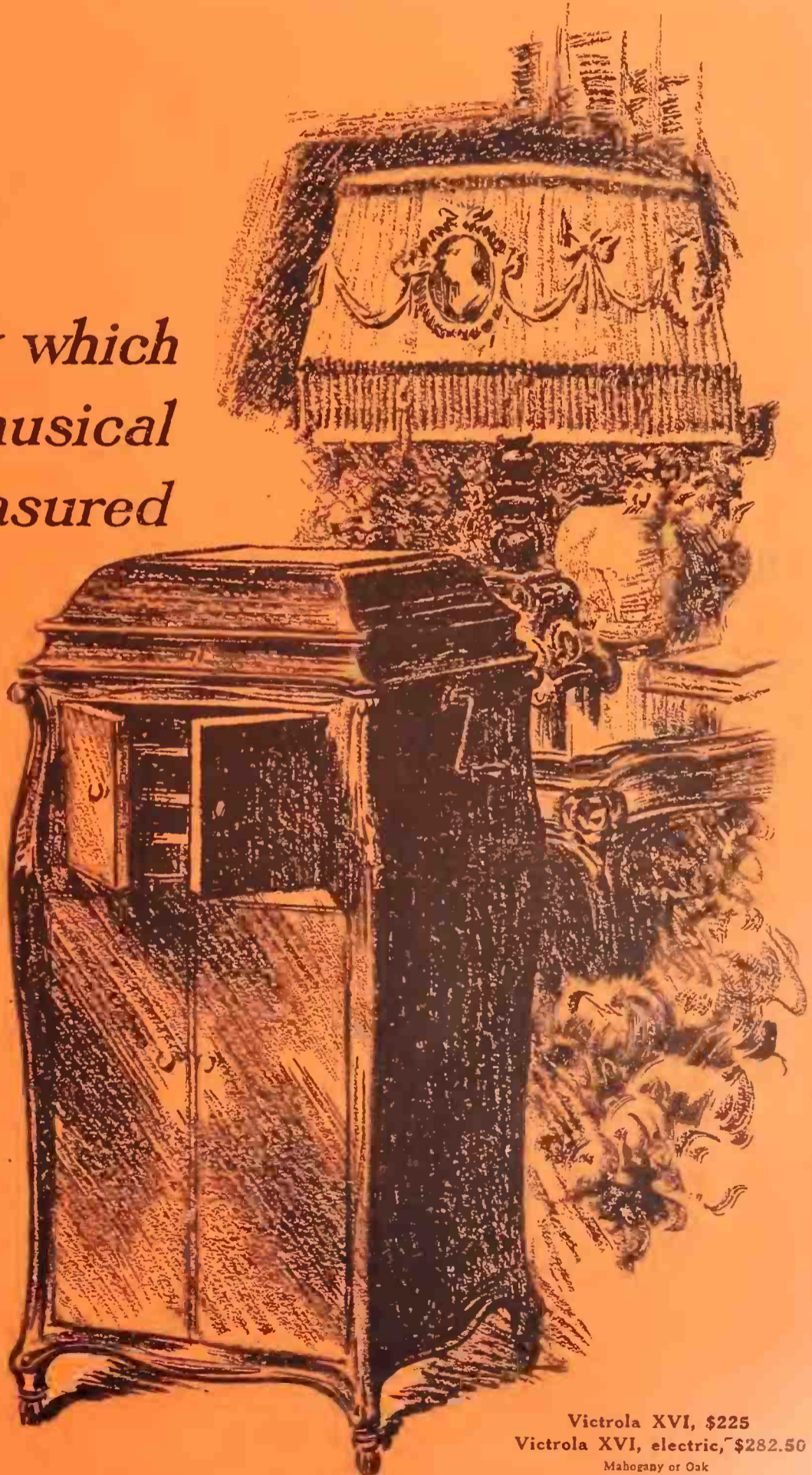


The TALKING MACHINE WORLD

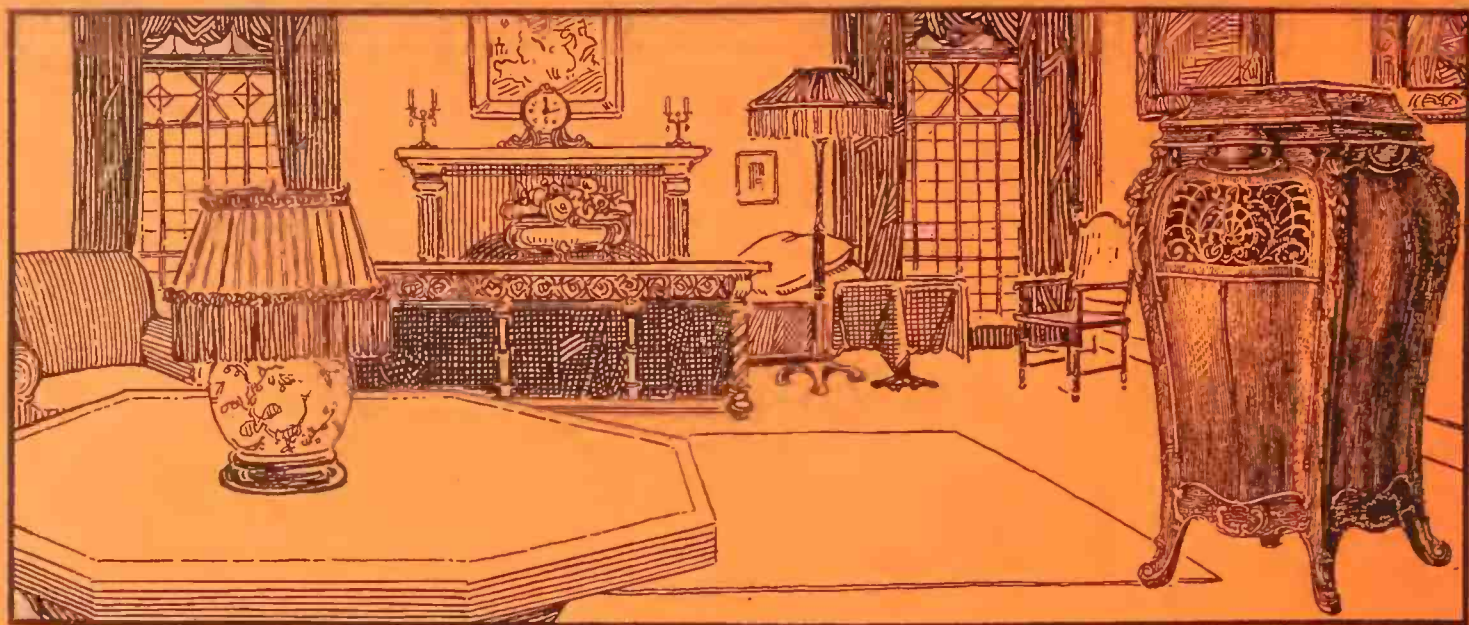
For the
makers &
sellers of
talking
machines

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

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



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




The Highest Class Talking Machine in the World

THE INSTRUMENT OF QUALITY

Sonora

CLEAR AS A BELL



The only phonograph sold without offering
“easy payments” as the leading attraction

SONORA is sold on a quality basis and the purchaser realizes he is getting full value. The Sonora appeals to people who are able and ready to pay cash for the phonograph they choose and the Sonora is offered and bought for what it *is*—the method of payment is always a secondary consideration.

The magnificent matchless tonal beauty of the Sonora and its many important exclusive features of construction make it the most wonderful of all phonographs. That explains its tremendous sales and its ever-growing popularity.

Prices \$50 to \$1000

Sonora Phonograph Sales Company, Inc.

GEORGE E. BRIGHTSON, President

Executive Offices: 279 Broadway, New York

Toronto: Ryrie Building

Sonora Semi-Permanent Silvered Needles are in great demand. They are used on ALL MAKES of steel needle records, play 50 to 100 times, and increase the life of the records. Send in your order at once if you wish prompt delivery.

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

The Talking Machine World

Vol. 15. No. 5

New York, May 15, 1919

Price Twenty-five Cents

MAJOR PAILLARD IN NEW YORK

Prominent Manufacturer of St. Croix, Switzerland, Given a Dinner at Waldorf-Astoria by Geo. E. Brightson, President of Sonora Co.—Interested in Talking Machine Progress

A recent visitor to the executive offices of the Sonora Phonograph Sales Co., New York, was Major Paillard, of E. Paillard & Cie, St. Croix, Switzerland, one of the largest manufacturers of musical instrument parts in the world and the producer of motors for the Sonora organization.

Major Paillard manufactured the first motor for Sonora many years ago, and since that time has had occasion to be astounded frequently at the remarkable growth of Sonora sales in the United States. Quite often the large orders which were cabled to Switzerland seemed so gigantic that to the Swiss factory officials they were almost beyond belief, and confirmation cables were requested before they could be accepted as true.

At a dinner given at the Waldorf-Astoria by George E. Brightson, president of the Sonora Phonograph Sales Co., to Major Paillard and a number of visiting Sonora dealers the visitor from Switzerland gave some interesting information regarding conditions at home. Great difficulties were confronted and overcome by his house during the last two or three years of the war, as raw materials were extremely difficult to secure, and coal, even at the present time, costs \$60 a ton. Major Paillard explained that it cost him about \$500 a year to heat his own home, and naturally the cost of fuel for factory purposes runs into formidable figures.

As is the custom in Switzerland, every citizen has to perform military duty, and, starting in an officers' training school in 1902, Major Paillard was successively a cadet, second lieutenant, first lieutenant, captain and in 1917 was commissioned to his present rank as major in the artillery, his long experience on mechanical devices being of great service to the army.

With the signing of the armistice the Paillard factories began to make arrangements to increase their output materially. The raw material situation is constantly improving, and within thirty days it is expected that there will be an increase of motor production for Sonora of over 100 per cent. While in this country Major Paillard visited the immense Sonora factories at Saginaw and other points, and made a careful study of general business conditions.

A salesman with a good record behind him usually is the one who has a good record to show his customer.

CO-OPERATION AND REGULATION ANENT INSTALMENTS

Interesting Analysis of a Very Important Matter by Samuel Klugherz of The Home Music Co., Lancaster, Pa.—Would Control Unscrupulous Dealer—Manufacturer Should Make First Step

A cure for the ills of the instalment business has been suggested by many writers upon the subject.

The likelihood of an evolution from unwelcome to desirable conditions in the "part payments" field of the talking machine business is remote. Individual efforts at reform and dealers' meetings and conferences held for the same purpose invariably bring to light only divided counsel.

Delinquent accounts receive the same anxious study from the ignorant, impractical, unethical, piratical dealer (and every community has such) as from the well-meaning, conscientious business man.

The cry for relief and betterment comes as loudly from the undeserving as the deserving. It is the unscrupulous dealer that stands in the way of reform. Control him, and you will find your cure.

"But how control him?" I can almost hear

TYPEWRITING TO "TALKER" MUSIC

Syracuse High School Uses Talking Machine in Commercial Department to Help Beginners—Plan Has Proved Very Successful

The West High School of Commerce, Syracuse, N. Y., has now added the talking machine to its typewriting department and has found the experiment very successful. When the bell for classes rings the pupils sit down at their machines, the record is started and the keys click to the music. Under this system there is a great increase in accuracy and there are no cases of "typewriter nerves" so common to beginners.

J. A. Curry, an instructor in the West High School, says: "One needs rhythm in typewriting. It is easy for beginners to develop typewriter nerves before they become accustomed to the click of typewriters all about them. At first there is a slight decrease in speed, but there is far greater accuracy, and the pupils are much less tired after an hour than they would be without music. It is really a method of psychic control that is most effective."

THE VICSONIA FOR AUSTRALIA

Sales Rights For Vicsonia Reproducer in Australia and New Zealand Placed With Prominent Talking Machine Dealer in Melbourne

Through a deal recently closed by James W. Greene, export manager of the Vicsonia Mfg. Co., Inc., New York, the exclusive sales rights to the Vicsonia reproducer in Australia and New Zealand have been placed with one of the largest talking machine dealers in Melbourne, Australia. The export business of the Vicsonia Co. is also expanding in other directions.

Although the Vicsonia Co. has expanded its manufacturing facilities considerably during the past six months and has been able to get supplies in larger quantities, the demand for the Vicsonia reproducers still keeps somewhat ahead of the output, but the company is contemplating steps to still further increase production.

NEW KENTUCKY MUSIC STORE

The Hardwick Jewelry Co., Owensboro, Ky., has opened a music department in the store and has installed several booths for demonstrating the Victor talking machine and records. At present there are very few machines in stock, as they are placed as soon they arrive. A large record library has been added and sales are very large.

NEW VICTOR WHOLESALER IN TOLEDO

Toledo Talking Machine Co. Organized to Take Over Wholesale Victor Business of the Whitney & Currier Co., That City

TOLEDO, O., May 1.—The wholesale Victor department of the Whitney & Currier Co., the prominent music house of this city, has been taken over by Ludwig & Co., who have organized the Toledo Talking Machine Co. to take care of the business. The new company will wholesale Victor products exclusively and will have no connection with any retail store. Charles H. Womeldorff is manager of the company, and Warren L. Kellogg has been appointed traveling representative.

KIESS BECOMES FIELD SUPERVISOR

Assumes This Important Post With the Pathé Frères Co., With Headquarters in Brooklyn

H. N. McMenimen, managing director of the Pathé Frères Phonograph Co., Brooklyn, N. Y., announced this week that O. M. Kiess had been appointed field supervisor for the company, with headquarters at the executive offices, 20 Grand avenue. Mr. Kiess will keep in close touch with Pathé jobbers throughout the country, devoting his time to practical co-operation with the sales organizations of the various Pathé distributors.

O. M. Kiess has been identified with the talking machine industry for a number of years, having been manager of the Buffalo branch of the Columbia Graphophone Co. for several years. He joined the Y. M. C. A. service during the war, and his thorough knowledge of phonograph merchandising makes him a valuable addition to the Pathé organization.

RECEIVES "WORLD" AT THE FRONT

Eclipse Music Co. Man Received the Talking Machine World Every Month—Kept in Touch With All Trade News and Events

The high esteem in which The Talking Machine World is held by all those interested in the trade and its value as a means of keeping in touch with the progress of the industry is shown by the great number of copies sent to soldiers at the front, who, even during the stress of war, wanted to keep themselves informed about the business they had left behind them. Corporal Earle Poling, formerly connected with the Eclipse Music Co., of Cleveland, O., writes the following letter from A. P. O. 757, France, under date of March 25:

"Have been getting your paper in due time each month and I want to assure you that The Talking Machine World is a great comfort to a talking machine salesman who is a member of the A. E. F. and has no other way to keep in touch with the trade events."

EFFECTIVE USE OF MOVIE PICTURE

The mutual benefit to be derived from co-operation of members of the trade and motion picture men is illustrated by the following story from the West: C. D. Easton, of Kelso, Wash., an Edison dealer, took advantage of the fact that there was to be shown at the local theatre a picture called "Bonnie Annie Laurie," and on the night of the show a notice was flashed on the screen announcing the song as sung by Anna Case. The stage was darkened during the selection, and when the song ended the lights were turned up, disclosing a phonograph at the side of the stage. This made a great hit.

Looking inward gives you mental strabismus, a peevish personality and an ingrowing disposition. Look out.

See Index of Advertisers on Last Page

How the Talking Machine Record Has Made Orchestral Music Widely Known and Popular

Nothing has done more to popularize vocal music in America than the talking machine record. "Popularize" is not, however, an adequate word to express the achievement, for the record has brought into the homes of our people the voices of the greatest artists in the world—men and women who can be heard only in the greatest opera houses and concert halls and whose abilities are beyond all question pre-eminent. These great artists in the homes, no matter whether it be the farm, hamlet, town, or city, have brought into the lives of the people the great operatic works of the masters, and in this way have created a close bond of friendship and sympathy between the singers and the hearers, with the result that great singers in concert and opera admit that the talking machine record has been a tremendous influence in arousing interest in their performances and recitals, no matter where they appear.

This is surely a great accomplishment, and one which the historians must make note of when they come to analyze the development of musical appreciation in America during the past few years.

With the broadening out of perfection in recording the talking machine is entering a new sphere, so to speak, when it brings to music-lovers the records of the great symphony orchestras. To-day those who love instrumental music can hear the great works of Beethoven, Tschaiikowsky, Brahms, Schubert, in fact, all the great orchestral works, recorded by the leading symphony orchestras of the country, notably the Boston Symphony, the New York Philharmonic, the Philadelphia Symphony, and a number of others. Symphony is the highest expression of musical form, and it is a class of music that is not popular with the masses, simply because it has been considered aristocratic and somewhat removed from the appreciation of the hoi polloi. This, however, is only an artificial or social condition, and is due largely to the lack of familiarity of the majority of the people with the famous symphonies.

Now that records of the works of the great symphonists can be secured, and their music heard in the home, the lover of music is able to get a new conception of the beauties of the score—an appreciation of the various orchestral colorings—an understanding of the special functions of the strings, brasses, reeds. He is able to learn to appreciate how the great mas-

ters have worked up such marvelous colorings with the instruments of the orchestra.

There is no question but that the attendance at orchestral concerts throughout the country will be largely increased through the growing appreciation of the records of the great orchestras. The development will be very much as it has been with the records of the great operatic and concert singers. It will not only add new fame to the orchestras, but it will bring the music which they interpret before an army of

people who will be able to enjoy at their leisure, and in detail, their beloved "bits" from the great symphonies, and in this way be educated to a new appreciation of the works of the great symphonic masters.

The educational value of the talking machine record has thus demonstrated afresh that this industry has unquestionably a tremendous mission for the uplift and advancement of music in America, despite the views of some all-wise critics who a few years ago held otherwise.

Dealers Should Hook Up Their Publicity With Manufacturers

Just how many talking machine dealers really get the full benefit of the enormous amount of advertising material supplied to them by the manufacturing companies? We do not mean dealers who take the material sent them and display it with more or less care in and about their show windows, but dealers who, using the supplied material as a basis, utilize individual ideas in giving a local touch to this free material. No matter how expensive or how attractive the advertising matter sent out by the manufacturers, or how it is displayed in the show windows, it is self-evident that if all retailers used that material and nothing else the ordinary citizen after passing half a dozen or so talking machine stores with exactly the same publicity matter meeting his eye is going to lose interest. It would be the case of just another display to be passed by rather than something original to attract his attention.

The proper thing for the retailer to do is to study the advertising matter that is supplied him and make an effort to display the particular types of machines, and especially the particular records, to which the publicity directly refers. This takes a little trouble, but it serves to link up in the mind of the observer the machine, or record, with the ad. He is showing that the dealer has that particular advertised product at hand ready for sale, and anything beyond that the dealer himself must accomplish by actual personal contact.

There are so many local events that can be hooked up with the manufacturers' advertising

that it seems a little short of criminal for the retailer to trot along in a rut without endeavoring to do a little work on his own account, even if nothing more than pasting a national magazine advertisement on the show window and running a tape, or tapes, to the products advertised, which last has the effect of making the advertisement a personal rather than an impersonal one. The result is two-fold—it gives to the dealer the direct power of the national advertising at present being run, and hooks up his story with future advertising of the same product, for the magazine reader coming across the advertisement of a certain machine and a certain record soon begins to connect that advertisement with the local dealer who handles these products. It is in the development of this unconscious connection that the dealer can afford to spend almost unlimited time and money in his local advertising.

The big advertisers themselves who make a specialty of dealer's advertising service frequently complain that all too many retailers simply cast the bulk of the free advertising matter aside, often without opening the package, and utilize only a small proportion of it, if any. Then if the retailer is inclined to use only a small proportion of all of the matter it does not in any sense prevent him from making the most of the matter used by utilizing some of his own ideas.

The Grafonola Shops, Inc., Wilmington, Del., has been incorporated to deal in manufactured goods of all kinds, with a capital of \$25,000.

**DITSON
VICTOR
SERVICE**



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

**FOR NEW
ENGLAND
DEALERS**

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

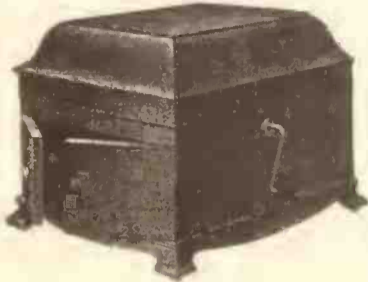
OLIVER DITSON CO.
BOSTON

CHAS. H. DITSON & CO.
NEW YORK

Victrola VI, \$35
Mahogany or oak



Victrola IX, \$60
Mahogany or oak



Victrola XI, \$115
Mahogany or oak



Victor Supremacy

Victor supremacy is the surest index of which way the trade goes.

It spells success for every Victor retailer.

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

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

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

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

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



Victor Wholesalers

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

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

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

ALL RECORD CUSTOMERS ARE ALBUM CUSTOMERS



MAKING THEIR SELECTION

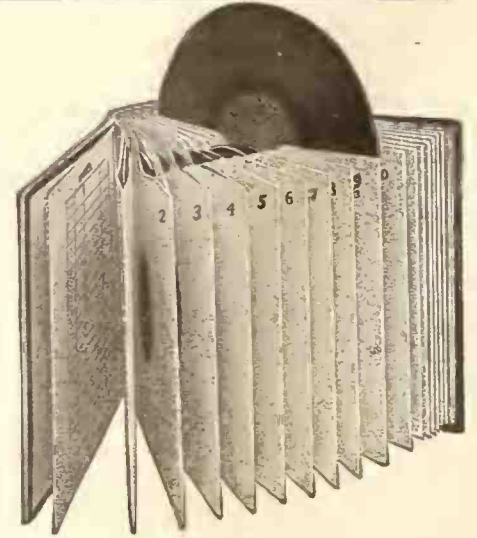
A Place for Every Record and Every Record in its Place

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

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

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

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



THE PERFECT PLAN

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

THE MAN OF IDEAS AND NOT LOCATION MAKES BUSINESS

How H. H. Brooks Staged Two Entertainments in Union City, Ind., That Opened the Eyes of the Public—Mrs. Oberndorfer Lectured—Closed Many Sales—Dealers Should Make Note

UNION CITY, IND., May 2.—H. H. Brooks is a talking machine dealer in this town (which is small in population only, as Mr. Brooks has proved). Some time ago he decided that he would pull some big town stuff and increase his sales. He wrote to Chicago and secured a promise from Mrs. Anne Faulkner Oberndorfer, chairman of the Western Division of the National Bureau for the Advancement of Music, that she would appear at two entertainments to be given in Union City by the talking machine man.

Mr. Brooks' next move was to engage the Union City Opera House for his two evenings of entertainment. Next he rounded up all of the town's local theatrical talent and got up a show. The show was advertised. The attendance was remarkable.

The first night opened with enthusiasm at a high pitch. The curtain went up and showed a stage furnished with musical instruments from Mr. Brooks' store. There was a \$1,500 Brunswick talking machine, a Melville Clark combination player-piano and talking machine, ten upright and player-pianos, three grand pianos and over twenty-five talking machines of various sizes—all on this same stage. Mrs. Oberndorfer, from Chicago, was the lecturer, and her subject was "Music and Patriotism." She was aided in her talk by home musical talent and by talking machines and player-pianos. Citizens of Union City were delighted. There was enthusiastic community singing to the accompaniment of three player-pianos playing in unison, a sight—or sound—which thrilled the audience. The curtain went down amidst a roar of cheers.

The next and last entertainment on the following night opened with the same stage set-

ting and the same program, with the exception that Mrs. Oberndorfer spoke on the subject, "Music in the Home." When the curtain went down on the first part of the performance one of the town's well-known young men (the minister's son) leaped on the stage and entertained the assemblage with jazz music executed by the town's jazz orchestra. In the meantime, back of the curtain they were changing the setting, and when the curtain was raised there was exposed to the view of an appreciating public an actual scene of music in the home, with a piano, talking machine, etc. This closed the second

TO EXPAND COLUMBIA CO. BRANCHES

George W. Hopkins, General Sales Manager of Columbia Co., Announces Plans to That End in Chicago, Indianapolis and Los Angeles

George W. Hopkins, general sales manager of the Columbia Graphophone Co., New York, announced recently the consummation of a number of important deals which provide for the development and expansion of several of the company's wholesale branches. Columbia business throughout the country has been making such phenomenal progress that a number of the branch managers have been in conference with Mr. Hopkins, pointing out why additional floor space in their respective cities is imperative.

A lease has been signed whereby the Columbia branch in Chicago will occupy a new home in the McNeill Building, on Jackson boulevard and Market street, and in these new quarters Manager Fuhri and his staff will have greatly increased facilities which will enable them to han-

dle adequately the fast-growing Columbia business in this territory.

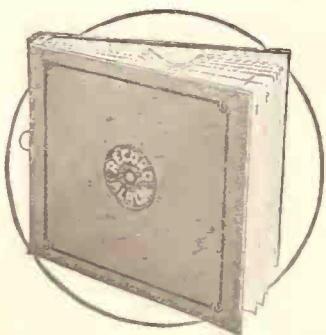
The Columbia branch at Minneapolis has just leased a new six-story building at 1820-22 North First street, and this up-to-date and modernly equipped building will be utilized to excellent advantage by Manager Sprague and his associates to give the Columbia clientele in this section of the country maximum service.

The Columbia Co. closed a lease last week for a new building for its Los Angeles branch. This building is now being erected according to the company's specifications, and Manager Stidham and his staff will have every opportunity to look after dealers in southern California.

FREIMAN NOW PATHÉ AGENT

One of the Pathé agencies, the Lenox Jewelry Co., 372 Washington street, Boston, Mass., is now under the sole ownership of H. Freiman, who for years was one of the members of the firm and to whose enterprise it owes much of its success. The Lenox store has long specialized in Pathé phonographs.

A BETTER ALBUM — A BIGGER PROFIT



PEERLESS ALBUMS are made to sell on sight. Quality—from beginning to end—and workmanship that is perfect.

NO DEALER should buy albums until he has investigated Peerless quality and the Peerless proposition.

NO MANUFACTURER should standardize on a type of album for his phonograph until Peerless has submitted samples of their exclusive designs.

Peerless albums make a good phonograph better—a good record customer a bigger record buyer and—profit for you!

PEERLESS ALBUM COMPANY

43-49 BLEECKER STREET

PHIL RAVIS, PRESIDENT

NEW YORK CITY



Victrola IV, \$25
Oak



Victrola VI, \$35
Mahogany or oak



Victrola VIII, \$50
Oak



Victrola IX, \$60
Mahogany or oak



Victrola X, \$90
Mahogany or oak



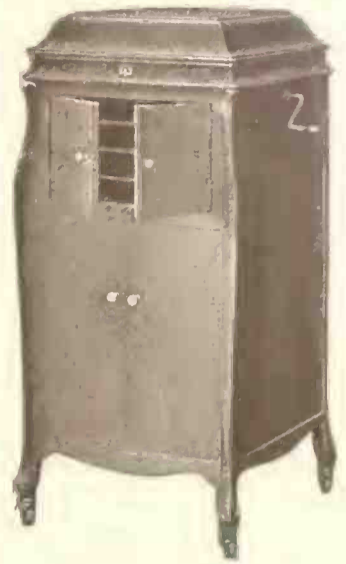
Victrola XI, \$115
Mahogany or oak

Victor Supremacy

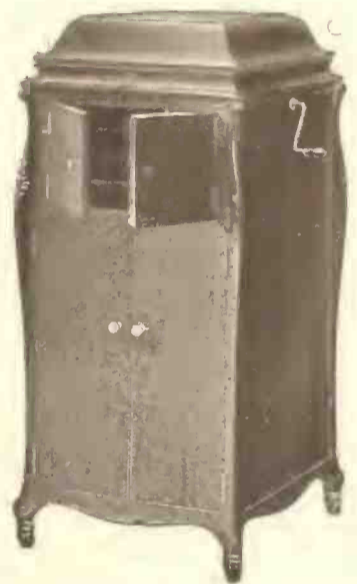
is firmly established on a basis of great things actually accomplished.

A supremacy that is growing greater every day—that insures ever-increasing prosperity to every Victor retailer.

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



Victrola XIV, \$175
Mahogany or oak



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



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

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

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

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



“HIS MASTER'S VOICE”
REG. U.S. PAT. OFF.

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

PUBLISHED BY EDWARD LYMAN BILL, Inc.

President and Treasurer, C. L. Bill, 373 Fourth Ave., New York; Vice-President, J. B. Spillane, 373 Fourth Ave., New York; Second Vice-President, Raymond Bill, 373 Fourth Ave., New York; Assistant Treasurer, Wm. A. Low.

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London, Eng., Office: 2 Gresham Buildings, Basinghall St. W. LIONEL STURDY, Mgr. The Talking Machine World has regular correspondents located in all of the principal cities throughout America.

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REMITTANCES should be made payable to Edward Lyman Bill, Inc., by check or Post Office Money Order.

NOTICE TO ADVERTISERS.—Advertising copy should reach this office by the first of each month. By following this rule clients will greatly facilitate work at the publication headquarters.

Long Distance Telephones—Numbers 5982-5983 Madison Sq.
Cable Address: "Elbill," New York.

NEW YORK, MAY 15, 1919

THE season of the year is approaching when the jobbers and dealers handling the products of the various prominent talking machine companies gather together for their annual business conferences, and several national affairs of this character are already scheduled for the next couple of months. Some of the organizations have not held general conventions for a couple of years owing to war conditions. Others, although holding conventions, found war problems interfering with the planning of any definite moves owing to temporary uncertainty of the future. Now, however, the war is out of the way, or practically so. Business conditions are returning to normal at a satisfactory rate, and the future is so pregnant with possibilities and opportunities that conventions for the interchange of ideas, regarding selling plans, are not only desirable but highly necessary.

There are many questions of readjustment of production and selling methods to meet changed conditions that must be faced by members of the industry. It is safe to say that pre-war methods cannot obtain successfully for some time to come at least. Conditions have changed materially, and are continuing to change almost over night, in many respects for the better. The demand from the public is keeping up at a remarkable rate, and, although the factories get back to the 1914 or 1915 basis, the new markets that have developed since that time promise to produce orders in excess of the normal supply.

There have been many new concerns entering the manufacturing and selling fields, and among the former there are several, especially those concerns which have given heed to quality instead of price, that have achieved and are achieving a satisfactory measure of success. Yet these new concerns, where they are actually giving value, are finding demands to be in excess of supplies. This all makes for changed selling conditions, the demand for cash or short terms, the development of high-grade business, and the building for a future when production and demand reach a comparative basis and competition again becomes a genuine factor in the talking machine industry.

The program for future development cannot be handled off hand, for it is important enough to be worthy of close study; where some hundreds of thousands of men are engaged in forwarding the interests of one particular product the best results are obtained through the interchange of ideas, the telling of experiences that may serve to act as a guide to someone else in the same line. An inter-

change of ideas will serve to build up an organized system of business that should, and will, prove more productive and satisfactory than individual effort unassisted.

The jobber or dealer who has the opportunity this summer of meeting together with his fellows in the trade owes it to himself to take advantage of that opportunity. He is bound to be the gainer.

THE value of advertising as the great lubricant to business was never more widely recognized than to-day. Our leading institutions have been carrying on tremendously active campaigns since the close of the war, and with satisfactory results, judging from the steadily improving condition of business which now prevails throughout the country.

There is no question but that these great advertising campaigns have nullified the inertia or uncertainty in the business world which was expected following the signing of the armistice.

The importance of advertising as a trade stimulator has been officially recognized by the United States Department of Labor, which through Secretary Wilson has carried announcements in the daily papers in which it is pointed out that "people will buy if you tell them about the things you have to sell," and adds further: "The American public is a buying public. It has the money to spend, and will spend it if you will show them the need for spending it. Therefore—advertise! This is the message from the Department of Labor to all live, progressive merchants who believe in the future prosperity of America. Tell your story through the press and reach the greatest number of potential customers at the smallest cost. Advertising, intelligently planned and executed, is the surest, quickest and most economical means of securing sales—stimulating business."

What is here preached by this important department of the National Government is, of course, not new, because every progressive merchant and manufacturer comprehends that success in business to-day is absolutely impossible without the use of well considered publicity. Everyone is an advertiser to-day; the only man who does not advertise is a "dead one."

Leading talking machine manufacturers have been in the forefront of the great army of successful Americans who understand and appreciate the value of advertising, and it may be said that throughout the entire industry, whether in manufacturing, jobbing or retail fields, talking machine men are understanding more and more the essentiality of this great factor in success. It is true that some are still lagging and must be awakened, but the great majority have become alive to the fact that their business cannot survive unless they use up-to-date methods of publicity.

Ability of a high order is required to conduct successfully manufacturing and retail establishments. It is one thing to create and another to market successfully. Each function is interdependent; both are of prime importance. The sales manager, or the executive who is working for the future, must be well posted in the principles of advertising, even if the details of the department devoted to publicity are entrusted to a manager. This knowledge means a sympathetic support of publicity as one of the great factors in bringing a greater volume and a more satisfactory class of business to the establishment.

The purpose of an advertisement is to sell goods. Newspaper space is too expensive a medium to be used for the exploitation of the writer's wit or cleverness. The ad writer who constantly bears this purpose in mind will produce effective ads despite faults of minor construction or display. When the simplicity of purpose of an ad is realized it will be seen that its preparation is merely a matter of salesmanship. The duties of the adwriter and the salesman are identical and their methods should be the same. Every salesman should have a well-defined system of approaching, interesting and selling goods to a customer, and the principles of this system can be applied equally well to an advertisement. Any successful salesman who is capable of analyzing his system of selling goods, who can tell just how and why he induced the customer to buy, is also capable of constructing an advertisement if he applies the principles of his salesmanship to his advertisement.

OF significance to the music industry are the figures just issued by the Department of Agriculture to the effect that the total spring and winter wheat crop grown in the United States this year promises to be the greatest produced by any nation in the world's

history. To the estimated winter yield of 837,000,000 bushels announced recently we can now add a spring wheat crop that will bring the total of all wheat up to 1,100,000,000 bushels this year, and it may run beyond that figure. The only crops ever approximating this were a winter yield in Russia of 800,000,000 bushels in 1913 and a single billion-bushel yield in the United States.

This promised 1919 yield, with a guaranteed price of \$2.26 per bushel by the Government, means a return of approximately \$2,500,000,000 to our farmers. This is a stupendous sum of money, and it is logical to assume that a large share of it will find its way into the coffers of dealers and manufacturers of musical instruments.

Never in history were the prospects so bright for a tremendous volume of business as in the year 1919, and it is up to the manufacturers and dealers to prepare to meet the situation as it now exists—it is a time for broad-gauged action in the matter of manufacturing, and retail expansion along safe lines, and the employment of carefully prepared publicity that will bring the products of our manufacturers to the attention of the purchasing public.

TALKING machine men throughout the country should lend encouragement to the movement to bring about the establishment of a permanent memorial to the soldier heroes of the world war—the form suggested being an auditorium for the use of the public, and primarily for the propagation of music. A memorial of this kind is better than a slab of marble—it represents a permanent tribute to the men who have given their lives for the preservation of civilization—a tribute doubly appreciated, because it serves a noble and useful public purpose in a town or city.

The talking machine has been a potent factor during the war in stimulating confidence and courage among the men who entered the camps—the men who went to the sea in ships—the men who entered the trenches and went into the great battles of the war with music in their hearts. And what is more appropriate than that the love of music be stimulated through a memorial auditorium of this kind? No better means can be conceived of keeping the impression in the minds of the public of the debt they owe to the men who served in France than such a structure. It will have an educational force that will be tremendous.

Among all thinking men one of the great questions of the day is what will supplant the saloon among the men who make it their social center, or exchange for ideas. It seems to us that an auditorium in the leading cities and towns throughout the country, as outlined above, would constitute the basis of a community or social center movement that would do much to replace the saloon, which will soon disappear from "our midst." In the programs of events possible in such a memorial auditorium the talking machine would necessarily play a prominent part combined with lectures and other educational features as attractions. In this way the auditorium could be made a center of social activity and intercourse that would be more effective than the moving picture theatre as a replacement

center for the men who formerly found the saloon indispensable.

The suggestion of an auditorium as a permanent memorial to our soldier boys emphasizes in most pleasing form public appreciation of their services, and moreover brings this fact to the minds of the people each time it is used. It represents practical patriotism in an eminent degree and marks a movement along commonsense, constructive lines, that merits the highest encouragement.

ONCE again and for the fifth time have the music interests of the country gone over the top in support of the Government in subscribing to and influencing subscriptions for the Liberty Loans. This time it was the Victory Loan, announced as the last of the series, and designed to clean up the war debt and bring the soldiers home from France, as well as to take care of those who have suffered from the war.

Not only have the music interests been instrumental in raising many millions of dollars in subscriptions to the Victory Loan in their own ranks, but music itself has proven a powerful factor in promoting the campaign in other directions, for it is doubtful if a meeting or rally was held at which music in some form or another was not a strong attraction.

To the credit of the talking machine trade be it said that every member responded whole-heartedly to the call, that not only did the manufacturers, wholesalers and dealers buy liberally, in some cases to the extent of a million dollars or more, but that the artists whose names are found on the record lists, such as Heifetz, for instance, were quick to volunteer their services to stimulate Victory Note sales.

Perhaps the talking machine men put forth just a little extra effort this time in the belief that with this final loan out of the way there will be nothing further to interfere with the purchasing power of the public. The needs of the Government, of course, come first, but with those needs satisfied the talking machine men feel that there will be considerable money ready for machine and record purchases and ready to be released in other channels of trade.

THE victories of business, as in life, are won not in the marts, nor in the fields, where the decisive struggle takes place, but in the obscure and forgotten hours of preparation. Success or failure lies in the hands of the individual long before the final test comes, and this is particularly true in all lines of trade in American to-day, for the greatest test of business comes with the war's end. The business man who believes in the value of his name and his product and maintains this position before the public will be best prepared to reap the reward of increased business and increased appreciation for his product when peace is officially proclaimed throughout the world. Compensation for war waste, according to a leading student of economics, will be found in an enormous non-material wealth in the form of improved habits, a finer temper among the people, as well as in quasi-material wealth such as improved methods of production.



Rake Up the Garden

*U*PTURN a bunch of planted dollars by raking harder in the Red Seal Record Garden. The dollars are there—right under the top soil. Help yourself in this spring gardening by using Pearsall Service. Our stock of Red Seals enables efficient deliveries.



SILAS E. PEARSALL COMPANY

DISTRIBUTORS

WHOLESALE ONLY

Victrolas and Victor Records

10 East 39th Street, New York

Value of Simplicity of Appeal in a Talking Machine Sales Campaign :: :: By W. B. Parsons

Even the greatest enterprises in the world have, as a rule, had simple beginnings, and their present size is due to the logical progression of a series of events originating in the elementary idea. Salesmanship can draw an analogy from just such examples. The argument by which the prospect is led to become a buyer should have its foundation in an idea that is simple, so simple that it may seem to be childish. No matter what the mental status of the prospect, the same principle can be applied to the argument intended to convince him. Make the foundation simple, and from that foundation can be developed the fabric of the argument suitable for whatever occasion may arise.

There is often heard the descriptive phrase, "appealing in its simplicity," and there is much

truth in such a description. In any discussion involving persuasion into action, there must always be a starting point at which the mind of the subject is aroused or startled into attention. Once this is accomplished, argument is needed to lead this germ of thought along a course which will ultimately end in the action you desire, i. e., the sale of goods. This starting point is where the matter of appeal comes in. Once there is offered an idea which appeals to the prospect, it is a comparatively easy matter to secure the result you desire.

But in using this appeal there is chance for much serious thought and consideration, for it is imperative to make a right beginning. Once a false start is made the task of persuasion is almost hopeless, for one of the hardest things

a salesman has to do is to overcome the false impression created by an ill-chosen first step. Above all things, make the primary appeal simple, especially in the case of prospects who may not have had the best opportunities of education and training. For such people simplicity of appeal is the only way by which the salesman can hope to succeed. It requires a great deal of tact, and a wealth of human understanding to talk to the poor or uneducated man about his own family affairs and make him see his need for music in the home without making him hostile to your efforts.

Reach such a man by appealing to the simple, elementary things—his love for his children, his ambitions to succeed in the world and his desire to have a better home for his family. Show him the advantages music will bring his children, for every father wants to give his children the best he can, especially if in his own early days he was deprived of many of the things that make for the best in life and living.

Ambition is in every heart, and it is often possible to interest the poor man by showing him how his home may be made more attractive and more like rich men's homes through the addition of a beautiful talking machine, which he can secure without any serious strain on his finances. It is often possible to make such a suggestion in a way that will flatter his vanity a little, and he will begin to feel that thrill of pride which the possession of an attractive home would bring.

Simplicity of appeal is not to be confined to the prospects of the above class alone. It is obvious that an argument which would appeal to an uneducated man would be understood even more clearly by the man of higher education. In this latter case, however, this simple idea should be expanded and enlarged, and other arguments introduced to amplify the central thought. But this would not detract from the fact that the main idea is simplicity of appeal, for the successful man does not care for long, labored discussions of the merit of this instrument or that. What he wants are the facts, and he welcomes a presentation that is clear and concise and easily understood without special concentration of thought. When he comes to buy an instrument, or if you are seeking to make him realize his need for one, he does not care to consider a problem of statistics and cant phrases. He appreciates simplicity of argument for the very reason that he understands it more thoroughly. Because the salesman sees in a prospect of this kind a better intellect he should not make the fatal mistake of trying to complicate his methods of argument; for in doing so he courts defeat. If he sticks to the simple methods he will not only command the respect of the prospect, but will secure business as well.

It is a safe policy to hold to simplicity of appeal, and salesmen will find it well worth their while to follow out this idea in their work. The elementary natures of men are very much the same throughout the world, and simplicity combined with the saving grace of a little common sense and judgment will spell success for the salesman in any line of trade, and especially in the talking machine business.

SELLS VICTROLAS TO MEXICANS

The trade in talking machines among the Mexicans in Kansas is steadily growing, and an enterprising salesman, Bob Horney, of Pratt, Kan., has taken it upon himself to learn the language in order to increase his business. He was recently seen expounding the beauties of the Victor machines to a crowd of Santa Fe railroad laborers and actually selling them. The Henley-Waite Music Co., of Kansas City, has a room fitted up specially for the Mexican trade.

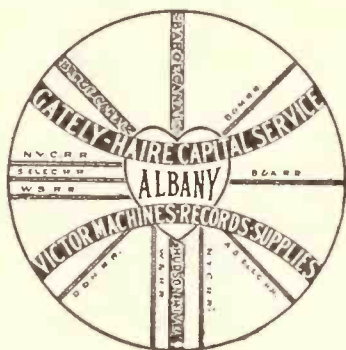
The League of Nations

is planned as a service for the nations constituting the League, a service for the common good of all.

Gately-Haire Service

provides for the Victor dealer a service that is impartial, prompt and efficient. Debates are not necessary regarding the qualities of Gately-Haire Service. Its quality is known and has proven its worth for many years. It has *more* than 14 good points.

Our central location with the principal railroads of the country radiating in all directions offers dealers using the Gately-Haire Service exceptional advantages. Victor dealers not familiar with Gately-Haire Service will do well to investigate.



Remember—

ALBANY

"for capital service"

NEED WE SAY MORE?

THE GATELY-HAIRE CO., Inc.

Victor Distributors

121 N. Pearl St.

JOHN L. GATELY, Pres.

Albany, N. Y.



EVERY RECORD A
DOUBLE HIT

SONGS and DANCES
OF TODAY

The Okeh Records Have Achieved National Popularity

Our Successful Distributors and Their Thousands of Satisfied Dealers All Over America
Herald the Liberal Profits Made On

OKEH RECORDS

Otto Heineman Phonograph Supply Co., Inc.

25 West 45th Street

New York City, N. Y.

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

How the Attractive Talking Machine Department Wins Out With the Public :: :: By Warfield Webb

So much depends upon the effort put forth in handling, displaying and selling of talking machines that it does not matter so much where or by whom the machines are sold as to what share of success is really possible. The main consideration in the matter of handling talking machines lies with the store and its management. If you are seeking success with that keen-eyed determination that wins over many obstacles there is no reason why this should not be realized. If the department store has a live section devoted to this one idea, why cannot this be made to prove a more than ordinary success? The fact that there are to-day some striking instances of this kind proves it to be true. And truth is what most of us desire in seeking to prove a claim. Indeed, there is little room for argument were the case any different. Some department stores are making good in the sale of talking machines and records, but this is due to managers who have a keen sense of appreciating the requirements that make this possible. They are, in other words, live, modern, progressive, and offer such inducements as will bring to their stores a high class of trade and a large volume of business.

Much depends, we might say all depends, upon the effort put into the display features, in the salesmanship and in the desire to make every customer just another asset to the store. The unattractive department, like the inferior store, is not going to appeal. There must be real attractions, and let us cite an instance in point where there has been an effort made in this way to induce sales.

In one of our large cities there is a department store that has a section given over to the display and sale of machines and records. A special place has been allotted to this department. It has been enclosed in a glass partition that entirely separates it from the remainder of the store. In fact, it could be looked upon as a distinct store within a store. The interior is very attractively decorated in cream color, the floor is covered with velvet carpet to harmonize with the walls and ceiling and the booths are builded in a way that makes them attractive. They are of medium size, and the records are placed on the opposite side of these, so that the salesman can simply step outside the booth and select a given record without any undue loss of time.

Easy chairs, table and lamp give the section outside the booths a homelike appearance. There is a feeling of comfort and restfulness that makes the visitor feel at home. He is removed from the harsh surroundings that often make the store so distasteful. A fountain is to placed here which will still add its charm to the setting. It invites. It makes possible that comfy feeling that should be a part of the talking machine store.

There is a long section running parallel with the booths that is filled with chairs. At the end of the section a small platform is erected, and on certain days of the week free concerts are given to the public. These are advertised in the newspapers, and in this way the public is invited to call. One does not have to come with the idea in mind that he will be expected to make a purchase. He can come at any time, to be sure, but the public concert idea helps to increase the number, and there will be less of that hesitancy in the minds of many who refrain from visiting such a store unless they really have in mind a purchase.

Now this store is making a success of its talking machine department. It is under the management of a practical man, who sees and values the importance of doing things in the right way. He is a progressive man, and one who, with the consent of the management, has made possible

the development of the idea to the end that it is growing to be a big success. When he came to take charge of this department, some months ago, there was only a nominal amount of consideration given to the sale of machines and records. There was a section devoted to the idea, but it was in the open, we might say, with a few ordinary booths and some attempt to make it attractive, but it was lacking in the vital elements.

Could sales be made to count for much with this handicap? What was there about the department that made it appeal? Little, indeed. It

*Whether Department
or Single Stores, There
Must be Inducements
so the Public Will
Strive to Seek Them*

was, it is true, much like many other departments of the same kind noted in both department stores and in stores giving part of their attention to the sales of machines and records, but it lacked the elements that would make it a striking feature. You can hardly expect to make the public seek a department of this kind in large stores alive with business for the same reason. But the manager saw what was lacking. He had the backing of the store manager, and what has been the result? A complete transformation.

The department was moved to another floor. It was, as we stated above, given the distinction that has made it a most attractive part of the large store. The public concerts will be sure to add still more to the popularity of the department and make it a leader, not only

in department stores, but among regular talking machine stores, too.

Is the store a success that offers some particular inducement to the public to seek it? Is it necessary that the store be exclusively a talking machine store? No. The whole secret lies with the management and with the efforts that are made to induce the public to seek it. There is a great deal of competition in this same city. There are many stores that offer the public inducements to seek them. There are several department stores that have sections devoted to the sale of records and machines. Here then is the whole definition of why this store, this section in a department store, is making such notable success.

It is more in the nature of the effort made than in the store, its location, its attraction and its sales possibilities. Success can come to any dealer, but he must make this possible with the efforts that cost time, money and just a little progress that is in advance of the public—that is a step ahead of the store where there is a lack of this same idea.

As to the public concert idea, it is not new to some stores. But where will it be found in a department store outside of New York and a few other cities? Where the idea of that separate section—that homy appearance, that system, that eagerness to please? Make the public come to you is the one big idea that must be noted in all our endeavors. The public will come often if the inducements are really worth while. But these must be so keen and so attractive that there will be a reason for the visits that can make them frequent, and that will in this way induce sales.

Why not then go a step further in your endeavors to please the public? Why not a little more effort to make the public seek you? If one man or one store can do so, there is nothing to stop another from the realization of this same increased demand.

Harry Gennett, vice-president of the Starr Piano Co., was in town last week, having come from the factory in Richmond, Ind. He reported business excellent in every way.

The KENT Master Adapter

MADE UNDER PATENT No. 1,130,298

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

It is simple, neat and durable.

It is sturdily and honestly built.



Position when playing lateral cut record

It is attractive in appearance and absolutely fool-proof.

It is correct in principle and accurate in performance.

It is guaranteed.

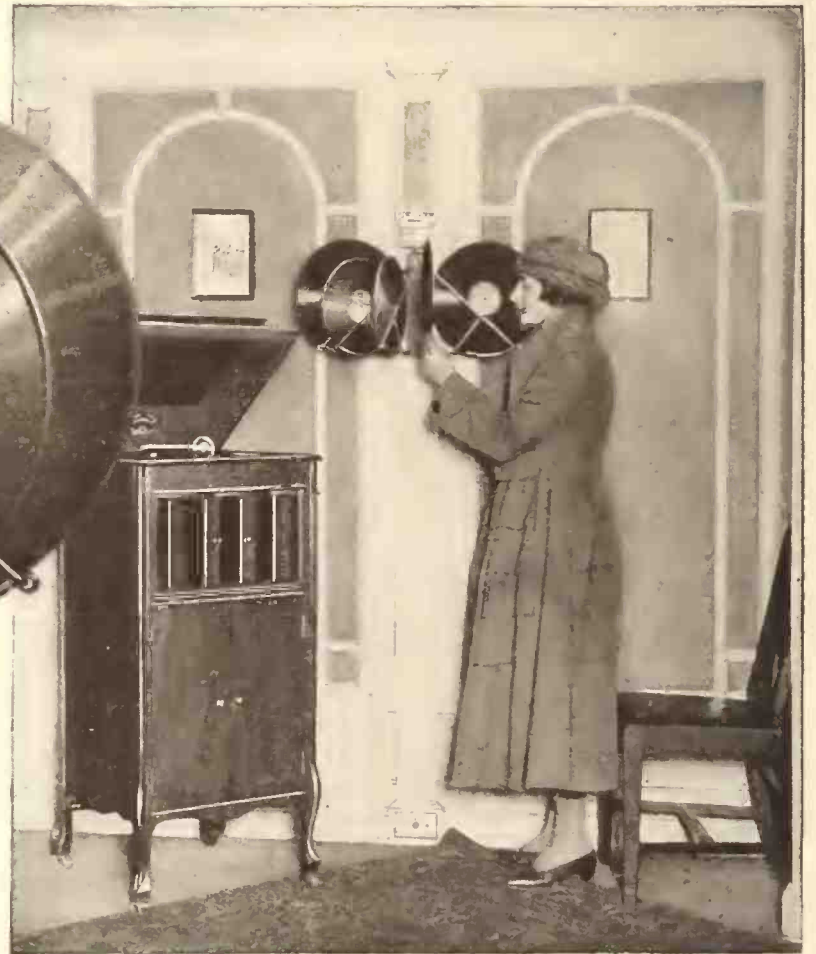
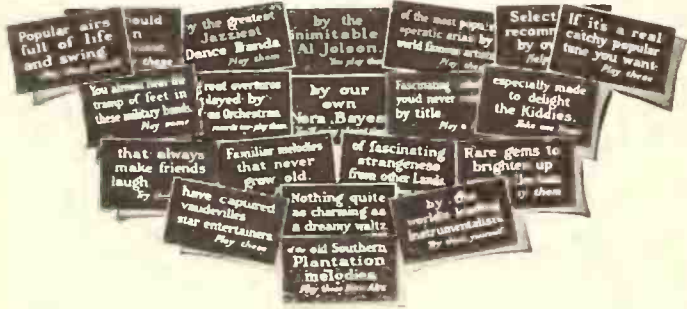
Makes any disc record playable on the **NEW EDISON DISC** Phonograph

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

F. C. KENT CO.

MULBERRY and CHESTNUT STREETS
NEWARK, N. J.

Columbia Records



The Latest and Best— Service Fixture No. 7

Feature the records that you *have*. Display and demonstrate what you want when you want with the newest Columbia Record Service Fixtures.

They do not replace salesmanship, but they are a powerful aid to selling.

They fit *exactly* into your stock situation, and provide for changes in your display to suit your own particular needs.

They display both sides of six records—twelve titles—at once. Just enough to make a choice easy. Not too many to make choice hard.

Attractive—efficient—economical.

Specially built for Columbia dealers only; packed 2 in a carton with 21 changeable inserts and operating plan, \$3.50 each, net, f.o.b. St. Louis, Mo.

Order them now—a No. 7 Fixture for each record demonstrating room and one for your sales-floor, from your regular Columbia distributor.

COLUMBIA GRAPHOPHONE COMPANY, New York

The Silent Salesman

This silent salesman really talks. It invites your customers to "Play These."

It provides a record display that meets your customer's human desire to "shop."

It fills in your customer's awkward wait until your salesman can come to her.

The moving wings are a temptation—to touch—and read—and play.

The Grafonola stands beside her—open, ready to be played.



Columbia Records

Safe and Practical

There is full protection to your records in this perfected Columbia Record Service Fixture.

No metal edge comes in contact with the records.

Spring buffers absorb the shock if the wings are slammed together.

An ingenious device locks the wings into the main frame after erection.

The Fixture displays ten- or twelve-inch records, or both.

Lettered cards describing the kind of records displayed are furnished with each Fixture free.

These 21 inserts slip into a space in the frame, and provide constant change of appeal.

On their backs are lists of records suggested for display with each.

You can letter cards yourself to apply to the records you want to display.

We constantly study our dealers' needs and give you practical dealer service.

These Fixtures are built for you alone. No other dealers can get them.

Six Other Columbia Display Fixtures

which are meeting Columbia dealers' requirements just as satisfactorily.



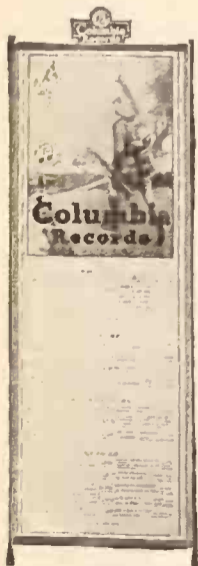
WALL FIXTURE NO. 1
6 swinging wings displaying 12 Mid-Month Hangers for each of your booths and on your salesfloor. Complete: \$2.50 each.



WINDOW FIXTURE NO. 1-E
For constant window display of the Mid-Month Hanger. Equipped with easel. Complete: 95c each.



COUNTER FIXTURE NO. 3
6 revolving wings displaying 12 Mid-Month Hangers for your record department or counter. Complete: \$4.00 each.



WINDOW FIXTURE NO. 2-E
An attractive frame for the large Monthly Hangers for window or salesfloor exhibition. Complete: \$1.25 each.



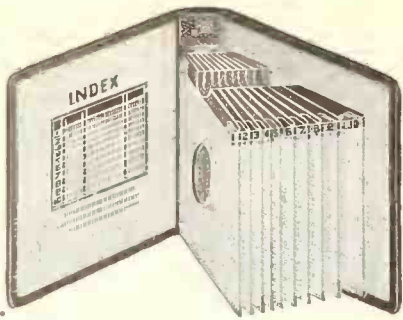
WALL FIXTURE NO. 2
6 wings displaying 12 of the large Monthly Hangers for each of your record rooms. Complete: \$5.50 each.



COLUMBIA CATALOG DISPLAY
A convenient and attractive device to hold a variety of catalogs in each record room where people will see and take them.

All prices quoted on these Fixtures are f.o.b. St. Louis, Mo. But have you noticed that all Columbia Display Fixtures are furnished at less cost than fixtures offered by fixture manufacturers?

COLUMBIA GRAPHOPHONE COMPANY, New York



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

New York Album & Card Co., Inc.

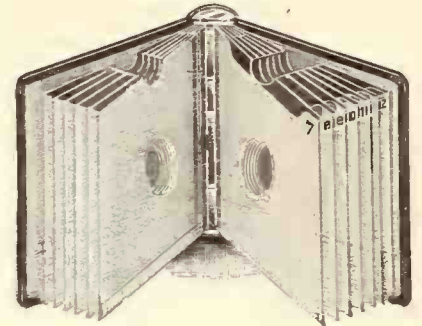
Factory and Executive Offices: 23-25 Lispenard St., New York

TWELVE YEARS BUILDING QUALITY ALBUMS

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



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



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

Chicago, Ill.: CULLEN, MARSH & CO.

21 East Van Buren St., Middle West Rep.

San Francisco, Cal.: WALTER S. GRAY

Chronicle Bldg., Pacific Coast Rep.

LIEUT. BROWN BACK FROM WAR

Son of Henry C. Brown, Sales Manager of Victor Co., Now in Toronto Awaiting Discharge From Royal Flying Corps—Presented With Baby Daughter as Post-War Surprise

Henry C. Brown, Jr., son of Henry C. Brown, sales manager of the Victor Talking Machine Co., and well known to the talking machine trade through his active connection with the industry before the war, returned from overseas on the S. S. "Bohemia," landing in Boston on April 2 and going from thence to Toronto, where he expects to be mustered out shortly.

Mr. Brown, who held the rank of lieutenant in the Royal Flying Corps, had a fine surprise when he reached Toronto, for his wife, who was waiting for him in that city, had presented him with a baby daughter on March 27, while



Lieut. Henry C. Brown, Jr.

he was in about mid-ocean. Incidentally, Grandpa Brown does not feel so bad about the new granddaughter, either.

Lieutenant Brown has been in the service continuously since June, 1917. From June to October, 1917, he was in the American field service with the French army transport militaire headquarters at Soissons. He joined the Royal Flying Corps in November, 1917, and trained in Canada and Texas until April, 1918, acting as instructor much of the time. He acted as air pilot in England from July, 1918, until the date of the armistice.

Although Lieutenant Brown's future plans after his discharge from the army are yet to be announced, it is probable that he will re-enter the talking machine field, in which his interests lie.

THE ARTHUR WARD CO. GROWING

The Arthur Ward Co., Owosso, Mich., in response to the growing business in talking machines and records has enlarged and remodeled the main salesrooms and added several handsome demonstration booths which will be devoted exclusively to the display of Columbia records and machines. In the new department is a record case extending the entire length of the room.

LIKE EUROPE'S JAZZ BAND RECORDS

Pathé Records Made by Famous Military Organization Please the Public, According to Reports of Dealers Throughout Country

The recording organization of the Pathé Frères Phonograph Co. points with pride to the remarkable record which it established in the production of the Pathé records made by Lieut. "Jim" Europe's Jazz Band. As announced in the April issue of *The World*, this famous military organization has been engaged to make records exclusively for the Pathé library, and the first records are now in the hands of the dealers.

Within two weeks after Lieut. Europe's Jazz Band had visited the recording laboratories and made several records these records were ready for shipment to the dealers. For speed and efficiency this accomplishment is worthy of the congratulations which the Pathé Frères recording staff has received from the company's representatives. Incidentally it may be mentioned that these Europe Jazz Band records are meeting with great favor everywhere, and Pathé dealers state that their patrons are delighted with the fact that records by this band may be found in the Pathé library.

VICTOR RECORDS BY S. FRIEDBERG

Clever Young Polish Tenor Who Is Also a New York Retailer Makes Polish Records Which Are Destined to Prove Popular With Public

In a recent issue of new Polish records the Victor Talking Machine Co. announced several selections by Sidney Friedberg, a young Polish tenor who has repeated in New York the successes he achieved in Warsaw, Lodz, Paris and other European cities. He is a native of Lodz, in the Kingdom of Poland, and his first Victor record, comprising two popular and familiar Polish airs, has met with a pleasing sale throughout the country.

Incidentally, Mr. Friedberg is a practical talking machine man, being the owner of the Strand Talking Machine Co., 813 Westchester avenue, New York. He has won a host of friends in the musical world, and is attaining pleasing success in developing a profitable clientele in the busy Bronx section, where his store is located.

INTERESTING HUMOROUS ARTICLE

"The Prince and the Lungalion" is the title of a humorous and interesting article written by Warren Woodruff Lewis in a recent issue of "Judge." In this article Mr. Lewis pays a visit to several talking machine establishments with the idea of purchasing an instrument for his home. He describes his visits in a semi-humorous vein, referring to the sales arguments advanced in behalf of some of the well-known makes of talking machines. Incidentally it may be mentioned that Mr. Lewis recently purchased a Sonora phonograph for his home.

NEW POST FOR C. W. NEUMEISTER

Appointed Assistant Manager of the Otto Heineman Supply Co. of Illinois, Inc.—One of the Veterans of the Heineman Staff

C. W. Neumeister has just been appointed assistant manager of the new Otto Heineman Phonograph Supply Co. of Illinois, Inc., which has been founded to take over the sole representation of the Heineman products in the Middle Western States.

The new assistant manager of the Illinois Otto Heineman Co. is one of the several vet-



C. W. Neumeister

crans on the Heineman staff. Mr. Neumeister's first post with the company was that of assistant factory manager at the Garford plant in Elyria, O. After splendid service in that capacity he was sent forth to take charge of the Cincinnati branch of the Otto Heineman institution. The extensive trade he built up in these parts speaks eloquently of his selling ability. Next we find Mr. Neumeister as sales manager of the OkeH record division at the Otto Heineman headquarters in New York.

Mr. Neumeister has just completed an eight weeks' trip throughout the Middle Western States and has opened many new accounts for the popular OkeH records.

VOLKER & CO. EXPAND TERRITORY

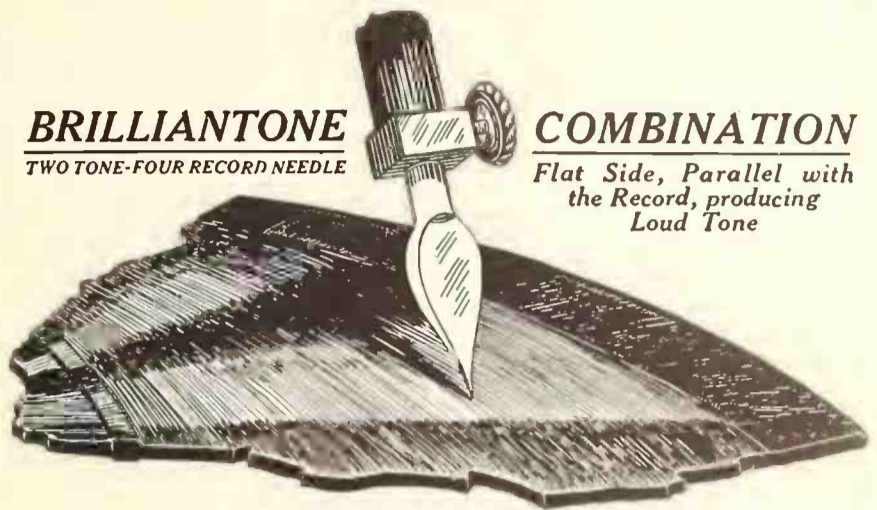
William Volker & Co., Kansas City, Mo., Pathé jobbers, have just increased their territory through their appointment as jobbers for the Pathé line in Houston, Tex., territory. This concern is one of the most successful Pathé distributors in the country, and its sales organization has built up an excellent Pathé clientele that is steadily expanding. The members of the Volker sales force are enthusiastic regarding the Pathé proposition, and Pathé dealers in Houston, Tex., and the adjacent territory are assured of efficient service from this organization.

No matter how attractive the design on the package, it will pay you to inspect its contents **FOR THE REPUTATION OF YOUR STORE**

Be the First in Your Town to Sell



BRILLIANTONE
TWO TONE-FOUR RECORD NEEDLE



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

BRILLIANTONE
TWO TONE-FOUR RECORD NEEDLE



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

For Intermediate Tones, Use Intermediate Angles

BRILLIANTONE
TWO-TONE STEEL COMBINATION FOUR-RECORD NEEDLES

15c per package of 100 is the selling price of the Brilliantone Combination Needles. Each needle will play four records—Two Soft Tone, and Two Loud Tone. There is no question about the public wanting this needle. It is preferred—and properly so—wherever it is placed on sale. These "Combination Tone Needles" are made of the same superior quality steel, as all other Brilliantone Steel Needles and will therefore withstand the Unequaled Brilliantone test.

Uniform Hardness
Uniform Points
Uniform Length

INTRODUCTORY PRICE per package **7 1/2c**

BRILLIANTONE STEEL NEEDLE CO.
OF AMERICA, INCORPORATED

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

Metropolitan District
EMERSON RECORD SALES CO.
366 5th Ave., N. Y. City

Chicago District
WALTER A. CARTER
57 East Jackson B'lv'd
Chicago, Ill.

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



Brilliantone Steel Needle Co.,
Marbridge Building, N. Y. C.

Kindly send

..... Packages
Brilliantone Combination,
Two Tone-Four Record Needles @ 7 1/2c
per package.

Charge these to my
account, through

(State whether Direct or through Jobber)

NAME

ADDRESS

T. M. W.

How Talking Machine Men Can Help "Keep the Smoke Stacks Smoking" :: :: By W. B. Stoddard

Recently there was held in Los Angeles an Industrial Exhibition that attracted throngs of visitors from all southern California. It was done with the object of calling attention to home products, so that their demand might be largely increased. "The purpose of the week-long drive," said Director James R. Hill, of the manufacturers' committee of the Chamber of Commerce, who had charge of Industrial Week, "was to stimulate the patronage of Los Angeles products. This would mean increased production, which in turn could only be gained by hiring more men. In this way we could secure a position for every returned soldier and sailor, which was what we set out to do."

Special posters were designed to give publicity to the week—the same representing a business man greeting a soldier and sailor with extended hands. Calls were issued for a slogan which would express the purpose of the campaign, and out of the many submitted the short and pithy one "Keep the Smoke Stacks Smoking" was chosen. A prize of \$20.00 was offered for the best set of verses composed on that theme, which could be sung to the air of "Keep the Home Fires Burning." A number of excellent poems were sent in and the following catchy refrain was chosen as best representing the spirit of the occasion:

Keep the smoke stacks smoking; every stoker stoking,

Now the lads are coming home work can't be slack.

Start new wheels a-humming, send new drummers drumming;

Turn your pockets inside out—it will all come back.

This was sung in a manner to raise the roof at the noon-day Business Men's lunch, held mid-weekly at the Hotel Alexandria, at which time 600 of the city's representative business men enjoyed a lunch consisting entirely of made-in-Los Angeles products, and listened to music of records the cabinets of which were a local product.

It being desired that as much publicity as possible be given the different manufacturing concerns, the city was thoroughly canvassed by the manufacturers' committee and the use of all possible show windows secured in which the products of local concerns, and the manufacturing thereof, could be shown. The response was

liberal, and no inconsiderable part in the success of the week was due to the hearty co-operation of Los Angeles music concerns.

All of the local music houses had attractive displays and whenever possible featured local products. The Jones Music Co. had an especially attractive setting. The floor was covered with an Oriental rug whose prevailing hue was a warm red. Seated on a chair draped with green velvet was the life-size bronze figure of a smiling negro boy. On either side of him were banjo and mandolin, the latter made by the Jones Co. At one side of the display was a talking machine cabinet, and between the boy and instrument was a panel card, with long arrow pointing to the cabinet fastened to it. The sign read: "Gee, Dat am *some* phonograph! It plays all makes of records, is fully guaranteed—and look at the price! Only \$175.00." A card in front of the cabinet announced that it was made in Los Angeles.

Of much interest to the mechanically inclined was the display of the Southern California Music Co. The window was floored with green plush, on which were shown a number of ukuleles and banjos in the process of manufacture, while on low tables were a number of the completed instruments. A card announced: "This popular style made in Los Angeles." In the center rear was a talking machine and cabinet in the process of making, all of the parts being strewn about, while a card announced: "The Burnham phonograph parts—tone, chamber, motor, sound box, turntable, lid rest, lid hinges—a Los Angeles-made product—plays all records."

Robinson's had a display which was very effective from its very simplicity. A talking machine was shown in its natural environment, the music or drawing room. The walls were tinted a soft gray, with draperies of scrim to harmonize, while the floor was covered with an Oriental rug in neutral tones. Three phonographs were shown, one being open to show the turntable, and at this one stood a little fellow taking a record from the cabinet to place upon the machine. Down front was a large framed picture showing the factory at which the instrument was made. The finishing touch was given by one of the official posters.

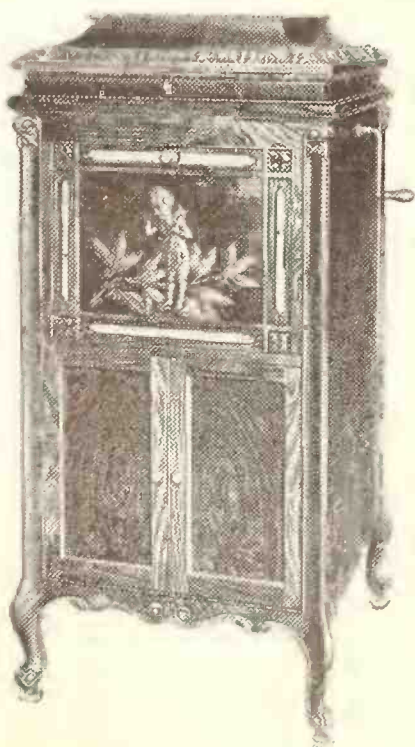
Barker Bros., house furnishers, had the most elaborate display of any music house, and the

manner in which they advertised drew crowds to their windows and store. Taking advantage of the fact that the Japanese prima donna Tamaki Miura and her opera company were playing an engagement at one of the local theatres, they fitted up two of their large windows as a Japanese bed-room and sun parlor, with brocaded hangings and background of paper panels. They announced through the papers that these rooms would be occupied two afternoons of the week by four pretty geisha girls from Japan, and on both days the little misses were drawn through the streets from the theatre to the store in their jinrikashas, and took up their abode in their adopted home. During all this time talking machines in the windows gave selections from "Madam Butterfly" and "The Geisha," the two operas being sung during the week. During the time the window was untenanted the phonographs still held the crowds with airs from "The Mikado," "Iris," "Madam Chrysanthemum" and other songs and operas bearing on the land of the cherry blossoms. The stunt was one that could be duplicated by any dealer, whether Japanese opera was being sung in the city or not—and it would be sure to give an enviable publicity to records, not only Japanese, but all kinds.

The second day of Industrial Week witnessed a huge trade parade, in which 316 floats depicted manufacturing of all descriptions that was carried on in Los Angeles. At the head of the long procession, directly behind the mounted police, marched a contingent of returned soldiers and sailors, who bore great banners: "Returned From Duty, Now Do Your Duty."

The entire affair was a trade rally such as could be "pulled off" by any enterprising city that desired to increase the consumption of home products, and the slogan "Keep the smoke stacks smoking" is just as applicable to the cities of the North and East as to the City of the Angels among the orange groves of sunny southern California.

Alfred Macoun, formerly a member of the sales staff of the Columbia Shop, New York, has been appointed manager of the Columbia department of the Goerke-Krich Co., Elizabeth, N. J., a well-known department store. Mr. Macoun has been identified with the retail selling of Columbia products for a number of years.



The Wonderful Tone Production of PHON D'AMOUR

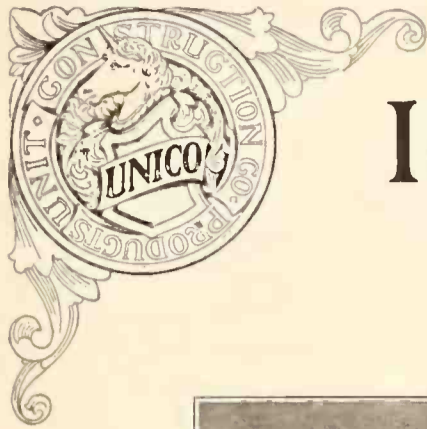
is like the memory of a musician thinking over the performance of a great player. The

PHON D'AMOUR

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

PHON D'AMOUR

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



Is Your Stage Setting Harmonious?



DESIGN NUMBER NINE "ADAM".

A TYPICAL INSTALLATION FOR NEAL CLARK & NEAL, BUFFALO, N. Y.

AS a caterer to the better instincts of people, you are to be classed with the musical producer. He plans, perfects and revises his stage settings—he knows the value of a good frame for his productions.

Your store is your stage. In it you demonstrate the recent perfections of the instruments you sell, and give recitals of the latest records.

Is the setting in harmony with the merchandise? Are your appointments such as would influence the prospects? Has your store the atmosphere of refinement? Is your space arranged to the best possible advantage?

The Unico System gives to every music house the distinctive tone of cultured taste, while every unit in the line has the greatest utility value.

The simplicity, yet richness of the cabinet maker's art, is expressed in all Unico designs. The construction of Unico Equipment combines economy, beauty and enduring strength.

A store need not be unattractive whether the area is large or small. A Unico Department will instill the "home atmosphere" into your establishment.

The Unico System includes equipment for the modest store as well as for the more pretentious one. The Patented Sectional Units reach you ready for use and are installed without confusion or costly interruption. Future changes in size, plan or location are made with equal ease.

These and many other invaluable Unico features are fully covered in our latest booklet, MUSICAL MERCHANDISING—mailed on request.

Send to-day the dimensions of your available space. Plans and estimates for a complete department will reach you promptly.

Address our nearest office

UNIT CONSTRUCTION COMPANY

Rayburn Clark Smith, President

NEW YORK
299 Madison Ave
Corner 41st St

58th Street & Grays Avenue
PHILADELPHIA

BOSTON
15 Essex Street

CHICAGO
Lyon & Healy
Building





Happy music is music that makes you happy. Columbia Records have it. Happy customers are customers that come often.

**Columbia Graphophone Co.
NEW YORK**

EDISON CONVENTION JUNE 26-27

Fifth Annual Gathering of Edison Dealers Will Be Held at the Hotel Commodore, New York—Many Important Addresses Scheduled—New Playlet to Be Presented for Dealers

The fifth annual Edison dealers' convention will be held in New York on June 26 and 27. The Hotel Commodore has been chosen as headquarters for the convention, and Mr. Sweeney has most cordially invited his Edison guests to make themselves at home not only there, but in his other hotels in the vicinity.

Edison conventions are celebrated the world over. The plans for this one look as though it was going to be the best yet. The one thing all its speeches seem to have in common is that each is to be delivered by the highest authority on his particular subject in the country. Some of the items already scheduled are: An address on financial and business conditions of this country in the future by an official of America's greatest banking institution; a lecture by Miss Elsie de Wolfe, or her associate, Mr. Petry, concerning the artistic furniture values of the new cabinets which the Edison laboratories have developed; a talk by one of America's foremost manufacturers of fine furniture, setting forth the difference between the materials and workmanship employed in Edison cabinets and the materials and workmanship in ordinary cabinets; an official statement by Thomas A. Edison of his plans for the future. This will be the most im-

portant statement Mr. Edison has ever made concerning the future of the Edison phonograph.

Another item on the convention program is a new play—a rollicking farce entitled "Eye



Value," for which the cast is already selected, and which will be in rehearsal shortly. Last year's play, you may remember, was "The Dotted Line." This one will have the advantage over "The Dotted Line" in that much more time

and attention is being given to its production. The actors will portray well-known figures in the phonograph industry. They will be given every possible opportunity to study the characters which they are to delineate.

Another feature of general interest will be a talk by a prominent music critic concerning the part which the New Edison will play in the future of music.

Edison conventions combine the precision of a theatrical performance with the spontaneous good fellowship of a club meeting. A record attendance is predicted, for already, six weeks ahead of time, acceptances to the convention invitations are coming in thick and fast from all over the country.

THE FORCE OF PUBLIC OPINION

Two Prominent Artists Tried to Defy This Force With Disastrous Results—The Talking Machine Field Has Obviously Changed

The changes that have come about in the talking machine field, regarding public opinion, in the last ten years are well illustrated by the attitude of a prominent artist who has made many records. When this singer made his first records the attitude of the public toward this kind of music was such that he feared losing his position and sang under an assumed name. This name is to-day well known in the record field.

Again, there is the tale of the singer who refused to make the kind of records the public demanded, thereby defying the power of the general public. His experience shows the power of popularity in creating a certain kind of records. The company having him under contract decided to let him have his own temperamental way. In a short time his manager was visiting the recording laboratory trying to resume business on the old scale. He said that several concerts had been lost because he had no new records to show the people, and he now saw the mistake he had made. These two examples show that to-day the buying public is a factor which cannot be neglected in the matter of the kind of music to be made.

Application was duly filed on May 1 for a charter for the Tabe-a-nola Phonograph Co., Reading, Pa. The applicants are Chas. F. Mengel, J. George Hill and John D. Marburger.

Ward's Khaki Moving Covers



Grade "D" Cover with No. 3 Straps.

PROTECT YOUR MACHINES FROM ALL KINDS OF WEATHER

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

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

Write for prices

THE C. E. WARD CO.

(Well-known Lodge Regalia House)

101 William St., New London, Ohio

Also Manufacturers of Rubberized Covers and Dust Covers for the Wareroom

BRISTOL & BARBER CO., INC.

111 E. 14th St. New York City

DISTRIBUTORS

YAHR & LANGE DRUG CO.

Milwaukee, Wisconsin

DISTRIBUTORS

Special on STEEL NEEDLES

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

10 thousand lots	45c per thousand
100 thousand lots	43c per thousand
500 thousand lots	42c per thousand
1 million lots	40c per thousand
5 million lots	39c per thousand

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

ATLAS PACKING CASES

QUALITY PRODUCT
QUANTITY PRODUCTION
PROMPT SHIPMENTS
AND PRICE GIVE

TWO-COLOR PRINTING

Pays

ON

"Atlas" Cases

"ATLAS" CASES SUPREMACY

Below is an exact reproduction of an
"ATLAS" PACKING CASE
manufactured, printed and shipped to
VICTOR TALKING MACHINE CO.
Camden, N. J.

"ATLAS"
PACKING
CASES



Carry
the
Weight
Save the
Freight

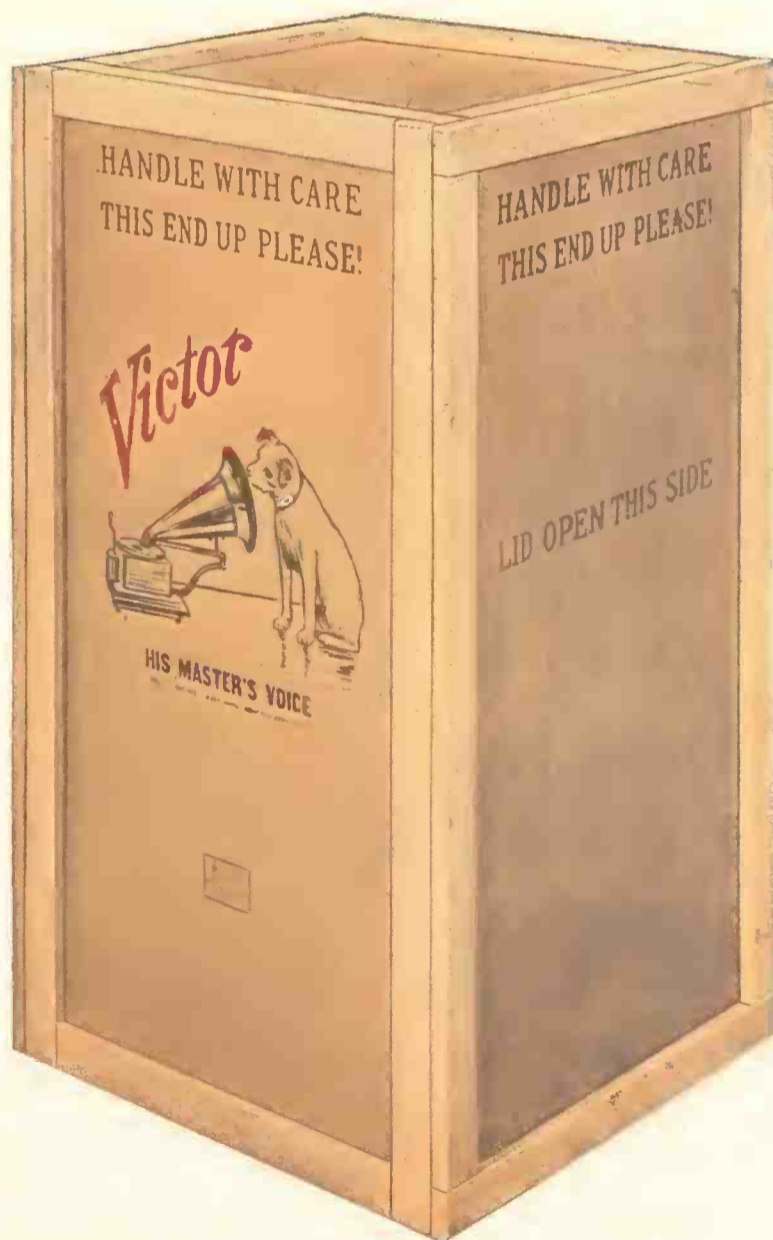
FOUR LARGE FACTORIES

Nelson & Hall Company
Richford Manufacturing Co.
Veneer Products Co.
Blair Veneer Co.

Capacity 3,000,000 Cases Annually

Address Exclusive Selling Agents

**ATLAS SALES
CORPORATION
RICHFORD, VERMONT**



TWO ARTISTS WHO MADE GOOD

Noted Musical Critic of the New York Times Pays Tribute to the Achievements of Rosa Ponselle, Soprano, and Charles Hackett, Tenor, Both Americans, Who Scored a Great Record in Recent Metropolitan Opera Season

In a recent issue of the New York "Times," under the heading "So Ends the Opera," there appeared a most interesting and important editorial which briefly summarized the accomplishments and achievements of the Metropolitan Opera Co. during the season that has just closed. This article was of more than passing interest in view of the fact that the "Times" is recognized as one of the country's leading newspapers and its editorial columns are accepted as authoritative.

In one paragraph of this editorial the follow-



Charles Hackett

ing was said: "Rosa Ponselle stepped to front rank in a single winter, though she sang in but two operas. Charles Hackett, a native tenor, succeeded on Caruso's own stage."

It is interesting to note that both of these "stars" who were singled out for individual mention in this editorial have arranged to make records exclusively for the Columbia Graphophone Co. The honor bestowed on these two native American artists in this article is more significant when it is considered that they are the only artists mentioned by name in the editorial.

When it announced the early part of the year that Rosa Ponselle would record exclusively for

the Columbia library the Columbia Co. received the enthusiastic congratulations of its dealers from coast to coast. Miss Ponselle stepped from comparative obscurity to fame over night, and musical critics already proclaim her as one of the world's greatest dramatic sopranos. She has won recognition as the "find" of the present operatic season, and her magnificent voice has



Miss Rosa Ponselle

gained the hearty commendation of the most discriminating musicians and opera lovers. At her debut in the Metropolitan Opera House Miss Ponselle received an ovation that has been equaled by very few artists appearing at this famous Opera House, and it is safe to predict that her fame and prestige will be greatly enhanced next season.

The first Columbia records by Miss Ponselle have already made their appearance and have been favored with a remarkable reception by Columbia dealers and their patrons. In fact, the demand for the Ponselle records has even exceeded the highest expectations of the Columbia executive and sales organization, and it has been well nigh impossible to fill the orders received from Columbia representatives.

Following closely on the heels of its Ponselle announcement, the Columbia Co. gave additional surprise and satisfaction to its clientele by announcing a few weeks since that Charles Hackett, native American tenor, had been signed to an exclusive Columbia contract. This young and brilliant artist also stepped into fame in one night, and at his Metropolitan debut won a triumph that has echoed from coast to coast. He is considered to-day one of the world's foremost tenors, and his Columbia records, which will be issued in the near future, will be awaited with keen interest by Columbia dealers.

NEW BUILDING FOR SHEPHERD CO.

The Earl Shepherd Co., Klamath Falls, Ore., is soon to occupy a new building in the heart of the business district. Demonstration booths of the most modern type made by the Unit Construction Co. and many other features will make this one of the best talking machine stores in that section of the country. E. T. Shepherd writes that he has gained many valuable points on store arrangement from The Talking Machine World. Among the lines of machines carried by the Earl Shepherd Co. are Victor, Sonora and Columbia.

EIGHT-MILE TALKING MACHINE

The giant talking machine mechanism installed at Point Judith Lighthouse, which sends its warning to ships at sea for a distance of eight miles, will soon be in operation again. For some time the dynamo of the power plant have been out of commission and the rocky coast has been without the warning which has proved so successful in preventing many accidents to homecoming mariners.

Give your customer credit for knowing as much about some things as you do, even if you don't believe it yourself. Tell him something he already knows—it flatters his vanity.

You MUST Sell Record Cabinets

WHY NOT HANDLE THE BEST?

Build up your cabinet business with the

UDELL LINE

—a cabinet for every requirement and every pocket-book.



TRADE-MARK

The UDELL trade-mark has long been recognized as the mark of definite quality.



No. 404

[Vertical Interior] For Victrolas IV-A and VI-A For Columbia B or C

Height, 32 in. Width, 17 in. Depth, 17 in. Quartered oak front. Mahogany front. Average weight, crated, 75 pounds. Holds 208 records.

[If horizontal shelving is desired, order No. 1404.] [When felt interior is wanted, order No. 404F.]

THE UDELL WORKS

1204 28th Street

INDIANAPOLIS, IND.



Be Fair to Yourself

Investigate what opportunities there are for you in selling the

CORTINA Phone-Method

It means profits on records, machines and text books.

Send for full information. Advertising matter and window displays.

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

Edison Message No. 42

The Secret of Success

Someone once said "The first requisite of success is not to achieve a dollar but to confer a benefit."

"To confer a benefit" should be the guiding principle of every Edison dealer. To accomplish that, it is necessary to realize and to believe thoroughly that by the sale of every Edison instrument and RE-CREATION, you are indeed conferring a benefit.

THOMAS A. EDISON, Inc.

ORANGE, N. J.

BRUNSWICK LINE IN NEW YORK

Gimbel Bros. Now New York Agents For the Brunswick Machine—Entire Floor Space of Talking Machine Department Used

The announcement that Gimbel Bros., New York City, had taken on the entire Brunswick phonograph line brought to light one of the largest talking machine deals in this city. Edward Strauss, of the Brunswick-Balke-Collender Co., closed the deal by which the Gimbel Bros. music salons become the New York headquarters for the Brunswick machine. The entire floor space of the talking machine department is given over to the display of the Brunswick models, many private demonstration and display rooms are handsomely fitted up to accommodate customers, and all models are shown in each room, ranging in price from \$100 to the most costly.

The fact that the Brunswick machine has been introduced in New York on such a large scale speaks well for the growing popularity and demand for the instrument. Each machine is equipped with the "Ultona" reproducer, permitting all makes of records to be played.

A very attractive window display announces the new line to the public, and the machines are arranged in a way to show off to best advantage. On one machine the scroll work is removed to show the Brunswick amplifier in position and to give an idea of how this all-wood sound chamber works. Throughout the music department different models are placed so as to attract attention to the new machine.

Gimbel Bros. carried page ads in the daily papers announcing their recent acquisition.

CHESTER I. ABELOWITZ TO MARRY

Chester I. Abelowitz, of the sales staff of the Brunswick-Balke-Collender Co., will be married on June 1 at the Hotel Astor to Miss Hannah Lewis, of 910 Riverside Drive, New York. The honeymoon will consist of a trip to the Pacific Coast, stopping off at Chicago to attend the music trade conventions.

CELEBRATES GOLDEN ANNIVERSARY

Terre Haute Department Store Makes Event Occasion of Big Celebration—Talking Machine Department Entertains Public With Concerts by Well-Known Musicians

TERRE HAUTE, IND., May 5.—The Herz Department Store, well-known Victor dealers of this city, recently celebrated its fiftieth anniversary, and the event was the occasion for a real holiday. On the day of the celebration the store was closed in memory of the founder, A. Herz, who began the business in 1869, and a banquet was given for all employes and their guests.

A month before the day of the anniversary an extensive campaign of advertising was carried on, each department of the store having a special time at which its goods were displayed to the public in an attractive form. The Victor department, which suffered during the war through lack of machines and records, nevertheless held a free concert and invited the public to come and enjoy it. James F. Neece, manager of this department, engaged such well-known artists as Billy Murray and Henry Burr, and the entertainment was a great success. Although there were no sales to be made on that day, the public received the Victor lines with so much enthusiasm that Milton E. Herz decided to enlarge the talking machine department in order to take care of the increased trade soon to come.

The advertising carried in the local newspapers before the anniversary sale was intended to confirm and strengthen the prestige of the Herz store, and it proved of great value in preparing the public for the event. The celebration was a great success from every point of view and was a fitting tribute to the business carried on for half a century of fair dealing and good management.

J. Kellestine, an Edison dealer in Owen Sound, Canada, the home of Lieut. Col. Bishop, the famous ace, thought that it would be a good idea to celebrate the homecoming of the hero by selling a new phonograph to the father. He made the sale without any difficulty.

TALKING MACHINE EXPORTS GROW

Exports, Including Records, for Eight Months, Ending February 28, 1919, Total \$2,802,004

WASHINGTON, D. C., May 3.—In the summary of exports and imports of the commerce of the United States for the month of February, 1919 (the latest period for which it has been compiled), which has just been issued, the following figures on talking machines and records are presented:

The dutiable imports of talking machines and parts during February, 1919, amounted in value to \$19,572, as compared with \$24,066 worth which were imported during the same month of 1918. The eight months' total ending February, 1919, showed importations valued at \$162,884, as compared with \$214,844 worth of talking machines and parts imported during the same period of 1918.

Talking machines to the number of 7,506, valued at \$184,545, were exported in February, 1919, as compared with 5,565 talking machines, valued at \$154,943, sent abroad in the same period of 1918. The eight months' total showed that we exported 33,897 talking machines, valued at \$964,251, as against 60,541 talking machines, valued at \$1,675,681, in 1918, and 48,729 talking machines, valued at \$1,202,394, in 1917.

The total exports of records and supplies for February, 1919, were valued at \$296,966, as compared with \$104,376 in February, 1918. For the eight months ending February, 1919, records and accessories were exported valued at \$1,837,753, as compared with \$1,275,514 in 1918, and \$966,463 in 1917.

OPPORTUNITY FOR FOREIGN TRADE

In the list of trade opportunities issued by the Bureau of Foreign and Domestic Commerce appears the following: 29164—A firm of merchants in Belgium desire to purchase talking machines, musical instruments of all kinds, musical supplies and pianos. Information may be had at the office of the bureau, Washington, D. C., or its district offices.



New Tonal System Supplants the "Megaphone" Type

THE genius of an inventor has developed a phonograph differing in all essentials from every other sound-reproducing instrument in existence.

Forest Cheney,—violinist, teacher of music, and student of acoustics—brought forth the Cheney as a protest against unscientific methods of amplifying tone.

It was his desire to use the phonograph in correctly interpreting the masterpieces of music, as a guide and inspiration to his pupils.

Failing to find perfection in phonographs employing the "megaphone" principle, Prof. Cheney began a series of acoustic experiments along entirely original lines.

He evolved a phonograph embodying the principles employed in the resonating air chambers of pipe organs, with an amplifier carved from white spruce and maple, with the curves of a violin.

The
CHENEY
PHONOGRAPH

The Cheney is a revolutionary improvement in sound-reproducing instruments—reproducing the natural tones of voice or instrument in all of their original purity and beauty.

Music lovers everywhere acclaim Prof. Cheney's invention as the supreme achievement in phonographs.

Dealers are invited to write for details of our proposition.

CHENEY TALKING MACHINE COMPANY

Marshall Field Annex Building, 24 North Wabash Ave., Chicago



NEW FIELD OF ACTIVITY OPENED UP

Emerson Record Sales Co., New York, Appointed Metropolitan Distributors For The Talking Book Corp., Which Manufactures a Complete Line of Talking Books, Animals and Dolls

The Emerson Record Sales Co., New York, metropolitan distributors for the products of the Emerson Phonograph Co., have also been appointed metropolitan distributors for the Talking Book Corp., New York, which manufactures a complete line of "talking" books, animals and



One of the Talking Dolls dolls. These "talking" books and toys are manufactured under a license agreement with the Emerson Phonograph Co., and are the invention of Victor H. Emerson, president of this

company. As they are produced under Emerson patents they are universal cut, and can be played on any make of talking machine without an attachment.

The "talking" book is a phonograph record in a new guise, for it is a story book, brilliantly illustrated in colors, appealing to the juvenile taste. The book contains a "flexible" disc record



Cover of the "Talking" Book

which tells the story, book, pictures and all being placed direct on the machine. The flexibility of the record is an important feature, for by the use of recent inventions a record has been perfected which practically eliminates the possibility of breakage.

In addition to the "talking" books the series of "talking" animals is particularly interesting, for these "talking" animals have an educational value that can hardly be overestimated. The "talking" dolls are attractive and instructive, as, for example, the "dancing girl" features a rendition of the polka, which is intended to serve as a first dancing lesson for the little child.

Elocutionists of note and merit make these talking records, so that the child's ear is attuned to perfection of sound from infancy, and thus is readily taught what would otherwise cost considerable time and money. New subjects will be produced monthly, and, judging from the enthusiastic reception given these "talking" records

by talking machine dealers, this innovation in the record field is a decided "hit."

In order to co-operate with its dealers the Emerson Record Sales Co. has perfected an intensive plan of service which can be utilized to excellent advantage in developing the demand for these "talking" records. A most attractive series of window cutouts is now being distributed to the dealers, and these cutouts are now being featured in many local show windows.

GOOD MARKET IN SOUTH AMERICA

Brazil Especially Offers Opportunities for American Talking Machines and Other Instruments—Trade Steadily Increasing

WASHINGTON, D. C., May 1.—There is a rapidly growing market for American talking machines in South America, especially in the larger cities of Brazil, according to advices received from commercial attaches and consuls in that country. In 1918 the United States sold more than \$200,000 worth of talking machines, records and other instruments in Brazilian markets in spite of the restricted shipping facilities. The official figures covering the export trade to Brazil are as follows: Talking machines and records sold in 1917, \$100,722; in 1918, \$121,000. Pianos during the same periods, 1917, \$90,318; 1918, \$97,512.

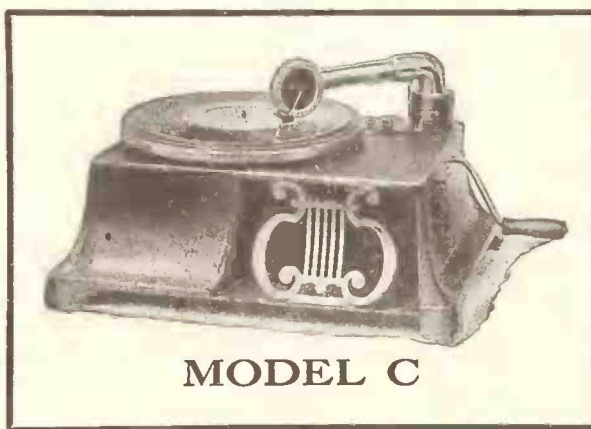
This trade with Brazil came to our manufacturers almost unsolicited and shows that there is a tremendous field for trade when they go after business in earnest. Even under the unfavorable conditions of war the exports from the United States to Brazil were greater in 1918 than in the preceding year, and it is evident that in the countries of South America there lies a great opportunity for expansion.

The Waddell Co., Greenfield, O., has entered the field of talking machine manufacturing and has put on the market what is known as the music table and music stand. The latest addition to their line is a cabinet style machine.

GARFORD PHONOGRAPH

MODEL C

Retails
at
\$15.00



MODEL C

Retails
at
\$15.00

TO THE TRADE

We wish to thank the trade for the remarkable reception given the

Garford Phonograph—Model C

When we placed this phonograph on the market, we knew that this instrument would satisfy the dealers and the public, for it is a

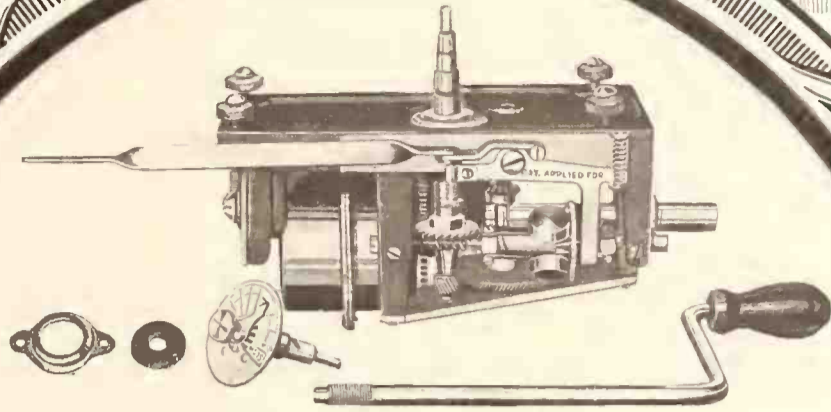
durable, strictly high-class phonograph that carries with it our iron-clad guarantee.

GARFORD Agencies have been placed throughout the country and dealers who have any demand for a phonograph,

Retailing at \$15.00,

will find the **GARFORD** agency profitable and valuable.

THE GARFORD MFG. CO., :: Elyria, Ohio



No. 2-A Motor

Silent Power

Announcement

We have manufactured large quantities of Phonograph Motors for the past few years for Phonograph manufacturers who have taken our entire output.

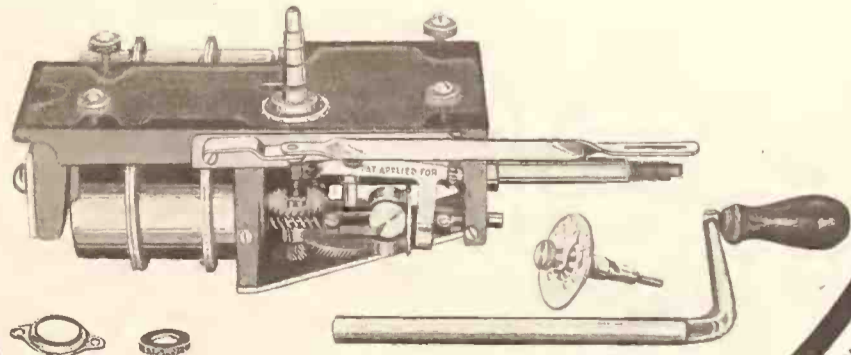
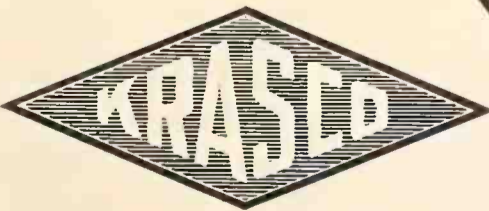
Increased facilities have permitted an increase in our production to such an extent that we are now in a position to furnish motors to a greater number of phonograph producers.

