The best-known trade mark in the world

"The Victor talking machine's design, 'His Master's Voice,' has become a household word, and the quaint little fox terrier at attention before the horn is familiar to more Americans than any of the world's great masterpieces"—Collier's Weekly.
The Highest Class Talking Machine in the World

THE INSTRUMENT OF QUALITY

Sonora
CLEAR AS A BELL

The first Phonograph made in the world to play all makes of disc records perfectly

<table>
<thead>
<tr>
<th>Model</th>
<th>Price</th>
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<tr>
<td>Supreme</td>
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<td>Melodie</td>
<td>50</td>
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<tr>
<td>Portable</td>
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</tr>
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</table>

Art models made to special order to suit any taste

Catalog and particulars on request

Sonora Phonograph Sales Company, Inc.
GEORGE E. BRIGHTSON, President
Executive Offices: 279 Broadway, NEW YORK
DISTRIBUTORS THROUGHOUT THE COUNTRY

Sonora is licensed and operates under BASIC PATENTS of the phonograph industry
HIGHEST SCORE FOR TONE QUALITY AT PANAMA-PACIFIC EXPOSITION
VICTOR MAKES "WIRELESS" RECORDS

In Co-operation With Marconi Institute Helps Fill Demand for Operators

One of the many problems of the War Department at the present time is that of securing a sufficient number of competent wireless operators, and arrangements have just recently been made through the help of Victor Talking Machine Co. in co-operation with the Marconi Institute will issue a special set of records to be used for purposes of instruction.

These instruction records were primarily prepared as a part of the courses offered to radio students by the Marconi Institute of New York.

Mr. Fulghum, who some time ago resigned his position as manager of the Victor Talking Machine Co., after twelve years of service, is now firmly established in his new retail Victrola store in this city, which is his home town.

Mr. Fulghum bought out Martin's Music Shop and immediately set about remodeling the store with the result that he now has his attractive quarters, modern in every particular, as will be seen by the accompanying illustration.

Mr. Fulghum naturally handles the Victrola line exclusively and has put in a substantial stock of both Brunswick line of talking machines.

The Attractive Quarters of Walter B. Fulghum

CHANGE NAME TO MICKEL BROS. CO.

Well-Known Victor Jobbers of Omaha Make Important Announcement

OMAHA, Neb., December 4—Themikey Bros. Co., of this city, have dropped the name "Nebraska Cycle Co." and hereafter will be known as the "Mickel Bros. Co., of Omaha."

As is well known the cycle business is a past issue with this firm and they have sold practically everything in the way of accessories, wheels, motor cycles and bicycles, and installed a line of pianos instead, so really the name of "Cycle Co." is a misnomer.

Geo. E. Mickel, manager of the company, explained that they have been working toward this for some four or five years and finally have cleaned out all of our stock of the other lines and changed the name.

Business in Omaha is most excellent in all lines and there is only one thing that holds the Victor business down and that is the shortage of machines, as it is impossible to get Victrolas to adequately take care of the business.

BLOOMINGDALE DEPARTMENT MOVED

Victrolas and Graftonolas Now Being Sold on Second Floor of the Big Store

The talking machine department of Bloomington, the big New York department store, in which both Victrolas and Graftonolas are featured, has been removed to the second floor of the company's store at Fifty-ninth street and Third avenue. The new location is much more convenient for the public, and additional facilities are provided for taking care of the growing trade, including the installation of many soundproof demonstrating booths.

A DEFINITION OF SUCCESS

What is success? The accumulation of great riches? Obtaining high offices tad gaining the applause of the public? Or is it giving the best that is in us, in a practical way, to the public for the good of mankind? For one to give to the world the best that is in him, in the most useful way, he must be able to make home what it implies, the happiest place on earth.

Victrolas and records. His long connection with the factory has given him a broad knowledge of every detail of the line and his many friends in the trade are confident that the new venture will prove an unqualified success.

In fact, he has received most convincing evidence in this connection from the people of Richmond.

TALKING MACHINE AS A GIFT

Nothing More Suitable for Music Lovers and Its Merits Should Be Presented by Dealers Through Publicity in a Most Emphatic Way

Referring to the most suitable Christmas gift for music lovers, the Pictorial Review in a recent issue spoke of the talking machine and its value in this connection thus:

"The value of a talking machine as a Christmas present is not confined to the amount of pleasure it will give the untrained music-lover, but includes, too, its immense value as an educator. There was a time when the talking machine was derided by all who fancied themselves class music has no firmer friends nor stauncher advocates than the professional musicians, who have recognized the inestimable value to the student. "Familiarity, as applied to good music, does not breed contempt, but rather understanding and admiration, and the talking machine has made discriminating music-lovers out of many who previously were indifferent to it. In fact, it has brought to the music student the best work of great artists in a form that would have been practically impossible before, or would at least have represented the expenditure of many hundreds of dollars in concert and opera tickets. This is especially true for the student of singing, who would have difficulty in getting the original record of some song or operatic aria, made by one of the great artists of the world, if properly studied and analyzed, is worth many, many lessons from the very best teachers. In fact, there is no other way by which the student can come into such close contact with the great interpreters of music. Talking machines may be found in many different sizes and styles, ranging in price from $13 up. To a friend who already owns a talking machine, a few especially good records make a most acceptable gift."

PRESIDENT'S DAUGHTER IN CONCERT

Appearances for Benefit of Red Cross Taken Advantage of by Dallas Dealers to Call Attention to Her Columbia Records

The recent appearance of Miss Margaret Woodrow Wilson, daughter of President Wilson, in concert in Dallas, Texas, was taken full advantage of in the advertising of the "Mickel Bros. Co.," which called attention to the fact that Miss Wilson sings "The Star Spangled Banner" for the Columbia Co. and gave the number of the record for convenience.

The company also arranged a special Grafonola window display in honor of Miss Wilson's appearance, and her records were strongly featured therein. The proceeds of the concert went to the benefit of the Red Cross.

VOICE RECORDS OF SOLDIERS

At the Museum Association conference held in Chicago, England, recently it was suggested that every town should arrange for a voice record from every soldier who returned home of his experiences in fighting.

The delegates proposed that there should be records from prisoners of war telling how they had been treated by their captors and museums should contain everything that would lead posterity to see, feel and understand the terrible ordeal through which civilization is passing at the present time.

OPENS BRANCH IN WICHITA FALLS

The Numm Electric Co., of Amarillo, Tex., have opened a branch house in Wichita Falls, and have been fortunate in securing the Victor agency, formerly held by Harrison & Everton, at that place. They have also taken on the Brunswick line of talking machines.

The Talking Machine World

Vol. 13. No. 12

New York, December 15, 1917

Price Twenty Cents
Some Qualities That Are Essential to the Success of the Modern Talking Machine Salesman

Not everyone stops to consider that, in reality, a polite man and a politician really mean the same thing. So, for that matter, does a police-man. Policy, polite, politics and politeness all have a common root; though they seem far apart sometimes. They all hark back to the old Greek word polis, which means simply "city." That explains the policeman, and the politician, of course; but it also explains the polite man. For he is the "man of the city," who knows how to be courteous (that is, accustomed to the ways of a Court) and how to be urban (which is what our Roman ancestors called the quality of "cityfiedness," as you might call it). Yes, the polished way (polis again) is the way of the city, the polite way, the urban way. And just as the city is the real sign and symbol of modern civilization, so also the polite man is essentially the modern man.

Politeness, however, need not be confined to the city man, for the small-town fellow can have it too, even though he does not always have as much of it as would be agreeable. But when the small-town fellow happens to be a talking machine salesman he finds politeness has no more ways than one, and so becomes a city man without always knowing it.

Certainly, the salesman must needs be a polite man. It is considered an infraction of one's rights to be considered a cold fish, a bully, the offensively familiar, or the insinuating. That is, the salesman by his very position must be courteous, in every line of endeavor. He needs to possess, above all others who engage in retail business, the priceless asset of urbanity. To be even-tempered, truthful, calm and considerate, is not always easy; but it is quite possible for the man who is not a gentleman by instinct. The bully, the offensively familiar, and the insinuating are thought to be entirely out of place in business contests of this sort. Only the gentleman can keep his temper and his head at the same time, while telling the truth and exposing the lie. To have these qualities as part of one's make-up is to be that paragon, a truly polite man, in the best and truest sense of the term.

No man can acquire such winning qualities by wishing forthem. If he wants them only as weapons with wherewith to make sales he will be disappointed. But if he cultivates true politeness, by telling the truth, and trying to be sincere, straight and respectful, without servility or rudeness, then he will acquire these qualities, and with them success.

Corley Fibre Victrola Trunks
Are Making Dollars for Dealers Everywhere

From every section of the country come enthusiastic reports of the ready welcome extended them by Victrola owners in every need for the handsome, salable, simple Victrola trunk, in all sorts of warerooms, offices and warerooms, most wonderful fiber wood, with polished bevels and corners, strong brass lock and snap catches. Sturdy, safe—durable.

TWO STYLES—TWO SIZES—BOTH WINNERS

Style 4 (without record tray, for Victorla IV) $6.50
Style 6 (without record tray, for Victorla VI) 7.50
Style 4-1/2 (with record tray, for Victorla IV) 7.25
Style 6-1/2 (with record tray, for Victorla VI) 8.50

Don't overlook this "easy money"—every owner of a cabinet Victrola will want a trunk. Be ready to supply them. Be ready to supply them.

213 EAST BROAD STREET RICHMOND, VA
"Will there be a Victrola in your home this Christmas?"

That is the question being put before the entire country in the extensive Victor advertising.

That is the question which is going to be settled in thousands of homes—and settled to your satisfaction.

That is the question which will help to make a new high record for Victor Christmas business.

So don't lose sight of the value to you of the Victor holiday advertising and "Will there be a Victrola in your home this Christmas?"
HEIFETZ WITH THE VICTOR

Brilliant Young Russian Violinist, Accepted by Critics as Real Genius, Contracts to Make Records for the Victor Co. Exclusively

Jascha Heifetz will make records exclusively for the Victor, which is a highly important item of news inasmuch as Heifetz has so far given the greatest musical sensation for the present season, just as Galli-Curci did last year. He is

peared in concerts with phenomenal success in Petrograd, and other Russian music centers. He has also appeared in many of the larger European cities where his playing was highly praised by the most exacting critics. Still a boy of eighteen, he made his American début at Carnegie Hall, New York, October 27, 1917. Word of his coming and of his great European successes had already gone forth, and his audience included leading American music critics and a large number of artists of international reputation. His success was overwhelming.

The success of Jascha Heifetz is the more remarkable because it is getting increasingly difficult to take pre-eminent rank as a violinist. The violin has undergone no change in construction in two hundred years, in that respect differing from all other musical instruments. Within that time composers have well-nigh exhausted all the novel effects it is capable of producing, so that violinists all have a somewhat similar repertoire of pieces which

PURCHASES MAINE MUSIC CO.

C. B. Snow, of Cressey & Allen, Portland, takes over Old Established Business in Rockland, Me.—L. W. Fickett in Charge

ROCKLAND, Me., December 3.—C. B. Snow, wholesale manager of the Victor department of Cressey & Allen, Portland, has purchased the business of the Maine Music Co., this city, and has placed L. W. Fickett, who has been with Cressey & Allen for twenty-five years, in active charge of the store. Mr. Snow will retain his present position with the Cressey & Allen house. The Maine Music Co. has been conducted by Chase & Leach for twenty-nine years and enjoys an excellent reputation.

THRIFT STAMPS FOR CHRISTMAS

WASHINGTON, D. C., December 6.—Prominent merchants and manufacturers all over the country are to be asked by the State directors of war savings to subscribe to the gifts of war saving certificates or thrift stamps for the usual Christmas bonus this year. It will be pointed out to business men that such gifts will not only aid the Government in its war saving campaign, but also encourage future thrift on the part of their employees.

SEND PHOTOGRAPH TO COL. LANDON

Miss Anna Case Presents Pleasing Memento to Commander of New Jersey Regiment

Miss Anna Case, the prominent Edison artist, recently presented an autographed picture of herself, reproduced herewith, to Col. T. D. Landon, now at Anniston, Ala., who was colonel of the Third New Jersey Infantry when Miss

Extensions to the Talking Machine Dealers Christmas Greetings and Sincere Wishes for a Prosperous New Year.

We expect 1918 to be the busiest year of the talking machine industry. We have made arrangements accordingly and can promise our dealers constant service the coming year in handling their album requirements.
"Will there be a Victrola in your home this Christmas?"

This important question is confronting the people of the whole country right now.

It is the key-note of our nation-wide holiday advertising campaign, and its force is sending thousands of customers into the stores of Victor retailers everywhere.

It is helping to make this the biggest holiday season you ever had.


Berliner Gramophone Co., Montreal, Canadian Wholesalers

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

"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.
All kinds for the boys in the camps, it can truthfully be said that the efforts of those who are providing music and musical instruments are a necessity factor to ultimate victory.

Without attempting to belittle the splendid efforts of the government in establishing and maintaining the morale of the community choruses—the kind of music that is considered the greatest advantage of the opportunity that is his. It should be doubly so to the talking machine salesman, because in the future it will prove profitable.

The competent salesman of other days knew his custom—maker—not the manufacturer. Now he must also know something about period styles and interior decoration if he is to take the fullest advantage of the opportunity that is his.

And it is not only in the camps, but in the homes, that the influence of music is bound to reflect itself in increased sales of talking machines. Without attempting to belittle the splendid efforts of the government in establishing and maintaining the morale of the Army and Navy—hence its peculiar claim to consideration.

The wonderful position won by the talking machine in the domain of music, particularly during war times, should be formally placed before the Government authorities by talking machine dealers in New York and outlined schedules whereby they could get a maximum of advertising with a minimum individual expense, but comparatively few took advantage of the opportunity.

In Milwaukee, however, there has been established the Milwaukee Association of Musical Industries, in which talking machine men have joined with the piano, organ and other retail music interests. The association is running a series of full-page ads appearing weekly, emphasizing the value of musical instruments generally, as well as the association's slogan and its standing for quality. The advertisements bear at the bottom the names and addresses of the members of the association, and it is significant that twenty-three of the twenty-four concerns thus listed handle talking machines, of one or more makes, several exclusively, and others in conjunction with other retail music interests. The association has urged the idea introduced in other cities and talking machine dealers everywhere would do well to keep in touch with the movement.

The development of interest in musical instruments generally is bound to reflect itself in increased sales of talking machines and records. In fact, that should be the first division of the business manager and development no one branch is receiving more consideration these days than that of salesmanship, and one wise manager very aptly points out that the successful salesman is the order-taker—not the order taker. The more thorough his knowledge of his custom-
a shortage of stock makes itself felt annually even with war conditions prevailing.

It is true that production this year has been curtailed in some quarters, owing to difficulties in securing supplies and sufficient competent labor, but this falling off in production, coupled with the more than ordinary increase in demand, has brought about a condition that has driven jobbers almost insane and threatens to cost dealers many thousands of sales, temporarily at least. A pleasing fact, however, is that the demand does exceed the supply. It is a healthy sign in any business.

The complex character of the new War Revenue Bill, with its provision for an excise tax on talking machines and records, has already offered a fruitful opportunity for swindlers to prey upon unsuspecting talking machine owners, and for that matter owners of other types of musical instruments as well. Several reports have been received of men representing themselves as agents for the Department of Internal Revenue, calling upon talking machine and piano owners and demanding the payment of a tax on the valuation of the instruments, showing newspaper clippings and department notices in support of their claims.

It would be well for talking machine dealers to send out with their monthly notices statements advising their customers that there is no tax whatever to be collected directly from owners of talking machines and records, the tax applying only to machines in the hands of wholesalers and manufacturers, this being collected when the customer purchases the instrument. Such a notice would indicate that the dealer is alive to the interests of his customers, and may serve to guard some of them against fraud.

After reading daily paper despatches from Washington relating to new rules and regulations concerning the various industries put into effect, or about to be put into effect, by the Federal Government, and then learning the actual facts upon which reports are based, it would seem that the Washington correspondents are more anxious to create a scare among business men than they are to promote a feeling of security and confidence in what the Government plans to do.

On several occasions recently when despatches have told of drastic action about to be taken to curtail supplies of certain industries, to place embargoes on certain shipments, and otherwise to hamper or cripple business, musical instruments have appeared in the despatches all too frequently, and if all the things reported had actually taken place the music trade industry right now would be but a memory.

As a matter of fact the officials in charge of the various Government committees and commissions on war work have given frequent assurances, not only through the press but individually to representatives of the industry, that action along various lines would be taken only when absolutely necessary and then only after formal hearings and full consideration of ways and means for carrying out plans without placing an unexpected or undesired burden on any one particular class of business activity.

It is not wise, of course, to rest in a sense of false security, for the situation demands watchfulness, but it is likewise foolish to spread the cry of "wolf" when there is no necessity therefor. The giving of actual news regarding contemplated Government action is right and proper, but the correspondents should at least endeavor to base their reports upon definite facts and not upon their own suppositions as to what lines the action will probably take.

Quite a number of the manufacturing, wholesale and retail houses in the music trade have taken occasion to fly from their buildings service flags, the familiar red-bordered flags with white field and a blue star for each member of the organization who has entered the military service of the nation. The idea is an excellent one, for the flags not only prove to the general public that the employees of that particular house are actively engaged in the war, but serve as a constant stimulus to those who remain behind. To announce that a half dozen or a dozen or a score members of an organization have joined the Army and Navy is not half so impressive as to show a flag bearing a star for each of those men. It is good advertising in both a patriotic and business sense.

The pooling agreement entered into by the railroads should prove of tremendous value at this particular time in solving, in a measure at least, present difficulties surrounding freight transportation. By working together, by using cars immediately available instead of waiting for those belonging to certain lines and by transporting freight from one point to another by the most direct and speediest line, the railroads will be able to stop the war time transportation problem it will at least help to improve conditions. The suggestion that motor trucks and trolley lines be used wherever possible for short haul freight should also meet with approval, for it will serve to release cars in a measure at least, present difficulties surrounding freight transportation. By working together, by using cars immediately available instead of waiting for those belonging to certain lines and by transporting freight from one point to another by the most direct and speediest line, the railroads will be able to stop the war time transportation problem it will at least help to improve conditions. The suggestion that motor trucks and trolley lines be used wherever possible for short haul freight should also meet with approval, for it will serve to release cars in a measure at least, present difficulties surrounding freight transportation. By working together, by using cars immediately available instead of waiting for those belonging to certain lines and by transporting freight from one point to another by the most direct and speediest line, the railroads will be able to stop the war time transportation problem it will at least help to improve conditions. The suggestion that motor trucks and trolley lines be used wherever possible for short haul freight should also meet with approval, for it will serve to release cars in a measure at least, present difficulties surrounding freight transportation. By working together, by using cars immediately available instead of waiting for those belonging to certain lines and by transporting freight from one point to another

GREETINGS

We wish to express to our dealers our best wishes for

A Merry Christmas
AND
A Happy New Year

THE OLIVER DITSON CO.
BOSTON
Music's Part in War Times

We commend the following extract from an editorial in the New York Evening Mail of November 27th to all Edison dealers as a substantiation of our claim that music has become one of the necessities:

"Going to a Metropolitan opera or to a good concert in these days of world-wide stress is like leaving a warring world and abiding in a realm of peace for a breathing space. The first magic strains of music seem to exorcise the evil spirit with which the soul of mankind is grappling as the founder of the Christian faith grappled with Satan during the forty days and forty nights in the wilderness. The common language of mankind stills the torturing din of contending peoples. The common sentiment of art heals the breach which has riven the nations asunder. The world seems whole again. For the time being the strain under which we are living is relieved. The world seems sane again.

"At no time in its history has the world stood more in need of healing influences, of sweetening in its bitter cup, than now. "Make it a point to hear all the good music that you possibly can. It will be well worth your while to banish, be it for ever so brief a time, the menacing shadows that war has cast over the lives of us all. The glimpse into the bright region of the republic of music will make you stronger to deal courageously with the grim realities. It will renew your faith in the future. It will strengthen your determination to do your part to bring that future nearer and more certain.

"Hear all the good music that you possibly can."

Edison dealers who spread this gospel among the members of their community are serving their country just as surely as they would be serving her if they were on the firing line.

THOMAS A. EDISON, Inc.
Orange, New Jersey
Miss Helen Coates
W. C. De Forest & Son, Sharon, Pa.

Miss Ethel Volk
The Music Co., Cleveland

We have a Splendid Proposition for Live Dealers

Six Models Retailing From $75 to $175

Delpheon
The Incomparable
Delpheon Sales Company
25 Church Street, New York
Telephone—Corliss 4744
Domestic
TALKING MACHINES

If you are looking for a product that is mechanically correct and gives the proper musical tone, you should handle the new Domestic.

There is an appropriate model for every purpose, each possessing distinct characteristics and all exhibiting—

The Standard for Musical Tone

Let us send you a sample line.

Domestic
BLUE RECORDS

If you are looking for quality records that exhibit the artistic, the beautiful, the unusual, records that are true to life, you will be pleased with the Domestic Blue Records. You will find the exceptional tone quality that is so frequently lacking in mechanical reproduction.

As wholesale distributors for Domestic products, we are prepared to give dealers quick and efficient service.

CARSON PIRIE SCOTT & CO.
Adams and Franklin Streets
CHICAGO, ILL.
Quit worrying about window trimming; local advertising, bill boards, store equipment, fixtures and color schemes—the Columbia Dealer Service Department attends to these. Columbia dealers spend their time selling goods and taking in profits.

Columbia Graphophone Co.
Woolworth Building, New York

RALPH W. KNOX IN NEW POST
Appointed Advertising Manager of Columbia Graphophone Co.—Has Had Wide Experience in Sales and Promotion Work in Many Lines

Ralph W. Knox has been appointed advertising manager of the Columbia Graphophone Co., succeeding Edward M. Baker. He comes to this office from the important position of assistant general advertising manager of the American Chicle Co., where he has had a record of unqualified success. That firm was loath to give him up but did so in the most cordial spirit when the opportunities for his greater development with the Columbia Graphophone Co. were put before them. He has been released to take up his work with Columbia on December 1.

For some years Mr. Knox has been known by the men with whom he has worked as "Service Knox," due to his indefatigable work, because he is absolutely square and because he stands as high with his associates and particularly with the salesmen of the organization which he has served.

Though still a young man he has had a varied, interesting and constructive career and his rapid series of promotions and his increasing and pronounced success in mercantile circles has made some people wonder what was back of it all.

Talking to one of his former employers recently the writer said: "Can you tell me what has made this man Knox come so rapidly?" The answer was quick and definite. He said: "Sure I can tell you. He has the ability to sell advertising to salesmen so that they can go out and absolutely sell it to the dealer. I wish you could have seen him in our sales convention last winter. He talked on advertising to the salesmen for an hour every day of the convention and every word that he uttered was to the point and the men rose to it. It is that kind of work that has put Knox where he is to-day with our sales force. He is giving them the right support from the inside."

While not experienced in the details of the talking machine industry yet Mr. Knox is a man who can and will quickly absorb them. He is of the type that works day and night and is never satisfied until he has mastered the problem at hand. His personality is pleasing and he is grounded absolutely in the fundamentals of good advertising and good merchandising, which he insists must go hand in hand to be successful.

Mr. Knox was brought up in a small town in New England and originally worked as a clerk in a drug store. Realizing the limitations of country town business life he started out for a big city and landed in St. Louis at the time of the World's Fair and secured a position with the Fairbanks Co., makers of gas engines. From a small job as office boy he grew to salesman and then to an executive position directing the salesmen. From then Mr. Knox went to the sales department of the Loose-Wiles Biscuit Co. at Boston, and after two years in that office he was transferred to the Kansas City headquarters of that company, where he had direction of the sales promotion, the selling agencies as well as the advertising in that territory. In this position he directed the sales promotion of more than 500 salesmen. He was active in the Advertising Club of Kansas City and was offered its presidency, but about this time he was called to be assistant to the sales and advertising department of the American Chicle Co., of New York, which position he filled with credit until George W. Hopkins, general sales manager of the Columbia Graphophone Co., secured him for the position of advertising manager, where, it is expected, he will give even a better account of himself than he has ever done before, because of the greater opportunities offered.

TAX BILL USED BY SWINDLER
Impostor in Denver Collecting War Tax From Owners of Musical Instruments

A report from Denver, Colo., indicates that swindlers have already seized upon the War Revenue Bill to victimize owners of player pianos and talking machines. An impostor in that city has been making a house-to-house canvass. He represented himself as an agent of the Internal Revenue Department and proceeded to collect 3 per cent of the purchase price of pianos or musical instruments. To the skeptical ones he displayed a copy of the law with paragraphs regarding musical instruments plainly marked. The local Internal Revenue officer has issued a warning against the swindler.

Alfred W. Fuchs, retail jeweler at 1403 Green Bay avenue, Milwaukee, Wis., is a new Brunschwick phonograph dealer in the north side business district of Milwaukee.

SCHUBERT PHONOGRAPH

A "couple" of advantages that clinch competitive sales for SCHUBERT dealers:

Other standard makes of talking machines cannot play the different makes of disc records without an extra attachment.

The SCHUBERT plays all makes of disc records without attachments of any kind, and plays them better than even the machines for which they are named.

Ask any competitor to play a piano record. The SCHUBERT is the only phonograph that can really play a piano record so that you know it is a piano, and not sound like a harp or banjo.

Five Models, $60 to $200

Other advantages are local newspaper campaigns; dealer's attractive window display signs and other advertising matter for mailing.

Full particulars on request.

The BELL TALKING MACHINE CORPORATION
Offices and Show Rooms, 44 W. 37th St., New York
Factory, 1 to 7 West 139th St.

LOCAL TERRITORIAL DISTRIBUTORS
J. A. Ryan, 221 Trent Ave., Kansas City, Mo.
UNDERLYING the design and construction of all musical instruments lie certain fundamental laws, mastery of which is achieved solely with maturity of experience. To seek the evolution of any musical instrument with but limited knowledge of these laws and their devious applications is but to toss from wave to wave upon the sea of Experiment.

Before the Starr Phonograph came into being, nearly five decades of evolving the world’s highest quality pianos had ripened the understanding of basic music laws in the vast Starr workshops.

That is the reason the Starr's "Singing Throat" and Sounding Board Horn, the tone chambers, are made of well-seasoned Silver Grain Spruce. Hence the "Difference in the Tone." From scientifically constructed Sound Box to a beautiful piano finish the Starr has been created a masterpiece and has attained distinction of leadership with which the maturity of Starr musical knowledge could not help but endow.

The Starr Piano Co.
Established 1872
RICHMOND, INDIANA
Branches, distributors and dealers almost everywhere

STYLE VIII
Ten other beautiful styles
DOEHLER DIE-CASTINGS

SHEER MERIT has attained for Doeher Die-Castings their prominence as LEADERS in their class in the talking machine and kindred trades as it has throughout the various branches of the metal working industries. The consistent use of Doeher Die-Cast tone-arms and sound boxes by the leading manufacturers and supply houses in the trade is the direct result of the undisputed quality of our products and the efficient service our extensive resources make possible.

Giuseppe Verdi
The Man and His Music

Giacomo Puccini
His Operas

Cover Page of New Edison Lectures in the schools and colleges throughout the country, and aim to familiarize students in an authoritative way with the master composers. A competent authority has written for the Edison Co. two excellent lectures, one on Giuseppe Verdi and his works, and the other on Giacomo Puccini and his compositions. The lectures are fully illustrated by Edison re-creations. In this way the lecturers are able to bring out the various points they wish to make by other means than mere word-pictures, the New Edison supplying concrete illustrations. The use of the New Edison will also do away with the cut and dried atmosphere that so often prevails where educational lectures are given.

The actual delivering of the New Edison lectures on music has been entrusted to cultured women taken from leading musical conservatories. Their bookings will be made in conjunction with the Edison jobbers on much the same basis as the now famous Edison tone texts are booked. The lectures will be offered exclusively for the benefit of educational institutions. The proceeds from the tickets of admission that are to be sold by the school will provide funds for the purchase of a New Edison for the school. It is not, however, obligatory for the school authorities to invest the receipts from the lectures in a New Edison, for they can purchase any make of instrument they desire. A generous supply of advertising matter, including hangers, programs, etc., will be furnished to dealers as a promotion stimulus for the success of the lectures. In a descriptive art folder issued by Thos. A. Edison, Inc., explanatory of the new lectures the following interesting details appear:

"The subjects are covered correctly and thoroughly. The early lives of the composers, the conditions and environment which influenced their artistic development, are clearly described. Their music (and, in the case of Verdi, the music of his various so-called periods) is analyzed in a thoroughly interesting manner. The lectures are profusely illustrated by properly grouped selections from their works. The selections are rendered by Miss Anna Case, Madame Marie Rappold, Karl Jorn and Arthur Middleton, of the Metropolitan Opera Co.; Miss Alice Verlet, the wonderful Belgian coloratura soprano; Guido Ciccolini, the young Continental tenor, and other sterling artists whose renditions are literally re-created by Thomas A. Edison's new musical art. The lectures will be presented only in educational institutions for the purpose of establishing funds for the promulgation of musical knowledge and appreciation by means of the New Edison."

TO INAUGURATE IMPORTANT LECTURES ON MUSIC

Thos. A. Edison, Inc., Completes Plans Whereby Lectures, Delivered by Staff Lecturers in Schools, Will Be Illustrated by Reproductions on the New Edison Phonograph

The latest constructive move of Thos. A. Edison, Inc., Orange, N. J., takes the form of educational illustrated lectures on music. A competent authority has written for the Edison Co. two excellent lectures, one on Giuseppe Verdi and his works, and the other on Giacomo Puccini and his compositions. The lectures are especially designed for presentation in the schools and colleges throughout the country, and aim to familiarize students in an authoritative way with the master composers.

EDUCATIONAL ILLUSTRATED LECTURES

Giacomo Puccini
His Operas

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"These lectures are presented by graduates of educational institutions and for the purpose of establishing funds for the promulgation of musical knowledge and appreciation by means of the New Edison."

ATTRACTIVE PATHE ADVERTISEMENT

The Pathe Freres Phonograph Co., Brooklyn, N. Y., carried a very attractive full page advertisement in the November 17th issue of the Saturday Evening Post. This page presented a striking illustration of the Pathephone No. 175, together with an enlarged reproduction of the famous Pathe Sapphire Ball. Tone was the basis of discussion in the text, and the advertisement as a whole was one of the most effective pieces of copy that has yet been used in Pathe national advertising.

SHERMAN, CLAY & CO.

DEALERS EVERYWHERE ARE SELLING QUANTITIES OF OUR

HANALEI BANJUKES
(Ukuleles in Banjo Form)

A bigger hit than the Ukulele because much louder and more pleasing in tone, and of more substantial construction. Perfect two octave scales. A thoroughly practical instrument for both solo playing and duet work. Send for illustrated catalogue and price list today, at

WE WILL BE THE BIGGEST SELLER IN THE MUSICAL INSTRUMENT LINE.
There's a Bang Like Byng's in These 8 Columbia Mid-Month Records

It's the big heart of Free America, throbbing to march time. It's the newest, truest, staunchest voicing of the spirit that's sending a million Yankee lads across the sea.

Sell? It'll sell and sell BIG! It'll keep you busy wiring for more. Its name is "LONG BOY," and it heads the Columbia Mid-Month List. Turning it over, you'll find "I Don't Want to Get Well." You couldn't beat this pair—the cards aren't in the deck.

"Life in a Trench in Belgium" is straight from the battle line—the real underfire, over-the-top feelings of the men at the front, told in the words and the voice of one who has been there.

Then those two new dance records by Earl Fuller's Rector Novelty Orchestra—a pair of corking marches—two concert favorites by the New York Philharmonic—and three other PICKED WINNERS.

Eight big chances to do big business! Push them right, and they'll give you a Merry Christmas with reindeer, chimes and a stocking full of coin.

We aren't a bit surprised at the way orders are pouring in!

A2409 LONG BOY. Byron G. Harlan and Peerless Quartette 10-in. 75c I DON'T WANT TO GET WELL. Arthur Fields.


A2399 LIFE IN A TRENCH IN BELGIUM—Part 2. Lieut. Gitz Rice and Henry Burr.

A2408 I'M CRAZY OVER EVERY GIRL IN FRANCE. Avon Comedy Four. 75c

WE'RE GOING OVER. Peerless Quartette.

A2408 SOMEWHERE IN FRANCE (Is the Lily). Henry Burr. 10-in. 75c

WHEN THE GREAT RED DAWN IS SHINING. Charles Harrison.

A2402 CHRISTMAS MORNING AT CLANCY'S. Steve Porter and Ada Jones. 10-in. 75c

HIP, HI GALOP. Prince's Band.

IDA! SWEET AS APPLE CIDER (Fox-trot). Earl Fuller's Rector Novelty Orchestra. 10-in. 75c

MORE CANDY (One-step). Earl Fuller's Rector Novelty Orchestra.

A2398 NAVAL RESERVE MARCH. Introducing Blue Ridge. Prince's Band. 10-in. 75c

JACK TAR MARCH. Prince's Band.

A5998 LARGO FROM NEW WORLD SYMPHONY. Philharmonic Orchestra of New York. 12-in. $1.30

MARCHE MILITAIRE FROM "SUITE ALGERIENNE." Philharmonic Orchestra of New York.

COLUMBIA GRAPHO

Woolworth Building
Under the Spreading Christmas Tree the Grafonola Stands

On Christmas morning, the Columbia Grafonola 200 is going to stand under many a gift-laden tree. And the more of them that come from your shop, the merrier a Christmas it will be for you.

Beautiful and artistic in design, clear and brilliant in tone, this superb model of the Columbia Grafonola is always a good seller. But now, during the holiday season, there are unusual opportunities to push it.

Impress upon your prospects that the Grafonola is the Christmas gift de-luxe, and the one gift which gives lasting joy not only to the recipient, but to all the family and its friends.

Display the Grafonola 200 prominently in your window, with appropriate Christmas reminders. Feature it in your holiday advertising. Invite people to come in and see it, examine it, play it themselves, learn its splendid tone and incomparably smooth mechanism.

They will want it, when they have become acquainted with it. And when they WANT it, they’re ready to buy.
EXPANDING ITS ACTIVITIES

The Stern Talking Machine Corp. of San Francisco Have Opened a Store in Richmond and Also in Oakland in Central Quarters, Where They Are Building Up an Exceedingly Large Trade in Imperial Talking Machines.

SAN FRANCISCO, Cal., December 3—The Stern Talking Machine Corp. of this city, Pacific Coast distributors for the products of the Imperial Talking Machine Co., Wilmington, Del., has been achieving remarkable success with this line of talking machines and records. The company has been expanding and extending its activities on different sections of the Coast, and according to its present plans will have greatly increased facilities for distribution in 1918.

In August the company opened a store at Richmond, Cal., which proved such an emphatic success that it was decided to form a new company to handle this business under the name of the Stern Talking Machine Co. of Richmond, the capitalization being $25,000.

The company has also secured a very fine location in Oakland at No. 1432 San Pablo avenue, and this store is being operated as a subsidiary company to the main office in San Francisco. The prospects for Oakland business are excellent, as the Stern Talking Machine Corp. has 500 accounts in that city despite the fact that it did not have a store there previously.

In a recent chat with The World Frederick Stern, president of the company, stated that he is now negotiating for a store in Los Angeles, Cal., and expects to be able to open this establishment shortly after the first of the year. A subsidiary company will also be organized to handle the Los Angeles business with a capital of $100,000.

It is the further intention of the company to open many stores throughout the entire Pacific Coast, as fast as they and it consist with their policy. All of these stores will be operated as exclusive talking machine establishments and the Imperial line will be featured.

NUGGETS OF WISDOM

For the Salesman, Dealer and Jobber—Little Acorns of Thought Which, if Properly Cultivated, May Grow to Be Tall Oaks of Success.

Slips and slops management begis slips and slops help; and carelessness, even in the smallest details, is never unnoticed by the employer. Never wink at the overcharging of a customer. Reprove a clerk as quickly as an error in your favor as for one in favor of the customer. No engagement is so unimportant as to be worth punctuality. Be on hand when you agree to be and you can demand punctuality in others.

The successful man to-day is the practical man. If you are not already familiar with the working side of your business, begin the study of it now. It will pay any man, no matter how big his store, to see as many customers personally as his time will allow. People like to do business with the head of the concern.

No arrogant man shall pass through the portals of Mercantile Success. He who is an arrogant employer shall have servile employees. What a prize combination for repelling trade! If you expect your sales force to be enthusiastic about the store and the business, see that you give them some reason to be. Nothing will starve to death much quicker than enthusiasm.

Cultivate the idea of faith in your own ability to sell. Have quiet confidence, but no check of the brassy kind.

A WINDOW TIP WORTH NOTING

The outside of the store windows may be made speaking mediums by the use of whiting signs shaded with ultra marine blue, or vice versa. Whiting washes off very easily; and while ultra marine blue comes off easily it will stand a rainstorm and not run; but the lettering must be well done, and so that it does not hide the contents of the display made in the window.

PLATT MUSIC CO.'S NEW HOME

Most Attractively Arranged and Beautifully Equipped in Every Way.

Los Angeles, Cal., December 2—One of the finest music establishments in this section of the State is the new home of the Platt Music Co. in Los Angeles. The company recently moved into these warerooms, and visitors to Los Angeles have referred to this store as representative of the most up-to-date ideas in retail store decorations and furnishings.

The Platt Music Co. handles the Columbia line exclusively in its talking machine department, and these products are displayed to excellent advantage in the company's new home. Columbia Grafonolas are popular in this territory, and the Platt Music Co. has ample facilities to handle the steady growing requirements of its clientele.

THE VALUE OF CONCENTRATION

Practical efficiency in business means knowing the value of routine. Get your work done with the least possible amount of work and trouble. Don't jump from one thing to another. Don't "mumble motions." Know what you are trying to accomplish and clear the path toward it with quiet efficiency.

The Platt Music Co. has ample facilities to handle the steady growing requirements of its clientele.
Opportunities for Retailer or Salesman

The Subject Is an Interesting One

With the coming of Catharine de Medici to France as the wife of Henry II, she brought with her from Italy a love for the Italian art and mannerisms, and this influence of the queen is quite evident in the furniture and architectural designs of the period, just as the 17th century was influenced by it. As the 17th century overtook the 16th, the rulers of France came and went, with their particular ideas and fancies, so changed the decorative styles with equal rapidity.

The Noblest Period of French Decorative Art

Leading up to the reign of Louis XIV we find the first of the styles that may be considered as modern, or at least one of the styles most familiar to present-day people, and the Louis XIV period is accepted without question as the noblest period of French decorative art. The characteristics of the period were from 1660 to 1683 and were carried out largely under the direction of Le Brun, a court favorite who followed closely the king’s ideas in such matters. The period was marked by a large introduction of curves and a further departure from the classic Greek. It likewise got away from the Church influence, and the vast amount of ornamentations found in the designs of the period reflects the wealth and prosperity that prevailed in France at that particular time.

With the death of Louis XIV and the accession of Louis XV, passing over the brief period of the regency, we find the Court of France following those fashions which the king surrounded by Madame Pompadour, Madame DuBarry and the other notorious women of the court. This tendency, too, is revealed in the decorative developments of the period. The Directoire period brought a partial return to the old régime, and the Empire period was another act as the basis of the motif. The classic influence of the Directoire style will show that the female figure in one form or another set forth in decorative art that prevailed in Great Britain. The British periods are particularly notable for the attention paid to furniture design, and perhaps there is nothing that fits better into the American home to-day than reproductions of the works of Hepplewhite, the Adam brothers, Sheraton or Chippendale. As a matter of fact, the furniture art of the Georgian Period is the basis of what is known as our Colonial style.

Why the Salesman Should Be Well Informed

To sell successfully talking machines in period design the salesman need not necessarily know the history of the nations represented in the styles, but he must know the period styles he is selling, their relationship to the cabinets, and how they will fit into rooms furnished in a certain particular period. After exhausting his musical and mechanical arguments and seeking the admiration of the customer, it is up to him to speak with some authority on the decorative treatment of the cabinet he is offering. He must be able to point out its faultlessness in the period of the design, and know what he is talking about. He will find that in getting an education in period furniture he will unconsciously absorb a liberal education in European history. The incorporation of the Directoire style in works of decorative art. There are magazines published devoted exclusively to that line. The opportunities for study are there. It rests with the salesman, however, to take those opportunities and fit himself to take full advantage of the field offered him by the period cabinets.

Life is filled with compensations. Yet the man who is learning to play the cornet never lives in the middle of a ten-acre lot.

Talking Machine Hardware

We manufacture hardware for all styles of cabinets

Lowest Prices

Lid Supports  Needle Caps  Door Catches  Sliding Casters  Continuous Hinges

Sockets  Tone Rods  Knobs

WEBER-KNAPP COMPANY - Jamestown, N. Y.
THE TRADE IN BOSTON AND NEW ENGLAND

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

Boston, Mass., December 5.—The various drives for first one war fund and then another has had some effect on the talking machine business, as it has on other departments of commercial activity. Immediately following the last Liberty Loan campaign there was a temporary slump and conditions were only fair. In the last week in November things began to “pick up,” and the two days before Thanksgiving were banner days with almost all the local establishments. The comparatively near proximity of Camp Devens at Ayer to Boston has played a con-

Taking machine on Army Truck Providing Recreation for Soldiers at Cantonment spicuous part in business and if one doubts the popularity of the Victor, Columbia, Edison and other outfits he has only to pay a visit to Camp Devens to be convinced that talking machines are serving a valuable and serious purpose in camp life. A machine and a gift of records are hailed with great delight by individuals or groups of men, as Vernon Stiles, the noted tenor, whose picture was shown in last month’s issue of The World, is performing a most praise-worthy part in advancing the cause of music at the camp as he does co-operatively with the machines.

Mr. Stiles is about to go to the Columbia laboratories in New York City with a contingent of men to make records, which will not only include the recording of camp songs but a general vocal recital of camp life including military orders, army cheers and other features that can complete the picture of life in the cantonments. Stiles in a recent letter to Manager Arthur Erisman, of the Grafonola Co. of New England, most heartily praises the introduction of machines into the camp and advocating their wider use.

Another way in which the talking machine may be used to especial advantage is in preserving the records of some dear son’s voice which may be sent to mother, wife or sweetheart. According to the present plans as outlined in Boston every Y. M. C. A. and Knights of Columbus but at the front is to be equipped with a dictaphone into which a soldier can dictate a message to the loved ones at home. When this is done the record is to be sealed and sent to the one to whom it is addressed in this country.

The Grafonola in the Trenches

Apropos of machines in army life Manager Erisman told your correspondent to-day of a story that had just reached him that shows a new use to which a machine can be put at the front. Some time ago a small Columbia was purchased from his establishment and sent to France. A group of Allied fighters betook themselves to the task of putting up on the “Marseillaise” as a record and placing the machine in one of the front trenches in No Man’s Land. This was successfully done and the machine was started. The sound of the French National hymn so hated by the enemy angered them so that a quartet of Germans started to capture the machine. As soon as one got near he was popped off. In this way three were got rid of; but the fourth man was successful in capturing the machine; now it is somewhere on the other side of the lines in the hands of the Germans.

Active Steinert Business

Between its two splendidly equipped ware-
rooms the M. Steinert & Sois Co. is able to produce some excellent business this fall, and the indications are good for a very creditable holiday trade. Robert Steinert, the third son of the able head of the house, now makes his headquarters at the Arch street store, and has general supervision of the Victor business of the company. In both departments there is a most capable staff of men and women who are intelligently familiar with the business, which means that they can meet customers with a better degree of success than otherwise could be the case. The Arch street store, which is more adapted to meet the needs of business men, being located in the downtown section, is making a name for itself because of its two artistic windows which at this season have quite as large as could he expected considering the conditions. W. J. Fitzgerald, the wholesale manager, is experiencing some difficulty in finding enough reliable help to assist in the establishment and for this reason he and his staff are working getting out holiday orders under difficulties. Letters have lately been received from Ed. Welch and Jerry Spillane, who are in service in France, and they write that they are well and working hard.

