

The TALKING MACHINE WORLD

For the
makers &
sellers of
talking
machines

Published Each Month by Edward Lyman Bill, Inc., at 373 Fourth Ave., New York, March 15, 1918



Victrola XVI, \$215
Victrola XVI, electric, \$270
Mahogany or oak

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

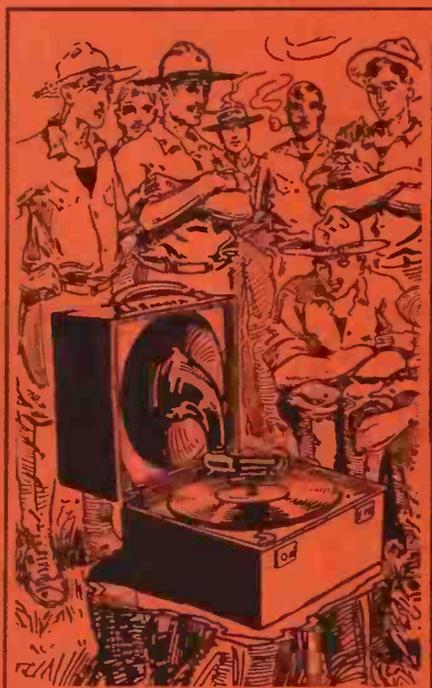


The Highest Class Talking Machine in the World

THE INSTRUMENT OF QUALITY

Sonora

CLEAR AS A BELL



the talking machine taught Galli-Curci!!

from an interview with Amelita Galli-Curci in New York Times

"I HAD no training such as most opera singers have. I learned all I know about the voice while studying the role I was to sing. . . . When I tried to sing in New York several years ago there were in my voice faults that worked against me, and now I know that these imperfections sent me away from the wonderful city. To get rid of them I turned to the talking machine. I knew that I could correct them if I could hear them myself. I used many, many records, each time listening for the faults and the next time trying to correct them. I may say that my most painstaking teacher was the talking machine."

FOR the instruction of singers, for the learning of foreign languages, for the entertainment of family and friends, for delightful dance music, for cheering up the boys in camp and those left behind, nothing can equal the phonograph.

1918 sales will break the 1917 big records.

The preference of the public is for the highest class instrument. The Sonora with its superb tone which won highest score for quality at the Panama Pacific Exposition, its many superior and exclusive design and constructional features, and its unequalled prestige, is the phonograph for *you* to handle.



Invincible \$375

Sonoras sell with astonishing ease, they delight the purchasers and make splendid money for the dealer.

Write *today* regarding your agency!

\$50	\$55	\$60	\$90	\$115	\$150	\$180
\$200	\$215	\$300	\$375	\$500	\$1000	

Art models made to special order to suit any taste.

Sonora Phonograph Sales Company, Inc.

GEORGE E. BRIGHTSON, President

Executive Offices: 279 Broadway, NEW YORK

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

The Talking Machine World

Vol. 14. No. 3

New York, March 15, 1918

Price Twenty Cents

VOCALION PROGRESS IN ST. LOUIS

Distributing Center for That Line Established by the Aeolian Co. on March 1

St. Louis, Mo., March 5.—Aeolian Hall, here, became a wholesale station for the Aeolian-Vocalion March 1. Arrangements for the establishment of the jobbing agency here were completed during a visit of General Wholesale Manager Alfring, of New York, last month. Assistant Manager Stevenson, of the Famous & Barr Co., Victrola department, has gone on the road to establish retail dealers. The territory is southern Illinois, Missouri, eastern Kentucky and eastern Tennessee.

"This was, of course, very good news to us," said Manager Guttenberger, of the Aeolian Hall Vocalion department, "for it means that an increased supply of machines is assured. No such step would be taken without assurance of machines to meet the greatly increased demand.

"We believe that this territory is ripe for this move. For a long time we have been having numbers of out-of-town customers come in and inquire for our instrument. Some of these had heard of it from owners, others had been impressed by our advertising and others had learned of it through the gradual spread of the fame of the machine. While we have been working in the local field, we have created a demand throughout a good-sized trade district, and we have on file a number of requests from

merchants who are anxious to undertake the distribution."

Shipping conditions have been the bane of Manager Guttenberger's existence recently. At Christmas time he sold a number of machines for which he had bills showing that the shipment had been started several days before. These machines reached him late in February and two others that he needs to settle all debts were still missing the first of the month.

ENTIRE PLAY NOW ON RECORDS

Entire Production on "Why Marry?" Recorded in Order to Facilitate the Presentation of the Play in Other Countries—An Important Move

The members of the "Why Marry?" company, playing at the Astor Theatre recently, completed the recording of the entire play on talking machine records. One set of the records is to be preserved in the offices of Selwyn & Co., managers of the piece, and the other sets are to be used later when the play is produced in England, Australia, South Africa and other countries. It is believed that the records will greatly facilitate the training of the various foreign companies, and will save considerable expense in sending over special directors, particularly in view of the upset condition of overseas transportation. It is believed to be the first time that a complete play has thus been recorded, although various actors have recorded their particular parts before.

MME. GALLI-CURCI'S TRIBUTE

Noted Soprano, in Interview, Declares That Talking Machine Enabled Her to Learn of and Remedy the Faults in Her Singing

Mme. Galli-Curci, of the Chicago Opera Co., and who made a sensational debut in New York recently, is one of the noted artists who pays high tribute to the talking machine as a medium for voice training. Mme. Galli-Curci, as is well known, is under contract to make records exclusively for the Victor Co., and her records have been in tremendous demand.

In an interview in the New York Times following her appearance in opera, Mme. Galli-Curci declared that the talking machine had enabled her to correct various faults in her singing, and was, therefore, largely responsible for her success. She said in part:

"I had no training such as most opera singers have. I learned all I know about the voice while studying the roles I was to sing. The master, Mascagni, helped me very much, but I did not go through the long hours of vocal labor that are the bane of most artistes. Always to me singing was a joy. It was never work. Perhaps that is why I was able to win New York.

"My friends have always helped me. Of them, Mr. Thorner, of the Chicago Opera Association, has always been so kind. He heard me in Catania, Italy, five years ago and told me I had a voice. When I tried to sing in New York several years ago there were in my voice faults that worked against me, and now I know that these imperfections sent me away from the wonderful city. To get rid of them I turned to the talking machine. I knew that I could correct them if I could hear them myself. I used many, many records, each time listening for the faults and the next time trying to correct them. I may say that my most painstaking teacher was the talking machine. I hope to go on improving, and shall work to do so, but I do not think I shall ever have the perfect voice. For eight years I have sung in public, and they have been eight years of the most joyful work ever done. Perhaps when I have sung eight years more I shall have been able to improve! Who knows? But no matter how long and where I sing, never do I expect to have the thrill of that first New York night in 'Dinorah,' when I knew that the New York which had once refused to hear me had taken me to its heart."

STUDYING FRENCH WITH THE TALKER

Uncle Sam's Forces at Spartanburg, S. C., Making Good Progress in This Direction

It is interesting to note that in the recent news from the camps at Spartanburg, S. C., special attention is paid to the fact that the members of several regiments are studying French with the aid of talking machine records. Notices to this effect have been published in the local newspapers, and have attracted considerable attention. The use of records for the study of French is another significant indication of the importance of the talking machine in war times, and the fact that it can be considered as a first-line essential in the true meaning of the term.

IMPORTANT PURCHASE IN DALLAS

DALLAS, TEX., March 2.—The Phonograph Shop, at 1300 Elm street, this city, recently purchased from the Western Automatic Music Co. that concern's entire stock of phonographs and records. The deal places the Phonograph Shop in the position of controlling exclusive selling rights for Edison phonographs in this city and vicinity.

This war should teach us to do without many things—except real loyalty.

A "TALKING" MECHANISM DEVELOPED OVER 160 YEARS AGO

According to John Wesley Mr. Miller, of Lurgan, Ireland, Anticipated Dr. Erasmus Darwin in Producing a Device Which Formulated Articulate Sounds—Some Interesting Data Presented

In a recent issue of The Talking Machine World reference was made to a letter written by Dr. Erasmus Darwin, grandfather of Chas. Darwin, to Benjamin Franklin in 1772, in which he said: "I have heard of somebody who attempted to make a speaking machine. Pray is there any truth in such reports?" Dr. Darwin was interested, it seems, because he himself had given considerable attention to the formation of articulate sounds and was working on a mechanism which, with the aid of pneumatics, would pronounce some short words somewhat like the human voice.

Meanwhile a correspondent informs us that Dr. Darwin should have directed his inquiries to Ireland, not America, for it appears that something in the form of a talking machine was known in Ireland in 1758 (many years before Darwin was interested), according to no less authority than John Wesley, who, like our Washington, "couldn't tell a lie." Writing in his journal under date of Monday, April 26, 1762, he said: "In the evening I preached to a large congregation in the market house at Lurgan, Ireland. I now embraced the opportunity, which I had long desired, of talking with Mr. Miller, the contriver of that statue, which was in Lurgan when I was there before (May 16, 1758). It was the figure of an old man, standing in a case, with a curtain drawn before him, over against a clock which stood on the other side of the room. Every time the clock struck he opened the door with one hand, drew back the curtain with the other, turned his head, as if looking round on the company and then said, with a clear, loud, articulate voice, 'Past one, two, three,' and so on. But so many came to see this (the like of which all allowed was not to be seen in Europe), that Mr. Miller was in danger of being ruined, not having time to attend to his own business. So, as none offered to purchase it, or to reward him for his pains, he took the whole machine to pieces."

Under date of Monday, June 14, 1773, a further entry occurs: "After preaching at Lurgan, I inquired of Mr. Miller whether he had any

thoughts of perfecting his speaking statue, which had so long lain by. He said he had altered his design; that he intended, if he had life and health, to make two, which would not only speak but sing hymns alternately with an articulate voice; that he had made a trial and it answered well. But he could not tell when he should finish it, as he had much business of other kinds to attend to, and could only give his leisure hours to this. How amazing it is that no man of fortune enables him to give all his time to the work."

The above data is certainly interesting and emphasizes afresh that there is "nothing new under the sun." Of Mr. Miller little is known, but Dr. Darwin, who was a sort of prophet in his own way, having crudely anticipated the possibilities of many of our more modern developments, had undoubtedly given considerable attention to the creation of some form of predecessor of the phonograph. In a note on his poem, "The Temple of Nature," which was published in 1803, the year after his death, the following appears:

"I have treated with greater confidence on the formation of articulate sounds, as I many years ago gave considerable attention to this subject for the purpose of improving shorthand; at that time I contrived a wooden mouth with lips of soft leather, and with a valve over the back part of it for nostrils, both of which could be quickly opened or closed by the pressure of the fingers, the vocality was given by a silk ribbon about an inch long and a quarter of an inch wide stretched between two bits of smooth wood a little hollowed; so that when a gentle current of air from bellows was blown on the edge of the ribbon it gave an agreeable tone, as it vibrated between the wooden sides, much like a human voice. This head pronounced p, b, m and the vowel a with so great nicety as to deceive all who heard it unseen, when it pronounced mamma, papa, map and pam; and had a most plaintive tone when the lips were gradually closed."

We present these interesting facts for further consideration and enlightenment.

How Recognition of the Pride of Race Will Increase Record Sales

By Frank E. Parsons

Pride of race is something that will not be downed even in these abnormal times, and the existence of that fact should provide many opportunities for the talking machine dealer to realize at least more than ordinary results from his record-selling campaign.

We all realize that it is the Italian to whom Italian records most appeal, or the Swede who takes most interest in Swedish records, and so on, but there are many records in the catalog proper, records of the popular, or standard, type sung in English, that will make a special appeal to certain classes—something connected with them, either the title of the piece, or the name and nationality of the singer.

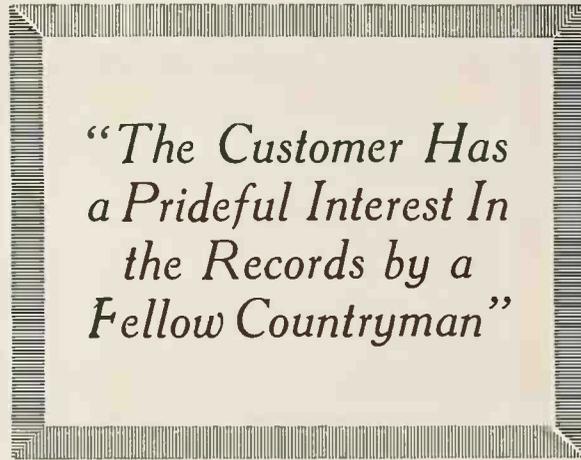
This fact has been emphasized particularly by a live talking machine dealer in an Eastern city, who has practically doubled his sales of McCormack records. There is a large natural demand for McCormack records from musical people of all classes, but this particular dealer realized that the voice of McCormack sounded particularly sweet to the Irishman. He, therefore, sees to it that announcements regarding the new McCormack records as they appear find a place in the Irish and Catholic weekly papers and in the bulletins issued by the Catholic churches in his section. The success of the plan is demonstrated by the fact that the sales of McCormack records, even though good before, have practically doubled with this dealer as a result of this special publicity. The same plan was followed in connection with the publications of the various Knights of Columbus Councils, and with the same gratifying results.

Take the case of Caruso records, for instance. Practically everybody who buys records buys one or more of the recordings of this famous tenor, but even the lowliest Italian, unacquainted with English to any extent, can nevertheless be appealed to in his native tongue through special publications reaching him by the fact that the great tenor himself is an Italian.

There is a certain Polish singer who has recorded the songs of his native land for one of the prominent companies, and who has stimulated his royalty receipts tremendously by bringing his records personally to the attention of his compatriots. Not only that, but he has increased the sale of several of his records in English by that same direct means.

There are in the leading catalogs, and not all

in the foreign sections by any means, records that lend themselves particularly to exploitation in certain fields. There are, for instance, records that are designed particularly for use in the ceremonies of various fraternal orders—records that find a place in the ritualistic workings of the Masons, Elks, Odd Fellows, etc. Just simply to have these records on the shelf and to call attention to them in a desultory way, is not enough. All of these orders have special



"The Customer Has a Proud Interest In the Records by a Fellow Countryman"

publications issued at regular intervals and devoted to their interests. These publications offer the logical mediums through which the talking machine dealers can call attention to special records of the fraternal-order type.

By advertising in mediums that go direct to the people most interested, there is a saving of wasted circulation, and consequently of considerable money. It is the same principle that influences manufacturers to advertise in trade journals. They might advertise to the dealer in national publications with circulations running into the millions, but of all that circulation only 1 per cent. would be interested in the proposition, and the 99 per cent. remaining would be wasted, even though paid for. In the trade journal the manufacturer appeals directly to those whom he desires to reach, and thus gets the benefit, at a restricted cost, of 100 per cent. circulation.

The talking machine dealer who studies racial sympathies, and in his publicity makes a special drive along that line, studying his records, what they offer, who the singer is, and whom he is most likely to appeal to, is going to get results that count.

There are almost as many people who will buy records because they are sung by artists of their own nationality, and through pride of that fact, as well, buy the records solely for their musical value. It is the ability to appeal directly to those people on a logical basis that will save exploitation expense and effort, and produce maximum sales.

There are a great many dealers to-day who have on their shelves, and classed as slow-selling records, selections that, if presented to a special class of buyers and in a special way, would move with a very satisfactory rapidity. The question is worth thinking about and studying.

MOZART PHONOGRAPH CO. RESUMING Overcoming Effects of Recent Fire and Will Be Working at Capacity Soon

St. Louis, Mo., March 4.—The Mozart Phonograph Co. will be working to full capacity again this month, according to a recent statement by President Fitzgerald. One of the buildings of the former Colonial Cabinet Co., which were acquired for Mozart production, is now working full time following the fire in January, and the second and more seriously damaged building will be entirely repaired and restocked soon. "We are taking care of the orders now coming in," said Mr. Fitzgerald, "but business threatens to get too good."

CAN RECORD READINGS FROM NOVELS

Apparently the American law does not prevent talking machine companies from making records of readings taken from novels. It does protect plays against such reproduction.

The question arose recently when records were made of chapters from "Pollyanna," the reciter merely cutting out descriptive paragraphs. The secretary of the American Publishers' Copyright League, after examining the law, gave it as his opinion that there had been no infringement of copyright.

SUFFERS HEAVY FIRE LOSS

The building occupied by the Emil Granberg Mfg. Co., manufacturers of talking machines and furniture, was the scene of a fire recently causing damage to building and stock of about \$8,000.

SINCERITY

That's the slogan back of every factor in

Ditson Service

It means much just now

Oliver Ditson Co.
BOSTON

VICTOR
Exclusively

Chas. H. Ditson & Co.
NEW YORK

Victrola VI-A, \$30
Oak



Victrola IX-A, \$57.50
Mahogany or oak



Victrola XI-A, \$110
Mahogany or oak



Victrola XVI, \$215
Victrola XVI, electric, \$270
Mahogany or oak

Victor Supremacy is overwhelming

Musically, artistically, commercially, Victor supremacy is always, everywhere, in evidence.

Its universal recognition makes success easy for every Victor retailer.

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

Berliner Gramophone Co., Montreal, Canadian Wholesalers

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

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

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



Victor Wholesalers

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

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

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

AN IMPORTANT ACCESSORY—ALBUMS FOR FILING DISC RECORDS

The enormous demand for "National" Record Albums keeps pace with the ever increasing demand for machines and records, and our output capacity has been enlarged to meet the greater needed supply. Record Albums have proven themselves to be the best and most convenient, as well as economic, method of filing and keeping disc records.

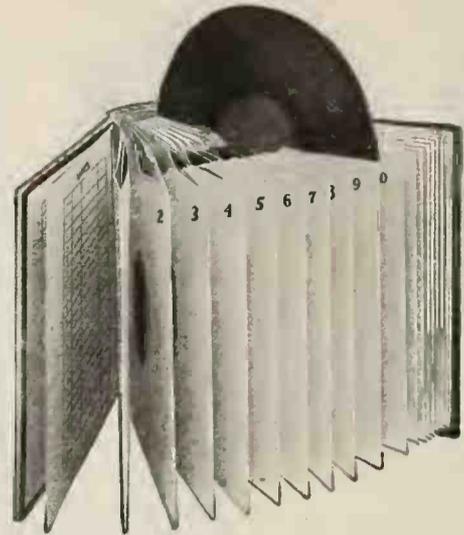


MAKING THEIR SELECTION

Illustrating the daily actual usage of the Album, the most convenient and satisfactory record filing system extant.

THE ALBUM

soon pays for itself in time-saving and preserving records. The initial cost is really an investment which comes back fourfold.



THE PERFECT PLAN

The pockets holding the records are substantially made from strong fibre stock, firmly joined together and bound in attractive covers.

A PLACE FOR EVERY RECORD AND EVERY RECORD IN ITS PLACE

Albums are an **Indispensable Requisite** in the talking machine business and wherever records are sold. An accessory that is necessary and worth while. Practical and handy. Save time and records. A profitable adjunct to the business. All owners of machines and records want Albums to file and preserve their records.

We manufacture disc Record Albums containing 12 pockets to fit cabinets of all sizes and styles. We also make Albums containing 17 pockets. With the indexes they are a complete system for filing all disc records.

For durability, finish and artistic design, our Albums are unsurpassed. We have unexcelled manufacturing facilities, and considering quality our prices are the lowest. Write us, giving quantity you may desire, and we will quote prices.

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

NATIONAL PUBLISHING CO. : 239 S. American Street : PHILADELPHIA, PA.

PROSPEROUS TIMES IN ATLANTA

Leading Establishments Make Cheery Reports Regarding February Trade and Are Optimistic About Outlook for March—News of Month

ATLANTA, Ga., March 8.—The talking machine business in this city was very active during February, and the outlook for March would indicate that we are entering on a very prosperous era in this section.

The Diamond Disc Shop, Edison retailers, report that their February business was larger than that of December, 1917, which is unusual, as December is everywhere recognized as the banner month in the talking machine business. The Edison dealers, however, have been advertising consistently and the results are now becoming apparent in their increased business. The Edison from \$165 up, including the \$215 and \$265 models, has certainly taken the market in a larger proportion than ever.

The Delphion Shop, dealers in the Delphion phonograph, are meeting with fine success in Atlanta, and they have qualified recently as Columbia dealers, having had such insistent demand for Columbia product, as to necessitate their taking on this old and popular line.

The Atlanta Talking Machine Co., Columbia and Vocalion dealers, report a \$200 cash sale of records, this being one of the nicest sales of the kind that your correspondent has heard of in this city, for some time.

The Aeolian-Vocalion records which have now been on the market for some weeks are marvels

in respect to their smooth finish and beautiful appearance.

The Cable Piano Co., large Victor dealers, are enjoying a very satisfactory business. In many cases sales are only limited by the ability of the dealer to get the stock.

Mischa Elman, Victor artist, was recently in the city, and entertained a very large audience at the local auditorium.

Phillips & Crew, the oldest Victor dealers in Georgia, report a large and growing business. Some time since H. Phillips completely reorganized this business and injected new life into it.

The Haverty Furniture Co., Columbia and Pathé dealers, state that their February business

TALKING MACHINES FOR THE NAVY

Navy League Desires to Secure Machines and Records for Uncle Sam's Boys Who Go to Sea—They Help to Entertain and Instruct

The Navy League of the United States is making a special appeal for talking machines of all kinds and records for the men who are going to sea, and in this connection Mrs. W. H. Hamilton, publicity chairman, has sent out the following letter:

"The men are subject to times of great dependency, and one of the surest ways to fight these spells of ennui is to place a musical reproducing machine of some kind on board all ships.

"Several weeks ago a ship loaded with ammunition for France was held up five weeks in

this year is about 25 per cent. larger than in 1917. Their initial payments are larger and their monthly terms better. The cash record business with them is at least three times larger than during 1917.

The Columbia Graphophone Co., wholesale distributing headquarters for several Southern States adjacent to Atlanta, report that their business is far ahead of anything they have ever known, and is growing by leaps and bounds. An interesting feature has recently developed with them, in that they have employed a number of young women in their wholesale record department.

All talking machine dealers in Atlanta anticipate a very large March business.

our harbor for lack of coal. No one could leave the ship but the captain, according to regulations. So there in sight of land an entire crew stayed cold and idle. 'We would have gone mad if it had not been for the Victrola you gave us,' one of the men said.

"A submarine chaser about to start has just become the proud possessor of a Victrola given it by the Navy Club, and among the records is a set of French ones made by the Victor Talking Machine Co., so the men can study French on the way over.

"Another ship carrying many men goes over in the near future. 'We have no Victrola on board. Do you think you could get us one?' said one of the men. It means cheer and hominess, and gives a comfort where otherwise the boys might grow homesick and discouraged for lack of entertainment.

"You use your Victrolas but seldom; they will use them constantly. There are three ships waiting for a response to this notice; and the response has always been so wonderful I feel that many may be willing to make the sacrifice to brighten up the days in crossing which are so monotonous—those first days, the hardest for the troops and the crews of the ships. Donations are received at the headquarters of the Navy Club, 509 Fifth avenue."

Talking Machine Hardware

We manufacture hardware for all styles of cabinets

Lid Supports
Needle Cups
Needle Rests

Door Catches
Sliding Casters
Continuous Hinges

Sockets
Tone Rods
Knobs, etc.

BEST QUALITY

LOWEST PRICES

WEBER-KNAPP COMPANY

Jamestown, N. Y.



Victrola IV-A, \$20
Oak



Victrola VI-A, \$30
Oak



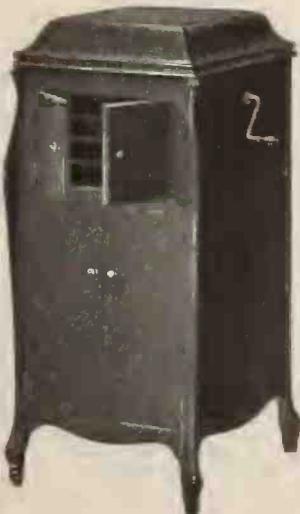
Victrola VIII-A, \$45
Oak



Victrola IX-A, \$57.50
Mahogany or oak



Victrola X-A, \$85
Mahogany or oak



Victrola XI-A, \$110
Mahogany or oak

Victor Supremacy is universally acknowledged

The Victrola has time and time again demonstrated its supremacy in the great things it has actually accomplished.

And with genuine Victrolas from \$20 to \$400 it is easy for every Victor retailer to reap all the advantages that come with such supremacy.

Victor Talking Machine Co.

Camden, N. J., U. S. A.

Berliner Gramophone Co., Montreal, Canadian Wholesalers



Victrola XIV, \$165
Mahogany or oak



Victrola XVI, \$215
Victrola XVI, electric, \$270
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"HIS MASTER'S VOICE"
REG. U.S. PAT. OFF.

The TALKING MACHINE WORLD

For the makers & sellers of talking machines

PUBLISHED BY EDWARD LYMAN BILL, Inc.

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NEW YORK, MARCH 15, 1918

ANOTHER month has gone by and still the talking machine trade, every branch of it, continues to be faced with many problems involving both manufacturing and distributing. The bright spot in the situation during the past month has been the withdrawal of the fuelless Monday order, thereby giving back to the industry several days in which to endeavor to meet demands. It is steadily becoming more apparent that the question facing the trade is one of adjustment, and quick adjustment, to conditions that promise to continue for an indefinite period and which will most likely become worse before they get better. In other words, the companies, or individuals, in the trade, who sit still and decry the situation in general and wait for times to change for the better, are simply stirring up trouble for themselves.

Conditions are real. They must be faced, and every endeavor should be made to so regulate existing business demands and practices that a minimum of inconvenience may be occasioned. If stocks of machines and records are scarce, and there is every indication that they will be scarce for a long time, the problem resolves itself into doing the largest amount of business, and the best class of business, with the stocks now on hand, or that can be obtained. If the popular hits of the day cannot be secured from the factories, feature the records lying on the shelves, those selling at higher prices. If the leading styles of machines are unobtainable, develop some salesmanship and sell the styles that are in stock or can be secured from the factories, those machines that will bring in more money to the house.

Shorten terms of credit and get after the cash business, for there is plenty of it for the seeking. In fact, now is the time, as old Omar Khayyam would say, to "take the cash, and let the credit go."

One genuine consolation is, if we may accept assurances from Washington, that the talking machine trade, or for that matter the music industry generally, will suffer no more than hundreds of other industries in any action taken to conserve fuel and metal supplies, clear up the transportation tangle, or curtail production. Forceful arguments presented at Washington have convinced the administration that there is really no such thing as a "non-essential" industry, the hysterical economy talk of prominent bankers and others to the contrary notwithstanding. It has been found that one industry depends so much upon the other, and plays such a prominent part in

the business and social fabric of the country that to cripple a single line of trade would threaten wide disaster.

War conditions are not pleasant. We are getting abundant proof of that fact, but with the assurance of a square deal from the Government, the trade is in a position to grin and bear it, to make the most of the opportunities that are offered, and to bring about an adjustment that will reduce possible loss to a minimum.

ON and after May 1, 1918, the subscription price of The Talking Machine World will be \$2 per year. For a period of twelve years, since 1906, to be exact, the subscription price has been \$1 per year, and has been maintained in the face of increasing production costs, meaning a steadily growing loss on every subscription. Pre-eminent in its field, and the representative organ of the talking machine trade at large, it is but natural that the circulation of The World should increase by thousands each year. The size of the paper, too, has increased tremendously, reflecting as it does the great development of the industry as a whole, and the confidence of our advertisers based on profitable returns. The steady rise in the cost of paper, of printing and of all the elements that go to make a newspaper has placed a burden on the publishers of The World that can no longer be borne and still observe good business practice.

For several years past members of the trade, as well as other publishers, have marveled that we could produce and offer a publication of the size and scope of The World at such a small subscription price. Up to now, however, we have given to our readers the full fruits of The World's development at the subscription charge fixed over a decade ago. At the new price of \$2 we promise to our subscribers, who have so loyally supported us, still further development and greater value. An announcement in another section of The World tells how the present subscription rate can be enjoyed for some years to come. It is worth reading and acting upon.

THE value of the talking machine as an entertaining factor and gloom dispeller in the great army and naval camps in this country, and in the American military headquarters and trenches in France, is emphasized by the numerous letters sent by the soldiers to their folks at home and by the correspondents to the magazines and to the daily papers. Week after week pictures appear showing how the talking machine is utilized in the great social centers which are fathered by the Y. M. C. A. and the Knights of Columbus, and high tributes are paid to its power to bring joy and pleasure into the lives of these men who are serving Uncle Sam, and who are preparing to battle for the rights of man against the rights of might in the great field of war in Europe.

While the piano and the player have aroused enthusiasm among the soldiers, yet the talking machine, through its ability to bring into the camp the voice and personalities of the great operatic and concert artists, as well as the music of the symphony orchestras and the great bands of the nation, give a variety of music that has made the strongest kind of appeal to the soldiers, because of its educational influence. Moreover, in connection with popular army songs, the "talker" has proven a veritable song leader, for "the boys" have taken up these songs and joined forces with the talking machine in making them still more popular.

Music in war times is truly a necessity, and not only in the camps, but in the homes, the talking machine and its music appeals to the emotions and stimulates the imagination. In these days of stress and strife the people who can weld music into their daily affairs are blessed, for what can compare with the talking machine in this respect? Through its medium even the very poorest home can afford to have the best of music as well as the palaces of the rich.

THE average business man cannot but view the provisions of the income tax and excess profits tax sections of the War Revenue Act, which he will be called upon to meet very shortly, with more or less misgivings. No matter how anxious a business man is to bear his fair share of the country's war expense, he is bound to be troubled by the complexities of the law in determining just what he should pay and how he should pay it.

Out of the darkness, however, comes one bright light, and

that is the fact that in obeying the law and making his tax returns even the most indifferent merchant will be compelled to take an accurate inventory of his business for the inspection of the Government. He will have to give the matter thought, and is more than likely to come across facts that surprise him.

Taking an inventory for the purpose of making a good showing for the year's business is quite different from compiling an inventory that will mean the basis for tax assessment. Facts and not alone pretty figures will be demanded, and in the long run perhaps it is a good thing that some merchants in our own trade, for instance, will be compelled to find out just where they stand financially and what their business amounted to during 1917.

IN an interview in the New York newspapers, following her sensational debut in New York with the Chicago Opera Company last month, Mme. Galli-Curci gave full credit to the talking machine for aiding her in training her voice properly. The noted soprano emphasized the point that it was by means of talking machine records that she learned of the various faults in her singing and was enabled to correct them.

The statement of Mme. Galli-Curci is important as coming from an artist of recognized standing, and is practically in line with the claims that have been made for the talking machine as something more than a simple entertainer. Leading artists have long ago learned that the talking machine record presents their voice exactly as it is, with imperfections and all. Before an audience, and on the concert stage, personality may be made to counteract existing faults in singing, but on the talking machine record personality does not count. It is the singing itself that must pass the test. When the artists reach the point where they can, without prejudice, study the recordings of their voices and profit thereby, then is the full value of the talking machine realized.

IT may be a difficult task to convince the average manufacturer or dealer that when business is slow it is oftentimes advisable to increase his advertising. Too many overlook the importance of publicity as a prestige builder and as an educational factor in bringing directly to the attention of the purchasing public the fact that the house that keeps its name before the public is the house that can supply the goods they require most promptly and most completely. And even when a shortage prevails in certain products, as now, the public expects from the "live" houses that advertise, the best and quickest service when the opportunity affords.

The accepted rule among a great many institutions is to reduce the advertising appropriation when trade quiets down a bit. No greater mistake can be made. Experts in advertising who study the game from a cold, scientific standpoint—that is for pro-

TO OUR SUBSCRIBERS

If your copy of The Talking Machine World does not reach you on publication date, or a few days thereafter, do not assume that it has gone astray. The existing railway congestion has had a serious effect on the handling of mail, particularly second class matter, and brought about unusual delays. Kindly wait a few days longer than usual before writing to us, as the paper will probably arrive safely.

ducing results—are a unit on the proposition that a lull should mean increased advertising if anything.

With the professional advertising man such ways and means are the best to adopt that have "pulling" power; they therefore advise no curtailment of the publicity campaign when business is slow. Then is the time to make still further efforts. Where this plan has been followed success has always crowned the endeavors of the advertiser. Quite a few talking machine men are wise enough to pursue this course and are reaping the reward. Would that there were more, and these observations apply with equal force and cogency to every branch of the trade.

A MOST praiseworthy tendency to feature in an unusually energetic manner the better class of records is noted among talking machine dealers in many sections of the country. In their advertising they call particular attention to the records by the noted artists—records that retail at \$1 up, and at least one dealer has gone so far as to publish in his advertising special articles on the desirability of a library of records of the better sort. We all know that records are scarce, and that it is the proper thing to make the most of the records on hand, and the limited number that can be obtained, by featuring them in an unusual way. The logic of paying particular attention to the high-priced records is that the gross amount received for their sale is much larger and, therefore, serves to measure up with the total sales volume of popular types of records in normal times from a monetary standpoint. In other words, if a normal business cannot be done on accumulated profits, the condition can be offset to a certain degree by doing a smaller business on large profits.

IF a bill before the New York State Legislature becomes a law, it seems as though merchants in all industries in this State will be compelled to observe a one-price policy regardless of their personal desires. The bill seeks to amend the personal property law in order to make it compulsory upon the merchant offering goods on contract, or conditional sale, to place upon the article both the cash price and the conditional sale price. If the bill becomes a law it should prove of material aid to merchants who are already observing the one-price policy, and it should likewise serve to increase the number of cash sales by presenting to the customer the saving he can effect by buying for cash.

Chase the Delay-Snakes Out of Recordland



It is the delays in record deliveries that prevent you from rolling up the big record business that you are planning to do every month. Start right now and be free from "delay-snakes" by getting your

Victor Records thru PEARSALL SERVICE

This service is operated FOR your requirements. The definite purpose of getting records promptly is all the "magic" there is to it. March your record orders right in now.

SILAS E. PEARSALL CO.

VICTOR DISTRIBUTORS

18 West 46th Street

New York, N. Y.

Edison Message No. 18



O take music out of the world would be a calamity. To withhold music from the home would be a tragedy.

¶ Today music is doing its part, a tremendously effective part, in feeding the soul of America and vitalizing the spirit of her sons and daughters—in soothing tensed nerves—in sustaining the pitch of efficient living and doing—in keeping the world from falling below present standards and keying it up to higher standards—in helping to save the world for democracy.

¶ The Edison dealer who comprehends that, in Music's Re-Creation, he has in his hands a power for great good in his community, and who exercises that power, is a true citizen and a valuable member of the Edison Organization.

THOMAS A. EDISON, Inc.
Orange New Jersey



Official Laboratory Model New Edison—William and Mary Cabinet, executed in American Walnut.

Why the Sales of High Priced Records Should Be Featured Just Now

The present record shortage is not a thing to be dismissed in the belief that it is solely a manufacturing problem and therefore impossible of solution outside of the record factory.

As far as the present shortage affects the dealer's profits, the real solution lies right with the dealer himself. Here is what The World recommends, and our suggestion is based on the premise that it is as easy to press operatic records as to press records devoted to ragtime.

We recommend that every dealer get down to brass tacks and utilize every possible idea that is practical that will boom the sale of high-priced records. In this way, it will be possible for both wholesalers and retailers to do a greater cash turnover than last year, but on a numerically smaller record stock.

In the past dealers have relied pretty much on national advertising and other outside influences to sell both talking machines and records for them. The public has acquired the habit of coming in, making its own choice, and taking home whatever it pleases. Because of this practice there has been comparatively little hard pan selling—selling that convinces the buyer he wants what you want him to select.

Without doubt the national advertising of the record manufacturers, the record bulletins, and the numerous attractive store posters have gone a long way toward creating a demand for specific records. But there are few dealers who have taken up the problem in earnest where the manufacturer is forced to leave off. Examples are not over frequent where retailers are conscientiously engaged in devising ways and means for increasing the sale of high-priced records. There remains, therefore, a very broad field for expansion along this line. It is folly to think aggressive work on the part of the dealer and his staff of salesmen will not materially augment the sale of high-priced records. The personal element and the "home town" element can certainly be made to produce more sales for high-priced records than is now the case.

If the dealer will inject into his entire sales force the fact that every \$3 record sold is equivalent to selling three \$1 records or four 75-cent records, it is reasonable to suppose his sales force will soon be offering good practical suggestions for increasing the sale of the high-priced stock.

At this writing we will not discuss in detail, plans for selling high-priced records. Broadly speaking, however, there are five excellent channels to work through, five channels the possibilities of which have to date been developed by the dealer to a small degree only. They are: one, newspaper advertising; two, window display; three, direct mail communications; four, featuring of selected records after the customer enters the store and the booth; five, conversation engaged in by the salesman and saleswomen. Considered in a general way here is



"Five Channels to Work Through In Promoting Sales of Expensive Records"

what these five different ways and means of selling high-priced records offer:

1. Newspaper advertising offers an opportunity to introduce the pictures of famous artists. Individual selections can be featured, and it would not seem advisable to run a list longer than ten records in any one advertisement. The playing up of specific pieces and of popular artists will introduce a very newsy element into retail advertising, and it will therefore be possible to use small-sized space very effectively.

2. Window display offers the opportunity for originality on an extended scale, with an option between simplicity and extravagance. Just as Hawaiian windows have, for instance, been built around Hawaiian dance records, just so can window displays be built around famous opera scenes, etc.

3. In direct mail communications to regular and prospective customers, feature circulars, etc., can be built around individual records of the high-priced class, thereby helping the public to select from the current record bulletins in favor of the high-priced records and thereby offer-

ing the chance of bringing back to mind some of the high-priced records of an earlier date.

4. Many plans may be devised for featuring records inside the store and in the demonstration booth. Special racks, special posters, special records left apparently carelessly on the machine in the booth, special display tables in the middle of the store, etc., etc., add the limit of human ingenuity.

5. Great things can be accomplished by having the salesman carefully study the nature of each client, so that he can suggest in an artful and diplomatic way certain high-priced records. Weekly meetings of the sales staff will help bring out the effective ways of working along this line.

All in all, the present is a time when the talking machine man who sits back and says "records are short" and lets it go at that is a slacker. The present is a time when men of action are needed, men with ideas to promote the sale of high-priced records. Every wholesale and retail record department will profit by bearing this thought firmly in mind, and the industry will have the satisfaction of knowing it is making good in spite of a numerical shortage and at the same time will be definitely advancing public appreciation for music of the better sort.

MME. GALLI-CURCI IN CONCERT

Amelita Galli-Curci, the great operatic soprano and Victor artist, whose records are so much in demand these days, gave her first song recital in New York on Monday, March 4, at Carnegie Hall, under the auspices of the Rubinstein Club, of which Mrs. W. R. Chapman is president. The club bought the entire floor platform seats and lower boxes, and had as its guests 150 presidents of women's clubs in Manhattan and Brooklyn. Mme. Galli-Curci will give one other concert, her last this season, on Sunday, March 17, at the Hippodrome.

JOINS MERCHANTS' ASSOCIATION

The Blackman Talking Machine Co., Inc., the well-known talking machine distributor of 97 Chambers street, New York, has been elected to membership in the Merchants' Association of New York. Several other talking machine houses are also enrolled in the association.



THE BROOKS Automatic Repeating Phonograph

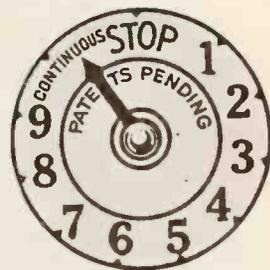
Plays Any Kind of Record—Any Desired Number of Times and Then Stops Automatically—The Phonograph Sensation of the Age

MR. DEALER:—

You cannot duplicate the value we offer for twice the price. In size and appearance the "Brooks" compares favorably with Instruments retailing for \$300.00 and up.

In tone qualities it is unexcelled by any talking machine on earth! In mechanical equipment and automatic features it is years in advance of its nearest competitor. We have been building talking machines for three years—last year our sales doubled every four months. The BROOKS DEALER has no competition. The machine creates interest and discussion—it is self-advertising. Send for particulars, terms, prices. Do it Now.

BROOKS MANUFACTURING COMPANY
Talking Machine Dept. - SAGINAW, MICH., U. S. A.



View of Controlling Dial

This dial sets, starts and stops the machine. Will play any desired number up to nine or continuous.

Simplest Machine to Operate

Instructions

Set the needle at the inner edge of record cutting and then move pointer to the figure designating the number of times you wish record played.

That is all. You can now forget the machine. When the record has been played as many times as set for, the machine will stop automatically with the tone arm suspended in the air above record.

HEIGHT OF CABINET 50 INCHES
FURNISHED IN OAK OR MAHOGANY
SPRING OR ELECTRIC MOTOR

To the Talking Machine Dealer: HAVE YOU CATALOGUE No. 317 T W ?

Globe-Wernicke

(BUILT-TO-ENDURE)

Sectional Cabinets FOR DISC RECORDS

The better the facilities you furnish your customers for housing records the greater the quantity of records you will sell. Look carefully at the cabinet.

It invites you to fill it, in fact, you cannot resist the temptation to fill it. No matter how many sections are bought there will be empty compartments and these are always in sight, inviting you to fill them, and the records too are always in sight, inviting you to play them. Any record is so easily found and quickly replaced that this cabinet adds an extra charm and fascination to the playing of records.

Suppose each of your customers had this cabinet and you had a sample on your salesroom floor to remind them to buy additional sections. Not only would the sale of the cabinets increase but what a tremendous increase in the sale of records would result and there is excellent profit in the sale of both.

Each section has 90 compartments numbered consecutively from 1 up. Globe-Wernicke Catalogue No. 317 T W describes and illustrates these goods fully.

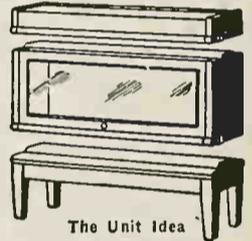
THE UNIT IDEA

of sectional construction was originated and brought to the highest state of mechanical and artistic perfection by the Globe-Wernicke Co. It applies equally to Bookcases and Disc Record Cabinets for the home, and to Filing Equipment of every kind for the office.

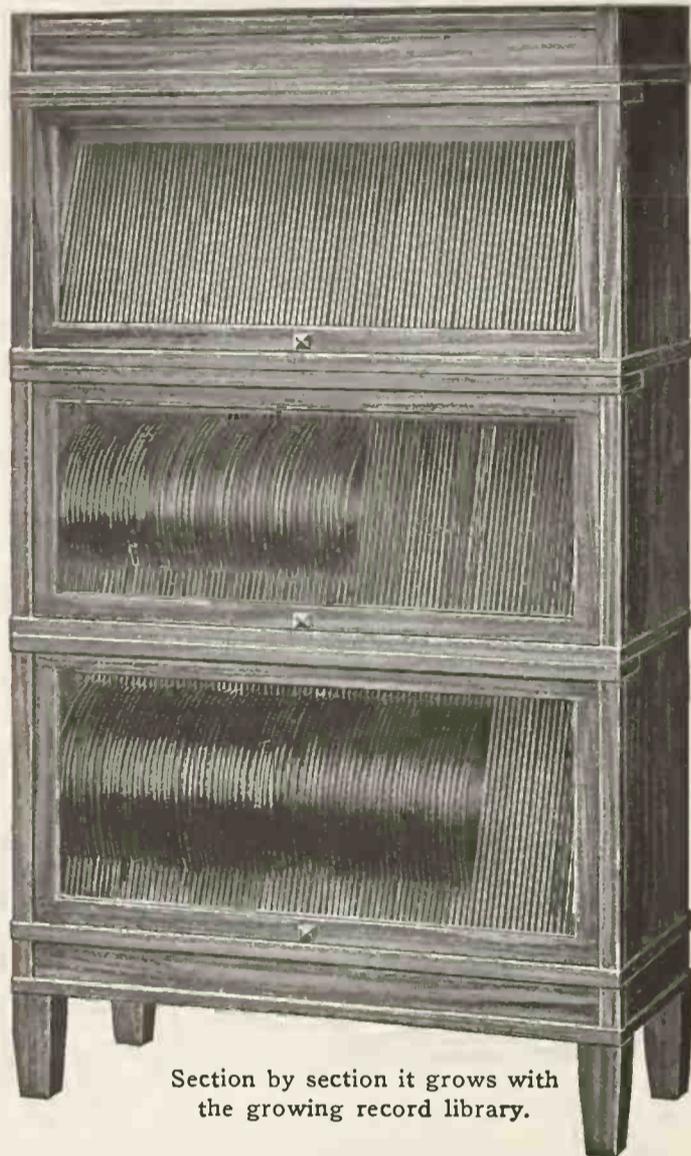
The Value of G/W Sectional Construction
Service is the keynote of this idea. You buy only what you need to-day—knowing that you can add to your purchase to meet the growth of your record library.

The important thing is to start right—get the first section or unit to match your furniture or furnishings—of a style that will be permanently artistic and useful—and one that you know you can duplicate at any future time.

The name Globe-Wernicke on any section is a guarantee that you can duplicate it exactly this year or the next generation. This assurance of permanent service is inherently a Globe-Wernicke attribute.



The Unit Idea



← No. 351 Art-Mission Top.

← No. 0328 Art-Mission Disc Record Section for ten-inch records.

← No. 0328 Art-Mission Disc Record Section for ten-inch records.

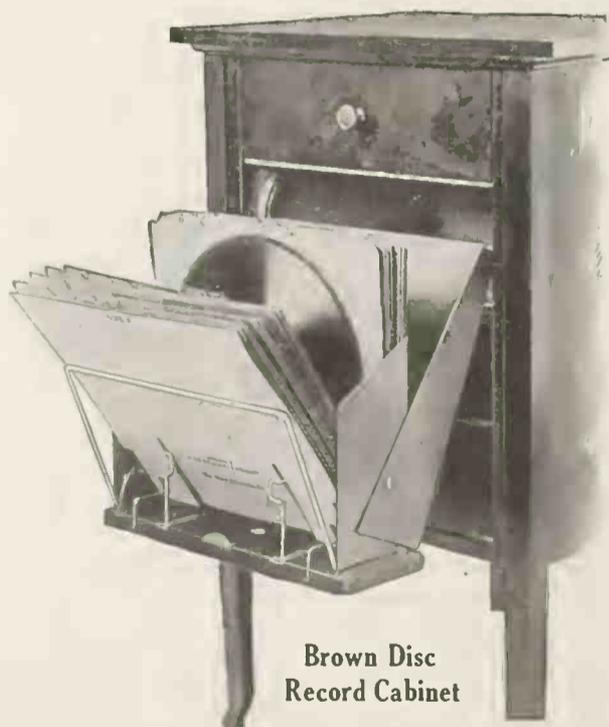
← No. 0329 Art-Mission Disc Record Section for ten- and twelve-inch records.

← No. 357 Art-Mission Base.

Section by section it grows with the growing record library.

Brown Disc Record Cabinet

For every talking machine made



Brown Disc Record Cabinet

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.

Ask for Catalogue No. 317 T W



BROWN DISC RECORD CABINET No. 4-T FOUR DRAWER

No. 4 T with Table Top. For use with Victrola VIII and IX, Columbia Grafonola 15, 25, 35 and 50, Aeolian Vocalion D and E. 32 1/2 inches high. Top 18 3/4 inches wide by 22 1/4 inches deep.

The Globe-Wernicke Co. CINCINNATI

Manufacturers of Steel Filing Cabinets, Wood Filing Cabinets, Sectional Bookcases and Disc Record Cabinets, Globe Steel Portable Safes

“Over There,” “Keep the Home Fires Burning” and six other great big war song hits on one Columbia dance record—A 6024, “War Song Medley One Step.” An April bell-ringer.



**Columbia Graphophone Co.
Woolworth Building, New York**

TRI-STATE VICTROLA DEALERS' PLANS

Officers of New Association Elected at Recent Meeting in St. Louis—Will Assist Dealers in Reaching Adequate Understanding of All the Important Phases of Their Business

St. Louis, Mo., March 4.—The Tri-State Victrola Dealers' Association, which effected a temporary organization here November 21, has been permanently organized and the temporary officers continued. They are: President, Arthur M. Magoon, Kieselhorst Piano Co.; secretary, C. F. Lippman, Field-Lippman Piano Stores; treasurer, E. H. Lehman Music Co., East St. Louis. These three, with Val Reis, of the Smith-Reis Piano Co., and John A. Ditzell, of the Famous & Barr Co., are directors.

President Magoon, following the permanent organization meeting, said that he believed that the Exchange Bureau, under the management of John A. Ditzell, would be the big feature of the organization, judging from the comment of new members and the dealers in the district that have inquired as to memberships. This bureau, undertaken at the suggestion of Mr. Ditzell, is modeled after the similar bureau of the Victor jobbers. Any member dealer having a surplus of records or machines can file an inventory with Mr. Ditzell, and these will be reprinted and distributed to all members, who will then arrange an exchange among themselves. Mr. Ditzell will have nothing to do with the actual exchange. His part is completed with attending to the prompt distribution of the lists. It also has been decided that the bureau will not attempt to pass on credits. Prospective exchangers, wishing credit information, can get such data by applying to the jobber. The association rule is that all exchanges must be settled by cash for the balance due within thirty days. Preliminary reports are that there is much dead stock on certain shelves that will prove very live stock on other shelves. Informal arrangements were made for extensive exchanges at the last meeting.

The prime object of the association is to assist the Victor Co. and Victor dealers in reaching an adequate understanding of their business. The territory originally contemplated was Missouri, southern Illinois and Arkansas. But the membership will extend beyond these lines, as applications are coming in from eastern Tennessee and the southeastern part of Kansas. It may reach into Iowa, it is said.

Charles I. Taylor, an advertising counselor who has had much experience with Victor advertising, spoke at the last meeting on the benefits of organization and his co-operation with the association is assured.

An employment bureau for experienced talking machine help will be organized under the direction of Secretary Lippman. Blanks will be drawn for the job seeker to fill out and these will be open to members seeking experienced help. The association has been incorporated. Salesmen and other staff members will be admitted as associate members. Some of the dealers elected to membership at the recent

meeting are: Highfill & Neifind Furniture Co., Caruthersville, Mo.; Vandervoort Music Salon, St. Louis; F. S. Gravenhorst, Effingham, Ill.; J. F. Lechridge, Mayfield, Ky.; Boveris Store Co., Ste. Genevieve, Mo.; Meach & Son, Mansfield, Mo.; R. V. Johnson, Memphis, Tenn.; W. C. Daumueller, Lebanon, Ill.; H. A. Arsularis, Neisha, Mo.; Walter H. Rhiem, Belleville, Ill., and Frank H. Ferand, Granite City, Ill.

TACOMA A BUSY TRADE CENTER

Rhodes Brothers Department Store Doing Big Victor Business

TACOMA, WASH., March 7.—Business of all kinds in Tacoma is active these days, and the talking machine people are getting their share of it. One of the lively Victor departments is that conducted by the Rhodes Brothers Department Store, with P. H. Seva as manager. The volume of business transacted has been growing so rapidly that it is planned to enlarge the department, moving into a better floor location and making it three times as large as it is at present.

The great complaint with this concern, as with all the Victor stores, is the shortage of goods, but it is expected that with the improvement in the weather, and the quicker railroad shipments from the East, this condition will be overcome to some extent.

A recent acquisition to the sales force of Rhodes Brothers is B. L. Miller, who was formerly with Sherman, Clay & Co. in Seattle. He is making a good record.

RECORDS FOR “BOYS” IN TRENCHES

Emerson Phonograph Co. Sends 10,000 Disc Records to the Y. M. C. A. for Entertainment of Uncle Sam's Boys at the Front

The Emerson Phonograph Co., New York, manufacturer of Emerson records, has sent out to the Y. M. C. A. 10,000 Emerson disc records to be forwarded to the boys in the trenches. Forty of the most popular selections have been selected for this purpose; the kind that the boys in camp will like—catchy song hits, dance, instrumental, humorous—the kind of music that will keep them in joyful spirits. Two hundred and fifty sets made up of these fifty selections are on their way, and will be distributed from the headquarters of the Y. M. C. A. Needless to say they will be welcome.

In a chat with The World the secretary of the Emerson Phonograph Co. said: “This is just the first of a series of contributions which we anticipate making to the boys. We feel that it is only our patriotic duty to do this, and that every phonograph company, whether manufacturer or retailer, should send as many records as possible to the boys in camp and in the trenches. This should also apply to the music-roll houses, to the sheet music companies, and, in fact, to everyone whose product can afford entertainment for the boys who are ‘doing their bit’ for their country.”

When you “take time by the forelock,” be sure it is your own time you're taking!



SCHUBERT PHONOGRAPH

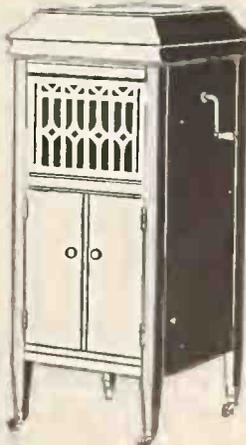
FOR 1918



There will be some slight changes in the cabinets of some of the models for 1918, not very material, however, because the Schubert cabinets have always out-classed other phonographs in attractiveness, materials and workmanship.

Cuts are being made and as soon as sheets are printed we will notify dealers.

Five Models, \$60 Up



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

Schubert Phonograph Distributing Co., 308 Lyceum Bldg., Pittsburgh, Pa.
J. A. Ryan, 3231 Troost Ave., Kansas City, Mo. Smith-Woodward Piano Co., 1018 Capitol Ave., Houston, Tex.

Give Them What They Want!



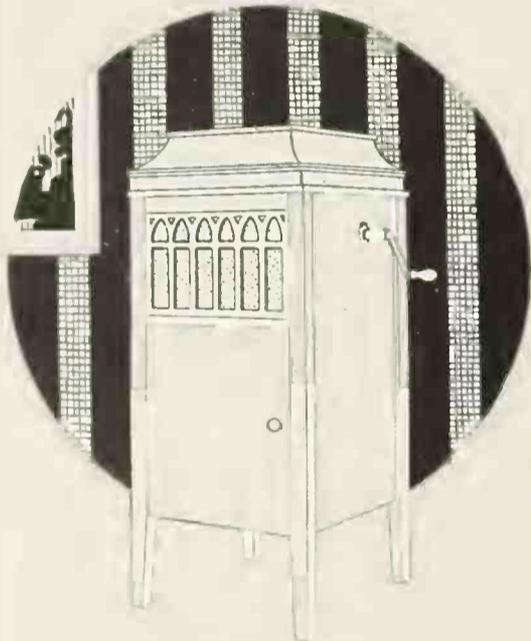
The tremendous demand for PATHE PATHEPHONES during the past year is UNQUESTIONABLE PROOF that the people are no longer satisfied with a ONE-RECORD machine.