Let us furnish you with literature.

Better still, permit us to send you a few motors for inspection.

The same excellent workmanship which has been a feature of the tools and machinery produced by us, you will find embodied in our motors.

**KRASBERG ENGINEERING AND
MANUFACTURING CORPORATION
CHICAGO**



No. 4 Motor

PRaises EDISON PERIOD MODELS

Miss Elsie de Wolfe Comments on Beauty of Popular-Priced Art Models—Sails for France to Continue Relief Work Among Refugees

A short time ago Miss Elsie de Wolfe, America's foremost designer of household decorations, stopped in at a display of the new moderately-priced Edison period models at the laboratory music room in Orange. After looking them over she confessed to having been com-



Miss Elsie de Wolfe

pletely ignorant of the existence of such cabinets for phonographs of moderate price. "Of course, I have seen the costly period cabinets which you and other companies get out for customers who are willing to spend several thousand dollars for a phonograph," she said. "I have even designed one or two myself. But I had no idea that there were such cabinets as these in the reach of the average buyer."

Some one explained to Miss de Wolfe Mr. Edison's reasons for extending the use of period cabinets to the medium-priced Edison instruments. When he observed that the costlier models were so enthusiastically received and were causing so much favorable comment in circles where beautiful furniture is appreciated he immediately arranged to have all Edison phonographs incased in equally authentic period cabinets. "If the people who can afford more expensive phonographs like beautiful cabinets every one should have a chance at them," was his course of reasoning—and Miss de Wolfe enthusiastically agreed. In fact, she is so enthusiastic on the subject that she has consented to permit a signed statement of hers to be used in the Edison Co.'s national advertising.

Miss de Wolfe has just sailed again for France. Her work for refugees in this war is not yet over—although she has been actively engaged in relief work ever since 1914. She was at her home—a charming chateau near Versailles—when the war broke out. She has done everything, from serving as a nurse's assistant to founding a hospital of her own at Versailles. Her activities in France are well known.

\$20,000 CONTRACT FOR ONE HOUSE

Manager M. D. Fields, of the Rice Furniture Co., Jackson, Miss., recently closed a contract for \$20,000 worth of Victrolas and Grafonolas in New Orleans. This is the largest order ever placed in Jackson and speaks well for the volume of business in talking machines done by this house. Ben Martin, manager of the talking machine department of the Rice Furniture Co., is well known in the State as an expert in that line and is a good salesman, as shown by the fact that in one day's regular business he sold \$1,200 worth of machines.

It looks as if record albums are in a fair way to take the place on the home table of the dusty family album.

A PROGRESSIVE MUSIC HOUSE

W. C. DeForest & Son, Sharon, Pa., Conduct Talking Machine Department of Metropolitan Proportions Under Bennett Lemax

SHARON, PA., May 1.—What is considered one of the most complete music establishments between New York and Chicago is that of W. C. DeForest & Son, of this city. This store, which is located at 106-8 State street, has a floor space of 143,000 square feet and a talking machine de-

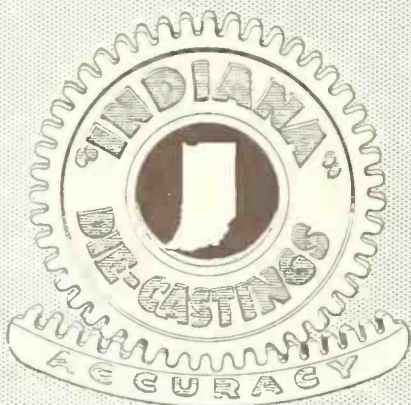
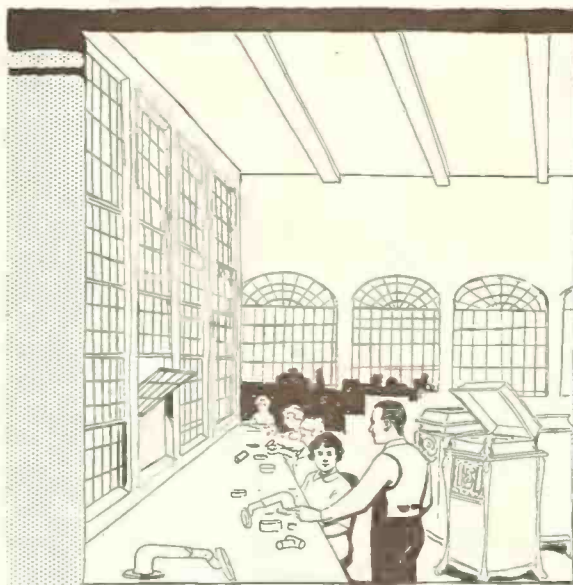


partment that is a model of its kind, in which both Victor and Edison lines of machines and records are handled most successfully under the management of Bennett Lemax.

The business, which is under the direct supervision of M. V. DeForest, a live wire music man, known to the trade throughout the country, was established in 1868 in a small way, but has since grown to a point where there is not only a store of metropolitan proportions maintained here, but branches are also conducted in Greenville, Pa., and Warren, O.

In the talking machine department of the local store there are sixteen soundproof record booths, in addition to a large showroom for machines, and all are handsomely equipped and furnished.

DeForest & Son also handle several leading lines of pianos in a big way.



"Indiana" White Metal Die-Castings

are becoming as well known in the Mechanical, Electrical and Talking Machine World today as the name Caruso in the Musical World.

This success is due to the *fact* that all the men, methods and materials employed, work toward one end—Uniformity, Accuracy and Dependability.

The phonograph manufacturers who are using tone-arms and reproducers made from "Indiana" White Metal Castings are giving satisfaction to the consumer and building up good will for themselves.

These manufacturers have realized the necessity of controlling their own dies to insure for their product—original design, uniform results and prompt deliveries consistent with their increase in production.

Send blue-prints or samples and we will send you costs for your own exclusive dies.

"INDIANA"
DIE-CASTING CO.
INDIANAPOLIS, . . . U . S . A .

Tact and Common Sense in the Administration of Collections and Credits :: :: By Dorchester Mapes

Secretary-Treasurer R. C. Wade Co.

[EDITORIAL NOTE.—It is a safe assertion that no department of any business, big or little—retail, jobbing or manufacturing—is more important or more essential to the success of that business than the management of its collections and credits. The buying, the producing and the accounting may be perfectly done but if the credit and collection department does not do efficient work—serious trouble will surely result.

We are fortunate in being able, this month, to give our readers a concise treatise on this all-important question, by Dorchester Mapes, secretary and treasurer of the R. C. Wade Co., Chicago, which is worthy of close consideration. By referring to an article that appeared in our issue of November 15, 1918, we are reminded that Mr. Mapes is qualified, by long experience and careful study, to speak on this subject.

We are reminded, too, that some years ago (while he was serving on the board of directors of the Credit Men's Association and as credit manager for one of our largest manufacturing institutions) Mr. Mapes prepared and delivered an address on the same subject, which was subsequently published in pamphlet form by the National Association of Credit Men. In commenting on this address, H. E. Hutchings (then chairman of the business literature committee of the National Association) said, in part:—"In such literature, business is lifted to a loftier plane than mere barter, cunningly and shrewdly manipulated, and takes its place as a great and universal force in bringing about a higher and nobler civilization."

Credit is as old as business itself and business is as old as the human race. More than three hundred years before the time of Christ Demosthenes said: "Credit is the greatest capital of all toward the acquisition of wealth," and, as credit is still a decidedly unknown quantity, credit men are in no danger of being mustered out.

Important as is the handling of credits in any business, it is not more so than the intelligent and forceful management of collections. In fact, the relationship between the two is as close and intimate as between the once-famous "Siamese Twins"; sever them and you make miserable cripples of both—and both will sooner or later come to a disastrous end.

To forestall any possible misconception of what may follow it can safely be stated that the largest individual losses and the largest in the aggregate also come from two distinct classes of debtors—to one belong those concerning whom we have no hesitation and give ourselves no uneasiness—to the other those whose credit we know is extremely doubtful, yet to whom (for some reason, good or poor, and best known to ourselves) we extend what we know to be excessive credit. In short, our heaviest losses come from sources whence we have either least reason or most reason to expect them.

Passing, for the time being, these two classes of accounts, it is safe to say that tact, decision and good judgment in handling collections are even more important and more essential to good results than in passing upon the original credit. There is an element of chance in all credits, whereas with collections it is a question of close, constant attention, coupled frequently with decision and tact and always with good judgment.

Having confidence that your collections are being rightly handled, you can afford to extend

a reasonable amount of credit to anyone about whom there is nothing on record that is positively bad. One may almost say, regarding the average run of accounts: "Take care of the collections and the credits will take care of themselves."

Accounts with concerns in moderate credit can, by ordinarily good judgment in passing upon the credits, coupled with careful, consistent, persistent and tactful work in looking after collections, be so handled that even the percentage which must eventually fail will show an actual profit.

By the general run of accounts is meant



Dorchester Mapes

practically all that do not come under one of the two classes first mentioned as being above question or having no actual basis for credit. The general run of accounts may be further classified under these heads:

First: Good only for cash with order.

Second: Good only for one small bill at a time.

Third: Good for a moderate amount in proportion to investment.

In the first class we will quite likely place many who really are, if we did but know it, entitled to a fair amount of credit. Reports do them an injustice or, perhaps, they have done themselves an injustice by refusing to give information as to their affairs. Therefore, in dealing with this class, it behooves us to be painstaking. Tell them we presume reports do them an injustice and that, when we know

them better, we will no doubt be perfectly willing to give them credit. Will they not send us cash for this first order, so that we may ship promptly and, at the same time, give us references and a statement of their affairs. If they would like to establish a better general credit, we will help them all we can. Many times this will bring the money and the information and be the beginning of a good account.

To the second class, those considered good only for one small bill at a time, belong a vast number of buyers whose accounts are exceedingly valuable and the handling of which calls for the most painstaking, the most watchful, if not the most diplomatic work of the collector. In too many offices it is a custom for the credit man proper to open an account, fix a small limit which he thinks conservative and then leave the future handling of the account to assistants and to a collection department that is managed sharply, perhaps, but with a lack of intelligence as to general results. There is too great a tendency to overlook the value of these small accounts, too strong an inclination to say: "If not prompt, shut them off," instead of, by the use of persuasion and tact, making and keeping them good and profitable.

In dealing with the merchant who lacks capital or experience, or who (for any of many reasons) needs careful handling, for his own good as well as for ours, "horse sense" will teach us to drive with a tight rein and keep the whip gently tapping him on the back, just to remind him that we are attending strictly to business. Merchants of this class have no inclination to fail, no incentive to fail; in fact, it is practically impossible for them to fail if we do our part properly, for it is only when a man gets heavily in debt that he is tempted to fail, or hopelessly in debt that he is discouraged into a failure. If we handle him kindly but firmly and convince him that what we require is for his best interest he will be most apt to pull along and succeed. But if we shut him off—without why or wherefore—he will, if he has any bad in him (and most men have), soon find that, in order to get goods at all, he must scheme or misrepresent his condition—and then there is sure to be trouble. On the other hand, if we sell him and then fail to keep him up to the mark, we will certainly have the responsibility of a failure on our shoulders.

The third class, good for reasonable amounts in proportion to investment, comprises the great majority of accounts and requires the best ability and the closest fraternity between collections and credits. The first question in each such case, of course, is, what is a reasonable amount? and this depends upon such a variety of facts

(Continued on page 26)

WOOD-MOSAIC QUALITY

Rotary Cut Poplar Crossbanding

From our new plant at Huntington, W. Va., is now available

The Company is specializing in the highest grade phonograph and piano stock in 1/24 and 1/20 thicknesses. Perfectly manufactured from soft, yellow West Virginia wood, dried flat and accurately in textile dryers. This product is fully up to the high standards established by our hardwoods and quartered oak veneers. Made on the basis of quality rather than price.

MAIN OFFICE—New Albany, Ind.
MILLS—New Albany, Ind.; Louisville, Ky.;
Jackson, Tenn.; Cincinnati, O.

WOOD-MOSAIC CO., Inc.
HUNTINGTON, W. VA., Office



When Graveure sings "The Americans Come," the Americans come in and buy it. "When the Boys Come Home" is another Graveure song they're buying fast. A-2790.

Columbia Graphophone Co.
NEW YORK

TACT AND COMMON SENSE IN COLLECTIONS AND CREDITS

(Continued from page 25)

that each case should be considered separately. Then, too, what would be a reasonable amount to-day may not be to-morrow. After having had the account on our books for some months the account itself is a fair, but not always dependable, pulse or meter.

The custom of fixing an arbitrary limit of credit is, no doubt, more extensively in vogue respecting this class of accounts than any other, and yet the principle is all wrong. No argument is needed other than the simple statement (which none will deny) that each individual credit man can do no more than fix a limit for his own account, whereas the limit of credit to which any merchant is entitled must be determined as a whole and upon the basis of his condition and individual qualifications. As the conditions change constantly so should we have a constantly changing opinion as to the limit of credit, or even as to the advisability of continuing the credit at all. For instance, we might fix a limit of, say, five hundred dollars on thirty days' time, and in two months find the man owed only four hundred dollars, but half of it past due and no payments made. Would we be apt to ship the balance of the "limit"? Or, again, we might find in six months that such an account was up to the "limit," but nothing due and all bills paid promptly. Would we decline to ship a reasonable additional order?

If we could all get together and examine the man's books (if he had any) we could very intelligently decide what line of credit he was entitled to from all of us combined. But for each of us independently to set an amount that we are willing to let him owe, and then let that account run on as long as it keeps within the amount without knowing what the others of us are doing, is wrong. We may have a very decided opinion, and good opinion, to-day; next week we may feel (or perhaps should feel) very differently. Having once opened an account upon the basis of the best information then obtainable we should thereafter be governed, not by an arbitrary limit, but by having constantly before us the facts upon which we based our original opinion and by keeping up a running comparison with our experience in the case.

If an account of this class grows in volume we should know if the growth is natural, if the customer's business is growing healthfully and without overtaxing his capital and we are simply getting our share of the increase, or if we are giving him better satisfaction than our competitors and for that reason getting more of his business, then it is a good sign for us; but, on the other hand, if we are getting the increase of business through the fact that some competitor has become dissatisfied with the account, or if it is (as it may be) the forerunner of a "load up and sell out" game, then it is quite a different sign. To decide a point of this kind may require ability and discretion of a high order, but the point is one that should not be overlooked, it is important.

Again, if a customer in this class becomes slow and asks for extra time we should know the reason before granting it; there may be every reason why we should, there may be just as good reasons why we should not. Whichever way we decide it should not be done indifferently. We should either grant the request cheerfully, taking care to make it understood that it is granted as an accommodation, not as a right, or if we decide not to grant it, decline it positively but kindly, and, having done so, insist on a settlement.

We now come to a consideration of the two classes first mentioned. On those which seem to be above question there may be reason for fixing a limit of credit. But this limit is not a question of how much credit the customer is entitled to, rather how much the seller can afford to risk on any one individual account; that is to say, how many eggs he can afford to carry in one basket. Fire insurance companies adhere to this principle strictly and the law requires it of national banks. Failures among this class come seldom, but when they do they fall with terrific force and there seems no possible way to guard against them—they are like the lightning, you cannot tell when or where they will strike.

Regarding the other class, in selling whom one knowingly takes an unwarranted risk, very little need be said. Some buy lottery tickets,

some play poker, some play the races and invest their money in ten-to-one shots or worse; if they win they win, if they lose they lose; perhaps they can afford to, perhaps not, but we cannot prevent it in any event for, as has been said of woman, "If she will, she will, you may depend on't, and if she won't, she won't, so there's an end on't."

In closing, let us briefly consider one other relationship, namely, that of both the credit department and the collection department to the debtor class as a whole. If, as credit men, we conceive of no further duty, no higher duty, than passing judgment upon the credit risks that come before us each day and (after having once said yes or no) letting them pass as matters finally disposed of, then we are making ourselves the selfish tools of selfish institutions. We are becoming more narrow and self-sufficient instead of keeping in the front rank of civilization and development. Nor are we, in following this selfish policy, serving even our own individual best interests; yet some of us follow this course all the time and all of us some of the time. Now let us see what higher duty we can find to perform and how best to perform it.

We are, whether we are so accredited or not, the guardians, the "watch dogs" if you please, into whose keeping is given the most hazardous property of the various concerns we represent. It is expected of us that we be of unflinching determination, yet not stubborn; quick of decision, yet not hasty of judgment; we must discern between truth and falsity, but must be neither credulous nor incredulous. We must be accurate judges of human nature and character; we must be even tempered, calculating, patient, yet quick to act in an emergency.

Few of us, perhaps, embody all these qualities to a high degree, yet certainly the confidence that is reposed in us demands that we make that our aim. Does it not seem to you that with the qualities ascribed to us and with that lack of knowledge of business principles and the loose business ideals which we see about us, with these qualities and these opportunities we can become educators of the great mass of smaller merchants who are, be assured, susceptible of it and in whose advancement lies our best success? All this is perfectly practicable and the word "educator" conveys a sense of the loftiest, noblest purpose of mankind.

But how can we become educators? Shakespeare made Iago to say, "I never found man to know how to love himself"; and Benjamin Disraeli said, "Self-love is a principle of action." Can we not, and shall we not, disprove Shakespeare and bear out Disraeli by making self-love our principle of action, to the end of educating

(Continued on page 27)

COTTON FLOCKS

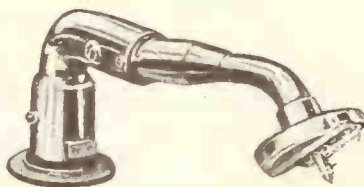
.. FOR ..

Record Manufacturing

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

THE REGINAPHONE

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



New Regina Sound-Box

Territory arrangements with active dealers. Send for particulars.

THE REGINA CO. 47 West 34th Street, NEW YORK
209 South State St., CHICAGO, ILL.

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





The Brunswick Brought New Standards and Gained a Lasting Success

THE Brunswick is an achievement of which its makers are proud. Never has a phonograph been received with such universal enthusiasm. Lovers of music found in it the complete satisfaction they had long sought. Their praise sent thousands more to Brunswick Dealers. And these in turn were no less amazed and delighted when they had heard it.

Its Great Selling Features

The Brunswick Method of Reproduction has been widely advertised and discussed. It is a remarkable advance over old methods that has aroused the interest and attention of the public. Its revolutionizing features have meant increasing volume of sales to Brunswick Dealers.

An Artistic Triumph As Well

But the House of Brunswick was not content with setting a new standard of tone reproduction. They have also created a series of cabinets of unusually beautiful design. For grace and dignity these are unapproached. Each is a work of art—an achievement in fine cabinet-making.

Brunswick Service Backs the Dealer

Aiding Brunswick dealers are the resources and the extensive distributing organization of The House of Brunswick. Strong, convincing advertising in national publications and the co-operation of a competent and expert dealer service has simplified the sales-building problem.

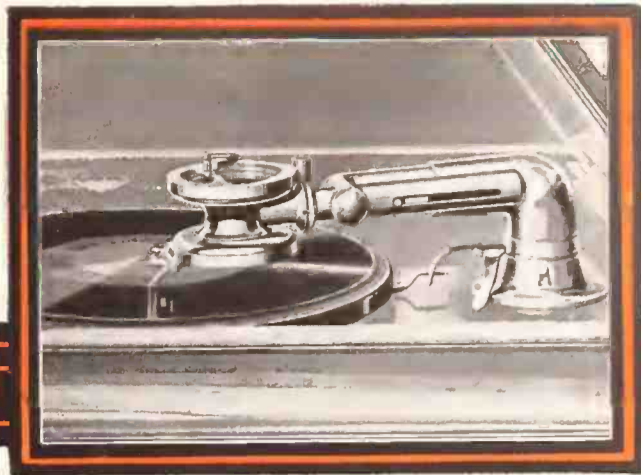
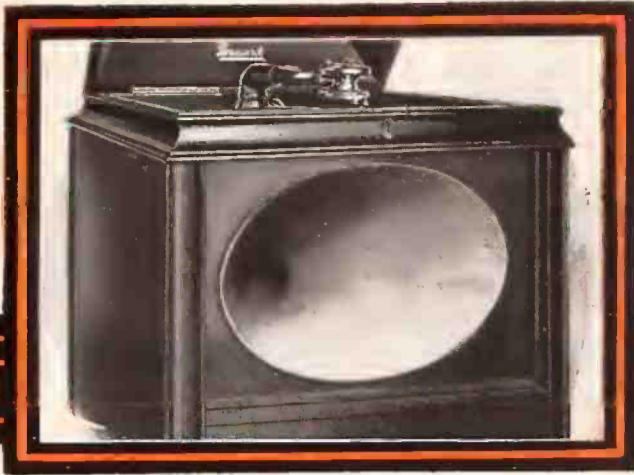
The Brunswick-Balke-Collender Company

623-633 South Wabash Avenue, Chicago

Branches in Principal Cities of United States and Canada

The
Brunswick
ALL PHONOGRAPHS IN ONE





The Brunswick Method of Reproduction

Of Paramount Importance to Dealers

BEFORE The Brunswick there was a wide demand for a phonograph that would more faithfully reproduce musical tones. A noticeable harshness and metallic quality invariably detracted from the listener's enjoyment.

Then came the Brunswick Method of Reproduction. At once it displaced old methods and set up a new standard for comparison. And the reception accorded it was sensational. It fulfilled all expectations of what a phonograph should be.

The Ultona

The Brunswick was the first to play all records with faithful regard to their individual requirements. By a simple device — the Ultona — it brought unrestricted choice of records from the lists of all great makers. The Ultona requires no changing of parts. Just a turn of the hand presents the proper needle and diaphragm to any record, regardless of the recording method employed.

The Brunswick Amplifier

The Brunswick Amplifier solves the problem of harsh, strident tones. It banishes metallic sounds and brings to all records a clearer, truer quality. Built entirely of holly-wood, moulded to conform to proved acoustic laws, it builds up and projects a full, round tone.

Other Advantages

The Brunswick Method of Reproduction has also succeeded in greatly decreasing objectionable surface noises. And a controller at the back of the instrument permits of increasing or diminishing the volume of tone to meet the needs of larger or smaller rooms.

Explain It to Your Customers

Dealers should study the Brunswick method of Reproduction. It is the most important development in the phonographic field today. Its superiority has proved a vital selling force.

The Brunswick-Balke-Collender Company

623-633 South Wabash Avenue, Chicago

Branches in Principal Cities of United States and Canada

**The
Brunswick**
ALL PHONOGRAPHS IN ONE

TACT AND COMMON SENSE IN COLLECTIONS AND CREDITS

(Continued from page 26)

the people with whom we do business, to their gain and to our own as well? Let us do it conscientiously and persistently and see what it will do for us. We will not find it laborious, but fascinating, rather, and it will show quick results in specific cases and a gradual, sure elevation of the class of small merchants to whom a moderate amount of credit is a business necessity. More often than not (when used intelligently) kind, painstaking treatment pays us best, even though we calculate solely on a basis of dollars and cents.

This argument has been rambling, but perhaps it has made some things clearer, even though it has advanced nothing new and, if so or not, these few things can be set down as truths:

No man can guard against the unexpected, so do not lose heart when you get caught on an account that everybody considered good; you have committed no fault, no crime.

The man who makes fewest losses is not always the best credit man. The losses may have been saved at the expense of valuable business. It is easy to say no, but it may indicate lack of courage or industry, and a coward or a laggard has no place in a credit department.

The idea of fixing a limit of credit on an account and then allowing ourselves and our

offices to be governed thereby is wrong. It is very likely to prove a trap set by ourselves only to catch ourselves.

The credit man should be just as ambitious to increase sales as any salesman, but his ambition needs a truer balance wheel and a more delicate, more responsive governor.

The credit man who extends credit on an overdue account, without getting at the facts of the case, or who fails to see that collections are handled with the same degree of intelligence and discretion as he is expected to give to the credits themselves, injures his own business, injures your business, injures the debtor's business, injures all business, for, leaving out the deliberate thief, most debtors are good until some of us let them get behind; therefore, if we allow them to get behind and discouraged by a load of debt we are not only breaking down the individual's credit, but we are actually striking at the very vitals of the credit system.

The credit man of experience and ability has at his command a fund of valuable knowledge and he should not be content to act thereupon arbitrarily, but should give reason and argument, thereby gaining better results for himself and, to a degree at least, educating his customer along the lines of better business methods and greater business honesty.

TO TRAVEL FOR BLACKMAN CO.

A. D. Robbins Returns to Old Post After Discharge From Service—E. S. Palmer Also Back

A. D. Robbins has rejoined the traveling staff of the Blackman Talking Machine Co., Victor wholesaler, after serving abroad in the Aviation Corps of the U. S. Army. Mr. Robbins is calling upon Victor dealers in Brooklyn and New York, and his many friends in the trade will be glad to know that he has resumed his former position.

E. S. Palmer, who was formerly a member of the Blackman Talking Machine Co.'s staff, but who entered the retail field a few months ago, has rejoined the company's forces. Mr. Palmer succeeds A. J. Wilckens, who has severed his connections with the Victor industry to enter the wholesale drug trade.

WALTER BRUNNER JOINS COLUMBIA

Lambert Friedl, manager of the local wholesale branch of the Columbia Co., has appointed Walter Brunner as a member of the company's traveling staff. Mr. Brunner, who has been associated with the local Columbia branch for a number of years, will visit the dealers in North Brooklyn territory, and his intimate familiarity with the problems confronting the dealers will undoubtedly enable him to give his clientele practical co-operation and service.

COLUMBIA CO.'S STRONG POSITION

Has \$4,000,000 Cash on Hand With Most of the Early Charges Written Off—Rise of Common Stock From \$62 to \$250 a Share

The remarkable prosperity enjoyed by the Columbia Graphophone Co. is shown by the increase in the value of the common stock, which has soared from \$160 to \$250 a share and which a year or so ago sold for \$62. The company is in a very strong financial position, and the report which will be issued next month will show that there is \$4,000,000 cash on hand and in banks, with most of the earlier charges written off.

To-day the Columbia Graphophone Co. has unfilled orders on hand for 90,000 Grafonolas, several million records and thousands of dictaphones. The three factories at Bridgeport, Toronto and London, employing many thousands of men, are working at capacity. Early in April the common stock was placed on a 10 per cent. cash dividend basis with an extra dividend payable in stock. The remarkable progress of the concern is an indication of its able management.

EDISON FOR STATE MUSEUM

MADISON, Wis., April 30.—Through the efforts of Prof. Benjamin Snow, University of Wisconsin, the gift of a New Edison machine of the very latest style has been received by the State Historical Museum as an addition to its collection, considered second only to the Smithsonian Institute, Washington, in size. The Wisconsin museum already contains an exact replica of the first Edison phonograph, and when Thomas A. Edison was apprised of this fact he sent the latest style as his personal gift.

CHICAGO BRANCH OFFICE DOES WELL

The Chicago office of the Triangle Phono Parts Co., which is located at 930 Republic Building, and not 932 Republic Building, as previously mentioned in The World, is closing very satisfactory sales, and during the past few weeks several well-known Western manufacturers have arranged to use Triangle tone arms and sound boxes exclusively during the coming year.

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

The 24-Hour A Day Salesman

Federal Electric Sign

Glistens by day — Sparkles by night

PIANOS
PHONOGRAPHS

THE Federal Electric Sign is one of the most effective and cheapest forms of advertising for the merchant. Its porcelain enameled surface, with raised letters, glistens in the day time and sparkles at night. It keeps your name before the public twenty-four hours a day. It widens your zone of attraction and puts the store in the middle of a block on a par with a corner location. Current to operate the signs costs but a very small sum. There is no other maintenance expense.

It cannot rot, rust or fade. It is enameled and never needs repainting or refinishing. An occasional washing will keep it shining like new. We are so sure the Federal Electric sign will increase your business that we are willing to give it to you on a twelve-months-to-pay basis. The first payment brings the sign, and you get the services of this energetic salesman to help you make the final payments. Let us give you complete information. Send the coupon today.

Federal Sign System (ELECTRIC)
LAKE AND DESPLAINES STREETS, CHICAGO, ILL.
Branches In All Large Cities

Be Sure it's a Federal
Twelve Months to Pay

Please Send Full Information for Sign Suitable for My Business

Name
Address
Business
(T. M. W.—5)

STEGER
The Finest Reproducing Phonograph in the World

The world's greatest artists, singers and musicians are at their best when they entertain you with a Steger Phonograph. It plays all disc records *correctly*, with no change of parts.

Whether you prefer the charm of some singer or some colorful orchestral number, the patented Steger tone-arm and Steger tone chamber insure perfect reproduction of every tone. This Phonograph is encased in the beauty it deserves.

Steger Phonographs are sold at universal prices. The Steger Phonograph factories make every part of the Steger Phonograph complete—and are in a position to ship all styles in the various woods *immediately*.

PHONOGRAPH DIVISION
STEGER & SONS
PIANO MANUFACTURING COMPANY
Founded by John V. Steger, 1879
Steger Building Chicago, Illinois

Distributors
IVER JOHNSON SPORTING GOODS CO.
155 Washington St., Boston, Mass.
SMITH & NIXON COMPANY
306 W. Walnut St. Louisville, Ky.
STEGER & SONS
Steger Bldg., 867 Broad St.
Newark, N. J.

MODEL 508 \$250
MODEL 516 \$175
MODEL 503 \$135
MODEL 504 \$165
MODEL 502 \$115
MODEL 501 \$80
MODEL 507 \$340
MODEL 500 \$60
MODEL 503 \$390

A TWENTY-THREE YEAR OLD POSTER

Thomas A. Edison, Inc., Receive Poster Advertising a Church Concert Held Twenty-three Years Ago, at Which the Edison Phonograph Was the Very Interesting Attraction

G. F. Phillips, of Chagrin Falls, O., recently sent to Thomas A. Edison, Inc., the advertising poster which is reproduced herewith, and which is interesting as showing the development of

Phonograph Concert
FOR THE BENEFIT OF
METHODIST CHURCH,
Edison's Most Wonderful Invention

Will Reproduce the HUMAN VOICE, BANDS, WHISTLING, Etc., Etc.

Greatest Invention of the Century.

Don't Fail to Hear the CHIMES by the Bells in St. John's Cathedral.

No Ear Tubes on this Machine. Hundreds Hear it at once.



YOU CAN'T AFFORD TO MISS THIS RARE OPPORTUNITY.

Come prepared to be instructed and Entertained.

NEW FEATURES ON THE PROGRAM FOR THIS OCCASION.

UNDER THE DIRECTION OF J. T. CONKEY, OBERLIN, OHIO.

Methodist Church, Chagrin Falls, Friday Even'g, Feb. 14, 1896

7:30 STANDARD TIME.

ADMISSION, 10 and 20 CENTS.

Old Poster Advertising Church Concert

the phonograph since the time of the poster, twenty-three years ago. The poster advertises a concert given in a Methodist church, and puts special emphasis on the fact that there are no ear tubes on the machine, and that hundreds can hear it at the same time. A glance at the machine pictured shows the wonderful progress made in the art of mechanically reproducing sound since then, when the old cylinder machine with its horn is compared with one of the present-day period models of the new Edison. Doubtless the church concert was a great success, and there were probably persons in attendance to whom the little machine seemed a weird and wonderful thing. The present-day machine is no less wonderful, but the weirdness has passed away, leaving in its place a deep appreciation of the mechanical genius which has made the recreation of the voices of the world's greatest artists accessible to everyone at all times. Surely the "world do move."

FREE SONORA ADVERTISING SERVICE

Company's Advertising Department to Furnish Cards and Other Material Which Can Be Used in Show Windows and Store Interior

The advertising department of the Sonora Phonograph Sales Co. has announced that Sonora dealers will receive in the future a free advertising service, consisting of cards and other material which can be used to excellent advantage in the show windows or in the store interiors. Several of these cards and accompanying dealer helps will be sent out each month, and those now being completed are exceptionally handsome.

Such trade helps as electric signs, costly glass signs, expensive display material, etc., will not be furnished hereafter free by the Sonora Co. Material of this kind which is now on hand is being sold at prices quoted in the official sales help booklet, mailed some time ago to Sonora dealers. After the present supply of this material is exhausted the dealers will be referred direct to the manufacturers for further supplies

NOW "SIR HARRY LAUDER"

Popular Singer and Raconteur Knighted by King of England for Service in War Time

Millions of people in the United States who know Harry Lauder through his inimitable Victor records, as well as those who have had the privilege of hearing him in person, will be pleased to learn that this quaint Scotch minstrel of the music halls is now Sir Harry Lauder, having been knighted by the King of England for his invaluable services during the war. This recognition of the splendid work done by Harry Lauder for the cause of the Allies during the war will certainly meet with the approval not only of his fellow countrymen, but of his admirers on this side of the "big pond."

In commenting upon the honors bestowed on Harry Lauder, the New York Times editorialized thus the other day:

"It is not easy to realize that this favorite of the music halls, who from the stage has called upon the audience so often to join in the chorus of his ballads and topical songs, is to be made a knight. Never had knight a humbler origin or a more singular career. He tells you in his autobiography in the English 'Who's Who,' that he was educated by 'Stumpy Ball as a half-timer in Arbroath,' and that he was 'first a mill boy in a flax-spinning mill, then a miner, now is what the people have made him.' It was at his native Arbroath that Harry Lauder sang his first song as an amateur when a 'star' was missing. In the vernacular, he did not 'get the hook,' being applauded from the start.

"Harry Lauder, as he became famous, made pretensions to some education. He tells us that he has written a Scotch comedy; also that he is a composer—of his own music, which is so much broken by monologue often better than the score. Like more distinguished men in 'Who's Who,' he has his recreations; 'trying to hit a wee gutty ba', trying to catch salmon and trout, motoring, shooting.' He is a clubman, too; the 'Tooting Bec and Kirn Golf.' So he was gradually qualifying for society far above the pit mouth and those obscure days of poverty. The most democratic of all wars has translated

Harry Lauder into a knight, and richly he deserves the honor, as compared with a great many previous aspirants and doubtless with some of the new company in which he finds himself, for he has done his 'bit' in the war in his human and useful way, inspiring his countrymen to greater sacrifices and forever endearing himself to them on the stricken fields of France."

GALLI-CURCI A "MORAL DANCE"

Pittsburgh Customer Has His Own Ideas About Quality—A Companion Story

A salesman in a Pittsburgh talking machine store had interested a customer from a neighboring town in a number of Red Seal records and was working for more business along that line. As he was demonstrating some records by prominent operatic artists he asked casually, "What do you think of Galli-Curci?" "Personally, I think it is a very moral dance," was the startling reply of the customer.

This story, declared to be true, reminds one of the remark of the customer who was asked if he had ever seen Mary Garden in "Thais." "I never knew she wore them," was his answer.

REPORTS PROSPEROUS CONDITION

Vitus F. di Lustro, New York manager of the "Indiana" Die Casting Corporation, with headquarters in the Tribune Building has assumed all details concerning the business of this firm in the East, and reports that he has found exceptionally prosperous conditions existing throughout the talking machine industry.

Mr. di Lustro reports that activities in other industries using die castings are rather quiet, but in the talking machine industry there is a rushing business. Mr. di Lustro briefly summed up the situation in the following sentence: "I am not looking for a boom in the talking machine industry, for the boom is already here, and we are receiving a very satisfactory amount of this exceptional business."

The man who looks ahead won't "see his finish."

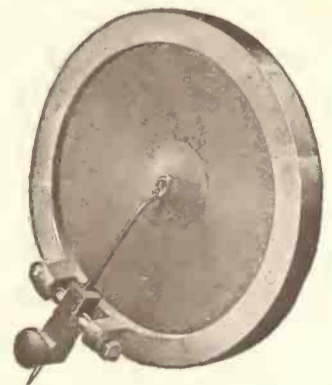
TWO MILLION PHONOGRAPHS

Are estimated in homes in the United States that are not in use.

These are all possible new record customers. Why not plan a campaign to reach them?

The "BLISS" Reproducer with its treated silk diaphragm has already started a great many buying records again.

Write us for sample and then get busy.



THE BLISS REPRODUCER IS DIFFERENT

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

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

BLISS REPRODUCER, Inc.

80 Fifth Avenue
New York

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

Manufacturers and Distributors of the
Bliss Reproducer & Phonograph
Specialties



The Perfect Tone
OPEROLLO
 For Every Home

S

—with a great big “S”
 THAT’S WHAT YOU GET

Every dealer that sells “Operollo” Phonographs makes a worthwhile profit—our very fair prices guarantee that. The makers of “Operollo” don’t want ALL the profit.

And what does the owner get? A real phonograph that does everything one could expect it to do—and more. Yet the price is so reasonable—and the VALUE so evident—that every owner is half-sold when he sees “Operollo” for the first time. All cabinets have a piano finish and equipment is strictly high grade.

What is lacking in variety and design is more than made up in quality and moderate price.

“Operollo” Phonographs Made in Eight Designs

Style No. 65

(ABOVE)

Mahogany, Golden or Fumed Oak. Height 43 inches, Width 21 inches, Depth 19. Strong double spring motor. Absolutely reliable, universal tone arm, tone modifier.



Style No. 2

(BELOW)

Mahogany, Golden or Fumed Oak. Height 46½, Width 19½. Depth 21. Strong double spring motor, silent and reliable. Spruce wood tone chamber Operollo tone arm.

Style No. 95

(AT RIGHT)

Mahogany, Golden or Fumed Oak. Height 43 inches, Width 21 inches, Depth 19. Strong double spring motor, trimming nickel plated. Operollo universal tone arm, spruce wood tone chamber.



**True Tone—Appearance—Reliability
 Variety—Price**

ALL COMBINE TO MAKE THIS

The Phonograph Dealer’s Very Best Proposition

Dealers: Write today for attractive proposition, prices and descriptive matter.

OPEROLLO PHONOGRAPH COMPANY
 54 West Lafayette Blvd. Detroit, Michigan

Rosa Ponselle's record "Keep the Home Fires Burning" is selling like wildfire. Have you ordered enough? Columbia 49585.

**Columbia Graphophone Co.
NEW YORK**



WHY DEALERS SHOULD BE PREPARED

Pertinent Remarks by V. W. Moody on Importance of Being Equipped to Meet a Greater Activity and Prosperity in Business World

A message to Victor dealers that is based on optimism, logic and practical suggestion is contained in the following bulletin recently issued by V. W. Moody, general manager of the Buffalo Talking Machine Co., Buffalo, N. Y., Victor wholesalers:

"The basic principle of life is action. Where there is no action there is no life. When action ceases life automatically ceases and disintegration begins. A merchant cannot stand still. He must go forward or backward. This circular is addressed to thinking men.

"When the time comes in the experience of a merchant that he is satisfied with his business—satisfied that it is good enough—satisfied that there is no room for improvement—he is going backward, and it is then that his competitor takes the lead—and holds it.

"The taxes due to war expense will compel high prices for some time to come. This applies to everything—labor, house rent, raw materials and manufactured goods. Building material is probably as low as it will be for another twelve months, and labor costs certainly will not reduce very much. How much do you figure you can save by delaying your improvements a year—one hundred dollars—three hundred dollars—three thousand dollars? Is the saving worth while if your business is going to be handicapped the whole year? All Victor men should make their improvements as fast as labor and material can be obtained. Your Victor profits of a single month will probably pay for all of your improvements. Any merchant properly conducting his business can make more money when prices are high than when prices are low.

"True enough, you did have a remarkable talking machine business during the past season, but just think how much more business you could have done—how much greater your profits would have been—had you been able to obtain all the Victor goods you needed and had you been able to take care of all of the business offered you.

"The merchant who feels that he can afford to delay his improvements 'until prices go lower' will probably find that when that time comes there will be no need of making his improvements, for the very good reason that he will not have business enough to warrant the new investment.

"Victor goods will be obtainable in greater quantities than ever before. Business will be done in greater volume than ever before, and some dealers—those who are prepared—will make money as never before.

"One of our conservative dealers said that each of his booths was worth \$1,000 a year net to him. When he had two booths he made \$2,000 a year in his record department. To-day he has twelve, and states that he made over \$12,000 in records last year.

"What move could you make—what policies can be adopted—that will help you off on an even keel in the hurricane of prosperity which is shortly to come upon this entire country? A new and greater prosperity will be the natural result of taking up with a rush the resumption of building and manufacturing, both of which were brought practically to a standstill during the war period."

WATROUS & RUMSEY OPEN STORE

The new Watrous & Rumsey store, which recently opened in Perry, N. Y., carries an excellent line of talking machines and records as well as several makes of pianos and player-pianos. Three soundproof demonstration booths have been built for the display of Edisons and Victorolas. The interior of the store is handsomely decorated and fitted up for the display of all kinds of musical goods. A new \$1,000. Edison instrument, an eighteenth century period model, was displayed on the opening day. Beside the Victor and Edison machines this store also carries a handsome and complete line of grand and upright pianos and player-pianos.

INCORPORATED

The Cabinet and Accessories Co., Manhattan, has been incorporated with a capital of \$10,000 to deal in talking machines. The incorporators are W. Y. and O. Goldsmith, 196 Homecrest avenue, Brooklyn.

"L'ARTISTE" MAKES ITS DEBUT

New Talking Machine Made by the Grand Rapids Phonograph Co. to Make Initial Showing at Furniture Market at Grand Rapids

GRAND RAPIDS, MICH., April 29.—The Grand Rapids Phonograph Co., which is owned and operated by the Grand Rapids School Equipment Co., who has been established many years in this city, will make the initial showing of its new talking machine, "L'Artiste," at the Furniture Market which opens at Grand Rapids on June 20. Its entire plant, which has been devoted to Government work during the period of the war, will now be devoted to talking machine production, and the annual output is estimated at 50,000. The line is to be a quality one, and a finely illustrated catalog is now in the course of preparation, which will be ready for distribution about June 15. The extensive plans for merchandising now in view will undoubtedly bring this new phonograph to the attention of a large clientele.

WANTS TALKING MACHINE AGENCY

The following appears among the list of foreign trade opportunities issued by the Bureau of Foreign and Domestic Commerce: 29188—The representative of a firm in France, who is in this country for a short time, desires to secure an agency from manufacturers for the sale in France and Morocco of talking machines.

1919 Will Be A Banner Phonograph Year

Prepare Now To Give

YOUR CUSTOMERS THE BEST POSSIBLE

By Getting

Pathe Phonographs and Pathe Records

Through

The Fischer Company

(Oldest Pathe Jobbers)

940 Chestnut Avenue

Cleveland, O.

What Constitutes a Real Live Talking Machine Dealer?

The world moves. Brains count. "Efficiency is the watchword of the age," not only in manufacturing methods but also in advertising, selling and distribution.

This is "old stuff," you say. True, but isn't it a fact that many retailers keep their "nose to the grindstone" so close that they do not see a good many things that concern them vitally? There is many a retailer whose store is neat and clean, the clerks courteous, the details of accounting, buying and stock-keeping looked after carefully, and yet he is not a "live dealer."

There are two systems of distribution, as we all know—the "mail order" system, which eliminates the dealer—and the dealer system, in which the dealer is the important factor. The object of both systems is to get the consumers' business. The mail order system has weak spots—so has the dealer system, but the dealer himself, we are sorry to say, is generally the weak spot in the dealer system. Perfect harmony, co-operation and team-work are absolutely essential to the dealer system, and our definition of the really live dealer is one who is in real harmony with the system under which he exists commercially, and who co-operates to the extent of his ability with all the various efforts of the manufacturers whose goods he distributes. We all know how the mail order houses concentrate their efforts on those towns and cities where the merchants are not "live ones."

Relax. Stop and think. Cut loose occasionally from the details of your business and ponder over these facts. You are part of a system and in order for this system to work most smoothly and efficiently, and incidentally

to make the most money for you, you must "pull together" with the manufacturers whose goods you handle. Your interests and theirs are identical as long as you have their goods on your shelves and counters, or in your warehouse.

Any dealer who doubts these statements should find out the facts for himself. Any up-to-date manufacturer who distributes through the dealer system will tell you that the greatest problem of his sales department is to get the full co-operation of his retailers.

Are you doing your share to remedy this weak point in the "dealer system"?

Manufacturers are spending immense sums in brains, energy, time and money for "dealer's help" to connect you up with their goods, to increase your sales, as well as their own. Whenever you allow a dollar's worth of this effort to go to waste you are guilty of contributing to the weakness of the "dealer system." You are dissipating the efforts and the money of the manufacturers who are your co-workers, a part of the same system of distribution as yourself, and whose interests and your own are identical.

When a manufacturer offers you a new scheme for co-operation, or sends you a "dealer's help," therefore, what is your duty? Do not waste it, throw it aside, neglect it or forget it. Remember that he has put his time, thought and money into it, all for the mutual benefit of the system of distribution of which both you and he are important members. Use the help he offers if you can possibly do so. Even go a little further and put yourself to a little inconvenience, if necessary, to show that you have the co-operative spirit. Tell him that you have done so; or, if for some good reason

ILSLEY'S GRAPHITE PHONO SPRING LUBRICANT

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

you cannot do it, tell him the reason. He will be glad to have your opinions. If he has sent you something that you cannot possibly use, return it to him, so it may not be wasted.

Are you thus doing your best to keep the system well oiled, of which you and the manufacturers are cogs?

Are you a live dealer?

(Contributed to *The World* by *The Meyercord Co.*)

SUBJECTS OF INTEREST DISCUSSED

"How to Make a 100 Per cent. Mailing List" is the title of a full page article that constitutes the feature article of the May issue of the "Columbia Record," the house organ published monthly by the Columbia Graphophone Co. This article contains many practical suggestions that can be used to advantage by the Columbia dealer in compiling an efficient and productive mailing list.

There are a number of articles in the May issue devoted to happenings in the establishments of Columbia dealers throughout the country, and these pithy paragraphs carry a message of import and timeliness. A new series of moving picture slides is also announced in this edition of the "Columbia Record," and attention is called to the fact that the Columbia Grafonola traveling kit will be advertised extensively during June.

Plans for summer retail talking machine campaigns are now in order.

—want more?

Call Greeley 698

A HIT you *can't* get is not worth the powder, etc., etc.!
Supply the rest yourself.

That's one advantage of handling Emerson Records. They're first on the market, to begin with. And you can always get enough records to satisfy your trade.

Our business is to see that Emerson dealers are kept supplied with current Emerson releases. It's a pretty big contract—but we manage to keep the trade fairly happy.

How do we do it? Simply by keeping plenty of stock on hand. By filling orders as soon as possible after we get them.

Can we be of service to you right now?

Emerson Record Sales Company, Inc.

Exclusive Metropolitan Distributors

366 Fifth Avenue, New York City



ONE OF THE FINEST PHONOGRAPHS

We Might Say *The Finest*
We Say *One of the Finest*
Because——

There are several makes of high-grade machines that represent just as good a value as the Hiawatha Phonograph.

What we maintain is that the Hiawatha in tone, construction, finish, and standard of equipment takes justified rank alongside the best in phonographs.

Mr. Dealer: You should
HANDLE ONE OF THE FINEST PHONOGRAPHS
Your initial order for one Hiawatha will enable you to do so

Our policy is just as fair as our claim.

HIAWATHA PHONOGRAPH COMPANY

209 S. State Street, Chicago, Ill.

HIAWATHA
PHONOGRAPHS

Listen to this simple story
to this song of Hiawatha
LONGFELLOW



MAKING THE SCHOOL KIDS "HEP" TO REAL MUSICAL DOPE

How One Talking Machine Dealer Played the Music Memory Contest Thing Both Ways and Cleaned Up in Publicity and Cash—Catching 'Em Young and Training 'Em

Sam Blake, the talking machine man, was grabbing off the news in the morning paper en route to his office when he lamped a little paragraph headed "Music Memory Contest Opens" and received a shock thereby. Sam's reminiscences of music memories were indeed sad, consisting chiefly of recollections of a crabbed old teacher who said "dis" and "dat," smelled of limburger and beer and insisted on rapping his knuckles for every blue note, and likewise recollections of his mother, switch in hand, watching him practice the scales on the piano, while the gang, shy one for the baseball nine, were whistling their lips sore outside.

Coming back to life Sam lamps the paragraph again, and discovers that the dope is to make the school kids memorize the tunes of fifty of the best patriotic and classic selections of music, together with the names of the composers, so that they will be able to recognize them in the dark without the aid of magic. He learns further that the contest opens next week; that the contestants have several weeks to study, and that it is suggested that those who are able study by means of talking machine records. Then he grabs his knife and digs that paragraph right out of the page, together with the list of music that accompanies it.

Sam's first job at the store is to look over his record lists and discovers that he had about two-thirds of the selected titles in stock, and that all but two of them are to be found in the catalog. The jobber gets a rush call for records that he forgot had ever been pressed, and then Sam proceeds to work up a bit of local color, as it were. A sign in the window tells the public that he was "hep" to the fact that there is a contest going on, and that he was the baby that can help out the hard workers by supplying records of the music, the titles of the records, with the prices being attached thereto.

Then he jumps up to the school and bulls the principal and the music supervisor into the belief that without him and his machine and records the contest is going to be a fliv.

The result is that due announcement is made to the effect that Sam is going to run a little class of music study of his own in the assembly room of the school three afternoons and two evenings each week. It's not going to cost the sweet little children a jitney so long as they promise to carry home one of his circulars and a record list to pa and ma. Just checking the record list for bringing desired numbers to the home by first boy C. O. D. is the message that Sam sends with the sweet innocents.

Just so his classes won't be crowded in school Samuel insists that each bright pupil fill out a little card with papa's name and address for

which he, or she, will receive a pretty little ticket admitting one to the classes. Pa gets a circular by mail, is called on by Sam, or his salesman, and digs down for at least one record, and perhaps a dozen or more.

"Music memory is a great thing," quotes Sam in his talk. "In fact, my memories of my early experiences with music are the freshest I possess. If you're going to put your girl in this contest don't let her travel under a handicap, for these records are going to give her knowledge and you pleasure. If she don't get them now she'll want them later on and then maybe I won't have them." Business with order blank follows here.

"Memorizing music is a great little stunt," declares Sam, "and if I can make these kids memorize my name and address at the same time they are filling their minds with melody the old cash register isn't going to get rusty for a few years at least."

Mr. Talking Machine Dealer, the moral is obvious!

EFFECTIVE FISCHER CO. PUBLICITY

Tells How the Pathé Phonograph Plays Its Part in "Head Over Heels"

CLEVELAND, O., May 4.—When "Mitzi," the popular musical comedy star, appeared in this city in "Head Over Heels" the Fischer Co., Pathé jobbers, used newspaper publicity to feature the fact that a Pathé phonograph was used on the stage during the entire engagement at the Euclid Avenue Opera House. Artistic advertising appeared in the Cleveland "Plain Dealer," and the illustration used in this advertising embodied a human interest appeal which contributed materially to the success of the campaign. The publicity was on a high level and won praise from experts in the advertising game.

One illustration featured "Mitzi" as she appeared in "Head Over Heels," and another picture showed this well-known "star" listening to a Pathé phonograph. Attention was called to

the fact that in the Pathé library there is a record featuring the hits from this successful musical comedy, and there was also reproduced a letter written to the Fischer Co. by B. S. Bachelder, business manager for "Mitzi," which reads as follows:

"Will you be so kind as to send a Pathé phonograph to be used on the stage during the engagement of 'Mitzi' in 'Head Over Heels' at the Euclid Avenue Opera House? The Pathé phonograph was chosen by Henry W. Savage for these performances on account of its clearness and purity of tone and the excellence of its sound-projecting qualities."

REMOVE TO LARGER QUARTERS

Joseph Musante, electro-plater of phonograph parts, has removed from 168 Centre street to 125-131 Baxter street, New York City, where additional space will be available for his increasing business.

AMERICAN

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

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



No. 8



No. 9



No. 10



No. 11

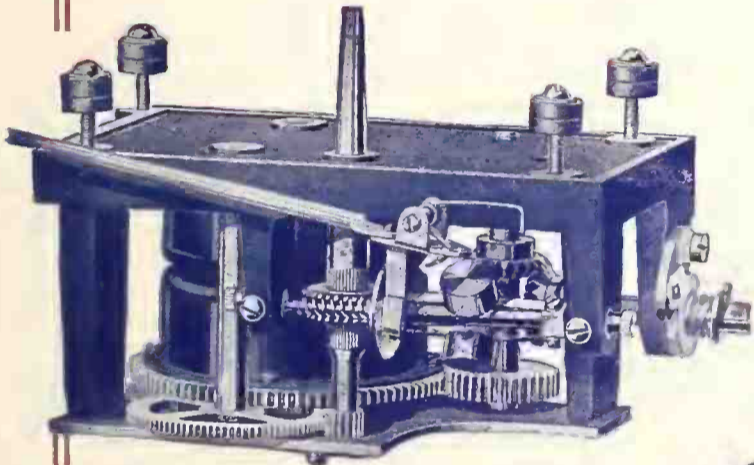
Catalog upon request.

AMERICAN PHONOGRAPH CO.

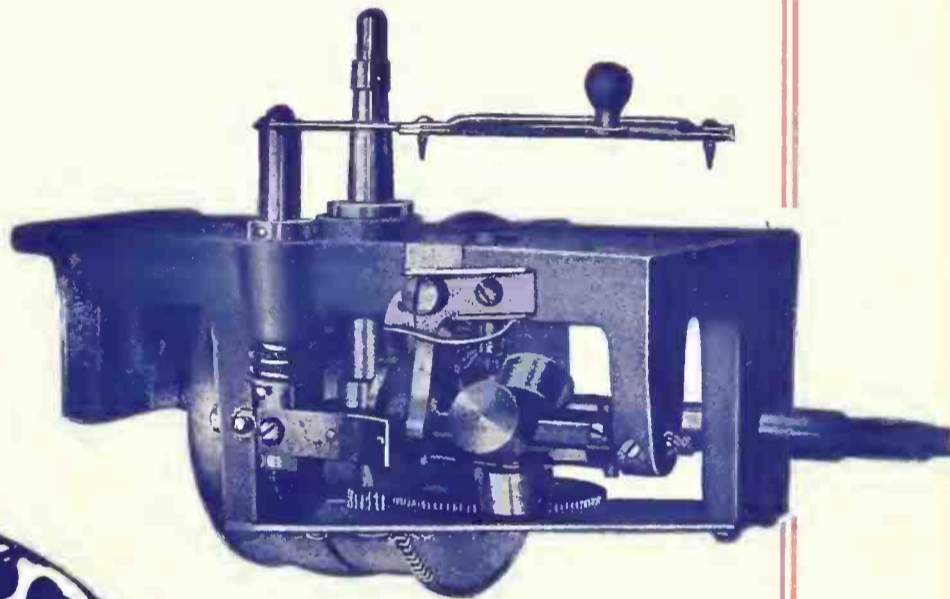
17 N. IONIA AVE.

GRAND RAPIDS, MICH.

THE
MOTOR
OF
QUALITY



Meisselbach Motor No. 16



Heineman Motor No. 77

Heineman-Meisselbach Motors OVER A MILLION IN USE

QUALITY DID IT

Otto Heineman Phonograph Supply Co.

INCORPORATED

25 WEST 45th STREET, NEW YORK

FACTORIES, ELYRIA, O.—NEWARK, N. J.

PUTNAM, CONN. SPRINGFIELD, MASS.

CHICAGO

TORONTO

SAN FRANCISCO



CAPITAL INCREASED TO \$200,000

Sona-Tone Phonograph, Inc., Elect Directors—
Prominent Men Connected with Company

At a special meeting of the stockholders of the Sona-Tone Phonograph, Inc., held recently at the executive offices, the following directors were elected for the coming year: B. G. Higley, president of the company and prominent in financial circles; Major H. C. Hecquenbourg, of New York and Washington, D. C., well known in the industrial world; Samuel Adams, head of the Adams-Flanigan Co. and a director of the Emigrant Savings Bank; I. H. Griswold, of Plattsburg, N. Y., president of the Bell Telephone Co. of Northern New York; H. L. Morse, active in the general shipping business; T. A. Sherman, a prominent attorney, and Arthur Braun, a New York broker.

The stockholders also voted to increase the capital stock of the company from \$60,000 to \$200,000 in order to properly handle and develop the company's expanding business.

The general executive and sales offices of the Sona-Tone Phonograph Co. are now located at 110 West Fortieth street, New York, and this location, in the heart of the uptown business district of the metropolis, gives the company an opportunity to invite out-of-town dealers to call at Sona-Tone headquarters when visiting New York.

AUSTRALIAN FIRM WANTS AGENCY

A. A. Campbell Will Visit New York in June to
Secure Talking Machine Agency

Arthur A. Campbell, of the firm of W. W. Campbell & Co., Ltd., Sydney, N. S. W., will be in New York during the early part of June for the purpose of securing an agency for some high-grade talking machine. Correspondence may be addressed to A. A. Campbell, care Guaranty Trust Co. of New York, 140 Broadway, New York City.

NEW PORTRAIT OF THOMAS A. EDISON

Handsome Photogravure of Inventor Now
Ready for Use of Edison Dealers

Thomas A. Edison, Inc., announces that it is now in a position to furnish its dealers not al-



ready supplied with a handsome photogravure portrait of Mr. Edison, size fourteen inches wide by twenty-two inches deep, suitable for framing in the standard fourteen by twenty-two-inch frame. A facsimile of the portrait is reproduced herewith.

SONORA BUYS HERZOG FACTORY

Plans to Build Half-Million Dollar Addition Immediately to This Well-Known Cabinet Plant in Saginaw—Management Remains the Same

The business between the Herzog Art Furniture Co. and the Sonora Phonograph Sales Co. having grown so tremendously large and the relationship so intimate, it was found desirable on the part of both, in order to work the future out on a basis that would be the best for all concerned, to amalgamate the interests. After deliberation on the part of the officers of the Sonora Co. with those of the Herzog Co. arrangements were concluded in which the Sonora Co. purchased the plant of the Herzog Co., so that to-day this great cabinet factory is owned by the Phonograph Sales Co., Inc.

The advantages that the trade will derive from this step will be many. It will enable the Sonora Co. to control absolutely the policy of the cabinet factory, which will be particularly in reference to the quality of the cabinets and the increasing of the output.

Immediately upon the consummation of the deal the Sonora Co. started on large building plans which have been under consideration for some time by the Herzog Co. for the increase of the output of the plant, and a half million dollars is being invested this year in additional buildings and equipment, all of which should be completed before the end of the year. This will make the Sonora plant in Saginaw by far the largest in the city, not only in factory space, but in the number of hands employed, which will be well over 1,000. The officers and management of the cabinet factory will remain practically the same as heretofore, and only the policy will be affected.

The Rexall Drug Store, Ottawa, Ill., will add a talking machine department to its store in the near future. Alterations are now being made to accommodate several demonstration rooms which will be attractively equipped.





THE WESER FACTORY
Contains Over Three Acres of Working Floor Space



For 40 years the piano trade has recognized in the Weser Instruments exceptional piano value and it has always been our pleasure to invite comparison of the Weser product with those of other makers. Many of our best dealers have been acquired by such comparison.

WESER PHONOGRAPHS
are making rapid headway in the same manner

Send us a sample order and compare our talking machine with other makes for tone quality, finish and solidity of construction and we are content to abide by your decision.

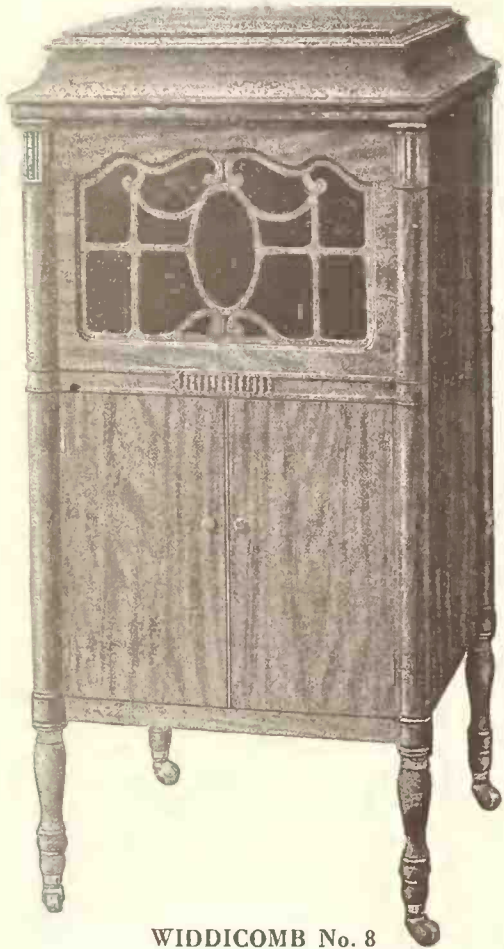
Write for Catalogue

WESER BROS., Inc.

520 to 530 WEST 43d STREET NEW YORK

The Widdicomb
 A FINISHED
 PRODUCT

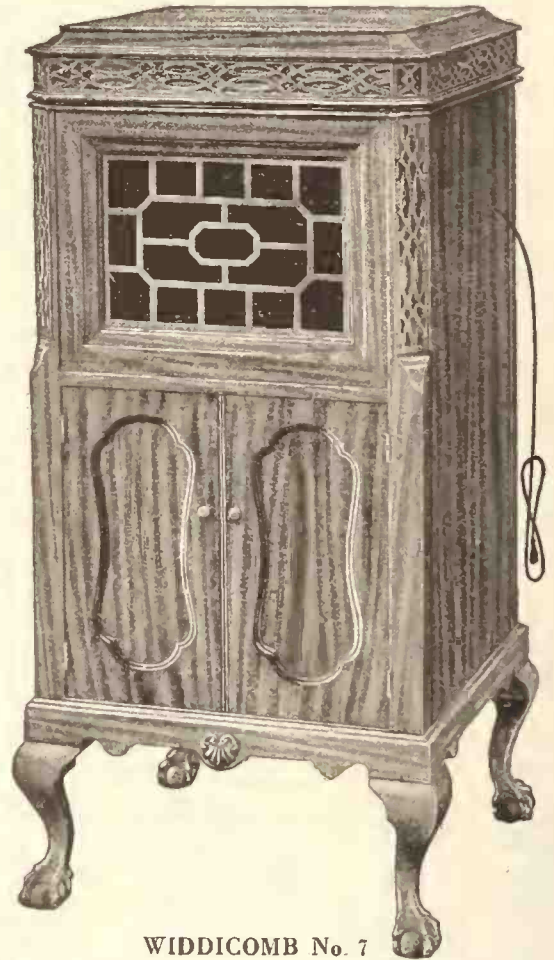
Tone Quality
 Unsurpassed



WIDDICOMB No. 8
 Colonial Adam : Retails at \$200.00

Our Precision Motor
 Winds and Runs as Quietly
 as Your Watch

“Play It Yourself”



WIDDICOMB No. 7
 Chippendale : Retails at \$275.00

Our Horn is Carved Wood
 Acoustically Better
 Light to Ship

Our Tone Modulator
 —In Itself—Will Be the Means
 of Closing Many Sales



WIDDICOMB No. 5
 Adam : Retails at \$135.00

MANUFACTURED BY THE
 PHONOGRAPH DIVISION
 WIDDICOMB FURNITURE CO.
 GRAND RAPIDS, MICHIGAN

LEASES MUCH LARGER QUARTERS

Emerson Record Sales Co. to Remove on May 15 to 6 and 8 West Forty-eighth Street

The Emerson Record Sales Co., metropolitan distributor of the products of the Emerson Phonograph Co. and the Talking Book Corp., has leased the entire third floor of the building at 6 and 8 West Forty-eighth street, New York.

In its new quarters at 6 and 8 West Forty-eighth street the Emerson Record Sales Co. will have ample facilities to take care of its fast-growing business.

CONGRATULATIONS FOR MISS BIRNS

Miss Dorothy Birns, niece of Saul Birns, popular and successful talking machine dealer, is receiving the congratulations of her many friends in the trade upon the announcement of her engagement to H. Behrman.



Miss D. Birns

Miss Birns is well known to local talking machine dealers through her active association with the establishment of her uncle at 111 Second avenue, New York.

The Pollock Shop, of Houghton, Mich., which recently added the Columbia line to its general stock, reports an increasing volume of business as a result.

ENGLISH DEALER OPTIMISTIC

Tells of Increased Demand For Machines and Records in That Section of England, and Is Most Optimistic Regarding the Future

A. Hindley, the prominent musical instrument dealer at 21 Clumber street, Nottingham, Eng., in a recent letter enlisting his name as a World subscriber remarked:

"It may interest you to know that at the present time there is a tremendous demand for machines and records in this part of the country; our great difficulty is to obtain enough machines, especially the higher grade models of 'His Master's Voice' and Columbia, for which the demand is far in excess of that previous to the war.

Harold A. Hindley, who was released from the army about two months ago, has again settled down to business, which during his absence was carried on by his father.

VICTOR WAR WORK VISUALIZED

Special Supplement to "Voice of the Victor" Includes Views of Different Departments of the Great Plant Working on Hydroplanes

A special supplement in "The Voice of the Victor" for April affords an unusual opportunity for the members of the trade to visualize the great work carried on by the company during the war in aiding the Government, and emphasizes the fact that the greater portion of the facilities of the enormous plant were devoted exclusively to war work.

While it was generally known that the Victor Co. was patriotically responding to the call of the Government, and making every effort to assist in war production with a view to bringing hostilities to an early and successful conclusion, it is doubtful if any members of the trade, except those actually in close touch with the factory, realized to what extent the plant was devoted to that work.

DISTRIBUTORS FOR STARR PRODUCT

The Carpenter Paper Co., Omaha, Neb., has been appointed distributors for Starr phonographs and Gennett records in the territory embracing Iowa, Nebraska and Colorado.

OPENS NEW DEPARTMENT ON MAY 15

FARGO, N. D., May 5.—The Stone Piano Co., which plans to open on May 15 its talking machine department in this city with the Aeolian-Vocalion line of talking machines and records, including a handsome exhibition of art models, will conduct a retail and wholesale business.

RETURNS FROM SHORT VACATION

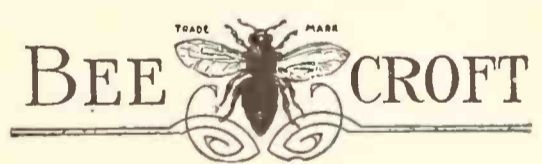
D. A. Creed, general manager of the Chicago Talking Machine Co., Victor wholesaler, returned recently after a few weeks' rest at Lake Placid, N. Y., where he sojourned in order to get in trim for the coming spring and summer months.

FALLS A VICTIM OF WAR MEASURE

George H. Merrill Charged With Violation of Moratorium Act—Held in \$1,000 Bail

LOS ANGELES, CAL., May 3.—G. H. Merrill, president of the Merrill Music Co., this city, has been taken into custody on the complaint of Assistant United States District Attorney Green, charged with violation of the Moratorium Act.

An Excellent List of Victor Records. We Will Gladly Play Any Record For You. Includes a list of records with titles and numbers, and illustrations of two men in kilts playing bagpipes.



Art Series Delivery Envelopes Jobbers get particulars—Very attractive Also Columbia, Edison and Pathé lists of Records in Art Series

RECORD CABINETS made with Beecroft's Patent Moulding Pat. No. 1,244,944 SOME NEW STYLES Correspondence solicited

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

Cleartone

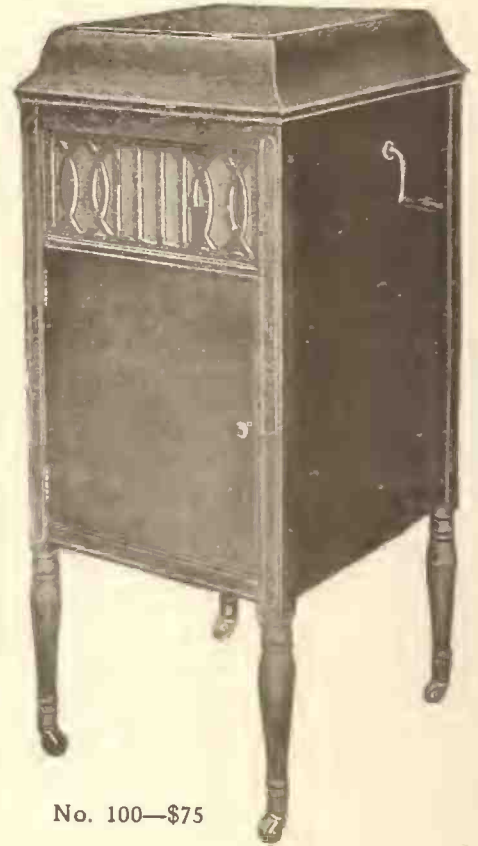
SPEAKS FOR ITSELF



No. 250—\$125



No. 150—\$85



No. 100—\$75

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

SUNDRY DEPARTMENT

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

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

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

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

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

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

NEEDLES, steel, 48c. per thousand in 10,000 lot; 45c. per thousand in half million lots.

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

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

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

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



No. 200—\$100

F. S. SOLTON JOINS STAFF

To Travel for New York Album & Card Co., Inc.—Just Back From Service in France

The New York Album & Card Co., Inc., manufacturer of Nyacco record albums, announced this week the appointment of Fred S. Solton as



F. S. Solton

He returned last month after service on the

a member of the company's traveling staff. Mr. Solton is now visiting the dealers in the East, and the orders he has received indicate that he will be very successful.

Mr. Solton is well known in the talking machine trade, having been associated with several prominent manufacturers of albums and other accessories in recent years.

Western front as a member of the United States Army, and while "over there" was severely wounded. In fact, he was reported "missing in action" after one big battle, but he recovered from his wounds and is now in excellent physical trim.

In a chat with The World Max Willinger, president of the New York Album & Card Co., stated that the company's sales so far this year are well ahead of 1918, and that additional factory space will soon be utilized to take care of the demand for Nyacco albums.

N. J. Potomack, vice-president of the company, will leave at the end of the month to attend the piano trade conventions to be held in Chicago the first week in June.

WITHDRAWS ENEMY TRADING LIST

War Trade Board Removes Restrictions on Foreign Trade Except With Germany

Acting concurrently with the competent authorities of the Associated Governments, the War Trade Board announced that on April 29, 1919, all enemy trading lists heretofore issued or compiled by the War Trade Board would be withdrawn. On and after April 29, 1919, all disabilities heretofore attached to trade and communication with persons included in such lists ceased to operate, and all persons in the United States were authorized, subject to the other rules and regulations of the War Trade Board and, except as hereinafter provided, to trade and communicate with all persons outside of the United States with whom trade and communication is prohibited by the Trading With the Enemy Act.

The foregoing action does not modify or affect in any respect the present restrictions against trade and communication between the United States and Germany or Hungary, nor does this action authorize trade with respect to any property which heretofore, pursuant to the provisions of the Trading With the Enemy Act as amended, has been reported to the Alien Property Custodian or should have been so reported to him, or any property which heretofore, pursuant to the provisions of said Act, the Alien Property Custodian has seized or has required to be conveyed, transferred, assigned, delivered or paid over to him.

The Associated Governments, in taking the foregoing action, have reserved the right to re-issue the enemy trading list and to revive the disabilities hereinabove mentioned, should such action become necessary.

SHELTON CO. IN NEW OFFICES

The Shelton Electric Co., manufacturer of the "Simplicity" electric motor, has removed its executive and sales offices from 30 East Forty-second street to 16 East Forty-second street, New York. The company has leased extensive floor space on the sixth floor of this building, and ample facilities will be afforded to handle its fast-growing business.

In a chat with The World W. Gentry Shelton, president of the company, stated that the demand for the new "Simplicity" electric motor has far exceeded all expectations. In fact, this motor has met with such an enthusiastic reception that the factory is working day and night to keep pace with the orders. Factory enlargements are now under way, and Mr. Shelton expects to be in a position to give the dealers the most efficient delivery service in the very near future.

JOINS RANKS OF BENEDICTS

The many friends in the trade of Paul L. Baerwald, the popular Eastern traveling representative for the Otto Heineman Phonograph Supply Co., will be glad to know that this well-known talking machine man has forsaken bachelorhood. Mr. Baerwald was married a few weeks ago to Miss Colette Dearborn, of New York, and after enjoying a honeymoon Mr. and Mrs. Baerwald leased an apartment in New York City.

Mr. Talking Machine Dealer

Are You Keeping Pace With the Musical Education of Your Territory?

Remember This: The people of this country took more interest in music during the world's war than ever before. Therefore—why not supply their musical demands by handling as a side line in your business



Seeburg's Style K "Midget Orchestrion" (Coin-Operated)

It's an entire orchestra—all in one—that meets the most exacting demands, rendering real orchestra music with such exquisite shading of tone and brilliant technique as to leave nothing to be desired.

Write Today for Particulars

J. P. Seeburg Piano Company

419 West Erie Street
CHICAGO, ILL.

Important Notice to Dealers

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

The WALL-KANE

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

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

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

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

TEST PROPOSED TO DEALERS TO PROVE THE SUPERIORITY OF

Wall-Kane Steel Needles

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

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



BEWARE OF IMITATIONS

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

JOBGING TERRITORIES OPEN

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

REG. U.S. PAT. OFF.

Paramount Records

Double Disc

Headliners and Hits

is the combination that makes the Paramount a sure money maker for dealer and jobber—No slow sellers—Two-hits to a record.

Artists That Record Buyers Know

Billy Murry, Henry Burr, Arthur Fields, Helen Clark, Charles Hart, Beck's Pennsylvania Hotel Orchestra, Peerless Quartette, Shannon Four, Sterling Trio, Collins and Harlan, Louise and Ferera, Samuel Gardner, George Green, Marie Tiffany, Marion Evelyn Cox, and many others are recording new records for Paramount continually.

*The
Greatest
Record
Proposition
In America
Today—*

The Paramount
Pressing Plant
at Grafton, Wis.

The New York Recording Laboratories

INCORPORATED

Main Office: PORT WASHINGTON, WIS.
Laboratories: 1140 BROADWAY, NEW YORK CITY

Factories:
Grafton, Wis., Sheboygan, Wis., Port Washington, Wis.

Branch Offices:
New York, Chicago, Ill., Minneapolis, Minn.

FOR CANADA:
PARAMOUNT PHONOGRAPH & RECORD CO., Ltd.
200-204 Papineau Ave., MONTREAL, P. Q.



Application of Period Decoration to Talking Machine Cabinets—Early French Renaissance

There is charm and grace about the French decorative art, generally very real, sometimes rather imaginary, that appears to have a special appeal for all people of the present day who give thought to the decorative treatment of their homes, and consequently to the designs of musical instruments and other home accessories which of necessity follow, as they sometimes lead, public taste.

As has been said before, Americans have become, largely through constant use, most familiar with the details of the Louis periods, for there is no question but that the decorative art of the time of Louis XIV, XV and XVI lends itself most readily to the elaboration of modern cabinet and furniture work. There are those designers, however, who seek to get away from the beaten track, who favor the unusual, who desire to create special designs that are absolutely distinctive in their details, and for the use of such ambitious designers there are found many decorative styles in the Italian, English, Flemish as well as the French schools from which to draw on for ideas. Designers of period cabinets for talking machines have been particularly resourceful in the adaptation of period styles for such cabinets, having before them practically a virgin field open for experimenting.

Among the period styles that should appeal to talking machine cabinet designers, as well as to other decorators, for the fact that it is not generally used, although quite artistic in its details, is the style of Francois I, named after the ruler of France from 1515 to 1549, during which reign was noted the greatest development of the style known as the Early French Renaissance. This Early French Renaissance, be it said, is more Italian than French in its characteristics, and is actually a French adaptation of the Italian Renaissance style following the campaigns-against Italy carried on by Charles VIII and his successor, Louis XII.

When the armies of France came back from their various inroads into Italy they brought with them the influence of the Italian decorative arts, and although the general adoption of these arts by the French began with the reign of Charles XII, it was not until Francois I ascended the throne a quarter of a century later

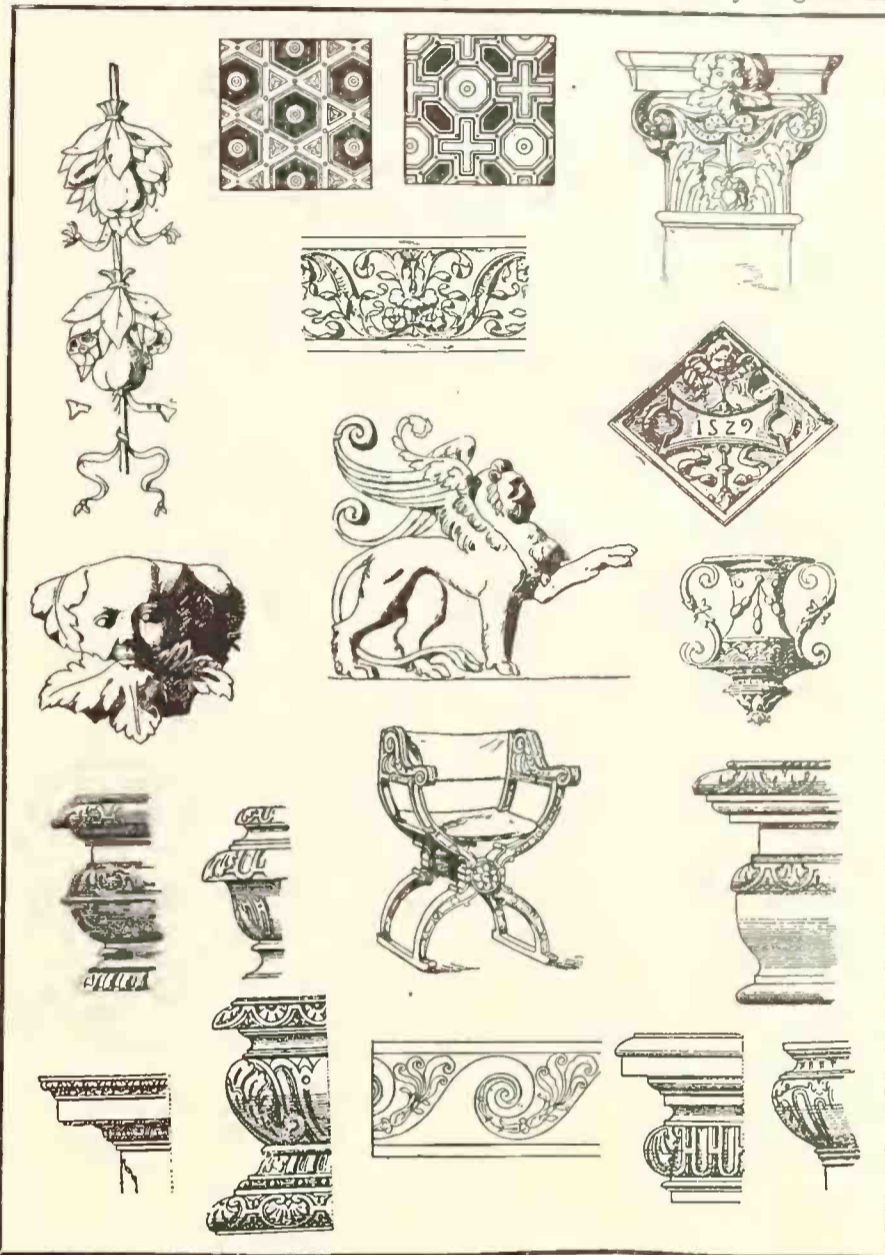
that the Renaissance really came into its own in France. This development was stimulated by the fact that Francois had a natural love for art, and, having sojourned in Italy for a considerable period during the war which he, too, conducted against that country, had his enthusiasm for Italy's art aroused by direct contact.

Not only was Francois a patron of such great artists as Da Vinci, Del Sarto, Cellini, Della Robbia, Primatecchio, Serlio and Vignola, but he profited by the workmanship of a horde of artists and artisans who flocked to France after the fall of the Medici family in Florence.

Having as their king such a devoted patron of art, the members of the court vied with each other in the elaborate decorations and furnishings of their palaces and homes, and the arts were therefore greatly stimulated. Francois himself began to remodel the Louvre, and finally decided to rebuild it, and it was during his reign, in 1528 to be exact, that the great palace of Fontainebleau was begun.

As was the case with practically all the early decorative forms, the Early French Renaissance style is more or less massive and full of heavy

detail. It probably never will be adapted in a general way to cabinet work, but should prove most acceptable where a distinctly original de-



Some Details of Francois I Period in Decoration

sign is desired for a special purpose. Its very exclusiveness should recommend it to those who demand that feature in the things they buy.

The accompanying plate sets forth some of the principal details of the Francois I period in decoration, many of them lending themselves particularly well to the treatment of panels and moldings on cabinets. The designer who desires to be master of his craft would do well not to overlook this most interesting period of the early French Renaissance.

LEVERICH A JUNE BRIDEGROOM

June 2 has been set as the date for the marriage of Lester L. Leverich, assistant advertising manager of the Columbia Graphophone Co., New York, to Miss Lillian Marguerite Elliott, of Brooklyn, N. Y. The wedding will take place at the Hotel St. George, Brooklyn, N. Y., and after their honeymoon Mr. and Mrs. Leverich will reside in Brooklyn.

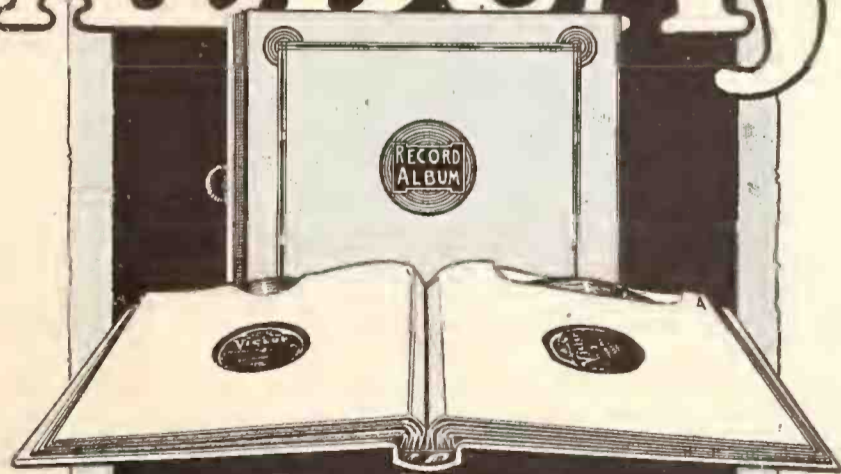
CARVED PHONOGRAPH POSTS, GRILLS, MOLDINGS, ETC.

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

Catalogue on request

KLISE MANUFACTURING CO
GRAND RAPIDS, MICH.

ALBUMS



BUY DIRECT FROM MANUFACTURER

THE BOSTON BOOK CO. INC.
40-46 W 20th ST NEW YORK

Crystal Edge MICA Diaphragms

THE STANDARD OF QUALITY AND SERVICE

PHONOGRAPH APPLIANCE CO.

109-113 West Broadway, New York

TWO VIEWS OF MUSIC'S VALUE

One Enjoys Its Soothing Effects, Another Likes Its Noise, But Both Buy Anyway

It is a recognized fact that two people will do the same thing from entirely different motives.

It is recorded that Beau Brummel, the celebrated dandy, had the ceiling of his bedroom covered with mirrors in order that he could study graceful posing even while at rest, while a Yorkshire gentleman had his ceiling mirrored in the same manner in order that while on his death bed he could enjoy his favorite sport of cock fighting. This plan works out in music. One serious-minded individual will rave over music for

its soothing influence, while his next door neighbor will rave over music because to him music means jazz, and jazz makes his feet itch for dancing. The pleasing feature of the idea is that whatever the motive, they both buy music in record form, which is as it should be.

LEASE 3,500 SQUARE FEET OF SPACE

William Phillips, president of the Superior Phono Parts Corp., stated this week that the company had leased space at 145 Lafayette street, New York, where it has 3,500 square feet available for the manufacture of tone arms, sound boxes, etc. The company expects to announce its complete line of products very soon.

RETURNS AFTER SERVICE IN FRANCE

Over a year ago Frank W. Hennigs, assistant to Arthur Berg, musical director of the Emerson Phonograph Co., left for France as a member



F. W. Hennigs

of the United States Army. About the same time Jack Lawrence, assistant to Harry Marker, chief recorder for the Emerson Phonograph Co., also determined to be in at the finish, and left for the front. Both of these boys have now returned, and their associates at the Emerson offices have given them a royal welcome. Frank Hennigs has returned as a sergeant and a good cook, while Jack Lawrence won the stripes of a corporal. The Emerson Co. and every member of the organization is proud of these boys, who were in the thick of the fight at Chateau-Thierry and the Argonne.

PROSPERITY IN THE SOUTH

Messrs. Shire and Giles, Traveling Representatives For the Emerson Co., Tell of Great Activity in the Talking Machine Trade at Various Points Which They Visited

William A. Shire and M. O. Giles, special traveling representatives for the Emerson Phonograph Co., New York, returned recently from a Southern and Southeastern trip which included a visit to Emerson jobbers and dealers in this territory. They state that business conditions in this section of the country are excellent, and that Emerson jobbers report a steadily-growing demand for the company's records. The new lists are meeting with popular favor, and, judging from present indications, Emerson records will enjoy a banner year in 1919.

Mr. Giles left recently to spend a few weeks with the Emerson jobber in Pittsburgh, the Emerson Sales Co. This concern is developing a splendid business in its territory, and is adding new dealers to its clientele with regularity. Mr. Giles will work in close co-operation with the company's sales organization.

MAKING PROGRESS ON NEW PLANT

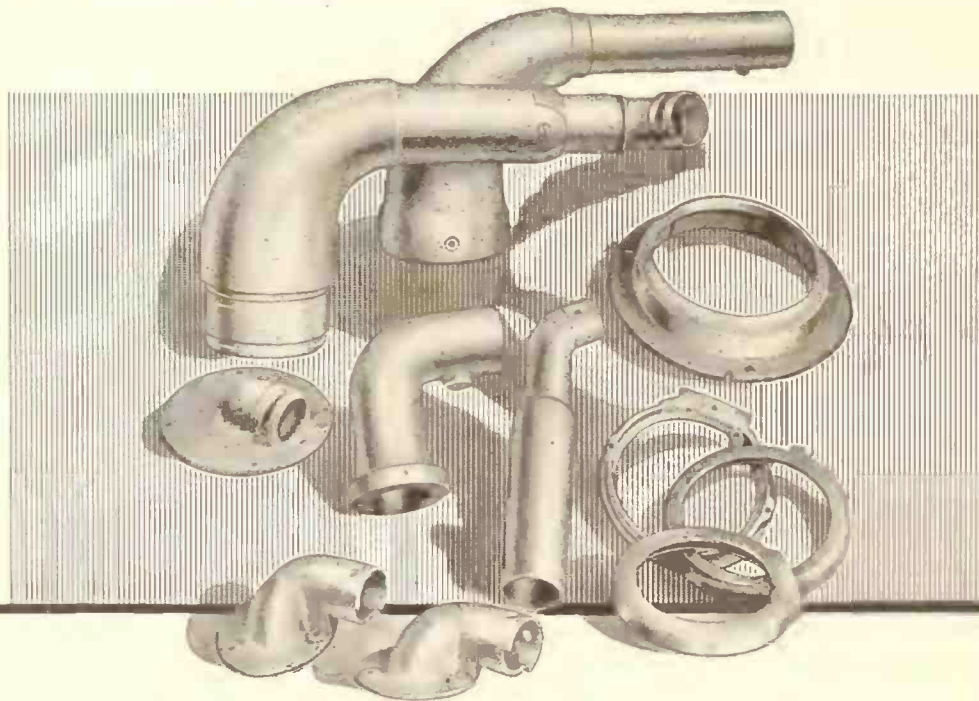
Work on the new Newark Heineman plant is progressing full steam. All contracts have been let for the construction of this big plant, and it seems reasonably certain now that the wheels will be humming in the completed plant by the latter part of the fall.

Carloads of machinery of the most modern type have been ordered for fitting up the various departments, and not the minutest detail has been left unheeded which may bring about an improvement in the famous Heineman-Meisselbach motors.

As Mr. Heineman puts it in his own terse manner: "This new plant will be dedicated to our trade-mark, 'Quality,' and, what's more, it's going to live up to it, too."

DOING A GOOD BUSINESS

The Wilmington Talking Machine Co., Wilmington, Del., is doing a very good business in Victor and Columbia machines. Eugene R. Pickard, of the Queen City Cycle Co., is manager of this concern.



Do You Look Far Enough?

You've got to look *behind* the first cost—Look at the Organization that makes your die castings. Choose one that will work in as close harmony with you as a department of your own plant.

The ordering of die castings is not the same as buying nuts, bolts, or other standard articles. All die castings are made to order.—each job is special, and requires long experience and skill in the art of die-casting, as well as thorough appreciation of your own manufacturing problems.

The best way to be *sure* of getting the results you want is to have your die castings made by an organization with the necessary qualifications.

Let our Engineering Department show you how Precision Castings can serve you economically and efficiently.

PRECISION CASTINGS COMPANY, INC.
SYRACUSE,  NEW YORK.

DIE CASTING PLANT, SYRACUSE, N. Y.

Brass, Bronze and Aluminum Foundry, Pontiac, Mich.

PRECISION

Your Opportunity to Get in Right

ELEVEN SPECIAL RELEASES

of



Place your order for Immediate Delivery

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

The OkeH Records were nicknamed by one of our successful jobbers

"Johnny-on-the-Spot Record"

NEVER DISAPPOINT IN QUALITY—NEVER KEEP YOU WAITING

JOBBER'S ALL OVER AMERICA

Otto Heineman Phonograph Supply Co., Inc.

25 West 45th Street

New York City, N. Y.

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

FOUR SONGS ON A SINGLE RECORD

Idea Used in Film Melodrama May Result in Another Feature of Talking Machine—Both Hill and Dale and Lateral Methods Used on Record in "The Silk-Lined Burglar"

The day may not be very far off when the music-lover can have four records in one, if we may believe the latest wrinkle brought to light by our movie scenario scientists in their search for melodrama material. In the photoplay "The Silk-Lined Burglar," in which Priscilla Dean is starring, the action of the crucial moment hangs upon the fact that two distinct messages are written in the grooves of a record, one being an ordinary aria from an opera, and the other a secret code message of a German spy.

In reproducing this record by means of the ordinary needle, only the innocent song is heard, but when a specially constructed reproducer is used the incriminating evidence is secured. The

process is simple enough to those familiar with the workings of the modern talking machine. The record is cut by a double process, the song being recorded by means of the usual hill and dale method, while the secret message is cut into the side of the grooves by the lateral process. Naturally enough the ordinary needle does not transmit the vibrations from the sides of the grooves, but only from the depressions at the bottom.

This novel idea has given rise to the suggestion that it might be possible to combine the two methods of recording so that two songs could be contained in each single record, or four songs in the case of the double disc. According to a well-known recording expert this plan is entirely possible. Such an improvement would result in a great saving of material, and if it proved entirely satisfactory would be a great convenience to everyone. It would enable the dealer to carry an assortment twice his usual size without any increase of space, and in the home would make it possible to have more

records in the record cabinet. In these days of inventions nothing seems to be impossible to those engaged in the art of sound reproduction in its various phases.

GOOD WORK FOR VICTORY LOAN

Herman H. Doehler, of the Doehler Die Casting Co., was chairman of the Machine and Machine Tool Trade Committee of the Liberty Loan Rainbow Division in Brooklyn. It was the first advisory trade committee of the Brooklyn Rainbow Division to raise its full quota. Great credit for this early response is due to Mr. Doehler's enthusiastic efforts.

A GROWING CALIFORNIA MUSIC FIRM

The William L. Glockner Music Co., Los Angeles, Cal., dealers in the Edison machine, recently increased the sales force and added a new delivery car in anticipation of even larger business.



CAN BE PLAYED ON ANY PHONOGRAPH WITHOUT EXTRA ATTACHMENTS



Model B
Mahogany
Walnut or Oak

Merchandise that is good will win out in competition with merchandise that is not so good—

Empire talking machines are built and marketed upon that foundation—goodness.

The construction is honest, the finish and workmanship are true—the materials are of the highest grade. For honesty and truth are but other names for *genuine* goodness.

Empire talking machines are always identified with progressive and reliable merchants—each a creditable reflection upon the other.

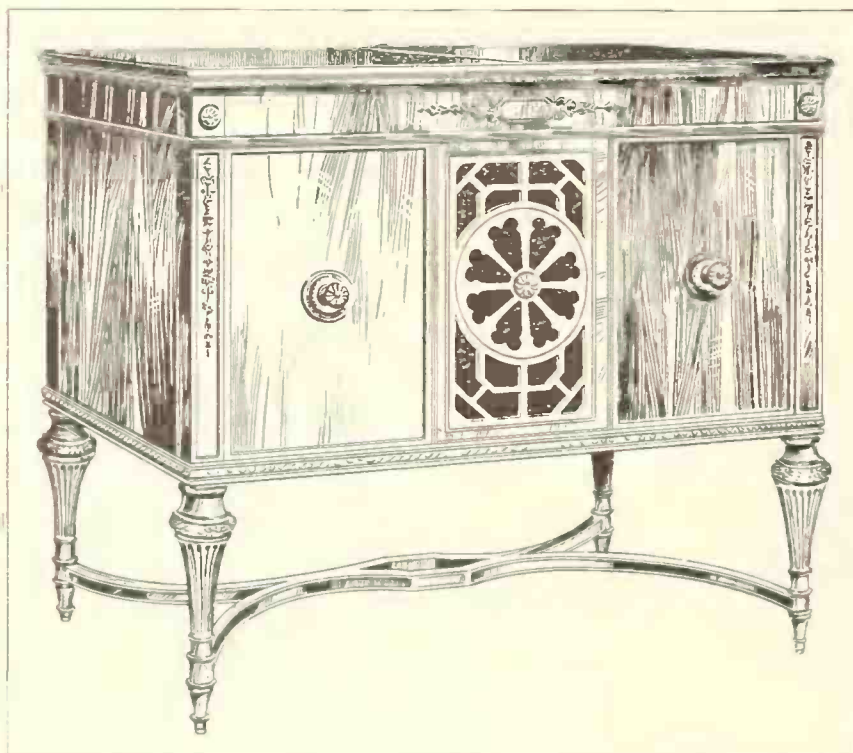
Empire universal cut records can be played on any phonograph using a steel needle. No attachments are needed and no necessity of turning the sound box. Our June release consists of 12 splendid numbers—each one will prove a popular seller. Discounts offered to dealers are very liberal. Write for our supplements.

10 Models — Prices at Retail \$32.50 to \$500.
Our dealer proposition and catalogs at your request

EMPIRE TALKING MACHINE CO.

John H. Steinmetz, President
429 South Wabash Avenue, Chicago, Ill.

Introducing



A forecast of the models to be shown in next month's World

Cabinet of exceptional beauty, measuring 42" x 37" x 24" Meisselbach No. 17 motor and with parts triple gold plated

The Grand Rapids Phonograph Company, maker of L'ARTISTE, is the outgrowth of one of the oldest and largest woodworking factories in Grand Rapids, which recently has financed and completed Government work exceeding one million dollars.

Now the entire plant (capacity 50,000 complete phonographs per annum) is to be devoted to the production of a SUPER line of instruments—quantity production is already started and deliveries in any amount will begin in August.

SAMPLES WILL BE SHOWN AT THE JULY FURNITURE EXHIBITION

We realize, to succeed in the face of present competition, a new line must really be all that is CLAIMED of other lines.—PLUS

WITH THIS REALIZATION IN VIEW WE OFFER



L'ARTISTE reproduction is the return of the artist, THE REAL VOICE OF THE ARTIST—THE REAL ART OF THE ARTIST—WITH ALL THE CLEARNESS AND NATURALNESS AS ORIGINALLY RECORDED. In fact, ON NO OTHER INSTRUMENT CAN BE HEARD THE SAME CLEARNESS OF ENUNCIATION OR THE VOLUME.

In L'ARTISTE the prestige of Grand Rapids, as the center of high class cabinet designing, construction and finishing, will be strictly maintained. In Fact—NO LINE EVER OFFERED AT POPULAR PRICES equals L'ARTISTE IN DESIGN, CONSTRUCTION AND FINISH. NOR DOES ANY OTHER LINE CARRY EQUALLY DISTINCTIVE EQUIPMENT.

L'ARTISTE EQUIPMENT is not to be seen on other lines.

Enterprising dealers will benefit by writing for our beautiful catalog, which will be out June 15th. We are organizing a sales force, and men whose reputation for clean-cut business is beyond question are wanted. Give your history and proposition in first letter.

In the Far West and South we are interested in securing the co-operation of high class jobbers.

→ LOOK FOR L'Artiste IN NEXT MONTH'S ISSUE OF THE WORLD ←

GRAND RAPIDS PHONOGRAPH COMPANY
Fourteen hundred Block Front Ave. Grand Rapids, Mich.

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

OVERCOMING THE STOCK SHORTAGE IN INDIANAPOLIS

Jobbers and Retailers Catching Up Slowly—Demand Continues to Grow—Some Plans for Business Expansion—Ex-Warriors Returning to Their Posts—General News of Interest to Trade

INDIANAPOLIS, IND., May 5.—A slight relief in the machine and record shortage is reported by the local talking machine dealers, but business in most instances is still limited to the ability to get goods.

The Edison Shop is preparing to take care of its increased business. A. H. Snyder, manager, has moved his office into the front of the record and machine demonstration hall in the basement. His old office has been turned into a demonstration booth, equipped with summer furniture, with old rose colored draperies. The walls are done in mouse-color gray. Mr. Snyder is also arranging for turning the concert hall into demonstration booths with temporary partitions in anticipation of rush during the fall months. The April Edison business was as good as last October, he reports, and the Victory Loan campaign apparently is not affecting business. George Kadel, one of the crack Edison Shop salesmen, has returned from service in France with the tank corps. Kadel gained the name of "John McCormack of the Barracks" and is singing at the Circle Theatre. Mr. Snyder hopes to have him back in the harness soon.

The demand for Sonora machines is strong, Will Carlin, of the Carlin Music Co., reports. The chief difficulty is getting enough machines to supply the demand, he says.

W. G. Wilson, manager of the Grafonola Shops, Inc., is pleased with the big Columbia record and machine business.

The talking machine department of the Baldwin Piano Co., of which C. P. Herdman is manager, had a record month in the sale of Columbia and Windsor machines.

T. H. Bracken, manager of the Starr Piano Co. store, says the talking machine business is unusually good. The Starr phonograph is fast getting to be one of the favorites in Indiana.

The Vocalion, Columbia, Edison, Victor and Cheney machines are making fine sales records for the talking machine department of the Pearson Piano Co., where the record business is reported as exceptionally good.