New Members of Vocalion Co. Staff

R. S. Hibshman, manager of the Aeolian-Vocalion Co. in Boylston street, says he has no fault to find with business and the few days before Thanksgiving there was a surprisingly large call for goods. Three new men whom Manager Hibshman has lately added to his staff are C. C. Westervelt, A. E. Russell and H. M. Reynolds, all of them proving thus far to be good business getters. The large show window of this Aeolian-Vocalion establishment is always artistically decorated with flowering plants and ferns, which attract passers-by.

Columbia Officials Visit the Hub

Manager Mann of the Columbia Co. makes a most encouraging report of business. He says that dealers who had early laid in large stocks of Columbia goods are finding themselves running low. A local visitor to Manager Mann a few days ago was F. K. Pennington, the Columbia’s assistant general sales manager. Manager Mann was fortunate enough to be able to provide for him a dinner ticket on the occasion

Eastern Victor Service

is based on the principle that a Victor dealer wants what he wants when he wants it.

EASTERN TALKING MACHINE CO.

177 TREMONT STREET

BOSTON, MASS.
of the Pilgrim Publicity Association's recent banquet at the Boston City Club when the special guest was the now famous Editor of the Providence Journal, who told a large audience something about the German spy system and the nefarious work of the Germans in plotting against this Government. Another guest here was General Sales Manager George W. Hopkins, who came to Boston to spend Thanksgiving at his large farm at Concord, Mass. Manager Mann is looking for R. F. Bolton, the company's district manager for New York and New England, who is out here shortly.

H. L. Royer Supplying the Soldiers
Herbert L. Royer, in his new location in Kingston street, just around the corner from Summer street, is doing a good Victor business at this time. Outside his store hangs an electric sign calling attention to the warerooms, which have several booths, and which are artistically decorated and conveniently arranged. Mr. Royer has lately sent a consignment of goods to the Charlestown Navy Yard and to some of the forts down Boston Harbor, and he is planning to entertain the boys at Commonwealth Pier, where there is a large number of jackies.

To Manage Shaw Co. Department
Harry Anderson, lately with Rosen's Talking Machine Shop in School street, has accepted the managership of the Columbia department of the G. W. Shaw Co. at Quincy. Anderson is a keen, alert young man, with good business judgment, and should make a success in his new undertaking.

Emerson Dealers Appreciate Service
From what one learns hereabouts the Emerson dealers are deeply appreciative of the service that has been rendered them by the local headquarters, of which Oscar W. Ray is the able manager. Manager Ray has convenient quarters in the Little building, and the new location is proving highly advantageous so far as being centrally located. Anticipating a rush, especially with the approach of the holidays, Manager Ray laid in a large stock of records and in this way the local dealers have been able to fill emergency orders very satisfactorily. The Emerson records have become especially popular at the cantonments, and there are good supplies at Camp Devens at Ayer which have been furnished by near-by dealers.

Wallace Currier Goes to Toledo
Wallace Currier, who lately had been conducting an Edison shop in Portland, Me., following an association with Victor interests in Boston, has gone to Toledo, O., where he has charge of the Victor department in the Lyons Store, a large department establishment in that city. Wallace Currier is the son of Mason F. Currier, the bustling manager of the retail department of Chickering & Sons.

Manager Winkelman's Fine Quarters
Manager Henry Winkelman has been receiving many congratulations from his friends since he has got settled in his new quarters in the Emerson records have become especially popular, and in this way the local dealers have been able to fill emergency orders very satisfactorily. The Pardee-Ellenberger Co.'s Boston headquarters.

Oliver Ditson Co.'s New Retail Talking Machine Department
Oliver Ditson Co.'s most handsome building. The quarters are among the most exquisite of any Victor warerooms in the city and the visitors are privileged to enjoy listening to the latest records or to try out a new machine under the most luxurious conditions. Manager Winkelman is happy over the good showing that his department is to make for the current year, November having been a particularly good month.

Harry Parker Appointed Manager
Harry Parker has just been appointed head of the Edison and Victor department of the George Lincoln Parker warerooms in the Colonial building. Mr. Parker, who succeeds John Alsen, who is now in France with the 101st Engineers, is a brother of the head of the establishment.
TRADE IN BOSTON AND NEW ENGLAND
(Continued from page 21)

manager of the Springfield branch, has been brought to Boston, where he is to be assistant manager to Manager Mann, thus succeeding W. S. Parks, who went to Baltimore a month or more ago.

Exhibiting the Sonora Supreme
The large department store of Jordan Marsh Co., whose talking machine department has lately taken on the Sonora in addition to the

Attractive Jordan Marsh Window
Victor line, is exhibiting in its third floor department a handsome $1,000 Sonora which is attracting much attention. The window display, a picture of which is presented in this issue, has been favorably commented on and it has gone a long way toward arousing an interest in the Sonora proposition.

Reports an Active Business
Charley P. Trundy, who operates a talking machine supply depot at 16 Beach street, reports that business has been quite good when one takes into account the general situation. The reproducer which he has had on the market now for some time is meeting with continued success among the trade.

W. S. Parks Recovers Health
The many Boston friends, and he has them in many other places, will be glad to learn that W. S. Parks, who resigned the assistant management of the Columbia to accept the management in Baltimore, but despite the situation dealers have been generous in their patronage of his line, and the year's business all told promises to make an excellent showing.

Activity With Chickering & Sons
The Victor business at Chickering & Sons, as well as that in the Edison line, has been keep- ing all the furniture dealers, found it necessary to lay in a large stock of Victor and Columbia outfits for the holidays, and his business has been very gratifying.

Lansing Booking Good Orders
General war conditions have somewhat handi- capped the business of E. H. Lansing, dealer in khaki moving covers, located at 611 Washington street, but despite the situation dealers have been generous in their patronage of his line, and the year's business all told promises to make an excellent showing.

The Victor business at Chickering & Sons, as well as that in the Edison line, has been keep- ing all the furniture dealers, found it necessary to lay in a large stock of Victor and Columbia outfits for the holidays, and his business has been very gratifying.

R. F. Bolton

CELEBRATED 20TH ANNIVERSARY
R. F. Bolton, New York and New England Dis- trict Manager for Columbia Co., Celebrated Twenty years of service with one concern is a record that anyone can well be proud of, and R. F. Bolton, New York and New England dis- trict manager for the Columbia Graphophone

HOFFAY TALKING MACHINE CO., Inc.
Send for our Special Proposition

COLUMBIA TALKING MACHINE CO., INC.
3 West Fifty-sixth Street
New York, New York

Twenty years of service with one concern is a record that anyone can well be proud of, and R. F. Bolton, New York and New England dis- trict manager for the Columbia Graphophone

CAULI S STEINERT & SONS CO., 35 Arch St., BOSTON

Victor Distributors
Many talking machine owners are forming their record buying habits now. Be sure they find what they want when they come to your store. Keep your VICTOR record stocks complete.

We can help you for we have

The Largest and Most Complete Stock of Records in New England

Write, or Telephone Beach 1330
It is a pleasure to wish you an overflowing measure of happiness in the New Year and attest to our genuine appreciation of your goodwill.

Otto Heineman
Phonograph Supply Co., Inc.
New York
NEW ORGANIZATION OF VICTOR DEALERS IN ST. LOUIS

To Incorporate Victor Dealers' Tri-State Association in That City—Officers Elected—Silverstone
Opening Delayed—Army and Navy

St. Louis, Mo., December 5.—Steps have been taken to incorporate the Victor Dealers' Tri-State Association, which is planned to include all dealers who obtain their supplies through St. Louis, in other words, the St. Louis trade territory. The preliminary papers say that the object is benevolent, educational and for trade benefit. The charter membership is limited to the chief dealers in St. Louis and suburbs, but the plan is to extend it as rapidly as possible through the territory as soon as the incorporation is complete. The first officers are: President, A. M. Magoon; Kieselhorst Piano Co., St. Louis; secretary, Charles Lippman, Field-Lippman Piano Stores, St. Louis; treasurer, Fred H. Lehman, Lehman Music House, East St. Louis, Ill., a vice-president is also provided for.

Three directors will complete the board of directors of seven members. The present directors are Val A. Reis, of the Smith-Reis Piano Co., St. Louis; director, Charles Lippman, Field-Lippman Piano Stores, St. Louis; treasurer, Fred H. Lehman, Lehman Music House, East St. Louis, Ill., a vice-president is also provided for. The present directors will complete the board of directors of seven members. The present directors are Val A. Reis, of the Smith-Reis Piano Co., St. Louis; director, Charles Lippman, Field-Lippman Piano Stores, St. Louis; treasurer, Fred H. Lehman, Lehman Music House, East St. Louis, Ill., a vice-president is also provided for. All of these directors have signed their resignations and placed them with the secretary to be read to the meeting that will be called after the final plan is laid before the dealers.

“Our plan is to stabilize the Victrola business,” said President Magoon, “and to correct some misunderstandings that have arisen. Of course, we all realize that the recent turn of events has placed much of the responsibility for the way the Victor business is conducted upon us. Through this organization we hope to maintain the character of the Victor business along the lines which have been so successful in the past. We see many ways in which we can be helpful to each other.

“Also I wish to say that this organization has nothing in common or in opposition to any part of the work of the St. Louis Talking Machine Dealers' Association. There is no suggestion on the part of Victor dealers that the local association be disbanded or in any way impaired. The association has a distinct line of work before it that the Victor Dealers' Association cannot handle. Rather we might be able to strengthen the work of the local association but our problems will be those of a larger and different territory than that of the local association, which includes all dealers who join and obey the rules, regardless of the kind of machine they sell.”

Recently there was considerable confusion among the Victor dealers when one dealer advertised “new prices.” Another that “prices will not be advanced,” while a third was running a “cut price sale” on what, at a careless reading, could be construed as Victor machines but which were not.

The opening of the new warerooms of the Silverstone Music Co. is still in the future. It is probable that the formal opening will not take place until after Christmas, when the proper ceremonies can be staged and people will have time to take notice. It also is probable that the warerooms will be occupied by December 10, but not certain. But the final touches, the decorators say, cannot be expected until Christmas. The opening was announced for November 1.

In the meantime Mr. Silverstone has started his Christmas advertising and he is unwilling to break into this work for an opening. Two Edison Army and Navy League disc phonographs have been donated by St. Louisans for the soldiers. The first one to go was the personal gift of Mark Silverstone to Lieut. Enright (Left), Mark Silverstone (Right) of St. Louis men in the National Guard having the largest proportion of the machine. He said that the aviation training camps especially needed the machine as, owing to the transient nature of the population, there was little opportunity to organize a band or orchestra and that music had been found to be one of the very best means of staving off homesickness and discontent. At Scott field, he said, there had been steady efforts to organize for some kind of music, but that there was no provision for equipment and the best that they could do was two trombones, a banjo, two violins and a clarinet. Hardly a desirable layout. As rapidly, he said, as a new man owning an instrument was recruited one of the others would be promoted. The Edison machine, he said, would make them entirely independent of these efforts, but he had noticed that where good talking machine music was supplied it acted as a stimulant on the other efforts.

The second machine will go to the company of the former Fifth Regiment of the Missouri National Guard having the largest proportion of St. Louis men in it. It has been bought by the Lions Club, a business organization. The purser was made up at a recent dinner and at this writing an inquiry is being made as to which company shall receive it.

The Season's Greetings to the entire Talking Machine trade and heartiest good wishes for another year of unparalleled prosperity.

Schmelzer Arms Co.

The Oldest Victor Distributors in the Southwest

KANSAS CITY, MO.
A Cabinet Message for 1918

We thank our patrons for their support and patronage during the past year, for their co-operation and confidence have enabled us to close the biggest year in our history.

Our factories have been oversold in 1917, and, notwithstanding frequent additions and enlargements, our facilities have been taxed to the utmost.

NOW is the time to place your 1918 CENTURY CABINET CONTRACTS

We therefore suggest that you place your orders now for the coming year.

CENTURY CABINETS are the standard cabinets of the industry.

Century Cabinets embody quality and attractiveness and the manufacturers using them know that they are furnishing their dealers with the very best selling arguments.

ARRANGE NOW FOR YOUR 1918 CONTRACTS

Century Cabinet Co.
25 West 45th St., New York

Factory: UTICA, N. Y.

Largest Manufacturers of Talking Machine Cabinets in the World
PUBLIC IN BUFFALO BUYING ON A LIBERAL SCALE

Many Talking Machines and Records Being Purchased Both for the Soldiers and for Home Use—

Important New Columbia Agencies—Period Models Being Featured—Recent Trade Changes

BUFFALO, N. Y., December 6—Judging from the marked activity in the talking machine and record trade during the holidays, Buffaloans are classing this merchandise in the list of essentials, or, popularly speaking, as a wartime necessity. Taking a tip from the Government that American boys in camp, or on shipboard must have music, many people are sending talking machine and records to the young men in the service. Others who believe that patriotism and gloom should never be combined are bringing cheer to their homes through the purchase of machines and records in generous quantities.

"We have just closed a desirable account with Bricker & Evers, a prominent house of this city," said O. M. Kiess, manager of the Buffalo branch of the Columbia Graphophone Co. "This firm has just installed a complete stock of our machines and records for the holiday trade. This house will probably feature our period designs in addition to our regular line, on account of the high position they occupy in the trade. We have opened two other excellent accounts—the Palace Music Shop, of Rochester, and the De Von Music Co., of Syracuse. A fourth of the same kind is the Verbeek & Sons of Buffalo. The fact that this last-named firm was able to secure the Columbia line caused them to open a branch store in Genesee street, this city. We are going into December with a pretty fair stock of machines. We have just issued a last call to dealers to place holiday orders for No. 75 and No. 85 Grafonolas, having received several carloads of these models from our factories. This will probably be the last big shipment we will receive before January 1. The dealers appreciate our new plan to issue a weekly stock sheet, showing all the Grafonolas in our warehouse.

In this way they know exactly what types and quantities they can get for immediate shipment."

In the Y. M. C. A.'s war fund campaign and in the drive of the Buffalo Chamber of Commerce for a store Mr. Ramsdell called several of the local dealers took a prominent part. Local talking machine dealers gave their cooperation in a campaign to begin Christmas shopping at least two weeks earlier than usual. The basis of the appeal was a possibility that, if delayed, might result in disappointments over inadequate deliveries, shortage of merchandise and difficulty in replenishing stocks during the eleventh hour. The campaign proved a success and even before Thanksgiving day many bought talking machines and records for gift purposes.

Roy Smith has joined the sales force of the Hoffman Piano Co. The Sonora business at this store "is going big," according to President Hoffman.

The large display windows of Vinegar, Lindsay & Seales, piano and talking machine dealers, are attractive with Christmas decorations.

Leland A. Randall, representing the E. J. Chapman Co., Rochester, Victor wholesalers, was a Buffalo caller.

O. Strangburg, of Jamestown, who has the Victor agency in six stores, was a recent Buffalo caller. Mr. Strangburg reported a good holiday trade, but said he had trouble in getting enough phonographs to fill the heavy demand. He has piano stores in Jamestown, Oil City, Meadville, Franklin and other points.

E. A. Lamor, factory representative of the Victor Talking Machine Co., has been covering this territory for the past three weeks. He is co-operating with the dealers, assisting them in the record business and advancing the Victor line generally.

E. R. Gardner, manager of the Victrola department of J. N. Adam & Co., has returned from his winter vacation in Alabama and other Southern points. "Our new record library plan is proving a success," said Mr. Gardner. "This plan will enable a customer to get records every month by increasing the payment on his Victorian one-half of the regular duplicate amount. For instance, if a customer, who has been paying $5 a month on his Victrola, pays $250 more each month, he can have $5 worth of records a month on credit in this way. He can build up a record library with no immediate outlay of cash."

Floyd Barber and E. O. Goets, former Victrola salesmen in Mr. Gardner's department, are home on a furlough. Mr. Barber is stationed at Spartanburg, and Mr. Goets is at Camp Dix.

NEW YORK TIMES REVIEWS TRADE

Reports That Talking Machine Business Is Good Throughout the Country—Export Business Said to Be on the Increase Recently

The business editor of the New York Times in a recent review of general industrial conditions spoke as follows of the situation in the talking machine trade:

"A very good demand for talking machines is reported from all sections of the country. Holiday buying in these lines is said to have started early, and in a number of cases manufacturers say they have received duplicate orders from retailers for nearby deliveries to keep their lines intact for the rest of the season. While cabinet pieces and period styles are selling, the great bulk of the business is being done, according to report, in those lines retailing around $100 and under. Quite an extensive export business has been done during the last few months, especially with Europe, where the machines are used behind the lines to afford amusement to the soldiers."

DEVICE FEEDS NEEDLES TO MACHINE

A magazine with a capacity for a number of talking machine needles has been patented, which attaches to the sound box of a phonograph and is so made that the steel points can be fed into position one after another as needed, with a minimum of inconvenience. The chamber consists of a slender tube, at the lower end of which is a chuck, by means of which the needle projecting from the end is held in position for use. The other needles are kept from protruding horn. The electromotive force of enthusiasm and the dead dynamo.

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ATTRACTION WINDOW DISPLAY

The Columbia Grafonola was featured in a very attractive window display prepared recently by the Church-Beinkamp Co., Cincinnati, O., well-known piano and musical merchandise dealers. The artistic conception of this window and the unusual beauty of the display may be gleaned from the accompanying illustration. The Church-Beinkamp Co. is one of the most successful music houses in the State of Ohio. It caters to a high-class clientele and has built up a splendid Columbia business. A portion of this success may well be attributed to its excellent window displays.

NO DELAY IN CONDUCT OF BUSINESS

Fire recently destroyed the building at 136 Liberty street, New York, in which were situated the offices of Clifford A. Wolf, manufacturer of diamond and sapphire points for phonographs. Although the office fixtures were completely destroyed and one or two machines were damaged, Mr. Wolf was fortunate in completely saving his entire stock. Mr. Wolf has taken temporary quarters at his former address, 65 Nassau street, where he announces that business is being carried on in full force as though the fire had never occurred.
A unique record unlike any other in the country; the six great popular song hits of the month; a corking "Kiddie" record for Christmas; a captivating dance, entitled "Ida! Sweet As Apple Cider," two stirring marches; a Philharmonic Orchestra masterpiece—this is the December Mid-Month List in a nutshell.

Columbia Graphophone Co.
Woolworth Building, New York

JULIA HEINRICH HEARD IN RECITAL
Famous Soprano of the Metropolitan Opera Co. Gives Concert in New Castle, Pa., in Conjunction With an Edison Re-Creation of Her Voice—Affair Proves a Great Success

NEW CASTLE, Pa., November 26.—One of the most interesting concerts in the history of this town was the invitation recital, under the auspices of W. F. Dufford & Co., of Miss Julia Heinrich, the famous soprano of the Metropolitan Opera Co., who was heard in a number of her favorite songs on Thursday, November 22, on which occasion the Thos. A. Edison laboratory re-creation of her voice was heard in comparison. The local paper in speaking of the magnificent work of the artist and the New Edison said: "So absolutely perfect was the instrument that when the singer would pause in her song the sound of her voice on the record could not be distinguished from her own, except by watching her lips, even then one could not be absolutely sure as she sometimes formed the words with her mouth without uttering a sound. It was convincing proof that the wizard has added another to his already long list of revolutionary inventions. Miss Heinrich was ably assisted by Jac Glockner, who also played with re-creations of 'cello solos. This illustration of perfect tone re-creation was quite as perfect as the singers.

During the number of "Spring Morning," by Avon, the house was darkened and when the lights were turned on the audience was surprised to find that Miss Heinrich had left the stage and that the phonograph was furnishing the music.

The most pleasing number of the program was Schubert's "Serenade." The number was begun by the phonograph and then Miss Heinrich took up the counter melody. The result was a duet. The diamond disc phonograph gave a perfect reproduction of every tone. The audience applauded so long that she was forced to give an encore, singing the number over again.

The program, which was exceedingly interesting throughout, concluded with "The Star Spangled Banner," sung by Miss Heinrich and the New Edison, and accompanied by Mr. Glockner.

RECORDS IN SEVEN LANGUAGES
Emerson Phonograph Co. Issues First Supplementary List in New Field

The first releases of Emerson records in seven foreign languages are just announced by the Emerson Phonograph Co. of New York, makers of the popular 25-cent records in English. The seven languages are Italian, Russian, Hebrew, Polish, Slavice, Hungarian and Roumanian. The new records are ready for immediate shipment, are seven-inch, with music on both sides and retail at 35 cents each.

A supplementary list of the foreign records in native tongues has been issued. It is very attractive and shows the flags of the nations in colors. Dealers are given excellent profits on their investments and indications in the trade have shown that a very large business will be done in this field.

It is the intention of the Emerson Phonograph Co., in fact, to get out separate catalogs for the various languages and to branch out further by adding other languages from time to time.

ATTENTION-COMPELLING CARDS

The Bayonne Talking Machine Co., of 473 Broadway, Bayonne, N. J., have secured the services of Louis Gurans, as manager of its Victrola and piano departments. In this connection very attractively designed cards have been sent out asking the public to become acquainted with Mr. Gurans and the establishment. This is publicity of the right kind—dignified and attention-compelling.

VICTOR RAISES WAGES OF EMPLOYES

Latest 10 Per Cent. Increase Makes Total of 36 Per Cent. Since War Began

PHILADELPHIA, Pa., December 3.—The 10,000 employees of the Victor Talking Machine Co. were taken by surprise early last week when the following notice was posted on the bulletin boards: "Effective November 26, 1917, wage rates in all departments are advanced 10 per cent. for all employees whose rate is now less than $30 per week."

This action followed a series of investigations and conferences by the directors and was taken for the sole reason that the cost of necessities of life has advanced so rapidly. The officials of the company state that the increase involves a serious risk and certain loss to the stockholders; that during the present year the amount available for dividends is only about half of that for 1916; that their wage rates before the increase were higher than any in industries of similar class; that the effect in competition for labor was not considered but only the needs of its present force.

The Victor Co. is not bidding for operatives whose services are needed for Government departments or contractors, but is taking inexperienced people and training them for the jobs left vacant by over a thousand men who have been called to the colors or who have left to serve the Government in other work. Applicants now employed by Government departments are not considered by the Victor Co.

The present increase makes a total advance of over 36 per cent. since the war started, not counting hundreds of individual adjustments.

A new Columbia Grafonola department has been opened on the third floor of the Steiger-Dudgeon Department Store, New Bedford, Mass. Jas. W. Livingston, formerly with M. Steinert & Sons Co., Boston, is manager of the new department.
The Most Wonderful Musical Instrument in the World

The Result of French Inventive Genius and American Manufacturing Skill.

The Pathé Pathephone has been on the American market but a few years, yet it is today one of the leading selling phonographs.

The reason for its popularity is in its points of superiority that make it the phonograph desired by those who demand the best.

These points of superiority make it an easy selling proposition for dealers to sell. If you wish to learn more of the Pathé Pathephone—

Write us for our dealers’ proposition.

Pathé Pathephones from $25.00 to $225.00

G. Sommers & Co.
Wholesale Distributors

Full stock of Pathephones and records always on hand

ST. PAUL MINN.
MEETING THE DEMAND, KANSAS CITY'S CHIEF PROBLEM

Usual Holiday Conditions Anent Stock Prevail to an Accented Degree—New Dealers Entering the Field—Numerous Tone Test Recitals in District—General News

KANSAS CITY, Mo., December 5—The talking machine dealers in Kansas City are finding that the demand for the machines is greater than it ever was before. The demand is tremendous. There is plenty of money in the community and the people are willing to spend it. Every dealer says he has his hands full and that, if he could only get the goods, he could handle still more business. In fact, from present indications everyone anticipates the greatest Christmas in the history of the business.

The only fly in the ointment is the oft-repeated "shortage." Dealers and jobbers have spoken to everyone over the subject. When a dealer goes to his jobber for more goods, to put it mildly, a hot argument ensues. The dealer explains how many thousands dollars' worth of business he is losing unless he gets the goods and the jobber: wearily reiterates that it is nobody's fault and points out the fact that he too, is losing even more money. The debate then betakes himself back with perhaps a third of the machines for which he has an insistent demand. In records, of course, it is the same thing. When a dealer was bread to say: 'I simply can't count the 'Missouri Waltzes' we have sold and we can't get enough of them. Every time I see a customer come in I want to run after him and say to him: 'Stop! I know you are going to be another request for the 'Missouri Waltz.' If we could only get enough of them!' Such is the opinion of every other dealer.

Belleville, Kan., now has an Edison shop. Austin-Hollandsworth, Mercantile Co. have taken the agency.

J. W. McMillan, who has music stores at Columbus and Joplin, has established a branch house in Miami, Okla.

The talking machine department of the Archibald and Engineering Supply Co. in Kansas City has handled the Pathe, after having discontinued it for several months. They have also added the Columbia.

The Starr Piano Co. realizes that the best drawing cards in the world (with the sterner sex) is a pretty girl. At least, such has proved the case with their recent window display: a Colonial setting, wherein a very good-looking lady, garbed in a bright colored costume pointed out the merits of the latest Starr model. The window also held a model of the first phonograph.

The talking machine department of the Kansas City Photo Supply Co. has a new manager, H. P. Laseter, formerly a salesman at the Columbia.

A. A. Trosstler, Schmelzer Arms Co., has just returned from a visit to Camp Funston, where he says talking machines are selling like hot cakes. Every company, almost without exception, is buying a machine and records out of its own funds.

Conducted a Number of Successful Tone Tests

One of the biggest things that the Edison Shop has ever put on was the tone-test recital on Thanksgiving, which featured Miss Christine Miller. The auditorium had a seating capacity of only 1,500, but 2,100 people cheerfully crowded into it. Four hundred others, who couldn't get in, waited patiently in the room below until the concert was over, when it was repeated for them.

Miss Miller, who had given a tone-test in Leavenworth, Kansas, in the afternoon, was delayed in getting into the city, so the audience was obliged to wait. This, however, instead of being uncomfortable, proved the contrary, as never did crowds enjoy itself more. Leavenworth's community chorus director, happening to be present, suggested that they sing and, as some 500 members of the chorus were also in the audience, his suggestion was readily acted upon and soon everyone in the hall was singing "Old Black Joe," etc., with the greatest enjoyment.

When Miss Miller arrived, she was met with the warmest of receptions. The tone-tests were given, of course, in the usual way, Miss Miller giving solos and singing duets with the Edison.

She was assisted in the concert by Jacques Jieckner, tenorolist. At the last, to show how indis- tinguishable was the human voice and the re- creation, the lights were turned out in the hall whose first one and then the other sang.

Miss Miller gave the same tone-tests in Atchi- son, Hutchinson and Leavenworth.

In the wholesale line interesting tone-tests are also being given. The most successful of these has been the Kalauli Hawaiian trio which has been going the round of the dealers. In every town it has proven a very successful at- traction.

Merle Aclott, contralto, with Grace Freeman, have been making tone-tests in Enid, Okla., Tulsa and Sapulpa, Baxter Springs, Kansas and Coffeyville, Kansas, and Ciccolini are giving tone-tests in Marshall, Slater and Lexington, Mo., and Sabetha, Kansas. Odette Fontenot is giving tone-tests in Fort Smith, Ark., Carthage, Mo., Wichita, Kansas, Pittsburg, Kansas, and Clinton, Mo.

The Edison Shop recently put in a window display that is attracting the attention of the whole town. The dancing figures are an exact repro- duction of an Italian marble frieze and were built by Ellis Hansen of Chicago and installed by F. Reid, low trimmer and buyer for the Parian Craft Co. The central feature of the window is one of the new art models of Edison, recently made by the Colby Furniture Co., Chicago.

Lewis Wood, Jr., formerly in the wholesale department, Schmeiler Arms Co., has accepted a position with Sherman, Clay & Co., Los An- geles, Cal. He is only sixteen years old.

Pearl Renee and Marguerite Bauta have ac- cepted positions in the Victrola department of J. W. Jenkins' Sons Music Co.

M. A. Riley, Junkins-Riley, Pathe jobbers, leaves Kansas City January 1 for an officers' training camp, aviation branch.

W. C. Jenkins has just returned from a trip through Western Kansas and Oklahoma. While there he put the Pathe agency in the Chas. Bote- fulo Music Co.

The talking machine department of the Fa- mous Furniture Co. has been having such a splendid business that they have been obliged to put on another assistant.

The new Wonderphone Co., under the man- agement of J. D. Wagner, has opened quarters on East Tenth street. The company is the job- her for the Munola. The territory will comprise Kansas, Missouri and Oklahoma.

The talking machine department of the Jones Store Co. last month had the largest cash busi- ness in the history of the department. The de- partment is holding to its "No Approval" and larger payments on deferred contracts stand. H. J. Werner, of the Werner Industries Co., was in the house recently for a few days and expressed his great approval of the department, emphasizing that he liked the quality of busi- ness as well as the volume. He particularly complimented Mrs. Nelson Williams, manager, on the energy and enthusiasm with which she is handling the business.

The talking machine department of the North- Meehury Furniture Co. has been doing an excellent business. A. B. Peer has made a spe- cialty of the Mexican trade, having an interpreter who goes about with him in the Mexican quar- ter. A Mexican catalog is also used, which features Mexican band music. It has been found that these people are good pay and there is a big field among them. Miss Lela Buel, al- though very new to the department, has already waited on so many of these Mexican-Spanish customers that she is almost a real mistress of the language.

ARTHUR MIDDLETON IN OPERA

Widely-Known Edison Artist to Be Heard with Chicago Opera Co.

An important item of news in connection with Arthur Middleton, whose title "The Mr. Corman of Baritones" is becoming more and more justified by reason of his great popularity —comes in an announcement from Chicago that Mr. Middleton has been engaged for a series of "Guest" performances with the Chicago Opera Co., and that he will create an important role in Henry Hadley's new opera "Azora," which will have its premiere in Chicago this season. Mr. Middleton has become widely known through his Edison records, which have, of course, greatly widened his popularity.

PRICE MAINTENANCE BEST

An eminent exponent of price maintenance says: "Uncertainty is a dangerous foundation on which to build a business, and there is no more dangerous condition surrounding business than a constant fluctuation of prices. By this method, speculators gain control of the market, and stimulate fluctuation for the purpose of hold- ing their control.

THE TALKING MACHINE WORLD
There are no “weak sisters” in Columbia Record lists. Each is a winner. Each is picked by experts in the Columbia Sales Department because it answers “YES” to the big question, “Will it be a lively seller?”

Columbia Graphophone Co., Woolworth Building, New York

FRENCH LESSONS FOR SOLDIERS
Victrola Will Be Specific Aid as Well as Source of Consolation to the American Soldier in France and in Training Camps at Home

For the greater comfort of the American soldier in France the Victor Talking Machine Co. is about to put on the market a special course in French which will be unique in many respects. A few intelligible words may mean the difference between life and death, and while the American soldier will be in charge of his own officers, it is evident from the efforts being made in the training camps that some knowledge of French is a very necessary acquisition for the man who is going abroad to fight or to serve in any of the war activities.

The idea of teaching foreign languages by means of the talking machine is not new, but the principle involved in the new Victor course represents a noteworthy departure from precedent.

Men who are citizens to-day, but who a year hence may be fighting for their lives in France, will have little time to learn anything more than the essentials of soldiering, but this is precisely the condition that the Victor course is designed to meet.

Two vital considerations have been observed. First, this new course will afford the American soldier—or for that matter the business man or the tourist—a knowledge of French that can be easily learned and which, best of all, can be used whenever it is needed. The second vital consideration is cost, and the Victor course will be well within the means of the enlisted men.

One of the great difficulties in the way of such an achievement is that accepted systems of teaching are too cumbersome, and if recognized methods are to be set aside there is only one other reliable foundation, which is direct, personal knowledge of the requirements, and that is the reason for the success of the new Victor course.

The idea seems to have been conceived by the directors of the company, who were actuated primarily by a desire to make the Victrola a specific aid as well as a source of consolation in the trenches and behind the battle lines.

COLUMBIA ARMY FOR UNCLE SAM

The November issue of the Tonearm, a very successful house organ published by the American Graphophone Co., Bridgeport, Conn. (manufacturer of Columbia products), contains the names of 279 employees of the company’s plant who are “doing their bit” for Uncle Sam in the present war.

The publication refers to this list of names as the “Columbia Honor Roll,” and this patriotic body of employes is well deserving of the tributes which they are receiving from their associates at the Columbia factories in the shape of Christmas packages and other appropriate reminders from those at home.

EXTENSIVE WINDOW DISPLAYS
Eastern Outfitting Co., San Francisco, Devotes Three Windows to Columbia Products

SAN FRANCISCO, CAL., December 3—A three-window display featuring exclusively the products of the Columbia Graphophone Co. was recently presented by the Eastern Outfitting Co., of this city, which handles only the Columbia line in its very successful and attractive talking machine department.

The company decided to inaugurate a “ Phonograph Week,” and the remarkable display shown herewith was one of the many unusual ideas which characterized this unique event. “Phonograph Week” was advertised extensively in the local newspapers, and the Eastern Outfitting Co. closed a splendid Columbia business that included an active demand for the higher-priced models of Grafonolas.

PHON D’AMOURS FOR AUSTRALIA

CINCINNATI, O., December 6.—The Fritzsch Phonograph Co., of this city, manufacturer of the Phon d’Amour, has been closing a very successful business during the past few weeks. It has established a number of important agencies throughout the country, and several well-known dealers have written enthusiastic letters of praise regarding the musical and constructional qualities of this phonograph.

Last week the company made a shipment of instruments to E. F. Wilks & Co., Ltd., Sidney, Australia. Mr. Horton, a representative of this company, heard a demonstration of the Phon d’Amour in Chicago, and was so favorably impressed with the instrument that he visited Cincinnati and placed a large order with the company.

LANSING

Khaki Moving Covers
Protect from Rain and Dust and will enable you to deliver your phonographs free of blemishes of all kinds.

These covers are made of Government Khaki, interlined with heavy felt or cotton, fleece-lined, quilted and properly manufactured. Perfect protection in all weather.

GRADE B $5.00
GRADE A $7.50

Carrying Straps Extra
No. 3 Carrying Strap Shown in Cut, $1.00

SLIP COVERS
for the Wareroom and the Home. Now is the time they will be wanted. Write for Samples and Prices.

COLUMBIA GRAPHOPHONE COMPANY
Woolworth Building, New York

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CINCINNATI DEALERS PUZZLED AT NEW ARMY ORDER

Action of Commanding Officer at Camp Sheridan Ordering Removal of Musical Instruments

Viewed With Concern—Talking Machines Not Yet Included—Trade News of the Month

CINCINNATI, O., December 5.—Talking machine merchants in this part of the State are very much interested in the news from Camp Sheridan, Chillicothe, these days, and hoping for more details of the order of Major General Ed-

win Glenn eliminating musical instruments from the barracks occupied by selectives from a certain part of Cincinnati.

So far as can be learned the order is not a general one and the one issued did not include talking machines for the reason that this partic-

ular instrument seemed to have been over-

looked in the presents given to the selectives from the Eighth ward. The donors have been notified to look for the return of player-pianos and trap drum outfits. The order simply an-

nounces that the space was required for sleep-

ing purposes and that the machines must be removed.

The Fritzsch Phonograph Co., an infant in the talking machine field, has landed a dis-

tributor in Australia, the deal being closed dur-

ing the past week. G. H. Horton, representing E. T. Wilks, Ltd, Sydney, Australia, in this country on a business mission, selected the in-

struments being manufactured by the Cincin-

nati house in preference to others. The buyer manufactures pianos and has four branches in Australia.

No definite announcement relative to the instrument being assembled at the Harvard factory of the John Church Co. has been made by Frank A. Lee, president. He stated he was try-

ing out several tone inventions and that the work was yet in the experimental stage, al-

though from another source it was intimated that the sale of its machine. The original plan calls for a temporary branch at 16 West Sixth street for the house to take care of their deliveries.

A decided shortage in the popular-priced ma-

chines will exist by Christmas, according to Manager Whelan, of the Columbia branch. The demand at this time is abnormal and is creating a dearth in the existing supply. A like situation prevails in other makers of machines; the Otto Grau Piano Co., dealing in Victrolas, has the happy feeling of being unable to make a credible showing on the floor because the buyers are grabbing up machines as fast as they come through. Paul Hunt, formerly of the Spring-

field, Mass., office in the Dictaphone branch of the Columbia, has taken charge of the local work.

The Vista talking machine is being featured by the Mahley & Carew Co., one of the largest department stores in the city. Oscar Oaken & Co. Cincinnati, has opened up a temporary branch at 16 West Sixth street for the sale of its machine. The original plan calls for the closing of the store right after the holi-

days unless indications point to the branch be-

ning worth continuing.

Practically every retailer will feature records this December even to the extent of specializing on record sales.

"It is a good clean cash business and is more profitable in the long run."

PHONOGRAPHS IN THE WAR

The phonograph is proving a useful adjunct to observation officers on duty in the air. These officers, forced to keep their field glasses con-

tinually on the positions they are observing, have found considerable difficulty in making notes of details as quickly as they see them. Observation airplanes are now fitted with a registering phonograph, into which the officers speak through an acoustic tube. Thus all the points the airmen have noted are correctly re-

corded for future use.

Acme Die-Castings for Phonograph Parts

Accurate—Economical—Smooth—Beautifully Finished

Acme Die-Castings in the Phonograph field have achieved an enviable reputation. This is due to the precision and accuracy which characterize all Acme Die-Castings. Acme Die-Castings are economical; they have cut the cost of producing difficult parts to a minimum. Phonograph makers know Acme delivery service is dependable. They get their order when we promise and in the exact quantities they require. Suppose you confer with us on your project. We can help you.
Mr. Dealer — Can You Afford to Overlook the Fact That
Every Single One of Your Patrons Who Buys a Phonograph or Records Is a Probable Purchaser of Record-Lite Products?

We realize that is a mighty broad statement, but it is a plain fact that has been proven; it tells our story in a nutshell, and we'll stand back of it to the limit.

You can draw but one conclusion from it—the conclusion that we've been pounding home for months and months. Simply this—the dealer who does not stock the Record-Lite Line has no desire for those extra dollars with which the cash register would tinkle if Record-Lite products were displayed and demonstrated.

Now Is the Time to Stock
Just Before the Holiday Buying Season

Right now is the time to establish your Record-Lite sales. You can't afford to let this buying season pass without adding the Record-Lite Line.

Extremely liberal discounts for dealers. Write to us for Catalog and prices to-day—now.

The RECORD-LITE COMPANY
(INCORPORATED)
SOLE MANUFACTURERS AND PATENTEES
MANHATTAN BLDG. MILWAUKEE, WIS. U.S.A.
RECORDS IN HOLIDAY BOXES FEATURED IN CLEVELAND

Several Concerns Take This Method of Stimulating Sales of Records as Gifts—Many Records for the Soldiers—Steady Increase Noted in General Talking Machine Business

Cleveland, Dec. 8—The holiday trade in talking machines is at its height. Dealers are doing a great business. Machines are selling like hotcakes all over the city and the merchants predict the biggest sales in their histories.

Manager Tom Davies, of WM. Taylor Son & Co., announces a system of records done up in special Christmas boxes for the holiday business. The boxes are at different prices, ranging from $1 to $10. For instance, in the $1 Christmas box (which has the Victor seal combined with the Christmas greeting) one may choose any one of the following records tied up neatly in the box (which has the Victor seal combined with the Silas E. Earsall Co., New York).

There was a notable increase in both Edison machines and records after the Ciccolini tone-test concert here a few weeks ago. A heavy demand has existed for the Ciccolini records and also for patriotic numbers. Liberty Bonds are accepted in payment at the Edison offices.

The B. Dreher's Sons Co. have sold quite a number of Arollas-Vocalins the past month. Henry Dreher had to go on to New York to hurry along shipments of these talking machines, so insistent has been the demand among the public for deliveries of the Vocalins from the Dreher store.

The Starr Piano Co. has recently opened six new Ohio agencies for the retailing of the Starr Victor Talking Machine Co., and Manager Taylor. The price of Starr machines went up on November 1.

M. P. Fitzpatrick, formerly traveling salesman for the Eclipse Musical Co., has resigned to go with the Silas E. Earsall Co., New York.

Miss Rice, of the educational department of the Victor Talking Machine Co., is continuing her work along educational lines at McMillin's throughout December. She succeeded Mrs. Heaton, who started this educational work at McMillin's when this store was reopened its Ohio agencies in order that the public may concentrate upon the development of its wholesale Pathe business. This company is the oldest Pathe jobber in the country and at the present time has a large following of Pathe dealers in this territory. Its Pathe business has been growing so rapidly and steadily that the officials of the company decided recently to devote all their energies to this end of the business, and have accordingly sold out their piano department and in the future will specialize on Pathephones and Pathe records. The McMillins have taken on the Sonora line of talking machines. Vice-president T. G. Proteuse of McMillins says they received so many calls for the Sonora that they decided to take on this line. It is making a fine showing as a seller.

McMillins are advertising the Lauder records this week. The announcement accompanied the appearance of Lauder at the Hippodrome a few days ago. Lauder also gave a lecture on the 33rd Sunday at the Hippodrome to a packed house.

The WM. Taylor Son & Co. are offering the Victrola XVII and Victrola XVIII as special Christmas inducements. These models can be obtained for a down payment of $15 and a monthly rate of $5 or $10, Taylor's keep on hand 95 per cent. to 99 per cent. of all Victor records.

Buecher's are putting out their Christmas certificate which enables the certificate owner (who has received the certificate as a gift) to select a Victrola or records, according to what is named on the face of the certificate. The certificates are sold at Buecher's at varying prices.

START BIG PUBLICITY CAMPAIGN

Columbia dealers were furnished last week with a concrete indication of the remarkable growth of the Columbia International record department when they received through the mail a schedule showing the advertising that will be used by this department in foreign language publications during the month of December. This schedule of advertising includes the leading foreign advertising mediums throughout the country, and in many languages, selections particularly appropriate for the Christmas season are listed. Good-sized space will be used in every medium, and this advertising will doubtless contribute to the Columbia dealers in developing their foreign record business.

An Eclipse Editorial

American Prosperity swallowed up the second Liberty Bond issue in short order and now American Prosperity is going to spend itself in a large way on Victor music.

In this connection, Victor Dealers are going to need efficient Victor service endowed with the numerous advantages offered in Eclipse Victor Service.
Foreign Records

in Native Tongues

The first releases of Emerson Records in Italian, Russian, Hebrew, Polish, Slavic, Hungarian and Roumanian, are now being delivered. They are 7-inch, double-disc records, retail at 35c each and are ready for immediate shipment. They have music on both sides.

There is big business to be had in these records, and a good profit for all dealers.

Our new special Foreign Supplement is ready. It has a very attractive cover, showing the flags of the nations in colors.

Be sure to write for terms and Foreign Supplement.

Emerson Phonograph Co., Inc.
3 West 35th Street
New York City

Makers of Emerson Records

Stock Emerson Records
for the Big Holiday Business
SITUATION ON PACIFIC COAST GENERALLY SATISFACTORY

Inability to Get Prompt Deliveries From East Serves to Cause Some Trouble—Featuring Period Models—Various San Francisco Houses Expand—Holiday Demand Comes Early

SAN FRANCISCO, CAL., NOVEMBER 30.—The demand for talking machines on this Coast continues as good as ever among the home people and the concentration of tens of thousands of young men in the various military cantonments has added many sales to the normal demand. The music houses report that while the demand for all musical instruments has been good during the past month the real increases in their business have been in the talking machine department. The inability to get prompt deliveries on their orders has been felt by all the shops, and certain models are all but off the local market. On the other hand several houses, notably the Columbia Graphophone Co. and the Edison shop, have been displaying their machines in true art cases, more handsomely decorated and carved than have ever been seen in this city. Some of these machines are priced as high as $2,500, and of this class no shortage has yet developed. The supply of these, however, is small, and if the Christmas trade lives up to its present promises a shortage will develop in these machines as well as in the other high-grade machines which are sold in more modest cases. While the freight situation is annoying, the trade is more in fear that some action may be taken by the Government which would seriously handicap their business.