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

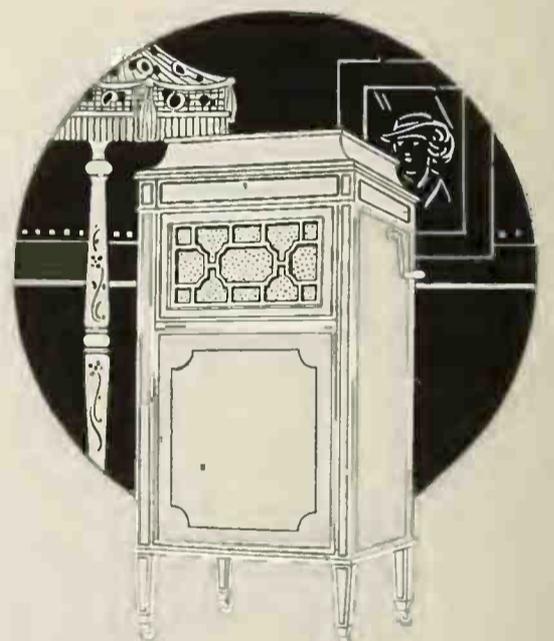
Is the Only Standard Talking Machine That Gives You This Great Selling Advantage



Pathephone \$75 Model

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

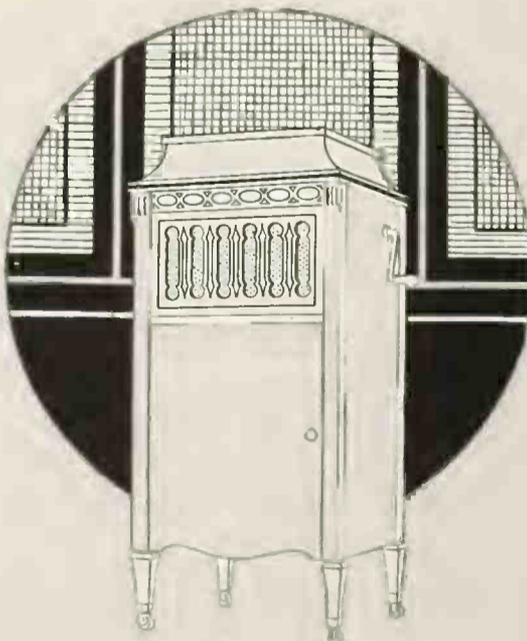
Hook Up With the Pittsburgh Pathephone Co. for Real Pathe Service!



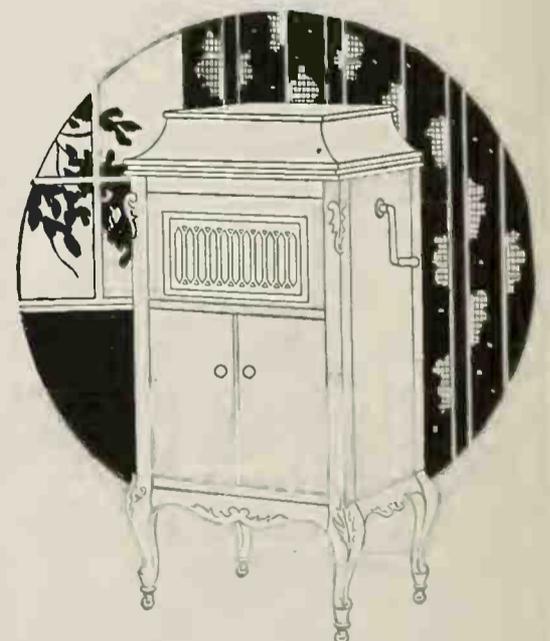
Pathephone \$225 Model



Pathephone \$100 Model



Pathephone \$110 Model



Pathephone \$175 Model

PITTSBURGH PATHEPHONE CO.

963 LIBERTY AVENUE, PITTSBURGH, PENNSYLVANIA

It Isn't Wise to Judge Prospective Purchasers by Their Outward Appearance

:: By Alfred Parsons

In the business of selling talking machines, or in the music trade field as a whole, the outward appearance of prospective purchasers is not always a safe guide to judge of their purchasing ability. There is a time-worn story in the piano trade of a rural gentleman who entered a fine piano wareroom, was side-stepped and joshed by all the star salesmen, and finally was turned over to a "rookie" for final consideration. The old gentleman tried out the piano with fingers knotted by earnest toil, and with finger nails in deep mourning. The final outcome was that he bought a magnificent grand and paid cash for it, taking the money out of a greasy old wallet dragged from the depths of one of his overall pockets. The illustration is one that draws deep laughter from the all-wise salesman.

One of the first pieces of advice which capable managers give to salesmen is to treat every customer with equal courtesy and consideration, regardless of their apparent circumstances. That this should be the natural attitude without suggestion goes without saying, but it doesn't require a psychologist to note how fine clothes and a suave, cultured manner win the immediate attention of talking machine salesmen, as compared with the indifference shown the ill-dressed, uncultured visitor. An excellent illustration of how this attitude works in another branch of the industry is pointed out in the experience of a man who related it to *The World* in this wise:

Some years ago a salesman entered the employ of an up-State piano house and worked hard to make a record. It was when player-pianos were new and the selling of them was hard work. This salesman was lolling about the warerooms hoping for the best, when late one afternoon an old chap, who would have been better off for a good scrubbing, and whose clothes were not only unkempt but had the fragrance of the stable about them, entered the wareroom. The salesman sized the visitor up either as a poor farmer or a stable hand. He was about to pass some bright and witty remark when there flashed through his brain the story of the old farmer. He said to himself, "Well, I have nothing else to do this afternoon, I might as well talk to this man."

"I want to see one of these here piano players," said the visitor. The salesman looked him over, and finally decided that it wouldn't do any harm to let him look at them, so he conducted him to the upper floor where the player-pianos were displayed and proceeded to demonstrate. As he played, the old gentleman's feet began to quiver, and finally ended by beating time to the music.

"Pretty fine piano," he said, "how much?"

"Seven hundred dollars," answered the salesman.

"That so? Got any better ones?"

"Sure," said the salesman, and conducted him to a large and massive instrument.

"This sells for \$850."

"How much for cash?" asked the visitor while the salesman's brain began to reel.

"Seven hundred and sixty-five dollars for cash," was the answer.

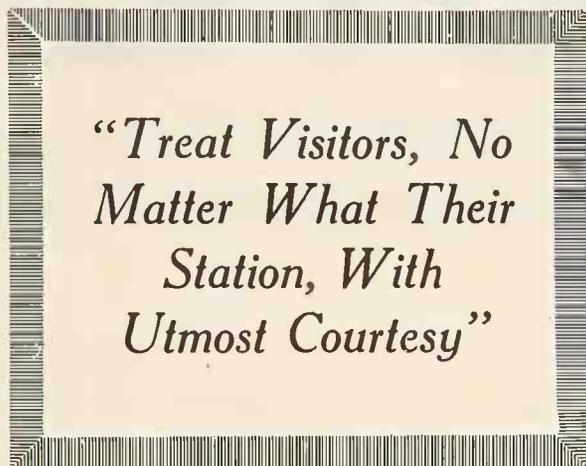
"All right, deliver it to-morrow" said the customer, and proceeded to draw from the inner recesses of his coat a long black stocking, simply full of money of all kinds, small change, bank notes and checks. The \$765 was counted out, a receipt given and the sale closed.

The salesman was naturally curious, and at the first opportunity stopped at a nearby town where the player was delivered, ostensibly to see if it had given satisfaction, and found that the man was a prosperous farmer and well off. Moreover, he had come to the store direct from the court house where he had settled an estate

for his niece amounting to something over \$100,000—hence the stocking full of change.

"After that," declared this salesman, who, by the way, is now a successful executive of a talking machine concern, "the rougher they looked the better I treated them."

During Christmas time in a town not far from New York, two of the most expensive styles of talking machines were purchased by customers whose outward appearance would not indicate that they could afford to buy a \$15 ma-



chine. The salesman was so unimpressed with the appearance and supposed financial inadequacy of his visitors that the head of the business, who happened to be around at the time, was forced to the opinion that these people were not being handled discreetly. He took them in hand himself and sold each of them a \$200 machine, much to the amazement of the salesman who first dickered with them when they entered the store. As a matter of fact, clothing doesn't always proclaim the size of the pocket-book.

Needless to say that circumstances like these

are unusual, for there are few businesses where the salesmen are so efficient, so courteous, and so attentive as in the talking machine trade.

But there are exceptions in this as in every other trade, and these remarks are meant for the "exceptions"—the men who sometimes fail to keep in mind the initial, elementary advice to salesmen to treat visitors to the store, no matter what their station in life may be, with equal consideration. There are many rough diamonds among talking machine buyers in this great country of ours.

PROSPERITY PROOFS IN LOUISVILLE

LOUISVILLE, Ky., March 4.—H. V. Boswell, manager of the Edison and Columbia department of the Kaufman-Straus Co., Inc., this city, reports that business for February showed an increase of 100 per cent. as compared with the same month last year. In fact, at the present time this house is doing the largest talking machine business in its history, and judging from the outlook at present it expects an increase of 120 per cent. in March. The demand is for high-class instruments, and 75 per cent. of the sales made are for cash. Mr. Boswell is a hustler, and believes that business can be secured if it is gone after properly. A handsome new motor truck has been purchased exclusively for the use of the talking machine department.

WANTS PHONOGRAPHS FOR CUBA

S. Sarmiento, of Manzanillo, Cuba, has notified the Foreign Trade Bureau of the Commercial Museum, Philadelphia, that his concern is in the market for phonographs and disc records to be marketed in Cuba. It is stated that correspondence should be in Spanish.

VICE-CONSULADO DEL PARAGUAY

WILMINGTON, DELAWARE

E. E. U. U. DE A.

January 28, 1918

New England Talking Machine Co.
16-18 Beach Street,
Boston, Mass.

Gentlemen:

I am indeed pleased with the PERFECTION FLEXI-TONE Reproducer that you sent me for use on my phonograph. It does all that you claim for it--and a lot more. It makes certain lateral-cut records that seemed thin before, full and rich when played with your reproducer.

I tried it on --- records, using an "elbow" attachment that is adjustable, and by centering the stylus properly to the --- record grooves, obtained with your reproducer a very rich and beautiful tone, and of course, all necessary volume. It also plays the ----- records very clearly and beautifully.

I congratulate you on a most remarkable product.

Very truly yours,

N.B.—This is only one of many letters we have received praising the NEW PERFECTION FLEXI-TONE REPRODUCER. You can see and hear for yourself by sending for a sample to

NEW ENGLAND TALKING MACHINE CO., 16 Beach St., Boston, Mass.

Columbia Records



Wonderful Choral Records Feature Widely Varied April Program

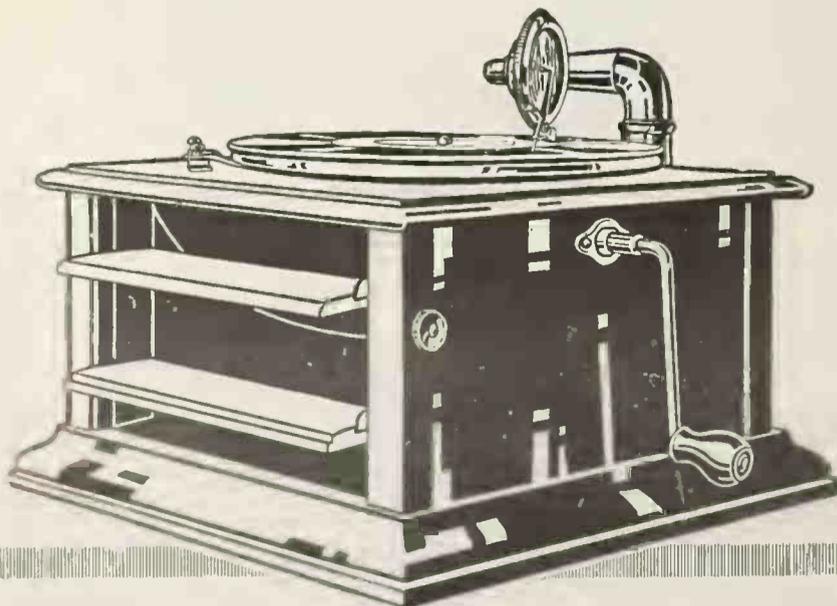
Father Finn's Paulist Choristers took New York by storm; their tour is a triumphal success. These famous boy singers, who make records exclusively for Columbia, have two splendid numbers in the April list—Tschaikowsky's "Legend" and Bach's "Sing Ye to the Lord."

Stracciari, who won new laurels in his recent appearance with the Chicago Opera Company, sings with tremendous power and fervor for the Columbia April program the heart-touching song to the courtiers from "Rigoletto."

Al Jolson revels in melodious ecstasy over a priceless gem—his "Lump of Sugar Down in Dixie."

A pair of song hits from Chu Chin Chow—swirling, coaxing, compelling dance records by Handy Jazzers; Jazarimba Orchestra; Jockers Brothers and Prince's Band—the very newest war songs—Cohen at the Telephone Again—these give just an idea of the straight-through superlativeness of Columbia's April offerings.

Give them half a chance, and they'll sell themselves. Order early.



Columbia
Grafonola
\$18

Columbia Gra

Woolworth Buil

Columbia Grafonolas



Sell the Joy of Good Music—Let the Price Fix Itself

No matter how little money a customer can afford to pay for good music, there's a Columbia Grafonola to suit his purse.

The one he can afford to buy is the one to sell him. For, though it is the instrument that is delivered at his home, what he is really buying is the joy and comfort of music.

The low-priced model, at \$18 or \$30, will give him his desire. A moderate expenditure for an instrument will enable him to buy more records than if he puts nearly all his available purchase money into a higher-priced Grafonola.

Acquaintance with the Grafonola, increasing enjoyment of the wide variety and splendid quality of Columbia music, will make your customer a regular purchaser of Columbia Records, and an advertiser of his Grafonola among his friends.

Some day he will buy a higher priced instrument. That day will take care of itself, if you take care of his present desire in the right way.

Columbia superiority is as marked in the lowest priced instrument as in the Grafonola de luxe.

Gramophone Co.
New York

Columbia
Grafonola
\$30





THE LATEST ALBUM



No. 1012

This album has heavy green envelopes, interlocked so that each envelope forms an individual record container. Both ends are finished with brass metal tops as shown in illustration.

Best Value on the Market for the Money

NYACCO METAL BACK ALBUMS

The Only Metal Back Album Manufactured. A Leader in the Album Field

Write for Samples and Prices

NEW YORK ALBUM & CARD CO.

23-25 Lispenard St., New York

JAN RUBINI AND THE PATHE

Famous Pathé Artist Gives Informal Recital in Curtis-Colyear Warerooms

LOS ANGELES, CAL., March 1.—Jan Rubini, the famous violinist, who records for the Pathé Frères Phonograph Co.'s library, was a recent visitor to this city, and gave an informal recital in the establishment of the Curtis-Colyear Co., the prominent Pathé dealer in this city.



Jan Rubini's Recital in Curtis-Colyear Co.'s Phonograph Department

Mr. Rubini, who is internationally prominent, has made a number of Pathé records which have

been very successful. His concert at the Curtis-Colyear store was commented upon very favorably in the local papers, and this progressive Pathé representative took advantage of the opportunity to use some effective publicity in behalf of their Pathé department.

KNOWING THE RECORD NUMBERS

Persons who buy talking machine records probably have noticed that most of the dealers possess the faculty of remembering the numbers and do not have to refer to the catalogs when a record is asked for by the title and not the number, remarks a writer in the New York World. It's all a matter of practice, according to a Chambers street dealer, who said: "It's all in the day's work. You see, remembering the numbers of records is just about the same as remembering telephone numbers. Some are good at it and some are not, but the average dealer in records usually has the numbers of the records at his finger tips."

VICTOR WIRELESS COURSE READY

Instruction in Wireless Telegraphy by Means of Records and Instruction Books Heralded as a Distinct Aid to the Government

The Victor Talking Machine Co. has just announced a special course of instruction in wireless telegraph by means of records and accompanying books of instruction. In announcing the course the company says in part:

"Higher pay and better rating are two benefits which the Victor retailer may now help our soldiers to obtain. He may also assist the nation in overcoming a critical need.

"In co-operation with the Marconi Institute in New York, we have prepared a course in wireless telegraphy with that object in view.

"The United States Army and Navy are in need of thousands of skilled wireless operators and a complete course of study may be carried on by means of these records, in camp and at home, at a very small fraction of the expense that is ordinarily involved.

"The course consists of six ten-inch double-faced records with book of instructions, all securely packed in a special container in which they may be transported readily. Our retail price is \$5.00 per set.

"Here again the Victor retailer is in position to assist solving one of the big national problems and enable the individual soldier to promote himself from the ranks.

"A special poster and descriptive folders will be used to feature this new product, and to give these records the widest circulation is a patriotic duty no less than a business proposition."

Special posters and descriptive folders will be issued for the use of the dealers in featuring this latest Victor product, which should meet with a ready demand.

Arrangements have recently been made with the Marconi Institute in New York to accept orders through Victor dealers for the books on wireless, "Practical Wireless Telegraphy," and "Military Signal Corps Manual," as well as subscriptions for the magazine, "The Wireless Age." A discount will be allowed on the orders.

L. L. LEVERICH AS A WRITER

Assistant Advertising Manager of the Columbia Co. Clever With His Pen—New Cohen Record

In the April list of new Columbia records will be featured a record to be added to the already popular "Cohen" series. This record will be designated as A2488, and will contain two recordings: "Cohen at the Real Estate Office" and "Cohen Calls His Tailor on the 'Phone." It is interesting to note that the former selection was written by Lester L. Leverich, assistant advertising manager of the Columbia Co. Mr. Leverich has achieved signal success as a writer and composer of witty song and verse, and a number of his compositions have been published in magazines and newspapers. It is said that his "Cohen" record is well calculated to compare in popularity with the original "Cohen" selection, the sales of which have reached phenomenal totals. Both sides of this new record are recorded by Joe Hayman, who has made all the "Cohen" records to date.

FIRE IN ALBANY STORE

The stock of the Standard Phonograph Co., 618 Broadway, Albany, N. Y., was badly damaged by fire last week. After the blaze it was found that several talking machines had been stripped of their electric motors and an investigation is being made.

AIDING WAR STAMP CAMPAIGN

Charles K. Haddon, vice-president of the Victor Talking Machine Co., is directing the War Stamp sale movement in Camden County, where it is expected \$3,500,000 will be raised by the sale of the stamps.

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

Carrying Straps: No. 1 \$1.00; No. 2 \$2.00; No. 3 \$3.50

ORDER SAMPLE COVER ON APPROVAL

With Name of Machine silk embroidery on any Cover; extra, 25c.
With Dealer's Name and Address, first Cover; extra, \$1.00
Same on additional Covers, each extra, 50c.

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 Wareroom

Grade "D" Cover with No. 3 Straps.

\$1,000,000 IN SONORA ORDERS

Frank J. Coupe Returns From Whirlwind Trip in Which He Booked Big Orders for 1918—Big Selling Campaign Now Being Planned

Swinging out from the executive offices in New York, Frank J. Coupe, sales and advertising director of the Sonora Phonograph Sales Co., Inc., jumped from city to city visiting the trade, and after a two weeks' whirlwind trip (with fourteen nights on sleepers), returned recently with over a million dollars' worth of 1918 orders for Sonoras. The first stop was Indianapolis, the next Chicago. Business in phonographs in the Windy City is excellent, Mr. Coupe reports, the local representatives, C. J. Van Houten & Zoon, ordering very heavily for the coming year's business.

At Milwaukee Yahr & Lange, Sonora distributors, were the hosts at a banquet given to the Wisconsin Sonora dealers. In this section everyone has money, is spending it for talking



Frank J. Coupe

machines, and the prospects are splendid. Two of the out-of-town guests at the Milwaukee meeting were Sewall Andrews, of the Minneapolis Drug Co., and Oscar Maurer, of the Kiefer-Stewart Co., of Indianapolis, two important Sonora distributors. Many new dealers were signed up, Sonora 1917 sales having been so extensive that it was clearly apparent to every prospective dealer that the Sonora is an extremely easy instrument to sell, decidedly popular, and in strong demand. Many dealers were almost completely sold out and rush orders for immediate delivery by express were commonplace.

At St. Joseph, Mo., a salesman's meeting was being held by C. D. Smith & Co., and Mr. Coupe outlined the policies of the Sonora Co. for 1918 with reference to the plans for extensive and unique dealer co-operation and assistance which the Sonora advertising department now has in preparation.

Business in Salt Lake has been phenomenal and the Strevell-Patterson Co. were found to be highly enthusiastic over the merits of the Sonora and are preparing for a great year.

That the farmers are cashing in on wheat, corn and other high-priced food products and are buying Sonoras was attested by the Southwestern Drug Co. of Wichita, Kansas, who expect that the coming twelve months will establish new high-selling records. Dealers everywhere were urged by Mr. Coupe to order early this year because of extraordinary transportation and manufacturing conditions.

The results of this short trip of Mr. Coupe's were highly gratifying to George E. Brightson, president of the company, who also visited some of the dealers during this period.

The distributors all along the line were at stations to welcome "Frank J," as he is popu-

"TALKING MACHINE IS THINKING MACHINE" SAYS LAUDER

Well-Known Singer Points Out That the Thoughts It Inspires in the Soldiers at the Front Are Pleasant Thoughts of Home and the Dear Ones Left Behind

"When I was across in France seeing the boys," said Harry Lauder, "I often thanked the inventor of the talking machine for not having lived in vain. A record out yonder, where the mud is much deeper than even in the streets of dear auld Glasca on the worst winter day, a record brings back the sniff o' the hills, the wee ingle neuk, and the days o' auld lang syne. It's graun, I'm tellin' ye! What an invention! Voices o' loved ones always wi' you; sangs o' the hameland, the mountain and glen to inspire you, to fill your heart and strengthen your arm. Aye, the talking machine is a thinking machine, and the thoughts that it inspires are pleasant thoughts—thoughts o' hame and the dear ones left behind."

Such is Harry Lauder's description of music among the men at the front in an interview with the London Phono-Record shortly after his return from his recent visit to the Western front. "I'll tell you a wee story," he proceeded in his own pawky and inimitable way, "an' it's no' a madeup yin, min, I'm telling ye! This is a story of how a gramophone backed up the gallant soldiers o' a gallant Scottish Regiment. The day's duties had been long and arduous, and for hours and hours the Jocks had been

under a fierce bombardment—without a rest and without a halt. Then day gave way to night. Shells were continually bursting; Lazy Lizzies, Whistling Willies and a' the rest o' the devil's messengers. Now the rain came on. Sheets and sheets o' it—rain that looked as if it never would stop, and made one wonder where it all came from. Even the trenches were flooded. That night passed and at dawn the Germans were scattered and new positions were taken. But still it rained."

Harry at this stage quietly chuckled, puffed away at his pipe, and went on. "Several hours later the boys were relieved, and tramped miles back to their rest camp—amid mud to the knees all the road, and with the water streaming down their necks and squelching in their boots. It was evening before they arrived at the place where warm tea, warm clothing, and a good dry bed awaited them, but, man, even before a helmet was doffed one o' the Jocks made for the company gramophones. He slipped on a record, wound up the machine, and started it agoin'. And the discomforts of the past thirty-six hours were sent into oblivion when the machine calmly churned out, 'When You Come to the End of a Perfect Day.'"

larly known, and when this cheerful sales manager told of the coming period models and outlined the new plans for aiding the dealers in increasing sales (which for the present must remain confidential), the Sonora dealers were a unit in declaring that in selling methods the 1918 Sonora program is bound to prove an eye-opener to those who do not realize that the phonograph industry is one of the fastest growing and most progressive lines in the country, and that despite all pessimistic talk the war is bound to increase and not decrease sales.

Mr. Coupe stated that the more expensive models from \$150 up are in surprisingly good demand, and the Sonora officials are all gratified that the Sonora idea of making the "Highest Class Talking Machine in the World" rather than the largest number of the lowest-priced talking machines, is being emphatically approved by the public.

It requires as much courage to go over the top of a rut as to go over the top of a trench.

ADDRESS GRAND RAPIDS DEALERS

L. C. Wiswell and C. B. Gilbert Principal Speakers at Recent Annual Meeting of Retail Music Dealers' Association in Grand Rapids

GRAND RAPIDS, MICH., March 2.—Among those who attended and spoke at the recent annual meeting of the Grand Rapids Retail Music Dealers' Association were Leslie C. Wiswell, manager of the wholesale Victrola department of Lyon & Healy, Chicago, and C. B. Gilbert, representing the Victor Talking Machine Co., Camden, N. J.

Mr. Wiswell dwelt at length upon present existing conditions in the trade and their effect on the distribution of both machines and records and stated that now was the time for the development of closer co-operation between the merchants in the various cities. Mr. Gilbert also reviewed the present trade situation from the standpoint of the factory man, and gave the retailers some valuable information.

Lansing Khaki Moving Covers

PROTECT VARNISH IN THE COLD WEATHER

and enable you to deliver your phonograph 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.



No. 3 Carrying Strap Shown in Cut, \$1.15

GRADE B
\$5.00

GRADE A
\$7.50

Carrying Straps Extra

Use the Lansing Khaki Moving Cover and your delivery troubles will be over.

Write for booklet

E. H. LANSING
611 Washington St., BOSTON

SAN FRANCISCO OFFICE, Room 530 CHRONICLE BLDG.
WALTER S. GRAY, Manager

THE TRADE IN BOSTON AND NEW ENGLAND

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

BOSTON, MASS., March 5.—As emphasized a month ago February was a very short month, the shortest one on record, because of the coal shortage which closed up tight three successive Mondays so far as business was concerned. As to the advantages of this Monday closing, which all told continued for five successive weeks, there is much difference of opinion. Spring is approaching, the weather is milder, the days longer, and all this means the use of less fuel for which the business interests certainly are most grateful. It is not surprising, therefore, that business has been rather light, but the one thing that has acted as a welcome stimulus has been the visit of the Chicago Opera Co., which is treated at more length in the succeeding paragraph. One thing that the talking machine men must be given credit for: they have uniformly accepted the unpleasant conditions gracefully; there have been no murmurings, no complaints, and they have come forward generously in response to every appeal for assistance, and there is not a week going by that some new campaign is not inaugurated. Two forthcoming whirlwind campaigns are to be the second drive for the Red Cross and the third Liberty Loan, and the trade may be depended on in advance to do its share. All honor to the patriotic stand which the trade is taking.

Chicago Opera Co. Stimulates Trade

With the appearance of the Chicago Opera Co. in Boston for two weeks, its season at the Boston Opera House ending on March 2, the various talking machine houses in Boston were keenly alive to the importance of exploiting the records of the various artists. Incidentally the company made a great success, a far greater one than had been expected, and the publicity manager, Rufus Dewey, showed himself an adept in giving proper prominence to the company and in working in effective unison with the talking machine headquarters managers. At all of the Victor distributing centers, notably the Oliver Ditson Co., the Eastern Talking Machine Co., M. Steinert & Sons, C. C. Harvey Co., George Lincoln Parker and A. M. Hume Music Co., there was a great call for the Galli-Curci records, for this artist made as pronounced a hit in Boston as in New York. The Columbia stores featured Stracciari, Baklanoff and Mary Garden, all exclusive Columbia artists. The Pathé, which does the recording for Muratore, Fitzu, Chenal, Rimini and Raisa (the latter won new laurels

for her work here) featured these singers in their advertisements.

In the opera program there were advertisements by the Vocalion Co., the Pathé Phonograph Co. with Hallet & Davis Co. mentioned as one of the dealers; the Brunswick-Balke-Collender Co., which used a picture of Muratore in calling attention to the Brunswick machine; M. Steinert & Sons Co., the Oliver Ditson Co., the Grafonola Co. of New England, the C. C. Harvey Co. and the Victor Co. itself, which had the whole of the back page.

Increases Executive Force

Oscar W. Ray, the New England manager of the Emerson Phonograph Co., is rapidly filling in his field with a staff of competent men, and there is growing evidence of the value of the school for salesmen which the parent company has started over in New York. One of Manager Ray's new men is H. L. Coombs, who comes from New York and will handle Connecticut and western Massachusetts. The local headquarters also have lately connected up with several important stores in the western part of the State through which such cities as Fall River and New Bedford and others will handle the Emerson line. Copies of the first issue of the "Emerson Spotlight" have reached this city and dealers are delighted with its appearance. Mr. Schwartz, who is in charge of the Emerson foreign department, was a visitor in Boston the latter part of February, making his headquarters with Manager Ray. Mr. Ray, by the by, was up in Montreal a while ago looking over the Emerson business there. On his way he encountered severe storms and cold and saw no less than eight engines stalled between Rouse's Point and Montreal.

L. W. Hough Increases Line Handled

L. W. Hough, of 20 Sudbury street, who is well known as the representative of the George A. Long Cabinet Co., manufacturers of disc record cabinets, has added a general line of albums for records which are manufactured by the New York Album & Card Co., in whose line of goods discriminating representatives of the trade are interested. Mr. Hough is ready at all times to give prompt attention and service to his customers, for whose inspection there will always be a full line of goods.

Steinert Co.'s Patriotic Records

M. Steinert & Sons Co., Victor wholesalers, have issued two booklets of a patriotic nature.

One is a little song book with words and music of seven patriotic numbers; the other is an essay on "Your Flag and Mine," with reproductions of famous pictures and colored facsimiles of the various flags of American history. The Victor warerooms of the Steinert Co. at Arch street and at the Boylston street stores have been experiencing very good business these past few weeks, despite the comparatively few business days.

About Will Ellsler

Townsend Walsh, dramatic critic for the Boston Traveler, thus writes in his paper of a well-known salesman at Arthur C. Erisman's establishment in Tremont street, one, it may be added, who has a great many friends in the business:

"I ran across Will Ellsler on Washington street the other afternoon. No more road-touring for him, he sagely said; at least not till theatrical conditions regain their normal equilibrium. Mr. Ellsler is the son of John A. Ellsler, one of the pioneer managers of the Middle West who was responsible for launching Abraham L. Erlanger in the business. Effie Ellsler, the one-time favorite, is Will's sister. Mr. Ellsler is now located here in a trustworthy position with the Grafonola Co. of New England."

Some Grafonola Co.'s News

Louis Besserer, who has been a valued member of Arthur C. Erisman's staff in the Grafonola Co. of New England, is in service, and is attached to the Charlestown Navy Yard, where, as he is an experienced musician, the violin being his specialty, he has been placed in charge of the orchestra.

Stanley B. Bowman, who left the Grafonola Co. of New England some time ago to associate himself with the Columbia distributor at Portland, Me., has returned to his first love, where his old associates are glad to again have him with them.

Lillian Dunnigan has severed her connection with the Grafonola Co. of New England after having served as cashier for five years.

Makes "Hit" at Pilgrim Publicity Dinner

George W. Hopkins, general sales manager of the Columbia Co., arrived in Boston on the first of the month especially to be present at the dinner that night of the Pilgrim Publicity Association. Mr. Hopkins came here from Chicago and at the conclusion of the dinner took the midnight train back to New York, which

Habits Have to Grow

For several years past Eastern Victor Service has made a specialty of speeding up the record end of the Victor business.

We have therefore contracted the *good habit* of giving the Victor dealer efficient record service.

EASTERN TALKING MACHINE CO.

177 TREMONT STREET

BOSTON, MASS.

made his visit here with Manager Fred E. Mann a very short one. The topic of his address at the advertising men's dinner was "The Psychology of Merchandise." Mr. Hopkins got a big reception from his Boston friends, who are legion here, and he has fond memories of the days he lived in this city.

Books Good Brunswick Phonograph Orders

F. H. Walter, of the Brunswick-Balke-Collender Co.'s staff, has just returned from a very successful trip taken to Providence, Fall River and New Bedford, in all of which places he was able to quicken the spirit of dealers as to the merits of the Brunswick line of machines. Just now the Boston headquarters are pushing the sale of Pathé records as well as Brunswick phonographs and the demand throughout New England is rapidly growing. Mr. Walters has the sympathy of his friends in the loss of his mother, which occurred three weeks ago in New York.

Recovered From Indisposition

A. M. Hume, head of the A. M. Hume Music Co., Victor dealers, was confined to his home in Melrose for a few days lately with a severe cold. He is now back at the warerooms, we are glad to say. Herman Baker, also of this house, is back from a trip taken to Philadelphia a while ago.

Perfects New Flexi-Tone Reproducer

The New England Talking Machine Co., with which Charles Trundy is closely identified, has finally perfected its new Perfection Flexi-Tone reproducer, on which Mr. Trundy has been diligently at work for some time. Demonstrations are being given at the factory, and a number of talking machine experts are dropping in to study this reproducer at close range.

Composite Victor Retail Publicity

The Eastern Talking Machine Co., Victor wholesalers, has just worked out a scheme of local advertising which is finding immediate favor with those directly interested in the plan. It is a sort of composite advertising in which sixty or seventy Victor dealers are co-operating. The advertisement, which is two columns wide, is to appear weekly throughout the year in one or more of the Boston dailies, and each week there is some special artist featured at the top.

Visiting Columbia Artists

R. F. Bolton, who has lately been made sales manager of the Columbia international record department, was in Boston for a short time toward the end of February. Another local caller at the Columbia wholesale quarters was L. L. Leverich, the company's assistant advertising manager, who came here largely in the interests



STEINERT'S
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

M. STEINERT & SONS CO., 35 Arch St., BOSTON

of some of the Columbia artists who at the time were appearing with the Chicago Opera Co. at the Boston Opera House. S. J. Pabske, a salesman of the international sales department, is spending some time in this territory just now looking over the local field.

Good Reason for His Pride

Wholesale Manager Billy Fitzgerald, of the Eastern Co., is proud of the fact that he now has three nephews in the service of the country. The last one to ally himself with the great cause is now a lieutenant of engineers in the 101st Regiment. Another nephew is a lieu-

tenant in the Regulars, and the third one is a radio inspector.

Good Showing for Shortest Month

R. S. Hibshman, manager of the Aeolian-Vocalion, says that despite the short month business made a good showing in the machines which his house handles. Mr. Hibshman is regretting the anticipated loss of one of his good men, Albert Feldman, who is expecting to be called any day now to enter the service. He is to be connected for a time with the army and expects to go to Dartmouth College for a course
(Continued on page 22)

The discerning wholesale buyer has learned to

SPECIFY BAGSHAW STEEL NEEDLES

Because of their quality, supremacy and reputation

W. H. BAGSHAW CO. Lowell, Mass.

TRADE CONDITIONS IN BOSTON

(Continued from page 21)

of training. Mr. Feldman has made a marked success in selling Vocalion machines.

Closed an Excellent Month

The Pardee-Ellenberger Co., Inc., reported having had a very good month in Edison phonographs and records despite the brevity of the working days in February. Manager Silliman says that March has made an excellent start, all the traveling men are out and sending home encouraging reports of trade conditions, which are rapidly improving, and the prospects, generally speaking, are rosy for a good spring business. He states, also, that little difficulty was experienced from the coal shortage, that there were only a few hours on one day when when the

DEATH OF GEO. A. WALDRON

Old-Time Talking Machine Man Who Has Been Closely Associated With Its Mechanical Development Passes Away in Quincy, Mass.

BOSTON, MASS., March 8.—The talking machine world will be sorry to learn of the death of George A. Waldron, familiarly known as "Pop" Waldron, which occurred recently at his home in Quincy following an operation, which was the first illness he had had in many years. His relation to the talking machine business covered a period of twenty-seven years, he having entered it in 1891 as master mechanic for the New England Phonograph Co., then located in the Boylston Building at the corner of Washington and Boylston streets. He was one of the original talking machine men in the country, and invented many devices for cylinder machines which he never had the good fortune to get patented, and these he held closely to himself to the time of his death. In those early days he was associated with Carl G. Childs, who to-day is manager of the Victor recording laboratory at Camden, N. J.

Mr. Waldron was the originator of the first dictating machine, which he installed in the Boston police department and in the offices of several local lawyers, and from this beginning came the more complete machines of to-day that are in widespread use. The Eastern Talking Machine Co. possesses two of these original dictating machines.

Mr. Waldron used the old wax cylinder record and he used to shave these in a back room at his home in Quincy. He had been associated with the Eastern Co. for the last thirteen years as master mechanic. He was a native of Quincy, and is survived by his widow and two daughters, both school teachers. He was fond of hunting and duck shooting, and he often could be found sailing his craft in the waters of Quincy Bay.

The man with money may succeed, but he must have more than money; he must have brains to handle the business in which that money is invested.

steam got down to a point where inside work was uncomfortable.

To Form a Victor Dealers' Association

A Boston visitor, welcomed among the Victor trade, has been J. A. Frye, a representative from the home office who makes periodic trips to this city. He is here at this time in the interests of forming a Victor dealers' association, a plan which has met with considerable encouragement, and of which there will be more to report in a subsequent issue of The World.

Well Satisfied with Results

The C. C. Harvey Co. feel well satisfied at the business done in both Edison and Victor outfits in February. The early closing had some effect on trade conditions but there always seemed much to do in Manager White's department from morning till closing time.

ATTRACTIVE PATRIOTIC WINDOW

Buffham & Co., of Idaho Falls, Idaho, Make Timely Display of Grafonolas

IDAHO FALLS, IDAHO, March 2.—The patriotic window display of Grafonolas made by Buffham & Co., of this city, has attracted a great deal of



Buffham & Co.'s Window Display

attention and praise. The general scheme of coloring is carried out in the National colors, the central design being two Columbia machines. The ribbon crepe paper is alternating red, white and blue, and the floor is covered with red, white and blue crepe paper. Records of a patriotic nature are displayed to good advantage. The window is not an expensive one, but is very attractive and effective, as may be judged from the illustration herewith.

OFFERS PRIZE FOR WINDOW FEATURE

In a recent issue of "Printers' Ink" there was published over the signature of the Emerson Phonograph Co. an announcement offering a \$50 prize for the best suggestion with sketch or drawing and color scheme submitted before March 15 which would provide something permanent for the windows of the dealers selling Emerson records. It is suggested that this suggestion be something unique and telling which Emerson dealers can utilize to stimulate and increase sales.

ILSLEY'S GRAPHITE PHONO SPRING LUBRICANT

Ilsey's Lubricant makes the Motor make good
Is prepared in the proper consistency, will not run out, dry up, or become sticky or rancid. Remains in its original form indefinitely.
Write for special proposition to Jobbers.
MANUFACTURED BY
ILSLEY-DOUBLEDAY & CO., 229-231 Front St., New York
Established 1853

FEATURING BROOKS PHONOGRAPH

Some Interesting and Informative Literature Bearing Upon the Phonograph Made by the Brooks Mfg. Co., Saginaw, Mich., Recently Sent Out to the Trade—Tells of New Model

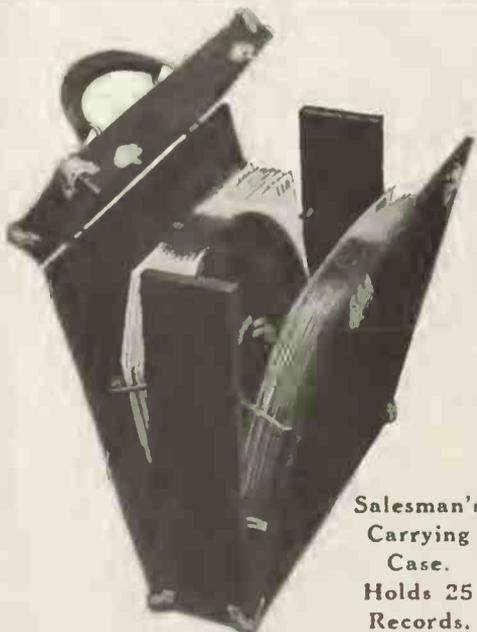
The Brooks Mfg. Co., Saginaw, Mich., has issued a very attractive large-sized circular devoted to a detailed description of the 1918 model of the Brooks phonograph. This model embodies a number of distinctive improvements over the 1917 design, and in its present form is one of the most attractive instruments that has been offered the dealers during the past six months.

The Brooks phonograph has won considerable comment from talking machine dealers throughout the country, owing to the fact that it is the only machine on the market that is equipped with an automatic repeater that plays and repeats any size and any make of disc records any number of times and then stops automatically at the will of the operator. This is all controlled by means of a small dial which sets, starts and stops the machine, and which will play any desired number up to nine or continuous. The dial is a model of simplicity, and when a record has been played as many times as set for, the machine will stop automatically with the tone-arm suspended in the air above the record. There is no necessity of lifting the needle off the record to change records, as this is done automatically. In operation the needle is lifted from the inner edge of the record, and gently deposited at the outer edge of the record cutting, accurately and perfectly.

Other improvements in the 1918 model include a counter-balanced lid support. Large nickel or gold-plated casters replace the smaller ones formerly used. The greatest improvement of the 1918 model, however, is a lever that may be moved with the finger which throws the repeater on or off. When this lever is placed in the off position the phonograph operates the same as the ordinary phonograph, thereby allowing the user to utilize the repeater at will.

The Brooks Mfg. Co., which is one of the country's leading high-grade furniture manufacturers, has a fifteen-acre plant at Saginaw. It has been manufacturing the Brooks phonograph for three years, and during 1917 its sales doubled every four months. It manufactures only one size of phonograph, retailing at \$165 with the repeater nickel-plated, and \$200, with the repeater gold-plated.

A salesman's indifference will discourage the most eager customer.



Salesman's Carrying Case.
Holds 25 Records.

Automatic RECORD CONTAINER

Makes Records Instantly Accessible

Opens automatically—remains open at the right place—every record in plain sight—closes easily and quickly.

No weight to handle—no more broken or misplaced records.

Files all records—simple—practical—durable.

Manufacturers get shop rights—to equip your Talking Machines.

AUTOMATIC CONTAINER CO.
5 NORTH LA SALLE STREET CHICAGO



Holds 100 records.

Pleases your customer—sells quickly—satisfactory in Parlor or Library.

Dealers, get prices on sample line.

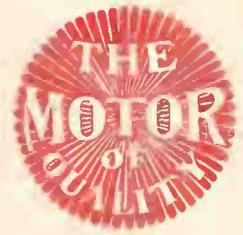


Otto Heineman Phonograph Supply Co.

INCORPORATED

25 WEST 45th STREET, NEW YORK

FACTORIES, ELYRIA, O.—NEWARK, N. J.—PUTNAM, CONN.



CHICAGO

ATLANTA

SEATTLE

CINCINNATI

TORONTO

DEAN STEEL NEEDLES

DEAN QUALITY

combined with

HEINEMAN EFFICIENCY

If you are *not pleased*
with the

Quality

and

**Quantity
Deliveries**

of

**DEAN
Needles,**

kindly tell us

"We are at your service"

The Dean Steel Needle is
the standard needle of
the phonograph industry

Otto Heineman
President

If you are *pleased*
with the

Quality
and

**Quantity
Deliveries**
of

**DEAN
Needles,**

kindly tell others

*"Service is our
watchword"*

MEISSELBACH

TONE ARMS MOTORS SOUND BOXES

TALKING MACHINE BUSINESS MOST ACTIVE IN ST. LOUIS

Great Record and Machine Demand—Educating Brunswick Dealers—Value of Window Displays Emphasized by Columbia Co.—Victor French Course Admirably Featured—Art Models Popular

St. Louis, Mo., March 5.—The talking machine business in this community is as good as the traffic can bear. Both records and machines are making high-water marks of sales where the dealers, jobbers or retailers, have the stock to meet the demands. Even the used-machine dealers report unusually good business. Collections are reported very good from a retail standpoint, although some of the jobbers and manufacturers report that country dealers in some instances are a trifle slow.

Manager Jackson, of the Brunswick agency, is changing the method somewhat of introducing his machines to the dealers. Traveling Representative McGinnis will, hereafter, spend a longer time with each dealer to better equip him to meet the problems that arise. A good many of the Brunswick dealers now being signed are new to the talking machine business and the idea is to prepare them to give service from the start. The Brunswick distribution in this district has exceeded expectations, but the only embarrassment in meeting demands has been the freight traffic situation.

One of the recent successes in retailing has been the window displays distributed by the Columbia Co. These have scored a decided success in bringing to the front the records named and dealers without exception note instant increase in sales. C. R. Salmon, of the Columbia wholesale department, says that while there was much trouble in getting dealers to order the displays at first, now they are signing contracts for an entire year. Mr. Salmon, by the way, has finished with the draft board. After waiving all exemption and going in Class 1A, he has been set back to Class 5 because he is too light for his height.

The effort to push the Victor French course created a good deal of interest. The Famous & Barr Co. rather scored on this feature. Manager Ditzell had obtained the approval of the French Consul on the records before he began his advertising campaign, and when the special days came he had present at the record rooms the consul and a visiting French airman, both of whom added to the attractions of the sale and gave their best efforts at showing the people that they were good records. An adequate number of records were in stock but later demand cleaned up even what was regarded as reserve stock, but more arrived by the time it was planned to make a second drive on them.

Ben Phillips, for two years retail sales manager for the Columbia Co., has been transferred to the wholesale department and will travel in north Missouri. His early reports indicate that he is taking hold on his new job. L. Tippen, who came to St. Louis from Pittsburgh, where he has been in the employ of Columbia dealers, is in charge of the wholesale store at present. The Columbia Co. is planning a rather energetic advertising campaign on behalf of records by Helen Stanley, Bert Williams and Eddie Brown, who are to be attractions here shortly.

Guy Golterman, the former manager of the St. Louis Symphony Orchestra, whose plan for reproducing the addresses by President Wilson and other notables by talking machine records, returned from the East a few days ago and brought some of his records with him. These will be produced through "The People's Forum." Soon after his return he called a meeting of the local committee, consisting of Homer Bassford, a local newspaper man, A. L. Condon, of the Baldwin Piano Co. staff, and himself to try out the records in the public buildings here. Manager Irby W. Reid and C. R. Salmon, of the Columbia Co., were called upon to accompany the committee and they went to the Coliseum to try the records in his hall, the largest in the city and in which something like 20,000 persons can be seated. A \$60 horn machine was placed in the middle of the main floor and the records could be plainly heard in all the galleries. Those

privileged to hear the records declared that they were a most pronounced success.

President Silverstone, of the Silverstone Music Co., Edison jobbers, has gone to French Lick Springs, Ind., for an extended vacation. He was ordered away from his business by his physician, who declared that he was on the verge of a nervous breakdown. Mr. Silverstone had been working exceedingly hard since he began his plans to remove his store to the newly opened warerooms and the delays pertaining to building at present, the constant changing of plans to make the new warerooms more distinct and the trouble of moving and the subsequent opening plans were too much for him and he was unable to attend any of the opening festivities. When he left here he planned to leave the health resort long enough to go to New York to the Edison jobbers' meeting and then return there. Before going Mr. Silverstone installed Myron Goldberg, of Philadelphia, as vice-president and general manager of the Silverstone Music Co.

The Artophone Co. reports an excellent retail trade and that the jobbing trade is all that the firm can handle. Among the recent notable shipments was one that went to Chile, putting this comparatively new institution in the ranks of exporters.

The last week in February the talking machine trade in the four department stores was seriously disturbed by a strike of many of the clerks in those stores, who sought recognition of a clerks' union. While none of the sales folk in the talking machine departments "went out," the trade conditions in the stores were very seriously disturbed and trade was more or less slack all week, especially the record trade. Many persons would not go into the stores for small purchases while pickets were on duty. The machine trade was less affected as persons seeking to make larger purchases braved the

pickets and the ill will of organized labor. The strike did not reach the violence stage.

Late in February considerable interest attached to the window displays on Olive street of high art models. The Silverstone Music Co. displayed a \$1,600 Edison machine, the Field-Lippman Piano Stores the Brunswick Italian Renaissance model and the Columbia Co. the \$600 model. One of these machines was put into the window without signs and with all doors closed, and it was amusing to stand outside the window during the period that it was so exhibited and hear the speculations as to what it was.

A. H. Curry, an Edison jobber at Dallas, was a recent visitor. He wished to see the local stores with a view of getting suggestions.

A recent peculiar circumstance was that Miss Rose Marshal and Miss Bessie Platt, experienced and efficient saleswomen with the Thiebes Piano Co. talking machine department, resigned to go into the millinery business. It has been very seldom that the talking machine folk have quit the game to go into something else here. Usually, the talking machine trade draws from other lines.

MAKING IMPROVEMENTS IN STORE

WILKES-BARRE, PA., March 4.—The Landau music and jewelry firm at 70 South Main street, this city, are making important changes and improvements in their store which will cost several thousand dollars. Recently they closed a new lease of the building for ten years, and plan to install several elaborate Victrola salons on the second floor, and also enlarge their sales and display rooms throughout the building. The Landau firm, which is one of the oldest and most progressive in the State, having been located on South Main street since they began business in 1893, is composed of S. Landau, H. Landau and H. M. Michlosky.

Never mind about the regular way of doing things if you have a better way.

**To the Talking Machine Man Who
Is Not Selling Pianos—Why?**

When Piano Dealers started to sell Talking Machines with so much success, did they do so at the expense of their piano business? NO—the combination proved to be an instantaneous success—each has helped the other.

Your business, selling talking machines only, is probably as big as an exclusive business as you can make it. Why not branch out? You can do with Pianos what the piano man did with Talking Machines.

With little additional investment and the same overhead expense, you can sell Pianos and Player Pianos profitably. Your piano business will help your talking machine business, and you will make more money. For particulars address

KOHLER & CAMPBELL, Inc.

11th Avenue and 50th Street
NEW YORK CITY

The most successful
manufacturers of Pianos,
Player Pianos and Grand
Pianos in America.

**Kohler &
Campbell,
Inc.**

11th AVE. and 50th ST.
NEW YORK

Dear Sirs: Kindly
send us full particu-
lars of your plan to
combine profitable Piano
and Player Piano selling
with our present business.

TEAR OFF THIS COUPON AND MAIL

BUFFALONIANS ARE CROWDING THE RECORD DEPARTMENTS

Impossible to Supply Demands for Grand Opera Records—H. A. Brennan With Victor Co.—New Brunswick Dealers—Some Changes in Sales Staff—New Pathé Dealers—Sonora Line With Goold

BUFFALO, N. Y., March 5.—Buffalonians are crowding the record departments of the local stores these days and are clamoring for the latest records. Their enthusiasm is unbounded and their purchasing power seems to fall little short of this standard, but everywhere the oft-recurring report is made: "The supply of records, like the machines, is far less than the demand." Jobbers and dealers say that unless factory output and railroad conditions prove an insurmountable handicap this will be a banner year in the trade. Expanding business in machines and records has caused one concern to seek larger quarters. New dealers are being appointed in the Buffalo territory and the list is to be augmented as the year advances.

It is reported that the recent performance of the Peerless Record Makers in this city has helped the local sale of records materially.

O. M. Kiess, manager of the local branch of the Columbia Graphophone Co., has let contracts for new Columbia quarters at 733-737 Main street. There will be two floors, with 10,000 square feet of space. The place will be ready for occupancy by May 1.

C. M. Wall, assistant manager of the Columbia, is spending the greater part of his time on the road. G. B. Stacey, in charge of the Dictaphone, reports that that branch of the business is increasing rapidly, and that he has equipped some of the largest business houses in Buffalo.

Charles Powers, of Neal, Clark & Neal's shipping department, and O. H. Williams, traveling representative of that firm, have joined the colors.

H. A. Brennan has resigned as manager of the Victrola department of the William Hengerer Co. to go with the Victor Talking Machine Co. Mr. Brennan successfully reorganized the Hengerer Co.'s Victrola business, which in 1917 was the largest in the history of the firm.

J. R. Flynn is manager of the Buffalo branch of the Brunswick-Balke-Collender Co., and Fred G. Eigenbrod is in charge of the Brunswick phonograph department of this branch. These firms were recently appointed Brunswick dealers: J. G. Seeger & Sons, Buffalo; E. W. Edwards & Son, Rochester, and the Kane Furniture Co., Kane, Pa. These concerns, as well as Froess Bros. and Stafford & McArdle, both of Erie, Pa., and the H. H. Roberts Trading Co., Blossburg, Pa., all report good business on the Brunswick.

Arthur Gesser has been appointed a salesman in J. N. Adam & Co.'s Victrola department. W. R. Gardner, manager of this department, will conduct shortly a spring Victrola week. He will be backed by plenty of newspaper advertising and window displays.

In the windows of Denton, Cottier & Daniels are military posters advertising "new Victor records of popular patriotic selections."

Victor & Co., Pathéphone jobbers, have appointed McNamara & Sharro Pathéphone dealers. This last-named concern is opening an exclusive Pathéphone shop at 335 Elk street, Buffalo.

C. N. Andrews, O. L. Neal, V. W. Moody, O. M. Kiess and T. A. Goold recently attended a Cleveland meeting of the Talking Machine Dealers' Association of Northern Ohio.

Albert Schwegler, of Schwegler Bros., Victrola dealers at 219 Genesee street, is building an attractive bungalow in Butler avenue.

W. D. Andrews, of Syracuse, a member of the firm of W. D. & C. N. Andrews, was a recent visitor.

The H. D. Taylor Co., 99-115 Oak street, is jobbing the Perfectrola talking machine in Buffalo and vicinity.

John G. Schuler, Sonora dealer, who received considerable publicity last fall by taking a sen-

TALKING MACHINE DEALERS —READ THIS—

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

NYOIL
IS BEST

FOR ANY TALKING MACHINE



Being made in our Watch Oil Dep't, the same care given in refining as in our "Watch Oil," as all gums and impurities are extracted, leaving it Colorless, Odorless and Stainless.

BEWARE OF SCENTED OILS

Machines will not clog if oiled with NYOIL. NYOIL is used by the U. S. Gov't in Army and Navy. A trial order will make a permanent customer of you.

Ladies use NYOIL for Sewing Machines, for it is stainless.