The Fuller-Ryde Music Co.'s Victor department has had a big run in Victor machines, C. J. Fuller reports. He looks for one of the biggest talking machine years in the history of the business, when stock is procurable.

E. R. Askew, manager of the Pathé Shop, pulled an effective demonstration of the army and navy model Pathé before the Indianapolis city purchasing agent and the superintendent of parks. As a result he landed an order for three of the machines, which will be used this summer in the city's recreation work.

H. A. Kendrick, of the Brunswick-Balke-Collender Co., and Lieut. R. J. Waters, who was with the company until he went into the army, visited George Standke, manager of the Brunswick Shop, last week. The Brunswick business is very good, Mr. Standke reports, being limited to the product received. Mr. Standke as colonel in charge of Sector 46 in the Victory Loan campaign is making a big record. He is as enthusiastic about selling Liberty bonds as he is in selling Brunswicks.

H. E. Whitman, of the Circle Talking Machine Shop, is more than pleased with the turnover of Victor machines and records his shop has been making since its opening several weeks ago.

E. L. Lennox, of the E. L. Lennox Piano Co., is expecting a big year for his talking machine and record department. In the new location of the store it makes an ideal downtown headquarters for records.

C. O. Mueller, buyer for the talking machine department of the Mooney-Mueller-Ward Co., Pathé distributors, reports that the demand for

Pathé machines and records cannot be met, but he expects the situation to ease up a bit in the near future. The supply of records from the factory is getting more normal, he says.

The only limit to the Brunswick business is the ability to get machines, Frank S. Buttweiler, manager of the local branch of the Brunswick-Balke-Collender Co., reports.

The talking machine department of the Taylor Carpet Co., which handles the Victor line, is getting a nice machine and record business, is the report of Miss Minnie Springer, manager.

George Stewart, vice-president of the Stewart Talking Machine Co., Victor distributors, has returned to his position after a long service in the Twenty-sixth Division in France. Harry Diehl, who was a sergeant at Camp Taylor, Ky., and Frank Williams, who was in the marines, are also back on their jobs. Mr. Stewart reports that the company is selling all the Victor machines and records as fast as it receives them.

There is a great demand for the Sonora, it is reported by the Kiefer-Stewart Co., Sonora distributors, and a big record in Sonora sales is looked for this year.

Ben Brown, manager of the Columbia Co.'s wholesale office here, accompanied by Robert D. Duffey, the Kentucky traveling representative of the company, visited the New York office and Columbia branches in Buffalo and Cleveland recently. Mr. Brown said he received encouraging reports in New York and expects the supply of Columbia machines and records will increase shortly. The space in the local office has been rearranged, Mr. Brown's office being changed, and he likes the new arrangement.

The latest Columbia records were played at a meeting of Columbia dealers held at the Lincoln Hotel last week. A number of out-of-town dealers were present. Reports from all of them were that Columbia business was fine. Walter Gaunt, a factory-trained service man, has arrived to take charge of the musical and Dictaphone service department of the wholesale office.

THE "VICSONIA" REPRODUCER



The ONLY sound box for the PERFECT playing of

Edison Diamond Disc Records on "VICTROLAS" and "GRAFONOLAS"

Instantly and easily attached or detached.

A child can do it.

No alterations necessary.

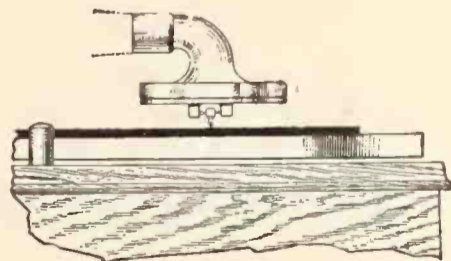
A fine combination of beauty and wonderful tone. Always satisfies where others fail.

RETAIL PRICE:

Nickel . \$7.50

Gold . 9.00

Order NOW



Showing position "Vicsonia" Reproducer should be on record, while playing

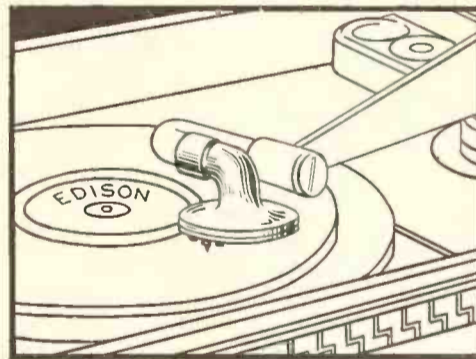


Illustration showing "Vicsonia" Reproducer attached to "Victrola"



Illustration showing "Vicsonia" Reproducer attached to "Grafonola"

Send check for \$4.50 and we will mail you one N. P. Vicsonia. Money refunded if not satisfactory.

VICSONIA MANUFACTURING COMPANY, Inc.

313 EAST 134th STREET

JAMES W. GREENE, Export Manager
25 Church St., New York

NEW YORK, N. Y.

HOW ONE TALKING MACHINE RETAILER ACHIEVED SUCCESS

Mixing Real Brains With the Service Supplied By the Manufacturer Has Resulted in the Building Up of a Business That Has Attracted Public Attention and Brought Profits

An interesting story of how one progressive Victor dealer made good by taking advantage of the company's service and mixing it with a little of his own brains is one of the features of the April issue of the "Voice of the Victor." The story has a sufficient number of suggestions to make it valuable:

"I cashed in on your advertising from the very beginning. I decided to let you 'sell the idea,' as I term it, while I planned to sell 'service.' You present all the selling arguments necessary. In all my advertising—or at least as much of it as I can directly tie up with yours—I couple my name with Victrolas, Victor records, the Victor trade-mark, and talk service. When I get new customers I keep them. For some time now it has been necessary for me to concentrate on records—in fact, ever since you started to help equip my boy and the boy 'over there' with the wherewithal to fight. My busi-

ness increased, too, month after month, and it was not by selling Victrolas, although I am still Victor exclusively. Records, by the way, were difficult to secure. Here is where my 'service idea' worked out: First of all, I didn't talk service until I was prepared to give service, and whenever I could not furnish a certain record my customers seemed actually astonished. That's what a reputation has done for me. My record-ordering system is a winner—it had to be so. One clerk devotes a good part of the day to ordering records. Consequently, my stock is practically complete in spite of the shortage—so nearly complete, in fact, I have retailers refer customers to me for records they cannot supply. In turn, I sometimes go shopping and buy records myself, merely to be in a position to live up to my service claims.

"At first I advertised in rather a haphazard manner; had little to spend and no definite plan

of spending it. Here again I watched your publicity. You seemed to have a set plan in your 'selling the idea' campaign. Later I did some figuring, set aside certain sums to advertise certain days in the week, and then I began to get results. Later I set aside about half of my advertising appropriation for 'good-will' advertising; that is, to retain and keep my name before my customers. A portion of the balance I divided into the number of new customers secured. Thus each new customer costs me so much in dollars and cents.

"This system prompted me to make strenuous efforts to keep my customers. Several plans I tried and found wanting, but finally I concluded my mailing list was the key to my problem. To begin, I carefully sorted out 'active cards'—customers that had bought records within four months—and started an entirely new file. Then I went through the balance of the cards, divided them according to addresses, bought three small, neat sample cases large enough to hold twenty-four records, talked with one of my clerks on the plan, selected a dozen of the cards showing the customers' record purchases, and he started on a scouting expedition. He politely informed the lady answering his ring that he had been sent to inspect the Victrola. He then tested the speed of the turntable, oiled the motor, tested the sound box. He carried three extra boxes with him. In case the sound box needed adjusting it was brought in and the extra box left with the customer, in order not to deprive them of music in the interim. Then, to test the machine, he played some of the new records. Well, it was a great stunt. He came back with four records. This intensive selling plan has been a regular feature of my business ever since. My 'special attention' file was a paying proposition from its inception. On one trip a short time back one of my clerks carried ten 'Smiles.' Sounds foolish, doesn't it, when 'Smiles' were so hard to get? But it was a definite plan suggested by the clerk. Picture this: The clerk would casually slip on 'Smiles,' and sell it. Mrs. So-and-So drops in, hears it, asks, 'Where did you get it?' That should give the store of service a boost. Customers that fail to buy within a four-month period are automatically placed in the 'special attention' file. It gives me at a glance a line on the progress I am making, enables me to make special efforts at a time when special efforts will pay. Then, too, it keeps the customer from losing interest. It costs something in time and money, but you know it also cost me something to sell them originally, hence when I 'make 'em' I try to 'keep 'em.'

"I continually follow the leads you give when you place a big advertisement, designed to 'sell the idea,' in the newspaper. I follow you so closely 'selling service' that I almost consider it all my own publicity. When you send me an announcement of a special record I likewise send my customer a special announcement. If it pays you it ought to pay me. I am constantly stepping on your heels with my service ideas. After some years of this 'follow the leader' I am beginning to have a pretty healthy respect for that much-abused word 'Service.' It compels me to stand on my toes constantly. More than that, it's the principal reason why I came to Camden to ask you about installing six new demonstrating booths. Saturdays used to be 'big days.' If a store full of customers is any guide every day is 'Saturday' in my business now.

"Keep right on 'selling the idea' and sending me the ideas. My business should run into six figures next year unless I have failed in my calculations."

This Victor dealer has truly found the secret of success—it centers in "service" and no dealer should overlook this fact.

WHAT HAVE YOU TO SELL?

We purchase in any quantity, anything you have for sale in the talking machine industry. The larger the quantity the better we like it. We can use cabinets, motors, tone arms, reproducers, springs, tabulators, micas, machine screws, wood screws, etc., etc., in job lots, or regular merchandise if the price is satisfactory. Get in touch with us on anything you have to sell.

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

FAULTLESS

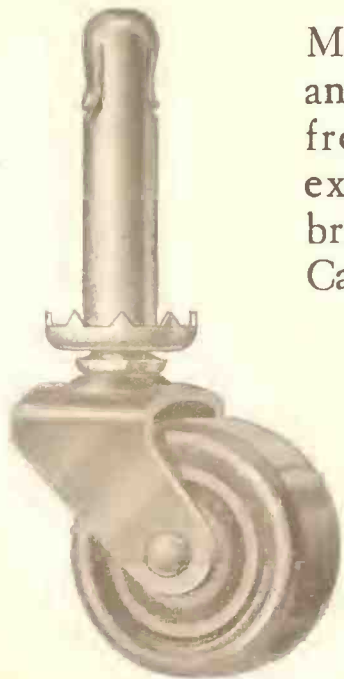
PIVOT BEARING

CASTERS

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

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

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



Full Size—C-65

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

FAULTLESS CASTER COMPANY

EVANSVILLE, INDIANA

"Move the FAULTLESS Way"

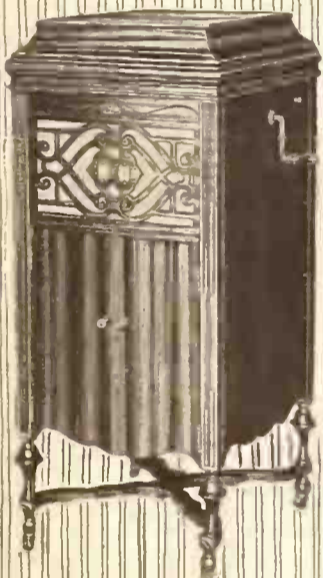
THE NEW LINE OF
VITANOLA
 TALKING MACHINES



VITANOLA 17, \$300.00
 Brown Mahogany



VITANOLA 12, \$160.00
 Mahogany or Oak



VITANOLA 16, \$200.00
 Mahogany or Oak



VITANOLA 10, \$120.00
 Mahogany or Oak



VITANOLA 14, \$180.00
 Mahogany or Oak



VITANOLA 8, \$90.00
 Mahogany or Oak

**IN TONAL QUALITIES
 IN OPERATING, CONVENIENCE
 IN BEAUTY OF CABINET DESIGNS
 IN SATISFACTION TO THE CUSTOMER**

and in profits to the dealer—the VITANOLA ranks highest in the list of all sound reproducing instruments on the market today. Wherever it is introduced a demand is created almost at once, as it is an instrument of such exceptional merits that its unusual value becomes immediately apparent to the consumer.

Not only through our paid advertising; but also, and chiefly, through the advertising that we receive from enthusiastic dealers and satisfied owners, our line is well and favorably known.

The VITANOLA sells at all seasons. The dealer who *expects* summer business—and prepares for it, by keeping a representative line of samples on his floor—experiences no depression during any month.

Your own best interests demand that you write us at once for prices and details.

**VITANOLA
 TALKING MACHINE CO.**

508 West 35th Street
 CHICAGO, ILLINOIS



"EMERSONIAN" MAKES ITS DEBUT

New House Organ For Distribution and Dealers Will Be Edited by A. H. Cushman

Emerson distributors and dealers were introduced this week to the Emersonian, the new house organ published monthly by the Emerson Phonograph Co. in the interest of and for distributors and dealers of Emerson records. This publication succeeds the Emerson Spotlight, and, judging from present indications, the new house organ will be received enthusiastically by every member of the Emerson sales organization.



Arthur H. Cushman, director of sales for the Emerson Phonograph Co., is editor of this new publication, and his many years of merchandising experience and knowledge of retail selling problems and policies will undoubtedly enable him to make the Emersonian a practical and valuable publication.

The May issue contains a number of excellent articles that deserve to be read with interest by Emerson distributors and dealers everywhere. Several of these articles are illustrated, and the May Emersonian as a whole is a most attractive house organ.

Sometimes it is not well for a talker salesman to become a talkative salesman—he can often win his point by listening.

JOSEPH WOLFF LEAVES FOR EUROPE

Treasurer of the Sonora Phonograph Sales Co., Inc., to Visit England, France and Switzerland—Entertained at Luncheon Previous to Departure—Has Important Plans for Future

Sailing on the "Adriatic," leaving New York the latter part of April, Joseph Wolff, treasurer of the Sonora Phonograph Sales Co., Inc., accompanied by his wife, left for an extended trip through England, France and Switzerland. Prior to his departure he was given a surprise in the form of a farewell luncheon, at which over a score of men connected with the Sonora organization were present.

In England Mr. Wolff will visit London and other important cities, and will confer with the head of Sonora's export department, A. F. Bramley, who went abroad a short time ago and who has now a good grasp on the present situation in the leading continental countries.

After studying the British export situation Mr. Wolff will go to Paris for a short time and then pay a rather lengthy visit to the Sonora motor plant at St. Croix, Switzerland, where he will aid in laying out and have executed plans which will result in a greatly increased motor supply for his company.

At this time many improvements in the motor which have been worked out in this country and abroad will be introduced, and the Sonora motors will have many important improvements which will make them surpass their present very remarkable performances. After completing his work in Switzerland Mr. Wolff will return by a route which he has not as yet determined, possibly through England or Spain.

The increase in the output of Sonora motors will be pleasant news for Sonora dealers, because it means a greatly increased output. It may be mentioned here that a 75 per cent. increase in Sonora output is anticipated by August, and it is hoped and believed that the 1919 output of instruments will be two and one-half



Joseph Wolff

times as great as 1918, and even with this great increase it looks as though the demand will still continue to be far ahead of the supply.

TALKING MACHINES AND PIANOS

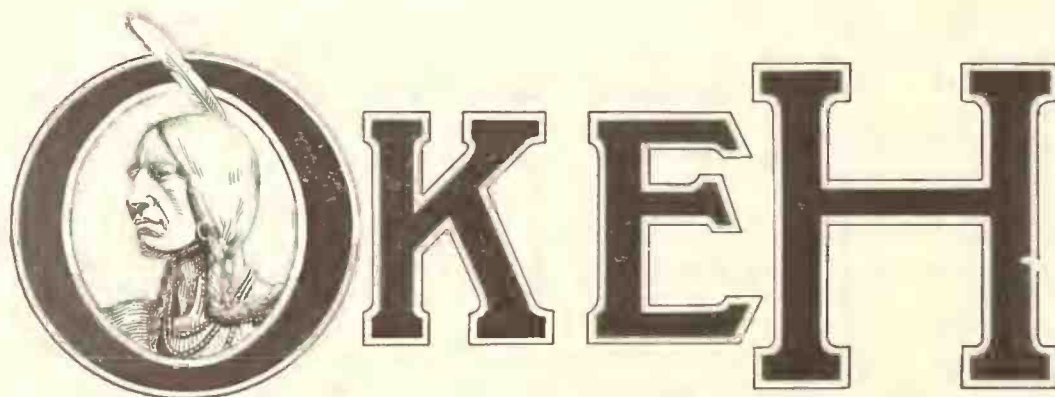
ANTIGO, Wis., May 6.—The Ravencroft-Jewell Jewelry Co. has been organized by H. E. Ravencroft and Harry E. Jewell to take over and continue the retail jewelry business of Fred W. Albright, who is engaging in the wholesale business at Chicago. The new owners are enlarging the scope of the business by adding a complete piano and talking machine department, which will be supervised by Mr. Jewell. He is an experienced member of the music trade and intends to install a very fine talking machine department.

Once an OkeH Dealer—Always an OkeH Dealer

THEY ALL STICK BY US
FOR THE SAME REASONS

LIBERAL PROFITS and PROMPT DELIVERIES

ARE EVER ASSURED WHEN YOU BUY



RECORDS

Don't Keep on Waiting for Good Luck

First Shipment of OkeH Records Will Bring It Directly to Your Bank Account

May We Help You to It?

GARFORD MANUFACTURING COMPANY

ELYRIA, OHIO



Trade Mark
Registration
Applied for

“Have You Plenty of B&H Needles Home?”

—progressive dealers everywhere are asking this of each record customer

Nothing is quite so effective in making extra sales—and extra profits, of course—as a question of this sort.

Folks with genuine love for music hardly need to be reminded when they are “out” of B & H Fibre Needles. For they realize that in order fully to protect their investment in the costlier records, B & H Fibre Needles are the one and only thing to have.

“No wear on the record, no hiss in the tone!”

How many of your customers *wouldn't* like to avail themselves of these exclusive B & H Fibre Needle advantages? And how many would fail to feel free about buying more of your higher-priced, bigger-profit records because of them?

“Have you plenty of B & H Fibre Needles Home?”—try asking this first chance you have today.

Selling Helps—Circulars, Display-cards, etc.—Free on Request

B & H FIBRE MFG. CO.

33-35 W. Kinzie Street, Chicago

SELF-SERVICE RECORD FIXTURES

Columbia Co. Announce New Six-Wing Record Display Fixture and Record Service Plan That Will Make a Wide Appeal to Dealers

The dealer service department of the Columbia Graphophone Co. announce a new six-wing record display wall fixture and record service plan that is based on the old-established and successfully proven merchandising idea of "self service," which is substantially founded on human curiosity. Many businesses have thrived catering to and offering facilities and inducements to the public to "come in and look around," basing



New Dealers' Service Fixtures

their sales possibilities solely upon the attractiveness of their merchandise to appeal through the eye.

The success of the famous five and ten-cent, Pigley-Wigley and department stores is attributable to this merchandising principle carried out in having all the goods on the shelves or tables, where shoppers are at liberty to see, touch and select the articles personally.

Notable among many are the book shops, where the major sales directly result from purchases of books selected by the shoppers themselves, who have been invited to walk about among the display tables and permitted to look at and finger the books, unapproached by salesmen until personal service is desired.

The Columbia self-service record fixture plan has been evolved to meet certain requirements and to perform definite functions. Its operation, as finally developed for Columbia dealers' use, is the result of many successfully applied experiments in dealers' shops and a close study of retailers' requirements. In its final form the plan presents many attractions and inducements to dealers with the possible objections eliminated.

"As heretofore," says the Columbia Co.'s dealer service department, "the requests and desires of your customers should be just as courteously and carefully met and the same or a greater amount of personal salesman's time and attention should be granted a customer who, by word or action, prefers to play the record from the fixture herself. She should be unhurriedly permitted to sell herself, with merely an occasional visit to inquire if there is anything desired, and an effort made to suit her with selections from stock similar in character to those chosen from the display fixture.

"Occurrences are bound to occur when a salesman cannot always return to a booth on time to change the record. Instead of the awkward wait for assistance, with the customer's growing impression that she is asking too much time and attention, and the natural wish to get out and call again—which is bad for business—the 'Record Service' display will give the waiting customer something to do to relieve this situation and tend toward increasing sales. There is the same opportunity for the salesman to take a customer into a booth and try over the records requested, but the most versatile and active salesman cannot cover the entire record range in the limited time with a customer, especially if the store is busy. He can, however, personally sell, as he has done in the past, with additional exceptionally good possibilities of striking a peculiar fancy in bringing the customer's attention, through the medium of his record service display, to selections that would not otherwise be considered.

"Twenty-one caption insert cards have been

provided under which any record in the Columbia catalog may be included. These insert cards are divided into two classes: General classification, under which records may be displayed of which there is over-stock, and those of particular merit from a recording or a musical value, and specific musical classifications under which records of a definite character are required.

"On the back of each of these inserts are record numbers and suggestions for the dealer to follow in selecting the records to display in the record service fixture.

"It has often been proven that people rely on others' recommendations and suggestions, especially in the purchase of music. The dealer may conveniently and attractively carry out the 'personally recommended' idea in the record service fixtures by keeping the six wings always filled and constantly-changing the display either by selecting other records and inserting different captions, or by transferring the different displays among the record rooms—the oftener the better."

INTRODUCE NEW SONORA MODEL

The Sonora Phonograph Sales Co. has just introduced a new model named the "Nocturne," which replaces the "Fantasie" model. The "Nocturne" retails at \$140, and deliveries of this new model started last month. Sonora dealers are receiving it with considerable favor, and it bids fair to become one of the most popular models in the Sonora line.

The "Nocturne" is provided with the popular Sonora envelope filing system, and in tone quality is in complete accord with the distinctive merits of the Sonora line. The cabinet is somewhat larger in size than the "Fantasie," and presents a more artistic appearance.

James K. O'Dea, the well-known Brunswick dealer of Paterson, N. J., has returned from a two weeks' vacation at Gloucester, Mass. The salt air evidently did him much good, for he is full of plans and ideas for the coming season.

The "LAUZON" Phonograph



STYLE K

Is designed and made to meet the demands of a public that is becoming more critical and exacting each day, and is rapidly discarding the cheap phonograph which is doomed to be a thing of the past.

Everything that enters into the construction of the "Lauzon" is of the very best—designs, material, workmanship, finish and equipment are as near perfection as human agencies can make them—they offer a foundation on which to build a lasting and profitable business.

Nine Models from \$80.00 to \$450.00

Write for discounts and territory



STYLE H

Michigan Phonograph Company

Phonograph Division of the Lauzon Furniture Company

OFFICES
705 Ashton Building

GRAND RAPIDS, MICHIGAN

FACTORY
Monroe Ave. and 6th St.

CLEAR AS A BELL

Sonora

SEMI-PERMANENT SILVERED



Phonograph Needles *are phenomenal sellers!*

A NEEDLE may seem like a little thing—but it isn't! Sales run into respectable proportions very quickly and with the *easy sales*, the *steady repeat sales* and the *large sales* that are characteristic of Sonora Semi-Permanent Silvered Needles you have an opportunity to build up a splendid profit-making side-line to go with phonographs and records.

Remember, these Sonora Needles are for use on ALL makes of steel needle records and play 50 to 100 times. Today send for counter display holding 6 Sonora needle cards, and for leaflets, samples, etc. The set of six cards with holder costs you \$1.20 and sells for \$1.80 (\$2.10 in Canada), making a nice net profit and bringing splendid trade to your store.



Attractive Counter Display

THREE GRADES: LOUD—MEDIUM—SOFT

On the next page is shown one of the many striking advertisements run in the big national publications. This advertising is making Sonora needle buyers. Do you want valuable customers to go elsewhere to get Sonora needles? Stock up!

Sonora Phonograph Sales Company, Inc.

GEORGE E. BRIGHTSON, President
279 Broadway, Dept. Y, New York
Toronto: Ryrie Building

CAUTION: *Beware of similarly constructed needles of inferior quality.*



CLEAR AS A BELL

Sonora

SEMI-PERMANENT SILVERED



PHONOGRAPH NEEDLES

*replace steel needles
and preserve your records!*

THESE remarkable new phonograph needles are used on ALL makes of steel-needle records, and play from 50 to 100 times, giving a maximum of service and satisfaction.

The use of Sonora Needles results in a mellower tone, greater convenience, infrequent needle changing and greater economy. These new needles are invaluable in preserving your records.

THREE DEGREES

Loud—Medium—Soft

30c per card of 5

(40c in Canada)

Ask your dealer or write us direct.

Sonora Phonograph Sales Company, Inc.

GEORGE E. BRIGHTSON, PRESIDENT

279 Broadway, New York

Toronto: Ryrie Building

CAUTION! Beware of similarly constructed needles of inferior quality

FREE! In order to demonstrate the excellence of these new Sonora needles we shall be glad to send you a sample free. Keep a record of how many times it plays.



Study these photomicrographs
A—New ordinary steel needle.
B—Ordinary steel needle after playing one record. Note worn point.
C—New Sonora Semi-Permanent Silvered Needle.
D—Sonora Needle after playing one record. Practically no wear.
E—Sonora Needle after playing over 50 records. Needle is shortened but is still in perfect playing condition.

Notice that the Sonora Needle, having the same diameter throughout and not being tapered, ALWAYS fits the record groove perfectly.

THE TRADE IN BOSTON AND NEW ENGLAND

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

Boston, Mass., May 2.—The Fifth Liberty Loan has the call in this city and New England at this writing. Never behind in offering its money for the use of the Government the local trade again is to the fore, and by the time the period for subscriptions has expired the talking machine business will have been found to maintain its high prestige as a liberal supporter of the war and all that is associated with it.

Decorated for the Soldiers

The return of the Twenty-sixth Division was made much of in Boston and the representatives of the trade, especially along the route of the parade—the like of which has never been seen before—quite outdid themselves in the way of decoration. Such houses as M. Steinert & Sons, the Oliver Ditson Co., Chickering & Sons, C. C. Harvey, Hallet & Davis, the Aeolian, A. M. Hume Co. and others made more or less elaborate displays. Their employes had an excellent chance to view the parade, and there was more than ordinary interest as in the line of march were several boys—employes of the various houses.

Review of Trade Conditions

The telephone strike proved exceedingly inconvenient to the talking machine houses, for there is a large amount of business done by 'phone call. The strike lasted six days, and during that time business fell off considerably in some places, although as was to be expected there was a heavier mail during that period. There was a sigh of relief when the strikers returned to work. Business for April was unusually good on the whole, and there is a general feeling throughout the trade that from now on the improvement will be rapid. One thing is particularly noticeable: that with the announcement of new records there is an extreme-

ly sudden demand, and first consignments are quickly exhausted.

Columbia Dealers Meet

There was a well-attended meeting of Columbia dealers at the Copley-Plaza a while ago, and again was it demonstrated that the grill room in the basement of the hotel is an admirable place for a talk and demonstration, such as these periodic conferences are. Manager Fred E. Mann presided in his usual affable, easy manner, and his gracious introduction of George W. Hopkins, the company's general sales manager, and Miss Amparito Farrar, soprano, left no doubt in the minds of the dealers that he is an apt, impromptu speaker, who can when circumstances require it, sit down and play the accompaniments for any singer that may happen along. Mr. Hopkins gave a snappy talk, one that was chock full of live informing matter which dealers could absorb with profit to themselves. Miss Farrar, who made a distinct impression through a pleasing personality as well as the possession of a beautiful voice, sang several of the numbers which she has recorded for the Columbia, and the dealers got a good idea of what they may anticipate for good sellers later. The evening was an altogether delightful one, one of the best, in fact, that have been held under Manager Mann's supervision this winter and spring.

Expansion of Pathé Trade

The Pathé line carried here by Hallet & Davis Co. is making commendable strides in the New England and neighboring territories, but Manager R. O. Ainslie is finding it difficult to fill the demand. There are many talking machine dealers who are anxious to take on this line, but in view of the scarcity of goods Manager Ainslie has hesitated until he can see his

way clearly ahead. He has been over in New York several times lately in an endeavor to get larger shipments of machines so that he can cover the field more effectually. Within the past few weeks the only new dealer signed up is F. S. Greene, of Westerly, R. I., who is developing a good business with the Pathé. The record business has been keeping pace with the machines, and all the latest hits are being eagerly purchased and in large quantities. Manager Ainslie has considerably rearranged his Pathé department on the fourth floor of the Hallet & Davis Boylston street headquarters, which gives him a large space for records.

Rejoins the Columbia Co.

Timothy Hayes, who was mentioned last month as having gone to one of the retail shops following his discharge from service, remained there only a few weeks, and is now back with his first love, the Columbia Co., at its Federal street wholesale quarters, where he is now head bookkeeper. Mr. Hayes is familiar with both the wholesale and retail ends of the Columbia proposition.

To Develop Foreign Record Trade

J. C. Stone, an Armenian, has been engaged by the Eastern Talking Machine Co., and will devote his attention to the foreign record department. The young man speaks five languages, and it is believed he will prove a valuable acquisition to General Manager Shoemaker's forces.

New Emerson Agencies

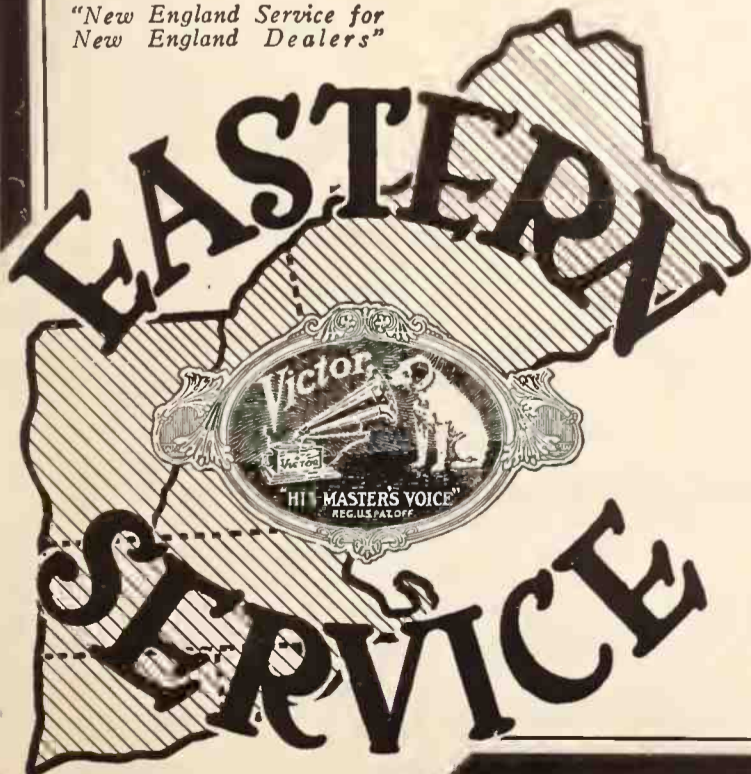
The Emerson Gold Seal records are having a big sale from the headquarters of the Emerson New England, which is now well located in its new quarters in Essex street. Manager Oscar W. Ray has a well-appointed private office, but

(Continued on page 52)

PROGRESSIVENESS

—the New England Spirit

"New England Service for
New England Dealers"



The dominant thought of our present organization is not only to arrange and equip our new wholesale quarters for the most efficient handling of Victor Products but to render you genuine service and real co-operation in the up-building of your business.

Eastern Talking Machine Co.

Victor Wholesalers

85 Essex Street

BOSTON

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

he is not spending much time there these past few days, for he is flitting here and there engaged as is his large staff in stock taking. Manager Ray has lately placed as new agents for his output the L. M. Pierce Co., of Springfield; the Central Optical Co., at 26 Lisbon street, Lewiston, Me.; Manuel B. Francis, in New Bedford, and John M. Leonard, in Hallowell, Me.

Arthur H. Cushman, president of the Emerson New England, was a Boston caller a while ago, and others who honored the offices with a visit were B. R. Forster, the president, and H. W. Acton, the secretary of the Brilliantone Steel Needle Co., for which product, by the by, the Emerson New England is having a big demand.

Harry Beach a Visitor

Harry Beach, manager of the traveling department of the Victor Co., was in town a week ago and was taken through the territory by Robert Steinert, manager of the Arch street Victor department of the Steinert Co. Mr. Beach was well pleased at the volume of business done here and by the general conduct of the stores.

Ernest John a Visitor

Ernest John, editor and manager of "The Voice of the Victor," was a Boston visitor for a brief period about the middle of the month. He paid his respects to the various Victor dealers in the city and was given a pleasant welcome everywhere he visited.

Some Personals

Miss Anna Cronin, formerly an employe of the Victor department of the Steinert house, is now working under Manager White at the C. C. Harvey Co., where she is getting experienced in both the Victor and Edison lines.

C. E. Sheppard, the eastern Massachusetts traveling man for the Columbia, spent the Easter holidays in Philadelphia, where he has a young son. The vacation gave him a much-needed rest.

J. H. Burke Now in Charge

Richard M. Nelson, who has lately been turning his attention to the promotion of a theatrical enterprise, has severed his connection with the Musical Supply & Equipment Co., distributors for the Sonora, and Joseph H. Burke, who has been his assistant, now sits at the desk directing the local destinies of the concern. As acting manager Mr. Burke has the advantage of a good training received as Mr. Nelson's associate, and he has been so apt a student of the affairs of this business that he is the logical successor. Since the first of the year, says Manager Burke, there has been a big demand for the Sonora line, and the output is only governed by the amount of goods the local distributing

center can secure. Manager Burke reports a phenomenal success with the Sonora silvered needle, which is now carried by fully twenty Boston houses.

J. O. Morris, the president, and H. E. Page, the treasurer of the Musical Supply & Equipment Co., were here from New York a short time ago, and another caller was Paul L. Baerwald, sales manager of the OkeH records, for which this local house is finding a most encouraging call.

Mrs. G. P. Naylor, who, when she first associated herself with the Musical Supply & Equip-

ment Co., was Miss Gertrude P. West, is severing her secretarial position in a few weeks. Now that her young husband is out of the naval service he is taking her to Denver, Colo., his home city, where he is to go in business with his father. The young woman has been a valued employe.

Sympathy for Roy F. Ott

The sympathy of the trade goes out to Roy F. Ott, the western Massachusetts traveling man for the Columbia Co., in the loss of his wife, who passed away at the home of her father, Joseph M. Bradley, at Huntsville, Ala. Her

PLAYS ALL MAKES OF RECORDS ON EDISON DISC MACHINES



Perfection Universal Tone Arm and Reproducer No. 6 set in position for playing "lateral" cut records.



Perfection Universal Tone Arm and Reproducer No. 6 set in position for playing "hill and dale" cut records.

The "Perfection" Universal Ball-Bearing Tone Arm with Puri-tone Reproducer (attached) plays all makes of records on the Edison Disc Machines—Made in Nickel or Gold with extra fine quality disc.

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

IN STOCK FOR IMMEDIATE SHIPMENT — WRITE FOR QUANTITY PRICES

Manufactured by

New England Talking Machine Co.

The Largest Manufacturers of Phonograph Accessories in the World

16-18 BEACH STREET

BOSTON, MASS.

Pacific Coast Distributor: **WALTER S. GRAY**

Chronicle Building, San Francisco, Cal.

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

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

Lansing Khaki Moving Covers

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

QUALITY

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



No. 3 Carrying Strap Shown in Cut

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

Write for prices and descriptive catalogue

E. H. LANSING
611 Washington St., BOSTON

San Francisco Representative: WALTER S. GRAY
508 Chronicle Building

IMPROVE SPRINGFIELD DEPARTMENT

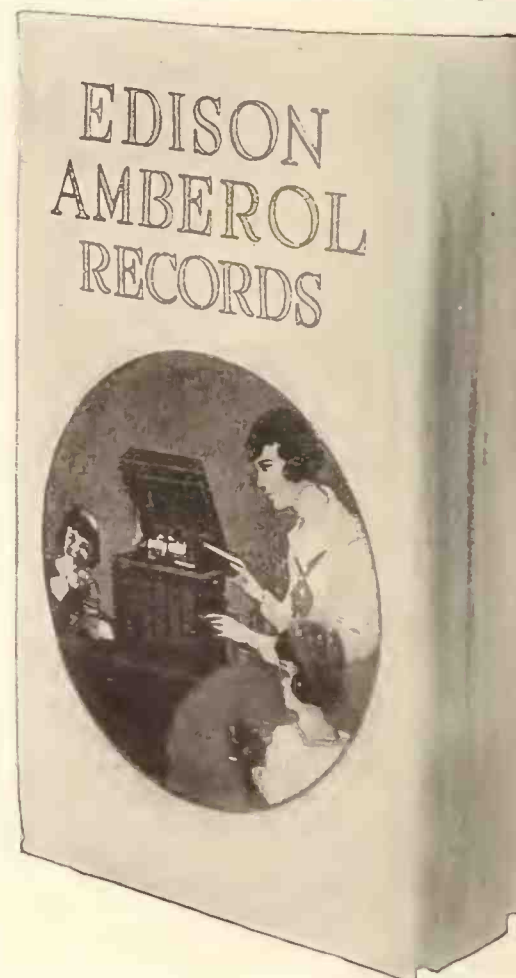
SPRINGFIELD, MASS., May 4.—Important improvements have been completed in the phonograph department of the Adaskin Furniture Co. of this city and in its central location it is better prepared than ever before to meet the needs of a growing trade. B. C. Tillinghast, the manager, is well versed in the tastes of the buying public, for having been with Columbia stores, notably in Providence, he is able to send all the patrons away happy.

Another local establishment to make important renovations is that of the Franz-Yahn Service, located in Court Square. E. C. Fletcher, with a corps of assistants, is kept very busy.

INCREASING AMBEROL PRODUCTION

The daily production of the Edison Blue Amberol and Royal Purple records has been increased nearly 50 per cent. This increase in production has been obtained by the installation of new batteries of machines, increased force and increased space—larger quarters made necessary by this additional equipment.

This speeding up of the manufacture of Amberol records has been at no sacrifice of quality,



Cover Design of 1919 Amberol Catalog but on the contrary the Amberol records are better now than ever before. The rigid inspection to which they have always been subjected is even stricter than previously. This improvement in quality has been largely due to Mr. Edison's personal interest in this work.

Herewith is reproduced a facsimile of the new catalog of the Edison Amberol records for 1919, which is now ready for distribution. It is a pretentious book of considerable technical excellence and artistic attractiveness.

ENCOURAGED OVER TRADE OUTLOOK

MANCHESTER, N. H., May 1.—Piper & McIntyre of this city are greatly encouraged over the splendid spring trade which they have been having these past several weeks. They have lately installed a new set of booths and are carrying the Victor, Edison and Columbia lines, for all of which they are finding a ready sale.

REPAIRS AND REPAIR PARTS

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

THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 53)

wasn't carefully looked over. Alsen says he now has a wonderful familiarity with the advertisers in The World, and he has a higher appreciation than ever before of its value as a trade magazine.

E. M. Morgan Married

E. M. Morgan, who travels in the Boston territory for the Columbia, was married early in April to Miss Dorothy Darr at Wilkesburg, Pa. Mr. Morgan and his bride enjoyed only a short honeymoon, as he was obliged to get back on the job as soon as possible, owing to the rush of business. The couple are establishing themselves in Arlington.

Miss Amparito Farrar Visits Trade

When Miss Amparito Farrar, the soprano soloist, was in town in the interests of the Columbia recital she had the pleasure of meeting first-hand a number of the leading Columbia dealers of the city, for the day after the Copley-Plaza conference she was escorted around the city by J. F. Carr of Manager Mann's staff and introduced to the trade. The singer was most gracious everywhere, and she was delighted at the finely-appointed shops the Columbia maintains in this city.

Aeolian Co. Auditor in Town

Thomas Pritchett, branch auditor of the Aeolian Co., was in town the latter part of April, having come from the Central West. He made his headquarters with Manager Hindley and his visit here covered a week. Manager Hindley has installed a new and handsome background to the show window, this being a large fivefold screen not unlike one that was there early in the winter with this difference: That whereas that one contained a series of panel pictures that depicted phases of the war the present one is suggestive of peace and summertime.

Miss Hennessy a Visitor

A recent visitor to Boston was Miss Jane Hennessy, manager of the talking machine department of the Tilden-Thurber Corp., Providence, R. I. When seen at the Vocalion Co.'s headquarters she was enthusiastic about conditions in her territory. This house handles the Vocalion, Victor and Brunswick machines.

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.

OPENS STORE IN LYNN, MASS.

LYNN, MASS., May 1.—H. H. Crooker, who formerly had been associated with the C. C. Harvey Co., in Boylston street, Boston, has gone into business for himself and has opened a handsome Columbia and Edison shop at 31 Munroe street, this city. On the opening day the place was filled with flowers sent Mr. Crooker by the many friends which he made during his years in business. On that occasion he featured several handsome Columbia period models. Mr. Crooker's shop is beautifully finished. It has four soundproof booths, and the display department is done in mission style. He has associated with him Mrs. McClellan, who was formerly with the Harvey Company's Lynn store. Mr. Crooker has a fine location and there is every indication that good business is ahead for him.

ELECTED PRESIDENT AT AGE OF 23

Ben H. Sugerman, Brookline, Mass., has been elected president of the Rosen Talking Machine Co., of Boston. The new president is only twenty-three years of age, but possesses unusual executive ability and has been largely responsible for the success of the company. He has recently installed, on the second floor of his store, a concert room, where the latest releases are played for the public on the 1st, 10th and 20th of each month. The record library is one of the largest in the city and is at all times well supplied with all the popular sellers.

COLUMBIA LINE IN FITCHBURG

FITCHBURG, MASS., May 5.—The Lemay Furniture Co., having found there was a big call for the Columbia line, has taken this one on, and the department given over to the exhibit and demonstration of the line is a particularly attractive one. Several booths have been installed and a good business is being developed throughout this territory.

Send for Descriptive Circular
Curry
DEMONSTRATION BOOTHS
AND RECORD CASES
IN STOCK OR TO ORDER
"SOUND PROOF"
FRANK B. CURRY
19 Wareham St. Boston, Mass.

Vacation Model Grafonolas make a good vacation better. Your customers who take one along will be back to thank you—and buy more records.

**Columbia Graphophone Co.
NEW YORK**



SCHLOSS BROS. ISSUE NEW CATALOG

Record, Music and Music Roll Cabinets, as Well as Piano Benches in Many Attractive Designs and Finishes, Shown in New Booklet

Schloss Bros., the well-known New York cabinet manufacturers, have just issued a new catalog showing their complete line of disc records, sheet music and player roll cabinets, together with piano benches. The catalog is gotten up in an attractive manner and carries illustrations of practically all their leading models.

Schloss Bros. have long been known as manufacturers of quality cabinets for the talking machine industry, but the sheet music and player roll cabinets and benches for pianos and player-pianos are recent additions to their line. These are produced in a number of styles to meet the various needs of the trade, and models can be obtained in mahogany, golden oak, weathered oak, fumed oak and early English designs. Some of the models are quite elaborate and most artistic in design. These mostly run in mahogany models. Their line of benches is most complete and they no doubt will be of interest to members of the trade.

WILLIAM MAXWELL HONORED

William Maxwell, vice-president of Thomas A. Edison, Inc., has been appointed by the United States Department of Labor, a member of the Advisory Council in the Information and Education Service. Mr. Maxwell has manifested a keen interest in the various industrial problems that the end of the war has brought about. He was invited by the Government to be a member of the commission which went to England in

January to study conditions abroad and which has recently made its report, but was unable at that time to absent himself from business for a trip across the water.

COMBINE ART AND PUBLICITY

Recent Artistic Illustrative Conceits in Advertising OkeH Song and Dance Records

If there is one proverb which is forevermore tabooed in the OkeH record advertising department it is "There is nothing new under the sun,"



A Clever Conceit

to use Laszlo Schwartz's words on the subject.

"That may have been the case before advertising became an art, but it has certainly been disproved ever since literary talent and the artist with brush and pen have joined hands in their effort to create original and artistic advertisements.

"The latest innovation in the advertising of



Another Suggestive Idea

the new OkeH song and dance hits derives its effectiveness from the fact that the principal element which makes a song popular is its appeal to our sentiment or to our sense of humor. The artistic title illustrations used in the latest OkeH advertising literature bring forth a cycle of surprises, each and every one of which tells a story all its own.

"This old world of ours is in need of a bit of fun right now, and these 'tiny pills of good cheer' coming in the company of the tuneful OkeH records will do their bit to spread just a little more sunshine."

Vernon Lockett, dealer in talking machines and musical merchandise, Pittsburg, Tex., has recently moved into larger quarters and is doing a splendid business this spring.

GEARS FOR MOTORS

OUR SPECIALTY

ACME ENGINEERING & MFG. CO.
1622 FULTON STREET - CHICAGO, ILL.

A SUCCESSFUL SALESMAN

F. A. Hintermeister, of Scranton, Pa., Is Firm Believer in Highest Selling Ideals

One of the most successful Edison dealers in the opinion of E. C. Boykin, of the Phonograph Corp. of Manhattan, is F. A. Hintermeister, of Scranton, Pa., who handles the Edison exclusively. He is a loyal adherent to the best principles in selling, and never resorts to price-cutting or selling at less than proper terms. During the six months ending last December his books showed a net profit of \$8,000. He attributes his success to activities on the road and says: "If all purchasers could have the attention they are entitled to there would be no end of prospects and sales. By coming in contact with our customers we are developing two strong points. One is to make a satisfied customer, and the other is to get prospects for future business."

R. MONTALVO EXPANDS BUSINESS

R. Montalvo, the well-known talking machine dealer of New Brunswick, N. J., has taken over the store adjoining his present quarters in that city, and with the same idea in view has added two new Overland trucks to the fleet now in service, making ten in all. Mr. Montalvo recently purchased the talking machine business of Vogel & Briggs in Plainfield, N. J.

"Does It Play All Records?"

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

MAGNOLA "Built by Tone Specialists"



Watching the Music Come Out

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

Send your name and let us tell you more!

MAGNOLA TALKING MACHINE COMPANY

OTTO SCHULZ, President

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

The Mutual
TONE ARMS & SOUND BOXES

Dealers

If you want the best, be sure that the machines you handle are equipped with

MUTUAL

TONE ARMS AND SOUND BOXES

Mutual Talking Machine Co., Inc.
145 West 45th Street, New York

GREY GULL RECORDS

In both Lateral and Hill and Dale

We can now take on a few—not many—of the *best* independent distributors.

Quantity production is in sight, and those distributors who contract with us can be certain we will back them up with all the records they can sell. We have steadfastly declined to undertake any obligations we could not fulfill.

Our policy is to build *broad* and *deep*, with a greater regard to our business *ten years from now* than to the *immediate* future.

The records we make are the product of fourteen months of exacting laboratory research. Not a single selection was placed on the market during this period although we could easily have manufactured many thousands every month. Our entire effort was concentrated on the production of a RECORD which could carry the Grey Gull Trade-Mark with credit in any company.

Distributors of the better class are invited to correspond with us, stating their needs and whether they are interested in the Lateral cut or the Hill and Dale cut, or both.

GREY GULL RECORDS

693 TREMONT STREET

BOSTON

UNUSUAL PROSPERITY PREVAILING IN PITTSBURGH TRADE

Optimism Universal, Owing to Enormous Demand for Machines and Records—Standard Co.'s Victor Record Demonstration—Sonora Activity in Pittsburgh—Buehn & Co. Lease New Quarters

PITTSBURGH, PA., May 5.—The month of April will go down in the history of the Pittsburgh talking machine trade as one of the most prosperous from a business standpoint that has been chronicled in many years. On all sides there have been a tremendous number of sales of machines and records, and there is a most pronounced feeling of optimism in the trade here. This busy season has led to the development of larger and more commodious quarters by jobbers, as well as retail dealers, and it can be safely assumed that the year 1919 will be one of the "fat" years for the industry.

With the enterprise that has been so signal a feature of the Standard Machine Co., the matter of demonstrating the Victor records for each month is an innovation that has worked out exceedingly well. The dealers' demonstration at which the June Victor records were used was held at the Fort Pitt Hotel on Friday evening, May 2. A number of the principal Victor retail dealers were the guests of the Standard Co. at dinner, after which the demonstration took place. A XIV Victrola was used. The Standard Co. was represented by J. C. Roush, the president, French Nestor and Wallace Russell. This method is one that proves very satisfactory, as it affords ample opportunity for the dealers to get the "right line" on the new records and to exchange ideas that will be useful in the selling campaign.

John Fisher, the well-known and popular manager of the Victor department of the C. C. Mellor Co., reports trade as very brisk both in the jobbing and retail department. The month of April, he stated, showed a marked increase in the business over the same period a year ago. All that he needs, he said, was more Victrolas and more Victor records.

"Our business has shown a marked increase in the past month, and the only handicap that we are laboring under is the lack of sufficient Sonora phonographs to fill our orders with," said H. Milton Miller, the Pittsburgh manager of the Sonora jobbing agency. Mr. Miller stated that the popularity of the Sonora phonograph was growing very fast, and that the dealers found it easy to dispose of them, and he predicted that the present season would be a banner one for that line in the Pittsburgh territory. The sales department is under the capable management of Phil Kauffman, who is well known to the talking machine trade. Mr. Kauffman recently returned from Philadelphia, where he attended a conference of the Sonora

sales forces and where plans were made for the Sonora offices to henceforth act as distributors for the OkeH records.

Another service feature of the Pittsburgh Sonora office is the establishment of a service department. By means of the new department all repair work of Sonora phonographs will be attended to, and dealers who have repair problems can assure their patrons of prompt service right at home. Mr. Kauffman stated that the "Baby Grand" and "Trovatore" styles of the Sonora were the leading sellers. The Sonora jobbing offices are located in the Jenkins Arcade, and the large show windows afford ample facilities for the display of the various styles of machines. Directly opposite the Arcade corridor are the offices of Gray & Martin, retail dealers of the Sonora.

The S. Hamilton Co. have opened a new piano and talking machine shop at 902 Wood street, Wilkesburg. The new place will be under the direction of Miss Hazel McLean. The Columbia Grafonola and Columbia records will be featured.

The Buehn Phonograph Co., Edison jobbers, in order to meet the increased demands on their wholesale and jobbing department have leased quarters in Stevenson & Foster Building on Seventh avenue, which will be utilized exclusively for the jobbing trade. A. A. Buehn, president and general manager of the company, stated to The World representative that the Edison phonographs and Edison records were in constant demand, and that the present wholesale and jobbing quarters located on the upper floors of the Buehn Building on Wood street was found entirely inadequate for the business. In the new building there will be 10,000 square feet of floor space, and when the work under way is completed the Edison jobbing offices will be a model.

The retail business, under the able management of M. M. Mitchell, will be conducted as at present, and there will be additional booths and display rooms installed.

H. C. Hornberger, manager of the Kaufmann & Baer Co. talking machine department, stated that sales were keeping up at a remarkable rate. Mr. Hornberger has under his direction a large department in which the Victrola, Aeolian-Vocalion and Columbia Grafonola are on sale as well as the records of the three instruments. The show and demonstration rooms are well arranged and Mr. Hornberger has an efficient corps of assistants.

"Our April sales were highly flattering, and

the indications are for a continuance of the brisk business that we have been experiencing," said S. H. Nichols, manager of the Pittsburgh Columbia Graphophone offices. One of the admirable features of the Columbia here is the service department, which has been of great advantage to the Columbia retail dealers.

H. J. Brennan, manager of the Pittsburgh offices of the Pathéphone Co., just returned from a business trip through the territory served by the company here. He stated that the demand for Pathé machines and Pathé records was quite pronounced. "Our business this past April showed a marked increase over that of April a year ago. I see only a bright future ahead."

Miss Bessie Finkelstein, office manager of the Pathé Shop, has resigned and will launch on the sea of matrimony very soon. Her fiancé is Samuel Case, of St. Louis.

"The Brunswick business is moving along at a very brisk rate, and the only handicap is the lack of certain styles of machines that our trade is calling for," said J. A. Endres, manager of the Pittsburgh distributing offices of the Brunswick. It was pointed out that as fast as consignments of Brunswick machines are received at the local offices they are sent out to dealers and for every machine there is often two or three applicants.

A. R. Meyer, manager of the talking machine department of the Joseph Horne Co., stated that it was the "old story" of not having enough merchandise to supply the demand. He, however, said that he was optimistic and felt sure that there were good times ahead when the normal status of the talking machine trade would return. Mr. Meyer, in addition to caring for the department, is secretary of the Pittsburgh Talking Machine Dealers' Association.

Herman Lechner, of Lechner & Schoenberger, dealers in the Victrola, Columbia and Edison lines, who is in direct charge of the talking machine department, said that business in all three lines was very brisk. When The World representative called at the department every one of the booths was occupied, and there were many patrons waiting their turn. It is understood that the firm is planning to enlarge.

M. O. Giles, Southern representative of the Emerson Phonograph Co., spent several weeks in Pittsburgh conferring with Jacob Hirsh, Pittsburgh manager of the Emerson Sales Co., and incidentally advising the sales forces.

J. C. Roush, president of the Standard Talking Machine Co. Victor distributors, returned from a sojourn in Florida.

George W. H. Rewbridge, manager of the Victor jobbing department of the W. F. Frederick Piano Co., spent several days recently at the Victor plant at Camden, N. J.

CABINET SUPREMACY



504. Matches Victrola IV
502. Matches Columbia A



506. Matches Victrola VI
505. Matches Columbia B



508. Matches Victrola VIII
507. Matches Columbia C



809. Matches New Victrola IX
800. Plain Top 19 1/2" x 23"
Columbia D, All Machines



702. Matches New Victrola IX
701. Matches Old Victrola IX
703. Matches Columbia D

No Matter What Make of Talking Machine You Handle, Whether Victor, Columbia, Edison, Sonora, Pathe, Vocalion, Etc., Our Cabinets Will FIT and MATCH them Perfectly, Giving them that "Cabinetmatch" appearance.

QUALITY, PRICE AND SERVICE are the most important factors when purchasing cabinets. You will find the best material, construction and finish in our merchandise, at prices that are unequalled for cabinets of their kind.

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

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

PHONE, COLUMBUS 7947



The two most popular hymns in the world are "Onward, Christian Soldiers," and "Stand Up for Jesus." Have you a big stock of A-2706?

Columbia Graphophone Co. NEW YORK

ASKS RECEIVER FOR FRITZSCH CO.

Chas. Wiedemann, Stockholder in Cincinnati Talking Machine Concern, Brings Suit to Bring About Change in Company Control

CINCINNATI, O., May 3.—Charles Wiedemann, interested financially in the Fritsch Phonograph Co., this city, Thursday, May 1, filed suit for the purpose of securing a receiver for that corporation. The company has a capitalization of \$100,000, and he says \$6,000 of common stock has been issued, and he holds 199 of the common stock and a like amount of the preferred stock. On October 3, 1917, the company borrowed \$10,000 from the American National Bank, Newport, Ky., which has been reduced to \$4,000. Mr. Wiedemann declares that he deposited his personal bonds as collateral for this loan and that the bank is now pressing for the balance of the amount due. He says the company owns valuable patents, but because of inefficient management has failed to produce and sell phonographs at a profit or in sufficient amount to fill orders promptly. Mr. Wiedemann wants the business continued. His son, Carl, is the treasurer.

MORRIS OWENS AGAIN IN HARNESS

Morris Owens, who resigned as a member of the traveling staff of the New York Talking Machine Co., Victor wholesaler, in order to "do his bit" in the recent war, returned from France a few weeks ago. Mr. Owens has rejoined the New York Talking Machine Co.'s sales organization and will be connected with the executive offices, working in close co-operation with the company's dealers.

The Sandersville Music Co., Edison dealers of Sandersville, Ga., did a remarkable business last year in the land where cotton is king. In a town of 2,500 people they sold over 200 Amberola and disc instruments in one season.

TALKING MACHINE SURVIVES STORM

Old Model of Edison Home Phonograph the Only Thing Not Demolished by Storm in Nebraska—Came Through Without a Scratch

One of the strange freaks which often happen during the cyclones in the Middle West was brought to light by the story from a little town

in Nebraska in which an Edison home phonograph was the only thing to survive the storm. The home of A. Dockweiler was entirely demolished, his wife killed and he himself hurled some distance by the violence of the wind. In the midst of the wreck of house and furniture was found the talking machine without a scratch and ready for duty as if nothing at all had happened. Truly a remarkable happening.



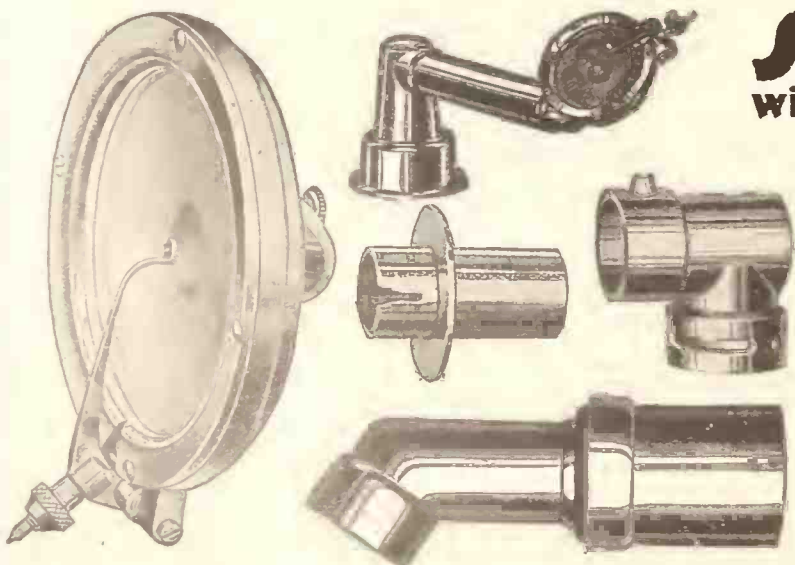
Edison Phonograph Safe and Distinguishable Amid the Ruins

SOME RECENT SONORA VISITORS

Recent callers at the Sonora executive offices, 279 Broadway, New York, included I. Montagnes, Sonora jobber at Toronto, who has arranged to start an energetic campaign, featuring the new Sonora semi-permanent silvered needles in Canada. A caller from the "City of Brotherly Love" was Pierson Cummings, of the Elite Phonograph Corp., which has secured a splendid location at 1311 Walnut street, Philadelphia, Pa., where an exclusive Sonora retail store has been opened. Mr. Cummings, who has been connected with the National Cash Register Co. and other

large industrial corporations, is enthusiastic regarding the outlook for the Sonora line in Philadelphia.

From Buffalo, N. Y., excellent reports were given by Mr. Schwegler, of Schwegler Bros., in that city, who commented particularly upon the sales possibilities and musical merits of the new Sonora wooden tone arm equipment. Mr. Fink, of the Kranz-Fink Talking Machine Co., Baltimore, was another recent visitor at the Sonora offices, stating that this was his first visit to New York in about two years, as he had been too busy selling phonographs to leave his store for any length of time.



Superior Die Castings will Cut Your Costs and Increase Your Sales

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

Write for Samples of Work we are doing in this line



Send us your Specifications or Models for quotations

Barnhart Brothers & Spindler Monroe and Throop Streets Chicago Illinois

Again We Say "Tonofone" IS THE TALKING MACHINE NEEDLE SUPREME!

If the needle isn't right the phonograph can't be right, and no record can be played right. BUT it isn't what you or we think --- it's what your customers think --- we must satisfy them or "SHUT UP SHOP." "Tonofone" is right --- absolutely right --- use it for demonstrations --- it sells itself and makes it easier for you to sell records and machines.

K. C. KENNEDY, PRESIDENT

P. G. CLASSMAN, SECRETARY
3954 14TH AVENUE, MERRITT 4305

G. C. HOLMES, VICE-PRESIDENT

FOR RENTAL OF HALL
APPLY TO TRUSTEES
U. S. SLITER, CHAIRMAN
3984 GREENWOOD AVENUE
PHONE MERRITT 2342



H. J. PLATTS, FINANCIAL SECRETARY
3947 PARK BOULEVARD

A. T. BAKER, TREASURER
3939 14TH AVENUE

OAKLAND, CALIFORNIA

R. O. Wade Co,
Chicago, Illinois.

March 22, 1919.

Gentlemen:-

Kindly mail me five packages of "Tonofone" needles, for which I enclose fifty cents in postage stamps.

I have tried out various makes of so-called semi-permanent needles, including the much advertised "Needles", but have found nothing that in any way can compare with the "Tonofone" samples received from you a short time ago through your advertisement in the Talking Machine World. You simply cannot boost the "Tonofone" needle enough.

It takes only a trial to convince one of this. Kindly advise me by whom the Tonofone is carried in stock in either San Francisco or Oakland, Calif. If you are not represented by a jobber in this locality, may I take the liberty to suggest your taking up the matter with Mr. Walter S. Gray, Jobber of Talking Machine Accessories, Chronicle Bldg., San Francisco? I do not wish to appear presumptuous, but would like to see your product on sale in every phonograph store in the country, that is how much I think of it.

Yours truly,

P. G. Classman

Above letter speaks for itself—it is just one of many from dealers and music lovers everywhere. Tonofone is different—it is to other needles what the Nightingale is to the Bluejay. It is semi-permanent—it is universal in tone. One needle will play record after record (50 or more) loud or soft—each in its true tone and volume, in all its original purity—without squeak, squawk or scratch. Picture at right shows how they are packed. Price to dealers \$6.00 net, per carton, delivered—immediate shipment.

Our "money-back" guarantee protects you absolutely.

ORDER NOW!



HOME OFFICE AND FACTORY
110 So. Wabash Ave., Chicago, Ill., U.S.A.

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S. APISSELL, Manager

Branches in all important commercial centers throughout the world—Australia, Cuba, England, France, Italy, Mexico, New Zealand, Portugal, Spain, South America, South Africa, China and Japan.

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Suite 205, Drummond Bldg., Montreal, Que.

DISTRIBUTORS
World Phonograph Sales Co., 237 Fifth Ave., Pittsburgh, Pa.—Home Music Co., 9 No. Queen St., Lancaster, Pa.—Smith Bros., Sandusky, Ohio.—World Phonograph Co., Chicago—W. A. Carter, Cable Building, Chicago—Chas. W. Kalder, 68 No. Division St., Grand Rapids, Mich.—World Sales Corporation, 1340 Lawrence St., Denver, Colo.—Walter S. Gray, Chronicle Bldg., San Francisco, Calif.

THE GRAMOPHONE'S "RECORD"

Autobiography of a Machine That Cheered the Soldiers on the British Front

The following brief, although interesting, "autobiography" of a war-time gramophone was recently contributed to the Daily Express of London, England, and is worthy of repetition:

"Has nobody a kind word to say for the gramophone's 'little bit' in the war?"

"As a veteran gramophone myself, I think it is hard that we who have sung and played the music of home to our fighting men should ourselves remain unsung and unhonored.

"Look at me—a soldier's gramophone and honestly proud of myself. Perhaps I'm getting a bit wheezy in my motor, but it is surprising how a few new records even now will act as a tonic on one. I have been up the line with the boys, and count my scars as honors. I've played 'Destiny' in a dugout an hour before zero time, and then again the same evening in what had been a German trench.

"I had a short spell in a base hospital once, and have seen faces drawn with pain break into smiles as I gave them the music that reminded them of home. It was here that I was paid a great compliment. 'Sister' said: 'Well, I always hated gramophones, but now I see I didn't understand what they meant. Since this instrument came the dear fellows all seem twice as cheerful and bright. It has proved the doctor's best friend.'

"What a tribute, eh?"

"No one had to persuade me to play. It did not matter to me whether it was an excerpt from a Beccham opera, a Guards band selection, an old-fashioned ballad, a Pachmann pianoforte solo, or the latest comic song. Whatever it was, it was 'Blighty' music for some one, and I was there if I was wanted.

"Some of the records got a bit scratchy and worn out, but that again only went to show how my music was appreciated. And while I've got

a motor that will hang together I ask nothing better than to keep on keepin' on alongside of the boys who have made the world a fit place to live in.

"Afterward? Well, they can scrap me and welcome, but I fancy after what my fellow gramophones and I have done out here there will be a warm corner for us in many a thousand hearts and homes when we all get back again."

THE KAY TALKING MACHINE CO.

New Concern Chartered to Take Over Retail Business of Blackman Talking Machine Co.

Among the recent incorporations chartered under the laws of New York State was the Kay Talking Machine Co., which is the name of the company that took over on May 1 the retail business formerly conducted by the Blackman Talking Machine Co. at 97 Chambers street, New York. As noted in last month's World the latter company will do a Victor wholesale business exclusively beginning May 1.

Louis Kay, one of the veterans of the Victor industry, who has purchased the former Blackman retail business, is head of the Kay Talking Machine Co. The recent announcement that Mr. Kay had purchased this business has resulted in his receiving hundreds of letters of congratulation from his friends in the trade throughout the country.

PATHE EXHIBIT GREATLY INTERESTS

One of the attractive exhibits at the annual show opened recently at the Twenty-third Regiment Armory, Brooklyn, N. Y., under the auspices of the Brooklyn Engineers' Club, is that of the Pathé Frères Phonograph Co., Brooklyn, N. Y. This show is one of the most important industrial events that is held in Brooklyn, and the exhibitors include the leading manufacturers in that borough. The Pathé "Actuelle" has won the enthusiastic admiration of visitors at the show, and a complete line of Pathé phonographs is a center of attraction. The exhibit is in charge

SNOWED UNDER

Since introducing our

Simplicity Electric Motor

we have received a tremendous volume of orders from all parts of the country.

We are increasing our factory facilities materially, and hope to "catch up" with our orders in the very near future.

The "Simplicity"

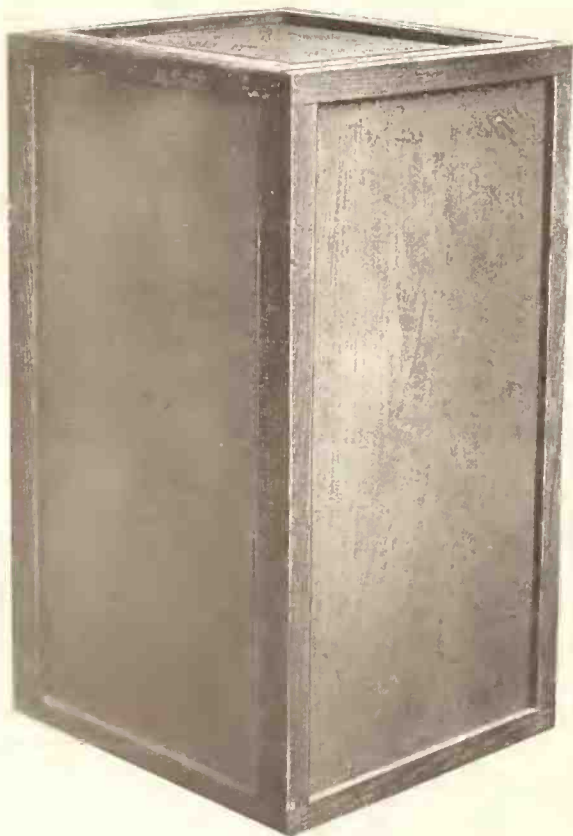
Electric Motor is automatic. Electrify your Edison—Victor—Columbia.

Write for dealer proposition

Shelton Electric Co.

16 East 42nd Street New York
30 East Randolph Street, CHICAGO

of O. M. Kiess, field supervisor of the Pathé Frères Phonograph Co.



"EMPIRE"

3-Ply Veneer
Packing Cases

THE IDEAL BOX FOR YOUR
PHONOGRAPH CABINETS

3-Ply Gum Panels and Trunk Stock

If you will advise inside measurements of the case you are now using with approximate weight to be carried, we will be glad to figure with you

THE EMPIRE MFG. CO.

GOLDSBORO

NORTH CAROLINA

Featuring the Musical Possibilities of the Talking Machine

By William Braid White

[NOTE.—This is the twenty-sixth of a series of articles on the general subject of the musical possibilities of the talking machine. The aim of the series is to develop these possibilities from all angles, thus opening up fields for sales expansion oftentimes neglected wholly or in part.—Editor.]

MUSIC, RELIGION AND THE "TALKER"

The rigid minded reader may wonder whether the order of the words in the above title is as it should be; but the precise place of religion in what follows can better be determined by the reader when he has been able to find out what I have in mind. He may be surprised; he will not, I am sure, be shocked.

A good deal of rather loose thought has expended itself on the place of music in the church; and there are still those who take the position of the Scottish Puritans of the seventeenth and eighteenth centuries, that the organ is a "kist of whistles" which the "deil himsel" delights to blow. There are still country kirks in Scotland and meeting houses in remote hamlets in our own South and Midwest where the attitude towards music reminds one of the story of the deaf and rich old English lady staying at the laird's house in a far-away part of the Highlands. She was taken on the Sabbath to the nearest kirk, an "Auld Licht" house of worship according to the strictest tenets. Entering and sitting down, she took out her long speaking tube, adjusted it to her ear and composed herself for the opening of the service. Her entrance had attracted notice and her maneuvers with the speaking trumpet still more. The principal elder approached. Fixing her with a basilisk glare he sternly regarded the suspicious tube. Then, "Wumman," he thundered, "take notice. Ane toot an' y'er oot!"

The Modern Church

But our modern churches have thought things out in a very different manner. Or at least their practice has become that of utilizing the value of music to any possible extent within their financial and personal means. The worst trouble with church music is that its reference to the subject matter of Christian service is so little defined. The organ is a noble instrument and cannot be surpassed for the duty of leading congregational singing. But merely to be a leader of congregational singing is not a very important duty for an instrument of so much complexity and musical power as the modern organ. This instrument ought to be the means through which the attention of the congregation may be centered at appropriate moments upon the beauties and truths of religion. But this bridge brings up the question of suitable music, of organ playing and of choir singing. All these are important and many of them are, as regards most small churches, quite insoluble.

Evangelical Music

A very simple service like that of the Evangelical churches in general would seem to require mainly good solo music before and after, with singing by the congregation. But there is an interval always which can only be filled up rightly with music, and where the not very expert organist always falls down. Bad organ playing and bad solo singing are apparently deeply rooted in the Evangelical church system, but it is hard to see why this state of affairs should not be at least improved. The supply of good organists is beneath the demand, but the main reason for this is in the disinclination or inability of congregations to pay adequate salaries. Hence church music is too often gloomy or trivial, unworthy alike of the organ and of its player. Nor can it be said that the church singing question is in much better condition. It is no easier or cheaper to get good singers than to get good organists, and the cause of music suffers just as much from the trivialities which are perpetrated in the name of religion through bad singing and playing in church

as does the cause of religion itself; and that is saying a good deal.

I may be entirely wrong, but I cannot see why a record of Clara Butt singing "O Rest in the Lord," or of Evan Williams doing "Comfort Ye My People" and "Every Valley Shall Be Exalted," is not a whole lot better for the mid-service solo than the warblings of a poorly trained singer on the platform or in the gallery of the church. As far as that goes, organ music has been recorded, although the numbers are so far very few. But why on earth is not the record of a magnificent string quartet better than the bad playing of an amateur organist? And why, for that matter, is not the fine record of an orchestra in a splendid movement from a great symphony just as much better? There are a number of fine quartet and orchestra records of just the right sort for church services and it only requires a study of the catalog to obtain them.

Sunday School Work

Now church work in these days is always more or less institutional. The Sunday school work we all know and then there are the many clubs and societies which meet in the church buildings somewhere. All these need and have constant use for good music. The talking machine is the very thing for them. Here, in fact, the argument need not be elaborated at all. Anybody can see the whole thing for himself.

But in regard to the introduction of the talking machine into the church itself, one can readily see that many objections will at once be voiced. The conservative element will immediately suggest that something irreverent is being put forward, but it is really very difficult to see why the talking machine is any worse in this respect than the organ or than the other instruments which from time to time make their way into the churches.

Demonstrations Will Overcome Objections

The objection which can best be urged is perhaps that the mechanical work of putting on and removing a record would detract from the solemnity of the service, but here again the difficulty is more apparent than real. Is anything worse than the attitudinizing of a solo singer? Again, why cannot the operation be hidden from sight of the congregation?

Now, of course, if the talking machine dealer can see anything in the considerations set forth here he will also see at once that here is a case which calls aloud for personal demonstration. It is something which most emphatically must be "sold" to the prospective customer. In a word, the congregation must certainly be caused to see that the innovation is appropriate as well as musically fitting. It is hardly to be expected, indeed, that the dealer will be able to go after church patronage in this way through any advertised campaign, for no one knows until he has tried how delicate a task it is to tackle anybody's religious convictions in a matter relating to the introduction of a new idea. But there is no doubt that in every community of any size there will be found one or more clergymen of open and enterprising temper, who will listen to the proposal of substituting good music, suitable and fine, no matter how presented, for music which, no matter how suitable and well intended, is quite incompetently and therefore quite unsuitably executed. Such men are always to be found, and when they are found their acquaintance should be cultivated, for they are the pioneers who will enter the new field and become its cultivators.

What I have said here represents only the presentation of what I know is a practical and promising idea. I do not say that it can be put into practice without preparatory work. I do not claim that its merits will gain it an immediate hearing. I do not say that there are no practical difficulties to be overcome in adapting it to the use of the Christian Church. But I simply ask, "Can you say that talking machine music is unsuitable, as music, for the use of the church?"

To this very pertinent question the answer must be in the negative, and that is all I ask. If the answer is in the negative, then the idea is a good idea. The field exists; and it is ready for cultivation.

The object of these articles is to show hitherto unknown or untouched fields for expansion of the talking machine trade, based on examinations of its musical possibilities. I aim to stimulate thought, and am always ready to defend my position.



Tone Arm and Reproducer



Beware of unscrupulous infringers. We intend to protect our rights and our customers by prosecuting all infringers.

**No Springs
Nor Weights
To Adjust**



**Made in
Four
Lengths**

PATENTED
MAY 13, 1919

**Plays any Make
Record Perfectly**

Its appearance alone, when attached to your phonograph, will greatly enhance the selling value of your machines, both to the trade as well as to the ultimate purchaser, and when it has been demonstrated on all of the different types and brands of records, the tonal quality of its reproduction will appeal to the most critical musician.

"Designed by an artist and manufactured by a master mechanic," is the apt verdict of a veteran in the phonograph industry. We are in position to supply the needs of a few more high-class phonograph manufacturers, and to guarantee prompt shipments.

Write us for prices and descriptive circular

THE EMPIRE PHONO PARTS COMPANY

Sales Office: 425 So. Wabash Ave., CHICAGO, ILL. Factory: CLEVELAND, OHIO

Address all inquiries to Chicago Office

The Art Craft Line

*The Realities of Today
Surpass
The Ideals of Yesterday*

The Art Craft Amplifier

*Is the Latest Achievement in Sound
Chamber Development*

Designed by an inventor, with constructive mechanical ideas, musical talent and a thorough knowledge of Acoustics, sound vibration and the amplification of sound waves.

An all-wood throat and tone chamber, made of selected woods, that improves with use and age, the same as used by the Master makers of famous violins and other musical instruments.

The ART CRAFT amplifier attracts and brings out the vibrant singing quality of violin and piano, the sympathetic tones of voice and instrument in perfect unison and harmony clear, resonant, mellow and rich; the tones hitherto lost in phonographic reproduction.

It is better to keep your prospect well supplied with reasons why he should buy your goods than to pester him with questions as to why he doesn't.

*You can do it with the
ART CRAFT LINE*



Art Craft Equipment

Style 350, 225 and 175, electrically lighted throughout, 150 and 110 \$7.00 extra.

Balanced Cover Support, flush and sanitary top and base.

Universal Tone Arm, plays all makes of records with no extra attachments.

Meisselbach and Stephenson Motors, with velour covered turn tables on all models.

An Art Craft Amplifier, consisting of an all-wood throat and sound chamber.

Tone Modifier, when not in use, does not obstruct the throat.

Metal parts, 14-K triple gold plate on style 350 and 225; nickel-plate on 175, 150 and 110.

Automatic Stop, that operates perfectly.

Large filing compartment, Eject-O-file used in style 350 and 225.

The Art Craft is the only Instrument that contains all the latest improved equipment.

A good proposition is like a match, it is useless until you strike it into flame.

*Write today
for the
ART CRAFT Proposition*

The Art Craft Company

MANUFACTURERS OF

The Art Craft Line

PHONOGRAPHS

GRAND RAPIDS, MICHIGAN

France and Italy fought by our side. Everyone wants "Impressions of Italy," by the French Symphony Orchestra. A-6101.

Columbia Graphophone Co.
NEW YORK



ARTISTIC NEW SONORA POSTER

The advertising division of the Sonora Phonograph Sales Co. has just received from its lithographers a new poster twenty-two by twenty-eight inches, featuring the Sonora semi-permanent silvered needles. Several colors are used on this new piece of advertising, which make it unusually attractive, and the photomicrographs of the original steel needle as compared with



Poster That Has Won Much Notice the Sonora semi-permanent silvered needle are presented to excellent advantage. With this display material and the free samples of the Sonora needle which are now being distributed broadcast the public will be given every opportunity to appreciate its distinctive merits.

There will be many musical exercises this summer—most of them taking the form of chair-moving and rug-lifting while little brother winds the Victrola.

MUSIC IS ITS OWN SALESMAN

The Salesman's Task Is to Select the Right Class of Music—One Record Sells Another

Music is often its own best salesman and has its own argument more convincing than the spoken word. The appeal of a song cannot be put into words; if it could be there would be no need for the song. When a record is being played for demonstration it is often best for the salesman to give the piece the floor, and not try to talk about the song or the melody, for by so doing the attention of the buyer is distracted from the record. To many people it is very annoying to be interrupted while listening to a song, especially if they are among those classed as music lovers. To such people there are no words which can persuade them to take a record they do not like, but if they feel the appeal of the piece they will buy it without any urging.

The modern record booths were built in response to the desire on the part of customers to listen undisturbed to the music of the day and hour. But if the salesman in his eagerness to make the sale insists in commenting on each bit of melody in the record he defeats the very purpose for which he brought the customer into the booth. The sale will not be made merely by playing records as they come. It is by selecting the kind of records which you think will appeal to the customer, and then playing these records so they will exert their own appeal, that the greatest number of sales are made. The task of the salesman is really one of character reading, or taste reading if you like, for once he has found out what type of music is desired or appeals to the customer the rest is only a matter of time.

Realizing the importance of the right kind of selection, many dealers make it a point to have a record playing as their customers enter the store. It is often possible to tell at a glance whether or not that particular type of music is

liked by the customer, and to act accordingly in the selection of records for demonstration. Also, from the records asked for it is usually easy to find out what class of music would be most likely to sell. If the dealer depended entirely upon the sale of records asked for by his customer his sales would by no means be satisfactory, for one record nearly always sells another of the same type.

From these remarks it must not be understood that we favor the salesman being merely a psychologist—a dummy, so to speak. There is a time and place for everything. When the demonstration of a record is at an end the salesman should, if the customer expresses a desire for information, tell all about the particular record played—the composer, the singer and any other enlightening facts that will interest and educate. But he must study his customer and await his or her desires.

MISS GALLAGHER CONGRATULATED

The engagement of Miss Grace Gallagher, of Flushing, L. I., to Evan J. Thomas, of Whitestone, L. I., was announced this month; the date of the wedding to be announced later. Miss Gallagher is in charge of the Victrola department at Irving Riesenburger's Victor establishment at Flushing, L. I., and is well known in Victor retail circles in this section of the State. She is thoroughly familiar with the Victor catalog, and



Miss Gallagher

her pleasing personality and detailed knowledge of Victor merchandising have been important factors in the pleasing success that she has attained in this special domain of the talking machine industry.

To Manufacturers of Talking Machines and Cabinets

First Impressions are most lasting.

This is especially true of the Talking Machine business. The first choice is always an attractive machine. Our beautifully figured cabinet parts catch the eye of the prospective purchaser and his interest in your machine is awakened. We do not manufacture complete cabinets but furnish all veneered parts in the white. Let us quote on your specifications.

JAMESTOWN PANEL CO., INC.

BOX 110

JAMESTOWN, N. Y.

THE TRADE IN PHILADELPHIA AND LOCALITY

PHILADELPHIA, PA., May 5.—The talking machine business in Philadelphia during the month of April was quite satisfactory, and, although the stock of certain machines was not as great as it was hoped, or even promised, for the month, yet the business done was a considerable per cent. greater than during the same month of 1918, and in consequence the dealers seem satisfied with the outlook.

It has become a serious question with dealers in certain of the high-grade machines whether it will ever be possible to make a supply to equal the demand, for the demand is growing at such rapid strides that it may be possible that the factories cannot keep up with it. But if this be true there need be little concern for the number of new machines and new factories that are continually being brought out and erected and are going to keep the dealers supplied and keep them prosperous.

Some Facts That Tell of Expansion

That there is an "era of good feeling" among the talking machine dealers is shown in the progress the various firms are making. On all sides this spring we hear of the talking machine men enlarging and improving their warerooms. This is not true alone of this city, but of this territory as well. At one house alone this week I was given this list of improvements:

Frank Tolan, of Chester, opened on May 2, one of the finest talking machine warerooms in the State. He moved out his furniture business to make room for it, he put down hardwood floors, and he added eight Unico demonstration rooms. William F. Lamb, of Pottstown, has also installed a number of new booths. The Werner Co., of Easton, Pa., have added nine more demonstration rooms, giving them a total of nineteen, which is remarkable considering this establishment is in a city of only 35,000 inhabitants.

The Landaus Music & Jewelry Store at Wilkes-Barre, Pa., have also added to their establishment five more demonstrating rooms, and have devoted the greater part of their first floor to the Victor exclusively. Riggins, Gaskill & Hunt is the name of a new firm at Bridgeton, N. J., who will handle talking machines extensively along with pianos. This firm was formerly the Riggins Piano Co., but with the addition of considerable new capital they are going to go after the talking machine business extensively. Jacob Sitnek, of Altoona, Pa., has spent several thousand dollars on improving his place to meet his increased volume of business, and F. Hayes Harmon, of Chambersburg, has made many improvements in his store. These are no doubt but a few of the many signs that are to be noted in this section of the belief in a future great business in the talking machine.

Doing Well With the Brunswick

C. P. Chew, of the Brunswick Co., is spend-

Your orders filled immediately for TALKING MACHINE NEEDLES



Keystone State—Full Tone Needles
per M. at 60c

Keystone State—Half Tone Needles
per M. at 60c

When ordering in 100 M. lots
per M. at 55c

Fibre Needles, at 30c per hundred

L & H Fibre Needle Cutters at 81c each

Record-Lite Fibre Needle Cutters at 81c each

Lundstrom Cabinets

Record Cleaner Brushes, etc.

H. A. WEYMANN & SON

Victor
Wholesalers

1108 Chestnut St.
Philadelphia, Pa.

Established 1864

ing several days this week in Atlantic City and other New Jersey towns in the interest of his firm's product. The Brunswick business is rapidly growing in this section, and but for a lack of goods, which at present handicaps against a big drive, this machine would be in a firm place in our midst. Theodore Presser states that he has been doing very well with the Brunswick and several new dealers were added to the list in April.

The Penn Miniature Victor Dogs Liked

The Penn Phonograph Co. report that their business has been very, very good, the two adverbs emphasizing this expression. They state that they have no complaint with the Victor Co. in the amount of goods that have been shipped to them, and, although it did not come up to their expectations, yet the volume was considerable larger than last year. Both machines and records have been coming in better, and they had quite a satisfactory gain in their business over a year ago.

The Penn Co. have also been doing very well with their miniature dogs—"His Master's Voice"—made by means of small plaster-of-paris casts. They have sold many, many thousands of these dogs to the trade in every section of

the United States, all of those receiving them writing in the highest terms as to the advantage of having them as an advertising medium in window displays. The firm are expecting Sergeant-Major Earle G. Dare, of the Eighty-second Division, to shortly return from France and to take his place with the company. Among the recent Penn visitors were Harry Goldsmith, of the Badger Talking Machine Co., of Milwaukee, and Ross P. Curtice, a Victor distributor, of Lincoln, Neb.

Manager Wilcox Fully Acclimated

N. J. Wilcox, the new Columbia manager for this district, has been here close to a month and has become fully acclimated. He took charge on April 10. He states that their business has been very good all along the line, although it is still a question of limited production. They can sell everything they can get, and they have been getting a good deal more than during the earlier months of the year. They are still holding a number of signed contracts upon which they have been unable to make delivery, but hope to be able to do so during this month. From the tenth of this month they expect to be able to ship all orders for records complete, and



HALF SIZE

A DOG AD.

WE HAVE JUST PRODUCED A NEW MODEL OF THE MINIATURE DOG of His Master's Voice—a splendid novelty. It was modeled by an eminent Philadelphia sculptor. It is the best selling Victor novelty or the best souvenir you can give away at some special event in connection with your Victor department and the most attractive feature you can secure for your window display.

It is the *smallest big thing* ever offered the Victor dealer.

Write for Particulars

PENN PHONOGRAPH CO., 913 Arch St., Philadelphia, Pa.

Victor Distributors

Wholesale only

Simplified Spelling and Simplified Selling

Custom prompts the use of "through" when "thru" saves 50% of letters, energy and time. Many words are being shortened,—greater efficiency in selling is receiving the attention of all energetic dealers. Let us cut out superfluous moves in selling and increase profits by focusing our work on the Victor Records that are available.

THE LOUIS BUEHN COMPANY PHILADELPHIA

Victrolas *and* Victor Records

the quantity of Grafonolas is increasing right along.

Geo. W. Hopkins Gives Sales Talk

George W. Hopkins, general sales manager of the Columbia, was in Philadelphia on the 10th of April, and gave a general sales talk before the Poor Richard Club, of this city. Among the Columbia visitors during the month were Mr. Klugherz, of the Home Music Co., Lancaster, Pa.; Mr. Grim, of the Riegler Co., York, Pa.; Mr. Nace, of W. E. Nace & Co., Hanover, Pa., and A. E. Spangler, of Harrisburg, Pa. A. E. Manning, the firm's credit man, is still confined to the house through illness.

A. J. Heath to Enter Retail Field

A. J. Heath, the former manager of the local Columbia jobbing house, contemplates entering the retail field, and it was so announced when his resignation was given to the firm. He will make no definite plans for the present, other than that he expects to remain in Philadelphia. He says he will not make any definite announcement of his future plans until after he has taken a short vacation. The reason he will choose Philadelphia for his future activity is because it was in this city that he started in the talking machine business and his early training was received in this district.

Preparing for Jobbers' Convention

The Louis Buehn Co. report that their business in April was quite satisfactory, but it was not quite as large as it was in March. The reason for this is that they had a very respectable stock with which to start March. Mr. Buehn is working very hard for the success of the Jobbers' convention, which will be held in Atlantic City June 30 and July 1 at the Traymore Hotel, and he expects a big delegation from this city to be in attendance.

Sonora Jobbers in Larger Quarters

The jobbing of the Sonora phonograph is at present conducted by the Smith, Kline & French Co., with E. S. White in charge, at 1311 Walnut street, to which location they recently moved from 123 North Thirteenth street. They report that they have been having a very good busi-

ness, but are seriously handicapped for the want of machines. They have not been able to open any new accounts during the month of April for this reason. There are at present fifteen representatives of the Sonora in Philadelphia, and all of them are highly gratified with the complimentary words of satisfaction coming from the customers to whom they have sold the machines. They have at present two salesmen who are covering their territory, but are doing little more than giving the trade the glad hand. But the factory reports that in a very short time they expect to have a much greater output, and the local jobbers are assured of getting in considerable stock during the month.

The retail store of the Sonora Phonograph Co. is now in charge of P. C. Cummin, who replaced Mr. Connelly, who, with a partner, has gone into the retail talking machine business at Twenty-seventh and Columbia avenue.

H. E. Blake Conducting Two Concerns

Herbert E. Blake, the large talking machine merchant at Eleventh and Walnut streets and South Eleventh street—now conducting two establishments—reports that his business is moving along in fine shape. His business increased 130 per cent. the past April in comparison with the April of 1918. He also states that both Edison phonographs and records are coming in in good shape, and they have already received several of the four new models that have been gotten out recently and which are very handsome instruments. They are expecting many more along during the month.

Mr. Blake is about to put on a new salesman, R. Rich, who has been in the Edison line for the past three years. The new store on South Eleventh street is coming along nicely. They are about to appoint a man to take charge of this store. The Columbia and the Steger are sold there exclusively, and the Edison only at the Eleventh and Market street stores.

Many New Cheney Agents

J. D. Shewell, the local jobber for the Cheney phonograph, reports that they have been getting the machines with much greater regularity,

and have been able to place all they have received. He has established a number of new representatives in April, and is very optimistic as to the future.

B. L. Winders Takes Charge

Bayard L. Winders, formerly in the piano business in this city, has assumed charge of the West Philadelphia store of E. V. Martin, located at 224 South Fifty-second street. They handle extensively the Edison, the Cheney and the Vitanola.

H. E. BLAKE TO ACT AS CHAIRMAN

H. E. Blake has been chosen as chairman of the convention of Edison dealers, which is to be held on June 26 and 27, with headquarters



H. E. Blake

at the Hotel Commodore, New York. Mr. Blake is president of the Philadelphia Edison Dealers' Association, and one of the most up-to-date Edison dealers in the business. He has always been a man of ideas, which he has been

(Continued on page 66)



“Oh! Lawdy” and “Bring Back Those Wonderful Days.” Bert Williams sings them both. Everybody buys them. A-2710.

**Columbia Graphophone Co.
NEW YORK**

TRADE NEWS FROM PHILADELPHIA
(Continued from page 65)

unusually successful in putting over. He has been in the Edison business long enough to have developed a remarkable understanding of the art of Edison salesmanship, and the results which he has gained command the respect of every salesman in the country.

Every Edison dealer is interested in knowing what his brother dealers are doing. Here is a report from N. Snellenburg department store of Philadelphia. The manager of their Amberola department says that he is selling from \$30 to \$50 worth of Blue Amberol records every day. And that is in the heart of a great city, too, when supposedly the Amberol records are more popular in the country.

LAMB'S MUSIC HOUSE OPENS AGAIN

Elaborate Program Marks Occupancy of Remodeled Quarters in Pottstown, Pa.—Window Display of Miniature Dogs Forming Victor Trade-Mark Attracts Attention

POTTSTOWN, PA., May 3.—Lamb's Music House, which has been extensively remodeled, presents one of the most attractive Victrola and piano warerooms in this section of Pennsylvania. After undergoing interior renovations and redecorations the remodeled warerooms were thrown open to the public for inspection at an “open house” held on Friday, April 11. No goods were sold and the affair was heavily attended. From 7.30 to 10 p. m. Lamb's Concert Orchestra provided music, and the evening proved a great success. New Victrola demonstration rooms have been installed as well as player demonstration rooms. The renovations have not only increased the attractiveness of the warerooms, but have added vastly increased services for handling their greatly increasing business.

The windows were handsomely decorated for

the occasion, and a notable feature of the window display was the well-known dogs of the Victor trade-mark, which have been reproduced

Victory Loan. It had been announced that these dogs would be presented one to each purchaser on the opening day. The demand for this nov-

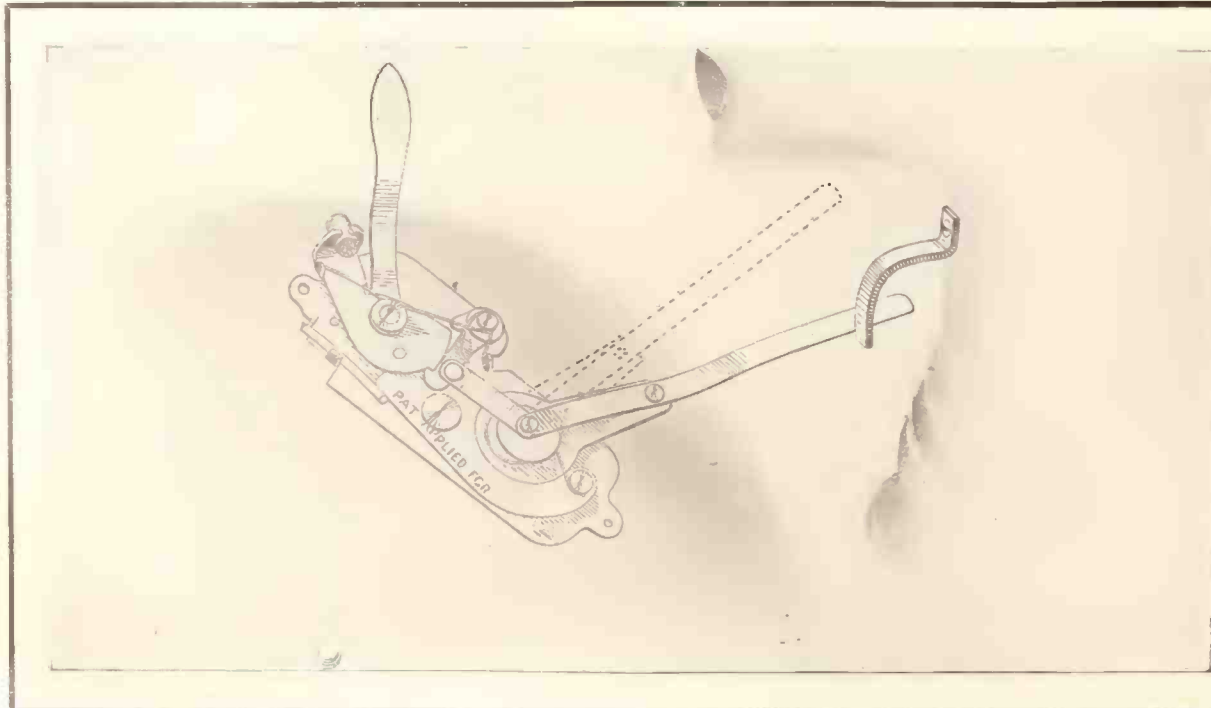


Cleverly Conceived Window Display of Lamb's Music House—Note the Victor Dogs in perfect plaster of paris miniature by the Penn Phonograph Co., of Philadelphia. These dogs were placed in the window in various formations and formed a large “V,” calling attention to the

RECOVERING AFTER OPERATION

The many friends in the trade of Al. Edelstein, traveling representative for the G. T. Williams Co., Brooklyn, N. Y., Victor wholesaler, will be glad to know that this popular Victor man is recovering rapidly from the effects of his recent illness. While calling on the trade the

latter part of April, Mr. Edelstein was taken seriously ill with an acute attack of appendicitis. He was rushed to the Misericordia Hospital, where he was operated on immediately. He is fast recovering his usual good health and spirits and expects to be “back on the job” in a very short while booking his usually large orders for Victor talking machines and records.



**Here It Is
At Last**

An Automatic Stop that will really stop the record at the end of the music

EASY TO APPLY
And It Always Works

May we send sample of this or our Automatic Cover Support, Needle Cups, Continuous Hinges, Tone Rods, etc.

WEBER-KNAPP CO.
JAMESTOWN - NEW YORK



IDEAL

NO. 1 EXTRA LOUD

NO. 2 LOUD

NO. 3 FULL TONE

NO. 6 MEDIUM

NO. 7 SOFT

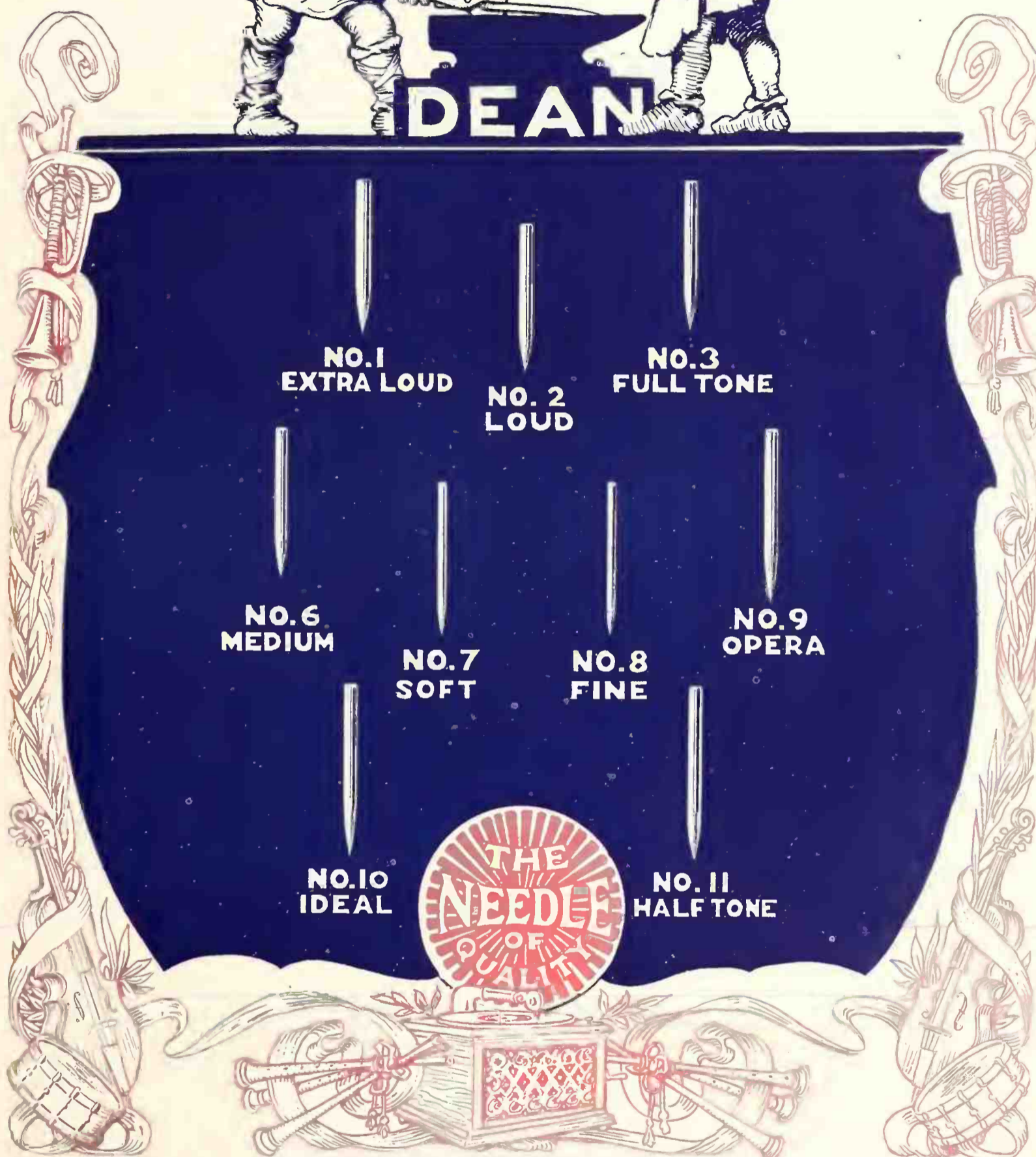
NO. 8 FINE

NO. 9 OPERA

NO. 10 IDEAL

NO. 11 HALFTONE

THE NEEDLE OF QUALITY



Otto Heineman Phonograph Supply Company, Inc.