Mr. Levy says that the new shop will be the home of the Domestic Talking Machine Corp., has in charge the management of the Western Phonograph Co., is in charge of the Los Angeles office. He was formerly with the piano house of Hazelton Bros., New York. New Branches for Stern Talking Machine Co.

Mr. Kusche reports that he found business in general very good, especially in the agricultural parts of States such as Arizona. Both States have had bumper crops and the farmers have money, which they are spending freely. H. C. Pressy, who is associated with Mr. Kusche, reports that the management of the Western Phonograph Co., is in charge of the Los Angeles office. He was formerly with the piano house of Hazelton Bros., New York.

The Stern Talking Machine Co. of this city is rapidly growing into a State institution. It opened its first branch in Richmond less than four months ago and is now seeking more commodious quarters in that city to accommodate its growing business. In December the company opens a very handsome store in Oakland and in a short time a Los Angeles branch will be opened. The Oakland branch has seven demonstration rooms finished in the most modern style. Two automatics will be used in making deliveries in the city across the bay. Fred Stern, the head of the company, says that he is selling machines faster than he can replace his stock. He has large shipment now on the way and is very anxious to get them in before the Christmas trade ceases.

Plan Changes in Emporium Department

The Emporium Department store, which handles a large number of talking machines every month, is planning to make extensive changes in this department after the first of the year. A number of new demonstration rooms will be fitted up, but most important will be the construction of a concert room, where regular programs can be given from time to time to its customers.

Lively Business in Domestic Line

Walter S. Gray, Pacific Coast representative of the Domestic Talking Machine Corp., the company from which he just returned from Los Angeles and other points in the southern part of this State. He says that he did an excellent business while in that section and that all lines of business were prosperous there. F. J. Christopher, who is looking after the jobbing end of the business for the Domestic in California, accompanied Mr. Gray on his trip. He reports that the Domestic business here showed good increase. He also reports that there has been a good increase in business during the past few months of next year. There is not a particular change in their business as a whole, but he looks for other shortages to occur before the Christmas trade is over. Already Victor machines in famed oak cases are getting scarce.

SITUATION ON PACIFIC COAST GENERALLY SATISFACTORY

Byron Maury's music store reports that business is very satisfactory to them, especially in the talking machine department. Mr. Maury, who has charge of the department, says that the holiday demand for talking machines opened somewhat early this year and promises to be a record breaker. He says that there are no Victrolas XIV, XVI or XVII to be found in San Francisco, and that there is no prospect of this shortage being filled here. The factories cannot keep up with their orders on account of labor shortage and other war conditions and he looks for other shortages to occur before the Christmas trade is over. Already Victor machines in famed oak cases are getting scarce.

The Wiley B. Allen Co. is well satisfied with its business as a whole, but it is particularly pleased with its sales of talking machines and records. James Black, head of this department, says that the company has never done a more thriving business in these lines than it has during the past few months. He expects that this business will continue to show increases right up to Christmas day.

The Brunwick phonograph, which is handled in this city by the Brunswick-Balke-Collender Co., is establishing itself in popularity in this State. During the past month about twenty new agencies have been appointed, and good orders are coming in.

Claude Adou, Pacific Coast manager of the Emerson Phonograph Co., is just back from a trip to the southern part of the State. He reports that he found business better than ever before, and his only complaint is that he cannot get enough November and December records to satisfy the demand of his customers.

New Wholesale Quar ters for Sonora

The Sonora Phonograph Co. has opened up new wholesale distributing quarters at 616 Mission street. The place has been very nicely fitted up with demonstration rooms and places to display their machine to retail dealers.

F. B. Travers, who has formerly made his headquarters at the retail shop on Stockton street, will in the future be located at the wholesale house. Mr. Travers is one of the few who is not the record breaking type. He foresaw that he would have to get in a good stock of Sonoras before the car shortage became serious.

TO MANUFACTURE MACHINES

The Diamond Phonograph Co., Helena, Mont., has been incorporated with a capital stock of $20,000 by F. F. Stricklin, W. S. Stricklin, and Naomi Ledgedwood, all of Conrad, Mont. The incorporators will deal in talking machines.

The Wise Men

Of this territory know what to expect when they order Victor Records via

The Pearsall Service

1918 is going to be the biggest Record year and it is the Record Selling dealer who will make the most profits.

The Pearsall Kid extends his Pleasantest Greeting for A Merry Christmas and A Happy New Year.

Silas E. Pearsall Company
18 West 40th Street, New York
THE TRADE IN PHILADELPHIA AND LOCALITY

PHILADELPHIA, PA., December 5.—The month of November in the talking machine field in Philadelphia has been most satisfactory. The month started a little quiet but it appears to have had a rounding finish. The business, so far as the machines were concerned, was limited only by the supply that the factories were able to deliver. All of the dealers are looking for a most active holiday business.

Opening of New Pathe Shop

The principal incident of the past week in Philadelphia was the opening of the new Pathe shop here, under the direction of Victor E. Eckhardt. The company controlling the Pathe shop is the Philadelphia Pathephone Co., and it is located at 1026 Chestnut street. The opening was held on Friday, November 30, and the entire Thanksgiving Day was spent in the final preparations. Attractive announcements were mailed pretty generally throughout the city.

The Pathe shop hereafter will be one of the show places of the city. There is no business place here that is more attractive and more artistic in its arrangement and its furnishings. The shop is of unusual depth and affords the eye a broad sweep upon entry that is most satisfying. On either side of the entrance are two display windows, and the first room from the street is a large reception room, which is gorgeously furnished, but in admirable taste as to color effect. The furnishings of this room were made especially for this Pathe shop, and include not only chairs and couches, but standing lamps, writing desks, etc., in all of which the color effect is carried out.

Back of the reception room, on either side, are commodious demonstrating rooms, with a few office rooms in the rear. Then comes the big concert hall—in which the same color effect is carried out—but the stage, which will be at the extreme end, has not yet been put in place. Back of the concert hall are the private offices of Mr. Eckhardt. In the basement are the stockrooms and the shipping rooms.

Joseph Piacentini, who is thoroughly familiar with the work, has been selected to take charge of the operatic department, and make a selection of records. He will be assisted by S. Girov Flood, and a corps of others.

C. S. Tay and H. A. Pope will be in charge of the wholesale department and the dealers' accounts. The territory about the city will be covered by C. W. Flood, while H. A. Dorian will look after the special promotion work in Philadelphia and vicinity. E. F. Barili will travel up the State and Don A. Morris will travel west and south.

The Pathephone Co. will confine their efforts to the territory north of the State, while C. W. Flood will get machines through on the Columbia. It was the largest month they ever had since the establishment of their business. W. C. Fuhr, the representative, says that the outlook is very bright for the holiday business. "We seem to be selling a great many more high-priced instruments, from $75 up, than we ever sold before," added Mr. Fuhr.

We take this opportunity to extend Holiday Greetings to our many friends in the trade. In wishing you all a Prosperous New Year, we are privileged to offer our Victor dealers' friends something more concrete than words. We are privileged to offer Victor dealers the best "Penn Victor Service," consistent with the varying conditions of the day.

Good Report from Louis Buehn Co.

The Pennsylvania Talking Machine Co. reports that a new machine has been placed on the Columbia. It was the largest month they ever had since the establishment of their business. W. C. Fuhr, the wholesale representative, says that the outlook is very bright for the holiday business. "We seem to be selling a great many more high-priced instruments, from $75 up, than we ever sold before," added Mr. Fuhr.

Joseph Heymann, both were displayed in the reception room on the opening day.

Good Month for Pennsylvania Co.

The Pennsylvania Talking Machine Co. reports that a new machine has been placed on the Columbia. It was the largest month they ever had since the establishment of their business. W. C. Fuhr, the wholesale representative, says that the outlook is very bright for the holiday business. "We seem to be selling a great many more high-priced instruments, from $75 up, than we ever sold before," added Mr. Fuhr.

George W. Hopkins, general sales manager of the Columbia Co., was here last week, and with Mr. Fuhr they made a visit to the Baltimore branch. Mr. Fuhr last month made a visit to the South, visiting Baltimore, Washington, Charlotte, Atlanta, Jacksonville and Tampa, and other important cities.

A. J. Heath, the local manager of the Pennsylvania Co., reports that their business in this city and vicinity was very good in November. W. A. Quint, who was formerly in charge of the wholesale department in Baltimore, has joined the Philadelphia forces. They are exerting every effort to get machines through the express liberally. Mr. Heath says that thus far they have been able to take care of the demands to a certain degree, and from present indications will be able to give the dealers the service they promised to give them, barring, of course, certain freight conditions.

Since the Linton Co. have purchased the Victrola store formerly occupied by H. F. Nensuses, Broad street and Snyder avenue, they have thoroughly renovated the store into an entirely different-looking place by adding new fixtures, Unico hearing rooms, etc.

We take this opportunity to extend Holiday Greetings to our many friends in the trade. In wishing you all a Prosperous New Year, we are privileged to offer our Victor dealers' friends something more concrete than words. We are privileged to offer Victor dealers the best "Penn Victor Service," consistent with the varying conditions of the day.
SALES without delivery are a LIABILITY.

So in the 10 more days of this “peakload” Christmas Season with its biggest sales, biggest profits and smallest unit of expense, you are the loser if you can’t DELIVER the Victor Records that you sell.

"Forgot to order" or "can’t get deliveries" cost you money. It’s directly THROWING AWAY profits.

BUEHN SERVICE

on Victor Records is a sure-service, complete-filling and quick-delivering factor of the successful dealer’s success. It takes care of your supply of Victor Records. It is built FOR your benefit, and regardless of the tremendous strain on the Buehn Organization because of doubled-December deliveries, Buehn Service WILL TAKE CARE of your record wants. But we advise immediate ordering.

The Louis Buehn Company

PHILADELPHIA

VICTOR DISTRIBUTORS
COLUMBIA "TREASURES CAMPAIGN"

Some Excellent Sales Production Literature Placed at Command of Dealers and Proves Most Effective—Some of the Details

Columbia dealers in New York and New England territory were furnished recently with material for a "Treasures campaign" which was prepared by the sales promotion department of this district. This campaign has produced excellent results, and has greatly stimulated the demand for the records featured in the literature that was sent out to the dealers.

Prominent in the "Treasures campaign" was an attractive booth hanger entitled "Treasures," which listed eight Columbia records that were carefully selected by R. F. Bolton, district manager, and his sales promotion department. These records were typical of the diversity of the Columbia repertoire and were calculated to awaken a continuous interest in Grafonolas.

Accompanying the booth hanger was a neat and attractive folder bearing the reproduction on the front cover of the same photograph, "Treasures," that was the basis of the booth hanger. In this folder were presented interesting details regarding the nine records featured in the campaign together with Columbia records that the dealers could present to the purchasing public.

The campaign was pronounced a distinct success, and it is quite likely that similar campaigns will be instituted by Columbia district managers and sales promotion departments in different sections throughout the country.

NEW INCORPORATION

The Liberty Phonograph Co. has been incorporated under the laws of Delaware with a capital stock of $1,500,000, for the purpose of manufacturing and dealing in talking machines and records. The incorporators are: Alfred A. Case, C. L. Milroy and Dudley H. Case, of Jersey City, N. J.
Happenings in the Dominion of Canada

LATEST DEVELOPMENTS OF THE TRADE IN TORONTO

Whaley, Royce & Co., Ltd., Take on "His Master's Voice" Line and Open Big Department—
General Increase in Prices Does Not Affect Business—Many New Concerns in the Field

Toronto, Ont., December 5.—After a careful consideration of the various makes on the market, and with the assurance of prompt deliveries, Whaley, Royce & Co., Ltd., Toronto, have decided to take on "His Master's Voice" lines. The new department, which is located on the second floor, the work of erecting demonstration rooms is already well under way. These are attractively designed, and will be in oak and pale rosewood. Five rooms are being erected at once, while further additions will be made as required.

The Whaley-Royce store has a frontage of twenty-five feet, and runs back one hundred and twenty-three feet to a lane. At the present time the space is devoted to the retail sheet music department, small goods, and the general office.

The present fixtures are being improved to make way for a new and more modern equipment. The sheet music department will continue to occupy the space along the south wall of the store.

The purpose of the firm is to make an aggressive campaign for Victorola business, and to take advantage of their extensive local connection.

The Nordheimer Piano & Music Co., Ltd., who are Canadian distributors for the Aeolian-Vocalion, are notifying the public through their daily paper advertisements that the price of the Aeolian Vocalion will advance by December 1.

Thos. A. Edison, Inc., have announced to their dealers that the manufacture with much confidence in the future of this branch of the music industries. "The dealers here all report good business and bright prospects for the winter season," said R. F. Newbigging, head of the Newbigging Cabinet Co., Ltd., Hamilton. "Our own shipments last month were the best yet. A traveler remarked to us the other day that there were more phonographs per capita sold in Haamton than in any other city in Canada, which only goes to prove that there are a live bunch of salesmen in city."

"Things are humming at the factory," said John E. Hoor, head of the Cecilian Co., Ltd., who mentioned that a pleasing feature of the orders coming in for Concertphones was that they were from all sections of Canada.

The Nordheimer Piano & Music Co., Ltd., of this city, reported increased wholesale business of all parts of Canada for the Aeolian-Vocalion line.

Your correspondent is informed that the factory of the Brantford Piano Case Co., Ltd., has made many improvements, and night to keep up with their Brantford orders. The Brant-Ola Sales Co. in Hamilton report a pleasing list of sales for the last month. July, November, and December boxes are coming together.

Fred Taylor, who does an extensive "His Master's Voice" business in the eastern part of Canada, has enlarged his facilities for handling the business in his two stores, at 190 Main street and at 290 Danforth avenue, in both of which he handles Victorola and Victor records.

At its new retail Sonora studios opened by I. Montagnes & Co., in this city, business is reported to be coming in nicely with a large percentage of its sales recently closed cash deals. The demand shows a marked call for the Imperial, Elite Baby Grand and Troubadour types.

A new addition to the retail music stores of Hamilton, Ont., is that recently opened by G. M. Jones, at 407 Barton street east. He is featuring the Symphonola and Cambridge phonographs.

Yvon de Treville, the coloratura soprano of the Paris and Brussels Opera Co., is touring the principal cities and towns of Canada, giving Edison tone-test recitals to which the public is invited, by ticket only from Edison dealers.

The Solophone Mfg. Co., Toronto, have registered the express companies through the Express Traffic Association of Canada are making changes in connection with the ratings and conditions of carriage applicable to shipments of phonographs and records. Some of the more important items which are being dealt with are containers for light and bulky goods and gramophones.

H. T. Britton, of this city, has opened up a phonograph department in connection with his store.

The department in connection with the George McLagan Furniture Co., Ltd., Stratford, Ont., have decided on the name Lyric for their line of phonographs and, as already mentioned in these columns, have arranged to distribute Lyric records in Canada.

The Lipper Furniture Co., Ltd., the well-known furniture firm of Kitchener, Ont., are manufacturing a line of talking machines known as the Lyraphone.

E. L. Cuenedt, representing Mermod & Co., New York, was among the month's visitors to the trade in Toronto and Montreal.

E. W. Schnorr, representing G. Clay Cox, of Rochester, who is introducing the Phonomotor to the Canadian trade, visited Toronto recently.

W. B. Rollason, the popular music dealer of Welland, was a recent visitor to the Pathé factory, where he was arranging for some substantial shipments of Victrolae and Pathé records. Mr. Rollason has good reports of business conditions in his territory.

H. G. Stanton and B. A. Trestrail, general salesman and sales promotion manager respectively of R. S. Williams & Sons Co., Ltd., of this city, attended the recent Edison convention in Detroit.

Such development has taken place in the Victrola talking machine department of the T. Eaton Co., Ltd., Toronto, that they have extended their equipment to embrace some sixteen soundproof rooms.

W. D. Stevenson, of the Canadian Phonograph Supply Co., London, who are the sole Canadian distributors for Starr phonographs and records, is back on a visit to the Starr factories at Richmond, Indiana. As a result of (Continued on page 42)

Talking Machine Supplies and Repair Parts

SPECIALTIES—SPRINGS, SOUND BOX PARTS, NEEDLES

THE RENE MANUFACTURING CO.

MONTVALE, NEW JERSEY
IT HAS BEEN OUR privilege during the past year to plan and execute for several hundred prominent dealers departments of maximum efficiency which have given these dealers recognized leadership in their respective communities. Let us do the same for you through THE UNICO SYSTEM.

THE UNICO SYSTEM

Neal, Clark & Neal Co., Buffalo, N. Y.
Cohen & Hughes, Inc., Washington, D. C.

FRANCE, GREAT BRITAIN and Canada have during the past three years experienced the greatest industrial activity. Their leading retail Establishments have increased their volume of sales to the maximum. The United States is entering upon similar prosperity. Music is now a Patriotic Necessity. Record sales in 1918 will surpass all previous demands. Prepare NOW to secure your share of the business by installing THE UNICO SYSTEM.

THE UNIT CONSTRUCTION
RAYBURN CLARKE

121-131 South Thirty-first Street

Send today dimensions of your available space.
THE SALES BUILDER

MAXIMUM SALES IN 1918—WE CAN HELP YOU

Greetings

EIGHT HUNDRED AND forty installations in two hundred and twelve Cities, in 42 States and 5 Foreign Countries have established beyond question Unico Efficiency—Growth and Development are quickly and economically assured through

THE UNICO SYSTEM

Machine Trade

UNICO

DEMONSTRATING ROOMS
RECORD RACKS
RECORD COUNTERS
WALL DECORATIONS
COMPLETE INTERIORS

(Patented as to design and construction)

In six standard styles and in special period design such as Adam, Louis XVI, Colonial, Modern French, etc.
Offer 1. Individuality and Class.
2. Highest Sales Efficiency.
3. Most Economical Investment.

Follow the lead of the leaders. Double Sales and Profits through

THE UNICO SYSTEM

TION COMPANY

ITH, President

PHILADELPHIA, U.S.A.

Plans for a complete department will reach you promptly

M. Steinert & Sons Co., Boston, Mass.

F. L. Steers Co., New York City

S. B. Davega Co., New York City
his firm Mr. Stevenson is glad to say that his firm are getting the phonographs necessary for the Starr dealers in Canada. In addition to the heavy stock carried in London the Canadian Phonograph Supply Co. have three carloads of some 400 phonographs under way for London, the first of which is expected at any time and another carload following every ten days.

D. S. Cluff, who is on the road for the firm wholesaling the Starr line, is now down in the Maritime Provinces, where he is meeting with good success in putting the new machines under the notice of the public.

The T. F. Harrison Co., the large home furnishing house of Kingston, Ont., who opened up with Victoria and Victor records some little time ago, find the department already producing excellent returns.

GENERAL BUSINESS ACTIVITY PREVAILS IN MONTREAL

Various Concerns Making Strong Bids for Business—The Value of the Show Window Fully Realized—Trade Responds Generously to War Charities—Stock Shortage Felt

Montreal, Que., December 3.—The problem of dressing a talking machine window is one of tuning up rather than tuning down, pointed out a salesman to your correspondent, who has just dropped in as the former was in the act of changing the main show window. ‘You see,’ he continued, ‘a display of bare records represents an unappealing heap of black. The machines make a beautiful appearance, but they are too much one shade of color. Even a piano offers no relief in that respect. So I always have some rather showy colors on any display cards used. Bright velvets are suitable for draperies over the machines. Of course you can not overdo striking colors, but the greater danger is a dead window from the absence of colored relief.’

A reorganization of the sales force of Layton Bros., has resulted in W. W. O’Hara being made sales manager. The phonograph department has added two new men in the persons of F. F. Townsend and Mr. Dupuis.

The business of Vm. Lee, Ltd., has shown such expansion under Mr. Lee’s management that it has been found necessary to add two soundproof phonograph rooms for their Columbia and Edison departments.

Almy’s Limited Grafonola department (Miss Yestina, manageress) reports Columbia styles No. 112, 122, 145 and 155 as their best sellers during the past month. The demand for patriotic airs is greater than the supply, and especially so is the call for this class of records from the soldiers’ wives.

S. H. Brown, retail sales manager of the Berliner Gramophone Co.’s retail selling staff, is now in Khaki at Key West, Fla., and likewise Harold Deward in Norfolk, Va.

The Cowan Piano & Music Co. have taken on the local representation of the Brunswick phonograph and purpose developing the talking machine end of their business into a live department.

N. G. Valiquette, vice-president of the Pathé Co., who was recently stricken with paralysis, is making a gratifying recovery. Mr. Valiquette is now able to walk around his room with very little assistance, and plans shortly to go South to recuperate.

The Alexander Furniture Co., Gauvin & Freres, furniture dealers, and the Corona Phonograph Co., Reg. manufacturers, are among recent Montreal inclusions.

The Berliner Gramophone Co., Ltd., subscribed $50,000 to the Victory Loan Fund.

The Dominion Phonograph Cabinet Co., Montreal, have dissolved partnership.

The Foster Phonograph Co., Foster, Qc., are new dealers in phonographs.

Gowan’s Limited are now carrying a complete stock of Diamond Ambrulares and Blue Ambrular records, this in addition to the New Edison Diamond Disc machines, for which they have been built up in Canada. In order to introduce the machine locally they advertised a machine on three days’ free trial with twelve Blue Ambrular records.

A Victoria was recently donated by H. C. Wilson & Sons, Ltd., Sherbrooke, Que., for the benefit of the work committee of the Patriotic Society and Red Cross. The night of the drawing selections from the company were given on the stage of the Princess Theatre.

The request made by the soldiers at the Victoria Bridge for talking machine records has brought a generous response from the Berliner Gramophone Co., Ltd., which has sent a large order for phonographs to the firm, with a view to sending them to the various battalions which have been recruited in Montreal and also to the various soldiers’ clubs.

WITH THE TRADE IN WINNIPEG

Wholesalers and Dealers Prepared to Handle Business of Record Proportions—Scarcity of Needles Causes Worries—New Machines Introducted—Other News of General Interest

Winnipeg, Man., December 1.—Business in “His Master’s Voice” lines is unlimited. All the dealers through the West are looking forward to an enormous fall trade. Many orders are being received for the Tung-Tone Stylist, and record business shows a big increase. Mr. DeBrissy is now visiting dealers on the Prince Albert line with great results, and Mr. Duff is having the same success at Port William and Port Arthur.

As a result of the recent Edison tone-test recital given by Amy Ellerman, contralto, and Mr. Solgan, violinist, to a considerable number of machines now coming along, “Orders for Columbia goods are piling in,” said he. With Sophie Tucker’s visit to the Orpheum, and Pollyanna’s visit to the Walker, a big demand has been created for jazz band records and Pollianna records.

Messrs. Cross, Goulding & Skinner recently received samples of the Brunswick line of phonographs, with which they are delighted, their customers being very enthusiastic over them and pronouncing them par excellence.

Babson Bros. report business as quite satisfactory. The wintry season coming in earlier than usual the company has given many instruments and records to a continued shortage in needles, but plenty of machines now coming along. “Orders for Columbia goods are piling in,” said he. With Sophie Tucker’s visit to the Orpheum, and Pollyanna’s visit to the Walker, a big demand has been created for jazz band records and Pollianna records.

Joseph M. Ties, a pioneer of the city and prominent for many years in musical circles, has left Winnipeg to reside in Calgary.

Mr. Ties has been appointed manager of the Home-Steet Art Co.’s Grafonola department in Calgary.

The Dauphin Furniture Co., Dauphin, Man., have added talking machines to their regular lines. They report at present that they are exceedingly busy, that they have had bumper crops in that particular district and that business has been very good. The only drawback is the great scarcity of help.

The Winnipeg Cabinet Makers, 37 King street, Winnipeg, Man., have recently added a complete line of phonographs to their present line.

The T. Eaton Co., Ltd., are jubilant over their Victrola business the past month, and predict a still greater volume of trade for December.

The Winnipeg Piano Co. are able to report satisfactory business in their Edison phonograph department.

TRADE NOTES FROM VANCOUVER

Vancouver, B. C., December 3.—All Victor dealers have benefited by the appearance of Madame Gluck in Vancouver, B. C., and a large number of records of this artist have been sold both previous and after her visit here.

The store of the Bowers Music House, Hastings street, Vancouver, B. C., has recently been undergoing alterations which will give them considerable extra space for window display.

W. W. Williams, who has been doing business in Vancouver, B. C., for the past two years, has moved into 2331 Granville street to fresh premises on Robson street.
No other record was ever made that was anything like "Life in a Trench in Belgium" (Parts 1 and 2) A2410. Compare Columbia Lists with any other and you will quickly see why Columbia stores are headquarters for New Ideas in Records.

EDISON DEALERS IN DETROIT ZONE HAVE CONVENTION

Over 200 Members of the Trade Attend Meetings Held Under Auspices of Phonograph Co. of Detroit, Enjoy Tone Tests and Listen to Stimulating Business Discussions

Detroit, Mich., December 10.—It's all over but the shouting, as the "show" the American Edison dealers in the Detroit zone, which includes Michigan and a part of northern Ohio, has been for many months. We refer to the third annual get-together convention of the Edison dealers in the Detroit zone, which included Michigan and a part of northern Ohio. About 200 people attended, including dealers, their wives, employees and factory officials, not to forget the number of out-of-town Edison jobbers.

The whole affair was delightful and successful and the credit is due to R. B. Ailing, manager of the Detroit jobbing branch, who made all the plans and arrangements. Not one thing happened to interfere with any part of the program, and if anything, the program actually turned out better than was expected.

The exact date of the convention was November 13. Headquarters were at the Hotel Pontchartrain. From 9 to 10 in the morning there was registration and the distribution of badges and tickets for the Anna Case recital. At 10.30 the convention went into session, R. B. Alling making the introductory address. He touched upon the purpose of the meeting, welcomed those from out of town and assured them of every courtesy during their stay in Detroit. He then appointed W. C. Peters, of Monroe, as chairman.

The first address was by E. C. Boykin, director of sales promotion and editor of "Diamond Points," who extended felicitation and greetings from out of town and assured them of every help and courtesy. Following the recital there was a reception for Miss Case.

Among the honored guests—we do not speak of the officials, or Edison dealers of the Detroit zone—who attended the convention were C. E. Goodwin, Chicago jobber; Walter Kipp, Indiana jobber; L. X. Bloom, Cleveland jobber; H. G. Starnon, Toronto jobber; R. A. Trestrail, advertising manager of R. L. S. Williams & Sons, Ltd., of Toronto, who spoke on "Advertising," and Frank J. Bayley, of Detroit, who spoke on "Anticipating the Future.

In the evening there was a banquet at the Hotel Pontchartrain, and some splendid musical entertainment of artists-employed of the Edison Shop of Detroit, followed by the entire gathering going to the Arcadia to hear Miss Anna Case in recital. Following the recital there was a reception for Miss Case.


The Hawthorn Mfg. Co., of Toronto, has announced the appointment of the Wilson-Laird Phonograph Co., of New York, as Canadian distributors for the Bliss reproducer. This company has an efficient selling organization, and has already established a number of active agencies throughout the Dominion of Canada.

This reproducer has been making rapid strides in popularity the past few months, and up to the present time has been adopted for use by a number of talking machine manufacturers. It possesses several distinctive qualities, and has won the approval of prominent tone experts.

MORE CAPITAL FOR THOMAS MFG. CO.

Capital Stock of Dayton, O., Concern Increased From $25,000 to $300,000 in Order to Meet Growing Demands of the Trade

DAYTON, O., December 3.—The greatly increased demand for talking machine motors and parts has been given as a reason for the increase of the capital stock of the Thomas Mfg. Co., this city, from $25,000 to $300,000. The additional capital will be utilized by the company for the further expansion of its manufacturing and distributing facilities in order to fill the volume of orders on hand and in prospect.
It hands you the record you want

Brown Disc Record Cabinet

For every small talking machine given as a Christmas present

Every record right in front of you always.
No searching—No confusion.

Records lie flat when drawer is closed—No warping.

Records are vertical when drawer is open.
Every record at your fingers' ends.

A separate compartment for every record.
No Scratching—Rubbing—Cracking or Breaking.

The Brown Disc Record Cabinet was devised to preserve a record perfectly and thereby insure Perfect Reproduction of Sound.

Those people who received small talking machines at Christmas will need Brown Cabinets after December 25th

Your customers will at once appreciate the unique convenience of the Brown Disc Record Cabinet. The records can be instantly located and replaced with an ease and dispatch that bars accidents.

The beauty of these cabinets is unusual. Choice wood, artistic design and superior craftsmanship combined give them a distinctive charm rarely found in goods of equal price. Moreover, they are BUILT TO ENDURE.

Ask for Catalogue No. 317, T W

The Globe-Wernicke Co.
CINCINNATI
TALKING MACHINES ARE REAL ESSENTIALS IN MILWAUKEE

At Least They Appear to Be So Classified by Buying Public—Many Machine and Record Outfits Being Supplied to Boys in Camps—Co-operative Advertising Campaign Brings Results

MILWAUKEE, Wis., December 10.—Any one who doubts that the talking machine is an "essential," as distinguished from a "non-essential" in the classification of manufactures for the purpose of wartime economy, needs only to come to Milwaukee and note how the people of this city consider the phonograph a necessity for the enjoyment and entertainment of the soldier and sailor boys in active service or training, and the maintenance of the spirits of those who remain at home.

A comparatively huge volume of business that stamps the talking machine as a wartime necessity is being transacted by local dealers, and it is conservatively estimated that an equal or even greater amount of business connected directly with the requirements of the war will be done during the next two or three weeks than during the same period of last year.

Thousands of records, and many thousands of machines, are now being sent, and a great many more will remain at home.

The city of the boys in the military camps, at home and abroad, for more music has been answered, both by dealers and by relatives and friends of the soldiers. Scores of machines, thousands of records, and many thousands of needles have gone forth in a steady stream to satisfy the craving for music. Many more are being ordered, and a great many more will go forward during the next two or three weeks as Christmas gifts for the folks at home.

To the everlasting credit of the talking machine trade in Milwaukee and elsewhere, it must be said that out of this huge volume of business dealers are being solicited practically no profit, feeling that the purpose is so noble that they are willing to do more than their just share to help those who are fighting in their behalf. This is the attitude that has been made by dealers, if figured in the equivalent of cash, would amount to a very large sum.

All of this has proven beyond any shadow of doubt that the talking machine is one of the greatest necessities of the times, and that to curtail the production of musical instruments of all kinds, more especially the talking machine, would be a grave mistake and sooner or later would result ina most regrettable situation.

As Christmas approaches, it becomes more and more apparent that the supply of talking machines, records and supplies is wholly inadequate to supply the demand. As early as December, 10, it is reported, dealers are being asked practically no profit, feeling that the purpose is so noble that they are willing to do more than their just share to help those who are fighting in their behalf. This is the attitude that has been made by dealers, if figured in the equivalent of cash, would amount to a very large sum.

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THE TALKING MACHINE WORLD

The Biggest Little Thing
In the Trade
The Pathé Sapphire Ball!

It is small—that tiny, rounded, jewel-polished sapphire!
But it's BIG in its selling points:
The vast new world of music embodied in the record repertoire of

The Pathéphone

That record repertoire is something new to unfold to the prospective buyer.
Music of which America still knows little—the great voices of all Europe; the romantic gypsy orchestra; the famed military bands, the songs and music of the lands that love romance; the brilliance and beauty of a world of art so far a closed book to most Americans.
To say nothing of the regular monthly list of up-to-date sentimental and popular song successes and dance hits.
Pathé voices are voices to TALK about—the voices of Lucien Muratore, Claudia Muzio, Slezak, Cavalieri, Bispham, and a host of other world-renowned voices—And here's another big point. Pathé TONE—it sells itself!
That's the artistic side of THE PATHEPHONE.

Here's the practical side:
No needles to change!
The Pathé Sapphire Ball is permanent. It never has to be changed.
Pathé Records play 1,000 times! The Pathé Record Guarantee is one of the biggest record-selling arguments in the world. Read it—it's worth your while!
The Pathéphone plays all makes of records! Each Pathéphone, at any price, is equipped to play not only Pathé Records, but all other records.
Pathé Prices—$25 to $225—a price to fit every income!
And last, but not least, the mere name "Pathé" is a confidence-creating force in itself!

PATHÉ FRÈRES PHONOGRAPH COMPANY, 20 Grand Avenue, Brooklyn, N. Y.
Pathé Frères Phonograph Company of Canada, Ltd., 6 Clifford Street, Toronto

MURATORE
Principal Tenor
Chicago Opera Company

Muzio
Prima Donna Soprano
Metropolitan Opera Company
ALL CHRISTMAS GREETINGS

to our friends in the trade and those many new acquaintances who are about to enter the Pathé Sales Circle!

What we'd really like to do is to reach out and give each one of our Pathé dealers a congratulatory handshake on the big volume of business that's coming in—

In fact, we owe Pathé dealers a vote of thanks for their whole-hearted selling co-operation during 1917—

A co-operation with results that forecast a still greater 1918—

And speaking of 1918—we are going to do more than wish you a prosperous New Year.

We predict it for you!

Cordially yours,

Pathé Frères Phonograph Company

A Brand New Phonograph Field

WIDE OPEN!

The new line of Art Period Pathephones: “William and Mary,” “Sheraton” and “Jacobean” are now ready for the trade at a non-competitive retail price.

$190

subject to the BIGGEST discount ever offered.

Write for details. They are to your advantage.
Mme. Gerhardt—the best known singer of folk songs in the world—joins the ranks of exclusive Columbia artists. The first record is the greatest Christmas hymn in the world, “Silent Night, Holy Night.” A timely offering for Columbia dealers!

PREPARING FOR 1918 BUSINESS

Vitalis Himmer, Jr., Already Making Contracts for Audion Products for Next Year—Greatly Increased Demand Already in Prospect

One of the best-known members of the talking machine parts industry is Vitalis Himmer, Jr., who has been associated with the business for a number of years, and whose technical knowledge of tone arms, sound boxes, etc., is reflected in the fact that he has been granted a number of patents covering basic principles in the production of these parts.

At the Himmer factory, 77 Reade St., New York, there are manufactured Audion products which have achieved remarkable success in the short while they have been on the market. Audion tone-arms, sound-boxes, etc., have been adopted for exclusive use by prominent manufacturers in different sections of the country, who have arranged to use these products after carefully testing them under the most severe conditions.

In a chat with The World, Mr. Himmer stated that he is now making arrangements for 1918 business, and has already secured large contracts for the coining year.

The factory was oversold in 1917, and judging from the orders now on hand 1918 business will be far in advance of this year. Although Mr. Himmer devotes as much time as possible to the executive end of the business, he endeavors to spend some part of each day in his research laboratories. His experiments have been prolific of excellent results, and Mr. Himmer states that after the first of the year he will have something decidedly novel and unique to present to the trade.

Sends the Season’s Greetings

In accordance with its usual custom, the Otto Heineman Phonograph Supply Co., Inc., New York, has sent out to all its friends in the trade a very artistic card wishing them the compliments of the season. This year’s Christmas reminder is unusually attractive and expresses the sincere wishes of the company that the recipient enjoy a happy and prosperous year in 1918.

Mr. Heineman intimated this week that in addition to this Christmas card his customers would also receive something novel and unique before Christmas. This souvenir will doubtless serve as a constant reminder of Heineman service and progress.

Army Edison for Camp Hancock

Stripedown, Pa., December 3.—The Stroud Theatre held a record audience one night last week when Sergeant Geo. Kemp, of the 109th U. S. Infantry, accepted an Army and Navy Edison phonograph in behalf of the men in his company, now located in Camp Hancock. The instrument was presented to the soldiers by the Volunteers of America, and an elaborate program prepared to mark the presentation.

WESER PHONOGRAPH

For 38 years the piano trade has recognized in Weser instruments the highest piano and player piano value in the market. It always has been our delight to invite comparison of the Weser products with those of any other maker. Many of our best dealers have been acquired by such comparisons.

Weser Phonographs are making rapid headway in the same manner. Compare them with the world’s most expensive makes—in tone quality—in appearance—in reliability, and solidity of construction, and we are content to abide by your decision.

The Weser Phonograph will play any record. Made in satin finish mahogany. Other woods on special order. Electric motor will be furnished if desired. Write for catalog.

WESER BROS., Inc.
520-530 West 43rd Street
NEW YORK
Featuring the Musical Possibilities of the Talking Machine

By William Braid White

[Note: This is the tenth in 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, enabling such persons to appreciate intelligently, and push more energetically the sale of records devoted to the higher classes of instrumental music. It is, of course, well known to you all that ever since the talking machine became something commercially important, the leading records have been reproductions of the voices of great opera singers. As a result, an enormous library of such records has been accumulated, and the sales have been literally huge. The American people, by this time, know a great deal about great operatic singing. But this is not enough. The more musical cultivated the people become, the more records devoted to the higher classes of instrumental music. It is, of course, well known to you all that ever since the talking machine became something commercially important, the leading records have been reproductions of the voices of great opera singers. As a result, an enormous library of such records has been accumulated, and the sales have been literally huge. The American people, by this time, know a great deal about great operatic singing. But this is not enough. The more musical cultivated the people become, the more records devoted to the higher classes of instrumental music.

KNOWLEDGE OF ORCHESTRAL MUSIC

Last month I started on a new idea. Just how good that idea is remains to be seen; but so far I have reason to think it all right. Briefly, it is to give a sort of short course in musical appreciation to those who sell talking machines and records, for the especial purpose of enabling such persons to appreciate intelligently, and push more energetically the sale of records devoted to the higher classes of instrumental music. It is, of course, well known to you all that ever since the talking machine became something commercially important, the leading records have been reproductions of the voices of great opera singers. As a result, an enormous library of such records has been accumulated, and the sales have been literally huge. The American people, by this time, know a great deal about great operatic singing. But this is not enough. The more musical cultivated the people become, the more records devoted to the higher classes of instrumental music.

For all these reasons, then, it is not only desirable, but actually of the highest importance, that great symphony so soothing, so tender, so sweet. Are you prepared? The Victor Talking Machine Co. have issued a splendid Xmas folder listing 61 choice records for the occasion. Unless you have a good stock of every one you lose the best part of your Christmas trade. The place to order these from is

"The House of Service"

W. D. & C. N. ANDREWS, Buffalo, N.Y.
THE MUSICAL POSSIBILITIES OF THE TALKING MACHINE

(Continued from page 59)

them to the theme of the varietal music that has been his delight from his youth. The great symphonist has been that American symphony some day. They have the grandeur and nobility of their religious origin. The second theme of that movement shall be, per-
represent in deathless tones the grand simplicity of the "Traveler" or "Money Musk" has furnished.

The great musician quite naturally and in his fifth symphony, Beethoven has drawn the ideas for his tunes from the fountain head of folk song; and what is true of him is even more true of his predecessors, Haydn and Mozart.

What Is a Scherzo?

A word that you will find in the record cat-
logs is "Scherzo"; and many people, no doubt, have wondered just what it means. Literally, it is the Italian for "joke" or "jest." And orig-
inally, such it was applied to a short piece of the very gayest kind, usually just a moment lived up, as you might say. The third move-
ment in all of Haydn's and Mozart's symphonies is indeed a minute; but this is a rather slow and stately dance, amidst the lively 3-4 time. All third movements of symphonies are a sort of a dance, but the old minute was far too slow to suit the temperament of Beethoven. So he took the old form and built it into something gayer and more lively, which he called Scherzo.

Yet his scherzo is not by any means just sim-
ple fun. Far from it. Even in his first sym-
phony, written when he was a young man of thirty, the Scherzo gets miles away from the stiff elegance of the Mozart scherzo and is a sort of free rhapsody on the lively dance which is its first theme. It was Beethoven who developed the Scherzo idea, and in his fifth symphony, in which we have been discussing, he produced a piece which is perhaps the most won-
terful thing of its kind. It ranges the gamut of emotion from gaiety to sorrow, from tempest to despair; and finally leads, without a pause, into the marvelous finale, which is recorded by the Victor Concert Orchestra and was an-
ounced in one of the Victor bulletins issued this fall.

Basses and Trumpets

A marvellous opening is that of this Scherzo. It begins pianissimo in double bass strings, a subdued muttering like of distant thunder. Three times the theme is sounded in the same voice, each time followed by an answering echo in the violins. Then, without a pause, there bursts forth a military peal of trumpets and horns, voicing—what but the four hammer strokes of the first movement—the moto of the symphony of these four notes is a wonderful tune composed, which works out into a splen-
did climax, and comes to a sudden stop.

The Elephant's Dance

Instantly, without a moment's hesitation, the entire row of bass fiddles, big lumbering beasts, the elephants of the orchestra, burst into a mad clummary dance, which runs up and down their fingerboards at express speed, making them, in all their hugeness, imitate the capering antics of the violins. The breathless crazy dance pulls up short, all panting, as it were, with the exer-
tion. At once it begins again; begins and stops. The elephants cannot dance in tune. They try again; and again stop in confusion. Again; and again, they hit the step. The comic yawning of giants dances its way up the scale, till the lighter and more agile instruments, violas, viol-
ins, clarinets and flutes, carry the leaping pulse of the dance to the highest, most ardent limits of musical sound; and gently bring it to earth again through softest tones of woodwinds.

The first theme takes up once more, first in bass strings, then in violins, first with bow, then with plucked string, more but gayer and less noticeably. Comes some working over, a little intertwining of voices, and lastly, the solemn omen pianissimo stroke of kettle drum, which, like a tolling bell, punctuates an other-
wise complete silence again; and again the stroked sounds, till violins to the constant still sounding below them, break out in a sort of passionate wail; a cry for deliverance from the storm of despair. Then finally, the whole orchestra, its trump-
pets pealing, its 'cellos and basses sonosi-
ously intoning; its woodwinds shrilly trilling, dashes into the great triumphal march in C major, opening the splendid, world-conquering, Finale!

But of this last I must speak later. Do you think I have rhapsodised a bit too much? Well, hear the record of it for yourself and then you can judge.

NEW RECORD DISPLAY HOLDER

H. A. Weymann & Son, of Philadelphia, have recently introduced a very practical device known as the Marvel Victor Record Display Holder. These new record holders are built very strongly and are made of three ply veneer. They are made in weathered oak, golden oak, mahogany and other finishes and will hold both the ten and twelve-inch records and are pri-
marily designed for use in window displays, where they will serve the admirable purpose of drawing public attention to individual records. The price is $1.25 each.
The leading makes of machines featured prominently in local advertising by the dealers—able to get a fair supply of machines—money is plentiful and trade outlook good.

HEAVY VOLUME OF ADVERTISING IN BALTIMORE TRADE

All the leading makes of machines featured prominently in local advertising by the dealers—able to get a fair supply of machines—money is plentiful and trade outlook good.

Baltimore, Md., December 5.—Satisfaction with the good business done during the month of November and big preparations for the final drive this morning represent the situation in the talkimg machine field. The distributors of various lines have been able to get a fair supply of machines, but expect to get larger shipments. They have been held up by the freight embargo. The record business is being held up in some quarters by the lack of being able to get back numbers. This is also expected to improve during the early part of the month. Cash business also is very pleasing to the dealers and collections have been very good both to the jobbers and to the retailers.

There has been an extraordinary volume of newspaper advertising featuring various makes of talking machines. This advertising was done by individual firms and was run in the local newspapers exclusive of the regular ads of the Victor and Columbia Co.'s. Department stores and furniture dealers featured talking machines in the big newspaper spreads.

With the Columbia Co. S. C. Cook, assistant manager, who has been in charge of the Baltimore branch for the month, reports the volume of business greater than in November of last year's business. Cash sales also went way ahead of last year's business. The branch is getting good service on records and has been able to keep all of its customers satisfied. The work of the three roadmen, P. W. Peck, Eden F. Jester and W. F. Korhammer, who dropped in at headquarters the latter part of the month, has been very good.

William F. Parks, who became the local manager of the Columbia Co. on September 15, is a patient in Johns Hopkins Hospital. He has been confined to the institution for almost a month.