Sportsmen find NYOIL best for Guns, for it keeps them from rusting.

NYOIL is put up in 1oz., 3 1/4 oz. and 8 oz. Bottles, and in Pint, Quart and Gallon Cans.

For Sale by all Talking Machine Supplies Dealers

WILLIAM F. NYE, New Bedford, Mass., U. S. A.

sational ride in a Curtiss aeroplane, says he intends to repeat the performance "as soon as the frost is out of the ground this spring."

The Hoffman Piano Co., Sonora dealer, reports that embargoes have somewhat lifted and that shipments are coming through more promptly.

J. H. Hackenheimer, of C. Kurtzmann & Co., has returned from a Western trip. Roy S. Dunn, representing that firm, is in the South.

Lawrence H. Montague, Columbia dealer, has written a new "America," which is being used at the various military camps and by Billy Sunday choruses.

The Ediphone is being widely advertised in the Buffalo newspapers. This machine is being handled by the Roach-Reid Co., 316 Mutual Life Building, Buffalo.

Goold Bros., Inc., have taken on the Sonora line. This is in addition to the Victor line, which they have handled for some time.

The Boston Music Co., of 218 Genesee street, features the Columbia. Harry Fairbanks, proprietor of this store, has been a violin instructor in this city for several years.

The Verbeck Musical Sales Co. reports active spring business on the Columbia and Delpheon.

MUSIC FOR FORESTRY REGIMENT

Thirty-eight Grafonolas Ordered for Great U. S. Regiment of Engineers Now in France

The Columbia Graphophone Co., New York, received recently an order from P. S. Risdale, editor-in-chief of the "American Forestry" magazine, Washington, D. C., for thirty-eight Grafonolas No. 15, enclosed in regular army trunks for the members of the Twentieth Engineers (Forest). These instruments were donated by the Welfare Committee for Lumbermen and Foresters in War Work, and the American Forestry Association. The Grafonolas were shipped to Chaplain Smith, headquarters, Twentieth Engineers (Forest), Washington, D. C., and will subsequently leave for France, where the regiment will be stationed.

These Grafonolas are for the use of thirty-eight separate companies of the Twentieth Engineers (Forest), the largest regiment in the world. This regiment is composed of the country's leading forestry experts, who are equipped to render invaluable service to the armies of Uncle Sam and the Allies abroad. Some of the companies in this regiment have already reached the "other side," and their reports home are typical of the cheery, optimistic spirit which is characteristic of America's fighting forces. These forestry engineers are welded together in an efficient, result-productive organization which is giving tremendous assistance to the "boys" in the trenches.

Delpheon
the
Incomparable

Your nearest distributor will give you prompt service and the fullest co-operation.

DELPHEON plus DELPHEON SERVICE brings SUCCESS

The Delpheon Shop
117-119 Peachtree Arcade
Atlanta, Georgia

Delpheon Sales Company
25 Church Street
New York City

Walter Verhalen
Busch Building
Dallas, Texas

Verbeck Musical Sales Co.
435 William Street
Buffalo, New York

Chicago Display
Sixth Floor, Republic Building

Or write direct to

The DELPHEON COMPANY
BAY CITY MICHIGAN

THE STANDARD AUTHORITY



OF THE INDUSTRY IT SERVES

A Price Announcement

For over twelve years, the size of The Talking Machine World has steadily increased.

For over twelve years the editorial scope of The Talking Machine World has steadily grown.

For over twelve years the circulation of The Talking Machine World has steadily expanded.

To-day The Talking Machine World is triply dominant—in circulation, in prestige of editorial columns, and in the amount of advertising carried.

For over twelve years there has been no increase in the subscription price, but

With the May, 1918, issue the subscription price of "The World" will become \$2 a year

A Chance to Save Money

Subscriptions will be accepted at the existing rate of \$1 a year for one, two, or three years in advance, providing the remittance is in the mail prior to May 15, 1918. Every dollar spent now means a dollar saved. Act now if you want to economize.

EDWARD LYMAN BILL, Inc.

Publisher of
 THE TALKING MACHINE WORLD
 THE MUSIC TRADE REVIEW
 E. L. B. TECHNICAL LIBRARY

373 FOURTH AVENUE
 NEW YORK CITY



With every regiment that goes to the front, war songs become more popular. Ten of them, splendidly sung, in the Columbia April list. A2493, "There's a Service Flag Flying at Our House," sung by the Sterling Trio, will go straight to thousands of hearts.

Columbia Graphophone Co.
Woolworth Building, New York

INDIANAPOLIS TRADE COMPLAIN OF STOCK SHORTAGE

Business, Both Wholesale and Retail, Very Active—Conference of Pathé Dealers—Stewart Co.'s Big Victor Business—Standke Boosts Brunswick—Ready-File Co.'s Expanding Trade

INDIANAPOLIS, IND., March 5.—Business for local talking machine dealers picked up briskly during the closing days of February and rounded out a good month for most of them.

The wholesale dealers report their business as exceedingly good with the chief difficulty being in getting sufficient machines and records from the factories to supply the demand.

W. E. Pearce, of the phonograph department of the Brunswick-Balke-Collender Co.'s branch here, reports that the Brunswick business has been exceptionally good since the first of the year. George McCarty, of Fortville, Ind., is making a record on the number of the higher-priced Brunswick models he is selling.

J. E. Nash & Son, of Franklin, Ind., who also do business in Greenwood and Edinburgh, are

showing good results with the Brunswick. Jensen Brothers, who run the Brunswick Shop of Terre Haute, Ind., are figuring on opening a larger store soon.

T. H. Bracken, manager of the Starr Piano Co.'s branch, said that he is looking for a big year for talking machines. Mr. Bracken is planning to push this end of the Starr business this year.

The Stewart Talking Machine Co., distributor of the Victor line, reports that the dealers have been doing a phenomenal record business, and Emerson Knight, advertising manager for the company, says that the national advertising done by the Victor Co. continues to "pull like a team of oxen."

Miss Agnes Fryeberger, of Minneapolis, will

come to Indianapolis soon to talk to Indianapolis school teachers on the use of Victor machines in the schools. The Stewart Co. is planning on calling a meeting of its dealers to have Miss Fryeberger, who has written several texts on this subject, address them.

A. H. Snyder, manager of the Edison Shop, does not believe in letting conditions control his business.

"The business is here to be got, just the same as it was before the war," said Mr. Snyder. "But we have different conditions to meet and must adjust our tactics to meet them.

"The dealer who sits in his store and expects the buyers to come in might as well close up his shop. You've got to get out to the homes and take your proposition to the homes to do the business." Mr. Snyder has been very successful in working his salesmen in zones in which he has divided the city.

George Standke, manager of the local Brunswick Shop, gave the Brunswick a big boost before the American Club in the Chamber of Commerce. This club is composed of about sixty business men who meet every Monday and each member is allowed a day to boost whatever business he is in. Mr. Standke brought a Brunswick machine to the meeting on his boosting day and the machine did the work in great style. He also gave souvenir calendars away.

M. C. Rosner, manager of the Vocalion department of the Aeolian store, said that business picked up during the last days of February, and that the record business had been exceptionally good since the holidays.

The Mooney-Mueller-Ward Co., distributors of the Pathé, are planning to invite their dealers to a conference to be held within the next two weeks. R. B. Goldsbury, in charge of the company's Pathé department, reports that many contracts have been signed in the last month, and that business for 1918 is looking fine. Lambert Bertha, of La Fayette, Ind., has been engaged to assist Mr. Goldsbury.

H. A. W. Smith, manager of Pathéphone Shop, reports that February business was normal, and that indications are for a good business.

H. E. Whitman, manager of the Victor and Edison department of the Pearson Piano Co., says that the record business continues unusually brisk while the sale of machines runs only fair during January.

Officials of the Ready-File Co. are highly pleased with the way Edison dealers in convention at New York recently took to the Edison machine ready-files which will be ready for the market soon. The company has been unusually successful with its file for Victor machines.

Ben Brown, manager of the Columbia store, reports that February business was satisfactory. George W. Hopkins, general sales manager of the Columbia Co., visited the store Tuesday.

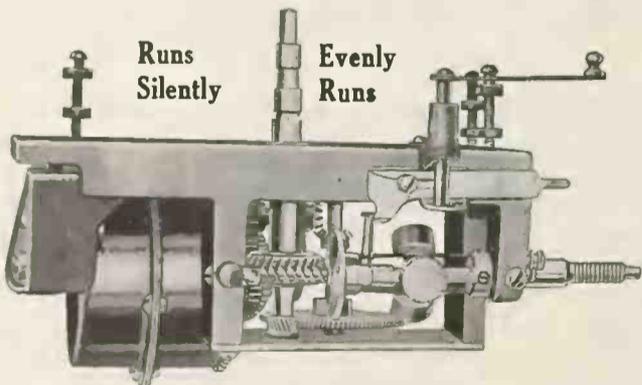
The Ideal Phonograph Co., Rockford, Ill., has been incorporated with capital stock of \$5,000 by B. J. Swanson, John Kinge and M. H. Gustafson.



Three
Styles

Four
Sizes

Every manufacturer building talking machines knows that the success of his business depends wholly upon the satisfaction his products give to the dealer and the user. Therefore he realizes that only the best parts are good enough to put into his machine. That's the reason thousands of Dayton Motors are being sold. Their Superiority makes them



"The Best Motor
In the World"

Let us prove it's the best for
you too—in quality, price and
service.

Dayton Tone Arms are universal, playing any disc record. Five styles—all good.

Dayton Reproducers are scientifically correct and thoroughly practical. Two styles.

Build satisfaction into your products by using the quality line—Dayton Motors, Dayton Tone Arms, Dayton Reproducers. They will bring you more business and satisfy the most exacting customers.

THE THOMAS MFG. CO., 322 Bolt Street, Dayton, Ohio

STEELCRAFT NEEDLES

“MADE RIGHT TO PLAY RIGHT”

Harry R. Leithold, of the Fred Leithold Piano Co., La Crosse, Wis., wins 100,000 Needles for sending us the “first choice” name for talking machine needles of

“STEELCRAFT”

What influenced Mr. Leithold in submitting the name “STEELCRAFT” was our recent announcement in this publication in which we said:

“To assist in selecting the proper name we wish to state that we will manufacture the best steel needles that can be put on the market. Our process of manufacture will be such as to insure the reproduction of every delicate shading and tone. Continued use of our needles by your customers will mean contented patrons at all times.”

“STEELCRAFT” means PERFECTION. This name emphasizes that the Steelcraft Needle is the supreme achievement of modern craftsmanship.

Remember the name **“STEELCRAFT”** when ordering needles from your wholesale distributors for Steelcraft Needles are **“Made Right to Play Right.”**

RECORD NEEDLE & MFG. CO.

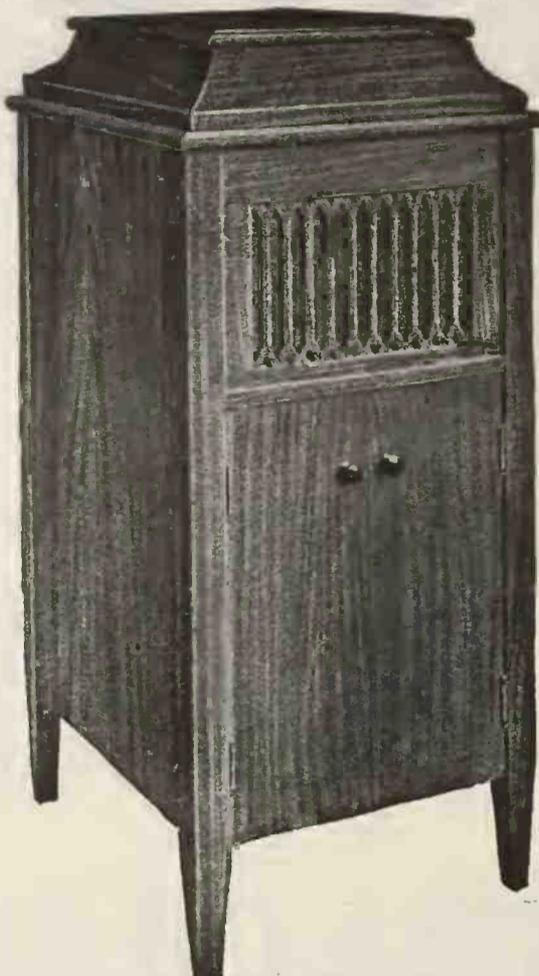
MANHATTAN BLDG.

MILWAUKEE, WIS.

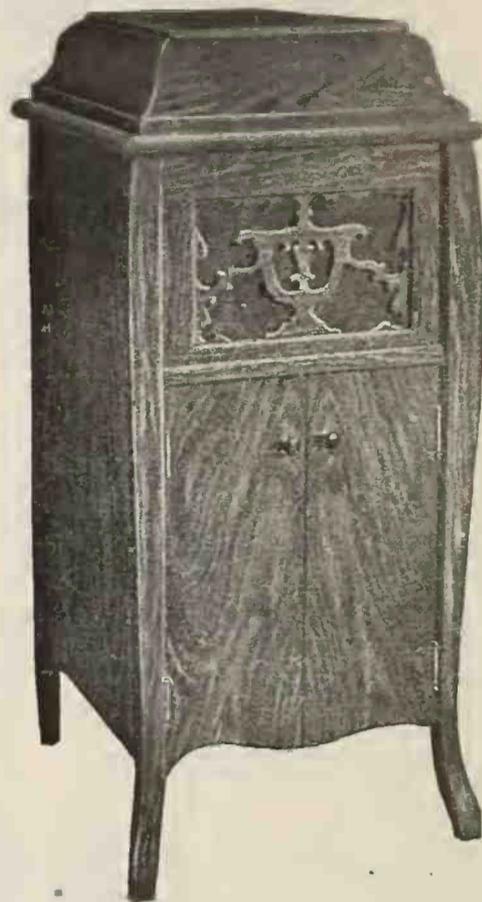
Lucky 13 Phonograph Co., 3 East 12th St. NEW YORK



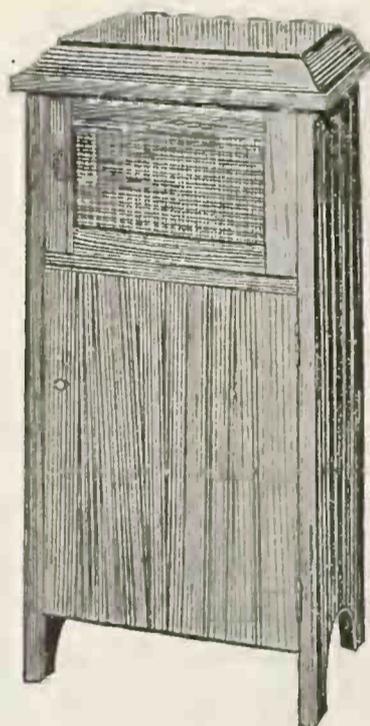
Type B—40 in. high. \$18.50 Wholesale
Double Spring Motor Plays all Records



Type C—43 in. high. \$20.50 Wholesale
Double Spring Motor Plays all Records



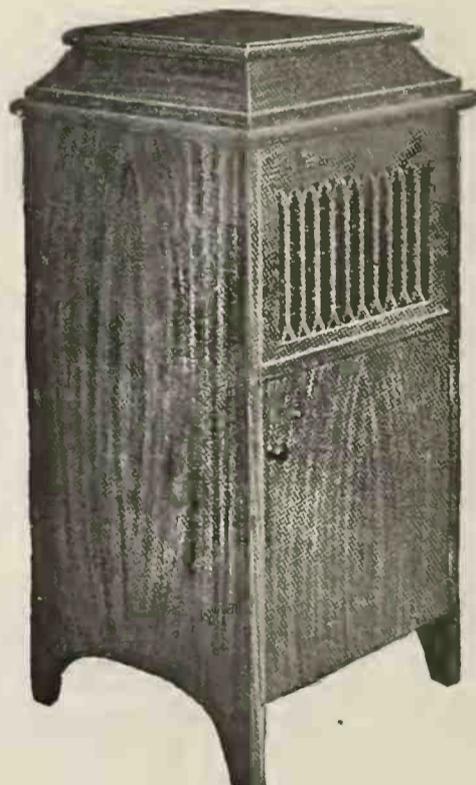
Type D—46 in. high. \$26 Wholesale
Double Spring Motor Plays all Records



Type A, in Oak—35 in. high. \$13 Wholesale
Double Spring Motor Plays all Records



Type 15 \$8 Wholesale
Double Spring Motor Plays all Records



Type A, in Mahogany Finish—35 in. high
Double Spring Motor Plays all Records \$15 Wholesale

STEEL NEEDLES

65c per thousand. Immediate Delivery.

RECORDS

The "Popular" Brand, 10-in. double face, lateral cut, all instrumental:

32c in lots of 100
30c in lots of 1000
29c in lots of 5000

MOTORS

No. 01—8-in. turntable\$1.25	10-in. turntable\$1.40
No. 1—10-in. turntable 2.65	12-in. turntable 2.95
No. 5—10-in. turntable, double spring, plays 2 records 2.75		
No. 6—10-in. turntable, double spring, plays 3 records \$3.50	12-in. turntable 3.85
No. 8—12-in. turntable, double spring, plays 3 records 4.75		
No. 9—12-in. turntable, double spring, plays 3 records 5.75		
No. 10—12-in. turntable, double spring, plays 4 records 6.75		
No. 11—12-in. turntable, double spring, plays 7 records 8.50		

MAIN SPRINGS

No. 01—1 in. 22 gauge 7 ft.	20c ea.	100 lots 18c ea.	1000 lots 16c ea.
No. 0—3/4 in. 20 gauge 8 ft. 6 in.	25c ea.	100 lots 20c ea.	1000 lots 19c ea.
No. 1—3/4 in. 25 gauge 10 ft.	39c ea.	100 lots 35c ea.	1000 lots 33c ea.
No. 2—13/16 in. 25 gauge 10 ft.	39c ea.	100 lots 35c ea.	1000 lots 33c ea.
No. 3—7/8 in. 25 gauge 11 ft.	49c ea.	100 lots 44c ea.	1000 lots 42c ea.
No. 4—1 in. 23 gauge 10 ft.	49c ea.	100 lots 44c ea.	1000 lots 42c ea.
No. 5—1 1/4 in. 25 gauge 11 ft.	90c ea.	100 lots 85c ea.	1000 lots 80c ea.

GOVERNOR SPRINGS

\$1.00 per hundred. Special price on large quantities for motor manufacturers.

SAPPHIRE POINTS AND BALLS

Sapphire Points13c each in 100 lots	12c each in 1000 lots
Sapphire Balls15c each in 100 lots	14c each in 1000 lots

TONE ARMS AND REPRODUCERS

No. 1—Tone Arm and Reproducer \$.90
No. 2—Tone Arm and Reproducer, for playing all records 1.25
No. 6—Tone Arm and Reproducer, for playing all records 2.25
No. 7—Tone Arm and Reproducer, for playing all records 2.25
No. 8—Tone Arm and Reproducer, for playing all records 2.25
No. 4—Tone Arm and Reproducer, for playing all records 2.65

NEEDLE CUPS

\$20.00 per thousand, \$17.50 per thousand in 5,000 lots. Larger quantities still lower.

NEEDLE CUP COVERS

\$10.00 per thousand, \$9.00 per thousand in 5,000 lots. Larger quantities still lower.

We also manufacture special machine parts such as worm gears, stampings, or any screw machine parts for motor manufacturers. Special quotations given for Canada and all other export points. Merchandise delivered with custom duty, war tax and freight paid by us. Write for our 84 page catalogue, the only one of its kind in America. Illustrating 33 different styles talking machine and over 500 different phonographic parts, also gives description of our efficient repair department.

Why Grand Opera Artists Are Heard at Their Best Through Talking Machine Records

No greater tribute to the perfection of talking machine record making can be conceived than the remarks of critical purchasers these days when selecting records of noted opera artists whom they have heard in New York, Chicago and Boston, that their records are not only equal to their voices, but in some respects the numbers are sung with a perfection and artistry that even transcends the work of the artists in person on the operatic stage.

This is not surprising, for it is a well-known fact that almost without exception many grand opera stars would rather sing before the most critical audience than before a talking machine. The latter is a critic that records every imperfection, and when the test comes it often tells the story of slipshod work. The grand opera singer must sing 100 per cent. perfect in making a record, and this is oftentimes impossible on the opera stage. Hence it is that talking machine records of the grand opera artists are so absolutely perfect.

One would think that it is the simplest thing in the world to stand up before a talking machine and sing, and it might be if the singers did not have to use any more care than they do before an audience.

In the first place it is rather uncanny, standing in a big empty room before a mammoth horn protruding from between curtains, with the conductor away up high where he will not interrupt the sound waves, and the orchestra made up in number and instrumental quality especially for this work.

The singer stands on a wooden platform at the mouth of the receiving trumpet. A few hurried directions are given, and then strict silence is the rule. No human voice or sound

but that of the singer and the music must now disturb the atmosphere, for the machine behind the curtain relentlessly records every little sound wave.

A red light is flashed, and the orchestra gets to work. Then at the crucial moment the artist has to sing to this strange little assembly with the same zest he would under the inspiration of brilliant lights, beautiful clothes, splendid settings and an applauding audience. It is an ordeal, because he has to sing with far greater care in front of the talking machine than is required when an audience is to be pleased. The slightest variation means a start-over, a slight clearing of a throat, a deep breath or slight shuffle of the feet—and the revolving discs record every one of these faults—and the record is spoiled. But these faults are all criticized by an experienced record-director, and it is his business to see that nothing short of the perfect records are produced—because from these first moulds are made all of the thousands of records that go into so many homes.

When the artist has finished, the record is played over and the imperfections criticized. The weak spots are rehearsed, and the whole trying business commenced over again.

And so it is acknowledged by many of the operatic, concert and music-hall stars that to produce a record of pure and distinct tone is far harder than to make their way successfully through a whole operatic score. It is a tremendous task to get a set of the perfect records from the opera favorites. It has been said that Caruso has been forced to spend over four hours of untiring work before he was able to perfect his "Ridi Pagliacci" in the opera of "I Pagliacci," and in that time was forced to

make over thirty fresh starts before a disc of pure and distinct tone was obtained. This may be fiction, or extravagance of statement, but every operatic artist, whether Caruso or Mme. Galli-Curci, knows that when they make records they are singing to millions rather than to the thousands in the opera house, and the most particular pains are taken to have them right—absolutely perfect.

EXPANSION OF DELPHEON BUSINESS

Sales Manager R. W. Gresser Says That the Business of the Delpheon Co. Has Tripled in Volume During the Past Two Months

BAY CITY, MICH., March 5.—The Delpheon Co., of this city, manufacturer of the Delpheon phonograph, is making rapid progress in all parts of the country, and R. W. Gresser, sales manager of the company, states that the Delpheon business has practically tripled itself in the past two months. It has grown so rapidly that the company is only able to barely keep up with the demand, and it seems as though immediate preparations to provide for adequate expansion are imperative.

Mr. Gresser states that the company is in a better position to do this now than a year or even six months ago, as the work in the factory is now thoroughly systematized, and it is possible to turn out the completed Delpheon phonograph with far less work than before, and on a far more efficient basis.

Orders are being received daily from the Delpheon distributors in the South, and, judging from their reports, there is an era of stability and prosperity in this section of the country.

Foreign Records, too, —at Grinnell's

WE HAVE A LARGE STOCK OF ALL THE FOREIGN RECORDS

Those of foreign birth, irrespective of country, are, almost without exception, music-lovers, and if there are such in your territory you are missing a fruitful source of added business and profits if you are not provided with vocal selections in their own tongue or instrumental music characteristic of the country from which they came.

Glad to go into this matter with you further and give you fullest information regarding any and all details.

Grinnell Bros

Distributors Victrolas and Records

First and State Streets, Detroit

We are of course splendidly equipped to supply you with any of the other Records issued by the Victor Company.

You Should Have a Stock of the Marconi-Victor Wireless Telegraph Records.

They meet a present, and very great demand—they provide a service that is not only unique but of definite value to the country—they demonstrate your progressiveness and up-to-dateness—they afford another source of profit for you.

No better time to order them than TODAY!

Let us add your name to those receiving our advance list of Records likely to be the best sellers. The service is free—and you'll find it of great value.



Will you spend three cents to get rid of that vexing sales problem? That's all the expense necessary—a letter to the Columbia Dealer Service Department will bring you the answer you need.

Columbia Graphophone Co.
Woolworth Building, New York

MAKING TOUR OF WHOLESALERS

W. P. White, Manager of Wholesale Victor Department of Thomas Goggan & Bro., Houston, Tex., Making a Most Interesting Trip

A recent visitor to New York was W. P. White, manager of the wholesale Victor department of Thomas Goggan & Bro., Houston, Tex., who is at present on a tour that is taking in the principal cities east of the Mississippi. Mr. White is devoting his efforts to calling on Victor wholesalers, and negotiating the purchase, sale or exchange of surplus stocks, and is meeting with an excellent measure of success. On the way to New York he called on a number of Southern jobbers and also visited the Victor factory. He also called on the trade in New England, and on his way home will visit Pittsburgh, Cleveland, Detroit and nearby cities.

Mr. White, who took charge of the Goggan department about a year ago, was before that time connected for some months with the trav-

eling sales department of the Victor Talking Machine Co., covering New England, and thus has an excellent knowledge of the problems of both the Victor wholesaler and the Victor dealer.

TO AMEND PERSONAL PROPERTY LAW

Bill Now Before State Legislature Provides for Cash and Instalment Prices Being Shown

A bill has been introduced in the New York State Legislature by Assemblyman H. W. Smith to amend the Personal Property Law in relation to displaying the selling price on goods sold under contract or conditional sale. The bill (Assem. Int. No. 537, Pr. 580) adds new Section 68 to the Personal Property Law providing that a conditional vendor who displays or exhibits goods to be sold under conditional sale, shall attach to such goods or chattels, sample or samples, in a conspicuous place, a statement of the selling price for cash and under conditional sale. Violation is a misdemeanor.

L. M. COLE WITH GIBSON-SNOW CO.

Appointed Eastern Representative for New York State Distributors of Sonora Line

L. M. Cole, the "Sonora Man," whose well-prepared booklet on phonograph merchandising



L. M. Cole

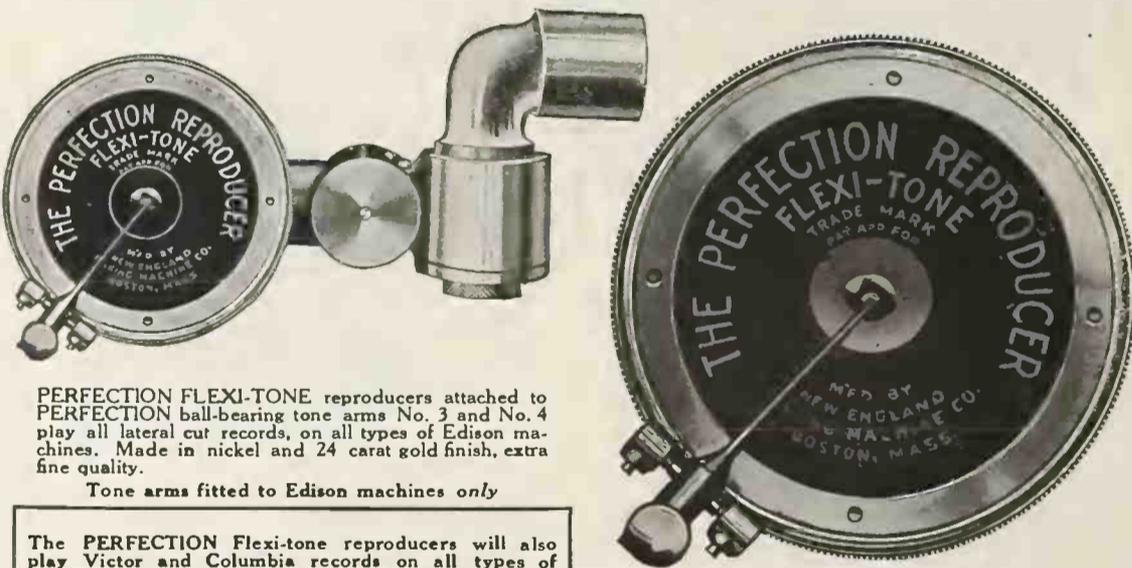
received favorable comment from the trade some months ago when Mr. Cole was manager for John G. Schuler, Buffalo, N. Y., prominent Sonora dealer, has been recently appointed Eastern representative for the Gibson-Snow Co., Inc., New York State distributors for the Sonora line.

Mr. Cole's thorough knowledge of the Sonora line ideally equips him to render valuable and efficient service to the Sonora dealers in the territory he will visit, and there is no doubt but that his previous retail experience will stand him in good stead in his present post. The Gibson-Snow Co. is planning an aggressive wholesale campaign, and judging from their business to date, it will be productive of excellent results.

INCORPORATED

The Bolway Co., Inc., Syracuse, was incorporated in Albany, N. Y., last week with a capital stock of \$40,000 for the purpose of dealing in sporting and athletic goods. Those interested are F. E. Bolway, the well-known phonograph jobber, of Syracuse; A. W. Fielder, New York, and E. V. Powell, Chicago.

Manufacturers—Jobbers—Dealers



PERFECTION FLEXI-TONE reproducers attached to PERFECTION ball-bearing tone arms No. 3 and No. 4 play all lateral cut records, on all types of Edison machines. Made in nickel and 24 carat gold finish, extra fine quality.

Tone arms fitted to Edison machines only

The PERFECTION Flexi-tone reproducers will also play Victor and Columbia records on all types of Pathe machines, as they can be attached to the joint that is being sold with the machine for playing these records.

PERFECTION FLEXI-TONE reproducers No. 3, No. 6 and No. 7 fit all types of Victor and Columbia machines. Made in nickel and 24 carat gold finish, extra fine quality.

These reproducers and arms are the very finest made mechanically. The PERFECTION FLEXI-TONE reproducers are the most perfect phonograph reproducers built, reproducing all lateral cut records, from highest pitched soprano, to lowest pitched bass, as perfectly as the records were recorded in the recording room. Wonderful clarity of sound, as well as great volume. Extra fine quality of finish guaranteed. Manufacturers, jobbers and dealers will find in this line of reproducers just what they have been looking for, as they are assembled by skilled workmen especially adapted to this kind of work, producing a product built with watchlike precision.

All accessories in stock ready for immediate shipment. Phonograph manufacturers can have PERFECTION FLEXI-TONE reproducers fitted to their machines. Write for prices, information, etc.

NEW ENGLAND TALKING MACHINE CO.
16-18 Beach Street BOSTON, MASS.

Ohio Talking Machine Dealers Hold First Annual Banquet

CLEVELAND, O., March 4.—The first annual banquet of the Talking Machine Dealers' Association of Northern Ohio, Hotel Winton, the evening of February 20, marked a new era for the members of the organization.

The spirit of the meeting reflected the determination of everybody present to make 1918 a banner year despite handicaps imposed by the European war. The attendance was representative, several out-of-town men prominent in the talking machine business being guests.

The "messages" from the Victor, Columbia and Edison factories delivered by representatives of these big producing plants were stimulating and assured retailers that the manufacturers are not discouraged but will drive straight ahead turning out machines and records as fast as physical conditions will permit.

Charles K. Bennett, general manager of the Eclipse Musical Co., qualified as president and acted as toastmaster. The other officers installed are: First vice-president, A. W. Roos, of the Columbia Graphophone Co.; second vice-president, Elsie E. Baer, of the M. O'Neil Co., Akron, O.; secretary, James G. Card, of the Lakewood Music Co.; treasurer, A. L. Maresh, of the Maresh Piano Co.; assistant secretary, E. B. Lyon, of the Eclipse Musical Co.

Mr. Bennett will not announce his standing committees until the March meeting of the association—the third Wednesday of the month.

There was a splendid menu of eatables and popular and patriotic songs, in which the diners joined, helped to put every one in good humor.

President Bennett Reviews Conditions

President Bennett started the speech-making with an excellent address, during the course of which he said:

"I cannot help but feel that we all have been well repaid for our efforts in organizing this association, and which I am quite sure will develop into one of the strongest and largest organizations in the country; first, because we have represented here merchants from all over this State showing the spirit and desire to cooperate for the good of the business, and secondly, because we have a great number of large cities and all within a comparatively short distance of each other, thus making it possible to have these get-to-together meetings frequently.

"I am firmly convinced that it is the intention of each individual member of our organization to keep his shoulder to this wheel of progress and do his and her part to uphold the policies and principles looking towards the uplift of the business, and as President Hart, of the local Music Trades Association, said the other evening, 'the more open frankness and the better acquaintance we have with one another the more satisfactory will be our business,' and I wish to urge that we adopt this slogan ourselves and carry it out with a view of becoming intimately acquainted with each other.

Many Changes Due to War

"It has been necessary for us to make a great many changes in our business as well as our social life during the past year, and undoubtedly it will be necessary for us to make others in the future, but in no case has the Government interfered with our business, because Mr. Wilson has no intention of so doing. If anything, the President has made our business better because he fully realizes that music is one of the most, if not the most, essential in developing and keeping up the morale of this army and navy that we are now building. Music is, therefore, in more demand to-day than ever before, and that in a measure accounts for the scarcity of machines and records, and with but few exceptions every dealer here to-night showed an increase in his business over 1916. However, he did not come anywhere near supplying the demand that was made upon him.

"The war has opened up a world of new machine and record prospects, as we read in the papers that nine billions of dollars are to be distributed among the working people in the United States this year in return for their labors. These same workers in the past never hoped to be able to earn more than \$15 or \$20 per week, but are now earning \$35 and upwards. These same

Cheerful, Optimistic Messages Greet the Talking Machine Retailers of Ohio

laborers never even dreamed of such a condition and so shaped their lives to live within the \$15 limit. To-day, with the prosperity they are enjoying, they do not know as a matter of fact just how to spend this money, and saving is almost beyond their imagination. They do not enjoy the fine luxuries, such as fine homes and fine clothing, and outside of the larger cities they find it difficult to secure amusements such as theatres, and the 'booze' question is being curtailed to a most marked degree. The conclusion, therefore, is a very plain one.

"This new field open to us now is that section in the mill and factory districts. These work-



President Charles K. Bennett

ing people, like you and I, love music, and in the past have been contented with the 10-cent record and the \$5 machine, and besides did not feel that they were welcome in the exclusive shops, and grand opera music was beyond their comprehension. I had a personal experience this last Christmas with an individual coming into our retail store, dressed very poorly and without even a collar on, smoking a big black cigar, and his hat tilted on one side of his head. He stated that he was looking for a Victrola, something very good, and further explained that they now owned a small \$50 machine. 'You see I am making more money now,' he stated, 'and am traveling in better society, and we really need a big machine.' That describes my thought very clearly, and I want to ask if it is not a fact that there are a great many more just such characters in this city, and in fact, throughout the entire country. They are plentiful, and like my

Important addresses made by President Bennett, Geo. W. Hopkins, Henry C. Brown, J. Raymond Bill, C. H. Grinnell, an Interesting Letter from Wm. Maxwell

old boss used to tell us boys on the road, 'the proposition is just like gold mining, you have got to dig it out'—and so it is you must dig out these fellows who are making good salaries, and you will flatter them, offering them the popular-priced machines as well as to offer the service of your up-to-date store. I could keep on enumerating a lot of other ideas that could be worked and given serious thought; however, just take this little tip and go after the working class as you will find them ready buyers and quite liberal spenders."

Thos. H. Davies' Pertinent Poem

Following Mr. Bennett, Thomas H. Davies made a short address flavored with lots of good humor along the line of existing machine and record shortages. He closed with this poem:

Another year has now passed by,
The future greets us with a sigh.
When e'er machines we try to buy,
The shortage reaches to the sky.
It stares at us as we pass by,
All we can say is, me, oh my.

The jobbers use their old excuse,
And make us all feel like the deuce.
They tell us all there is no use
To pester them, they don't produce
They say they try to do their best
But that machines keep going West.

They told us this a year ago,
And we all thought that it was so.
We dealers do not want to crow
We all have made a lot of dough.
Machines came slow but fast they go,
Let's hope it will be ever so.

And as we get down to facts,
I'm sure we'll all agree
We're lucky that we're living
And in a land that's free.
Our business has been very fine,
Let every one keep this in mind.

We've all made money in the past,
Now is the time we must hold fast.
Our ship is in a heavy storm
Our duties we must all perform.
Let's help each other this year through,
That is the least we all can do.

A. W. Roos was the next speaker and he dwelt briefly on the efforts to be made during the coming year along the line of preserving the present high merchandising ethics of the talking machine retail business.

A "Message From the Victor Factory"

Henry C. Brown, in his "Message From the Victor Factory," declared the ladies are largely responsible for the great demand for talking machines and music. He drew a picture of the early days of talking machines and said the Victor Co. will continue to do what it has done from the start—aid dealers in building up business and placing it on a high basis.

"There is no limit to our business," said he. "Talking machines have added much to the life of our people; they have added both pleasure and profit to the world. Before the advent of talking machines the voices of the world's great singers died when they passed away. We have no way of comparing the voices of artists now dead with those of the great living singers, but the talking machine and its records have made it possible to preserve the human voice, so that when its owner dies posterity will be able to make comparisons between the singing and playing of living and dead artists.

"Before the coming of the talking machine the great artist was silent forever after his or her life was done. Now their efforts are preserved to posterity, like the sculptor's or the painter's."

"Our business is one of the greatest in the world. We should look at it from a high viewpoint. There is no place in our ranks for the fellow who gets discouraged.

"The Victor Co. is probably the largest advertiser."
(Continued on page 32)



Father Finn's Paulist Choristers are taking the country by storm; their New York appearance was a triumph. Are you among the many dealers who are sending in repeat orders for their exclusive Columbia records? A new one in April that will go big.

**Columbia Graphophone Co.
Woolworth Building, New York**

OHIO TALKING MACHINE DEALERS HOLD ANNUAL BANQUET

(Continued from page 31)

tiser in the world and we expended on publicity much more than \$2,000,000 last year and are going to keep right on spending in 1918. I believe in uplift advertising. We are doing it and we are going to keep on doing it. We are optimistic at our headquarters and are trying to spread this optimism all over the country. We are apportioning as much money for publicity in 1918 as we expended in 1917. We are going to give you the same support we did last year and want your co-operation.

"We gave you more goods in 1917 than you got in 1916," said he. "We are going to keep right ahead giving you goods as long as it is physically possible to produce machines. No man can foretell the future cost of goods. Labor, raw material—everything—has advanced and is going higher. The price of some articles has jumped 1,600 per cent. We have solved problems as they came before us and will continue to do so." He cited an instance where representatives of the Victor went to a big brass center to get materials with which to build machines. They were able to get the materials but could not get them accepted by the railroads. Trunks were bought, automobiles hired, and the goods transported 250 miles in this manner to the Camden factories.

In referring to current shortages Mr. Brown said:

"The higher ups set the pace for the buying of talking machines, and naturally when the better classes buy machines the lower classes fall into line. The Victor people could vastly increase their output and their sales if they allowed inferior workmanship and put forth an inferior grade of products, but we will not do this. Every machine that leaves our factories is tested. We invite honest competition, but we have no use for the thief in the dark. It is up to you to defend and stand by the merchandising principles which have made your business what it is to-day. We will protect dealers and the trade as far as we can, if the Federal Government will aid us."

Mr. Brown also explained the needle shortage, and described the Tungs-tone stylus and its particular merits. He explained that the taper point of the ordinary steel needle wears away so that it does not fit down into the groove, while the point of the stylus is of the same diameter its entire length, and wears away evenly and thus always fits into the groove. He recommended the use of the Tungs-tone stylus as it will help relieve the needle shortage.

George W. Hopkins Talks on Salesmanship

George W. Hopkins, general sales manager of the Columbia Graphophone Co., who was scheduled to deliver a "message from the Columbia Factory," really delivered a most inspiring address on salesmanship, in which line he ranks as an expert. In opening his remarks Mr. Hopkins declared that the heart of Columbia employes, each and every one of them, is in the company they serve.

"I went to accept the resignation of a certain man," said Mr. Hopkins, "but when I saw a card in his office reading, 'To hell with yesterday—what's doing to-day?' I did not ask for the resignation, believing that this employe was determined to overcome everything in his path. This typifies the new spirit in the hearts of Columbia employes. We are seeking to put the buyer in the picture with Columbia Grafonolas. If a buyer is in a snap shot with a machine the buyer is in the picture.

"A retailer can start two ways—right or wrong. The phonograph business is different from other lines. Retailers, or many of them, must learn how to merchandise their wares properly in an honest-to-God way.

"It is unfair not to charge interest on instalments. The cash buyer should have a discount equal to the interest on instalment payments.

"The human eye is a finance committee in seeking selling goods. In too many stores goods are not changed about. You find the same old thing in the same old place from day to day and the result is that no attention is paid to such displays. The ways of our grandfathers get us nowhere in business to-day. We must learn to look out—not in. We should get out and talk business methods with other men to get their viewpoint and to swap ideas. When two men swap dollars each has what he had before the trade, but when two men each swap an idea each has two ideas instead of one.

"We are apt to look too much at big sales—and not to watch the small affairs in our business. The man behind the counter should have his chance. The best advertised line of goods in the world can easily be damned by clerks and salesmen who have been offended.

"I would make the clerks of a retail store responsible for the store. Place these men on their merits and their mettle. I would impress upon this class of help why I engaged in business and endeavor to have them look at the results through my eyes and with my ambition to succeed.

"If Tom, Dick and Harry were my clerks I would give each one of them an opportunity to run the store. Each would vie with the other in seeking new ideas, new ways to dress shop windows, etc. In a short time this trio of clerks would be exchanging views with clerks all over the city and gaining ideas to build up my business. It pays to make thinkers and originators out of mere clerks behind the counter.

"I would pass from clerk to clerk when patrons were in my store and offer suggestions which would make the clerks know that I was personally interested in pushing their sales. I would impress my personality on every patron when I could.

"Don't play your game the way the other fellow plays it, for he will beat you; play it a new way, one of your own. Six months is the usual life of a talking machine, so it is up to us to find a way to prolong this life—that is, give the

machine a new lease on life by offering buyers records which reproduce the proper music—melodies that are wanted. The better-grade music, if reproduced at the psychological moment in trying to make a sale, will start a phonograph on a new lease of life.

"Soldiers want music, yet wherever I go I hear pleas for cigarettes for our boys—but seldom a plea for music.

"We will have more failures than ever this year. The rich will buy less, but there is another class making war wages that must be taught how to buy. The fellow who up to now has never had spare cash does not know really how to buy. The two great themes for our educational propaganda are "What to buy" and "How to buy." By advertising the advantages of buying a talking machine we will educate the greatly enriched laboring class to long to own a talking machine. In other words, teach them what to buy. By advertising how to buy a talking machine we will reach that class whose income has been cut down by the war and who therefore are now interested in spending judiciously and with good reason, where heretofore they spent freely and without special thought."

William Maxwell Discusses Non-Essentials

Owing to the fact that he was called upon to attend the annual convention of the Edison Disc Jobbers' Association in New York, William Maxwell, vice-president of Thomas A. Edison, Inc., was unable to be present at the local banquet as expected, but sent a paper, which was read by President Bennett. After a characteristic introduction Mr. Maxwell, in his paper, launched into the discussion of the question of non-essentials and said in part:

"A while back there was quite a number of prominent gentlemen who were pulling long faces and urging that the manufacture and sale of non-essentials be discontinued. A great deal of time was devoted to the preparation of a list of non-essentials. Finally, however, it was discovered that nobody knew what a non-essential really is. I understand that one gentleman said the only non-essential he could think of was lager beer. I do not know why he did not include Bourbon whiskey. Perhaps he is a man who packs a flask on his hip. Another gentleman thought that maybe perfume was a non-essential, but we married men who are familiar with the secrets of feminine toilettes know that perfume is regarded in certain quarters as quite essential.

"The dollar-a-year man and others who were railing against so-called non-essentials apparently did not get very much encouragement from President Wilson. Mr. Wilson intends to

"NICHOLSON"
New Catalog Showing New Styles
RECORD CABINETS
strictly high-grade construction at prices
BELOW COMPETITION
Write for a copy of the catalog and our
special free advertising help for dealers.
K. NICHOLSON FURNITURE CO., Chase City,
Virginia
Sectional Bookcases and Record Cabinets

OHIO TALKING MACHINE DEALERS HOLD ANNUAL BANQUET

(Continued from page 32)

win the war and will go to any necessary lengths to accomplish that result, but it is very evident he does not intend to hamstring business. I cannot understand what ails some of the men who have aired their views as to the proper way to win the war. Take the following for example:

"First, cut out the production of luxuries and non-essentials. Second, cut down the additions to permanent improvements and equipment, restricting them to such only as will aid in carrying on the war and essential industries. Third, keep enough people employed upon the necessities to support the country and the army and put the others to war work. Fourth, turn into the treasury, through taxes and loans, the money

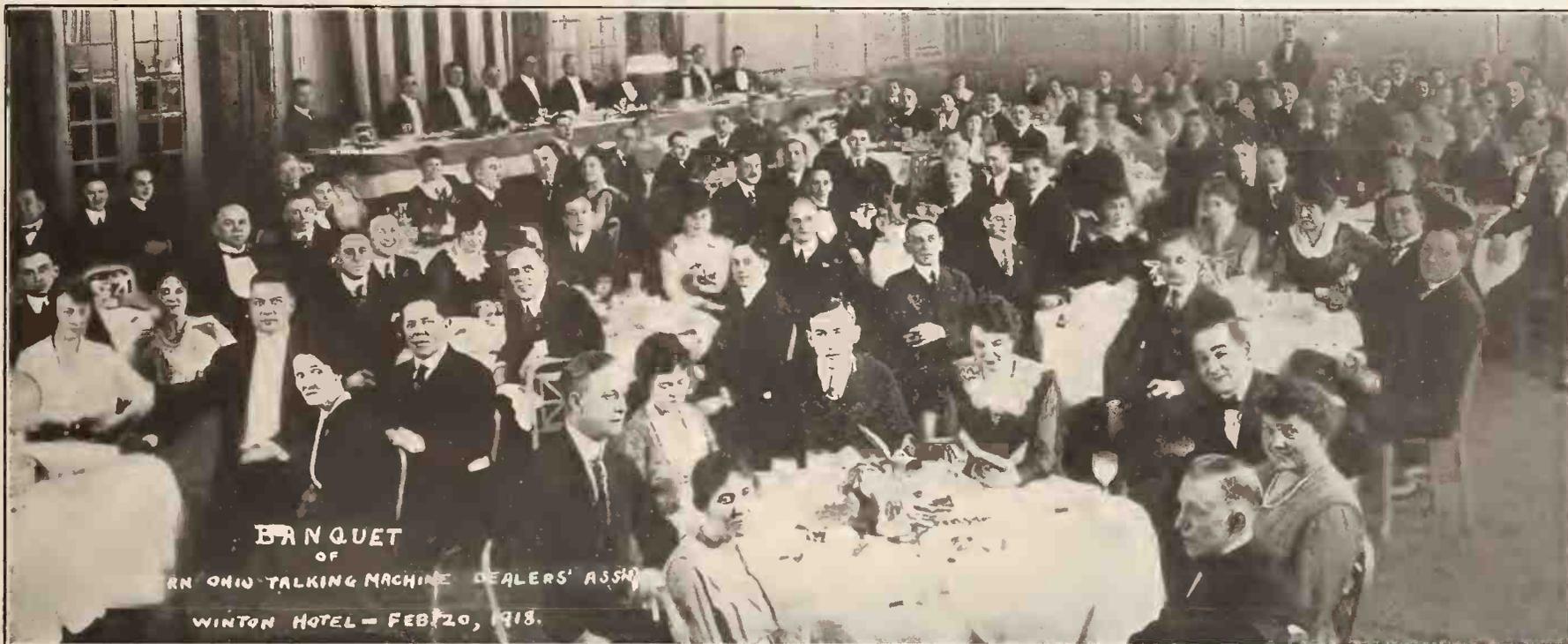
"The spirit of cheery confidence," in spite of what all the preachers of melancholy from Frank Vanderlip down may say, has been our great national asset during the war.

"Happily for the nation, many of the 'preachers of melancholy,' if that is the name to call them, have experienced a change of heart. It is no longer quite so popular as it was to preach the wrecking of business as an aid in winning the war, and I do not think the national instrument trade needs to fear any drastic action on the part of the Government. The musical instrument industry, as an act of patriotism, stands in readiness to take a back seat to war industry whenever it is necessary. As soon as the freight tangle is straightened out I believe we can look

up to the retailer to get in touch with his share of the 9,000,000 families to compensate for his share of the several hundred thousand families.

"Retail business depends upon the earnings of money makers. The 1910 census showed that at that time there were 30,000,000 male money makers in this country and that there were 8,000,000 female money makers. Of these 33 per cent. were engaged in farming; 2 per cent. in mining; 28 per cent. in manufacturing and mechanical industries; 7 per cent. in transportation. In other words, about 70 per cent. of the money makers in this country are making more money than they ever made before, and, when I say making more money, I am taking in full account our old enemy—the high cost of living.

"I do not think I am naturally an optimist. But I can say to you gentlemen that, in my opinion, nothing short of some great calamity



Annual Banquet Talking Machine Dealers' Association of Northern Ohio, Hotel Winton, Cleveland

At Speakers' Table, Left to Right: C. H. Grinnell, A. W. Roos, G. W. Hopkins, Louis Meier, Retiring President of Association; Charles K. Bennett, New President of Association; Henry C. Brown, Leo. Half, President Pittsburgh Talking Machine Dealers' Association; Thomas H. Davies and J. Raymond Bill.

released which was previously paid to these people now released from private service to war work.'

"I could scarcely believe my eyes when I read the foregoing expression of an opinion. Is not that fourth proposition a corker? Let us assume that a manufacturer of so-called non-essentials has a pay roll of \$100,000 a week. He discharges all of his men, tells them to go out and get work in the shipyards and munition factories. True, he no longer has to meet his pay roll, but, on the other hand, he would have in a very short time no money to meet it with, or to pay his taxes or to contribute in any other way to the support of the Government. His employes, even if they did find other employment, would be put to great expense in changing their place of residence. All the distributors who sell the manufacturer's products would be put out of business or seriously crippled. For every dollar thus 'released from private service to war work,' \$5 would be rendered unavailable. The particular banker who expressed this opinion overlooks an economic principle, which I once heard tersely expressed by a man who was running a drop case layout on a country fair ground. The gambler kept shouting, 'come on, boys, money won't grow in your pockets like the hair on your head.' We need to grow money, otherwise new wealth, in this country, and I am very thankful to say that I believe the President and his trusted advisers realize this necessity. There has been a great deal of exaggeration in regard to the scarcity of labor. Of course, there is a scarcity of labor in certain quarters, but when you think of what Canada has done, you will realize that if we do anywhere near as well, we can do all that our Allies expect us to do and still keep business getting better than usual.

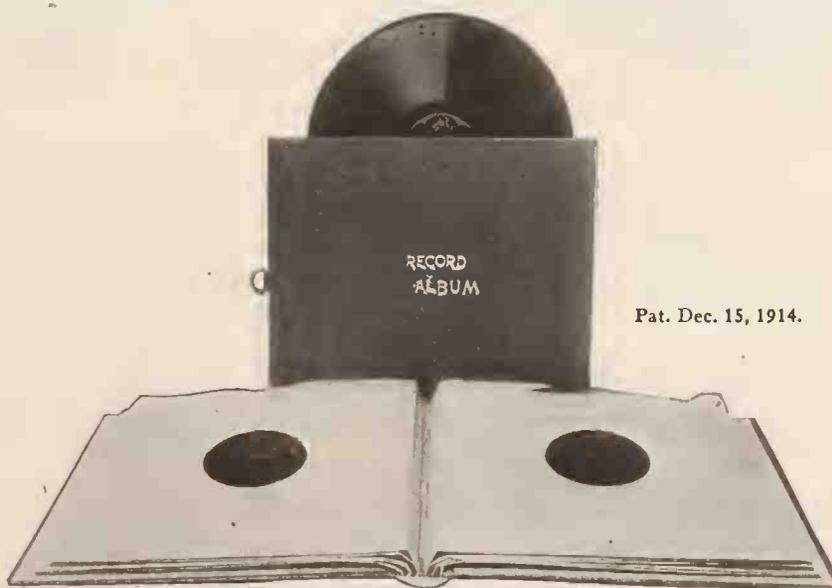
"A great many consider Mark Sullivan, editor of Collier's Weekly, the best magazine editor in the country. Certainly he has a clear grasp of national affairs. Recently he said:

forward with absolute confidence to a year of unusual prosperity. We must not forget, however, that conditions are somewhat changed. The purchasing power of the country has been shifted around considerably. At least 9,000,000 families are better able to purchase phonographs this year than they were last year. Opposed to these are several hundred thousand families whose purchasing power has been reduced. It is

to the nation can prevent 1918 from being an exceedingly prosperous year for every live merchant in the musical instrument trade. Music is not a non-essential any more than literature. Accordingly, musical instruments are just as essential as books. There are certain levels of civilization where food and drink are the only essentials, but thank goodness that is not the

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THIS ALBUM MADE US FAMOUS
by selling it. Why don't you try?



Buy Your Albums Direct From the Manufacturer

43-51 W. Fourth St.
New York, N. Y.

THE BOSTON BOOK CO., Inc.

The only exclusive Record Album Factory in the world.

Chicago Office:
1470 So. Michigan Ave

OHIO TALKING MACHINE DEALERS HOLD ANNUAL BANQUET

(Continued from page 33)

kind of civilization we have in this country. In America food for the body is only a little more important than food for the mind. Next to religion music is the greatest mental solace. Everyone of you members of the association ought to be proud you are in the musical instrument business and you ought to be insulted if anybody hints that music is a non-essential. We are going to win the war and we are going to make every necessary sacrifice, but the President of the United States, in my opinion, will do his best to see that no unnecessary sacrifice is made. I have confidence in his wisdom and the sincere belief that he possesses the courage of his convictions at all times. I am not a Democrat, but I take off my hat to Woodrow Wilson, the greatest of all Democrats and perhaps the greatest of all American statesmen."