25 West 45th Street, New York

Factories: Elyria, Ohio Newark, N. J. Putnam, Conn. Springfield, Mass.
Branches: Chicago, Ill. San Francisco, Cal. Toronto, Canada

NEW QUARTERS FOR COLUMBIA BRANCH IN MINNEAPOLIS

Extensive and Up-to-Date Distributing Plant Will Result From Plans Now Under Way—Fine New Headquarters for Aeolian-Vocalion—Other Developments in the Twin Cities

ST. PAUL and MINNEAPOLIS, MINN., May 6.—Work has been started on what is planned to be the largest talking machine emporium in the Northwest. It will be the future home of the Columbia Graphophone Co. in this section of the country and the plans have been prepared by Robert E. Rae, the company's engineer, who had in view to produce the most complete distributing plant that modern wisdom could devise. The company has obtained a long-time lease on what is known as the Harrison Building, 18-20-22 Third street North, Minneapolis, which is to be remodeled for the use of W. L. Sprague, the company's Northwestern manager. The latter states that there will be nothing to compare with his new quarters in this territory. Adequate space for future expansion is available at any time.

The Columbia Co. has had phenomenal success in the past year and its sales are mounting by leaps and bounds. Where the limit would be is unknown, for there never has been a time that the cry for Columbia instruments and records could be satisfied.

If the talking machine situation is similar all over the United States to that obtaining in the Northwestern territory the manufacturing headquarters must be a madhouse. Every jobber and dealer in the twin cities and the thousand and one smaller towns are at their wit's end every day to keep pace with the calls of the trade, and they have not yet struck the stride. At this time, when they should be assembling a stock against the inevitable and sturdy demand for the fall, they are not even able to supply the retail demand. Unless the manufacturers are able to greatly increase the output the situation next fall will be worse than deplorable.

Sewell D. Andrews, who dispenses the Sonora phonographs for the Minneapolis Drug Co., is in a typical plight. He is at sea. "We had hoped by this time," he said, "that the various industries would have reached normal conditions and that we would be in position to make plans for the fall and holiday rush. We are informed that every effort is being made to comply with our orders and doubtless that is true, but we are getting the machines that are so urgently needed. Some fine shipments have been received but the entire lot disappears, vanishes completely in a day or two. The Sonora has made a distinct hit in our territory."

Possibly the advent of the Aeolian-Vocalion in a big wholesale and retail warehouse at Nicollet avenue and Ninth street, Minneapolis, on May 15 will relieve the general situation so far as the public is concerned. The Stone Piano Co. of Fargo, N. D., one of the oldest and strongest music houses in the Northwest, will be the sponsor for the Vocalion and are understood to be prepared to launch an aggressive campaign for business.

Smiles wreath the face of E. L. Kern, one of the directors of the Brunswick-Balke-Collender Co., but there are some grim lines among them. According to official report the Brunswick sales have increased over 500 per cent. in the past year, but the factory is not producing enough and hence the grimness.

George W. Nye, who is making the grand rounds of Montana and the Dakotas, is chafing because he is unable to open any new accounts for the Brunswick phonographs with dealers.

After a long visit to the general headquarters, Jay H. Wheeler, who supervises the Pathé business for G. Sommers & Co., believes that he will have a sufficient supply for the constantly growing call for Pathé machines and records.

Some improvement is reported in the Victrola situation, but neither the dealers nor the distributors are at ease—not by a long way. W. J. Dyer & Bro. and Beckwith-O'Neill Co. can assure the Victor Co. of some wonderful results in the next twelve months if the goods come through. There are some very fine Victor

establishments in St. Paul and Minneapolis, the field has been intelligently and thoroughly cultivated and all that is wanted are machines and still more machines. John J. Roden, formerly with the Powers Mercantile Co., is now at the head of the Victrola department of the Dayron Co. He succeeds Arthur Magoon, who has taken the road for another line of business. A. H. Porter, who succeeded James Sandey as manager of the Victrola department with the L. S. Donaldson Co., is having the same troubles as his predecessor, that is, he is selling everything that he can get. J. L. Pofahl, head of

the Golden Rule's Victrola business, is home from an extended Eastern trip. He is now supervising the enlargement and rearrangement of his quarters and promises just the finest retail plant in the Northwest.

The real hard-luck story comes from Laurence H. Lucker, president of the Minnesota Phonograph Co. "Our business is more than three times as extensive as it was a year ago, but we could make even a better showing if the Edison factory was able to get more goods to us. We are looking forward to the arrival of the new models with much interest as we hope that the production will be so large that we can do business the way we desire. As it is we are now down to two types, of which we have any quantity and our cup of tribulation surely runneth over."

THE "PHONO-MOVIE" TO ENTERTAIN

Dancing Figure for Use With Talking Machines Just Placed on Market


A new and amusing attachment to the talking machine has recently appeared on the market. It is styled the "Phono-Movie" and is a simple dancing figure placed in front of the turntable and which, through a mechanical means, executes an almost human dancing motion when records are played. The maker makes the claim that the improvement of this device over previous novelties of a similar nature is that it may

be attached to the talking machine without the use of screws. A soft rubber pad placed on the bottom of the device prohibits the marring of the talking machine.

The novelty can be placed on the machine or removed from it instantly.

BUSINESS CHANGE IN JAMESTOWN


C. Fred Danielson, of Jamestown, N. Y., has bought Russel's Victrola Shop of that city. In addition to his new business he will continue to conduct his Jamestown piano store known as Danielson's Music House.



THE IMPROVED No. 10

Cleanrite
TRADE MARK
RECORD BRUSH

Patented Sept. 26 and Oct. 2, 1906
Sept. 10, 1907, and Nov. 27, 1917
Others Pending



RECORD BRUSH

NICKEL PLATED 35 CENTS

GOLD PLATED 75 CENTS

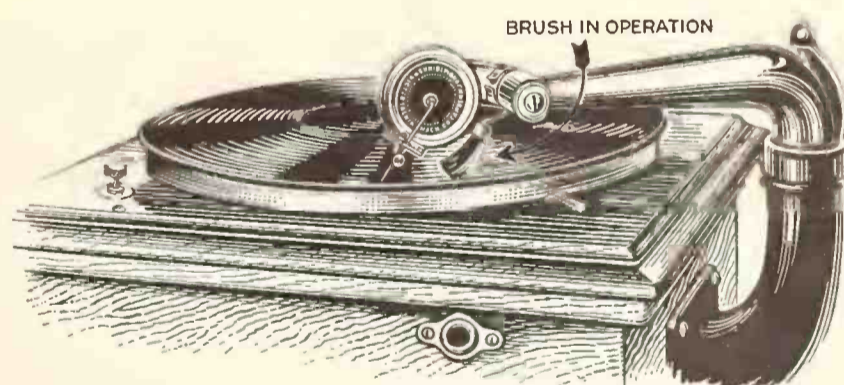
For Victor Victrolas

Automatically

CLEANS RECORDS

and insures

A CLEAR REPRODUCTION



BRUSH IN OPERATION

An article needed by every Victrola owner

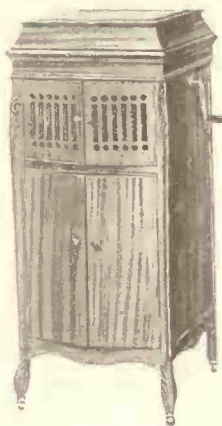
Order a Supply from Your Distributer

Manufactured by

Blackman
TALKING MACHINE CO.
97 CHAMBERS ST. NEAR CHURCH ST. NEW YORK

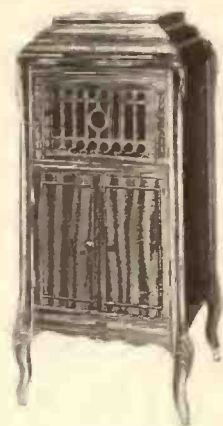
Victor Distributers





No. 175

SEE



No. 225

THE PRODUCT OF THIS FACTORY

WHERE
QUALITY
REIGNS
SUPREME



WHERE
PHONOGRAPHS
ARE MADE
COMPLETE

IN THIS FACTORY

THE WORLD is made from lumber to a finished phonograph

Our own **MOTORS** and **TONE ARMS**

Hear the **WORLD RECORDS**

MAKE YOUR OWN COMPARISONS



No. 375

WORLD PHONOGRAPH CO.

736 TILDEN AVE.

CHICAGO, ILL.



No. 150

BUFFALO TRADE AGAIN DEMONSTRATES ITS PATRIOTISM

Exceeds Its Quota in Victory Liberty Loan Campaign—Death of John M. Schueler—Wurlitzer's New Store—Appreciation of Window Display Made by Wm. Hengerer Co.—Other News

BUFFALO, N. Y., May 5.—"Buffalo will see it through" is the slogan of the local talking machine trade in the Victory Liberty Loan campaign. The members are allied with the piano men in the drive, their combined quota being \$175,000. At this writing it looks as if their total sale of subscriptions will go considerably over that amount.

The committee in charge of the sale of bonds follows: William H. Daniels, chairman; C. N. Andrews, vice-chairman; Fred A. Denison, Columbia Co.; Edward P. Erion, Erion Piano Co., George A. Gould, Gould Bros.; Jacob Hackenheimer, C. Kurtzmann & Co.; Robert L. Loud, Newton R. Luther, Wood & Brooks; Benjamin E. Neal, Neal, Clark & Neal; Albert Stettenbetz, Utley Piano Co.; Charles H. Wood, Wood & Brooks, and F. R. Wurlitzer, Rudolph Wurlitzer Co.

Bricka & Enos, Edison dealers, are celebrating their thirty-fifth anniversary. Walbridge & Co., Victor dealers, are also having a celebration. They have just passed the fiftieth milestone.

"Our sales nearly all run to big machines," said L. K. Scott, manager of the William Hengerer Co.'s Victrola department. Mr. Scott celebrated Victrola week April 26 to May 3. He planned for the occasion and had a complete line of various models in the different woods at \$25 to \$282.50. Miss Irene Hitzel is in charge of the record stock at this store. Miss Hitzel says "Greet Your Customers With a Smile" is her motto.

"Smoke With Us" was a sign which recently appeared in the display window of the Hoffman Piano Co. The sign was for the benefit of returning soldiers, many of whom took advantage of the offer.

A trade excursion in which local talking machine jobbers will be represented will leave

Buffalo May 20. The excursionists will cover Western New York and Northeastern Pennsylvania, to get acquainted with the big men of the villages, towns and cities located in these districts. This will be the Buffalo merchants' first trade and acquaintance trip since the United States entered the war.

C. W. Strawn will manage the Rudolph Wurlitzer Co.'s new store at 633 Main street, this city. Plans have been filed for the remodeling of this six-story building, which will represent an outlay of \$250,000.

Four men were recently arrested in connection with the robbery of George H. Moessinger, treasurer of C. Kurtzmann & Co. One of the men is said to have confessed that he struck Mr. Moessinger with a billy, while a second grabbed the piano man's satchel, containing a payroll of \$4,000. It is claimed that the other two prisoners helped to plan the hold-up.

A traveling man who covers the local trade is being hailed as a true prophet. According to his dope there will be an extra boom in the talking machine business when the country goes dry after July 1. He says he bases his prophecy on "past performances" in many dry territories which he has visited.

John M. Schuler, father of John and Albert Schuler, Buffalo piano merchants and talking machine dealers, died here recently. Mr. Schuler, Sr., had been a resident of Buffalo since 1854. For several years he manufactured pianos in this city. He was a prominent Mason.

In a window display contest held at the Advertising Affiliation Convention in Buffalo recently special commendation was made of the windows of the William Hengerer Co., Victrola dealers, arranged by Charles A. Cook. The display was mentioned as an almost perfect specimen of the window dressing art.

Talking machine dealers who attended the

TALKING MACHINE DEALERS

—READ THIS—

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

NYOIL
IS BEST

FOR ANY TALKING MACHINE



Being made in our Watch Oil Dep't, the same care given in refining as in our "Watch Oil," as all gums and impurities are extracted, leaving it Colorless, Odorless and Stainless.

BEWARE OF SCENTED OILS

Machines will not clog if oiled with NYOIL. NYOIL is used by the U. S. Gov't in Army and Navy. A trial order will make a permanent customer of you.

Ladies use NYOIL for Sewing Machines, for it is stainless. Sportsmen find NYOIL best for Guns, for it keeps them from rusting.

NYOIL is put up in 1oz., 3 1/4 oz. and 8 oz. Bottles, and in Pint, Quart and Gallon Cans.

For Sale by all Talking Machine Supplies Dealers
WILLIAM F. NYE, New Bedford, Mass., U. S. A.

convention received some good tips from the window display experts who addressed the meetings. "Get away from the cheap displays and educate the public to buy a better grade of goods" was the keynote of their talks. The talking machine men were informed that should they advertise their goods their windows should be an absolute continuation of their advertisement and should be in complete harmony, as through part of the same layout.

C. G. Emeneker, former office manager of Denton, Cottier & Daniels, recently visited that firm after an absence of ten years. He is now in business for himself in Aberdeen, Wash.

W. D. & C. N. Andrews expressed themselves pleased with the general trade outlook. Victor machines are in great demand.

**THE LAST WORD
IN TONE REPRODUCTION**

Achieved by men who have made
a Life Study of Musical Sound.

The
BUSH & LANE
PHONOGRAPH
is a Perfect Musical Instrument



BUSH & LANE PIANO CO.
HOLLAND, MICH.

Get in touch with the jobber who operates in your territory

1—Sonora Phonograph Co.

616 MISSION ST.
SAN FRANCISCO, CAL.
Washington, California, Oregon,
Arizona, Nevada, Hawaiian Islands,
northern Idaho.

**2—Strevell-Paterson
Hardware Co.**

SALT LAKE CITY, UTAH
Entire States of Utah, Colorado,
Wyoming, New Mexico and southern
Idaho

3—Minneapolis Drug Co.

MINNEAPOLIS, MINN
States of Montana, North Dakota,
South Dakota, Minnesota.

4—C. D. Smith Drug Co.

ST. JOSEPH, MO.
Nebraska, Missouri, northern and
eastern part of Kansas and 5 coun-
ties of northeastern Oklahoma.

5—Walthall Music Co.

DALLAS, TEXAS.
Western part of Texas.

6—Southwestern Drug Co.

WICHITA, KANS.
Southern part of Kansas, Oklahoma
(except 5 northeastern counties), and
Texas Panhandle.

7—Southern Drug Co.

HOUSTON, TEXAS
Southeastern part of Texas

8—Yahr & Lange Drug Co.

MILWAUKEE, WIS.
Wisconsin, Upper Michigan.

**9—C. J. Van Houten &
Zoon**

MARQUETTE BLDG.
CHICAGO, ILL.
Illinois, Kentucky and Iowa.

10—Kiefer-Stewart Co.

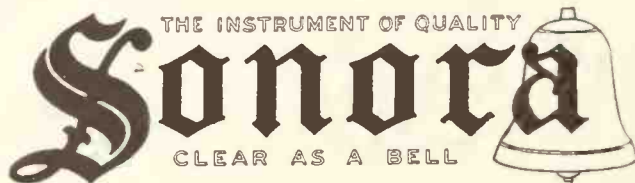
INDIANAPOLIS, IND.
Entire State of Indiana.

11—Ohio Sales Co.

811 EMPIRE BLDG.
DETROIT, MICH.
State of Ohio.

12—Hessig-Ellis Drug Co.

MEMPHIS, TENN.
Arkansas, Louisiana, Tennessee, Mis-
sissippi.

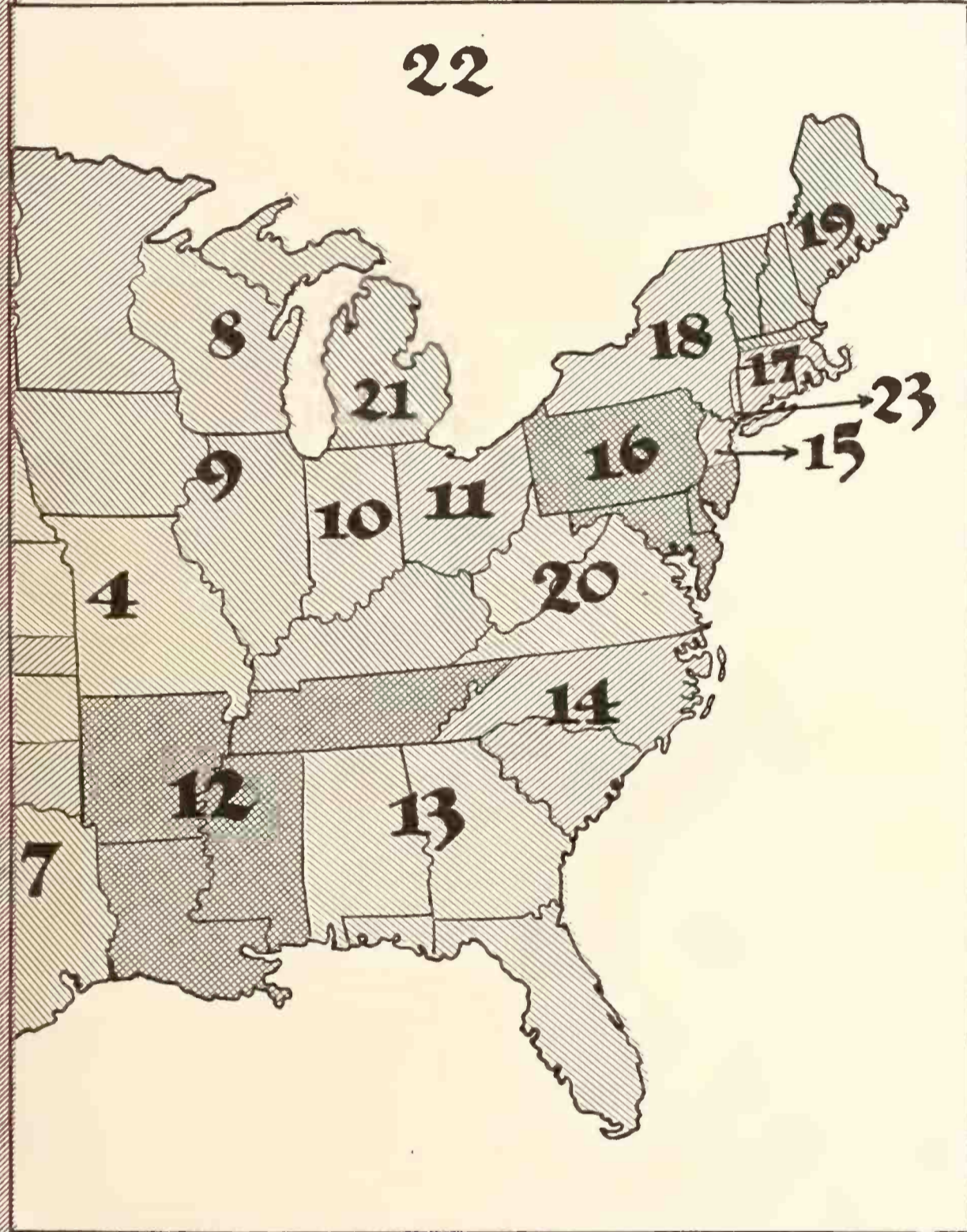


The Highest Class Talking Machine in the World

A complete line of upright and period models
is available at prices from \$50 to \$1000


The Sonora is the instrument which won the highest score for tone quality at the Panama-Pacific Exposition
and sells easily for cash.

These firms will see to it that you get the best of service



- 13—Southern Sonora Phonograph Co.
SELMA, ALA.
Alabama, Georgia and Florida.
- 14—Rountree Corporation
RICHMOND, VA.
North Carolina and South Carolina.
- 15—Griffith Piano Co.
605 BROAD ST., NEWARK, N. J.
Northern New Jersey.
- 16—Smith, Kline & French Co.
PHILADELPHIA, PA.
State of Pennsylvania, Maryland, Delaware, District of Columbia and New Jersey, south of and including Trenton.
- 17—Musical Supply & Equipment Co.
221 COLUMBUS AVE.
BOSTON, MASS.
Connecticut, Rhode Island and eastern Massachusetts.
- 18—Gibson Snow Co.
SYRACUSE, N. Y.
State of New York with the exception of towns on Hudson River below Poughkeepsie and excepting Greater New York.
- 19—W. B. Glynn Distributing Co.
SANTONS RIVER, VERMONT.
States of Maine, New Hampshire, Vermont and part of Massachusetts.
- 20—Hillman & Son Phonograph Co.
WHEELING, WEST VA.
Virginia and West Virginia.
- 21—C. L. Marshall & Co.
810 EMPIRE BUILDING.
DETROIT, MICH.
State of Michigan.
- 22—I. Montagnes & Co.
RYRIE BLDG.
TORONTO, CANADA
CANADA
- 23—Sonora Phonograph Sales Co., Inc.
279 BROADWAY, NEW YORK
Distributors for Greater New York

THE INSTRUMENT OF QUALITY
Sonora
 CLEAR AS A BELL



Semi-Permanent Silvered Phonograph Needles

replace steel needles and preserve your phonograph records.

They play 50 to 100 times, are used on ALL MAKES of steel needle records, are more economical, convenient and give the maximum of satisfaction.

30c per card of 5—40c in Canada

LARGE MEASURE OF ACTIVITY PREVAILS IN PORTLAND

Leading Talking Machine Companies Optimistic Over Present and Prospective Conditions—Stores Being Renovated and Enlarged and Everyone Making Ready for Great Business

PORTLAND, ORE., May 6.—The Bush & Lane Piano Co. have two new assistants in the talking machine department. They are Miss Helen I. Baker and Lester Schroeder. Mr. Schroeder has been in the talking machine business for ten years and is a thorough talking machine man. He came to Portland to study the Sonora and after a careful study decided to identify himself with the Bush & Lane Co.

Miss Baker is a special Sonora representative and calls upon Sonora owners introducing the Sonora silvered needle.

At Oregon Eilers the large new salesroom in the talking machine department has been redecorated and refurnished and four record demonstration rooms have been added. They have just received a new stock of talking machines—the Vitanola—and Miss Acevia Bennett, manager of the department, predicts a big future for it in Portland. She gave a dance in honor of the returned soldiers and sailors of Eilers Music House on the evening of April 10.

The Easter decorations of the windows of the Wiley B. Allen Co. won universal praise for their artistic arrangement. A large shipment of Columbia records has just been received by this company. They never before carried Columbia records, as they have only recently added the Columbia Grafonola to their stock.

The Record Shop on Broadway is growing in popularity. This attractive little shop, presided over by C. H. Williams, sells only Columbia records.

Pathé machines and records are in demand at Calef's Furniture Store. This store has a rapidly growing patronage in its well-managed talking machine department.

A fair supply of Victrolas is on hand in the talking machine department of Lipman, Wolfe & Co. and excellent business is being done.

The Meier & Frank Co.'s talking machine

department sends no records out on approval, and J. H. Matney, manager of the department, says he finds it is a great benefit.

Miss Leita Hayes, of the Johnson Piano Co., sold a Cheney phonograph to a resident of Wrangel, Alaska, who decided upon a Cheney for his home in the Far North. Sixty-six Brunswicks were sold by M. W. Davis, manager of the talking machine department of the Edwards Furniture Store, during March.

The new record rooms at the Foley & Van-Dyke piano house are just being completed and a good supply of Pathé and Victor records is on hand.

The talking machine department of the Reed-French Co. has a wide-awake and efficient man at its head—M. C. Collins. A large variety of styles is carried by this house and Mr. Collins is unusually well acquainted with all of them. The morning of the World correspondent's visit he had sold a \$175 Victor before 9 o'clock and said that was only a small beginning.

L. H. Covey, visiting representative of the Sonora Phonograph Co., is with the Bush & Lane Co. and will remain here about six months. The Sonora Co. gives a special service to all owners, this service providing a thoroughly skilled man to call on the owners and see if they are perfectly satisfied with the machine. Mr. Covey finds that the Portland owners of the Sonora who have bought their instruments from the Bush & Lane Co. are better served than in any other town he has visited.

The Hyatt Talking Machine Co. is having four more demonstration rooms added and is moving the business office to the front of the store. Miss Louise Marshall, who was in the talking machine department of the Meier & Frank Co., is now with Hyatt's.

The talking machine dealers are advertising extensively in the local papers. The Columbia

Grafonola is particularly well advertised and on one page of a daily paper are three big ads of the Columbia machines. There is no doubt that the Columbia Grafonola Co. believes in advertising. The Sonora dealer, Bush & Lane Co., has very high class advertisements in the papers calling attention to what they term the "Delightfully Different and Musically the Most Perfect Talking Machine in the World."

Wiley B. Allen has special advertisements calling attention to the proficiency of the Victor dance music and the superior record service that customers always find at the Wiley B. Allen demonstration rooms.

The G. F. Johnson Piano Co. has striking advertisements of the Cheney phonograph and the record advertisements which this house issues are always attractive and invariably well written.

OCCUPY MORE CENTRAL QUARTERS

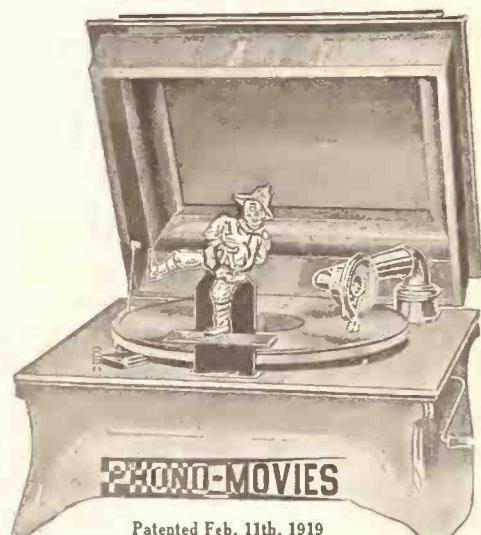
Cabinet & Accessories Co., Inc., Now Located on Thirty-fourth Street—Business Shows Expansion in All Lines Carried

The Cabinet & Accessories Co., Inc., are now established in their new quarters at 145 East Thirty-fourth street, the central location of which is a distinct advantage not only in the shipping of goods but for the visiting trade as well. They occupy the entire ground floor, which has been entirely redecorated attractively. The new quarters not only provide vastly increased display space but also provide for the keeping of large stocks of the accessories sold. Oscar Zepernick, well known to the trade through his connection of many years with the American Talking Machine Co., of Brooklyn, is now connected with this company and will take charge of the detail work in the offices and warerooms. Otto Goldsmith, president of the company, reports that business is brisk and that an increasing number of dealers are taking advantage of the services that this company is offering.

Increase Your Sales

BY

Phono Movie



Complete attachment, with two actors, retails for . . . \$1.50

Attractive wholesale proposition to dealers. Send \$1.00 for Sample outfit

IT IS ORIGINAL

A small, highly colored, artistically designed figure placed (not fastened) directly in front of the turntable, mechanically devised so that it dances as the records are played. Most entertaining to watch because of its ever changing action. Adds greatly to the "pep" of the present "jazz" records.

IT HELPS SALES

by attracting people to your show window when placed in it. People who enter to buy it are easy customers for dance records because of the close relationship between the two. As a novelty it sells itself, by placing it on the machine when playing dance records to customers.

IT IS TRULY A GOOD PROPOSITION

PHONO MOVIE & SUPPLY CO.

36 E. 23rd St., New York City

Sensational, Money-Making Jazz Recoras



Lieutenant Jim

EUROPE'S

HELL FIGHTERS

369th U. S. Infantry

JAZZ BAND

is now making records EXCLUSIVELY for



No Needles to Change

This is the music that put pep into our boys "over there" who put pep into the war and settled it. When you hear the wonderful syncopation, played as only Jim Europe can, you'll understand why the whole country is "jazz-mad."

Everybody is rushing to the theatres when

the "Hell Fighters" play; keep in stock the wonderful records this overseas band has made for Pathé, and you will find that they will rush to your store to get them. Write, or better still wire, in your order for these records today. You will miss big profits unless you do.

No.		Size	Price	No.		Size	Price
22080	How Ya Gonna Keep 'Em Down on the Farm? Chorus sung by Lt. Noble Sissle (One-step)	10-in.	85c	22087	Russian Rag (Fox-trot)	10-in.	85c
22081	Arabian Nights (One-step)	10-in.	85c	22089	St. Louis Blues (Fox-trot)	10-in.	85c
22082	Darktown Strutters' Ball—Medley (Fox-trot)	10-in.	85c	22103	Mirandy. Lieut. Noble Sissle, tenor, acc. by Lieut. Jim Europe's 369th U. S. Inf. "Hell Fighters' Band"	10-in.	85c
22085	Indianola (Fox-trot)	10-in.	85c	22104	On Patrol in No Man's Land. Lieut. Noble Sissle, tenor, acc. by Lt. Jim Europe's 369th U. S. Inf. "Hell Fighters' Band"	10-in.	85c
22084	Broadway "Hit" Medley, intro. (1) I've Got the Blue Ridge Blues, (2) Madelon, (3) Till We Meet Again, (4) Smiles	10-in.	85c	22105	Jazz Baby. Creighton Thompson, baritone, acc. by Lt. Jim Europe's 369th U. S. Inf. "Hell Fighters' Band"	10-in.	85c
22086	Ja-Da (Fox-trot)	10-in.	85c		When the Bees Make Honey. Lieut. Noble Sissle, acc. by Lt. Jim Europe's 369th U. S. Inf. "Hell Fighters' Band"	10-in.	85c
	Moaning Trombones (One-step)	10-in.	85c		All of No Man's Land Is Ours. Lieut. Noble Sissle, tenor, acc. by Lieut. Jim Europe's 369th U. S. Inf. "Hell Fighters' Band"	10-in.	85c
	Memphis Blues (Fox-trot)	10-in.	85c		Jazzola. Lieut. Noble Sissle, acc. by Lieut. Jim Europe's 369th U. S. Inf. "Hell Fighters' Band"	10-in.	85c
	Little David Play on Your Harp (Negro Spritual). Lt. Noble Sissle and Lt. Jim Europe's Singing Serenaders	10-in.	85c		Roll, Jordan, Roll. Lieut. Jim Europe's Singing Serenaders	10-in.	85c
	Exhortation (Jubilee Song) Creighton Tbompson and Lt. Jim Europe's Singing Serenaders	10-in.	85c		Everybody Dat Talks About Heaven Ain't Goin' There. Lieut. Jim Europe's Singing Serenaders	10-in.	85c
	Plantation Echoes. Chorus by Singing Serenaders	10-in.	85c				
	Hesitating Blues (Fox-trot)	10-in.	85c				

Double the largest order you've ever placed, and you will still run short.

PATHÉ FRÈRES PHONOGRAPH CO.

E. A. WIDMANN, President

20 Grand Avenue

Brooklyn, N. Y.

The Pathe Freres Phonograph Co. of Canada, Ltd.
Toronto



The Columbia Turkish Orchestra plays the Novelties for June—the “Veil Dance” and “Turkish March.” They’ll make your customers talk Turkey. E-4221.

**Columbia Graphophone Co.
NEW YORK**

CONDITIONS IMPROVING IN MILWAUKEE TRADE

Stock Situation Getting Back to Normal Slowly But Surely—Steadily Growing Demand Contradicts Predictions of Business Slump—How Various Leading Houses Are Operating

MILWAUKEE, Wis., May 10.—Just six months have passed since the armistice was signed and in that time the talking machine business in Milwaukee and throughout Wisconsin has flourished as it never did before. Undoubtedly it would have assumed even more remarkable proportions but for the fact that dealers and jobbers were able to get only a percentage of their requirements from the manufacturers, and the factories were able to accept only a part of the orders because it takes time to get industry back to a peace basis.

At this time it is apparent that manufacturers have made excellent progress in the direction of getting back to a normal production of regular lines. Yet the production, growing as it is, does not yet seem to reach more than part way in satisfying the increasing demands of the public.

The immediate situation in the local retail field is as surprising as it is gratifying. In the main, predictions that there would be an after-war reaction have proven incorrect. Business has grown better instead of easing up. While it is manifestly unfair to compare the state of business at the middle of May to that at the middle of December, it must still be said that mid-spring demand is relatively as active as at that time.

If business men are to take a “cue” from the Victory Liberty Loan campaign now closing they can hardly help but feel that more of the dire things predicted about business slumps during the “reconstruction” period are coming true. In Milwaukee and Wisconsin the Victory Loan brought forth the largest over-subscription of any of the five campaigns, and solicitors are unanimous in declaring that the spirit of subscribers was far more exuberant. All of which must be taken as an indication that the public purse is well-filled still, and open. It is open to the dealers in reproducing instruments, records, etc., judging from the activity.

It is confidently believed that the remainder of the spring season and the coming summer will be active periods for the trade. Besides the many who have been disappointed in getting the machines of their selection, due to shortage of stocks in the last six months, there are in prospect hundreds of buyers who have been holding off because of the knowledge that goods are scarce, or who have been hoping that prices may decline. They can now get the goods and know that prices will not drop for a long, long time.

“When we catch up with orders we shall be able to say that business is good; in the meantime there is too much worry about satisfying our dealer trade to keep the mind in repose.” is the manner in which Harry A. Goldsmith,

J. H. Ellis

**Patentee and Manufacturer of
The Ellis “Music Master”
and “Melodious” reproducers**

*Mail Address P. O. Box 882
Milwaukee, Wisconsin*



**The ELLIS REPRODUCER
is beautifully mellow in tone but
“It’s loud enough for a large hall,
yet splendid for a small room.”**

“I have used your Ellis reproducer for about two years and find it a decided improvement over any other type.”

“Same is giving perfectly grand results.”

“Mine has proved good in every way advertised and more besides. . . . Send two more gold plated, for my friends who heard mine. . . . Postal Money Order for \$24.00 enclosed.”

“I want to say that I am more than pleased with it.”

Above four testimonials are quotations from customers’ letters received in two days last week.

A recent order from Flanner-Hafsoos Music House reads, “Send us twenty-five gold plated Ellis reproducers—quick—rush.” (One order from this concern was for 160 nickel plated.)

Testimonial letters are received from all parts of the United States, Canada, South America, etc.

The “ELLIS REPRODUCER” MAKES GOOD. “It improves with age.” “The more you use it the better it is.”

IT IS FOR MUSIC LOVERS but it does good work on rag time and jazz, although music lovers are your real prospects. Weight less than 4 ounces.

**Nickel Plated . . . \$10.00
Heavy Gold Plated . \$12.00**

DISCOUNTS TO DEALERS

secretary of the Badger Talking Machine Co., Victor distributor, characterizes the situation. Although stocks are coming through in increasing quantities, demands of dealers continue to grow relatively faster, and Badger warehouse floors are as bare as ever. Mr. Goldsmith looks for improvement from now on, not only in the supply but in the demand.

Charles J. Orth, distributor of the Puritan, is experiencing gratifying success in the promotion of this line. To handle the rapidly increasing trade Mr. Orth now has two men who do nothing but travel the Wisconsin territory to look after Puritan business. They are Adam C. Schroeter and W. H. Heise, who have been dividing their time between road work and duties at the Milwaukee wholesale and retail establishment. An indication of the interest which has been aroused by Mr. Orth’s progressive merchandising policy is the fact that a few weeks ago M. E. Smith & Co., Omaha, Neb., Puritan jobber in Nebraska, sent two delegations of staff representatives to Milwaukee to study Mr. Orth’s system.

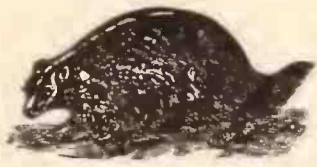
The Yahr & Lange Drug Co., which distributes the Sonora in the Wisconsin and Northern Michigan territory, has been compelled to extend its dealer organization still further the last few weeks because of the insistent demand for the franchise in various parts of the territory. The company’s dealers in the Milwaukee or home territory report an exceptionally good demand for the Sonora.

The progress which the Brunswick is making in the Wisconsin territory is the subject of much comment in the trade. This is due not only to the acknowledged excellence of the instrument as it is to the aggressive work of Thomas I. Kidd, manager of the Milwaukee branch of the Brunswick-Balke-Collender Co., at 275-279 West Water street. The phonograph department at this branch house is growing so rapidly that it has had to be given additional floor space and a larger staff.

Some of the most effective merchandising that is being done by local jobbers is that of William A. Schmidt, manager of the Phonograph Co. of Wisconsin, representing the New Edison. It is now possible to buy an Edison instrument or record in virtually every community in Wisconsin, the territory being so thoroughly covered by Mr. Schmidt’s dealer organization that prospective buyers have not far to go to find an Edison shop carrying a comprehensive stock of machines as well as records. From all points of the territory come reports of the most encouraging character concerning immediate business and the outlook for the future.

It required less than a week for the music trade division of the Milwaukee County Liberty Loan organization to complete its quota on the Victory Loan, due to the generous response of dealers and the well-organized work of Chairman Henry M. Steussy and his committee. The apportionment this time was \$75,000, against \$60,000 for the Fourth Loan, but this was reached in much less time and the over-sub-

(Continued on page 75)



PERSONAL SERVICE

The members of our Company are always available and will gladly see you personally or write you at any time we can possibly serve you.

Why not communicate at once with us?

EXCLUSIVELY WHOLESAL

BADGER TALKING-MACHINE CO. 135 Second Street
MILWAUKEE, WIS.
VICTOR DISTRIBUTORS

CONDITIONS IMPROVE IN MILWAUKEE (Continued from page 74)

scription was materially larger than in any previous year.

L. C. Parker, the new president and general manager of the Badger Talking Machine Shop, Victor retailer, tendered the first of a series of welfare parties in the auditorium of the store on April 23, the guests being the employes and department heads. Mr. Badger believes in treating his employes like business partners and the success of his idea already is apparent in the remarkable strides the Badger Shop is making under his management.

Emil O. Schmidt, formerly a prominent music dealer of this city, recently was arrested at Coffeyville, Kan., where he was promoting an oil and gas syndicate, on a charge of forgery and one of larceny as bailee, preferred by Milwaukee people. In Municipal court he was found guilty on the forgery charge and sentenced to serve a year in the house of correction. His attorneys obtained a certificate of reasonable doubt from the Supreme Court, which acted as a stay of execution until a hearing on the plea for a new trial, which is scheduled for May 16.

The J. B. Bradford Piano Co., with main store at 411 Broadway, and South Side branch at 596 Mitchell street, has recently greatly enlarged its Victor record department, which is now regard-

ed as one of the largest and most complete in the Northwest. The Bradford Co. also deals in the Sonora and this section of the business also is being given much attention.

Thomas A. Edison, the famous inventor, has made a personal gift to the Wisconsin State Historical Museum that is of more than passing note. It is a New Edison of the latest style, with a silver autograph plate, and has been placed in the museum as a companion piece to the replica of the first Edison phonograph.

By supplementing the national advertising campaign of the Aeolian Vocalion with choice local publicity, the Edmund Gram Music House is reaping a veritable harvest of sales. The intimate connection between the famous Pianola and the Vocalion has been a telling point in the sales work of the Gram House, which for years has represented the Steinway and Aeolian lines of pianos and players.

Richard H. Zinke, president of the Record Needle & Mfg. Co., manufacturing the Record-Lite and other accessories and supplies for the trade, has been appointed official bandmaster of the Milwaukee Lodge of Elks, which is organizing a complete military band.

The Turner Music Co., Wichita, Kas., will soon occupy both floors of the building at 153 North Main street and will install many demonstration booths for the display of talking machines and records.

NEW VIEW OF VICTOR CO. PLANT

Special Supplement Just Issued Shows at a Glance the Extensive Scope of the Victor Co.'s Manufacturing Facilities in Camden, N. J.

Included in the budget of advertising matter for May sent out to its dealers by the Victor Talking Machine Co. is a new and elaborate view in colors of the great plant of the Victor Co. in Camden. The picture is reproduced in large size on eggshell paper, and is particularly appropriate for framing. Hung in the dealer's window, or store, it should impress the public most forcibly with the notable extent of the Victor Co.'s manufacturing facilities.

Accompanying the picture is a sheet of tissue paper upon which is printed in appropriate places descriptive matter regarding the various buildings of the plant. This unique method does away with the necessity of printing the information on the face of the picture itself.

AEOLIAN-VOCALION PUBLICITY

In the April 26 issue of the Saturday Evening Post the Aeolian Co. used a striking and artistic full page in colors featuring the Aeolian-Vocalion phonograph. This advertisement had a unique and powerful personal appeal that lifted it out of the stereotyped class of publicity, and which served to emphasize its appeal and attractiveness. "Home Again" was the basis of the illustration that was used.

EARL L. WOOSTER IN CHARGE

Earl L. Wooster is now in charge of the Victor department of the Anthony Furniture Co., Providence, R. I. Mr. Wooster has had considerable experience in the talking machine trade, and has handled Columbia and Edison machines as well as the Victor line. He has only just returned from the air force of the United States navy, having seen service at naval bases in England, Ireland and France.

WE HAVE OUR

E
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ON THE FUTURE

AND ON

YOU

NOW

BECAUSE

THE
NEW



OKEH

ARE
RIGHT

RECORDS

THEY ARE THE ANSWER TO YOUR RECORD PROBLEM AND ARE SPELLING SUCCESS TO DEALERS EVERYWHERE

— WRITE US —

HOFFMAN PIANO CO.

696 Main Street

Distributors

BUFFALO, N. Y.

PLYWOOD Packing Cases

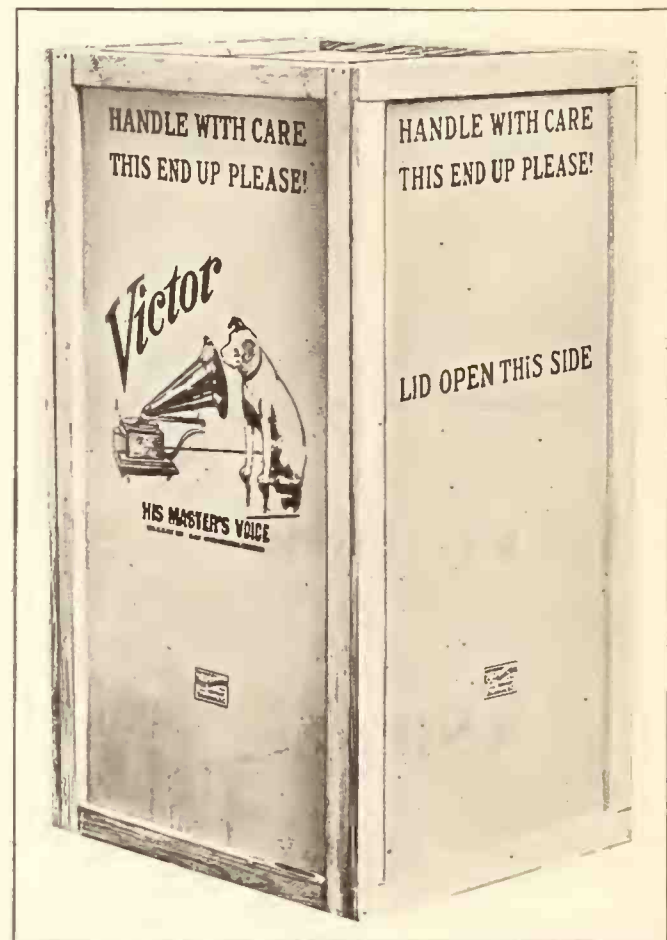
The 3-ply veneer case is accepted as the standard for talking machines. Over 95% of all talking machines manufactured are packed in this type case.

There are differences in plywood cases as in every other manufactured article.

The fact that we have been making this type case for a number of years, and that we are exceedingly careful in selection of materials and in workmanship guarantees the high standard of Plywood Packing Cases.

Our mills make more 3-ply cases than any mill or combination of mills in the country.

*We would be pleased to figure with you
on your requirements*



*Reproduction of case made and printed in
one of our mills*

PLYWOOD CORPORATION

GOLDSBORO

NORTH CAROLINA

8 mills in Virginia, North Carolina and South Carolina

NEW YORK OFFICE
103 Park Avenue

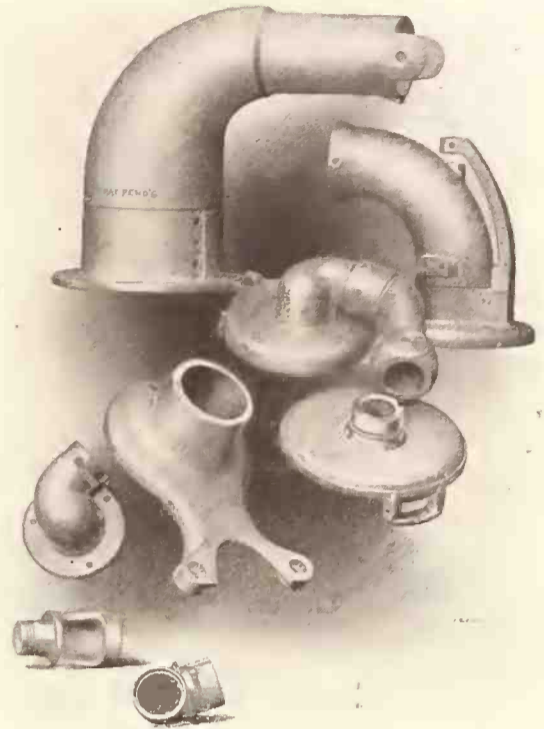
CHICAGO OFFICE
111 Monroe Street

DOEHLER DIE-CASTINGS

are produced by the leading and largest concern of its kind in the world; by an organization whose sole and undivided efforts are devoted to the manufacture of Die-Castings exclusively.

Doehler Die-Castings are produced from virgin metals of our own alloying and as a result of formulas especially developed for their use, all talking machine parts of our manufacture are readily plated in Nickel or Gold in a most satisfactory manner by the usual electroplating methods.

Our resources and facilities enable us to offer to die-casting users the advantage of a Quality Product, an unfailing Service at an attractive Price.



DOEHLER DIE-CASTING CO. BROOKLYN. N.Y. NEWARK. N.J. TOLEDO. OHIO.

SALES OFFICES

BOSTON
723 Oliver Building

DETROIT
914 Ford Building

CLEVELAND
10902 Lima Avenue

CHICAGO
4414 N. Campbell Avenue

DEALERS IN ST. LOUIS ADOPT MINIMUM SALES TERMS

Important Matters Discussed at Recent Meeting of Tri-State Victor Dealers' Association—Schedule of Terms on Which Machines Are to Be Sold—Details of Service Charges

St. Louis, Mo., May 5.—All members of the Tri-State Victor Dealers' Association received during the past week copies of the terms and regulations adopted at the last meeting of the association. The following are the minimum terms on which talking machines will hereafter be sold by the members:

Schedule of Terms

- Machines up to \$35, \$5 down, \$4 monthly.
- Machines up to \$60, \$10 down, \$5 monthly.
- Machines up to \$100, \$12 down, \$7 monthly.
- Machines up to \$125, \$15 down, \$8 monthly.
- Machines up to \$175, \$20 down, \$10 monthly.
- Machines up to \$225, \$30 down, \$12 monthly.
- Machines up to \$275, \$35 down, \$15 monthly.
- Machines up to \$350, \$50 down, \$25 monthly.

All contracts to bear interest at the rate of 6 per cent. per annum from date of purchase unless paid in full within ninety days from date of purchase.

The Following Allowances to Be Made

No allowances whatever to be made on old style horn machines and obsolete types of talking machines, or square pianos, organs, piano players and music boxes.

On ebony upright pianos, old style fret work panel pianos, an allowance not to exceed 10 per cent. of the sale price of the talking machine to be allowed.

On modern type pianos and 65-note player-

pianos, an allowance not to exceed 20 per cent. of the sale price of the talking machine to be allowed.

On 88-note player-pianos, an allowance not to exceed 30 per cent. of the sale price of the talking machine to be allowed.

All of the above allowances to be taken out in records and not to apply against the purchase price of the talking machine.

On talking machines of makes not handled by the dealer making the trade, and said machine is of modern type listed in the current catalog, an allowance is to be made not to exceed 50 per cent. of its original value.

Whenever a smaller talking machine originally sold by dealer is to be taken in exchange by same dealer on a larger talking machine, full value will be allowed if exchange is made within sixty days from original purchase date. After sixty days they will be accepted with the reduction of a rental charge of 2 per cent. per month from date of purchase, and cartage to and from customer's home.

The following uniform charge schedule has been adopted:

Service Charges

The following are labor charges covering any place that can be reached with a six-cent street carfare. Additional charges for out-of-town services.

GUARANTEE AND SERVICE

Covers replacing of all factory defective and broken parts and adjustments for six months free of charge.

Complaints on case or finish of same must be made within three days from date of delivery or it will be assumed that everything is perfect.

Accessories covered under maker's guarantee only.

REPAIR CHARGES (AT CUSTOMER'S HOUSE)

Minimum charges for trip of repair man for any kind of work, \$1.50, covering up to one hour, in customer's house. Time over one hour, \$1.25 per hour (thirty-five cents per quarter-hour).

WHERE MOTOR IS BROUGHT INTO SHOP AND RETURNED TO US

Clean motor, graphite springs, oil and regulate, one and two-spring motors, \$3.50; three and four-spring motors, \$4.00 (any type of hand-wound motor).

SHOP CHARGES (WHERE MOTOR IS BROUGHT IN AND TAKEN AWAY BY CUSTOMER)

Clean motor, graphite springs, oil and regulate, one and two-spring motors, \$1.50; three and four-spring motors, \$2.00. All other work done in the shop at the rate of \$1.25 per hour.

MATERIAL

Broken parts supplied at catalog prices.

The members have been supplied with tags and one is to be attached to every machine sold.

President Val Reis has received numerous letters from dealers expressing their satisfaction with the terms and regulations and service charges and promising to adhere to them in all cases because they believe it is good business to do so. The Brunswick-Balke-Collender Co. is so well pleased with them that it is going to reprint the terms and regulations and supply them to all its dealers, with instructions to adhere to them.

TO OCCUPY LARGER QUARTERS

New quarters will be occupied about July 1 by the Glen Bros.-Roberts Piano Co., of Salt Lake City, Utah. A lease has been taken on the street floor and basement of the Bamberger Building, at 161 South Main street, and commodious demonstration rooms for the Edison, Victor and Columbia will be provided for the convenience of customers.

WESTERN VENEER PRODUCTS CO.
3900 CHOUTEAU AVENUE, ST. LOUIS, MO.

Largest Manufacturers of 3-ply Waterproof Veneer Phonograph Shipping Cases

Ask for Prices and Samples

**DIAMOND POINTS
and SAPPHIRES**

In Any Quantity

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



“In the Gloaming” and “My Laddie” are solos by Corinne Rider-Kelsey, but there’ll be a whole chorus asking for them. A-6102.

**Columbia Graphophone Co.
NEW YORK**

GET-TOGETHER MEETINGS OF DEALERS IN CINCINNATI

Both Columbia and Edison Retailers Hold Meetings for Development of New Business Plans—Self-Service Idea Put in Operation—Columbia Branch Expands—General News

CINCINNATI, O., May 6.—So far as can be learned there is no decided change in the status of the talking machine market from a material standpoint. All jobbers and dealers are shy on machines. The record situation has improved during the past month. The situation, as a whole, is very gratifying.

The Willis Music Co. talking machine department has installed a self-serving device for the sale of records, being the first one of the kind in Cincinnati. D. F. Summey, manager, believes it will be a great help to houses running on a limited help scale. He finds that many buyers enter a store wholly without any idea as to whether they actually want to purchase. The rack permits them to make random selections.

The Rudolph Wurlitzer Co. pulled off quite a novel stunt during the Victory Loan campaign which helped all Victor dealers. A small truck, containing a piano and three singers, patrolled the business section, the trio giving an exhibition of their vocal ability. Banners announcing the sale of Victor records covered the two sides of the truck.

Theodore Heck & Co., West Fifth street, jobbers for the Sonora phonograph, hopes the factory soon will be able to fill orders complete. What stock is coming through is immediately gobbled up. The department is in charge of

Edward Crawford, who has recently taken on the Brunswick machine.

Every Edison dealer in the Cincinnati district is expected to be in the Queen City on May 12, when the annual get-together meeting will take place. Manager Oelman of the Phonograph Co. already has fifty acceptances. Edison machines are still slow in coming, but the record situation improved during the latter part of April.

Among the many out-of-town visitors to the local Columbia branch during the past week were W. T. Breeze, Brooksville, Ky.; Mrs. Jeff Thompson, Lebanon, O.; J. W. Stir, manager of the Distel Furniture Co., Portsmouth, O.; N. J. Bowermeister, Bowersville, O.; Messrs. Nagel and Kenny of the Shaw & Kenny Co., Huntington, W. Va.; F. R. Follis, of the Rike-Kumler Co., Dayton, O.; E. Riker, Reiley, O., and many others.

One of the most successful and enthusiastic meetings of Columbia dealers was recently held in the Deshler Hotel, Columbus, O. About thirty dealers attended the meeting, which was in charge of Assistant Manager Smith and Salesman Kraner. The new records were played and comments invited, after which a general discussion was entered into covering many phases of the talking machine game. The dealers attend-

ing were unanimous in asking for these monthly meetings to be held regularly.

Columbia dealers in Cincinnati were greatly disappointed to hear of the cancellation of Mme. Lashanska's appearance with the Cincinnati Symphony Orchestra April 25 and 26. This was an enforced cancellation due to a nervous break-down and up to almost the last minute Mme. Lashanska hoped to be in a position to fulfill her engagement.

Another addition to the Columbia local staff is H. E. Book, master mechanic. Mr. Book has received several months' training at the Bridgeport, Conn., factory and has come to take complete charge of the mechanical department and will arrange his work so that he will be able to spend considerable time with the dealers in this territory.

Miss Carrie Althausser, for several years manager of the old Columbia retail store, but later a member of the traveling department, had an attack of influenza developing into pneumonia, from which she died while in Huntington, W. Va. Miss Althausser had been with the Columbia Co. for over seventeen years in various capacities. Funeral services and interment took place in her home town, Louisville, Ky.

Extensive alterations are taking place in the local Columbia branch to take care of increased business. The record business has grown to such an extent that one floor of the six-story building is not sufficient to contain it and an extra floor has been taken over.

Manager Sigman, of the Victor department, the Rudolph Wurlitzer Co., says: "The Victrola and record situation continues to prove somewhat embarrassing and every mail brings in new orders and inquiries. All available Victrolas were sold as fast as they came from the factory, and some purchasers who bought in December are still patiently waiting for their machines.

"The most gratifying feature of the month of April was the large sale of the better class of records. The public are rapidly becoming educated to the fact that these records have real merit, and are not the kind that they tire of quickly. April was a very satisfactory month considering the shortage."

NO TWO MASTER RECORDS ALIKE

No two master records of the same selection are ever exactly alike, according to a well-known record expert. Each musician of the band or orchestra, each time the selection is made, plays with a different degree of softness or loudness. The singer does the same thing, and this is a most important factor in the placing of the different instruments of the orchestra or of the voice. In making two records the instruments are never placed in the same position in the laboratory, and only exhaustive tests for each selection demonstrate how and where each should be played. Some records are made with one horn, some with four or five recording horns, depending on the selection and the artist and what results are desired.

The DeLuxe Stylus

The Best Semi-Permanent Needle Obtainable—Loud or Soft

With Reasonable Care

PLAYS 100 TO 300 RECORDS

No Scratch

No Hiss

Perfect Points—Perfect Tones

The DeLuxe is experiencing a Wonderful Sale
You can't afford not to carry the DeLuxe Stylus

Write now for free samples, discounts and descriptive circulars, which we furnish for your mailing list

The Duo-Tone Co.

ANSONIA, CONN.

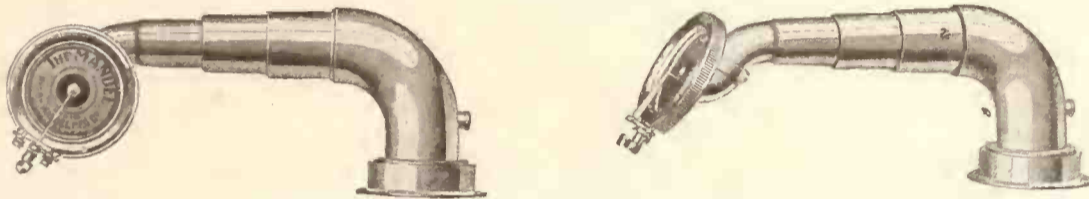
Wonderful Tone-Beautiful Cabinets-Low Price Make the Mandel "The Phonograph"

That is why more than three thousand dealers are now selling this line.

Surely there must be a reason. Who can question the verdict of approval of this large army? And it's growing larger daily.

A high-grade line of phonographs—selling at exceptionally low retail prices—giving liberal profits to the dealers—insuring complete satisfaction to every ultimate purchaser—these are but a few reasons for the great success of the MANDEL Phonograph.

Plays All Records—Beautifully



The most simple convertible reproducer made. It can be adjusted in a second for playing lateral cut or hill-and-dale records—no extra parts to change.

This is Model Number Three

It comes in Mahogany, Golden Oak and Fumed Oak finishes. The retail price is only \$125, but its massive proportions suggest a regular \$175 or \$200 instrument. Note these special features:

Felt-lined record compartment for filing fifty records, in addition to the two shelves for albums, automatic cover support, three built-in needle cups, tone modifier, cabinet beautifully finished on all four sides.

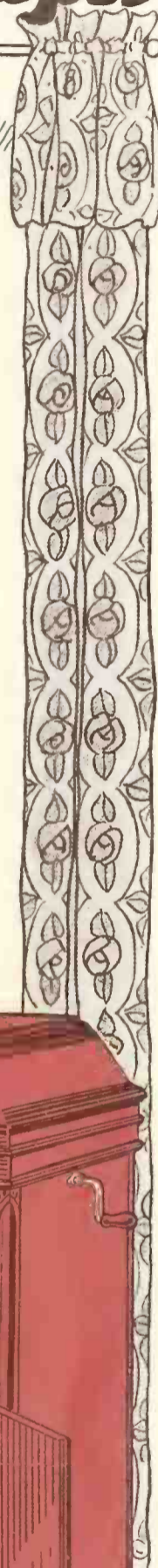
The retail prices range from \$75 to \$175; liberal discounts; liberal terms.

Write today for our attractive and co-operative selling proposition.

**MANDEL
MFG. CO.**

501-511
So. Laflin St.
CHICAGO

**Filing Space
for 50
Records**



HIGH-GRADE MACHINES HAVE THE CALL IN ST. LOUIS

Val Reis Discusses Psychology of Record Demand—Mozart Talking Machine Co. Affairs—Fitzgerald Files Bankruptcy Petition—How Caruso Has Helped Record Sales—Review of Conditions

St. Louis, Mo., May 1.—With the demand for machines and records increasing St. Louis talking machine dealers have nothing to complain about except that the still inadequate stocks deprive them of part of the benefit of the increasing demand. In machines the principal lack is still the higher-class models, and in records the lack is in the standard lines, which the factories are letting wait while they come as near as they can to supplying the call for current popular numbers. The dealers who have the best supply of high-class instruments are those who did not hesitate months ago or a year ago to order liberally even though there was at the time no telling when their orders would be filled. The bread cast upon the waters by foresighted dealers is returning now and the sales floors of such dealers are gradually filling, while the less provident dealers are still badly put to it to get enough stock to supply their trade.

Caruso has been helping record sales this week. He did not get here until to-day, but for a week his projected influence has been felt wherever records are sold in St. Louis. Caruso has been the dominant note in all the record advertising and dealers say his advent has not only greatly stimulated the sales of his own records but of other high-class records as well. For the week "class" has the right of way in the St. Louis record world. It is noticed that in frequent instances persons who are not able to get the Caruso record that they want take as a second choice something in the Caruso class rather than some popular thing. For these reasons it has been a big week for Victor records.

Val Reis, president of the Smith-Reis Co., studying the psychology of the record trade, has discovered that what might be called the incidental results of publicity and advertising are as calculable as the direct results. The incidental effects of Caruso's coming, mentioned above, have been observed by him in a less outstanding but not less positive way in his advertising. He has noted how the monthly bulletins not only result in sales of the new records, but stimulate the demand for standard stock. And when he puts an advertisement in a St. Louis newspaper featuring some particular popular record he relies upon the incidental results to pay for the advertisement and bring a profit to the store. Last week he was advertising "Smiles," and the advertising brought in a lot of buyers of "Smiles," but he did not expect the sales of "Smiles" to pay for the advertisement. What he did expect and what happened was that the "Smiles" ads stimulated interest in other records and the aggregate of sales traceable directly and indirectly to the advertising made the week's business good. This week he was boosting Caruso on the theory that activity in Caruso records would help the sale of all records. "When we boost Caruso we boost Caruso records," he said, "and when we boost Caruso records we boost all records."

A voluntary petition in bankruptcy was filed this week in the United States District Court by Joseph P. Fitzgerald, former president of the Mozart Talking Machine Co. The petition places his liabilities at \$29,795.39 and his assets at \$115. The Franklin Bank of St. Louis is the largest creditor. The liability to the bank amounts to \$21,000 on notes indorsed and cashed. The assets include 209 shares of stock in the talking machine company, which are of doubtful value, since an involuntary petition in bankruptcy was filed against the company some time ago. The assets of \$115 are made up of \$100 worth of clothes, a \$5 watch, eyeglasses worth \$5 and a \$5 pair of cuff buttons.

It is never too late to expect returns from talking machine advertising, in the opinion of J. F. Ditzel, manager of the Famous & Barr Co. music department. He thinks so because he got results last week from an advertisement more than ten years old. The Famous & Barr

Co. absorbed some time ago the business of a mail order dealer who used to advertise in the national magazines, but quit it more than ten years ago. But Manager Ditzel received an order from North Adams, Mass., for a machine that the mail order man used to advertise.

The Silverstone Music Co. has donated to the Army Hospital, recently opened in St. Louis, an Army and Navy model phonograph and a supply of records. The Silverstone Co. is awaiting shipments of the new Edison period disc models, which are to sell at \$95, \$155, \$195 and \$250. Records are being received in satisfactory volume, according to Mark Silverstone. "Till We Meet Again" came in late, but 1,500 were sold the first week. Harold Ruby, of the Silverstone Co., gave a recital recently at the Lafayette Park M. E. Church.

A. W. Roos, manager of the Columbia Graphophone Co., is spending ten days in New York.

C. R. Salmon, city salesman of the Columbia Phonograph Co., was host at the Columbia dealers' meeting at the Statler Thursday night. He played and talked the new records and explained the merits of the new No. 7 record rack. Mr. Fischer, of the Post-Dispatch, talked on advertising, and the dealers decided to do more tie-up advertising in connection with the big Columbia ads. Feist singers sang several of the popular songs which are coming out in the records, and Mr. Salmon impressed upon the dealers the great amount of publicity given to these numbers by the singers and advised them to stock well. A buffet luncheon was served. The meetings are held monthly and are proving a most interesting and valuable medium for the exchange of ideas.

Glenn Ellison and Miss Pauline Lawrence have been tone testing in the Silverstone zone to packed houses the past month. They were in St. Louis a few days ago on their way to Kansas City.

J. Fikuart, of Frankfort, Mo., an Edison dealer, and his bride were in St. Louis last week on their wedding trip.

CABINETS and TALKING MACHINES for WHOLESALERS, DEALERS, JOBBERS



We can supply you with high grade talking machines to suit your every need. While we are cabinet makers we also manufacture complete machines.

We have a large stock prepared ready for shipment to meet the requirements of the trade.

Prompt Deliveries

Inquire for Catalog and Price List of

BEN FERRARA
ONEIDA, NEW YORK

You Phonograph Dealers—

Is it possible that in your attention to other details you have overlooked a secret that is fairly *coining* money for others?

Test this for yourself.

Ask yourself two questions: “Have I the *right* instrument on my floor? And have I the happy knack of seeing its beauty and hearing its melody through the eyes and ears of my *best* customers?”

The secret of this happy knack—and it's a secret you'll find invaluable this season—will be released to readers of The Talking Machine World next month by the one Phonograph whose name really spells “M-u-s-i-c” to your customers—

—*The Nightingale*

EDITOR'S NOTE:

Readers who wish this inside information before our next issue is released, may write at once to The Nightingale Mfg. Co., at 422-426 N. Armour Street, Chicago.

\$5,000 for this big advertisement in the May 17th issue of
2,000,000 copies reach more than 7,000,000 readers

**THE SATURDAY
EVENING POST**

Get these Stasny song hits!



Every Piano Should Have Stasny Music On It

Have Stasny Music on your piano and there will always be a crowd around it. Stasny songs go right to every heart—because they're simple, beautiful, and easy to sing. Each one has a melody you will remember—a sentiment you will cherish. They are popular with everyone, so whenever you see music with the Stasny Imprint you are safe to buy it, even if the song is so new you haven't heard of it yet. Find out who is your nearest Stasny Dealer and visit his store often.

Other Stasny Favorites

- | | |
|-----------------------------------|--|
| "Evening" | "Jazzin' The Blues Away" |
| "I'm Not Jealous" | "When the 'Yanks' Come Marching Home" |
| "Just Like The Will O' The Wisp" | "Ooh La La, I'm Having a Wonderful Time" |
| "On The Bay of Biscay" | "Just You" |
| "Some Day" | "Rose Dreams" (Voc. and Inst.) |
| "It's Never Too Late To Be Sorry" | "Somebody Misses Somebody's Kisses" |
| "I Want My Old Girl Back" | "In China" |
| "Welcome Home" | |
| "Kentucky Was Lucky" | |



Chorus
Can you im - ag - ine — just a co - zy lit - tle cot - tage
Can you im - ag - ine — one just built for you and me
Copyright by A. J. Stasny Music Co.

CAN YOU IMAGINE?

All the romance that is in you will respond to the sentiment in "Can You Imagine?" Just try the melody over on your piano and see how it will haunt you. You won't be able to resist it.

TEARSTELL (the Story to Me)

The tune of this tender ballad will run through your head and steal its way into your heart. It's a song anyone can sing and everybody likes to. There should be a copy of it on every piano. Is there one on yours?



Chorus
In Ban - ga lore — I want — to be once more
Where moon beams grand form a path on the gold - en
Copyright by A. J. Stasny Music Co.

BANGALORE

All the languorous longing of the mysterious East is reflected in this wonderful Oriental number, which wafts you into the realms of fancy. You will see it on pianos wherever you go. Get it today for yours.

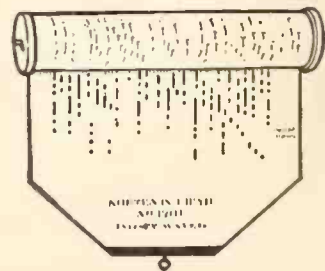


Get them from your dealer for
your TALKING MACHINE

On Sale at any Music or Department Store and any Woolworth, Kresge, Kress, McCrory, Metropolitan, Grant or Kraft Store. If your dealer is out of these Stasny Song Hits, we will send them to you for 15c a copy, seven for \$1, postpaid; orchestra, 25c each.



56 West 45th Street, New York



Get them from your dealer for
your PLAYER-PIANO

Order at once all the copies of these song hits that you think you can possibly sell—AND THEN A LOT MORE. The sales will go ahead of anything you expect. Order now—SPECIAL 7c per copy.

Gleanings From the World of Music

THE PRESENT-DAY POPULARITY OF INSTRUMENTAL MUSIC

The Part Played by the Orchestras in Winning Public Favor for Certain Compositions—Dance Craze Proves a Big Factor—Some Recent Instrumental Successes

The band and orchestra departments of the popular music publishing houses are showing greater activity than ever this season. It would appear from the results accomplished that the bands and orchestras, especially the orchestras, are becoming greater factors in the popularization of music. Not that they have not always been a force in developing the success of numbers but with the greater interest that has been shown in music they seem to have greatly enlarged the scope of their efforts and have become more powerful in advancing the interests of the popular publishers.

The publishers in the past have always first concentrated their efforts on making the song itself a success, for after all they are primarily song publishers, after which the orchestrations of the number were printed and the campaigns in those fields were inaugurated. This always appeared to be the logical step, but the greater interest that has been shown in music has brought many new developments, and from all indications the orchestra has become more active in the eyes of the publisher and this situation is being rapidly recognized.

During the past two or three years there have actually been several numbers the primary success of which must be credited to the work of the orchestras, and in at least two of the cases in question this decision is beyond dispute, inasmuch as the publishers of the numbers in question neither had the support of the concert or vaudeville singers nor did they have the cooperation of the trade. They did, however, have the fullest measure of assistance from the orchestras. This was no doubt due to the popularity of the composer of the numbers, and of course to the musical value of the selections themselves.

It is now freely admitted that the mechanical reproduction of a number does not injure in the least the sale of the song itself in sheet music form, but it was not at first so freely admitted that the record and the player-roll helped in popularizing a song. However, many of the leaders in the music publishing field have in recent years come to recognize that without doubt the mechanical reproduction of an instrumental selection does help to popularize the song and an analysis of the monthly releases of the various mechanical reproduction companies shows that there are always several numbers featured for dance. Without doubt dance enthusiasts are the most prolific of record buyers, and the majority must have the latest hits for their purposes each month. Here then is a method of popularizing music in instrumental form that would not ordinarily be open to the publisher.

Dance enthusiasts are quite critical and the selections for them are probably made with great care. If it passes their tests they, the dancers, become advertisers of the selections by humming them, by word of mouth, and by requesting them to be played when they go to places of amusement.

Probably not in recent years have there been as many instrumental successes as there are at the present time, that is to say, wonderfully big sellers and numbers whose popularity has not quickly waned. Among these are "Hindustan", "Beautiful Ohio", "Till We Meet Again", "Yearning", "Sweet Siamese", "How You Gonna Keep 'Em Down on the Farm", "Kentucky Dreams", "Indianola", "A Good Man Is Hard to Find", "Always Chasing Rainbows", "Me-ow", "Mary", "Ja Da", "Chong", "Out of the East" and the various "shimmie" selections. These

latter, however, probably have passed the zenith of their popularity and appear to have given way to selections which, to say the least, are both more musical and are more worthy in lyric form.

Men Who Make Popular Songs

No. 2—Ernest R. Ball

There is a question that has never been settled but is heard quite frequently, "Just How Long Can a Popular or Semi-Popular Composer Turn Out Successful Songs?" If there has ever been a time limit placed or if, as some hold, song writers are successful only in cycles, then Ernest R. Ball, whom we have always with us, is a living proof that all the theories in that regard are totally wrong.

One does not know how long Ernest R. Ball has been writing successfully, but despite the



Ernest R. Ball

fact that he is still a young man we have from authoritative sources that it has been a long, long time. Probably his earliest and one of his most successful works was "Love Me and the World Is Mine." This number and his "Till the-Sands of the Desert Grow Cold" have become standard, and to-day despite their age can



MY CAIRO LOVE

Another "Operastyle" Song Success by

Kerr and Zamecnik

THE GREAT ORIENTAL SONG HIT

Contracts already signed with several Talking Machine and Player Roll Companies. Ask your Jobber.

Here's a bit of the catchy refrain:

REFRAIN

My lo, pret-ty maid of
Cai-ro, Can't you bear me
sigh, oh, just for you,
Moo-ber-ber, mem-o-ries of
June dreams to see a

SAM FOX PUBLISHING CO.
Cleveland, O., U. S. A.

be found in any music store, and dealers tell us that they still have a good sale.

In speaking of his works that have become standard one must not forget "Mother Machree," nor for that matter "A Little Bit of Heaven," the former of which is always a welcome addition to any program, and always receives a rousing reception.

It can be said without contradiction that Ernest R. Ball is one of the best-known composers of the time. Many of his works seem destined to live forever, and in addition he appears to have the faculty of writing numbers that are appropriate to the moment.

The following is a list of Mr. Ball's old, best and latest hits: "Will You Love Me in December?" "In the Garden of My Heart," "My Dear," "Turn Back the Universe," "Roll on, Oh Beau"
(Continued on page 86)

STERN'S BIG "TEN"

HIT No. 1	"EV'RYWHERE THAT WILSON GOES" Some Roaring Song	HIT No. 6	"I'M GLAD I CAN MAKE YOU CRY" Some Waltz Song
HIT No. 2	"ALL THOSE IN FAVOR SAY AYE" Some Lodge Song	HIT No. 7	"INDIANOLA" Some Novelty Song
HIT No. 3	"WAIT AND SEE" Some Waltz Song	HIT No. 8	"PAHJAMAH" Some Oriental Song
HIT No. 4	"TEARS OF LOVE" Some successor to Smiles	HIT No. 9	"KENTUCKY DREAM" Some High-Class Waltz Song
HIT No. 5	"OH HELEN" Some Comedy Song	HIT No. 10	"MY GAL'S ANOTHER GAL LIKE GALLI-CURCI" Some Wonderful Song

THESE NUMBERS CAN BE OBTAINED IN

RECORD, PLAYER ROLL AND SHEET MUSIC FORM

PUBLISHED BY

JOS. W. STERN & CO.

105 WEST 38th STREET NEW YORK CITY

THIS BIG AD. WILL

FROM the Viewpoint of an advertiser, this ad. is a knockout! It has the power, the undeniable merchandising power, to sell Sheet Music and records big!

From the Viewpoint of an accountant, this ad., in the May and June issues of the country's big magazines, means thousands and thousands in real cash—the most costly campaign in the history of Feist advertising.

THOMAS EDISON in his message to American Business Men says, "Go Ahead!" We go a bit further than Thomas Edison—We say, "Go ahead—GO OUT—and GO AFTER!"

We're going ahead with big plans to prove that when we say, "You can't go wrong with any Feist Song"—we mean Records and Player Rolls—just as we mean Sheet Music.

We're going out with thousands and thousands of dollars in country-wide powerful advertising to put across two of the most wonderful songs that ever came down the pike.

We're going after 100% results for this advertising by backing it up with all the power of our song-boosting organization. This means that singers in theatres, singers in restaurants, talking machines and player-pianos—all will hook up to this advertising!

HOW ABOUT YOU!

The point is—will you hook up to it? We believe the Record and Roll field is like an unexploited gold mine, a gold mine in your own community, your own shop, that has never been properly touched. We are ready with tens of thousands of dollars to go after it. Are you ready with your co-operation to go after it with us—and share the returns?

We have selected, to head this big campaign, two of the most beautiful, most powerful songs that ever bore the Feist imprint. "Campfire"—if our many years' experience as music publishers has taught us anything—is a sure hit. "When You Look in the Heart of a Rose" is already a sweeping success, the song hit of the biggest show hit in America, "The Better 'Ole," now being played by five companies all through America.

Look at the ad. that will run in all big American magazines, consider the real cash behind this campaign—then decide you are going to be in on the returns. Co-operate! Stock up with the Records! Boost them! Display them! Talk them! —and they'll bring home the bacon!

LEO. FEIST, Inc. FEIST BUILDING 231-5 West 40th St. **NEW YORK**

You'll love

Refain
Come where
fire-flies are bear
There I'll be v
© LEO FEIST, INC. (TRY

"BY THE CAMPFIRE"

Beautiful Song and Dance Number

THE warmth of a sunbeam—the cheeryness of a smile—the delightfulness of recreation—steal into your heart through this beautiful new songhit.

Eyes brighten and hearts lighten at the wistful melody of "By the Campfire"—a melody whose lure is equally fascinating alike for dancing and singing. "By the Campfire" is spreading through all America, a hit of the hour in theatre, home and restaurant, on piano, playerpiano, or talking machine.

Whenever you go where the play these wonderful songs. playerpiano or

OTHER FAMOUSLY BEAU

(Melody Ballads)

- "Sing Me Love's Lullaby"
- "How Can You Tell"
- "Your Heart is Calling Mine"
- "The Radiance in Your Eyes"
- "Waiting for You"
- "The Land of Lullaby"
- "Give Me All"
- "Little White"
- "Persian Mo"
- "Love Here I"
- "Keep all you"
- "Margery Gr"

On sale now wherever good music 35c a copy, any 3 for \$1.00

"You Can't Go Wron

LEO FEIST, Inc., Feist Build

WHEN YOU LOOK IN THE H

Refain BY MARIAN GR

Dear lit-tle rose, with your heart of
rose, may your pe-tals fold,
trust you to keep. Deep in your h
© LEO FEIST, INC. (TRY THESE FEW BARS ON

You can get YOUR share of this Big Campaign by Displaying Music, Records and Roll

Reach Eighty Millions!

What is YOUR Viewpoint? Isn't this ad. worthy of your solid co-operation? Isn't it worth backing up? It has the enthusiastic support of our entire organization, from Sales Manager to Sales Checker—we know it will go over big!

Go over with it! Go over your Record stock to-day. See that you have plenty of Records in stock, then make a "Big Noise" about it—so that the people will know YOU have them.

These Songs

THE CAMPFIRE

BY MABEL E. GIRLING AND PERCY WENRICH

camp-fire is gleam-ing, Come where the
Down where the riv-er is stream-ing by—
ing for you, wait-ing where the flames are glowing—
(A FEW BARS ON YOUR PIANO)

WHEN YOU LOOK IN THE HEART OF A ROSE

Wonderful Melody Ballad

As you drink in the exquisite melody of "When You Look in the Heart of a Rose"—as the charming chords etch themselves deep in your heart—you "feel good all over" with a happy spirit that inevitably brings a smile, a warm heart and a good nature. "When You Look in the Heart of a Rose" is an inimitable blend of wonderful melody and beautiful words. It is the songhit of that big showhit, "The Better 'Ole," famous all over America.

For this music, ask the leader to get them for your home piano, gramophone or talking machine.

OTHER SONGS YOU'LL ENJOY:

(Instrumental Numbers)

- "Syria" Oriental Fox Trot
- "Djer-Kiss" Waltz
- "By the Campfire" Fox Trot
- "Aloma" Oriental Fox Trot
- "Bluin' the Blues" Fox Trot
- "Belles of Bagdad" Oriental

Record or we will supply you direct at gramophone and orchestra, 25c each

with Any Feist Song"

New York City

HEART OF A ROSE

BY FLORENCE METHVEN

gold, Dear lit-tle
se-cret sweet I will
fill re - pose.—
(PIANO)



Watch the May and June Issues of These Big Magazines

- | | |
|-------------------------|--------------|
| American | Cosmopolitan |
| Ladies' Home Journal | |
| Everybody's | McClure's |
| Motion Picture Magazine | |
| Photoplay | Red Book |
| Woman's Home Companion | |
| Theatre | Life |
| Motion Picture Classic | |
| Metropolitan | McCall's |
| Pictorial Review | |
| Collier's | Judge |
| Woman's Magazine | |
| Delineator | Leslie's |
| People's Home Journal | |
| Literary Digest | Designer |
| Good Housekeeping | |
| Saturday Evening Post | |

They're All Advertising

"BY THE CAMPFIRE" "HEART OF A ROSE"

AND OTHER

"Feist" Song Successes

of "By the Campfire" and "When You Look in the Heart of a Rose." Will you do it?

GLEANINGS FROM THE WORLD OF MUSIC—(Continued from page 83)

MEN WHO MAKE POPULAR SONGS

(Continued from page 83)

tiful World," "Who Knows?" "All the World Will Be Jealous of Me," "Baby Rose," "Lady Angeline," "When Irish Eyes Are Smiling," "To Have, to Hold, to Love," "She's the Daughter of Mother Machree," "You'll Be There," "Good-bye, Good Luck, God Bless You," "My Rosary for You," "My Sunshine Jane," "Dear Little Boy of Mine," "You're Making a Miser of Me."

ADVERTISING HELPS MUSIC SALES

Printers' Ink Points Out Effective Results of National Advertising Campaigns Carried on by Prominent Music Publishers

Some interesting comments upon the manner in which the music publishers, through national advertising, have been able to create a demand for their hits almost simultaneously throughout the entire country appeared recently in Printers' Ink and are as follows:

"The Schoolmaster has enjoyed reading many erudite articles in his (as the newspaper funny columnists would say) favorite periodical, on the sectional demand for merchandise. And lunching with several executives at the Victor Club at Camden recently, he projected the subject into the sprightly conversation.

"Where does jazz reach the pinnacle of its syncopated popularity? In what sections do the 'blues' most make their haunting indigo appeal? Do farmers like grand opera and are ukulele melodies played by record on the beach at Waikiki?

"This is what the Schoolmaster was informed: There is a deep religious strain throughout the Central West and parts of the South, which manifests itself in an unquenchable demand for sacred records, such as 'Abide With Me.' But in curious contrast, the South also furnishes the most voracious market for jazz. In Texas they like both jazz and 'blues'—but there is little liking for such giddy melody in Virginia. The appreciation for grand opera and alleged highbrow offerings is most evident in the East and California. The big city stores are kept working overtime wrapping up dance records—and where do you think the Uncle Josh rube monologues go best?

"Right! The rural neighborhood and country hamlet get the most fun from satires on the hick of days gone by.

"Your preceptor was also interested in a commentary on the efficacy of advertising indicated by the simultaneous introduction of new popular song records. Before sheet music was nationally advertised, it took a period of several months for the latest Broadway melody to percolate to the remote corners of this mammoth continent. A song that made a hit in New York would result in a run on the local Victor shops—but the zenith would not be achieved in Chicago until three months afterwards, and perhaps six months would elapse before it was asked for in the stores of San Francisco.

"But now the demand springs up with mushroom growth—simultaneously wherever the particular selection is likely ever to be popular. Part of this is due to increased public travel. But most of it can be attributed to the national advertising of sheet music."

Everyone SINGS **FIFER SONGS** Everyone SELLS

WONDERLOVE

Waltz—Serenade

a high-class waltz song by Harry D. Kerr and H. Joseph Tandler, of Los Angeles Symphony Orchestra.

"I'VE GOT A LITTLE HOME IN THE COUNTRY" the natural hit, a lyric and a melody that young and old cannot resist.

"WHEN YOU'RE LONELY"—(Won't you come back to me) a syncopated ballad. It prompts a tear and tickles the toe at the same time. Featuring Ruth Clifford—Movie Star.

"CLOVERTIME"—A Tingling tantalizing tempo.

"HAPPY DAYS"—(a water wagon wail) accepted by Theatre Owners' Ass'n of Los Angeles as official song.

"THE BUSTED BLUES"—A razzzy-jazzy funny no money blues.

"JUST FOR A PLACE IN YOUR HEART"—A popular-priced waltz song of the better sort.

C. ARTHUR FIFER MUSIC CO., Inc.
Quincy, Ill., U. S. A.

Why We Can't Get Along Without Popular Songs

By Walter E. Colby, Editor of the "Tatler"

Did you ever stop to think what a somber world this would be without popular songs? Have you ever realized the really important part that these songs play in the life of the people and the nation; how they both reflect and influence public opinion and mood?

Take the popular war songs, for instance. After the late war started there was strong opposition to our getting mixed up in it. War seemed an abhorrent thing and the song, "I Didn't Raise My Boy to be a Soldier," not only reflected the public opinion of that time, but helped to sustain the people's determination not to become embroiled in the terrible conflict. Later, when Germany's deeds made it necessary for us to take up arms, the inspiring martial strains of "Over There" stirred the people to great outbursts of patriotism; helped to raise Liberty Loans and send our soldiers to victory.

As things grew more serious and threatening, the more the demand grew for livelier songs. They helped keep spirits up. Look what "Tipperary" did for the English Tommy! And when our boys sailed away you didn't hear them singing, "How Can I Bear to Leave Thee?" Not much! It was "Where Do We Go From Here, Boys?" And for some time after the American soldiers got to France the people over there thought our national anthem was, "Hail, Hail, the Gang's All Here!" Those popular song

slogans did their little bit in helping people help win the war.

"Marching Through Georgia" was a popular song at the time of the Civil War and for that matter our national anthem was so considered at that time, although now it has acquired a more dignified standing.

In peace times the popular song is an equally important factor in human affairs. Millions of dollars are invested in their production, billions of copies are sold yearly, and wherever you go, whichever way you turn you hear them played, sung or whistled.

In fact, they provide so much wholesome and welcome entertainment, diversion and amusement for the majority of people that we wouldn't be at all surprised to see the persons who are pushing the prohibition of wines, tobacco, tea, coffee and everything else that tends to furnish a little joy and comfort in this vale of tears—we say we wouldn't be at all surprised to see these persons start a campaign against popular songs.

Why not? They're a source of innocent enjoyment, so why let 'em live? They provide amusement and therefore they are wicked! Why should a man whistle when his day's work is done? He should go on working and thinking of serious things. No woman should sing a popular air around the house, it impairs her efficiency as a housewife. We'd hate terribly to hear our wife singing, "When You See Another Sweetie Hanging Around." We'd be afraid it might make her fickle. Why should anyone play a lilting melody on the piano when there are hymns to be had? And jazz! Ye gods! Perdition simply yawns for the jazz fan!

So we may expect the following amendment proposed by those who are trying to make a sewing circle out of our well-known globe:

"No song, selection, tune or musical composition whatever of a popular nature shall be written, bought, sold, sung, whistled, played, exported or imported within the confines of the United States.

"On certain occasions that shall be specified by statute, such as New Year's, signing of an armistice, or the permanent retirement of W. J. Bryan, musical selections containing no more than 2½ per cent. of syncopation may be rendered by properly licensed persons.

"Congress shall have power to enforce by appropriate legislation the provision of this article." This will be the nineteenth amendment. YES, IT WILL!

What More Can You Ask

All the features that go to make a talking machine Profitably Salable you will find as regular equipment of Magnola: "Built by Tone Specialists."



Watching the Music Come Out

Complete description of all these features is to be found in our handsome illustrated catalog, which we should like to send you. May we? Ask us to tell you our plans for your benefit!

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

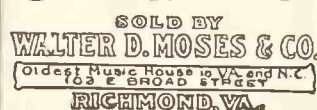
"MAGNET" DECALCOMANIE NAMEPLATES



FOR TALKING MACHINE CABINETS ETC.

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

SMITH-SCHIFFLIN CO.
126 Liberty Street New York City



When You See the Name



Be instantly reminded of the most beautiful music that memory calls to mind. The ability to accomplish this "LIVES IN THE TEL-O-TONE" and explains the instantaneous and enthusiastic reception accorded this remarkable, *REAL MUSICAL INSTRUMENT* wherever demonstrated.

"THE SOUL OF THE MUSIC DWELLS WITHIN"

Have You Heard It?
It
"Tells-of-Tone"

Finish
Mahogany
Golden Oak
Fumed Oak

ONE OF OUR
5 BIG
CONVINCING
REASONS



ENCORE
\$170

Genuine Music
Devoid of
"Rasp" "Scrape"
and "Bellow"

Cabinet Dimensions

Height: 51 Inches
Width: 24 Inches
Depth: 26 Inches

4 OTHERS

At \$90.00
\$120.00
\$140.00
\$200.00

ENCORE—This popular model is splendidly finished in Mahogany, Golden Oak and Fumed Oak and equipped with the *Tel-o-Tone* Super-Strength Motor. This motor (Style "CE-P") is high class, quiet and dependable. The Brakes are a perfect Automatic Stopping Brake and a standard Motor-Board Table Brake. "The Soul of Music" Tone Chamber is invariably a part of the Encore equipment. The *Tel-o-Tone* Tone Arm and Diaphragm of improved Selective Type reproduces perfectly, without extra attachments, all makes of Lateral and Vertical Cut Records, using ordinary steel needles. The interior of this model contains Special Record Album Filing System with abundant space. The cover is supported by an Automatic Spring Balance Dome or Lid Support. All metal parts of the Encore Models are heavily nickel plated.

THINK WHAT THIS MEANS TO SALES-RESULTS

In Critical Comparison

In Any Competition

In Any Competitive Company

*We desire to tell Live-Wire dealers MORE in our New Illustrated Catalogue.
May we send you full particulars at once?*

WRITE TODAY!

THE WESTERN NEWS COMPANY, 21-29 East Austin Avenue, CHICAGO, ILL.

TRADE FLOURISHING IN CONNECTICUT

Dealers Throughout the State Report Enormous Demand for Leading Machines and Records—
A Newsy Budget That Tells the Tale

NEW HAVEN, CONN., May 6.—Talking machine business in this section of Connecticut is flourishing just now and there is not a dealer handling the better known lines of machines and records who would not be able to dispose of considerably more stock if he could obtain it from the factories. However, both machines and records are beginning to arrive in larger quantities and the general outlook is exceedingly bright.

The Pardee-Ellenberger Co., Edison jobbers, with the co-operation of their dealers have recently completed a series of tone tests, participated in by the Edison artists, Miss Ida Gardner, contralto concert soloist, and Harold Lyman, one of America's foremost flute soloists.

The tone tests were rendered in South Norwalk, Bridgeport, Ansonia, Cheshire, Waterbury, Bristol, Stafford Springs and Danielson, Conn., also in Turner's Falls and Webster, Mass. The dealers reported that the demonstrations were most novel and were enjoyed by large and appreciative audiences.

The Edison Shop, under the supervision of H. L. Ellenberger, is in the midst of a specialization sale of two weeks' duration, featuring the Sheraton model, of which type they had secured a carload shipment. A unique window display was observed, showing a large-sized painting of an American Railroad Express car well packed with Sheraton models, and several packing cases containing instruments, placed in the show window to give the effect of being unloaded from car. Mr. Ellenberger reports a good demand for all Edison models and for the Sheraton model in particular.

Edward Gallo, vice-president of the Horton-Gallo-Creamer Co., Victor jobbers, reports that the demand for Victor product exceeds, to a large degree, the present supply.

Howard Graff, Horton-Gallo-Creamer Co.'s popular salesman, says that he finds business very good throughout his territory, most dealers informing him that they could double the amount of their business if it were possible to secure more goods.

H. L. Moorey, recently appointed manager of the Columbia Co.'s wholesale branch, is exceedingly busy at his desk and with occasional trips to the factory. Judging from conversations with several of the exclusive Columbia dealers

throughout the territory, Mr. Moorey's ideas and plans for service to these dealers are interesting, and it is the consensus of opinion that the Columbia interests will be well cared for.

The Grafonola department of the Edward Malley department store, one of the most attractive talking machine parlors in the city, is flourishing under the capable management of Miss M. O'Brien, who has been connected with this department since its inception in 1915.

W. E. Fulton, manager of the Calder Shop, the exclusive Victrola shop of New Haven, and whose motto is "Victor Victrolas and Victor Records Exclusively," says that the demand for Victor product greatly exceeds their present supply and their one wish is for more machines and records.

T. A. Clarke, manager of the Vocalion department of Chamberlin Furniture Co., reports an ever-increasing sale of Aeolian-Vocalions and Vocalion records.

John Duncan, manager of the department in the Gamble-Desmond store where are shown a goodly number of Brunswick and Pathé instruments in the elaborate surroundings, reports these instruments with the Pathé records experiencing a flourishing sale.

L. P. Cornet, who was actively engaged in the talking machine business in this city for several years, was a recent caller upon the trade, who are looking forward with considerable interest to the appearance of a new semi-permanent stylus which Mr. Cornet intends to place upon the market in the near future.

A PROGRESSIVE BUFFALO MAN

Charles F. Hoffman Has Built Up a Large and Successful Trade in Northern New York—Has Built Up a Very Strong Organization

BUFFALO, N. Y., May 5.—One of the most popular, wide-awake and progressive music dealers in this city is Charles F. Hoffman, head of the Hoffman Piano Co., 696 Main street. He has been associated with the piano business all his life, and started business for himself with a stock of five pianos at 943 Main street in November, 1908.

At the present time his establishment occupies a floor space of approximately 5,000 square feet, and in addition to handling a high-class line of pianos the Hoffman Piano Co. has been appointed jobbers for the Okeh record line; also handling Sonora and Brunswick phonographs and Emerson records at retail.

Lionel M. Cole, formerly traveling representa-

Specialized Manufacturing Production for the Phonograph Trade



"They buy at a place where prices compete, where Quality must always excel."
One only of the reasons our business is growing. "We serve all our customers well."

NEEDLE CUPS, BRAKES, COVER SUPPORTS, REGULATOR DIALS, etc.

What Is Your Need?

Correspondence invited—
Orders promptly attended to

60 Grand Street New York City

tive for the Gibson-Snow Co., New York State distributors for Sonora phonographs, is in charge of the phonograph and record depart-



Chas. F. Hoffman

ments, wholesale and retail. Mr. Cole also handles the advertising for the Hoffman Piano Co., and is achieving splendid results as floor manager. Harry G. Conger, sales manager of the



Front View of Hoffman Piano Co. Store company, has been associated with Mr. Hoffman for many years. Frank H. Walpole is in charge of the credit department, and the members of the sales staff are Ernest F. Kries, F. Asmus, Jr., and Gerald Hickey.

The Sona-Tone Phonograph Co. has leased offices at 110 West Fortieth street, New York.

Dear Mr. Dealer:

You have customers for \$85.00 Phonographs

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

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

ANNOUNCING

a change in name

WE have found it advisable, owing to the fact that there is another phonograph with a name somewhat similar in character to Belcantola, to change the name of our machine. In the future our Phonograph will be known, advertised, and sold under the name of

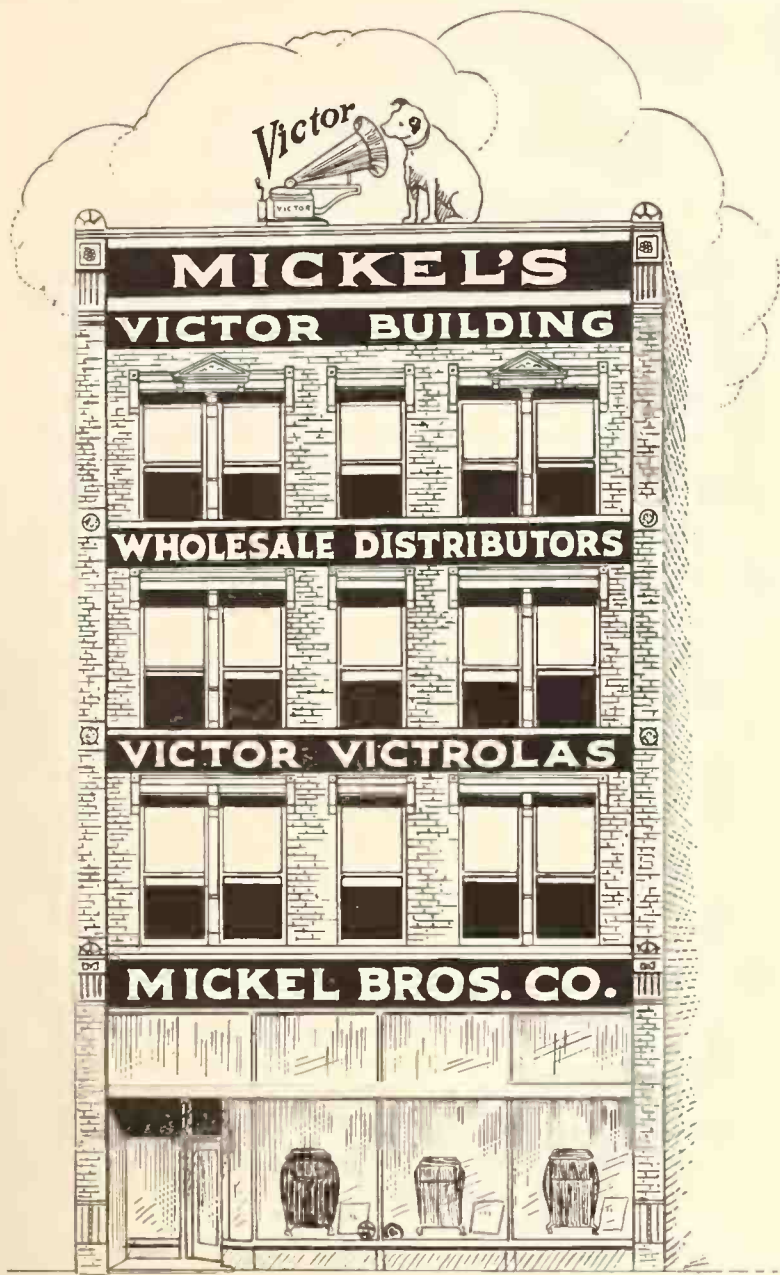


The machine remains the same. The former quality, workmanship, tone and finish—all are identical to the phonograph which has sold so successfully in the past under the name of Belcantola.

And as before, this machine is still an attractive proposition to jobbers and dealers who are looking for a high-grade phonograph to sell on an exclusive-territory basis. Write for details.

THE BELCANTO CO., Inc.

2007 B Bush Terminal Sales Building
130-132 West 42nd Street, New York



Here is our new Omaha Building

It's large enough, we trust, to accommodate our rapid growth for several years at least. It's built to stock the immense supply of Victrolas, Victor Records and Victor accessories our trade demands.

There are four floors and basement to the building, and every idea of equipment that would facilitate office work, stock keeping and shipping has been incorporated.

A Reception Room which visiting Victor dealers may make their very own is one of the features of our newer building—A decided innovation, however, is our "Service Room"—a sort of an advertising office—an exchange wherein are brought together all of the new publicity plans and selling stunts of the Victor business.

All this is yours, Mr. Victor Dealer, and we want to "show you through" from "A to Z" the very next time you are in Omaha.

Here's the Modern, Roomy Building We Already Have in Des Moines

"Service" in Mickel's case, at least, spells success. Victor Dealers admire the way we jump at a chance to please them.



Situated, as we are, in the two gateways of the Corn Belt, we can fill your wants from either our Omaha or Des Moines house.

MICKEL BROS. CO.

"Everything for the Victor Dealer"

Omaha, Neb.

Des Moines, Ia.

New Omaha Building at 1414-1416 Harney Street
Des Moines, Ia., House at 411 Court Avenue



SAN FRANCISCO TRADE MAKING GREAT STRIDES

Leading Dealers Report Careful Buying But
Volume Is Large—Period Styles Win Favor—
Stern Corp. Anniversary—Latest News

SAN FRANCISCO, CAL., April 28.—While business has not been rushing the last month the general average of activity points to a normal condition in the trade, despite the competition with the Victory Liberty Loan. There is very little reckless spending now in comparison with two years ago; well-paying jobs in the industrial plants are not so easy to get and hold and hence the workers are inclined to be more conservative in manipulating their wealth. The record business is encouraging all along the line and the success of new makes of records is little short of marvelous, considering the established reputation of the old standard makes.

Showing OkeH Lines

L. R. Gruen, Pacific Coast manager for the Otto

Heineman Phonograph Supply Co., is back in the San Francisco office after a trip to the southern end of the State. He says the Heineman lines were well received in Los Angeles and San Diego and that business has been most favorable at all the principal Coast cities. Mr. Gruen will make a trip to the Northwest early in May. The San Francisco office now carries a sample line of the OkeH Talking Machine made exclusively for the foreign export trade. Four sizes are shown. There has arrived also a large stock of OkeH records to supply rush orders on the Coast.