November business ran way ahead of 1916, says W. C. Roberts, manager of E. F. Droop & Sons Co., Victor distributors. The firm has just completed remodeling its showroom and has added two new booth lightings. More of the modern indirect lighting type have been installed. The firm has added three new men to its staff. They are J. H. Chase, J. Davis and George Stansmore. These men will principally look after the wholesale business. Machines shipments are daily expected to arrive for make up for the depleted stock, the result of last month's extraordinary business. The record situation is worse to-day as far as back orders are concerned than it has been for four years. In view of these being but fourteen new numbers for January, Mr. Roberts believes that some of the back numbers will come along very shortly.

J. H. Chase, sales manager for Cohen & Hughes, reports the Victor business very fine in both wholesale and retail. Machines have been coming through fairly well and he expects to see them continue to come in. The record situation with the firm is fairly good. Mr. Chase has been dividing his time between Baltimore and Washington and has been kept busy looking after both branches.

Jesse Rosenstein, for the National Piano Co., Pathe distributor, is more than satisfied with the way business is going. The freight embargo is holding up a great deal of his goods, but he says he has been able in the main to satisfy the Pathe dealers in his territory.

With the nearness of the Christmas holidays it is one of my partners, but draws very little and gives much service. "Convey to my friends in America my respects, especially to those whom I met at the Edison factory at Orange, and at the Victor factory in Camden, and the Columbia boys at the big pile down Broadway and at the factory." Mr. Graham states that he is doing fully $25,000 more business than he has ever done in his history, even under existing conditions, and that amount would have been increased if he had been able to get a sufficient quantity of Edison products from America.

The presuming, instead of looking for the needle in the haystack, prefers to sit down in the hay.

Talking Machine Manufacturers

We beg to suggest that you look into the merits of our new model VEECO ELECTRIC MOTOR equipped with VITRALOID TURNTABLE.

It is up-to-date and certainly would largely increase your sales when installed in your high class machines.

Runs on either A. C. or D. C. from 100-125 volts without extra resistance or any adjustment and can be supplied for any voltage from 6 to 250.

No more winding.

No more broken springs.

No more running down in the middle of selections.

No more discordant music due to uneven spring tension.

Guaranteed by us for two years.

Send for a sample and try it out.

THE VEECO COMPANY


The Original Producers of a Complete Electric Drive for the Talking Machine Manufacturer's Use.
TO QUOTE HELEN WARE'S own words on hearing her first GENNETT RECORD: "I have always considered the glorious tone of my Stradivarius Violin a thing of beauty without a peer. Not any longer... My Gennett Records would amaze the immortal Violin Maker of Cremona."

"GENNETT RECORDS"

9-11 E. 37th STREET

NEW YORK CITY
DETROIT STILL REPORTED ON HIGH WAVE OF PROSPERITY

Volume of Business Will Only Be Limited by the Available Stocks of Goods—Dealers Appreciate the Close Work Being Conducted in This Territory

Detroit, Mich., December 10.—The month of December will surely break all records for the talking machine business in the State of Michigan. This statement is made only after interviews with small and large dealers as well as Michigan jobbers of all lines of talking machines. It is further evidenced by the increased amount of advertising, publicity and pep being injected into the business. As you know a firm usually gets what it goes after. Only failure on the part of the manufacturers and jobbers to deliver will result in disappointment. And right here we must add that there will be some disappointment—there are always in the talking machine business at holiday time—nevertheless, if the dealers sell all they can get they will be ahead of last year. The demand this year is for machines priced anywhere from $100 to $150—which does not say there is no demand for the cheaper grades and those more expensive. We speak of the $100 and $150 types as being the most popular of any.

Dealers and jobbers of Victrolas in the Middle West are thoroughly conversant with the factory situation. The Victor Co. has never had such a tremendous year for orders—their factory has been working at high speed during the past eleven months of 1917, and the month of December sees its books one mass of orders and a physical impossibility to take care of all of them. So Victor dealers will have to make the best of the situation although even at that, their total business for the year just closing will exceed that of all of the receipts to some patriotic organization. The plan met with unanimous approval and was referred to a committee for further working out. C. H. Grinnell, of Grinnell Bros., Michigan jobbers, is able to take excellent care of customers on records, as shipments are coming along in fine shape, but his troubles are like those of all other Victor jobbers—to get enough No. 11, 10 and 14 to supply the orders. Grinnell Bros. retail store is continuing its Christmas week and holiday sales with increased popularity. Even standing room these days is unavoidable and many people are turned away each week. Mr. Wilkinson is now in charge of the retail Victor department. He has been with the company for nearly five years.

Record sales have already been made of high- priced machines.

Records of well-known artists have been greatly in demand due to their personal appearance in Detroit. The past two months has seen more big artists in recital here than ever before, and starting the first payment on February 1, the whole is better than last year for the months of December and starting the first payment on February 1, the whole is better than last year for the months of December and the J. L. Hudson Co. is handling the Celestaphone. The past two months has seen more big artists in recital here than ever before, and starting the first payment on February 1, the whole is better than last year for the months of December and the J. L. Hudson Co. is handling the Celestaphone.

Announcing the appearance of Styles F and A, in Brown Mahogany and Fumed Oak, of the wonderful FULTON Phonograph. (Retailing at $150.00 and $225.00 respectively.)

THE FULTON

is the instrument that created a sensation at the recent National Music Show.

In the FULTON you will find the only distinct and appreciable advance in "tone-reproduction" in recent years.

Do not expect "just another one" in the FULTON but, rather, superior tone and reproduction to any that you have heretofore ever heard emanating from a phonograph.

We make no false claims for our product, Mr. Dealer, and if after receiving the first instrument you fail to pronounce the FULTON the finest instrument you ever listened to, you may return it for credit, and at our expense.

Plays all records—output limited.

FULTON-ALDEN CO. INC.

Waukegan, Ill.
LUCKY 13 PHONOGRAPH CO.
3 East 12th Street, New York City, N. Y.

Floor Cabinet Machines, Cut-out Numbers, at Exceptionally Low Prices $13.00 UP

We beg to announce that we have recently purchased twenty-five hundred floor cabinet machines, cut-out numbers, equipped with double spring motors, reversible tone-arms and reproducers, and can offer same at the following prices.

Type A, fumed oak floor cabinet machine, 35 in. high - $13.00
Type B, mahogany finish floor cabinet machine, 39½-in. high - 18.50
Type C, mahogany finish floor cabinet machine, 42½-in. high - 20.50
No. 45, mahogany finish floor cabinet machine, 36-in high - 15.50
Table cabinet with cover quartered oak, D. S. motor - 10.75
Table cabinet, larger size with cover quartered oak, D.S. motor 11.25

If you are interested in high class machines at real low prices get in touch with us for samples at once, as we cannot tell how long this lot will last.

STEEL NEEDLES
65¢ per thousand. Immediate Delivery.

<table>
<thead>
<tr>
<th>Type</th>
<th>Description</th>
<th>Price</th>
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<tbody>
<tr>
<td>No. 0-16 in.</td>
<td>8 ft. 6 in. 25c ea.</td>
<td>1000 lots 19c ea.</td>
</tr>
<tr>
<td>No. 1-10 in.</td>
<td>25 ga. 10 ft.</td>
<td>1000 lots 35c ea.</td>
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<tr>
<td>No. 2-7/8 in.</td>
<td>25 ga. 10 ft.</td>
<td>1000 lots 30c ea.</td>
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<tr>
<td>No. 3-5/8 in.</td>
<td>25 ga. 10 ft.</td>
<td>1000 lots 25c ea.</td>
</tr>
<tr>
<td>No. 4-1/4 in.</td>
<td>25 ga. 10 ft.</td>
<td>1000 lots 20c ea.</td>
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</tbody>
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TONE ARMS AND REPRODUCERS
Buy, to play 7-in. records only: $1.00
No. 1-Tone Arm and Reproducer, for playing all records 30c
No. 2-Tone Arm and Reproducer, for playing all records high grade 1.25
No. 4-Tone Arm and Reproducer, for playing all records high grade 2.25
No. 6-Tone Arm and Reproducer, for playing all records high grade 3.25

NEEDLE CUPS
$1.00 per thousand, $9.00 per thousand in 1,000 lots. Larger quantities still lower.

SAPPHIRE POINTS AND BALLS
Sapphire Points 13¢ each in 100 lots 12¢ each in 1000 lots
Sapphire Balls 13¢ each in 100 lots 12¢ each in 1000 lots

RECORDS
For the "Popular" Brand, 7-in. double face, lateral cut, all instrumental:
32¢ in lots of 100
30¢ in lots of 1000
29¢ in lots of 4000

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

LUCKY 13 PHONOGRAPH CO., 3 East 12th Street, New York
NEW DEALERS' SERVICE DEPARTMENT

Latest Division Added to General Sales Department of Columbia Co. for the Benefit of Their Retailers—H. L. Teurs in Charge

George W. Hopkins, general sales manager of the Columbia Graphophone Co., New York, has announced a new “dealers' service department,” which will be a division of the general sales department.

This new department, which is introduced with the single purpose of providing practical assistance for Columbia dealers in merchandising Columbia products, will be under the management of Harold L. Teurs. Mr. Teurs has been associated with the Columbia Graphophone Co. and its products for a number of years, and his previous retail experience well qualifies him for his new post. He was the organizer and the head of the sales promotion department of the New York branch, and in his new position will be assisted by a corps of competent and thoroughly experienced Columbia men.

“The sole object and endeavor of ‘dealer service,’ Mr. Teurs says, ‘is to take from the Columbia dealers' shoulders a good proportion of the worry and work of planning sales campaigns, and to prepare for the dealer actual material for him to use. Eliminating his time and work on sales plans will allow him greater time to devote to the other details of the business, at the same time giving the dealer a wealth of time, study and research to his problems.

“We hope to be favored with the dealer's confidence so we may step in and offer the result of our experience in the talking machine field, and advise him on all details that go to make up the successful Columbia retail shop. We hope to advise him on the equipment of his salesrooms, the personnel of his sales force, and to help him appreciate the value of Columbia advertising so he may successfully connect with it to our mutual benefit. We want to fill the gap between the dealer and the advertising department, to the end that every dollar's worth of Columbia advertising will mean business for that particular dealer. We hope to encourage the dealer's belief in our whole-hearted desire to assist him to a successful and developing business.

“The Columbia Graphophone Co. is spending millions annually in developing a demand for Columbia Grafonolos and Columbia records. Any Columbia representation with ordinary managing will prove a success. We are not satisfied with this form of success; we want dealers developing; we want to watch him expand with us, and to so stimulate this expansion, we want him to appreciate the return value in all forms of modern publicity.

“If we discover some Columbia dealer located just around the corner off a busy street and who is losing business by reason of the fact that passers-by do not know he is there, we are going to tell him how the proper electric sign will bring results to him. We are not going to tell him what kind of a sign to arrange for; we're not going to ask him to spend his time dickering with electric sign manufacturers or deciding on the sign for his shop, but we are going to place in his hands the photographs of an electric sign that will just suit his purpose and which we have already made up for him and which is ready for delivery at a cost ridiculously small by reason of the fact that we have manufactured thousands of these same signs for other dealers.

“Further, we hope to make the 'dealer service department' thoroughly co-operative and encourage dealers to transmit to us sales ideas and plans that have worked satisfactorily and brought results. Every dealer should feel free in giving us the particulars surrounding some selling plan that has worked advantageously for him, in order to give all the other Columbia dealers the advantage of his experience, time and brains. In turn, we may be able to help this dealer to a greater business on some simple little selling plan that some other dealer has worked out. Mr. Hopkins aptly sums up the whole ‘dealer service' idea in a paragraph from his recent announcement to Columbia dealers, which I quote:

"'A big expense is incurred by dealers who maintain their own publicity department or buy the services of an advertising agency. Were it possible for a number of Columbia dealers to organize and maintain such a department for their collective benefit, the proportionate expense would be considerably less. The Columbia Graphophone Co. is taking the responsibility of presuming that dealers will welcome the annui!-attribute of such a service maintained by the company, the success and continuance of which depends entirely upon the support of the dealers. This department is the dealers' department, working in immediate touch with the sales department in the dealers' interest. Our brains and time will be devoted without charge. A dealer will be asked to pay only the manufacturing cost of material supplied. The mighty purchasing power of the company and quantity of production will permit our offering sales material at an amazingly low figure, compared with the time, labor and expense previously devoted by dealers for similar publicity material.

"Co-operate with us; give us the support we so earnestly solicit and make this service an uneasing mutual benefit."

"Returns from dealers on our initial dealer service efforts were fairly startling," continued Mr. Teurs. "We anticipated the co-operation of a good many dealers, but we were absolutely overwhelmed by a return that indicated a much larger spirit of hearty accord and co-operation than was expected. We knew that a co-operative service would meet with the approval of every Columbia dealer, but we fully anticipated some little skepticism on their part as to the practicability of being able to step into their stores and help their sales. We are greatly encouraged in our efforts and have a more enthusiastic determination for the future for Columbia dealers in the future.”

MELODOGRAPH CORP. SCHEDULE

The Melodograph Corp., talking machine and record manufacturers, of 142 West Fourteenth street, New York, has filed schedules in bankruptcy court. The company claims assets of about $4,000, consisting of cash received from the sale of the assets of the company by the assignee. Among the principal creditors are the Melodophone Talking Machine Co., the Melodograph Record Co., Inc., and Morris Friedberg.

Every Victor Dealer Can

PUSH READ-FILE

And Increase His Profit

THE ONLY PRACTICAL FILING DEVICE FOR VICTROLAS

X AND XI ON THE MARKET

Ask any important Victor Distributor or write for detailed information to

READY FILE CO., Incorporated
Indianapolis, Indiana
STRONG DRIVE FOR HOLIDAY BUSINESS IN INDIANAPOLIS
Prospects Are That 1916 Record Will Be Broken—More Expensive Types of Machines Most in Favor—What the Various Concerns Have to Report Regarding Current Conditions

INDIANAPOLIS, Ind., December 6—Indications from reports of both wholesale and retail talking machine dealers point to a big successful drive for holiday business that should surpass the record of last year.

The wholesale and retail men already are beginning to have trouble in getting machines fast enough and in all likelihood there will be the usual Christmas shortage of machines. The wholesale men say that many dealers who thought they had ordered enough machines to carry them through the holiday season are beginning to send in additional orders.

Ben Brown, manager of the Columbia store, says that the November sales show an increase of nearly 50 per cent. over November of last year and the chief difficulty at present is in satisfying the demand for machines. Mr. Brown accompanied S. H. Nichols, the district manager, to Louisville, Ky., last week where they called on several Columbia dealers. The Grafonola Co. of Louisville had an increase of 100 per cent. in sales last month over November of 1916. This company is fitting out a new store in the Speed Building, which will be ready for occupancy January 1.

D. Sivado, manager of the Columbia department of Herman Strauss & Sons, of Louisville, told Brown that he is expected to smash all previous holiday records.

The Indianapolis Columbia dealers are giving Mr. Brown similar reports.

The Baldwin Piano Co. has put on a new auto truck for the exclusive use of the Columbia department. C. F. Herdman, manager of the department, says that conditions are satisfactory and he can see no reason why a big record should not be made in holiday business. Many people already have ordered machines for Christmas delivery.

Robert D. Duffy, the retail floor manager of the Columbia store, went to Louisville to spend Thanksgiving.

A. H. Snyder, manager of the Edison shop, notes a trend towards the $250 model machine, saying that three times as many of these machines are being sold as any other priced models. Snyder says that business has improved wonderfully and that there is a greater percentage of cash transactions than ever before. Tone-test concerts being given by the Edison artists, Ida Gardner and Harold Lyman, and Betty Lane Shepherd and Clarence Royer, are attracting much attention to the Edison shop.

Walter Kipp, of the Kipp Phonograph Co., distributors of the Edison machines, says that his only complaint is the difficulty in getting machines fast enough. Forty-eight tone-tests are being given in cities of Mr. Kipp's dealers and reports reaching him from these dealers are that too many are proving highly successful in stimulating the growing demand for the Edison.

At the Brunswick Shop, George Standke, manager, reports that business has been hum-
DICTATING MACHINES NOT TAXABLE

Provisions of War Revenue Act Do Not Apply to Such Types of Phonographs or Talking Machines—Ruling of Revenue Collector

Although apparently slow progress is being made in solving some of the puzzles found in the War Revenue Act, the Treasury Department has nevertheless given some interesting rulings in specific instances, direct and through local Internal Revenue collectors. Among the rulings of particular interest to the trade is that announced by Wm. H. Edwards, collector of the Wall street district, New York, to the effect that machines used for dictating purposes, like dictaphones and dictagraphs, are not subject to tax, not being classed as musical instruments. He has also emphasized the point that the provisions of the act in no case affect those private owners of talking machines, etc., who had the instruments in their possession before the law went into effect, and that the tax can only affect machines unsold at the time the tax bill was passed.

RECEIVER FOR LORIMER-HICKS CO.

Talking Machine Manufacturers of Troy, O., Declared to Lack Capital

Troy, O., December 3.—A receiver has been appointed for the Lorimer-Hicks Mfg. Co., makers of the "Lorophone" talking machines in this city. It is stated in the petition that, although there are plenty of orders on hand, the company has insufficient capital to operate. The assets of the company are given as approximately $65,000, and liabilities $52,000. The company is capitalized at $50,000.

The Huntington Park Hardware Co., Huntington Park, Cal., has secured the agency in that city for the Columbia Grafonolas, records and supplies and have installed a large stock in their store.

OFFERING SALES-BUILDING SERVICE

Jones Motrola, Inc., Advertising the Motrola in National Magazines—Provide Advertising Literature for the Use of the Retailer

Jones Motrola, Inc., the manufacturers of the Jones Motrola, the successful electric winding device for talking machines, have recently been paying particular attention to their publicity, both through the magazines and through literature for dealer display and distribution.

In the Saturday Evening Post of December 1 there was an attention-compelling full-page advertisement devoted to the Motrola and which pictured in a practical manner the usefulness of the device. The advertisement carried a partial list of the dealers handling the Motrola, thereby making the advertisement particularly effective from the dealer's standpoint. The Saturday Evening Post ad was reproduced in the form of a large hanger, and sent out to dealers for display in their windows and ware-

rooms. In order to stimulate holiday sales, Jones Motrola, Inc., have prepared for dealer's use a most attractive folder emphasizing the desirability of the Motrola as a Christmas present. The folder has suitable holly decorations, and there is space on the back page for the dealer's name. There has also been issued a carefully compiled folder for the use of the salesman and containing information about, and arguments for, the Motrola.

Special booth hangers, in rich colorings, and free electrotype service for local advertising by dealers are also included in the Jones Motrola, Inc., plans for co-operation with their retailers.

The Phonograph Shop, Inc., of Tulsa, Okla., has purchased the Edison business of the R. C. Bollinger Music Co.

Wages have gone so high in many places that the men have to strike to get time to spend their money.

LANTERN SLIDES FOR DEALERS

Victor Co. Announces Series of Fifty Specially Designed Slides for Use of Retailers in Neighborhood Motion Picture Theatres

The Victor Talking Machine Co. has just prepared for the use of its dealers an elaborate series of fifty specially designed lantern slides intended for display in the moving picture theatres of the country. The slides are all different, and two of them, numbers 201 and 203, are so designed that the dealer can have shown on the slide any particular artist or any particular type of machine desired. The slide showing the artist is especially suitable for use in connection with the appearance of that particular artist in concert in the dealer's city. All the slides with the exception of one, which is free, are furnished to the Victor dealer at 25 cents each postpaid. Many of them are designed particularly for use during the Christmas season and should be ordered at once if the full sales effect is to be obtained.

In announcing the new slides the Victor Co. calls attention to the fact that it is estimated that 13,000,000 attend moving picture shows daily in this country, and they for the most part represent neighborhood crowds coming from the dealer's own territory.

NOW LIEUT. PAUL PENNINGTON

Frank K. Pennington, assistant general sales manager of the Columbia Graphophone Co., New York, was advised last week that his son, Paul Pennington, had been commissioned a general officer in the U. S. Navy; his appointment being that of a lieutenant with his present headquarters at Annapolis.

Lieu. Pennington, who reported for duty on December 3, is a graduate of the University of Pennsylvania with the degree E.E., and is also a member of the American Institute of Electrical Engineers. He has spent the past few years on intensive research work, and is destined to achieve signal success in his chosen profession.

December 25th is Near

MERRY XMAS PROSPEROUS NEW YEAR

Have you, Mr. Dealer, enough PATHEPHONES to deliver on that day?

Will you lose the sale of a particular model PATHE on Xmas Eve because you haven't it in stock?

For your sake—Don't lose that sale
For our sake—Order at once

The Fischer Company

(OLDEST PATHE JOBBERS)

940 CHESTNUT ST. CLEVELAND, OHIO

Fischer says: "Railroads are congested; express companies are overburdened; everything to be delivered for Christmas should be ordered NOW."
The Columbia Graphophone Co.'s local wholesale branch reports business highly satisfactory for the month of November, despite transportation difficulties, and the outlook is quite favorable. The chief handicap has been in securing enough machines to supply the urgent demand. Manager Kenneth Mills states that every indication points to an unprecedented call for both records and machines in December. The beautiful Columbia art models, retailing as high as $50, are in great demand in Pittsburgh and adjacent territory. The quarters have been enlarged and the store has been kept fully furnished, and large shipments have been received, as the difficulties of transportation had in the past prevented a careful examination of shipments. Mr. Schauble presented every lady guest with handsome souvenirs. The Schauble store has been enlarged to double the size of the original quarters, and is now one of the finest talking machine shops in Erie. There are seven spacious booths, modernly equipped and beautifully furnished. The Standard Talking Machine Co., prominent local Victor distributors, report business seasonably active throughout the territory. A large auto truck has been added to the equipment for facilitating deliveries to and from freight depots.

French Nester, manager of the Standard Talking Machine Co., visited in New York City the last part of November and on December 21 delivered an address before the Talking Machine Dealers' Association. His topic was "The Advantage of Association Work." The Davis Drug Co., Altona, Pa., recently held a very successful formal opening of their new Columbia talking machine department. The line is displayed effectively in elegantly furnished showrooms, and the department is attracting much favorable attention.

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G. B. Davis states that he is encouraged by the surprising volume of business accruing in the first month of the department's existence.

J. Newcomb Blackman, of New York, president of the National Talking Machine Jobbers' Association, accompanied by Mr. Blackman and Louis Buchin, the well-known jobber of Philadelphia, were visitors in Pittsburgh, November 21.

The Kaufmann Bros. talking machine department is in the midst of a lively rush of holiday trade, Manager E. F. Harwood reports, both machines and records being in extremely active demand. To relieve congestion of the department on the eleventh floor and for the convenience of patrons a record service has been established on the main floor and the slogan is "All the records all the time." Both the Victor and Columbia lines are featured.

The Pittsburgh Retail Talking Machine Dealers' Association will hold its regular monthly business meeting December 11 at the Atlantic Gardens, and plans have been laid for an enjoyable evening.

George Lyons, of the traveling department of the National Talking Machine Co., called upon the local trade the week of November 26.

KOCH-O-PHONE

$24.50

The KOCH-O-PHONE is the FORD of the Phonograph world. There is no charge for the name or expensive advertising added to the cost. Most people would rather pay $48 (resale price) than $100 for the same amount of pleasure. Plays all makes of disc records. No disconnecting needed in exchanging from one make of record to another. Simply turn the sound box and change needle to suit make of record. This machine for tonal quality and volume is not excelled by any $100 machine on the market.

No. 23—Height 43 in., width 193/4 in., depth 22 in.; double spring worm driven motor; 12 in. turntable, all metal trimmings are nickel plated; made in mahogany finish. With tone modulator; weight about 125 lb. $24.50

No. 3—Price $1.50

In Lots of One Thousand

ANDS KOCH, Manufacturer

296 Broadway

NEW YORK

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ANDS KOCH, Manufacturer

296 Broadway

NEW YORK
"Compare,"’ we say to readers of Columbia advertisements, "Investigate," we say to dealers. The more you know about Columbia products and the practical merchandising helps the Columbia Dealer Service Department offers to dealers the more you will want to become a Columbia dealer.

Columbia Graphophone Co.
Woolworth Building, New York

TALKING MACHINES A "NECESSITY" IN THE TWIN CITIES
Increasing Demand for These Instruments for Both Home and Camp Purposes—Big Campaign of Publicity Instituted for Holiday Business—The Strike Situation

St. Paul and Minneapolis, Minn., December 5.—Music reproducing machines, whether named talking machines or phonographs or some other combination of "phone" and "graph" would appear to be a household necessity in the Twin Cities judging from the display that is made of these instruments by the music houses and the department stores. Phonograph advertisements have the conspicuous pages in the daily newspapers and the department stores save their best windows for their display.

What the sales will aggregate for the holiday season alone is not easy to determine, but the figures will be up among the leading commodities in the totals. A phonograph is a staple article of commerce in this section of the country.

The fact has become more noticeable since the National Guard commands and the National Army were called out. While the military authorities refused to stage any of the National Army cantonments to Fort Snelling and also hurried the guards away as soon as they had mobilized the latter remained long enough to bring some business to the dealers in talking machines. Several Victoras and the Army and Navy style of the Edison went out to Fort Snelling before they got away, and had Fort Snelling received what the local people and the army there would have been a fair proportion of the guards purchased the machines.

T. C. Borg Furniture Co., the Bonyea Co. and Howard, Farwell & Co. are making notable Co.

E. F. O'Neill, of the Beckwith-O'Neill Co., states that the retail men are in positive distress as they have no reserve stock worthy of the name and the demand is much heavier. Foster & Waldo have sent out wires in all directions to ship anything over $50 machines without delay and regardless of style or wood, anything that has a Victor name on it.

Just as if the Victor dealers did not have troubles enough they now are threatened with scarcity of records. The old standard compositions are hard to get and certain favorites the Beckwith-O'Neill Co. can't supply. W. J. Dyer & Co. have disposed of their Edison cylinder line to Laurence H. Luckey, president of the Minnesota Phonograph Co. The Dyers handled this line for about fourteen years, and were instrumental in giving it a wide prestige in the Northwest. George Mairs, manager of the talking machine department, explains that the sale is made solely for the convenience of the house in consolidating its stock and giving additional space for its expansion plans. The Edison instruments have been going out in carload lots of late.

The Brunswick phonograph is making a bid for the public attention through conspicuous newspaper advertising, the biggest publicity work being by Boutell Bros., a large furniture house in Minneapolis.

The Twin Cities are in the heat of a street car strike, which may upset the hopes of the people for a peaceful period. Organized labor and the State public safety commission are deadlocked on a proposition of wearing union buttons by a small portion of the street railway employees. The labor leaders insist that Federal authorities settle the matter, but to this the Governor and the commission are opposed. As yet there has been no serious interruption to business, except to the saloons, which have been closed for a day or two at a time, as the authorities deemed advisable.

SECURING ORDERS FOR READY FILE
Frank O. Wilking, President of Ready File Co., at Present Covering the East

Frank O. Wilking, president of the Ready File Co., Indianapolis, is at present in the East calling on the trade in the interests of the Ready File. The very convenient and successful filing system for talking machine records. The results of his trip thus far have been gratifying, he having taken a large number of orders for immediate and future delivery. The holiday demand for this important accessory has broken all previous records.

Ward’s Khaki Moving Covers

PROTECT YOUR MACHINES FROM ALL KINDS OF WEATHER
and will enable you to deliver them free from dust, scratches, bruises and all other finish destroyers.

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

Grade “D” $5.00 Grade “K” $7.50
Carring Straps: No. 1 $1.00; No. 2 $2.00; No. 3 $3.50
ORDER SAMPLE COVER ON APPROVAL
Write for booklet

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 Warehouse.

Grade "D" Cover with No. 3 Straps.
Phonograph
A Finished Product

Reaching the highest pinnacle in the Art of Reproduction—Cabinet building and mechanical perfection

A phonograph in the construction of which no expense has been spared and assembled with the greatest of care.

CABINETS.—Superlative in their artistic design and beautiful finish.

TONE.—Interprets records of any make more clearly, distinctly, naturally, and without the slightest rattle or blast than it is possible to conceive. Surface noises eliminated.

VOLUME.—Greater than usual and regulated to any shade from any part of the room by the operator.

MOTOR.—A wonderful piece of mechanism, in a class by itself for smooth, quiet running and winding. We claim for this motor that it is unequalled for efficiency and noiselessness.

ELECTRIC MOTOR.—We will install our electric motor in any of our styles at an additional price of $25 for any model.

RECORD CONTAINERS.—Conspicuous and convenient to the highest degree. Capacity from 50 to 200 records.

OTHER QUALIFICATIONS
Positive Auto Stop.
Wood Horn.
Jewel Points.
Point always on centre for all records.
Plays all records.
Remove one screw to expose motor.

Since 1865 The Widdicomb Furniture Company has been one of the largest and highest-class manufacturers of fine furniture in Grand Rapids—the home of the furniture—and are too sound and conservative an institution to make the above claim without facts as foundations.

We offer eight models—four conventional uprights and four table types, in mahogany or walnut, ranging in prices from $100 to $250. Being from $25 to $100 below the usual list prices. Owing to low overhead carried by the phonograph division, and the fact that we make all our most expensive parts.

$100 to $250

Catalogues Now Ready
This line is the dealer's opportunity to offer the acme of value to the prospective customer and enjoy for themselves an unusual discount.

PHONOGRAPH DIVISION

The Widdicomb Furniture Co.
Grand Rapids, Michigan

ATTENTION, INVENTORS—While our product is equipped with every known improvement, we will gladly consider any new inventions.
ENTHUSIASTIC OVER HOLIDAY PROSPECTS IN ST. LOUIS

Jobbers and Dealers are Especially Pleased Over Conditions in Country Districts—Refuse to Send Records on Approval—Columbia "Bed-Time" Series Popular—News of the Month

ST. LOUIS, Mo., December 8.—There are some spotted reports heard as to the Christmas. Some dealers report an increased number of holiday sales in storage, others assert that the number is far less than usual. The jobbers are enthusiastic over the prospects and the orders already on file and those filled. There is less talk as to a lack of machines this year than for several years, but on the other side there are more of the formerly exclusive dealers who have added a second line and are prepared for the worst. Jobbers assert that the small dealers and the country merchants are quite enthusiastic over the showing so far and are liberal with their orders for December shipment. Of course, the larger dealers have made their case as to stocks and they appear to be rather confident of the situation.

The recent record trade apparently has been heavier than there is precedent for and to a large extent unexpected. Apparently the factories have been able to meet the demands in fair way, for few complaints are heard. Extraordinary preparations are being made for handling the gift trade during the holiday season, a trade which has been growing as the ownership of machines is extended.

During the past month the Artophone Co., at 1113 Olive street, has been showing more enthusiasm over the local trade than at any previous stage of its existence. Daily newspaper advertising has been carried for the $55 model, recently put on the market, and R. H. Cone, advertising has been carried for the $55 model, which has been growing as the ownership of machines is extended.

Jobbers report an increased number of orders for records, and are liberal with their orders for December shipment. Of course, the larger dealers have made their case as to stocks and they appear to be rather confident of the situation.

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The executive committee of the Victor Dealers' Tristate Association, reported elsewhere, has decided to open a record exchange for members. J. F. Ditzel, of the Famous & Barr Co., who made the suggestion, will work out details. Members overstocked with certain records will post their list with the secretary and see what exchanges can be made.

The Artophone Co. will soon offer the Gennett Phonograph made by Thomas A. Edison, the one and only Victor records on approval. A. M. Magoon, manager of the talking machine department, says that the new plan is working out well and, barring the first few disappointments, there have been no complaints and no worth-while customers have been lost. The customers are urged to come and hear the new records monthly.

A step was taken after careful record was kept of the number of records involved in the approval plan, the damage and the extra stock accumulated in an effort to keep a working supply on hand. It was shown that the sales did not justify the expenditure and trouble. Later, sales have proven this. No effort will be made to sell sealed records, as the records handled are kept clean until sent out.

As a part of the exhibit supplied for the opening of the new warerooms of the Silverstone Music Co., it is announced, is the original phonograph made by Thomas A. Edison, the one with the tin foil for the record.

NEW RECORD OF MISSOURI WALZ

Victor Co. Announces Twelve-Inch Record of Popular Number by Smith's Orchestra

In response to a strong demand from the trade for twelve-inch orchestra records of the tremendously popular "Missouri Waltz," the Victor Talking Machine Co. has announced a record of that type (35663) played by Smith's Orchestra, and bearing on the reverse side "Kiss Me Again," by the same author.

The new record has not been listed in the January advance list, but dealers are advised that they may have orders now on file for the twelve-inch records of the Waltz, if they notify their wholesalers accordingly.

CLOSING A GREAT BUSINESS YEAR

1. Davega, Jr., Inc., Victor distributors, report that they are closing an exceptionally fine year. 1. Davega is now back at his desk after an absence of about one and one-half years, and is anxious to welcome his friends who are numerous in the trade.

The GABELOLA
The Home Entertainer Supreme

Plays a repertoire of 24 numbers continuously, doing all the work itself. The owner does not have to change the needles, records or wind the motor. It plays any lateral cut record. It is decidedly artistic in appearance, has a wonderful tone, and musically and mechanically represents a distinct achievement. It is absolutely unique, and is an instrument that will appeal to the very best trade in your community. It is made in several attractive styles and is finished in Mahogany, Circassian walnut, oak and mission.

The GABELOLA will prove a veritable bonanza for the high class holiday trade.

GABEL'S ENTERTAINER COMPANY
210 N. ANN STREET, GENERAL OFFICES AND FACTORY CHICAGO, ILL.
GABEL'S ENTERTAINER SALES CO., SUITE 512, NO. 117 N. DEARBORN ST., CHICAGO
Give Them What They Want!

The tremendous demand for PATHE PATHEPHONES during the past year is UNQUESTIONABLE PROOF that the people are no longer satisfied with a ONE-RECORD machine.

The people have been educated regarding Records—They know that there are good Pathe Records—They know that there are good Victor Records—that there are good Columbia Records and good Edison Records—

The people want to hear ALL makes of records and they must have a talking machine THAT WILL PLAY all makes of records—

The Pathe Pathephone

Is the Only Standard Talking Machine That Gives You This Great Selling Advantage

This and other grand features—the Pathe Sapphire Ball and Pathe Everlasting Records—make Pathe the greatest of all phonograph propositions.

Hook Up With the Pittsburgh Pathephone Co. for Real Pathe Service!

PITTSBURGH PATHEPHONE CO.
963 LIBERTY AVENUE, PITTSBURGH, PENNSYLVANIA
FORECAST LIVELY BUSINESS YEAR
Otto Heineman Bases Optimistic View of 1918

"We are looking forward to an excellent talking machine business in 1918," said Otto Heineman, president of the Otto Heineman Phonograph Supply Co., New York. "As the head of this very successful house, Mr. Heineman's predictions for the coming year are based on authentic reports from his sales offices throughout the country.

There have been no real changes in the products and their names during the past few years, but we find a difficulty in keeping up with the demands of our clients, and according to our president, there are growing number of smaller motors and improved taper arms.

The public must have music in every language and the talking machine offers the ideal form of entertainment at a minimum expenditure. "A phonograph for every home," and we firmly believe that this is the future of the industry.

"The making of a motor for a photographic instrument is a new departure, but the secret of it all is that an inventor at Rochester, N.Y., where all the kodaks are made, has perfected a camera for this special work. The old methods used by aviators of war in taking pictures of the enemy's country, and the making special apparatus for the use of the Government in the present war. This article reads as follows:

"It was announced recently that the American Graphophone Co. is now engaged in the making of some articles of war, as well as the making of talking machines and records, in the shape of a small motor for photographic machines used by artists of war, so the article of war is not so much a matter of numbers of plates and did the adjusting and all that sort of thing when flying at a rapid rate. We were long considered too lumber some to work to full advantage, and it was never just ready at the right time."

"The kodak people received all the complaints of the French and American aviators at the war front in France, and the question came up: was there not some way to overcome them? The result of experimenting is that a photographic instrument has been designed and invented for war flying machines. By this machine the pictures are taken on a film instead of plates, and when the motor is running will take 150 overlapping impressions, or pictures, capable of taking fifty miles of territory.

"This machine is made for the American aviation service, but it may be extended to the French and British machines, at least that is expected. The machine, it is said, is a big jump forward in photography. It has a wonderful lens, and the photographs of the enemy's country—trails, roads and positions—are brought out wonderfully clear, and the point of interest is, that the machine is ready to snap when the operator wants it with the aeroplane going at the rate of sixty or a hundred miles an hour.

"As stated, the entire machine is made in Rochester, but the small motors for it are made by the Victor Company, and so far only 125 of them have been made, but at that the aerocamera is keeping ahead of the making of the flying machines. The officials are hopeful that the progress here will eventually be a very important one in the factory's output."

EMPHASIZE USE OF BAND RECORDS

Suggestion of Pathe Freres Phonograph Co. is Most Timely in View of Gen. Pershing's Order that Army Bands be Strengthened

The Pathe Freres Phonograph Co., Brooklyn, N. Y., has often suggested to its dealers that they feature the many band records which are listed in the Pathe catalog, and has frequently emphasized the fact that its repertoire of band recordings include selections played by the best European bands. The company's enthusiasm over its European band records is well justified by an article written recently by Thomas W. Johnson that appeared in the New York Evening Sun. This article, which was entitled "Yankee Bands to Be Remodeled, Reads as follows:

"THE AMERICAN ARMY IN FRANCE, November 28..."

"The making of a motor for a photographic instrument is a new departure, but the secret of it all is that an inventor at Rochester, N.Y., where all the kodaks are made, has perfected a camera for this special work. The old methods used by aviators of war in taking pictures of the enemy's country, and the making special apparatus for the use of the Government in the present war. This article reads as follows:

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BRIDGEPORT PLANT DOES WAR WORK

Factory of American Graphophone Co. Now Manufacturing Ball Motors for Photographic Machines Used by U. S. Army Aviators

There recently appeared an article in a Bridgeport, Conn., newspaper referring to the fact that the American Graphophone Co., of that city (manufacturer of Columbia products) is making special apparatus for the use of the Government in the present war. This article read as follows:

"The man who has done his best has done the most. The man who has done less than his best has done nothing.
THE EFFECT OF DAMPNESS ON TALKING MACHINE RECORDS

Interesting Subject Treated at Length by James Scott in Illustrated Article in Talking Machine News of London—How Moisture Injures the Playing Surface of Records

Throughout all nature water exerts a wonderful influence, either beneficially or detrimentally. It acts, with the gases entangled in it, as a solvent for the hardest rocks and metals, gradually reducing them to powders or solutions, which ultimately get washed away by its own help. Mineral masses become soft, which yields some of its ingredients for the support of plants, and these latter enable animals to subsist and multiply. We get our resins, waxes, fats, oils, and so on, from all sources, and by the action of water lying on a glass slide, and leave it undisurbed for a few hours. The water will sodden the remainder and will give us a clue to what is possible of removal. In this instance we use excess moisture; but it is quite easy to prove that some of them do dissolve out when they get the opportunity. If we magnify the fractured edge of a record we shall see that it is composed of a granular mass in which brilliant, and also dull, elements. Upon evaporation, the extract will be deposited around, and within, the pile of granules as an irregular whitish amodge. Magnify this area, and we shall find that it is composed of beautifully shaped crystals, nodules, and other figures, some transparent, and others opaque, or nearly so, as shown in No. 1. The proportion of extractives, although really small, is, when compared with the amount of record dust itself, quite considerable. Of course, in this instance we use excess moisture; but it will give us a clue to what is possible of removal by continual dampness. The dampness which reduces the lustre of a record lies upon it as myriads of invisible globules and disks in close association with one another. Breathe steadily for a while on a record, and you will get a foginess equivalent to a covering of ordinary dampness. Rub a finger across this patch, and the invisible globules will be forced together into streaks of actual wetness, which can be both seen and felt as such.

In No. 2 is shown the surface of a damp record. The globules are naturally almost transparent, individually, and are only perceptible by reason of the light striking portions of their round forms. The dulness observable, in bulk, to the naked eye, is due to the hosts of these minute reflections seen against the dark background of wax. These globules rapidly evaporate; but the majority of them leave behind tiny specks of the substance dissolved out. Multiply these over and over again for months, and they must seriously affect the record.

It is plain that if the dampness is cleansed off from a record, taking with it the strays of substance soaked out from itself, the remainder must be the weaker to that extent. Numerous repetitions of the process entail a corresponding

a good light, through a strong reading lens, and you will see that the so-called wax is speckled in an exceedingly minute manner. These dots indicate granules and indefinable substance between them, which are separated by wear and other agencies.

While it is not necessary, for our present purpose, to deal with the constituents of records, it may be stated that the foundation substances are shellac and carbonaceous matter, along with certain fats, oils, and waxes. It is not a true wax in itself, because a wax melts to a transparent fluid, and cools in an opaque solid. Most of these items are nominally insoluble in water; but it is quite easy to prove that some of them do dissolve out when they get the opportunity. If we magnify the fractured edge of a record we shall see that it is composed of a granular mass in which brilliant, and also dull, crystals are scattered.

By rubbing the ribbed surface of a piece of record against the edge of a broken piece, holding them menamone over a sheet of white paper, a fine dust will be obtained. There are sharply angular granules, between which lie collections of the minutest possible particles in the form of filigree. Now transfer the dust to a drop of water lying on a glass slide, and leave it undisturbed for a few hours. The water will soften some of the granules, and extract their soluble elements. Upon evaporation, the extract will be deposited around, and within, the pile of granules as an irregular whitish amudge. Magnify this area, and we shall find that it is composed of beautifully shaped crystals, nodules, and other figures, some transparent, and others opaque, or nearly so, as shown in No. 1.

There is too much readiness to assume that the dulness which overspreads the surfaces of records is due to a film of smoke, dust, etc. which is really an addition to the substance. It would be nearer the truth to regard the deposit as consisting largely of minute particles extracted from the wax by moisture, intermingled with debris from other sources. When this layer is wiped off, and the record is restored to a fresh state of brightness, many of its actual ingredients must be removed. As, however, the separate granules are invisible to the naked eye, it does not appear that any difference of structure has occurred, but in such cases, constantly repeated, there is evidently an alteration capable of spoiling the quality of the reproductions.

Closely examine the surface of a record, in

The DELPHEON COMPANY
BAY CITY MICHIGAN
A record-breaking finish of a record-breaking year. That's the Columbia business record for 1917. We wish you all A Merry Christmas and A Happy New Year.

Columbia Graphophone Co.,
Woolworth Building, New York

result. It does not need that signs of weakness ought to be detectable before a record is injured. These goods are treated in many quarters as though they were immune to deterioration; and when they snap the affair is attributed solely to accident. Everything has its characteristic weakness, which is either caused or emphasized in the top and bottom of this each groove extends as a mere scratch. The actual working area for the needle point is extremely small, as are also the individual crevices which represent the different notes. Therefore, it does not require that the main mass of a record shall be interfered with before it is spoiled so far as

The grooves are blocked by external influences finding their way inside them and acting internally. It should be borne in mind that a persistently damp location will give rise to the long presence of damp globules on the records. Take them into a warm place and they will soon disappear, but leave behind the specks of extracted matter.

Place some small drops of clean water on the surface of a record, and inspect it the following day. There will be observable distinct glistening rings, indicating a deposit of the constituents dissolved out, and left thus, when the water has evaporated. When magnified, this portion appears as shown in No. 3, the grooves containing curious particles of extracted matter which are very conspicuous against the surrounding dark ridges. The grooves are blocked by it, and when it is wiped off they become very badly disfigured.

Water usually contains dissolved salts in small quantity; but in the experiments described the minerals have been too trifling to have any influence on the subject. Indeed, the extracted items have the appearance of being fatty, or kindred, substances. Besides, while condensed vapor should be equal to distilled water, it contains gases and chemical fumes likely to make the trouble much worse.

The removals are too infinitesimal to affect the weights of the records; but it should be remembered that in comparison with the depth of the sound grooves the proportion of attacked space is considerable. People do not, as a rule, pay much attention to these apparently trivial yet important phases. Records are fairly thin, while the combined depths of the grooves on each side of them is only about one-twelfth of the whole thickness. In other words, the thickness averages about one-tenth inch, and

The Bliss Reproducer
Will Play All Records

A new superior and scientifically constructed sound box—no mica, rubber or cork used.