J. Raymond Bill's Address

J. Raymond Bill, associate editor of *The Talking Machine World*, spoke in part as follows:

"My sole message is to enter a plea that we music men of America bend every effort toward making our nation intensely optimistic. No doubt mistakes have been made at Washington, but many of the errors have already been rectified and if the next six months are characterized by as much forward progress as the last six months have been, Uncle Sam will be in line for hearty congratulation.

"These days it is important to look at things from the very broadest viewpoint possible, if we would not have our enthusiasm sapped by that worst of parasites, pessimism. Viewed with regard to the immediate present, the fuel shortage, the rail congestion and the non-essential bugaboo might have offered grounds for alarm. And yet we all know mild weather is the certain solution of the fuel and transportation problems. During the last two months, moreover, those in close touch with Washington have seen a definite knockout delivered to the non-essential bugaboo. Banker Vanderlip, chief

exponent of what I choose to term irrational economy, has subsided to California where, let's hope, history will repeat itself in that California will not be heard from for some time. Along the same line, I would call attention to two articles appearing in the February issue of *The Nation's Business*, the official organ of the United States Chamber of Commerce. One article is by Dr. Garfield and the other by Mr. Noyes. Both are important figures in the National Fuel Administration and both in their articles directly refute the idea that there is any such thing as a non-essential. It, therefore, remains for us of the music industry to convey to the consumer public the common sense attitude that now prevails in official Washington.

"There are many other signs of a highly encouraging nature. Take, for instance, the practice of the modern army. It has been definitely established that the soldiers cannot and will not endure the fearful waiting periods of modern warfare without relaxation. The generals have found that army morale seriously deteriorates when the men are favored with only the so-called essentials of life—food, raiment, lodging. The military experts have found the modern man is not a savage and that his list of essentials is somewhat longer. To-day we, therefore, find theatres, reading matter of all kinds and music have joined the colors both with the American Expeditionary Force abroad and with our troops in the national cantonments at home. Three things, which one not versed in human psychology might imagine unnecessary, have proven to be in fact bulwarks of army morale. And if the fighting forces can't do without these things, it is folly to imagine the great civilian populace will dispense with such obvious life-essentials.

"I do not hesitate to predict that the music industry will come sooner or later to be recognized as a war industry proper. In the meantime, as I see it, our slogan might well be 'Cheer Up, America' and our purpose, if the

ladies will pardon the reference to Sherman, might well be to show Germany that Uncle Sam can fight to victory and at the same time endure the hell of war with a smile on his face."

What Pittsburgh Dealers Have Done

French Nestor, scheduled to tell about what has been accomplished in Pittsburgh by the dealer association in that city, could not attend, and Leo. Half, president of the Pittsburgh Dealers' Association, spoke in part as follows:

"First of all we got together and got acquainted—both with each other and with each other's problems. We learned to call ourselves and our mistaken methods by their right names. We canned the spirit of antagonism and retaliation and instituted instead a real honest-to-God desire to help each other in trade matters, to build up clean methods of advertising, etc.

"All that we have accomplished or hope to accomplish we attribute solely to getting started right and to maintaining the closest possible friendly relations, to frank discussions in open meetings, and genuine desire on the part of all members to keep conditions and competition clean. Do we believe in competition? We do. We believe in more business just as strongly as in better business and we have religiously avoided from the start any ruling or policy that would limit members. We favor complete freedom to formulate and carry out one's own sales policies and to advertise them in his own way—so long as the essential principles of fair play and trade betterment are observed.

"It is our policy to encourage initiative and 'pep' of whatever variety or kind.

"True, we believe in co-operation for trade building, but we realize success of the individual merchant depends solely on his own individual effort, energy and foresight. We do not jolly ourselves into believing that our association guarantees us continued prosperity, unless each member puts the right amount of effort and energy into conducting his particular business.

"We believe in music as a prime human necessity. We believe absolutely in the future of the talking machine industry, because the talking ma-



-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.

OHIO TALKING MACHINE DEALERS HOLD ANNUAL BANQUET

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chine and records to-day are the most convenient and satisfactory form of music for the average American home. Talk about industry having reached the peak is all 'bunk.' More talking machines and records will be sold this year than ever before provided only they can be produced and distributed under present conditions. The dealer who lies down is on the wrong track. If certain machines or records cannot be procured, he should push other types that can be procured.

"An important change coming out of the war conditions is the development of higher service standards. In the future the retail merchant must give closer and more studied attention to the actual helping and assisting of his patrons—to rendering a distinct service value wholly beyond and outside the article of merchandise delivered. The customer is rightfully entitled to this form of helpfulness in return for money spent through the dealer.

"We believe co-operation should not be confined to separate districts. We believe districts should co-operate. For example, there should be closer co-operation in trade matters between Pittsburgh, Cleveland, Buffalo, etc.

"We believe trade organizations in important centers should encourage the formation of smaller local associations to co-operate with the central association."

C. H. Grinnell Talks on "Value of Co-operation"

The next speaker on the program was C. H. Grinnell who made a special trip from Detroit, and who discussed "The Value of Co-operation" in the following interesting manner:

"The Detroit Talking Machine Association was organized February 7, 1916, with a membership made up of forty-two of the leading dealers of talking machines in the city of Detroit and Highland Park.

"To say that the association has been a tremendous influence for good among the talking machine dealers would be putting it mildly. In my judgment the one great cardinal feature which it has accomplished above all others has been the personal element which has been injected into the business.

"Previous to the organization of the association the various dealers, located at their several stations throughout the city, were practically unknown to one another and as a consequence irritation was very common among them and it was with reluctance that they fraternized with one another. After a period of two years this heretofore disturbing element has been entirely corrected. By the monthly meetings friendships have been cultivated between the various dealers and in many instances the prefixes of Mr. have been entirely disposed of and John meets Frank and Frank meets Bill.

"Much more could be said on this point, but why should I continue lest I be called presumptuous?"

"In passing I wish to mention some of the special things which the dealers of Detroit feel have been accomplished through the efforts of the association. There has been a noticeable shortening of time of the life of contracts which are now secured upon talking machines. The approval business has been helped tremendously. Previous to the organization of the association it was not uncommon for records to be out for at least seventy-two hours. Through the concerted efforts of the association at the present time twenty-four hours is a maximum and practically one-third of the records taken are kept by the various people who avail themselves of the approval privilege.

"Further, the association has encouraged the carrying of packages which are small and the returning of small record orders, thus co-operating with the United States Government in this world-wide war for democracy's safety.

"The sending of records upon a Saturday and days preceding holidays has been entirely dispensed with and the ten days preceding Christmas of the year 1917 no records whatsoever were sent out on approval.

"A departure from the old-established precedent previous to the organization of the talking machine association would have been impossible to have accomplished—the upholding of the interests upon contracts has been generally complied with. Previous to the organization of the association it was found that department stores failed to recognize the import of the interest loss. Since the advent of the association they have refrained entirely from newspaper advertising, bills, cards, etc.

"In conclusion, the one great thing that has been accomplished by bringing the different dealers together is an extremely kindly feeling for one another. Honest differences that were practically impossible to adjust previous to the organization of the association are now adjusted to the satisfaction of all concerned."

Send Protest to President Wilson

V. W. Moody was called on for an impromptu report on what the dealers' association in Buffalo has accomplished, and following this a telegram was sent to Woodrow Wilson as follows:

"Cleveland, O., February 20, 1918.

"To His Excellency Woodrow Wilson,

"President of the United States.

"The Talking Machine Dealers' Association of Northern Ohio, assembled at their annual meeting at the Hotel Winton, raises a voice of protest against the ruling of the Justice Court, prohibiting the recording of Bohemian, Polish and Slavish airs, on the grounds that the above-mentioned peoples are an alien enemy.

"These unfortunate countries, especially Bohemia, have sent thousands of volunteers to the Allied armies to join in the fight for freedom, from the tyranny of the Hapsburg dynasty, so that the whole world will have everlasting peace.

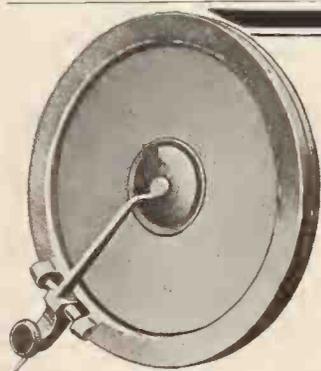
"The Slavs in America, as records show, are the most law-abiding and peaceful citizens. This law may create unrest and bitter feeling if enforced.

"Therefore be it resolved, that the Talking Machine Dealers' Association of Northern Ohio plead with Your Excellency to rescind this order and proclaim and place these peoples upon an equal footing with all other true and loyal Americans."

Those Who Attended

Among those present at the banquet were: Mr. and Mrs. T. H. Towell, Mr. and Mrs. P. J. Towell, Mr. and Mrs. C. K. Bennett, Mr. and Mrs. E. B. Lyons, Mr. and Mrs. Jack Kennedy, Mr. and Mrs. Norman H. Cook, Arthur Donaldson and Earle Poling, Eclipse Musical Co., Cleveland; Mr. and Mrs. Dan J. Nolan, May Co., Cleveland; C. J. Duncan, Massillon, O.; Sol Goldsmith, Goldsmith Music Store, Columbus, O.; F. E. Reinhardt, May Co., Cleveland; J. O. Raeder, Caldwell Piano Co., Cleveland; G. W.

Hopkins, Columbia Graphophone Co., New York; H. C. Brown, Victor Talking Machine Co., Camden; J. Raymond Bill, The Talking Machine World, New York; Mr. and Mrs. Louise Meier, L. Meier & Sons, Cleveland; R. B. Carnahan, Carnahan Music Co., Ravenna, O.; T. A. Davies, William Taylor Sons' Co., Cleveland; William Bowie, and the Misses House, Terry and Wilcox, B. Dreher's Sons Co., Cleveland; George C. Willie, George C. Willie Co., Canton, O.; Jerry Fraiberg, H. Fraiberg & Son, Cleveland; J. A. Bartholomew, Ashtabula Phonograph Co., Ashtabula, O.; W. E. Shay, Elyria, O.; John Drake, Drake & Moninger, Alliance, O.; E. F. Hunt, Alliance, O.; Miss Elise Baer, M. O'Neill Co., Akron, O.; Mr. and Mrs. Hubert Day, Hubert Day & Son, Elyria, O.; N. Borowitz, Akron, O.; J. H. Gunn, Columbia Graphophone Co., Cleveland; Mr. and Mrs. Arthur Leopold, Leopold Furniture Co., Cleveland; W. Buescher, and Ed. Buescher, W. H. Buescher & Son, Cleveland; Frank Cerne, Cleveland; J. J. Fedderman and Mr. Zinner, Clifton Furniture Co., Cleveland; C. A. Yates, Cleveland; R. E. Herschberger, Cleveland; J. A. Tucker, Phonograph Co., Cleveland; James Card, Lakewood Music Co., Cleveland; Grant Smith, Euclid Music Co., Cleveland; Mr. and Mrs. A. L. Maresh and Charles Maresh, Maresh Piano Co., Cleveland; Philip Dorn, Collier & Sayle Co., Cleveland; C. C. Lipstru, Cleveland; F. C. Enoch, Carey, Jackson & Enoch, Parkersburg, W. Va.; W. L. Kellogg, Whitney & Currier Co., Toledo; A. Smerda and Frank Smerda, Smerda's Music House, Cleveland; Miss Johnson, Taylor Co., Cleveland; Mr. and Mrs. George Robinson, Steubenville; Miss Verna Schaefer, Steubenville; Miss Kittenger and Miss Wornell, William Taylor Sons, Co., Cleveland; Mr. and Mrs. Curry, Hilliard & Curry, Wadsworth, O.; Mr. and Mrs. Norton, Wadsworth, O.; Miss Deshler; V. W. Moody and O. L. Neal, Neal, Clark & Neal Co., Buffalo; Mr. Switzer, Caldwell Piano Co., Cleveland; Joseph Phillips, Mr. Shriner and Mr. Dent, the Bailey Co., Cleveland; Frank Weigand, Barberton, O.; Miss Groth, the Bailey Co., Mr. and Mrs. C. H. Kennedy, Columbia Graphophone Co., Cleveland; Mr. and Mrs. Svehla, Cleveland; Leslie King, Morehouse-Martens Co., Columbus; C. N. Andrews, W. D. & C. N. Andrews, Buffalo, N. Y.; Leo. Half, president, Pittsburgh Talking Machine Dealers' Association, Pittsburgh, Pa.; C. H. Grinnell, Grinnell Bros., Detroit; F. W. Roos, Columbia Graphophone Co., Cleveland; Miss Marie Hutton, Fairmont, W. Va.



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, thus minimizing 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.

THE TRADE IN PHILADELPHIA AND LOCALITY

PHILADELPHIA, PA., March 6.—The talking machine business in Philadelphia during the month of February has been as good as could reasonably be expected, from the general condition of affairs. It was hardly as good as February a year ago, but then this country had not entered the war, and the February of 1917 was an exceptionally good month, and the question of meeting war demands did not enter into the situation, tending to curtail the output.

During February the Victor Co. have delivered a fair percentage of the machines ordered, but they have been shy on records, and many of the most popular sellers have been hard to obtain, and therefore the amount of business has been somewhat curtailed. The freight situation has eased up a bit and the jobbers and dealers are getting out their goods very much more satisfactorily.

Larger Quarters for Geo. D. Ornstein & Co.

George D. Ornstein & Co., recent retailers and jobbers of the Victor talking machine, who for a brief period were located at 9 North Eleventh street, have taken very large and commodious quarters at the southeast corner of Eleventh and Chestnut streets, where they will occupy the second, third and fourth floors of that large and spacious building. They began to move in the past week, and are having the place shelved and will have as much floor space for the handling of machines and records as any firm in this city. The offices of the firm are on the second floor, and they will have fine elevator service.

Two new Victor dealers in this city are Theodore Presser, the big music publisher, and the Estey Piano Co. at Seventeenth and Walnut streets.

Busy Times With Columbia Co.

The Columbia Graphophone Co., at 210 North Broad street, report that their business has been remarkably good for the past month. During the early part of the month they were pretty well tied up with freight embargo, but this was lifted, thereby enabling them to get records from the factory in sufficient quantities to keep the dealers supplied, especially with the popular sellers. Machines from the Columbia factory have been coming through in fairly good volume. Among the visitors at the company's offices the

past week was F. K. Pennington, assistant general sales manager of the Columbia Co.; W. A. Quint, of the office force, has enlisted in the navy and has been sent to Fort Trumbull, New London, Conn.

Solving the Freight Problem

J. E. and W. H. Nace, Columbia dealers at Hanover, Pa., took the freight troubles by the horns the past week. They came to Philadelphia with four automobile trucks, loaded them with Columbia machines and records and returned home. The only trouble they experienced being the running short of gasoline, one puncture and one blowout. The drivers of the trucks were W. H. Nace, Allen G. Nace, George T. Adams and C. B. Myers.



WEYMANN SERVICE

GIVES THE VICTOR DEALER WHAT HE WANTS WHEN HE WANTS IT.

Let our organization furnish you the goods to make you the dominating Victor Dealer in your territory.

We can do it.

WEYMANN

Victor Wholesalers

1108 Chestnut Street

PHILADELPHIA, PA.

Good Report From the Louis Buehn Co.

Louis Buehn, of the Louis Buehn Co., Inc., states that his business in February was very satisfactory on the whole, but showed a loss against February of 1916, due entirely to their inability to secure goods from the factory. "The record supply question," Mr. Buehn says, "is very serious at present, and it has been almost impossible to secure the most popular of the records. Machines in February came through on a par with last year." Mr. Buehn does not believe that conditions will improve to any great extent during the spring and summer, owing to the supply and manufacturing situation.

Among the Buehn visitors the past week were Leon Wittich, of Reading, and Mr. Kleinhaus, representing the Werner Co., of Easton, Pa. Edward J. Bliss, of the Buehn sales force, who recently enlisted in the navy radio service, has been transferred from the Navy Yard here to the Marcus Hook station, where he will be in charge of the wireless plant.

Good February for Penn Co.

February was the best month the Penn Phonograph Co. has ever had, "strange as this statement may seem to the trade," said Mr. Barnhill, but it was due to a condition, the stating of which would reveal a trade secret. Mr. Barnhill states that business looks very promising for March.

Charles A. Reed, who has a large talking machine store at 3718 North Fifth street, has put in two new hearing rooms, and otherwise improved his store.

Minnie M. Hart, of Chester, Pa., has just opened a new store and fixed it up with new booths, and had a very satisfactory opening a few days.

At "The Home of the New Edison"

Blake & Burkart, "The Home of the New Edison" in Philadelphia, are very much elated over the business they done in February. "We are going at it strong this month," says Mr. Blake. "Machines and records are coming through very well, except the delay in shipments." If the delay should continue they are contemplating bringing the goods here by auto trucks. They have placed an attachment on the Edison machine in their store which is called the C and E

(Continued on page 38)

SELL RECORDS



JASCHA HEIFETZ

If Victor dealers will adapt themselves to war conditions by pushing the sale of the higher priced records, it will be possible to do the same cash turnover with a numerically smaller stock.

PENN PHONOGRAPH CO.

17 S. NINTH STREET

PHILADELPHIA

Four words only of the English language end in CION.

But EVERY sale of a Victor Record ends in COIN.

So we can create "Record-coin," which is most essential for your business vocabulary.

Make this new word your slogan for Spring record sales. Buehn Service has been telling you for years about selling more records and has been backing it up with such efficient record co-operation that altho it operates locally in one sense, its reputation has become National.

You would be surprised to know about the many record orders received by Buehn Service from all over the country; it does make deliveries if we have a surplus, but our main efforts are exclusively for the Victor dealers of Philadelphia territory.

The Victor factory sends you many good points on HOW to sell more records and Buehn Service delivers the records when you want them.

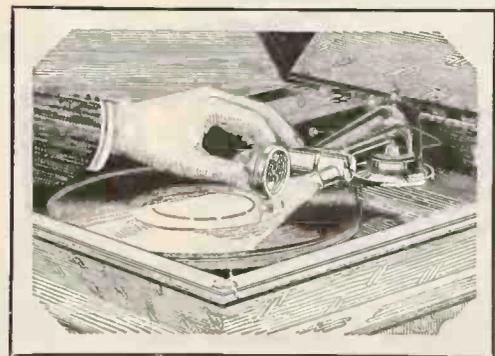
Create a prestige as "the record house" of your city.

THE LOUIS BUEHN CO.
P H I L A D E L P H I A

BUEHN SERVICE

on VICTOR RECORDS

BUEHN SERVICE
ON THE
RECORD-LITE
REGISTERED U.S. PAT. OFF.



Every Victrola in your city should have a Record-Lite. It corresponds to searchlight on an automobile. It gives more light where the Victrola owner needs it and nets you a good profit for your interest in his behalf.

THE TRADE IN PHILADELPHIA

(Continued from page 36)

Repeater. It is a very useful device for its purposes, the attachment lifting up the arm of the machine and carrying it back and placing it in the proper starting position on the record, making possible the playing of a record over and over until the machine runs down.

Blake & Burkart have begun the issuing of a little magazine of information, which is entitled "Re-Created Notes." It is attractive in appearance, is utilized for the advertising of every part of their business, as well as the exploiting of the Edison machines and records. They are preparing an elaborate celebration for their Anniversary Week, which occurs April 14-20.

Pathé Shop Starts Publicity Campaign

The Pathé Shop here has started an advertising campaign in the local papers and with telling effect. In February Mr. Eckhardt says there was a constantly increasing interest and sale for the Pathé products, and notwithstanding the limited number of days they were able to do business in February, the month ended with a most satisfactory finish. Mr. Eckhardt says: "The finish was even beyond our most sanguine expectations, the month's business having exceeded somewhat the quota that had been established. It is quite evident that the local trade and patrons in this vicinity are becoming aroused to the advantages of the Pathé line, and we have made some very valuable and high-class connections."

A new addition to the Pathé Shop sales force is Louis Winch, the well-known singer. He has been making records for other companies for some time. H. H. Smith, a former Columbia employe, has joined the sales force at the Pathé Shop. The Pathé is represented in this city and vicinity by seventy dealers at present, and others are being constantly added.

George W. Lyle, of the Pathé Co., spent a day in Philadelphia recently, his first visit to the Pathé Shop. He was more than well impressed with the institution and organization.

The New Pathé Recordings

Manager Eckhardt says that he has only the highest compliment for the Pathé Co. in its record offerings, the April list representing a number of records which they have been permitted to put on special sale, and he says they are of the class that cannot help but make a deep impression for the artistic interpretation as shown in the recording.

Lively Demand for Dictaphones

C. A. Malliet, manager of the Philadelphia Dictaphone Co., reports that they have had a very good February in spite of the short num-

ber of working days. March looks fine to him. They have at length gotten their school in thorough operation, and it is in charge of Miss Belle R. Kinsloe. Among the recent visitors was William Kobin, of the executive offices of the company. They have added several new men to their selling force.

The Dictaphone Co. had a very interesting exhibit of the machine at the Atlantic City convention the past week of the National Educational Association. C. P. Hanson was in charge.

Cheney Machines Forging Ahead

The Cheney talking machine has been rapidly forging to the front in this city. A number of new agencies for the machine were created in February. G. D. Shewell, who represents the machine in this city, spent nearly a week at the Chicago factory recently. One of the most substantial of the dealers who started the handling of the machine in February was the Mather Brothers of New Castle, Pa. Marion

Cheney, a son of the inventor, whose home is in Philadelphia, and who is a sergeant in the army, was in Philadelphia on a ten days' furlough.

Victor Display at Weymann's

The Weymann firm is this week making a very fine window display of the Victor. They have a miniature British tank with military surroundings which is attracting a great deal of attention. The Weymann business in February was very satisfactory. They succeeded in securing large orders for the Marvel Victor Record Display Holders from firms who have come to recognize in this the best device on the market for the attractive display of records. The dealers who have used it find that it materially increases the sales of Victor records. The firm have placed in their Victrola department the past week Freda Robson and Leo Sandman to take the place of their men who have gone into the Government service.

ONE OF H. A. WEYMANN & SONS' PATRIOTIC WINDOWS

PHILADELPHIA, PA., March 4.—There are a thousand and one ways in which American business has adjusted itself to war times. Among others is the introduction of the war motive into window display, and along this line a recent window of H. A. Weymann & Sons, Inc., of this city, challenges all comers for attracting the attention of passers-by.

The display shown in the accompanying picture was made possible through the cooperation of a Philadelphian who recently returned from active service in France. A typical fighting trench has been built up by the use of sand bags and a foliage screen. Behind the sand-bag wall a dummy man clad in a British officer's uniform is shown listening to a portable model Victrola. Several close-up war photographs are shown in the foreground and numerous war trophies are appropriately placed in the trench scene. The war trophies are all genuine and

include gas masks, the knives of the African Chasseurs, a rifle, a ukulele, shell noses, steel helmets, and other paraphernalia of the battle-



Window That Attracted a Large Measure of Interest

field. The effect is striking, so much so that a photograph is inadequate to convey an idea of its merits.

WESER PHONOGRAPHS

For 39 years the piano trade has recognized in Weser instruments the highest piano and player piano value. It always has been our delight to invite comparison of the Weser products with those of other makers. 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





Otto Heineman Phonograph Supply Co.

INCORPORATED

25 WEST 45th STREET, NEW YORK

FACTORIES, ELYRIA, O.—NEWARK, N. J.—PUTNAM, CONN.



CHICAGO

ATLANTA

SEATTLE

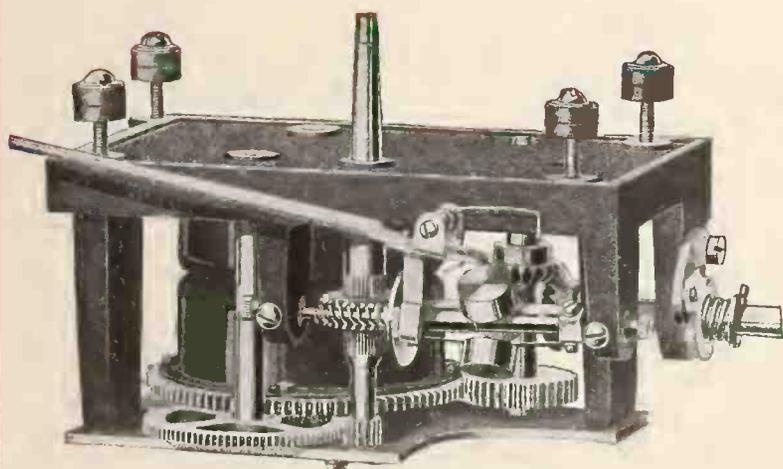
CINCINNATI

TORONTO

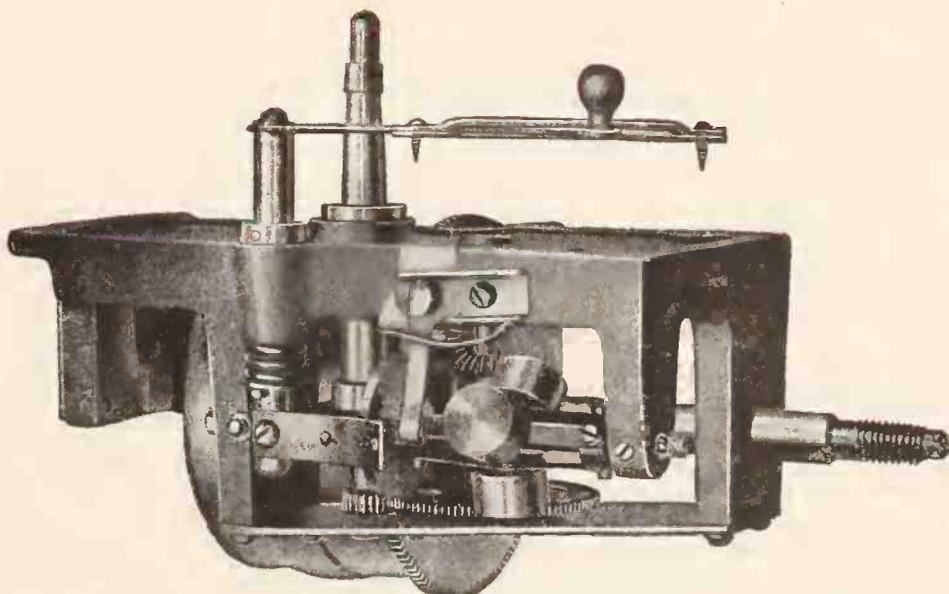
MOTOR PERFECTION

The achievements and progress in phonograph motor manufacturing in recent years are emphasized in the latest designs of

HEINEMAN and MEISSELBACH MOTORS



Heineman Motor No. 77



Meisselbach Motor No. 16

- HEINEMAN and MEISSELBACH Motors are recognized the world over as the *best* horizontal and vertical spring motors that are produced.
- They are offered to the trade with an iron-clad guarantee from the world's largest manufacturers of phonograph motors.

"We are at Your Service"

Otto Heineman
President

MEISSELBACH

TONE ARMS

MOTORS

SOUND BOXES

Winter is gone, and people begin to linger in front of the shop windows. Is your Columbia display one that will bring them into your store? Let the Columbia Dealer Service Department help you. Write today.

Columbia Graphophone Co.
Woolworth Building, New York



BUSINESS VOLUME BREAKS ALL RECORDS IN MILWAUKEE

Comparative Figures That Are Most Impressive—Another Co-operative Advertising Campaign—New Brunswick Dealers—Badger Co.'s Big Victor Business—Edison Popularity—News of Month

MILWAUKEE, Wis., March 12.—One of the most remarkable things in these remarkable times is the fact that talking machine business in Milwaukee during the first two and one-half months of 1918 has been much greater in volume than the transactions for the same period of any previous year. The situation is described as remarkable because not a single talking machine man in this city had looked for or even dared to hope that 1918 would bring a business as good as that of former years—probably because of the general feeling that one must expect poor business under conditions such as the trade is contending with. But Milwaukee dealers started out the new year with a firm determination to throw off that feeling, and the results speak for themselves.

January, 1918, showed a fine gain over the same month of 1917 on the books of most dealers. February showed up even better, and the tone of business so far in March indicates that the same will be true of the third month. Trade is being accelerated in a really surprising manner, and if local dealers are given the benefit of ample stocks for the remainder of the year, there seems to be no question that 1918 will prove most satisfactory.

The co-operative advertising campaign conducted from the middle of November until the middle of January has stimulated business to a remarkable extent. As a matter of fact, the influence of the campaign really is only beginning to be felt. It takes time to absorb such things. The absorption period has ended and the results are now becoming evident.

To keep the public mind alive to the meaning of the campaign, and to follow up the advantage already gained, the association has put into definite shape a plan to undertake a second campaign, which it is hoped to start next week. It will not be so expensive or elaborate a publicity drive as the first, but it is predicated thereon and doubtless will serve to even improve the present fine state of business.

About the most interesting item of news that has developed in the local trade during the last few days is the appointment of Charles J. Orth, 504 Grand avenue, as distributor for Wisconsin and Upper Michigan of the Puritan line, manufactured by the United Phonograph Corp., of Port Washington, Wis., and New York. During the last two years Mr. Orth has earned a place among the largest and most progressive talking machine dealers by his success in retailing the Sonora in Milwaukee and suburbs.

The Puritan already is widely known throughout the country, and particularly Wisconsin, where it is manufactured. The United Phonograph Corp. maintains large factories in Port Washington, Sheboygan and Grafton, Wis., and studios and recording rooms in New York City and at Grafton. They make the entire machine and the records as well.

The success of the Pathéphone departments established December 1 in the four stores of Kroeger Bros. Co., Milwaukee, has induced the company to open piano departments in connection with each store. A. J. Bruett is manager of the new departments and co-operating closely with the Pathéphone.

The Brunswick-Balke-Collender Co.'s Milwaukee branch at 275-279 West Water street, of which Thomas I. Kidd is manager, has increased the number of its retail dealers in the city of Milwaukee to nine, and is enlisting new dealers throughout the State almost every day. Manager Kidd says that business is so good that the demand for Brunswick rights in Wisconsin and Upper Michigan at this time is even greater than during the recent holiday season, which is considered excellent testimony that the Brunswick is growing in popularity at a rapid pace. Retail jewelers of Wisconsin are especially anxious to represent the line, and Manager Kidd oftentimes encounters many perplexing problems in deciding which of numerous applications from a single community shall be accepted.

At the Badger Talking Machine Co., Victor jobber, The World representative found that the same old problem—the question of obtaining adequate stocks—continues to be the most perplexing. In fact, the problem is more acute now than three months ago, when the retail trade was swinging into the last lap of holiday trade. Although practically as many machines are being provided now as then, the demand is much greater from all points in Badger territory. The situation is such that incoming stocks rarely reach the wareroom floor, but are marked up for the dealers practically on board freight cars. Harry A. Goldsmith, secretary of the Badger Co., says he has never experienced so overwhelming a rush for goods as during February and so far in March.

Yahr & Lange, Sonora jobbers for Wisconsin and Upper Michigan, report that they are meeting with a constantly increasing degree of success in wholesaling the line throughout the territory. The retail drug trade is taking a particular interest in the Sonora and, in addition, retailers in many other lines are applying for local dealerships in large numbers.

The New Edison is passing through the most

remarkable period since the first Edison machine was marketed in Wisconsin. The Edison Shop, Edison jobber and retailer, is getting further and further behind on its orders, although it is getting practically the largest supply of machines since its establishment. William A. Schmidt, manager of the house, virtually has been swamped with business for sixty days—and the end is not yet.

H. B. Gibbs, traveling representative of the Rudolph Wurlitzer Co., Chicago, recently spent several very busy days in the local retail Victor trade.

Richard H. Zinke, manager of the Badger Talking Machine Shop, Victor retailers, is back at his desk after a siege with pneumonia, which almost cost him his life. Mr. Zinke was taken with an attack of the grip early in February but insisted upon going about his duties as usual. The result was that he was sent to the hospital and for more than two weeks hovered between life and death. His robust constitution pulled him through, however, and while still weak, he attends to his duties every day.

Theodore J. Mueller, proprietor of the Central Drug Co., 6324 Greenfield avenue, West Allis, is remodeling and enlarging his store to accommodate a full-fledged Sonora department being established along "big city" lines. Mr. Mueller owns probably the largest pharmacy in West Allis, the big manufacturing suburb of Milwaukee, and is the first retailer in the city to open a complete and distinct talking machine store.

Henry Clusen, Victor dealer and jeweler, Manitowoc, Wis., suffered a considerable loss by fire and water on the night of February 21.

The Apollophone, the new creation of the Melville Clark interests, made its formal bow to the public during the week of February 18, when it was exhibited and demonstrated in a public display of the Artapallo under the direction of Miss Ursula Dietrich, New York, at the Hotel Wisconsin, who was brought to Milwaukee by the J. B. Bradford Piano Co., 411 Broadway.

Mrs. Anne Shaw Faulkner, of the Bureau for the Advancement of Music, New York, spent several days in Milwaukee late in February and arranged with the National League for Women's Service to undertake the collection of talking machine records for distribution among army cantonments.

Frank F. Koch, manager of the photographic department of the Voigt Drug Co., Appleton, Wis., has been appointed a Sonora dealer.



PERSONAL SERVICE

The members of our Company are always available and will gladly see you personally or write you at any time we can possibly serve you.

Why not communicate at once with us?

BADGER TALKING MACHINE CO. 135 Second Street
MILWAUKEE, WIS.
VICTOR DISTRIBUTORS



UNICO SYSTEM

THE SALES BUILDER

UNICO RECORD DEPARTMENTS

are the
Standard of Service and
Sales Efficiency

THE PURCHASING Public quickly discriminates. Look for the busiest Record Department in your community and you will usually find The Unico System of Demonstrating Rooms, Record Racks and Record Counters

MAXIMUM CAPACITY
MINIMUM SPACE
MODERATE COST

Record Sales in 1918 will surpass all previous demands. Prepare *now* to secure your share of this business by installing

THE UNICO SYSTEM

**Patriotic Records will help
win the War**

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



THE UNIT CONSTRUCTION COMPANY

RAYBURN CLARK SMITH, President

Fifty-eighth Street and Grays Avenue, PHILADELPHIA, U. S. A.

Send today dimensions of your
available space

Plans for a complete department
will reach you promptly

IMPORTANT COLUMBIA CHANGES IN PITTSBURGH DISTRICT

J. F. Henk Forms Columbia Music Co.—Wholesale Division Moves to Larger Quarters—Dealers Connect Publicity With Noted Artists' Appearances—Pittsburgh Association's Advertising Plans

PITTSBURGH, PA., March 6.—The Columbia Graphophone Co., Sixth street and Duquesne way, has announced an important change involving both the wholesale and retail departments of this branch, whereby the two departments will be operated separately. The new arrangement became effective March 6. Following out the policy adopted in other cities, the retail agency has been sold to the Columbia Music Co., which concern is continuing that end of the business at the present location. The Columbia Music Co. is owned and managed by J. F. Henk, formerly assistant manager of the Columbia Graphophone Co.

The wholesale department of the Columbia Graphophone Co. is moving to new and larger quarters at 632-642 Duquesne way, where it will have greatly improved facilities for handling its trade. Manager E. H. Nichols states that the change has been made necessary by the vast increase in the business of this distributing agency and to permit a still greater expansion. The spacious building leased by the Columbia Graphophone Co. is well adapted to the needs of the business, and will be one of the finest wholesale talking machine establishments in the country. Further announcements of the reorganization and rearrangement of the Columbia wholesale branch are to be made in the near future, Manager Nichols states.

The Pittsburgh Talking Machine Dealers' Association is now carrying on a very aggressive newspaper publicity campaign, in which the idea is being effectively developed that music is a vital wartime necessity. The seven leading newspapers in the city, and over forty nearby out-of-town newspapers are being used in this campaign.

Leo Half, of Half Bros., Homestead, Pa., president of the Pittsburgh Talking Machine

Dealers' Association, delivered an address before the Cleveland Talking Machine Dealers' Association on February 20 on the subject of "The Value of Association Work and Dealer Co-operation," in which he outlined in a graphic manner the evidences of the successful furthering of this work from the history of the Pittsburgh Association. Mr. Half also outlined the "wartime" campaign now under way here.

The Standard Talking Machine Co., local Victor wholesale distributors, aided the Victor dealers of Pittsburgh and vicinity in the work of connecting up their advertising with the appearance here of two of the foremost Victor artists the week of March 4. One of these events commanding wide attention is the appearance of Galli-Curci, the famous coloratura soprano, at Syria Mosque, March 8. The other is the appearance of Jascha Heifetz, the noted young Russian violinist, at Syria Mosque, March 11; and at the Nixon Theatre, March 12. The Standard Talking Machine Co. supplied the dealers with printed matter, cards, etc., and with seats to sell to record patrons to still further connect up their stores with these Victor artists.

John O'Melia, manager of the Standard Talking Machine Co.'s record department for several years past, left on February 23 for Chicago, where he enters a course of instruction in preparation for Y. M. C. A. war work. Mr. O'Melia is the fourth member of the Standard organization to take up some line of war work, three others having enlisted in various branches of the service.

J. C. Roush, president of the Standard Talking Machine Co., is spending several weeks' vacation at Sea Breeze, Fla., accompanied by Mrs. Roush and their two children.

Manager Brennan, of the Pittsburgh Pathéphone Co., reports continued active trade in this

territory, and the dealers in the midst of an aggressive drive for spring business. The following additions have been made recently to the list of live Pathé retailers in western Pennsylvania: Gross & Rosenblatt, Beaver Falls; W. F. Beck & Son, 36 Belfont avenue, Lock Haven; and A. D. Ritz, Falls Creek.

Manager George Meyer, Jr., of the Brunswick-Balke-Collender Co., First avenue and Wood street, reports business quite active, the only handicap being the shortage of machines and delays in transportation. The Brunswick-Balke-Collender dealers in this territory continue to show a nice increase in sales over last year, Mr. Meyer states, and the outlook is quite favorable.

J. A. Endres, of the talking machine department of the Brunswick-Balke-Collender Co., is visiting for a week at his home in Buffalo, N. Y.

Cooper Bros., New Kensington, Pa., have just completed an addition of six handsome demonstration booths to care for their rapidly increasing trade. The Victor line is handled exclusively.

EDYTHE GLADYS EPSTEIN ARRIVES

Louis Epstein, Well-Known Victor Dealer, Proud Father of Bouncing Girl

Louis Epstein, big Victor dealer of 2976 Third avenue, New York, could hardly give his attention to business the past couple of weeks, owing to his excitement over a new arrival in his household in the person of a bouncing baby girl. The young lady is named Edythe Gladys Epstein, and was born early in the morning of February 17 at Mr. Epstein's home, 827 Cauldwell avenue, the Bronx. Both mother and daughter are in fine shape, and Mr. Epstein has again come so close to normal that he feels safe in having the various buttons replaced on his vest.

The greatest master is master of yourself.

"MICKEL"

A Great Name in the Victor Game

TWO Representative Stocks of Victor Records
In TWO Hustling Western Centres of Commerce!

Omaha and Des Moines! Spots of Action on the U. S. Map. If you are nearer Omaha or Des Moines than to some other point, why shouldn't you serve your own interests by putting the "Source of Supply" question up to the Mickels? Better look into this today—You'll gain nothing by staving the matter off!

Mickel Bros. Co.

15th and Harney Streets
411 Court Avenue

OMAHA, NEBRASKA DES MOINES, IOWA



Those "Lively" Westerners.





“The Greatest Move You Ever Made WE’RE SELLING MORE and MAKING MORE”

These are the words expressed just as definitely and even more enthusiastically by dealers all over the country.

“At first we thought that the increase in price might temporarily reduce our Emerson sales volume,” said one of these dealers last week, “but it has had quite the opposite effect.

“There must be something about human nature which makes people readier to buy something for which they pay 35c or 3 for \$1.00.

“We have sold more people 3 records than previously we had sold only one.

“The number of people buying Emerson Records hasn’t decreased, but the quantity purchased by each buyer has gone up.”

This is the report sent in from all parts of the country concerning

Emerson Records

Retail 3 for \$1.00 or 35c Each

But this is only one-half the advantages of the new scale of prices. The new fact about Emerson Records now is that you make more on every Record that you sell than you did before.

Emerson Records now cost you 21c in unbroken packages, and 22c in broken packages of less than 25 records of a selection,

The new list is the best we have ever issued. Included in it are most eminent stars; backing it is some of the finest display material we have ever printed.

Emerson Phonograph Company^{INC.}

3 West 35th Street

New York

The Columbia Grafonola was "First in France" with our boys, and more of them are going over with every transport. Call the attention of your customers to the jolly, rollicking songs of Al Jolson, George O'Connor, Arthur Fields and others, in the April list. They'll want to send them to the camps in France. There's a Columbia Grafonola in every Y. M. C. A. and K. of C. Army Hut.

Columbia Graphophone Co.
Woolworth Building, New York



FLAG RAISING DAY AT EDISON LABORATORY, ORANGE, N. J.

Ceremonies Also Included the Flinging to the Breeze of a Service Flag Containing 362 Stars—Stirring Address by General Sales Manager Leonard a Feature of the Celebration

Flag raising was the order of the day February 22 at the Edison Laboratories, Orange, N. J. Following the annual custom Old Glory was raised to the top of the flagpole on the roof of Mr. Edison's laboratory. An added feature of this year's ceremony was the flinging to the breeze of a service flag containing 362 stars, each star representing a man from the Edison organization who has gone into the service of Uncle Sam. The service flag hangs out of one of the top windows of Mr. Edison's laboratory and faces Valley road, where it is in full view of all passersby.

The Edison Employees' Band participated in the exercises by marching from their headquarters in one of the buildings around to the front of Mr. Edison's laboratory and into the laboratory yard where they played the "Star Spangled Banner" while Old Glory was raised on the top of the laboratory, and "America" when the service flag was run out of the window, all in the midst of a lively snowstorm. Thomas J. Leonard, general sales manager of the musical phonograph division, was master of ceremonies and made a most appropriate and splendidly delivered address following the raising of Old Glory and preceding the breaking out of the service flag. Mr. Leonard said in part:

"At the call of their country in its hour of need and inspired by the example of their employer, serving the Government devotedly and as modestly as the humblest soldier in the ranks, 362 Edison men stepped into the service of Uncle Sam. This is a magnificent showing, but probably not more than might be expected from the organization which set a standard for all other manufacturing organizations in its response to the Liberty Loan appeals and which, through its individual employes, has contributed with corresponding generosity to the successive forms of wartime demands.

"We gather to-day to pay a simple honor to our comrades and associates who have joined the colors. The day is especially well selected, for the principles for which the father of his country fought the good fight are the same principles that are to-day imperiled by the false doctrine of Prussianism."

After some eloquent comments regarding the origin of the service flag and what it is intended to typify, Mr. Leonard continued:

"There is another significance to the service flag. It is a reminder of our duty to the boys who are going to the front. Nothing is too good for our boys in the service. These boys, the chosen defenders of our flag, are willing to suffer hardship and every inconvenience that you and I may be permitted to live in peace and security. Remember that they are no more under obligation to risk their lives than you and I are. It is our country as well as their country—our responsibility as well as their responsibility. Yet these boys—our boys—are willing

to make the supreme sacrifice to protect our homes and our wives and children—yes, they are willing to go through hell itself that this great

of that duty. Let it have this additional significance. Let it inspire you to subscribe to the necessary things which will help win the war and make the task of our boys easier.

"All these will call for a sacrifice on your part, but this is the season of sacrifice and sacrifice is the least duty you and I can perform. Let the service flag on the old 'Lab' wall be a



Raising the Service Flag at the Edison Plant on Washington's Birthday

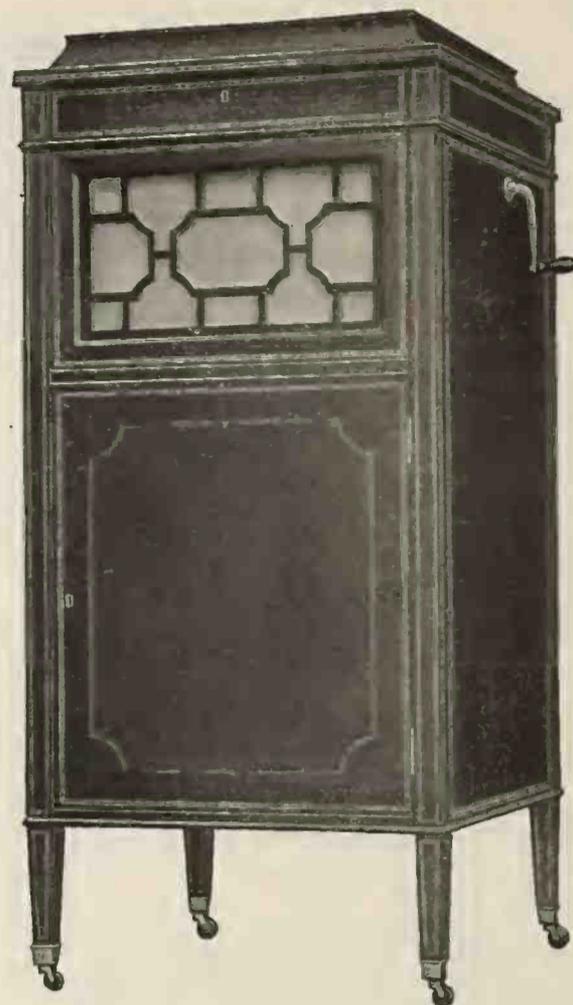
Large Picture Shows the Edison Employees and the Band Gathered for the Ceremonies. Upper Left Picture, Thos. J. Leonard Delivering the Principal Address. Upper Right, the Service Flag in Position.

nation of ours may remain great and secure for those who remain after them. It is our obligation, therefore, to do our duty at home; and let the service flag always be a reminder to you

silent reminder then of your duty to the boys at the front who are fighting for the honor of the flag that has never been unfurled save in a righteous cause—your flag and my flag."



The Quality Phonograph



Pathé Phonograph \$225
Other Models \$25 to \$225

SOMETIMES the phonograph procession changes over night.

Not like a Bolshevik policy, but some new impulse is injected into a company's plans.

Right now, any dealer can profitably look into what Pathé has to offer.

PATHÉ FRÈRES PHONOGRAPH CO.

20 Grand Avenue

Brooklyn, N. Y.

No Needles to Change

The Pathé Sapphire Ball takes the place of needles. It need not be changed.

Records Don't Wear Out

We guarantee every Pathé Record to play at least one thousand times with the Pathé Sapphire Ball without impairing the unexcelled beauty of tone.

The Pathé Controla

With the Pathé Controla you can increase or decrease the tonal volume of the Pathé Phonograph at will.

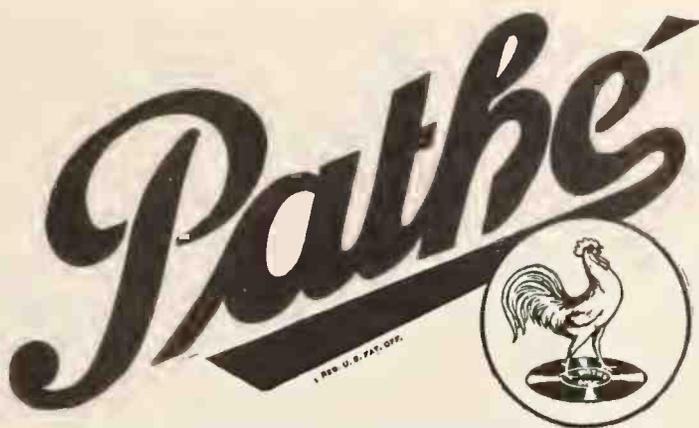
Each Pathé Phonograph

Plays not only Pathé Records, but all other makes of records, and plays them perfectly.



Recording for Pathé,
and most of them
exclusively

Muratore, Muzio, Didur, Thi-
baud, Ganz, Grace Hoffman,
Rimini, Ober, Cavalieri, Bis-
pham, Slezak, Urlus, Weil,
Fitziu, Sammarco, Ruffo, De
Cisneros, Journet, Chenal, Ma-
guenat and others.



The Quality Phonograph

THE retail sale is the
final objective point.

And the ultimate user
of a phonograph is inclined
to buy the machine where
he need not change the
needle.

That's only one Pathé
advantage.

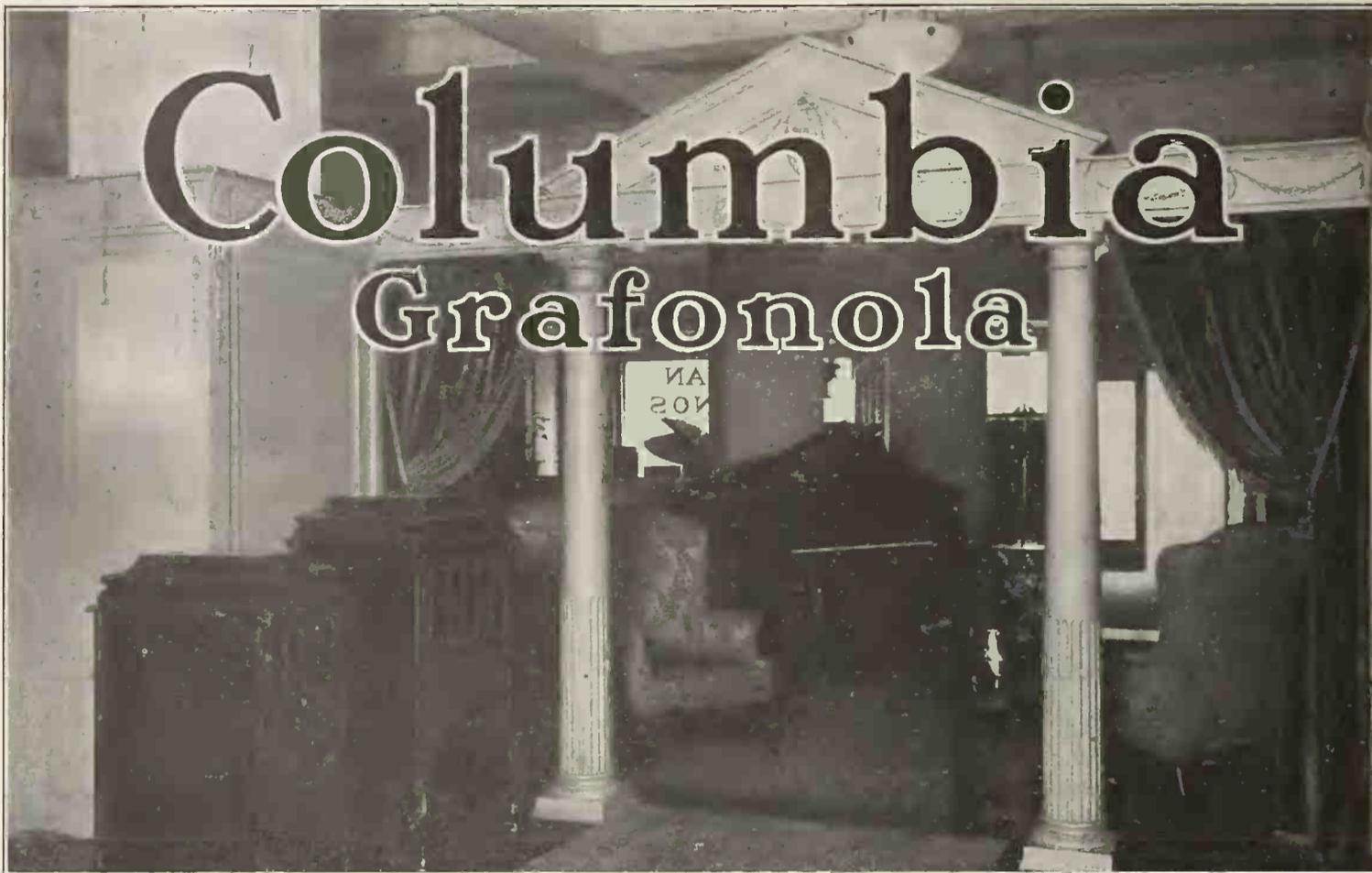
Write—we'll give you
the others.

PATHÉ FRÈRES PHONOGRAPH CO.

20 Grand Avenue

Brooklyn, N. Y.

A \$9000 ADVERTISEMENT SHOWING "VAN VEEN BED-SET" BOOTHS



In a recent issue of the Saturday Evening Post the Columbia Graphophone Co. used a back cover in colors; an advertisement which cost \$9000. In this copy, the above photograph was featured, showing the interior of Hardman, Peck & Co.'s store in Brooklyn, N. Y., where Van Veen booths are installed.

This store with its "Van Veen Bed-Set" installation was selected from thousands of installations as sufficiently attractive to call to the attention of 10,000,000 people. Let us prove how Van Veen Bed Set Booths will increase your record sales and pay for themselves in a short time.

WRITE FOR A COPY OF OUR NEW CATALOG

A. L. VAN VEEN & CO., Marbridge Bldg., 47 West 34th Street, NEW YORK

TALKING MACHINES AND PIANOS

Herbert Simpson, Vice-President of Kohler & Campbell, Inc., Formerly in Talking Machine Industry, Knows Requirements of Dealers—Is Ready to Aid Dealers Who Can Handle Pianos

The results of harmony between the talking machine and piano industries have been force-



Herbert Simpson

fully manifested during the last few years in many instances where piano dealers have found

it profitable to handle talking machines in connection with their piano business. There have been many men who, previously connected with the piano industry, have been very successful in merchandising talking machines.

Believing that a greater harmony between the two industries will promote even greater success to both Kohler & Campbell, Inc., Fiftieth street and Eleventh avenue, New York, one of the largest and most progressive piano manufacturers in the country, have been carefully studying the requirements of the talking machine industry, and have developed a department for meeting the requirements of the retail talking machine trade, so far as pianos are concerned. Their familiarity with the talking machine trade has been greatly augmented by the fact that Herbert Simpson, vice-president of this concern, was at one time assistant advertising manager of the Victor Talking Machine Co. Upon leaving this organization he became advertising manager for Kohler & Campbell, and through his success in the field of merchandising he has gradually worked his way up the ladder to his present capacity. During his affiliation with the talking machine industry, Mr. Simpson made many fast friends, who appreciate his capabilities and who realize that he has a thorough knowledge of the requirements of the talking machine dealer.

The tremendous manufacturing facilities of Kohler & Campbell, Inc., places them in a position not only to give the trade pianos and playcr-pianos of highest quality, but also an unexcelled service both in deliveries and merchandising aids.