Use Windows During Parade

The four large windows of the San Francisco office of the Heineman Co. face Market street

NO STAINS IN OUR DIAPHRAGMS OF BEAUTY

THE INTERNATIONAL MICA COMPANY

Factory, 37th and Brandywine Streets Office and Sales Department, 1228 Filbert Street
PHILADELPHIA

and during the monster parade on April 22, the special holiday for welcoming home the California fighters who distinguished themselves at Argonne, Mr. Gruen entertained a number of guests at the office, from which an exceptionally fine view of the parade was possible. The windows were lavishly decorated with flags and "Welcome Home" banners.

E. C. Johnstone Entertains Staff

In appreciation of the earnest co-operation of his staff in making the first quarter of the year such a signal success E. C. Johnstone, manager of the Sonora Phonograph Shop on Stockton street, entertained the entire force at a dinner and theatre party a few weeks ago. The dinner was preceded by a business meeting at which the means and methods best suited for merchandising were discussed. The dinner was held at Tait's Cafe and after the dinner the party adjourned to the Columbia Theatre.

Display of Edison Period Designs

The Edison Shop this month is featuring in the show window phonographs in the beautiful and dignified William and Mary style. One of the most marked advances in the talking machine business the last year has been in the improvement in cabinet designs.

Men Back From Service

Robert Cannon, of the talking machine department of Sherman, Clay & Co., returned with the famous 363rd Regiment of the 91st Division, A. E. F., on April 22. He was one of the fighters who served in the big doings at Argonne. Martin Klein, of the talking machine department of the Wiley B. Allen Co., is another war hero to return on April 22. He served in France with the 347th Artillery, saw activity at Argonne and was away a year and a half. J. J. Black, of the Wiley B. Allen Co., who is serving as a yeoman in the Navy Department at the Union Iron Works, expresses himself as being so fascinated with the service that he is considering seriously the matter of re-enlisting.

Byron Mauzy Makes Improvements

Byron Mauzy has worked out a plan whereby the merchandising of talking machine goods is expected to be facilitated somewhat. The main floor is now largely devoted to talking machines and demonstrating rooms, several new sound-proof rooms having just been built in, and the arrangement is such that each make of talking machine is segregated. By displaying and demonstrating each make under conditions best suited to bring out its strong points Mr. Mauzy believes the general volume of business will be increased and customers given the greatest satisfaction.

The record sales alone of the San Francisco branch of the Columbia Co. during March were as great in value as the total business of the office for the same month a year ago. This month was the second largest in the history of the office.

Celebrates Third Anniversary

Frederick Stern, president of the Stern Talking Machine Corp., gave a dinner to his employes on April 15 at the Palace Hotel. The affair was to celebrate the third anniversary of the company's business career and in appreciation of the guests for the part they have played in making the enterprise a success.

Attend Rotary Club Convention

Byron Mauzy and family and Charles Mauzy and wife made a party on a trip to southern California during the latter part of April. The

A WINNER

The "BEST" semi-permanent

Stylus

Loud or Soft

Plays 100 to 300 Records

NO SCRATCH

NO HISS

PERFECT POINTS — PERFECT TONES

It has achieved instantaneous success.

Cranks on Tone, who have used every needle, are now Perfectly Satisfied with

The "BEST" semi-permanent
Stylus

Not a camouflaged needle. You will not need a magnifying glass to determine its superiority.

A trial will convince the most skeptical.

Write now for free samples, discounts and descriptive circulars, which we furnish for your mailing list.

*Exclusive jobbing territory granted and
protection given*

The Ansonia Needle Co.

ANSONIA

CONN.

Die Cast Tone Arms, Reproducers
and Attachments in any Quantity

PARKER WHITE-METAL & MACHINE CO.
ERIE, PENNSYLVANIA

objective of the excursion was the convention of the Rotary Club at San Diego. They were entertained several times by members of the music trade at various cities on the route.

Incorporated for \$40,000

The Oakland business of the Stern Talking Machine Corp. has been capitalized independently for \$40,000 and is to be operated under the title of the Rex Phonograph Co. L. Bloom, who helped launch the Stern establishment at San Jose, is in charge of the Oakland store. Mrs. L. E. Cook, the former Oakland manager, has been transferred to the San Francisco store where she will be assistant sales manager.

Annual Picnic on May 4

The Employees' Association of the Eastern Outfitting Co. has planned to hold its annual picnic at Pinehurst on May 4. A Columbia Grafonola will be one of the prizes for the contests arranged.

Live News Boiled Down

F. K. Pennington, assistant general sales manager of the Columbia Graphophone Co., was a visitor to the San Francisco office about the middle of April. He was met at Los Angeles by Nathan Milner, the San Francisco manager, who went south for that purpose.

The Leonard Piano & Music Co. of Miami, Ariz., has been made the Arizona distributing point for the phonograph accessory lines handled by Walter S. Gray of San Francisco. Mr. Leonard concluded the deal on a recent visit to Mr. Gray in San Francisco.

Omer N. Kruschke, manager of the Western Phonograph Co., San Francisco, has returned from an extended trip through his territory in the South and he is much gratified by the favor accorded to Pathé merchandise.

F. B. Travers, Pacific Coast manager of the Sonora Phonograph Co., stopped at the Sonora factory at Saginaw, Mich., on his return trip from the convention of the company's sales managers in New York. He says the outlook for Sonora business on the Coast is brighter than ever in view of the splendid productions being turned out at the factories.

NOW EXCLUSIVELY WHOLESALE

Knickerbocker Talking Machine Co., Inc., Makes Debut on May 1—Trade News Service Makes a Decided Hit With the Retailers

On May 1 I. Davega, Jr., Inc., became the Knickerbocker Talking Machine Co., exclusively wholesaling Victor merchandise. Finishing touches are now being put on their new building at 138-140 West 124th street, which is expected to be one of the best-equipped and most attractive wholesale warerooms in the country. The May issue of Trade News Service has been issued. This monthly publication is sent out each month by the Knickerbocker Talking Machine Co. and is in itself a valuable help to the Victor dealer. Many congratulatory letters have been received relative to the April number, which was the initial issue. The leading editorial in the May issue is headed "Bigger Victor Business" and succeeding articles deal in detail with window dressing, advertising, repairing and the mailing list—all of these subjects being part of Knickerbocker service. Another article of particular interest is one on "Quality, Value and Price." The hearty manner in which the first two issues of this paper has been received assures a bright future for it. It is planned to publish it each month.

STEINOLA CO. WAS NOT RESTRAINED

The Steinola Co., Inc., Kansas City, Mo., advises The World that the recent action brought by Steinway & Sons and reported in this paper was to prevent the registration by the Steinola Co. of the name "Steinola" as a trade-mark on talking machines. The Examiner of Interferences of the U. S. Patent Office decided in favor of Steinway & Sons, and refused the application to register the name "Steinola," but inasmuch as no court action was taken the Steinola Co. states that the report that it had been restrained from using the name was erroneous. A restraining order can only be issued after a court action.

GREAT RECORD OF UDELL WORKS

First Manufacturing Concern in Indianapolis to Go Over Top for Victory Loan—Reduce Working Hours in Factory Voluntarily

INDIANAPOLIS, IND., May 5.—These are busy times at the Udell Works in this city, not alone in keeping up production to meet an unprecedented demand for Udell talking machine record and music roll cabinets, but in taking care of the company's Victory Loan quota. In the latter connection it is to be reported with pride that the Udell Works was the first manufacturing concern in this city to go over the top for the Victory Loan, the subscriptions being already ahead of the total of the Fourth Loan and still growing.

Incidentally it is interesting to note that beginning May 1 the working time in the Udell factory will be cut from fifty-five to fifty hours per week, without any cut in wages. This is a voluntary act on the part of the company, who believe that their workmen will be able to keep up and even increase production on the shorter hour basis. The employes are distinctly enthusiastic over this voluntary act of the company, and increased efficiency is sure to result.

The demand for the Udell Blue Book, showing the various new styles of cabinets with descriptive matter, has been so great that a second edition has become necessary and is now on the press.

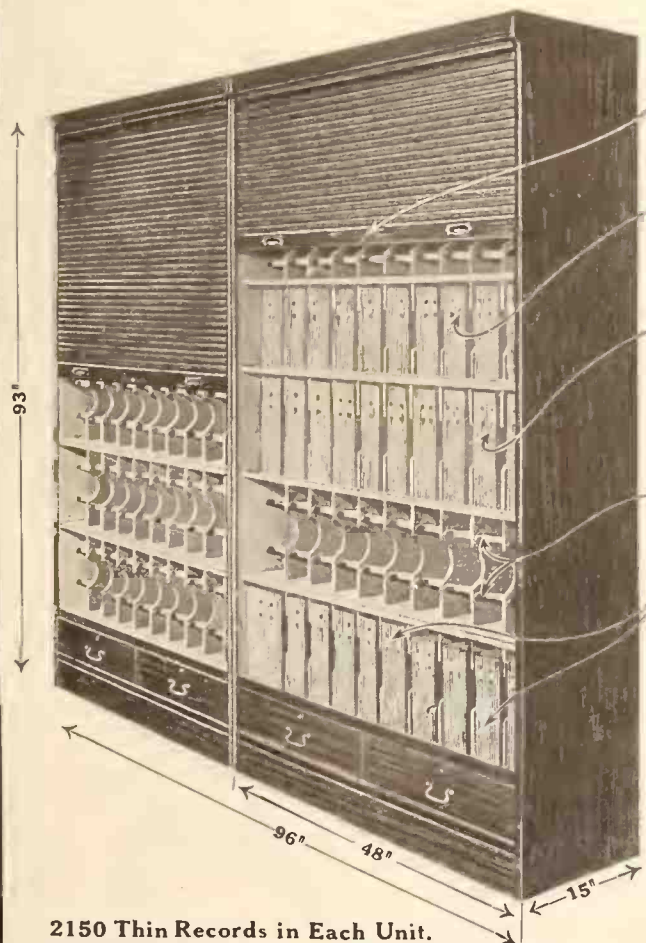
SELF-SERVICE PHONOGRAPH CO.

The Self-Service Phonograph Co., Manhattan, has been incorporated at a capital of \$10,000 by F. Henerick, R. Thornbury and W. H. Hillger, 115 Broadway, New York.

WATCH FOR SUMMER TRADE

They'll be canoeing on the lakes and rivers shortly. They're good prospects for talking machines and records.

GUARANTEED



2150 Thin Records in Each Unit.
4300 Records in These 2 Units Illustrated.

WRITE FOR CATALOGUE

Ogden Sectional Cabinet Co., Inc.
LYNCHBURG, VA.

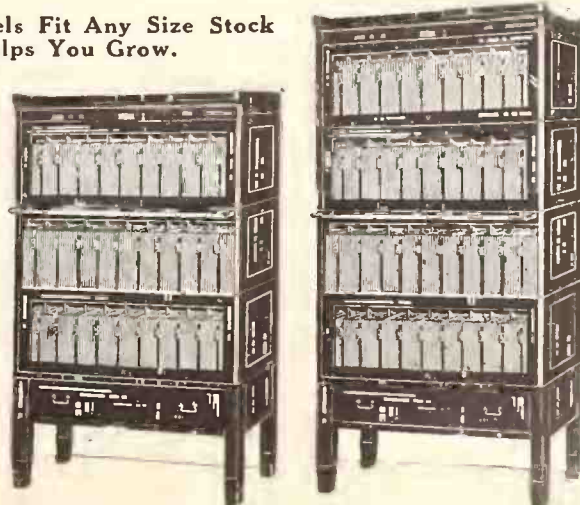
**File Your Records
So You Can Sell Them**

This System pays for itself in six months.
Automatically Re-orders All "Sold Out" Records.
Every Record Located Instantly as Simple as 1-2-3.

PRICES, Models No. 2150 D. D. and L. C.
(PATHE MODELS SPECIAL)

- OAK { Locking Wood Roll Curtain \$70.00
- { Spanish Leather Roll Curtain 60.00
- BIRCH MAHOG. { Locking Wood Roll Curtain 75.00
- { Spanish Leather Roll Curtain 65.00

Sectional Models Fit Any Size Stock and Helps You Grow.



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 \$6.00, Mah. \$6.25
Base	Oak 5.00, Mah. 5.25
Top	Oak 2.50, Mah. 2.75
Roll Curtain for complete Unit,	3.00

The Feather or the Point?

Some people were inclined to be incredulous until they had the opportunity to actually inspect *Uniform* Needles.

And you would do as have all who examined them — marvel at the marked superiority of the ball point *Uniform* over the ordinary steel needle.

Every *Uniform* Needle is finished mechanically in point *before* it is given a lustre. In the case of all other steel needles the quality of the point depends wholly on the length of time given to the polishing operation.

Is it any wonder you many times have a feather instead of a point?

And—unfortunately—you can tell *only* when you put the needle on the record, and then the inevitable apology to your customer. "The needle is bad." Have you ever heard this expression in your own store?

You will find you never have to apologize for *Uniform* Needles, for you *always* get the point and not the feather.

Can we prove it to you, too?

Uniform in point
Uniform in length
Uniform in finish
Uniform in Quality



CONDON & Co., INC., *Sole Agents*
Fifth Avenue Building, New York City

What one Dealer told me

He was demonstrating with his most expensive instrument. All his enthusiasm had gone into his praise and admiration of the beautiful voices about to be reproduced. Confidence, determination, and anticipation—all were his; and then,—that indescribable sound that comes with a bad needle. The point—notwithstanding the needle had been changed—had gone bad. His prompt explanation—he was too good a salesman to apologize—seemed to suffice; but, as the result proved, it only *seemed* to suffice. The hurdle was too high—he could not get the customer's mind diverted from the fact that the record cost five dollars, and, as she had been told, the needle point had become blunt with two or three revolutions of the record, and blunt needles mean something to women, for they *do* know much about needles.

But he started to switch the subject with the statement that it was all in the game, or something equally as good tempered, and I did not interpose a remark until he said he found the same thing to be true of every make of needle he had ever tried.

But perhaps you would like us to show you, too. You, too, would like to know how all other needles frequently have a feather, and how the Torrington Company overcame the difficulty in producing *Uniform* the needle with the ball point.

Imagine a large quantity of needles rolled for some time in order to produce a polish and at the same time go through the operation of having the points cleaned off.

You remember having seen the cigarmaker roll the weed back and forth and carefully adjust the tapered end so that no fine and small straggling pieces remained; well, that's what the machine we're talking about, the one the other fellow uses, tries to do—only the machine isn't as human as the cigarmaker—It can't change the feather into a point!

If you knew, as I am telling you it is so, that the Torrington ball point is made with a separate and distinct operation—made with mechanical precision—not rolled by guesswork—wouldn't you be interested to know the rest of the story—particularly when it concerns your increased profits?


President

WEYMANN FAMILY TO BE REUNITED

Herbert, of the Navy, and H. Power, of the Army, Will Soon Be in Business Harness—Business With the Weymann House Is Brisk

PHILADELPHIA, PA., May 5.—The family of H. W. Weymann, of H. A. Weymann & Sons, Victor wholesalers of this city, will shortly be reunited once more. Herbert Weymann, who



Herbert W. Weymann H. Power Weymann served in the navy during the war, has returned some time and has already resumed all details as assistant to the general manager of the retail department. H. Power Weymann, who is with the American Expeditionary Force in France, is leaving for home and will immediately resume his duties as assistant to the general manager of



the wholesale department. Mr. Weymann writes that he wants no furlough when he returns, for while he has been away he has evolved a number of new ideas which he is anxious to put into practice. H. W. **Harry W. Weymann** Weymann expresses himself as very optimistic over the outlook for the Victor wholesale business for the balance of the year. The Keystone State line of musical instruments is continuing to be much in demand and their monthly sales are only limited to the output of that month. Preparations are being made to job on an extensive scale a well-known line of player rolls.

LABOR IMPROVEMENT HELPS OUTPUT

PHILADELPHIA, PA., May 6.—The National Decalcomania Co. of this city who have catered to the talking machine dealer and manufacturer for some time reports greatly increased business in proportion to the good business prevalent throughout the trade. The labor situation has improved and more space seems necessary to handle the increasing amount of orders.

MISS PETERS GUEST OF HONOR

Head of Retail Department of Kay Talking Machine Co. Honored by Dinner Given by Former Associates in Blackman Co.—Presented With Gold Wrist Watch as Token of Esteem

As noted in last month's Talking Machine World, Miss Libbie D. Peters, formerly head of the retail department of the Blackman Talking Machine Co., has joined the sales organization of the Kay Talking Machine Co., which has purchased the retail business previously conducted by the Blackman Talking Machine Co.

Miss Peters was associated with the Blackman organization for ten years, and as a mark of the esteem and affection in which she is held by her former co-workers Miss Peters was the guest of honor at a dinner given at the Arkwright Club on Thursday evening, May 1. There were present at this dinner the older employees of the Blackman Talking Machine Co. and Louis Kay, president of the Kay Talking Machine Co.

During the course of the evening J. Newcomb Blackman, president of the company bearing his name, paid a well-deserved tribute to the loyalty and invaluable services given by Miss Peters during her ten years' connection with this company. Fred P. Oliver, vice-president of the Blackman Talking Machine Co., then presented Miss Peters with a very handsome gold wrist watch suitably inscribed, stating that this was offered as a token of esteem from the employees of the Blackman Talking Machine Co.

Frank Tillinghast, who was also previously connected with the retail department of the Blackman Talking Machine Co., has joined the staff of the Kay Talking Machine Co. At the dinner on May 1 Mr. Tillinghast was presented with a platinum and diamond scarfpin from his former associates of the Blackman Talking Machine Co.

VISITING SOUTH AMERICAN CENTERS

R. C. Ackerman, export manager of the Otto Heineman Phonograph Supply Co., is now in Havana, Cuba, and the orders he has sent in to date indicate a healthy business outlook in that country, together with an active demand for Heineman products. From Havana Mr. Ackerman will leave for Merida and from there will go to Mexico. After making an extensive tour of Mexico he will again return to Cuba, and before returning to the United States will spend quite some time in Porto Rico.

The **Scotford Tonearm** and **Superior Universal Reproducer**

The *Ideal Combination*

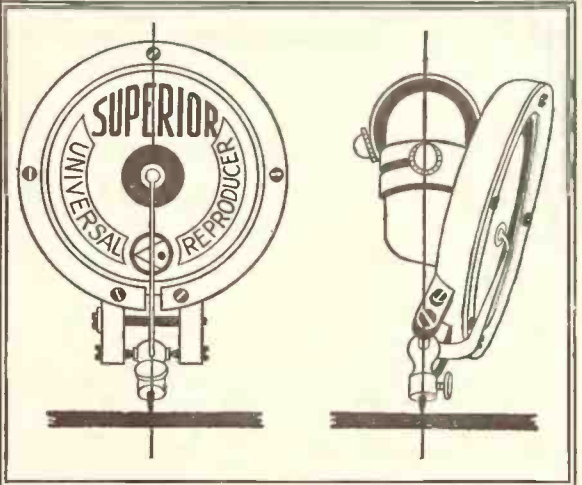
Plays All Makes of Records as they should be played

Price of Sample Prepaid

Nickel, \$6.25

Gold, \$7.75

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



Distinctive Features

The Reproducer pivots on its axis (as illustrated above), taking the correct angle for all makes of records, and the needle retains same center in both positions.

Surface noise is less than with any other reproducer—surface scratchings being reduced to a minimum through perfect proportioning of the stylus construction, and placing the needle in the center of the groove at the correct angle.

The split construction of the frame and face ring of the Reproducer, together with the method of pivoting the stylus bar, and perfect insulation—effect a sensitive and free vibration—and prevent a pinched tone resulting at any time from natural contraction or expansion of the metal parts.

The reproduction is the mellow, natural quality of tone—absolutely getting away from the usual sharpness and metallic effect so noticeable in most reproducers.

Sound waves act upon the same principle as light waves—they travel in a straight line until they meet some obstruction, from which they are deflected at right angles. The right angle turn at the back of the Scotford Tonearm causes less breaking up and confusion of the sound waves than occurs in the curved arm.

The connection between the Reproducer and Tonearm is perfectly insulated with a hard rubber bushing. Inside diameter of the Tonearm is correct to accommodate the volume obtained from the latest records.

The right-side turn for changing needle is handier than the old style turn-back, and when in position for the Hill-and-Dale records there is no interference with lowering the cabinet cover.

The lateral movement at the base is simple, free and permanently satisfactory. Inside there is no obstruction to interfere with passage of the sound waves. There are no loose balls in the bearings, therefore no buzzing noise can occur from the great vibration on high notes.



Barnhart Brothers & Spindler

Montroe and Throop Streets—Chicago

AT HOME IN OUR NEW QUARTERS

With increased facilities for supplying the trade with the following high grade accessories. Large stocks are now kept on hand insuring prompt and efficient service



Talking Machine CABINET



The Two Best Selling Propositions in the Talking Machine Trade To-day

We are also factory distributors of

- Brilliantone Needles
- Record Delivery Envelopes
- Noiseless Talking Machine Lubricant
- Jones-Motrola
- Wall Kane Needles
- Record Albums

- Record Cleaners
- Shelton Electric Winder
- Khaki Moving Covers
- Dust Covers
- Globe Transfer Name Plates
- 3-in-1 Oil
- Lyknu Polish

- K. E. Automatic Stop Cabinets for all table model talking machines
- Kent Adapters
- Audion Reproducers
- Universal Display Fixtures

The Cabinet & Accessories Company, Inc.

145 East 34th Street **Otto Goldsmith, President** Tel. Murray Hill 6470 **NEW YORK CITY**

Note the New Address

Two Largest Cities

NEW YORK

TALKING MACHINE COMPANIES

CHICAGO

Two Largest Victor Wholesalers

FROM OUR CHICAGO HEADQUARTERS

Edward Van Harlingen Eugene F. Carey
William Braid White Arthur E. Nealy
A. Snyder

World Office
Republic Bldg., 209 South State St., Chicago
Telephone: Wabash 5774

CHICAGO, ILL., May 10.—There seems to be no end to the stream of orders coming in to the manufacturers of talking machines in this section. Factory capacity has been reached by all manufacturers long ago and many of them have been spending a good deal of their time hustling along looking for woodworking plants to help them out. In several instances manufacturers have been successful in securing additional help in this way, but there still remain great numbers of talking machine men who would welcome a cabinet plant with open arms. One reason why there are so few cabinet factories willing to manufacture for talking machine men is that the cabinet man himself is out for the same business. He has been getting ready to put his own instrument on the market and so has all he can do to take care of his own demand.

The building trades in Chicago and vicinity are being taxed to the utmost by all kinds of manufacturing concerns who want to put up additions to their plants. The talking machine man who has a plant has been finding it necessary to consider putting an addition to his factory, but it seems he has been a little bit slow in getting in his order. He must therefore wait until some time in the future before he has the necessary room to take on more business. The manufacturers who were foresighted enough to see the amount of business that was to come their way began building operations some months ago. They, of course, will soon be in a position to increase their capacity in order better to take care of their trade. Still other companies have had their new additions completed and have found it necessary to add to those.

One noticeable thing is that in all the rush the goods being turned out this year are far superior to those of last year. The people who are buying talking machines to-day want value for their money. While it is true that it is still possible to sell a \$25 machine for \$50, these possibilities are few and far between. The general tendency to-day of the buying public is to ask for nothing cheaper than a \$75 machine, something new for them. This is not only the case with the "talker" dealers, but it is the case with dealers in all lines of business. Quality, not quantity, is what the buyers are asking for; and they are seeing that they get it.

Another thing rather noticeable is that some dealers and some manufacturers, too, are falling down in their advertising. A great many of these men think that because of the fact that they can sell as many instruments as they can get there is no need for advertising. They seem to think that just because they are for the time oversold they may safely neglect their publicity. They forget that the biggest advertisers in the country to-day are those who have the greatest number of unfilled orders on their desks. In this they are wrong. Now is the time for them to build up good-will, and firmly establish the name of their goods in the trade. When business begins to decline and they are thrown on the market in competition with the fellows who have built up a good-will through their advertising they will be left behind. The only argument they offer is that if they continue to advertise they will have still greater volume of orders which they cannot fill. The fact may be true, but it makes poor argument. Right now is the time to advertise for prestige, so as indelibly to impress "the name" on the public mind. He who will figure out a campaign along these lines will turn the trick.

C. E. Goodwin Says "Prepare!"

"Edison dealers of the Middle West, shake hands! We are about to enter upon an era of big business unexampled in Edison history. The dark days are about ended." So says C. E. Goodwin, president of the Phonograph Co., and the big, broad smile now stamped upon his face would seem to indicate the strength of his convictions.

"A country or a people don't get over war in a few days. That takes time; and it also takes time to put war-time manufacturing operations back on a peace footing. But American manufacturers, especially in our own line, have come through the first period of readjustment with colors flying and guns booming. There will be more Edison machines and more Edison records this year than ever before. This will be the biggest summer in Edison history, and at that the supply will not begin to meet the demand. But why be pessimistic over the fact that you're doing excellent business but can't do more?"

"The period models are now coming through

in fine shape—meeting all expectations; and the outlook for this particular type is very good indeed. It is indicative of the higher education of the talking machine purchasing public.

"Farmers are buying their heads off. They, it is true, are the principal cause of the present demand, but the people in the small towns and cities are having their share in the great prosperity that has struck the trade."

Ridgeway Leaves for Newark

P. S. Ridgeway, who since October has been manager of both the retail and wholesale talking machine departments of Thos. E. Wilson & Co., resigned his position last week. Mr. Ridgeway left on Saturday for Newark, N. J., where he will reside in the future. Mr. Ridgeway will take care of the business left by his father, who died several months ago.

The company, founded by his father, is the Newark Emblem Co., of Newark, N. J., and Mr. Ridgeway will look after the interests of that institution from now on. Thos. E. Wilson & Co. have not as yet announced his successor.

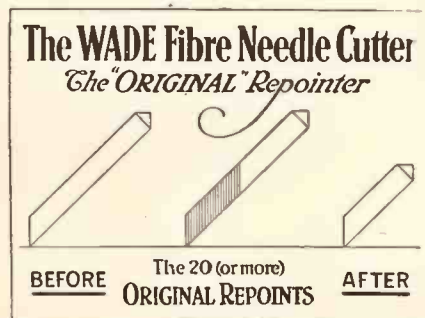
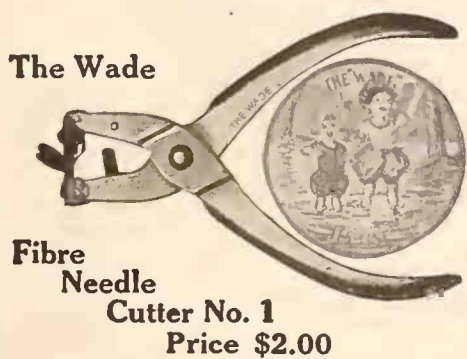
While in charge of the talking machine business of Thos. E. Wilson & Co. Mr. Ridgeway was very successful. At the time he took over the management of this department he succeeded the late A. L. Spring. Mr. Ridgeway's many friends in the trade were sorry to see him leave and wished him all the success in the world in bidding him good-bye. They are all betting 1,000 to 1 that "Ridge" is going to be as successful in his new venture as he was in the old.

"Old Dealers First"

So says H. B. Bibbs, sales manager of the Brunswick-Balke-Collender Co. "In spite of the fact that our factories have been steadily increasing their output, and in spite of our best efforts to keep ahead of demand, orders seem to run just ahead of us. We are endeavoring to give previously established dealers the best possible in service, and for that reason we are still unable to take on any of the numerous applicants who write us. Our present dealers must be taken care of in good shape before new ones will be considered."

Wallace Brown, district manager for the Brunswick Co. in Detroit, came to Chicago for
(Continued on page 97)

NEW PRICES ON THE "WADE" FIBRE NEEDLE CUTTER



Write for samples and Trade Discounts
or Order from your regular Distributor

WADE & WADE, 3807 Lake Park Ave., Chicago, Ill.

STEEL NEEDLES

For

TALKING MACHINES

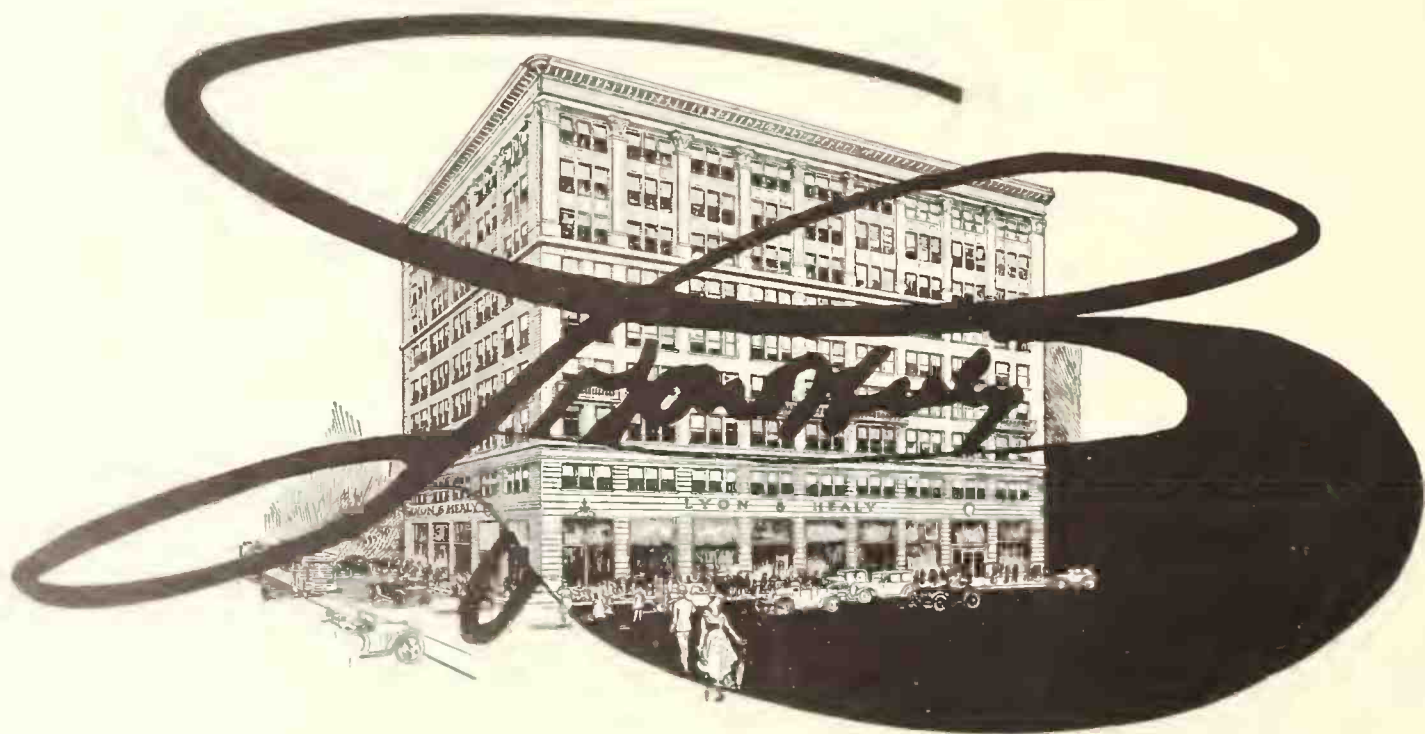
High Quality Needles — Our Own Brand
Prices of Especial Interest

Damascus Needles
Loud Tone, 55c Per Thousand

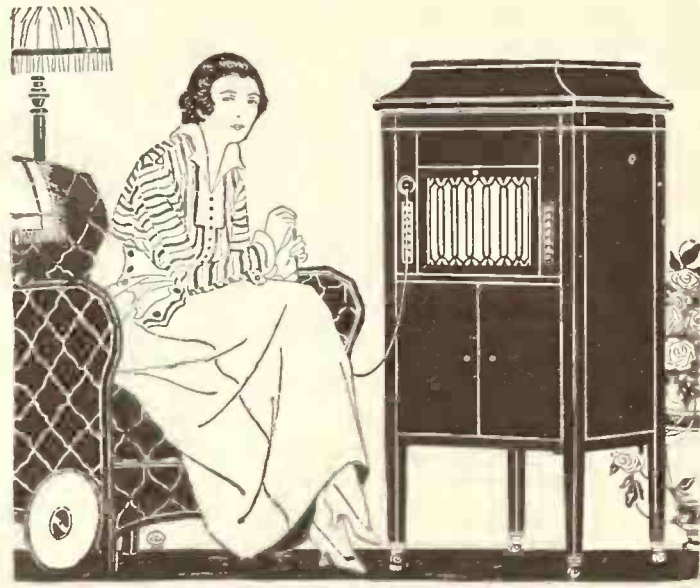
Damascus Needles
Medium Tone, 55c Per Thousand

*Order Your Season's Supply at These
Exceptional Prices*

EVERYTHING KNOWN IN MUSIC



Victor Distributors — Chicago



Distribution and Service for the
AEOLIAN-VOCALION
and
VOCALION RECORD

The Aeolian Company of Chicago
529 South Wabash Avenue

(wholesale only) is equipped to supply the trade with instruments and records and to furnish complete advertising and other branches of service.

THE establishment in Chicago is a branch of The Aeolian Company in New York. Dealers will appreciate the advantage of direct contact with the manufacturers whose vital interest in the sales promotion of their goods is obvious.

Aeolian Service is famous in the music trade. Coupled with the recognized supremacy of the Aeolian-Vocalion and Vocalion Record it makes rep-

resentation of these goods the most valuable franchise in the phonograph industry.

The advertising service furnished dealers includes newspaper advertisements, window cards, store hangers, booklets, etc. The newspaper advertisements are prepared to enable the dealer to tie up his local advertising with the powerful campaign of Vocalion publicity in the Saturday Evening Post and other mediums.

Address all communications to

THE AEOLIAN COMPANY

529 South Wabash Avenue, Chicago, Ill.

FROM OUR CHICAGO HEADQUARTERS

(Continued from page 97)

cleared up, the charge withdrawn and the difficulty, so far as the bank was concerned, settled, but in the meantime, after reading the newspaper story, Wade C. Sandburne, who held a mortgage on Mossner for some \$11,000, foreclosed with \$4,500 still unpaid. The musical instruments in the Republic Building salesrooms were taken possession of by the mortgagee and everything removed. Later other creditors of Mr. Mossner entered a petition against him in involuntary bankruptcy, which is still in Referee Eastman's court. Mossner was present at but one of these hearings; he took sick Sunday the 20th, and passed away on the 24th. Although too ill to attend the hearings, he had not been considered in a serious condition, and the end came unexpectedly. He is survived by a widow, son and two daughters. The funeral took place Monday, April 28, and the remains were taken to Montrose Cemetery.

Krasberg Mfg. Corp. Making Motors

The Krasberg Engineering & Mfg. Corp., a Chicago concern, well known as manufacturers of tools, jigs and special machinery, and more recently of talking machine motors, announce that this latter branch of their business has so expanded as to have absorbed the greater



R. Krasberg

part of their manufacturing facilities. Although they started manufacturing talking machine motors in a small way as far back as two and a half years ago, this fact has never before been published to the trade. Now that they find this has become the most important and interesting of all their activities they have decided to let the trade know a little something of themselves and their work.

The Krasberg Engineering & Mfg. Corp. is incorporated under the laws of the State of Illinois for a million and a half dollars. R. Krasberg is

president of the concern. This gentleman, a natural-born mechanic, has spent his entire life in machine shops of all parts of the country. He has had twenty-two years' actual shop experience and is thoroughly conversant with every phase of special machinery manufacturing. It was but four years ago that he entered in business for himself and since that time has succeeded in building up an organization of considerable size. It has been said of him that he "started on his nerve and continued on his knowledge." Being himself a past master at things mechanical he has made a hobby of gathering around him men who are primarily of a mechanical turn of mind, even though their work is of a sort demanding executive ability apart from mechanical knowledge. He has always been an exponent of methods for economical and interchangeable manufacturing and has succeeded in impressing his men with the importance of the development of such processes.

The concern is particularly fortunate in having the services of the well-known technical expert, C. A. Valiquet. Mr. Valiquet serves the company in an advisory capacity. This gentleman has been connected with the talking machine business for some twenty-five years and was one of the first men in the country to build talking machine motors. Since then he has designed a number of these for different manufacturers. He is a strong talking machine enthusiast and a keen student of every new development.

WARNING TO THE TRADE

On May 13, 1919, the United States Patent Office issued to The Empire Phono Parts Co. a patent covering the DESIGN of Tone Arm invented by The Empire Phono Parts Co., and a second Design Patent has been allowed by the U. S. Patent Office, thus covering the Empire Tone Arm design in every possible variation. The Empire Tone Arm is ORIGINAL in design, and is entirely different from any other Tone Arm in appearance, and it is the appearance of the Empire Tone Arm that gives it its greatest value, irrespective of its superiority in mechanical construction, etc.

As is usually the case when an article of real merit is put on the market, unscrupulous competitors have attempted to copy our Tone Arm, not only in design, but also in mechanical features, and it is our intention to protect our rights by court action against all infringers of our patents. The United States Courts have held that Design Patents are infringed if the copy bears even a colorable likeness to the original, and they have also held that not only the manufacturers, but also all purchasers or users of infringing devices are equally liable for damages.

We therefore desire to warn the Trade against the purchase or use of any Tone Arm which resembles the Empire Tone Arm, and to notify all parties that we shall hold them to a strict accountability for any unauthorized use of our patents.

THE EMPIRE PHONO PARTS CO.

JOHN H. STEINMETZ,
Secretary and Treasurer.

The Krasberg Corp. plan immediate enlargement of their manufacturing facilities. They have found the talking machine business the most fertile of all their fields of manufacture and have within the last six months more than quadrupled their business.

"Talking Books" Will Interest Trade

A. H. Carlyle, Western representative of the Talking Book Corp., located at 358 Fifth avenue, New York, has been traveling through the Middle West and reports great interest in the products manufactured by his concern. The Talking Book Corp. manufacture small books, paper dolls, animals, etc., upon which small records are attached reproducing the story told in print. The products manufactured by the Talking Book Corp. are merely toys for the little tots, but are said to interest the grown-ups from an educational viewpoint. The idea of placing the books with records attached on a talking machine is entirely new and its development will be watched with interest by the trade.

Change Name to Oro-Tone Co.

The Combination Attachment Co., manufacturing talking machine parts, announce that their name has been changed to Oro-Tone Co. As told in the last issue of The World, this company reorganized a short time ago for the purpose of increasing and enlarging their business. The old Combination Attachment Co. was first organized in July, 1915, by Messrs.

(Continued on page 100)

TRANSFER NAME-PLATES

We make the Transfer Name-Plates and Trade-Marks for the largest talking machine manufacturers in this country and for dealers in every state.

YOUR NAME, Mr. Dealer, on every machine brings the owner back to you for records and his friends to you for a machine.

Samples, Suggestions and Sketches Furnished Free

THE MEYERCORD COMPANY, CHICAGO

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

THE ORO-TONE

THE PERFECT ATTACHMENT FOR PLAYING ALL MAKES OF RECORDS ON THE EDISON PHONOGRAPH

Features that no other Edison attachment offers

Operates with the lever same as the regular Edison machine.

Tone quality unexcelled, rich and glowing. This attachment permits the needle to retain perfect center in playing all makes of records.

Correct weight of reproducer on record for playing all makes with perfect safety.

Descriptive folder mailed to reliable dealers on request

Retail Price, Nickel Plated, \$8.50 Highest Grade Gold Plating \$12.00

Manufacturers of Highest Grade Tone Arms, Reproducers, Attachments for Phonographs for playing all makes of Records. Diamond and Jewel Point Needles, etc.



The ORO-TONE Co.

Successors to COMBINATION ATTACHMENT CO.

20 EAST JACKSON BLVD., CHICAGO, ILL.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 99)

Tures, Brace and Ness. The present officers of the concern are: president, I. K. Scotford; vice-president, Peter Ness; secretary, Wm. Tures; treasurer, Leigh Hunt.

L. & H.'s Small Instrument Displays

Much interest is being directed this month to an unusual display in one of Lyon & Healy's Wabash avenue windows. A window card bearing this announcement explains the reason:

Window No. 16 is a series displaying the musical merchandise in this store. A different instrument will be shown every day.

Mandolin, ukulele, banjo, violin, flute, tambourine, ocarina, in fact, as many styles of small musical instruments as possible from the Lyon & Healy stock—which embraces practically "Everything known in music"—will be exhibited. Another window card changed daily gives a concise history of each instrument.

It is notable that among those who gather about this window, especially at noontime, are many who return from day to day.

Remodel Empire Offices

The Empire Talking Machine Co. have found time during the past month to remodel their offices at 425 South Wabash avenue and to re-decorate throughout: a regular spring cleaning, as it were. John H. Steinmetz, president of the concern, has had a separate private office constructed for himself at the front of the fourth

floor facing upon Wabash avenue. A great deal of new office appliances has been installed.

Preliminary announcement of the new Empire Universal Cut records brought forth a deluge of inquiries, and considering the short period during which the new records have been on the market they have found great favor.

Revive Kimball Soldiers and Sailors Club

The employes of the W. W. Kimball Co., the prominent dealers and manufacturers of this city, met last month and decided to bring back to life their Soldiers and Sailors Club, which was dropped at the time of the armistice so as to be able to render service to the boys who are remaining "over there" for an indefinite period.

Will Play Lateral or Vertical Cut Records

Attention is called to the fact that in last month's Talking Machine World in an announcement of the manufacture by the Empire Phonographs Co. of a new Empire Universal attachment No. 2 for use on Edison machines, it was said that the attachment is for use with lateral cut records only. This was a mistake. The attachment is made to play either lateral or vertical cut records.

Speeding Up With Music

"Certain old heads in Washington are discovering that music speeds up work." So says an article in a prominent woman's publication.

Grandmother knew that secret when "Lorena" and "Maggie" were young. Sailors knew it in

Columbus' time. When water travel was done by sail no skipper would take out a craft unless he had a good "chantey man." This chantey man led the singing when there was hard work to do. Hardened sailors unfurled frozen sails in icy blasts that tore their fingers, working with a will to the rhythm of a song. They were rough ballads, most of these chanteys, unsavory histories of famous port towns, songs of Davy Jones and his Locker and the Port of Missing Ships; of dead men and lost souls, but all had a challenge and a rhythmic swing.

In some restaurants, during the busy, crowded lunch hour, fast music is played because, unconsciously, people speed up to the tempo. This may be a questionable use of music. But there are valuable uses. In some business schools stenographers learn to run typewriters to fast

(Continued on page 102)

AMBEROLA SERVICE

As the Edison Cylinder products are not controlled by zone system, dealers anywhere can take advantage of **LYONS' SERVICE**; which is efficient, skilled, and up-to-date.



Contrary to the general impression, the cylinder line **IS NOT A THING OF THE PAST.** It is absolutely the best value offered the public today.

J. I. LYONS

17 W. Lake St.

Chicago

Equip Your Phonographs With Perfect Automatic Brakes

Samples \$1.00 Each
Cash with order

State make of tone arm used



Also made with long brake shoe for 1 inch offset

Patented Aug. 28, '17

Simple construction and easily attached. Made in four styles to fit any make of tone arm.

Write for attractive quantity price

PERFECT AUTOMATIC BRAKE CO.
Room 400, 425 S. Wabash Ave., Chicago

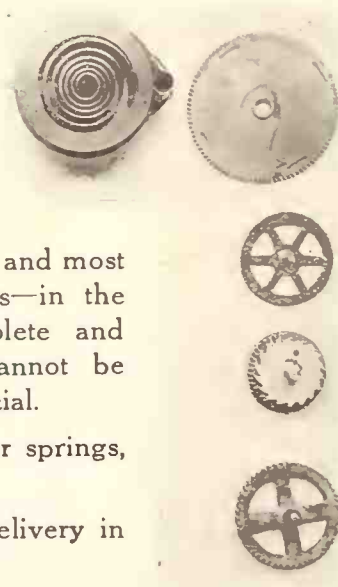
Repair Parts

For All and Every Motor That Was Ever Manufactured

WE can supply any part. The largest and most complete assortment of repair parts—in the United States—on hand, for old, obsolete and present-day motors. If your order cannot be filled from stock, we will make it up special.

Special prices on main springs, governor springs, micras, etc., in quantity lots.

Steel needles on hand for immediate delivery in loud, medium and soft tones.



INCORPORATED UNDER THE LAWS OF ILLINOIS

Consolidated Talking Machine Co.
Manufacturers of

High Grade Talking Machines, Disc Records, Talking Machine Supplies, Etc.

227 W. Lake Street, CHICAGO, ILL.

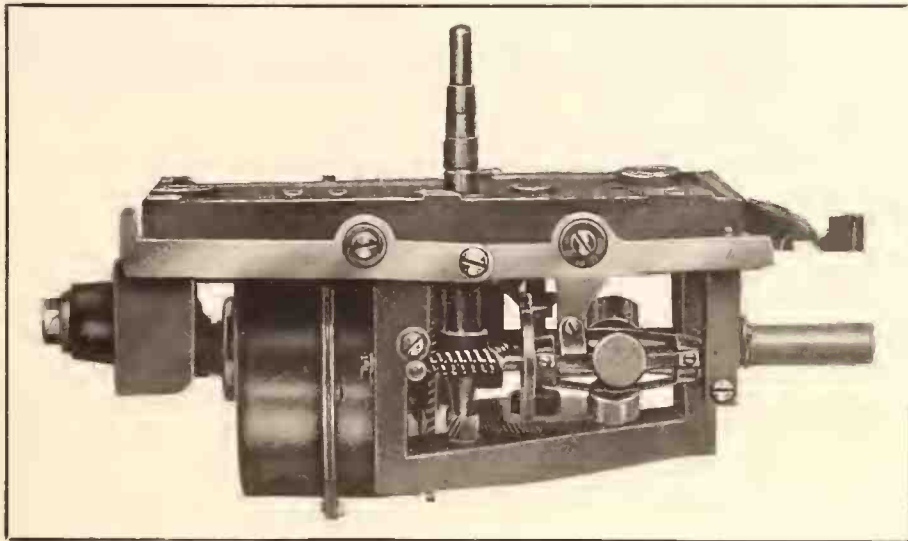


TRADE MARK "CONSOLA"

CABLE ADDRESS "CONSOLA"

SUCCESSORS TO:
Standard Talking Machine Co.
United Talking Machine Co.
Harmony Talking Machine Co.
O'Neill-James Co.
Aretino Co.

— THE —
PHONOGRAPH MOTOR SUPREME
UNIVERSAL



UNIVERSAL MOTOR No. A5

QUIET
 IN
 RUNNING

NOISELESS
 IN
 WINDING

PERFECT
 IN
 MECHANISM



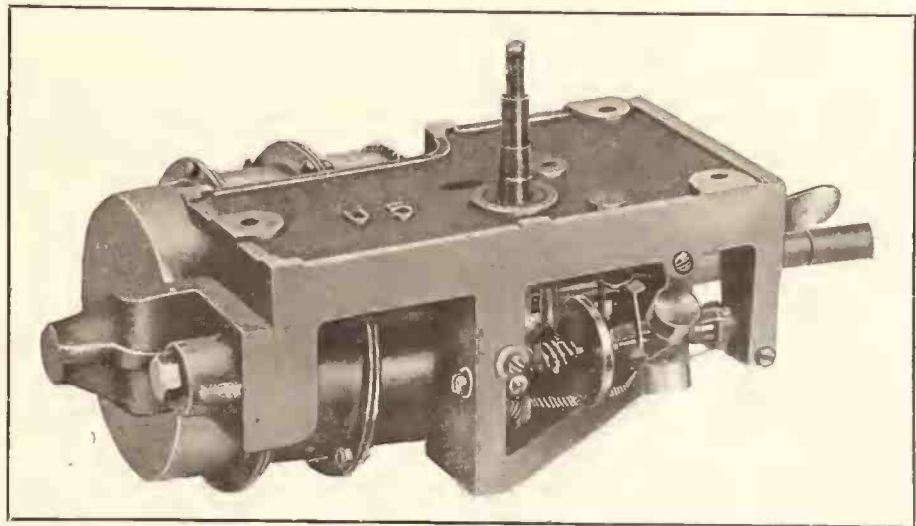
UNIVERSAL AUTOMATIC STOP

Manufacturers
of

MOTORS
 TONE ARMS
 SOUND BOXES
 NEEDLE CUPS
 NEEDLE CUP COVERS

And All

PHONOGRAPH
 ACCESSORIES



UNIVERSAL MOTOR No. A6

SAMPLES and PRICES on REQUEST

Universal Stamping and Manufacturing Co.

CHICAGO, ILL.

1917 - 1925 SO. WESTERN AVENUE

FROM OUR CHICAGO HEADQUARTERS (Continued from page 100)

THAT

Which You Do Today Counts for Tomorrow. Satisfy Your Customers NOW by Selling Them a

LINERPHONE



Model 400

The Talking Machine That STAYS SOLD

They'll Pass the Good Word Along — That Means More Business Think It Over. Then Write for Specifications.

LINERPHONE TALKING MACHINE CO.

1801 Nebraska Ave. CHICAGO, ILL.

talking machine tunes, which gives them speed, smoothness and rhythm. The talking machine is supplanting home singing, but it would be a pity to lose the old-fashioned habit of singing at work. Nevertheless if you have a hard task to do at home, start the machine going and see how much better the work will go.

Heineman Expansion in the West

The big business built up throughout the Far West and Middle West by the local branch of the Otto Heineman Phonograph Supply Co., Inc., under the able management of S. A. Ribolla, has finally led to the founding of the Otto Heineman Phonograph Supply Co. of Illinois, Inc.

The new concern has been given the sole representation for all the Heineman-Meisselbach and Dean products in the following States: Illinois, Missouri, Michigan, Ohio, Indiana, Iowa, Wisconsin, Kentucky, Tennessee and Minnesota. The president and treasurer of the new company is Otto Heineman; secretary, Jacob Schechter; general manager, S. A. Ribolla, and assistant manager, C. W. Neumeister.

The newly-organized concern will concentrate all its efforts on proper distribution of Otto Heineman products and on hearty co-operation with its trade in the above-mentioned States. This will assure for all Heineman-Meisselbach and Dean products a greater popularity in the Middle West than ever before.

OkeH Records have played an important part in building up the great volume of business which the Chicago branch of the Heineman House has developed in so short a time. All throughout the West the OkeH records are well known, not only through their tone quality and prompt deliveries, but also as a profitable business proposition. Scores of jobbers who secured the agency for this popular record some months ago cheerfully testify to its success with ever-increasing orders.

Old-Time "Talker" Dealer Retires

Will F. Cheshire, said to be the first music dealer in Illinois to handle the Edison phonograph, recently sold out his business in Rockford to Fred G. Hawkinson. Mr. Cheshire has been engaged in the music business for over three decades at a store located on Seventh street. He came to Rockford from Nashville, Tenn., where he had been connected with the Jesse French & Sons Piano Co. His life in Rockford has been of a public character. He organized the Rockford Progressive Club Orchestra some years ago. It was in 1889 that he first handled the Edison phonographs. When

INCREASED OUTPUT

Enables us to seek additional Dealers on our established



PHONOGRAPHS

Quality - Price - Service

Have built up an

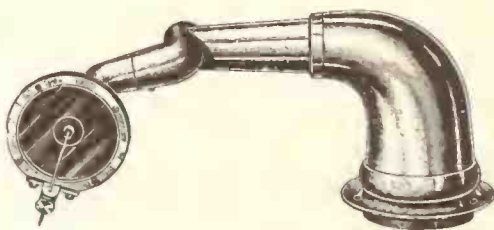
enviable reputation for us. If you are not on our Dealers' List write us today.

SACHS & COMPANY
425 So. Wabash Ave., Chicago, Ill.

the old Gramophone Corporation put out the improved gramophone Mr. Cheshire took up its sale. Later he handled the Victor line.

Steger Phonograph Delivery Service by Auto

To facilitate the prompt delivery of Steger phonographs and supplies to dealers of Chicago and outlying districts, the phonograph division of Steger & Sons Piano Mfg. Co. has put into service a new auto truck especially designed to take care of quick deliveries. During the few weeks it has been in commission it has proven a big success.

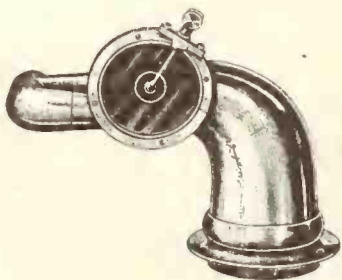


IT PLAYS LATERAL CUT RECORDS

Samples - - \$3.75
Dozens - - - 3.50

Quantity Orders

Special Quotations

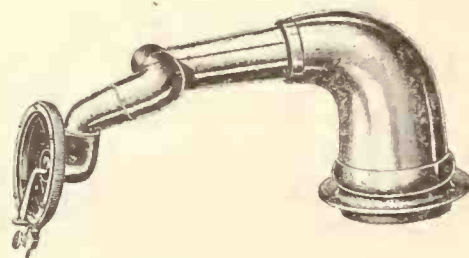


EASY TO INSERT NEEDLES

TONE ARMS

A "New Baby" of Unusual Merit

Simple — Beautiful — Handy



IT PLAYS "HILL & DALE" RECORDS

Write for Proposition

CHERINGTON MFG. CO.

108 West Lake St., Chicago

FROM OUR CHICAGO HEADQUARTERS
(Continued from page 102)

Dealers frequently are called on to supply quickly some popular Steger phonograph model which may be temporarily out of stock. A telephone call to Steger & Sons' warerooms means that within a few hours the desired instrument will be loaded on the new truck and on its way to the waiting dealer. By prompt delivery the latter is often enabled to clinch a profitable sale, which might otherwise be lost through delay.

This service is advantageous to the dealer who carries a representative line, from the standpoint of helping him to keep the right amount of stock on hand. He is not in danger of overstocking, as he knows that he has the well-filled warerooms of Steger & Sons to draw from on a few hours' notice. He is enabled to concentrate his energies on selling and is free from the bugbear of slow deliveries.

Incidentally, this truck has been found very useful by the retail as well as the wholesale departments. Urgent calls can be answered in short order. Whenever necessary a quick run can be made to the company's immense phonograph factories at Steger, Ill., twenty-nine miles south of Chicago.

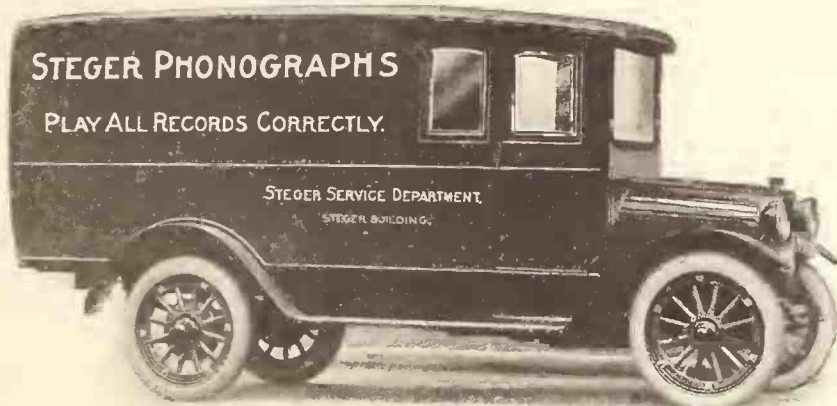
Steger representatives in the Chicago district have found this service a material and very important help. Their expressions of sincere appreciation reflect credit on the progressive spirit of the Steger & Sons institution.

Demand for Personal Records

A large opportunity awaits some enterprising duck with a little capital and some ambition in Chicago. There is a big field in Chicago which seems to have been entirely neglected by the trade.

Hardly a day goes by that the Chicago office of The Talking Machine World does not receive an inquiry from an individual or firm asking where they can have a special record made for them. At present there is no one in Chicago who can make a master record. It seems as though all of this business were being carried on in the East. The records called for in the past were mostly recordings of the voice of

some ambitious mother's child. In the last few months, however, there have been quite a number of inquiries received here vastly different from the above mentioned and which promise to open a large field for work of this kind. One large company recently called up and asked where they could get in touch with some recorder who would get them out a record telling a salesman's story directly to a prospective customer. The idea was that this company intended getting out a new record each month upon which would be recorded a salesman's story concerning the company's wares, which would be mailed directly to the prospect, who in turn



The Steger Phonograph Delivery Auto

would put it on his machine and listen to what the salesman had to say.

This company intends sending out its first record along with the catalog, the record to be merely explanatory of the catalog. After that the intention is to send out a regular monthly letter by record.

This is an idea which those who are in the recording business should heed. Chicago, without a doubt, is the biggest mail-order center in the United States. Here, indeed, the mail-order business started. Chicago has remained the greatest mail-order center, and there are hundreds of firms here who could be approached on matters such as this, and who, without a doubt, would be quick to take up the subject of circularizing their trade by records instead of letters.

Then again there are hundreds of other concerns, such as automobile manufacturers, farm machinery makers, etc., who would be likely customers for a record such as this. This field should apply not only to Chicago but to all other large cities as well; but just now it is Chicago which is ready and howling for it, with nobody paying the slightest attention. Now,

won't some member of the trade be a good, kind daddy to Chicago and start the ball rolling by coming here and opening a little recording studio for commercial purposes?

Chicago Talking Machine Co. Sounds Optimism

The Chicago Talking Machine Co. is, by nature, one of the most optimistic concerns in the business and their vision includes nothing if not optimism, but listen.

"The demand for talking machines will keep up if wages keep up—and wages are going to keep up. Here are reasons. The crops of the year 1918 netted the farmers of the country \$2,000,000,000 more than any year previous. The farmers are spending this money, and, perhaps, it is they who are the cause of the present great demand, but their money is being put in circulation in many ways and when money circulates prosperity circulates. When the farmers spend eventually the city man spends. It gets around to him sooner or later.

"New factory buildings are being built again. Industry is starting up. Soon individuals will start building homes. This will come just at

(Continued on page 104)

EMPIRE
UNIVERSAL
ATTACHMENTS
for
EDISON PHONOGRAPHS



Showing the attachment connected to Edison Tone Arm set in correct position to play Victor, Columbia, and any lateral cut record.

Write for
Descriptive Folder
and
Attractive
Quantity Prices



This shows the attachment in the proper position for playing the Pathe and any hill and dale cut record.

The Empire Phono Parts Co.
Sales Office
429 So. Wabash Avenue
CHICAGO, ILL.
Factory
CLEVELAND, OHIO

CULLEN, MARSH & CO.
IMPORTERS AND MANUFACTURERS
21 EAST VAN BUREN STREET CHICAGO, ILL.

Genuine Edison Diamonds
Genuine Edison Sapphires
Genuine Pathe Sapphires
Carefully selected, accurately ground, genuine sapphires obtained in the best London markets.
We represent the largest jewel manufacturers in the world.

The
"ALL-
IN-
ONE"

Middle West
Representatives
of the
New York
Album &
Card Co.

THE ATTACHMENT YOU DON'T REMOVE

Canadian Branch: 3 Woolworth Bldg., Montreal, Quebec

Here it is! Perfection at Last!

Three Years ago we introduced the trade to the Chicago Cover Balance No. 1, which we originated. Today we introduce

THE CHICAGO COVER BALANCE No. 4

Balance No. 4 is the Acme of Cover Balance Perfection—
A guarantee of Superiority.

It's Controlled by a Touch!

Chicago Cover Balance No. 4 works with clocklike precision. The new method of anchorage for the supporting arm makes it instantly adaptable for either angular or curved Talking Machine Covers.

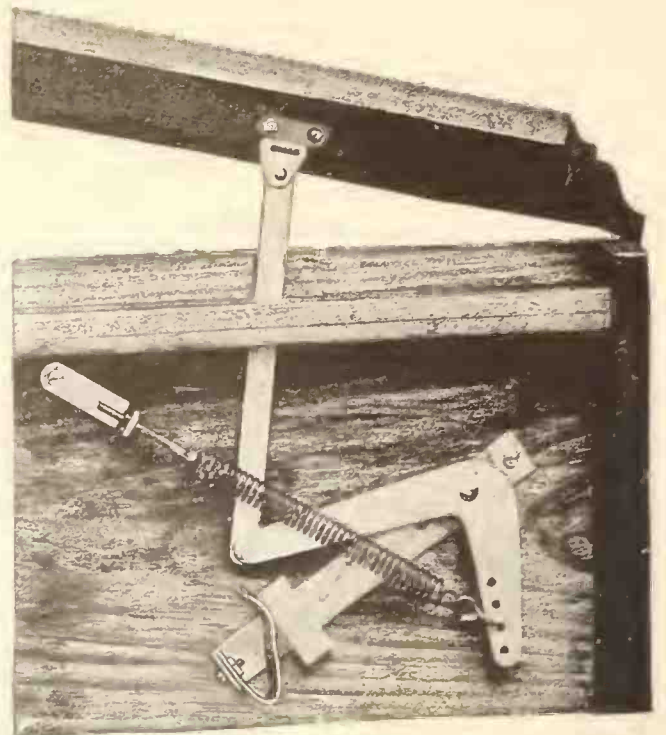
Samples sent FREE to Manufacturers

WE ALSO MANUFACTURE EMPIRE TOP HINGES

Send for our new catalogue just off the press

Chicago Hinged Cover Support and Balance Company

2242-44 W. 69th Street Telephone Prospect 250 CHICAGO, ILLINOIS



Perfect Cover Balance No. 4
(Patent Applied for)

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 103)

a time to lend a mighty impetus to prosperity. But getting closer to home Victor dealers are going to get machines faster than ever before this fall. July 1 will witness the commencement of the Victor factory expansion, and before the year is up dealers will find that there has been an output in excess of any year previous, even of 1917, which represented the apex of Victor production. The indications are now that, contrary to precedent established in former years, dealers will continue doing a large volume of business right through the summer months. No dull times this year."

A Good Trade Barometer

Simultaneously with the announcement by

many record retailers throughout the country that higher-priced operatic records are finding increased popularity comes the announcement by F. D. Hall, president of the B. & H. Fibre Mfg. Co., that new accounts have formed 15 to 20 per cent. of last month's business, swelling a total number of orders in excess of any past month in the concern's history. Mr. Hall is a strong enthusiast for the higher-priced records; in fact, he is known to many members of the trade as the possessor of one of the finest record collections in the country to-day, but he is just as enthusiastic in his support of the fibre needle for use with such records. That statistics of record sales and records of fibre needle sales will vary in direct proportion Mr. Hall is confident.

To speed up production Mr. Hall has now re-organized his factory forces so that each department, splitting, preparing, pointing, assorting, packing, etc., is under a separate chief responsible for the work under him. Mr. Hall has also completed the enlargement of the factory space and has installed new machinery.

Kimball Increase Space

A. J. Cullen, manager of the wholesale talking machine department of the W. W. Kimball Co., has just moved into his new offices in the Kimball Building. A large rehearsal hall has been given over entirely to the wholesale talking machine department and new equipment installed. A number of foreign-record racks have been placed in the new space.

Wartell Phonograph Co. a New Concern

The above has been organized in Chicago for the manufacture of a new talking machine to be known by the name "Watrola." The concern will wholesale exclusively, and models of the cabinet and console type will be produced.

Advertising Campaign for Steger Machines

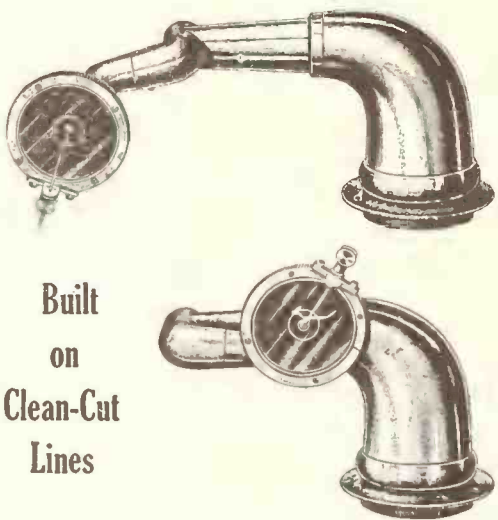
C. E. Byrne, advertising manager of Steger & Sons Mfg. Co., manufacturers of the Steger phonographs, announces that he has inaugurated an extensive national advertising campaign in a number of the country's large magazines. This advertising, commencing in May, will be continued right through the rest of the year. Steger & Sons have produced a complete new line of talking machines and pride themselves upon the fact that now the Steger factories make every part that goes into the construction of their

machines. The factories of this concern have been working at full capacity of late in an effort to keep abreast of orders. They are now increasing their facilities for manufacture and believe that fall business will find them ready.

Branch Business Increasing

The Western News Co., manufacturers of the Tel-O-Tone instruments, have found an excellent trade in a number of Western and Middle Western cities of late. Kansas City, Denver, Portland, Cincinnati, Indianapolis, Omaha and Vancouver, B. C., all of which have Western News Co. branches, seem to have proven exceedingly fertile fields for talking machine salesmen. In particular it has been noted that the higher-priced models go exceptionally well. Of course, the demand for the medium-priced instruments has continued steady, but it is the higher-priced ones which have had the most marked increase. This opinion is based on reports made by dealers located in widely separated sections of the country.

The NEW ELGIN Tone-Arm and Reproducer



Built
on
Clean-Cut
Lines

Now ready for delivery after years of experimenting in acoustics and tone-arm design. It is the tone-arm and reproducer suitable for every high-grade cabinet. The needle centers perfectly in any position. Plays all makes of records—BEST!

Prices (complete with sound-box):

Single Samples, Nickel Plated, 3.75 each
In Dozen Lots, " " 3.50 "

SPECIAL QUOTATIONS ON QUANTITIES

COLE & DUMAS MUSIC CO.

54 W. Lake St., Chicago, Ill.

Write for our catalogs on phonograph hardware, motors, records, and accessories

WE MAKE

all kinds of phonograph parts, tools and dies.

WE DO

punch press work, experimental work and light manufacturing for the phonograph trade.

ACME ENGINEERING & MFG. CO.
1622 Fulton Street Chicago, Ill.

"The Music Without the Blur!"

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

MARVELOUS MAGNOLA "Built by Tone Specialists"

"Magnola's Tone Deflector eliminates the scratch"



Watching the Music Come Out

We want to show you how to make money with MAGNOLA; and how MAGNOLA is the best buy on the Talking Machine Market to-day.

Send us your name and let us send you some real Talker Tips.

MAGNOLA TALKING MACHINE COMPANY

OTTO SCHULZ, President

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

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 104)

Cherington Mfg. Co.

The Cherington Mfg. Co., of Waukegan, Ill., with Chicago offices at 108 West Lake street, is getting back on a pre-war basis of production. This concern, as formerly, will turn out everything in the phono-part line from casters to tone arms. Harry T. Carroll, of this company, states that at the present time they are laying especial emphasis on the production of a tone arm, deliveries on which are being made now.

Sterling Devices Co.

The Sterling Devices Co., with present factory and offices at 467 East Ontario street, this city, have laid broad and comprehensive plans for entering the phono-parts business on a large scale. The gentlemen directly interested in this new project are well known and prominent in the trade. Rudolph Krasberg, president of the Krasberg Engineering & Manufacturing Corp., is directly interested, and will give to this new firm the benefit of his long and successful experience in the production of various phonograph parts. The president of the concern is Julius Keller, Sr.

The vice-president is W. O. Meissner, who might well be termed a mechanical genius—an inventor with many successful phono-part patents to his credit. The secretary and treasurer is M. J. Egleston. The Sterling Devices Co. are now prepared to handle any proposition that has to do with the manufacture of phono parts. At the same time they are going to turn out a product under their own name—the "Sterling Reproducer and Tone Arm." This product is an exclusive invention of Mr. Meissner's, and is being put out under letters patent. Mr. Egleston states that the factory is all equipped and ready for business, and that the production on the new tone arm and reproducer will be in full swing by the first of June.

To Represent Jewel Concern

Cullen, Marsh & Co. have recently acquired representation in this country of a foreign jewel manufacturing concern. They have secured this in expectation of the great demand which, it is believed, will prevail here during the fall season. Cullen, Marsh & Co. recently opened branch offices in Montreal, P. Q., and Buenos Aires, Argentina. This concern is also representing the New York Album & Card Co. in Middle Western States. T. J. Cullen is in charge of the latter representation.

Add to Shipping and Assembling Space

As a means to increased production the World Phonograph Co. have added 15,000 more square feet of floor space at 727 West Van Buren street. The new space is directly adjoining the company's plant on Tilden street, and will be used exclusively for assembling and shipping. This will provide more room in the factory proper for the actual manufacture of cabinets and parts.

The expansion of activities of the World Phonograph Co. of late has been remarkable. Under the progressive direction of Ernest C. Cook the corporation has made distinct strides in quality and quantity of output and in increasing goodwill in the talking machine trade. Mr. Cook is making stupendous efforts to keep abreast of his orders. Every department of the factory has been organized to develop the best methods of manufacture. As was announced in this paper some time ago the World Phonograph Co. now produces its product practically in its entirety. While this involves complexity of organization in the factory, still it is believed to be worth while and a great asset to the company and its representatives.

New Concern Moves Into Republic Building

The Tonograph Corp., manufacturers of talking machines and formerly located at 112 East South Water street, have removed to the Republic Building, State and Adams streets. Ivan P. Florsheim, president of the concern, states that only a display stock and offices will be maintained in Chicago. The factories are located at Rockford, Ill.

Cheney to Exhibit During Convention

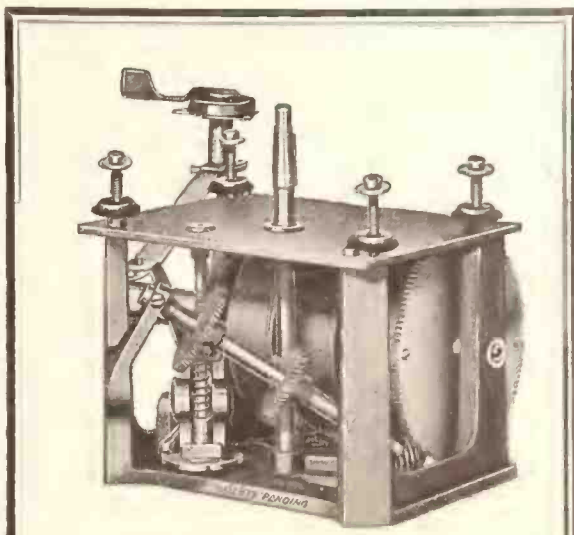
The Cheney Photograph Co. will make a display of their full line of phonographs at the Congress Hotel, Chicago, during the convention of the piano manufacturers, dealers and other allied interests from June 2 to 7.

Making Good Progress

The Universal Stamping & Mfg. Co. have now secured enough men to make up a full force. They are now in position to produce an unlimited number of motors, tone arms and sound boxes. They report that their factory has been remodeled to some extent, and that they now have available eighty thousand square feet of floor space. They have recently installed new machinery and their equipment to date is up to the minute. One thing in particular for which this company is becoming known is that everything going into their Universal motor is made in their own factory.

New Motrola Jobbers

Three new jobbers have been added by the Chicago branch of Jones-Motrola, Inc.; the Beckwith-O'Neil Co., Minneapolis; the Fuller-Morrison Co., Chicago, and the Hoeffler Piano & Mfg. Co., Milwaukee, Wis.



Manufacturers

Be advised that you cannot rightfully assert that your phonograph is "as good as can be made"

UNLESS

It is equipped with the new **Fulton Motor**

(Designed by Wm. R. Everett, M.E.)

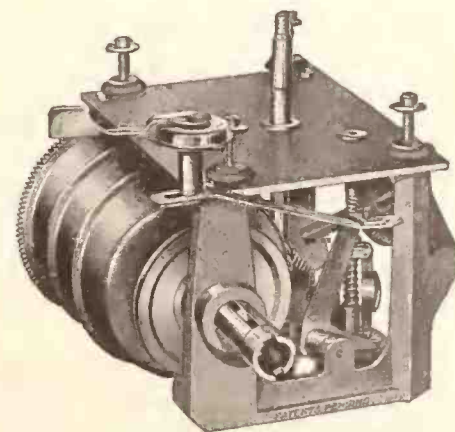
This is the Noise-less, Trouble-less, All Worm and Spiral-gearred Motor. Cannot Be Overwound.

"No adjustments are provided—none are necessary"

Send \$15.00 for sample—refunded if motor is returned. Price \$12.50 in lots of 1000. Partial shipments if desired.

Fulton Bros. Mfg. Co.
WAUKEGAN, ILL.

CHICAGO OFFICE:
20 E. Jackson Blvd.



Lakeside Supply Co.

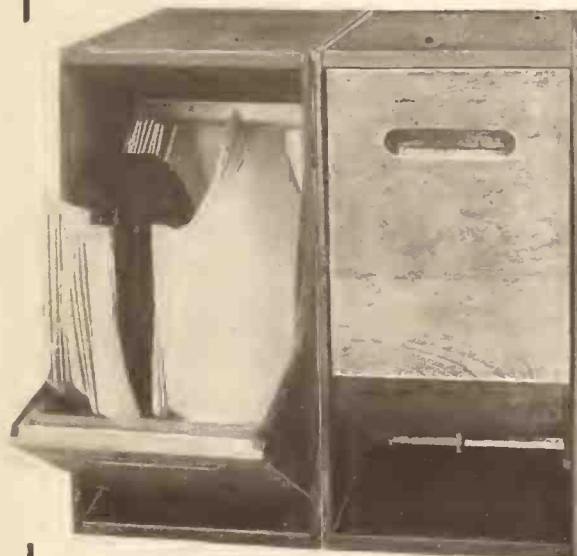
New Address

416 So. Dearborn St. CHICAGO, ILL.

Same Telephone Harrison 3840

Ask us About the Handy Visible

ROTARY RECORD RETAINER



HAVE YOU TRIED OUR PHONO-OIL

Sold in 1oz. and 3oz Bottles

WILL NOT GUM, PREVENTS RUST, CONTAINS NO ACID, CLEANS AND POLISHES WOOD WORK

Come See Us in Our New Home

416 So. Dearborn St. CHICAGO, ILL.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 105)

CONCERNING DEALERS AND TRADE CONDITIONS

Impressions of Interest and Value Presented by I. A. Lund, Traveling Representative and Production Expert of Mandel Mfg. Co.

I. A. Lund, the Mandel Mfg. Co.'s well-known production man and traveler, has just returned to Chicago from a trip through Ohio and the western region of Pennsylvania, where he has met with the same conditions of unexampled prosperity as are obtaining in other parts of the country. He has made a number of trips this spring and talks very interestingly about a number of things. Upon his return from the last trip The World representative got hold of him, sat him down in a corner and elicited the following:

"Shakespeare was right when he said 'you don't need salesmen to sell good talking machines.' Little boys can do it. Business at present is extraordinary. Business being what it is now, what will it be in the future? This is the greatest game that ever was, and this is the greatest year that ever has been. More than this, the business is destined to keep pace with the big business traditions of this country. Still, in the face of all of this there are dealers who are 'dead.' They merely close their eyes, and yet somehow they get the business anyway.

"Yes, some of it is due to publicity. Publicity is creating the incentive to purchase and a large number of dealers have had their laudable part in instigating this publicity. But there are many dealers who have not shouldered their part of the publicity burden. Do these realize that the talking machine industry spent \$14,000,000 in publicity alone last year? As long as this sort of thing is kept up and the purchasing power of the public rests unimpaired I can see nothing ahead but prosperity for the entire talking machine business. And here's another thing. It takes money to buy booze, and booze can't be



501 SPRINGER BUILDING

bought after July 1. That's going to make things all the brighter for us. Despite the fact that during the war the majority of people were spending more money than before, the fact has been shown that they were not spending all that they were earning, for they had been educated up to a higher standard of living. It is these people with whom we are doing business to-day.

"I find great difficulty sometimes in impressing dealers, particularly furniture dealers, with the fact that a talking machine is not purely a piece of furniture but a musical and a mechanical proposition. It is not a question of how the consumer uses a machine but how he or she abuses it. Some dealers come in for the blame on this question. They fail to impress upon the mind of the customer that a machine should be properly wound and properly oiled. On this last trip I ran into one dealer who was crating a machine for shipment to a customer and who had merely rubbed an oiled rag over it, giving it no examination at all, after receiving it from his jobber. That machine had traveled over three hundred miles. No wonder some dealers have to employ two or more maintenance men.

"Now about dealers getting behind. Of course, just now there are perfectly good reasons why all dealers should be unable to obtain as many machines as they need. The demand is much greater than the supply. But right here is where I wish to register my little protest against the fact that dealers fail to order when they do have the chance. Every spring, after the holiday season, during the past five years, I have heard numberless dealers say, 'This year will not be as good as last,' and every year, of course, they go short of machines. This year the supply of machines will be shorter than ever, but there are any number of dealers who don't know it, and don't want to know it! They seem to think the salesmen are kidding them along.

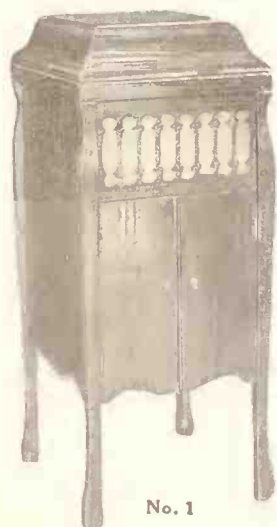
"If they would analyze facts and take advantage of conditions and opportunities as these actually exist, the laws of supply and demand would work much more smoothly. No one is asked to deal in futures, excepting to order early and make certain, so far as possible, that they have this year's stock all ordered by September. More than this, if they have plenty of machines on hand during the summer months they will try harder to sell them at this time. I have heard

Five Remarkable Money Makers

Remarkable money makers because they sell fast and stay sold and become a standing advertisement for the dealer who handles them. These instruments are equipped with the best quality motors and universal tone arms obtainable. Reproduce all makes of records. They compare with the best.



No. 5



No. 1

IMMEDIATE DELIVERIES

No waiting. Orders shipped the same day received. Our production is sufficient to take care of your business promptly.



No. 3

LOW PRICES

The volume of our business enables us to give you the lowest possible prices. We prepay all freight charges. This means all the more profit for you.



No. 4



No. 2

BEAUTIFUL IN DESIGN—WONDERFUL IN TONAL QUALITIES

You can make a real sensation with your trade by offering these machines at remarkably low prices made possible by our extremely liberal offer to you.

Write Us for Particulars Without Delay

MODERN PHONOGRAPH SUPPLY CO. 106 Springer Bldg. 313 S. Clinton St. **CHICAGO, ILL.**

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 106)

large furniture dealers say, 'I can't sell talking machines in June, July or August.' I cited an instance, only a block away, to one of these furniture men where a talking machine dealer was selling, on an average, twelve machines a week during the summer months. The former replied, 'Yes, but he goes after it.' Certainly he went after it. Was the other waiting for it to come to him?

"The talking machine to-day has become a home commodity and essential. Most people, when furnishing their homes, do not figure them as complete without one. If they do not figure that way it's up to Mr. Dealer to convince them. And let me pause to remark right here that this is not a very difficult thing to do. The talking machine appeals to absolutely everyone—in every walk of life."

CHICAGO'S BEST SELLING RECORDS

CHICAGO, ILL., May 8.—The six best sellers on records in the Chicago trade this month follow: The six best Victor records are: "Madelon" and Marche "Francaise"; "Sometime" and "Chong"; "Arabian Nights" and "Sand Dunes"; "After All" and "Lonesome"; "A Good Man Is Hard to Find" and "For Johnny and Me"; "Calling Me Home to You."

In Columbia records: "I'm Forever Blowing Bubbles" and "Beautiful Ohio"; "Sand Dunes" and "Spaniola"; "Johnny's in Town" and "Buddy Boy"; "Tears" and "You Don't Know"; "Kentucky Dreams" and "The Girl Behind the Gun"; "En Bateau" and "Finlandia."

In Edison: "Let Us Not Forget," by Thomas A. Edison, and "National Air of Our Allies"; "Dormiro Sel Nel Manto Mio Regal" and "Serenade Mephistopheles"; Simon the Cellarer and "Three Fishers"; "Garden of Flowers" and "Whenever I Think of You"; "Dry Town Blues" and "Night Time in Little Italy"; "Out of the East."

In Empire: "I've Got a Pair of Swinging

Doors" and "Johnny's in Town"; "Mickey"; "Valse Bleue"; "Till We Meet Again"; "Singapore"; "The Cruiser Harvard March."

In Emerson: "Don't Cry, Frenchy"; "Mickey"; "Ja-Da"; "By the Babbling Brook"; "How Are You Going to Wet Your Whistle?" "Beautiful Ohio."

In Pathé: "Kiss Me Again"; "When You Look in the Heart of a Rose"; "How 'Ya Gonna Keep 'Em Down on the Farm?" "Memphis Blues"; "Hindustan"; "Rockaby Your Baby."

ESTABLISH FOREIGN AGENCIES

CHICAGO, ILL., May 7.—Dorchester Mapes announces that the R. C. Wade Co. have arranged for direct representation of Tonofone needles in a number of foreign countries. Their Mr. Wettin sailed on the "Mauretania" on the 12th of April for a trip around the world. He will direct his efforts towards establishing new representatives in foreign cities not already handling the Tonofone needle. Representation has already been established in the following cities: Sydney, Australia; Melbourne, Australia; Wellington, New Zealand; Havana, Cuba; London, Paris, Milan, Oporto, Portugal; Tampico, Mex.; Barcelona, Spain; Johannesburg, South Africa; Buenos Aires, Argentina; Valparaiso, Chile; Georgetown, British Guiana; Bogota, Colombia; Hong Kong, China; Tokio, Japan; Manila, P. I.

EMERSON PUBLICITY IN CHICAGO

CHICAGO, ILL., May 8.—The Emerson Phonograph Co. of Chicago is to be complimented on the clean, effective advertising campaign it is carrying on in Middle Western newspapers. Single column, double column and triple column, Mr. Clement has succeeded in providing the Emerson clientele with business-pulling ads. This month he has prepared a new list of matrices which he is using himself and which he offers to his dealers. They are very similar

to the list prepared by Mr. Clement last month and feature snappy, readable copy illustrated by small, catchy illustrations. "Get Your Name Before These 1,873,660 People" is the title of the outside page of the advance proofs.

VITANOLA AIDS FOR RETAILERS

New Show Cards and Road Signs Now Provided—Valuable Booklet in Preparation—National Advertising Campaign to Start Soon

CHICAGO, ILL., May 5.—Among other factors that have served to promote the popularity of the Vitanola is the dealers' service inaugurated by this company some time ago, and which is now being carried on in a broad way. The sales helps offered to the retailers are carefully developed and have a real value which is duly appreciated.

One of the latest dealer's helps issued by the Vitanola Talking Machine Co. is a handsome window display card sixteen and one-half inches wide by ten and three-quarter inches deep, and embossed on heavy board by a new process. One of the latest models of a Vitanola machine in mahogany is shown in natural colors. The Vitanola name is embossed in a rich velvet-like fabric with the letters edged with gold. The border and the other type matter, including the phrase "Plays All Records—Perfectly," are in raised gold. The entire effect is bound to attract immediate attention.

In addition to the showcard mentioned, the Vitanola Co. are also offering to their dealers lithographed metal road signs. They are also publishing a new booklet entitled "Making a Phonograph Department Pay," which contains many valuable suggestions, and likewise announce a national advertising campaign which will start with a full page in the Saturday Evening Post of May 31.

Chicago is a real busy spot these days.

AGAIN SOMETHING NEW

EXACT SIZE



The success of our Fletcher Reproducer has compelled us to place on the market the best of tone-mediums to be used with it, and we now present to the Phonograph Trade the

FLETCHER UNIVERSAL
TONE-ARM

Gives correct playing weights for Victor, Columbia, Edison, and Pathe records, also perfect needle centering. Entirely new construction; Hexagonal in shape, with different thicknesses of metal, doing away with all extraneous vibrations. Nothing to loosen or rattle. Interior of arm free from all obstructions.

SOLID—SUBSTANTIAL—ARTISTIC

Two lengths—eight and one-half, and nine and one-half inches. Samples of Fletcher Tone-arm and Reproducer, eight dollars (\$8.00). Satisfaction or money refunded.

Fletcher-Wickes Company

No. 6 East Lake Street

Chicago, Ill.

“What a Lucky Choice”

That's How You'll Congratulate Yourself
After the Arrival of Your First Order of



OKEH RECORDS

The Phenomenal Success of These Popular Records is Built on



Quality

and

Prompt Shipments



The Time You Will Spend in Convincing Yourself
Will Prove to Be Your Most Profitable Investment

Every Hit
Song or Dance
on
OkeH RECORDS

*Orders Small and Orders
Large Shipped with Equal
Promptness*

Power and Beauty
of
TONE
and a
LONG—LONG LIFE

THE FRED GRETSCH MANUFACTURING CO.

60 Broadway
BROOKLYN, NEW YORK

ATTENTION

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

**Standard Music Rolls
Perfection, Sing-A-Word.
and Arto Rolls
Emerson 7 inch Disc Records
Wall Kane Needles**

Complete line always on hand

Write for monthly bulletin, catalog and prices

Enterprise Music Supply Co.

145 West 45th St., New York City

MAURICE RICHMOND, Gen'l Mgr.

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

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

"TALKER" MUSIC BY WIRELESS

Talking Machine Concert Links Ships at Sea 100 Miles Apart—Marvelous Achievement

"There's a Long, Long Trail" flowed melodiously from the wireless telephone on the transport "President Grant" as it plowed its way toward this port one day last week. Soldiers and sailors picked up the tune, some of them swung into a one-step and others crowded near the big megaphone.

There was no trail. The strains that poured out of the horn on the "President Grant" were being played by a talking machine aboard the transport "George Washington," 100 miles ahead. Through the air they tumbled over one another until the instrument on the "President Grant" picked them up. Then out came the song, distinct and harmonious. Every ship equipped with a wireless telephone within 100 miles of the "George Washington" could have heard the music. One of them did—the "Cap Finisterre," which wirelessly back its thanks with a request for more.

Details of this latest marvel of the wireless telephone were told by officers of the "George Washington," which arrived last week. The deep blue sea concert was part of the program for a dinner given by the officers of the Thirty-second Division on board the "George Washington" for Major-General W. M. Haan, commander. At the same time dinners were being given by units of the Thirty-second on the "Cap Finisterre," the "President Grant" and in Coblentz. All arrangements for the simultaneous dinners were made by wireless, and the assistance of the General Electric Co. was enlisted to provide new devices and amplifiers for the music.

Secretary Baker was on the "George Washington" and made an address that was heard on the ships and in Washington. The liner was too far from Coblentz.

The "President Grant" men clamored for more music and got it—"Keep the Home Fires Burning," "Over There"—half a dozen of the most popular war songs. When the program was completed there was a general round of felicitations over the 100-mile music stunt.

HOWARD PIANO CO. IN NEW STORE

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

An English inventor has patented a process for so treating the edges of paper money that, when placed in a phonograph of his invention, they produce words attesting their genuineness.

NEW DISTRICT MANAGER FOR VICTOR

Thomas McCreedy, of the Traveling Department, Appointed to Important New Post in Metropolitan District—Is Well Qualified

The appointment of Thomas McCreedy as New York district manager of the traveling department of the Victor Talking Machine Co. is not so much the result of the Victor policy as it is of Mr. McCreedy's own policy, which is summed up in a statement he recently made regarding selling in general. "The secret of sales success in the talking machine—or any other business—is to represent the product which is recognized as the best in your line."

A long experience in sales promotion and advertising work, than which there is no better schooling in the broad questions of general merchandising, has equipped Mr. McCreedy with unusual talents. In following his sales promotion work previous to his connection with the Victor Co. Mr. McCreedy has put his broad shoulders to the wheel and his active mind to the task of solving many a difficult merchandising problem.

His interest in the talking machine business began with the Victor Co. and regardless of the fact that he is a man of broad vision he can see no goal ahead where the Victor Talking Machine Co. is not concerned. Dealers in Ohio, Kentucky and western Pennsylvania have reason to remember him because of his wise counsel and efficient business building as a Victor traveling representative in those territories, and Victor dealers and distributors in the Manhattan territory can congratulate themselves because of his present connections in that section.

No dealer's problem is too small to get the best that Mr. McCreedy has to offer in merchandising advice and the services they get from him in this respect are unusual, to say the least. Give a man all the opportunities offered by the Victor Co. to learn everything there is to be known about the talking machine business, and add to that a wide previous knowledge of merchandising gained through sales promotion and advertising, and you have summed up only part of Mr. McCreedy's business assets. A joviality held well enough in check to meet any serious situation with the gravity it demands, a hearty manner, and, more than anything else, human sympathy, are all attributes that go to make up Thomas McCreedy.

For fear that anyone might mistake this for an epitaph, let it be remembered that Mr. Mc-

Creedy is so much alive that many big men in the talking machine business refer to him casually as "Mac" with the belief that everyone



Thomas McCreedy

understands whom they are talking about, and to prove that he is human it might be added that as many more big men call him "Tom," which is an honor that many colder-blooded citizens carrying the same first name never achieve.

THOMAS A. EDISON'S SON RETURNS

William L. Edison Back From Service With the Tank Corps—Declares Tanks a Failure

First Sergeant William L. Edison, son of the famous inventor, was among the returning soldiers on the transport "General Goethals," which recently docked at the Bush Terminal. He was a member of the 318th Replacement Corps, but went over with the 306th Tank Squadron and served with the British in the Arras sector. In France he was foreman of a salvage and repair plant and had good opportunity to study the army tanks, and declares that the British tanks were a failure because their slow movements made them a fine target for the enemy guns. The Americans soon abandoned this style of tank, he says, and adopted the lighter model known as the whippet tank, which won out.



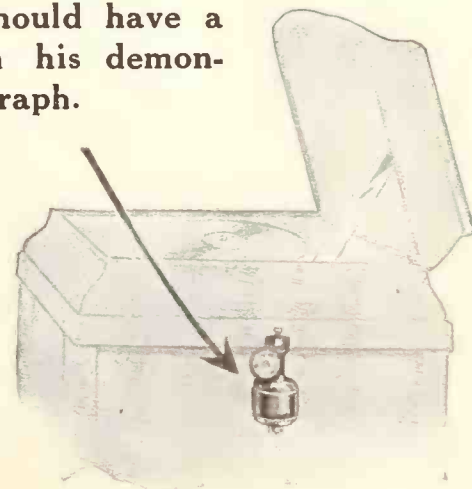
The Motrola

Is absolutely the only satisfactory device for electrically operating the phonograph.

Does not eliminate the spring motor, thus insuring even time and tone for all selections.

Every dealer should have a **MOTROLA** on his demonstrating phonograph.

EASILY ATTACHED AND READILY SOLD



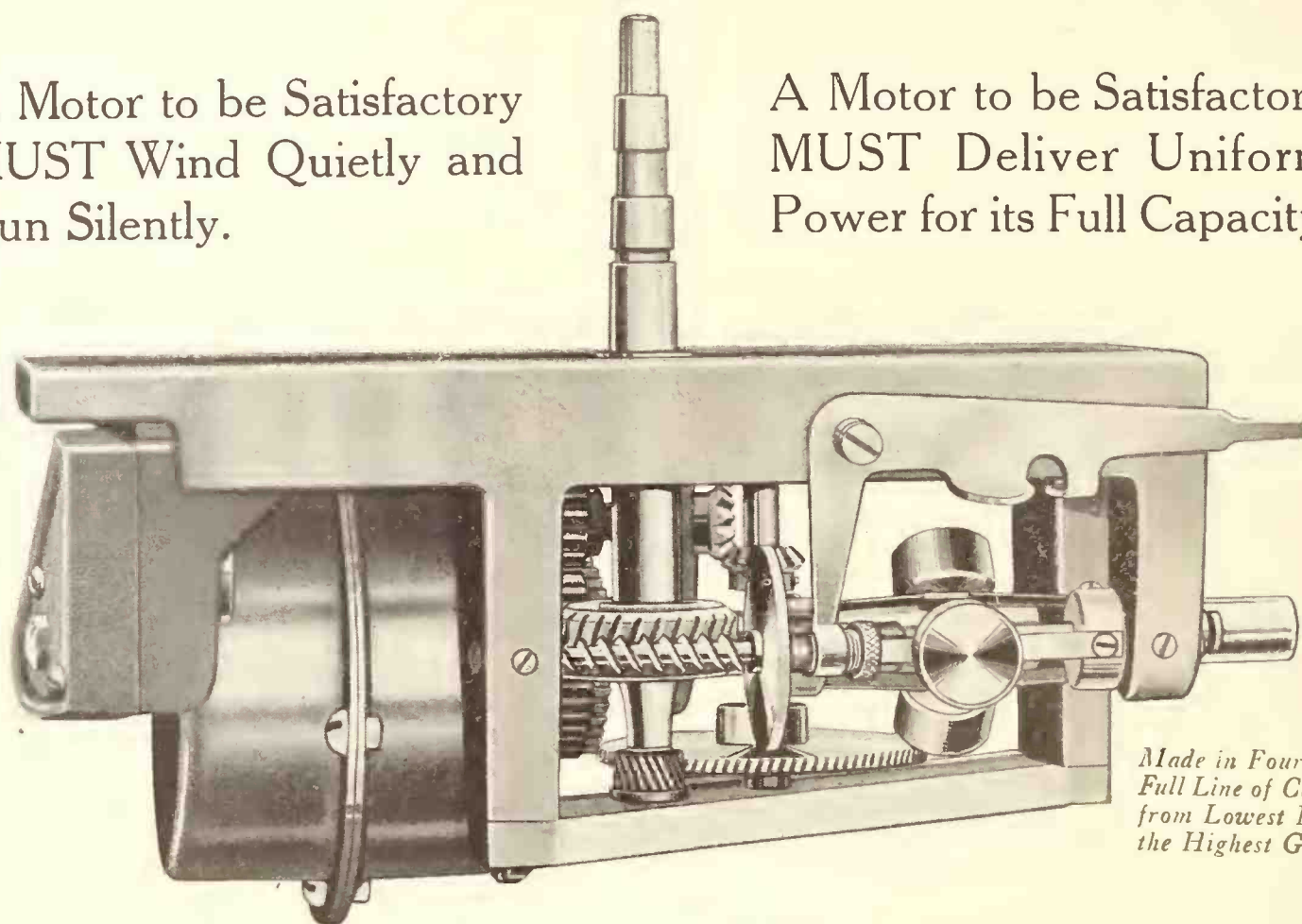
Write today for further particulars or ask your jobber.

JONES-MOTROLA, Inc. NEW YORK, :: 29 West 35th Street
CHICAGO, :: 57 E. Jackson Blvd.

Install Motor Satisfaction

A Motor to be Satisfactory
MUST Wind Quietly and
Run Silently.

A Motor to be Satisfactory
MUST Deliver Uniform
Power for its Full Capacity.



*Made in Four Sizes for
Full Line of Cabinets—
from Lowest Priced to
the Highest Grade.*

THE DAYTON MOTOR

Why Does the Dayton Motor Deliver on These Points?

Because:

The Dayton Motor is built in a factory where ACCURACY is developed to the very highest degree. Every part entering into the construction of a Dayton Motor, the Frame, the Gears, the Shafts and even the smallest screws are made to micrometer gauge, down to limits of a fraction of 1-1000 part of an inch.

We know, before it leaves the factory, that every Dayton Motor is going to give perfect satisfaction. Every part is tested for accuracy on specially designed gauges, while in process of manufacture, and then, finally, the assembled Motor is given a thorough playing test before we send it out.

A Phonograph Motor, like a watch movement, must be absolutely accurate to the minutest degree to be perfect. That is why we employ the most accurate, automatic, labor-saving machinery throughout our plant, and put this saving into additional Inspection and Testing, producing an ideal product far above the average in point of Service and Satisfaction to the user.

Over 30 per cent. of the cost of Dayton Motors is now represented in Inspection and Testing. The Springs are made specially for Dayton Motors to our own specifications and tested in our own laboratory, every piece of metal used in our motors is subject to our own laboratory test—and you get the benefit, in a Quiet-Winding, Silent Running, Unwavering motor—The Dayton—The Scientifically Refined Motor.

Achievement in this, as in other great accomplishments, has not come to us all at once; the Dayton Motor is the product of gradual development, the result of painstaking effort, years of preparation and a heavy investment in equipment and highly specialized tools.

We give you QUALITY and SATISFACTION in every meaning of the word.

The Thomas Manufacturing Company
Dayton, Ohio, U. S. A.

CLEVELAND TRADE TAKES ACTIVE PART IN VICTORY LOAN

Talking Machine Dealers Give Space, Time and Efforts to Cause of Government—Continue Campaign Against Misleading Advertising—Business Reports Are Excellent—News of Interest

CLEVELAND, O., May 5.—The Victory Loan campaign is now taking the time of most of the talking machine dealers, distributors as well as retailers. The house-to-house methods adopted at the beginning of the drive to secure pledges for more than \$81,000,000 from Clevelanders have been abandoned. This method required the services of hundreds of solicitors. Instead of making house-to-house solicitations from now on the drive will be conducted along lines adopted by campaigners during the four other bond sale drives—that is, business houses will take subscriptions direct from their employes and appeal to their patriotism by urging them to make their concern a 100 per cent. establishment.

Among the dealers who have been stimulating the loan by unique window displays of German war trophies are the Collister & Sayle Co., Victor dealers; the Harmony Music Shoppe Co., Beuscher's, the B. Dreher's Sons Co., the Wolfe Music Co., the Goodman Piano Co. and the Starr Piano Co. The Collister & Sayle display of war relics is one of the most interesting in the city and has attracted widespread attention.

One of the Victory Loan musical attractions in street parades is the girls' drum corps of the May Co. These girls, nearly fifty of them, are employes of the company, and under the direction of the piano and talking machine department have become a sort of "permanent fixture" of this big department store. The girls are well-drilled and wear natty uniforms and make a big hit wherever they go. They also provide entertainment for the store's employes. The organization reflects the up-to-date methods of the music department, which is under the direction of Harlan H. Hart.

The "clean up" campaign being waged by musical instrument dealers to eliminate false advertising is having a splendid effect. An uptown dealer who was caught at this game, after being given a severe panning before a committee of the Better Business Men's Association, promised to cease misrepresenting the facts in his daily announcements and has toned down his flaring offers of alleged bargains. A. L. Maresh, recently appointed ad censor of the Cleveland Music Trades Association, says indications are cleaner business methods will prevail among this type of dealers in the future.

"Me-Ow," a comedy melody published recently by the Sam Fox Publishing Co., this city, is having a big run in record sales. The song is

one of the biggest hits this enterprising music publishing house has ever offered the public. "I'm surprised at the volume of sales," Sam Fox said. "The song promises to have more than a usual run, so far as time goes."