Beautiful full, rich tone quality, clear articulation. It individualizes each voice and instrument in the record. Greater volume with lighter needles. Reduces scratch and minimizes wear on records.

A demonstration of the Bliss reproducer means a sale—each sale brings another, for every music lover who hears the Bliss reproducer wants one.

Comparative tests solicited. Write today for dealer proposition.

WILSON LAIRD PHONOGRAPH CO., Inc.
29 West 34th Street, New York City

Canadian Distributors: HAWTHORN MFG. CO., 145 Yonge St., Toronto, Can.
Domestic
BLUE RECORDS

Size and Price

10 inch
2 selections ... $ .70
2 selections, + label ... .85

12 inch
2 selections ... 1.00
3 selections, + label ... 1.25

Quality
A revelation for exceptional volume, musical tone, clear definition, smooth surface, wear.

Talent
The highest grade. Nothing but finished artists being recorded.

Selections
The latest, up-to-the-minute popular numbers.

It is not the quantity of selections appearing in a record catalogue that counts, but the quality of those listed. Every Domestic Blue Record is an artistic masterpiece and consequently a ready seller.

Domestic Talking Machines

From all quarters we are receiving enthusiastic dealers' reports on the sale of Domestic Talking Machines.

The reasons lie in their
Correct Mechanical Construction
Artistic Appearance
Exceptional Values
Wonderful Musical Tone

There are six Domestic Models, each possessing valuable individual features not found on other makes.

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<tr>
<td>Domestic No. 135</td>
<td>$135.00</td>
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If you are not already a Domestic dealer, it will pay you to either communicate with one of our distributors, or wire us for full information.

DOMESTIC TALKING MACHINE CORPORATION
HORACE SHEBLE, Pres.
33rd and ARCH STREETS, PHILADELPHIA, PA.
Nothing in musical history compares with the growth in popularity of the talking machine. This instrument has brought music to the masses—the very best in music. It has opened an almost inextinguishable mine of pleasure and joy, and it is exercising an aesthetic and educational influence that is being acknowledged by leaders in the musical and pedagogy fields.

The talking machine to-day, hand in hand with the nurse, is proving the greatest ansaager of suffering. It is dispelling gloom in the homes of those whose loved ones have gone forth to fight for their country. It is consoling and uplifting, and gives an ideal entertainment in times of war whether for public or private purposes.

But more important than all is the fact that the talking machine is a prime factor in the war. The stories which reach us from Europe tell of the treasured equipment of those who ventured underground to escape the ravages of the destructive Germans. In fact, England to-day recognizes the importance of the talking machines, and musical instruments generally, as an absolute essential to people's happiness and betterment, and it will be remembered that the officials of the English Government who first considered musical instruments as non-essential to the war, reversed their opinion completely, and very soon decided that musical instruments, and music broadly considered, were absolute essentials.

In view of the important part which music is playing to-day as a factor in maintaining the morale of our own troops and our own people, it is safe to assume that the talking machine as well as musical instruments generally, as an absolute essential by all who appreciate the influence and value of this instrument. The fact that the talking machine brings to the soldier in the camp, the civilian in his home, the repertoire of all the great singers, all the great orchestras, as well as all the popular music of the day, makes the talking machine absolutely unique. It requires no interpretation. It brings joy and pleasure at the greatest minimum of cost, and it is appreciated as no other musical instrument can be. It is absurd to consider for a moment that such an instrument should be deemed non-essential; no other instrument to-day is more essential. Ask those mothers and fathers whose sons have gone to the front, or the soldiers in the camps, or in the trenches, and we venture

Soldiers Enjoying the Army Edison to say that there will not be found one who will not willingly and truthfully concede that the talking machine is one of the greatest factors in times of war in keeping the minds of the people settled and at a normal level.

L. C. ACKLEY WINS SALESMAN'S CUP

Los Angeles Man First to Win Permanent Possession of One of the Whitten Trophies

This month's issue of the "Pemptimist," the bright and newly published organ established by the Columbia Graphophone Co. for and about Columbia men, contains the welcome news that L. C. Ackley, of the company's Los Angeles branch, is the first man to win permanent possession of one of the individual salesmam cups offered by Francis L. Whitten, president of the Columbia Co.

Mr. Ackley was the winner of the cup in his district in the month of June, repeated his victory in August and clinched his permanent right to the trophy by winning it in September. The rules and regulations regarding this cup contest call for the winning of the cup by a salesman in his district for three months, and Mr. Ackley's victory in the Pacific

Soldiers Enjoying the Army Edison
TALKING MACHINE MEN, INC., HEAR PROMINENT SPEAKERS

French Nestor, of Pittsburgh, and George W. Hopkins, of New York, Talk on Advantages of Association Work and Salesmanship Respectively—Business Matters Handled

The Talking Machine Men, Inc., the live organization composed of talking machine dealers in New Jersey, Connecticut, and Southern New York, held a most successful meeting and lunch-con in the Green Room of the Hotel McAlpin, New York, on Wednesday, November 21, registering one of the largest attendances on record with the exception of annual meetings.


In view of the importance of the occasion the usual business procedure was dispensed with, with the exception of the election of new members, three new firms being added to the Association rolls. They were: Gimbel Bros., O. W. Wuerz, and the F. L. Steers Co., all of New York.

President J. T. Coughlin, who presided, introduced French Nestor as the first speaker. Mr. Nestor has had wide experience in both wholesaling and retailing of talking machines, and is likewise one of the active factors in the Pittsburgh Talking Machine Dealers' Association. He was, therefore, well qualified to talk authoritatively on the subject: "The Value of Association Work." Mr. Nestor said in part:

I shall try rather to confine myself to the two general divisions into which my subject naturally separates itself, and to give you briefly some of my impressions on each. For want of a better term I will call the first one a "spiritual" or preparatory division represented by "association" and the second a "practical" or productive division represented by "work"—work in the sense of co-operative effort.

I believe I can make my impressions clearer to you by considering this last division first and coming back to the other one later.

When an enterprise of any kind is to be carried through to success things have got to be accomplished. That means work, and if the enterprise undertaken happens to be an effective trade organization it means co-operative work—team work of the highest type. It means every influential member of a trade pulling together in harmony and understanding with the

French Nestor

single purpose of cleaner conditions and better methods in that trade, and on top of that the determination to stick it out through thick and thin till the thing shall be done. No trade organization has ever gotten very far or accomplished very much except through that sort of common purpose and that sort of definite co-operative effort. In fact, association work is little more than a farce and can never be productive of any great good unless the entire effective membership is imbued with the spirit of true co-operation. And since co-operation plays such a large part in all association work it is important that we consider that subject by itself, particularly in connection with its natural opposite "competition."

Competition Enemy of Co-operation

Ever since the first commercial transaction of which we have any record (that one in the Garden of Eden where an apple was one of the considerations) the natural opposite and enemy of co-operation has been competition. Not competition in a sense of rivalry for better quality, better methods, better service and greater individual sales—all of which is right and expected—but competition in the sense of that ruthless and uncompromising business warfare which disorganizes industry, diverts legitimate trade from its proper channels and creates monopoly—the sort of competition which has been carried to the Nth degree in a military sense by the German Kaiser in his "Me Und Gott" theory of existence by might with no regard for right. Through all the ages this antagonistic principle has persisted; a perverse and contrary spirit of evil discouraging, and for the most part subduing, the more natural and wholesome spirit of co-operation. That this competitive spirit was fostered by primitive conditions there is no doubt. Yet, strangely enough, the first comprehensive set of laws enacted for the protection of society placed all civic and social life on a co-operative basis and at the same time put a premium on competition in business. In that connection it is interesting to note that whatever progress we have made so far toward co-operation in business has not come through the insight nor by the grace of legislative bodies, but through the force of gradual economic changes which have been consistently opposed and postponed. The conditions aris-
ing out of the war have brought complete free-
dom of co-operative effort in business nearer
by many years. Indeed I believe that the best
of our emergency legislation designed to bring
about a more or less even business relationship
with the Government, to increase production, im-
prove distribution, regulate prices, etc., will, by
the end of the war, have proven such a
powerful corrective influence that the seamen and
peakers in those bills will themselves be repelled
and the essential part of the legislation with
such revisions as experience in applying it may
dictate. The principle, as far as I have been able
to see, is the very uncertain and rapidly changing
conditions we are now going through and coping
with the great reconstrucive work to be done after
the war demands the utmost of co-operation
throughout the entire trade and that wis-
dom of decision which comes only of common
sense.

Geo. W. Hopkins’ Interesting Remarks

Geo. W. Hopkins was the next speaker and
delivered a sales talk full of gum and genuine
information, He has a faculty of putting his
thoughts into language, and gave the
dealers some advice that should prove of
genuine profit to them if it is followed.

Mr. Hopkins declared that the selling of talk-
ing machines was
in all essentials
just like the selling
of any other line
and that the deal-
ers in this trade
could profit ma-
tially by studying
the systems and
methods followed
in other lines of business.

He declared that the
average retailer
was too prone to take a narrow view of his
business, and worried over the solution of his
own problems instead of taking a broad view and
seeing how the other fellow had, perhaps
solved that same problem. “Watch for
the salesman who is going ahead by doing things in
an original way. He is the man worth meet-
ing, and the man I try to meet. Every time I
come away without some new thought on merchanising. That is applicable
to a sales talk on Grafonomas.”

Another danger, declared Mr. Hopkins, was for the
dealer to endeavor to do all the im-
portant work around the store himself and
leave for his employees only unimportant de-
tails. Such a man is simply doing that which he
is paying others to do for him, said the
speaker, and he would find results much more
satisfactory if he would allow his clerks to
attend to the running of the store and confine
himself, as far as possible, to getting in per-
sonal contact with each turned in with him-
self in the position of floor walker, for instance,
and greeting every new arrival at the door with
a smile and a handshake. It is this injection of
personality into business that proves a tremen-
dous factor in winning success, and also en-
courages the salesman by getting him out of
the idea that the boss is simply hanging around
the store, pushing the goods, and worrying over
the solution of his business. “There is nothing
so encouraging to a man as the genuine credit
that should be his, and perhaps some
commissions. “Treat your salesmen in
the light of partners,” said Mr. Hopkins. “Make
them a part of the business, and each, if he is
worth his salt, will realize that it is going to
mean something to him, and puts forth greater
energy. Let each salesman take his regular turn
in trimming the window and having charge of
some department in the store. He will thus
realize that he must work against competition
and the added responsibility of throwing
himself on his own resources will cause him to work
that much harder and put just so much more
interest in his efforts.”

The co-operation of salesmen, he said, was,
an absolute essential in every business, and that
no selling or advertising plan could succeed
without that co-operation.

Oscar Saenger gave a demonstration
Following Mr. Hopkins’ speech, which was
received with tremendous enthusiasm by dealers.
Oscar Saenger gave a lecture demonstration
of his course with the Victor records. Mr. Saen-
ergave his course with the Victor records.
Mr. Saenger was assisted by one of his students and
the demonstration served to give many of those
present a new angle on the importance of the
Oscar Saenger Course as an asset to their
business when it was featured intelligently.

Standardized Contract Adopted

Before the close of the meeting Irwin Kurtz,
chairman of the Contract Committee of the
Association, reported that the members had
accepted with favor the new form of
standardized instalment contract drawn up by the com-
mittee, and which is designed to meet the statutes
of the three States represented in the Associa-
tion. The contract is printed in card form.

Max Landay Suggests an Insignia

Max Landay, of Landay Bros., exhibited to the
members an insignia which he suggested
should be used for display purposes in the window of
every member of the Association to call the attention
of the public to the fact that the dealer had
established standing in the trade.

The MUTUAL TONE ARMS Nos.
1 and 2 now embody many improve-
ments. Patented May 29, 1917, and
July 3, 1917. Other patents pending.
Best value for the money.

MUTUAL Products have given ex-
cellent service to all manufacturers
using them.

We thank the members of the trade
for their patronage the past year, and
extend to them the greetings of the
season. We can assure them that our
service in 1918 will be unsurpassed.
Line-Products Meet with Pleasing Success

The women in the audience seemed more interested in the style of the gown worn by the feminine dancer than in solving the mystery. Whether you buy cases only or complete machines, there are none better, as we are never satisfied to ship anything but the highest grade machines. They combine all of the good features and have none of the restrictions of the otherwise high grade machines. We can sell you either cabinets only, or completely equipped “Harponolas” — with your own trade mark, should you so prefer. Whether you buy cases only or complete machines, there are none better, as we are never satisfied until we have the best.

Tell us what you want today and we will serve you tomorrow.

I.L.S.E.Y’S
GRAPHITE PHONO SPRING LUBRICANT

Established 1853

A Scene in the Wall-Kane Factory

A Scene in the Wall-Kane Factory

A Scene in the Wall-Kane Factory

A Scene in the Wall-Kane Factory

A Scene in the Wall-Kane Factory

The Celina Furniture Co., Celina, Ohio, have secured the agency for the Edison phonographs and records.
TO INCREASE FACTORY FACILITIES

In a chat this week with The World Wm. Phillips, president of the Mutual Talking Machine Co., New York, stated that the company had completed plans to materially augment its factory facilities in order to handle a much larger business in 1918. During the past year, the company has been sorely pressed for sufficient room for the production of Mutual tone arms and sound boxes and its capacity was considerably over-sold in 1917.

Mr. Phillips admits that the company has been unable to make as prompt deliveries as he had hoped to do during the past year, but assures his clients that with the increased facilities, 1918 service will meet all requirements.
PLAN TO INCREASE NEEDLE OUTPUT

Otto Heineman Phonograph Supply Co. to Enlarge Capacity of John M. Dean Division in Putnam, Conn.—A. Heineman in Charge

The Otto Heineman Phonograph Supply Co., New York, is now making plans whereby the

capacity of its John M. Dean division at Putnam, Conn., will be greatly augmented during the coming year. At the present time a large and up-to-date factory is in process of construction, and this additional building will give the company an opportunity to offer its patrons maximum co-operation in the future.

A. Heineman, assistant general manager of the company, who was responsible for the consummation of arrangements whereby John M. Dean & Co. were amalgamated with the Otto Heineman Phonograph Supply Co., is spending a considerable portion of his time at the Putnam factories. Mr. Heineman, who has been the "right bower" to Otto Heineman, president of the company, for many years, is particularly well qualified to take under his wing the destinies of the John M. Dean division. He has been associated with the talking machine industry for many years and is thoroughly familiar with the most important problems that confront the executive, from both a manufacturing and sales standpoint. His intimate knowledge of general business conditions and his detailed study of industrial affairs have enabled him to render invaluable co-operation in the development and expansion of the "House of Heineman."

Dean steel needles are popular in all parts of the world, and a visit to the Dean factories reflects the success that these needles have achieved. There is hardly a language in which envelopes containing Dean needles have not been printed. Daily shipments include European countries and nations in the Orient, and the other day a shipment of Dean needles left for unpronounceable parts of India. All of this not only indicates the worldwide popularity of the Dean steel needle, but also reflects the fact that the talking machine has gained access into the most remote corners on the map. Every hamlet apparently is feeling the influence of the talking machine, and it follows as a matter of course that talking machine needles are required to reproduce this music.

Under the able direction of A. Heineman, the John M. Dean division of the Otto Heineman Phonograph Supply Co. expects to be in a position to adequately handle the requirements of its patrons during the coming year. Mr. Heineman is working in close co-operation with John M. Dean and Charles Dean, sons of the founder of this well-known house. This trio of competent talking machine men are leaving nothing undone to give the trade efficient service in 1918, although the present abnormal conditions in the raw material markets would well warrant the suggestion that contracts for the coming year be anticipated as much as possible.

NEW PATRIOTIC RECORD POSTERS

Victor Co. Issues a Series of Posters That Should Prove Productive of Excellent Results

—Recognizes Value of Uniform

It is a recognized fact that the uniform of the soldier or sailor always makes a strong appeal to the civilian, especially in these war times, and the appeal is particularly strong to those who have friends or relatives in the fighting forces. In recognition of this fact, the Victor Talking Machine Co. has issued a most effective series of patriotic posters. One of the series for window and showroom displays is of the poster, or impressionist type, and shows a group of soldiers gathered around the Victrola in camp in the evening, their figures outlined by the glare of the campfire. The whole is set against this blue background, and the effect is excellent.

Another and more recent poster brings to mind the embarkation of the troops for France. Prominently in the foreground is a group of khaki-clad soldiers gathered at the end of a dock. In the middle distance is a great transport, outbound bound, and convoyed by destroyers, while overhead a fleet of aeroplanes offers additional protection. The legend on the poster calls attention to the new Victor patriotic records, and the whole idea should serve to produce excellent results for the dealer who realizes what a tremendous aid these posters are as a means of producing sales.

AMERICAN PHONOGRAPH COMPANY

503 Cable Bldg., CHICAGO

We stand behind every American

Clear in Tone, Beautiful in Design, Smooth Running Motors

The American phonograph, which embodies all the good qualities and special features that the buying public demands, has no equal as to price, beauty and tone. You cannot afford to be without this popular line for your holiday business. The American line has many features which make it beautiful in design, finest of material and workmanship, and the right quality of motor for each particular model, making a well-balanced line at popular prices and a ready seller.

Mr. Dealer: Whether you are at the present time handling any other line of phonographs or are yet undecided as to what line you will have, ask us for the full particulars and you will find that this line will increase your profits and add materially to the volume of your business.
How the Banker Can Help the Talking Machine Dealer In War Time

By William Maxwell

Recently a well-known dealer in Michigan sought to increase his line of bank credit in order that he might stock up heavily with Edison phonographs and records in anticipation of the Christmas trade. His banker took the position that music is non-essential, and that the bank did not care to increase its loans for the purpose of furthering the sale of phonographs. William Maxwell, vice-president of Thomas A. Edison, Inc., wrote the banker in question, and we publish the text of his letter below, with the names deleted:

"Dear Sir—Mr.—thought it would not be a breach of confidence to acquaint us with the contents of your letter of the 17th, and I am sure you will take the same view of the matter.

"What you have to say is of great interest to me, first, because you are a banker; second, because you are evidently a patriotic banker; and third, because your letter indicates a very considerable reflection on the broad economic aspects of the war.

"Briefly stated, if I interpret your views correctly, you feel that Mr.—should curtail his phonograph business, because phonographs are unessential to winning the war and that energy expended in their manufacture or sale is a misdirecion of effort which might be put to a better use.

"Contrasted with your opinion as a banker and public-spirited citizen is the opinion of a Missouri banker, who says in effect that he is liberal in his policy towards the Edison dealer in his town, because he feels that every time he aids in placing music in an American home he is performing a useful service for society.

"You state that the Government has said that phonographs are a luxury and are one of the things the Government considers placing under an embargo, thus making it impossible to ship them. Later advices than those available at the time your letter was written indicate that the Government has said that phonographs are not prohibited, and that while America is at war, phonographs and records will be produced to be used in our great public hospitals.

"There will also, very likely, be times when so-called non-essential industries will experience difficulty in getting all of the materials they require. These two factors, coupled with the probability that many non-essential industries will devote a portion of their manufacturing capacity and personnel to the making of war munitions, indicate that there will be a lessened production of many so-called non-essentials. I am very certain, however, that the Government will do its best to prevent the complete collapse of any legitimate industry. Speaking of phonographs and records, I have not the slightest hesitation in saying that they will be manufactured during the entire duration of the war, although possibly in somewhat lessened quantities.

"Considering, therefore, that the phonograph industry is not going to be put out of business, but that very possibly there will be some curtailment of the supply, it is manifestly good business for Mr.—to stock up with Edison phonographs and records. This brings to mind another question that Mr.—raised in his letter: Is an Edison phonograph a luxurious extravagance in which the people at this time should not indulge? And, accordingly, is it your duty to discourage the sale of phonographs?

"From Confucius down through the ages a majority of the philosophers of note have recognized music as a human necessity. I shall not take up your time by giving you quotations, but if you would like to see some I should be very happy to refer you to various philosophers who have expressed opinions in accordance with the thought that music is an essential to the proper kind of living. Bovee, a modern philosopher trained for the bar, puts it this way:

"'Music is the fourth great essential of human nature—first, food; then raiment; then shelter; then music.'

"Approaching the subject from another angle I have your attention yesterday's dispatch from the Italian front announcing the arrival of the French and British reinforcements. Prominent place was given to the fact that the English regimental bands would again give the Italians music and aid in creating their morale. It was explained that the Italians were so desperately straining to check the Austro-German advance that they had made a colossal sacrifice of their bandmen, and now welcomed the arrival of the English regimental bands.

"Lord Kitchener at the beginning of the war disbanding a number of the military bands, but they were soon brought together again, as it was found that music is an essential to a soldier's life.

"I have a letter before me from a Major in the U. S. Regular Army, which I am going to quote in its entirety:

"'There is not the slightest indication that the boys have lost their patriotism because they do not satisfy their desire for music and songs, or are not so ardently working for. Again with most sincere thanks, and God bless you.'

"Wm. Maxwell

THE DUO-TONE COMPANY

ANSONIA
CONNECTICUT

THE DUO-TONE phonograph recorder is the final refinement for all machines using a non-permanent needle. A simple, compact bracket containing one loud and one soft tungsten needle—an attachment for every record—can be inserted into the needle holder of any standard machine—the DUO-TONE is a practical talking machine necessary for the following reasons:

1. Loud or Soft Without Changing Needles. With the DUO-TONE, one can play records requiring loud records on one side, and soft records on the other. No more changing of soft needle without the inconvenience of removing needles after each record.

2. From 100 to 200 Records Per Needle. Everyone knows the better wearing qualities of the Tungsten. Few, however, know that these needles should be worn down on one side only, not flat, terminal. The DUO-TONE makes this possible for both loud and soft records.

3. Easy Interchangeability. Any machine may change to steel or fibre needles merely remove the DUO-TONE attachment from the needle holder.

4. Economical. Experience teaches that the DUO-TONE may wear the greater number of the Tungsten needles. The DUO-TONE, therefore, insures this company plus the convenience of an alternative needle.

5. At 80 Cents. All the DUO-TONE Costs. This includes a set of loud and soft Tungsten needles. At this remarkably low price, every phonograph owner is a possible buyer.

By William Maxwell

THE DUO-TONE COMPANY

ANSONIA
CONNECTICUT

73
Bands sustain the martial spirit—the fighting morale of our soldiers. The phonograph has another part to play in the soldiers' life. At the base camps and in the billets, the music of the Edison phonograph soothes the raw nerves of the boys who have just returned from the trenches, lessens the moral strain of the reaction that follows with their idle hours, and helps in every way to make their lives more tolerable.

"It must be admitted, I think, that music in whatever form it can be provided is an essential in a soldier's life. I am sure that General Pershing would say that this is true. His reported cablegram to the War Department for more bands and better bands shows the importance he attaches to music. Music is not an essential in the same sense as rations, clothing and ammunition. It can be dispensed with, and soldiers can still live and fight. But it has been demonstrated that a soldier fights better, lives a cleaner life, is less oppressed by his surroundings, and in every way is a better man if music is constantly available."

"Now, then, my thought is this: If the philosophers agree that music has always been an essential to mankind, and if it has been proved that a soldier fights better, lives a cleaner life, is less oppressed by his surroundings, and in every way is a better man if music is constantly available."

"It must be admitted, I think, that music in whatever form it can be provided is an essential in a soldier's life. I am sure that General Pershing would say that this is true. His reported cablegram to the War Department for more bands and better bands shows the importance he attaches to music. Music is not an essential in the same sense as rations, clothing and ammunition. It can be dispensed with, and soldiers can still live and fight. But it has been demonstrated that a soldier fights better, lives a cleaner life, is less oppressed by his surroundings, and in every way is a better man if music is constantly available."

"Now, then, my thought is this: If the philosophers agree that music has always been an essential to mankind, and if it has been proved that a soldier fights better, lives a cleaner life, is less oppressed by his surroundings, and in every way is a better man if music is constantly available."

The phonograph is the best means of bringing good music into the home.

I claim that money invested in a good phonograph is well invested, just as I consider that money invested in good books is well invested. I believe, Mr. Mr.,—that you are too broad-minded and too sincerely interested in the best interests of your community not to revise, upon reflection, the opinion which you expressed to Mr. Mr., and in your letter of the 17th. I don't ask you to alter your decision as a banker, but in justice to music and to the phonograph, I hope you can be prevailed upon to abandon your views as to the unessentiality of the phonograph in wartime."

"I personally feel that Mr. Mr. is doing a good work in putting music in the homes of your people and, within the limits of conservative banking, consider that he deserves your assistance."

LEFT AN ESTATE VALUED AT $300,000

Frederick J. Warburton, formerly vice-president of the American Graphophone Co. and the Columbia Graphophone Co., who died at his home in Scarsdale on November 2, left an estate which is valued at $300,000. The major part is inherited by his widow during her lifetime, while various other relatives receive legacies. The will was offered at probate at White Plains, N. Y.
A tremendous shortage of product, including both machines and records, has been the pre-dominating feature of November and December local talking machine business. The scarcity of machines is particularly acute, and the fact- 
tories have frankly admitted their inability to deliver before Christmas anywhere near the vast amount of machines ordered by the jobbers and dealers. At the present writing it seems as 
though certain types of machines will not be available until after Christmas, and the wise 
dealer is making plans to educate his sales force so 
that they will sell efficiently the machines that 
are on hand. The record shortage is also be 
coming more general, and the scarcity of 
records, waxes and returns and the standard selections which are all in 
demand.

November Business Generally Satisfactory

The local dealers report that November busi-
ness as a whole was generally satisfactory, al-
though in some localities the sales totals for the 
month were not up to expectations, and did 
not show an increase over November, 1916. This 
is balanced, however, by the reports of the deal-
ers in other sections of the city, who closed the 
month with a good-sized gain over 1916. De-
cember business, it is believed, will be as good as 
last month, and some of the dealers report a falling off in ma-
chine sales.

Opening of G. Schirmer Victor Salesrooms

One of the most important events the past 
month in local talking machine circles was the 
opening of Victor salesrooms by G. Schirmer, 
This concern, which is one of the most promi-
 

nent and successful music publishing houses in the 
country, is devoting its entire second floor 
to talking machines, and this department, which opened the first of the month, is consid-
idered by the local trade as one of the finest talk-
ing machine establishments in the country. The 
department is furnished with costly decor-a-
tions and furniture, and an atmosphere of dig-

nity and refinement characterizes every detail of 
these salesrooms. There are seven sound-
proof booths, all of which are furnished taste-
 
ful and comfortably, and the department is in 
complete accord with the standing and prestige of 
G. Schirmer, Inc., in the music publishing world. R. O. Hunter, well known in the local 
trade, and formerly manager of the Victor de-
partment of Wm. Knabe & Co., is manager of the 
new Victor salesrooms of G. Schirmer, Inc. The 
New York Talking Machine Co., Victor 
distributors, has rendered invaluable assistance 
in the opening of these new salesrooms, and Ar-
hur D. Geissler, president of this company, has 
spent considerable time in personally co-operat-
ing with the executives of G. Schirmer, Inc.

Closed the Biggest Month in History

"We have just closed the biggest month in 
the history of this branch," said Lambert Friedi, 
manager of the local wholesale branch of the 

Columbia Graphophone Co. "The total sales for 
November were greater than those of any single 
month in our history, even exceeding by a com-
fortable margin the figures for November, 1916. This 
increase was limited only by the stock that 
was available from the factory, and we are hope-
ful that December will establish a high-water mark for the sales totals of this branch." Mr. 
Friedi has complimented the members of his 
sales staff upon their splendid showing in No-
 

cember, expressing his appreciation of their hearty 
co-operation which made the wonderful 
record for November possible.

The Outlook for the Future

Referring to the business outlook at the pres-
tent time, J. Newcomb Blackman, president of 
Blackman Talking Machine Co., Vic- 
times dist-


bributors, said: "Our experience in the past 
month or two has been that the demand for 
machines, of course, has been in excess of the 

supply, but the normal demand for records and talking machines in general seems to be about 
the same proportion as a year ago. I would 
say that the demand was not generally an 
increased one, owing to the many uncertainties 
created by reason of war conditions, but a demand that is 
more apparent than real, owing to the increased 
shortage of product. I would recommend a 
liberal purchase of records that are staple 
selections, in view of the shortage which bids fair 
to become chronic as against the present condi-
tions, which might be termed acute."

Pathé Artist at Camp Upton Concert

Pathé dealers in local territory were greatly 
interested to learn that Mme. Eleonora de Cis-
neros, famous operatic mezzo soprano, and ex-
clusive Pathé artist, had been a soloist at a 
complimentary concert tendered to Col. Sher-
rill and the officers and privates of the 30th En-
gineer's Regiment at the Y. M. C. A. Hall, Camp 
Upton, L. I., on December 12. Mme. de Cis-
neros has always graciously responded to any 
calls which have been made upon her by individ-
uals or organizations for the entertainment of the 
"boys" in Uncle Sam's service, and at last 
Wednesday's concert her singing was tumultu-
ously applauded by an appreciative audience, 
which demanded encore after encore.

A New Uptown Grafonola Shop

A new Grafonola Shop, handling the products 
of the Columbia Graphophone Co. exclusively, 
has been opened by R. J. Fitzsimmons at 2280 
Broadway, New York. This establishment is lo-
cated at 108th street, in the heart of the up-
town residential district, and Mr. Fitzsimmons 
is making plans to render music lovers in that 
territory efficient service in every detail. The 
store is attractively decorated, and every con-
venience is offered prospective purchasers of 
Grafonolas and Columbia records.

A Successful Re-Creation Concert

Mme. Carolyn Lazzari, well-known operatic 
contralto and a member of the Chicago Opera 
Co., appeared last week at a Re-creation con-
cert held in the auditorium of the Edison Shop 
(owned by the Phonograph Corp. of Manhat-
tan). Mme. Lazzari, who has made a num-

Iber of very successful Edison Diamond Discs, 
sang several selections, which in turn were 
played on the Edison Diamond Disc phono-

graph. As usual, this test demonstrated conclu-

sively the remarkable musical qualities of this 
artistic instrument. Miss Koeving, a viola-


nist of exceptional ability, also played at this 
recital, and contributed to the success of the 
concert.

Attend Opening of Victor Dealer's New Store

Several members of the local talking machine 
trade, including Roy J. Keith and J. J. Davis,

James Donnelly's Victor Warerooms 

of the New York Talking Machine Co., attended 
the opening of the Victor warerooms of James 
Donnelly, South Norwalk, Conn. A feature of 
this opening was the appearance of the Hawaiian 
artists who have been appearing in different 
Victor establishments throughout the country. 
These artists, who record for the Victor library, 
contributed materially to the success of Mr. 
Donnelly's "opening day."

Effective Newspaper Advertising

The Sonora Phonograph Corp. used in the 
rotogravure section of last Sunday's newspa-
 

pers a very artistic full-page advertisement 
illustrating the complete line of Sonora phono-
 

graphs. This advertisement was distinctive and 
effective, giving the public a fair idea of the at-
ttractive cabinet design that is one of the many 
 

sales arguments used by Sonora dealers to ex-
 

cellent advantage.

A Service Flag With Fifteen Stars

Two more service stars have been added to 
the flag flying from the local wholesale branch 
of the Columbia Graphophone Co. at 55 Warren 
street, making a total of fifteen stars. The two 
additions to the company's list of patriots are 
Charles Price and J. L. Matthews. The latter 
is a member of the Aviation Corps.
SERVICE ITEMS YOU NEED

ART LETTERHEADS
$3.25 PER 1000 PLAIN
THREE LINE IMPRINT
75¢ PER 1000

ART ENVELOPES
LARGE SIZE $3.50 PER 1000
IMPRINTED 60¢ " 1000
SMALL SIZE $2.49 " 1000
IMPRINTED 60¢ " 1000

MONTHLY SUPPLEMENT ENVELOPES
$3.75 PER 1000
$1.90 " 500
$1.90 " 400
$1.65 " 300
$1.50 " 200
$1.25 " 100
PRICES INCLUDE IMPRINT

NEW YORK TALKING MACHINE CO.
119 WEST 40TH STREET
NEW YORK
- - - THE LARGEST STOCKS IN THE TWO -
IN YOUR BUSINESS

TAMACO DELIVERY ENVELOPES
10" PLAIN $0.75 PER 1000
12" " $1.175 " 1000
THREE LINE IMPRINT $1.25 PER 1000

TAMACO STOCK ENVELOPES
10" SINGLE OR DOUBLE FACED $1.25 PER 1000
12" SINGLE OR DOUBLE FACED $1.50 PER 1000
SPECIFY SINGLE OR DOUBLE FACED IN ORDERING

NEW VICTROLA PRICE CARDS
85¢ PER SET

SACRED SONGS AND HYMNS

NEW VICTROLA RECORD STOCK ENVELOPES
Always carry at least

CHICAGO TALKING MACHINE CO.
12 NORTH MICHIGAN AVE.
CHICAGO

STANDARD LIST
PLAIN $1.00 PER 1000
IMPRINTED $1.10 " 1000
McCORMACK TO RAISE $100,000

Tenor to Give Concert Tour of Country to Aid Red Cross—Victor Dealers Should Take Notice

John McCormack, the celebrated tenor, whose Victor records are so widely popular, announced this week that he would start on a concert tour on December 18 and would stop only after he had earned $100,000, which he will give to the Red Cross. Mr. McCormack will pay all of his personal expenses. His first concert will be given on the date mentioned in Washington. President and Mrs. Wilson have promised to attend.

Two nights before the first concert he will sing at the big mass meeting to be held by the Red Cross at the Hippodrome. This mass meeting is called in the drive for 500,000 new members in this city and 10,000,000 in the nation.

MISS BIRNS A VICTOR ENTHUSIAST

Niece of Saul Birns Shows Great Ability in Managing Office and Sales Force

One of the most active Victor enthusiasts in the local trade is Miss Dorothy Birns, niece of Saul Birns, the well-known and successful Victor dealer, whose establishment at 111 Second avenue is one of the finest Victor stores in the city.

Miss Birns is in charge of the entire office and sales force of this organization, and her enthusiasm for Victor products, coupled with a thorough knowledge of merchandising, have been valuable factors in the steady growth of the Saul Birns’ Victor business. Miss Birns has made a detailed study of the possibilities of Victor record trade, and is a keen student of music.

Get Ready for Christmas

Order today the Shelton Electric Talking Machine Motor. $15 Retail

Cranking of the phonograph is now passe. Users can give the clock-spring driving mechanism a rest by lining the Shelton Electric Phonograph Motor “do it electrically.” This motor is not attached to the cabinet—simply placed on it. No changes necessary except unwinding or taking off crank handle.

Phonograph can then be played either electrically, or mechanically as before. Be the first in your locality to cater to a new demand for these motors.

FULLY GUARANTEED FOR ONE YEAR

U. S. Patent
July 31, 1917

SHELTON ELECTRIC CO.
NEW YORK—30 East 42nd Street
CHICAGO—to East Randolph Street
BOSTON—to Tremont Street
SAN FRANCISCO—62 Post Street

AWARDED FIRST PRIZE

The Adam Schaaf Co., Chicago, were awarded first prize in the recent Edison window display competition offered by the Edison Phonograph Co. for the most successful window display. The prize, amounting to $75, was turned over by the Adam Schaaf Co. to Ellis Hansen, who is one of the leading decorators in the trade.

Presto Universal Tone-Arm

This tone-arm has been designed to play all makes and types of records, whether of vertical or lateral cut. No change or adjustment becomes necessary. By merely turning a swivel joint, the change from one system to the other is made quickly.

The Presto Perfected Sound Box is in no small measure responsible for the success of the Tone-Arm. The “triangle” Needle Holder permits the use of all types of needles, including the fibre needle. This is a feature not generally found in other makes of sound boxes. The use of new and especially designed machinery enables us to produce work that is of exceptional precision and refinement.

Prices and Samples Upon Request

Let us figure on your other phono parts requirements

PRESTO PHONO. PARTS CORP.
124-130 PEARL STREET,
BROOKLYN, N. Y.
Importance of the Proper Display of Records During the Holiday Season

By Ellis Hansen

Among all musical instruments the talking machine is probably the most popular Christmas gift. As in years gone by this Christmas will add thousands of new talking machine owners in every city in the country, which again means many new record customers. Every dealer should take advantage of this show window and make January the banner month for new record business. Successful record window advertising, however, does not come by chance or by mere luck. People are too busy these days to look at a window unless their interest makes them do it and that interest is a thing that the dealer must try to create. It is not enough to leave six or eight records on the floor in front of a talking machine. Successful record window display is where the mission of the show window comes in. By displaying a number of records and make the observers understand that no matter how their taste runs great pleasure is theirs through the purchase of new records.

In the long run it is from the sale of records that the dealer should make the greater proportion of his profits. The fact that the outer appearance of records does not indicate the important part that they play in the game is one more reason why dealers should apply their wits and make record displays as interesting as possible. About fourteen years ago I devised the circular label or paper ring that has now come into general use all over the country. These labels furnish ample space for the show card writer to print the title of the record and name of performer. In connection with ten or twelve record stands which I shall fully describe any dealer can make an interesting and attractive record display. Now for the January window.

Make ten record stands with record attachment, which enables you to place three records on each stand—select ten groups of classified double disc records—each group consisting of six selections (three records) as follows:

1. Patriotic records.
2. Dance records.
3. Operatic records.
4. Sacred records.
5. Hawaiian records.
7. Popular song records.
8. Humorous records.
9. Children's records.

Have show cards in front of each group reading as follows:

<table>
<thead>
<tr>
<th>Blank &amp; Co.'s Best Dance Records</th>
<th>Blank &amp; Co.'s Best Record Selections</th>
</tr>
</thead>
<tbody>
<tr>
<td>9 Selections (3 Records)</td>
<td>Have a somewhat larger card in the center of the display with the following:</td>
</tr>
<tr>
<td>Price $...</td>
<td>Blank &amp; Co's Best Record Selections:</td>
</tr>
<tr>
<td></td>
<td>To facilitate and assist our customers in making a satisfactory selection of (name of make) records we have grouped six fine selections (3 records) of each class in this display. If you will step inside you will find these records on special display ready for you to hear. A number of these Best Records are already wrapped up for immediate delivery.</td>
</tr>
<tr>
<td></td>
<td>Blank &amp; Co:</td>
</tr>
</tbody>
</table>

A display of this sort will appeal to the great majority because it is at once evident that the dealer makes a sincere effort to please and satisfy his new customers. Beside records the dealers should feature talking machine accessories and one or more instruments according to the size of the window.

Description of record stand: The base of stand is twelve inches by twelve inches and one inch high. It is made of veneer nailed and glued on four strips of wood. This is done to prevent warping. Saw a triangular piece of one and one-half wood, the size of which should be six by ten by twelve inches (thirty degrees by sixty degrees). Fasten this securely to the bottom. Make another piece of one-quarter-inch veneer twelve by twelve inches for the diamond-shaped front of the stand and fasten to the triangular support with two screws. Have a small round-headed screw in center in front to hold record, but be sure the screw-head is one-sixteenth-inch stove bolts. Cut out the outlines of the three circles as shown in photograph and place on the records and record rings. In No. 9 a strip of wood three-eighths-inch by two inches wide and forty-two inches long has been used. Cut out three square pieces of cardboard eleven by eleven inches and mark the center of each piece. Tack on to strip of wood as indicated in picture (No. 9). Drill one-quarter-inch holes in center of each cardboard and bolt attachment to record stand. Place records.
We of the B. & H. Fibre Mfg. Co. extend hearty Holiday Greetings to our many clients and numerous other friends in the trade, together with a wish that 1918 may hold for you a full measure of business prosperity.
of dancing couple. Nos. 4, 5, 6 and 7 show different designs of record rings and record doubles used by me in some of my most successful displays. Record stands and rings have made the foundation for every one of the hundreds of talker trims I have made and designed in the last ten years, and I cannot overemphasize this important feature. Almost any important historical or artistic event can be taken advantage of by record displays. The photographs of the Shakespeare display made to commemorate the three-hundredth anniversary of the death of the master poet will illustrate my point. Sixteen records of Shakespeare songs and recitations were used for the display. A special Shakespeare tercentenary program was made up and placed in center of display.

In conclusion I want to thank all my friends in the music trade for the interest they have shown in this series of articles. I have received a great many letters with appreciation and suggestions. Being a very busy man, I have not always been able to answer these letters, although I have tried to follow out many of the very excellent suggestions that have been made. I shall try to make future articles as helpful to dealers as I know how.—Ellis Hansen.

SOUTHERN CALIFORNIA NEWS ITEMS

Coming of Holiday Season Finds Dealers Handicapped in Matter of Stock—Records Help Fill Gap—Happenings in Los Angeles Trade

Los Angeles, Cal., December 7.—The holiday season is now approaching and it finds all local dealers in the talking machine industry more handicapped than usual at this time of the year. Of course, during the holidays all dealers expect a scarcity of goods, but never in the history of the business in Los Angeles have the local jobbers been out of so many different models and finishes of machines and so many selections in records.

The outlook for Christmas, in fact, is very slim, as none of the wholesale houses are expecting any large amount of shipments prior to January 1. This will mean that some models of machines, and a great many records, will be entirely out of stock before that time. No help can be expected from the factories as they will not begin to catch up with their orders for several months. Prospective buyers, as a rule, are realizing the seriousness of the situation, and an early Christmas business is looked for this year.

It is hard to convince some people that it is generally impossible to carry a complete line during the holiday season, and a great many of them are of the small dealers, getting the particular model they wish to purchase. The shortage on machines and records is especially hard on the small dealers as they cannot afford to lay in a large surplus stock, and now find themselves unable to obtain the goods.

The Victor, Edison and Columbia Cos. issue scores of fine records that are generally classed as "good sellers," simply because they have not been properly demonstrated and explained to the public. Therefore, during the present fashion of so-called "best sellers" it will be necessary to bridge the gap with these selections.

The demand for the larger and more substantial models of machines has gradually been increasing for several years, and all city dealers are expecting a heavy demand for them this Christmas.

The Lombardi Italian Grand Opera Co., which was brought to Los Angeles by our local impresario, L. E. Behymer, has just finished a successful three weeks' engagement at Clune's Auditorium. In their repertory were "Carmen," "Faust," "Thais," "I Trovatore," "Barber of Seville," "La Tosca," "Rigoletto," "Madame Butterfly," "Cavalleria Rusticana," "Pagliacci" and "La Boheme." This was an excellent company and was supported by a good chorus and a fine orchestra. Prominent among the artists was Maggie Teyte, who makes records exclusively for the Columbia Co. The opera season helped the record business very greatly.

A. G. McCarthy, treasurer and general manager of the Victor wholesale department of Sherman, Clay & Co., San Francisco, spent a few days in Los Angeles last week visiting C. S. Ruggles, manager of the local branch. Mr. McCarthy has charge of the cylinder and talking-machine department where he already handles 500 new machines a day. The large number of new machines shows that the increase in business is more than keeping pace with the increased number of people getting records.

The outlook for Christmas in the city of Los Angeles is not always good. There is a scarcity of goods, and the local jobbers can only expect a very small delivery of records due to the fact that the factories are not increasing their production.

Remodeled Quarters in San Jose

San Jose, Cal., December 7.—Sherman, Clay & Co. have recently finished remodeling and enlarging their rooms at the corner of 192 South First street, this city, and running through on an "L" to San Antonio street. The entire store is handsomely finished in birch, specially treated, and is one of the most attractive in this section. The first street side is entirely devoted to demonstrating and salesrooms for Victrolas, and pianos are shown in the San Antonio street section. The lighting, ventilating and heating arrangements are of the most modern type.

O. A. Lovejoy, manager of the Diamond Disc Distributing Co., Edison jobbers, has just received several carloads of Edison goods. This will enable him, says, to fill to a great extent most of his back orders. However, he does not look for any further shipments before the first of the year.