The Jersey City Talking Machine Co., Jersey City, N. J., was incorporated this week with a capitalization of \$10,000.

PRIZES FOR BEST WINDOW DISPLAYS

Emerson Phonograph Co. Make Announcement Regarding Sales-Producing Record Displays

Prizes to the value of \$200 in Emerson records are offered to dealers in a new store and window display contest just inaugurated by the Emerson Phonograph Co. These prizes will be given for the most original and best sales-producing displays in either the interior or in the window of the dealer's store.

The dealers are asked to send photographs of the displays to the offices of the Emerson Phonograph Co. before April 15, and in order to assist the dealers in every possible way the company's advertising department has prepared a special package of hangers, announcements, etc., which the dealer can secure upon request.

It is planned to print the various winning photographs in early issues of the "Emerson Spotlight," the company's house organ. The first prize is \$75 worth of Emerson records, the second prize, \$50 worth; third prize, \$25 worth, and five prizes of \$10 worth of Emerson records each. Only those records that dealers had on hand before March 1 may be used in their displays.

WANT RECORDS IN NAVAL CAMPS

Phonograph records to be sent to the aviation training camps throughout the country are greatly needed, says the aeronautic committee of the Woman's Naval Service, and its members make an earnest appeal to the public to aid in supplying them. Several thousand are required. They may be sent to the Woman's Naval Service, 289 Madison avenue, in care of Mrs. Charles A. Van Rensselaer, chairman of the aeronautic committee.

TWIN CITY DEALERS ENDEAVORING TO MAKE ENDS MEET

Make a Strenuous Effort to Meet Demands Pending Improvement in Transportation and Receipt of New Stocks—Machines Being Brought in by Express—General Trade Very Satisfactory

MINNEAPOLIS and ST. PAUL, MINN.; March 6.—Between the shortage reported by manufacturers and transportation delays the local talking machine trade are much upset owing to their inability to supply their customers with machines as rapidly as they sell them. They are hopeful, however, that with better weather things will mend.

F. M. Hoyt, of the Beckwith-O'Neill Co., showed the writer twenty-six contracts on which he had taken first payments, but has been unable to deliver Victrolas that the contracts called for.

"It cost me \$2,000 extra expense for express charges in February alone," remarked W. L. Sprague, manager for the Columbia Co. in this district. "With improved weather conditions we are hoping for better service, but are somewhat consoled because of a growth of 80 per cent. in the volume of business for February as compared with the same month of 1917, and also because we have become the permanent owners of the \$400 silver trophy which this branch won in three successive months."

"Six carloads of Edison machines, ordered sent by express are being held up somewhere in America," said Laurence H. Lucker, president of the Minnesota Phonograph Co. "Virtually the entire shipment will be transhipped the moment it arrives. Express is slower than slow freight was a short time ago and we are ready to become Bolsheviks or almost anything else if it will help the industrial and railway situation. The carload of records I obtained on my visit to headquarters in January is all gone and not as much is obtainable as we had hoped."

"I just dread it when we run out of a line and must give the factory an order," complained Jay H. Wheeler, who manages the Pathé department for G. Sommers & Co. "It takes from six to eight weeks to get an order through by freight and fully twenty days by express, at greatly additional expense. We hope for a better showing now that the weather has improved."

The only jobber in the Twin Cities who is not complaining is R. L. Kern, manager of the Brunswick-Balke-Collender Co., manufacturers and distributors of the Brunswick phonographs. He has started four travelers through the Northwest and is opening new accounts almost daily. Incidentally, although a recent arrival in the field, he hopes to make some of his veteran competitors move very lively.

Thirty Sonora dealers in this territory, which includes Minnesota, North Dakota, South Dakota and Montana, attended the first annual Northwest Sonora Dealers' convention and banquet at the Hotel Rogers, Minneapolis, last month, as guests of the Minneapolis Drug Company, Sonora distributors. Sewell D. Andrews did the honors as representative of the house and made the dealers acquainted with the Sonora officials. Those attending the convention and banquet were George E. Brightson, president of the company; Frank J. Coupe, general sales manager; Superintendent Fahr, of the Saginaw factory; Fred E. Yahr, of the Yahr & Lange Drug Co., Milwaukee, and Walter J. Hamlin, of C. J. Van Houten Zoon Co., Chicago. Sonora distributors also attended the convention and made themselves generally amiable to the dealers. The latter returned to homes enthusiastic Sonora boosters.

The Minnesota Phonograph Co. announces a gross increase of 25 per cent in the volume of the Edison sales in the Northwest for the year 1917 as compared with 1916. It may be said that the company officials are contented with the showing and hope that they will be able to repeat.

Miss Salome Batton is to change her name via the marriage route this week, but will not retire from business at once, as she had expected. The lady selected to become her suc-

cessor as manager of the Victrola department of the Cable Piano Co.'s St. Paul branch was taken seriously ill just before the time for her departure and Miss Batton consented to remain until a successor was obtained.

Thirty-five salesmen are talking Pathé machines throughout the Northwest for G. Som-

mers & Co. Thirty are general salesmen and also talk other articles, but four give their entire time to Pathé products. The growth of the business has quite exceeded expectations, according to Manager Wheeler. The latter will leave soon for the East to order stock for the coming season.

F. M. Hoyt, with the Beckwith-O'Neill Co., returned last week from an Eastern tour, during which he visited Victrola jobbers in Chicago, Buffalo and New York and also the Victor headquarters in Camden.

FINDS CANNED PROPAGANDA

Chicago Official Discovers Praise of Kaiser on Phonograph Record

A dispatch from Chicago says that United States District Attorney Clyne is investigating what he believes to be active pro-German propaganda conducted through phonograph records.

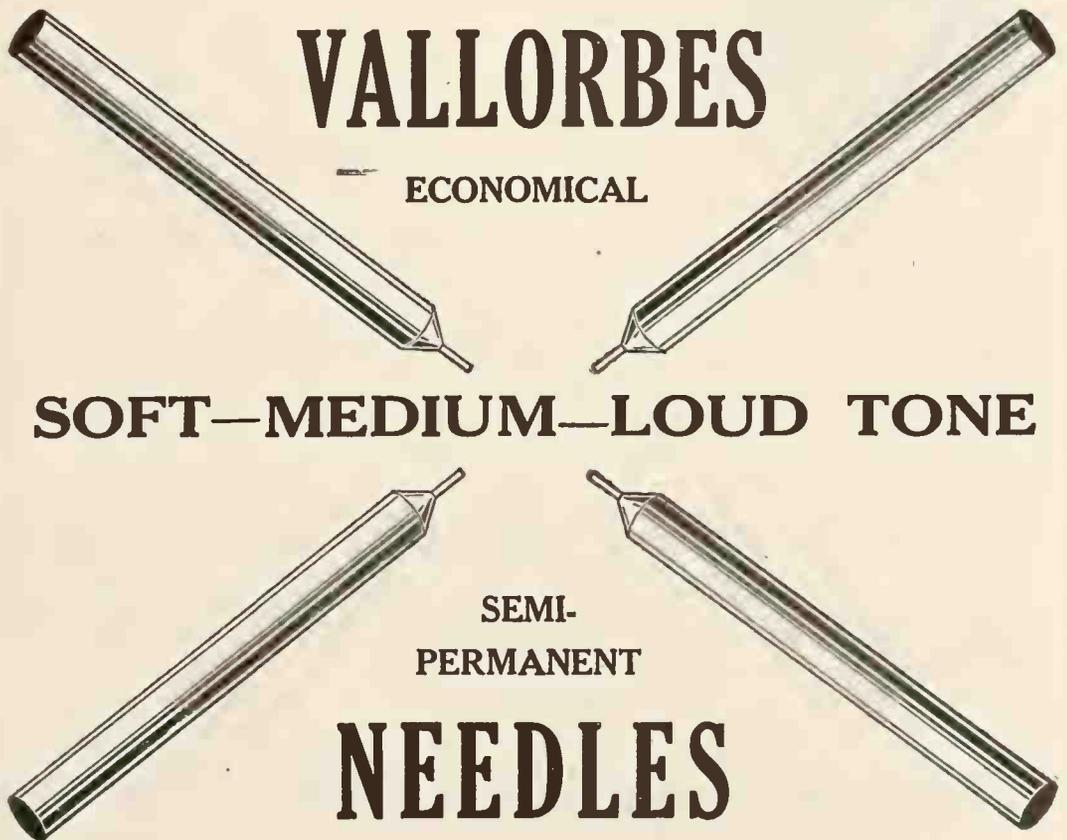
The text of one of the German language records seized by Federal officials, which was given

out yesterday without comment by the district attorney, lauded the Kaiser and war lords of Germany. The record in question, according to the district attorney, was made for the Mozart Lodge of New York.

Joseph Fische, of 1442 Third Avenue, president of the Mozart Lodge, New York, when seen said that while the lodge had purchased such records a long time before the war, the practice had been discontinued as soon as the United States entered the world conflict.

BUY LIBERTY BONDS and THRIFT STAMPS

And then make your patriotism complete by stocking and pushing



For their use conserves steel for Uncle Sam, democracy and civilization, and they are a real convenience and spell the beginning of the end of the old style steel needle.

SEND 30c. IN STAMPS FOR THREE SAMPLE PACKAGES (ONE SOFT, ONE MEDIUM, ONE LOUD), DEALERS' DISCOUNTS, ETC.

Originators and Largest Manufacturers of Diamond Points



Sapphire Ball Jewels Loud and Half-tone

LANCASTER, PA., U. S. A.

These 4 Beautiful Models Make The Elmbrola Easy To Sell



Model A Elmbrola



Model B Elmbrola

There's an Elmbrola Model for everyone—a low priced machine, a reasonably low priced machine, a medium priced machine, and a very fine machine at a price way below what you would expect to pay for it. This is what makes the Elmbrola so easy for dealers to sell—but there are still more exceptional selling features to the Elmbrola.

Handsomely Finished In Beautiful Woods

There's a distinctive, high class appearance to every Elmbrola. The appearance is so out of the ordinary and the finish is so beautiful that your customers are surprised when you tell them the remarkably low price. You feel proud to display these wonderful Elmbrolas, because your customers are bound to be pleased.

Sweet And Clear In Tone

Sit down for a minute and listen to the Elmbrola play. Its clear, sweet tone is so delightful that you want to hear it play for hours. Never before have you heard a tone that surpasses the tone of the Elmbrola. Thousands of people say that nothing can equal it, but judge the machine for yourself.



"Sounds Clear — Made Sound"

The dealers who are selling the Elmbrola are making big profits because the machine is right and the price is right. You should be handling the Elmbrola right NOW, and you certainly will handle it if you get our special low dealer prices.

Wonderful Improved Tone Regulator

This big feature enables you to get all the delicate shades of tone so necessary in the perfect reproduction of sound. You can play loud or soft as you wish by simply turning the button.



Model C Elmbrola

We Guarantee Prompt Deliveries

When you handle the Elmbrola, your orders will be shipped to you promptly the same day we receive them. There's no waiting—no delay. Our factory turns out the machines as fast as you can sell them.

This Is Your Opportunity To Cash In

Now is the time to sell the Elmbrola. Get our special proposition to dealers and see what big profits you can make. We have a Sales Plan for you that is a winner. Write us at once for full particulars—there's no obligation whatsoever.



Model D Elmbrola

Write for our proposition to dealers NOW

ELMBROLA TALKING MACHINE CO.

Dept. A

ST. PAUL, MINN.

SAN FRANCISCO BUYERS MEETING DEALERS HALF WAY

Show Willingness to Accept Available Styles of Machines or to Place Orders for Future Delivery
—More Commodious Quarters for Columbia Co.—General Trade News of Interest

SAN FRANCISCO, CAL., March 4.—The talking machine dealers are well satisfied with their February business. While there has been a shortage in some makes and styles the dealers say that their customers are accepting the situation good naturedly, and either ordering the machine they want, to be delivered when it arrives or accepting a substitute that is nearest to the machine desired. During the past ten days of the month several cars of machines, some of them shipped almost sixty days ago, arrived, and the dealers feel that the worst of the shortage is now over. Of course, in those factories where sufficient help cannot be obtained the shortage will continue. That is the manufacturers' problem and one that must be solved by each manufacturer for himself. The demand is here and the people have the money. Now, if the manufacturing end can be solved and the transportation end improved 1918 will prove a banner year in San Francisco. From the viewpoint of the local merchant the number of traveling salesmen who have been sent into this territory during the past month is an indication that the manufacturer is not worrying to any great extent over his output, and San Francisco rejoices accordingly.

Receives Records by Express

George T. Hively, manager of the talking machine department of the Eastern Outfitting Co., says that he has kept up his stock of records during the period of the worst freight congestion by having them sent by express. These additions to the heavy stock he had on hand have prevented him from feeling any serious shortage. Mr. Hively says that he placed heavy orders for future shipments nearly a year ago, and he does not anticipate any shortage during the present year.

Lease New Columbia Quarters

The Columbia Graphophone Co. has taken a lease on more commodious quarters in the Halliday Building at 130 Sutter street. The company will move by the first of April to its new quarters, where nearly twice as much space will be available as was provided in the old location. The Halliday Building is a new structure erected by the regents of the University of California, and is locally known as the "Daylight" building. The entire front is of glass and excellent light is provided everywhere without recourse to electricity. The first floor of the building is occupied by a clothing house and a large office furniture store. The Columbia Co.

will occupy the portion of the second floor over the clothier. The location is more desirable than the old one and the additional space makes the move one for congratulation.

Victor Business Exceptional

The California Phonograph Co. reports that its business for February was exceptional. The company does not complain of a shortage of machines or records except of Victors. As it was only recently that the company took over the Victor agency, with the purchase of the talking machine business of Kohler & Chase, this shortage is easily explained.

Andrew G. McCarthy's Views

Andrew G. McCarthy, of the talking machine department of Sherman, Clay & Co., says that there is plenty of demand for talking machines, but comparatively few are arriving. He has placed enormous orders for Victors at the factory, but as his company are jobbing the Victor as well as selling it at retail in their several stores the business of the Victor on the Coast passes through their hands. With such a demand he finds it impossible to keep everyone well supplied.

Humphrey Making a Fine Record

Edward Humphrey, who was recently put in charge of the talking machine department of Byron Mauzy, is making a splendid record in his department. Chas. Mauzy, the general manager of the company, says that his department is far ahead of the previous year despite the fact that a real shortage of Victor records and Victor higher-priced machines exists in the store. Mr. Humphrey has had his department redecorated and fitted up for the greater convenience of his customers, and the results are showing themselves in the record of the sales.

Kohler & Chase Sell Stock in Oakland

Kohler & Chase have sold their Oakland stock of talking machines to the John Breuner Co., a furniture dealer of that city, and they have now retired definitely from the talking machine business in both cities. By this purchase the furniture company acquires the agencies of both the Victor and Columbia machines.

Salesman Badly Injured

F. A. Smith, of the Brunswick-Balke Phonograph, says that his business for February was very satisfactory. He has just received information that James F. Mahoney, salesman for the company, met with a painful accident at Fresno on February 27, which may incapacitate

him for some time. According to the information in Mr. Smith's hands Mahoney slipped while boarding a train at Fresno and either sprained or broke his ankle. An X-ray will be necessary to ascertain the extent of the injury.

Noted Artists Coming

The announcement that McCormack and Gall-curci will sing in this city at early dates has already stimulated the demand for Victor record of their voices. It is expected that the sale will increase still more and continue for some time after their appearance.

Dealers to Hold Dance

The talking machine dealers of San Francisco are making ready for their second annual dance to be given at St. Francis Hotel on April 2. William Morton, of Sherman, Clay & Co., will have charge of the dance as chairman of the committee appointed for the purpose.

Some Trade Brieflets

F. B. Travers, of the Sonora Phonograph Co., has just returned from a trip through the southern part of the State. While there he covered the territory in company with E. M. Bonnell, the company's regular representative.

E. N. Clintsman, one time manager of the wholesale talking machine department of Kohler & Chase, and at another time in the general talking machine business in the Northwest, has recently been appointed deputy assessor of Alameda.

Charles S. Ruggles, who has charge of the wholesale Victor sales for Sherman, Clay & Co. at Los Angeles, has returned from a trip East, where he visited with his son, Wesley, who recently finished his military course and is leaving for France.

The San Diego branch of the Wiley B. Allen Co. has greatly enlarged the floor space of the talking machine department.

G. E. Morton, recently with the Columbia Graphophone Co. in New York, has been appointed manager of the talking machine department of the Emporium.

Serious Question of Labor

A. G. McCarthy, of Sherman, Clay & Co., says that one of the difficult problems which the dealers in talking machines have to solve is the question of labor. The number of young men wishing to go into the business in the past has always been ample. Now, however, so many have gone into the service of Uncle Sam that the dealers have been taking on younger boys. The call of the shipyards with pay of \$5 or \$6 a day is now depleting this supply and many are having recourse to girls. Girls with any experience are now scarce, and many dealers are really short-handed because they do not feel that they can take the time to train green girls.

On Selling Records



ECLIPSE

There are many excellent ideas the Victor Dealer can use to stimulate the sale of slow moving stocks. Some of these ideas have already been put into practice, others have not yet been discovered. We urge Victor dealers to encourage their salesmen in originating new plans for selling records, and along the same line our travelling representatives will be glad to offer several good suggestions.

ECLIPSE MUSICAL COMPANY
CLEVELAND OHIO

DROOP'S EDUCATIONAL PUBLICITY

E. H. Droop's Campaign to Inculcate a Better Appreciation of High-Class Music Excites Commendation—Helps Industry as a Whole

WASHINGTON, D. C., March 8.—E. F. Droop & Sons Co., Victor wholesalers and dealers, have been carrying on an original and most effective advertising campaign in the local newspapers in the interests of high-class Victor records. The advertisements are in the form of articles credited to E. H. Droop, head of the company, and give Victrola owners some new angles from which to regard their record libraries. In one of the articles, for instance, Mr. Droop says:

In our previous article we dwelt on the lack of knowledge possessed by the average Victrola user of the higher and better forms of music known as "classic" or "semi-classic" compositions.

It is not surprising that this condition should exist, and it must be said in justice to the great masses of our people that it is of comparatively recent date that they have had made available to them a medium through which every form of music could be brought right into the home—the Victrola—and then quite naturally they took up with the more catchy and trivial things in music, because these amused and entertained them; little thought has been given to the more serious forms of music—which are not only far more beautiful and lasting than the catch-penny airs that are whistled to-day and forgotten tomorrow—but they have an educational value which proves a great help as progress is made in the study and understanding of music.

Again we make the statement that if we can interest you to listen attentively for a little while to a few good selections chosen from the lighter classics—explaining what the composer had in mind when he wrote his tone picture, and helping you to clearly understand its rhythm and "phraseology," as it were—you will, if you persist in hearing similar selections, rapidly grow into appreciation of the masterpieces with which the great minds in music have endowed the world, and a realm of melody will be opened which you will never cease exploring—

Music is a vital force and from the cradle to the grave plays an important part in our lives; it entertains, refines, educates, soothes, comforts, and inspires, and now that the Victrola records have made it available, the best music by the best artists and musical organizations of the world should find a place in every heart and home.

We are at your service to help in building up a library of choice records of which you will not tire and which will always reflect credit upon the owner's taste.

Whether you want to buy or not—our Victrola booths are at your disposal and we invite you to call and try out the suggestion we have made. Suppose you hear some or all of the latest records.

It may be said that the articles have been effective in bringing about increased sales of the higher class Victor records, and it is planned to continue the series of talks for some time to come.

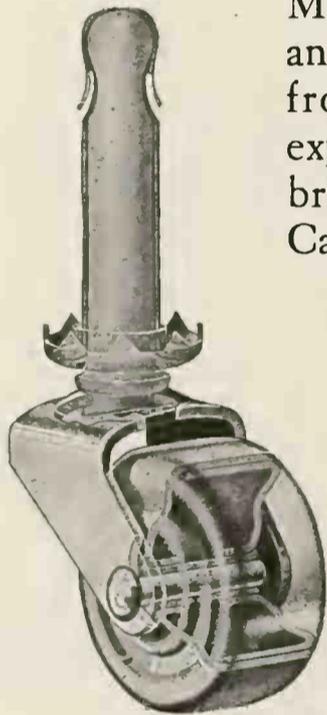
No matter how perfect a locomotive may be, it takes steam to drive it. No matter how clever a man may be, he will get nowhere without hustle.

FAULTLESS PIVOT BEARING CASTERS

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

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

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



Full Size—C-65

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

**FAULTLESS
CASTER COMPANY**
EVANSVILLE, INDIANA

"Move the FAULTLESS Way"

GIVES TALKER TO JAPANESE SCHOOL

PORTLAND, ORE., March 5.—Away off in far-away Japan will be felt the generosity of a music dealer of Portland, Ore., Harold S. Gilbert, of the Harold S. Gilbert Piano Co., who has presented a Columbia graphophone to the Doshisha Girls' School of Kyoto, Japan. Mr. and Mrs. Gilbert have had as their guest Miss Denton, a missionary from the school at Kyoto,

which is a school supported by the Congregational Church. The interest which Mr. and Mrs. Gilbert felt in the school after hearing Miss Denton's description of conditions resulted in the handsome gift.

SECURES ORDERS FOR VEECO MOTOR

H. A. Robbins Has Most Successful Trip in the Interests of His Product

One of the recent visitors to New York was H. A. Robbins, treasurer of the Veeco Co., Boston, Mass., manufacturers of the Veeco electric motor for talking machines. Mr. Robbins had just completed a tour of the West, spending some time in Chicago, and succeeded in securing orders from a goodly number of representative manufacturers. He also garnered a substantial bundle of orders in New York before leaving for his Boston headquarters. Mr. Robbins had with him the new model Veeco motor, which embodies many improvements over the older models.

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

DETROIT, MICH.

T.M.V. 1217

Are you reaching the kiddies with Thornton Burgess' stories for children, told in the author's own voice for Columbia records exclusively? "Peter Rabbit Plays a Joke" and "Little Joe Otter's Slippery Slide" are the latest. Parents enjoy them just as much as the little folks.

Columbia Graphophone Co.
Woolworth Building, New York



IMPROVED TRANSPORTATION HELPS CINCINNATI TRADE

Although Conditions Are Far From Normal Retailers Can Get a Fair Amount of Stock—Automobile Deliveries Are Popular—Demand for Both Machines and Records Very Strong

CINCINNATI, O., March 8.—An opening of the lanes of transportation in and out of Cincinnati, which took place to a fair degree towards the close of February, put pep into the trade and exhilarated the retail situation. While certain of the lines are still in the embargo class, enough territory is open to enable the talking machine merchants to do some shipping.

So crying is the need of Edison machines around Bellefontaine, O., over 100 miles from Cincinnati, that J. C. Smucker, of Smucker Bros., representatives of the Phonograph Co., this city, travelled with a truck to the Queen City Friday to secure what goods he could get. It was Smucker's idea, and he benefited. Two weeks ago Manager Peterson's house secured goods from New York City which had been in transit since early in November. E. J. Stevens, Middletown, likewise came to the city in a machine during the past week and secured Edison goods.

Carload shipments are coming through to the Columbia house. It has been doing some shipping by express, and the breakage out of Cincinnati has been so great in recent months that R. L. French, traffic manager, came here last week from the Bridgeport, Conn., factory to get a line on the situation. F. F. Dawson, who took charge of the Cincinnati branch in December, expects to remain here several more months. He reports having an increase of almost 100 per cent last month over February of a year ago. J. L. Dubriel, of the general sales department, arrived in the city Saturday to temporarily fill the position of assistant manager. G. W. Hopkins, general sales manager, passed through earlier in the week, en route to St. Louis. Another of Mr. Dawson's visitors was W. C. Fuhri, of the Chicago branch, en route home from a Florida vacation.

C. W. Neumeister, local representative of the Heineman Phonograph Supply Co., is spending the week in New York City, attending a convention of the outside agents. Just before leaving he reported quite a boom in business in his territory.

A. J. Swing, of the Crystola Co., is in the East on several important matters in connection with the local factory.

J. M. Dolby, manager of the Dictating Machine Co., left to-day for Nashville, where he will open a branch office for the Ediphone.

Mr. Byars, Vocalion manager of the local Aeolian store, reports a very gratifying volume of Vocalion business for the month of February, just closed. He reports that a number of the new period designs have been received, and several were sold in the last few weeks. One of the largest and most elegant of these models is being shipped to one of Louisville's most prominent citizens. It is the Hepplewhite design, with the hand-painted front and inlaid front and top. This instrument is going into

one of the elegant new homes in Louisville, and will unquestionably create considerable interest in that locality among the members of Louisville's elite society.

Mr. Byars has just organized a new sales force, and now has four new recruits in his selling department in training. These men are all very promising, and from every indication the Vocalion forces are going to keep up a red-hot campaign this spring and summer in spite of the war and other handicaps. This is the spirit that spells success.

Wm. J. O'Neil, formerly on the Vocalion sales staff, is now in the Quartermaster's department of the U. S. Army, stationed at Camp Meigs, Washington, D. C. Robert Casey, for two years connected with the Vocalion sales staff, is now taking orders for Buick automobiles with the Leyman-Buick Co. of this city.

"The tremendous demand for Victrolas and records," said Manager Rudolph Dietrich, of the talking machine department of the Rudolph Wurlitzer Co., "continues without any diminution, and the demand, in fact, has been greatly strengthened by the shortage existing during the past sixty days. Better conditions, however, are in sight, as the transportation companies will undoubtedly recover to very great extent and this will bring a corresponding increase

in delivery as well as less delay in shipments.

"Inasmuch as during the past year it has been a question of supply rather than demand, we can only hope for the future and trust that the factory output will in a measure take care of the requirements of the dealers.

"We find that the demand for the March records was exceptionally heavy and, as this list is a very good one, the demand will undoubtedly be lasting. The appearance of Jascha Heifetz in Cincinnati caused a tremendous demand for records of this order. His appearance here about the time the records were released was a very happy coincidence and the demand was undoubtedly taken advantage of to its fullest extent by all of the local dealers."

NEW CONCERN IN TROY, O.

The Mirrophone Co., Troy, O., has been incorporated with capital stock of \$10,000 by George M. Jackson and others, and it is stated that the company has been formed to take over the output of the Lorimer-Hicks Co., manufacturers of the Lorophone, which company is at present in the hands of a receiver.

BUILD ON ROCK OF SOUND VALUES

Thy business is not built upon the sands of speech, be it ever so well spoken; it is built upon the rock of sound values. If ye have not sought and found that foundation, seek it for the good of thy house.

The NEW VEECO

THE ELECTRIC MOTOR WITHOUT A FAULT

The improved Veeco Electric Motor for Talking Machines represents the last word in scientific development with special regard for the purpose for which it is intended.

Runs on either A. C. or D. C., 100-125 volts without adjustment. Can be supplied to run on any voltage from 6 to 250.

Supplied mounted on 12" or 12½" square mahogany boards, all ready to install.

SEND FOR A SAMPLE AT ONCE

Then, after testing it thoroughly, place orders at once to insure delivery.

THE VEECO motor and the VITRALOID turntable make a complete motor unit for high-class machines.

THE VEECO COMPANY

248 BOYLSTON STREET

BOSTON, MASS.

The Original Producers of a Complete Electric Drive for Talking Machine Manufacturers' Use

A Mighty Strong Argument

*FOR THE DEALER TO PUT
BEFORE HIS CUSTOMERS*

The **B & H** FIBRE NEEDLE and
Needle REPOINTER

is a combination hard to beat—

*The one Saves the Record and the
other Saves the Needle*

The two together Save you Money

B & H FIBRE MANUFACTURING CO.

33-35 W. Kinzie Street, Chicago, Ill.

PROTECTION OF TRADE NAME

Recent Decision in Favor of the Aeolian Co. of General Trade Interest

The Aeolian Co., New York, was successful recently in a trade-mark case which should prove interesting to the talking machine industry as indicative of the value of trade names. This decision in the Aeolian Co.'s favor was handed down by the Circuit Court of Appeals, from whose decisions there is possible no further appeal.

Some time ago a talking machine company made application for the registration of the trade-mark "Orchestrola" for a talking machine. The Aeolian Co. filed a claim in opposition to the granting of this trade-mark in behalf of its well-known instrument the "Orchestrelle," an automatic pipe organ which has been on the market for many years.

After the case had passed through the usual trade-mark channels it reached the highest court in the land, which handed down an opinion denying the talking machine company the right to use the name "Orchestrola." This decision is clear and concise, one section, which gives the most important factor influencing the opinion, reading as follows:

"Assume that a person who had a good opinion derived from use or otherwise of an automatically-operated organ produced by the Aeolian Co. and marked 'Orchestrelle' desired to purchase a phonograph (the Aeolian Co., as we have seen, now produces phonographs), and is shown one marked 'Orchestrola,' would he not be likely to think it was produced by the same company as produced the organ and buy it on that account?"

"Perhaps if the two instruments were placed side by side, one marked 'Orchestrelle' and the other 'Orchestrola,' he would be able to detect the difference between the marks; but where

they were not so placed, and he was compelled to rely upon his memory only, unless he possessed one remarkably accurate in its impressions—the law considers the ordinary, not the extraordinary in cases like this—we believe he would not distinguish the one from the other. To be sure, they have points of difference, but the points of resemblance dominate and give character to the terms.

"We entirely agree with the Assistant Commissioner that the two words are 'confusingly similar' and would be likely to mislead not only as to the goods themselves but also as to their source of manufacture, and hence his decision is affirmed."

DEBUT OF "EMERSON SPOTLIGHT"

The first issue of the "Emerson Spotlight," the new house-organ published by the Emerson Phonograph Co. for benefit of Emerson record dealers, made its appearance a fortnight since, and has already won the enthusiastic approval of the Emerson selling organization and Emerson representatives throughout the country. It is planned to publish this house-organ monthly, and there is good reason to believe that it will be a pronounced success.

The first issue contains a number of practical suggestions to Emerson dealers how to boost Emerson record sales; these suggestions appearing under the headings "Phone Customers," "Attractive Packages," "Special Bulletins," "Newspapers Free," "Dance Programs," etc. There are some timely hints as to ad. helps, and the dealers are acquainted with the likenesses of some of the most popular artists in the Emerson record library.

When Service and Quality keep house together, Satisfaction hangs up its hat for a long stay.

THE "TALKER" AT THE FRONT

Uncle Sam's Forces Rapidly Learning French Through the Talking Machine

The talking machine as an educator is proving quite a favorite with Uncle Sam's forces who are now in France "doing their bit" to make the world safe for democracy. As a means of learning the French language they find the talking machine invaluable. In a recent letter from the front we read:

"The American soldiers attend a class in French every day at the Y. M. C. A. or at the Soldiers' and Sailors' Home, where an American volunteer or French professor gives lessons. The boys know a few set phrases when they land, but they are adding to their vocabulary all the while. Professors are rather scarce at the camps, but lessons are given by the talking machine. The Americans have found that a deep knowledge of French is not necessary for the short time they are here, in Paris, and especially so since they trade only in shops where at least one of the clerks speaks enough English to carry through a deal. Some of the college fellows have carried on their reputation of slang making, and they have invented funny phrases both in English and French.

"The Americans like the talking machine method. Its voice may be metallic and the tone monotonous, but the machine is a patient teacher and the pupils make it go over the words till they are satisfied. It is effective for pronunciation, for it does not vary, and the constant call on it for phrases does not wear on its voice. No living teacher could be put through such stunts.

To make this year one of the best you've ever had in "making good"—is a good resolution to make!

IT HOUSES A SMALL VICTROLA

The Lundstrom "Converto" Cabinet converts the small "Victrola" into a handsome cabinet type, completely enclosing the machine. It takes the place of a stand and

provides a dust-proof record rack for 60 records. It revives interest in records. It helps you meet low-price competition in cabinet machines and gives you a *good profit*. It costs the customer no more than a good stand! It has proven very successful for many of the country's leading Victor dealers.



Talking Machine Cabinet

Prices and Particulars on Request

The C. J. Lundstrom Mfg. Co.
LITTLE FALLS, N. Y.

Branch Offices: Flatiron Bldg.

New York City



Setting Victrola into Cabinet



Sound Doors Open for Playing



Completely Closed

DETROIT TRADE BUOYANT REGARDING GENERAL OUTLOOK

Removal of Restrictions Helps Business Expansion—A. A. Grinnell's Interesting Views—Burton Collver With Cheney Co.—Pathé Jobbers Pleased with Outlook—Some Noted Visitors

DETROIT, MICH., March 9.—The worst is over so far as adverse conditions are concerned in the talking machine business in Detroit. We do not mean by this that business has been dull, but simply that certain conditions have prevented sales being much greater. During the months of January and February dealers were up against the crisis in the coal situation—the extreme cold weather, freight congestion, and the after-effects of December holidays. On top of this came the restrictions on business hours and workless Mondays. Now, however, all this is over—there are no restrictions on business hours, the crisis in the coal situation is passed, and freight shipments are improving. It's a positive fact that of all the lines of business investigated recently by The Talking Machine World correspondent, except those devoted to war orders, the retail talking machine business is the very best.

A distinguished visitor was in Detroit the last day in February—being none other than H. C. Brown (and wife), of the Victor Talking Machine Co., of Camden, N. J. The visit of Mr. Brown was a combination of business and pleasure. He spent a few minutes with A. A. Grinnell and C. H. Grinnell, of Grinnell Bros., who are Victor jobbers, and E. P. Andrew, general manager of the J. L. Hudson music store. A part of his time was spent with Mrs. Brown in motoring about the city.

At 247 East Jefferson avenue, Detroit, is the wholesale branch of the Brunswick-Balke Co., State jobbers for the Brunswick phonograph. F. S. Kratzet is in full charge. While the company handles the full line of Brunswick products, the window is invariably given over to the display of Brunswick phonographs, the displays being changed very frequently so as to show off the different models. In Detroit the principal Brunswick dealer is Wallace Brown, 33 East Grand River avenue,

who has a national reputation for hustling. But Mr. Kratzet has other live dealers throughout the state, and is gradually developing good accounts in every town of 10,000 population or over. A large stock is always carried at the Detroit branch, so that dealers can always feel assured that their orders will be filled promptly.

C. H. Grinnell, manager of Grinnell Bros., wholesale Victrola department, was in Cleveland the last of February to address the Northern Ohio Talking Machine Dealers at their first annual convention. The address was devoted to the accomplishments of the Detroit talking machine dealers' association during its two years' existence.

A. A. Grinnell, treasurer of Grinnell Bros. and who devotes a great deal of his time to looking after the talking machine department, says that "1918 looks mighty good." Mr. Grinnell feels that it may be a while before the business is booming, still he feels that 1918 will be one of the best years the industry has ever seen. He continues that it is not a question of seeking orders but that his company could more than double the business now on its books if it could only get the merchandise. "Collections are very good," he said. "Our stock is large, although not quite as large as we would like to see it."

Ed Andrew, manager of the talking machine department of the J. L. Hudson store, spent the last week in February in Cleveland and Philadelphia. He plans to visit quite a number of other cities during March just to get a line on local conditions in various sections and to see where there is room for improvement at the Hudson store. "It is a paying proposition to the manager and to the department to get out occasionally and go to some other city and see what the dealers there are doing," he said. Mr. Andrew, by the way, has been elected sec-

retary of the Detroit Music Trades Association.

That dealers believe that this is no time to be pessimistic is proven by the increasing amount of talking machine advertising in the daily newspapers. There is hardly a live dealer—yes, we don't know of a single one—that is not using space either in the dailies, the street cars, billboards or theatre programs. And the space per dealer is larger than it has ever been at this season of the year. The new concerns that have entered the retail field are also going after business by advertising so that the talking machine is brought forcibly to the attention of the public, no matter where the people look.

Burton Collver, one of the leading salesmen with the player-piano department of Grinnell Bros., resigned sometime ago to become sales manager of the Cheney Talking Machine Co., of Chicago. He has given up his residence in Detroit to be near the home office. He spent the month of February in Grand Rapids and Detroit attending furniture expositions and conferences.

The Detroit Talking Machine Dealers are perfecting plans for the coming recital which is scheduled for sometime in April or after Easter. We previously reported that the proceeds of the recital will be turned over to some patriotic fund. President Sam Lind is working hard to offer a program that will draw crowded houses.

Williams, Davis, Brooks & Hinchman Sons, wholesale jobbers in Michigan for Pathé, report very good business, larger stocks than ever and more orders than ever before. "Yes, business is coming along just splendidly," said Mr. Chamberlain, in charge of the sales of this department. "Our business the first two months under the adverse conditions has been far beyond what we had expected and we have every reason to feel that 1918 is going to be a good year, with business improving each month." The miniature Pathé store in the company's building is attracting unusual attention and it is proving of great help to dealers who are taking on the line. It shows them just how a modern, up-to-date shop should be laid out.

Max Strasburg, of the Strasburg Shops, judging from letters received, is having a very enjoyable time in the South playing golf at every opportunity. He expects to return to Detroit the last of March.

A. F. Noble Piano Co., Woodward avenue near Warren, is now retailing the Cheney talking machine.

Keenan & Jahn, who are retailing the Aeolian-Vocalion, are going after business harder than ever—even exceeding their efforts at Christmas time. Sales have been growing in numbers, and the new records that are coming in are proving very popular. John DeAngeli is in charge of this department.

Wallace Brown, Brunswick dealer, says this is no time to sit back and wait for business, but this is the time when the dealer must awaken interest in the talking machine business by judicious advertising, publicity and salesmanship. He is giving his attention to all three phases of business and is getting results.

The Edison Shop celebrated Thomas A. Edison's birthday in February by special recitals, special vocalists and giving away gratis a book containing the biography of Mr. Edison. The year 1918 is going to be a big one for the Edison Shop, judging from sales the first two months and the number of prospects now in view. The same statement can apply to the Phonograph Co., of Detroit, state jobbers for the Edison. Both firms are managed by R. B. Alling.

The number of international artists from a musical standpoint who have been in Detroit for recitals the past sixty days has proven a splendid stimulant to the record business. In fact, there is no better stimulant to the sale of records than the noted artists who come for recitals. Before and after their coming record sales are big.

The Majorana Graphophone Co., Louisville, Ky., has been incorporated with capital stock of \$50,000 to engage in the manufacture and merchandising of talking machines. The incorporators are G. B. Shumate, Peppino Majorana and S. M. Raffo.

KOCH-O-PHONE

\$18.00



No. 18

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 \$36 (resale price) than \$75 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 \$75 machine on the market.

No. 18—Height 40 in., width 18 in., depth 18 in.; double spring worm driven motor; 12 in. turntable, all metal trimmings are nickel plated; made in mahogany finish. Weight about 100 lbs.....\$18.00

Cabinet alone, complete with needle cups . . . \$10.00

Tone Arms and Sound Boxes

(Genuine Mica)

Our new universal tone arm and sound box, No. 3, has proven a big success. Has all the desired requisites in the way of producing a clear, rich and musical tone.



No. 3

Price\$1.50

In Lots of One Thousand



No. 2

Real Mica, \$1.00

in 100 Lots

Imitation Mica, 85c

AND^S KOCH, Manufacturer

296 Broadway

NEW YORK

BRUNSWICK OUTFIT FOR HOSPITAL

"Red Cross" Brunswick Machine and 400 Records Donated to Lilly Base Hospital in France by Brunswick Shop and the Public

INDIANAPOLIS, IND., March 5.—The base hospital unit in France equipped by the Eli Lilly Chemical Co., of Indianapolis, and known locally as



Brunswick for Lilly Base Hospital, France the Lilly Base Hospital, will soon be enjoying a "Red Cross" Brunswick machine with about 400 records.

George Standke, manager of the Brunswick Shop, decided the Indiana men and women who have patriotically donated their services to the Government by joining the hospital unit company, were deserving of anything that could be done for them. The owners of the shop heartily endorsed Mr. Standke's idea of sending the unit a "Red Cross" machine. The 400 records representing all kinds and makes were donations from Indianapolis people who saw the machine in the window of the Brunswick Shop.

The machine is ready for shipment and will soon be cheering the Indianaians who are toiling behind the battle lines of France.

CLOSE IMPORTANT CONTRACTS

Southwestern Distributor of Delpheon Phonograph Tells of Company's Progress—M. C. Collier Joins Traveling Sales Staff

DALLAS, TEX., March 5.—Walter Verhalen, of this city, Southwestern distributor for the Delpheon phonograph, has announced the appointment of H. C. Collier as a member of his traveling sales staff. Mr. Collier is visiting the dealers in this territory, and has already closed a number of important contracts, among which are the Durham Dry Goods Co. at Waxahachie, and Ray Royell, of Waco.

Mr. Collier has had an extensive experience in the musical business for the past twenty-five years, having been State agent and wholesale representative of one of the largest piano companies in the country. He has also had several years' experience selling phonographs at wholesale and expressed himself recently as most enthusiastic regarding the musical qualities of the Delpheon phonograph, which he states is certain to meet with success throughout this territory and in all parts of the country as well.

A DEFINITION OF ECONOMY

A good definition of economy is that it is good management. Economy carries with it the idea of saving, of careful spending, but talking machine men should bear in mind that it does not mean niggardliness. It relates as much to what you get as to what you spend. In advertising it is possible to spend a million dollars as economically as it is to spend ten dollars. Many times the expenditure of a small sum will prove to be more extravagant than the expenditure of a much larger sum, since the larger sum may bring better proportionate results than the smaller.

NINETY-TWO VICTROLAS IN ONE CAMP

Rhodes-Mahoney Furniture Co., Chattanooga, Does Nearly \$8,500 Worth of Machine and Record Business at Camp Near That City

CHATTANOOGA, TENN., March 4.—The important position held by the talking machine as a means of entertainment at the various military encampments is strongly emphasized in the record just hung up by the Rhodes-Mahoney Furniture Co., this city. Through the efforts of H. G. Ray, manager of the Victrola department of the company, there were sold to various individuals and organizations at the army camp here ninety-two Victrolas valued in all at \$5,448.65, together with over \$3,000 worth of records. The machines were bought in some cases by officers, and in other cases by company units, and Victrolas IX, X, XI and 14, were surprisingly frequent in the list. The figures, as offered, were compiled up to and including February 26, and several outfits sold since that time are not included.

Mr. Ray has made a complete list of sales to the camp, including the name of the purchaser, style of machine, and the price, and it makes a most impressive showing, one of which the company can feel proud.

PUT ON YOUR DEDUCTION CAP

When a goose lays an egg, she just waddles off as if she was ashamed of it—because she is a goose. When a hen lays an egg—ah, she calls heaven and earth to witness it! The hen is a natural-born advertiser. Hence the demand for hens' eggs exceeds the demand for goose eggs, and the hen has all the business she can attend to.—Andrew Lang.

Arthur F. Odell, a jeweler of Quincy, Ill., has bought out the Quincy Phonograph Co., at 411 Hampshire street, that city, and has placed Theo. Arnold in charge as manager.

Victor Records

How Scarce Records May Be Obtained

TO VICTOR RETAILERS

Instruct us what records you desire us to hold on order and to ship whenever received from the factory. We will thus be able to fill in your stock on the good numbers.

Very often good numbers arrive after your order has been filled and unless we have instructions to back order, the opportunity of getting them is lost.

The retailer who places his order in this manner has the advantage over the one who doesn't.

Get the advantage—Order NOW.

Magic-Tone
TRADE MARK
Needles

For Immediate Delivery

We are in a position to make immediate deliveries on loud Magic Tone steel needles packed in envelopes of 100.

PRICES

In lots of 10,000 and up 65c per thousand.
In lots of 100,000 and up 60c per thousand.

We will also furnish them, if you desire, in tin boxes, packed three hundred to the box, at the following prices:

In lots of 10,000 and up 75c per thousand.
In lots of 100,000 and up 65c per thousand.
In lots of 500,000 and up 60c per thousand.

Owing to the scarcity of needles, it would be to your advantage to anticipate your requirements and send us your order by return mail.

VICTOR RETAILERS—WRITE FOR OUR TRADE NEWS SERVICE



I. DAVEGA JR INC.

VICTOR FACTORY WHOLESALERS
125 West 125th St NEW YORK

The House of Service



VICTROLAS—SUPPLIES—NEEDLES

Mr. Dealer:

Do you know that if you seat your prospect in a comfortable chair before the

GABELOLA

and "*Just Push the Button*"

that it will sell itself?

You can say with perfect frankness and without fear of contradiction that—

"This super-talking machine is winning its way in the thousands of homes where something more than a mere talking machine is desired."

It is self-operating—you don't have to change needles, records, or wind it up because these things are taken care of automatically.



STYLE 3

THE GABELOLA

Oak Finish—Height 66 inches, width 43 inches, depth 22 inches

Price, \$550.00



STYLE 1

THE GABELOLA

Circassian Walnut—Height 66 inches, width 43 inches, depth 20 inches

Price, \$600.00

The Needle magazine contains 600 needles, and a new one drops into place each and every time a selection is played.

The record container (which contains a repertoire of 24 selections) automatically changes the record just as soon as a selection is played.

The motor is electrically driven and controlled.

It is ideal for the home, dancing school and restaurant.

A personification of pleasure and entertainment "with all the bother left out."

You can say all this and more, but it would be unnecessary.

"Just push the button" and then have your order blank ready.

GABEL'S ENTERTAINER CO.

GENERAL OFFICES AND FACTORY

210 N. ANN ST.

CHICAGO, ILL.

GABEL'S ENTERTAINER SALES CO.
Suite 512 No. 117 N. Dearborn St.

The customer who is not asked to buy a more expensive Columbia Grafonola than he can afford will come back for a higher-priced model, some day. And he will spend more for records, in the meantime, because he will have more to spend.

**Columbia Graphophone Co.
Woolworth Building, New York**



MANY NEW DEALERS ENTER THE FIELD IN BALTIMORE

Retailers Generally Have Fair Supplies of Goods Though Jobbers Are Kept on the Jump—Columbia Co. Occupy New Headquarters—Motor Truck Service Proves Big Aid

BALTIMORE, MD., March 5.—Talking machine business with the retailers is in fine shape in this territory, but the jobbers are not as well off, owing principally to the lack of goods to meet the demand of their trade. As the month closed, however, goods began to arrive in better shape, but not quite sufficient to meet the demand of the orders the firms have on hand. While some of the wholesale houses went behind on their shipments of goods the orders they have, if they could have been filled, would have run up a staggering total for increased business. At the same time there is a strong current of optimism among the dealers, who are looking forward to better shipping conditions and finally additional consignments of records, which have been coming in very poorly.

During the month the Columbia Co. ran a series of advertisements in one of the local papers featuring the Burgess Bed-time Stories for Children, which they have put on records. This paper carries the Burgess feature and the advertisements appeared on the same page. The local Columbia headquarters expects some good business from this plan, which was given but an experimental trial.

Several talking machine dealers also took advantage of the new music page, which is being conducted in The Star and appeared with the other piano houses offering pianos and players. The ads were attractive and all music dealers believe the page will make an increased music public and bring about business.

The Columbia Co. moved into its new headquarters at 16 South Howard street this week and are just getting things in shape to handle business for the coming season. W. S. Parks, the local manager, is delighted with the new home and is looking forward to big business, which will be handled with more facility and dispatch. Mr. Parks expects to devote most of his time on the road, and the general office work will be in the hands of S. Clifford Cooke, the assistant manager. Mr. Cooke just now is devoting most of his efforts to watching the shipping department and making every effort to get goods out. During the month A. B. Creel, W. T. Sibbett and P. W. Peck, of the sales force, were sent to the New York headquarters of the Columbia Co. to take a special selling course.

The Columbia Co. is using motor trucks to ship machines and records to Washington and points along the line. Many dealers in the outlying section are driving to the Columbia headquarters in their motor cars and obtaining their supplies of machines and records. Mr. Carlisle, of Gaithersburg, Md., who recently became a Columbia dealer, grew impatient in not getting his goods quickly and motored to Baltimore and obtained his supply. Mr. Bullock, of the Bullock Furniture Co., of South Carolina, was a visitor to local Columbia headquarters

during the week. February business with the city trade showed an increase for the Columbia Co., but the territory did not go ahead, owing to shipping conditions, and not the lack of orders. For the past three weeks Mr. Parks and Mr. Cooke have been getting on the job at daylight, and working until late in the evening with the force getting things in shape.

The Brunswick phonograph is now getting established in this territory, according to Mr. Loesch, of the local headquarters of the Brunswick-Balke-Collender Co. In Baltimore Bragers' department store is handling the line exclusively and showing good results. The following dealers have just been signed up to handle the Brunswick: Ira Wright, Seaford, Del.; York Record Exchange, York, Pa.; Hodnett-Chism Furniture Co., Danville, Va. Mr. Loesch is well satisfied with conditions and expects to announce additional dealers next month, there being several contracts in the making at this time.

W. C. Roberts, of E. F. Droop & Sons Co., Victor distributors, reports that business in the retail department showed up very well, but the wholesale end fell back 33 per cent. over the same month, shortage of goods and inability to ship being the cause. Mr. Roberts was made happy to-day, for while The World representative was speaking with him his shipping department reported the arrival of a shipment of goods, but the amount received will not begin to fill the orders.

Jesse Rosenstein, for the National Piano Co., the Pathé distributor, reports business fairly good, but held back for the lack of goods. George W. Lyle, vice-president of the Pathé Frères Phonograph Co., was a visitor to him during the month.

H. D. French, of the H. D. French Piano Co., W. W. Kimball representatives, is still handling all of the Kimball machines that are sent to him. He has not been able to properly introduce them to the Baltimore public because of the inability to obtain a sufficient number of machines to make a big drive.

H. M. Little, in charge of the retail depart-

ment for Cohen & Hughes, Victor distributors, reports a wonderful business in his department, despite the lack of back number records. The wholesale business of this firm was also held back because of lack of goods. During the month I. Son Cohen, of the firm, made weekly trips to the Victor headquarters in an effort to obtain more goods.

Retail business with H. R. Eisenbrandt & Sons Co., Victor distributors, was also good, and the firm managed to do fairly well in its wholesale department, being able to get out some shipments. This firm could also use more goods.

William M. Mueller, the largest music dealer in Highlandtown, and who handles the Victor line, has been doing a good business, but has not been able to meet the demands for either records or machines. He has curtailed his sales force about 50 per cent. and is thus able to handle the business at a good profit.

Joseph Fink, of the Kranz-Fink Talking Machine Co., Victor dealers, is well satisfied with business, and is planning to improve his department by installing three additional booths and a new record room.

The jobbers received many orders from Southern merchants during the past month, for this is the season that the Merchants' & Manufacturers' Association of Baltimore provides its rebates to visitors. More than 600 merchants from the South have registered with the bureau up to this time, the influx of merchant buyers to the city showing an increase of more than 100 per cent. over the same period for several years past.

C. H. HOPPER VISITS NEW YORK

C. H. Hopper, president of Hopper, Kelly Co., Seattle, Wash., was a visitor recently at the executive offices of the Columbia Graphophone Co., New York. Mr. Hopper, who is recognized as one of the most progressive talking machine men on the Pacific Coast, spoke optimistically of the business situation in his territory, and commented upon the fact that Columbia business is increasing by leaps and bounds. Mr. Hopper was gratified to learn that the Columbia Co. is making plans for a banner 1918, and was particularly impressed with the plans which the company is making for a record-breaking Columbia record business.

CRYSTAL EDGE MICA DIAPHRAGMS

**M
I
C
A**

Let us send you samples *today* of our diaphragms and you will readily understand why the best talking machines are equipped with *Crystal Edge Mica* diaphragms exclusively.

We use only the very finest selected mica, the best diaphragm material in the world.

PHONOGRAPH APPLIANCE CO., 109 West Broadway, NEW YORK

THREE YEARS PROGRESS

The last report of our Board of Directors to our Stockholders states that the increase of sales of "HOFFAY" products during 1917 was 1,808 per cent over those in 1916.



WHY?



Because we manufacture the perfect instrument. Because we manufacture the reproducer which has led the World for the last four years—the "RESURRECTONE," with its exclusive "Tuning-fork." Because we have the next best reproducer—the "Half-fork-tone." Because we manufacture the unique "Air-tight" mechanism from the Reproducer to the grill of the cabinet, which preserves the beauty of the "HOFFAY" tone.

If to a "wind" instrument you add or change the position of a hole or "key," the tone changes.

If a "string" instrument gets cracked the tone is lost.

If a "singer" loses a front tooth his tone is lost.

If a "cigar" gets broken the flavor is gone.

The same applies to a talking machine—that is why the "HOFFAY," although playing Victor and Edison types of records, is "Air-tight."

Spring (1) supports full weight of Tone-arm (2) and is insulated by felt padding A. Part of weight of Reproducer (18) is allowed to bear on Victor records, and this weight is just what it should be for this type of record. Edison records require more weight than Victors and this is automatically given by the "HOFFAY" because Edison records are thicker, and the principle of this form of spring is that the thicker the record, the more weight there is upon it.

Tone-arm (2) is supported by revolving base (3) at pivots (4). The Tone-arm is straight, there being no curves or joints hindering the sounds. Joint (13) is cemented and consequently air-tight.

Stationary base (5) carries balls (6) upon which revolving base (3) turns around for the horizontal movement of Tone-arm. Revolving base (3) is held by balls (7), the adjustment of which is made by ring (8), the weight of which is taken up by washer (9), leaving the balls free; thus a remarkable anti-friction mounting is obtained.

Flange (10) suspending from revolving base (3) goes into groove (11) in stationary base (5) without contacting with said groove, which is filled with lubricating material, and is continually lubricated mainly by capillarity; thus a permanent air-tight and anti-friction joint being provided.

Balls (6) and (7) are oiled through space (12) and as the end of revolving base touching the balls is sunk into lubricating material, the air-tight mechanism described above is reinforced.

Space (14) between Tone-arm (2) and revolving base (3) permits the up and down movement of Tone-arm. This space is absolutely closed by means of flexible washer (15) supported by ring (16) and by end (16) of Tone-arm, where it is fastened. This washer (15) leaves Tone-arm absolutely free to move, and is guaranteed to last for several years—also, it may easily be replaced. An ideal flexible and vertical air-tight device is exclusively provided by the "HOFFAY."