D. O. Mills, who operates a chain of self-serve restaurants in Cincinnati and Columbus, has just opened the biggest place of the kind in Cleveland, having room for 600 guests at one time. The opening on May 1 was marked by a great display of flowers and music. Talking machines and player-pianos will be used to entertain guests in the afternoon and evening.

Charles K. Bennett, general manager of the Eclipse Music Co., Victor distributor, reports an increase in the supply of machines and stock, but says he is still unable to meet demands. Big department concerns, like the Halle Brothers and the Higbee Co., catering to the highest class of people in the city, are still hopeful of adding Victor machines and records to their line of merchandise.

The Cheney Sales Co., on Euclid avenue, reports increasing sales of Cheney talking machines. As distributors for this popular make the concern has made a big hit with the trade in Northern Ohio. Many talking machine lovers in Cleveland prefer the Cheney machines.

The Brunswick-Balke-Collender Co. has extensively altered and enlarged the talking machine department and a formal opening will be held in the near future. Another firm considering plans for enlarging is the May Co., which plans to add at least ten new booths.

"Trade-Ins" are finding a big sale among machines in Cleveland. Dealers say they can dispose of talking machines which are in good condition without any special effort because of the shortage in the supply of new machines.

Local dealers are not making any drives in daily newspaper advertising at present. The advertising features records reproducing patriotic songs and bargains in talking machines, old and new, as well as player-pianos, records and player rolls.

The Phonograph Co., 1225 Huron road, is preparing for a big Edison demonstration and concert on the third floor of the establishment the afternoon of May 14. An advertising expert of national reputation will discuss this end of the game, and guests of the management will be entertained with some high-class musical selections reflected in Edison records. There will be a luncheon at the Cleveland Athletic Club and a banquet at the Hollenden Hotel in the

evening. The affair will be conducted by L. N. Bloom, secretary, and Benj. W. Smith, president of the Phonograph Co., whose electrical display at night is one of the prettiest advertising attractions in the city.

Charles K. Bennett, general manager of the Eclipse Musical Co., announces that the matter of organizing Ohio's Victor talking machine dealers has been turned over to C. H. Grinnell, of Detroit, and he is very anxious to see all of Ohio's dealers in an organization.

The appearance of Galli-Curci in Cleveland on May 7 called for an increased sale of Victrola records reproducing her songs. Dealers in Victor records had a heavy run.

The Fischer Co.'s offerings of Pathé stock is the largest in this section of Ohio. New Pathé hits offered the first of the month had a big run.

An important change is the acquisition of the Victor agency by the Wolfe Music Co., which in the past has featured the Columbia and Cheney machines. A strong advertising campaign is planned when the new department is opened for business.

Another Pathé dealer is announced in the Bing Co., which is expected to open a talking machine department soon.

A campaign has been started on the sale of the higher-priced machines, especially period designs, according to C. H. Kennedy, sales manager of the Cleveland district of the Columbia Graphophone Co. Already many sales of costly machines are reported.

The Muehlhauser Bros. Co. is also among the firms making improvements in their talking machine departments. Manager Otto C. Muehlhauser is giving particular attention to this work, and the entire first floor will be given over to machines and records. The Sonora, Miraphone and Stradivara machines will be featured and a drive on these machines will soon be undertaken.

EILERS LITIGATION BEFORE COURT

PORTLAND, ORE., May 6.—Suit brought by Ernest W. Hardy, as trustee in bankruptcy for the Eilers Music House, against the Oregon Eilers Music House, opened before Circuit Judge Gantenbein yesterday with all indications of lasting a month. The action seeks the clearing up of various phases of proceedings involving the Graves Music House, the Oregon Eilers Music House and subsidiary corporations, including Eilers Talking Machine Corp., and the appointing of a trustee for the defendant corporation on the ground that funds have been mismanaged and dissipated by the president, Hy J. Eilers, to the detriment of the stockholders of the plaintiff concern.

THE SERVICE THAT HAS PROVEN ITSELF

ECLIPSE		VICTOR
CLEVELAND		EXCLUSIVELY

THE ECLIPSE MUSICAL CO. - CLEVELAND, OHIO

To every dealer in Phonograph Records:

We have no quarrel with the release dates of operatic records. As third largest producers of records in this country, we are interested in popular records where 80% of the sales are made. In selling hits, you know as well as we do, that time is money—"The early bird gets the worm." The hit that is on the market first cashes in for you.

When the big buying waves start in you have a right to expect prompt action from the record makers you represent. To you dealers who have suffered through their inability to stock you promptly, we invite a careful study of the table opposite.

Emerson Phonograph

NEW YORK—3 West 35th Street

Title	Emerson's Release	Emerson's Largest Competitor's Release	Emerson's Next Largest Competitor's Release
A Good Man Is Hard to Find	February	May	Not yet
How'Ya Gonna Keep 'Em Down on the Farm	April	May	April
Don't Cry, Frenchy, Don't Cry	May	May	May
Arabian Nights (Dance)	December	May	May
Sand Dunes (Dance)	December	May	May
Kentucky Dream (Dance)	December	May	Not yet
Madelon (Instrumental)	December	May	April
After All	April	May	May
I'm Forever Blowing Bubbles	May	Not yet	May
Beautiful Ohio (Vocal)	March	Not yet	May
I'm Goin' to Settle Down Outside of London Town	May	Not yet	May
Johnny's In Town	April	April	May
Salvation Lassie of Mine	April	April	May
You Don't Know	March	Not yet	May
He's Had No Loving for a Long Long Time	April	Not yet	May
Mickey	May	April	January
When You See Another Sweetie Hanging Around	April	Not yet	May
Peter Gink	April	Not yet	May



Our Vice-President, Mr. H. T. Leeming, at our New York office, will gladly talk with you—or will answer a 'phone call—or will have a representative see you, should you desire

Company, Incorporated

CHICAGO—7 East Jackson Boulevard

LOS ANGELES TRADE PLEASSED WITH STOCK CONDITIONS

Larger Shipments Now Reaching Dealers—Moving Picture Shown of Victor Factory—Columbia Dealers Meet—Death of H. E. Hollands—New Stores Opened and Other Changes of Interest

LOS ANGELES, CAL., May 5.—Business was exceptionally good in Los Angeles during April, and all of the local dealers are looking forward to a year of prosperity in the talking machine line. More machines and records were received by the jobbing houses than during any previous month this year, and stocks are beginning to gradually fill up, although all are far from being normal yet.

The Victory Loan drive is on in full force, and there is no doubt but that Southern California will go over the top this time, as it has done heretofore. The music dealers are very proud of the fact that they have all oversubscribed their quota at each bond issue.

A most unique and interesting entertainment was given at the Walker Theatre, Seventh and Grand avenues, Thursday evening, April 24. The performance consisted of moving pictures of the Victor factory, and it goes without saying that they were enthusiastically received by the large number of local Victor dealers and their employes who were present. This show was given through the courtesy of Sherman Clay & Co., local Victor jobbers. C. S. Ruggles, manager for the above company in Los Angeles, was master of ceremonies, and J. A. Frye, California representative of the Victor Co., made a very interesting opening and closing talk, and also fully explained the pictures as they were thrown on the screen. Many salesmen and saleswomen connected with the talking machine departments saw these pictures and now have a better idea of how the Victor is made and marketed. The main office of Sherman, Clay & Co., of San Francisco, was represented by Fred Royal Sherman, vice-president; Andrew G. McCarthy, treasurer, and George Washington Bates, comptroller of the company.

F. K. Pennington, assistant general sales manager of the Columbia Co., New York, visited Los

Angeles April 10 and stayed over for four days. All who had the opportunity of meeting Mr. Pennington expressed themselves as particularly gratified at making his acquaintance, as he is an inspiration in many ways. Local Manager William F. Stidham called a special meeting for his sales organization to meet Mr. Pennington, which was attended by Mr. Felger, of Arizona; Messrs. Ackley and Hancock, of Southern California, and Mr. Farquharson, of Los Angeles.

The dealers' meeting to hear the advanced list of Columbia records took place at the Alexandria Hotel on April 9. There was a good attendance. The sale of Columbia records from Los Angeles branch exceeded all previous sales during the month of March. Grafonola sales were also big.

The Andrews Talking Machine Co. have taken on the Columbia agency and now have a complete stock of records and machines of that make.

James G. Stitt, son of J. A. Stitt, who for many years was connected with the Southern California Music Co., of this city, has joined the talking machine staff of the above company. Mr. Stitt has but recently been discharged from the army, where he held the commission of lieutenant in the tank service.

Great regret is expressed at the recent sudden death of Mr. H. E. Hollands, of the Vernon Music Co. The deceased was beloved and admired by all who came in contact with him, owing to his geniality and optimism. Many beautiful wreaths and tokens were sent as a last mark of respect to the funeral. The greatest sympathy is felt by all for Mrs. Hollands.

R. J. Campbell, who has been with Sherman, Clay & Co. in the Victor wholesale department for many years, has severed his connections with that company and will be hereafter associated with the Columbia Graphophone Co., wholesale, in this city.

Barker Bros. have opened a branch store to represent their music department at Pomona, Cal., under the management of G. P. Meek. The new branch will be devoted mainly to talking machines, and will also carry a stock of pianos.

E. A. Geissler, of the George J. Birkel Co.; Herman Beck, manager of the Victor department of the same company; George Marygold, of the Southern California Music Co.; E. P. Tucker, of the Wiley B. Allen Co.; J. F. Salyer, of the Bartlett Music Co., and B. Platt, of the Platt Music Co., constitute the Victory Liberty Loan Committee charged with getting subscriptions from the local music trade, and they are meeting with much success.

The Starr Piano Co. is having the interior of its store on Hill street remodeled to make room for four new phonograph demonstrating rooms and increased record space to take care of the company's growing business.

The piano and talking machine sales forces of the Wiley B. Allen Co. were tendered an informal banquet in one of the large offices at the company's store last week by Manager E. P. Tucker in order to talk over business matters.

Victor dealers took advantage of the recent visit of John McCormack to this city to boost the sale of McCormack records.

WIRELESS MUSIC DELIGHTS CROWD

Many People in Liberty Way Entertained by Music of Talking Machine Transmitted by Wireless—First Tryout of New Invention

One of the most interesting of the many features of the Liberty Loan campaign in New York City was the entertainment of the crowds in Liberty Way by the music of a talking machine transmitted through the air by wireless and made audible to the hearers by means of aerial trumpets suspended high over their heads. This was the first public tryout of the new invention, and was conducted by the American Telephone & Telegraph Co. and the Western Electric Co.'s laboratories.

STRADIVARA

Art Phonograph

PATENTED

"KNOWN FOR TONE"

BUILDING a permanently profitable phonograph business is based on giving SATISFACTION. Satisfaction depends upon three things:—Superior Tone Quality, Exquisite Cabinet Designs and Workmanship, and absolutely Dependable Motors.

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

You want more cash sales in your phonograph department.

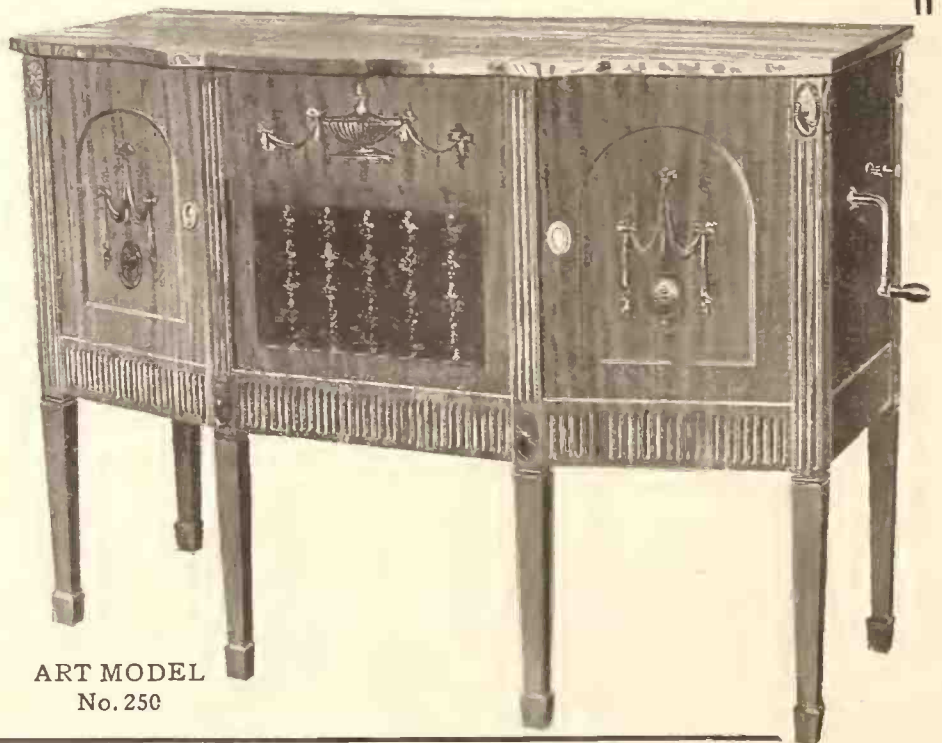
Stradivara dealers secure a larger percentage of cash than any other. It is easier to sell the Stradivara "Quality Line" than to compete with it. Write us—it will pay you.

The name "STRADIVARA" has always been synonymous with "Quality"

Full advertising service—of course.

Seven Splendid Models Retailing from \$60 up

THE COMPTON-PRICE COMPANY
COSHOCKTON, OHIO



ART MODEL
No. 250

Happenings in Dominion of Canada

DELIVERING TALKING MACHINES BY TAXI IN MONTREAL

Strike of Carters Proves Embarrassing and Expensive to Talking Machine Dealers—Free Recitals Increasing in Number—Silver Jubilee of N. G. Valiquette, Ltd.—General News

MONTREAL, CAN., May 5.—The carters' strike here has hurt business generally in all lines, including the phonograph dealers, who have been unable to deliver the machines sold except by hackmen or taxicabs. Business during the past month has been excellent, both in disposals of machines and records. As one dealer expressed himself, the more high-class artists that appear locally in recitals the more educated the people will become in purchasing high-class grand opera, classic and instrumental records of the better and more expensive class.

A woman who recently had occasion to visit several of the main centers in Canada remarked upon her return that it had been a revelation for her to see how good music was being brought within reach of the ordinary, every-day man and woman by means of talking machine recitals. It fell to this woman's lot to meet many persons who had been introduced to and favorably impressed with grand opera selections this way. They had also made the acquaintance of many of the standard classics which appealed to them when they learned that classical music is simply the music that lives.

One finds in many towns talking machine recitals are given periodically and without charge. At one recital between 300 and 400 persons listened to some of the greatest selections known in the musical world by singers, pianists, violinists, cellists, choruses and orchestras of international fame. A prominent tenor touched on this very point in the course of a recent interview when he said: "Your people are now 'up' in classical music; they really prefer it, I believe, to the cheap, or rather the vulgar, kind." "To what do you attribute that change?" he was asked. "To the spread of the talking machine mostly," he answered.

Marceau & Son, 288 St. Joseph street, Quebec, have taken on the Columbia representation.

Gauvin & Courchesne, who are large distributors of His Master's Voice products in Quebec City, have opened a branch store in lower town. This now gives them Victor representation up and down town.

Paul Dupuis will hereafter be in charge of the record stock of C. W. Lindsay, Ltd.

N. G. Valiquette, founder and president of N. G. Valiquette, Ltd., and one of the directors of Pathé Frères Phonograph Co. of Canada, Ltd., was recently the recipient of a sterling silver humidor suitably engraved to commemorate the silver jubilee of the firm. The gift was presented by the officers and members of the staff, some of whom have been with Mr. Valiquette since the beginning of his business career. Mrs. Valiquette was presented with a bouquet of twenty-five American Beauty roses as a mark of the staff's appreciation of her kindness on many occasions.

Paul Guertin, of the Three Rivers, Quebec, branch of Eug. Julien & Cie, Ltd., is authority for the statement that his firm sells more Columbia and Pathé records at \$1.50 than it does of the 10-inch records of lesser price.

Pathé and Aeolian-Vocalion models are being distributed in large numbers by the Phonograph Shop of Montreal, Regd., and Manager George S. Pequegnat is always alive to the best interests of these makes in putting over publicity stunts or advertising of an unusual nature that gets attention both for his store and these makes of phonographs.

An active demand is apparent for Sonora and Aeolian-Vocalion goods at the phonograph parlors of Charles Culross.

J. J. Flynn will shortly remove to 556 St. Catherine street west, where he will have up-to-date quarters.

Bradshaw Clarke, head accountant of Layton Bros., on the occasion of his recent marriage was presented by the firm personally with a Style A 100 Moderna Edison phonograph.

Mr. Depocas, of the Canadian Graphophone Co., Ltd., Columbia distributors in the Province of Quebec, finds grounds for very optimistic views of the talking machine situation in Quebec Province, and states that the demand has never been so good, and with the present bright outlook there seems to be no let-up in orders.

At the factory of the Berliner Gramophone Co., Ltd., this firm is finding it hard work to keep pace with the demands of dealers all over Canada. Incidentally this demand is breaking all previous records in the history of the firm, with no present indication of letting up for some time to come, so great is the popularity of His Master's Voice lines throughout the Dominion.

"The demand for Victor products keeps up wonderfully; in fact, so much so that we cannot get sufficient models to fill our orders," report Foisy Frères.

R. Valiquet, St. Lawrence boulevard, is enjoying a rattling good business, and in his territory is pushing the Pathé line of machines and records with particularly gratifying success.

Continued evidence of the popularity of Columbia goods is evident at the local agency of

J. W. Shaw & Co., where sales in these makes show steady growth.

Owing to their constantly increasing business, Pathé Frères Phonograph Co. of Canada, Ltd., have found it necessary to open a wholesale branch in Montreal. They have secured exceptionally fine quarters in the Jaeger Building on St. Catherine street West, an exceptionally favorable location. Large stocks of both machines and records will be carried and a competent staff will be ready to give perfect Pathé service to the trade in the Province of Quebec. Robert Rice, brother of Gitz-Rice, has been secured as manager. Robert W. Burgess, who has had charge of the sales office in Montreal during the past year, has been promoted to an important position in connection with sales at the head office in Toronto. The new branch will be open for business the early part of May and a complete Pathé line will be constantly on exhibit in their very attractive showrooms.

H. C. Wilson & Sons, Ltd., Sherbrooke, Que., are again making further extensions to their business by purchasing the three-story building adjoining their present quarters. This will give them a very largely increased floor space and one of the largest music stores in Canada. The first floor in the newly acquired property is now being fitted up for a special Victrola department with soundproof rooms for record hearings.

Duchesne & Grimard, Ltd., 1360-62 Des Erables street, who started manufacturing talking machines here two years ago in a modest way, are to-day turning out fifty machines a day in eight different models of up-to-date styles.

INTERESTING DEVELOPMENTS IN THE TORONTO TRADE

Music Supply Co. Ends Ninth Successful Year With Columbia Line—Big Plans for Coming Year—Starr Co. to Send Out Travelers—Campaign for Advancement of Music

TORONTO, ONT., May 1.—This month the Music Supply Co., distributors of Columbia Grafonolas and records in this city, began their ninth business year. Their record to date is one of which the proprietors, John A. Sabine and Chas. R. Leake, may well be proud. From a humble beginning they have seen their business grow to large proportions and the limit is still far beyond the horizon. With increased factory support and still further service improvements the Music Supply Co. are preparing to meet their dealers' requirements better than ever before. John A. Sabine, following a visit to New York, left early this month for England on a well-earned holiday, expecting to be away for two or three months.

In a personal note from New York to the firm's dealers Mr. Sabine said: "Our new fiscal year starts next month. Plans are being made for increasing your record sales threefold and for an increase of 150 per cent. in your sales of Grafonolas."

Commencing May 1 the Starr Co., of Canada and London, are to have three travelers work Ontario, also two Winnipeg West and one in the Maritime Provinces. This in addition to ten travelers now selling Gennett records exclusively.

D. S. Cluff, who has been connected with the music trades for many years, has joined the wholesale department of Gerhard Heintzman, Ltd., in the capacity of sales manager for the Dominion of Canada.

The work of the Canadian Bureau for the Advancement of Music to stimulate greater public interest in music was heartily endorsed by the members of the Niagara Peninsula Music Dealers' Association at their annual meeting. Different members expressed the opinion that the work of "The Bureau" during the past two years is largely responsible for the spontaneous demand for music instruments that characterizes this year's business. It was decided by the members to continue their financial support, and the belief was expressed that it is one of the best investments they could make.

A question was asked by one of the members as to the experience of the other dealers on the matter of talking machine records on approbation. One member stated that his house had recently discontinued approbation practices, with the result that there was an immediate increase in the succeeding two months' business, with an elimination of complaints of records having been used. In fact, he found the innovation so

(Continued on page 117)

Talking Machine Supplies and Repair Parts

SPRINGS, SOUND BOX PARTS, NEEDLES

THE RENÉ MANUFACTURING CO.
MONTVALE, NEW JERSEY

Get In On This

Big Edison Diamond Amberola Campaign

NEW Edison Diamond Amberola dealers are offered a co-operative plan of advertising by which arrangement they are required to furnish but one-third of the cost.

If you are not an Amberola dealer—and wish to know more about the merits of the attractive Amberola line, the profits possible from its sale, and the proposed Advertising Campaign, write to this office.

THOMAS A. EDISON, Inc.

Amberola Department

ORANGE, N. J.

There are four hundred million people in China. You'll think they're all here when the rush starts on "Chong," the Chinese rag. A-2714.

**Columbia Graphophone Co.
NEW YORK**



THE TRADE SITUATION IN TORONTO
(Continued from page 115)

successful from every point of view that it was necessary to enlarge his record department. Still another member stated that it had always been the practice of his house to refuse records on approbation. Another member found that his idea of a half-way course was satisfactory. He soon found out the undesirables or the people who were securing records on approbation merely for the purpose of entertaining themselves and returning the records.

E. H. Van Gelder, of the firm of I. Montagnes & Co., Toronto, the Canadian distributors of the Sonora, has returned from a visit to his old home in Amsterdam, Holland. Mr. Montagnes was on a business trip to New York when the steamship "Amsterdam" reached that port and met his business partner there.

The most significant evidence of the increased interest in music in the public schools was the unanimous endorsement of a resolution passed by the public school section urging the minister of education to list the Columbia Grafonola as a school supply and make it obligatory for every school district to purchase a machine and records for every school in the Province.

IMPRESSIVE MUSIC SUPPLEMENT

Winnipeg Piano Co. Uses Eight-Page Music Section of Daily Paper in Advertising Their Many Lines of Instruments

One of the features of the Progress Number of the Manitoba Free Press, of Winnipeg, Man., was an eight-page section, full newspaper size, devoted entirely to music and musical instruments. The front page of the section was occupied by a beautifully designed full-page advertisement of the Winnipeg Piano Co., which, in addition to selling pianos, also feature Columbia Grafonolas and Edison phonographs.

The other seven pages of the supplement were well filled with half-page, quarter-page and smaller advertisements placed by the manufacturers whose products are handled by the Winnipeg Piano Co., the name of that company appearing prominently in each advertisement and being the only local house mentioned in the supplement. The supplement made a unique and impressive showing. One of the features of the text was made of portraits of A. E. Grassby, president, and W. A. Smith, vice-president of the Winnipeg Piano Co., together with portraits of half a dozen members of the sales staff.

CANADIAN EDISON DEALER WINNER

REGINA, CAN., May 1.—W. G. F. Scythes & Co., Ltd., are progressive Edison dealers, having been established in this city for twelve years, during which time they have built up an extensive piano and talking machine business. P. Sydney Tutte, who is in charge of the talking machine department, has been giving some interesting window displays during the past year, and the Edison Co. awarded him first prize in the 1918 Canadian

window dressing competition conducted for Edison dealers.

NEW RECORDS POPULAR IN CANADA

OkeH Records Win Favor Immediately Upon Being Introduced Into That Country

TORONTO, CAN., May 2.—Long before the new Heineman product, the OkeH record, became known in Canada the Canadian buyers of motors and phonograph supplies were well acquainted with the Otto Heineman products, and the Heineman OkeH records added to the great popularity of these products.

Since the OkeH record made its way into Canada the Toronto offices of the Heineman Phonograph Supply Co., Inc., are busier than ever before. To use Manager Pott's characteristic remark in reference to Canadian trade conditions: "Before the OkeH records came to herald aloud the merits of the Heineman phonograph products I had 'silent' merchandise to sell—Heineman motors, tone arms, needles, etc., and they had to be bought and used before people became convinced that everything that bears the Otto Heineman label signifies quality. Now we sing a different tune. All we have to do is to start off an OkeH record and leave the rest to it—the Heineman motor and phonograph supplies couldn't talk for themselves, but the OkeH record does. And, by the way, when that record begins to reel off its own 'talking points' there is but one thing left for us to do—take a pencil and order pad and write out an order."

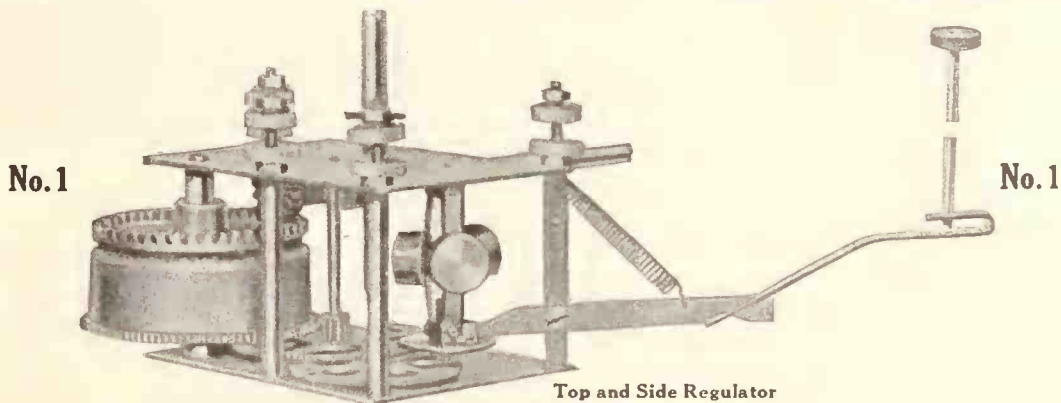
60 MILES AN HOUR SELLS RECORDS

H. E. Wimperly, Manufacturer of Peerless Phonograph, Makes Sale to Traffic Cop After Exciting Race for Eight Miles

TORONTO, ONT., April 30.—H. E. Wimperly was hurrying back to the city the other day and his mind was intent on everything but speed laws and traffic cops. Just outside of Oakville he caught sight of the wary constable hiding behind a post, and in order to rid himself of the unpleasant sight stepped on the accelerator with considerable determination. After a mad dash of eight miles he was forced to stop at a railroad crossing on account of a lagging freight train.

As he slowed down for the crossing a darkening of his side curtains, which were all on and tightly fastened, caused him to look up suddenly only to meet the accusing eye of the cop who demanded the curtain be opened up. It was promptly unfastened. "You gave me quite a chase. I thought I would have caught you in a mile and a half at the most. The next time you are coming out bring me out No. 216053. I've heard Ruthven McDonald sing "The Admiral's Broom," and I don't know of anything I like better. I want others, too, but I marked them all down and the money is here, too," as he handed in an envelope. He started his motorcycle and with a wave to the astonished music dealer disappeared in a cloud of dust before the latter realized that nothing was said about a summons.

MELOPHONE MOTOR



COMPLETE WITH 10-INCH TURN TABLE

Simple in construction, the most satisfactory and durable of all small motors.
Will play two ten-inch records with one winding.

Three years' successful record as the best single spring motor manufactured.

Immediate Deliveries Sample \$2.00

Write for Quantity Prices

Melophone Talking Machine Co.

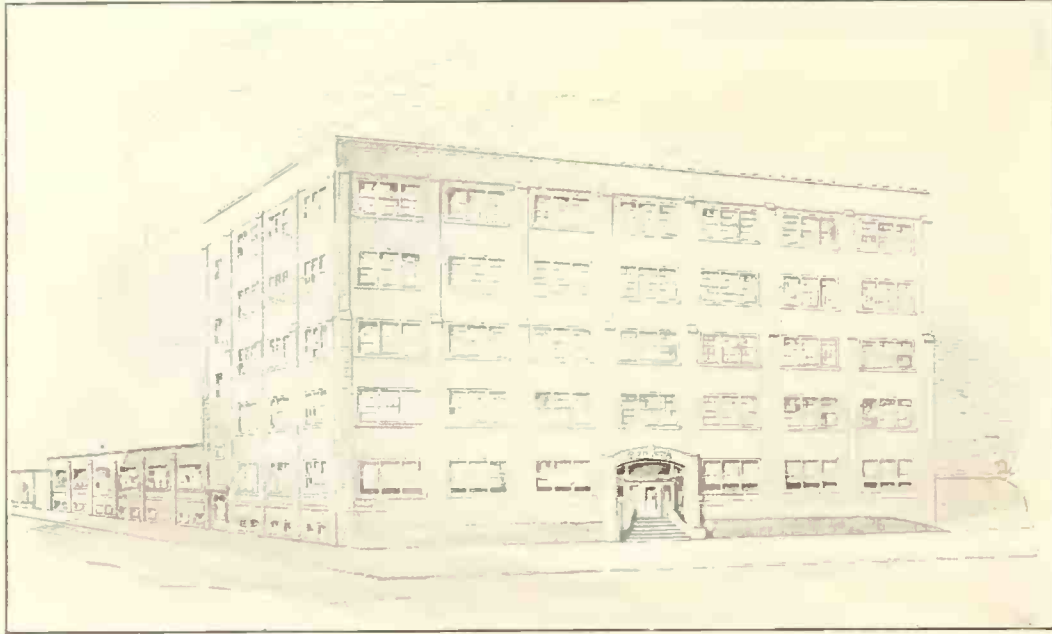
380 Lafayette Street, New York

NEW SONORA ASSEMBLING FACTORY AT SAGINAW, MICH.

Admirably Equipped Plant Will Soon Be Ready for Occupancy—Is Badly Needed to Supply Company's Needs—Sonora Executives Were Among the Recent Visitors

The accompanying illustration presents the new addition to the Sonora assembling factory now in construction at Saginaw, Mich. This new plant will soon be ready for occupancy, and

tives and others who are prominent factors in Sonora activities visited the company's factories at Saginaw. After going through the newly-acquired cabinet factory the accompanying pho-



New Sonora Assembling Factory

will undoubtedly prove of immense value and assistance to the Sonora factory officials, who have been handicapped by a lack of additional factory facilities for some time past.

The demand for Sonora phonographs is break-

ing all records, and Sonora jobbers throughout the country report the greatest business in their history. The plant at Saginaw is working day and night to give the jobbers and dealers adequate service, and this new building will be another link in the fast-growing chain of Sonora factories.



Photograph of Sonora Executives Taken on Steps of Factory

A few weeks ago a number of Sonora execu-

tograph was taken. Reading from left to right those in the picture are: John Herzog, N. A. Carpell, P. Farb, Major Albert Paillard, George E. Brightson, T. Greensbauer, Joseph Wolff and John L. Jackson.

MUSIC MAN BUYS VICTOR SHOP

C. Fred Danielson, Jamestown, N. Y., for many years active in the music business of that city, has purchased the Victrola Shop at 314 Cherry street and will continue the business, featuring the Victor line of machines and records.

AN ADVENTURE WITH A CELEBRITY

Miss MacPherson, of the Edison Shop, Kansas City, Tells of an Interesting Meeting With Mischa Elman—Hears a Number of Records

KANSAS CITY, Mo., May 5.—Miss Ophelia MacPherson has been in charge of the concert room at the Edison Shop, retail, for a number of months, where she has given hundreds of concerts, always explaining fully every record, its meaning, composition and place in the opera, if it is an operatic selection, but she never before had an experience quite like the one she related to me. She called it "An Adventure With a Celebrity Who Had a Sense of Humor."

Two men, obviously foreigners, came into the concert room one day recently and asked to hear one of Albert Spalding's records. They listened attentively and then asked to hear Carl Flesch's "Le Menetrier." Before the playing of each record explanations were made by Miss MacPherson as to the meaning of each selection. Sensing some sort of a frame-up on the part of the men, she inquired if they were already familiar with the record and artists, to which they assured her they were somewhat.

Their strange actions continuing she proceeded to tell them what she thought of them. One of the men began to explain that they were merely discussing her ability as a saleswoman, whereupon she informed him that she was not even trying to sell a record, her work was only to make people want them.

After quite a lengthy program interspersed with a great deal of interesting conversation, Miss MacPherson put on her wraps and expressed her intention of going to lunch. Then one of the men said: "The reason why I asked you to play all of these selections and asked you for your opinion of records and machines was because I make Victor records myself."

"Would you mind telling me your name," said Miss MacPherson.

"MISCHA ELMAN," he said.

Then they immediately became better friends and had another little chat, forgetting the lunch-engagement for the time being.

Mischa Elman was passing through Kansas City on his way to the East from Lindsborg, Kan., where he took part in a musical affair and visited practically all members of the musical trade.

TAKES ON THE PATHE LINE

The W. A. Hoover Co., Fourteenth and Lawrence streets, Denver, Colo., is now the wholesale distributing agent for the Pathé phonograph in Colorado, taking over the agency from the Swanson & Nolan Supply Co.

REX GRAMOPHONE COMPANY

who are one of the oldest established Talking Machine Houses in Europe, having extensive trade connections throughout Great Britain, in the Colonies and foreign Countries, desire to obtain exclusive selling agencies for *Spring Motors, Tone-arms, Sound-boxes, etc.*, of first class quality at reasonable prices. Please send fullest particulars to:

Rex Gramophone Co., 2, Elizabeth Place, Rivington St., London, E. C. 2., England.

Cable Address: "Lyrecodisc, London."

WALTER S. GRAY
 CHRONICLE BLDG. SAN FRANCISCO, CAL.
NEEDLES

Pacific Coast Jobber for the **BEST**
 in Talking Machine Trade Accessories

SEND FOR ILLUSTRATED PRICE LIST AND FREE SAMPLE
"GLOBE" TRANSFER NAME PLATES
 DEALERS EVERYWHERE APPLY THEM ON PHONOGRAPHS, PIANOS, ETC.
GLOBE DECALCOMANIE CO.
 JERSEY CITY, N. J.

The Toledo Talking Machine Co.

EXCLUSIVE VICTOR WHOLESALERS

LOCATION

Our location the best in the United States for serving the trade in northern Ohio, Michigan and northeastern Indiana.

TOLEDO—3rd transportation center in the United States.

16 Railroad divisions operating 23 railroads.

10 Interurban Lines.

3 Steamship Lines.

393 Rail and 572 interurban trains every 24 hours, gives unexcelled mail, express and freight service to our dealers.

SERVICE

With our location, transportation facilities, increased factory output, our service will be second to none.

The Toledo Talking Machine Co.

425 Superior Street,

TOLEDO, OHIO

EXCLUSIVELY WHOLESALE

DETROIT EXPERIENCING GREAT PROSPERITY RIGHT NOW

Reasons Why Talking Machines and Records Will Be in Big Demand This Summer—Marshall Reports 300 Per Cent. Increase—Wallace Brown's Anniversary—Dealers All Optimistic

DETROIT, MICH., May 6.—If the talking machine business gets any better dealers are going to be wishing that it is just the opposite—at least until they can get more merchandise and at the time they need it most. Detroit is experiencing great prosperity right now; new homes by the hundreds are needed and will be built this summer; the present demand for machines is unprecedented and dealers are wondering what will happen next fall when the demand will be still greater. Each year dealers are finding out that the talking machine business is a twelvemonths business and not seasonal as in the early days. The dullest months of the pioneer days are now just as good as the most seasonable months. During the summer months people buy cheaper machines for their country resort places, and they buy more records; in winter and cold weather they want machines and records for their homes. This condition makes the talking machine business one of the very best for dealers, because in all other lines dealers have their good months and their off-months.

C. L. Marshall, the Detroit jobber for Sonora, reports business 300 per cent. better than a year ago at this time. One of the biggest Sonora accounts in Detroit is the J. L. Hudson Music Store, 68-70 Library avenue. Edward Andrew, manager of the talking machine department, added the Sonora line nearly two years ago, and he carries a complete and large assortment. The fact that the Hudson store advertise it extensively and push it vigorously is the best indication of what they think of the Sonora.

Henry S. Doran, Michigan avenue dealer in Victor goods, has made reservation for the Detroit Board of Commerce boat cruise June 26 to 30.

A. A. Grinnell, treasurer of Grinnell Bros., who looks after the wholesale Victrola departments, expects to leave for a trip East some time

this month, which means he will be a visitor at the Victor factory. He says there has been some improvement in the arrival of machines and records, but that the factory is still far behind and that he doubts if it can ever catch up from the way orders continue to pile up.

Wallace Brown this week celebrated his second anniversary as Brunswick dealer. "During those two years we have done a remarkable business," said Mr. Brown. "But two reasons are responsible—quality merchandise and constant advertising." Mr. Brown is probably one of the best talking machine advertisers in the country. He uses every medium from newspapers, theatre programs and circulars to billboards and street cars. "Keep constantly at it is the only way to get results from advertising," he said. Recently he adopted the caption of "It Speaks For Itself" in connection with the Brunswick.

Sam Lind, Detroit manager for the Columbia Graphophone Co., says: "We are so far ahead of anything our branch has ever done for the first months of the year that it is almost unbelievable to compare figures, and the surprising thing of it all is how dealers keep on ordering—and just where all the machines go to. Yes, and record business is even better. Columbia records are getting better all the time, and our company is to be congratulated for the progress they have made in this branch of the business. We are not making any effort to take on new dealers for the present, as we have all we can handle to satisfy those we already have with merchandise. We don't know of a single dealer who is not at least 100 per cent. ahead of his business in 1918."

R. B. Alling, of the Phonograph Co. of Detroit, says there has been a big improvement in factory shipments, as a result of which he has been able to take better care of his dealers. Mr. Alling is exceedingly well pleased with wholesale

as well as retail business, and was never more optimistic about trade conditions.

Manager Chambers, of the wholesale Pathé department of Williams, Davis, Brooks & Hinchman Sons Co., says that business just seems to be pouring in by every mail, and that both city and State dealers must be enjoying wonderful trade, from the size of their orders.

The Cheney line of talking machines, which is represented by half a dozen dealers in Detroit, is growing and growing in popularity, and dealers say that it is bringing the very best class of people to their stores.

Manager W. H. Huttie, of the Starr Piano Co., which is also the State distributor for Starr phonographs, says that goods are delivered to dealers without being unpacked. "As soon as a machine comes in we have some customer or some retailer who is waiting for it," he said.

SELLING AGENTS FOR NEW NEEDLES

New England Musical Instrument Trading Co.
Sole Selling Agents For Bell Hood Needles

The New England Musical Instrument Trading Co., 127 East Twenty-third street, New York, have been appointed sole selling agents of the Bell Hood semi-permanent point needles. The needles are the invention of Rudolph Steinart, of the well-known Steinart family, and as now produced embody a number of improvements. Among the features claimed for the Bell Hood needle are that they play from fifty to a hundred records, eliminate scratching, purify and humanize the tone.

The New England Musical Instrument Trading Co. is now able to deliver these needles in quantity lots, and the present plans for the exploitation of the product call for an intensive campaign bringing the merits of the needles both before the trade and the public.

The Brunswick line has been taken on by the Tilden-Thurber Corp., Providence, R. I., and is proving popular in that territory.

A SCIENTIFICALLY PERFECT SOUND REPRODUCING COMBINATION



This Tone-arm and Sound-box is the embodiment of all the desirable features to be found in the best phonograph equipment.

Universal Reproduction—Plays all makes of records perfectly without attachments

Tone Arm has throw-back-feature. All joints are threaded to prevent rattling. Made of best materials, beautifully finished. Handsome in design, adding in beauty to the cabinet.

Notwithstanding the high quality of our product, we have very interesting prices to offer.

ASK FOR OUR QUOTATIONS

TRIANGLE PHONOPARTS CO., 311 Sixth Avenue, New York City

PHILADELPHIA: Real Estate Trust Bldg.

More people will dance to Columbia Records this summer than ever before. Have you all the new June dance records?

**Columbia Graphophone Co.
NEW YORK**



OPPOSED TO COMMISSIONS BEING PAID FOR PROSPECTS

Jesse F. Houck, of Memphis, Tells Why It's Unwise to Encourage Sales by Giving Commissions in Cash or Merchandise to Those Who Are Instrumental in Bringing New Trade to Store

It is quite evident that the members of the talking machine trade are distinctly opposed to any suggestion that any commissions be paid either in cash or merchandise to those who are instrumental in bringing new trade to the store, the objecting members having had experience with the results of the system of paying commissions in the piano trade, which is gradually being eliminated.

In The World last month there was published a special article by Courtenay Harrison on the subject of "Capitalizing Customers' Friendship," in which was included the suggestion that records be presented to those who turned in the names of prospects. In protesting against this suggestion, as offered by Mr. Harrison, Jesse F. Houck, vice-president of the O. K. Houck Piano Co., prominent Victor wholesalers of Memphis, Tenn., writes:

"My experience would indicate that aside from price-cutting the payment of commissions to parties outside one's business organization is the most harmful of all business practices. It is therefore with considerable regret that I have noticed in the different trade papers lately suggestions which are equivalent to an endorsement of this practice. In the article 'Capitalizing Customers' Friendship as an Aid to Securing Future Business' appearing in your own publication of April 15, it is suggested that the dealer give his customers a couple of records in return for the names of machine prospects to whom sales have been made.

"The Rotarian motto, 'He Profits Most Who Serves Best,' is really a principle which applies to every phase of life—just as surely as effect follows cause and reaction follows action, reward follows service.

"You join the church not because you expect any financial benefits by doing so, but because it is the right thing for you as a Christian to do, and if you serve your church you are sure to receive financial and social as well as spiritual benefits because the law of service has so decreed.

"If the dealer serves his customers because it is the right thing for him to do and because he is really interested in them the law of service ordains that he shall thereby profit by securing their friendship and influence. This is his just reward, or, to put it another way, he has by the service rendered bought and paid for his customers' friendship and influence, then why pay for it a second time?

"Would the customer give his friend's name or use his influence to secure the business for the dealer if the service rendered him had not been satisfactory? No! and further, the offering of a commission would be considered an insult.

"The customer in giving a friend's name or using his influence in the dealer's behalf is prompted by a desire to have his friends profit by the service which has proven so satisfactory to him and not by any special interest in the

dealer. No reward is deserved and none is expected and when offered it belittles the customer's friendship and creates an impression which is sure to undermine the feeling of confidence without which there can be no satisfactory business relations or friendship.

"Much ado you say about the occasional giving of two or three records. The trouble is it will not stop there, as the average salesman follows the line of least resistance. Before long the dealer's entire sales force will be making this offer promiscuously, another dealer takes it up and offers six or eight records, another

twelve or probably cash with the result that sooner or later the entire trade will be demoralized.

"The practice of paying commissions to outsiders belongs to the dark days of the past when subterfuge and chicanery were a general practice in trading but, in these modern days of enlightenment, the public knows that no merchant can afford to pay a commission to outsiders without including it in the price of his goods; hence, any trade doing so is looked upon with suspicion and distrust.

"As you have always opposed methods which would tend to lower the trade from the high plane it has for so long enjoyed in the public's confidence, I hope you will use your influence against the adoption of this harmful practice."

We heartily agree with Mr. Houck's views.

SPEAKS BEFORE CONFERENCE

W. A. Willson, of the Columbia Co., Speaks on Educational Value of Talking Machine at Americanization Conference Session

The use of the talking machine as an aid in teaching English to the foreign born in this country was the subject of a discussion by W. A. Willson, manager of the educational department of the Columbia Graphophone Co., on May 12, at the conference in Washington under the auspices of the Americanization Division. This conference was called for the purpose of arousing this nation to action in regard to the education of its foreign population, and was attended

by men and women who have had practical experience in field work among foreign born.

In view of his experience in this special field Mr. Willson was able to give a very interesting and enlightening talk on the great possibilities of the talking machine in helping these foreign-born peoples to become real Americans. The educational value of the talking machine is being rapidly recognized all over the world and is especially well fitted to aid in the work of Americanization.

The Pathéphone is being featured in an advertising campaign being carried on by the Daniels & Fisher Stores Co., Denver, Colo., and some very striking ads are appearing in the papers.

Room No. 321

130 Fulton Street

Clifford A. Wolf
MANUFACTURER OF
Diamond and Sapphire
Phonograph Points

New York City

Phone, 2812 Cortlandt

GOOD FEELING AMONG DEALERS

Doing Away With the Jobber-Retailer Great Benefit to Trade, Says Sol Lazarus, Vice-President of Talking Machine Men, Inc.—Plans Under Way For Annual Picnic

"The talking machine trade is to be congratulated on the doing away with the jobber-retailer, and the results have done much to promote a greater feeling of good will among the dealers," says Sol Lazarus, the well-known vice-president of the Talking Machine Men, Inc., New York. "Now that everyone is out in the open and is an out-and-out dealer, jobber or retailer, the benefits are apparent everywhere and ill-will in the trade is less common."

The Talking Machine Men, Inc., are already making plans for the annual picnic in the fall, and it is expected that this year it will be held either at Rye Beach or Bear Mountain some time in August or September. The outing last year was a decided success, but this year's party is scheduled to be some celebration if the tentative plans outlined by Mr. Lazarus are worked out. It will be an all-day affair this year, with an early start, so that no unnecessary time may be lost. The ladies will be present, and the trip will be made from the city to the destination by auto. The dealers who have machines are being gotten in touch with, so that there may be no lack of transportation when the curtain rises. A real swimming contest will be held this year, and there is a chance for any budding champion to show his (and possibly her) skill.

The value of the talking machine men's association is not to be underestimated, and its members should take advantage of the many opportunities it offers, declared Sol Lazarus. He went on to say that too many dealers lacked initiative and were content to let others do things for them. The association has grown wonderfully since the old days, when there were but seven members, but there is danger of stagnation unless every man is alive to the possibilities offered by such an organization.

The election of new officers is near at hand, and according to report there may be some radical changes in the personnel of the association.

MOVES TO NEW QUARTERS

The Parr Mfg. Corp., who have for a number of years been located at 1 Union Square, New York, have moved their executive offices to 100-108 West Twenty-third street, New York. The Parr Mfg. Corp. are the patentees and manufacturers of the Parr magnetic reproducer, the Parr universal tone arm and the Parr vibratone diaphragm. The factory is located in Latrobe, Pa.

AN IMPORTANT DEAL IN TOLEDO

New Interests Take Over the Wholesale Victor Department of the Whitney & Currier Co. and Plan to Incorporate New Company Under Name of the Toledo Talking Machine Co.

TOLEDO, O., May 6.—A very important deal of great interest to the talking machine trade was consummated in this city last week when Eastern and local interests purchased the wholesale Victor department of the Whitney & Currier Co., and arranged immediately to incorporate the business under the name of the Toledo Talking Machine Co.

The incorporators will be: C. A. Ericsson, J. J. Ryan, L. D. Perry, H. C. Truesdale, W. L. Kellogg, C. H. Womeldorff and Ludwig & Co. The officers will be: C. A. Ericsson, president; J. J. Ryan, vice-president; L. D. Perry, treasurer, and C. H. Womeldorff, secretary and manager.

The Toledo Talking Machine Co. will wholesale Victor product exclusively, and will have no retail affiliations. Chas. H. Womeldorff will assume the management of the new company, and the trade can expect the same fair dealing in the future as they have had in the past.

Warren L. Kellogg will represent the new company on the road, and it will be gratifying to his large circle of friends to know that he will be not only one of the incorporators of the company but will also be on the board of directors.

The new company plans to continue the policy of definite and equitable service to the dealers, and to improve that service whenever the opportunity permits. It is believed that the absence of any retail interests will facilitate the carrying out of this plan materially.

TO OPEN NEW STORE IN NEWARK N. J.

H. Litvak has arranged to open a new talking machine store at 485 Springfield avenue, Newark, N. J., on or about June 1, where he will handle Columbia graphophones and records, together with a line of music rolls and sheet music. He has also arranged to get The Talking Machine World regularly each month, which indicates that he has the proper idea of good business practice.

MAKING LAWSON PHONOGRAPH

The Lawson Piano Co., one of the oldest piano manufacturing concerns in New York, whose headquarters are at 372 East 149th street, are now manufacturing the Lawson phonograph, which will be available for the talking machine industry.

APPRECIATE VALUE OF EQUIPMENT

Ninety Unico Demonstrating Rooms Installed at Lit Bros.—Twenty-eight Installations by Unico Co. Reported for April—Great Showing

PHILADELPHIA, PA., May 7.—Finishing touches have been given to the Victrola department of Lit brothers' department store of this city, which make it the largest talking machine department in the world. Ninety Unico demonstrating rooms and a full equipment of record counters and filing equipment for 100,000 records have been installed by the Unit Construction Co. An idea of the growth of this department may be gained when it is remembered that this department was inaugurated in 1915 with only five Unico demonstrating rooms.

Twenty-eight complete installations are reported by the Unit Construction Co. for the month of April and a tribute to the popularity of the Unico equipment is found in the fact that seventeen out of the twenty-eight are for additional equipment from dealers already supplied with Unico system equipments.

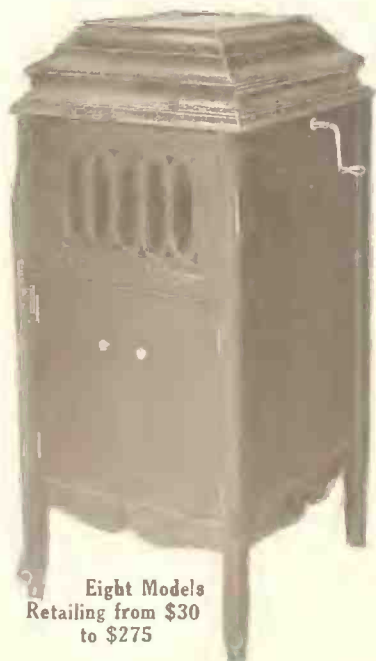
Rayburn Clark Smith, president of the Unit Construction Co., reports that the outlook for the future is beyond all precedence, not only work under contract but projected improvements as well, and the area of this expansion extends from Texas to Seattle and from Seattle to Maine.

Recent equipment has been installed in such well-known talking machine houses as C. C. Harvey Co., Boston, Mass.; M. Steinert & Sons, Waterbury, Conn.; Bloch & Kuhl Co., Peoria, Ill.; Cable Company, Chicago, Ill.; Rorabaugh, Wiley Co., Hutchinson, Kan.; F. J. Weigand, Barborton, O.; Weser Bros., Newark, N. J.; Jordan Piano Co., Washington, D. C.; Marcellus Roper, Worcester, Mass.; Robelin Piano Co., Wilmington, Del.; Gewehr Piano Co., Wilmington, Del.; Pearson Piano Co., Indianapolis, Ind.; Beerman's Music House, Muskegon, Mich.; Mandel & Schwartzman, Bloomington, Ill.

The Unit Construction Co. has opened Boston headquarters at 85 Essex street, that city.

HAVE YOU A JOB FOR A SOLDIER

The Re-employment Bureau of New York City for Soldiers, Sailors and Marines has been opened in the Hallenbeck Building, 505 Pearl street, and this organization is backed by all welfare and employers' associations in New York. At the present time there is a decided shortage of clerical and general office jobs, and this shortage will be more acute when the Seventy-seventh Division is demobilized. Members of the trade are urged to utilize the bureau in aiding the returning men to find employment.



Eight Models
Retailing from \$30
to \$275

SONA-TONE

"The tone you can't forget"

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

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

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

SONA-TONE PHONOGRAPH, Inc.

110 West 40th Street

New York City

DISTRIBUTORS AND EXPORTERS

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

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

WILLIAM A. MUROCK, Oistributor, Philadelphia, Pa.

GEORGE A. CALOWELL, Oistributor,
Boston, Mass.

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

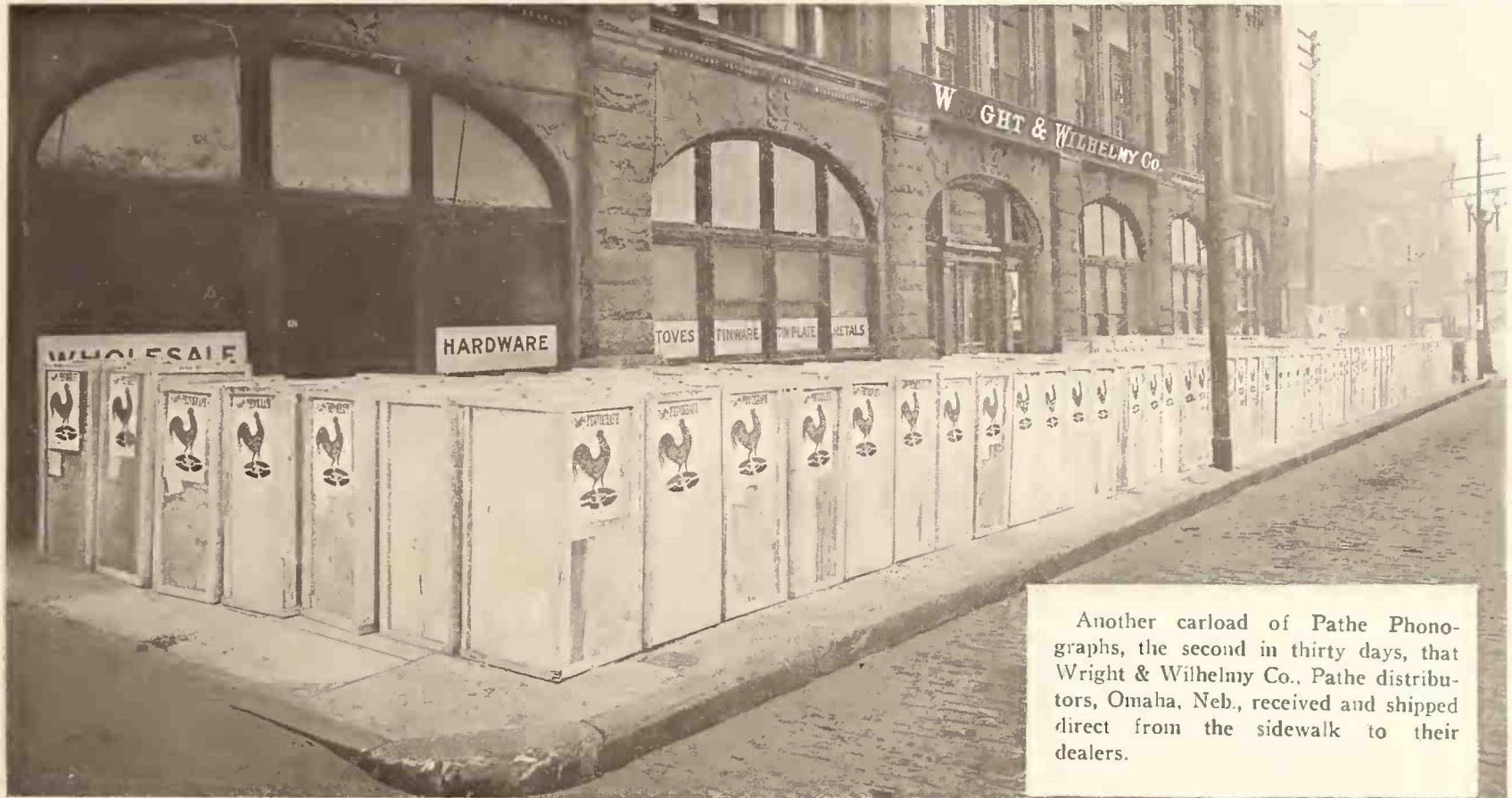
SONA-TONE OISTRIBUTORS CORPORATION,
322 Livingston Street, Brooklyn, N. Y.

DE VAUSNEY & TAYLOR,
Newark, N. J.

N. T. MANUFACTURING CO., INC.
Cohoes, N. Y.

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

“Do they Sell? We’ll say they do!”

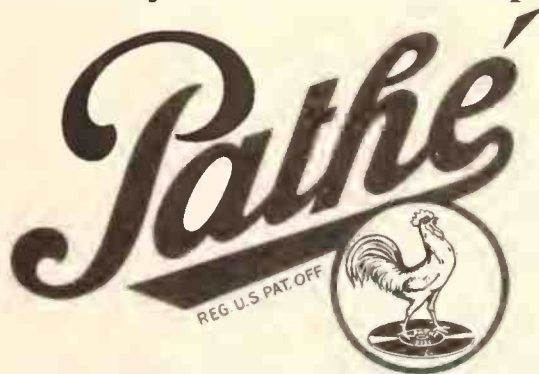


Showing how eager live dealers are to always have Pathé Phonographs and Records on hand for the steadily growing demand.

YOU are losing money every day you are not selling Pathé Phonographs and Records.

Write us today, or quicker still, write the distributor nearest you for details of how you can increase your sales and profits without adding to your expense with

PHONOGRAPHS



RECORDS

No Needles to Change

PATHÉ FRÈRES PHONOGRAPH CO.

E. A. WIDMANN, President

20 Grand Avenue

Brooklyn, N. Y.

These Pathe distributors are ready to give you real Pathe service

- | | | | |
|---|--|---|---|
| BALTIMORE, MD.
National Piano Co. | DALLAS, TEX.
Harbour-Longmire Co. | NASHVILLE, TENN.
Gray & Dudley Co. | PORTLAND, ORE.
M. Seller & Co. |
| BOSTON, MASS.
Hallet & Davis Piano Co. | DENVER, COLO.
W. A. Hover Co. | NEW YORK CITY
Bristol & Barber Co., Inc.
111 East 14th Street | ROCHESTER, N. Y.
Rochester Phonograph Co. |
| BUFFALO, N. Y.
Buffalo Wholesale Hardware Co.
A. Victor & Co. | DETROIT, MICH.
Williams, Davis,
Brooks & Hinchman Sons | Jacob Doll & Sons, Inc.
116 West 42nd Street
Pathe Freres Phonograph Co.
(City Sales Dept.)
18 East 42nd Street | ST. LOUIS, MO.
Hellrung & Grimm |
| BURLINGTON, IA.
Churchill Drug Co. | HOUSTON, TEX.
William Volker & Co. | OKLAHOMA CITY, OKLA.
Harbour-Longmire Co. | ST. PAUL, MINN.
G. Sommers & Co. |
| CEDAR RAPIDS, IA.
Churchill Drug Co. | INDIANAPOLIS, IND
Mooney-Mueller-Ward Co. | OMAHA, NEB.
Wright & Wilhelmy Co. | SALT LAKE CITY
Salt Lake Hardware Co. |
| CHICAGO, ILL.
Fuller Morrison Co.
W. W. Kimball Co. | JACKSONVILLE, FLA.
John A. Futch Co. | PEORIA, ILL.
Churchill Drug Co. | SAN FRANCISCO, CAL.
Western Phonograph Co. |
| CINCINNATI, OHIO
Lowry & Goebel | KANSAS CITY, MO.
William Volker & Co. | PHILADELPHIA, PA.
Interstate Phonograph Co. | YORK, PA.
Weaver Piano Co. |
| CLEVELAND, OHIO
Fischer & Co. | LOS ANGELES, CAL.
Western Phonograph Co. | PITTSBURGH, PA.
Pittsburgh Talking Machine Co. | TORONTO, CANADA
Pathe Freres Phonograph Company
of Canada, Ltd. |
| | MEMPHIS, TENN.
Armstrong Furniture Co. | | |

EDUCATIONAL VALUE OF GRAFONOLA

Impressive Proofs of the Importance of the Talking Machine in the Sphere of Education the Basis of Interesting Volume Issued by Columbia Co.—Admirably Conceived

"The Grafonola in the Class Room" is the title of a new publication issued recently by the educational department of the Columbia Graphophone Co. It contains graded catalogs of educational records and is noteworthy for its artistic appearance and the valuable assistance it affords Columbia dealers.

This publication was compiled under the personal direction of W. A. Willson, head of the Columbia Co.'s educational department, who is to be congratulated upon the production of a book that is one of the most informative and interesting contributions to trade literature. Typographically it is in complete accord with the character and importance of the educational



The Joyous Folk Dance to the Music of a Grafonola



Music Appreciation in the High School

"Rural Schools": "Seashore's Measures of Musical Talent"; "Music Foods—A Basis for Music Appreciation"; "Lure of Music"; "High Schools"; "Normal Schools and Colleges"; "Community Music"; "Physical Education," and "Outline For Twenty Lessons in Appreciation." Many of these sections are subdivided into various headings, as for example: "Grammar Grades" has ten distinct sections, "High School" has over twenty, "Physical Education" has a half dozen headings, and an alphabetical list of Columbia educational records in the back of the book provides for maximum convenience somewhere in the use of this publication.

The illustrations are worthy of more than passing attention, for they emphasize the remarkable success achieved by the Grafonola and Columbia educational records in recent years. In fact, they have an educational value in themselves, and contribute materially to the importance of this new book.

work to which it is devoted in its entirety. This book is divided into a number of sections, among the most important of which are the fol-

lowing: "Columbia Plan of Teaching Music Appreciation"; "Music in the Home"; "Kindergarten and Primary Grades"; "Grammar Grades";

The progress that the Columbia Co.'s educational department has made during the past few years is little short of phenomenal. It was not

The latest, most intelligently constructed lateral record in the world

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

The New Lateral Record

made by

THE LIBERTY PHONOGRAPH COMPANY

Like fine painting or jewelry does not come in bulk

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

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

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

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

LIBERTY PHONOGRAPH COMPANY

Executive Offices : 1836 EUCLID AVENUE, CLEVELAND, OHIO

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

so long ago that the phonograph was rarely considered as a necessary part of school equipment, but to-day Columbia Grafonola and Columbia records can be found in schools from one end of

used in the classroom, in the gymnasium, playground, and in fact in every department of the school. It has proven its worth under trying conditions, and this new publication that is now



Physical Training Under Ideal Conditions

the country to the other, and hardly a community of appreciable size does not furnish its schools with this equipment. The Grafonola is

in the hands of Columbia dealers reflects the importance and value of this educational equipment.

FORM PACIFIC PHONOGRAPH CO.

Business Men of Portland, Ore., Organize Company to Make the Stradivara Phonograph for Pacific Coast States—Large Plant Secured

PORTLAND, ORE., May 5.—W. P. Wiggins will be president and E. W. Barlow vice-president and general manager of the Pacific Phonograph Co., which has been newly incorporated by a number of prominent business men of Portland for the manufacture of the Stradivara phonograph. The board of directors will be composed of W. P. Wiggins, E. W. Barlow, F. L. Eddy, George Broughton, F. N. Clark and two other business men.

The company has acquired the building at East Thirty-third street and Broadway, which was the O. K. Jeffrey airplane plant, and is at present operating with a force of forty workmen. Within the next thirty days the force will be increased to 100 workmen. The force includes expert cabinetmakers and woodworkers. By July there will be 150 employed at the plant. The corporation succeeds the Sahlstrom corporation, which operated a plant in South Portland for a year under the management of L. D. Gilman for the manufacture of the Stradivara. The new company is capitalized at \$75,000, and has secured the rights for the exclusive manufacture of the Stradivara phonograph for twenty years

in the Pacific Coast States—Oregon, California, Washington, Idaho, and also in Nevada, Arizona, Utah and parts of Montana and Colorado.

It was necessary to enlarge the plant, whose capacity was only forty machines a day, while the demand is for 100 or more a day. The enlargement of the plant called for larger capital, which would give greater facilities. The O. K. Jeffrey building was secured by taking over the entire capital stock of the Broadway investment company for \$70,000. The organization of the new company will be completed in a few days, and in the meantime the plant is turning out machines as fast as its present facilities will permit.

MICKEL BROS. CO.'S NEW HOME

Elaborate Quarters in Omaha Provide for Excellent Service—Numerous Innovations Introduced for Benefit of Retailers

OMAHA, NEB., May 7.—The Mickel Bros. Co., with the excellent facilities of its new building in this city now fully available, is showing even more than its wonted energy in taking care of the requirements of the Victor dealers in its territory, and in evolving new service and selling helps for those same retailers. In other words, the company is doing everything to maintain its reputation as being the largest and liveliest Victor wholesale house in the corn belt.

The new home of Mickel Bros. Co. in Omaha comprises a four-story and basement building, specially equipped throughout to meet the special demands of the company's business. A reception room where visiting dealers can make their headquarters is one of the features of the new building, but the most interesting innovation is the "Service Room," where the latest publicity and selling plans to stimulate Victor retail business are offered for the consideration of the dealers. Of course, the stock keeping and shipping facilities are of the latest.

The new facilities offered by the building in Omaha, coupled with the opportunity for service by the Mickel Bros. modern quarters in Des Moines, should prove distinctly interesting to Victor dealers in that section of the country.

The Stencil Phonograph Mfg Co., Manhattan, has been incorporated at Albany with a capital stock of \$25,000 by W. E. Hitchkiss, M. Neckritz and M. H. Rechell, 141 St. Anns avenue.

The Frank Preuss Co., 1216 Walnut street, Milwaukee, Wis., has recently entered the music trade in that city, and is now the only dealer in Milwaukee handling the Edison exclusively.

RECORD MAKERS GO ON TOUR

Group of Artists Will Give Concerts in Ohio and Pennsylvania This Month

"The Popular Record Makers," the group of record artists who have for several years past appeared in concert in various sections of the country under the management of H. H. McClaskey, have arranged to start on a tour of Ohio and Pennsylvania, leaving New York on May 18. The record makers will appear in Akron, O., on May 20; Youngstown, O., May 21; Alliance, May 22; Canton, May 23; Connellsville, Pa., May 24; Uniontown, Pa., May 25; Altoona, May 26; Ridgway, May 27; Punxsutawney, May 28, and Butler, May 29, and they are assured of a hearty reception.

The record makers on tour will include Henry Burr, Arthur Collins, Billy Murray, Byron G. Harlan, Albert Campbell, John H. Meyer, Fred Van Eps and Frank Bantat, as pianist. The various concerts will be held in co-operation with local dealers.

**Cabinet Buyers—
Why Not Let Us
Start Your Sales
Right!**



We Know How To—

Construct a Machine to Suit Your Needs

Tell us About What You Want.

Produce at a Cost to Fit Your Proposition

What sort of a selling deal do you want to put out?

Furnish Maximum Quality Within Specifications

Let us look over your specifications.

Apply High Grade Workmanship

in a Way that Makes Materials Count for the Most In Satisfaction. That goes a long way toward closing the sale. After all, the big point is—ability to make much of the materials provided.

Send Us Your Catalog or Specifications. That Will Help us to Show You Why We Ought to be Your Factory.

Singer Talking Machine Co.
Milwaukee, Wis.

SAMUEL ESHBORN
65
FIFTH AVENUE
Bet. 13th & 14th Sts., New York

**Announces Removal
to
ABOVE ADDRESS**

*Specialist in
Talking Machine Repair Parts
and Supplies*

**Main Springs, Gears, Shafts,
Screws, Diaphragms, Attach-
ments, Motors, Reproducers,
Tone Arms, Etc.**



The Best Talking Machine Needle on the Market

PACKED IN COUNTER SALESMEN

50 Needles to a box and they retail at 10 cents per box.
60 boxes to a package, \$6.00. This package costs you \$3.90 net.
Your profit is \$2.10 and your customer gets a needle that will give satisfaction.

THE FRED. GRETSCH MANUFACTURING COMPANY

60 Broadway

Manufacturers of Musical Instruments

BROOKLYN, N. Y.

Canadian Wholesale Agent, H. A. BEMISTER, 10 Victoria Street, Montreal, Can.
Western Distributor: WALTER S. GRAY, 530 Chronicle Building, San Francisco, Cal.

VISIT OF OPERA CO. HELPS EXPAND SALES IN ATLANTA

High-Class Records Have Call, Owing to Public Hearing of Great Metropolitan Artists—Dealers Handling All Lines of Machines and Records Report Wonderful Month—Prosperity in the South

ATLANTA, GA., May 7.—The talking machine dealers generally in this city report nice business in the month of April. They each and every one benefited very much by the visit of the Metropolitan Opera Co. here the week of April 19-26, as all the leading companies were well represented in the various operas presented, and the publicity given by the talking machine companies themselves, the musical critics in the newspapers, the society editors, and last but not least, by the individual dealers themselves, was amazing and most gratifying to all in the industry. The sale of symphony records was greatly stimulated both before, during and since the opera engagement.

Taken as a whole, this season's work was the best, the attendance was the largest and the money receipts the most since the Metropolitan Company began coming to Atlanta, this being their ninth visit here. Caruso, Lazaro, Mardones, Martinelli, Bada, De Lucca, Rothier, Scotti and others were in their best voices and all shone with new lustre. Ponselle, Muzio, Alda, Barrientos, De Launios and others of the ladies sang as they have possibly never done before and too much cannot be said of their wonderful achievements and great triumphs in their various repertoire.

Dealers are getting more stock than in some time, and the outlook is quite encouraging. Individual reports follow below:

The Atlanta Talking Machine Co., Columbia dealers and who also have the Vocalion, say, through Mr. Lawshe, store manager, that their business in volume, as to terms of sale, cash

sales and cash record business is progressing without any signs of diminution, and they look forward with confidence to the future.

The Cable Piano Company report through Mr. Salter, manager of the Victrola department, that they had a wonderful month. With the weather clearing as to source and quantity of supply at least to some extent, and with the public as eager as ever for Victor product he expects to proceed with assurance and to reach new records in sales volume this year. Mr. Salter and Mr. L. J. Evans of the same organization have organized the Evans-Salter "All Star" concert series and will bring to Atlanta from time to time some of the world's greatest singers and instrumentalists.

The Haverty Furniture Co., Columbia dealers, who also sell the Pathé, put on in April one of the greatest lines of publicity ever placed before the Atlanta public. Their advertising manager was given carte blanche as to publicity and featured all Columbia artists here during the week. Especially did Miss Rosa Ponselle, Mme. Barrientos and Hipolito Lazaro come in for generous space in the daily papers, window display, etc., at the hands of this company.

The main store of the Haverty Co. in Atlanta, as well as their eight or nine stores in other Southern cities, report business as continuing in most satisfactory shape and volume.

Phonographs, Inc., the local Edison jobber, and who also have a most attractive and successful retail store in this city, had as their guests during the week of grand opera twenty or thirty

of the principal Edison dealers in their territory, and all expressed themselves as having had a most profitable and enjoyable visit. A convention was held while they were here.

The Philips & Crew Piano Co., the oldest Victor dealers in Georgia, are quoted as continually reaching and passing old records in their Victrola department. This concern is of such high reputation and is so well known to the public, that coupled with the merit and strong standing of the line it handles it is able at all times to be one of those at the head of the procession. Under the guiding hand of Harvey Phillips, president of the company, and resident director, the concern is making more than a passing impression in the talking machine field.

Travelers in Georgia, Alabama, Florida, North and South Carolina all report business in most excellent shape. The sales volume (wholesale) is running from two to three times that of 1918.

JONES-MOTROLA EXPANSION

New Jobbers Appointed in United States—
New Norwegian Representatives—Extensive
National Advertising Planned This Year

The Perry B. Whitsit Co., of Columbus, Ohio, and The Buehn Phonograph Co., of Pittsburgh, are among the firms that have lately taken on the Jones-Motrola in a jobbing way. The Norwegian Phonograph Co., of Christiania, Norway, has been appointed foreign representative of Jones-Motrola, Inc., with a territory which covers all of Norway. Additional national advertising is being planned by Jones-Motrola, Inc., in addition to that now appearing in Life and the Literary Digest. The new magazines to be used include Vogue, Collier's, Scientific American and the Ladies' Home Journal. The factory is very busy with orders on hand.

NEARLY ATE THEM

A fussy little man hurried into a Federal street restaurant and excitedly said to one of the waiters:

"Were you here half an hour ago?"

"Yes," the waiter replied.

"And did you wait on me?"

"I rather think I did."

"Well, I lost something when I was in here."

"What was it?"

"A half dozen small-sized disc records."

"I have them right here back of the counter for you, but they are a trifle mussy."

"Whatdye mean, mussy?"

"You left them there on a plate and the next gink who came in poured syrup on them, thinking they were a stack of wheats."

THE TESTIMONY OF USERS

BACKS OUR CLAIMS THAT

VEECO ELECTRIC MOTORS ARE RIGHT

THEIR DURABILITY MAKES THEM THE
BEST FOR HIGH GRADE MACHINES

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

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

THE VEECO COMPANY 248 Boylston St.
BOSTON, MASS.

THE ORIGINAL PRODUCERS OF A COMPLETE ELECTRIC DRIVE
FOR TALKING MACHINE MANUFACTURERS' USE

ACME-DIE

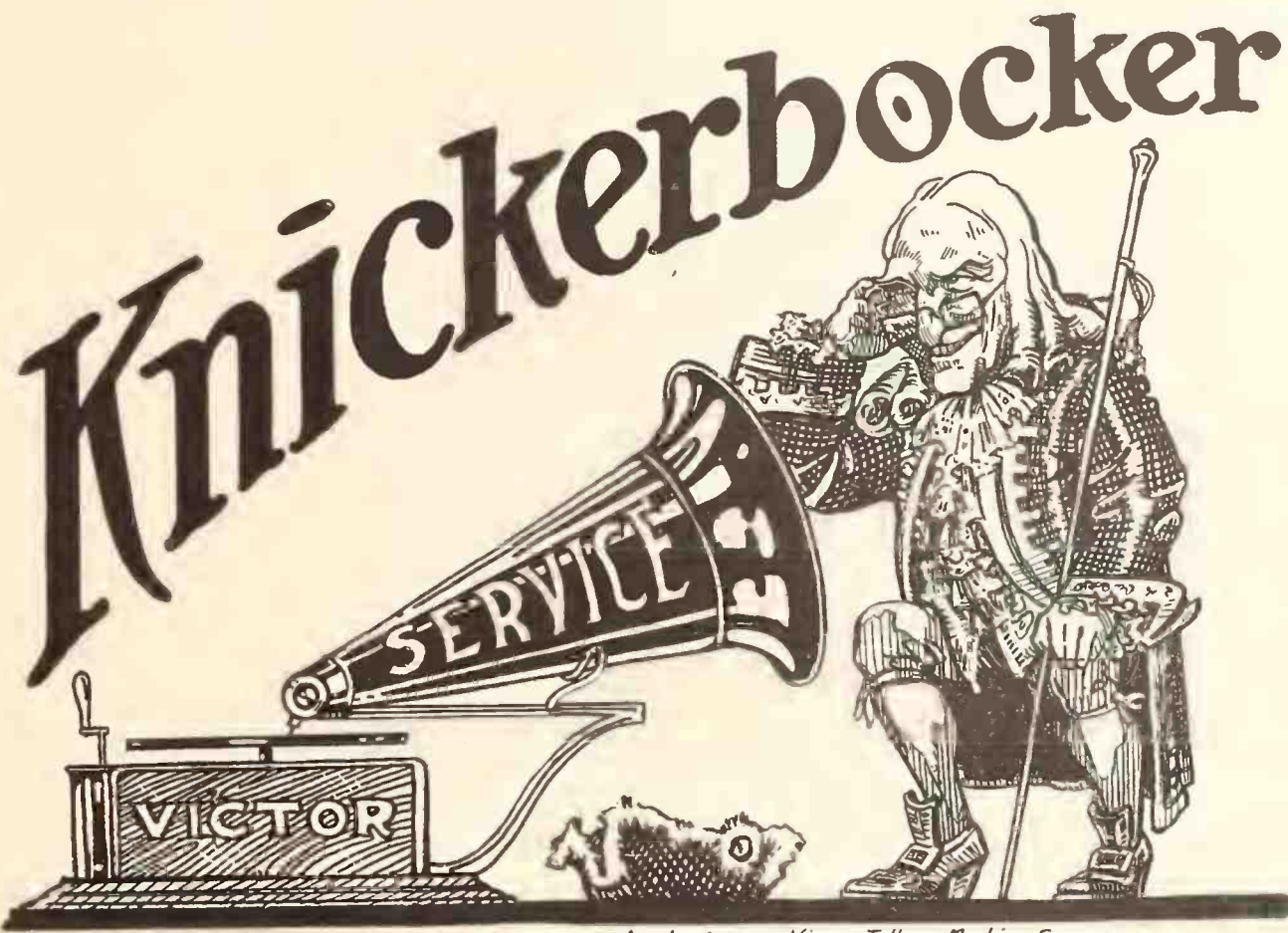
CASTINGS

ALUMINUM-ZINC-TIN & LEAD ALL °YS

Acme Die-Casting Corp.

Boston Rochester Brooklyn N.Y. Detroit Chicago

Metropolitan Victor Retailers!



Apologies to Victor Talking Machine Company

What Our Co-operative Service Means To You

Expert Counsel on

WINDOW DRESSING
POLISHING
ADVERTISING

REPAIRING
DELIVERING
PRINTING

SELLING

This service is rendered along original and universal lines—you will surely want details. Communicate with Richard H. Veale, Head of our Service Council

*Are You a Subscriber to "Knickerbocker News Service" ?
If Not Send for Your Copy TO-DAY*

The Knickerbocker Talking Machine Co.

Metropolitan Victor Wholesalers

138-140 West 124th Street

New York City



DESCANTS ON THE WONDERFUL ADVANCE OF THE INDUSTRY

Otto Heineman Tells Why There Should Be "a Phonograph in Every Home" in Most Interesting Talk With The World—Tells of Its Remarkable Influence Educationally

"A phonograph in every home" has for many years been the motto and slogan of Otto Heineman, president of the Otto Heineman Phonograph Supply Co. In fact, this phrase or statement has become more than a slogan to Mr. Heineman, and it may be considered in the light of a hobby. By his associates and co-workers it is regarded as part of Mr. Heineman's life work, and the greater his success the broader his vision of the task, and the keener sense of

turer soon made it possible for the average man with but moderate means to add this most complete of all musical instruments to his furnishings which make for a beautiful home.

"And to-day! To-day even the poorest man can make no excuse about a talking machine, for to-day there is a machine within the reach of every laboring man. Now it's simply a question of a systematized and thorough canvass of this vast country, and I'm sure that American

"Have you ever thought of it that even to this day the so-called musically educated person is as a rule a very one-sided musical person? He either knows all about vocal art or is well versed on piano playing or is a fiddle crank or knows all band pieces from the days of King Dodo, but very few of them have a well-rounded knowledge of music in all its branches.

"That's not going to be the case in the future, when there will be a phonograph in every home. It will be possible for any one to get acquainted with the best renditions of popular songs, ballads, symphonies, art songs, violin and piano solos, etc., no matter how far they live from the music centers of the world.

"Have you ever considered what the American-made record has done for the American composer and the American artist? It is true that the progressive music publishers have accomplished much in spreading American music abroad, but it goes without saying that what they have achieved is merely a drop in the bucket compared to what the American-made talking machine and record is doing in boosting American music all over the world.

"It is most fortunate that America should be the leader in the phonograph and record industry, for it will strengthen the world's tribute which has been paid to American inventive genius and to American workmanship ever since we flooded the world markets with shoes, farming implements, typewriters, etc.

"Thanks to American talent, it is possible for a music lover in Zanzibar to entertain his guests with 'Yankee Doodle'; thanks to the progressive American record manufacturer it is possible for the Eskimo mother to put her babe to sleep with 'Mighty Lak a Rose'; the king of Zululand can learn the fox-trot to the tune of 'Hindustan' and the caravan can stop under the Pyramids for lunch and turn on the 'Beautiful Ohio.'

"Just this much more. I feel sorry for any man, whether record manufacturer, jobber or the smallest dealer, who keeps on selling his records and talking machines thinking all the while of the profits involved in the deal, and meanwhile fails to derive the real happiness which every man should consciously feel every time he does something to make a man happier and the world more cheerful and enlightened."

CELEBRATES 30TH ANNIVERSARY

Frank Tollin, Victor Dealer, of Chester, Pa., Also Occupies New Store in That City

CHESTER, PA., May 2.—Frank Tollin, Victor dealer of this city, has completed thirty consecutive years of successful merchandising and celebrated the anniversary with the formal opening of his newly equipped store at 617 Edgemont avenue. Six new sound-proof demonstrating rooms have been added and added facilities have been installed to take care of the large talking machine trade. This department is in charge of Nathan A. Tollin, a son of the proprietor, and as a result of his careful management is enjoying continuous growth. The opening was well attended and each customer was presented with a four-inch high miniature plaster-of-paris Victor dog, made by the Penn Phonograph Co.

LEASE FACTORY IN PERTH AMBOY

The Kimberly Phonograph Co., manufacturers of the Kimberly phonograph, has leased a factory at Perth Amboy, N. J., for the production of these instruments. The offices of the company will remain at 206 Broadway, and several business men of Perth Amboy are now interested in the company.

PROGRESSIVE EDISON DEALER

The Sandersville Music Co., of Sandersville, Ga., exclusive Edison dealers, did a business last year of which they are justly proud. In a town of not over 2,500 in population they sold over 200 Amberolas and disc instruments. This year they expect to sell at least 100 Amberolas and 200 discs.



Otto Heineman Photographed at His Desk

obligation which he feels standing at the head of the great institution which is certainly "doing its bit" to place a talking machine in every home.

Mr. Heineman recently consented to give The World an interview in connection with his "hobby," in the course of which he said:

"You want me to tell you what I think a phonograph in every home will mean to the world—well, you see, it's difficult to appreciate what a phonograph in every home will mean unless you take a glimpse back to the early days of this wonderful industry.

"In the beginning the talking machine was a great luxury, just like the piano during the early days of musical history, when only people of great means owned one. Fortunately, in America the progressive phonograph manufac-

genius will soon surmount all obstacles, as it has done so frequently in the past, and my slogan of 'A Phonograph in Every Home' will be no mere slogan, but a wonderful fact.

"You see, when there will be a talking machine in every home it will not be possible for the children of the poor to grow up without hearing the best in musical art. They will grow up with a fair conception of what a wonderful and vital role music plays in the life of every individual, in the home life, in the community and in our national development. These children will grow into men and women who will be able to appreciate music intelligently, and through the proper development of their aesthetic side they will turn out to be better citizens and better homemakers.

H. J. SMITH LABORATORIES

Jewel Manufacturer

EXECUTIVE OFFICES,
FINISHING and
RECORDING
LABORATORY JEWELS

Plant No. 1
833 Broad Street
Telephone 2896 Market
NEWARK, N. J.

SAWING
GRINDING
ROUGHING
ROLLING and
EXPERIMENTAL
LABORATORY

Plant No. 2
54 1/2 Franklin St.
NEWARK, N. J.

Manufacturer of

Phonograph Diamond and Sapphire Reproducing Points—Recording Laboratory Jewels—Rough Diamond—Diamond Powder—Experimental Work. Jewels manufactured for all talking machine records. Consulting Specialist on all experiments relating to any new recording grooves. Recording problems satisfactorily worked out.

TALKING MACHINE TRADE OVERSUBSCRIBES LOAN QUOTA

Allied Music Division Raises Over Seven Millions in New York for Victory Loan, With Talking Machine Interests Playing an Important Part in the Subscriptions

Going away beyond their quotas with subscriptions to Liberty Bonds and Victory Notes appears to have become more or less a habit with the Allied music interests in and about New York, with the members of the talking machine trade doing their full share of the work, or maybe a little more, both in the matter of subscribing and in getting subscriptions from others.

The campaign carried on by the Allied Music Division, Industrial and Professional, in which the talking machine trade was incorporated, in connection with the floating of the Victory Liberty Loan, is to be accepted as a wonderful example of businesslike effort. In fact, this division is credited with being the first to go beyond its quota of \$2,750,000.

The chairman of the committee was C. C. Conway, of the Hallet & Davis Piano Co.; treasurer, Charles Jacob; secretary, Albert Behning, with J. Newcomb Blackman, of the Blackman Talking Machine Co., and C. G. Child, of the Victor Talking Machine Co., as members of the Advisory Committee. H. L. Willson, of the Columbia Co., was one of the vice-chairmen, and E. N. Burns, of the same company, and V. E. B. Fuller, of Thomas A. Edison, Inc., were members of the Concert Committee, under the chairmanship of Herman Irion, of Steinway & Sons. The committee in charge of the work of securing subscriptions from the talking machine trade was made up of W. H. Alfring, Lambert Friedl, Thomas F. Green, George W. Hopkins, E. H. Jennings, William Maxwell, A. P. Plumb and E. A. Widmann.

The first committee meeting of the Allied Music Division was held at the Pennsylvania Hotel on April 18th, at which time Chairman Conway declared that there was no reason for prolonging the job beyond the time necessary to record the subscriptions. He said the main idea was

to oversubscribe the quota and get back to regular business. In other words, there was no sense in spending three weeks over a one-week job. That other members of the music trade held the same idea was indicated by the fact that at a second meeting held one week later at the Hotel McAlpin subscriptions totaling \$4,300,000 were reported, and four days later, after an elaborate rally held at the Metropolitan Opera House on April 28, the actual subscriptions in hand were approximately \$7,000,000 in the aggregate.

Although accurate detail figures are not available at the present time, the Allied Music Division is officially credited with having subscribed over 250 per cent. of its quota, or a total of over \$7,400,000. It was the first division to go over the top, and at the finish was topped by only one subdivision of the eighty in the Rainbow Division. It is a record to be proud of.

The rally held at the Metropolitan Opera House, while not so elaborate as that held at Carnegie Hall during the Fourth Loan, nevertheless attracted a capacity audience by featuring two world-famous artists, Jascha Heifetz, the noted violinist and record artist, and Sergei Rachmaninoff, famous pianist and composer. The speakers included Admiral Mayo, Lieutenant-Colonel Theodore Roosevelt and Rev. Dr. C. Wallace Petty. The first sensation of the evening came when C. G. Child, of the Victor Talking Machine Co., offered to subscribe \$500,000 worth of notes if Mr. Heifetz would play Schubert's "Ave Maria" as an encore. The violinist complied with alacrity. This offer was later topped by one of \$1,200,000 for an encore by Rachmaninoff.

There was less excitement about securing subscriptions for the Victory Loan than in any of the previous campaigns, and yet the results were unusually satisfactory. It was looked upon

as a strictly business proposition, and within ten days after the opening of the campaign the local headquarters again went back to a normal pre-Loan basis.

Reports from the various sections of the country indicate that talking machine jobbers, manufacturers and retailers in all sections did their full share in making the Victory Loan a success, and it was interesting to note that while they were working for Uncle Sam business kept right on at a top-notch rate. Probably the announcement that it would be the last loan of its kind had something to do with the results, but the fact remains that the results were positive in their character.

NEW HOME FOR VICTOR DEALER

Many guests prominent in the talking machine industry were entertained at the recent opening of the new store of the Bahr Piano & Music Co., of Quincy, Mass. Among the guests were Herbert Schoemaker, of the Eastern Talking Machine Co., and Frank Horning, New England manager of the Victor Talking Machine Co., and his wife. The musical program of the evening was enjoyed by everyone, the features being selections by Farrar, Scotti and Caruso reproduced on the Victor.

NEW HOME FOR LYRIC MUSIC STORE

The Lyric Music Co., Ogden, Utah, has purchased the stock of the Consolidated Music Co., and after extensive alterations a formal opening of the new store was held a short time ago. C. L. Madsen, formerly local manager of the Consolidated Music Co., is president and general manager of the new concern, which carries Victor and Aeolian-Vocalions and a complete line of records.

Mrs. Mary L. Easton, mother of the late Edward Easton, former president of the Columbia Graphophone Co., of Hackensack, N. J., died at her home on May 3.



Emerson

INTERNATIONAL RECORDS

75c. for a Double Disc—SUPERIOR QUALITY

Play on all phonographs—no attachments—clearest recording—
foremost artists—prompt delivery—merchandisable couplings.

NOW READY: Polish, Italian, Hebrew-Jewish, Czecho-Slovak

IN PREPARATION: Russian-Ruthenian, Hungarian, Scandinavian, Spanish and Portuguese

NEW RELEASES in all languages from time to time.

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EMERSON INTERNATIONAL, Inc., 366 Fifth Ave., New York, N. Y. LOUIS D. ROSENFELD, Mgr.
of Repertoire.

"THE FOREIGNER WILL FIND WHAT HE LIKES ON EMERSON RECORDS"



**We Herewith Make Our
Initial Bow**

**As One of the Best Equipped New
Distributors of**

 **OKEH**
RECORDS

We have become OkeH Distributors because we have **faith in OkeH Records.** And we have faith in this Popular Record **because we KNOW** from the Great Success of other **OkeH Distributors** and hundreds of **OkeH Dealers,** **that these records have made good.**

Our Enthusiasm Is Founded On These Proven OkeH Facts.



Popular Music
AND
Prompt Deliveries



WE EXTEND ALL THIS TO OUR DEALERS

A line or personal call from you will bring full information and *heartiest co-operation.*

SMITH, KLINE and FRENCH COMPANY
1311 WALNUT STREET, PHILADELPHIA, PA.
BRANCH OFFICE: JENKINS ARCADE BLDG., PITTSBURGH, PA.

TRADE CONTINUES UNUSUALLY ACTIVE IN KANSAS CITY

Goods Coming in With Greater Frequency—Plank's New Post—Edison Used in Bible Class—Linguist Manager of Jenkins Store—Caruso Helps Victor Record Sales—Dealers Optimistic

KANSAS CITY, Mo., May 1.—The talking machine trade this spring is unusually active, and all dealers report an increase over last year's business during these months. Although in some cases a shortage of goods is a handicap, as a general rule shipments are coming in with greater frequency and regularity, and it is possible to catch up with the demand somewhat.

B. L. Plank, who for five years has been factory representative in this territory for the Victor Co., is now direct assistant under A. A. Trostler, in the Victrola department at the Schmelzer Arms Co., and is very much pleased with the trade, records being especially in demand.

Hazel Emmerson, formerly with the Columbia, retail, is now on the sales force in the Victrola department at the George B. Peck Dry Goods Co. Business has been keeping up in fine shape in this department, according to Miss Moss, manager of the department. The record business has been especially good. The most popular numbers have been "I'll Say She Does" and "Mickey."

C. R. Lee, of the Edison Shop, opened his men's Bible class last Sunday morning with Bible reading and hymns on the Edison. The feature was advertised in the weekly bulletin of the Hyde Park Christian Church and an enormous crowd was present. Everyone expressed approval of this method of conducting the class. The occasion afforded one more unique way of bringing the Edison's qualities before a large body of listeners and prospective buyers.

It has been the custom of the Edison Shop to hold weekly meetings of the retail sales force for the discussion of various topics of interest. Each week a subject is discussed by some one of the sales force. The subject under discussion on April 30 was "Opera," by Miss MacPherson, who selected two operas and told the stories, illustrated by records. The idea is to educate the sales force in the knowledge of the principal operas, so that they can properly present them to their customers. Every subject of interest to the trade is treated in this manner and with the finest results. It is surprising the amount of interest that is shown and the amount of real practical knowledge which is gained.

O. D. Standke, manager of Columbia Shop, retail, reports a wonderful demand for Columbia, both machines and records.

Business at the Edison Shop instead of decreasing with the spring months, as is usual, has been increasing. The April business shows a 400 per cent. increase over the same month of last year, and passed last April's sales record

at the end of the sixth day of the month. While there is still an unusual number of cash sales the payment plan is more popular than a few months ago. Many customers are taking advantage of the ninety-day payment plan, on which there is no interest charge.

Fred C. Linguist, formerly with the Sherman, Clay Music Co., of Tacoma, Wash., has been made manager of the Victrola wholesale department of the J. W. Jenkins' Sons Music Co. Ira C. Hershner has recently been made manager of the city sales in the Victrola department at Jenkins'.

The J. W. Jenkins' Sons Music Co. is making a Caruso drive this week, previous to the Caruso concert to be held in Convention Hall May 5. They are displaying Caruso records and featuring them in advertisements. Tickets for the concert are on sale at the store. McCormack records were very popular, after his concert recently in Convention Hall, according to all Victor dealers.

Burton J. Pierce and J. W. Jenkins, III, will represent the J. W. Jenkins' Sons Music Co. on the "Victory Special," twenty-eighth annual trade extension trip of the Chamber of Commerce of Kansas City. The trip starts from Kansas City on Monday, May 5, and will pass through many towns in Kansas, Missouri, Oklahoma and Texas, stopping in the larger centers for luncheons and speaking engagements. The party will return to Kansas City on May 10.

Harry Wunderlich, of the Wunderlich Music Co., stated that April was the best month, with the exception of last December, that he has enjoyed for two years in all departments. During the month of April he sold twenty-two grands of the highest standard makes. Business in the talking machine and regular piano departments was equally as remarkable.

Nelle Williams, who has charge of the Victrola department at the Jones Store Co., reports that the demand is keeping up far ahead of any previous year. Machines are being received in larger quantities, however, and it is expected that soon the demand can be supplied.

A little reminder of the Victrola and record department of the Jones Store Co. is run every day in a little advertisement in the local papers. The general plan of the advertisement is the same every day. The space used is only about four inches, single column. The upper half of the space is devoted to a cut of a Victor record, on which is "Jones for Victrolas and Records." Often there is nothing below the cut except the name of the store, but when there is anything special to feature it is mentioned here. For instance, at the first of the month, a complete list of the new records is published. After a concert records of the artist are featured, etc.

INCREASING LINE OF DISTRIBUTORS

The C. E. Ward Co., makers of khaki moving covers and other specialties for the talking machine trade in New London, O., have been increasing the line of distributors who handle their goods from month to month. The latest to fall in line is Cohen & Hughes, Inc., the prominent dealers of Washington, D. C. Business with the Ward Co. is very brisk.

Can you make and complete one or two thousand Phonograph Cabinets?

WE are in the market for 10,000 phonograph cabinets of our own design and specifications.

Cabinet to be made, varnished, trimmed, installed and boxed for shipment—we to furnish motor, tone arm, reproducer, and iron throat.

Deliveries to begin in July or August.

Address L. R., Room 2007
130 West 42nd Street
New York City

A necessity to all talking machine owners

Adds life and tone. Should be used on all records before playing

"Dustoff" Record Cleaner

Reproducing vocal records natural as the human voice. No scratching or harshness. A seller for 8 successful years. 3 models. 25c, 35c, 50c each. Packed for counter display. Name your jobber. Write for samples.

W. I. SCHWAB, Mfr., 128 No. Main St., Providence, R. I.



WHY HARPONOLA is Best

Best as a complete proposition because it is best in finish, best in tone, best mechanically and best from a profit standpoint.

The Price

The proof of price advantage can't be put on paper. You have to see the machine, test it, hear it play and then sell it to really know that it is the best proposition from a dealer or distributor standpoint.

We assert that it is.

Of this be sure—prices on talking machines will be higher.

Materials are not coming down—neither is labor dropping.

Demand is growing more insistent all the time.

Excess demand always raises prices.

Not because this company will take advantage of a trade demand—but because excess demand will unfailingly increase the cost of our supplies from original sources.

For your own protection our earnest suggestion is that you place your orders now and protect yourself against price increases.

Get the Harponola Proposition at Once

HARPONOLA COMPANY

EDMUND BRANDTS, Sales Manager

CELINA . . . OHIO

OkeH Records furnish the dealer a sure supply of high-grade selections that will sell and can be handled on the right profit basis. Ask us for the OkeH Record proposition.

We Invite You to Compare

The Tone Power, Quality and Clear Diction
of
The Latest Song and Dance Hits
on

KEH **RECORDS**

With Any and All Leading Records

The Result Will Bring Us Your Order. Thousands of Dealers Have
Been Convinced Likewise.

POPULAR HIT ON EACH SIDE

We Extend Liberal
Terms Fit for
Small and Large
Accounts



Orders Small
Orders Large
Shipped Promptly

OkeH Record Profits Are Our Best Salesmen

You Start Right When You Open An Account With Us

RISHELL PHONOGRAPH COMPANY
WILLIAMSPORT, PA.

GREAT COLUMBIA GATHERING IS PLANNED FOR BALTIMORE

150 Columbia Dealers and Salesmen to Meet May 16—New Quarters for National Piano Co.—
New Vocalion Agents—Cohen & Hughes' Cheery Report—Progress All Along the Line

BALTIMORE, Md., May 6.—While distributors reported exceptionally good business for the month of April, with some of the retailers there was a falling off in business, due to several causes, the principal causes being Easter and the Victory Loan, together with several big charitable drives that have been in progress for some time. Taking the business as a whole, however, the trading has been up to the mark in the majority of cases, and so far this year the business done in the four months of 1919 exceeds that for the same period in 1918.

Among the important announcements of the month is that of the National Piano Co., Pathé distributors, which firm plans to have one of the finest quarters in the city about June 15. Last week the firm moved into temporary quarters at 315 North Howard street. The new quarters will be located at 322 and 324 North Howard street with additional space in the rear buildings, 323 to 329 State street. Mr. Rosenstein is well pleased with business conditions and the way trading has gone. Records and machines are coming in better.

A monster sales meeting at which between 100 and 150 Columbia dealers and sales folks are expected to be present will take place at the Southern Hotel on Friday, May 16. William S. Parks, manager of the local Columbia territory, announces that George W. Hopkins, sales manager for the Columbia Co., will come from New York, and that Amparito Farrar, one of the Columbia artists, will also be on hand. At the sales meeting last month at the Southern, and which was gotten up at very short notice, about two score dealers were on hand. O. S. Benz, of the sales manager's office in New York, and George O'Conner, the artist, were also there.

April proved a good month, said Mr. Parks, and May records have started in in good shape. There was also a liberal shipment of machines, but not near enough to meet the demand. While the latter part of April slowed up a little, the month of April has opened up strong, with a big batch of orders. This month, Mr. Parks predicts, will be a record one. Mr. Parks is well pleased with the fact that Frank Dittleson, a Columbia artist, has become a member of the Peabody faculty, one of the oldest and best-known conservatories in the country, and will be a member of the staff of the violin department. He will assume his duties when the fall season opens.

Harry Grove's Washington store is fast reaching a finished state, and with the decorators and artists out of the way the place will soon be ready for real business in all departments. O. J. DeMoll, of Washington, announced the appointment of Mr. Gray as manager of his Grafnola department. Mr. Gray was formerly with the Knabe Warerooms, Inc., Washington. Edward Robinson, 1306 G street northwest, Wash-

ington, is one of the recent Columbia dealers. Among the visitors to Columbia headquarters were H. E. Rominger, of the Rominger Furniture Co., Winston, N. C.; O. M. Ransey, Martinsburg, W. Va., and John White, of the Southern Furniture Co., Richmond, Va.