Good Display of Holiday Records

Only $50.00 a Unit
CAPACIT 2150 RECORDS

MODEL No. 2150—a Locking Sectional Roller Panel Door Cabinet, equipped with Ogden Patented Filing Device. Made of Quartered Oak and Birch, finished to match all interiors.

Write for Our Manual of Filing Dept.

MODEL No. 2150—Capacity 2150 thin records, 10" or 12", 1075 thick records. Largest capacity, smallest space. Instantly you find any record. Special models adapted to make all kinds of records.

UNCONDITIONALLY GUARANTEED


Schubert Phonograph

Records

The greatest series of 75c. records ever made.

10-INCH DOUBLE SIDED ALL STARS

NEW list by 1th monthly. Dealers, write for list and prices.

STEEL TALKING MACHINE COMPANY

44 WEST 31st STREET, NEW YORK
Proven Superiority

THE NEW EDISON DIAMOND AMBEROLA
MODEL 50
RETAILS FOR $50

It is easy to make claims, but it is not so easy to prove them. In the case of the New Edison Diamond Amberola we have made very strong claims regarding its remarkable superiority from a musical standpoint. We have not only made these claims but we have proved them time and again, we have proved in side by side comparison tests that a $50 New Edison Diamond Amberola is unquestionably the musical superior of talking machines costing as much as $250, and we stand ready to show any dealer who might hail from a certain state just West of the Mississippi.

Not only musically but also mechanically is the

NEW EDISON DIAMOND AMBEROLA

a superior instrument. For instance, the GENUINE DIAMOND reproducer stylus (which makes needles unnecessary and which requires no changing) and the wonderful Blue Amberol Records which are almost unwearable and unbreakable is evidence that speaks for itself.

The New Edison Diamond Amberola and Edison Blue Amberol Records are remarkable for combining two selling points seldom found in a single line of merchandise, viz., quality and economy.

If you are figuring on putting in a line of phonographs, wouldn't it be wise to get full particulars regarding the New Edison Diamond Amberola?

THOMAS A. EDISON, Inc.
Amberola Department, ORANGE, N. J.
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 dealers, 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 Eighth avenue, New York. Tell him your troubles through The World and he will help you, if possible. The service is free.—Editor.)

NOTES ON REPAIRING VICTOR MOTORS

By request of several Victor dealers during the past few weeks I am going to give a list of short notes on little things to bear in mind when repairing Victor motors.

**Graphite**

Use Victor Spring Lubricant. In the large springs put two table spoonfuls, and in small springs (Victrola 4, 6 and 8) put about one and one-half spoonfuls of the mixture to each spring.

**Springs**

Never use an old spring having a crack near the rivet holes on the ends—always replace these with new springs and be sure to have the spring center so shaped that it fits the shaft good and tight, thus insuring a good fit for the shaft rivets.

Do not hammer spring cage plates so hard that you bend them in the center, causing the plate to press against the spring, which causes spring to jump.

Always, when at work on the spring cage, have in mind the spring cage gear—do not bend them in the center, causing the rivets.

**Spring Cages**

Always be sure that the spring cage gear rivet heads do not extend above the level of the bottom of the spring cage so that the spring will catch on them when unwinding.

Be sure that the backs of the rivets in the sleeve do not extend so far inside the sleeve that the spring cage shaft binds on them. If they do, take a round file and trim them down flush with the spring cage.

**Turntable Spindle and Gears**

Be sure that the backs of the rivets in the sleeve do not extend so far inside the sleeve that the spring cage shaft binds on them. If they do, take a round file and trim them down flush with the spring cage.

**Governors**

Governor balls should each be of exactly the same weight. Governor springs should be exactly straight, with no bends of any kind.

In replacing a broken spring, always use three new springs. Governor springs when used for some time lose their tension, and consequently one new spring placed on a governor would have a different tension than the two old springs, and would cause the governor to run uneven.

**Governor Drive Gear**

The governor drive gear should fit snugly on the governor spindle cut. In all new style motors the turntable spindle is slotted to receive the end of the gear set screw—thus insuring the placing of the gear in its proper relation to the governor spindle.

**Turntables—Replacing Felts**

On old style turntables—which are cast iron—clean off the old felt thoroughly and rub bright with emery cloth. Coat with shellac (or Victor turnable cement) and put on new felt, smoothing down with a whisk broom so smooth as not to catch on the felt. Be sure that the felt is placed on a perfectly level space, put a heavy weight on the back and allow to dry four hours or longer if possible—then trim the edge with sharp scissors.

On new style turntables—which are of pressed steel—clean same as above. If you cannot get Victor turnable cement, first coat the turntable with good varnish—set aside and allow to dry, then coat with shellac and finish same as cast iron turntable.

PROTECTING THEIR DEALERS

Roy J. Keith, Vice-President and General Manager of the New York Talking Machine Co., Chas Upon This Important Topic

In a chat this week with The World, Roy J. Keith, vice-president and general manager of the New York Talking Machine Co., Victor distributors, stated that this company is making every effort to protect the dealers in its territory and be loyal to the Victor representatives in this section.

"During the past few months," said Mr. Keith "we have been besieged with personal requests, letters, telegrams, etc., from dealers in all parts of the country asking us to ship them machines and records. We have simply told these dealers that the goods we get are distributed to the merchants in our immediate vicinity and who are now counting upon us to take care of them in every possible way.

"In pursuance of this policy, we have been obliged to refuse thousands of dollars worth of record orders, not alone machines, in order that the dealers in this territory could feel that we are protecting their interests conscientiously."

The B. L. Ford Furniture Co., Seventh and Shipley streets, Wilmington, Del., have opened a talking machine department featuring the Aeolian-Vocalion.

Three Money-Making Phonographs

Moderate priced machines will bring a world of business to a "live" dealer in every town. Our three models cover 95% of the entire demand—they go to every home

**MODEL F**

40 inches high, 16 inches deep, 15 inches wide
Retail Price $40

**MODEL A**

41 inches high, 16 inches wide, 20 inches deep
Retail Price $50

**MODEL MASTER**

50 inches high, 20 inches wide, 20 inches deep
Retail Price $75

Three Outstanding Features

Perfect Tone—Reproduction full, rich, natural
First-class Motor—That gives satisfaction
High-Grade Finished Cabinets

OPEROLLO PHONOGRAPH CO., Inc.
Lightner Building, DETROIT, MICH.
VALUABLE "SALES HELPS" FOR SONORA DEALERS ISSUED

Latest Sonora Phonograph Corp. Publication Received Enthusiastically by the Retailers—Contains Much Material of Value and Interest—Gives Biography of Officials

The Sonora Phonograph Corp., New York, has just issued one of the most attractive and valuable publications that has made its appearance in the talking machine trade in recent years. "Sales Helps" is the title of this new book, and its purpose is well set forth in the following paragraph that appears on the frontis-piece. "A collection of data on successful phonograph selling methods, with illustrations and descriptions of the various material now ready for use to assist the dealer in attracting the public and in increasing his volume of business."

The book is divided into four sections, the first one featuring Sonora phonographs, the instrument, styles, features of superiority and selling points. The second section is devoted to the most attractive and practical arrangements of store and windows. The third section is named "Making More Business for You," and consists of modern sales aids ranging from letters to newspaper advertisements. The fourth section is a resume of the advertising used by the Sonora Phonograph Corp. in newspapers, magazines, posters, car-cards, electric signs, etc. Also newspaper advertising for the dealer and suggestions as to its use.

One of the most interesting and unusual pages in this publication is one entitled "The Man With Whom You Deal," and presents photographs of George E. Brightson, president; Joseph Wolff, treasurer, and Frank J. Coupe, sales and advertising director of the Sonora Phonograph Corp. Single paragraph biographies refer to this successful trio of talking machine men as follows:

"Mr. Brightson, after a long and successful mercantile career in connection with the leading firms in its line in this country, in five years has developed the Sonora Phonograph Corp. from a tiny beginning to one of the leaders of the phonograph industry."

"In charge of manufacturing and executive details, Mr. Wolff has been quick to catch the trend of public taste, and through his unlimited efforts and ability the Sonora phonograph is now recognized as the premier quality instrument—the sales for the current year incidentally being over one hundred times as great as those of 1913."

"Having for the past twenty years been responsible for the great growth of many important enterprises through proper publicity and sales organizations, Mr. Coupe's suggestions based on a vast fund of practical knowledge are of much value to the progressive dealer."

Each section in this new book could well be compiled as a separate publication, for the various sections are complete in every detail, and furnish the dealers with invaluable information regarding the Sonora line. In the first section there is a two-page illustration showing the Sonora phonograph, with arrows pointing to the distinctive mechanical features of the instrument. In following pages there are reproduced splendid illustrations of the various models in the Sonora line, which at the present time comprise the "Supreme," retailing at $1,000; the "In-

-WHY-

DO YOU USE TONE ARMS

"off the shelf"? You spend time and money freely on the design of a cabinet, why compromise on the tone arm? Why don't you put the same thought into the tone arm? Make it at least as distinctive as the cabinet.

We have experts who are specialists in designing tone arms that will blend with your cabinet in quality and appearance—that will continue quality unbroken from sound chamber connection to stylus groove. These men are ready to serve and prove to you by sketches and figures that "INDIANA" made tone arms will increase the value of your machine and make it a better selling proposition. Bear in mind that acceptance of this service does not obligate you in any way and anything developed for you is for you exclusively, and is not sold or sampled to your competitors.

WE ESTIMATE FROM SAMPLE OR BLUE PRINT

"INDIANA" DIE CASTING COMPANY

East 11th Street at Cornell Ave. INDIANAPOLIS, IND.
Sonora portable phonograph and a full page with appropriate illustrations announces Sonora period designs and other special designs made to individual order.

In the second section, under the heading "Your Store and Windows," are various practical hints such as glass electric flash signs, window displays in other mercantile fields, moving picture slides, detailed counter-sign, demonstration booths, framed car-cards for window display, etc. In section three, entitled "On Getting Business," are valuable suggestions compiled under the headings, "Securing and Using Prospect Lists," "The Customer's Taste and the Choosing of Records," "How the Other Man Sells," "Literature Available for Distributions," etc. Section four, devoted to general advertising, gives the dealers some idea of the extensive campaign sponsored by the Sonora Phonograph Corp. to further the interests of their representatives. There are reproofs of newspaper and magazine advertising, a photograph of the mammoth electric sign on Broadway, illustrations of the 24-sheet poster on display boards and various other items in this connection. A final word to the dealers by Mr. Brightson is a fitting conclusion to this splendid publication.

FRANK J. COUPE

SERVICE FLAG WITH TWENTY STARS

The New York Talking Machine Co., Combined With the Chicago Talking Machine Co., Have Twenty Men "Doing Their Bit" for Uncle Sam—A "Voice" From the Front

A service flag with twenty stars now flies from the offices of the New York Talking Machine Co., Victor distributors, 119 West Fortieth street, New York. This flag bears silent testimony to the fact that sixteen members of this company's staff and four of the force of the Chicago Talking Machine Co. are now "doing their bit" for Uncle Sam.

When it is considered that there are only forty-five male employees in the offices of the New York Talking Machine Co., a record of sixteen patriots from this office constitutes what is probably as large a proportion of men in the Government service as can be found in any industrial enterprise. The executives of this company are proud of the men from their forces who are now helping the United States in its fight for democracy, and there are many personal reminders going forth daily to the boys on the firing line to let them know that their friends at home have not forgotten them.

ROY J. KEITH, vice-president and general manager of the New York Talking Machine Co., recently received an interesting letter from Joseph E. Swan, who is now "somewhere in France." Mr. Swan was formerly a member of the company's force, and the "Bill" mentioned in his letter is W. G. Porter, who was one of Mr. Keith's right bowers before enlisting for service in the ambulance unit.

Mr. Swan's letter reads as follows: "Quite an unusual thing happened two days ago. While wandering around our section camp, off duty, I ran across a weather-beaten copy of "The Voice of the Victor." I tell you my mind was in a whirl for quite a time. How did this paper ever reach France and wander into the heart of the fighting area? My final solution was that it had been left behind by Melkiejohn, son of our Pawtucket dealer. He was in the section that we relieved here at the front. I tell you Bill and I spent more than a little time with said "Voice" right before our eyes, and I will admit, Mr. Keith, that home-sick feeling came over me for nearly the first time, but it was not until to-day that I got together enough courage to ask you to plate my name again on your mailing list. That must seem a bit odd for one no longer connected with 'His Master's Voice,' but I am in mind and would appreciate anything that you can do towards sending the 'Voice' and N. Y. T. M. advertising.

"The section in which we are is at present fairly quiet, but you understand we are with the French army, and at times see plenty of action. In fact, some of the fellows come from the provinces with wild tales, but so far not even as an accident. "Bill" probably holds the record with a machine gun firing on his ambulance.

With kindest regards to all, I remain, Joseph E. Swan."

GUY DEETZ APPOINTED MANAGER

Guy Deete, formerly manager of the Emerson Piano Co., Decatur, I11., has been appointed manager of the Temple of Music, Scranton, Pa., a new and exclusive Victor establishment which was recently opened in that city. This store is said to be one of the finest Victor ware-rooms in the East, and its equipment includes ten artistic sound-proof demonstration booths.

FEATURES THE BRUNSWICK

The Photogravure section of the Sunday Sun of December 9 was notable for a very artistic page advertisement devoted to Brunswick phonographs. It was admirably conceived and made a most artistic and impressive showing.

C. V. Hieronymus, representative for the Pattiphone in Beardsdale, Ill., has just installed a new series of soundproof booths.

The Trade Is Advised

That I have been granted United States Letters Patent No. 1,244,944, dated October 30th, 1917, on a cabinet for Talking Machines (the design of which is shown herewith) and for which the following claims are made:

1. A cabinet for a talking machine having a top on which the casing of the machine is adapted to be supported, an inclosure rising from said top, and formed of cleats which are adapted to engage the sides of the base, certain of the cleats being fixed to said top and another cleat forming a gate for entrance into the space of the inclosure, and means for holding the gate in closed position and permitting its opening.

2. A cabinet for a talking machine having a top on which the casing of the machine is adapted to be supported, cleats rising from said top forming an inclosure for the sides of the base of said machine and adapted to interlock therewith, one of said cleats being separate from the other cleats and movable forming a gate for the insertion of said base into the space of said inclosure, the inner sides of the cleats overhanging so as to form interlocking joints with said base.

I am prepared to protect my interests under said patent to the fullest extent and all infringers will be prosecuted vigorously.

(Signed) CLEMENT BEECROFT

PLACE ORDERS NOW FOR

Record Delivery Envelopes
Record Stock Envelopes
Catalog Supplement Envelopes
Record Cabinets
Talking Machine Needles
Peerless Locking Plates

THE TALKING MACHINE WORLD

Incontestable Proof of the Superiority of the

WALL-KANE STEEL NEEDLE

Showing why this needle plays 10 records perfectly

This is an actual reproduction of the grain of the WALL-KANE Steel Needle in comparison with the ordinary steel needle, as shown after both needles were broken in two and placed under a magnifying glass.

The much closer and finer grain of the WALL-KANE Steel Needle creates a much stronger and more durable unit. Through intricate chemical processes three coatings cover the WALL-KANE Steel Needle, the point of which thereby has a beneficial effect upon the grooves of the record.

Beware of Imitations

This handsome metal enamel display stand holds 60 packages, 2 doz. extra loud, 1 doz. medium and 2 doz. loud; each package containing 50 WALL-KANE NEEDLES, retailing for 10c. Price of stand to dealers, $4.00. Single packages, 6½c.

PROGRESSIVE PHONOGRAPHIC SUPPLY CO.

145 West 45th Street

NEW YORK

LARGER QUARTERS FOR MARKELS

The Well-Known Motor, Sound Box and Tone Arm Manufacturer Arranging to Cope With the Expansion of His Business

Leonard Markels, the well-known motor, sound box and tone arm manufacturer, announced this week that arrangements are pending whereby his plant will occupy new and much larger quarters as soon as January 1 as practicable. Mr. Markels now occupies several floors in the building at 165 William street, New York, but the business has grown so rapidly that two service men are now spending all of their time visiting the Canadian manufacturers and rendering them maximum service in the use of the Markels product.

In a chat with The World, Mr. Markels said: "During the past few weeks we have closed several important contracts with successful Canadian manufacturers expressing their satisfaction with the service the motor is rendering. We have received very gratifying letters from prominent manufacturers expressing their satisfaction with the Markels products exclusively. The Canadian business has grown so rapidly that two service men are now spending all of their time visiting the Canadian manufacturers and rendering them maximum service in the use of the Markels product.

NEW SERIES OF WINDOW DISPLAYS

Dealers' Service Department of the Columbia Co. Makes Important Announcement of Interest to Dealers—Enthusiastic Regarding Plans

The "dealers' service department" of the Columbia Graphophone Co. has just announced a series of new window displays which are furnished to the dealers at cost. The department plans to give the dealers each month a special large cut-out for the center of their window which will be different from the stereotyped cut-out and which will be designed to attract general attention.

Fourteen different units comprise the whole display, all of cardboard and fitted with casel stands and record holders. There are eight small and one large cut-outs, three half and two quarter sheet cards and a complete set of new Grafonola price cards. The display is lithographed in six colors and is packed complete in an individual corrugated cardboard container each month.

The small cut-outs will feature records from the new monthly supplements, and the half and quarter sheet cards will also be devoted to artistic illustrations presenting the new records. This window display service represents the work of prominent artists and the close co-operation of the dealers' service department with the sales division and the recording laboratories. Columbia dealers who have been informed of the new service are enthusiastic regarding its possibilities.

A BIG DEMAND

Throughout the Country for

CORTINA

FRENCH AND ENGLISH MILITARY RECORDS

Get your share of this business. An ideal gift for the boys in training or the trenches. In itself sells a machine with it.

Chicago, Ill., December 11.—The wholesale dealers of this section are all reporting that they have all the business they can handle, and the only trouble is lack of goods as usual. Shipments both from the factories and to their customers are being literally delayed and in some instances the lack of goods necessary in order to carry on business is becoming alarming. The call for machines of the period city is greater than was anticipated and popular-priced models and goods of the higher grades are steadily being called for. The local machine producers and factories manufacturing phonographs and accessories are being literally swamped with orders from the dealers and jobbers, and the only drawback to the whole situation is lack of help and shortage of material.

Business with the local retail dealers is just hitting its stride, and the majority of them are emitting wails of despair owing to a lack of goods in both machines and records. Of the latter selections made by symphony orchestras, dance music, war songs and operatic records are in great demand. There is also a steady demand for the popular-priced machines, far greater than was anticipated at the opening of the season, and which it is feared by some will grow to greater proportions as the season advances.

Wholesale and retail dealers throughout this section are having better collections, the retailers in particular are asking and getting more cash advances. The “anti-approval plan” for selling records, which was adopted by some of the retail dealers in this city several months ago, is reported as being successful and is appreciated by a majority of their customers. While it is true there was a percentage of the customers who couldn’t see the idea at first, they have been educated to the viewpoint of these dealers and are now said to be working in harmony with them. Other dealers say that the “anti-approval plan” is a joke, as the time consumed in playing a bunch of records for a customer in order that he may make selections at the shop greatly offsets value of the sale. But those in favor of the idea come back with—“No, you’ve got to play the records anyway.” If they take them out for approval to try on the folks at home, the next customer comes along and won’t stand for those used records being unloaded on him.

The next question to arise is this: Has the business of this year been greater than that of last year? Wholesale dealers say more so. They claim that the business of the latter part of 1916 was greater than this year for actual trading during the latter part of last year. During the summer months of this year business was far in excess of the corresponding period last year owing to the fact that a great number of these dealers took orders during the summer months which were dated for delivery during the months of September, October and November. This business accounts for the fact that there was a full period among the wholesalers during the latter months, the retail dealers being already stocked long in advance, before there was any shortage of material or help at the factories. Orders that were taken during these months for immediate shipment went to supply the increased demand. Nevertheless, the demand has grown to greater proportions than could be satisfied with the large amount of stock on hand and that there will be a serious shortage of goods before the season is over is participated by many of the retail dealers in this section.

Pleased With Opera

Theodore Bauer, of the record department of the Columbia Graphophone Co., was a recent visitor to Chicago, and while here took in the grand opera at the Auditorium Theatre and heard Riccardo Stracciari in “Rigoletto” with Galli-Curci as his co-star. It was during this performance that the great Italian baritone made his American debut. “I am more than pleased with Stracciari’s work,” said Mr. Bauer, “and feel confident that three of his records we already have on the market will be accepted by the trade as a true and perfect rendition of the tonal qualities of his wonderful voice.”

At the conclusion of the final rehearsal, just before making his initial bow to Chicago, Stracciari was heartily applauded by the members of the orchestra. This incident is said to be something unusual, and has occurred in this city only once before. The Columbia Co. will introduce some new Stracciari records in the near future that will command considerable appreciation.

“Ole Close Man”

Miss Mary Wood Hinman, chairman of the dancing committee of the war recreation committee, has sent out a call for 2000 talking machine records to present to the boys at the Great Lakes Training Station. Old ones are expected, but new ones will do even better. The head-quarters are at 120 West Adams street, Chicago, and anyone in the trade who cares to do a patriotic duty by making donations for the benefit of the Jackies may direct them to Miss Hinman.

Another One After Wilhelm

C. W. Monroe, for the past year and a half Chicago representative for the Emerson Phonograph Co., has joined the Moving Picture Corp., a new organization of the U. S. Army, and will leave for the barracks at Columbus, O., on Monday of next week. Eighty-two Chi- cago boys have joined this new corps and are being trained by the Government as moving pic- ture operators. Whether they will be used for the purpose of projecting pictures for the benefit of the boys “Over There” or “Over Here” is not known. Nevertheless we have “Chucks” assurance that if he ever throws the “spot” on any of the Kaiser’s gang—O, Buckets of Blood! But, that ain’t all. L. J. Korack, a traveler for the same company, went down to Rockford and is now connected with the Base Hospital Unit, and Thomas L. Pinkney, Emerson’s Illi- nois traveler, will hit the trail for Rockford Monday.

New Vitanola Agency

H. Reitman has recently opened a store at 114th street and Michigan avenue and will be the local representative of the Vitanola talking machine in that territory. Mr. Reitman was for the past four years connected with the firm of Wm. Groag & Congold, who handle the Victor line in Roseland. The new store will also carry a complete line of sporting goods and accessories.

New Pathé Agency

R. O. Ainslee, manager of the talking machine department of the Hallet & Davis Piano Co., has just closed a deal whereby the Terre Haute Pathe Co., Terre Haute, Ind., will become the new Pathé dealers in that city. B. Goldman is the proprietor of the new agency which was opened December 3, and since the opening has duplicated its large initial order for the Pathé products. Other new Pathé dealers recently taken on by the Hallet & Davis Co. Chicago branch are: W. D. Willford, Mt. Carmel, Ill.; (Continued on page 89).

THE "WADE" FIBRE NEEDLE CUTTER Is Proud of Its 9 Years

—of satisfactory service to the Distributor, the Dealer and the Public.

Distributors and Dealers, who are vitally interested in "stock turn-over" tell us the Wade Fibre Needle Cutter is the "best seller" among all cutters now on the market. There's a reason—the "WADE" perfectly repoints each fibre needle 18 to 20 times. The "WADE" plier principle was finally adopted as the simplest, strongest and best for the purpose, after exhaustive tests on all other known principles of cutting, shaving, trimming, etc., and is fully protected by letters patent.

YOU SELL MORE "WADES" BECAUSE THEY GIVE MORE FOR THE MONEY

WADE & WADE, 3807 Lake Park Ave., Chicago, Ill.
LINE UP FOR 1918!

VICTROLA

Get ready for the big demand for Victor Records there will be after the holidays.

Order Now!

Don't delay. The tens of thousands of new Victrola owners will want their records promptly. Order liberally.

Also send for a supply of fibre needles and L. & H. Fibre Needle Cutters

EVERYTHING KNOWN IN MUSIC

CHICAGO

VICTOR DISTRIBUTORS

LYON & HEALY

© 1917
Furnishes the Pivotal Argument

Many people insist on thinking that "a talking machine is a talking machine." Therefore, with all your eloquence and demonstration the sale may go another and cheaper machine than yours.

But a single good "talking point" — a feature that is a real addition to the machine — may turn the scales in your favor.

This is just what the Chicago Cover Balance is. It makes the operation of the machine a joy — a light touch of the hand raises the cover or closes it. There is no ear racking slamming or damage to delicate fingers.

Mr. Dealer: See that the machine you buy is equipped with a Chicago Cover Balance. It means increased sales.

CHICAGO COVER BALANCE NO. 2

CHICAGO HINGED COVER SUPPORT AND BALANCE CO.
2242 WEST 69th STREET, CHICAGO, ILL.

FROM OUR CHICAGO HEADQUARTERS — (Continued from page 87)

Ritterskamp & Scheid, Vincennes, Ind.; Palete Commercial Corp., Chicago, Ill.; J. S. Kibler, Olney, Ill.; and Ito Muroshambio, Evanville, Ill. The Palete Commercial Corp. will specialize in foreign records only. They are in the general merchandise business and will open their new department on Monday. "The only trouble we are experiencing are the poor shipping facilities," said Mr. Ainslee, "but this is the usual thing for this time of the year, for as a general thing the dealers come to life just before the holidays, and we are having a hard time to meet the demand. The new Pathe art models are taking very well with the trade, especially the new popular-priced spring and electric machines."

U. S. Army Raids Schaaf's

Three of the Sammies of Uncle Sam's new army raided the Edison phonograph department of the House of Adam Schaaf on Tuesday of this week and captured three of the girls of the sales force. The three captives were hurriedly taken by the raiders to the altar and life sentences were imposed upon them. Miss Julie Schaaflin was sentenced to become the bride of Lieutenant Robert Cromby, who recently received his commission in the Eleventh Illinois Home Guard; Florence Dun- gan was sentenced to be fully recovered so that he will be able to partake in the Christmas rush of business.

J. J. Welker Reports for Duty

J. J. Welker, who was reported in a recent issue of The Talking Machine World as having closed out his partnership with J. A. Fawcett, of the Woodlawn Talking Machine Shop, was suddenly taken ill at 11 o'clock in the morning of November 21, and was immediately rushed to the Michael Reese Hospital and was operated on that afternoon for appendicitis and gall stones. Reports coming from the hospital say that he is doing well and expects to be fully recovering so that he will be able to partake in the Christmas rush of business.

New Tone Arm Success

S. A. Ribolla, sales manager of the Central West division of the Otto Heineman Supply Co., reports that the customers continue to send in great quantities of small orders for immediate shipment. The trade has a tendency to open steadily and increasingly, and the new Meiselbach No. 97 tone arm is meeting with a great demand. This tone arm, in the opinion of Mr. Ribolla, is the best that the Heineman Co. has ever put out. The workmanship is excellent, and it has aroused much favorable comment throughout the trade.

Period Styles Pleasing

H. A. Yerkes, district manager for the Columbia Graphophone Co., will leave for New York the latter part of the week and will be gone for about five days. He said that they are getting numerous letters from their customers reporting that they have already received Period styles and are very much pleased with the instruments. These art models are well appreciated by those who have already received their shipments and more orders are being received every day.

Columbia's Banner Month

Chas. F. Barr, manager of the Columbia branch of the Columbia Graphophone Co., reports a large increase of business over that of the past month. This month opened up very well, and from present indications December promises to be their banner month. "December, 1916," said Mr. Baer, "was the greatest month we ever had in the history of this office, but I expect this December of this year will leave that record (Continued on page 91)
What is Back of
The
Brunswick
ALL PHONOGRAPHs IN ONE
(First of a series of advertisements giving
reasons why you should sell The Brunswick)

An important factor in considering the phonograph
you sell is the house back of the instrument.
The House of Brunswick has for more than 72 years
stood pre-eminent in the lines of manufacturing and
merchandising in which it has engaged.
And, today, with a capital of over $15,000,000.00,
with unexcelled manufacturing facilities, with 40 branch
houses in the United States and with an unsurpassed
reputation for quality, we offer you something unusual
in phonographs and in real intelligent selling help.
We also offer to Brunswick dealers the sale of the
renowned Pathé Records and prompt shipments from
our Chicago stocks.

Correspondence is invited with dealers who are in a position to
properly represent The Brunswick. The Brunswick Proposition
explains in detail the advantages of such an alliance. Write.

THE BRUNSWICK-BALKE-COLLENDER CO.
CHICAGO | SAN FRANCISCO | NEW YORK | CINCINNATI
Branch Houses in the Principal Cities of U. S., Canada, Mexico, France
623 South Wabash Ave. | 29 West 32nd Street | 7th and Main Streets,
Chicago | New York | Cincinnati
Canadian Distributors: Musical Merchandise Sales Co., Excelsior Life Bldg., Toronto

Prices
$32.50 to $180
FROM OUR CHICAGO HEADQUARTERS—(Continued from page 89)

ATTENTION! Manufacturers and Assemblers

DOES YOUR PHONOGRAPH PLAYRITE?

To insure lasting quality, equip your phonographs with PLAYRITE tone arms, reproducers, spring and electric motors.

A REMARKABLE OFFER

To those who can purchase motors in lots over 100, we will sell them far below the price quoted before. This No. 16 S as illustrated below is not a new motor, as we have manufactured it for years and its merits have been proven. It has all of the latest improvements, quiet running, quiet winding and perfect speed. We are sending out as a trial order on hand, and that the out-of-town business this year is greater than the local trade. "I

(Continued on page 90)

PLAYRITE ELECTRIC MOTOR

Look at it! The new Playrite is the simplest electric phonograph motor on the market. WHY?

There is absolutely nothing on it that can get out of order.

Furnished for either direct or alternating current. When ordering, state whether for use with direct or alternating current.

PRICE SURPRISINGLY LOW

Order Samples Now, also Write for Our Descriptive Leaflet.

AMERICAN Phonoparts Company

512 West 35th St. Chicago, Ill.

Manufacturers of "PLAYRITE PHONOPARTS"
FROM OUR CHICAGO HEADQUARTERS—(Continued from page 91)

can't account for the general increase from this source," remarked Mr. Bryan. "Nevertheless, such is the present situation. All of my business is being handled by parcels post, and delayed shipments and embargoes are not causing me any worry."

Patriotic Girls of Chicago Talking Machine Co.

In the organization of the Chicago Talking Machine Co, the patriotism is not by any means confined to the men employees, as the photograph herewith shows. The girls of this company are just as loyal in their support of the Government during these stirring times as the men. The girls have a natural desire to materially assist our boys "over there" and make them more comfortable, which is composed of the following members and have therefore organized a knitting club meeting at one another's homes. The club has just one rule, and that is that everything which is knitted must be for the soldiers and sailors of the United States. They are contributing their own materials as well as their time and are giving up both, freely and gladly in a splendid spirit of patriotism.

Big Cut for Fibre Needles

F. D. Hall, head of the B. & H. Fibre Mfg. Co., Chicago, is delighted with the great increase in the sale of fibre needles for 1917 over 1916. The high percentage of increase gives positive evidence that not only a great many dealers, but also a large part of the consumer public is now insisting on fibre needles.

Booked Many Good Orders

Joseph Vasey, of the talking machine division of Thos. E. Wilson, is spending the first half of December traveling through the Illinois dealer trade. The recent advertising of the Wilson talking machine in the Saturday Evening Post has been productive of good results. Mr. Suffill informed the representative of The World that a very high percentage of the dealer orders coming in calls for express shipments.

Phono-Grand Grows in Favor

A decided demand has already sprung up for the Phono-Grand, the combination electric player-piano and talking machine manufactured by the J. P. Seeburg Piano Co., of Chicago. The introduction of this new type of instrument has met with such an excellent reception that the Seeburg Co. is laying plans for a considerably larger production after the first of the year.

Salter Plant Running to Capacity

John F. Mortensen, of the Salter Mfg. Co., informed The World that his factory is running at rush capacity in order to meet the orders for Salter cabinets that will come in right after the holiday season. Mr. Mortensen said in part: "We know the dealer wants prompt delivery on his cabinet orders in January, and are bending every effort to take care of the dealer in a prompt and efficient manner."

Utilizing Window Display

The house of Adam Schaaf is now using its window display to good advantage. It had an exhibition during Edison Week as a stage setting for its recital hall. The photograph and article concerning this setting were printed in the November issue of The World. This setting is very attractive and has aroused much favorable comment in the trade.

Imposing Electric Signs

Julius Bauer & Co. have two new electric signs on display in their window. One is a Sonora advertisement containing a water scene and the big portrait of the Sonora machine. The vari-colored bulbs behind the picture flash intermittently, and this makes a very attractive and pretty advertisement. The other is the new Aeolian flash sign containing some very good talking points, also a narrow strip across the window display to good advantage. It had an exhibition during Edison Week as a stage setting for its recital hall. The photograph and article concerning this setting were printed in the November issue of The World. This setting is very attractive and has aroused much favorable comment in the trade.

Great Demand for Uncle Sam's Phonograph

It is ideal for home use.

The Stewart Military Special, which retails at $11.50, will be in great demand because of its many uses. Thousands will be sent to the boys in the Army and Navy. It is most suitable as a gift for Uncle Sam's fighting men. It is easy to see that large numbers will be sold. That the Stewart Phonograph fills every requirement has been proven. It gives a beautiful, faithful and natural reproduction of all kinds of music, including popular songs, marches, dance music and the finest classical and operatic selections. From a musical standpoint, the Stewart Military Special is in the reach of all. Send your order today.

Stewart Phonograph Corp., 327 Wells Street, Chicago, U. S. A.

Stewart Military $3 75

Special

Stewart Phonograph $7 75

Live Dealers Make Big Profits Selling the Stewart Phonograph

Live dealers see in the Stewart Phonograph an unparalleled opportunity for making liberal profits with little effort on their part. Are you going to let this opportunity go by?

Some dealer in your neighborhood is going to make many profitable sales. Will you supply the trade in your vicinity or will your competitor across the street get this business?

It is the dealer who gets there first, who stocks and sells Stewart Phonographs at once, that will get the cream of the business.

The regular model, which retails at $7.75, will be a very popular seller. It is ideal for home use.

The Stewart Military Special, which retails at $11.50, will be in great demand because of its many uses. The price places it with the general market.

Stewart Military Special in great demand for Uncle Sam's fighting men.
top with a geometrical reproduction of the Aeolian sound waves.

**Flying Service Flag**

The Chicago Talking Machine Co. is now flying a service flag containing twenty stars, which represent the enlistments of men from both their Chicago and New York organizations.

**Returns From Eastern Trip**

D. A. Creed, vice-president, and G. P. Ellis, sales manager, both of the Chicago Talking Machine Co., have just returned from New York, where they spent several days in looking after matters of interest to their company. They also attended the directors’ meeting of the New York and Chicago Talking Machine Co. while in that city.

**Aeolian-Vocalion Exhibit Paintings**

The new Aeolian-Vocalion retail warerooms on Michigan avenue, near Adams street, have on exhibition this week an exhibit of modern paintings by fourteen Chicago artists. The purpose of the exhibition is to acquaint the Chicago public with the contemporary art of this city. C. H. Addams, retail manager of the company, is elated over the success of the affair as the place is crowded with visitors all day long and numerous sales of talking machines this week can be traced directly not only to the curiosity caused by this event but also to the extensive advertising the Aeolian has been carrying on in the local daily papers.

**Joint Staff of Tone Shop**

Gerhard Schumacker is a new addition to the office force of the Tone Shop. Besides being an expert bookkeeper Mr. Schumacker is quite a musician and devotes his spare time as a violinist under the direction of W. A. Pushée at Guyon’s Paradise.

**Canned Music** to be “Tanked”

If the suggestion of a Chicago woman as was recently exploded through the columns of the Chicago Sunday Herald is carried out, the most recently exploited through the columns of the linist under the direction of W. A. Pushee at a musician and devotes his spare time as a violinist under the direction of W. A. Pushée at Guyon’s Paradise.

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**Six Best Sellers**

The six best Columbia sellers the last month included: “We’re Going Over,” and the reverse side “I’m Crazy Over Every Girl in France,” “Hong Kong,” and on the reverse side “My Little China Doll,” “Scarce Dance,” and on the reverse side “Stephanie Gavotte,” “National Emblem (March),” and on the reverse side “Stars and Stripes Forever,” “Smiles, Then Kisses,” and on the other side “Hawaiian Echoes”; “Throw No Stones in the Well That Gives You Water,” and on the other side “Good-bye Broadway, Hello France.”

The six best Emerson sellers the past month included: “So Long, Mother” (Patriotic Solo), and on the reverse side “The Farmyard Blues”; “I Miss My Matinée Home” (Joan of Arc) (Medley March and Two-step), and on the reverse side “The Liberty Bell March”; “Billy Boy” (Patriotic Solo), and on the other side “Ballin’ Away on the Henry Clay”; “Somewhere in France Is the Lily” (Patriotic Solo), other side “March the 17th” (March and One-step); “Break the News to Mother,” and reversed side “Set Aside Your Tears Till the Boys Come Marching Home” (March and One-step); “Cheer Up, Liza” (Baritone Solo), and on other side “Invisible Eagle.”

The six best Edison for past month are: “It’s a Long Way to Berlin, But We’ll Get There” and “We’re Going Over,” “Ain’t You Coming Back to Dixie Land?” and reverse side “Good-bye Broadway, Hello France”; “U. S. Army Bugle Calls,” parts 1 and 2. “Cheer Up, Liza,” and on the reverse side “Homeward Bound?” and “Warning in France Is the Lily” (Patriotic Solo); and “Home Land,” “Holy, Holy, Holy,” and reverse side “O Holy Land.”

The six best Pathe for the past month are: “Pagliacci,” “Balletta” (bird song), and on the reverse side “Manon Lescaut,” “Holy, Holy, Holy,” and on other side “O Holy Night”; “I Love You Truly” and “Just You”; “Melody Land,” from “Cheer Up,” and “Cheer Up, Liza,” “Some Sunday Morning” (fox-trot), and on the reverse side “Lily of the Valley (one-step),” “Cohen at the Telephone” (comic monologue), and “Beans, Beans, Beans.”


**Able to Take Care of Holiday Trade**

F. A. Sieman, retail manager of the Victrola department of the Rudolph Wurlitzer Co., says that he is now in a position to take care of the trade for the holiday season as the work of re-modeling and installation of the new demonstration booths has at last been completed. This work has been in progress for several months and was a major factor in hindering business at that store. “The business is now running on in a good clip,” said Mr. Sieman, “and we have plenty of stock on hand to take care of the holiday trade and our new decorative features and new booths are receiving much favorable comment throughout the trade. We have more booths this year than we had last year.”

**The Empire**

The Empire, Model B, conceded to be the greatest value ever offered in a high grade talking machine.

**Christmas Records are now ready for distribution.** Ask for our complete catalogs of Empire Machines and Records, and our attractive Dealer proposition, and prepare to cash in on Empire co-operation.

**The Empire Talking Machine Co.**

JOHN H. STEINMETZ, President

429 South Wabash Avenue, Chicago, Ill.

**The WISH to extend Heartiest Christmas Greetings and Sincere Wishes for a Happy and Prosperous New Year to our many friends in the trade, and especially do we wish to express our appreciation to our loyal Empire Dealers for their generous support and the business they have favored us with during 1917. We also wish to assure our Dealers that we are prepared to more than duplicate our record of Christmas, 1916, when we shipped every order in time for Christmas delivery by our Dealers. Our stock of Empire Machines and Empire Records is complete, and we predict that the Empire Dealers who have prepared for an unusual volume of business this Holiday Season are not going to be disappointed.**

**Q We still have valuable territory open for wide awake Dealers who cater to the trade that demands quality, and we hope to welcome a host of new Dealers into the Empire family during 1918.**

**Q Our December Record Supplement featuring all the latest hits and a number of special Empire Christmas Records is now ready for distribution. Ask for our complete catalogs of Empire Machines and Records, and our attractive Dealer proposition, and prepare to cash in on Empire co-operation.**

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 92)
The MANDEL

Built to satisfy the ultimate purchaser.

Built by one maker who assumes full responsibility for the proper performance of the phonograph.

Our free trial offer to responsible dealers demonstrates the confidence we have in our machine.

No high sounding, meaningless name was adopted for our product. Just plain MANDEL—THE MANDEL PHONOGRAPH. We are proud of what we make and have nothing to conceal. So our name and guarantee goes with every phonograph we ship.

Retail Prices—$35.00 to $250.00

Let us send you Model No. 3, illustrated here, on free trial.
Write today for full information and descriptive literature.

Views of the MANDEL FACTORIES

Just a few views to emphasize the fact that we are not merely assemblers of talking machines. Every part that goes into the MANDEL is made by us. Visitors to Chicago are invited to call at our plant and see the phonograph parts in the making.

MANDEL MANUFACTURING CO., INC.

General Offices:
501-511 S. LAFLIN STREET
CHICAGO, ILL.

New York Display Rooms:
41 UNION SQUARE
year and they are modern in every respect, and are well ventilated and heated. Our store will remain open evenings as usual during the holiday season."

L. E. Noble, manager of the wholesale Victrola department of Rudolph Wurlitzer Co., reports that he has a goodly supply of stock on hand and can take care of considerable business for the balance of the season. The remodeling work at the wholesale warerooms at 615 South Wabash avenue has been completed and ample space has been provided for stock and reception rooms to take care of the out-of-town trade.

Concerts Attract Large Audience

The Edison Shop still continues to draw large crowds of visitors to its concert hall every Wednesday afternoon. During these concerts Miss Helen Rudesill sings duets, accompanied by various Edison recordings, and Albert Wayne, in charge of the sales force of that company, presents violin renditions of obligatos and counter melodies also accompanied by Edison recordings. There will be a series of concerts held during the winter months.

Lyon & Healy Knitting Club

One hundred and twenty-five girls employed throughout the various departments of the firm of Lyon & Healy have been united through the efforts of Mrs. Mark A. Healy and have formed a knitting club, which is a navy auxiliary of the Red Cross. The young ladies have pledged themselves to supply sweaters, scarfs, helmets, and wristlets to the Red Cross for the benefit of the boys of the United States Navy. Miss R. L. Masack is in charge of the organization and the Misses Elizabeth Hayes and Lucille Wagner, of Department H, who are expert knitters, are the instructors for the organization, and have taught many secrets of the art of knitting to the girls. As fast as an article is in demand, they are placed on the market to and from work. During their spare time at home and while on duty by spending all the time they can making these articles that will help the boys win "over there."

L. & H. Prepared

Lyon & Healy have discontinued the use of their concert hall for recital purposes for the remainder of the holiday season and have installed six of the Unit Construction Co.'s knockdown booths in order to have the additional demonstration space necessary for them to take care of the holiday business. The seats were removed in order to make room for the booths, and the stage is being utilized as a display stand for a number of the higher priced instruments. In the center of the stage is placed a beautiful gold enameled Victrola and the vari-colored lights playing above this instrument set it off to great advantage.

L. C. Wiswell, manager of the Victorla department, says that this step was necessary as he anticipates a large increase in business during the holiday season, and has set up these temporary booths in order to conveniently take care of the holiday trade. He has increased the sales force of the record department by an additional twenty-five girls, and several men have also been added to this department.

PERSONALS AND VISITORS


Some Recent Empire Literature

The Empire Talking Machine Co., Chicago, has just issued some interesting and valuable literature for the use of its dealers. One notable folder illustrates most convincingly the various talking points of the Empire machine, by means of actual pictures showing the salesman demonstrating the machine for a customer. It takes eleven views to cover the various points, but the work has been done unusually well. The center spread of the folder contains illustrations and descriptive matter of the various models in the Empire line. The folder is attractively printed and should prove of great assistance to the salesman.

The second folder, designed for mailing purposes, illustrates the various models of Empire machines giving specifications and prices.

The Perfect Automatic Brake

New Styles
To Fit
All Makes of
Tone-Arms.
Now Ready
for Shipment.

Simple construction. Easily attached. No Talking Machine complete without it. Samples $1.00 each, cash with order. State make of tone-arm used.

Write for attractive quantity prices.