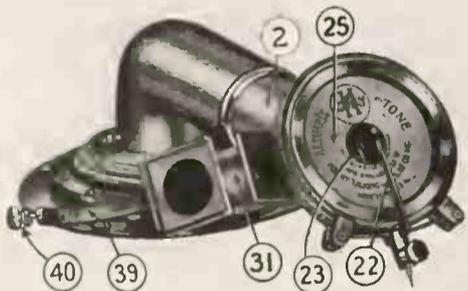
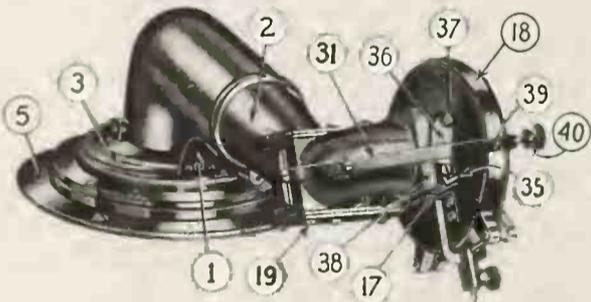
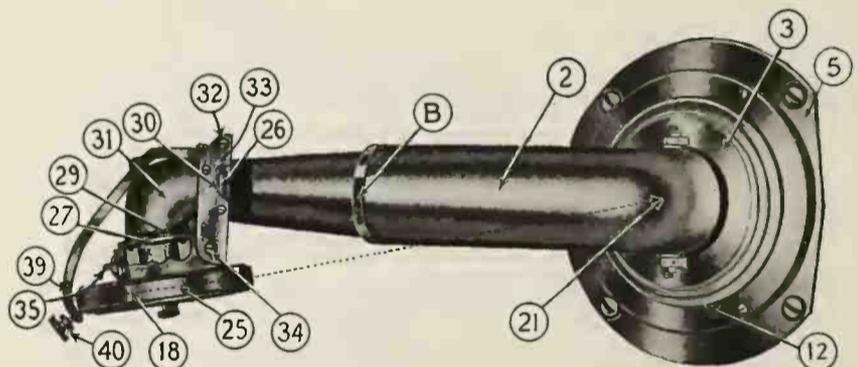
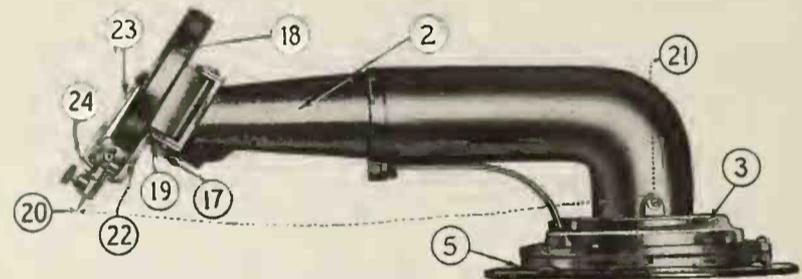
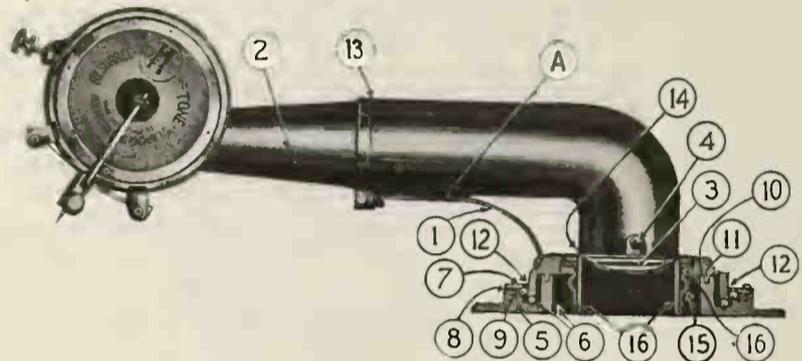
Equality of distance between stylus (20) and vertical axis (21) of Tone-arm (2) when Reproducer (18) is in position to play Edison records as shown in photograph 2, or in position to play Victor records shown in photograph 1, is essential for good reproduction of sound and for lengthening the life of records. This is afforded by the "HOFFAY" automatically, no screws to fasten nor detaching of Reproducer being necessary.

To obtain good tone it is essential that the diaphragm corresponds in line with the vertical axis of horizontal movement of Tone-arm. Photograph 3 shows a dotted line from axis (21) of Tone-arm (2) to diaphragm (25) inside of Reproducer (18), thus demonstrating that this essential requirement is fulfilled.

It is equally essential that stylus (20) be in line with axis (21) when playing Edison records and in photograph 5 will be seen that this requirement is also fulfilled.

Perfect air-tightness is given by padding (26) in Tone-arm (2), and by padding (27) in Reproducer (18). See photograph 3. These paddings contact with flat surfaces (29) and (30) of elbow (31), respectively, when playing Victor records. The two paddings contact with one another when playing Edison records.

To play Edison records loosen up screw (40) and press clip (35), which releases elbow (31). This elbow swings out of the way on steel pivots (32) supported by steel braces (33), thus permitting Reproducer (18) to be swung on steel pivots (34) into the Edison position. Spring (17) locks up Reproducer (18) by engaging with the steel screw-head (19), and in this way a fixed position for Edison records is obtained.



To change from Edison position (see photograph No. 5) swing Reproducer (18) to position shown in photograph No. 4 and press elbow (31) against Reproducer until plate (36) springs by itself over part (38) of said elbow. Then tighten up screw (40) so as to hold more firmly Reproducer (18) against elbow (31). In this way a fixed position is furnished by the "HOFFAY" for playing Victor records, and you know it's right because you hear it click. The braced construction is such that nothing but perfection is attained.

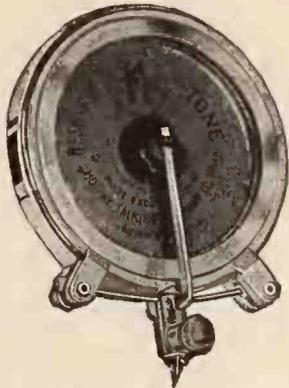
Either in "fixed" positions which the "HOFFAY" gives (and which prevent mistakes being made by the user of the machine); or in proper weights (for playing Victor and Edison records) given automatically by the "HOFFAY"; or in an absolutely air-tight construction (free from rotary joints, which in time loosen up, rattle and permit air to escape); or in an absolutely straight and air-tight Tone-arm; or in the most remarkable anti-friction and air-tight horizontal mounting for the Tone-arm, the "HOFFAY" fills all and every requirement for attaining perfection of sound and for fool-proof operation of the machine by the user.

Our new cabinets are beautiful and distinctive, befitting the perfect instrument they enclose.

SEND US A TRIAL ORDER TODAY

HOFFAY TALKING MACHINE CO., INC., 3 W. 29th Street, N. Y. City

Hoffay products are protected by patents granted and pending. Infringements will be prosecuted



PRICE: Nickel-plated \$10. 22 karat gold plated \$12.50. To fit Victors, Sonoras, and attachments for Edison machines, etc. Money refunded if reproducer returned within 5 days from receipt.

Naturalness of sound requires accuracy of diaphragm vibration, which varies according to pitch. For instance, when the Bass strikes "E," there are 160 vibrations per second; when the Tenor strikes "C," there are 512 vibrations; and when the Soprano strikes "C" (high C) 2048 musical vibrations are transmitted to diaphragm every second of time. The terrific rapidity of vibration bends the one arm lever which moves the diaphragm to the extent of the resiliency of the lever, each bending adding additional superfluous vibrations (on account of the "reaction" of the one arm lever) thus making sounds higher in pitch and "strident"—in fact, artificial.

THE WONDERFUL
"RESURRECTONE"
and the
"HALF-FORK-TONE"

Here are illustrated and described the two supreme reproducers, which are now sold to fit machines of other makes, to show what is the minimum tone that can be expected from the "HOFFAY"—the unusual "Airtight-phone."

In the "RESURRECTONE," the diaphragm is vibrated by a "tuning-fork" working on both sides, the resiliency of the two arms being automatically "taken up," accuracy of vibration and "naturalness" of sound being therefore accomplished facts.

In the "RESURRECTONE," the connection of the two arms to the diaphragm is of the HOFFAY flexible kind, which is another exclusive feature making this reproducer absolutely superior to all others. In the "HALF-FORK-TONE" a one-arm lever rigidly connected vibrates the diaphragm, instead of the "tuning-fork."

The "HALF-FORK-TONE" is still much better than reproducers of other makes because the lever is supported by the other remarkable exclusive features of the "RESURRECTONE"—including the "flexed" Piano Wire Mounting which "tunes-up" the sound, and which has the additional great value of being "insulated" from the casing of the reproducer.

Order a sample; improve your machine; increase the value of your records, and learn by actual test how much better the complete "HOFFAY" instrument must be than any other machine. "Tone" requires "airtightness" and the "RESURRECTONE," "HALF-FORK-TONE," as well as the "HOFFAY" are absolutely "airtight."



PRICE: Nickel-plated \$6. 22 karat gold plated \$7.50. To fit standard machines and attachments for Edisons. Money refunded if reproducer returned within five days from receipt.

Hoffay Talking Machine Co. Inc., 3 West 29th Street, New York City

RETURNS FROM SOUTHERN TRIP

Abram Davega, general manager of I. Davega, Jr., Inc., 125 West 125th street, returned around the first of the month from a pleasure trip through the South. He was well pleased with the business transacted during his absence and has come back with great plans for the future.

I. Davega, Jr., president of the company, and Mrs. Davega have left on a four months' tour through the South.

RATHER PARTICULAR IN BOSTON

BOSTON, MASS., March 5.—Henry Schultz, a talking machine dealer of 435 Broadway, South Boston, and his clerk, Robert Prohska, were fined \$10 each in the South Boston Court on Saturday on a charge of causing an obstruction on the sidewalk by operating a talking machine in the door of their store for advertising purposes. Both men have appealed from the decision.

VALLORBES NEEDLES IN DEMAND

The Vallorbes semi-permanent needle, which was recently announced to the trade, has jumped into instant popularity. The Vallorbes Jewel Co., producers of this new needle, and who are located at Lancaster, Pa., are in receipt of orders from practically every section of the country and are industriously tending to their filling.

ROY MARSHALL AGAIN AT DESK

The many friends in the trade of Roy Marshall will learn with pleasure that he has recently returned to his duties in the advertising department of the Victor Talking Machine Co. Mr. Marshall has just recovered from a severe siege of pneumonia.

The Brunswick-Munn Music Co., of Waterloo, Ia., has opened a new branch at Cedar Falls, Ia., making the third store now operated by that concern. The new store will handle the Brunswick phonograph and Pathé records.

T. McCREEDY NEW VICTOR TRAVELER

Thomas McCreedy has been appointed successor to Roger N. Lagow, on the traveling staff of the Victor Talking Machine Co. Mr. McCreedy will travel in the Middle West, concentrating his energies as a business ambassador in the State of Ohio.

JOINS THE NATIONAL ARMY

M. P. Fitzpatrick, who was formerly a member of the traveling sales staff of the Silas E. Pearsall Co., New York, Victor wholesalers, is now a member of the National Army, stationed at Camp Meade. Mr. Fitzpatrick is well known in the Victor trade, having visited the Victor dealers in the West before joining the staff of the S. E. Pearsall Co.

Edward Quick, of North Milwaukee, Wis., has been appointed distributor for the State of Wisconsin for the World phonograph, manufactured by the World Phonograph Co.

IMPROVES ALL RECORDS



Reg. U. S.

Pat. Off.

Our Dealer Proposition

We will send you this machine on receipt of \$54.00, or satisfactory references. It comes in either Oak or Mahogany, with space for five albums, and will play five ten-inch records on one winding. Accurate Automatic Stop. Machine mounted on Casters. First grade throughout. Try it out for five days, and if you don't feel that it is the ideal machine and the best you ever handled, return it at our expense, and we will refund the money at once.

Banking references furnished and required

A HOFFAY AGENCY

means Profit and Prestige for you. Not only profit on the phonographs you sell, but on the continuous profits you make on all records, for the Hoffay "Improves all Records," and as has been said, "Brings out of a record all that was put in." In being associated with the Hoffay you immediately attain Prestige.

One has only to listen to and examine the Hoffay to appreciate that the supremacy claimed is that supremacy accomplished. The Hoffay Air-tight Reproducer, Hoffay Air-tight Adapter, Hoffay Air-tight Tone Arm and Hoffay Air-tight Anti-friction tone-arm mounting are four of the most important exclusive features which make for the supremacy of the Hoffay

For Domestic and Foreign Business Address:

HOFFAY TALKING MACHINE COMPANY, Inc.

3 West 29th St. New York City



Other Models \$140, \$190, \$250



New York gave Stracciari an ovation. Stracciari has given the Columbia April program a splendid record—the song to the courtiers, from “Rigoletto.” Every opera lover will enthuse when he hears this one.

**Columbia Graphophone Co.
Woolworth Building, New York**

FREIGHT CONGESTION CHIEF DIFFICULTY IN PORTLAND

Volume of Business Only Limited by Ability to Meet Demands—Dealers in Every Line Under Stock Handicap—Early Relief Expected—Reserve Supplies Help Out

PORTLAND, ORE., March 4.—When the freight congestion is relieved Portland, Ore., will have talking machines in nearly every home—at least it so appears from the demand. This demand, by the way, is almost too great for the supply. Talking machines and records are short in stock in nearly every music house in Portland. Wheeler Dodds, head of the Victrola department of the Ira F. Powers department store, says it is impossible to get records enough to satisfy customers. The Gadsby Furniture Co., which has recently added the Columbia machine to its stock, while pleased with the success of the new department, regrets the freight conditions which seriously handicap the business. C. E. Moore is in charge of this department and its success is largely due to him.

All the music houses that carry the Victor, Columbia, Edison, Sonora, Brunswick and Stradivara are feeling the effect of the railroad difficulty. Eilers Piano House, which has one of the largest talking machine departments here, is selling the machines and records so fast that a new supply will be imperative in a short time. H. A. Raynor, manager of the phonograph department of this company, is cheerful in spite of a growing shortage of goods and predicts a good spring trade with plenty of goods coming.

Sherman, Clay & Co.'s immense stock of Victrolas is well looked after, but business is so good that even this big stock must be exhausted unless more Victrolas and records are received.

P. B. Norris, of the Wiley B. Allen Co., is also selling machines and records much faster than they are coming in.

Business men, in other lines as well as in the talking machine trade, believe, however, that there will soon be a great improvement in the transportation problems for the Pacific Northwest. The car shortage in Oregon on the Southern Pacific lines has been entirely wiped out in the last few weeks and a slight surplus recorded. A few months ago there was a shortage of more than 2,000 cars on this one line. The Oregon Washington Railroad & Navigation Co. has almost wiped out its car shortage and the Northern Pacific and Great Northern promise to have a surplus in a short time.

The Hyatt Talking Machine Co. has a big supply of Victors, Columbias and Edisons, but they are selling fast. Records are plentiful in the various houses, but there are certain popular records that are impossible to obtain.

The Harold S. Gilbert Piano Co., which is also carrying the Columbia, is running short of machines.

Bush & Lane is eagerly awaiting the arrival of a carload of Sonoras which are on the way.

The G. F. Johnson Co., which carries the Victrola, is looking for more goods, as is the Wakefield Music Co., which is doing such a big business with the Brunswick machine that the sup-

ply will have to be renewed in a very short time or there will be a lot of disappointed customers. The Edwards Furniture Co. has a big supply of Brunswick and Unola machines, but these cannot last all spring.

James Loder, formerly manager of the talking machine department of the Wiley B. Allen store at Portland, Ore., is now manager of the talking machine department for the Bush & Lane house here. Mr. Loder is so well known by Portland people and has such a big following that his customers depend very much upon his opinion. The Bush & Lane people consider themselves singularly fortunate in securing him. Mr. Loder is very much interested in the Sonora talking machine, which is sold exclusively in Portland by Bush & Lane. Mr. Loder says the Victrola, the Sonora and the Columbia make a splendid combination and satisfy the tastes of all customers.

Taylor C. White, manager of the local Victrola department of Sherman, Clay & Co., has made this department of the well-known music house one of the most efficient on the Pacific Coast. Maud Powell, the famous violinist, has been a Portland visitor for several weeks, giving a concert late last month. She visited the Sherman, Clay store and expressed her delight at the beauty and excellent service shown in the talking machine department.

Miss Powell said it was the most beautiful Victrola department she had seen on the Pacific Coast and she congratulated Mr. White on the attractive surroundings. Miss Powell, who makes records exclusively for the Victrola, may well be pleased with the appreciation shown her by Portland people whose demand for her records, which has always been great, has enormously increased since her concert.

Harry Lauder visited Portland, Ore., February 13 and gave a talk to the soldiers and gave two concerts, one a matinee and the other in the evening. Since then the demand for Lauder records has been enormous. Even before Lauder came to Portland the news of his approaching visit, which was announced as a final one, caused a rush for records.

A handsome Victrola has been purchased from Sherman, Clay & Co., Portland, Ore., by the Jewish women of the B'nai B'rith Society and sent to the Soldiers' Club at Tacoma, Wash., a club established by this society for soldiers and sailors of all creeds and denominations.

I. W. Lane, manager of the phonograph department of the Graves Music Store, Portland, Ore., is visiting friends in Waco and San Antonio, Tex. Mr. Lane will return in April.

Henry Schmidke, who has been traveling representative of the local branch of the Columbia Graphophone Co., has been promoted to the position of assistant manager. Charles V. Jones, former manager of the San Francisco branch, has been made factory traveling repre-

sentative covering the territories of the Portland and Seattle branches. Mr. Jones has been meeting with success in his first trip out of the Portland branch. R. C. Coltart, former assistant manager of the Portland branch, now becomes assistant manager of the San Francisco branch.

The Calef Bros. Furniture Store sold out all except one of its Pathé machines. A carload is reported on the way, due to arrive any day. Calls have been greatest for the \$75 and \$100 oak machines.

An attractive window display at the Edwards Furniture Co. has done much to enhance sales of the Brunswick machine. J. E. Allen, manager of the department, has succeeded in making it one of the best in the city.

A. R. Palmer, manager of the Olds, Wortman & King talking machine department, says that the Brooks machines have been finding a ready sale.

Good sales of the Stradivara machine are reported by the Hudson Arms Co. and the Remick Song Shop.

Visitors at the talking machine department of the G. F. Johnson Piano Co. are disposed to linger there because of the comfortable, well-ventilated, attractive demonstration rooms. The new house, which has been in business only four months, has many well-satisfied Victrola customers, due largely to the courtesy, efficiency and salesmanship of Mr. Johnson and his splendid corps of assistants.

The Wiley B. Allen Co. reports an unusual big business in the Victrola department. G. V. Taylor, head of the piano department, says that Paul B. Norris, the new Victrola manager, is making a wonderful record and that this indefatigable work is bringing results.

The Wakefield Music House reports large sales of Brunswick machines and records. February trade was a record-breaker and March has started off even better than February. Spring trade promises to be the greatest in the history of Portland.

Lack of records is one of the big features noted in the Portland trade. Miss Olga Binder, of the record department of the Wiley B. Allen Co., is almost dismayed at the lack of popular records in stock. While the Wiley B. Allen Co. has an enormous stock of records, the demand for patriotic and popular records has been so insistent that the immense supply is rapidly becoming exhausted.

**SCHUBERT
PHONOGRAPH**

RECORDS

The greatest series of 75c. records ever made.

10-INCH DOUBLE SIDED

ALL STARS

ALL SELLERS

New list by 15th monthly.

Dealers, write for list and prices

**BELL TALKING MACHINE COMPANY
41 WEST 37th STREET, NEW YORK**

Jewel-Bearing

BUTTERFLY MOTOR

Leonard Markels

This is the MOTOR whose phenomenal success made it necessary for us to double our factory capacity.

The "Butterfly Motor" has won the endorsement of leading talking machine manufacturers everywhere. It is giving excellent service under exacting conditions, and is a motor that is *guaranteed* in every detail. Read its specifications and you can readily understand why the Butterfly Motor is accepted as a standard in its field.

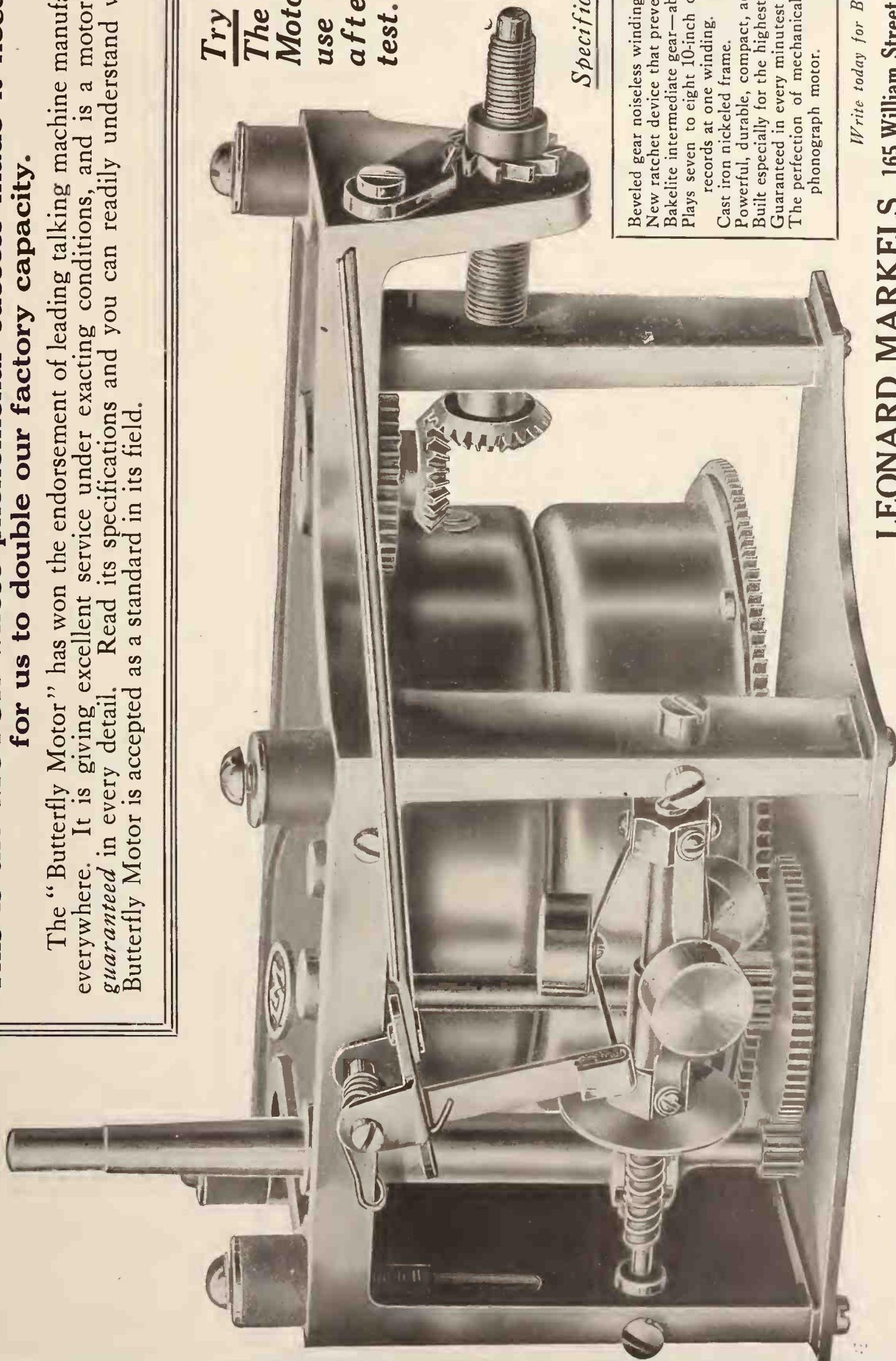
Try a Sample of The BUTTERFLY Motor. You will use it exclusively after a thorough test.

SILENT BUTTERFLY MOTOR

Jewel Bearing

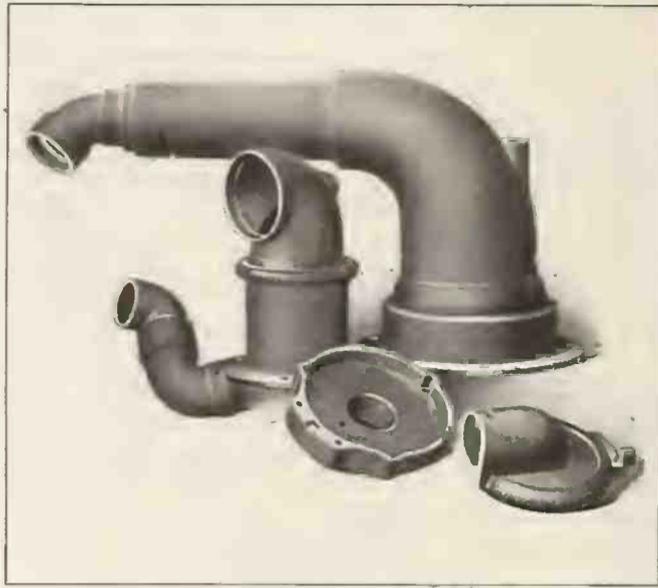
Specifications

Beveled gear noiseless winding.
New ratchet device that prevents clicking.
Bakelite intermediate gear—absolutely silent.
Plays seven to eight 10-inch or five and a half 12-inch records at one winding.
Cast iron nickeled frame.
Powerful, durable, compact, accessible.
Built especially for the highest-grade machines.
Guaranteed in every minutest detail.
The perfection of mechanical genius as applied to the phonograph motor.



Write today for Butterfly Folder

LEONARD MARKELS, 165 William Street, NEW YORK



DOEHLER DIE-CASTINGS

for tone arms, sound boxes and talking machine attachments are STANDARD throughout the industry.

Of the many instruments produced to-day from the most prominent makes down, the greater number, by far, are equipped with Doehler die-cast tone arm and sound box.

The enormous output of our three large plants permits of advantages to the users of die-castings, as regards prices and deliveries, not otherwise possible.

DOEHLER DIE-CASTING CO.

MAIN OFFICE AND EASTERN PLANT
BROOKLYN, N.Y. NEW JERSEY PLANT
WESTERN PLANT
TOLEDO, OHIO. NEWARK, N.J.

KANSAS CITY DEALERS ARE STRONG AFTER BUSINESS

Despite Shortage of Stock They Are Carrying on Strong Campaigns With the Goods on Hand—Junkins-Riley Co., Pathé Jobber, Turns Over Dealers to Wm. Volker—Other News

KANSAS CITY, Mo., March 5.—Despite shortage of stock, and the problems brought about thereby, talking machine dealers in this city and vicinity are not in any sense marking time. Although some of the more popular models of machines and the most desirable records are practically impossible to get, they are, nevertheless, carrying on strong campaigns to dispose of the goods already in their stores and to build for the future when conditions get back to normal. There is a lot of missionary work being done that cannot, and is not expected to, bring results for some time to come.

An interesting development of business in this section is found in the demand from the oil district. Fortunes are being made in oil over night, and the mechanic, or laborer, who yesterday was a prospect for a \$20 machine may to-day be in a position to buy one costing several hundred dollars. The pleasing part of the situation is that most of the deals with the oil men are for cash.

The Junkins-Riley Co., who have been Pathé jobbers for the Kansas City territory for a number of years, have sold a large part of their stock and turned over their dealers to the Wm. Volker Co., jobber of household furnishings. The Wm. Volker Co. is now the sole Pathé jobber of this territory.

The Junkins-Riley Co. will open an exclusive Pathé Shop (retail) in one of the best retail locations in the city. The shop will be designed by well-known architects and will be one of the best in this part of the country. Nothing definite has been done yet.

The Architects and Engineers Supply Co., Sonora dealers, report a big gain over last month and a bigger one over this time last year. They say that the demand for Sonoras is growing tremendously. Their record exchange department is also keeping up its big volume of business.

A. Einstein, of the Manophone Corporation, was a visitor among the trade recently.

"Our business continues to be simply wonderful," said S. G. Loewenthal, of the Henley-Waite Music Co. "The whole general line of Columbias seems to be in demand. We can't get enough of them. And our record business continues to be very, very good."

The Hall Music Co. management stated that the sale of Victors continues to be splendid and that, were it not for the shortage, business would be at the point of perfection. In records, the "Missouri Waltz" continues to be a leader.

Manager Lasseter at the Columbia department of the Kansas City Photo Supply Co. says that business is steadily on the increase. The additional record rooms, so recently built in, were only finished just in time—so fast has business increased. This company is a strong believer in the efficacy of advertising and has been doing extensive advertising both in the newspapers and on the street cars, the latter being particularly attractive.

The Brunswick-Balke-Collender Co., Brunswick jobbers in Kansas City, say that business all through this territory is on the boom, particularly in Missouri. As fast as the machines are shipped in to the dealers there comes a "big howl" for more and then more. The new Brunswick tone arm is making a big hit.

The Victrola department of the Jones Store Co. continues to have a very fine business. Of course they are handicapped by the shortage and sometimes so many substitutions have to be made that it requires the acme of diplomacy to put the deals across. "When we do get in some machines they are fumed oaks when the demand is for mahogany, etc.," said one of the salesmen. "However, we continue to take in the coin, so we should worry! Our business was far greater this month than a year ago."

The Brunswick Shop, which has not yet been established a year, now has a splendid business and verifies the belief of the management that just such an exclusive Brunswick Shop was needed in Kansas City. Sales continue to grow and the only difficulty is to supply the demand.

If the store dancing of the Edison company was merely a success at Peoria, at Clinton, and at East Orange, it took Kansas City by storm. On March 2, the end of the second week, the enrolment was up to 600 and more coming. And it was in Kansas City that, for the first time, the clumsy male insisted on coming to learn to dance. The first boys' classes were organized because the demand was so insistent. Those over eight years are not enrolled. But a large number between four and eight (garbed in gnome costumes of cheesecloth) put in a regular appearance and seem to enjoy it as much and more than baseball.

Miss Baldwin says that never before have the lessons been such a success. Hundreds of the little people come daily for registration while the mothers of many others register them over the phone. The lessons are being given in the basement of the Edison Shop (which has been fitted up splendidly for the purpose) and the mothers wait for the children in the concert room above and listen to the machines.

A unique feature at Kansas City is the large class of children from the city's slum district. They come every Saturday morning with a teacher from their ward school and to them that hour of dancing is a brief stay in Paradise. Many of them are Russians and the art of the dance is born in them.

STRONG DEMAND FOR PHONOGRAPHS

In a review of general business conditions, the New York Times had the following to say regarding the market for phonographs at the present time:

"The demand for phonographs continues strong, according to reports from several manufacturers with offices in this city. Though the hundred-dollar article seems to be the most sought, there is said also to be a good many of the more expensive lines selling, as well as a large number of the cheaper grades. The table cabinet continues in the lead among the higher grades. It is predicted that its sale this Spring and Summer will be unusually large, due to its being particularly well suited for the Summer cottage. It was explained that besides being a musical instrument of rare qualities it combines practical utility with beauty in a manner that is very pleasing."

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 club work. Send for illustrated catalogue and price list today, as

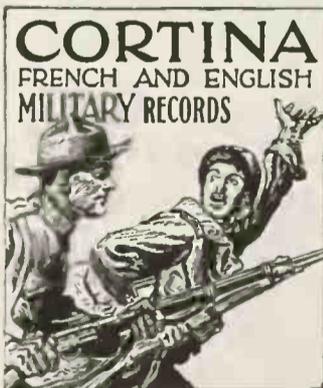
The Banjoke Is One of the Biggest Sellers in the Musical Instrument Line.

SHERMAN, CLAY & CO.

Sole Manufacturers
163 Kearny Street San Francisco

A BIG DEMAND

Throughout the Country for



Get your share of this business. An ideal gift for the boys in training or the trenches. It often sells a machine with it.

The course consists of an authoritative Military Manual containing a foreword by Major-Gen. Leonard Wood.

WITH TWENTY PHONOGRAPH RECORDS (10-12" double face discs). Send for full information. Advertising matter, military poster-hangers free.

Also Spanish, Italian, German, and English and French for Spaniards

CORTINA ACADEMY OF LANGUAGE
12 East 46th Street, New York

Featuring the Musical Possibilities of the Talking Machine

By William Braid White

[Note.—This is the thirteenth 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, thus opening up fields for sales expansion oftentimes neglected wholly or in part.—Editor.]

RECORDS OF PIANO SOLOS

At the present moment the world finds itself very much in a state of flux. Everywhere new ideas are being tried out with an enthusiasm which a few short years ago would have been thought almost inconceivable. Old notions are being revaluated and whatever does not seem to weigh up to standard is being thrown on the dust heap. Every business, whether directly or indirectly interested in the great war which is now engaging our energies, is feeling the impulse of new and fresh ideas. The business to which the energies of this paper are devoted is one which, before the war, could rightly have been called new, fresh and untrammelled, yet even in this hustling industry we find the signs of a still newer and quickening spirit. We live in great times.

It is my especial business to discuss with those who sell talking machines ways and means for improving and stimulating the retail interest, by showing how the musical possibilities of the talking machine may be turned to best advantage. In so doing I am forcibly reminded from time to time, by observing the current of events, how much in these days our business must be kept abreast of new ideas and new criticisms by a better understanding on our parts of its strengths and virtues.

The fact is not to be concealed that the public is learning to-day more quickly than it ever learned before. Its feelings are sharper, its perceptions quicker, its criticisms more pungent. Wartime is bringing increase in efficiency and corresponding increase in demand for the best of everything. The shoddy and the cheap look shoddier and cheaper than ever. The good is becoming more and more thoroughly appreciated and understood. All this is well. And it all has its moral for ourselves.

Records

In the retail selling of talking machines the record is, of course, the dominating feature. I mean that it is the record which excites the interest in the beginning, and mainly sustains it during the process of selling. The machine itself is, of course, complementary and essential; but the record is the interest-producer primarily. A fine set of records may be sold with a relatively cheap machine, but the finest machine cannot be sold without records. That much being plain, it becomes our duty in these days of wartime prices, keen public criticism, intense competition and smaller margin of profit, to develop intensively every branch of the business which shows good profit and helps to produce more business.

Piano Records

It is a fact that certain branches of the record business, which normally should be good sellers, have not been developed by retailers with quite the intensity to which their advertising value would properly entitle them. When we consider that violin records by Kreisler and voice records by Galli-Curci (to mention only two names that come to mind) sell extremely well, while piano records by Paderewski and Godowsky (again choosing at random) sell only moderately well, we must ask ourselves what can be the reason for such a contrast in demand. It certainly is not that the violin or the voice is necessarily more popular than the piano, of itself. Indeed, it is well known that the piano is by all means the most popular of musical instruments and that piano music is the most popular of all music. How is it that piano records do not sell as they ought to (that is to say, in

enormous quantities) and what can we do about the matter?

I need make no apology for choosing such a topic, since quite obviously high-class piano records are profitable to make and sell; and therefore any defect in the public demand for them should be investigated and if possible corrected. The task is harder than it sounds, perhaps, but while I must decidedly disclaim any ability or inclination to teach the manufacturers or retailers what they know better than I do, I must nevertheless be allowed to say some things which come to mind through long-continued observation, and which are without doubt useful in affording some gleams of light in a rather dark corner.

Two Reasons

There can only be two possible reasons for any lack of public demand for piano records, or for any slowness, even, of such demand. These reasons may be (1) some possible defect in the composition of the record, or (2) some lack of interest in the product on the part of the retailer. Let me briefly examine both of these ideas for our mutual benefit.

Ear vs. Record

Those who have watched the progress of recording are well aware that, until about ten years ago, scarcely any attempts to record solo piano music had been seriously made. The piano had been from the first used as an accompanying instrument in voice recording, but the support it affords in this respect is of only the slightest weight, being perceptible and no more. The art of recording solo piano work has progressed quite slowly, meanwhile, and it has gradually come to be seen that much technical refinement has yet to be brought about before the marvelous fidelity and power of the vocal records are approached. The piano record does not show the slightest defect in respect of its "hearing." Certainly the record takes up all the sounds that proceed from the piano. The only trouble is that the record picks up and fixes permanently a certain varying number of fugitive incidental sounds that accompany all playing of the piano, and reproduces these with complete fidelity. Indeed it reproduces them with more than complete fidelity, for it tends to

give us these incidental sounds in forms not indeed really exaggerated but in their actual right proportionate powers; something which our ear, when listening to piano playing, naturally and instinctively rejects.

Reverberation

In a word, we hear selectively. The playing of a piano in a small room produces a multitude of reverberations or echoes, from the reflection of the sound waves back from walls and floor. These echoes the ear rejects or ignores. But the record does not. Hence the record gives us certain incidental additional sounds mixed up with the intended sounds, in such a manner that an effect of "blurring" and of something that can only be described as an imitation of the jangle of a cymbal after it is struck sticks out from the sounds of the piano and perceptibly modifies them. It need hardly be added that the modification does not make for improvement.

Now, some of these matters have been discussed briefly at some recent piano technicians' meetings. A report of one of these appeared in the February number of this paper. I was glad to observe at this meeting evidences of respect for, and interest in, the talking machine and especially the plain indications that the piano itself is recognized by these practical piano men to be responsible for a good deal of whatever criticism may be leveled at records of piano music. Although it could not be said that any specially conclusive results were obtained, it is fair to say that all present were able to perceive that the piano, as played and built for ordinary playing, is not an ideal instrument for recording of sound.

Defects of the Piano

The defects of the piano may be briefly summed up. In the first place, the sounds which proceed from this instrument are too widely diffused over the field of sound-wave operation. In the second place, the sounds which proceed from struck strings begin with a great intensity which rapidly subsides, and so tend to reflection from the walls of a small room, thus producing reverberations and echoes which are picked up by the record and interfere

(Continued on page 65)

7th Floor

229 Fulton Street

Clifford A. Wolf

MANUFACTURER OF

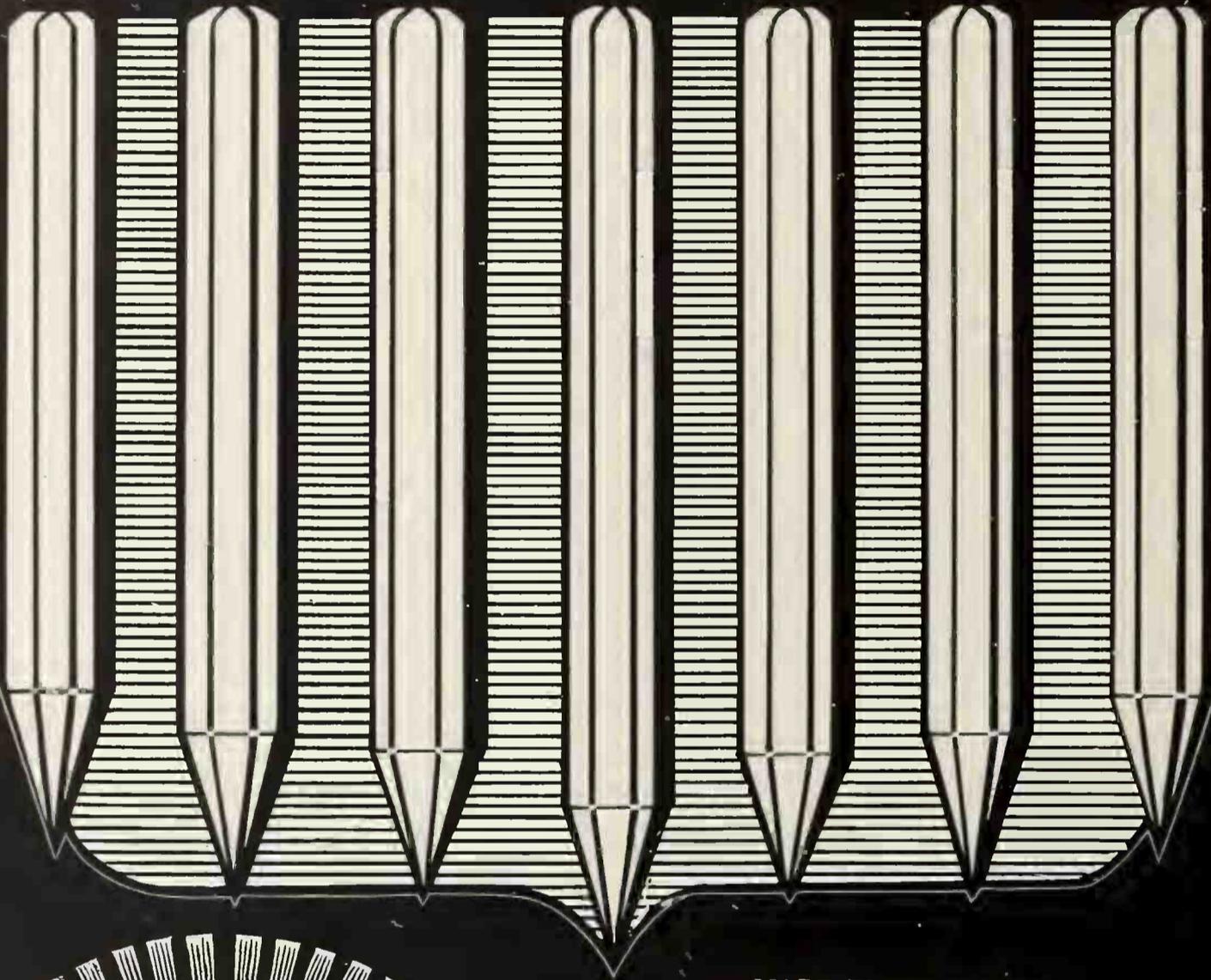
Diamond and Sapphire
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HALF-TONE
LOUD
EXTRA-LOUD

Prices and Samples for
IMMEDIATE DELIVERIES ONLY
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MADE IN AMERICA BY
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the best steel needles manufactured
because—

- (1) they are of uniform length
- (2) they have uniform points and
- (3) they are of uniform hardness
- (4) they are standard and reliable
- (5) they Assure Customer Satisfaction—

BRILLIANTONE STEEL NEEDLE CO.
of America, Inc.

B. R. FORSTER, President, Suite 657-659
Marbridge Building, B'way at 34th St., N. Y.

THE MUSICAL POSSIBILITIES OF THE TALKING MACHINE

(Continued from page 63)

with the clarity of the reproduction. In the third place, the bass strings vibrate in such a manner that the strong fundamental sounds which would best carry the tones of the piano to the record are swallowed up in a mass of incidental partial tones. In the fourth place, the vibration of the case and metal framing of the piano is sufficiently violent to produce additional reverberations which likewise interfere with clarity.

Remedies

The remedies are not entirely simple. Some of them may, however, be considered immediately practicable. The first is that piano recording should be done in large rectangular rooms, the walls lined with non-conducting material such as felt, with all re-entrant angles and elliptical concave corners eliminated. This will tend to reduce, if not eliminate entirely, reflection from walls, floor and roof. Secondly, such construction of the piano's case as will tend to deliver its sound waves in one given direction is highly desirable. This might be done by enclosing the piano, save only the keyboard, in a concrete box, having a tapered end with an opening to the talking machine horn, which also should be of concrete or similar non-conducting neutral material. Solid glass would be as good but more expensive.

The perfect piano for recording purposes will have to be built specially, I think. Such a piano must be above all longer, so as to permit of longer bass strings. I should like to see a twelve or even fifteen-foot grand built for the special purpose of talking machine recording. Many of the present difficulties would then vanish. The technical reason I have only been able to state briefly and inadequately; but so far as they go they are thoroughly valid.

Selling

So much for the recording side; but now what about the selling? After all, the facts that I have pointed out have not operated to prevent the sale of talking machine records of piano music, nor is there any particular reason why they should have. I have stated what any one can perceive for himself, but I have not failed to show likewise that the art of recording for the piano is in a state of progression. Why then wait for some imagined further improvement—which will come in good time—when we can have so much that is good already, and moreover can do our part towards educating the public into the desire for piano music records now? As the manufacturers solve, one by one, the problems of recording, they will increase the number thereof and will go after piano music more and more persistently. They will do this because the piano is the one most popular musical instrument; and because the player-piano and the hand-played player-piano record have awakened a new and vital interest in all that pertains to piano playing. All the ideas set forth above tend to show, in the aggregate, that the art of producing piano records relatively as perfect as those which the voice permits is a matter only of adjustment to certain conditions. Let the conditions be recognized and especially let the piano trade show a willingness to co-operate. The problem will then very soon solve itself.

"Push Them"

Therefore, it should be the aim of every wise retailer to push the sale of piano records with all his might. He should remember that, in the first place, many eminent pianists, with all the reputation and prestige of their names, have been willing to make records of their act. He will then realize that these men plainly see the possibilities in front of them and are not ashamed to associate themselves with a movement entitled to the highest respect and encouragement. He will likewise realize that any line of merchandise to which is attached the prestige of a great name is worthy of all encouragement and at the same time possesses an advertising value that does not pertain to any

which is not in the same position as to name. He will realize, in short, that he can sell talking machine records of piano playing, and make them profitable in every way.

Choices

Space does not allow me to do more than merely mention the names of a few records which might especially be studied by those who would sell piano music for the talking machine. But a word of suggestion may be useful. Numbers which involve brilliant runs, glittering scales and ornamental playing generally, but which do not call for heavy basses, deep sustained tones and the tragic side of the piano, as it might be called, sound best and will be the most popular. Such records as the Chopin study in G minor (double notes) by Bachaus, the Liszt Gnomenreigen by the same, Godowsky's record of the Chopin Valse in E minor

PLAN TO FINANCE EDISON DEALERS

Thos. A. Edison, Inc., Makes Arrangements Whereby Dealers May Utilize Instalment Contracts in Payment of Their Accounts With Distributors—Details of the Plan

Thomas A. Edison, Inc., have recently completed a plan for the financing of their dealers' deferred payment contracts. Under this plan, which is operated in conjunction with the Commercial Investment Trust, of 61 Broadway, New York, Edison dealers may utilize their retail instalment contracts in payment of their account with the distributors. The charges for the accommodation are within the amount now collected as interest from the retail purchaser of the phonograph.

In a recent interview Mr. Harrison Durant, financial supervisor of the Edison Co., had the following to say regarding the new plan:

"The financial plan formulated by the Commercial Investment Trust is a broad one, and decidedly advantageous. The charges are considerably less than those previously quoted by any of the regular discounting companies offering the same accommodation. The plan includes the insurance against loss or damage by fire, without additional cost, of all instruments in a purchaser's possession for an amount equal to the unpaid balance of the amount advanced. The plan is based on the well-known trade acceptance—in this case termed a 'collateral ac-

ceptance.' A dealer attaches his customer's paper to the acceptance, and receives credit for an amount not exceeding 84 per cent. of the unpaid balance of instalments.

"The plan has our entire approval, and no doubt will be of great advantage and assistance to Edison dealers throughout this country and Canada. It is the only plan of its kind which the Thomas A. Edison, Inc., recommends to its dealers, and is the result of very sincere efforts on our part to relieve our dealers of some of the burden of their financing. The fact is that Edison instalment paper has terms which up to the present date have not been available to phonograph dealers."

The salesman can find many others of the same sort which a study of the catalog will suggest to him. This is a case where wisdom and discretion are desirable in every sense.

I believe in the piano record for the talking machine and in its future development. I want to see the public educated to it. It is a fine wide field. Let us get at it now with plough and harrow.

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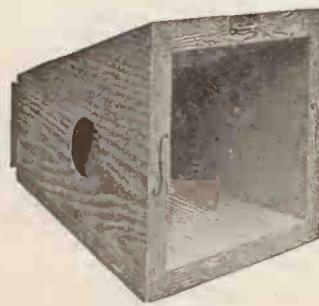
CONGRATULATION FOR W. H. BISHOP

W. H. Bishop, manager of the Trinity Talking Machine Co., 52 Broadway, New York, is receiving the congratulations of his many friends in the trade, upon the arrival at his home recently of Shirley Frances Bishop. This young lady is already taking a keen interest in Red Seal Victor records, and endeavoring to emulate the examples set by some of the famous Victor operatic sopranos.

The Trinity Talking Machine Co. is one of the most successful Victor retail establishments in the lower part of New York City, and Mr. Bishop has been an instrumental factor in developing the company's business to its present satisfactory totals.



Diaphragm



Amplifier



Reproducer

The
Phon d'Amour

Must Be Heard To Be Appreciated

Fritzsch patents have given to music lovers a triumph of artistry and craftsmanship. To be satisfied with a phonograph other than the *Phon d'Amour* is to be content with something less than the final achievement in phonographs. You should see the *Phon d'Amour* and have its wonderful patented features explained to you. Hear it play, then compare it. Plays records of whatever make.

THE FRITZSCH PHONOGRAPH COMPANY

228-230 W. Seventh St.

CINCINNATI, OHIO

EDISON DIAMOND DISC JOBBERS HOLD ANNUAL CONVENTION

Only Three Members of Jobbers' Association Fail to Attend—Important Trade Topics Discussed—All Officers Re-elected—Edison Officials Make Addresses—Banquet at Sherry's

The Edison Diamond Disc Jobbers' Association held its annual convention at the Hotel Knickerbocker, New York, on Monday and

closely those of other years, and included special papers read by various members of the association, talks on important topics delivered

All officers were re-elected for another year, they being: Walter Kipp, Kipp Phonograph Co., Indianapolis, president; L. N. Bloom, Phonograph Co., Cleveland, vice-president; F. E. Bolway, Bolway & Son, Inc., Syracuse, secretary, and H. H. Blish, Harger & Blish, Des Moines, Ia., treasurer. The advisory committee for the coming year will consist of A. H. Curry, Dallas,



Members of Edison Disc Jobbers' Association Tuesday, February 18-19, and, despite the unusual travel conditions prevailing, only three members were missing when the roll was called, the jobbers coming from all sections of the United States and Canada to attend the gathering.

The convention program in the main followed

Who Held Their First Wartime Convention at Knickerbocker Hotel, New York, February 18-19 by factory officials, and general discussions at an open forum.

The first business session was held on Monday, at which time various officers and committees made their reports for the year. The reports for the most part were very encouraging.

Tex.; Albert Buehn, Pittsburgh, Pa., and George Babson, of New York.

Tuesday's sessions were given over to the reading of special papers and addresses by members of the Association and by factory officials, the latter including William E. Maxwell, vice-



Banquet Tendered the Visiting Jobbers by Thos. A. Edison, Inc., at Sherry's, on Evening of February 19

president of Thomas A. Edison, Inc.; L. C. McChesney, advertising manager; Thomas J. Leonard, sales manager; Harrison Durant, the financial supervisor; Verdi E. B. Fuller, general supervisor of the Edison Co., and some others. Mr. Maxwell opened the morning session with an interesting talk on the present business situation, and what the future appeared to hold forth for the Edison line and those interested in it. He also told something of what the factory planned in the matter of future developments.

M. M. Blackman, of the Phonograph Co., Inc., next brought before the jobbers his recent book



Walter E. Kipp, President

on the Edison phonograph, which was discoursed upon to considerable extent. F. E. Bolway read a paper on "Retail Selling Plans," and H. H. Blish, Jr., read a paper on "Tone Tests."

The session broke up at 1 o'clock when the factory officials and supervisors were the guests of the jobbers at a special luncheon at the Knickerbocker.

The afternoon session was opened by Harrison Durant, who presented a new and interesting financial plan to the jobbers, following which A. H. Curry read a paper on "Wholesale Selling Plans," W. B. Eddy read a paper on "Accounting and Collecting," and B. A. Trestrail, Toronto, led a discussion of war and business in Canada and the United States.

At the conclusion of the regular program, an open forum was announced, and a number of interesting informal discussions were indulged in.

On Tuesday evening the jobbers were the guests of Thomas A. Edison, Inc., at an elab-

orate banquet at Sherry's, where addresses were made by William E. Maxwell, vice-president of the Edison Co.; Walter Kipp, president of the Jobbers' Association, and others. A number of cabaret artists provided entertainment for the occasion.

Wednesday morning the jobbers went to the Edison factory at West Orange, N. J., for an informal get-together and were served a special luncheon in the Edison restaurant, after which several of the newest Frieda Hempel Re-Creations were presented for their entertainment and information.

Among those who attended the convention were D. W. Schultz, Schultz Bros., Omaha, Neb.; Robert L. Proudfit, Proudfit Sporting Goods Co., Ogdun, Utah; A. H. Curry and F. C. Beattie, of the Texas-Oklahoma Phonograph Co., Dallas, Tex.; L. A. Walker, Montana Phonograph Co., Helena, Mont.; W. L. F. Rosenblatt, Phonographs, Inc., Atlanta, Ga.; R. B. Cope, Girard Phonograph Co., Philadelphia; H. H. Blish, Jr., Harger & Blish, Des Moines, Ia.; J. G. Harrison, W. H. Thorne & Co., Ltd., St. John, N. B.; W. O. Pardee and H. L. Ellenberger, Pardee-Ellenberger Co., New Haven, Conn.; F. H. Silliman, Pardee-Ellenberger Co., Boston, Mass.; M. M. Blackman, the Phonograph Co., Inc., Kansas City; Albert Buehn, Buehn Phonograph Co., Pittsburgh, Pa.; C. R. Lee, George Babson and F. O. Faul, Phonograph Corp., of Manhattan, New York; C. E. Goodwin, the Phonograph Co., Chicago; R. S. Williams, H. G. Stanton, G. B. Petch, T. A. Dillon and Miss Punton, R. S. Williams & Sons Co., Ltd., Toronto, Ont.; R. B. Alling, the Phonograph Co., Detroit; F. S. Hemingway, the Diamond Music Co., Inc., New Orleans, La.; Walter Kipp, Kipp-Link Phonograph Co., Indianapolis, Ind.; F. E. Bolway, W. P. Eddy, J. G. Brown and A. W. Fiedler, F. E. Bolway & Sons, Inc., Syracuse, N. Y.; W. B. Smith and L. N. Bloom, the Phonograph Co., Cleveland, O.; R. E. Oldman, the Phonograph Co., Cincinnati; W. A. Meyers, Williamsport, Pa.; W. C. Wyatt and H. Richards, the Denver Drygoods Co., Denver, Colo.; W. A. Schmidt, the Phonograph Co., Milwaukee, Wis.; N. D. Griffith and P. R. Hanley, American Phonograph Co., Albany, N. Y.; C. B. Haynes and E. Bowman, C. B. Haynes & Co., Richmond, Va.; Mark Silverstone, Silverstone Music Co., St. Louis, Mo., and Laurence H. Lucker, Minneapolis, Minn.