The Vocalion line appeared for the first time in the talking machine of Hochschild, Kohn & Co., one of Baltimore's leading department stores. Exceptionally attractive ads in the newspapers announced the line was there. The contract for the line was signed last December, but it was only a few days ago that the company was able to get a supply of machines that permitted of the announcement. Sanders & Stayman, the distributors for the line, report a fine April business, with the trading for the four months of this year way ahead of the same period last year. A. J. Boden, of the firm, expects to see some real good business just as soon as the Victory Loan and other drives are closed.

For Cohen & Hughes, Miss E. M. Griffith, manager of the wholesale department distributing the Victor line, says that business is coming along better and there is an improvement in receipts of records and machines, but still the goods received are far from meeting the demand. Many dealers visited the company during the month, including Messrs. Paige and Levy, of Ferguson, Lillienfeld & Lightfoot, Norfolk, and Rewbridge, of S. M. Rewbridge Brothers, Beaver Falls, Va. Mr. Ware, of the Victor Co. headquarters, spent some time at the headquarters during the week, and W. T. Davis, of the Victor traveling department, also stopped off on his Southern tour.

Joseph M. Mann, for the Mann Piano Co., Victor and Sonora dealers, says that business has not been quite as good as it was over the same period of last year, but expects to see it take a brace. Mr. Mann says that he has been receiving many words of commendation for the Sonora.

For the music department of the Hub, M. J. Rogers, manager, reports a fine business in Victor, Columbia and Sonora lines, this firm being one of the few in the city handling the three lines. Mr. Rogers says that the Sonora machine has been receiving some fine notices from their customers. The record receipts during last month and so far this month appear to be improving, especially with the Victor.

Albert Eisenbrandt, of H. R. Eisenbrandt Sons, spent several days in New York last week, and while making the trip principally in the interest of musical instruments for his instrument department also looked over the talking machine field.

April showed ahead of the same month of last year, reports W. C. Roberts, of E. F. Droop & Sons Co., Victor distributors. Mr. Roberts is looking forward to the time when some of the regular numbers of records will come through,

BROOKS AUTOMATIC REPEATING PHONOGRAPH



THE WONDER INSTRUMENT

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

WONDERFUL TONE WONDERFUL FINISH
WONDERFUL IN ITS SIMPLICITY
The Machine Creates Interest and Discussion.
It is Self-Advertising.

WONDERFUL SELLER
DEALERS—Send for Particulars, Prices, Terms
BROOKS MFG. CO., Saginaw, Mich.

but is taking hope from the slightly improved shipments of machines and records. S. F. Harper and E. H. Droop, of the Droop Washington store, were in town recently.

Robert Ansell, who is just now conducting one of the leading music houses in South Baltimore, plans to come into the retail shopping district of the downtown section of the city about September 1. The firm will carry the Victor line and the downtown firm will be known as Ansell & Moses.

The G. Fred Kranz Music Co., Saratoga and Charles street, have opened up their Victor department, their new booths and other essentials to their Victor department being now installed. The location is one that should bring a very high-grade class of business to the firm.

Galli-Curci, soprano, and one of the Victor stars, is going to return to Baltimore for another engagement and will be seen at the Lyric on May 22. This concert should stimulate the sales of Galli-Curci records, just as it did before.

CRESSEY & ALLEN

New England Victor Distributors

PORTLAND—MAINE

Located in a most strategical position within a day's shipping distance of any point in New England, we are able to give the very best service possible.

IMPORTANT NOTICE

TO THE AMERICAN TRADE

The Sterno Manufacturing Company
19 CITY ROAD LONDON, E. C. ENGLAND

Manufacturers of the world known COMPACTOPHONE—the most complete portable gramophone extant—beg to announce the conclusion of arrangements for the EXCLUSIVE SELLING RIGHTS IN THE UNITED STATES OF THE

High Grade Motors Manufactured By **Mermod Freres** St. Croix Switzerland

WONDERFUL MECHANISM

These motors represent the acme of workmanship and quality. Each part is made to the finest gauge limits and assembled to run with the precision of a watch—silent and true. Messrs. Mermod Freres is an old established Swiss manufacturer. Back of their motors are years of hard practical experience. The experimental stage was left behind a decade or more ago. Reliability and quality is therefore assured.

DIFFERENT MODELS

Mermod Freres motors comprise several types—single and double spring worm and pinion-gear drive, the very latest and scientific method of construction.

CONSULT US

Before placing your orders elsewhere consult us as to prices and terms of trading. We are out for quick shipments and prompt delivery direct from the factory to the buyer.

SPECIAL TERMS TO JOBBERS

Within the near future it is proposed to establish
A CENTRAL DISTRIBUTING DEPOT IN NEW YORK
Meanwhile trade enquiries should be directed to

THE STERNO MANUFACTURING CO.
19 CITY ROAD LONDON, E. C. ENGLAND

The most popular war songs of France and America—“Madelon” and “When Johnny Comes Marching Home.” A-2716.

Columbia Graphophone Co.
NEW YORK



COLUMBIA DEALERS IN KANSAS CITY TERRITORY MEET

Two Hundred Dealers Guests of Columbia Co. at Luncheon Given at Muehlebach Hotel—Addresses by E. A. McMurtry, R. L. Burke, Who Spoke on Window Display, and E. J. Black

KANSAS CITY, Mo., May 5.—Nearly two hundred dealers and salesmen for the Columbia Graphophone Co. in the Southwest district, which comprises Kansas, Missouri, Oklahoma and Arkansas, were guests of the company at a luncheon given in the ballroom of the Hotel Muehlebach recently. Miss Lucy Gates, of New York, concert soprano and a record soloist for the Columbia, was a guest of honor at the luncheon.

After the luncheon E. A. McMurtry, local manager of the Columbia Grafonola Shop, wholesale, as toastmaster, introduced Miss Gates, who favored the guests with several of her favorite Columbia numbers. She then led a discussion with the audience on the class of music demanded by the public at present, desirous of gaining the dealers' viewpoint on the best sellers in records before going back to New York to make a new series. Miss Gates, backed by a great majority of dealers, is of the opinion that arias from the classic operas would be more popular and better sellers if sung in English.

Mr. McMurtry explained briefly the causes for the great merchandise shortage, which is greatly handicapping nearly every Columbia dealer, but gave an optimistic report of the future outlook on the supply problem. "The Columbia is making every effort to satisfy the dealers," said Mr. McMurtry. They are now turning out 55 per cent. more records than ever before in their history and the Kansas City territory is receiving 100 per cent. more than ever before, so great is the demand."

Mr. McMurtry urged the dealers to order their records as soon as possible and order the largest possible quantity which they can use. "Too many dealers order just a few at first to see how the public will take them and then come back with a rush order about the middle of the month, which in most cases cannot be filled. Buy your records and then make the public want them. Don't let the public always tell you what they want. Make them want what you have in stock. In nine cases out of ten they make up their minds to a certain selection and then don't even know whether you have anything else or not which might please them more. If the customer doesn't know you have certain selections, of course, he will never want them. It is up to the salesforce to introduce the new records and make them sell."

In speaking of record prices Mr. McMurtry said: "There is a tendency on the part of the public to buy the moderately priced records, not to exceed \$1.25 or \$1.50, except on rare occasions. It is up to the dealer to make them demand the higher priced records by the most noted artists. Everyone is accustomed to paying many times as much for other commodities than he did before the war. Records have ad-

vanced very little, so it should be an easy matter to convince the customer that he can afford a better record and higher class of music. It is good policy to show the customer a better record than the one asked for."

R. L. Burke, of the R. L. Burke Music Co. of Joplin, Mo., gave a very instructive talk on "Window Displays, Their Purpose and Cost." He based his discussion on the statement that the customer's first impression of the store is what he sees in the window, so it is of utmost importance to make the display windows attractive.

In this same connection Ed J. Black, of the Black Music Co. of Springfield, Mo., said: "Your display windows are the eyes of your store. Keep both eyes open! It detracts from the appearance of any one to be blind in even one eye. The same is true of your store." Mr. Blake also urged that dealers should make their stores homelike by making everyone feel welcome, whether they make a purchase or not.

The entire meeting was a success and every member took an active and enthusiastic interest. It is planned by the Kansas City wholesale branch to hold these meetings at regular intervals, perhaps as often as once a month as a means of exchanging ideas.

CHANGE NAME TO "DUSONTO"

Belcanto Co., After Finding Name of Product Had Been Used, Makes Announcement of Change—Plans for Increased Production

Announcement has been made of the change in the name of the Belcantola to that of "Dusonto" by the Belcanto Co., Inc., 130 West Forty-second street, New York. The change was made, owing to the fact that it was discovered that a name somewhat resembling the Belcantola has been and is now being used by another concern. The same general construction and finish will be maintained, as well as the tone quality, which has been found in the instrument under the old name. The name of the company will remain the same.

The company is contemplating an increase in production so as to be able to take care of the increasing business which has come from a number of newly appointed distributors.

The policy of the company is to put on new distributors only as the production is increased, and in this way prompt deliveries can be assured during the months when the demand is the greatest. Not only does the company limit the number of distributors to the production, but they also inform each distributor just how many machines of each model he will be able to obtain each month, and the distributor in turn is thereby enabled to promise his dealers a certain steady delivery of machines.

ANNOUNCEMENT

We have opened a completely equipped department for the wholesaling of the products of The Standard Music Roll Co.

Perfection Rolls
ARTo Rolls

Sing A Word Rolls
ARTo Word Rolls

A complete stock will be maintained at all times, permitting the maximum of service to dealers—the same satisfactory service that has characterized the name of CORLEY in the talking machine trade.

Satisfactory discounts—Prompt Shipments

The Corley Company

RICHMOND

VA.

REALIZING ON PUBLIC APPRECIATION OF NAME VALUE

How the Advertising of Talking Machine Manufacturers Has Been Calculated to Acquaint Public With Definite Names—What the Victor Co.'s "Look Inside the Lid" Advertising Accomplishes

Probably in no industry has name value proven a more potent factor than in the talking machine trade, due to the fact that the leading manufacturers in their advertising, and in conjunction with other definite selling arguments, always emphasize strongly the name of their product in a way to impress it upon the minds of the buying public. As a matter of fact, a great deal of the advertising of talking machine

of that particular make, and have passed on to him some of their enthusiasm. It is in this connection, with people in this frame of mind, that name value proves an asset of incalculable power.

In view of this fact it is pertinent to note therefore that the Victor Co. advertising in the national magazines just now has a new appeal that is proving interesting to, and causing comment among, the members of the trade throughout the country, especially those who have devoted their efforts for years to cherish the name "Victrola" and the marketing of that product. The copy is nothing more or less than an invitation to the buying public, to whom the name "Victrola" is so familiar, to "Look Inside the Lid" of the machine they are about to purchase for the Victor trade-mark. It is the most direct attempt yet made in the trade to profit by the upbuilding of name value, and the results should be immediate.

The trade-mark showing the Victor dog is well known in every part of the world, and the product upon which it appears has established for itself a definite quality value—a value that is not only recognized by retail purchasers, but also fully appreciated by the members of the talking machine trade who have not hesitated to profit a bit on Victor prestige by selecting cabinet designs and names for their instruments approaching as closely as possible the Victrola line and the Victrola name.

The slogan "Look Inside the Lid" is the direct answer to this challenge, and likewise it is first-hand assurance to the purchasing public that if they seek a genuine Victrola they can be sure of their purchase by looking for the trade-mark, either under the lid of the cabinet machines, or on the side of the cheap models. Those concerns in the trade who have endeavored systematically to build up the value of their trade-mark name have been quick to recognize the fact that their name value is an asset beyond compare. The Victor Co. has crystallized this idea by relying upon the name value created by years of effort and the expenditure of millions in advertising, making a direct appeal to those who have been taught by this publicity to have a high regard for Victor products, and the desire to own those products.

The Belltone Phonograph Mfg. Corp. has been incorporated under the laws of New York at a capital of \$10,000.



The "Look-Inside-the-Lid" Appeal manufacturers has been what advertising men call cumulative publicity. In other words, there are a certain number of sales to be made immediately as a result of the direct appeal in the advertising, but there are many more sales that can be made in the future as a result of that same advertising.

People do not buy talking machines as a rule offhand. They get the idea that they would like one, finally become convinced that they must have one, and then sometimes study the financial and other questions before making the final decision to purchase. These operations take time. In emphasizing the name value of their product, therefore, the talking machine manufacturers have been instilling in the minds of these delayed buyers the belief that when they do buy a machine or some records they are going to buy those of a certain particular make. The advertising is calculated to so impress the prospective purchaser that when he thinks talking machines he thinks instinctively of a particular make. He may have been trained in this line of thought simply by the advertising he has seen, and just as likely by the fact that one or more of his friends may own a machine

STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC., REQUIRED BY THE ACT OF CONGRESS OF AUGUST 24, 1912, Of The Talking Machine World, published monthly at New York, N. Y., for April 1, 1919.

STATE OF NEW YORK, COUNTY OF NEW YORK, ss. Before me, a Notary Public, in and for the State and county aforesaid, personally appeared J. B. Spillane, who, having been duly sworn according to law, deposes and says that he is the Editor of The Talking Machine World, and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management (and if a daily paper, the circulation), etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in section 443, Postal Laws and Regulations, printed on the reverse of this form, to wit:

1. That the names and address of the publisher, editor, managing editor, and business managers are: Publisher—Edward Lyman Bill, Inc., 373 Fourth avenue, New York City. Editor—J. B. Spillane, 373 Fourth avenue, New York City. Managing Editor—J. B. Spillane, 373 Fourth avenue, New York City. Associate Editor—J. Raymond Bill, 373 Fourth avenue, New York City. Business Manager—None.

2. That the owners are: (Give names and addresses of individual owners, or, if a corporation, give its name and the names and addresses of stockholders owning or holding 1 per cent. or more of the total amount of stock): Edward Lyman Bill, Inc., 373 Fourth avenue, New York City; Caroline L. Bill, New Rochelle, N. Y.; J. B. Spillane, 373 Fourth avenue, New York City; J. Raymond Bill, 373 Fourth avenue, New York City; Estate of August J. Timpe, 164 Fifteenth street, West New York, N. J.; B. B. Wilson, 373 Fourth avenue, New York City; Carleton Chace, 373 Fourth avenue, New York City; L. M. Robinson, 373 Fourth avenue, New York City; E. P. Van Harlingen, 209 South State street, Chicago, Ill.

3. That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent. or more of total amount of bonds, mortgages, or other securities are: (If there are none, so state.) None.

4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest direct or indirect in the said stock, bonds, or other securities than as so stated by him.

5. That the average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the six months preceding the date shown above is:..... (This information is required from daily publications only.)

J. B. SPILLANE, Editor. Sworn to and subscribed before me this 31st day of March, 1919. (Seal) EUGENE R. FALCK, Notary Public, No. 6, New York City.

(My commission expires March 30, 1920.)

MAKES EFFECTIVE WINDOW DISPLAY

What the Victor Co. Did to Win the War Utilized to Good Purpose by Ed. Usoskin, Inc.

The leading article in the current issue of "The Voice of the Victor" telling of the work of that company in producing instruments of war has been attractively reproduced by Ed. Usoskin, Inc., as a window poster. This is not a part of the monthly display service for Victor dealers issued by this firm, but is to be sent out gratis to the Victor dealers on their books. The various pages have been greatly enlarged to facilitate easy reading, and an attractive title card has been designed reading, "What the Victor Co. Did to Win the War." Colored strips and arrows are included to connect the various cards in the window and the cumulative effect is one warranted to attract and hold the attention of the passer-by. Ed. Usoskin, Inc., have also made a specialty within the last few months of reproducing some of the national advertising of the Victor Co. for display purposes. This matter was also supplied to the dealers without extra charge and served materially as a sales help.

The Edison Phonograph Shop, Springfield, Mass., has leased a store at 488 Main street and will take possession of the new quarters about June 1.

The new Hoffay "AIRTIGHT" Tone-arm, Exclusive Equipment of the "HOFFAY" The best toned machine on the market Hoffay Talking Machine Co., Inc. 3 West 29th Street Established 1915 New York

In Position to Play Victor Type of Records. Weight on Stylus, 5/8 Ounces as Required

In Position to Play Edison Type Records. Weight on Stylus, 4 Ounces as required

The wonderful Resurrectone Makes a Machine Stay Sold.

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

This is not an "ad"

It is a call for a referendum vote on a matter of very vital concern to talking machine dealers everywhere



STANDARDIZATION, CO-OPERATION and ELIMINATION OF DUPLICATION were preached and practiced after we entered the war. Now that we have learned to do all these things under pressure, why should we not continue to seek the same advantages under normal conditions?

Dealers in talking machines—customers of ours—*many of whom hold agency contracts for more than one of the standard makes of machines*—have asked us to take up with manufacturers of machines the matter of establishing a definite and exact standard of base dimensions and finishes for the several portable models, so that a cabinet purchased for a Victrola VI could also be used for a Columbia 25 (Model B), and so on down the line, and would exactly fit the cabinet and match the finish in each case. This condition does not now prevail.

We hesitated about broaching this subject, but after giving the matter considerable thought we realized that standardization along these lines would be an invaluable boon to the dealer, and decided to go ahead and take it up.

We know full well that no results will be attained unless it can be shown in very conclusive fashion that there is a popular demand for the thing on the part of the dealers.

We shall be able to reach all of our customers by using the mails, and this announcement will reach a great many other dealers, but there are many others who still will not know about this movement, **consequently it is very essential that those dealers who are interested should fill out the coupon on this page.** Be sure to answer all of the questions, and mail it to us. We shall then tabulate the data and perform our part of the service.

From a manufacturing standpoint the changing of the base dimensions of machines is rather serious; it involves many changes which the non-manufacturer cannot understand; but the adoption of standard and uniform finishes for portable models of the different manufacturers sold at approximately the same prices is a thing that can easily be brought about.

All dealers interested in these changes are requested to answer the several questions on the attached coupon and mail it to us. Don't delay!

The Geo. A. Long Cabinet Company, Hanover, Pa.

REGISTER YOUR
VOTE ON THIS



COUPON NOW



The Geo. A. Long Cabinet Company, Hanover, Pa.

We favor the proposition of all talking machines, of different makes, and selling at approximately same prices, being made of the same base dimensions and finished in standard, uniform finishes.

We are dealers in (Place "x" under kinds sold):

Victor	Columbia	Pathé	Sonora	Brunswick	Vocalion
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Name of Dealer.....

Address

City

COMPLETING ARRANGEMENTS FOR JOBBERS' CONVENTION

Business Questions to Be Handled in Two Afternoon Sessions at Hotel Traymore, Atlantic City, on June 30 and July 1—Annual Golf Tournament on Saturday, June 28—July 2 to Be "Victor Day"—Important Matters Coming Up for Discussion at This Very Important Gathering

Plans for a general convention of the National Association of Talking Machine Jobbers to be held at the Hotel Traymore, Atlantic City, June 30 and July 1, are now practically completed, and Louis Buehn, chairman of the Arrangements Committee, has already notified the members of the association what they may expect in the way of a program.

The Business Program

On the opening day of the convention, Monday, June 30, there will be held a meeting of the Executive Committee with the first general session taking place in the afternoon. No fixed entertainment plans have been made for Monday evening in order that the delegates may feel free to wander, as their wills and tastes dictate, in and about the various resorts of Atlantic City.

On Tuesday morning, July 1, the various conventionists will make up a bathing party and spend an hour or two in the briny. Another general session of the convention will be held on Tuesday afternoon, and in the evening there will be held the annual banquet, which, it is promised, will be an affair of unusual brilliance, with some lively entertainment and talks by talking machine men and others.

Wednesday, July 2, will be "Victor Day," and the jobbers will enjoy entertainment provided by the Victor Talking Machine Co., details of which are not yet ready for announcement.

The Golf Tournament

On the Saturday preceding the convention, June 28, there will be held the annual golf tournament, for which a number of entries have already been recorded. One of the features of the program this year will be the contest for the Blackman cup. This is a new prize—a handsome silver cup offered by President J. Newcomb Blackman, the cup to become the property of the golfer who wins it three times. There are also several other handsome prizes to be offered as a spur to the Knights of the Niblick. The tournament will be held at the exclusive Sea View Golf Club, at Abescon Beach, the arrangements being made by Louis Buehn.

Important Matters For Discussion

The program of matters to be discussed at the business sessions promises to be a most interesting and important one, for there have arisen during and since the war a number of problems that require careful study and adjustment. One of the chief questions that will come up for discussion will be that of maintaining present list prices of machines and the distribution of any savings created through increased production and manufacturing economy by increasing the discounts at present allowed to wholesalers and retailers. The general feeling is that list prices could stand a further increase if necessary in view of the fact that talking machines have advanced less in price than any other product.

In absorbing increased production costs it has been necessary to shorten discounts to the trade,

which has proved rather a heavy burden in view of the fact that the cutting of discounts came at a time when turnover was also reduced and the cost of doing business had risen to a high level. It is held by many jobbers that some adjustment of list prices and discounts is absolutely necessary in order to enable many concerns in the trade to maintain their present organizations and pay the increased salaries now demanded. It is felt that the maintenance of trained distributing organizations is necessary as a matter of prime importance, and should receive first consideration. Various tax questions, new legal matters, the question of equalizing freight charges for the protection of jobbers in distant parts of the country and other matters of similar tenor will be brought up at the convention.

SOME CHANGES IN RICHMOND, VA.

James Cowan Secures Control of Colonial Piano Corporation—A. J. Crafts Piano Co. Renews Lease—New Branch Planned

RICHMOND, VA., May 8.—There have been a number of interesting changes in the local trade recently, among them being the purchase of the controlling interest in the Colonial Piano Corporation by James Cowan, the pioneer Columbia Grafonola dealer here. Mr. Cowan maintains stores on both Main and North Broad streets.

The A. J. Crafts Piano Co. have just signed a new lease on their present store, and also the adjoining store. Remodeling operations will begin at once, and the improvements will include a number of soundproof talking machine booths. The general offices of the company will be moved to the second and third floors of the building, and the cashier's office moved to the mezzanine floor in order to allow more display room.

The general offices of the Starr-Crafts Phonograph Co. have been moved to the fourth floor of the Commercial Building, on Second street. The Crafts Piano Co. incidentally have arranged to open a branch store on Fayetteville street, Raleigh, N. C., where, in addition to pianos, they will handle Starr phonographs and Gennett records. Theodore H. Bower will be manager of the branch store, which is expected to be ready for business in about a month. With the opening of the Raleigh store the Crafts Co. will discontinue their branch in Wilson, N. C.

WM. J. FITZGERALD RESIGNS

BOSTON, Mass., May 6.—William J. Fitzgerald, after an eighteen years' association in the local phonograph business, has severed his relations with the Eastern Talking Machine Co. In view of the fact that Mr. Fitzgerald was a sufferer from the influenza for several weeks early in March he feels that a rest is now in order. He says he is considering several good offers.

WE WILL MAKE YOUR RECORDS FOR YOU



If you wish to make vocal or instrumental records of solos, quartets, choruses, orchestras, bands, etc., either for your own use or to sell, we are at your service.

Ask Us About It

American Recording Laboratories
56 W. 45th St. New York, N. Y.

INCREASING WESER OUTPUT

Weser Bros. in Shape to Produce Sixty Machines Weekly—Weser Motor Well Protected

Weser Bros., Inc., 524 West Forty-third street, New York, have just increased their factory capacity so that they will be in a position to manufacture henceforth at the average of sixty Weser phonographs per week. Great study and thought has been put into the perfecting of the Weser phonograph, which has been in the making for several years. It embodies many individual characteristics which were created by the late John A. Weser, who was considered one of the greatest inventors in the musical industry.

One of the most salient features of the Weser product is the motor, which has been perfected in the Weser factory and is manufactured there in its entirety. Many thousands of dollars were spent in perfecting this motor, and the machine was not put on the market for trade consumption until Weser Bros. were absolutely sure that the motor would perform to the absolute satisfaction of the purchasing public as well as the trade itself.

The machines are produced in several models, the cabinet work being of the highest quality, and, embodying many individual features which give them character and true artistic excellence.

Lohr & Bristol, of Muscatine, Ia., have opened a new store in Wilton and will carry a good stock of talking machines and records.

The FULTON

We are now in a position to offer to dealers our new models of Floor Cabinet Machines, which will prove satisfactory in every way as to their quality, excellent construction, and most odd designs. (Send at once for illustrations and prices.)

Best American Steel Phonograph Needles
TRUETONE or CLEARSTONE

200 to a metal box, or
100 to a package, 60c
Per thousand, 55c in lots of 100,000

Phonograph parts and accessories, as Motors, Tone Arms, Sound Boxes, Cabinets, and Cabinet Hardware. Repair parts for all makes.
Records—Standard make, Lateral Cut, at \$40.00 per 100.

FULTON TALKING MACHINE CO.
640 Broadway New York, N. Y.

We Aim to Please—Give us a Trial

HAVE YOUR REPAIRS MADE WHERE THEY ARE MADE RIGHT

We are equipped to make prompt repairing of all makes of American and foreign Talking Machines—new models or old-timers.

FULL LINE OF REPAIR PARTS ON HAND
WE MAKE WHAT WE HAVEN'T IN STOCK

Special attention given to repairs received by mail or express

SMALL TYPE PHONOGRAPHS MADE TO ORDER

MANHATTAN PHONOGRAPH CO., 75 EAST 4th STREET
NEW YORK

Anything You Want to Sell—We Will Buy It

Anything You Need, and Can't Get—
Just Try Us

Anything That Needs Fixing—
Send It to Us

National Advertising for *Lundstrom* **CONVERTO** PATENTED DEC. 11, 1917 **Talking Machine CABINET**



This fall and winter Converto Cabinets will be Nationally Advertised. Manufacturing facilities have been trebled over last year, so that dealers who anticipate their wants now will this year most likely be able to get all the Convertos they want, and thus make a still larger profit on this popular, practical cabinet.

In buying your stock of small Victrolas for fall business we suggest that you keep the Converto and the new National Advertising in mind and order both machines and cabinets accordingly. There will be a much bigger business in both the coming season for the dealer *who gets his orders in early*. See List of Distributors below.

THE C. J. LUNDSTROM MFG. CO.
LITTLE FALLS, N. Y.

Lundstrom "Converto" cabinets are broadly covered by patents. Infringements will be promptly prosecuted.

CONVERTO DISTRIBUTORS

- | | | | | | |
|--------------------|----------------------------------|-----------------------|-------------------------------------|----------------------|------------------------------|
| Atlanta, Ga..... | Phillips & Crew Piano Co. | Dallas, Tex..... | Sanger Bros. | Peoria, Ill..... | Putnam-Page Co., Inc. |
| Austin, Tex..... | The Talking Machine Co. of Texas | Denver, Colo..... | The Knight-Campbell Music Co. | Philadelphia, Pa.... | The George D. Ornstein Co. |
| Baltimore, Md.... | Cohen & Hughes | Des Moines, Ia..... | Mickel Bros. | | Penn Phonograph Co., Inc. |
| Birmingham, Ala.. | E. F. Droop & Sons Co. | Elmira, N. Y..... | Elmira Arms Co. | | H. A. Weymann & Son, Inc. |
| Boston, Mass..... | Talking Machine Co. | El Paso, Tex..... | W. G. Walz Co. | | W. F. Frederick Piano Co. |
| Buffalo, N. Y.... | The Eastern Talking Machine Co. | Kansas City, Mo.... | J. W. Jenkins' Sons Music Co. | Pittsburgh, Pa..... | C. C. Mellor Co., Ltd. |
| Burlington, Vt.... | W. D. & C. N. Andrews | | Schmelzer Arms Co. | | Standard Talking Machine Co. |
| Butte, Mont..... | American Phonograph Co. | Memphis, Tenn..... | O. K. Houck Piano Co. | Portland, Me..... | Cressey & Allen, Inc. |
| Chicago, Ill..... | Orton Bros. | Milwaukee, Wis..... | Badger Talking Machine Co. | Richmond, Va..... | The Corley Co., Inc. |
| Cincinnati, O..... | Lyon & Healy | Mobile, Ala..... | Reynolds Music House | | W. D. Moses & Co. |
| | The Rudolph Wurlitzer Co. | Newark, N. J..... | Price Talking Machine Co. | St. Paul, Minn..... | W. J. Dyer & Bro. |
| Cleveland, O..... | The Collister & Sayle Co. | New York City, N. Y.. | Emanuel Blout | Syracuse, N. Y..... | W. D. Andrews Co. |
| | The Eclipse Musical Co. | | The Cabinet & Accessories Co., Inc. | Toledo, O..... | The Whitney & Currier Co. |
| Columbus, O..... | The Perry B. Whitsit Co. | Omaha, Neb..... | Knickerbocker Talking Machine Co. | Washington, D. C.. | Cohen & Hughes |
| | | | Mickel Bros. Co. | | E. F. Droop & Sons Co. |

COLUMBIA DEALERS ATTEND REGULAR MONTHLY MEETING

Lambert Friedl Acts as Chairman—R. F. Bolton Tells How to Expand Foreign-Language Record Business—Sascha Jacobson and Irving Kaufman, Columbia Stars, Entertain the Dealers

Columbia dealers in metropolitan territory were the guests of the local wholesale branch of the Columbia Graphophone Co. at a very interesting dealers' meeting held late last month in the Green Room of the Hotel Mc-Alpin. This series of meetings was instituted



Lambert Friedl

last year by Lambert Friedl, manager of the local Columbia branch, for the purpose of giving the dealers an opportunity to hear the new mid-month records, and in order to introduce personally various Columbia artists to the dealers. These meetings have won signal success, and Manager Friedl has well deserved the hearty congratulations he has received from his clientele in this territory upon the value and practical import of these gatherings.

At this meeting more than two hundred Columbia dealers and members of their sales staffs accepted the Columbia Co.'s invitation to hear the new June mid-month records, listen to a few pertinent business discussions and to meet in person Sascha Jacobson, well-known violinist and exclusive Columbia artist, and Irving Kaufman, another popular Columbia artist.

Mr. Friedl presided as chairman, and after playing several of the new mid-month records, which were enthusiastically received by the dealers, he introduced R. F. Bolton, sales manager

of the Columbia Co.'s international record department, and one of the veterans of the Columbia organization. Since taking charge of this important branch of the company's activities Mr. Bolton has achieved splendid results, and the sales totals of foreign language records are steadily increasing under his able guidance. He has made a careful study of the possibilities of this field, and his research work has proven invaluable to the dealers.

In his interesting talk Mr. Bolton, by means of charts, graphs and bulletins, visualized the plans and expectations of his department to excellent advantage. He pointed out that many new thoughts have been adopted by his department, which aims to make the sale of international or, as they are popularly termed, "green label" records a matter of satisfaction and profit. The advertising used in behalf of these records is effective and far-reaching in scope, and every dealer at this gathering received



Sascha Jacobson

one or more valuable hints relative to the development of foreign-language record business.

In introducing Irving Kaufman, one of the best-known local recording artists, Mr. Friedl

advised the dealers that another member of the Kaufman family would also entertain them, this latter artist being Irving's brother, Jack. These two favorites of the vaudeville stage and recording world favored the dealers with a number



R. F. Bolton

of selections, which made a decided "hit." Irving and Jack Kaufman are recording duets for the Columbia library, and, in addition, Irving Kaufman will continue making the popular and topical records which have made him a prime favorite with Grafonola owners.

As one of the musical "treats" of the afternoon Mr. Friedl presented Sascha Jacobson, one of the most successful American violinists of the younger generation, and who has won remarkable success on the concert stage. Mr. Jacobson plays for the Columbia library exclusively, and prominent critics have predicted that this young American will steadily enhance his prestige and standing year after year. At this gathering Mr. Jacobson played three numbers which served to emphasize his masterly art and musicianship.

During the course of the afternoon Harry Osgood made an interesting address, showing how the Columbia record library had gained tremendously in prestige and scope during the past few years, and in the course of his address paid a merited tribute to Theodore Bauer, concert and operatic director of the Columbia Co.

As a fitting close to an excellent meeting Mr. Friedl announced that the next speaker would be C. W. Woddrop, vice-president and treasurer of the Columbia Graphophone Co., and a keen student of the most important phases of this industry. Mr. Woddrop's message to the dealers was based on the "Value of Good Will in the Dealer's Business." He suggested that the dealers cultivate and develop the good will of their employes, and commented upon the importance of the creation of a feeling of good will between the dealer and his banker. Referring to the future business outlook Mr. Woddrop stated that it is the consensus of opinion among the leaders of the business world that the coming ten years will be the most prosperous in the history of the world, and that we are on the threshold of unprecedented prosperity. In closing Mr. Woddrop spoke a few words in behalf of the Victory Loan, his remarks being heartily applauded.

The People's Drug Co., Marion, Ind., has announced that the Victrola department will be enlarged and improved, and that a new window for the display of the Victor machine will be added to the present store.

RAMOSOLA PHONOGRAPHS

The Talking Machine With a Soul

Best on Earth. We Prove it by Perfectly Playing All Makes Of Disc Records.

Richmond Made Perfectly Adjusted Machine of Universal Proclivities.

We Have Profited by The Mistakes of Others. The Proof of Our Profit—Look What Happened

To The Blind Typewriter So Will it be with the One School Machine and The So-called Universal.

Thirteen Models. Write for Trade Discounts. We also Job the Quality Line of Motors, Tone Arms and Records

We mean OkeH Records, Heineman Motors, Meisselbach Tone Arms, Cleartone Needles.

Ramos-Eubank Phonograph Mfg. Co.

The South's First Phonograph Manufacturers

P.O. Box 1354

104 N. 7th Street

Richmond, Va.

ATTENTION DEALERS!

We manufacture 200 beautifully designed and splendidly constructed Talking Machines per month, of the large 50-inch type. Write for illustration and terms.

TYROLIA TALKING MACHINE CO.
WILMETTE, ILLINOIS



A Typical Van Veen Booth Installation

How We Serve the Dealer

¶ We give individual service to the dealer and prefer to lay out a plan that will meet his exact conditions rather than make his business fit our plans. We study the dealer's needs and requirements bearing in mind that local conditions and surroundings may not always conform to fixed plans and specifications. *Individual Service* has been the key-note of our success.

¶ Send us a plan of your store showing doors, windows, and the position of other fixtures. Our service department will then lay out the installation best fitted for your store.

VAN VEEN
"Bed Set" Booths
Sectional Record Racks
Record Sales Counter

Install Van Veen Booths

and accessories NOW. Install as many booths as your store space will possibly permit. Each one will pay for itself through increased sales in a surprisingly short time. Be prepared to handle the greatest talking machine business in history.

Portable Sections Ready for Prompt Shipment Anywhere

Why Van Veen Booths Are Better

- No. 1. Built of best kiln-dried lumber.
- No. 2. Correctly constructed by skilled craftsmen.
- No. 3. Embody Economy, Simplicity and Efficiency.
- No. 4. Each section is complete in itself, eliminating faulty fitting of numerous small parts that dry out and cause open joints and sound leakage.
- No. 5. High grade glass in large sizes of extra thickness and clearness is a feature, no booths built with less than two-thirds length glass.
- No. 6. Moderate in price and most economical in comparison with any other booths manufactured.
- No. 7. Easily erected, no complicated attachments requiring adjustment.
- No. 8. Handsome in design and high grade cabinet finish.



Van Veen Record Racks and Sales Counter

Van Veen Sectional Record Racks

Designed to accommodate 10 and 12 inch records; occupy space only 3 ft. wide and 13 inches deep. Backs are dustproof, and racks can be shipped promptly on receipt of orders.

Moderately priced

Van Veen Record Sales Counter

This counter has many exclusive features that make it the leading counter on the market. Note the catalog and supplement rack along the front edge. The rear view will give an idea of its practical and sales value. Price is low because we have eliminated all superfluous parts.

Shipped promptly anywhere



Rear View of Record Sales Counter

Write, wire or phone for our representative

ARTHUR L. VAN VEEN & CO. Marbridge Bldg., 47 West 34th St.
NEW YORK

A Sales Force That Places Service Above the Solicitation of Orders

By Frederick C. Kendall
(In Printers' Ink)

Of unusual interest to the talking machine trade was the leading article in Printers' Ink of April 24, in the course of which Frederick C. Kendall, under the caption "A Sales Force That Doesn't Solicit Orders," set forth at length the facts concerning the sales organization of the Victor Talking Machine Co., making a special point of the obligation of the Victor salesman to give service to the jobbers and dealers rather than to solicit orders. The article read in full as follows:

Suspended above the roll-top desk of many a sbrewd sales manager is a celluloid sign calculated to cast fear and trembling into the mind of the laggard salesman, trigger-quick with his artful alihis. It is a time-tried and tested conscience-pricker to the man-who-almost-got-an-order, the chap-who-nearly-sold his customer and the fellow-with-a-promise-for-next-week.

It reads, "Results—Not Excuses." And the commonly accepted interpretation of results is orders.

In contrast, which can be best characterized as refreshing, the Victor Talking Machine Company has, through diligent training, developed a staff of salesmen *who don't take orders*.

Perhaps this statement is a trifle extravagant. Occasionally the men *do* take orders; but only when the merchandise selected represents a forward step in retailing or an advance in the character of equipment sold. As one retailer expressed it: "They are not high-priced sandwich men who come into my store generally when I am busy and want me to stop selling goods to give them an order."

The chief job of Victor traveling representatives is to give service.

The sales distributive systems of the organization are, of course, partly responsible for this condition. Victor machines and records are sold through the Jobber to the Retailer who has agency for Victor sales. The Jobber has his own men visiting the trade at regular intervals and the function of the Victor traveling staff is to supplement the efforts of the Jobber's salesmen in teaching the Dealer how to sell his goods. Obviously, these men must possess the ability of salesmen, but their knowledge also includes a thorough understanding of merchandising, advertising, accounting, store systems and the selection and training of retail sales people.

Ordinarily, they do not solicit orders. That is left to the salesmen of the local Distributor from whom the Retailer obtains his supplies. Some of the men have never sold a single bill of goods. But where a member of the Victor traveling staff succeeds in educating the Dealer to carry a complete stock, rather than have the order wait until it is passed to the Jobber's salesman, he is privileged under these conditions not only to accept orders, but to solicit.

Usually the Jobber's salesmen call on the trade every month. They work on schedule and have comparatively little time to devote to a study of the merchant's business problems. Moreover, they do not always possess the specialized training that fits them for such work. The Victor men, on the other hand, have unlimited time at their disposal to offer constructive criticism and, to quote the hand-book of the traveling department, "To help the retail and wholesale merchants in this industry to become bigger and better merchants; to impart to the trade the Victor company's ambitions, and to keep the officials of the company constantly in touch with outside conditions." So, the mere matter of getting orders is a negligible factor. The company even states that it considerably lessens a man's standing with the trade to accept orders which would ordinarily be placed with a Distributor. Consequently, the solicitation of business is not encouraged.

SEEKING THE RIGHT RETAIL OUTLETS

One of the most interesting things in the development of the Victor industry has been the gradual evolution in the character of merchants presenting their line to the local public. Originally the talking machine was looked upon as an interesting toy. In 1901 Eldridge R. Johnson organized the Victor Talking Machine Company, and immediately the infant organization started a policy which has been one of the mainstays of the industry to the present day. They invested every penny of their surplus in advertising their talking machine. The sales increased and gradually the public began to have a high respect for what was first regarded as a curious plaything. Eighteen years ago bicycle shops were as common as garages are to-day, and it was largely through the bicycle shop that the retailing of Victor talking machines was first introduced.

The products were not taken seriously as a commercial

proposition, being looked upon more as a novelty acceptable to the bicycle dealer because of his having a line profitable only during the summer months and in need of something which would fit into the winter season.

Next, the jeweler and furniture dealer were persuaded and eventually, when other merchants found that there was a demand for talking machines, they began to cast inquiring glances at this new product.

There was tough sledding for the first few years, but gradually there came an awakening on the part of the better-class merchants concerning the commercial opportunities of this novel music-maker. Department stores found that the demand was of steady growth. The piano stores, however, were extremely conservative regarding the sales possibilities of the Victrola. Now, however, Victrolas are sold in the highest type of retail stores, and the sale of talking machines has, in many cases, proved a life-saver for retail piano dealers.

"After all is said and done, the success of this industry can be traced almost wholly to the Victor Company's ability to build up a strong retail merchandising organization," said H. A. Beach, manager of the traveling department. "That this has been accomplished is well testified to by the character of the Victor clientele of to-day. It is a fact, well understood, that an article, even though it possesses wonderful merit and is extensively advertised, will not find its way to the consumer without the proper co-operation of the local merchant. Consequently, our first thought has been to associate our line with the merchant of high standing, and once we have secured representation, to concentrate our energies in building up the trade of this man.

"In order, of course, to give a dealer any worth-while help, or to be of any assistance to him in developing or improving his business methods, it is necessary that we have clearly in mind all the conditions with which we must deal. It is very much like the doctor, who, before he can prescribe for his patient, must first diagnose the case; the builder first has an architect draw the plans outlining the work to be done. So it is with every human activity requiring skill, we must first know the materials and conditions with which we are working, and then know how to use them. The rest is easy.

"It has been our experience that the qualifications of a successful dealer are divided briefly under the following headings: First, capital; second, location; third, merchandise; fourth, organization; fifth, selling plans; sixth, service. We have seen many examples of the dealer who is well equipped financially who has a store well located, is carrying a good line of merchandise, but is a miserable failure as a business man because he lacks proper organization. We also find dealers who have all the other qualifications, but lack the necessary capital to take care of their business. The abundance of strength in some of these may overcome weaknesses in others. But in the end the organization must be well balanced if it is going to do the best work."

POINTING TO SUCCESS OR FAILURE

"In developing the activities of our traveling representatives, we have grouped the characteristics of a successful merchant for the purpose of analysis. Not all phases of a dealer's business, naturally, are apparent to our men; therefore, they must be guided by the symptoms.

"Under the heading of Capital we have a number of symptoms to go by—first, How does the jobber look upon the merchant's credit? Second, Is he discounting his bills? Third, Is he carrying his own leases or is he discounting them through some bank or financier? Fourth, Is he experiencing any difficulty in getting goods, due to poor credit? Fifth, Do the stocks he is carrying indicate that he has ample funds?

Manufacturers

of

PHONOGRAPHS

and

PHONOGRAPH
CABINETS

are invited to write us for samples of Trimmings and Parts such as

*Catches, Sockets,
Pulls, Knobs,
Escutcheons,
Sliding Shoes,
Lid Supports,
Automatic Stops,
Tone Rods,
Needle Cups, Etc.*

Our line of such hardware is complete and with our increased facilities we are in a position to give reasonably prompt service to a few more desirable customers.

GRAND RAPIDS
BRASS CO.

GRAND RAPIDS, MICHIGAN

TEN INCH

Operaphone

PLAY WITH STEEL NEEDLE
ON ALL UNIVERSAL TONE ARM MACHINES

Records

COMPLETE CATALOGUE SENT ON REQUEST

OPERAPHONE CO., INC., LONG ISLAND CITY, N. Y.

"Under the heading of Location our experience indicates that a successful dealer must be located in the main retail business section, preferably on the ground floor. Such successful chain retail enterprises as the Woolworth stores and the United Cigar stores go to great expense and effort to determine the value of a future location before opening a shop. In the case of the latter concern their custom is to place a man with a counting machine in his hand directly opposite the point where they contemplate leasing. He checks every man passing that store for a full week's time.

"All these things endorse our conclusions that a location on a main business thoroughfare is to be considered the best. Therefore the symptoms from which we judge a man's location are—Is he on a main business street or side streets? Ground floor, basement or upper floor? Near department stores, Woolworth stores or United Cigar stores? Near street car transfer points, railroad terminals, theatres, cafes, etc.? Is he in proper surroundings? It is obvious that a Victor store located between a butcher shop and a delicatessen store would not be in the proper environment.

"To us the third heading of Merchandise is particularly significant. If the Victor dealer does not sell our line exclusively, the energies of our traveling representative are naturally focused in bringing about as great a concentration as is consistent with general conditions. Other things closely related are the condition of the merchant's stock, the assortment of his records. Does he have a capable manager? Able assistants? Producing salesmen? Good repairmen? Are his accounting methods sound? Is his credit department flexible as well as careful? Are his clerks eager for suggestions that will help them?

"It is a natural condition that the subject of selling plans receives more attention than other departments from our representatives. The reason is that, to most of us, merchandising has been our life work and, consequently, we are quick to perceive any deficiencies along this line. On entering a store, some of the early questions asked are—Does the retailer use a mailing list? Is the mailing list kept up-to-date? Is his advertising productive and well planned? How is the retailer advertising? Is he making full use of his windows? Is his advertising appropriation spent judiciously?

"The question of service is naturally a most engrossing one. Here are grouped such things as the appearance of the store, deliveries, booths, type of sales clerks, arrangement, decoration and atmosphere of the store. We are curious to know whether a store is clean and cool, for these things naturally exert an influence upon the type of customers catered to."

It is, therefore, apparent that traveling representatives for the Victor organizations are specialists in the retail business. They must have retail and wholesale experience, a knowledge of accounting—for a good deal of the Victrola business is conducted on the installment plan. They must understand the financing of the business, the dangers of the extension of too long credits, etc. They must know how to choose stocks suited to the condition of a town, the selection of a store location and the training of sales people. Instead of knowing the Victrola business alone, they must be kept informed of general trade conditions.

The success of the traveling department of the Victor organization is due largely to the fact that the recommendations of its members are not stereotyped systems, but personalized recommendations based upon an intimate study of the merchant's particular business. They do not attempt to dictate to the retailer, but analyze conditions

MAIN SPRINGS

Following sizes in stock. Any other sizes to order.

1 1/4" x 0.22 x 15', for Victor, each.....	0.65
1" x 0.20 x 13', for Victor, each.....	0.50
1" x 0.28 x 10', for Columbia, each.....	0.60
3/4" x 0.23 x 10', each.....	0.38
5/8" x 0.22 x 8', each.....	0.27

MICA DIAPHRAGMS

1 23/32", Regular Victor Exhibition Box, very best.....	0.15
1 1/8", for new Victor No. 2, very best.....	0.18
1 31/32", for Sonora and all standard soundboxes, very best.....	0.20
2 1/16", very best.....	0.22 1/2
2 3/16", for Columbia No. 6, very best.....	0.25

SAPPHIRE NEEDLES

Pathé, very best, loud tone genuine sapphire.....	Each 0.27
Pathé, soft tone.....	Each 0.27
Edison, very best, loud tone.....	Each 0.27

ATTACHMENTS

For Victor Arm.....	Each 0.25
For Victor Arm, permanent.....	Each 1.15
For Edison Arm.....	Each 1.75
For Columbia Arm.....	Each 0.25
Green turntable felt, 10" cut.....	Each 0.10
Green turntable felt, 12".....	Each 0.15
Governor springs, for Columbia motor, per 100.....	1.00
Governor springs, for Victor motor, per 100.....	1.00
Needle cups, fit Columbia machine, per 100.....	2.25
Needle cups, with cover, fit Columbia machine, per 100.....	3.50
Motor, double spring cpl., with 12" T. T., each.....	5.25
Motor, single spring cpl., with 10" T. T., each.....	2.25
Tone Arms, universal, with mica box, each.....	1.80
Tone Arms, Sonora style, with mica box, each.....	2.75
Soundbox, "S," fit Victor tone arm.....	1.35
Soundbox, "F," fit Victor tone arm.....	1.50

FAVORITE PHONOGRAPH ACCESSORIES CO.

1491 DeKalb Avenue

Brooklyn, N. Y.

SOSS
INVISIBLE HINGES

Fine cabinet work has always demanded that hinges be as inconspicuous as possible.

Soss Hinges are Invisible

They are therefore ideal for beautiful cabinet work as the preservation of the beauty of unbroken lines in better grade cabinets is thus insured.

The leading manufacturers of the industry use Soss Hinges.

Soss Hinges are so accurately made and so easy to install that they save time and labor, as all mortising can be done by machine.

SOSS MANUFACTURING CO.
435-443 ATLANTIC AVE
BROOKLYN, N.Y.

and suggest improvements. They persuade the dealer to put in artistic demonstration booths, hardwood floors, rug plants, artistic furniture, etc., in order to create the proper atmosphere and attract a better grade of customers.

"I can quickly recall from my personal experience," related Mr. Beach, "several instances which show just how our traveling staff operate. A few years ago one of our men visited a flourishing manufacturing town in Pennsylvania. We knew we were not getting proper distribution at that point. So the representative made a careful study of the conditions surrounding this dealership—the class of employees, the type of merchandise carried, charge systems, etc. Then after these observations he called upon the merchant, introduced himself and then diplomatically suggested a few obvious improvements that could be made. This merchant, however, did not take kindly to the criticism of the manner in which he was running his business. He maintained that as he was paying the bills, he could do what he darn well pleased.

"Our representative impressed upon him the fact, however, that to employ an efficiency man would cost him around \$1,000. Even then it would be impossible to secure the services of an individual who had made a study of the talking machine business. By showing this successful merchant that our interest was not entirely selfish, our traveling representative gradually broke down his reserve, with the result that at midnight they were still in the store making plans for complete reorganization of the business. And it was not until two o'clock that they finally separated.

"The final outcome of this particular case was that while the man was head over heels in debt, three years later he came to the headquarters, showed us his bank account and stated that he intended to open branch stores in the surrounding neighborhoods.

"As originally found, this dealer depended solely on his wife for clerical help—a most delightful woman for a home, but poorly suited for work of such character. A change was suggested and carried out with the employing of competent salespeople, new fixtures were built, etc. The wife was installed in new duties as a homemaker, and it was not long before that merchant was coupling real home pleasures with work under conditions which were decidedly more favorable. One of the things our traveler impressed upon this merchant was the importance of concentrating on merchandise he best understood and merchandise which permitted a quick turn-over.

"So, here is an example where our traveling staff is not only performing a service to our own organization, but helping to raise the standards of retailing throughout the country."

"In some cases," Mr. Beach states, "it is necessary to adopt rather unusual methods to bring a dealer out of his lethargy. Some have to be told the rudiments of the business, while others merely require a simple suggestion which will start them thinking in the right direction.

"In developing the retail clerks, no set manual of instruction is prepared. This phase is also handled personally by the representatives. They explain the importance of becoming familiar with the Victor catalog, and also memorizing the interesting facts printed regarding the artists and composers. They try to arouse the ambition of the clerks and frequently give them a list of books on salesmanship that can be obtained from the library."

THE VICTOR STANDARD OF CO-OPERATION

Mr. Beach explained that the Victor organization is thoroughly solid on the idea of true co-operation. "To our minds this is selling goods to the consumer, rather than selling to the retailer. Ninety per cent, of the help our representatives give is unsolicited. A subject is opened up

during the conversation, and frequently the merchant does not realize that he has been placed in possession of many valuable facts. But provided he puts them into operation, we are contented. We don't, of course, set down rules or regulations for running a store, but try to explain to our dealers the principles of merchandising. We prefer to tell them how to determine what to do, for this teaches them the resourcefulness which is so necessary in keeping up with competition."

When Victor traveling men appear on the scene, the dealers do not feel "Here comes someone to take away my hard-earned money." Rather, they are glad to welcome the visitor who talks, not with an order book in one hand and a poised pencil in the other.

The advance notices to the trade typify the attitude of the organization toward its agents. "Nothing is more inspiring than an occasional conference with someone interested in the same problems as ourselves," reads one of the notices. "Our Mr. Wolcott will visit you on April 19, and we hope that your talk will prove mutually profitable." Another announcement states that "The observations and experiences of one seeing our problems from a distance are often helpful."

The traveling department of the Victor Company has served as valuable training for many men now occupying positions as managers with jobbers or large Victrola departments. Many graduates have gone out from the parent organization. Some of these are occupying responsible positions—and it must be remembered that many of the operations are of considerable magnitude.

"We try to impress upon our men," Mr. Beach concluded, "that the Company has no desire to permit what might be construed as coercive handling of the trade. The duties of our traveling staff are promotional, pure and simple. We want our men to spend sufficient time with each account in order that they may analyze the existing situation and put into effect a remedy which will tend toward correcting any of the weaknesses they find. They must not leave any point until they are fully satisfied that they have done all possible to bring that merchant to a profitable state of development.

"Moreover, not only most of our men bend their energies toward improving the merchandising methods of our distributors, but spread abroad the Victor spirit and put into action the policies and ambitions of our Company. They also act as the eyes of the organization, scouting out along the firing line for new developments in trade. So, though we often boast that our men are trained not to sell merchandise, we feel that their work is indispensable to the development of the organization."

DECALCOMANIA

Name Plates for Talking Machines, Pianos, etc.
High Class Workmanship
Write us for further information
National Decalcomania Co.
220-230 N. 60th St., Philadelphia, Pa.

REPAIRS

TALKING MACHINE TROUBLES AND
HOW TO REMEDY THEM

Conducted by Andrew H. Dodin

[This department of The Talking Machine World is designed for the service of all classes of our readers, including those who make, and those who sell, talking machines. Andrew H. Dodin, who conducts this department, has a wide and enviable reputation as a repairer of talking machines and conducts an exclusive talking machine repair shop at 176 Sixth Avenue, New York. Tell him your troubles through The World and he will help you if possible. The service is free.—Editor.]

SOME QUESTIONS AND ANSWERS

St. Louis, Mo., April 17, 1919.

Andrew Dodin, care Talking Machine World.

We have read with interest your several articles conducted through the repair department of The Talking Machine World.

We wish to ask your assistance with reference to one or two matters which trouble us very much from time to time. The first is noisy motors, which is very prevalent in certain makes. The motors when first put in use run very smoothly, but after a while begin to rattle very much, and we find that this is caused by the fly wheel and worm drive connection.

We have tried to eliminate this noise by making adjustments at either end of the fly wheel shaft. Sometimes this helps and then again it does not. We were told by one of the phonograph manufacturers to shave the felt which rubs against the fly wheel. This seems, at times, to eliminate the trouble. Will you please let us know what your experience has been?

We are sending to you, under separate cover, a type of reproducers which is used by several of the phonograph manufacturers. This reproducer is not a very substantial article. Very frequently these reproducers buzz and blast shortly after they are put into use, and we find it necessary to replace them on sample machines, standing on our floor, even before the machines have been sold.

It is a very difficult box to get into, as it must be opened from the face side and the mica is put in from the face side. We note that the mica is never shellacked to the rubber gasket as is the case with the Victor box.

We also note that the micas used in this box are the size of the opening through which they must pass, and therefore do not extend in many cases, far enough over the rubber gasket to pack them securely.

We will appreciate very much an article from you describing the best way in which this reproducer should be handled.—Larkatone Music Co., Inc.

ANSWER—The trouble you refer to in the motors is undoubtedly to be found in some part of the governor mechanism. I have had a great amount of this trouble in all styles of motors using the rawhide gear (or fibre gear) on the governor drive, and there seems to be no set rule for curing the trouble. As a rule, you will find the governor bearings worn so that there is side play on the bearing points of the governor spindle, then again you will find the little check pad of felt has become very hard at its point of contact with the governor disc. Shaving this hard surface away and soaking in oil helps. Again (and in my opinion the chief cause of trouble) the cuts of the fibre or rawhide gear on the turntable spindle are very rough. Upon the finish of the cuts in this gear and the spiral cut on the governor spindle depend the quiet or noisy running of the motor.

To see a governor spindle made, how it is cut on the lathe, tempered, ground, polished and lapped down to its exact size, one would say, upon looking at it with the naked eye, that it was absolutely smooth, especially in the spiral cut. However, if you place it under a microscope you will quickly change your mind, for you will find instead of a perfectly smooth surface one full of cuts and holes and the wonder is that it ever can be made to run smoothly. However, it can be done and I have often found that with a little experimenting and trying several different governor spindles, bearings and

turntable spindles it is possible to get a combination that will run satisfactorily.

As to the sound box, it is possible to get as good results from this sound box as from any other make.

The points to be very careful about in assembling it are to shellac the mica to the bottom gasket, place the needle bar in position, being sure to get the little pads of rubber in proper position under the tension springs, place needle bar mica screw into position and then put top gasket into place.

If you place top gasket into place before putting on needle box you will probably move the mica out of position and so cause trouble.

If it is assembled very carefully you should not have any trouble and the box is susceptible to adjustment above the average of the independent makes.—A. H. Dodin.

Lebanon, Pa., May 6, 1919.

Editor Talking Machine World.

A friend of mine has a large Columbia Grafo-nola De Luxe and when certain band or vocal records are played on it with a loud needle it has a buzzing sound on the high notes which is very annoying. When these same records were played on another machine they did not buzz. Some claim it is the fault of the sound box, others that the turntable does not run true. If there is any remedy for this trouble I would be pleased to hear about it.—Earl C. Yordy.

ANSWER—Your trouble is in the sound box—try tightening the clamp ring on the rubber gasket, and also tighten the needle bar by screwing in the pivot screws and readjusting the lock nuts on them. The turntable running untrue will give more pronounced needle scratch, but will not cause the buzz you write of.

N. J. WILCOX IS MANAGER

Geo. W. Hopkins, general sales manager of the Columbia Graphophone Co., New York, announced very recently the appointment of N. J. Wilcox as manager of the Columbia branch at Philadelphia, Pa. Mr. Wilcox, who is a newcomer in the phonograph industry, succeeds A. J. Heath, who resigned with the regrets of the Columbia Co. in order to open an exclusive Columbia retail establishment, the location of which will be announced later.

AN ATTRACTIVE WINDOW DISPLAY

The accompanying illustration is a reproduction of an attractive window display of Emerson records featuring the second issue of the Emerson co-operative window display service. Emerson dealers are finding this display service of



Emerson Display for Dealers

great value to them in making their Emerson department distinctive and attractive.

A new set of display cards is sent the dealer each month featuring the month's releases. The display is arranged so completely as to enable the dealer to change his window trim each month with very little trouble and keep the public constantly informed of the latest hits.

Automatic Change of Weight



An Exclusive Feature of Parr Central Universal Tone Arm

The Parr Central Universal Tone Arm marks a new departure in tone-arm construction and removes the principal objection heretofore existing in universal arms. The weight to play either vertical or lateral cut records is automatically and accurately changed. This is a very novel and important improvement in tone-arm construction and should appeal to those who have wanted a tone arm that would not require the makeshift arrangements for doing what this tone arm does automatically. The first scientifically constructed universal tone arm.

OTHER IMPORTANT FEATURES

The Parr Central Universal Tone Arm is furnished in any length required and the sound-box can be turned, allowing the needle to be changed with ease, and by a reverse movement the box returns to normal playing position. The needle always rests in the same point, direct center, playing either position.

OTHER PARR PRODUCTS:

Magnetic Reproducer Vibratone Diaphragm

PARR MANUFACTURING CORP.

MAIN OFFICES:

100-108 West 23rd Street :: :: NEW YORK

Factories: New York City—Latrobe, Pa.



"Talking" Books "Talking" Toys "Talking" Animals

Bring the Children Flocking to Your Store

They'll Bring Their Parents

Here is something brand new which should add thousands of dollars to your sales.

Play on
Any Phonograph

Unbreakable
Records

Always Standard
No Dead Stock

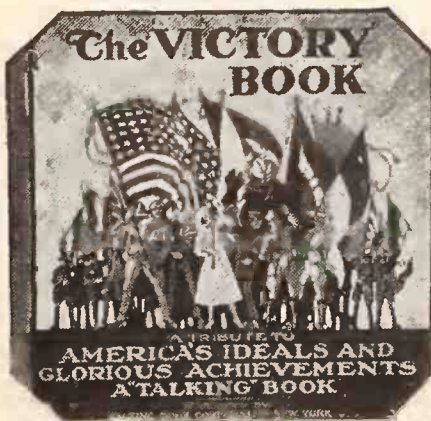
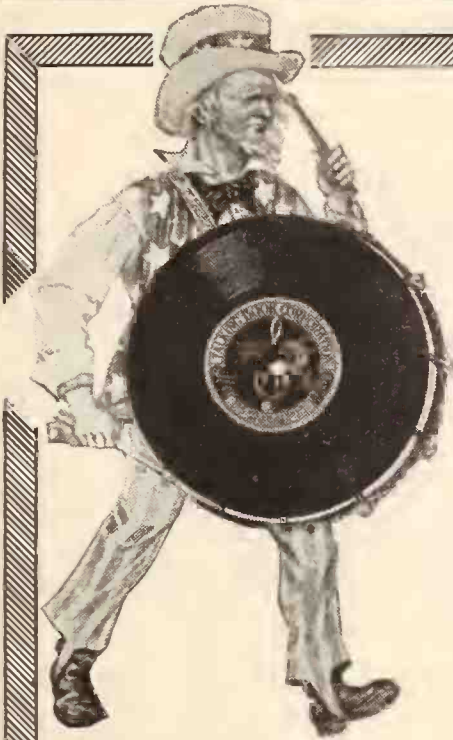
14 Points About The Talking Books

- 1.—The Talking Books are PHONOGRAPH RECORDS in book form.
- 2.—The Talking Books, Animals and Figures educate the children and amuse them; teach them to dance; to sing and recite.
- 3.—They are flexible and unbreakable—other children's records must be handled with utmost care.
- 4.—The Talking Books are real books, with pictures, stories, songs and poems.
- 5.—The whole book goes on the talking machine and tells the story, sings the song or imitates the wild animal.
- 6.—The Talking Books lighten for mothers and teachers the patient, arduous task of educating and entertaining the children.
- 7.—And THE CHILDREN WANT THEM!
- 8.—They produce a handsome profit for you.
- 9.—Moreover, the children will bring their parents to your store every month. Sell them the Talking Books, Talking Animals, and Figures. Then you can sell the parents your regular operatic and popular hit records.
- 10.—Put these handsome and profitable novelties in your show window. Every child in town will visit your store.
- 11.—You know what the children's department does for the big department store. The Talking Books, Talking Animals, etc., will do the same for you.
- 12.—There are new books and records every month.
- 13.—Don't forget—the records DON'T BREAK!
- 14.—And—they sell AT SIGHT.

Write for complete information about initial assortments, discounts, prices and descriptions of records.

TALKING BOOK CORPORATION

358 Fifth Avenue, New York



Eleven Money-Makers

JUST OUT

Every Record Brings Two Hits

These Eleven Advance Releases of

KEE-H **RECORDS**

Represent the Greatest Song and Dance Hits
of the Season

**SAMPLE ORDERS SHIPPED
IMMEDIATELY**

You can't go wrong on such popular
Songs and Dances as

- | | | | | | |
|--------|---|--------|--------------------|--------|-----------------------------|
| 1159 { | Ja Da (Ja Da, Ja Da, Jing, Jing, Jing!) | 1166 { | Rainy Day Blues | 1165 { | Mary |
| | Can You Tame Wild Wimmen? | | Till We Meet Again | | Beautiful Ohio |
| 1160 { | Girl of My Heart | 1192 { | And That Ain't All | 1184 { | The Kiss That Made Me Cry |
| | A Little Birch Canoe and You | | By the Camp Fire | | Some Day I'll Make You Glad |

AND THE OTHER FIVE EASY SELLERS

Complete List of Eleven Hits, Samples of Artistic Advertising Matter and Full Information About Our Liberal Terms Sent on Request

Franklin Phonograph Company

10th and Columbia Avenues,

PHILADELPHIA, PA.

FINE NEW HEINEMAN OFFICES

Headquarters of Otto Heineman Phonograph Supply Co. in New York Provided With Most Modern Equipment to Handle Business Efficiently—Some of the Departments

The accompanying photographs tell a story of growth and progress. They represent views taken recently in the new offices opened by the



Advertising Department, Laszlo Schwartz, Mgr. Otto Heineman Phonograph Supply Co., at 25 West Forty-fifth street, to house the company's purchasing, clerical, advertising, manager of the Eastern sales and sales managers' departments,



Display Room

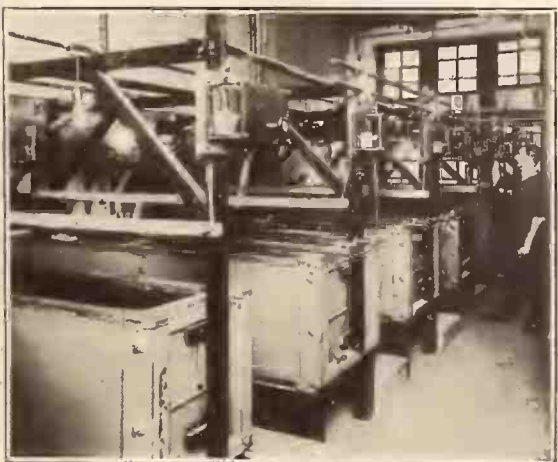
together with the auxiliary OkeH record matrix plant, the shipping department and display rooms.

These offices occupy the second floor of the Central Building at 25 West Forty-fifth street



Eastern Sales Department

and afford considerable additional floor space for the Otto Heineman Co. The general execu-



OkeH Record Matrix Plant

tive offices of the company, together with the financial, accounting, bookkeeping departments,

etc., and the private offices of the executives, remain on the sixteenth floor.

At the present time, the company occupies the entire second floor of this building with the greater portion of the sixteenth floor, and judging from the tremendous demand for Heineman products, additional floor space will be required in the very near future.

The heads of the departments located on the second floor are delighted with the facilities afforded them, for the lighting arrangement and the general layout of the offices are ideal. The large reception room affords visitors to the second floor maximum comfort and convenience, and the shipping department is equipped with the most approved and up-to-date methods of transporting records. This department is one of the most important on the floor, for the OkeH record business is proving phenomenal.

SOLOTONE MFG. CO. IN QUAKER CITY

Entire Building at 1727 Chestnut Street Leased for Showrooms and Offices—Concert Hall a Feature—Ready for Occupancy Soon

PHILADELPHIA, PA., May 8.—The entire building at 1727 Chestnut street, this city, has been leased by the Solotone Manufacturing Co., of Lititz, Pa., for showrooms and executive offices. The premises have been thoroughly renovated, improved and redeccorated, and will be occupied within a few days. The first floor is divided into various rooms, each one to accommodate a particular period design, and the upper floor will be used for executive offices. There will also be a concert hall, in which interesting programs are planned to be given. The entire line of fifteen models will be shown, and the central location of the new warerooms is convenient not only to the buying public, but to the visiting trade as well.

REMOVE PLANT TO BOONTON, N. J.

The factory of Vitalis Himmer, Jr., manufacturer of tone arms, sound boxes, etc., and the plant of the Audion Phonograph Co. have been moved from 77 Reade street, New York, to Boonton, N. J. At this address the company has a thoroughly up-to-date and modernly equipped factory, and plans are being made to handle a large volume of business this year.

Two Western dealers who have recently taken on the Brunswick line are Forbes Pharmacy, Cheyenne, Wyo., and the Blackmarr Furniture Co., Boulder, Colo.

C. A. GRINNELL'S GENEROUS WORK

Prominent Member of Detroit Trade Has Long Taken Active and Unselfish Interest in Association Work—His Support of Music

DETROIT, MICH., May 5.—Although the development of the great business of Grinnell Bros. has engaged his best efforts for nearly forty years C. A. Grinnell has still found time to give unselfishly of his efforts for the benefit of the industry at large, and has proven a big factor both locally and nationally, in every move for the betterment of the music trade and the development of interest in music as a whole. Ten years ago he was elected president of the National Association of Piano Merchants and rendered yeomanlike service in that office. During his administration the association registered its largest list of members, 1,100. It was Mr. Grinnell who established the system of State Commissioners to keep the association in touch with the trade in every section of the country.

Although a member of the Piano Merchants' Association for sixteen years Mr. Grinnell never missed an executive meeting and only one annual convention of that body. He has always declined honorary offices, and it was only under great pressure that he was induced to become president of the Music Industries Chamber of Commerce, which office he now holds. It was at Mr. Grinnell's suggestion that George W. Pound, general counsel of the Chamber of Commerce, has been making his coast-to-coast trip addressing music dealers in every section of the country.

In forwarding the cause of music itself Mr. Grinnell is best known for his work in promoting the singing of Christmas carols. Last Christmas 10,000 children and adults sang carols in the streets of Detroit, despite bad weather, and Mr. Grinnell sent to every army cantonment of the allied soldiers throughout the world copies of a special service carol to be sung on Christmas Eve. Interesting photographs show the British soldiers in the Holy Land under General Allenby singing the carols at Bethlehem.

During thirty of the forty years he has been associated with the music business in Detroit Mr. Grinnell took no vacation. For the past few years, however, he has endeavored to spend the months of February and March each year at his Florida home at Seabreeze, near Daytona Beach, where he rests up a bit and makes plans for greater expansion and progress in the music industry.

TO DEALERS

in Northern Indiana and Southern Michigan

WE wish to announce that from now on we will be in a position to make immediate deliveries of the Dusonto (formerly the Belcantola —see our special announcement on page 88) to dealers in this territory.

Address all inquiries and orders to our local distributors—Stoffer and Stackhouse, Bourbon, Indiana.

This same efficient service applies to our other territories.

THE BELCANTO CO., Inc.

2007 B Bush Terminal Sales Building
130-132 West 42nd Street, New York



SOME SPEEDY RECORD MAKING

Emerson Phonograph Co. Turns Out Special Record of Speech for Banquet Within Three Days After the Order Is Given

Under the heading "Emerson Speed" the following article appears in the "Emersonian," the new house organ published by the Emerson Phonograph Co.:

Monday afternoon, March 10, 3 o'clock. Telephone bell rings. Voice inquires: Is this Mr. Seiler? MR. SEILER: Yes, Mr. Seiler speaking. VOICE: This is Mr. Wurzburg, general manager of the Nast Publications (Vogue, Vanity Fair, etc.). MR. SEILER: What can I do for you, Mr. Wurzburg? MR. WURZBURG: Mr. Condé Nast, president of our company, has just returned from abroad. On Thursday night of this week the executive force of this organization is giving him a dinner. Mr. Crowninshield, editor of Vanity Fair, is to preside as toastmaster. He is to make a speech, welcoming Mr. Nast home after being abroad six months. He has requested Mr. Nast to reply, but Mr. Nast considers his speeches very poor entertainment, and refrains from making one whenever he can. Instead, we have an idea we want you to work out for us, if it is possible. MR. SEILER: Well, what is it? Shoot, and we will see what we can do. MR. WURZBURG: When it comes time for Mr. Nast to reply, we propose to prevent Mr. Nast from speaking. We have a phonograph concealed at one end of the table and reproduce a speech in reply to Mr. Crowninshield, without Mr. Nast doing any talking. MR. SEILER: You mean that you want us to record a speech on an Emerson Record, manufacture a record for reproduction Thursday night, and this is 3 o'clock Monday afternoon—three days—some proposition. MR. WURZBURG: Yes, that is what we are asking you to do. MR. SEILER: Well, wait a few minutes; I will talk it over with our recording and manufacturing departments and will call you back. Fifteen minutes later. Telephone in Mr. Wurzburg's office rings: MR. SEILER: Mr. Wurzburg? MR. WURZBURG: Yes, speaking. MR. SEILER: This is Seiler. Will you have your speaker at our recording department Tuesday afternoon at 2 o'clock sharp? MR. WURZBURG: Yes. MR. SEILER: All right, we will do the rest. Tuesday, 2 o'clock. Scene in Emerson recording room, Mr. Crowninshield on

hand, makes two ten-inch records, containing a speech of approximately seven minutes. Two days intervene. Thursday afternoon, 3 o'clock, Emerson delivers to Mr. Wurzburg personally two finished records each of the speech. Five hours later. When time came for Mr. Nast to make his reply to Mr. Crowninshield's speech, he arose, remained silent, but a phonograph produced a speech as clear as a bell—each word was distinct and audible to everybody in the room. Shouts of laughter and applause greeted this speech, far greater than is usually given to the most finished and wittiest of after-dinner speakers. This is an excellent example of Emerson's initiative, speed and manufacturing technique. The publishers were delighted and extremely well pleased, and we were rather well satisfied with ourselves—thank you. This letter was sent by Mr. Wurzburg, general manager of the Nast publications, to Mr. Seiler, of the Emerson Co.:

DEAR MR. SEILER: "Of course you know what a wonderful hit was made with the 'prepared speech' that you so kindly turned out for us, in record time, for use at the dinner we gave to our publisher, Condé Nast. "I have already told you what a surprise it was to Mr. Nast when he was called upon to make his speech and we started the record and delivered the speech for him. Everyone hugely enjoyed Mr. Crowninshield's witticisms, which were rendered the more effective by reason of the fact that he succeeded in simulating Mr. Nast's voice almost to perfection. "We owe this rare treat first of all to the kindness of Mr. Leeming and yourself, and secondly to the enterprise that enabled you to accomplish the impossible—to manufacture and deliver the record to us within 48 hours from the time that Mr. Crowninshield talked into the recording instrument. Your achievement gave me particular pleasure because the idea of making this record came to us as an eleventh hour inspiration, and the committee that was appointed to look into the feasibility of the idea reported back, after investigation, that the thing could not be done in less than three weeks' time. I took great satisfaction, therefore, in being able to show that your company could achieve the impossible. "Let me again thank you and the various members of the Emerson organization for the many courtesies shown and for the splendid co-operation in bringing about this unique and delightful result. Sincerely yours, (Signed) "FRANCIS L. WURZBURG."

This letter was sent by Mr. Crowninshield, editor of Vanity Fair, to Mr. Seiler: MY DEAR MR. SEILER: "Benjamin Franklin did his bit when he took the juice out of the old thunder-cloud that was hanging around over his cow barn. Later on, Thomas Edison chipped in a little blue chip when he took Franklin's thunder juice and made it run errands for him through the little grooves that one finds—in your profession—on those magical little hard rubber discs. "But Franklin and Edison were pikers, both pikers! "It needed you to come along and do something really wonderful for the world—something to take the ancestral curse off of after-dinner speaking. No man, from now on, will ever have to arise from his seat at a banquet, adjust his tie, move the tumblers and finger bowl away, cough, and tremble with nervousness, simply because he must,

perform, address a banquet audience with a torrent of thoughts, feelings, anecdotes, split infinitives, contradictions, stammerings, mixed similes, and so-called funny stories. "Hereafter, all that a speaker will have to do is to call, two days before a banquet, at good Dr. Emerson's (three flights up, twenty years at the same corner, never lost a banquet audience, special attention given to the ladies), and just allow good Dr. Emerson to do the rest. "Really, sir, you and your company are pathfinders, pioneers, adventurers in a great cause. Our thanks, good wishes, congratulations and regards go to you all. Gratefully and truly yours, (Signed) "FRANK CROWNINSHIELD."

HOFFAY REPRESENTATIVES EXPAND

George A. Lowe Co., Ogden, Utah, Have Territory Greatly Increased

Announcement was made early this month by the Hoffay Talking Machine Co., Inc., that the George A. Lowe Co., Ogden, Utah, Hoffay distributors, have had their territory greatly enlarged. By the new arrangement their territory now comprises the entire States of Utah, Idaho, Nevada, Montana, Wyoming and Colorado.

The George A. Lowe Co. is one of the best-known, most influential and progressive houses in the territory named, and they have had great success in merchandising the Hoffay product. It is understood that their advance orders for Hoffay products covering the ensuing months of the present year total over \$100,000.

CORLEY CO. TO DISTRIBUTE ROLLS

RICHMOND, VA., May 2.—The Corley Co., of this city, Victor wholesalers, announced several months ago that they were planning to wholesale a popular line of player rolls. Negotiations have been concluded whereby they will become wholesale distributors of the products of the Standard Music Roll Co., which include the Perfection, Auto Word, Sing A Word and Arto rolls. This is another manner in which "The House That Made Richmond Musical" may live up to its slogan. Considerable space has been given over to this new department.

The Cambridge portable phonograph has been introduced to the trade in Boston by the Fredrickson Bros.

The SOLOTONE LINE

Table listing SOLOTONE models (A through N) and their prices, ranging from \$100.00 to \$1000.00. Includes descriptions like 'Revolving record cabinet', 'Louis XVI', 'William and Mary Cabinet', etc.

Write for Detailed Information

SOLOTONE MANUFACTURING CO.

EXECUTIVE OFFICES AND SHOWROOMS

1727 CHESTNUT ST.

PHILADELPHIA, PA.

THE BEST POPULAR-PRICED TALKING MACHINE

BUY

CHARMAPHONE PHONOGRAPHS

FOR PROFIT-MAKERS



DIMENSIONS:

42 in. high, 18 in. wide, 20 in. deep. Heavy double-spring motor. Universal Tone-arm. Sound-box of highest quality. All parts nickel-plated.

PLAYS ALL RECORDS

MODEL 65-A
Wholesale Price \$32.50
Plus War Tax

Buy the phonograph that you can sell on a **Quality and Value BASIS.**

This is a line of **BIG VALUES** for both dealers and their customers.

The tremendous popularity of the Charmaphone Phonograph is based upon its splendid tonal qualities, beautiful appearance, remarkable durability and favorable price.

Write today in order to secure the agency for the best popular-priced talking machine on the market.

Order samples of the Charmaphone, and compare them with the highest class machines on the market—you will surely become a Charmaphone dealer immediately.



DIMENSIONS:

44 in. high, 18 in. wide, 20 in. deep. Heine-man No. 3 Motor. Universal Tone-arm. Sound-box of highest quality. Improved Tone-modifier. Casters.

PLAYS ALL RECORDS

MODEL 80-A
Wholesale Price \$40.00
Plus War Tax

The Charmaphone Company

Executive Offices and Showrooms

39-41 West 32nd Street, New York, N. Y.

FACTORY, PULASKI, N. Y.



GENNETT RECORDS



AN up-to-the-minute, salable, first class library of the popular, standard and classical selections which will make instant appeal to all classes of music lovers. Gennett Records are ten inches in diameter, double sided and recorded by the best artists. They are recorded in the Starr Piano Company's Laboratories in the heart of New York's musical center where ready access may be had to all the latest popular numbers. Therefore your stock may be kept up-to-date at all times with no fear of an accumulation of dead material. To the dealer who is looking for the record which makes instant appeal, has unlimited sales possibilities, which offers the right service and which will enable you to build up a strong, steady, sound record business, we invite inquiry. Our proposition will interest you.

Gennett Records may be had in either Lateral or Hill and Dale types of recording.

THE STARR PIANO COMPANY

ESTABLISHED 1872

RICHMOND, INDIANA

MEETING OF PORTLAND ASSOCIATION

G. F. Johnson Makes Vigorous Plea for Co-operation Among Dealers—Makes Plea for High Note in Business—Other Interesting Addresses Made by President Hyatt and Others

PORTLAND, ORE., May 6.—At the last meeting of the Talking Machine Dealers' Association of Portland at the Hazelwood restaurant an excellent dinner was served and an unusually fine business session was held. Fifty-four were present at the meeting, every talking machine house in the city being represented.

G. F. Johnson, of the G. F. Johnson Piano Co., was the principal speaker of the evening, and was introduced by the president, E. B. Hyatt. Mr. Johnson made a plea for better harmony and co-operation among the dealers. He spoke of the opportunities out here—in this substantial, prosperous city of Portland. Capital, labor and brains are found here and there is a fine open field for all. "It is not necessary," said Mr. Johnson, "that cut-throat methods should prevail. Let us be creators rather than destroyers. We are at the threshold of great things. Opportunity is at hand, and we must be able to meet it. We are going to strike a higher note in our business, and in order to do our best we must have faith—faith in our business and confidence in and respect for one another. A man who will work with intelligence and persistency need use no methods but those of honesty and sincerity to become successful. Portland is free, rich and fine, and the talking machine dealers are having now and will continue to have a wonderful opportunity if all work in harmony. With heads up and unafraid we can face the world. Choose right methods, deal kindly with competitors and let us have a healthy, clean and fine competition."

After Mr. Johnson's address remarks were made by several of those in attendance. E. B. Hyatt, the president; C. A. Alphonse, secretary; Taylor C. White, vice-president; James L. Loder, of the Bush & Lane Co., and Mr. Barlow,

who has succeeded L. E. Gilham as manager of the Stradivara Co., were among the speakers. Mr. Hyatt endorsed what had been said by Mr. Johnson and urged all to do what they could for the good of the association. Mr. Loder referred to the trouble occasioned by the removal of the Columbia wholesale house to Seattle. Mr. Barlow spoke of the new manufacturing plant of the Stradivara Co., which he called "A pretty husky infant," and invited all members of the association to visit the new factory. Mr. Barlow said there is not a line of merchandise in Portland where the price is maintained as in the talking machine business.

After a few more remarks in which good feeling was very manifest the meeting, which was the best attended and most successful of any ever held in Portland, adjourned.

At the next meeting officers will be elected by ballot for the coming year. The organization is three years old.

REDWOOD FOR "TALKER" CABINETS

Louis Gruen Tells of the Results of Investigation of the Merits of California Redwood

SAN FRANCISCO, CAL., May 2.—Louis Gruen, the Pacific Coast representative of the Otto Heineman Phonograph Supply Co., who has just returned from an extensive tour of the far Western States, has set into motion the California Redwood Association, and evidently it will not be long before all along the Pacific Coast from Seattle to San Diego there will be scores of independent talking machine manufacturers building instruments from world-famed California redwood. It appears that after thorough research and extensive experimenting Mr. Gruen discovered that this wood can be used for cabinets to as good if not better advantage than the lumber used in cabinets from the East. He claims that it is better adapted to climatic conditions and possesses tone producing qualities which will give the California talking machines advantages in appearance and quality.

F. M. CONDON ELECTED SECRETARY

Frank M. Condon has been elected secretary and director of Condon & Co., Inc., Fifth Avenue Building, and will take an active part in the sales organization. Mr. Condon lately returned from overseas, having been with the American Air Service for sixteen months. He was attached to the 93rd Aero Pursuit Squadron, which was in the 3rd Pursuit Group,



Frank M. Condon

Air Service, First Army. This organization participated in the St. Mihiel and Argonne-Meuse drives.

Condon & Co. are greatly pleased with the active demand for the Torrington Co.'s ball point Uniform Needle product, for which it is the sole distributor. Wm. A. Condon, president of Condon & Co., Inc., states that all who have seen the product have expressed the greatest admiration for the quality of it, as the trade has long been educated to use a quality product in the all-important needle item.

Modernola

—It Sells Easier

IN an exclusive class—a Circular Machine with beautiful Silk Lamp Shade. An innovation—yes, a wonderful one! The Modernola has irresistible appeal for lovers of the home beautiful. We sum up this appeal in our advertising slogan—"A Home Delight to Ear and Eye."

There is sweetness and evenness of tone in the Modernola. The designing of the machine is most unique and artistic—not freakish. The construction is *right*. The finish carries unmistakable suggestion of richness and luxury. Prospective buyers turn away from popularized machines to admire the Modernola. *And they buy it.*

United States Government Patents granted on the designs and exclusive features of the Modernola greatly enhance its value as a selling proposition—make sure and substantial the profit to manufacturer, jobber and dealer.

WRITE US *Good Territory Still Open for Jobbers as Well as Dealers. Write—Right NOW.*

The Modernola Company
JOHNSTOWN, PA.



The Lamp Is Detachable

INCREASE CAPITAL TO \$2,500,000

Pathé Frères Phonograph Co. Certify to This Increase Made to Meet Growth of Business

The Pathé Frères Phonograph Co., Brooklyn, N. Y., has certified an increase in its capital from \$1,900,000 to \$2,500,000. This increase has been authorized by the company's stockholders in order to handle the growing Pathé business of this institution.

The Pathé Frères Phonograph Co. is closing a record-breaking business that is far and beyond the corresponding period of last year. The demand for Pathé phonographs and Pathé records is exceeding all expectations, and the executives of the company are doing everything in their power to give the jobbers and dealers efficient service and co-operation. Pathé records in particular are meeting with a popular reception from Pathé representatives and public.

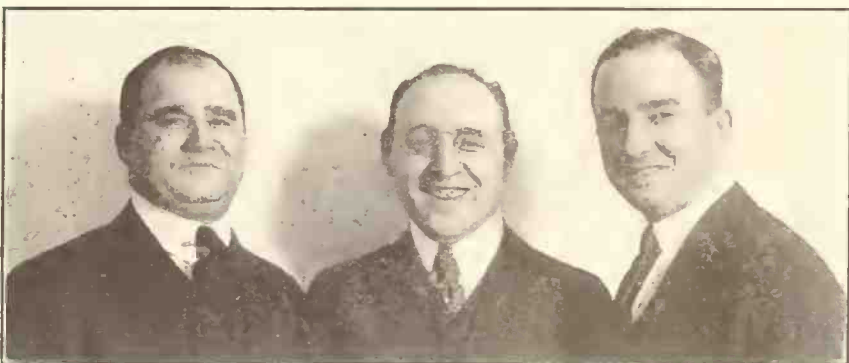
EMERSON KAUFIELD TRIO RECORDS

The Emerson Phonograph Co. will shortly release a series of records made by a new vocal combination which will undoubtedly be accorded a hearty reception from the company's dealers. This combination is a new trio made up of favorites in the recording field. They call themselves the "Kaufields," consisting of Arthur Fields and the Kaufman Brothers.

Their advent as a trio was somewhat of an accident. The three singers were in the recording room of the Emerson Co., while Harry Marker, chief recorder of the company, was waiting to make test records of some new singers. When he asked if the singers were ready, Mr. Field answered yes, and as a practical joke the three popular artists advanced to the horn without preparation, a song was decided upon on the spur of the moment and the test was recorded.

When Mr. Marker saw what was taking place he continued the recording, put the wax master through as a test, and the result was so surprising and startling that the Emerson Co. immediately engaged the trio to sing a series of songs.

Experts who have heard the test records state that the voices of this trio blend perfectly; the enunciation is clear and distinct, and the three voices sound almost like one singer. The Emerson Co. predicts unlimited success for the records made by the Emerson Kauffield Trio during the coming season.



The Kauffield Trio

SUCCESS WITH STRADIVARA

Smith & Johnson of Coffeyville, Kan., Entertaining Dealers, Use Auto Delivery and Win Out in Competition in That City

That the phonograph business is good in Kansas, and also that the Stradivara phonograph is bringing success to live dealers, is manifested in the activities of the firm of Smith & Johnson,



Two Stradivara Enthusiasts

Coffeyville, Kan., who have been handling the Stradivara but three months and have made some phenomenal sales in that time. So great has been the demand for these machines that the firm has been compelled to use the automobile delivery which may be seen in the accompanying illustration with Messrs. Smith and Johnson standing beside a delivery car.

Reports received by the Compton-Price Co. from this enterprising concern show that in many instances they have met with keen competition and have won out because of the superior quality of the Stradivara.

"MODERNOLA" IS AN INNOVATION

JOHNSTOWN, PA., May 10.—An innovation in the talking machine industry is announced in this city, where D. Hall Wendell, an executive of the Johnstown Grocery Co., and well-known business man of this city, has organized a \$100,000 corporation to market a machine that has pronounced individuality. Mr. Wendell's machine, the 'Modernola,' is of unique circular design with a rich silk lamp-shade attachment.

The Modernola Co., which is manufacturing this machine, has its factory at Somerset, Pa., at the present time, and a new and larger plant is now in construction at Johnstown. The company has been granted patents on designs on the lamp-shade attachment feature, and an advertising slogan has been adopted—"A home delight for ear and eye," which will be used extensively.

E. A. WIDMANN OFF TO EUROPE

President of Pathé Frères Co. Leaves May 15 for Five Weeks' Stay in Europe

E. A. Widmann, president of the Pathé Frères Phonograph Co., Brooklyn, N. Y., will sail today, May 15, on the steamer "Espagne" for a six weeks' trip abroad. According to his present plans Mr. Widmann will make his headquarters at Paris, France, at the offices of the Pathé Frères Co. in that city. He will confer with Charles Pathé, head of this famous European organization, regarding a number of important plans and ideas, and contrary to his usual custom of working twenty hours a day Mr. Widmann hopes that on this trip he will have time to play a few rubbers of bridge.

On Tuesday evening Mr. Widmann was the guest of honor at a "bon voyage" dinner given him by his associates at the Old Colony Club at the Hotel Manhattan. At this dinner Mr. Widmann received the hearty good wishes of his co-workers for a pleasant trip abroad, and when it is considered that the Pathé Frères Phonograph Co. is closing the greatest business in its history Mr. Widmann well deserved the congratulations that he received at this dinner from all his associates.

GRANTED PERMANENT INJUNCTION

CHICAGO, ILL., May 12.—An important decision was handed down last week in the Superior Court of Cook County, granting a permanent injunction against Herbert Hufmeyer on a complaint of the Chicago Talking Machine Co., Victor wholesaler. The defendant in this case had used, it is alleged, the name of the Chicago Talking Machine Co. in the course of manufacturing and merchandising talking machines, and this company took steps immediately to protect its rights to the name and good-will which it had spent thousands of dollars to create and maintain.

TO HOLD ANNUAL DINNER AND DANCE

The annual dinner and dance of the employees of the Blackman Talking Machine Co., Victor wholesaler, will be held on June 7. As usual, the employees will be the guests of the company at this dinner, and the annual distribution of bonuses will take place on that day. This event is always keenly enjoyed by the members of this organization, and this year's affair promises to out-distance all others.

Seeber & Hofheins, Inc., Buffalo, N. Y., has been incorporated to deal in musical instruments and talking machines at a capital of \$15,000.



AUTOMATIC STOPS

The simplest and most efficient Automatic Stop on the market. They give excellent service, are easily installed and are absolutely guaranteed.

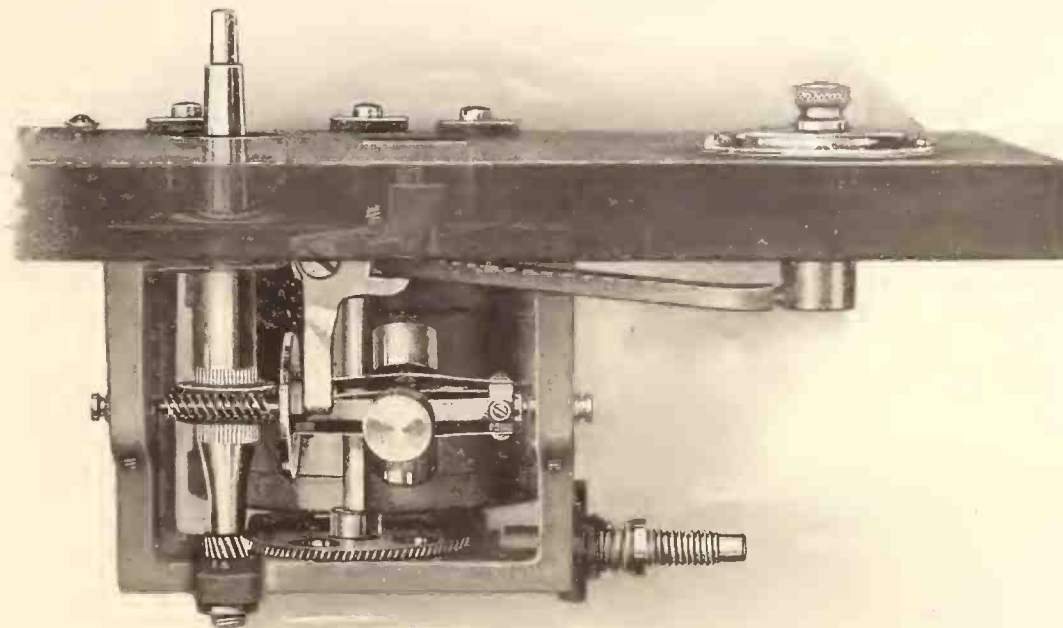
Send 50 cents for Sample Stop

KIRKMAN ENGINEERING CORPORATION, 237 Lafayette St., New York

ROTTEN STONE

We are the only miners and manufacturers in this country of Rotten Stone for use in Phonograph Record making. Our product is now in use by practically every record manufacturer in this country. We are also headquarters for all other minerals for record making and everything we handle is made especially for this purpose and absolutely guaranteed. Expert advice given upon any formula.

KEYSTONE MINERALS CO.
41 Union Square, New York City



*As easy as
setting your watch*

Adjusting the speed of the Stephenson Precision-Made Motor so that it agrees with the speed regulator, is as easy as setting your watch.

It is done from the top of the table board after the table board has been secured in the cabinet . . . and this assures an easy, quick, and accurate adjustment—and one that will stay put.

This is an exclusive feature of the Stephenson Precision-Made Motor—one reason why it is a Precision-Made Motor

STEPHENSON
INCORPORATED
One West Thirty-fourth Street
New York City

DEATH OF LIEUT. JAMES R. EUROPE

Leader of Famous 369th U. S. Infantry Band Meets Tragic Death in Boston—Organization Recently Made Number of Pathé Records

The tragic death in Boston on May 9 of Lieutenant James Reese Europe, better known as "Jim Europe," after an altercation with a member of this famous band, ends a career that was one of the sensations of the music world.

Jim Europe was born in Mobile, Ala., in 1881, but by reason of his long metropolitan career he is properly considered a New Yorker. After picking up musical education wherever he could, he became not only a conductor of individuality, but a composer of no mean skill, an accomplished pianist and a musician who could play any instrument in the band.

Before the war he was the most popular leader of New York's dance hall orchestras, and the one man who made jazz music the favorite music



Lieut. J. R. Europe

of the day. When the war started Europe enlisted, and soon became the leader of the most famous band of the American forces. He led his "Hell Fighters" (369th United States Infantry) band overseas and made American jazz the favorite music of France. This famous fighting band cheered the boys "over the top" and was a very determined factor in helping win the war. Europe's band played for Generals Pershing and Gouraud, and at their direction went through France, playing at the various rest camps and hospitals and in Paris.

Since his return from the battlefields of France, Europe's jazz band has made a sensational tour in this country, playing to packed houses in every city. Everyone that has heard this remarkable music has gone wild about it.

Although Europe has died, his wonderful mu-

GIMBEL BROS.' INITIAL WINDOW DISPLAY OF BRUNSWICKS



New York Department Store Featuring Brunswick Phonographs in Special Window Displays

sic will fortunately live forever. This famous leader and his "Hell Fighters' Band" have made records for Pathé of all of the favorite selections. These Pathé records give Europe's music at its best. By means of these records the jazz music, inaugurated and perfected by this wonderful leader, will stand as a lasting memorial to the skill of Lieutenant Europe and enable American dance lovers to always hear this splendid dance music.

LATEST CHARMAPHONE LITERATURE

The Charmaphone Co., manufacturer of the Charmaphone phonograph, has just issued an attractive folder featuring its complete list of instruments. This company has opened executive and sales offices at 39 West Thirty-second street, and during the past few weeks has established important agencies with dealers in different parts of the country.

The Charmaphone phonograph is manufactured in its entirety at the company's plant in Pulaski, N. Y., and this factory is splendidly equipped to give the dealers efficient and satisfactory service. One of the most popular models in the Charmaphone line is the model No. 80, which embodies all the desirable features to be found in a successful talking machine. All models of the Charmaphone are equipped to play all makes of records without the use of an attachment.

HANDLING THE COLUMBIA LINE

Conrad Schmidt, who recently moved to a very handsomely-equipped store at 44 West One Hundred and Twenty-fifth street, New York, has just installed the Columbia line and is making a very attractive window display. Mr. Schmidt conducts one of the old reliable musical instrument houses in Harlem.



BUILT FOR PEOPLE WHO CARE

Best Materials, Workmanship, Finish and Equipment and **Tone Surpassed by None**

TWO MODELS: \$48 and \$70 To Dealers. War Tax Extra.

Write for Descriptive Circular

D. G. YOUNG COMPANY

Established 1899

Manufacturers

BEAVER DAM, KY.

PERFECTS NEW TYPE OF MACHINE

F. D'A. Goold Applies the Principle of the Violin Sound Chamber to the Reproduction of Talking Machine Records—Also Invents a New Universal Reproducer

F. D'A. Goold, who some two years ago produced a new type of talking machine without metal reproducer, diaphragm or tone arm, which at the time was described in The Talking Machine World, has in the interim worked to perfect this instrument, and has just completed a new model much smaller in size than the original, and in fact corresponding in size to various machines now on the market.

In the new machine music is reproduced through the medium of a wooden sound chamber similar in size to the body of a violin but of square shape. The needle arm is attached to one corner of the box, the other corner being attached to the side of the cabinet, so that the reproducer can move freely. Through clever arrangement hill and dale records can also be played on the new model. The reproduction is pleasing, particularly in the playing of instrumental numbers, although it also brings out the qualities of the voice very acceptably. It is probable that arrangements will be made to market the machine in some form or other in the near future. Mr. Goold has also perfected a new universal reproducer which he expects to offer to the trade shortly.

Mr. Goold is a veteran talking machine man and for many years was connected with laboratories of prominent concerns both in Europe and this country. This experience is enabling him to evolve an entirely new principle in reproduction that is distinctly interesting, regardless of its value as a commercial proposition.

The Standard Accessory Corp. has been incorporated in Milwaukee to manufacture record flashers, equipment and accessories for talking machines. The capital is \$50,000.

LANGUAGE RECORDS



Progressive Dealers sell

LANGUAGE Phone Method

and ROSENTHAL'S Practical Linguistry

The courses are so simply arranged that the demonstration satisfies the prospect. An excellent line for high-class dealers. We especially want to hear from dealers with good store locations.

Write for dealers proposition, booklet and advertising matter.

THE LANGUAGE PHONE METHOD
992 Putnam - 2 West 45th Street, - New York

The Bell Hood

Pat. Sept. 24, 1912

Semi-Permanent Point Needle

The Sounding Board Bell Produces the Best Result

Advantages of the Bell Hood Needle:

Plays 50 to 100 Records—Eliminates Scratching—Purifies and Humanizes the Tone.

Retail 3 Packages for 25 cents
Dealers' Prices, \$15.00 for 100 Packages

Always ask for "Nemitco" and "La Philipita" Brand in the Musical Instrument and Accessories Lines.

New England Musical Instrument Trading Co.

127 East 23rd St., New York

E. P. HAMILTON RESIGNS FROM LOESER & CO.

After Exceptional Success as Manager He Gives Up Post to Engage in a Broader Trade Project—His Interesting Career in the Trade

Just as The World goes to press the very interesting announcement is made that E. Paul Hamilton has resigned as manager of the piano, Victrola and music departments of Frederick Loeser & Co., Brooklyn, in order to engage in a broader project, details regarding which are not available for publication.

The announcement comes as a surprise, inasmuch as Mr. Hamilton is probably one of the best known retail music men in the country to-day, and one of the most active in trade development work. He started as manager of the Loeser department in 1909, with a staff of eight, and through his energy, resourcefulness and managerial ability the business of the department developed steadily until to-day the Loeser department is credited with selling more musical instruments than any store in the Brooklyn district, and over 100 people are employed in the music department.

Mr. Hamilton has taken an active part in the National Association of Talking Machine Jobbers, and is at the present time vice-president of the National Association of Piano Merchants. Inasmuch as Loeser & Co. are Victor wholesalers, he has been in close touch with that phase of the business, as well as with the retailing of machines and records and the problems involved therein. For a number of years he handled the advertising department personally, until a special advertising staff was organized.