PERFECT AUTOMATIC BRAKE CO.
Room 400, 425 S. Wabash Ave., Chicago

SOME RECENT EMPIRE LITERATURE

Special Folders Prepared and Issued for the Use of the Retailers

The Empire Talking Machine Co., Chicago, has just issued some interesting and valuable literature for the use of its dealers. One notable folder illustrates most convincingly the various talking points of the Empire machine, by means of actual pictures showing the salesman demonstrating the machine for a customer. It takes eleven views to cover the various points, but the work has been done unusually well. The center spread of the folder contains illustrations and descriptive matter of the various models in the Empire line. The folder is attractively printed and should prove of great assistance to the salesman.

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"Orotund" Tone-Arm and Attachment

Tone-arm No. 1 has the turn back effect for changing needles.

Tone-arm No. 2 has the side upward position. This outfit has the loudest and clearest and most high grade mica diaphragm sound-box on the market. Samples of either sent only upon receipt of check or C. O. D.

No. 1 Tone-arm and sound-box, Nickel $4.00; Gold $5.00
No. 2 Tone-arm and sound-box, Nickel $4.00; Gold $5.00

QUANTITY PRICES ON APPLICATION

COMBINATION ATTACHMENT CO.
324 Republic Building, CHICAGO

Do You Want Phonographs?

We have a large stock of Standard size Phonographs on hand and can supply you.

MAZOPHONE MFG. CO.
23 N. Crawford Ave. CHICAGO
THE BUSINESS SITUATION

Discussed by J. Newcomb Blackman, Who Returned From an Extensive Trip—Observations Are Timely and, as Usual, of Value

J. Newcomb Blackman, president of the National Association of Talking Machine Jobbers and head of the Blackman Talking Machine Co., Victor distributors, returned recently from a two weeks' trip through the West. This trip included a visit to Cleveland, Toledo, Detroit, Chicago and Pittsburgh, and in all of these cities Mr. Blackman called on the Victor trade, both wholesale and retail, and endeavored to observe general business conditions and gather opinions upon which to base a forecast of business conditions in the near future, particularly in the holiday season.

Referring to his trip, Mr. Blackman said: "The impression seemed to prevail that there had been, following the various Liberty Loan, Red Cross and Y. M. C. A. campaigns, a certain retail depression, but almost without exception the trade seemed to be confident of good holiday business, and as usual the chief fear was inability to get adequate stock to fill the demand."

"Among the most representative concerns I noticed a tendency to regard the present business situation as one calling for a keen interpretation of present and possible future conditions, in order that policies would not, by a hasty decision, bring about a sudden retrenchment through pessimism, or on the other hand reckless indifference through what I might term prejudiced optimism at all times, regardless of conditions."

"These are times when the man who is a friend of business in general uses every possible means of intelligence to strike what we all endeavor to do—a happy medium. War is war, and if it represents Sherman's term of "rattle or blast," we will endeavor to, but seldom do—a happy medium."

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THE TALKING MACHINE WORLD

The Avon Comedy Four has joined the Columbia staff. Our contract with this star vaudeville organization means greater prosperity for Columbia dealers and greater pleasure for your customers.

Columbia Graphophone Co.
Woolworth Building, New York

NEW EDUCATIONAL RECORDS ISSUED
Columbia Graphophone Co. Announces Series to Be Known as "Columbia Bedtime Stories"

The educational department of the Columbia Graphophone Co. has just announced a new series of records for children, a little people of America. The records were made by Thornton W. Burgess, author of "Bedtime Stories," and one of the most popular authors of children's stories in the country.

When the Columbia Co. advised its dealers and branches last week of these new records it received letters of congratulations from all parts of the country, and there is no doubt but that Mr. Burgess' Columbia records will meet with a hearty welcome. There are four double disc records included in the first recordings, and these records introduce the characters that have made Mr. Burgess famous in educational circles and beloved by the children everywhere.

The Bedtime stories written by Mr. Burgess are being syndicated through the medium of the leading newspapers in all of the country's metropolitan centers. These stories feature characters that have become as popular as the stories themselves, and there is hardly a child who has not heard of "Peter Rabbit," "Buster Bear," "Reddy Fox," "Old Mr. Toad," and their adventures in animal land, and who does not love them.

While these stories amuse and entertain the little folk, they have an educational value that can hardly be overstated. They acquaint the children with animal life, instruct them as to the nature and habits of the little people of field and forest and teach lessons of wisdom, generosity and loyalty. They have won the endorsement of educators, nature lovers and parents.

The educational department of the Columbia Co. is planning an extensive publicity campaign in behalf of Mr. Burgess' records, and Columbia dealers will be given an opportunity to develop unlimited new business with these Bedtime story records. Mr. Burgess will record for the Columbia Co. exclusively.

The Sonora phonograph, with its full line of styles, constituted one of the artistic pages of the Photogravure section of the New York Times of Sunday last, December 9. The entire advertisement was most artistically composed and constituted distinctly artistic advertising.

Thornton Burgess

The Vicsonia phonograph, with its full line of styles, constituted one of the artistic pages of the Photogravure section of the New York Times of Sunday last, December 9. The entire advertisement was most artistically composed and constituted distinctly artistic advertising.

THE VICSONIA IS THE REPRODUCER
YOUR CUSTOMERS WILL LIKE

It plays EDISON Records on any make phonograph.

Its tones are unequalled for naturalness and sweetness. No rattle or blast. Permanent jewel point. Easily and quickly attached.

In order that you may become acquainted with the VICSONIA we will send you one to any dealer on receipt of check for $3.50, with the understanding that same may be returned within ten days and money refunded if not entirely satisfactory.

You be the judge

Vicsonia Manufacturing Company, Inc.
313 East 134th Street (Bronx)
NEW YORK
HEARINGS ON PRICE-MAINTENANCE
Federal Trade Commission Takes Under Consideration Methods of Two Prominent Concerns—Status of Findings Outlined

The Federal Trade Commission recently had under consideration in Washington the cases of the Cudahy Packing Co., makers of the "Old Dutch Cleanser," and of the Mishawaka Woolen Mfg. Co., which markets rubber shoes and boots. Both cases involve price restricted trade-marked goods, and the principles set forth were of a character that had wide application.

The report of the Commission's findings which has appeared in various daily and trade papers, would lead the reader to believe that the Commission had given a "knock-out" blow to price standardization when, as a matter of fact, this body merely voiced the results of a preliminary investigation—not a final or judicial ruling.

The real status of the Commission's report as set forth for The World by a well-known attorney in close touch with the price maintenance situation, is well worth reading in this connection, because of its clear definition of the practice of the Federal Trade Commission in these matters.

"The commencement of these proceedings in no way constitutes a ruling by the Federal Trade Commission against the legality or fairness of price standardization, but is merely the necessary legal formality by which alone the Commission can officially take jurisdiction of the subject, with a view to examining all the facts, and weighing all the legal and commercial considerations involved, and reaching its own conclusions upon the legality and fairness of the plan.

"Those familiar with the investigation of price standardization started several years ago by the Commission, and the widely attended public hearings upon price standardization recently held by the Commission at Washington, have known that the Commission is very strongly impressed with the importance of making an investigation, in order to reach a conclusion regarding standard price plans.

"In order that such an investigation may be made, and a report handed down which will determine the legal status of these plans, it is necessary that a complaint be filed and a proceeding begun. But the dogleting of a complaint and the commencement of a proceeding is, of course, not to be considered or understood as being really a finding by the Commission that any such plan is unlawful.

"To suggest that the Commission, in starting these proceedings, has taken any position for or against price standardization is not merely unjust to the respondents in these proceedings. It is like accusing the Supreme Court of the United States of having decided against the Steel Corporation merely because the Court has allowed the attorney-general in the Government suit to file a brief asking that the corporation be dissolved."

A PHONOGRAPH CLEARING HOUSE

S. N. Rosenstein, well known in the local trade, has formed a new concern known as the Phonograph Clearing House, Inc., with headquarters at 51 East Forty-second street, New York. This concern will act as a general clearing house for everything required by the phonograph manufacturers. Mr. Rosenstein will continue to represent the Independent Talking Machine Co. and will also be the representative of other manufacturers in this field, in addition to his new activities.

APPONITD PATHIE DISTRIBUTORS

Harbour-Longmire Co., of Oklahoma City, to Represent the Pathe Line in Its Territory

The Pathé Frères Phonograph Co., 20 Grand avenue, Brooklyn, N. Y., announced this week the consummation of arrangements whereby the Harbour-Longmire Co., Oklahoma City, Okla., will act as distributors for the Pathé products in that territory. This deal was closed by H. N. McMenimen, who recently visited Oklahoma in the course of an extended Western trip. The Harbour-Longmire Co. is a large and successful furniture house with an efficient sales staff. It is planning to send out several men in its territory who will concentrate in developing Pathé business, and talking machine dealers in this section will be offered maximum service in handling the Pathé line.

FEIST TO START NEW AD CAMPAIGN

Prominent Music Publisher Planning National Publicity to Run in January Magazines—Full Page in Saturday Evening Post January 19

Leo Feist, Inc., the well-known publishers of popular music, will start their advertising campaign for the coming year immediately after January 1. Among other methods they will use to exploit their songs will be advertisements in papers of national circulation. A full-page advertisement will appear in the Saturday Evening Post on January 19, and three songs will be featured: "Over There," "Strutter's Ball," and a new song, "Land of Wedding Bells." This national publicity is of special interest to all talking machine dealers, inasmuch as all the Feist ads, it is stated the songs advertised can be had on the leading talking machine records.

A Yule-tide Message to Sonora Dealers!

We extend to SONORA Dealers everywhere our Heartly Good Wishes for the New Year, and trust that 1918 will show double the results of 1917. Our distribution this year will be more than three times the amount of last year, which speaks well for SONORA efficiency.

Good Dealers in Pennsylvania and Maryland should write us for our SONORA proposition without delay. Our increased facilities will enable us to render maximum service and co-operation during 1918.
The Biggest Little Thing
You Can Sell in a Phonograph—

the Pathé Sapphire Ball that plays the PATHÉ-PHONE—has made its debut in a new role:

The Art Model Pathéphone

A timely response to the fast growing demand for a phonograph that is in keeping with the demand for art period furniture. It opens up before you a brand new field of profit. For it sells at not only the astonishingly low retailing price of

$190

but it is subject to an unprecedented dealer’s discount and based upon an exclusive selling contract it will well repay you to investigate. Write us now for particulars.

This new line of Pathéphones is not only a splendid artistic achievement, but it embodies all of the practical selling features that have made the Pathéphone world-famed as the musical instrument that combines unexcelled tone with mechanical convenience:

No Needles to Change
Records Won’t Wear Out

Here’s the Pathé Guarantee:
We guarantee every Pathé Record to play at least one thousand times with the Pathé sapphire ball without impairing the unexcelled beauty of tone.

Williams-Davis-Brooks & Hinchman Sons
26 East Congress Street
DEtroit, MICH.
THE TIPHANY MOTOR
IS WORTH ITS WEIGHT IN GOLD

THE RUSH for 1917 business is over, and contracts for 1918 will be considered in the near future.

IF YOU ARE in the market for a better motor than you have had at any time before

DO NOT neglect to investigate the merits of the Tiphany Motor

BEFORE “you tie yourself up” with a big contract for the whole year’s business.

NO REASON why you shouldn’t get the best for your money and give satisfaction to the trade and the public.

100 PER CENT perfection we claim for the Tiphany Motor in Quality, Durability and Beauty.

THE TIPHANY MOTOR CO., 32 Union Square, NEW YORK, U.S. A.
The Biggest Event in Motordom!

Everybody in the Phonograph Trade Knows

The Heineman No. 2 Motor

It has been generally accepted as the most reliable and popular of its class, in proof of which

Over 250,000 Are in Use!

One of the most prominent manufacturers in the United States alone has used over

80,000

We have been able, by a shrewd buy, to secure a large quantity of these Motors, equipped with a Stop and Start Attachment and Regulating Device, working on the Governor direct instead of the Turntable.

We are ready to take orders, either for immediate delivery or for specified deliveries, during the year 1918, subject to prior sale.

THE PRICE? That's what makes this deal a Record Breaker. It's lower than even you expect.

Write at once and surprise yourself!

Independent Talking Machine Company, Inc.

54 Bleecker Street

NEW YORK, N.Y.
EMPLOYMENT OF WOMEN IN TALKING MACHINE FACTORIES

Some of the Labor Problems Brought About by the War That Will Probably Have to Be Solved
With Women Workers—Some Interesting Experiences of the British Trade

One important development of the war conditions in the music trade has been the consideration of the question of the more general employment of women in the various factories devoted to the manufacturing of talking machines, parts and accessories. Female labor has always been a factor in various departments of the large piano factories in Great Britain has already been filled definite places in the factory organization.

In fact, some plants have even gone so far as to employ female superintendents, or assistant superintendents, to have direct charge of the women workers.

A prominent talking machine man of Great Britain in a recent interview declared: "England is 100 per cent, better off to-day because that women are capable of handling fine cabinet work such as that required in talking machines is proven by the experience of the Udell Works, the well-known talking machine cabinet manufacturers of Indiana.

The Udell Works employ at the present time twenty-three girls in the various departments of the plant, many of whom operate somewhat complicated machinery. They have taken the place of an equal number of men who have entered the service. In commenting upon the woman at Sander in Udell Works

Women Busy in a Prominent Factory Near London Pressing and shipping records

WomenBusyin a Prominent Factory Near London Pressing and shipping records

The call of the Government for both its military and industrial work has had the effect of depleting seriously the working staffs in talking machine factories, and it has been found difficult, and in fact, almost impossible to fill all the gaps with new men. The result has been the recruiting of women to do work of a type formerly considered strictly within the province of man.

It has been found, for instance, that women proved efficient in the handling of rather heavy machinery in the mill room, for instance, running sanders, planers and other machinery without any difficulty. They have also operated with success metal machinery, including lathes, and other equipment producing work in which deftness is essential, and insuring the desired accuracy.

The use of women in the talking machine and piano factories in Great Britain has already been commented upon, and there is hardly a department in the British plants in which they have not found a place.

Courtesy Saturday Evening Post

Phon d'Amour
THE TONE MASTERPIECE

To truly appreciate the Phon d'Amour it must be seen, heard and compared. One must see and have explained the Fritzsch inventions—the marvelous wooden diaphragm, the ingenious reproducer and sound amplifier.

One must hear a favorite record played, first on another instrument, and then on the Phon d'Amour.

Then will come the realization that here indeed is a wonder phonograph—a marvelous, artistic instrument that plays any record of whatever style or make, that glorifies the best made records and filters the imperfections from less worthy ones; a phonograph that establishes a new and higher standard of artistry and craftsmanship. See it, hear it play, compare it.
"The Road to Profits"

Stock the Records that bring back satisfied customers

**IMPERIAL RECORDS**

Recorded in our own laboratory and made in our own factory, faithfully reproduce the World's most famous Instrumental, Operatic and Popular Music.

The Imperial Records can be played on all makes of Talking Machines and are backed by our catalog of over Two Thousand numbers, containing among them a galaxy of Artists known the World over.

You will make no mistake in writing us for further details and our very liberal discounts.

**IMPERIAL TALKING MACHINE COMPANY,**

Main Office and Factory:
No. 9 Vandeaver Avenue, Wilmington, Del.

Recording Laboratory and Showrooms: 35 West 31st Street, New York City

GOVERNMENT LOANS DO NOT HURT KANSAS CITY TRADE

Apparent That Public Is Not Foregoing the Pleasures of Music in Order to Make War Savings
-E. Earl Elsham a Benedict-Trade Members in the Nation's Service

KANSAS CITY, Mo., December 8.—How will the thrift stamp campaign affect the sale of talking machines and records in Kansas and Missouri? Nobody can answer that question yet, with any certainty, of course. But here is the way one man tried to answer: "I figure that, since there is an abundance of money in the greater part of this district, the sale of talking machines and records will not be seriously affected. The thrift campaign is aimed chiefly at the elimination of the luxuries, the candy and toys, the pure amusements—and at the saving of quarters and dimes. People will have money to spend for the more important items that go to make home life not only enjoyable but of the nature to assist the development of the spiritual side of the children and grown folks. They will have money to spend for good clothing, for good food, for gasoline and automobiles—and for talking machines. When it comes to the scratch I figure that the records will be classed rather as a necessity than a luxury—there will be many other things the public will save on before sacrificing their music."

E. Earl Elsham, manager of the retail Victrola department of the Schmelzer Arms Co., was married on Thanksgiving day to Miss Eva A. Muehe, of Dyersville, Ia. Mr. Elsham is well known in the talking machine trade, and indeed among piano men, too. He was for several years secretary of the Trafford Co., Mason City, Ia., of which his father is president. He traveled some years for the Victor Co. in Missouri, Oklahoma and Kansas, and served also with Chase & West, formerly Victor jobbers and retailers at Des Moines. He has been a year at Kansas City. Miss Muehe is not only an attractive young woman, but an accomplished musician.

Lloyd Wood, Victrola department, Jones Store Co., has joined the Aviation Corps.

Jack Green, formerly of Dallas, Tex., is a new man on the outside with the same department. R. T. Smith is a new salesman in the piano department.

Walter Rupelian and C. G. Smith, J. W. Jenkins’ Sons Music Co., have enlisted in the Aviation Corps.

Ed Ferguson, head of the print department, is ill.

The J. W. Jenkins’ Sons Music Co. furnished pianos for the big benefit given in Convention Hall for the colored division of the Y. M. C. A. work in the army. Rowland Hayes participated in the concert as did a community chorus of 500 voices.

R. H. Wright, who was formerly with the Starr Piano Co., is again connected with that company.

G. W. Hodges, salesman with the Starr, is on a trip in Kansas.

C. V. Bissell, manager of the Starr Piano Co., has just returned from a trip in Kansas and Oklahoma. Mr. Bissell stated that if wholesale shipments continued to be so large the company would have difficulty in keeping up with the supply.

Jos. A. Mullen, salesman for a number of years with Carl Hoffman, and now with the Wunderlich Piano Co., recently was called to Water-town, Wis., to attend the funeral of his brother.

Albert Spalding

ALBERT SPALDING IN FRANCE
Celebrated Violinist and Edison Artist Now in United States Aviation Corps

One of the prominent Edison artists who has given his services to his country is Albert Spalding, the celebrated violinist, who is now at the front in France with a section of the United States Aviation Corps. The extent of Mr. Spalding’s sacrifice upon entering the service is indicated by the fact that at the time of enlistment he canceled over $50,000 worth of concert engagements made for the present season. Be-

To Our Customers and the Trade:
You have probably been notified by Clement Beecroft, of Philadelphia, Pa., or his attorneys, Wiedersheim & Fairbanks, of Philadelphia, Pa., of an alleged infringement of letters patent No. 1,244,944, dated October 30, 1917.

We wish to say that we have an irrevocable license to manufacture and sell this cabinet, and the patentee has no claim, either in law or equity, against this Company, or any of its customers.

We therefore notify you that we will stand back of you in any dealings with this Company, and that we will defend any suit for infringement which may be brought against you.

If further intimidation by the patentee is resorted to, we wish you would notify us, and we will take legal action to have the patentee enjoined.

Very truly yours,
THE GEO. A. LONG CABINET COMPANY

(See our regular advertisement on page 38 of this issue of The Talking Machine World)
Taking the worries of publicity and store equipment off of dealers’ shoulders. This is the kind of service the Columbia Dealer Service Department gladly gives to Columbia dealers.

Columbia Graphophone Co.  
Woolworth Building, New York

VISUALIZING MUSIC IN DISPLAYS
Show Window Affords the Talking Machine Retailer Best Means for Impressing the Local Public, Declares Ronald C. Lee, of New York

"Circumstances are such that it is extremely difficult for the local talking machine dealer to secure the full benefit from newspaper advertising in his home town papers, for competition of other dealers makes it quite likely that an advertisement by one dealer will also benefit other dealers, making it impossible for the advertiser to get 100 per cent. efficiency from his appropriation," declares Ronald C. Lee, president of the Display Fixture Co., New York.

"This means that his show window becomes by all odds the most important factor in the extension of his business. It occupies the dual role of his best advertising medium and his strongest and most successful salesman. If well done it appeals irresistibly to the thousands of pedestrians who pass daily. Unless a window display succeeds in attracting the gaze of one out of every three passers-by it is not fulfilling its maximum efficiency as an advertising medium and as an expert salesman. This is not easy. The art of window displays is not only difficult, but unless handled by a specialist who can reduce the cost, by making fixtures in large quantities, it is extremely expensive; in any case it requires a great deal of technical knowledge. Unfortunately the result is that too many talking machine windows are simply a collection of dumb furniture and a few reading placards.

"If it were possible to so place machines in a window and have them play audibly to the passer-by it would undoubtedly attract considerable attention. But one very important detail of salesmanship would be lost, that is the great desirability of having a prospective customer come into the store to listen to the record under the supervision of a salesman.

"Properly handled, a show window can be made to visualize music. This is the last word in talking machine salesmanship. It arouses a desire to hear the record so attractively illustrated, and it arrests attention by the universal appeal of pictures. It is easy to picture the thrill of martial music, the whirl and gaiety of the dance, the grand and stupendous pageant of the opera.

"It is the object of the Display Service Co., New York, to furnish indestructible figures for the building of such window displays. These displays come in various sizes, either in single pieces or in groups, with suggestions of how they should be used in attractively building up the display."

EXCELLENT YEAR FOR HOFFAY CO.
Joseph Hoffay, president of the Hoffay Talking Machine Co., New York, reports that his company is closing a year of most satisfactory business, and that the success attained by the Hoffay instruments has been most gratifying. The progress of the company is illustrated by the number of new dealers in all sections of the country who have been placed on its lists during the past few months. Orders throughout the fall season have taxed the capacity of the plant, and it has been necessary not only to add to the staff and equipment, but to do considerable overtime work to keep up with the demand.

W. C. Fuhri, district manager for the Columbia Graphophone Co., Philadelphia territory, has received congratulations from the company's executive officers upon the remarkable business which he closed during the month of November. Some idea of Mr. Fuhri's activities may be gleaned from the fact that this month was the largest single month in the history of the Philadelphia division, even exceeding all previous December figures.

Every branch in Mr. Fuhri's territory contributed to this wonderful victory, and the Philadelphia branch also reported November as the biggest month in its history. This record is all the more remarkable in view of the fact that Mr. Fuhri only assumed charge of the Philadelphia branch also took charge at the same time. Mr. Heath is one of the most popular members of the Columbia company's selling organization, and his thorough knowledge of all angles of talking machine merchandising has been a most important factor in his pleasing success.

"STERLING" Tone Quality
STERLING phonographs have been specially designed throughout for the time reproduction of the original music.
Let us show you why the STERLING has "made good".

Every STERLING phonograph is equipped with our specially designed durable spring worm gear motor, playing five ten-inch records with one winding, a motor that is used regularly in machines retailing at $100. All models are equipped with our Universal Tone-Arm.

Your request for samples will have immediate attention. Write Today,
THE BRUNSWICK SHOP IN INDIANAPOLIS A GEM OF ART

Indianapolis, Ind., December 8.—Expressions of a most complimentary nature continue to reach George F. Standke, manager of the Brunswick Shop, of this city, in connection with the opening recently of their magnificent new emporium at 124 North Pennsylvania street, which in design and equipment may well be entitled a thing of beauty and a joy forever.

TWO PATENTS FOR J. N. BLACKMAN

Head of Blackman Talking Machine Co. Secures Patents on Improvements in the Place Record Cleaning Brush Marketed by His Company

J. Newcomb Blackman, president of the Blackman Talking Machine Co., has just been granted United States Patent No. 1,248,064, dated November 27, 1917, for a record cleaner for sound reproducing machines. In Mr. Blackman’s invention the brush holding arm is fixed to an attaching clamp having opposite spring fingers to clasp the sound box, sound tube or other parts of reproducer, which moves over the record, so that the cleaner can be attached to or detached from the movable member, and will brush and clean the record in front of the following stylus. The invention represents an improvement on the record cleaning brush as patented by Henry A. Place, and which has been marketed by the Blackman Talking Machine Co.

A second patent, No. 1,248,063, has also been granted Mr. Blackman under the same date for a record cleaner for sound reproducing machines which also represents an improvement on the Place invention, the improvement consisting of a pliable brush clamp, permanently attached to an elastic reproducer clamp.

GROWING DEMAND FOR THE VICSONIA

Many New Dealers Handling That Reproducer—Heavy Volume of Holiday Orders

Thos. P. Carolan, secretary of the Vicsonia Mfg. Co., Inc., New York, reports a steadily growing demand for the products of his company consisting of the Vicsonia reproducers, by means of which Edison records may be played upon machines designed to reproduce lateral cut. There is a particularly pleasing volume of orders received for the holiday trade, and new dealers are taking on the Vicsonia line constantly.

Although the price of all types of metal products has advanced tremendously, the Vicsonia Co. has not yet increased the price of the Vicsonia, although it may perhaps be necessary to take that step in the near future. Dealers should take notice of this fact.

The New Jersey Music Co., 72 Washington street, Bloomfield, N. J., has purchased the stock of Victrolas and records from E. A. Edden, that place, and will handle the line in a special department.

THE TALKING MACHINE WORLD

IS YOUR DISPLAY WINDOW NOTHING BUT DUMB FURNITURE?

You Can Make It Speak and Sing to the Eye by Using Our Indestructible Figures

You can lay out a stage setting that will enthral every passer-by with the Romance of the Tropics, the Thrill of Soldiers Abroad, the Whirl of the Dance, the Pageant of the Opera.

SEND For an illustrated catalog and book of suggestions. These figures are from 18 inches to 48 inches high, and the price is so moderate it will surprise you.

DISPLAY SERVICE CO., 16 West 19th St., New York
In the busy street below my window motor cars are always passing, hundreds of them. Some “just cars”, and some Packards and some Cadillacs. And I think of the wonderful perfection of those engines, those Packard twin-sixes and those Cadillac eights, quiet, sweet running and powerful.

Then I turn from the window and look at a phonograph motor on my desk. Not “just a motor” but a Stephenson Precision-made motor, the Packard and the Cadillac of the phonograph world.

Pardonable pride? I think so.

STEPHENSON, Inc.
ONE WEST THIRTY-FOURTH STREET
NEW YORK.
FIGHTING FAKE ADVERTISING GAME

Better Business Bureau of Music Industries
Chamber of Commerce Investigating Cases in
the Talking Machine Field—A Recent Incident

Among the recently organized activities of the National Association of Piano Merchants is the Better Business Bureau, which has for one of its principal objects the checking of misleading advertisers in the music field. Under recently completed arrangements the Better Business Bureau has come under the control of the Music Industries Chamber of Commerce, in which membership is held by organizations representing practically every branch of the music industry. C. L. Dennis, of Milwaukee, has been installed as secretary of the Better Business Bureau and has reported a number of investigations of cases wherein misleading advertising was alleged.

Several of the cases were adjusted without difficulty by calling the attention of the alleged offenders to the complaint. One recent case occurred in Chicago and should prove of interest to the talking machine trade. It was reported as follows:

"Chicago.—Advertising in the classified columns of various newspapers in cities throughout the country, reading as follows:

"Phonograph—Rare opportunity; for sale, my $200 Victrola-size phonograph and records, guaranteed ten years; will accept $50; used only ten weeks; wonderful bargain. Will ship C. O. D., allow examination and trial without one cent deposit. If found unsatisfactory, will pay freight both ways. Write T. Nordin, 3166 Ogden avenue, Chicago, I1."

"This and similar advertising crops out frequently in different newspapers, in spite of efforts to suppress it. Eternal vigilance on the part of dealers who see advertising of this kind and report it promptly will soon make it unprofitable for the advertiser."

"The advertising, with the word 'Victrola' eliminated, appeared in a Milwaukee newspaper and was promptly discontinued upon request of this bureau."

"The national vigilance committee of the Associated Advertising Clubs reports as follows:

"This advertising is, of course, misleading, in that it reads as though it were an offer by an individual and not by a dealer. The use of the word 'Victrola' is also misleading, inasmuch as he has been selling a so-called 'Victrola' phonograph and tried to create the impression that it is a Victrola-size machine, whatever that is. A number of newspapers are no longer carrying this advertising, because the man has shown up in his true light as a dealer who is making a business of selling this brand of machines, and we have also learned that a Chicago advertising agency formerly handling his copy is no longer doing so. The advertising that this man does is not only misleading to the public, but it is unfair competition with local dealers."

"Dealers all over the country are urged to look out for this class of advertising in their local newspapers, and to report it if they can prove that the advertiser is making a business of selling instruments under the misrepresentation that he is a private owner."

The Automatic Record Container Co., Wilmington, Del., was incorporated last week to manufacture phonographs and parts. Capital $50,000.

BRUNSWICK POSTER ADVERTISING

Billboards Used to Exploit Brunswick Phonograph in Addition to Regular Newspaper and Magazine Channels—A Striking Poster

The trade and public generally are familiar with some striking posters, one of which is illustrated herewith. The poster illustrated is of twenty-four-sheet size and is particularly effective, showing the god of war under the spell of music issuing from the Brunswick phonograph. The spirit is caught in the caption: "Music Hath Charms," and the entire effect is most striking as it is attention-compelling.

Stewart Single Spring Motor

Rigid cast frame. Simple design. Hobbed gears. Powerful and silent. Plays one 12" or two 10" records. Furnished with side or top speed regulator control.

We are furnishing this remarkable Stewart Motor to some of the large phonograph manufacturers. It will pay you to get our prices.

Our large plant, equipped with special machinery for economical production in large quantities, places us in a position to offer phonograph manufacturers parts of quality at exceedingly attractive figures.

It will pay you to use Stewart parts. Our facilities enable us to handle large orders promptly. Write for detailed information and prices.

STEWART PHONOGRAPH CORPORATION
Manufacturers of Phonograph Motors and Parts

CHICAGO
327 Wells Street
ILLINOIS

AUDION
COMPOSITION DISC DIAPHRAGMS

Give the Finest Tone. Try AUDION
Sound Boxes and Tone Arms
Made by
77 Reade Street, NEW YORK
TALKING MACHINE VAUDEVILLE ACT
Clever Idea in Theatricals Now Being Presented on Keith Circuit

The talking machine has again made its appearance in vaudeville in a way that should not only prove good advertising for the talking machine itself, but proves the fact that the public is fast becoming familiar with both machines and records. Barto & Clark, now playing on the Keith circuit, have the novel act booked as "Columbia and Victor." The stage is set to represent the interior of a modern music store, with a grand piano at one side, an upright piano on the other, and a Victrola XVII in the center. In the rear there were also two large machines of the cabinet type.

When the curtain goes up there is heard a dialogue between the two big machines. One tells how it has been in half a dozen houses, pulled out again, owing to lapsed payments and other causes. The other machine tells of similar experiences. Then the doors of the machine open and from one steps a man and from the other a woman. The man has a costume made up largely of imitation records, and with a terrestrial on the front of his coat upon which a record is placed, while the machine plays the real music. The woman's costume resembles the musical notes suggestive of the Columbia Co.'s trade-mark. The Victrola furnishes the music for a clever dance. Many of the old jokes and some new ones revolving around talking machines are used to provide the comedy for the act.

RULINGS ON PARCEL POST TAX
War Tax on Packages Requiring Over 25 Cents Postage Must Be Paid in Internal Revenue Stamps Canceled by the Sender

WASHINGTON, D. C., December 10—That the war tax on parcel post mail must be paid in internal revenue stamps canceled by sender is the ruling made in a notice issued to postmasters by the Third Assistant Postmaster General. The notice reads as follows:

(a) Postmasters are instructed to bring to the attention of their patrons the provisions of the War Revenue Act embodied in paragraphs 7 and 8, section 456, Postal Laws and Regulations, as amended by order No. 731, October 27, 1917, appearing on page 33 of the November supplement to the Postal Guide imposing a tax of 1 cent for each postage charge of 25 cents or more there shall be paid a tax by parcel post on which the postage amounts to not less than 25 cents each.

(b) Parcels shall be transported from one point in the United States to another by parcel post on which the postage amounts to 25 cents or more there shall be paid a tax of 1 cent for each 25 cents or fractional part thereof charged for such transportation, to be paid by the consignor. No such parcel or package shall be transported until a stamp or stamps representing the tax shall have been affixed thereto. (Act of October 3, 1917, section 807, paragraph 14.)

8. The tax on fourth class matter referred to in the preceding paragraph is not applicable to parcels on which the postage amounts to less than 25 cents. On a parcel subject to 25 cents postage the tax is 1 cent; on parcels on which the postage amounts to from 26 to 50 cents the tax is 2 cents each and so on. Parcels shall not be accepted for mailing unless both the required postage and tax are fully prepaid. Special internal revenue stamps shall be used to pay the tax; postage stamps are not valid for this purpose.

ENLARGE TALKER DEPARTMENT

The Fowler, Dick & Walker Co., Binghamton, N. Y., have recently made several enlargements in their talking machine department, adding several new booths. Both Victor and Edison lines are handled.

20,000 ATTEND FISCHER OPENING

Much Interest Displayed in New Quarters of Fischer Music Shop, Kalamazoo, Mich.

KALAMAZOO, Mich., December 8.—It is estimated that nearly 20,000 people visited the Fischer Music Shop Thanksgiving Day on the occasion of the formal opening in its new location on the second floor of the First National Bank Building. Just twenty-two steps from the main hub of the city's business activity is one of the most attractive music shops to be found in this section of the State. With wonderful lighting facilities alike for the interior and the windows, attractive furnishings, and every facility for giving rapid service to the music shopper, the shop is thoroughly cosmopolitan throughout.

Through the center of the big display room are five separate rooms, each attractively decorated and charmingly furnished, where records may be heard and Victrolas tried. The record department is at the front and the records are easily accessible, and filed for immediate use. An unusually fine line of stringed instruments is being carried by the shop, while the sheet music department is distinctly up-to-date.

ADVERTISING MATTER FOR XMAS

Rich Assortment Sent Out by the Victor Co. for the Use of Its Retailers

The Victor Talking Machine Co. recently sent to its trade its usual allotment of special advertising matter to stimulate holiday business. The posters and hangers are prepared in a most elaborate manner, rich in colors and gold, and with an abundance of holly and mistletoe to carry out the suggestion of the Christmas spirit. The matter includes a large hanger listing in large type over sixty specially selected records for Christmas. Then there is a big window strip in gold and red and with holly ornaments bearing the slogan: "Will There Be a Victrola in Your Home This Christmas?" A smaller folder, also elaborately designed, calls attention to the suitability of the Victrola Book of the Opera as a Christmas gift. A holly wreath bearing the Victor trade-mark also attracts.

BANKRUPT SALE

of the Entire Plant, formerly the
FLEMISH PHONOGRAPH CO.

CHAS. SHONGOOD, U. S. Auctioneer, will sell
in single lots, to highest bidder, on November 20th (10.30 A. M.), at the Flemish factory, 269-37th Street (Bush Terminal Building No. 1), Brooklyn,

2,000 Complete Phonographs
(CABINET SIZE)
40,000 Records

Also Completely Equipped Plant consisting of

MACHINERY

6 Browne & Sharpe 00 Automatic Screw Machines
2 Browne & Sharpe 0 Automatic Screw Machines
6 New Cleveland Automatic Screw Machines
4 Acme—Spindle
2 No. 1 Cincinnati Universal Milling Machines
Browne & Sharpe Grinders with Magnetic Chuck
25 Drill Presses—4 and 3 Spindles—High-Speed
25 Power Presses—No. 1 Bliss Toggle and No. 4 V, & O. (b. g.)
4,000 lbs. of Belting
Pulleys, Shifting and Hangers
25 Motors, 3 to 35 h.p. (G. E. make)
10 Quick Change Lathes (American and Seneca Falls)
Precision Lathes—Sloan & Chase—Stark
12 Standard Automatic Gear Cutters (new)
5 No. 1 and No. 2 Pratt & Whitney Screw Machines
25 Toledo Computing and other Scales
And Thousands of other tools too numerous to mention, such as Reamers, Drills, Grinders, Files, etc.

DIES

Two complete sets for manufacturing Motors, including patent rights.
Parts to assemble 100,000 1 and 2 Spring Motors

PLATING AND BUFFING ROOM

4,000 lbs. Nickel and Copper Anodes, Plating Barrels, Tumbling Barrels, Buffs, Polishing Heads, Exhaust Blowers, Chemicals, etc.

OFFICE EQUIPMENT

25 Oak and Mahogany Desks and Chairs
3 Int'l. Recording Time Clocks
12 Underwood Typewriters
2 Moon-Hopkins Automatic Billing Machines
1 16-inch Elliott-Fisher Billing Machine
1 dozen Safes

STOCK

400,000 lbs. of Cold Rolled Steel (flat and round)
3,000,000 lb. tons of High Speed Steel
10-ton Wrapping and Tissue Paper
250,000 gross of Wooden Machine Screws (in original packages)
50,000 Turntables (7-8-10-12 in.)
Thousands of gross of various other hardware, such as Hinges, Handles, Tone-arms and Nocks, Stylos Cups and Covers, Winding Crank Escutcheons, Cover Supports, Regulators, etc.

Office of Auctioneer - 539 Broadway
EVOlUTION OF THE SOUND BOX

Some Interesting Remarks in This Connection by G. L. Thompson, of N. J. Reproduction Co.

The "Invincible" sound box, manufactured and marketed by the N. J. Reproduction Co., Newark, N. J., is achieving signal success, and H. Poreoobda, who recently made a trip through New York State, reports the closing of several important deals. This sound box was invented by George L. Thompson, who has made a study of it for many years.

Referring to his experiments, which resulted in the production of the "Invincible" sound box, Mr. Thompson said: "In 1898 I was a member of the U. S. Signal Corps in Cuba during the Spanish-American War, and among my possessions was a talking machine. During one of our hurried trips the diaphragm's reproducer was crushed, and it was necessary to experiment with any available substitute in order to put the machine in working order.

"In 1899, when we were quarantined at Egg-mount Key, Fla., I had an opportunity to dis-cover the base of the diaphragm composition, and from that time until the present day I have been developing both diaphragms and stylus bar mountings. I found through these experi-ments that it is necessary, in order to produce full, clear, round tone, to use a stylus bar semi-rigidly in the diaphragm. This eliminates the pos-sibility of too free an action in transmitting the tone vibration or uneven undulations of the record.

"Our sound box is merely a plate back with a funnel-like aperture in the center, two rubber gaskets, and a ring for the front frame. In this ring we have mounted two cone-shaped pins, and under the base of the stylus bar we have two spots countersunk to fit the head of the cone-shaped pins. This is all held in place by a coil spring set in a socket in the face of the stylus bar, and all held in place by a single screw. The adjustment of the tone can all be regulated by the amount of pressure exerted by the screw on the stylus bar.

"We have also found with this type of mount-ing that we can get good results from any dia-phragm; in fact, we have used all known makes of diaphragms from gold to silk, with pleasing results. We have been able to make sound boxes with diaphragms of three to five inches in diameter, and obtain a good quality of tone.

In addition to Messrs. Thompson and Poreo-obda, the staff of the N. J. Reproduction Co. includes A. Lueiano, who has been granted a number of patents on talking machines and talking machine parts.

REMOVE TO NEW QUARTERS

The Beecote Co., Inc., have removed from 2136 Seventh avenue, New York, to new and larger quarters at 328 West 125th street. They are Columbia dealers and carry a complete stock of machines and records.


SITUATION—Mechanical engineer thoroughly understanding the manufacturing of photographic parts, complete machine assembling or machine work. Highest credentials, as superintendent or production manager. Highest credentials. Address, "Box 471," care The Talking Machine World, 373 Fourth Ave., New York.

ENERGETIC—Young man with clerical, order and executive experience, familiar with the photographic record lines. desires position in any part of the country. Address "Greenberg, 325 East Forty-third St., Cleveland, Ohio.

WANTED—Capable, experienced, reliable person to take charge of the manufacturing department. Address "Box 472.,” care The Talking Machine World, 373 Fourth Ave., New York.

WANTED—An experienced salesman for outside work on Edison phonographs and records. Position of manager is open for the right party. Please give references and state salary required. Address "Box 481,” care The Talking Machine World, 373 Fourth Ave., New York.


WANTED—By two experts in manufacture of phonographs, a proposition as jobber's representative or as sales manager who has sold over $21,061 worth of phonographs, records, and Edison equipment. Address "Box 450.” care The Talking Machine World, 373 Fourth Ave., New York.

POSITION WANTED—As traveler. Have had several years’ experience, both wholesale and retail, and handle a complete line of phonographs. Address "Box 474.” care Talk- ing Machine World, 373 Fourth Ave., New York.

WANTED—By an established New York manufacturer, an experienced talking machine man to make several thousand cabinets. Address, "Box 475,” care The Talking Machine World, 209 South State St., Chicago, Ill.

WANTED—By a well equipped manufacturer to take charge of a line of phonographs. Address, "Box 476,” care The Talking Machine World, 373 Fourth Ave., New York.


SITUATION WANTED—By two experts in manufacture phonographs, a proposition as jobber’s representative or as sales manager who has sold over $21,061 worth of phonographs, records, and Edison equipment. Address “Box 450,” care The Talking Machine World, 373 Fourth Ave., New York.

WANTED—A superintendent for a manufacturing plant or handle a complete line of phonographs. Address, "Box 466,” care The Talking Machine World, 373 Fourth Ave., New York.

POSITION WANTED—As traveler. Have had several years’ experience, both wholesale and retail, and handle a complete line of phonographs. Address "Box 474,” care The Talking Machine World, 373 Fourth Ave., New York.


SITUATION WANTED—If it were possible to secure a sales manager who has sold over $21,061 worth of phonographs, records, and Edison equipment, what would you consider him? Have good position now. Will remain reason for wanting to make a change. Address "Box 475,” care The Talking Machine World, 373 Fourth Ave., New York.

WANTED—A superintendent for a manufacturer who is thoroughly equipped with a complete line of phonographs. Address "Box 452,” care The Talking Machine World, 373 Fourth Ave., New York.

WANTED—Experienced talking machine salesman who are familiar with the whole line of trade, and who are capable of handling a first class line of machines and records. There is an excellent opportunity for the right man, with unlimited earning possibilities. Give full particulars in a letter. This is a proposition that will place the right man with one of the best equipped manufacturers in the trade. Address "Box 473,” care The Talking Machine World, 373 Fourth Ave., New York.

WANTED—By a manufacturer for a position as traveling salesman. Address "Box 474,” care The Talking Machine World, 373 Fourth Ave., New York.

SITUATION WANTED—Mechanical engineer thoroughly understanding the manufacturing of photographic parts, complete machine assembling or machine work, is open for the right position as superintendent or production manager. Highest creden-tials as to ability. Address "Box 471,” care The Talking Machine World, 373 Fourth Ave., New York.

POSITION WANTED—As assembler. Have had several years’ experience, both wholesale and retail, and desire a position as traveling salesman. Address "Box 474,” care The Talking Machine World, 373 Fourth Ave., New York.


FOR SALE


FOR SALE

Four-minute indestructible records, all new clean stock 10 cents each in 100 lots. Deenstinger Cycle Co., Rochester, N. Y.

STEEL NEEDLES

They are scarce as sugar, but we have them in stock and sell them at a low price by the thousand, or in lots of 100. Specify face Records, $25 per 100; 12-inch, $40.

REPAIR parts for all talking machines, including MAIN Springs, wants, ABHON, rubber backs, needle arms, screws, etc. Cabinets, Motors, Tone Arms, Sound Boxes and complete machines.

Fulton Talking Machine Co. 610 Broadway, New York

GREETINGS TO VICTOR MERCHANTS

WE thank our friends for their co-operation and patronage the past year, and trust that 1918 will be their most successful one.

It is our policy to serve our clients to the best of our ability, and accordingly, during this period of exceptional demand for Victor merchandise, we are concentrating our efforts on rendering service to those Victor retailers already numbered among our clientele.

We sincerely hope to be in a position later to handle the requirements of additional clients.

G. T. WILLIAMS CO., Inc. Victor Wholesale Exclusively

217 Duffield Street

Brooklyn, N. Y.