THE VICTOR "VOICE" FOR FEBRUARY

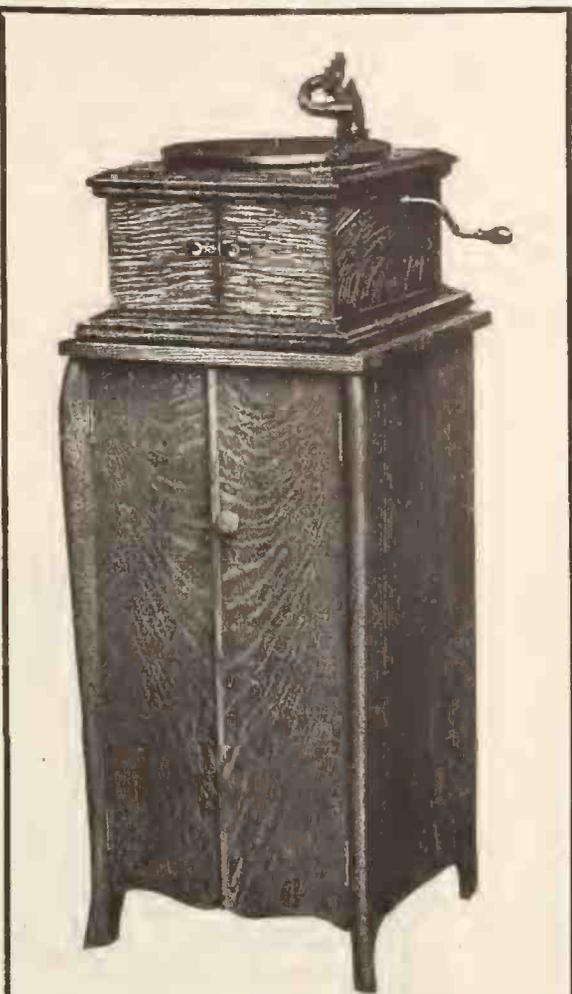
Interesting Series of Pictures Show How Victrolas Provide Comfort and Entertainment for Fighting Men on Land and Sea

The February number of "The Voice of the Victor" might well be termed a war or military number, for most of the illustrations are calculated to show the interest in music, and particularly Victrola music, displayed by the fighting men of the nation.

The cover design of the February "Voice" consists of over 500 service stars representative of the number of Victor employees who have entered the service of Uncle Sam to date. The big feature, however, is the reproduction of a yard in length of a photograph of something like 40,000 soldiers in camp at Tacoma, Wash., listening to the singing of Alma Gluck. The point is emphasized that the soldiers asked for the selections they had heard on the Victrola.

The center spread is made up of a group of eleven photographs taken on land and sea, and showing how Victrolas are utilized to provide comfort and entertainment for the soldiers and sailors. One photograph depicts the use of a Victrola in a hospital where its music serves to soothe the patient while he is undergoing an operation.

If you hustle so eternally that your system demands a vacation, you have gotten where you cannot do good work. If you have reached a point where you cannot do good work, you cannot enjoy a vacation.



No. 404 UDELL CABINET

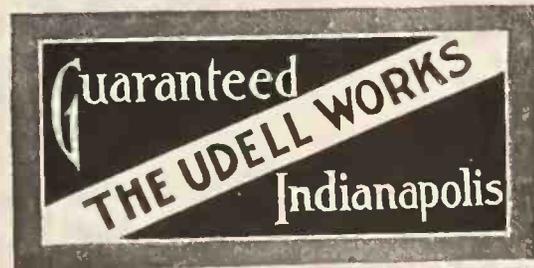
For filing Victor or Columbia Records. Capacity 208 Records. It is 32 inches high and the top is 17 inches square. You can use Victrola IV A or VI A or Columbia Grafonola 25 or 35 with this Cabinet and make a most attractive combination.

Either Quartered Oak or Mahogany, the price is \$7.50.

There is one factor, but little advertised, that helps account for the ever-increasing popularity and self-selling ability of Udell record cabinets. That factor is the intimate knowledge concerning what the American homes are buying, which the Udell organization gleans through its extensive activity in the furniture field proper.

Our large interests in the manufacture of furniture for elite homes gives us an up-to-the-minute realization of just what woods, just what period styles, just what kinds of finish and just what shades of finish are most sought for by the American public.

All this valuable knowledge is utilized in the designing of the celebrated and trade-marked line of Udell record cabinets. Catalog on request.



TRADE MARK

Start the new year by writing for our catalog.

THE UDELL WORKS

1205 WEST 28th STREET

INDIANAPOLIS, IND.

The BEST TALKING MACHINE NEEDLE

On the Market—Packed in Counter Salesman



50 Needles to a box and they retail at 10c. per Box.

60 Boxes to a package \$6.00.

This package costs you \$3.90 net.

Your profit is \$2.10 and your customer gets a needle that will give satisfaction.

The Fred. Gretsch Mfg. Co. 60 Broadway Brooklyn, N.Y.
Manufacturers of Musical Instruments

CABINET

SUPREMACY



A Century Model

¶ In every industry there is a *leader* and this Company has conducted its business with the one thought in mind of being the *leader* in the talking machine cabinet industry.

¶ How well we have succeeded is indicated by the fact that

CENTURY CABINETS

are being used exclusively by the majority of the leading talking machine manufacturers. **Century Cabinets** are giving absolute satisfaction to every user, and every cabinet is guaranteed by the *world's largest manufacturer* of talking machine cabinets.

We are ready to quote on your 1918 contracts

CENTURY CABINET CO., 25 West 45th St., N. Y.

FACTORY: UTICA, N. Y.

Happenings in Dominion of Canada

TRADE CONTINUING ACTIVE IN TORONTO AND VICINITY

W. C. Willson Joins Pathé Organization—J. P. Bradt Tells of Columbia Progress—Canadian Phonograph Supply Co. Opens Local Starr Branch—Heintzman Opens Victor Store

TORONTO, ONT., March 8.—W. C. Willson, for the past fourteen years secretary-treasurer and manager of the Meadford Mfg. Co., Ltd., of Meadford, Ont., has joined the Pathé Frères phonograph organization in this city. He comes in the capacity of assistant manager of Pathé Frères Phonograph Co., of Canada, Ltd., and will have charge of the firm's internal organization. Mr. Willson brings to the Pathé organization not only a wide manufacturing experience, but also the energy and enthusiasm of a young man who has boundless faith in Canada's future and the part that Pathé Pathéphones and records will play in building up a musical and therefore a successful nation.

The R. S. Williams & Sons Co., Ltd., on March 12 will close an essay prize contest which they have been conducting for the best essay on Mr. Edison—his life and inventions—particularly his personal favorite among all his many inventions. The contest is open to the girls and boys of Toronto, and prizes of from \$2.50 to \$25—in all, \$100—are offered. This firm are now having daily Edison recitals for school children from 4 until 6 each afternoon, and all day on Saturdays.

J. P. Bradt, general manager of Canada for the Columbia Graphophone Co., has been planning ever since 1917 closed with a business with reports of a business 100 per cent. larger than 1916, how to keep pace with growing demands. Two things he found necessary—largely increased factory facilities, and an enlarged staff. The filling of the latter need is now announced, and factory negotiations are in progress. To aid in the direction of the greatly enlarged manufacture and growing business, Mervin E. Lyle has been transferred to Canada. Mr. Lyle comes from the head offices in New York. His experience of over fourteen years embraces every phase of the business. With such an experience Mr. Lyle will be of great aid to Mr. Bradt in upbuilding manufacture; in taking care of sales and the general development of the business to the benefit of dealers in Columbia products.

That music is being demanded more and more by Canadians, and that they have developed musically in the past three or four years is the experience of I. Montagnes & Co., distributors in Canada of Sonora phonographs. "Business increases every day," reports Mr. Montagnes. Shipments are now coming from New York by express as a result of the freight congestion, and stocks that they thought were ample for some months have been cleaned out.

"Specialists in Victor records," is the way Harry E. Wimperly describes the Victrola Service Co. recently opened up by him in the new Ryrie Building, this city. Having proved his theories right concerning upstairs piano salesrooms, Mr. Wimperly was encouraged to take on "His Master's Voice" lines, in which he is strongly specializing, being thoroughly familiar and enthusiastic as a result of his experience with the line when manager of the Bell piano salesrooms in Toronto. Mr. Wimperly has many original ideas that he is putting into effect, resulting in quite an extensive list of patrons for Victor records being built up in a very short time. By the way, Lieutenant Claude C. Wimperly, a son of Mr. Wimperly, is among the returned officers from the war front, attached for duty with the First Depot Battalion 1st C. O. R.

F. A. Trestrail, general manager of the Musical Merchandise Sales Co., who are Canadian distributors of Brunswick phonographs and records, has returned from a trip to Chicago, where he visited the immense factories of the Brun-

wick-Balke Co. The Musical Merchandise Sales Co. has started on its campaign of outdoor advertising, with a handpainted sign "at the Dom," Toronto, which is not apt to leave any passerby's mind unimpressed with the name "Brunswick."

Among the newest additions to "His Master's Voice" stores in this city is one opened up by Armand Heintzman, at the northwest corner of College street and Ossington avenue. Mr. Heintzman is vice-president of Gerhard Heintzman, Ltd., and superintendent of that company's factories. The retail Victor store is a personal venture "on the side," being an outcome of Mr. Heintzman's enthusiasm in connection with talking machine business in general, and Victor lines in particular.

The following is from a letter sent Columbia distributors in Canada by James P. Bradt, general manager of Columbia interests here:

"While we have for many months restricted our manufacture and sales of German, Austrian, Hungarian, Bulgarian and Turkish records, it has now been decided to withhold from the market every selection which could possibly arouse or foster hostile national sentiment among people of enemy-country origin resident in Canada. A list is being prepared and will go to you in a few days, showing what records we are suppressing. Upon receipt thereof you please immediately withdraw the prohibited selections from sale and advise us of your stock of each selection, if any.

"We also request that you send a copy of our list to every dealer on your list who may have in stock any of the prohibited records, with instructions to withdraw them at once. Please secure information as to your dealers' stocks and inform us. We do not intend to withdraw the records of standard composers, or other selections which are without objectionable flavor."

To meet the convenience of their outside dealers visiting Toronto, the Canadian Phonograph Supply Co., of London, Ont., distributors of Starr phonographs and records in Canada, have arranged for a local branch. Samples of the various types will be on display. M. E. Stanfield, on the firm's selling staff, will look after this branch, in addition to handling his Ontario territory.

P. K. Wood, of the Thomas Mfg. Co.'s local branch, has returned from a visit to the firm's headquarters in Dayton, O.

Thomas Nash, the well-known "His Master's Voice" enthusiast, who is manager of "His Master's Voice," Ltd., Toronto, when not developing new ideas from which dealers can sell still more records, was a recent visitor to New York.

Mme. Barrientos, the eminent coloratura-soprano, exclusive Columbia artist, gave a song recital recently in Toronto and a large sale of records of her recordings is reported.

G. P. Sharkey, who is well known to the Canadian trade, has started business for himself under the name of Sharkey Novelty Co., and is offering the trade etched brass nameplates for pianos and talking machines.

Mr. Ruse is opening up with "His Master's Voice" lines. The store equipment will include a number of demonstration booths for the Victrola department.

CASSIDY'S, LTD., COLUMBIA DISTRIBUTORS IN WINNIPEG

Robert Shaw Continues as Manager—Grand Opera Season Helps Season of Record Sales—Trench Gramophone Appears—Berliner Gramophone Co. Enlarges Its Business—Other News

WINNIPEG, MAN., March 6.—The Western Fancy Goods Co., distributors of Columbia lines in the West, have now been taken over by Cassidy's, Ltd., and have moved into very much larger quarters. Robt. Shaw has been retained as manager, and Gordon Stark has been engaged as assistant manager. Mr. Shaw reports goods coming in considerable quantities—record shipments from factory, but there are thousands of orders for records still unfilled.

During the appearance of the San Carlo Opera Co. in Winnipeg the local phonograph dealers (Victor, Columbia, Edison and Pathé) took advantage of the occasion and used a whole page in the Winnipeg Tribune featuring each day a list of records of the opera playing that night.

A Winnipeg officer has just sent to his wife in Winnipeg one of the new trench gramophones, which are sold by a London firm. Small in construction, this little machine fits into a compact leather case and is most portable. Its most remarkable feature is the tone it produces. This is effected from a copper reflector which is fixed at the rear of the sound shutter, which resembles those shown in the new electric cir-

cular heaters. The great Harry Lauder, the soldiers' hero, was heard to great advantage on this wonderful little instrument which takes any sized record. Above the cannon's roar and the constant bursting of shells the lads in the trenches are able to enjoy the dulcet tones of Melba or the rollicking ballads of McCormack.

Cross, Goulding & Skinner, who are featuring the Columbia and Brunswick machines with great success, give favorable reports of activities in this department since the beginning of the year. The continued development of the talking machine business impresses this firm that the desire of the public for music in the home continues to grow.

The White House (the largest departmental store in St. Boniface) has taken up the Columbia line and is specializing in the French records on the Columbia list.

Stanwood's, Ltd., announce a big sale of the new Columbia record "Blighty." In connection with this record Mr. Shaw says the output was phenomenal, over one thousand being sold in the first day and a half.

(Continued on page 70)

Talking Machine Supplies and Repair Parts

SPRINGS, SOUND BOX PARTS, NEEDLES

THE RENÉ MANUFACTURING CO.
MONTVALE, NEW JERSEY

TRADE CONDITIONS IN THE DOMINION OF CANADA—(Continued from page 69)

All Columbia dealers have lately shared in a good distribution of Godowsky records, due to this artist's appearing in the leading centers of Western Canada and British Columbia.

The announcement of enlarged manufacturing facilities by the Berliner Gramophone Co., Ltd., Montreal, has been received with considerable elation by the management of the Western Gramophone Co., Western distributors of "His Master's Voice" lines.

Ashdown's have built new mahogany and glass

tone rooms and have very materially enlarged the Grafonola department, putting Chas. White in immediate charge under the direction of Ralph Patterson. Business is reported as brisk.

Babson Bros. report conditions and prospects good for immediate future trade in the Edison lines.

The Western Gramophone Co. say there has been a big demand for Victor records, and are looking forward to big times when Harry Lauder comes to Winnipeg.

cate of one recently purchased by Dr. Boyle, president of King's College, of that place.

The Black Diamond Needle Co. has been organized by Arthur Kempton, of Montreal, who is featuring a semi-permanent talking machine needle called the Black Diamond.

Pablo Casals records were featured by all Columbia dealers in the newspaper advertising both previous to and after his recital in Montreal and a large volume of sales is reported.

"We only wish we had taken on the representation of the Brunswick long ago," is the way the Cowan Piano & Music Co. expressed themselves to your correspondent. This firm are devoting considerable more space to the talking machine end of their business and purpose utilizing their upstairs studios for demonstrating parlors.

All the talking machine and piano dealers observed the recent heatless term of three days' duration.

Among the congratulations which have poured in upon Thomas A. Edison on the occasion of his seventy-first birthday were many from friends in Canada. Some of these messages are from men who recall the time when the electrical wizard sold papers and candy on the Grand Trunk trains.

RECENT DINNER OF MONTREAL TALKING MACHINE MEN

About Thirty-five Members of the Trade Have Most Enjoyable Reunion at Cooper's—Black Diamond Needle Co. Organized—Brunswick Phonograph Popular—Congratulations for Edison

MONTREAL, CAN., March 5.—A dinner free from long-drawn-out cut-and-dried speeches was that of the Montreal talking machine men held recently at Cooper's. The entertainment furnished by professional talent was given hearty applause and numbers of encores. Covers were laid for thirty-five and the dinner was of the high standard for which Cooper's is famed and was heartily enjoyed, of course. S. H. Brown, the versatile linguist and retail sales manager of the Berliner Gramophone Co., Ltd., who is excep-

tionally and most favorably known to the trade on the other side of the line, demonstrated that he could manage and conduct a dinner and entertainment of this nature as well as he conducts business. Those contributing to the program included Thomas Cowan, Lieutenant B. C. Hillieum, S. R. Adamson, T. L. Rettie, Sergeant Harry Pearson, et al.

At a recital given in aid of the Red Cross at Windsor, N. S., a Starr phonograph contributed to the program. The phonograph was a dupli-

VALUE OF PERSISTENT PUBLICITY

Kirkman Engineering Corp. Tell of the Progress of Their Products—Advertising for Six Years in The World—Have Built Big Business

The Kirkman Engineering Corp., New York, manufacturer of automatic stops and other successful phonograph accessories, has been making rapid progress the past year, and in a chat with The World Thomas W. Kirkman, president and general manager of the company, stated as follows:

"We have been advertising our accessories in your paper for the past six years, and at the present time have a steadily increasing list of patrons, which includes manufacturers and dealers from coast to coast. As an indication of the value of persistent merchandising and advertising, it is interesting to note that the demand for our K-E automatic stops is far ahead of our expectations, and in advance of our manufacturing facilities.

"When we started to produce our automatic stops, the manufacturers of talking machines did not accept the idea with unanimous favor. Some argued that it was an added expense, and an unnecessary innovation, but our persistent campaign to the trade and the success of our device

has 'sold' the idea of an automatic stop to manufacturers and dealers everywhere.

"To-day we are selling the K-E automatic stops to many different talking machine manufacturers, including some of the leaders of the industry. From a new accessory, handled by the dealer only, it has progressed until it is now recognized as a part of the standard equipment of the high-grade, successful talking machine. We have weathered many storms in manufacturing and merchandising these stops, and as we look back upon our six years' experience in this field, we are inclined to believe that the practical merit of our device has enabled us to overcome all the obstacles which confronted us during the first few years, and gained for our product country-wide recognition."

CLAIMS PATENTS ARE INFRINGED

Mutual Talking Machine Co. Announces That it Plans to Prosecute Several Concerns for Imitating Its Ball Bearing Tone Arm

"During the past few weeks," said Wm. Phillips, president of the Mutual Talking Machine Co., New York, "my attention has been called to the fact that several concerns in the trade are infringing on the Mutual ball bearing

tone arm. Some of these infringements are sufficiently flagrant to warrant our attention, especially in view of the fact that this tone arm is a patented product, and patent claims have been granted on all of its distinctive features.

"It is our intention to prosecute vigorously all infringers of this ball bearing tone arm, and I have just placed in the hands of our attorneys proofs against two concerns whose infringements have been so serious that our customers have called our attention to their duplication of our product.

"We do not sell the Mutual ball bearing tone arm to motor manufacturers, but market it direct to the talking machine manufacturers or dealers, thereby eliminating the middleman, and enabling us to give maximum service to our clients. We, therefore, feel that the talking machine industry should be conversant of the infringers of our tone arm, particularly as this ball bearing tone arm is an original product, which is fully covered by patents. I may add that we intend to prosecute not only under the patent laws, but under the laws covering unfair competition."

Frank M. Elmer, talking machine dealer of Watertown, N. Y., has purchased a controlling interest in the Watertown News Co. here.

AMERICAN



No. 22—\$175.00



No. 13—\$135.00



No. 5—\$50.00



No. 4—\$40.00

AMERICANS embody all the good qualities and special features of phonographs, clear in tone, beautiful in design, finest finish, smooth running motors.

We stand back of every American



No. 8—\$65.00



No. 9—\$80.00



No. 10—\$100.00



No. 11—\$115.00

American Phonograph Co.
39 Fountain Street, N. W.
GRAND RAPIDS MICH.

An Artistic Easter Window Suggestion Described for Talking Machine Dealers

By Ellis Hansen

This is the thirteenth of a series of articles on window display written by Ellis Hansen, who is recognized as one of the most practical designers of talking machine window displays in the United States.

Easter has come to be looked upon as the occasion for elaborate window displays.

Department stores, to which the world undoubtedly is indebted for the high standard of commercial art in the show windows of this country, generally make the Easter season the time for the "spring openings" and to-day—more than ever before—the success of any "opening" depends to a great extent on window displays. Years ago it was considered good form during the Easter season to use religious emblems, such as a giant cross made up of artificial flowers or wax figures made to represent angels with flapping wings, mammoth eggs with big dolls inside. Stuffed rabbits and live chicks were also noticed in many windows, all to signify Easter and jolly the crowds into the spirit of Easter shopping.

To-day such an appeal from the show windows of any self-respecting store would be considered coarse and poor in taste and, therefore, bad business. The idea to-day of a successful Easter display is rather to carry the spirit of spring, the rebirth of Mother Earth with the flowers, trees and all the living things so dear to all of us after the long cold winter sleep.



Detail of Card for Reproduction by Card Writer Put that spirit into the display. This is best accomplished by the discriminating use of flowers. The graceful Easter lily is very popular and justly so, but I would advise against lilies or other white flowers exclusively, for they might give a funereal air to the entire display and that, of course, by all means must be avoided. Lilies and roses, with the latter predominating, with plenty of vines and leaves make a good combination.

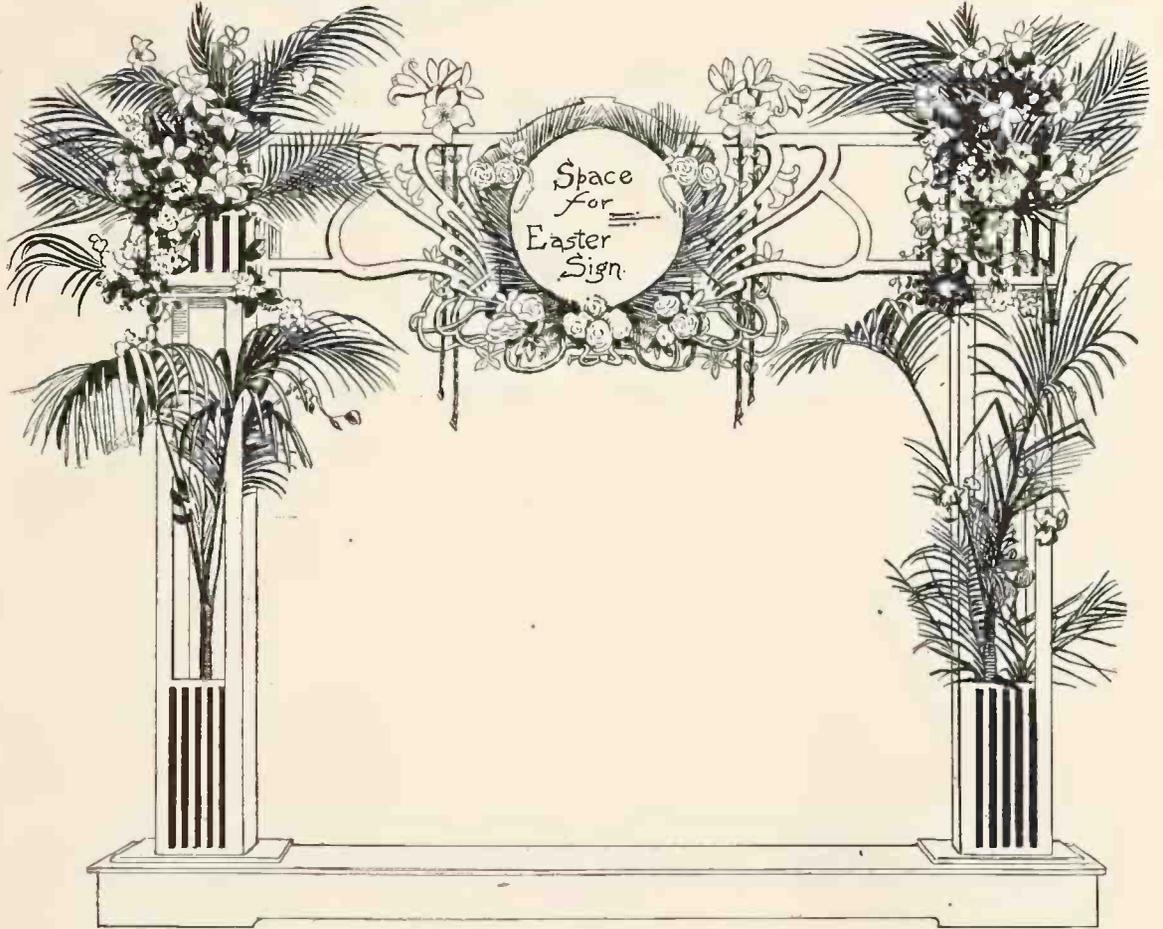
Another reason for talking machine dealers not to emphasize Easter too strongly is the short life of such a display. Easter comes unusually early this year, to be exact on March 31. It would be illogical to keep an exclusive Easter display in a dealer's window more than about a week or ten days after this date. On the other hand, a spring display could very nicely give four or six weeks' service. This would encourage dealers to spend more time and money on such a setting on account of the greater length of time it would serve.

Manufacturers have been in the habit of sending out circulars, hangers and show cards advertising Easter records. These, of course, should be made use of for the proper length of time and would, no doubt, add to the sale of Easter records. But such cards and other Easter advertising should be taken out of the windows before they have grown stale. Nothing is more out of place than a Christmas dis-

play in February and that same principle applies just as well to other holiday seasons.

The fixtures illustrated and described in this article should be made substantially and of good material and finish. This will increase the cost somewhat, but when it is taken into consideration that such fixtures can be used over and over again for the different seasons by changing

writer is able to make such a transparent sign, but, of course, an ordinary and less expensive card could be substituted. The size of the card should be twenty-five inches in diameter to give plenty of space to fasten at the back. The center opening is twenty-one inches, which would leave two inches all around. The floral decorations used consist of two potted palms for

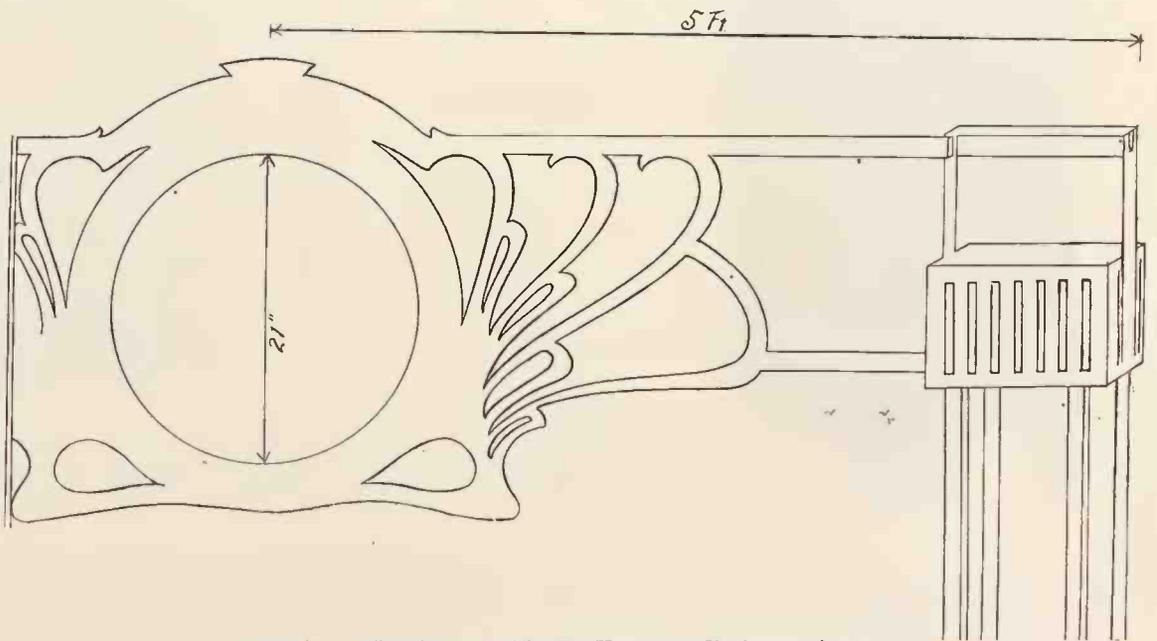


Easter Window Display Suggestion for Talking Machine Dealers

the floral decorations and show cards the additional first cost will pay in the long run. The fixtures consist of two tall flower stands built on simple straight lines. The lower parts are intended for palms or other graceful leaf plants. The upper parts are made into a kind of flower basket not only intended for holding flowers and foliage, but also serving to support the center

the lower part of the stands, Easter lilies, tea roses, and foliage and separate palm leaves. These can be furnished by any dealer in artificial flowers.

Such decorations can be used again and again, but care should be taken in storing them away when not in use. The making of artificial flowers has reached a high degree of perfec-



Detail of Section of Above Easter Window Display

decoration. The circular opening in the center piece is to be used for show cards which can be changed from time to time as the occasion might dictate. The illustration of the Easter sign can be made into a beautiful center piece by being done in an effect to resemble art glass. The sign could be painted on thin cloth; the letters in transparency on an opaque background. By having an electric light back of the sign the effect would be charming. Any good card

tion. Nearly all the high-class stores make extensive use of them in all kinds of displays. Dealers, however, must be careful not to use the flowers in the shape in which they are sent from the manufacturers, which is in a stiff and unnatural way. This is done to take up as little space as possible in shipping. The stems, flowers and leaves should be blended and arranged as they appear in their natural state. If

(Continued on page 72)

AN ARTISTIC EASTER WINDOW SUGGESTION FOR DEALERS

(Continued from page 71)

this is done some very effective results can be obtained.

Now for the making of the fixtures. The easiest way would be to have a carpenter give an estimate as to the cost, and if satisfactory let him make all of the woodwork.

But for those who can spare the time and want the fun of making it themselves, I shall try to describe the material needed and how to go about the job.

Basswood $\frac{5}{8}$ -inch thick should be used throughout the display except for the square strips as stated. The base should be made 6 inches high, 30 inches wide and 10 feet in length. The height of the two flower stands is 7 feet 6 inches, which added to the 6-inch base makes these 8 feet high. Four strips, $1\frac{1}{2}$ -inch by $1\frac{1}{2}$ -inch, is needed for each stand; the length of these should be 6 feet 3 inches. Now mark each corner of the base in the shape of a square $10\frac{1}{2}$ inches, saw out four square holes $1\frac{1}{2}$ -inch by $1\frac{1}{2}$ -inch, into which the four $1\frac{1}{2}$ -inch strips should fit snugly. It is best to lower them to the bottom of the base as they are the main support of the entire fixture. The stands are $10\frac{1}{2}$ inches square, which leaves $7\frac{1}{2}$ inches between the uprights on all sides. The lower part of the stands intended for the palms is 21 inches high and contains $1\frac{7}{8}$ -inch by $\frac{7}{8}$ -inch strips four on each side, divided up between the $1\frac{1}{2}$ -inch uprights. These should be $19\frac{3}{4}$ inches in length. The distance between the strips must be exact. The two baskets on top of the supporting uprights overlap the uprights $1\frac{1}{2}$ inches on all four sides, which makes the bottom of the baskets $13\frac{1}{2}$ inches square. These are made of strips like the lower part of the stand, but instead of four strips $1\frac{7}{8}$ -inch by $\frac{7}{8}$ -inch six pieces are divided up between the corner pieces. The height of the baskets is 9 inches, which makes the length of the $\frac{7}{8}$ -inch strips $7\frac{3}{4}$ inches. The "handles" of the baskets

are made of $\frac{7}{8}$ -inch basswood, $2\frac{1}{2}$ inches wide by $16\frac{1}{2}$ inches long. Four such pieces are needed for the two baskets. Four square holes $1\frac{1}{2}$ -inch by $1\frac{1}{2}$ -inch are sawed out in the bottom of the baskets to hold the four uprights in place.

Now for the center piece. First make the pattern. Get a piece of fairly heavy paper (wrapping paper will do) size 32 inches by 60 inches, which will make one-half of the pattern. First enlarge the working diagram to the proper size, make the inside circle 21 inches in diameter and use this as a basis. The distance between the upper and lower bars in the center piece is $13\frac{1}{2}$ inches; the bars are $1\frac{1}{2}$ inches wide, which makes the size over all correspond to the size of the basket, handles $16\frac{1}{2}$ inches. Copy and enlarge the outlines as nearly as possible. Then take the pattern to a mill and have it band sawed. The wood should be $\frac{5}{8}$ -inch bass wood as said before, and the size required for the center piece would be 32 inches wide by 10 feet long. Finish the woodwork in ivory enamel or any other color you might desire.

BOSTON BOOK CO.'S NEW HOME

Have Spacious and Central Quarters at Southeast Corner of Washington Square, New York

Herewith is shown a photograph of the new home of the Boston Book Co. This building, which is a daylight plant, is equipped with the latest time and labor saving machines. The building is situated at the southeast corner of Washington Square, New York, and overlooks the park, thus giving the workers a view of nature both winter and summer. J. M. Alter, president of the above company, is very solicitous after his employes' welfare, and the new home of the company was selected with the view

of having one of the most efficient factories, and at the same time, by the installation of every convenience, make the work of the employes a



New Home of the Boston Book Co. pleasure. While the Boston Book Co.'s plant is quite large the necessity of carrying large reserve supplies of paper stock has compelled the firm to negotiate for other space in which to store such material.

MAKES IMPROVEMENTS IN STORE

Since taking over the management of the Rudolph Wurlitzer Co. store in Hamilton, O., H. J. Lee has made a number of improvements in the arrangement of the various departments, special attention being paid to the display and demonstration of Victrolas and player-pianos.

LONG CABINETS



No. 83

In all finishes. Specially adapted for use with Columbia 50. Front posts made to follow lines of posts on Columbia 75.

FIRST and FOREMOST

In the cabinet field.

Why? Because we've *specialized* in

CONSTRUCTION FINISH and ADAPTABILITY

Our supremacy in these essentials warrants your handling *the perfect line*.

That's why you should anticipate your wants NOW.



No. 79

In all finishes. Shown with top moulding and shelves. Specially adapted for use with Victrola IX.

Prompt deliveries on all orders. Write for Illustrated Catalogue of complete line

THE GEO. A. LONG CABINET COMPANY
HANOVER, PA.

TWO MILITARY GRAFONOLA TRUNKS

Now Ready for Styles 15 and 25—Have Tray for Records, Needles and Accessories

The dealer service department of the Columbia Graphophone Co. has just issued an attractive circular calling the attention of the Columbia dealers to the fact that there are now ready for distribution, two military Grafonola trunks, which hold Grafonolas Nos. 15 and 25.



Military Grafonola Outfit No. 25

These trunks were designed to meet the steadily increasing demand for such an article, and those dealers who have visited the Columbia headquarters are enthusiastic in their praise.

The trunks are equipped with a tray to hold a quantity of records, needles and accessories, and are especially built to hold Grafonolas securely at the bottom—the tone arm secured so as to permit no swinging, the winding crank fastens to the record tray. The whole, when locked, will adequately protect a Grafonola out-

fit from the most severe handling. Grafonola trunks are finished in olive drab, with brass and black-japanned fittings, locked with two keys, and leather grab handles provided for ease in handling.

This circular calls attention to the fact that Grafonolas are playing an important part in the life of American soldiers and sailors, being recognized as practical necessities in every military unit.

The Columbia Co.'s dealer service department suggests that the local dealers introduce Grafonola military outfits into the camps, and interest the local civic bodies and country organizations in the desirability of presenting these outfits to the boys who have joined the service from their communities.

By reason of the fact that the Columbia Co. has placed an order for a very large number of these trunks, Columbia dealers are enabled to purchase them at a very low price, and there is no doubt but that they can be featured by the dealer profitably and advantageously.



No. 25 Outfit, Ready for Shipping Tag or Quartermaster's Wagon

TAKES CHARGE IN DAYTON, O.

DAYTON, O., March 5.—Dovillo Gebhart, who has been engaged in the piano business in this city for the past few years, has become manager of the phonograph and record department of the Starr Piano Co. at 27 South Ludlow street, that city. Mr. Gebhart is very enthusiastic regarding the Starr phonograph and Gennett records, and has planned a strong campaign in that line.

UDELL WORKS ARE BUSY

Sales Manager Griffith Tells of the Active Conditions Prevalent at This Establishment

Tom Griffith, the well-known and popular sales manager of the Udell Works, Indianapolis, has recently joined the Indiana State Militia. Mr. Griffith does not come within the military service age, but very evidently is one of those practical Americans who, during wartimes, want to do their "bit" in a concrete fashion.

In a recent chat to The World Mr. Griffith remarked: "The Udell Works of Indianapolis, specialists in the building of cabinets for records and rolls, find themselves at this time with the biggest volume of business on their books that they have ever before enjoyed at this time of the year. In fact, the problem that we confront is getting men to make the cabinets and then getting them shipped. It is very evident from the demand for Udell cabinets that the talking machine business and the piano and player business is unusually good. It simply emphasizes the fact that in wartime people must have music to get their minds off the more serious side of this proposition.

"The Udell people take the position that the dealer is not rounding out a complete service unless he sells a cabinet, and from the good business standpoint he should sell the cabinet because he can make a profit on it and make a pleasing account. There is another angle on the cabinet sale which a dealer must not overlook, namely, that beyond any possible doubt the cabinet owner is a better buyer of new rolls. In this connection we recently received a letter from a prominent talking machine dealer in which he said:

"We found that the always satisfied owner of a Udell cabinet bought more records and rolls to start his library, and was a better repeat customer of the selfish desire to have a generous showing when he swung open the door of that well designed, properly constructed and beautifully finished Udell cabinet."



Style 150-E Retail \$10.00
Fits Edison C-150

Mr. Edison has given great thought and study to the tone of his truly marvelous instrument.

We have given untold thought and study to a device to simplify and facilitate the handling of the disc record.

The Eject-o-file Model 150-E

Has been designed and "BUILT TO FIT" the record compartment of the Edison Style C-150

Constructed with individual non-abrasive record compartments, filing and finding records is a pleasure when your machine is equipped with Eject-o-file.

Mr. DEALER, imagine it, you can now offer to your customer this device which embraces all the pleasure and joy of filing and finding you records at will. It greatly adds to the life and aids care of records. Just touch the button and the desired record is gently rolled into the hand.

Special files to fit any style or make talking machine, also auxiliary files. Order today

PEABODY PIANO COMPANY

JOHN STENGEL, Jr., President

Distributors of Eject-o-files

BALTIMORE, MARYLAND



ANNOUNCING

Ready File

FOR

THE NEW EDISON

MODELS A-100 AND C-150

ENDORSED BY

EDISON JOBBERS'
CONVENTION

NEW YORK, FEB. 18, 1918



Ready File means an extra profit of \$7 on practically every A-100 you sell—\$6 on practically every C-150.

Let us send complete details about this remarkable money-maker. A postal request will bring them at once.

The Ready File Co., Inc.

INDIANAPOLIS, IND.

Some Official Facts Regarding the Foreign Markets for Talking Machines

The development of the export business of this country in talking machines as a result of war conditions, and the shutting off of foreign manufacturing markets, is naturally a matter of much interest. More important perhaps than the present foreign demand is the question of securing a foothold in foreign countries in preparation for commercial activities after the war. The following review of the foreign market for talking machines, recently issued by the Bureau of Foreign and Domestic Commerce, is naturally of great interest, therefore, as indicating conditions as they exist at the present time, and offering a guide for American manufacturers seeking foreign outlet for their products. Reports issued by the Bureau follow:

French Indo-China

(Consul Horace Remillard, Saigon)

Talking machines are common in this district, and a good share of those sold here are of American make. American records are not so common, because of the small English-speaking population. Imports of talking machines and records for the period from January 1 to December 1, 1917, at Saigon, by countries, in kilos of 22 pounds were: From France, 219 kilos; America, 136 kilos; China, 110 kilos; Singapore, 23 kilos; Hongkong, 16 kilos; total 504 kilos. Most of the machines and records from "China" come from Shanghai, and many of them, as well as a great number of those from Hongkong and Singapore, are of American origin.

America pays the maximum duty on articles of this class. These duties, in francs per 100 kilos, are: Phonographs, gramophones, and similar machines, 90; cylinders or discs, not registered, 45; records registered on one side, 68; records registered on both sides, 90.

The prices obtained for talking machines and records are 40 to 50 per cent. higher than in the United States. Because of the distance and the slowness of transportation, machines and records, particularly the latter, should be carefully packed. As the chief towns are on or near the sea, there is no difficult inland transportation, and no conditions requiring special packing or preparation are to be encountered here.

France

(Consul William H. Hunt, St. Etienne)

Talking machines are classified under No. 604 of the French import tariff and pay an import duty of 90 francs per 100 kilos net weight (\$7.88 per 100 pounds). The rate of duty applicable to talking machines imported from countries having conventional or preferential tariff agreements is 60 francs per 100 kilos, but this rate does not apply to goods imported from the United States.

In order to obtain a footing in this market, it will be necessary for an American manufacturer either to open a branch in France or to grant an exclusive agency to some established firm. American phonograph companies now doing business here have successfully pursued both methods. If a branch or agency is established, it should be located in Lyons, Paris or Marseilles. St. Etienne is not sufficiently a center to serve as the seat of a general agency.

As the knowledge of English in French provincial business circles is not extensive, it is preferable that correspondence should be in French.

Manchuria

(Consul A. A. Williamson, Dairen)

The most popular talking machine in the Manchurian market, and one commanding by far the largest Japanese and Chinese patronage, is the "Nipponophone," made by the Nipponophone Co., of Japan. It is, distinctly a cheap machine, not to be compared with good machines of foreign manufacture, but its cheapness and the fact that it serves its purpose for two or three years is its greatest sales feature, and

one that American manufacturers who desire to sell to the masses here will find it hard to overcome. In fact, this firm once claimed that it had eliminated the competition of American manufacturers. Several well-known American makes, however, are on the market, and some business is done with them.

This class of goods is sold almost entirely by music stores or by stores handling them exclusively, although occasionally a jewelry store will carry them as a side line.

Records are on sale here, but they are almost entirely Japanese and Chinese music and pieces. The production of these records is a large business in the Far East. European music is seldom stocked locally, and those foreigners who have machines usually get their supplies of new records from Shanghai. Nipponophone needles are commonly used. An electric motor winder was imported some time ago, but apparently the importer has been able to do much with it.

Algeria

(Consul Arthur C. Frost, Algiers)

Phonographs, gramophones, etc., their accessories, separate parts, cases, and horns pay a duty of 90 francs per 100 kilos (\$7.88 per 100 pounds at the normal rate of exchange) when imported into Algeria. Freight and insurance rates at present are very high.

It is the custom of local houses to buy as largely as possible in France. This applies even to foreign merchandise, the local house preferring trade with a French agency to dealing directly with the foreign manufacturer. The French agency simplifies the negotiations, since the local house is familiar with French business methods and is able to obtain in France the quotations to which it is accustomed. It also simplifies customs formalities, as goods imported from France are admitted free of duty.

On account of the war the tendency is universal to dispense with luxuries. For this reason and because of high freight and insurance rates and the difficulties of transportation local houses are giving serious attention, with a view to immediate purchase, only to those American products for which there is an urgent present demand, and which can not readily be obtained in a nearer and more convenient market.

Considerable interest is being manifested in after-the-war trade with the United States, and business men are studying American products of all kinds with a view to deciding as to their suitability to the needs of the local market. To this end they appreciate receiving catalogs and advertising matter in French.

Switzerland

(Consul William P. Kent, Berne)

Talking machines do not yet have as impor-

tant a sale in Switzerland as in some other countries, but are being introduced slowly with great effort by German, French and Swiss manufacturers. Prior to the war Swiss manufacturers supplied about 20 per cent. of the market, but now their share amounts at least to 50 per cent. Cheap German products and German-made American machines are sold.

Current prices are: German (American) makes, \$30 to \$400; German, \$8 to \$120; Swiss, \$7 to \$100; French, \$10 to \$110. There are German, French and Belgian discs on the market at prices ranging from 40 cents to \$2. Since the beginning of the war prices have increased 60 per cent.

Import and Export Figures

The German imports, including German-made American machines, amount to \$47,828, and the French to \$15,488, while the direct American imports in 1914 were valued at \$1,752. In 1916 Switzerland exported \$330,000 worth of talking machines and cinematographs (the statistics include both classes of goods, but the figures represent chiefly exports of talking machines) to the United States. The increasing output of Swiss factories is clearly shown.

The talking machines that are sold here are chiefly those without horns. Commissions of 20 to 35 per cent. are granted to dealers on both machines and discs. France is a keen competitor in musical discs.

The total imports and exports of talking machines in 1915 and 1916 were:

Years	Imports		Exports	
	Pounds	Value	Pounds	Value
1915.....	153,000	\$55,285	2,152,813	\$680,383
1916.....	189,597	73,195	2,304,470	854,523

The duty on talking machines, according to the Swiss customs tariff, is \$3.86 per 220 pounds gross weight.

The chief Swiss manufacturers are Paillard & Co., Mermod Frères & Co., and Carl Lindström, all of Ste. Croix. A large credit house, with headquarters in Paris and branches in Geneva and La Chaux-de-Fonds, Switzerland, sells the French Pathé talking machines and discs by means of newspaper and magazine advertisements.

Requirements of Basel Market

(Consul Philip Holland, Basel)

American records for the most part are not satisfactory in Basel. There is practically no demand for voice records in English, and the European renditions of instrumental music appear to be as well done as those from the United States. There seems to be little, if any, interest in the high-priced voice records such as one commonly sees advertised in the American magazines.

Record Cleaners

The "Standard" Circular Cleaner grips the surface and clings as if on rails. A cleaner that has "made good."

PRICE, 50 CENTS, LIST

We also manufacture the "Simplex" Record Cleaner, 15 cents list price.

SEND 10 CENTS FOR A SAMPLE CLEANER

Automatic Stops

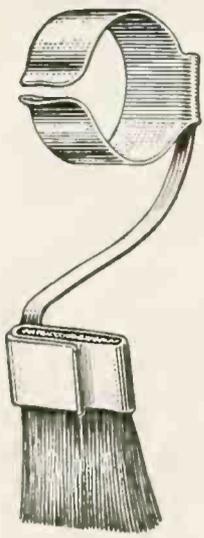


Automatic

Stops are in use everywhere. They give excellent service, are easily installed and are absolutely guaranteed.

SEND 50c FOR SAMPLE STOP

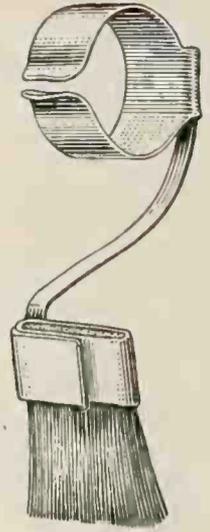
KIRKMAN ENGINEERING CORPORATION, 237 Lafayette St., New York



The IMPROVED No. 10

Cleanrite

TRADE MARK
RECORD BRUSH

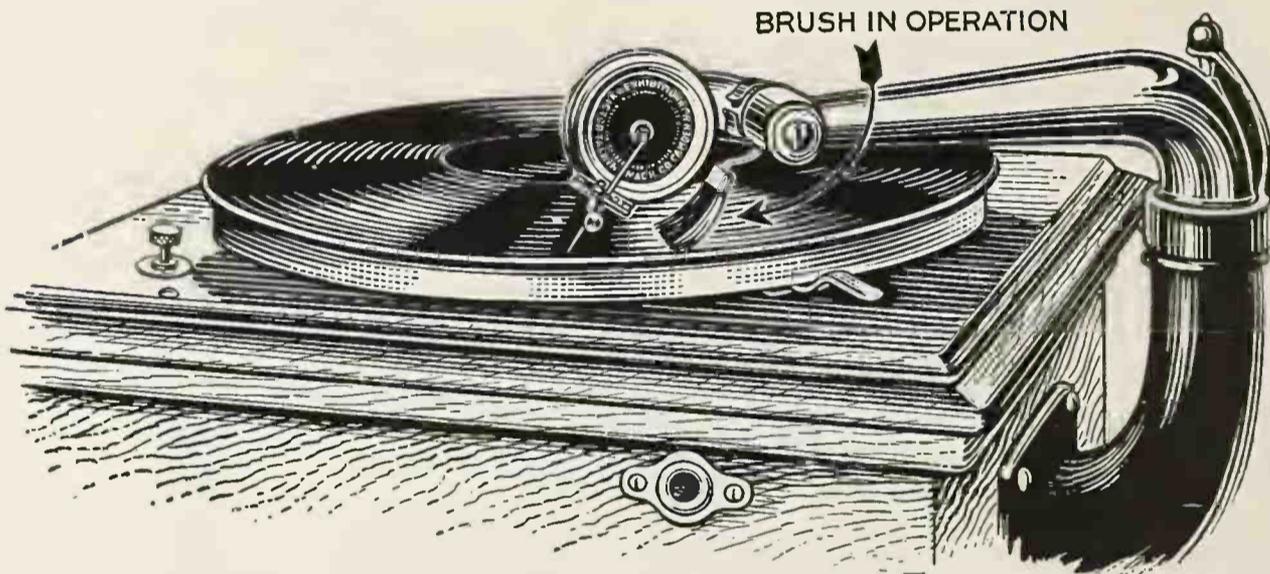


FOR VICTOR VICTROLAS

Price, Nickel Plated, 35c, Gold Plated, 75c

THE YIELDING SPRING IS THE BIG NEW THING

It Insures
Smooth
Surface
and
Preserves
Tone



Best Selling
and Most
Indispensable
Accessory
for Victrolas
on
the Market

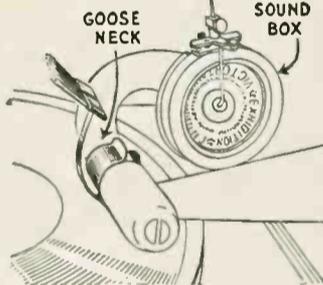
NO VICTROLA COMPLETE WITHOUT IT

No. 1



Is easily attached. Simply clamp Spring Clips (see No. 1) on goose neck as illustrated (see No. 2).

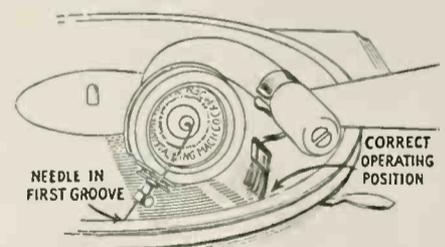
No. 2



Once correctly adjusted (see No. 3) it does the work automatically.

The yielding spring insures correct Brush pressure regardless of Needle used.

No. 3



Write for Sample and Wholesale Price List

SPECIAL PRICE
SAMPLE BRUSH, POST PAID, 10c
As this only covers cost of postage, packing, etc., we will supply only to bona-fide Dealers or Jobbers.

Regular Stock can be ordered from any VICTOR DISTRIBUTER or



Blackman

TALKING MACHINE Co.

97 CHAMBERS ST. NEAR CHURCH ST. NEW YORK
VICTOR DISTRIBUTERS



REPAIRS

TALKING MACHINE TROUBLES AND HOW TO REMEDY THEM

Conducted by Andrew H. Dodin

[This department of The Talking Machine World is designed for the service of all classes of our readers, including those who make, and those who sell, talking machines. Andrew H. Dodin, who conducts this department, has a wide and enviable reputation as a repairer of talking machines and conducts an exclusive talking machine repair shop at 176 Sixth Avenue, New York. Tell him your troubles through The World and he will help you if possible. The service is free.—Editor.]

THE NEW VICTOR MOTOR

During the past two or three months about every Victor dealer that I have met has asked me the following question: "Have you had much trouble with the new Victor motors?" Inasmuch as the average Victor dealer is more concerned with trying to get enough machines than he is for retaining in his memory answers to casual questions. I am going to outline the construction and give you my idea of the adjusting and repair of the new Victrola X. A. motor.

The spring barrel attracts our attention at our first sight of this new motor. Made of one piece of steel and containing the two main springs it is so entirely different from the usual Victor spring barrel that it stands out as the most important change in the method of construction.

Removing the sleeve screw (Part No. 5486 C. P.) permits us to push the spring barrel arbor (Part No. 5429 C. P.) through the casting bearings and so take the cage out of the motor. Place the cage on a bench—ratchet end down—then take hold of the main drive gear (Part No. 5428 A. C. P.) and pull straight up and we find that the sleeve slips out of the center of the main spring. We also find that, unlike the old style models, the spring center has no hole for the customary rivet but instead, the sleeve has a slot cut in its side, into which a V shape bend in the end of the main spring slides. On winding, the first turn of the spring presses this V part into the groove in the sleeve and the tighter the spring is wound the tighter the V part holds. This method of fastening the spring at its center does away with the old troubles of hooking the spring on the sleeve rivet and also prevents a lot of breakage of springs as the rivet head caused an uneven surface in the spring coil and had a tendency to cause springs to break a few inches from the center. Next the winding ratchet and gear (Part No. 5336 A. C. P.) are pulled out in the same manner as the

main drive gear and we are ready to remove the retaining ring (Part No. 3692 W. N.), take out spring barrel cap (Part No. 5363 A. W. N.) and take a look at the main springs. It is now necessary to take out the top main spring in order to get to the second one, and also the separating plate (Part No. 5334 P. F.) which will be found between the two main springs. In replacing the main springs care must be used to get them coiled back in the right direction, the one in the bottom of the cage is coiled to the right and the one at the top to the left.

Care must also be used in the handling of the main driving gear—that it is not bent out of true and that the teeth are not nicked or bent. The arrangement of the teeth of the top plate winding gear (Part No. 3861 A. C. P.) and the winding gear and ratchet (Part No. 5336 A.) makes this type of motor one of the easiest winding machines on the market to-day.

The balance of the motor is practically the same as the previous type Victor with the ex-

ception that the governor drive gear (Part No. 5357 B.) is larger in diameter than the old governor gear (Part No. 2757 B.) and the same is true of the governor spindle (Part No. 5354 P. F.) as compared to Part No. 3275 P. F. in the older type.

The long sleeve on the governor friction (1595 D. P. F.) will prevent the breakage of governor springs, for it will strike against the governor collar (Part No. 3299 A.) before the springs have spread enough to break. Another guard against governor spring breakage is the little pin in the casting frame which engages the screw on part No. 5331 A. and prevents the improper movement of the regulating shaft (Part No. 5358 W. N.).

Outside of a few minor adjustments I have very little trouble with this type of motor, and if it is carefully adjusted, properly graphited, oiled and greased there is no reason why it should not outlast and stay in adjustment longer than any other motor on the market to-day.