Mr. Hamilton's special forte appears to be bringing about co-operation between his co-workers. Although by right insisting upon his prerogatives as manager he has always realized that the success of his department depended upon the co-operation of every employe therein,

and has emphasized that idea in a tangible manner, and to the financial advantage of the ambitious employes. The extent to which Mr. Hamilton has developed the business of the talking machine department is indicated by the fact that during the month of December for several years past the sales in that department have exceeded by a wide margin the sales for the entire year at the time Mr. Hamilton took charge.

Mr. Hamilton's contract with Loeser & Co. does not run out until January 1, 1920, but it is believed that arrangements will be made whereby he may leave to engage in other work considerably before that time.

APPROVE PREFERRED STOCK ISSUE

At a meeting of the stockholders of the Columbia Graphophone Co. held at Bridgeport last Friday it was voted to amend the certificate of incorporation so as to facilitate the issue and sale of 72,000 shares of preferred stock now held in the company's treasury. The proceeds will be used in part to retire bonds and notes of the American Graphophone Co., the business of which was acquired by the Columbia Co.

OPEN IN NEW YORK CITY

The Crystola Co., of Cincinnati, have opened New York offices at 145 West Forty-fifth street in charge of Dr. Alfred J. Swing, vice-president of the company.

HELPED IN LIBERTY LOAN DRIVE

William Meiklejohn, treasurer of the Meiklejohn Co., Edison dealers of Providence, R. I., was chairman of the retail stores committee, which did effective work during the Victory Loan drive in that city.

Some people try to rejuvenate their trade by using the word tone as a tonic, but that in itself is not enough. Plain facts are more useful than camouflage.

WYOMING MUSIC STORE EXPANDS

The Decker-Cummings Music Co. Opens New Store in Sheridan—Formal Opening Held on May 6—Victor and Columbia Dealers

The Decker-Cummings Music Co., Sheridan, Wyo., has opened a new store in the Keenam Building, 105 South Main street. A formal opening was held on May 6, when a cordial reception was held to the general public. An attractive musical program was a feature of the opening at which a five-piece orchestra rendered a pleasing concert. The new store has large demonstration rooms for the display of Victor and Columbia machines and records as well as all kinds of musical goods. The Decker-Cummings Music Co. is one of the largest music stores in Wyoming, and now has twice the floor space it formerly had, the increase being brought about in response to the rapidly-growing business.

PLEASED WITH WESTERN OUTLOOK

Otto Heineman and John Cromelin Delighted With Trade Conditions

Otto Heineman, president, and John Cromelin, general sales manager of the Otto Heineman Phonograph Supply Co., returned Monday from a visit to Chicago. While in that city they made their headquarters at the offices of the Otto Heineman Phonograph Supply Co. of Illinois, which was recently formed to take care of the tremendous Heineman business in the Middle West.

In a chat with The World Mr. Heineman stated that business in the West is phenomenal, and that the talking machine industry is enjoying unprecedented prosperity. All of the company's products are sharing in this activity, and there is every reason to believe that 1919 will be the greatest year in the history of the talking machine industry. This is indicated in many ways that are impressive.

IN OUR PART OF THE COUNTRY

We Have Built Up An Immense Demand for



To this Record of Supreme Quality
We have Added

Prompt Delivery and Hearty Co-operation in Advertising

Your Request for a Sample Order Will
Save Further Praises from Our Part for

OKEH RECORDS SELL THEMSELVES

ORCHARD & WILHELM COMPANY

414 South 6th Street

OMAHA, NEBRASKA

WORLD'S CLASSIFIED ADVERTISING

Any member of the trade may forward to this office a "Situation" advertisement intended for this Department to occupy a space of four lines, agate measure, and it will be inserted free. Replies will also be forwarded without cost. Additional space will be at the rate of 25c. per line. If bold faced type is desired the cost of same will be 25c. per line.

POSITION WANTED—Phonograph salesman experienced, acquainted with line from A to Z, desires connection with wholesale or retail. Can furnish figures as to past sales, and best references. Address "Box 638," care The Talking Machine World, 373 Fourth Ave., New York.

WANTED—Opportunity for quoting on phonograph cabinets by a general woodworking company of twenty-five years' experience. Capacity of 50 to 100 cabinets per day. Address "Box 639," care The Talking Machine World, 373 Fourth Ave., New York.

EXPORT MAN—Experienced in all export details, such as finance, correspondence, selling, shipping, etc., holding similar position with large piano and phonograph manufacturers, desires to hear from manufacturer interested in export business. Know Spanish thoroughly and have traveled in Latin-American countries. Address "L. M. R.," care The Talking Machine World, 373 Fourth Ave., New York.

SALESMEN WANTED—Experienced talking machine salesmen. Please state all particulars in first letter and name the territory you can cover. Solotone Mfg. Co., executive offices and showrooms, 1727 Chestnut St., Philadelphia, Pa.

BROKER seeks cabinet and accessories accounts for Greater New York. Address "Box 644," care The Talking Machine World, 373 Fourth Ave., New York.

SALESMAN WANTED—If you cover the phonograph trade in any section of the United States and are interested in a live proposition, either as a side line or as your main line, we have an interesting offer. In answering state territory now covered. Address "Box 522," care The Talking Machine World, 373 Fourth Ave., New York.

WANTED—An experienced retail graphophone salesman. Must be capable, willing to work and of unquestionable habits. Prefer one who could take charge of a new Columbia store. Splendid opportunity for right man. Answer with full particulars, references, salary expected, etc. Address Newbro Drug Co., Butte, Mont.

SITUATION WANTED—Would like position with reliable concern building, or desiring to build, a high-grade phonograph. Am thirty-six years old, temperate and had about fourteen years in the construction of the phonograph. Also have several good inventions which I would gladly turn over to the right parties. Address "Box 624," care The Talking Machine World, 373 Fourth Ave., New York.

WANTED—A live wire manager for an exclusive phonograph department, state experience and salary expected in first letter. A. B. Smith Piano Co., 190 South Main St., Akron, O.

WANTED—Phonograph accessories salesman to call on manufacturers. Not less than \$5,000 a year to right man. Gentile only. Address "M. A. 3," care The Talking Machine World, 209 South State St., Chicago, Ill.

WANTED—Five live wire salesmen to handle our phonographs, state experience. A. B. Smith Piano Co., 190 South Main St., Akron, O.

SITUATION WANTED—An American thoroughly conversant with the export trade wants to represent a reliable talking machine manufacturer to develop an export business. Address "Box 640," care The Talking Machine World, 373 Fourth Ave., New York.

SITUATION WANTED—Ten years' experience in talking machine line, motor repairer, wood finisher, polisher, shipping clerk, etc.; desires steady position in New York. Address "Box 641," care The Talking Machine World, 373 Fourth Ave., New York.

WANTED—Position in phonograph factory as foreman in mill and cabinet room. Fifteen years' experience in Eastern factory. Address "A. P. 11," care The Talking Machine World, 209 South State St., Chicago, Ill.

WILL represent firms of East, manufacturing supplies and accessories suitable to phonograph and piano stores on the Pacific Coast. Address "N. A.," care Columbia Graphophone Co., 745 South Broadway, Los Angeles, Cal.

SITUATION WANTED—By man (33) expert mechanic in all branches of manufacturing and repairing of talking machines. Take complete charge of plant. Twelve years' experience as working foreman and manager. Understand every point of the business, am at present at liberty to connect with some reliable firm. Address "Box 642," care The Talking Machine World, 373 Fourth Ave., New York.

POSITION WANTED—Young married man, with years of experience, to take charge of phonograph department. Preferably the Brunswick. Am a live wire and can produce the business. At present located, reason for changing, to better myself. Good references. Address "Box 643," care The Talking Machine World, 373 Fourth Ave., New York.

SITUATION WANTED—Am open for a good proposition from some reliable piano or talking machine man, either as traveling salesman or the right proposition in handling on consignment (latter preferred). Results guaranteed. Address "Box 644," care The Talking Machine World, 373 Fourth Ave., New York.

PHONOGRAPH SALESMAN WANTED—Man wanted who can sell phonographs of high-class grade. We need you now. Address "Box 626," care The Talking Machine World, 373 Fourth Ave., New York.

POSITION WANTED BY A SALESMAN—Have a large following among talking machine dealers, furniture dealers and general department stores. Am looking for good lines on a commission basis such as talking machines, accessories, music rolls, needles, etc. Address "Box 627," care The Talking Machine World, 373 Fourth Ave., New York.

SALESMAN WANTED—To handle the ALL-IN-ONE attachment for Victor and Columbia machines as a side line over the Dominion of Canada on a Commission Basis. Address L. Bourgette, 16 McGill College Ave., Room 3, Montreal, Canada.

POSITION WANTED by lady as manager and buyer of Victor Record Department. Six years' experience. West preferred. Address "Box 628," care The Talking Machine World, 373 Fourth Ave., New York.

SITUATION WANTED—Man (35), married, three years' experience with the Sonora Phonograph Corp., wishes position. Capable of taking charge of accessories department. Can furnish references. Address "Box 629," care The Talking Machine World, 373 Fourth Ave., New York.

POSITION WANTED—Would like to hear from manufacturers of talking machines and records with full particulars as to agency proposition, and with view to appointment as exclusive Southern representative. Also with Atlanta as distributing point. Address "Box 630," care The Talking Machine World, 373 Fourth Ave., New York.

WANTED—Phonograph manufacturing expert to take superintendent's position in Canadian manufacturing plant and take charge of same. Apply "Box 611," care The Talking Machine World, 373 Fourth Ave., New York.

WANTED—Position in Detroit. Have been away five years managing talking machine store in town of 30,000, handling Victor, Edison and Columbia lines. Know every phase of the business and have had good success. Can furnish high-class references. Address "Box 620," care The Talking Machine World, 373 Fourth Ave., New York.

MANUFACTURERS' OPPORTUNITY

To secure exclusive manufacturing and selling rights to a new Cabinet for talking machines. Patent applied for. Best proposition offered in years. Moderate terms will insure big success; nothing like it on the market. Write at once to Winner, "Box 645," care The Talking Machine World, 373 Fourth Ave., New York City.

WANTED

We buy all kinds of talking machines and parts, also small and large cabinets, records in all languages in small and large quantities. Pay highest prices in cash. Address 986 Westchester Ave., Bronx, N. Y.

FOR SALE

Phonograph parts, including several hundred nicked tone arms, 12" turntables and 50 motors of various makes. Address "Box 637," care The Talking Machine World, 373 Fourth Ave., New York.

300 SPRING MOTORS

Equipped with 12" pressed steel turntables. Plays 3 10" records. Value \$8. Our price in lots up to 100—\$3.50 each; 100 and over—\$2.50. Terms, part cash with order, balance C. O. D. Send sample order today, money refunded if not biggest value ever offered.

PHON-O-MUSICAL SALES CO.,
P. O. Box 1824, Boston, Mass.

FOR SALE

500 new Columbia 12" records, 60c apiece F. O. B. Detroit; C. O. D. List of numbers will be furnished; mostly instrumental. Address "Box 634," care The Talking Machine World, 373 Fourth Ave., New York.

WANTED

To buy a talking machine store, one with a Victor franchise preferred. Address "Box 635," care The Talking Machine World, 373 Fourth Ave., New York.

I will sell an interest in an automatic stop for talking machines (patent pending). At the finish of a selection, upon opening the lid, it lifts the reproducer from the record, swings the tone arm to one side, and stops the motor. While inserting new needle the motor starts automatically. The device can be retailed for less than \$1. I will send sample for 50 cents. Richard Kuenstler, 5443 Flourney St., Chicago, Ill.

Parties contemplating manufacturing Phonographs, and those now in the business, and requiring additional capital, write
NATIONAL FINANCE CORPORATION,
1727 Chestnut St., Philadelphia, Pa.

BUSINESS OPPORTUNITY

WANTED—Distributors and agents for State territories by manufacturer of latest designed and most up-to-date phonograph on market. Applicants must be financially able to handle territory and push same. A good-paying proposition for live, active men. Address "M. S. 2," care The Talking Machine World, 209 South State St., Chicago, Ill.

WANTED

Victor talking machines and records. Highest cash prices paid. No quantity too large. Call, write or phone.

TERMINAL EXCHANGE
1208 Filbert Street, Philadelphia, Pa.
Bell Phone, Locust 5716 Always Open

FOR SALE

A balance of a large wholesale stock must be disposed of at any price. 30,000 Victor, Columbia and Hill and Dale cut records, 7-, 10- and 12-inch. 1,000 turntables and motors. Large cabinet machines. Needles in packages or boxes. 2,000 two-minute cylinder records. Disc Records, Cabinets, etc. H. Walcer, 144 Ludlow St., New York.

WANTED—SPOT CASH PAID

Any amount of records in all languages. Talking Machines, horn or hornless. Parts of all makes, record cabinets, etc.

VICTORIA RECORD EXCHANGE
2104 Third Avenue New York
Phone Harlem 7848

FOR SALE

Phonograph records, lateral cut, 10 and 12 inch standard make, a fine assortment of vocal and instrumental selections. Steel phonograph needles, finest quality, 100 to envelope, 60 cents per thousand.

I. DECKINGER
3064 Albany-Crescent Ave. New York

A New Principle in Talking Machine Construction— Reproduces with that Naturalness of Tone So Long Sought For

Tenders Solicited for American Rights to This New Invention Which May Be Manufactured and Marketed Economically. A Real Opportunity. Information Promptly Furnished to Principals Genuinely Interested in Developing a New Product of Unquestioned Merit. A New Improved Type of Universal Sound Box Is Also Offered. Address "S. G.," Care Talking Machine World, 373 Fourth Ave., New York.

WORLD'S CLASSIFIED ADVERTISING
(Continued from page 156)

CABINETS of all kinds and styles, built to order. Several sizes in stock for immediate delivery.
EVERETT HUNTER MFG. CO.,
McHenry, Ill., U. S. A.

INTERNATIONAL MOTOR
is the silent running motor, built in Canada, on the right principles, best of material and correct workmanship. It is not a cheap imitation but a high-class production, manufactured by
INTERNATIONAL MACHINE & MFG. CO., LTD.
111 Adelaide St. W. Toronto, Canada

Victor Auxetophone Wanted
New Style Complete—Also Auxetophone sound boxes, parts for taper tone arm, sound box and pump.
A. H. DODIN,
176 Sixth Ave., New York.

FOR SALE
Established Talking Machine and Record Business, best location in the city, selling records in all languages and machines for cash only. Extensive repair business. Exceptional opportunity to live party. Gold edge proposition, stand any investigation, owner retiring. Address "Box 636," care The Talking Machine World, 373 Fourth Ave., New York.

WANTED—Carload lots phonographs 46, 48 and 50. C. C. Bender Co., Seattle, Wash.

BRILLIANTONE NEEDLES IN DEMAND

Several Million Needle Orders for Red Cross—New Two-Tone Four-Record Combination Needle a Success—Trade in New England

B. R. Forster and H. W. Acton, of the Brilliantone Steel Needle Co., returned recently from a trip through New England territory. Conditions throughout the trade are reported to be very favorable in this section. The new Brilliantone two-tone four-record combination steel needles recently offered to the trade have met with great success, and the orders for these needles are reported to be heavy. Orders have been received from the American Red Cross Society for several million Brilliantone needles for use in entertaining the returning soldiers.

EMERSON FORCES ENTERTAIN

A ten-act entertainment was given for the Rainbow Division at Camp Merritt on May 6 under the auspices of the Emerson Phonograph Co. This was the fifth entertainment given for the United States Army boys by this company, under the direction of Louis D. Rosenfield.

The May 6 entertainment was a signal success, and among the artists who appeared were: Mme. Maria Grever, Spanish prima donna; Paul Colitte, Italian singer; Miss Delphine Marsh, well-known contralto, and the Novelty Orchestra, composed of mandolin, violin, guitar and piano, conceived and arranged by Paolo Bolognese, Italian composer. Ragtime and jazz were taken care of by Julius Harris, and Martin Duff, popular juvenile contralto, also contributed.

As on former occasions, the Emerson Phonograph Co. treated the boys to a royal entertainment, and at the close of the concert "smokes" were distributed gratis.

We distribute at Wholesale
THE TOURIST PORTABLE PHONOGRAPH
A real high grade Phonograph in a convenient, compact form. Retail price \$35.00. Write for illustrated circular.
COLEMAN MERCANTILE CO.
4421 Manchester Ave. St. Louis, Mo.

NEW VAN VEEN PRODUCTS

Introduce Sectional Record Racks and Record Sales Counters for Installation in Stores

Arthur L. Van Veen & Co., New York, manufacturer of Van Veen "Bed-set" booths, has recently placed on the market a new product which is meeting with considerable favor among dealers. This product, which consists of the Van Veen sectional record racks and record sales counter, has already been installed in the establishments of dealers in different parts of the country.

The racks are attractively finished to match the designs of the booths where they are placed. They occupy only three feet in width by thirteen inches in depth and are arranged to accommodate both ten and twelve-inch records. The racks are "foolproof" in that no complicated mechanism is used. The backs are dust-proof, and the racks are artistic in appearance.

The new record sales counter perfected by Mr. Van Veen embodies all the desirable features that the dealers require in such a counter. Its design and the general arrangement make for utmost simplicity, as every drawer in the counter serves a definite purpose; there being no unnecessary drawers to fill up with "junk." One of the features of this counter is a detachable rack that is placed along the front edge for the display of catalogs, supplements, etc. The use of this rack keeps the record literature clean and does away with unnecessary furniture.

Before placing these racks and counter on the market Mr. Van Veen conferred with a well-known talking machine manufacturer, who from his long experience in the retail field was well equipped to give Mr. Van Veen valuable suggestions as to the dealers' requirements which are embodied in these products. They aim to enhance the efficiency of the sales people and provide for maximum convenience in filling and handling customers' orders.

In a chat with The World Mr. Van Veen stated that during the past few weeks his company had received several orders from well-known dealers in the East who are installing "Bed-Set" booths. Mr. Van Veen is making a feature of offering the dealers personal service, and he has several special representatives who visit the talking machine dealers with the idea of ascertaining local conditions and installing an equipment that will meet this condition. This personal service has proven an important asset in developing the demand for Van Veen products.

CLEVER SALES STIMULATOR

New York Talking Machine Co. Introduces a Decided Novelty in the Form of a Weighing Scale—How New Service Item Operates

The New York Talking Machine Co., Victor wholesaler, has just issued a new service item for the use of its dealers which is meeting with popular favor and success in the metropolitan territory. This company is always on the lookout for new ideas that will add to the business and profits of the Victor dealer, and many of



How the Crowd Is Attracted
these service items have won the enthusiastic commendation of the Victor merchants.

This latest service item consists of a weighing scale that has been put into actual service by a Victor dealer in New York, and which seems to be a magnet for business. The scale is generally placed either in the doorway or in front of the store, and in addition to attracting a crowd it sells records.

In the center of the face of the scale is a brass-rimmed glass case with a hinge and lock device which makes it possible for the dealer to make a daily change of his records. Underneath the record is printed the words, "To-day's record suggestion," with the dealer's imprint conspicuously displayed. There is also a pocket on the lower part for holding literature.

This Toledo scale, which has been used with remarkable success by the Toledo Co.'s New York office, at Chambers street, is one of the best weighing scales on the market, and is constructed strongly throughout. The accompanying photograph will give some idea of the interest aroused by this scale that is in use by the Victor dealer in this city.

The ED. USOSKIN SIGN SERVICE for VICTOR RETAILERS.

"WE wish to compliment you on the excellence of the Window Service, as each month is more appealing than the preceding month, and I am quite sure that all dealers who are using this Service are well pleased with the same, and if this compliment is worth anything to you, kindly accept this as such."—Mickel Bros. Co., Victor Wholesalers, Des Moines, Ia.

Sold Exclusively through **VICTOR Wholesalers**



The Only Authorized **VICTOR Display Service**



Three of the 24 cards included in the June issue.

FROM OUR EUROPEAN HEADQUARTERS

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

Enlightenment on Question of Exportation of Merchandise to Great Britain—Increasing Manufacture of Motors—Trade Interested in Merchandise Marks Act—Progress of Gramophone Industry Victory Fund—Leading Talking Machine Companies Report Prosperity—Trade Wants Tonnage Rations Increased, Particularly in the Matter of Supplies of All Kinds for Talking Machines—News of Month

LONDON, E. C., May 1.—So much controversy and doubt seems to exist abroad in regard to the exportation of merchandise to this country that my opening remarks this month may well be confined to an enlightenment of the situation. It is, in the first place, very evident that the Government are averse to committing themselves at the present stage to a decision anent the permanent fiscal policy of the country. We are still in a state of transition regarding the great "change-over" and the position of labor, and this may be an operative period, at least until the Peace Treaty is signed, sealed and ratified. That period is provisionally estimated to expire on September 1, when such restrictions on trade as are still in force will be officially reviewed. Meanwhile, many important restrictions have been removed, and a commission of business men, at the instance of the Government, are charged with the responsibility of a careful and far-reaching investigation of the effects of restrictions on all industries. It is part of their duty to receive representatives from all interested (and who is not?) and make recommendations to the official department concerned in the form of a report. This report is awaited anxiously by the whole business community, and

reasonable anticipations are that recommendations of the commission will favor the early removal of several restrictions which are particularly detrimental to the resuscitation of British export and import trade.

Independent of the Commission, the Board of Trade has already announced the issue of a general license permitting the free entry of all goods from any port of the British Empire. That does not mean that American-made goods, for instance, can be rushed across the Canadian border and from thence exported to England free of license or duty. The removal of the embargo applies only to such goods as are exported from and are the produce or manufacture of any part of the Empire.

Allies, neutrals and any foreign country other than enemy countries may, however, export raw materials freely to Great Britain. A general license has been issued which exempts all raw materials from the operations of the prohibitions of import. The Department of Import Restrictions, 22 Carlisle Place, London, S. W. I., will answer any inquiry arising out of a doubt whether an article is to be regarded as a raw material or a semi-manufactured article. This bureau of information may fully justify its existence if it can draw a clear line between raw materials, semi-manufactured articles and manufactured articles. In practice the distinction has always been more or less in dispute.

It should here be observed that freedom of import is also accorded so-called semi-manufactured goods when they are required for the purpose of British manufacture, except so far as they are produced here by industries which it is essential to foster or shield. There is not much

elasticity about this. What little element of foreign thought or partiality remains in our industries is swamped by British determination to "feed its own horse," so to speak, and except in a few isolated cases free imports of semi-manufactured goods are ruled out.

Tonnage Rations Increased

Relying upon the maintenance of the 33-1-3 per cent. tariff duty as sufficient protection of British interests, the Association of Gramophone and Musical Instrument Manufacturers, etc., has passed a resolution urging the Government to grant a general license for the importation of motors, musical instrument parts and accessories. This the Board of Trade has refused, but agrees to increase the allowed monthly tonnage ration to 100 tons. The Department of Import Restrictions extends its authorization to the granting of licenses for the importation of violins, band instruments, accordions, mandolins and mouth organs for specific quantities. These licenses will be available when the goods arrive in this country. Applicants should furnish particulars of all orders placed abroad with the British Music Trade Industry Committee.

Efforts are being made, I understand, to secure from this committee licenses to import gramophone needles from Holland and piano actions from America. In all probability permission will be refused.

The whole trading community is favorable to the removal of Government control, the system of licensing and permits, which puts a heavy premium on business development. Their retention to-day can only be justified on the ground of lack of sufficient shipping, and for no other reason except it be to create monopoly.



"His Master's Voice"

Copyright

This intensely human picture stands for all that is best in music

—it is the "His Master's Voice" trade-mark, and it brings to you, no matter where you are, the very best music of every kind, sung and played by the world's greatest artists—the greatest singers, pianists, violinists, orchestras and bands—all enshrined in the unequalled "His Master's Voice" records

'His Master's Voice'

—the trade-mark that is recognized throughout the world as the

HALL-MARK OF QUALITY

Branches

DENMARK: Skandinavisk Grammophon-Aktielselskab, Frihavne, Copenhagen.

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

SPAIN: Compañía del Gramófono, 56-58 Balmes, Barcelona.

SWEDEN: Skandinaviska Grammophon-Aktiebolaget, Drottning Gatan No. 47, Stockholm.

RUSSIA: The Gramophone Co., Ltd., 45, Nevsky Prospect, Petrograd (Petersburg); No. 1 Solyanka, Solyanoi Dvor, Moscow; 9, Golovinsky Prospect, Tiflis; Nowy-Swiat 30, Warsaw; 11 Michailovskaya Ulitsa, Baku.

INDIA: The Gramophone Co., Ltd., 139, Balighatta Road, Calcutta; 7, Bell Lane, Fort, Bombay.

Great Britain:

The Gramophone Company, Ltd.

HAYES - MIDDLESEX - ENGLAND

Agencies

AUSTRALIA: S. Hoffnung & Co., Ltd., Sole Concessionaries of The Gramophone Company, Limited, 163, Pitt Street, Sydney.

NEW ZEALAND: Gramophonum, Ltd., 118-120 Victoria Street, Wellington.

SOUTH AFRICA: Darter & Sons, Post Box 174, Capetown; Mackay Bros., Post Box 251, Johannesburg; Mackay Bros. & McMahon, Post Box 419, Durban; Ivan H. Haarbarger, Post Box 105, Bloemfontein; Franz Moeller, Post Box 108, East London; B. J. Ewins & Co., Post Box 88, Queenstown; Handel House, Kimberley; Laurence & Cope, Post Box 132, Bulawayo; The Argus Co., Salisbury.

EAST AFRICA: Bayley & Co., Lourenço Marques.

HOLLAND: American Import Co., 22a, Amsterd Veerkade, The Hague.

ITALY: A. Bossi & Co., Via Orefici 2, Milan.

EGYPT (Also for the Sudan, Greece and the Ottoman Empire): K. Fr. Vogel, Post Box 414, Alexandria.

EDISON BELL



CABLE
"PHONOKINO,
LONDON"

ARE THE GREATEST VALUE FOR MONEY PRODUCED IN GREAT BRITAIN

TEN INCH

DOUBLE SIDED

NEEDLE CUT

PLAY ON ALL GRAMOPHONES

Catalogue contains 4000 Titles by the Premier Artistes, Instrumentalists, Orchestras and Bands of the British Empire

DEALERS PREPARED TO DO BUSINESS ARE INVITED TO COMMUNICATE WITH

Proprietors and Manufacturers, J. E. HOUGH, Ltd., 62 Glengall Road, London, S. E. 15, England

FROM OUR LONDON HEADQUARTERS—(Continued from page 158)

Anent Decontrol and Other Official News

The Treasury has issued a general license permitting new issues of capital by companies resident and carrying on business in the United Kingdom for capital purposes within the United Kingdom. The qualifications, as indicated, are absolutely watertight. This decontrol over domestic capital issue is generally regarded as a satisfactory step toward the removal of restrictions upon trade and industry.

An official inquiry is on foot in Canada having for its object a revision of the present tariffs as soon as normal conditions are restored.

It is promised that there will be legislation to prevent the dumping of enemy manufactures. It will be framed as soon as the Government has decided how best it can be done.

Official intimation has been given that in consequence of the limited scope of the postal service in Austria only registered postcards, letters and sample packets can be forwarded.

Postal packets of all kinds, except parcels and insured letters, can now be accepted for transmission, subject to censorship, to all parts of Germany in Allied occupation.

Trade Interest in the Merchandise Marks Act

The musical instrument trade is concerned as to its position under the act in its present unsatisfactory form and is agitating for a revision. Bearing upon this matter I have received the subjoined interesting statement for publication from Mr. Charles E. Timms, Secretary of the Association of Gramophone and Musical Instrument Manufacturers and Wholesale Dealers:

This Act was one designed to safeguard British manufacturers and consumers in this country, but by the faulty wording of the Act it has proven little else than a travesty. For instance, foreign goods may be imported into the United Kingdom bearing no marks whatever either upon the goods themselves or upon the packages or wrappers containing them, and are not required to bear any qualifying statement or indication such as "made in ——" It will thus be seen how easily an unscrupulous importer or other person can manipulate goods so as to give the impression that the articles are English-made; indeed, there is nothing to prevent anyone stamping the articles with their English name and address and so overtly tending to indicate that the goods were made here.

Recognizing the very unsatisfactory state of this Act, and desirous of utilizing the organization of our association for moving the Government to amend it into a workable and protective ordinance, Mr. H. Hinks-Martin brought forward a motion at the last meeting with the idea of the matter being discussed and the views of the other members of the committee elicited, so that practical steps may be taken toward safeguarding the interests of some trade manufacturers and consumers in our commodities.

The Board of Customs in their Circular No. Sec. /38478/17 expressly state that goods marked with a name which is merely indicative of the character of the goods, such as "Brussels Carpet," need not be accompanied by any statement as to the country of actual production. Thus, to take the Customs' own illustration, a "Brussels Carpet" can be sent into England with those two words stamped upon it in the English language, with the result that, without any doubt, the majority of probable buyers seeing such words thereon would, unless informed definitely to the contrary, conclude it had been made in England.

It seems wholly inexplicable that the British Government should expressly permit goods to come into this country with English wording upon same, with no stipulation at the same time that the country of origin be indelibly impressed thereon. Such a decision obviously can only rebound against the Britisher and operate with special favor to the foreigner.

A further clause in the interpretation of the Act in question by the Customs Authorities is No. 5, in which it tacitly says that trade descriptions in the English language applied to foreign goods imported from non-English speaking countries are not regarded as indirect indications that the goods are of British origin, unless the officers have good grounds for considering such descriptions are specially designed to convey such; again such a decision in the Act is entirely in favor of the foreigner, and extremely helpful to those with unscrupulous tendencies. It is extremely unlikely that either the exporters or importers of the goods would give the officers the "good ground" suggested; with such a loophole as the Act gives them they would be too astute to do that.

What "The Voice" Tells Us

A recent issue of "The Voice," the interesting house-organ of the "His Master's Voice" Co., is to hand. Among its many chatty items of information we extract the following:

Harry Dearth is about to start on an Australian tour. Prior thereto World readers will be glad to learn that he made a number of new records, including Easthope-Martin's song-cycle "Songs of Syria."

The two huge water tanks on the "His Master's Voice" factory at Hayes are known to the Royal Air Force pilots as "the gramophone spectacles." They are striking landmarks in a somewhat sparsely factory-populated district, and can, of course, be "picked up" at many miles distant.

Between August 4, 1914, and November 12, 1918 the Gramophone Co. handled raw material to the extent of 44,661 tons, representing a cash value of £5,835,700.

The forty-four-hour week has been introduced throughout the "His Master's Voice" factories, it is said, "with marked success." Labor at the right tone!

It is probable that we shall have an opportunity of hearing the renowned international violinist, Kubelik, again in England very shortly.

"His Master's Voice" Co. Prosperity

The annual report of the Gramophone Co., Ltd., shows that 1918 was a very successful period. Their sound financial position permits of an increase of the dividend from 10 to 15 per cent., including a 5 per cent. bonus. Forty-six thousand pounds is the credit of the War Contingency Fund and fifty thousand pounds is reserved for the equalization of dividends. At the time of writing the company's shares are quoted at 28s 9d. Trading prospects are excellent.

Great Times at the "Winner" Record Works

Notwithstanding the pessimistic premonitions of those "in the know," that a sales reaction resulting in a slump would follow quickly on the heels of the glorious change in the international situation, they are, as usual, doomed to disappointment. The record trade, it is true, is not quite so brisk just now as during the height of the winter rush; that could not be expected. But sales generally are still marvelously big, and the prospect is certainly favorable for a continuance thereof. In particular we learn that the Winner people are experiencing great pressure at the Peckham factory. The record pressing department is working all the time at full pressure in the hope—a vain one, by the way—of keeping level with the demand for Winners. The latest issues will more than likely only accentuate the difficulty. Some extra special up-to-date records

(Continued on page 160)



THE "POPULAR" RECORDS

Double-Sided
Superb Needle Cut
"Lateral"

LONDON'S LEADING VALUE!!!

"OUR POINTS" SET OUT BELOW

Have Attracted Keen Overseas Houses

from SCANDINAVIA to PATAGONIA
AND THE PRINCIPAL
EAST and WEST MARKETS of the WORLD

REMEMBER You Can Have CLOSE QUOTATIONS
For 5,000 Lots and up "Your Selection" or a Sample 1,000,
made up with "One Example" of Every Catalogued Pairing.

POINTS

- ➔ Repertoire Approx 2,000 Titles—Covering
- ➔ Superb Selection, Bands and Orchestras
- ➔ Lightning Shipments
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- ➔ Rock Quotations "Always"
- ➔ F. O. B. London
- ➔ We attend to all Insurances "if Requested" to Buyers A/c
- ➔ Our Shipping Services, this Side FREE

Address: SOUND RECORDING CO., Ltd. CABLES "Grammavox"
EXPORT DEPT., 18-19 Swallow Street London
Piccadilly, London, England "QUOTATIONS CABLED FREE"

FROM OUR LONDON HEADQUARTERS—(Continued from page 159)

are among them, and generally the new supplement abounds with titles of the quick-selling class. There is, for instance, a series of records by the renowned Murray Silver and his jazz band; two popular items by Billy Merson (exclusive to Winner's), whose name in connection with "Hullo, America," is so much to the fore, and the Royal Court Orchestra contribute to the dancing craze with "Maxina" and "The Missouri" waltzes. These are but a few of the many attractive numbers with which the list abounds.

The history of the Edison-Bell Winner record concern, the wonderful part it played in the great war, was recently the subject of an interesting double-column article in London's leading newspaper, the Daily Mail. Most of the important events mentioned, the useful war work undertaken throughout the years of strife, has already been told to our readers. It is another splendid Winner record, of which the whole trade is justly proud.

New Companies Incorporated

A. Waite & Co., Ltd., capital £2,000, manufacturers of and dealers in talking machines, musical instruments, etc. Office, Figtree Lane, Sheffield.

Johnson Talking Machine Co. (1919), Ltd. Capital, £25,000. Office: Wood street, Liverpool and Dudley streets, Birmingham.

Special Issues of "Buzz-Buzz" and "Oh, Joy"

Quick to appreciate the sales potentiality of any Revue success, the Gramophone Co. has delighted its retail agents with the complete issue of some delightful records of the latest Revues, "Buzz-Buzz" and "Oh, Joy." Prominence is given to the popular items, and some fine examples of jazzing are given by the Mayfair Dance Orchestra. Every number in the list is a real recording success. Whether or not the reader likes this new jazz craze music doesn't matter. What does matter is that the records are selling big. As for "Oh, Joy," it does not belie its name, as far as the music is concerned, and the His Master's Voice Co.'s records carry the best impressions of it throughout.

News in Brief Paragraphs

Some time during this month Mr. Thomson, the well-known Scottish musical instrument dealer, will make a business trip to American and Canadian musical centers, taking in the city of Vancouver, where he maintains an up-to-date establishment. Mr. Thomson is a live wire up North. His retail salons at Glasgow, Motherwell and Clydebank are centers of interest for all the best and latest in connection with musical endeavor.

Easter music via "His Master's Voice" records is available in plenty. A very special program itemizes some choice music from the works of great composers, like Gounod, Mendelssohn and Elgar. Most acceptable!

Forty-five City Road, a building saturated with historical memories of successful and unsuccessful gramophone trade endeavor, is once again to have its windows cleaned and to put on a new

coat of paint preparatory to housing Messrs. William Cooper Bros., Ltd., the popular gramophone accessory firm, and of "Coliseum" records. These premises will be additional to 63 City Road, 17 Clerkenwell Road and the firm's various provincial branches.

In a provincial town recently one of "His Master's Voice" 14 guinea instruments was sold second-hand for 21 guineas. More valuable with advancing years!

After the destruction of their fine premises at the corner of Clerkenwell and Farringdon Roads by a German bomb or bombs, the Murdoch Trading Co. restarted at 59 Clerkenwell Road, pending reconstruction. Owing to the very inflated costs of rebuilding, they have decided to reorganize at No. 59, where, as soon as the necessary alterations are completed, their trade service will make a big expansion.

The Zonophone Publicity Policy

Reiteration, we are told, is the soul of publicity. It well may be. But the kernel of success in advertising depends on other aspects equally, if not more, important than constant reiteration. One might accept the Zonophone publicity methods as a striking example. Zono records are boomed by large advertisements in the magazines and the newspapers throughout the country, in addition to which a mass of literature for trade and public distribution is issued. That may be taken as typifying "reiteration," if anything does. But quantity without quality enjoys only a short life in relation to successful advertising. Anyone can buy space, but it's useless in the long run unless occupied by forceful and attractive "copy" supported with goods of merit. That brings us to an appreciation of the Zonophone methods. I recently spent an interesting half hour in the advertising den of H. Frederick Keen, who is responsible for the whole of this company's publicity. Though not without some knowledge of the valuable sales propaganda emanating from Hayes, I must admit to a feeling of surprise at the multifarious aspects and quantity of the Zonophone advertisement campaigns. The department is a veritable advertisement manufactory. Here passed under my notice examples of the publicity methods in operation during the season which may now be regarded as nearing its close. The whole scheme presented the best possible illustration of what one may regard as the foundation of advertising success—quality records, sales-winning copy and care in its placement. Here, then, were the attributes of the success of the Zono Winter publicity campaign, conducted on national lines. The advertisements throughout are a study in the art of advertising—convincing, well written and attractive. They are usually illustrated to depict the class of record advertised. Mr. Keen is an enthusiastic exponent of all phases of publicity as essential to the building up or maintenance of trade, and reports that dealers are becoming alive to this fact in that an increasing number have contracted with their local press to carry

a small announcement underneath the large Zonophone advertisement. In the composition of "copy" or the use of electros for this or any other publicity purpose, dealers can rely upon the assistance of the Zonophone service free of charge. All enterprising dealers will take advantage of this offer, we hope, and connect up their record service upon the lines indicated.

The All-in-One-Account Quick Service Firm

To those acquainted with the service offered by the British Polyphon Co., of Newman street, London, the above caption is good enough. It stands for the supply of Columbia, Regal, Zonophone and Winner records; also machines, parts and accessories—all in one account, meaning that traders can centralize their orders instead of having to go here, there and everywhere. This service will therefore be appreciated by overseas buyers whose suffrage the British Polyphon Co. seeks for the first time through the columns of The Talking Machine World, an enterprising and reliable firm with which to deal.

The Gramophone Industry Victory Fund

A well-written pamphlet distributed broadcast to the trade brings closely home to all of us a sense of personal responsibility in making adequate provision for those who have borne so nobly the brunt and hardships of service—of those especially who have suffered the cruelest of losses, that of eyesight. Surely it is a precious privilege to look after our blinded heroes, not in any sense of charity, but to provide the facility for them to earn their own livelihood! There can be no question about it, yet apart from the committee's subscriptions of over £4,000, little has been received from the great army of dealers whose businesses, wives and families have been protected from the horrors of Hunnish invasion by those very men for whom this appeal is made. No matter how small the amount, every dealer ought to make a contribution as a matter of duty.

The fund is to be applied in the following manner:

(1) One-half for the purpose of organizing and establishing a special section at Sir Arthur Pearson's wonderful institution for blinded soldiers, St. Dunstan's Home. The section would bear a name identifying it with the gramophone industry.

(2) One-half for the establishment of a gramophone industry benevolent fund—a fund which the industry owes to itself. The purpose of this fund would be for the relief and assistance of cases of distress among bona fide members of the gramophone industry in all its branches.

All subscriptions should be sent to the honorable treasurer, Sir George Craydon Marks, C. B. E., M. P., 57 Lincoln Inn Fields, London, W. C. 2.

Popular Record Sales Benefit by Reduced Rates

The stringent shipping restrictions current during the war period are daily becoming easier. Reduced freight charges and increased facilities of shipment of goods to oversea markets reflects an official awakening of the urgent advisability to balance the value of British money on foreign

Millions of Your "Boys" in France Heard the Scots Guards' and Hon. Artillery Company's Bands

When they come home it will be one of the pleasant memories of the "Great Adventure."

They will want to forget the "horrors of war" and recreate those rare occasions of happiness.

Then they will ask you, Mr. Dealer, for Gramophone Records of these two famous Bands.

Anticipate their wishes. The pleasure will be mutual.

A large selection by these two world famed Bands and hundreds of Orchestral, Instrumental and Vocal pieces can be obtained on

GUARDSMAN RECORDS

10 AND 12 INCH LATERAL CUT

1 New Inn Yard, London, E. C. Write for Catalogs and prices to INVICTA RECORD CO., Ltd. Cables: Duarrab, London

GRAMOPHONES

Complete—Fittings—Sundries—Repair
Parts—Needles

Special Lines and Quotations for Export Trade

THE BRITISH POLYPHON CO.

Glasgow, Scotland
27 Jamaica St.

1, 2 and 3 NEWMAN STREET
LONDON, W. 1, ENGLAND

exchanges by encouraging the early resuscitation of our export trade. It is a welcome sign which may expand to the benefit of our manufacturers still more within the near future. The Sound Recording Corp., of "Popular" record fame, advise me that "freight charges now ruling for oversea shipments, and the great reduction in insurances, have already resulted in a lively revival of business with our oversea friends." For which also an additional reason might be mentioned, i. e., the company's judicious provision of the right class of records. The selling value of even the best quality records is to a great extent determined by their "impressments." The Popular record directorate seem to make a special study of that aspect since their 1919 Budget typifies a general registration of good selling titles. Those records most in demand at the moment are a series of Victory marches embodying popular airs played by the Guards Silver Band.

The Difference!

Turning over some old papers the other day, we alighted upon a 1914 Daily Mail full-page "Decca" advertisement. The price of the instrument was advertised at two guineas. To-day it is somewhere about seven guineas.

British Gramophone Motor Manufacture

We are really on the road to success at last. Several serious efforts to manufacture gramophone mechanism are now under way. Since my last report, in which was published information concerning the plans and policy of two endeavors, news is to hand of a further two firms proposing to manufacture motors. At the moment I am not at liberty to descant upon these plans of the latter pending the actual production of the goods. As a matter of fact, there has

FROM OUR LONDON HEADQUARTERS—(Continued from page 160)

been over-much talking which contrasts unfavorably with actual deeds. Publicity without the goods is liable to, and does in fact, cause considerable disappointment to the trade, members of which are still awaiting supplies of British motors, except in one case.

So far we have in prospect the manufacture of motors by the Gramophone Co., Ltd., whose arrangements are practically complete; the Columbia Graphophone Co., Ltd., a matter possibly of some few months yet; British Gramophone Mo-

tors, Ltd., from whom deliveries, I hope, may soon be expected; Gramophone Components, Ltd., plans under development, output expected in the course of a few months; Messrs. Hays, Hunter & Stauden, Ltd., arrangements well advanced for early deliveries; and there are two or three other firms now seriously considering the question of manufacture apart from a midland firm whose output is on the market.

Altogether, we may at least hope for great things in time for next season's trade.

HEINEMAN LINE IN ENGLAND

A. J. Balcombe, of London, Now Representative for Heineman-Meisselbach and Dean Products in Great Britain and Ireland

The Otto Heineman Phonograph Supply Co., Inc., of New York, has put into execution plans which they had drawn up quite some time ago. A. J. Balcombe, of 61 City Road, London, E. G. I., England, has been appointed the sole representative for all the Heineman-Meisselbach and Dean products for Great Britain and Ireland.

The Heineman Company's large London offices will not only carry a complete sample line of Heineman phonograph supplies, such as tone arms, sound boxes, Heineman-Meisselbach motors, Dean needles, the popular OkeH Records, etc., but will also be well stocked with all these products so that the extensive English trade which has been built up in the United Kingdom can be supplied from the London warehouse. This will assure prompter

service and a greater co-operation for good.

A. J. Balcombe is well known in the phonograph trade, not only in England, but wherever the "Union Jack" flies. He has spent the best part of his life, well nigh 30 years, in selling phonographs and records and is considered by the trade as an expert in the fullest sense of the word. Mr. Balcombe is expected at the Heineman offices during the early part of June when he will make a thorough study of all the Heineman-Meisselbach and Dean plants, so as to gain first-hand knowledge about the manufacture of all products which he is selling in his vast territory.

As Mr. Balcombe puts it in his last letter: "The success of the Heineman products hardly needs my endorsement anywhere, for the 'Record of Quality,' the 'Motor of Quality' and the 'Needles of Quality' are trademarks which are well known in almost every part of the world, but I do want to become personally acquainted with your manufacturing processes so that I may add to the 'quality' message of your products, my enthusiastic boost."

ARTO RECORDS READY SOON

G. Howlett Davis, president of the Standard Music Roll Co., Orange, N. J., and several allied companies, who recently formed the Arto Co. for the purpose of manufacturing talking machine records which can be played on either vertical or lateral cut type machines, is making progress in the erection of the plant which will house the new concern.

The Arto records will be manufactured under a special patent and will be known as universal disc records.

TO MAKE ACCESSORY LINE

The Stencil Phonograph Mfg. Co. has been incorporated under the laws of the State of New York, with a capital of \$25,000, the incorporators being W. E. Hotchkiss, M. Neckritz and M. H. Reckell. This company has been formed to take over the phonograph accessory department of the Crescent Talking Machine Co. It will be conducted as an entirely separate organization, and R. E. Faldl, formerly general sales manager of the Crescent Talking Machine Co., is general manager for the Stencil Phonograph Mfg. Co. The Playsall attachment and the other accessories formerly manufactured by the Crescent organization will be turned out by the new company, which has a factory in Brooklyn, N. Y.

DRUG CO. TO OPEN MUSIC STORE

In response to the growing demand for the Columbia machine in Butte, Mont., the Newbro Drug Co. has begun work on a new music store at 77 West Park street, and it is expected that the building will be ready in about six weeks. Louis Dreibelis, president of the Newbro Drug Co., recognized the need for a regular music store, for the business done by the talking machine department established as a part of the drug store was so large that new quarters were needed. New demonstration booths will be included in the equipment of the Park street store.

REPAIRS

All Makes of Talking Machines
Repaired Promptly and Efficiently

TALKING MACHINE REPAIR
AND SALES CORPORATION

ANDREW H. DODIN, President
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TELEPHONE, CHELSEA 8437

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New Catalog Showing New Styles
RECORD CABINETS
strictly high-grade construction at prices
BELOW COMPETITION

Write for a copy of the catalog and our
special free advertising help for dealers.

K. NICHOLSON FURNITURE CO., Chase City, Virginia
Sectional Bookcases and Record Cabinets

NEEDLES

WE MANUFACTURE

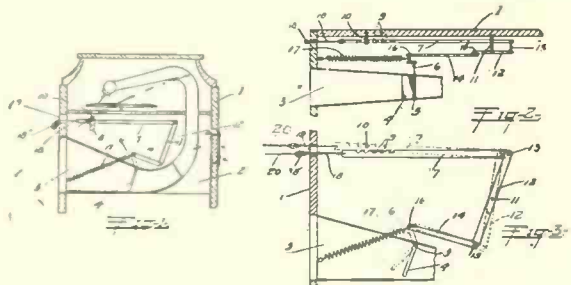
Diamond needles for Edison
Sapphire needles for Edison
Sapphire needles for Pathe
in stock ready for delivery

MERMOD & CO., 874 Broadway, N. Y.

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

WASHINGTON, D. C., May 8.—SOUND CONTROL MECHANISM FOR TALKING MACHINES.—Charles J. Boushfield, Bay City, Mich., assignor to the Delphon Co., same place. Patent No. 1,295,083.

This invention relates to sound control mechanisms for talking machines. One object is to produce a simple and economical device for regulating and controlling the volume of sound emitted from the tone horn of a talking machine. Another object is to provide a device of this character that can be controlled during



playing by the operator at any distance from the machine. A further object resides in the provision of a tone horn of a talking machine with a valve or muffler for controlling the volume of sound emitted therefrom and provided with means for operating the same.

In the drawings: Figure 1 is a sectional view of a cabinet talking machine with the device positioned therein; Fig. 2 is an enlarged plan view of the device; Fig. 3 is an enlarged side elevation of the device.

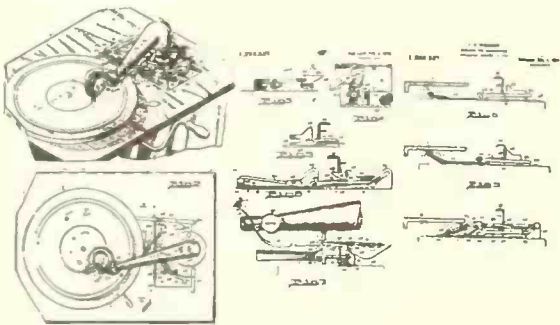
REPEATER FOR PHONOGRAPHS.—Frederick G. Pfrommer, Yonkers, N. Y. Patent No. 1,293,537.

This invention relates to a repeating mechanism for phonographs. One of the objects of the invention is the provision of an efficient construction whereby easy and smooth engagement and disengagement of the playing needle with the record is accomplished without marring either the record or the needle.

Another object is the provision of a practical construction of repeating mechanism which may be readily applied to standard forms of phonographs.

Another object is the provision of a repeating device which may be readily adjusted so as to operate in connection with different sized records.

Figure 1 is a perspective view of a phonograph with the invention applied thereto; Fig. 2 is a plan view of Fig. 1; Fig. 3 is a view of the "record playing track" looking in the direction of the arrow a, Fig. 2; Fig. 4 is a section on the line b-b of Fig. 3, showing also one of the levers; Fig. 5 is a view of the "needle return track" and stop, looking in the same direc-

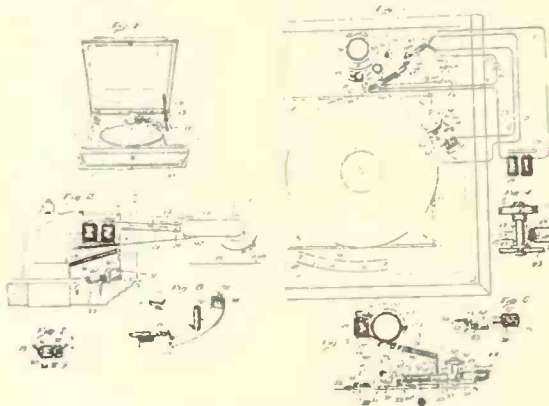


tion, as Fig. 3; Fig. 6 is a section taken on the lines c-c of Fig. 2; Fig. 7 is a side view of the tone arm and needle lifting lever; and Figs. 8, 9 and 10 are diagrammatic sections showing detail relationships of several parts.

PHONOGRAPH.—Frederic A. DeLay, Chicago, Ill. Patent No. 1,293,363.

This invention relates to improvements in talking machines and has for its object the provision of improved mechanism for automatically repeating the reproduction of a record and for automatically stopping the machine after the reproduction has been repeated a predetermined number of times.

Figure 1 is a fragmentary perspective view of a phonograph provided with the reproducer of the invention; Fig. 2 is a detail side elevational view of the tapered tube and sound box crook of Fig. 1 showing the repeating mechanism mounted thereon; Fig. 3 is a fragmentary plan view of the motor board shown in Fig. 1 illustrating the electric circuits employed for effecting the necessary operation of the electro-magnetic devices; Fig. 4 is an enlarged detail view of the automatic stop ratchet shown in Fig. 3; Fig. 5 is a vertical cross sectional view taken along the line 5-5 of Fig. 2 looking in the direction indicated by the arrows; Fig. 6 is a detail view of the electro-magnetic device for applying the brake to the turn table after



a record has been repeated a certain predetermined number of times; Fig. 7 is a horizontal cross sectional view taken along the line 7-7 of Fig. 5 looking in the direction indicated by the arrows; and Fig. 8 is a fragmentary perspective view of a modified form of switching mechanism which may be employed for controlling the operation of the repeating electro-magnet.

ATTACHMENT FOR PHONOGRAPHS.—Frank T. Kent, Rome, N. Y. Patent No. 1,293,797.

This invention relates to phonographs and more particularly to means for modifying the tone which is transmitted from the sound box. It is the object of the invention to provide a device which may be readily applied to the standard types of phonographs and which when so applied will improve the quality of the reproduction by reducing or eliminating the metallic and mechanical sounds.

Figure 1 is a plan view of the sound tube and sound box of a well-known type of phonograph;

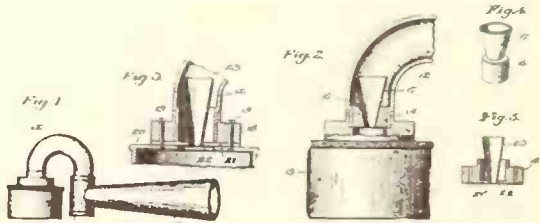


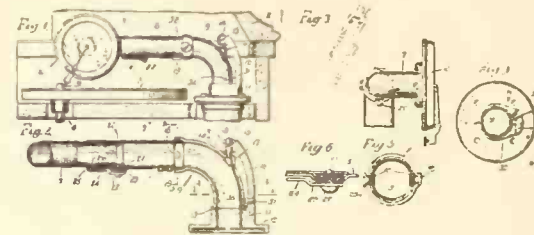
Fig. 2 is an enlarged fragment of Fig. 1 with the sound tube shown in section and provided with the improvement; Fig. 3 is a view similar to Fig. 2 but showing another form of the invention; Fig. 4 is a perspective view of the attachment shown in Fig. 2; Fig. 5 is a section showing a slight modification of Fig. 3.

TONE ARM FOR PHONOGRAPHS.—Richard J. Prettie, Jamaica, N. Y., assignor to the Aeolian Co., same place. Patent No. 1,294,945.

The present invention relates to an improved tone arm for phonographs, talking machines, and the like, the structural and operative advantages of which will be readily apparent to those skilled in the art from an understanding of the following description in connection with the drawings.

In the drawings, Figure 1 is a fragmentary vertical section of a talking machine showing the tone arm in side elevation; Fig. 2 is an enlarged vertical section of the tone arm shown by itself; Fig. 3 is an enlarged end view looking at the sound box and tone arm in Fig. 1 from

the left side of said figure, the dotted lines showing the sound box and the end tone arm section swiveled into out-of-playing position; Fig.



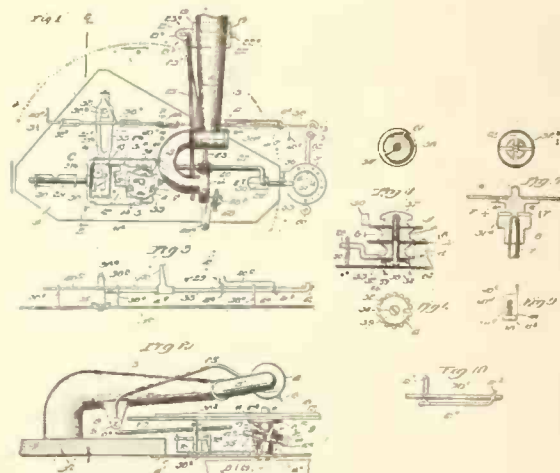
4 is a section on the line 4-4 in Fig. 2 looking in the direction of the arrows; Fig. 5 is an enlarged section, on the line 5-5 in Fig. 2 looking in the direction of the arrows, and Fig. 6 is an enlarged detail of Fig. 2.

PHONOGRAPH.—Magnus W. Turnquist, Chicago, Ill. Patent No. 1,294,850.

This invention is in the nature of an improvement upon the repeat mechanism (with certain novel features added thereto) shown and described in Patent No. 1,249,251, issued December 4, 1917, for improvement in phonographs.

One of the objects of the present invention is to simplify and otherwise improve upon the repeat mechanism shown in the patentee's prior patent. Another object is to provide simple and efficient means for controlling the number of times that the musical selection is repeated, and for automatically stopping the mechanism when the piece has been played through the predetermined number of times. Another object is to provide a phonograph with controlled repeating mechanism actuated by the turntable drive shaft of the phonograph. Another object is to provide improved means in a repeat mechanism whereby record disc turntable or record of large or small diameter may be used.

Fig. 1 is a plan of the repeat mechanism, and a fragment of the tone arm and connections, the turntable having been removed from the view; Fig. 2 is a view partly in side elevation and partly in vertical cross section, taken on the line 2-2 of Fig. 1; Fig. 3 is a detail vertical longitudinal section taken on the line 3-3 of Fig. 1; Fig. 4 is a detail vertical longitudinal section taken on the line 4-4 of Fig. 1; Fig. 5 is a detail vertical section taken on the line 5-5 of Fig. 1; Fig. 6 is a detail horizontal section taken on the line 6-6 of Fig. 4; Fig. 7 is a detail horizontal section taken on the line 7-7 of Fig. 5; Fig. 8 is an end view of the control mechanism shown in Fig. 4, looking from below; Fig. 9 is a detail vertical cross section taken on the



line 9-9 in the Fig. 1, and Fig. 10 is a perspective view of a slightly modified form of the adjustment mechanism for accommodating the device for large and small record discs.

TALKING MACHINE.—Edward A. Eschinger, Philadelphia, Pa. Patent No. 1,295,460.

This invention relates to sound recording and reproducing machines, and particularly feed mechanism for sound boxes of such machines adjustable to automatically repeat their co-operation with a given sound record at the will of the operator.

This invention is specifically adapted for such machines arranged to co-operate with flat disc records, and having sound conducting tubular arms or horns which move with the sound boxes, and are so constructed and arranged that repetition of the co-operation of the sound box with

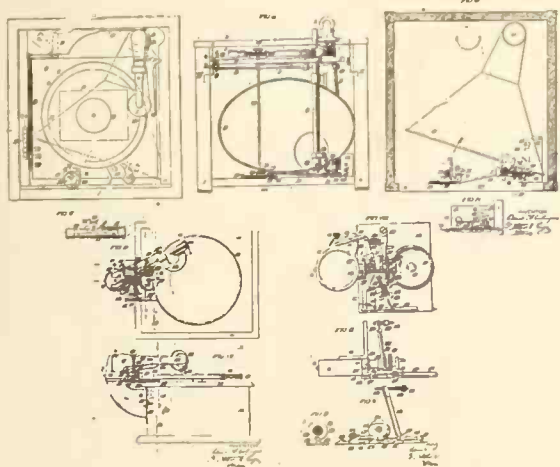
LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS—(Continued from page 162)

any given record is consequent upon such movement to an adjustably predetermined extent.

This invention is illustrated in connection with "The New Edison Diamond Amberola," having positive feeding means to sift the tone arm across the record, and also in connection with a "Victor talking machine," wherein the stylus shifts the tone arm across the record by coaction with the record groove.

It may be observed that although the two embodiments of the invention chosen for illustration herein are specifically different in their details of construction; they each include means to variably predetermine the initial and terminal positions of the respective sound boxes with reference to given sound records in combination with a single rotary cam constructed and arranged to automatically lift the sound box from co-operative relation with the record when it reaches a variably predetermined terminal position and to then return the sound box to its initial position and again lower it into co-operative relation with the record; said cam having the capacity to shift said sound box, throughout the maximum range of its movement, by frictional engagement with a cam plate carried with the sound box, but its effective capacity is adjustably variable in accordance with variations in the extent of different sound records.

In the drawings: Figure 1 is a plan view of the Edison phonograph aforesaid, having a convenient embodiment of the invention in connection therewith; Fig. 2 is a front view of the machine shown in Fig. 1, but with portions of the cabinet and the record driving motor omitted to more clearly show the details of construction and arrangement of the invention; Fig. 3 is a plan sectional view taken on the line 3, 3 in Fig. 2; Fig. 4 is a sectional view taken on the line 4 in Fig. 3 to show the cam of the automatic feed mechanism and the driving mechanism for it, including the auxiliary motor indicated in Fig. 3; Fig. 5 is a fragmentary elevation of the adjustable initial stop mechanism



shown at the left hand side of Fig 1; Fig. 6 is a plan view of the Victor talking machine aforesaid, having a convenient embodiment of the invention in connection therewith; Fig. 7 is a side elevation of said machine shown in Fig. 6; Fig. 8 is a full-sized plan view of the automatic feed mechanism indicated in Figs. 6 and 7, and Fig. 9 is a left-hand side elevation of said mechanism; Fig. 10 is a sectional view of said mechanism, taken on the line 10 in Fig 8; Fig. 11 is a fragmentary sectional view, taken on the line 11 in Fig. 8.

COVER SUPPORT.—Burr B. Blood, Chicago, Ill., assignor to George Heidman and Norman A. Street, same place. Patent No. 1,296,260.

This invention relates more particularly to a support for the cover of a phonograph cabinet, having for its object the provision of a construction which will automatically assume a supporting position when the cover or lid has been raised or tilted, the construction at the same

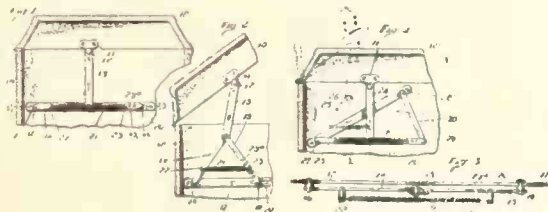
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time being such that a predetermined degree of pressure on the cover or lid, when it is desired to lower or return same to closed position, will move the support out of supporting position.

The invention may have expression in different mechanical forms without, however, departing from the spirit of the invention, the drawing, however, illustrating what is believed to be the best forms of the invention.

Figure 1 is a cross-sectional view of the upper part and lid or cover of a phonograph cabinet illustrating the invention in elevation, with the cover in closed position; Fig. 2 is a similar sectional view illustrating the position of the support when the cover is raised or tilted; Fig. 3 is a cross-sectional view taken on the line 3—3 of Fig. 1, looking downwardly; Fig. 4 illustrates



a modified form of the invention, the upper part of the phonograph cabinet and portion of the cover being shown in cross section, with the improved cover support in side elevation, the supporting position of the device being illustrated in dotted lines.

PHONOGRAPH SOUND CHAMBER OR HORN.—Fred C. Lyon, Fayette, Ohio. Patent No. 1,295,911.

This invention relates particularly to sounding boxes or horns for phonographs, and has for its object the provision of certain improvements on features of the device, described and claimed in co-pending application Serial Number 220,747, filed March 6, 1918, whereby to enhance the tone producing qualities thereof.

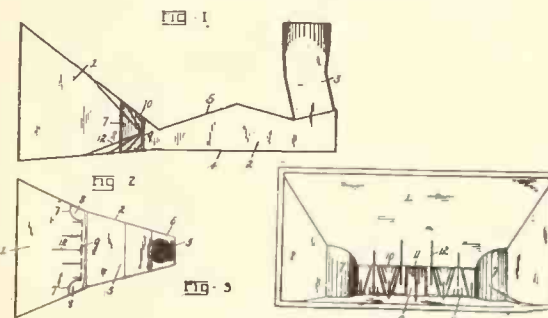
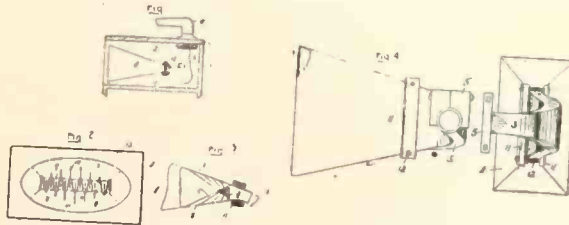


Figure 1 is a central longitudinal vertical section of a device embodying the invention; Fig. 2 is a reduced plan view thereof, with portions broken away, and Fig. 3 is an enlarged front end elevation of the device.

PHONOGRAPH SOUND CHAMBER OR HORN.—Fred C. Lyon, Fayette, Ill. Patent No. 1,295,910.

This invention relates to sounding boxes or horns for phonographs and similar inventions, and has for its object the provision of an improved device of this character which will produce amplified, solid and distinct tones of full volume, give character and expression thereto, and at the same time prevent or reduce to a minimum the vibration and consequent singing or rattling of different adjacent articles when notes in tune with the articles are sounded.

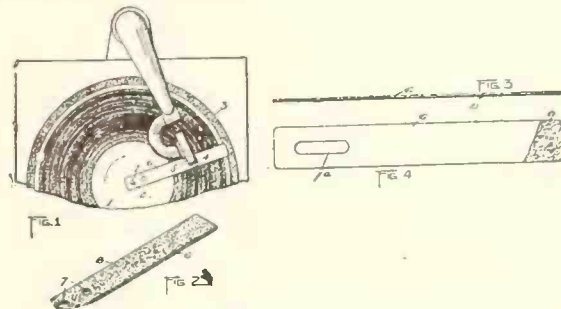
Figure 1 is a fragmentary sectional view of a cabinet with the improved horn associated therewith; Fig. 2 is an enlarged outer end view



of the horn; Fig. 3 is an enlarged fragmentary side elevation of the horn, with a part in central longitudinal section; Fig. 4 is a top plan view of the horn with its carrying block partly broken away, and Fig. 5 is an inner end elevation of the horn.

RECORD CLEANER.—William L. Denio, New York, assignor of one-half to Harold H. Simms, Rochester, N. Y. Patent No. 1,296,779.

The present invention relates to record cleaners for talking machines and more particularly to the type which operates in advance of the stylus or needle, for the purpose of cleaning the surface of the record during the rotation of the latter, an object of this invention being to provide a construction which is simple in form and inexpensive to manufacture, and does not require any special devices for mounting it in place. A still further object of the invention is to provide a cleaner which will utilize



the centering pin of the record as an anchor by which the cleaner will be held to clear the face of the record under the influence of the reproducer as the table and the record turn.

In the drawings Figure 1 is a plan view of portions of a talking machine equipped with the present invention; Fig. 2 is a perspective view of the under side of the cleaner; Fig. 3 is an edge view; and Fig. 4 is a plan view of a modification.

Other patents recently issued but not described or illustrated are the following: Phonographic Dictating Machine, Evan Barnet Basch, Savannah, Ga.; Patent No. 1,278,565. Sound Box, Robert Head, New York, assignor to the Aeolian Co.; Patent No. 1,278,341. Remote Control for Phonographs and the Like, James Wares Bryce, Bloomfield, N. J.; Patent No. 1,279,245. Expression Device Control, James Wares Bryce, Bloomfield, N. J., assignor to the Aeolian Co.; Patent No. 1,278,845. Sound Amplifier, Thomas Herbert Reed, Newark, N. J.; Patent No. 1,279,438. Talking Machine, Thomas Herbert Reed, Newark, N. J.; Patent No. 1,279,439. Talking Machine, Moses Stuart Levusove, New York; Patent No. 1,279,375. Phonograph, William W. Kidney, Chicago, Ill., assignor to the American Electric Co., Chicago, Ill.; Patent No. 1,279,357. Diaphragm for Talking Machine Sound Boxes, Frederick J. Gubelman, Englewood, N. J., assignor to the Regina Co., New York; Patent No. 1,279,104.

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This is only one feature of many that will command your interest and attention. Let us send you handsome illustrated catalog and information as to our plans for helping you to make money with MAGNOLA.

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Southern Wholesale Branch 1530 CANDLER BLDG. ATLANTA, GA.

ADVANCE RECORD BULLETINS FOR JUNE, 1919

VICTOR TALKING MACHINE CO.

- POPULAR SONGS
18540 By the Campfire... Peerless Quartet
18544 Tears of Love... Charles Hart and Elliott Shaw
18545 That Tumble-down Shack in Athlone... Henry Burr
...
MISCELLANEOUS RECORDS
45164 Life and Love, from "The Velvet Lady,"... Lambert Murphy
...
RED SEAL RECORDS
64810 Baby Mine... Dr. Chas. Mackay and Archibald Johnston
...
COLUMBIA GRAPHOPHONE CO.
A2709 The Americans Come... Louis Graveure
...
POPULAR HITS
A2718 By the Camp Fire... Sterling Trio
...
DANCE RECORDS
A2719 No One But You, from "Sometime." One-step. Intro. Beautiful Night.

- A7533 Dream of the Ancient Red Man (Gilbert), Prince's Orchestra 12
Signal Fire to Mountain God, and Song of Wolfe (Gilbert)... Prince's Orchestra 12
A7534 Humoresque on Two American Folk Songs, "Dixie" and "Old Folks at Home," Zoellner String Quartet 12
Genius Loci (In Highest Thought) (Thern), Zoellner String Quartet 12
COLUMBIA CO. MID-MONTH LIST
49585 Keep the Home Fires Burning (Till the Boys Come Home), Rosa Ponselle and Columbia Stellar Quartet 12
A2714 Chong... Irving Kaufman 10
One and Two and Three and Four, Rock-a-Bye... Peerless Quartet 10
A2715 On a Little Farm in Normandie, Peerless Quartet 10
Little Old Lady O' Mine... Henry Burr 10
A2713 Some Day I'll Make You Glad... Sterling Trio 10
Wait and See (You'll Want Me Back), Henry Burr and Ruth Lenox 10
A2707 Ja-Da! (Ja-Da, Ja-Da, Jing, Jing, Jing), Fox-trot... Wilbur Sweatman's Original Jazz Band 10
Rainy Day Blues, Fox-trot, Wilbur Sweatman's Original Jazz Band 10
A2712 Sweet Siamese, Fox-trot, Earl Fuller's Rector Novelty Orchestra 10
Ruspana, One-step, Earl Fuller's Rector Novelty Orchestra 10

AEOLIAN CO.

- OPERATIC SELECTIONS
30024 Carmen—Ma Mere Je La Vois (I See My Mother) (Bizet). Soprano and tenor duet in French. Vocalion orch. accomp., Marie Sundelius and Crimi Giulio 10
30025 Gianni Schicchi—O mi babino caro (O My Beloved Daddy) (Puccini). Soprano. Vocalion orch. accomp. Florence Easton 10
STANDARD SELECTIONS
22023 My Irish Song of Songs (Sullivan). Tenor, Vocalion orch. accomp. Colin O'More 10
Molly (Herbert). Tenor, Vocalion orch. accomp. Colin O'More 10
12127 Kiss Me Again, from "Mam'selle Modiste" (Herbert). Soprano, orch. accomp. Nanette Flack 10
Song of the Soul, from "The Climax" (Breil). Soprano, orch. accomp. Nanette Flack 10
12128 Flower of My Heart (Spencer). Orch. accomp., Reed Miller 10
Colin o' Mine (Strickland). Orch. accomp., Reed Miller 10
56000 Kol Nidrei (Bruch). 'Cello, piano accomp., Maurice Dambois 12
Caprice Russe (Dambois). 'Cello, piano accomp., Maurice Dambois 12
POPULAR SELECTIONS
12130 In Miami (Gottler). Accomp. by Dabney's Band... Arthur Fields 10
You Can't Blame the Girlies at All (Silver). Accomp. by Dabney's Band... Arthur Fields 10
12131 When the Bees Make Honey Down in Sunny Alabam' (Donaldson). Orch. accomp., Charles Hart and Shaw Elliott 10
Big Yellow Moon (Forster). Orch. accomp., Charles Hart and Shaw Elliott 10
12132 Don't Forget the Salvation Army (Brown-Frisch). Orch. accomp. Fausfield Trio 10
Longing (Seymour-Pike). Orch. accomp., Henry Burr 10
12133 Burmah Moon (Lieut. Gitz-Rice). Tenor, orch. accomp. Samuel Ash 10
Friends (Santly). Orch. accomp., Arthur Fields 10
DANCE SELECTIONS
12134 Bells of Bagdad (Motzan). Fox-trot, Aeolian Dance Orchestra 10
Mammy's Lullaby (Lee Roberts). Waltz, Aeolian Dance Orchestra 10
12135 Lonesome Road Blues (Will Nash). Fox-trot, Novelty Five 10
I Want to Hold You in My Arms (Bernard-Robinson). Novelty Five, with Al. Bernard 10
AEOLIAN CO. MID-MONTH LIST
POPULAR SELECTIONS
12120 Mammy o' Mine (Pinkard). Tenor, orch. accomp. Samuel Ash 10
I'll Be Back in the Springtime, Mollie (Ring-Ash-Hager). Tenor, orch. accomp., Samuel Ash 10
12121 When Cherry Blossoms Fall (Love Is Love), from "The Royal Vagabond" (Duncan-Goetzl). Tenor, orch. accomp. Arthur Burns 10
Eyes (Fred Fisher). Tenor, orch. accomp., Arthur Burns 10
12122 Frenchie, Come to Yankee Land (Erlich-Conrad). Orch. accomp. Irving Kaufman 10
Golden Wedding Jubilee (Stept). Orch. accomp., Kaufman Brothers 10
12123 Turkestan (Jones-Stern). Orch. accomp., Premier-American Male Quartet 10
Lullaby Blues (Robinson-Morse). Orch. accomp., Premier-American Male Quartet 10
12124 Shake, Rattle and Roll (Bernard). Novelty Five, with Al. Bernard 10
Idol (Rose-Osborne). Intro. In Soudan, Novelty Five 10
DANCE SELECTIONS
12125 How 'Ya Gonna Keep 'Em Down on the Farm? Intro. My Barney Lies Over the Ocean, Come On, Papa. One-step. (Donaldson-Leslie-Ruby). Dabney's Band 10
Keep Smiling, from "Sometime" (Friml). Fox-trot. Dabney's Band 10
12126 Arabian Nights (David-Hewitt). One-step, Aeolian Dance Orchestra 10
La Confession (Morgan). Waltz, Aeolian Dance Orchestra 10

EDISON RE-CREATIONS

- 50519 Love in Idleness—Serenade (Macbeth), Sodero's Band
Wedding March (Sousa)... New York Military Band
50520 Coon 'Fossum Hunt... Billy Golden and Billy Heins
Preacher and the Bear (Arizona)... Arthur Collins
50521 I'm Sorry I Made You Cry—Jazz Fox-trot (Clesi)... Earl Fuller's Famous Jazz Band
Sand Dunes—One-step (Gay) Saxophone, xylophone and piano, for dancing... All Star Trio
80453 L'Ardiva—Magnetic Waltz (Arditi) Whistling, Sibyl Sanderson Fagan
Sundown in Birdland (A Bird Symphony) (Hager)—Whistling and Singing, Sibyl Sanderson Fagan and Harvey Wilson
80454 Evening Brings Rest and You (Bishop)—Bari-tone... Edward Allen
Kiss Me Again (Herbert)—Soprano, Marie Tiffany

- 80455 Looking This Way (Van De Venter)—Soprano and Contralto, Elizabeth Spencer and E. Eleanor Patterson
Some Sweet Day, By and By (Doane)—Mixed Voices, sacred... Metropolitan Quartet
80456 Nadja—Oriental Intermezzo (Morét), Peerless Orchestra
Passion Dance (An Oriental Fantasy) (Friedman)... Peerless Orchestra
82157 Dear Old Pal of Mine (Rice)—Baritone, Thomas Chalmers
Massa's in de Cold, Cold Ground (S. C. Foster)—Contralto... Carolina Lazzari
82158 Gypsy Trail (Galloway)—Bass-Baritone, Arthur Middleton
Life's Dream is O'er (adapted to "Alice Where Art Thou")—Soprano and Contralto, Marie Rappold and Carolina Lazzari
82560 Vainement, ma bien-aimée (Vainly, my well beloved)—Le Roi d'Ys (Lalo)—Tenor, in French... Ralph Errolle
Parle-moi de ma mère (Speak to me of my mother)—Carmen (Bizet)—Soprano and tenor, in French... Anna Case and Ralph Errolle

EDISON AMBEROL RECORDS

- ROYAL PURPLE RECORDS
29027 Ave Maria—Cavalleria Rusticana (Adaptation from the celebrated "Intermezzo") (Mascagni). Soprano, in Italian, with violin obligato, Frieda Hempel and Mary Zentay
29029 La Spagnola (Spanish Maid) (Di Chiara). Tenor, in Italian, orch. accomp. Guido Ciccolini
29028 Love's Old Sweet Song (Malloy). Soprano and Male Voices, orch. accomp., Marie Rappold and Criterion Quartet
SPECIAL RECORDS
3750 After All (Roberts). Tenor, orch. accomp., Irving Kaufman
3735 Alcoholic Blues (A. Von Tilzer). Orch. accomp., Vernon Dalhart
3748 Anything Is Nice If It Comes from Dixieland (Clarke-Meyer-Ager). Male voices, orch. accomp. Premier Quartet
3733 Beautiful Ohio Waltz (Earl). For dancing, Jaudas' Society Orchestra
3742 Bring Back Those Wonderful Days (Vincent). Orch. accomp. Arthur Fields
3752 Have a Smile for Everyone You Meet and They Will Have a Smile for You (Rule). Tenor and Male Voices, orch. accomp., Arthur Hall and Chorus
3753 I Hate to Lose You—Medley. Accordion, P. Frosini
3740 Kisses (The Sweetest Kisses of All) (Cowan). Soprano, orch. accomp. Gladys Rice
3739 Mickey (Moret). Orch. accomp. Vernon Dalhart
3747 Salvation Lassie of Mine (Caddigan-Story). Contralto and tenor, orch. accomp., Helen Clark and Charles Hart
3746 Satan, I'm Here (I Couldn't Stand for a Triffin' Man) (Walker). Orch. accomp. Ernest Hare
3749 Somebody's Waiting for Someone (H. Von Tilzer). Soprano, orch. accomp. Betsy Lane Shepherd (with Marion Evelyn Cox in the refrain)
REGULAR LIST
3754 Alderman Doolin's Campaign Speech—Descriptive... Steve Porter
3745 Arkansas Traveler—Vaudeville Sketch... Len Spencer
3736 Boys and the Birds (Characteristic) (Hager). New York Military Band
3738 Hesitation Blues (Oh! Baby Must I Hesitate?) (Middleton-Smythe). Comic Song... Al Bernard
3754 I'm a Twelve O'Clock Fellow (In a Nine O'Clock Town) (H. Von Tilzer). Rube Song, orch. accomp. Byron G. Harlan
3744 Jazzie-Addie—One-step (A. Schubert), Jazzarimba Orchestra
3755 Land of Minstrelsy, orch. accomp., Premier Quartet Minstrels
3737 Laverne—Waltz Caprice (Henton). Saxophone, orch. accomp. H. Benne Henton
3756 Let Us Not Forget—A Message to the American People... Thomas A. Edison
3757 National Airs of the Allies... New York Military Band
3741 St. Louis Blues—Fox-trot (Handy). Saxophone, xylophone and piano, for dancing... All Star Trio
3751 Waltz Alabam' (A Ducky Waltz Dream) (Barth). Tenor, orch. accomp., George Wilton Ballard and Chorus
3732 Wedding March (Sousa)... New York Military Band

PATHE FRERES PHONOGRAPH CO.

- POPULAR HITS OF THE MONTH
22076* Just Another Poor Man Gone Wrong (Von Tilzer). Tenor... Billy Murray 10
How Are You Goin' to Wet Your Whistle? (Wenrich). Tenor... Billy Murray 10
22077* Mickey (Morét). Baritone... Arthur Fields 10
Johnny's In Town (Meyer)... Arthur Fields 10
22062* The Kiss That Made Me Cry (Gottler). Tenor... Harry McClaskey 10
I Think I'll Wait Until They All Come Home (Lieut. Gitz-Rice)... Invincible Four 10
22078* How 'Ya Gonna Keep 'Em Down on the Farm? Tenor... Byron G. Harlan 10
Good-Bye France (Berlin). Baritone, Turner Roe 10
22079* Don't Cry Frenchy, Don't Cry (Donaldson). Acme Male Quartet 10
Tears (Of Love) (Henry). Tenor, Irving Gillette 10
STANDARD BALLADS SUNG IN ENGLISH
25067 Springtime (Anspach). Soprano, Grace Hoffman 10
That's the World in June (Spross). Soprano, Grace Hoffman 10
27017 Our God, Our Country, and Our Flag (MacHugh). Tenor... Paul Althouse 10
A Mother's Prayer (Ferrari). Tenor, Paul Althouse 10
22069 I'll Take You Home Again, Kathleen (Westendorf). Baritone... Turner Roe and Orpheus Trio
The Minstrel Boy (Moore). Tenor... Reed Miller
22071 He Lifted Me (Gabriel). Tenor, organ accomp., Earle F. Wilde
Jesus, Lover of My Soul (Marsh). Tenor, organ accomp. Earle F. Wilde
29245* I'm Goin' to Settle Down Outside of London Town (McCarthy-Fisher). Baritone, piano accomp., Jack Norworth 10
Mickey Slater (Von Tilzer). Baritone, piano accomp. Jack Norworth 10
52040 Serenade (Pierné). Violin solo, piano accomp., Edouard Deru
Rondino (Beethoven-Kreisler). Violin solo, Piano accomp. Edouard Deru 12
22073 Waltz Llewellyn (Wiedoeft). Saxophone solo, Rudy Wiedoeft 10
Serenade (Drigo). Saxophone solo, Rudy Wiedoeft 10

RECORD BULLETINS FOR JUNE—(Continued from page 164)

- 22070 Waiting, from "Listen Lester" (Orlob), Henry Burr and Excello Trio 10
- Life and Love, from "The Velvet Lady," Henry Burr and Excello Trio 10
- 22072 La Paloma (Yradier). Ocarina solo, piano accomp. José Valdean 10
- Cecilie Polka (Billant). Flute solo, Pathé Frères Orchestra 10
- 40153*Hindustan. Intro. "My Dreamy Little Lotus Flower." Medley Fox-trot. Joseph Samuels Dance Orchestra 12
- Kisses (Zamecnik). Waltz. Joseph Samuels Dance Orchestra 12
- 40157*How 'Ya Gonna Keep 'Em Down on the Farm (Grant). Intro. (1) "Come On Papa." (2) "My Barney Lies Over the Ocean." Medley One-step. Joseph Samuels Dance Orchestra 12
- By the Campfire (Weeks). Intro. "Chong." Medley Fox-trot. Joseph Samuels Dance Orchestra 12
- 40158*Rock-a-Bye Your Baby With a Dixie Melody. Intro. (1) "Oh, How I Wish I Could Sleep Until My Daddy Comes Home." (2) "Don't You Remember the Day?" Medley Fox-trot. Empire State Military Band 12
- Wonderful Girl (Hewitt-David). Waltz. Empire State Military Band 12
- 22067*Tackin' 'Em Down (from Ziegfeld's "Midnight Frolic"). Fox-trot. Green Brothers Xylophone Orchestra 10
- Ida, Sweet As Apple Cider (Harris). One-step. Green Brothers Xylophone Orchestra 10
- NEW OPERATIC VOCAL RECORDS
- 54028 Mignon (Thomas) "Elle ne croyait pas" (She Wouldn't Believe Me) in French. Tenor. Lucien Muratore 12
- 54027 Louis (Charpentier) "Depuis le Jour" (Ever Since the Day) in French. Soprano. Claudia Muzio 12
- 59072 Rigoletto (Verdi) "Questa o quella" (Mid the Fair Throng) in Italian. Tenor. Tito Schipa 12
- La Tosca (Puccini) "Trionfa di nuova speme" (A New World) in Italian. Tenor and soprano. Tito Schipa and Mme. Baldassarre 12
- 59073 Il Trovatore (Verdi) "Miserere," in French. Soprano and tenor. Mme. Morlet, Chas. Fontaine and Chorus 12
- Il Trovatore (Verdi) "Au milieu de la Carriere," in French. Contralto and tenor. Mlle. Lapeyrette and Chas. Fontaine 12
- NEW BAND AND ORCHESTRA RECORDS
- 40156 Sigurd (Reyer). Part I. Garde Republicaine Band of France 12
- Sigurd (Reyer). Part II. Garde Republicaine Band of France 12
- 22075 Boston Commandery March (Carter). American Regimental Band 10
- Radetzky March (Strauss). American Regimental Band 10
- 22074 March of the Little Japanese (Gauwin). Pathé Symphony Orchestra 10
- In a Garden of Melody (Sudds). Pathé Concert Orchestra 10

GENNETT LATERAL RECORDS

- 4517 I'm Forever Blowing Bubbles (Kenbrovin-Kellepe). Tenor and baritone duet with orch. accomp. Bell and Sharpe
- When You See Another Sweetie Hanging Around (Lewis-Young-Donaldson). Tenor, orch. accomp. Sam Ash
- 4518 Chong (Weeks). Tenor, orch. accomp. Irving Kaufman
- One and Two and Three and Four Rock-a-Bye (Creamer-Layton). Tenor, orch. accomp. Irving Kaufman
- 4519 Beautiful Ohio (Earl). Waltz. Gennett Orchestra
- Till We Meet Again (Whiting). Waltz. Gennett Orchestra
- 4520 By the Campfire (Wenrich). Fox-trot. Vincent's Band
- Tackin' 'Em Down (Gumble-DeSylva). Fox-trot. Croden's Band
- 4521 How Are You Going to Wet Your Whistle (Wenrich). Baritone, orch. accomp. Harry Frankel
- Bring Back (Those Wonderful Days) (MacBoyle-Vincent). Baritone, orch. accomp. Harry Frankel
- 4522 Eyes (That Say I Love You) (Fischer). Tenor, orch. accomp. Sam Ash
- Lullaby Blues (Kendall-Rohinson-Morse). Tenor, orch. accomp. Irving Kaufman
- 4523 An Old Sweetheart of Mine (James Whitcomb Riley). Recitation. Harry E. Humphrey
- Out to Old Aunt Mary's (James Whitcomb Riley). Recitation. Harry E. Humphrey
- 4524 Johnny's In Town. Medley One-step. Vincent's Band
- After All (Roberts). Fox-trot. Gennett Band
- 4525 Dear Little Boy of Mine (Ball). Tenor, orch. accomp. Sam Ash
- When It's Lilac Time in Tokio (Buchanan-Coots). Tenor, orch. accomp. Arthur Hall

EMERSON PHONOGRAPH CO.

(New Gold Seal large size records.)

PATRIOTIC AND POPULAR SONG HITS

- 9167 By the Campfire (Girling-Wenrich). Tenor and baritone duet, orch. accomp. Gordon and Stevens
- By the Campfire (Percy Wenrich). Fox-trot. Emerson Military Band
- 9174 Monte Cristo. Intro. "Monte Cristo, Jr." (Atteridge-Romberg-Schwartz). Baritone solo, orch. accomp. Irving Kaufman
- Turkestan (Jones-Stern). Baritone solo, orch. accomp. Premier-American Quartet
- 9175 When the Bees Make Honey Down in Sunny Alabam' (Lewis-Young-Donaldson). Baritone duet, orch. accomp. Irving and Jack Kaufman
- You Can't Blame the Girlies at All, They All Want to Marry a Soldier (Gerber-Silver). Comedy solo, orch. accomp. Eddie Nelson
- 9170 Alabama Lullaby (Cal De Voll). Tenor and baritone duet, orch. accomp. Gordon and Stevens
- I Found You (Gilbert-Friedland). Tenor solo, orch. accomp. Sam Ash
- 9168 All Those in Favor Say "Aye" (Percy Wenrich). Male trio, orch. accomp. The Three Kaufelds
- Good-Bye, Wild Women, Good-Bye (Johnson-Ager-Meyer). Prohibition character song, orch. accomp. The Three Kaufelds
- 9169 The Return They Are Here (Price-Bergh). Baritone solo, orch. accomp. Royal Dadmun
- A Rose, A Kiss and You (Robe-Arthur). Tenor solo, orch. accomp. Henry Burr
- 9171 Bring Back Those Wonderful Days (MacBoyle-Vincent). Baritone solo, orch. accomp. Arthur Fields
- Pig Latin Love, I Yaw Ove-Lay (Gilbert-Friedland). Character song, orch. accomp. Arthur Fields

- 9176 Oh! Lawdy, Something's Done Got Between Ebecanezeer and Me (Cramer and Layton). Coon character song, orch. accomp. Billy Murray
- Lullaby Blues, in the Evening (Kendall-Rohinson-Morse). Male quartet, orch. accomp. Premier-American Quartet
- 9177 It's Nobody's Business But My Own (Skidmore-Walker). Comedy solo, orch. accomp. Arthur Collins
- Shake, Rattle and Roll, Who's Got Me? (Al. Bernard). Coon character solo, orch. accomp. Al. Bernard

LATEST DANCE AND BAND HITS

- 9172 Sunset Siamese (Mary Earl). Fox-trot. Emerson Military Band
- Out of the East (Joe Rosey). Fox-trot. Emerson Military Band
- 9173 Ruspana (Mary Earl). One-step, banjo, piano and saxophone. Van Eps Banta Trio
- Flutter on By, My Broadway Butterfly. Intro. "Monte Cristo, Jr." (Atteridge-Romberg-Schwartz). Fox-trot, piano banjo and saxophone. Van Eps Banta Trio
- 9178 Rainy Day Blues (F. Warshauer). "Blues" fox-trot. Louisiana Five
- My Rose of Palestine (Radford-Olman). One-step. Emerson Dance Orchestra
- 9179 Yama Yama Blues (S. & C. Williams). "Blues" Fox-trot. Louisiana Five
- Church Street, Sobbing Blues (Lada-Nunez-Cawley). "Blues" Fox-trot. Louisiana Five

NOVELTY SELECTIONS

- 9180 The Home-Coming of the American Troops (Part I) (Fred W. Hager). Descriptive, accompanied by Emerson Military Band, Peerless Quartet
- The Home-Coming of the American Troops (Part II) (Fred W. Hager). Descriptive, accompanied by Emerson Military Band and Drum Corps. Peerless Quartet

EMERSON PHONOGRAPH CO.

(The new seven-inch records.)

PATRIOTIC AND POPULAR SONG HITS

- 7484 Don't Cry, Frenchy, Don't Cry (Lewis-Young-Donaldson). Baritone solo, orch. accomp. D. (Bud) Bernie
- Blue-Eyed, Blonde-Haired Heart-Breaking Baby Doll (Miss-Mitchell). Baritone solo, orch. accomp. Jack Tracey
- 7485 By the Campfire (Girling-Wenrich). Tenor and baritone duet, orch. accomp. George Gordon and Edward Stevens
- I'm Forever Blowing Bubbles (Kenbrovin-Kellepe). Tenor solo, orch. accomp. George Gordon
- 7486 Wait and See You'll Want Me Back (McLarion-Morgan). Tenor solo, orch. accomp. William Sloane
- Heart of Wetona (Mitchell-Gottler). Baritone solo, orch. accomp. D. (Bud) Bernie
- 7487 On a Little Farm in Normandie (MacDonald-Osborne). Baritone solo, orch. accomp. D. (Bud) Bernie
- Eyes That Say "I Love You" (Fred Fisher). Baritone solo, orch. accomp. Eddie Nelson
- 7488 And That Ain't All (Green-Step). Comedy duet, orch. accomp. Sanford and Sanford
- Bring Back Those Wonderful Days (MacBoyle-Vincent). Baritone solo, orch. accomp. D. (Bud) Bernie
- 7489 I'm Going to Settle Down Outside of London Town (McCarthy-Monaco). Prohibition comedy solo, orch. accomp. George Beaver
- Chong He Come from Hong Kong (Harold Weeks). Baritone solo, orch. accomp. George Beaver
- 7490 That Wonderful Mother of Mine (Hager-Goodwin). Tenor solo, orch. accomp. George Gordon
- God's Service Flag of Love (Storey-Wood). Tenor solo, orch. accomp. George Gordon

BIG DANCE AND INSTRUMENTAL HITS

- 7491 Orange Blossom Rag (Lada-Nunez-Cawley). "Blues" One-Step. Frisco Five
- Lucille (Wadsworth-Arden). Fox-trot. Emerson Military Band
- 7492 How 'Ya Gonna Keep 'Em Down on the Farm? (Walter Donaldson). One-step. Emerson Military Band
- What's That? (Curtis Gordon). Fox-trot. Emerson Military Band
- 7493 Ruspana (Mary Earl). One-step, banjo, piano and saxophone. Van Eps Banta Trio
- Egyptian Nights (Philip Siragusa). Waltz. Emerson Military Band
- 7494 Laughing Blues (Lada-Nunez-Cawley). "Blues" Fox-trot. Frisco Five
- Frou frou (Edward Jose). One-step. Emerson Military Band
- 7495 Light Cavalry Overture (von Suppe). Accordion duet. Phil and Dan Boudini
- William Tell (Rossini). Accordion duet, Phil and Dan Boudini

PARAMOUNT RECORDS

- 30085 Till We Meet Again. Duet with orch. accomp. Campbell and Burr
- Mickey. Tenor solo, orch. accomp. Henry Burr
- 30073 Children's Games. Medley. Made up of: All Around the Mulberry Bush, London Bridge is Falling Down, Nine o'Clock is Striking, Round and Round the Circle, The Farmer in the Dell, Ring-a-Round a Rosy, Lazy Mary Will You Get Up, Little Ball, Soldier Boy, W. Rogers' Band
- Mother Goose Songs. Soprano, with violin. Hey, Diddle Diddle, Little Bo-Peep, Ride a Cock Horse, Little Jack Horner, Twinkle, Twinkle Little Star, Lullaby. Ronika Frese
- 30075 Little Grey Home in the West. Violin, cello and piano. Taylor Trio
- Hearts and Flowers. Violin solo, piano accomp. Edmund Thiele
- 30078 A Khaki Lad. Baritone solo, orch. accomp. Royal Dadmun
- Ring Out Liberty Bell. Baritone solo, orch. accomp. Royal Dadmun
- 30079 Kamenoi Ostrow. Piano solo. Beryl Rubenstein
- Prelude in G Minor. Piano solo. Beryl Rubenstein
- 30080 The Blue Bird. Waltz. Whistling, with orchestra and bells. Sibyl Sanderson Fagan
- The Boy and the Birds. Whistling, with orchestra. Sibyl Sanderson Fagan
- 30070 Wailina Waltz. Hawaiian guitars. (Drowsy Waters). Louise and Ferera
- On the Beach at Waikiki (Medley). Louise and Ferera
- 30086 Kisses. Tenor and contralto duet, Charles Hart and Helen Clark
- I'm Glad I Can Make You Cry. Tenor solo, orch. accomp. Charles Hart

- 30087 Can You Tame Wild Wimmen?..... Billy Murray
- Always Think I'm in Heaven When I'm in Dixie Land. Baritone solo, with banjo, saxophone and piano, Arthur Collins and the Van Eps Trio
- 30091 Sweet Genevieve. Tenor solo, orch. accomp. Frank Joy
- A Little Bit of Heaven. Tenor solo, orch. accomp. Charles Hart
- 30092 I'm Always Chasing Rainbows. Intro. Everything is Honky Dory Down in Honky Tonky Town. G. Green at xylophone, J. C. Beck's Orchestra
- Sweet 'n Pretty. Medley Fox-trot. Intro. Watch, Hope, and Wait Little Girl, Master Saxophone Sextette
- 30097 The Alcoholic Blues..... Billy Murray
- Oh! Lawdy, Something's Done Got Between Ebecanezeer and Me..... Billy Murray
- 50007 Carry Me Back to Old Virginny. Soprano solo and quartet. Marie Tiffany and Male Quartet
- Sweet Hawaiian Moonlight. Soprano and alto duet, with Hawaiian orch., Marie Tiffany and Marion Evelyn Cox

EMPIRE TALKING MACHINE CO.

POPULAR SONGS

- 21105 Don't Cry, Frenchy, Don't Cry (Donaldson). Orch. accomp. Empire Male Quartet
- How You Gonna Keep 'Em Down on the Farm? (Donaldson). Orch. accomp. Harlan
- 21106 Everybody Wants a Key to My Cellar (Rose-Baskette-Pollack). Orch. accomp. Arthur Fields
- Has Anybody Seen My Corinne? (Johnson). Orch. accomp. Ernest Hare
- 21107 Oh! You La, La! (Tush). Orch. accomp. Arthur Fields
- Bring Back Those Wonderful Days (MacBoyle-Vincent). Orch. accomp. Arthur Fields
- 21108 You're Still an Old Sweetheart of Mine (Whiting). Orch. accomp. Lewis James-Charles Hart
- Honey Lamb (Johns). Orch. accomp. Empire Male Quartet

DANCE SELECTIONS

- 31104 Full O'Pep (Morse)—One-step. Empire Dance Orchestra
- The St. Louis Blues (Handy)—Fox-trot. Wadsworth's Novelty Dance Orchestra
- 31105 The Better 'Ole (Knight-Darewsky)—Medley One-step, intro. "When You Take That Trip Across the Rhine", "Little Regiment of Our Own", "My Word, Ain't We Carrying On" Empire Dance Band
- The Canary (Berlin)—Medley Fox-trot, intro. "I Wouldn't Give That for the Man Who Couldn't Dance", "Ding Dong", "It's the Little Bit of Irish", Empire Dance Band
- 31106 Kentucky Dreams (Henry-Onivas)—Waltz. Empire Band
- There's Life in the Old Dog Yet (Caryll)—From "The Girl Behind the Gun"—Fox-trot. Empire Band

STANDARD VOCAL SELECTIONS

- 41102 A Banjo Song (Homer). Orch. accomp. John Evans
- The Floral Dance (Moss). Orch. accomp. George Sanders

INSTRUMENTAL SELECTIONS

- 51104 In a Garden of Melody (Sudds). Empire Concert Orchestra
- Kirmanshah (Claypole). Empire Concert Orchestra
- 51105 Boston Commandery March (Carter). Empire Military Band
- Liberty Bell March (Sousa). Empire Military Band
- 51106 La Seduccion (Noceci)—Saxophone solo, piano accomp. Duane Sawyer
- Scottish Airs, intro. "The 71st Highlanders' March", "The Brass of Tullymet", "Thompson's Dirk". The Highland Bagpipe Band

HAWAIIAN SELECTIONS

- 61102 My Old Kentucky Home (Foster). Hawaiian Guitars. Louise and Ferera
- Hawaiian Nights (Roberts)—Waltzes, Hawaiian Guitars. Louise and Ferera

OKEH RECORDS

- 1158 Ring Out! Sweet Bells of Peace (Gardner). Tenor, with orch. accomp. George Lambert
- I Shall Meet You (Chesham & Sanderson). Tenor, with orch. accomp. Henry Burr
- 1159 Ja-da (Ja-Da, Ja-Da, Jing, Jing, Jing!) (Carlton). Tenor, orch. accomp. Billy Murray
- Can You Tame Wild Women? (Sterling & Von Tilzer). Tenor, orch. accomp. Billy Murray
- 1160 A Little Birch Canoe and You (Roberts-Callahan). Vocal trio, orch. accomp. Sterling Trio
- Girl of My Heart (Price-Baffano). Tenor, orch. accomp. (From "Somebody's Sweetheart") Sam Ash
- 1165 Mary (Frey). Fox-trot, instrumental, Okeh Dance Orchestra
- Beautiful Ohio (Mary Earl). Waltz, instrumental. Okeh Dance Orchestra
- 1166 Till We Meet Again (Whiting). Waltz, instrumental. Okeh Dance Orchestra
- Rainy Day Blues (Warshauer). Fox-trot, instrumental. Dance Band
- 1184 The Kiss That Made Me Cry (Burns-Fields-Gottler). Tenor, orch. accomp. Henry Burr
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- 1185 That Wonderful Mother of Mine (Hager-Goodwin). Tenor, orch. accomp. Henry Burr
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- 1188 Mummy Mine (Rose). Fox-trot, xylophone orch., Green Brothers
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