FOR SALE

Thomas H. Fletcher, general manager of the retail and advertising departments of the Aeolian Co., New York, has been elected a member of the company's board of directors. Mr. Fletcher, who is one of the best-known members of the music trade industry, has been congratulated by his many friends upon this announcement and all of his co-workers and associates are unanimous in stating that he well deserves this honor.

Thomas H. Fletcher has been associated with the Aeolian Co. for the past nine years and since April 1, 1913 has been manager of the company's retail division at Aeolian Hall, New York. When he first arrived in New York the Aeolian Co.'s only metropolitan distributing center was at 29 West Forty-second street, but during the past four years Aeolian retail stores have been established in Brooklyn, Bronx and recently in Newark. All of this expansion has been started and completed under Mr. Fletcher's direction, and the tremendous success achieved by the Aeolian Co.'s retail division in recent years may be attributed in a considerable measure to Mr. Fletcher's indefatigable work and his thorough knowledge of every phase of the retail piano industry. His ready grasp of the most intricate executive and sales problems has won for him the admiration and respect of the entire piano trade, and he is recognized to-day as one of the foremost factors in the retail field.

About a year ago Mr. Fletcher assumed charge of the Aeolian Co.'s advertising department, in addition to his duties as manager of the retail division, and under his supervision Aeolian advertising has steadily increased in prestige and renown. Aeolian advertising is recognized in musical, commercial and advertising circles as embodying all that is desirable in high-class and effective publicity, and this year's campaign has been particularly deserving of praise.

Mr. Fletcher has won from the very start of his association with the Aeolian Co. the hearty co-operation and invaluable assistance of every member of his sales staff. He has built up one of the most powerful retail selling organizations in the country, every member of which is working with him "shoulder to shoulder" to achieve new sales records month by month.

**STARR CO. MAKING AEROPLANE PARTS**

Production of Such Parts for the Government Will Represent Large Portion of Output of Factory During 1918—Not Expected to Interfere With Musical Instrument Production

RICHMOND, Va., December 4—The Starr Piano Co., of this city, announce that they have closed contracts for the manufacture of aeroplane parts for the United States Government in connection with the big Government assembling plant at Dayton, O. The work of production has already started and will represent a substantial portion of the company's business during 1918. In announcing the taking of a new contract for aeroplane parts the company says:

"We do not anticipate that this addition of Government work will affect our regular phonographs, piano and player-piano trade, owing to the fact that during 1916 we largely increased our factory and had just occupied same the latter portion of that year, giving us substantial floor space, which we can devote to this department without interference with our regular business.

"The work for the Government we are doing most willingly. We are very much in favor of the Government policies, and intend to cooperate to our utmost ability in production work; in fact, we believe that material aid can be extended by the musical instrument industry in connection with the aeroplane program of the Government and that, with the completion of the drawings and plans which have recently been approved, many factories interested will be able to obtain contracts, if they so desire."

**SOSS MANUFACTURING COMPANY**

435 ATLANTIC AVENUE

BROOKLYN, N. Y.

Branch Offices

SAN FRANCISCO, 164 Hanford Bldg.

DETROIT, 822 David Whitney Bldg.

PERIOD DESIGNS A FEATURE OF THE COLUMBIA SHOP

When the Columbia Graphophone Co. several months ago, opened its magnificent Columbia Shop at Fifth Avenue and Thirty-seventh Street, New York, in the heart of the world's finest shopping district, it was freely predicted that this establishment would soon become one of the most talked about retail warerooms in the country. This prediction has been more than fulfilled, for the new Columbia shop has not only been the subject of country-wide praise and comment, but its fame and prestige have reached the other side of the ocean. In fact, it is now recognized as one of the trade's institutions, and its unique position is being strengthened day by day.

Aside from the many other features which have made the Columbia Shop distinctive in retail circles, the fact that in these warerooms the Columbia Shop and inspected the complete line of period designs which are being displayed there.

When the Columbia Co. decided to introduce a comprehensive line of period Grafonolas it engaged the services of a famous firm of architects, and many months were spent in the preparation of sketches and drawings before the final designs were approved by the Columbia executives. As a result of this careful consideration to detail, Columbia period design Grafonolas are faithful replicas of the different periods whose characteristics they follow. There are twenty-two models in the complete line of period Grafonolas, ranging in retail price from $250 to $2,100. They are all on display in the new Columbia Shop, and each one has its admirers. Included in this line are instruments whose characteristics are in accord with the following types of furniture and design: William and Mary, Early English, Adam, Italian Renaissance, Early Italian, Gothic, Charles II or Jacobean, Queen Anne, Chinese Chippendale, Fifteenth Century Gothic, Louis XVI, Elizabethan, Japanese, as well as others of interest. During the past few weeks the Columbia Shop has been visited by a number of famous artists recording for the Columbia library. These artists have been astounded at the wonderful decorations and furnishings of these warerooms, and in order to perpetuate their visits consented to be photographed with some of the artistic period Grafonolas which they admire. A few of these photographs are shown herewith, and it is quite likely that other famous Columbia artists will also be photographed at the Columbia Shop some time in the very near future.

Leon Rothier, Operatic Basso

The advertising used by the Columbia Co. in behalf of the Columbia Shop has reflected in every detail the dignity and refinement that characterizes these warerooms. The copy has been somewhat unusual, as there is no attempt at a direct selling talk. Instead, the public is invited to visit the Columbia Shop whenever convenient, and each advertisement directs attention to some particular model in the Colum-
bers of the musical, society and industrial worlds.

The Columbia Shop is under the management of H. E. Speare, one of the most successful and popular members of the Eastern retail trade.

Mr. Speare has gathered around him a capable and efficient sales force, and under his able direction the Columbia Shop is achieving an even greater measure of success than the Columbia officials anticipated. Mr. Speare's previous experience with several prominent talking machine houses eminently qualifies him for his present post, and his many friends in the trade are greatly pleased to learn that the Columbia Shop is already recognized as a success in every sense of the word.

LIST OF 100 SELECTED RECORDS
The Pathé Frères Phonograph Co., Brooklyn, N. Y., has just sent out to its dealers a list of 100 selected records which were carefully chosen from the general Pathé catalog and which Pathé dealers can feature to excellent advantage. The company states that it has made arrangements to carry a large stock of these records so that prompt service can be rendered at all times, and it is suggested that the Pathé dealers and their salesmen avail themselves of every possible opportunity to stimulate the demand for these hundred specially selected records.

Enclosed with this list were two new sub-lists of foreign records, which are issued in addition to the foreign records presented in earlier supplements. Pathé dealers report a fast growing demand for foreign records, and these new recordings should meet with a ready sale.

ARTISTIC EDISON VOLUME
It Is Entitled "Composers and Artists Whose Art Is Re-Created by Edison's New Art" and Is Beautifully Produced in Every Particular

A volume of more than ordinary interest and attractiveness has just been issued by Thos. A., Edison, Inc., Orange, N. J. It is entitled "Composers and Artists Whose Art Is Re-Created by Edison's New Art," and contains portraits and brief biographies of Mr. Edison's favorite composers and of the great artists whose re-created performances can be heard on the New Edison. The portraits represent the highest art of the engraver, and are printed on heavy coated paper, giving a most perfect reproduction. Some 180 artists, including those famous in the operatic and concert field, are represented, among others such well-known personalities as Margaret Matzenauer, Anna Case, Arthur Middleton, Jacques Urbas, Emmy Desaino, Karl Jorn, Marie Rappold, Giovanni Martinelli, Otto Gottitz, Edoardo Ferrari-Fontana, Julia Heinrich, Lucrezia Bori, Albert Spalding, Kathleen Howard, Marie Bundelius, Alessandro Boneci, Giovannni Zenatello, Guido Ciccolini, Thomas Chalmers, Christine Miller, Carl Flesch, Helen Stanley, Alice Verlet, Maria Labia, Betsy Lane Shepherd, Eleonora de Cisneros, Paul Althouse, Yvonne de Treville, Heinrich Hensel, Giuseppe Anselmi, Marie Delna, Rosa Olitzka, Gladys Rice and Elizabeth Spencer.

The volume will be found not only useful to salesmen in bringing to the attention of prospective purchasers the large number of noted artists who can be heard through the medium of the New Edison, but it will be desired by Edison phonograph users who will be anxious to have in their possession such an imposing list of their favorite artists.

As an example of the "art preservative" this volume is certainly a delight and congratulations are in order to all interested in its production.

The Farman Piano Co., Marysville, Kan., has established a branch store in Frankfort, under the management of Geo. Mason.
There are records that are sales hits; and there are records that are song hits. Columbia experts have the happy faculty of picking out records that are both kinds of hits.

Columbia Graphophone Co.
Woolworth building, New York

THE AEOLIAN CO. ANNOUNCES PERIOD STYLE VOCALIONS
Sixteen Various Styles Represented in New Line Now Ready for Distribution—Created in Response to Demand for Machines Which Harmonize With Interior Furnishings

The Aoealian Co., New York, announced quite recently the addition to its line of Aeolian-Vocational phonographs of sixteen period style Vocalion models of various styles represented in a new line, now ready for distribution. The Aoeolian Co. has recognized this condition and has taken steps to meet it. The superb group of period styled Vocalions here announced is its response to the growing popular demand for phonographs of reasonable price that will harmonize with the finest modern furniture.

"Like the best examples of furniture today, these period Vocalions have their origin in the rich traditions of the historic past. Furthermore, they are thoroughly adapted to the practical needs of the present, making them a true product of this age as well as beautiful illustrations of the art of the cabinet maker of ages past. There are sixteen of these period models, with motifs ranging from Gothic and Jacobean through Queen Anne, Chippendale and others, to our own American Duncan Phyfe."

The model shown in the illustration is designated as style No. 1493, Queen Anne, 1702-1714, and its technical description follows: "In this design, the Holland influence, a factor in Queen Anne furniture, is very marked. The curve base, whose curve is continued by the characteristic 'cubierta' leg, gives this Vocalion a grace very pleasing to those who admire this period. The finely moulded top, the shaped chamfering of the corners and the decorative grille, all contribute to the harmony of the whole."

A SUCCESSFUL WOMAN DEALER

Mrs. M. B. Kaplan Has Built Up Excellent Victor Business in Jamaica—Miss Grace Gallagher Proves Energetic Manager

One of the most successful Victor establishments on Long Island is that owned by Mrs. M. B. Kaplan at Jamaica. This store is fitted up very attractively, and through the use of progressive sales methods and consistent local publicity, these ware-rooms have become a "Mecca" for music lovers in that section of Long Island. Miss Grace Gallagher, the manager of this store, has worked indefatigably to develop the sales of Victrolas and Victor records, and her efforts have been rewarded in the shape of increased sales totals month after month. Miss Gallagher is a talented musician, and her knowledge of music has assisted her materially in her chosen work of supplying those musically inclined with talking machines and records of the highest quality.
WHERE BROWN CABINETS ARE MADE


The Globe-Wernicke Co., Cincinnati, O., manufacturer of the Brown disc record cabinet and sectional cabinets for disc records, occupies a large factory at Cincinnati, O., which is generally recognized as thoroughly representative of the most modern ideas of manufacturing efficiency. The factory is located at Norwood, and comprises several buildings, each one of which provides the employees with ideal surroundings and maximum comfort and convenience.

For many years the Globe-Wernicke Co. has been the leading manufacturer of sectional bookcases and office files, and its products are in use the world over. The factories reflect the success of the Globe-Wernicke line, inasmuch as the mechanical equipment represents the most modern types of machinery and labor-saving devices. About a year ago the Globe-Wernicke Co. placed on the market the Brown disc record cabinet, and in a comparatively short while this cabinet gained recognition from the dealers as an quality product which could be offered to the most discriminating purchasers with confidence in the service it would render. This cabinet has many distinctive features and has been endorsed by the leading jobbers and dealers throughout the country.

The Brown disc record cabinet is manufactured in its entirety at the Globe-Wernicke factory and particular attention is paid to the production of a cabinet that will be in harmony with the prestige and success of the several Globe-Wernicke products. Shipped and indifferent methods are unknown in this factory and every detail is given the same careful consideration as the basis product itself. As a result of this manufacturing efficiency the Brown disc record cabinet is recognized as a product of unusual merit, and is a welcome addition to the dealer's stock.

The latest styles of Brown disc cabinets, one of which are shown in the Globe-Wernicke advertisement elsewhere in The World, are designed to appeal to those members of the trade who appreciate absolute merit of construction and design combined with genuine quality.

WHY HE IS KNOWN AS SANTA CLAUS

Sergeant Bernard K. Baruth, of Company I, 305th Infantry, stationed at Camp Upton, N. Y., has been known as the "Santa Claus" of Capt. King's command. Already he has donated a fine new piano and 100 phonograph records for the benefit of his comrades, and the end is not yet.

Do something—not somebody.

WHERE BOX FILES AND CABINET PARTS ARE MANUFACTURED

Cabinet Department, Globe-Wernicke Co.

No. 100
Our factory built, simple in design; priced within reach of all, yet artistic enough for the most discriminating.

No. 150
Novel reception desk in twin-door sliding disappearing arrangement. Handsome nickel plated on all exposed metal parts.

No. 200
Heavily gold plated on all exposed metal parts. Sound finishing has special carved doors opening out from it.

The instruments are made of genuine mahogany of exquisite workmanship and design, and compare favorably with the most expensive standard machines now upon the market. They are unapproachable in their priced class anywhere.

The prices of all standard makes of Phonographs have been increased. We have determined to keep ours the same until after the Holiday Season.

BARTLETT MUSIC CO. OPENING

New Store of Los Angeles Piano House Well Furnished and Decorated—Crowds Attend Opening Recently—Firm Long Established

LOS ANGELES, CAL., November 30.—With the rooms charmingly decorated with an abundance of chrysanthemums and roses, the new store of the Bartlett Music Co., at 410 West Seventh street, was formally opened on Tuesday of last week. The event drew a steady stream of well-wishing friends all during the afternoon and evening, who were entertained with music and presented with complimentary cards.

The company's new location is in the heart of the city's new department store district, and is therefore very advantageous. It comprises a building of two stories and basement, as well as a roomy mezzanine, with a frontage of twenty-five feet and a depth of 135 feet. The ground floor space is devoted to the business offices, three all-glass talking machine rooms and a small exhibit of pianos and players; the mezzanine is given over to the music roll library and a display of grand pianos, and on the second floor are located the main piano and player salesrooms, while the basement is used for second-hand stock and for storage purposes. The walls throughout are tinted a light creamy-buff shade, with a stenciled border scheme of dull blue; and included as a part of the artificial lighting system is a rather novel arrangement of wall lights, in the main floor room, that displays the names of the company's leading agencies.

The entrance to the store is especially attractive. It is flanked overhead by two large oil paintings by Ledeboer, the well-known Dutch artist, both of which represent scenes from Wagner's "Tristan"—one entitled "The Dance of the Flower Maidens" and the other "Entering the Temple of the Holy Grail!"; and in the center of the entrance is an island showcase, equipped with a turntable operated by an electric motor, of sufficient size to enable the display of anything from a talking machine to a grand piano.

Another striking feature is comprised by the three main floor talking machine rooms, which are constructed entirely of heavy plate-glass, where Columbia Grafonolas are displayed. The Bartlett Music Co. was established about forty-three years ago, making it one of the oldest music firms in southern California. Its previous location was at 231-235 South Broadway, having occupied the premises there for the past several years; and on its new quarters on West Seventh street, to which it removed some weeks prior to the formal opening, it has signed a lease for a period of ten years.

THE TALKING MACHINE WORLD

115
FACTORY OF THE SONORA PHONOGRAPH CORPORATION IN SWITZERLAND

In this large factory hundreds of the most expert workmen, many of them with generations of experience in the construction of musical instruments, make Sonora motors and sound boxes.

**Quadruple Factory Facilities**

Phonograph Appliance Co., although working on government orders, also increases output of "Crystal Edge" mica diaphragms.

During the past few months the Phonograph Appliance Co., New York, manufacturer of "Crystal Edge" mica diaphragms, has quadrupled its factory facilities. J. L. Frazee, head of this well-known concern, decided some time ago that it was the duty of every concern to assist the government in the conduct of the present war if possible, and to that end offered his factory to the government for the manufacture of any mica specialties that were needed at the present time. This offer was accepted, and large orders were received for high-grade mica specialties for which the company's factory was particularly fitted.

With this increase of facilities Mr. Frazee found that it was also possible to add to the capacity of the "Crystal Edge" mica diaphragm department, and just now his company is turning out a larger number of these diaphragms than ever before. The extra facilities that were needed for the government work are also being utilized for the diaphragm business and new contracts with talking machine manufacturers are being signed for 1918, with the understanding that the company will be in a position to give unusual service to its talking machine clients during the coming year.

J. L. Frazee, Jr., is making his headquarters at the company's mines, being in charge of the production of mica at these mines. The Phonograph Appliance Co. has just opened up three new mica mines, and is now taking the output of eighteen to twenty mines in other districts in addition to handling large shipments of imported mica. Mr. Frazee, Jr., is achieving signal success at the mines and will probably visit New York in the very near future.

**Increased Demand for Lubricant**

Ilsley-Doubleday & Co. report growing use of their product by talking machine trade.

"The demand for Ilsley's Graphite Phonograph Spring Lubricant is increasing steadily," said P. Kerler, of Ilsley, Doubleday & Co., New York, manufacturers of this product. "At the present time this lubricant is being used by practically every talking machine manufacturer of any importance throughout the country, and they are all well pleased with the service it has rendered. We are making plans to handle a very active trade in 1918, and judging from present indications the coming year will be a successful one for all factors of the talking machine industry."

**Main-Springs**

Governor Springs

Thumb Screws for stylus bars

Steel Needles

Mica Diaphragms in any size, our specialty

FAVORITE PHONOGRAPH ACCESSORY CO.

1491 De Kalb Ave. Brooklyn, N. Y.

**Ready Reference of General Supplies**

We manufacture

Diamond needles for Edison

Sapphire needles for Edison

Sapphire needles for Pathé

In stock ready for delivery

MERMOD & CO., 505 5th Ave., N. Y.

Keep Your Record Stock with

THE SYRACUSE WIRE WORKS, SYRACUSE, NEW YORK

Costs about $2.00 for 250 records for 50 years

Send for 20-page catalog
Despite the war London is experiencing quite an active demand for all kinds of instruments—machine shortage still acute—trade spirit, however, is admirable. Needle shortage continues to be most pronounced.

London, England, November 29.—The prophecies of a demand for musical instruments of unexampled proportion, taking into consideration, of course, the unusual conditions growing out of the war, and the somewhat confused economic situation, are apparently well founded. Although the holiday spirit in England is naturally dampened somewhat, for these will be the third holidays since the beginning of the war, the public is showing its fortitude in its insistence upon retaining enough of that holiday spirit to make the times appear normal to some degree at least if only to cheer up the fighting men home on furlough from the trenches.

The machine shortage still exists and the problem of the manufacturers in securing a sufficiency of supplies just to keep things going is steadily becoming more serious. Taking into consideration the handicaps, however, the output is quite remarkable, and there are machines sufficient to take care of close to 50 per cent of dealers’ demands.

Spirits of trade keeps up. The spirit in the trade is best shown perhaps in the amount of advertising appearing in both magazines and newspapers. Records are featured for the most part in the advertising in a well-defined effort to swing the demand in some measure from machines to records.

The real problem of the trade at the present time is that of securing steel needles. It is practically certain that steel will be allotted to the industry for the making of needles with the exception, perhaps, of just enough to provide needles for the use of the soldiers and sailors and for the Red Cross and the hospitals. Although many plans have been advanced for overcoming the needle shortage by devising means for collecting and resharpening the used points, there has been nothing definite done towards this end, and it is generally confessed that the collection of used needles in itself will represent a problem that will prove difficult to solve. Had the conservation of needles been promulgated a year or more ago we might have seen some light at this time.

Needle situation still serious.

The seriousness of the needle situation is particularly well indicated by the experiences of a London firm, who received the following postcard from a customer inquiring as to whether or not a record dealer. The exact wording was: “On the war, we sent you four needles to be repaired, but they have not been returned. We shall be glad if you will let us have these at the earliest moment.” A serious situation indeed.

There have been placed on the market several devices for resharpening steel needles at home. One clever device is attached to the brake of the machine, a holder is provided to hold the needle against the small grinding wheel, which is revolved by the turntable.

The new record lists continue to hold remarkable interest. New artists are announced with great regularity, and the various companies vie with each other to fill their list with good things.

Of course, there are a number of special recordings for the holiday season, but they have not interfered with the production of quantities of records of the usual type.

The Banks take a hand.

We have not yet attained to the welcome policy adopted by continental banks in financing prospective trade ventures on an interest basis, but recent information points to the fact that we are well on the road towards that desirable object. Under the aegis of the government there has recently been formed a big banking institution under the title and description of the British Trade Bank. Its object is to assist in the development of oversea commerce, and its capital of ten million pounds may be accepted as good guarantee of its ability to make good in that direction. A government committee has been considering the financial facilities for post-war trade, especially relating to the financing of large overseas orders. The bank will be in close touch with the Commercial Intelligence Department of the Board of Trade, and if the proposals outlined materialize, and there is no reason to think they will not, British trade after the war should receive a great fillip.

Other bank news refers to an arrangement between the London and South Western Bank, Ltd., and the Banca Italiana Disconto, whereby these banks will act on a reciprocal basis for trade development between the two countries.

[Editor’s Note—For some unexplained reason the usual batch of news matter from the London office of The World failed to reach New York before press time, with the exception of the usual introductory matter to our London letter which is presented herewith.]

'His Master's Voice'—the trade-mark that is recognized throughout the world as the Hall-mark of quality.

This intensely human picture stands for all that is best in music—"His Master's Voice"—the 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.

Great Britain:

The Gramophone Company, Ltd.

HAYES—MIDDLESEX—ENGLAND
EDISON BELL

WINNER

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

NEW MAIL REGULATIONS

Government Soon to Issue Rules Governing Foreign Communications

WASHINGTON, D. C., December 10.—Regulations to govern the transmission to or from the United States of communications not in the regular course of the mails will be issued shortly under the Trading With the Enemy Act.

Ship and consignees' mail consisting of bills of lading and similar business documents probably will not be forbidden when destined to neutral countries, and considerable latitude will be allowed commercial travelers and other representatives of business concerns to carry in luggage letters relating strictly to their business. Most other communications will be forced into mail channels to be subjected to censorship.

The customs division of the Treasury will have charge of the administration of the regulations.

FAIRNESS TO ALL INDUSTRIES

Is the Promise Made by Messrs. Lovett and Garfield, Who Agree to Apply no War Restrictions Without a Full Hearing

WASHINGTON, D. C., December 8.—Robert S. Lovett, Chairman of the Priority Board, and H. A. Garfield, the Fuel Administrator, announced today that they would endeavor to place every safeguard about industry, if steps were necessary to curtail shipments of coal to the producers of non-essentials and to restrict the transportation facilities.

While admitting that the situation needed close scrutiny, and that the war-time industries must have first consideration, the officials issued statements which were intended to eliminate panicky feeling. Ex-Judge Lovett said that no action would be taken without "reasonable notice and an opportunity to be heard." Mr. Garfield said that voluntary curtailment might make more drastic action unnecessary.

The situation to-day assumed great importance in the official deliberations, and while no definite policy was proclaimed there was a distinct tendency to inform the many industries and the financial interests involved that the Government was prepared to work for an equitable readjustment of conditions to solve the problems faced.

J. Stead & Co., Ltd.
Manor Needle Works
SHEFFIELD, ENGLAND

MANUFACTURERS OF
Talking Machine
Main Springs
Best Prices—Best Quality
Inquiries Solicited

Established in the Talking Machine Business 1886

DON'T MISS THIS TALK

We can save you about 50% on exports of Gramophones in either Horn, Hornless or Trench Types. Also in Motors, Tone Arms, Sound Boxes, Needles, etc. Our factory's capacity (with full supply of metal) is 500 motors per day.

We have had years of experience in the invention and manufacture of Talking Machine goods and can guarantee satisfaction.

Write right now for catalogue and terms, and to save time mention your requirements.

MARKS:

"Ajax"
"Magnophone"
"Fibrolose," etc., etc.

LOUIS YOUNG & CO. (Reg'd)
54, City Road,
London, E. C., England
**Soundboxes**

If you are after a genuine offer of soundboxes, you’ll do well to communicate with us immediately. We have tens of thousands of perfect soundboxes, fitted with the best quality mica. Confidently recommended for cheaper machines, absolutely reliable and give excellent reproduction. Price to clear $50 per gross, F. O. B. London.

Orders for less than gross lots not accepted

Wire “Knotloge, London”

W. H. Reyn Jds (1915) Ltd.
45, City Road, London, E. C.

Write for new illustrated Complete Catalogue

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**INTERESTING VISITOR FROM CHINA**

Lionel Jupp, of the S. Moutrie Co., Shanghai, Victor Distributors, Now in United States

A most interesting trade visitor to New York recently was Lionel Jupp, of the S. Moutrie Co. Ltd., Shanghai, China, and with several branch establishments in Ulima, India and the Federated Malay States. In addition to manufacturing pianos and organs in Shanghai and handling several makes of American and English pianos, the Moutrie Co. are also distributors for the Victor Talking Machine Co., and do a large business in that line in the Far East. Mr. Jupp is on a year’s vacation in the States and has visited many of the more prominent cities in this country since leaving China last May. He is a most entertaining talker and full of interesting information regarding business conditions in China.

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**OPEN BRANCH IN FRANKLIN**

Bailey’s Music House, which operates a number of stores in Vermont and New Hampshire, has opened a new branch in Franklin, N. H.

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**CO-OPERATIVE ADS RESULTFUL**

The Series of Advertisements Sponsored by the Milwaukee Association of Music Industries Proves a Tremendous Success—Demonstrates Big Possibilities in This Line for Dealers in Musical Instruments in Other Cities

Milwaukee, Wis., December 8—On Friday of last week there was published the fourth of a series of full-page advertisements being run in the local newspapers by the Milwaukee Association of Music Industries. The fourth advertisement was especially designed, as had been the previous announcements, and was devoted particularly to the question of music at Christmas time, the caption reading: “What Better Christmas Gift Than This? (a piano-player) or This (a talking machine)” and the instruments in question were separated by a fully trimmed Christmas tree in the center, around which the children were giving vent to their joy on Christmas morning.

The series of page advertisements using the Association has attracted a large amount of attention not only in Milwaukee but in other cities of the country where piano men are considering the possibilities of inaugurating a similar campaign locally. Assistance is being given through its advertising every leading house dealing in pianos, talking machines and other musical instruments and their names, together with the line they carry, appear at the bottom of each advertisement.

In each advertisement appears the official insignia of the Association, which is also used in the individual advertising of its members and also appears prominently displayed in their stores, the idea being to impress the public with the fact that a display of the insignia indicates an established merchant and a guarantee of honest dealing.

A new design appears at the top of each ad and the entire arrangement is also changed about. Those whose names appear at the top of the advertisement and who include practically every big house of standing in the city are: The Badger Shop, Victrolas; the Benson Store, pianos and Victrolas; the J. B. Bradford Piano Co., pianos and Victrolas; Geo. H. Eichholz Co., Victrolas and Edisons; Espenhain’s, Grafonolas; Flanner-Hafsoos Piano Co., pianos and Grafonolas; Kreiselman-O’Driscoll Co., Kreiter Piano Co., pi-

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**HULDIAH VOEVISCH NEW EDISON STAR**

Talented Young Lady Ranks Equally Well as Violinist, Pianist or Singer—At Present on Tone Test Tour of Country

One of the recent additions to the listing of artists is Huldah Voevisch, who is at present on a tone test tour for T. A. Edison.

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**GRAMOPHONE RECORDS**

10 Inch Double Sided “NEEDLE CUT”

A British Firm of Repute

Manufacturing

HIGH CLASS PRODUCTS

OFFERS CLOSE QUOTATIONS

5,000 Lots and Up to CUSTOMER’S SELECTION

“OPENING ORDERS” for sample 1000 “assorted” containing 75% of Bands and Instrumentals, and 25% of latest vocals, accepted and despatched at Bulk Rates.

CORRESPONDENCE INVITED

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**SOUND RECORDING CO., Ltd., “Export Dept.”**

15-19 Swallow Street, Piccadilly

LONDON, ENGLAND

Cables “GRAMMAVOX” London

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**THE TALKING MACHINE WORLD**

119

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**Orders for less than gross lots not accepted**

Wire “Knotloge, London”

W. H. Reyn Jds (1915) Ltd.
45, City Road, London, E. C.

Write for new illustrated Complete Catalogue

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A Word of Timely Wisdom to Music Lovers

A PIANO in your home is as necessary to your intellectual and spiritual well being as proper food for the nourishment of your body.

The acquisition of a piano, a player-piano or a talking machine is often the difference between a household disorganized and a happy home circle.

In Philadelphia today there are many thousands of families in which it is claimed to have made—brother, son or father—his military service of his country. We have the word of the greatest thinkers of all times that there is nothing so uplifting, nothing so comforting, nothing so soul-satisfying in all the world as good music.

The NORTH AMERICAN this morning addresses this holy, earnestly to every reader of its columns and says that there is nothing so uplifting, nothing so comforting, nothing so soul-satisfying in all the world as good music.

The NORTH AMERICAN this morning addresses this word, earnestly to every reader of its columns and says to you that now, more than ever before, a piano or a player-piano is essential in every home that can afford it.

The mechanical features of the Laboratory Model are retained in the new model, simply the case being changed. The original Laboratory Model was cased in Chippendale Style, and the William and Mary design was chosen to make an appropriate use of the walnut. The attractiveness of the new case style is indicated by the illustration herewith. A folder has been issued describing the William and Mary Official Laboratory Model.

The Walker Piano Co., 823 South Hill street, Los Angeles, Cal., have taken on the agency for the Pathephone.

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Lufranc Quality

RECORD DELIVERY ENVELOPES

START THE NEW YEAR WITH A GOOD SUPPLY by Placing Your Order Now

Samples and Prices Furnished Cheerfully

Write Today

Get the Best Always

LEWIS C. FRANK

654 Book Building

DETAH, MICH.

T.-M.-W. 1273

ADVERTISING CAMPAIGN FOR MUSIC

Philadelphia North American Inaugurates Novel Campaign in Its Columns for the Benefit of the Music Trade Generally—Results Should Prove Interesting to the Trade in All Sections

What is probably the most ambitious effort yet put forth by a daily newspaper to arouse a more general interest in music and the things that go to make music was found in the campaign of the Philadelphia North American.

In explaining the details of the campaign Mr. Edmondson said: "It seems to us that this is a time when some effective business-producing measure should be adopted for the furtherance and help of the piano and talking-machine business generally, for we want to see such industries kept going at the present time at the height of activity."

The results of the North American campaign will be watched very carefully by local piano men and should serve to interest members of the trade, as well as newspaper publishers in other cities, with a view to carrying out the same plan if the results warrant it.

LABORATORY MODEL IN NEW CASE

Laboratory Model of New Edison Now Furnished in Walnut With Case Design After the William and Mary Period to Meet Demand

In response to a persistent demand from dealers and the public, Thos. A. Edison, Inc., have recently distributed to the trade the official Laboratory Model, New Edison, in a new walnut case designed after the period of William and Mary.

It is planned to bring before the public.

The Walker Piano Co., 823 South Hill street, Los Angeles, Cal., have taken on the agency for the Pathephone.

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TALKING MACHINE DEALERS

READ THIS

"The use of a prepared form in connection with Edison Phonographs is important. We have thoroughly tested NYOIL and find that it is suitable for our use on phonographs."—THOMAS A. EDISON, Inc.

NYOIL IS BEST FOR ANY TALKING MACHINE

Being made in our Watch Oil Dept., the same care given it is being fining as in our "Watch Oil," as all gums and impurities are extracted, leaving it Colorless, Odorless and Stainless.

BEWARE OF SCENTED OILS

NYOIL is not only colored, but has a strong scent that makes it a suitable product for export and export work. NYOIL is put up in 1 oz., 2 oz., 3 oz., 3½ oz. and 5 oz. bottles, and in Pint, Quart and Gallon Cans.

WILL SCAN EXPORTERS’ MAIL

Byron R. Newton, Collector of the Port of New York, gave notice last week that from now on all consignees’ mail must be brought to the Custom House with the letters unsealed and on all consignees’ mail must be brought to the Custom House with the letters unsealed and for examination.

Under the Trading with the Enemy Act the sending of mail is made subject to the direction of the President. The President designated the Secretary of the Treasury to pass upon the manner of handling shipping mail, and he ordered that only mail pertaining to shipments on the particular vessel that carries the mail, first examined to see that it carries no matter that might be of use to the enemies of the country, might be sent to ships. Exporters are directed to send their mail to Room 615, Custom House, for examination.

Dyas & Co., the large sporting goods house of Los Angeles, Cal., have opened a talking machine department and are handling the Columb.
H. SCOTT KINGWILL COMMISSIONED

Former Assistant Manager of Chicago Office of The Talking Machine World Now a First Lieutenant in United States Officers' Reserve

H. Scott Kingwill, formerly assistant manager of the Chicago office of The Talking Machine World and The Music Trade Review, who recently finished a three months' course at the Officers' Training Camp, Fort Sheridan, Ill., has been commissioned a First Lieutenant of Infantry in the United States Officers' Reserve. Lieut. Kingwill had also attended the civilian training camp at Plattsburg in 1916, and found the experience of great value to him. Lieut. Kingwill has been assigned to the military camp at Charlotte, N. C., and on passing through New York on his way from Chicago to his new post, on December 12, was tendered a dinner and theatre party by the executives of Edward Lyman Bill, Inc.

WON DISTRICT MANAGERS' CUP

The sales department of the Columbia Graphophone Co., New York, announced this week that H. A. Yerkes, Middle West district manager, with headquarters at Chicago, has won the President Whitten district managers' cup for the month of October. The branch in Mr. Yerkes' district which was the most important factor in his victory was the Minneapolis branch (W. L. Sprague, manager), and the President Whitten cup will remain in possession of this branch for one month.

The contest for this handsome silver trophy is becoming more exciting and interesting month by month. Up to date F. A. Denison, Pacific Coast district manager, has won the cup twice; R. F. Bolton, New York and New England district manager, W. C. Fuhri, Philadelphia district manager, and Mr. Yerkes have each won the cup once. Permanent possession of the trophy will be awarded to the district manager who wins the cup for three months.

The winners of the salesman's individual cups for the month of October will be announced in a few days. These cups have also been donated by President Whitten, and each district manager is in the throes of a keen contest for honors.

NEW STOCK SYSTEM FOR DEALERS

The Victor Talking Machine Co. has just announced a new and improved record ordering and stock system for the use of Victor retailers, which is designed to show the selling value of each record and to prevent over-ordering. The new system has been carefully thought out and is based upon data regarding the retail business which the Victor Co. has been collecting for some years past. Instruction sheets and specimen pages of the system have been prepared for the information of the dealer.

COLUMBIA DEALER WHO DOES THINGS

CHICAGO, Ill., December 10.—A. M. Davis, manager of the Davis Music Stores, in commenting upon business conditions, said: "I can see no reason for becoming nervous over present conditions, which are in the main a mere letting up in the normal amount of business being done. The business man who quits cold just because he is not disposing of as much stock as he was at this time last year deserves no sympathy. I am not referring to the talking machine trade in particular," said Mr. Davis, "but it paves me painfully to see a fellow quit, in this I refer to several old-established furniture houses who are giving up their downtown stores at present. But I am thankful for one thing, and that is that the men of our trade are doing a big thing for their country, and not becoming panic stricken like a lot of newspaper talk they read in the dailies. I am in favor of 'Now or Never' and the mere fact that I have opened six stores in the past two months and intend to open six more shortly bears me out in this stand I have taken. I am primarily a Grafonola dealer and have recently added a Davis Music Store to the music department of the firm of Siegel, Cooper & Co. This department now carries a full line of Columbia machines and small goods. The same applies to the firm of Becker, Ryan & Co., the largest South Side department store.
LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS


This invention relates to a device for holding up the cover of a talking machine, trunk, or other device.

The principal objects of the invention are to provide simple means for holding up such covers so that they may be easily removed and replaced and at the same time to prevent the cover from falling accidentally.

In the accompanying drawings, Figure 1 is a top elevation of the machine, Figure 2 is a side elevation thereof, Figure 3 is an enlarged sectional view of the pivot, Figure 4 is another sectional view thereof, Figure 5 shows an enlarged end portion of the pivot, Figure 6 is a diagrammatic view showing certain principles involved therein.


Hereof, although many machines employing cylindrical records have been described, there has been a plurality of record cylinders to be continuously and automatically operated in the same machine. In the present invention, it has been distinctly and practically to continuously operate a plurality of flat or disc records in a single machine. In consequence, a considerable interval of time must elapse in such instances as, for example, when a record has been successively discharged from the magazine while the record selected for playing is discharged from the magazine into a receptacle provided for that purpose, thus maintaining substantially the same order as that in which the records were arranged in the magazine.

In the accompanying drawings, Figure 1 is a top elevation of the machine, Figure 2 is a slightly reduced section on line 2—2 of Figure 1, Figure 3 is an enlarged sectional view of the pivot, and Figure 4 is a side elevation thereof, showing the magazine broken away.

It is also an object of the invention to afford means for automatically shifting the needles to automatically present, if desired, a fresh needle for use on each record, and also to provide means for automatically feeding a plurality of flat or disc records in a single machine, and in connection with a magazine of records to be successively played, a magazine of needles to be automatically presented, and a fresh needle to be employed on each record.

In the drawings: Figure 1 is a top plan view of a device embodying the invention, showing the magazine in dotted lines, Figure 2 is a slightly reduced section on line 2—2 of Figure 1, Figure 3 is a section on line 3—3 of Figure 2, Figure 4 is an enlarged fragmentary top plan view of the recording mechanism, Figure 5 is a section on line 5—5 of Figure 4, Figure 6 is an enlarged section on line 6—6 of Figure 4, Figure 7 is a section on line 7—7 of Figure 6, Figure 8 is a fragmentary side elevation of the machine, showing the magazine broken away, and Figure 9 is a section on line 9—9 of Figure 8.

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The present invention relates to an improvement in sound boxes and like sound producing devices, and has for its object to provide a rigid, restrained and substantially inaudible style of diaphragm movement, and therefore reduce the volume of tone as well as muffling emanation of spoken parts and songs.

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device shown in Fig. 10. Fig. 12 is an enlarged side elevation of the mechanism for operating the tone arm. Fig. 13 is a top plan view of the members at the various positions in such adjustment.

The present invention relates to an improved mechanism for swinging over the record and providing an improved construction of the tone arm of a phonograph or talking machine and its mounting, particularly with respect to its connections for swinging over the record and toward and from the record, and for counter-balancing any excess of weight of the tone arm, causing undue pressure of the stylus upon the record.

In the drawings: Figure 1 is a side elevation of a portion of a phonograph comprising the tone arm and its mount, section being made axially with respect to the tone arm and sound box therefor, whereby the sound box is adjusted. This invention relates generally to acoustics and more particularly to certain new and useful improvements in phonograph records.

In the common form of phonograph record little difficulty is experienced in reproducing the voices of comparatively loud instruments, but great difficulty is experienced where the sound to be reproduced is weak. This has been overcome to some extent by using loud toned needles, but the results obtained by using them are not as satisfactory as is desired.

It is the object of this invention to provide a means for greatly magnifying the reproduction of the sound made by a singer having an extremely weak voice or an instrument having an extremely weak tone, and to this end it consists of a specially constructed phonograph record provided with an internal sound box.

In the accompanying drawing, Figure 1 is a plan view partly broken away and in section of one form of phonograph record constructed in accordance with this invention; Fig. 2 is a transverse sectional view of the record taken on the line 2—2 of Fig. 1; and Fig. 3 is a similar view of a slightly modified form.


This invention relates in general to improvements in talking machines, and especially in Edison disc phonographs. The object is to provide means, automatically operated with the movement of the reproducer, to remove the dust from the record in front of the reproducer.

In the accompanying drawing, Figure 1 is a broken plan view of an Edison phonograph disc, the reproducer thereof and improvement attached thereunto. Fig. 2 is a perspective view of said reproducer and attachment; Fig. 3 is a broken bottom plan view thereof; Fig. 4 is a perspective view of the attachment detached; Fig. 5 is a broken perspective view of the reproducer arm; Fig. 6 is a broken perspective view showing a modification.


This invention relates in general to improvements in sound reproducing machines, but more particularly to improvements in tone arms thereof, and one of the objects of the invention is to provide an improved construction of tone arm and sound box therefor, whereby the sound box may be readily adjusted or positioned to adapt the same for playing records of different types, such as records having vertical sound undulations or lateral sound undulations. A further object is to provide improved means whereby the pitch of the reproduced tone may be varied to compensate the varying distances between the stylus and the pivotal axis of the arm when the soundbox is adjusted.

REPAIRS

All Makes of Talking Machines
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TALKING MACHINE REPAIR AND SALES CORPORATION
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New York
TELEPHONE, CHELSEA 1067
ANOTHER BOYSOPRANO RECORD
ENRICO CARUSO, Soprano, orch. accomp.

62031 La Favorita (Donizetti) "Spirto gentil" (Gentle Spirit)
62032 A Little Bit of Love (Gershwin)...
62033 The Nightingale (Scriabin)...
62034 My Grandmother (Paganini)...

63018 II Trovatore (Verdi) "Tacea la notte" (Peaceful Night)
63019 II Trovatore (Verdi) "Il mio fato intreccia" (My Fate Weaves)
63020 II Trovatore (Verdi) "La negli anni miei" (Oh, My Old Father)
63021 II Trovatore (Verdi) "Deh vieni, non sprechi il caro sangue" (Oh, Do Not Waste Your Heart)

64732 The Rainbow's End (Burleigh)...
64733 A Song of the Pacific Ocean (Burleigh)...
64734 Where the Sunset Turns the Ocean's Blue to Gold (Burleigh)...
64735 Proeh's Airs and Variations (Proeh)...
64736 She Wandered Down the Mountain Side (Proeh)...

65411 Give Me the Moonlight, Give Me the Girl (And David's Heart for the Night) (Silver Cornet)
65412 Give the Right to Love You All the While We're Going Over (Sterling-Grossman-Lange)

65999 New World Symphony (Over (Sterling-Grossman-Lange)

6466 Woodland Whispers (Columbia)

58284 Lighted by the Moon of New York (Anonymous)
Under the Green Tree (Soprano)
Long Boy (Waller)

58302 Missouri Girl (Waller)

58303 Missouri Romance (Waller)

58304 Missouri Rose (Waller)

58305 Missouri Sunshine (Waller)

58306 Missouri Sunset (Waller)

58307 Missouri Sunshine (Waller)

58308 Missouri Star (Waller)

58309 Missouri Sun (Waller)

58310 Missouri Wild Cat (Waller)

58311 Missouri Wild Cat (Waller)

58312 Missouri Wild Cat (Waller)

58313 Missouri Wild Cat (Waller)

58314 Missouri Wild Cat (Waller)

58315 Missouri Wild Cat (Waller)

58316 Missouri Wild Cat (Waller)

58317 Missouri Wild Cat (Waller)

58318 Missouri Wild Cat (Waller)

58319 Missouri Wild Cat (Waller)

58320 Missouri Wild Cat (Waller)

58321 Missouri Wild Cat (Waller)

58322 Missouri Wild Cat (Waller)

58323 Missouri Wild Cat (Waller)

58324 Missouri Wild Cat (Waller)

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58338 Missouri Wild Cat (Waller)

58339 Missouri Wild Cat (Waller)

58340 Missouri Wild Cat (Waller)
We wish to thank the Phonograph Motor Trade for the generous encouragement to our endeavors, the recognition of the fruit of our labors as expressed in the Great Motor Achievements of the year—the Jewel-Bearing Butterfly, the Little Butterfly, the No. M-3 and the No. M-2—and the patience and loyalty shown by the trade in our efforts to take care of an expanding business beyond our fondest dreams.

This has been a Great Year for us, and it is a pleasure to record our gratitude and our sincerest wishes for a Banner Year for all our customers in 1918!

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