McCORMACK'S \$75,000 INCOME TAX

Noted Irish Tenor's Contribution to the Government Exceeds That of Caruso—Great Work for the Red Cross—Big Royalties on Records

John McCormack, the noted Irish tenor and Victor artist, put into the hands of Mark Eisner, Collector of Internal Revenue for the Third New York District, a check for \$75,000, a sum equal to the annual salary of the President, which represented Mr. McCormack's income tax for the year. This exceeds by \$16,000 the income tax paid by Enrico Caruso three weeks ago, and is believed to represent an income of approximately \$300,000 a year.

Accompanied by D. F. McSweeney, his associate manager; M. F. Doyle, his attorney; United States Marshal Thomas D. McCarthy, a friend of the singer, Mr. McCormack went to 1150 Broadway, one day last week. News that he was coming had spread among the employes in the office, and the singer was the object of much interest when he arrived. He was introduced to Mr. Eisner by Marshal McCarthy, and the necessary papers were drawn in about half an hour. After Mr. McCormack had signed the form he made out a check for \$75,000 and was photographed handing it to Mr. Eisner.

After leaving Mr. Eisner's private room, Mr. McCormack rejoined Marshal McCarthy and Mr. Sweeney, and remarked, as a broad grin overspread his face: "If my father ever found out what I paid inside he would curse the Germans more than he does."

Asked how he felt about giving up so large a sum to the Government, Mr. McCormack re-

plied: "It makes me feel happy to do my bit for the country that made possible my success. It certainly makes a man feel great when he knows he is doing his duty. You know the Bible says 'The Lord giveth and the Lord taketh away. Blessed be the name of the Lord.' Well, with me it has been a case of America giveth and America taketh away. Blessed be the name of America."

McCormack's income is derived from his public appearances and from royalties on talking machine records. His associates say his income the last year from the records alone amounts to more than \$180,000. This is said to be greater than any two other singers living. Caruso's income from talking machine records is said to be \$125,000, with an equal amount from his operatic work, making \$250,000 in all.

McCormack started this week on his trans-continental tour to raise \$100,000 for the Red Cross. He has already taken in \$28,000 toward this sum from performances in Washington, Philadelphia, Boston and Cleveland. The largest amount contributed to the Red Cross at any concert was \$12,000, in Cleveland, but the singer received a telegram yesterday that San Francisco is out to make a record of \$20,000.

When his obligations to the Red Cross are canceled, Mr. McCormack expects to appear at a series of concerts in behalf of the Knights of Columbus War Camp Fund. It would not be surprising if at the end of his last tour in May he went to France to sing for the soldiers. He was quoted as saying that if it was thought he could contribute to the success of the war by going to France he would be glad to do so.



Harponola

Equipped—CABINETS—Unequipped

Our long experience as master builders of artistic cabinets enables us to produce a talking machine cabinet of exceptional merit. We offer

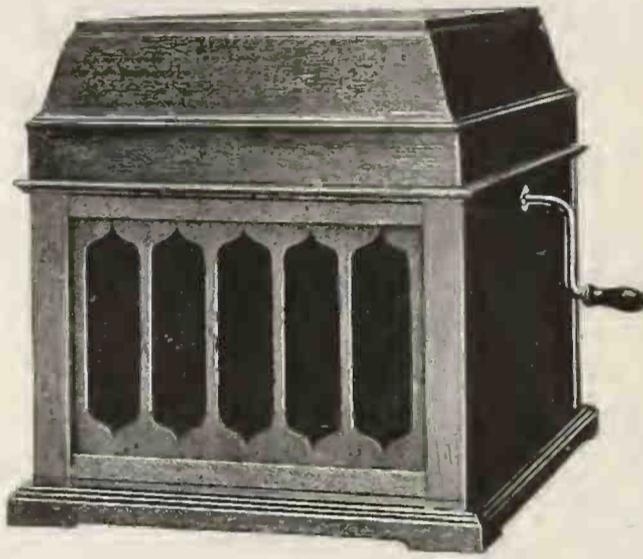
TO THE MANUFACTURER—These cabinets.

TO THE DEALER—High-class cabinets in which is installed the best mechanical equipment that money can buy. Send for catalogue.

TO THE JOBBER—Fully equipped machines under your trade mark or ours, in carload lots at jobbing discounts.

Prices that are right in each case. Send for particulars

THE CELINA FURNITURE CO.
CELINA **OHIO**



THE NEW EDISON DIAMOND AMBEROLA
MODEL 50

NO MERCHANDISE represents more remarkable value than the New Edison Diamond Amberola and Edison Blue Amberol Records.

The famous Edison curtain tests prove this. In these tests talking machines costing from two to five times as much have been completely outclassed by the Amberola.

To the best of our knowledge and belief Amberola sales are increasing faster than the sales of any other musical instrument on the market.

THOMAS A. EDISON, Inc.

Amberola Department

ORANGE, N. J.

ROGER N. LAGOW'S NEW POST

Victor Traveler and Foreign Trade Expert Now With Lightner & Leon, Wholesale Representatives of Victor Co. in South America

The resignation of Roger N. Lagow was accepted by the Victor Talking Machine Co. the first of this month. Mr. Lagow has for several years been an energetic member of the Victor Co.'s traveling staff, and in this capacity he has done much in the way of creating and applying



Roger N. Lagow

new and original sales and advertising plans for Victor dealers. Mr. Lagow, it should be added, has recently allied himself with the organization of Lightner & Leon, which firm is the South American wholesale representative of the Victor Co. His new position will mean an analytical study of the problems pertaining to wholesale export and import trade, for which work his past experience will stand him in good stead. Mr. Lagow, after graduating from Indiana University, took his Master's Degree at Harvard, and then for two years studied the romance languages in Paris, Madrid and Spanish America. At the conclusion of his foreign study he taught the romance languages at the University of Minnesota.

PLAN FOR BIG PRODUCTION

The Munzer Mfg. Corp. Have Produced Double the Number of Instruments Originally Planned for Their First Year—Big Plans Ahead

MINNEAPOLIS, MINN., March 9.—The Munzer Mfg. Corp., of this city, has now started its second year manufacturing Munola phonographs, and its success has been remarkable considering the short period of its business.

W. W. Munzer, director of sales, in an interview, states that their company have produced double the number of instruments originally planned during their first year. The most satisfying feature of their business has been the large number of repeat orders received from their various dealers. In fact, they are receiving repeat orders from approximately 85 per cent. of the active dealers in their organization. While they are hampered in selling machines through the Eastern part of the country on account of the transportation difficulties, they are overcoming this by the tremendous amount of business received from the Mississippi Valley and the Western United States.

While conditions are uncertain the Munzer Mfg. Corp. are planning a production for 1918 of 75,000 Munolas, and they claim they will sell double this amount if they can secure the material. While they have been specializing on the production of an instrument retailing at \$44.50, they state that they will turn out possibly one or two more models in addition to the original Munola.

DEATH OF JOHN C. ENGLISH

Prominent Talking Machine Inventor and Experimenter Passes Away in Texas

CAMDEN, N. J., March 4.—Word has been received from San Antonio, Tex., of the sudden death of John Clifford English, well known in New York and Philadelphia as a physicist, chemist and expert in acoustics. Mr. English had devoted the last eighteen years to the development of the art of sound reproducing, and was one of the men whose labors have done much to bring the product of the Victor Talking Machine Co. to its present state of perfection. Mr. English was in San Antonio for the benefit of his health, having on previous occasions found the climate there helpful. He leaves a widow.

MANY SWEATERS FOR SPALDING

Edison Artist in No Danger of Freezing or Starving to Death in France

The esteem in which Lieutenant Spalding, the Edison artist, is held by his many friends, is indicated by the fact that up-to-date he is reported to have received over eighty sweaters, and a great bulk of other knitted material since his arrival in France, to say nothing of huge quantities of tobacco, chocolates, books, etc. Mr. Spalding's present address in France is "Somewhere."

SERVICE FLAG ON LETTER HEADS

A clever adaptation of the service flag idea comes from the Standard Talking Machine Co., Victor wholesalers in Pittsburgh, Pa., who have printed in the lower corner of all their letter sheets, in colors, a service flag with four stars. The bright red border and blue stars show up most effectively and carry to every correspondent of the house the message that four Standard men are serving in the cause of democracy.

NEW BRILLIANTONE NEEDLE

Brilliantone Steel Needle Co. Announce New Long Tapered Steel Half-Toned Needle to Meet Demands—To Feature Export Trade

The Brilliantone Steel Needle Co., Marbridge Building, New York City, announce the addition of a new needle to their line. This new needle is a long tapered steel half-toned needle and was produced in response to insistent demands for this style.

B. R. Forster, president of the company, reports that the Brilliantone steel needle is not only immensely popular in this country but in foreign lands as well. Arrangements have just been concluded whereby one of the largest exporting houses in this country will represent this company in Shanghai, China. The Brilliantone steel needle is also enjoying popularity in points as far distant as Buenos Aires and Rio de Janeiro.

Eugene Latham, who was connected with this organization, has joined the United States Aviation Service and will devote the same energy he faithfully used in the selling of the Brilliantone steel needle to the services of his country.

SONORA DAILY PAPER PUBLICITY

The Sonora Phonograph Sales Co., Inc., has been using attractive advertising in the local newspapers, calling attention to the company's policy of selling its instruments without offering "easy" payments as the leading attraction. This copy has won favorable commendation from the company's dealers, who appreciate the fact that this publicity is helping them materially in developing Sonora business. The text states that "the Sonora is sold on a quality basis only, and you always get full value. When you buy a Sonora, you buy it for its quality, the terms being only secondary conditions."

"Is your daughter fond of the needle?"
"Very, if you refer to the gramophone needle."

"Lundstrom"
IT GROWS WITH YOUR BUSINESS

Standard Sectional Record Cabinet



A practical, inexpensive, convenient cabinet for dealers; made on the sectional principle, affording the following advantages:

It grows with your requirements: You first purchase just the number of sections you actually need for your present requirements; as you need more space, add more sections.

Adapted to any space: As many sections as desired may be placed in a stack; as many stacks may be used side by side as wall space will permit. Each section or shelf is indexed by a letter and each compartment by a number, forming a system of filing unsurpassed for simplicity and convenience.

Neat in appearance: No empty shelves; no overcrowding. Case always complete, yet always capable of additional expansion.

Carefully made and beautifully finished in plain and quartered oak, and in imitation and genuine mahogany.

Made in two sizes; to hold 10-inch and 12-inch records. Each section holds 200 records (100 Edison records). Stack may be made up with all sections of the same size; or sections for 10-inch records may be used above sections for 12-inch records by means of a reducing section as shown in accompanying illustration. Record sections furnished with or without doors.

Price for section \$3.00 and up

Cases shipped on approval direct from factory at considerable saving to you; on orders amounting to \$10.00 and over we pay freight to all points East of Montana, Wyoming, Colorado and New Mexico. To points in and West of these states, we equalize freight charges. For further particulars and full list of prices for the different sections in the different grades, write for illustrated circular No. 80.

The C. J. Lundstrom Mfg. Co.
LITTLE FALLS, N. Y.

Branch Office, Flatiron Bldg., New York City

Fifteen Years' Experience Making High Grade Filing Cabinets and Bookcases

"Over the Top" with Victor Records

Let this be your slogan for 1918



Victor
 Price 75¢
 Just a Baby's Prayer at Twilight
 Henry Burr
 18439

Victor Wholesalers

New York Talking Machine Co.
 119 W. 40th Street
 New York

Chicago Talking Machine Co.
 12 N. Michigan Ave.
 Chicago

FROM OUR CHICAGO HEADQUARTERS

E. P. VAN HARLINGEN,
Manager

World Office
Republic Bldg., 209 South State St., Chicago
Telephone: Wabash 5774

CHICAGO, ILL., March 12.—Both the wholesale and the retail trade of Chicago are feeling the effects of the loosening up of the recent freight congestion throughout the East. The record situation, while still acute, is in better condition than it has been for several weeks, due to the fact that manufacturers have been making use of the express service to send in their supplies. This, of course, adds somewhat to the expense of forwarding these records; nevertheless, the freight situation warranted this increased expenditure in order to relieve the situation. Another thing that the retail dealers are up against is how to appease the public demand for the popular song records, as the supply of these coming in is very limited. To meet the situation the dealers have been telling what they believe is true because, owing to the fact that experts in the record pressing departments have been drafted, they are working short-handed. It is further said that the process of pressing the record is not a "fly-by-night" proposition, but that it takes at least a year's training before a man can become proficient in the art of running one of these hydraulic presses and that it is estimated that at the end of that time his efficiency amounts to one-third, as two-thirds of the work he turns out will not pass inspection. These statements are being generally made by dealers who know the situation pretty thoroughly and bears considerable weight with their customers.

The wholesale dealers are facing a big situation in that they are getting a great many more orders than they have ever before received. This is brought about by the fact that the retail dealers are sending in their orders not to one place but to several places and in that manner making up their new stock lists; that is, the wholesaler is filling as much of the order as he can, making the shipment to the retailer, and the retailer is then taking the unfilled part of his order, returning it to some other wholesaler to see if he can add any more to the list. In this way the retailer is calling upon the resources not only of one but of several supply houses.

With the disappearance of the great snow blanket which covered the country last month, the railroads were enabled to relieve the shipping situation to a very great extent, and for this reason the wholesale dealers are getting in their machine shipments in a greater quantity

than heretofore. Where it formerly took at least six weeks for a shipment to go through, especially from the East, the same shipments are now coming in in from three to four weeks. The manufacturing plants are working to capacity and are turning out and shipping more machines than they have ever done.

While there is still a shortage of the medium-priced machines it is not so great as last month and the situation along this line is slowly coming back to normal. A great many of the manufacturers are preparing for the big "spring drive" which they anticipate will be launched in a short time, and for that reason have been putting on more employes and purchasing more materials so as to take care of the demand.

Ryde Enters Business

J. P. L. Ryde, who for the past twenty years was connected with the firm of Lyon & Healy, and for the last four years assistant manager of the Victor department, has resigned his position and is now located in Indianapolis, where he has purchased an interest in the firm of Fuller-Wagner Music Co. His new connection is a partnership with the firm and this company will now be known as the Fuller-Ryde Music Co. His successor at the Lyon & Healy establishment is H. J. Fidelke. Mr. Fidelke was formerly manager of the retail city credit department of that house.

The formal resignation took place on the evening of February 21, and on the previous evening Mr. Ryde was given a farewell dinner and theatre party by his former associates. The members of the firm who participated in the affair presented him with a silk umbrella and an engraved fountain pen, the presentation being made by L. C. Wiswell, manager of the Victor department of Lyon & Healy. There were fifteen members of the staff present at the party and dinner, one of the guests being W. Roche, who was in Chicago at the time on leave of absence. Mr. Roche was a former member of the firm of Lyon & Healy, but is now serving in the U. S. navy on the Battleship "Vermont," which is stationed somewhere at an "Atlantic port."

Six Best Sellers

Columbia Graphophone Co. announce for the past month the following six best sellers: "Long Boy" and "For You a Rose"; "Darktown Strutters' Ball" and "I'm All Bound Round With the

Mason-Dixon Line"; "Wait 'Til the Cows Come Home" and "Somewhere in France Is the Lily"; "Do Something" and "Liberty Bell"; "Hello, My Dearie" and "Ching Chong."

Six best sellers for the Victor Co. for the past month are: "Capricieuse" (Jascha Heifetz); "Gems From Leave it to Jane" and "Jack o' Lantern"; "Sweet Little Buttercup" and "Homeward Bound"; "Liberty Loan March" and "U. S. Field Artillery March" (Sousa's Band); "Maytime Waltz" and "American Serenade"; "Lorraine" and "Chimes of Normandy."

Pathé best sellers for the past month are as follows: "My Sweetie" and "Yock-A-Hilo Town"; "Give Me the Moonlight, Give Me the Girl" and "Hello! I've Been Looking for You"; "Homeward Bound" and "When the Boys From Dixie Eat the Melon on the Rhine"; "A Baby's Prayer at Twilight" and "Valley Rose"; "Liberty Bell" and "There's a Million Heroes in Each Corner of the U. S. A."; "Goulash" and "My Dough Boy."

Six best sellers from the Edison list for the past month are: "Leave it to Jane" and "Siren's Song" (Leave it to Jane); "Knit, Knit, Knit" (Jack o' Lantern) and "Jack o' Lantern Fox-Trot"; "Sweet, Emalina, My Gal" and "There it Goes Again"; "I Don't Want to Get Well" and "I'm All Bound Round With the Mason-Dixon Line"; "Naval Reserve March" and "Spirit of America."

The six best sellers for the Gennett records during the past month were as follows: "Largo" and "Meditation—Thais," violin solos (art tone record); "Hail! Hail! the Gang's All Here" and "I Don't Want to Get Well"; "Honolulu March" and "Kilima Waltz" (Hawaiian Instrumental Trio); "Over There" (one-step) and "Birds and the Brook"; "Paddle-Addle" (fox-trot) and "He's Just Like You" (one-step); "When the Bell in the Lighthouse Rings" and "Rocked in the Cradle of the Deep" (art tone record).

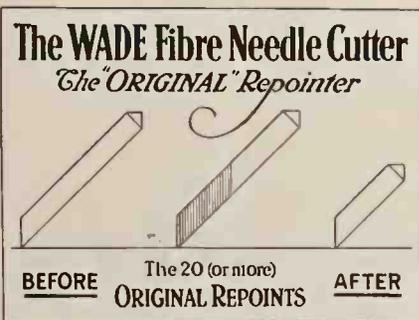
Perfects "Container" Distribution

F. P. Read, head of the Automatic Container Co., returned this week from Buffalo, where he had been making preparations with a large cabinet manufacturing company for the handling of their Eastern business. Mr. Read stated that he has also made arrangements with various manufacturing companies located in different

(Continued on page 83)

THE "WADE" FIBRE NEEDLE CUTTER

Service Feature Is of Immense Importance



Your greatest revenue, Mr. Dealer, is from record sales.

The average customer seldom buys more than one talking machine in a lifetime, but may be readily educated to systematically accumulate a record library and thereby become a constant source of revenue to you.

The Wade Fibre Needle Cutter Is the Connecting Link

It permits the use of Fibre Needles, with all their acknowledged advantages, at the minimum expense, with its 20 or more original re-points to each fibre needle, and is very cheap insurance on the life of their records.

Instruct your salespersons to use these sales arguments and you will soon have a Wade Cutter and Fibre Needle in every customer's home, which, will naturally result in increased record sales.



The Wade
Fibre Needle Cutter No. 2
Price \$2.00

WADE & WADE, 3807 Lake Park Ave., Chicago, Ill.



Better

SERVICE

Since the founding of this house in 1864 our ideal has been "to improve the service." War conditions now make this a patriotic duty. Orders placed with us are shipped without delay and as complete as possible from our large stock of over a half million records.

BUSINESS BUILDERS

Victrola Newspaper Advertising Service
52 Cuts a Year—\$8.33 per month

Victrola Newspaper Half Service
26 Cuts a Year—\$4.17 per month

Victrola Folder Service
For Mailing the Monthly Supplements in Place of Envelopes

Victrola Window Display Cards
Featuring the New Records

Small Instrument Newspaper Advertising Service
36 Cuts a Year—\$4.17 per month

Piano Advertising Service
Free to Dealers Who Represent America's Most Popular
High Grade Piano

Samples and Prices Free—Write for Them

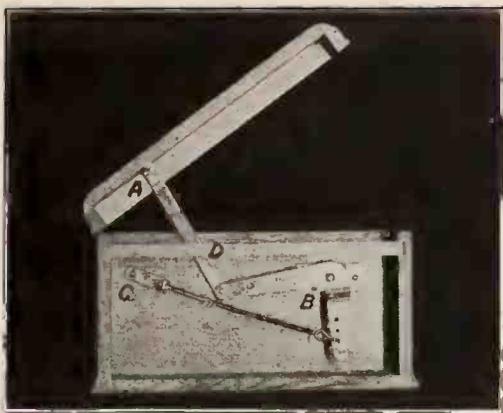
Fibre needles are an economy for your customers. They give satisfaction and prolong the life of the records.

Send us a trial order and be sure to include a liberal supply of the efficient L & H Fibre Needle Cutters.

LYON & HEALY

VICTOR
DISTRIBUTORS

CHICAGO



CHICAGO COVER BALANCE NO. 1

ISN'T IT TRUE?

You look for and insist upon style—finish and tone. Then again you insist upon a well-regulated motor, invisible hinges, and the best models of sound boxes and tone arms obtainable. Why not use the same judgment when selecting your cover support?

THE CHICAGO COVER BALANCE No. 1

is an absolute essential to the manufacturer who "produces the goods" instead of "talking quality."

CHICAGO HINGED COVER SUPPORT AND BALANCE CO.

2242 WEST 69th STREET, CHICAGO, ILL.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 81)

parts of the country to make their automatic record containers, the idea being that if orders are received from certain sections to turn them over to a manufacturer located in that particular territory, and thereby assuring their various dealers of prompt attention.

Mr. Read stated that the latest addition to their already large line, the salesman sample case, has met with much favor with the trade. This is a small compact leatherette case which consists of a simple automatic filing device and will carry twenty-four records. The case is small, light of weight and neat in appearance. It should prove popular.

New Assistant Manager

Miss Vera B. Jones, formerly connected with the Davis Phonograph Co. and for over six years associated with the J. Palmer Music Co., of Monfort, Wis., is now assistant to W. E. Cotter, retail sales manager of the phonograph department of the Thos. E. Wilson Co.

Hold Directors' Meeting

Among the prominent visitors to the trade this week was A. D. Geissler, of the New York Talking Machine Co., who was in town to attend a directors' meeting of the combined forces of the New York Talking Machine Co. and the Chicago Talking Machine Co. After the meeting Mr. Geissler, accompanied by R. J. Keith, D. A. Creed, H. P. Ellis and W. C. Griffith, spent a delightful evening at the Garrick Theatre.

What Is the Price?

One of the large drug concerns in Chicago have the agency for a small table talking machine which they advertised recently in their 1-cent sales. The method of advertising this machine has aroused much interest in the trade and is causing much wonderment as regards its actual retail price. The sale price of this machine varies in a way that would cause one to think that the quoted price was suggested by the weather bureau. The reason is this: One

day there is a special sale announcing, "This marvelous phonograph now on sale. Price \$15. Two for \$15.01." The next day or so the sign in the window is changed and reads, "This marvelous phonograph \$8.95." Then again the price changes to \$9.95. As the same machine is always shown it is little wonder that the trade in general is guessing as to its actual value.

Have Remarkable Sales

G. Harry Bent, manager of the retail piano department and the Victor department of the well-known firm of Geo. P. Bent, said that their sales of talking machines and records for the months of December, January and February were larger than the corresponding period of last year. While their sales of machines have increased somewhat the record sales are far beyond those of this time last year. The medium-priced machines were, of course, the best sellers, but they have been pushing the higher-priced machines more than ever for the past few months and have been getting good results. "Of course, the recent shortage held us back somewhat," said Mr. Bent, "but in taking inventory we discovered that we had a lot of good records on hand that would satisfy the trade if a little salesmanship were used; therefore, we started out and began pushing these records and soon discovered that our trade was satisfied, the result being that we increased our record materially."

Hold Patriotic Test

Under the auspices of C. E. Goodwin, general manager of the Phonograph Co., a patriotic contest and Edison tone test was held at Orchestra Hall on the evening of February 28. The price of admission was 10 cents, and the entire proceeds were used in purchasing Army and Navy model Edison phonographs for the various military and naval organizations. The Edison Shop, a subsidiary of the Phonograph Co., furnished the outfits at actual cost. The outfit consisted

of an Edison Army and Navy phonograph and \$30 worth of records. A special feature of the test was Glen Ellison, baritone, who sang in direct comparison with the Army and Navy model. The audience was well pleased by his masterly rendition of various Scotch songs, and his intimate knowledge and understanding of the Scotch and quaint whimsicalities enabled him to render the famous Harry Lauder songs with a fervor and vim that immediately places him in a class with that famed artist himself. The rent of Orchestra Hall, together with advertising and all other expenses, were borne by the Edison Shop. Each one in the audience was given a little ballot with which to vote for his favorite army or navy regiment. When these tickets were collected they were sorted out and the organizations receiving the greatest number of votes were awarded the machines. There was enough money taken in the box office to purchase two of these outfits, and one outfit went to Camp Grant. As no particular company was designated, Colonel Heistand was given charge of the machine and the records with the understanding that he make an investigation of the various barracks at the big cantonment at Rockford and determine which company was without a talking machine and donate it to that particular company. The other machine was won by Company E, 131st Infantry, at Camp Logan, Houston, Tex. As there were a great many of the jackies from the Great Lakes Naval Training Station present in the audience, one patriotic citizen suggested that there be a collection taken up and another machine purchased for the benefit of the boys at Great Lakes. This was done and enough was collected to buy the outfit for the jackies. The phonograph and the records were awarded to Company H, Third Regiment, at Camp Dewey.

Raffle Brunswick for Red Cross

At the recent Country Fair, which was held

(Continued on page 85)

TRANSFER NAME-PLATES

We make the Transfer Name-Plates and Trade-Marks for the largest talking machine manufacturers in this country and for dealers in every state.

YOUR NAME, Mr. Dealer, on every machine brings the owner back to you for records and his friends to you for a machine.

Samples, Suggestions and Sketches Furnished Free

THE MEYERCORD COMPANY, CHICAGO

Largest Manufacturers of

DECALCOMANIA

Transfer Name-Plates

What Happened at the Naval Training Station

A Phonograph Story That Points the Way for Every Phonograph Dealer

At the Great Lakes Naval Training Station are several club houses for the Jackies. In fitting up these camp homes, friends sent phonograph records, books, pictures and the like. The records were all DIFFERENT makes. Some were from one company, some from another. No single phonograph would have played them all—that is, none of the ONE-record type—so, naturally, a Brunswick was chosen.

THE Brunswick plays *all* records, whatever make. All the different kinds contributed were playable. None had to be laid away. This story could probably be told for many army and navy camps. Unless the all-record Brunswick is selected, many of the contributed records must be shelved. So this is a lesson in Brunswick superiority. It answers a question, a very serious one, in the minds of many dealers as to the future of phonographs. "Are *one*-record instruments doomed?"

Brunswick popularity indicates the readiness and eagerness of music-lovers to turn to the *all*-record type. Yet this feature alone does not sell all prospects. Brunswick tone is a paramount attraction. The absence of metallic and nasal noises is apparent.

Then The Brunswick has a dozen other new-day features that win. Not the least is its somewhat lower price. Every Brunswick Dealer has an opportunity to handle Pathe Records. The public likes Pathe operatic stars, late musical hits, band and instrumental selections. The offering each month is large.

Dealers who have not yet gone over the very profitable Brunswick proposition should write to us at once. A situation exists in the phonograph world which should cause every dealer to plan for the future. So write today.

THE BRUNSWICK-BALKE-COLLENDER CO.
CHICAGO SAN FRANCISCO NEW YORK CINCINNATI
BRANCH HOUSES IN PRINCIPAL CITIES OF UNITED STATES, CANADA, MEXICO, FRANCE

623-633 South Wabash Ave., Chicago
29 W. 42nd St., New York 7th and Main Sts., Cincinnati
Canadian Distributors
Musical Merchandise Sales Co., Excelsior Life Bldg., Toronto

Brunswick
ALL PHONOGRAPHS IN ONE



Retail Prices
\$32.50 to \$1500

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 83)

in the banquet room of the Auditorium Hotel for the benefit of the Red Cross Society, one of the prizes which was raffled off consisted of a \$115 model Brunswick phonograph. This machine was donated by the Brunswick Shop and was won by a young lady who is a stenographer employed in one of the big theatrical booking agencies of Chicago.

Imitate Victor Trade-Mark

Federal Judge Carpenter, of the U. S. District Court of Chicago, last week entered an order under the "unfair competition act" restraining Garrett W. Woodward and Charles E. Gaven, of the Victor Inking Machine Co., from placing imitations of the Victor dog trade-mark on machines they manufacture. The label shown in court bore the familiar picture of the Victor dog, but the words "His Master's Voice" were omitted and "His Master's Ink" used instead. The firm name "Victor Inking Machine" also appeared on the label, and it was stated in some instances that the letter "I" was crossed so that it appeared to be the letter "T" and the following letter "N" being obliterated there appeared to be an abbreviation "T'king" for talking.

Henry C. Brown a Visitor

Henry C. Brown, assistant general manager of the Victor Co., accompanied by Mrs. Brown, visited Chicago this week. They stopped here en route to their home after paying a visit to their son Harry, who is a member of the British Royal Flying Corps stationed in Texas.

He's in the Army Now

George Derrig, assistant credit manager for the Chicago Talking Machine Co., recently left for Ft. Dodge, Des Moines, Ia., where now he is a member of Hospital Unit No. 11, stationed at that cantonment.

"Thumbs Down"

H. P. Ellis, of the Chicago Talking Machine Co., received a summons on Monday of this week to serve as a juror on cases now being tried in the Criminal Court. His numerous

friends in the trade are wondering what will happen if the man responsible for the recent freight congestion appears before said jury!

Place Orders for Cabinets Now

John F. Mortensen, president of the Salter Mfg. Co., in a chat with The World called attention to the fact that dealers would do well to place their orders for record cabinets at once in order to anticipate important advances in prices which are inevitable. "There have been further advances the last two or three months in practically everything entering into the construction of record cabinets," said Hr. Mortensen. "This not only includes lumber, veneers, but also hardware, shellac, varnish and even the felts with which the famous Salter felt-lined shelves are covered. For a limited period we will protect our customers at the old prices, in spite of the fact that we should have made material advances the first of the year.

Sachs & Co., the piano bench and talking machine house at 425 South Wabash avenue, have made arrangements for the Chicago city representation of the Salter lines of talking machine record and music and music roll cabinets. Both Sidney I. Sachs and G. C. Clifford are experienced men with a large following in the trade, and, no doubt, will do an excellent business on the well-known Salter lines.

Empire Activities

John H. Steinmetz, president of the Empire Talking Machine Co., reports that quite a number of new agencies have been taken on during the past month, and that these new dealers state that they are well satisfied with the results obtained through the medium of the Empire machines. During the past week the Empire Co. increased the proportions of its shipping room more than 50 per cent. by removing a wall in the rear of their building and occupying the space which was formerly used as a store room by another company. Mr. Steinmetz states that his company is now in better position than heretofore to render prompt serv-

ice to its customers, owing to these increased shipping facilities.

New Brunswick Travelers

C. J. Carroll, who for the past seven years has traveled for the Kipp Phonograph Co., of Indianapolis, Edison distributors, is now associated with the Brunswick-Balke-Collender Co., and has been assigned to the Denver field.

G. F. Gamble, who formerly covered the New Orleans territory representing the Brunswick, has been transferred to Minneapolis. He started the ball rolling by placing several large contracts in his new territory.

Doing Excellent Business

The Empire Phonoparts Co., which made its initial bow to the trade last month, has, in the short time of its existence, built up a trade that reaches in proportions far beyond its anticipations. It is the aim of this company to cater to a high-class trade and to supply its dealers with phonoparts of its own manufacture which embrace, besides the best material obtainable, essential features that cannot be obtained elsewhere. In this the company has been rather successful, and its clientele are enthusiastic over the products already turned out by the new company, especially the new tone arms and sound boxes.

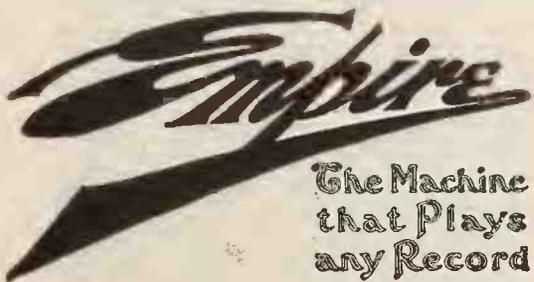
Sell Entire Stock

The Hughes Music Co., of Oshkosh, Wis., recently sold out their entire Victor stock to the Wilson Music Co., of that city.

New Cheney Models

Many of the interesting features embodied in the Cheney talking machine have been greatly improved, as may be seen in the instrument that the Cheney Talking Machine Co. are offering to the trade this month. As already well known, the tone development and control are accomplished by a series of scientifically designed air chambers in the tone arm, throat and orchestral sections of the instrument. A tonal system such as this offered a large field for experimentation

(Continued on page 87)



**EXCELS IN QUALITY
EXCEEDS IN VALUE**

Sells Because It Excels

THE excellent values we are able to show in our extensive line of nine models of EMPIRE TALKING MACHINES are not confined to the higher priced machines.

☐ The Model F Empire shown herewith is our cheapest model and yet it is equipped with the same high grade tone arm and reproducer as our highest priced machines.

☐ It also carries the same type of noiseless, smooth running, double spring motor that is used in every other EMPIRE TALKING MACHINE.

☐ It is also fitted with the "PERFECT" Automatic Brake. In fact this little machine has every improvement that any talking machine has, and at a price that is easily within reach of any of your customers.

☐ Write to-day for our Dealer's proposition on Empire machines and records.



Model F
\$27.50

EMPIRE TALKING MACHINE COMPANY

JOHN H. STEINMETZ, President

429 SOUTH WABASH AVE.

CHICAGO, ILL.

Bigger Things for 1918

Bigger for You — Bigger for Us

We have planned and prepared for BOTH a larger output — insuring better services, prompt deliveries, and even a better product than in 1917

THE Mandel line of talking machines, varying in retail price from \$35 to \$250 and meeting the price demands of every class of trade, has been improved in many details which means in the aggregate a considerable increase in intrinsic value.

This is a line which has proved a distinct satisfaction giver from the start.

Every part of every Mandel—Case, Motor, Tone Arm, Sound Box, Horn, Tone Chamber not only is distinctive but made in the Mandel factories, thus securing standardization and uniformity of output.

Do you want to handle just this type of machine?

It costs you nothing to investigate.

Let us send you model No. 3, illustrated here on FREE TRIAL.

Write today for full information and descriptive literature.



Retail Price, Model No. 3
\$100

No bigger value for the money exists today. This is the machine we will send on FREE TRIAL just to prove that we have confidence in our product

Mandel Manufacturing Co., Inc.

General Offices :
501-511 S. LAFLIN STREET
CHICAGO, ILL.

New York Display Rooms:
41 UNION SQUARE

FROM OUR CHICAGO HEADQUARTERS (Continued from page 85)

and it was in this field that Prof. Cheney, inventor of the instrument, and his corps of expert acousticians concentrated their efforts to bring about scientifically correct results. In this they have succeeded. Their accomplishments are, in a measure, far beyond their anticipation in that the results obtained place the latest Cheney models on a higher plane of standardization than their preceding machines. The various chambers of the orchestral section were given careful scrutinization and if any defects such as improper construction, etc., were found, they were scientifically remedied, thereby adding greatly to the value of the high, medium and low registers.

But inspection such as this does not apply only to the model used for experimental purposes in the Cheney laboratories. It applies to each and every machine turned out of the Cheney work shops. Each part of the machine, no matter how small or insignificant, has a definite service to perform, and this is taught to all employes engaged throughout the plant. The employes receive a thorough schooling along these lines and, for this reason, each individual part of the instrument produced by the Cheney Co. is manufactured with the understanding that the definite purpose to be performed by that particular part necessitates careful consideration if their unification as a whole is to bring about a certain standard of perfection.

Report Increasingly Large Business

The American Phonoparts Co. of this city are having an increasingly large business from manufacturers in two types of tone arm and sound box outfits, which are illustrated in their advertisement elsewhere in this issue. The company was organized in 1914 and has been an important factor in the manufacture of talking machine parts ever since. The No. 7 tone arm and sound box contains several features of particular merit. The sound box can be thrown back so as to insert the needle with one hand. It is the quality of tone produced that is notable.

The sound box is constructed with a rubber gasket in back, the object of which is to eliminate blasting caused by vibrations from the metal frame.

The No. 1W outfit has a reputation among the trade because of the special loudness and clearness of the tone. This also has a number of distinctive features, including spring screws which lock the sound box into either position for playing vertical or lateral cut records. Furthermore, the arm can be adjusted to the required length for centering sound box for playing either type of records.

Leaves for Washington

Frank J. Bowers, formerly general traveler for Pathé Frères Phonograph Co., left Chicago on Monday evening of this week for Washington, D. C., where he went to join the mechanical repair department of Unit 306 of the Quartermaster's Corps at Camp Meigs, which is now being organized for immediate overseas service.

Doing Things at Wilson's

"We are still making things hum around these corners," said W. E. Cotter, manager of the retail phonograph department, Thos. E. Wilson & Co., when called upon by *The World* this month. "We decided that there was a big bunch of business to be had in Chicago, so we increased our outside force and turned them loose. They sure are getting a nice batch of orders every day, and it certainly is surprising to see the number of prospects they can bring in."

W. C. Fuhri Returns to Chicago

W. C. Fuhri has returned to the Chicago organization of the Columbia Graphophone Co. and has assumed his old duties. Mr. Fuhri and C. F. Baer will operate in close harmony as they have done in past years. Under the plan of re-arrangement Mr. Baer will assume the title of assistant manager and Mr. Fuhri that of manager rather than district manager, as formerly. At the regular monthly dinner and meeting of the sales organization last night the attend-

ance was augmented by other important employes of the Chicago branch and the meeting was turned into a "welcome home" function for Mr. Fuhri, Mr. Baer presiding and joining with the others in saying a lot of graceful things.

Repointer Points

F. D. Hall, president of the B. & H. Fibre Manufacturing Co., makers of the B. & H. Fibre needle, is very enthusiastic over the splendid reception given by the trade to the B. & H. repointer. This handy little device for repointing the fibre needles with a minimum of waste and producing a maximum of tonal efficiency has brought many congratulatory letters from dealers and jobbers the country over. Daily re-orders testify to the sincerity of the tribute.

Patent Cabinet Designs

The Vitandola Talking Machine Co. of this city have recently been granted design patents from the United States patent office on all of their cabinet designs. This, of course, furnishes evidence of the distinctiveness of the Vitandola cabinets and is a step taken in the protection of the manufacturers as well as the jobbers and dealers. J. B. Schiff, company sales manager, vouchsafes the information that they have several new models now in work, samples of which will be on display in about two months.

Thomas Mfg. Co. Open New Offices

The Thomas Manufacturing Co., of Dayton, Ohio, manufacturers of motors, tone arms and sound boxes, have opened extensive sales offices and warerooms at 1026-28 Republic Building in charge of Fred E. Read, the company's Western sales manager. Mr. Read formerly had an office in the Otis building, but the steady growth of their Western business, coupled with the company's appreciation of the importance of Chicago as a talking machine manufacturing center, prompted them in the present move. A very complete stock of the company's product will be carried in Chicago enabling them to make immediate deliveries. Furthermore, Mr. Read

(Continued on page 88)



The Empire Tone Arm and Reproducer

MARKS A NEW ERA IN PHONOGRAPH EQUIPMENT

Never before has the Talking Machine manufacturer been offered an opportunity to equip his machines with a Tone Arm and Reproducer possessing so many points of excellence and at a price that will compete with the mediocre equipment with which the market is flooded. Empire equipment adds distinction and selling value to the machines on which it is used.

We solicit inquiries from high grade manufacturers of Talking Machines in position to place orders for a fair sized quantity of Tone Arms and Reproducers in monthly quotas, and for such will make it an object to adopt the Empire equipment.

In ordering samples, kindly state measurement from center of turn table shaft to center of horn hole on motor board.

Address all inquiries
to our Chicago office

THE EMPIRE PHONO PARTS CO.
Sales Office, 427 South Wabash Ave., Chicago, Ill.

Factory:
1102 West 9th St.
Cleveland, Ohio

New Lakeside No. 4 JUMBO TONE ARM

Only foolproof arm on the market, as *all* adjustments are *permanent* and *user* has *no* adjustments to make.

Best mica used so fastened to the stylus to prevent same from pulling out. All parts machined to make a perfect mechanical fit. No adjustments when shifting from Victor to Edison. Heavy massive design best for correct reproduction.

Permanent adjustment for all records except Pathé, when a weight is applied (see cut), which makes it just exactly right for playing Pathé. This weight also serves as a retainer for Edison and Pathé needles, which usually are mixed with the steel needles or lost.

Arm fitted with long telescopic neck to make longer or shorter. Punched sound box clamping ring has a curvature preventing rubber gasket from working out.

ALL NEW FEATURE PATENTS APPLIED FOR

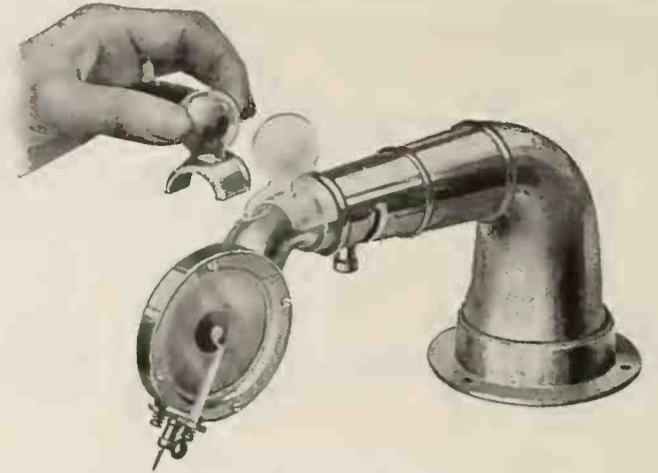
We also supply hardware, cabinets, motors and accessories for talking machines. Ask for our Bulletin. We maintain an expert motor repair department.

LAKESIDE SUPPLY CO., Inc.

Tel. Harrison 3840

202 South Clark Street

CHICAGO, ILL.



RETAIL PRICE \$7.50 EACH
 Prices to Bona Fide Dealers
 Sample\$4.00 each
 Lots of 6 to 11..... 3.75 each
 Lots of 12 to 49..... 3.50 each
 Lots of 50 to 100..... 3.25 each
 A further slight reduction on yearly contracts
 in 100 minimum lot shipments.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 87)

has established a service branch in Chicago in charge of a competent mechanic. This will enable them to render real motor service. This man will make it his business to go into the factories of talking machine manufacturers using the Thomas product and give instructions and demonstrations regarding the construction and installation of the motors.

"I cannot fully express my satisfaction with the manner in which our product has been received in this territory," said Mr. Read. "We certainly are doing everything in our power to merit this recognition. It is the ideal of W. H. Mathews, president of our company, to turn out the best motors and talking machine parts that can possibly be made. Practically unlimited facilities are offered in our big plant at Dayton and any manufacturer of talking machines who is imbued with the quality idea would be interested in observing the care and precision which characterizes all of our manufacturing processes and also in the laboratory experimental work which is constantly in progress there. We are now making five types of motors and with our five patterns of tone arms and three types of reproducers we are able to offer five complete combinations of exceptional merit."

Mr. Read loosened up on a little item of considerable interest to the trade. In the near future the company will be prepared for the commercial production of an automatic stop which for simplicity and unfailing accuracy of operation he thinks will mark a distinct departure in the trade.

Becomes Manager of Record Department

E. C. Poore has been appointed manager of the record department of the Columbia Graphophone Co., having succeeded F. A. Tatner, who now has charge of the country correspondence for that company. Mr. Poore has been associated with the Columbia Graphophone Co. for the past ten years and was connected with their various branches throughout the middle West.

Lakeside Supply Co. Progress

The Lakeside Supply Co. of this city, has shown a remarkable growth within the past year and a half. In that short space of time they were not only compelled to seek larger quarters on two occasions, but their business has grown to such proportions lately that they are contemplating taking on several additional rooms in the building in which they are at present located.



W. A. Fricke

G. C. Fricke and his brother, W. A. Fricke, president and secretary of the company respectively, are the men at the helm, and it was through their incessant labors and ingenuity that the company has reached its present standard in the trade. The Messrs. Fricke have been associated in various manufacturing enterprises throughout Chicago for the past twenty years, G. C. having been a buyer for a number of years for various manufacturing concerns in Chicago, while W. A. devoted most of his time to working as an electrical engineer.

The Lakeside Supply Co. not only job in phonoparts, but also manufacture a full line of phonograph hardware. They are at present manufacturing a new universal tone arm which is known as the "Lakeside No. 4 Jumbo." This tone arm is made to fit all machines and will play all makes of records. There is supplied with this tone arm a small weight which is easily attached above the sound box whenever a selection of a Pathé record is desired. This tone arm is made in sections that interlock in such a manner that the arm may be easily and instantly lengthened or shortened by the use of a small setscrew as required.

The Lakeside Co. have recently been appointed Chicago representatives of the Stephenson precision motors. They not only will handle these well-known motors, but will also give Stephenson free motor service to their customers. They contemplate carrying a large supply of these motors as well as a large stock of motor parts.

Personals and Visitors

Herman Schefft, of Chas. Schefft & Sons, Milwaukee, Wis.; Ed. Winegar, of the Winegar Furniture Co., Grand Rapids; Don Elble, of Elble Bros., South Bend; C. W. Copp, South Bend; Mr. Hopper, of the Hopper, Kelly Co., Seattle, Wash., were all visitors to the Chicago trade recently.

H. T. Nolan, of the New York Talking Machine Co., was a visitor to Chicago last week. Mr. Nolan is connected with the sales department of the company.

J. S. Mitchell, secretary of the L. S. Donaldson Co. of Memphis, Tenn., called on the trade in Chicago last week.

H. E. Whitman, manager of the Pearson Piano Co., of Indianapolis, was one of the dealers who visited Chicago during the past week.

Train Sales Force

Arthur H. Cushman, director of sales of the Emerson Phonograph Co., of New York, spent the week in assisting F. W. Clement, manager of their Chicago office, in breaking in six new men for sales work. The new travelers were given a good coaching and drilling by both Mr. Cushman and Mr. Clement and were then sent out to take in the new Western and Northern territories, which were just being opened by the Emerson Phonograph Co.

Mr. Clement is in receipt this week of a sample of the first nine-inch Emerson record produced, which the company announced last month. He stated that the many dealers who called at his office each day were enthusiastic regarding the new record and are all anxiously awaiting its release.

PARAMOUNT RECORDS ON MARKET

New York Recording Laboratories Now in Position to Meet Demands of the Trade

CHICAGO, ILL., March 9.—M. A. Supper, sales manager of the New York Recording Laboratories of Pt. Washington, Wis., was in Chicago this week, and during a visit to the Chicago branch of The Talking Machine World told something of the progress that they are making with the Paramount records. "While we have been shipping records to some extent for some little time, we can now say we are ready for the market in the larger sense of the term," said Mr. Supper. "Paramount records, as you know, are recorded in our laboratories at 1140 Broadway, New York, which are in charge of recording experts and musical directors of long and practical experience. While in the introductory stage we lent ourselves mainly to the popular numbers, great stress will be laid in the future on selections both vocal and instrumental of the standard and familiar classical compositions. Plans are at work to this end which when announced will create great interest in the trade. In the meantime we have secured the very best talent for entertainment records of the popular

!!! ATTENTION !!!

Manufacturers of High Class Talking Machines

The new "Orotund" tone-arm and reproducer are now ready.

Universally correct. You can play all records perfectly and safely with this new tone-arm outfit.

Artistic in design. Workmanship perfect. Tone quality exquisite. Acoustically correct.

Two styles—No. 3-A and No. 3-B.

No. 3-A—With mild tone sound-box.

No. 3-B—With loud tone sound-box.

We also make the most perfect universal attachments for the Victor, Edison and Columbia machines.

Send for circular and prices.

COMBINATION ATTACHMENT CO.

324 Republic Bldg.

CHICAGO

STEEL NEEDLES

READY FOR DELIVERY

I also have a quantity of genuine MAHOGANY CABINETS

43 in., 44 in. and 45 in. Height,

TO BE SOLD AT A VERY LOW PRICE

Ask for Quotations.

W. F. MARTIN

57 E. Jackson Blvd.

Chicago

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 88)

type. We have on our list of artists such people as Henry Burr, Peerless Quartet, Shannon Four, University Quartet, Charles Hart, Louis James, Grace Kerns, Arthur Fields, Sam Gardner, Van Epps Trio, Louise and Ferera, Edward Zinco, Allen Turner, George Hamilton Green, zylophonist, Miss Margaret Abbott and many others equally skilled in their respective lines. Our pressing plant at Grafton, Wis., located only a few miles from our general offices at Pt. Washington, is splendidly equipped and of ample capacity. We are rapidly booking up with responsible and enterprising jobbers all over the

country and are preparing for an advertising campaign which will carry the fame of Paramount records to the general public. No pains have been spared in the preparation of catalogs and bulletins of artistic character replete with interesting data regarding our artists together with the stories of the numbers and the show cards and other advertising matter we have prepared for the dealers are the subject of favorable and daily comment."

C. J. Woodward, who has his office at 503 Cable Building, has been made the Chicago representative of Paramount records.

sonal advertising. He pointed out that: "Personal advertising is the face-to-face, eye-to-eye, mouth-to-ear, man-to-man advertising. Summing it up in a few words it is personal contact between the customer and the house. As stated before, printer's ink brings prospective customers to your store and the moment a prospective customer enters through the door, at that moment personal advertising begins.

"The first one to come in contact with a prospective customer is the salesman. Now you have all heard the saying that the first impression is the lasting one. This saying is just as true to-day as when first coined, hence it is the salesman who at the first approach must make a favorable impression. In order to do this he must have a personality—should be of neat appearance, well groomed and pleasant of speech. I say pleasant of speech because personality lies in using words which the customer will understand, high flown speech, however, is seldom used to advantage in salesmanship.

(Continued on page 90)

L. C. WISWELL'S STRONG TALK ON SALESMANSHIP

Gives Some Excellent Advice to Members of Grand Rapids Music Dealers' Association on Subject of Selling Talking Machines to Greater Advantage—Urges Interest Charge

CHICAGO, ILL., March 9.—L. C. Wiswell, manager of the talking machine department of Lyon & Healy, made an address which was eloquent in the best sense of the word and full of practical wisdom, before the Grand Rapids Music Dealers' Association recently. He emphasized the importance of co-operation as illustrated in the good work that can be accomplished by trade associations, pointing out that through co-operation trade evils can be simplified and eliminated, thus enabling the talking machine business to be placed on a clean, substantial and successful basis.

He pointed out that one of the greatest goods the organization can accomplish is to obtain interest on deferred payment sales, and he remarked: "Gentlemen, do you realize that by your failure to obtain this charge you are losing hundreds and collectively thousands of dollars per year? Could you go to a bank and borrow money to make your purchases of merchandise without being obliged to pay interest? Of course not. Are you not obliged when buying merchandise on long terms from the manufacturers, particularly merchandise that is of staple quality, to pay interest? Surely you are. If this situation is true with you in the purchase of goods, why then should it not be likewise with the consuming public or the party to whom you sell the instrument, granting him a series of deferred payments in settlement of the purchase? Merchandise which you have delivered to your customer surely represents cash, it is money only in a different form. You cannot obtain money from a bank without the payment of interest. Why then should you loan money to your customers without exacting the same stipulation? There is a tremendous leak in your talking machine business if you are not charging interest. It is only a little thing but in time it will reach serious proportions.

"You can easily at this meeting here to-night adopt a resolution that beginning with, say, March 1, each and every one of you will make an interest charge of .6 per cent. on all deferred payment sales. If you do this it will mean more cash business which will give you an argument as to why a man should pay cash instead of buying on the deferred payment plan. As an organization you should get together on the question of uniform allowance for the turning in of used and out-of-date machines towards the purchase of a new machine and regulate the record approval system, and while I do not approve of it you will eliminate the record approval system entirely. Unless you have complete co-operation, complete harmony, proper results cannot be obtained."

Mr. Wiswell then took up the subject of advertising and emphasized the value of all kinds of publicity, whether in the newspapers, magazines, catalogs or circulars, but especially per-

VITANOLA
TALKING MACHINES

We want to put a Vita-nola with every live dealer in the country—we want to show him the merit of our line and that it is a line that stays sold and earns him a good profit. That's why it's to your interest to write for our

FREE TRIAL OFFER

Our beautiful new models have proven very attractive and many of our dealers realize that the Vita-nola line is the one "best bet." With a tone that is "distinctly different" as well as its many other features, it is appealing to the prospective buyer. Seven models to choose from. Prices at retail \$25.00 to \$175.00. Plays all makes of records without extra attachments.



VITA-NOLA No. 150



Trade Mark Registered

WRITE FOR CATALOG AND PRICES

Vitanola Talking Machine Company

508 West 35th Street

CHICAGO, ILL.

Stops the scratch—restores the tone

Takes the noisy scratch out of old, worn records, and restores the tone of your old favorites. Improves the tone and prolongs the life of new records.

The "Little One-der" does it. Instantly attached to any needle machine. Pathe or Victrola. Postpaid for 85c. Order today. Money back if not satisfied. Brown Music Co., Dept. F. 3018 91st Street Chicago



The "LITTLE ONE-DER"

Big Money for Dealers—Sells on Demonstration

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 89)

What conditions can be wrought out of these twenty-six little letters of our common alphabet! Words have been called 'terrific engines' since they can either serve or destroy. The salesman's mission is to use his words to serve. A customer, yes, every customer, judges the house with which he trades by the treatment he receives. If the salesman handles him in the proper way and in turn he is handled by the credit department in a businesslike way and lastly if his purchase is delivered in a satisfactory manner, he has only good to speak of your house. The requisites of a successful salesman are many. Successful salesmanship is a condition of the mind more than anything else. A salesman must believe in his goods just as implicitly as he believes that water is wet—this measure of assurance will produce the proper effect on the customer. A heated argument is the worst weapon. No one would argue that water is wet because he knows that it is and the moment a salesman begins to argue, the customer realizes that there is evidently need

of the argument. Moral: Never argue with your customer. If he makes some remarks about the competing line, agree with him as far as you consistently can, but at the same time point out to him in convincing language that your goods are much better.

"Again, a salesman must humanize his talk. Never talk over the shoulder or above the eye. James Whitcomb Riley, the noted Hoosier poet, was asked one day what made his every day, homelike poems, for example, 'The Old Swimming Hole,' 'The Old Man and Jim,' and others, sell so well, while the world's great sonnets written by the most noted poets grew dusty on the booksellers' shelves. He explained that there were only a few thousand people in this great land of ours who knew anything about the classics while everybody did know about the human heart, so in writing his poems he wrote more of the heart—in other words, he understood the masses and how to reach them.

"How many salesmen talk too technically? The personal advertising of your business is

The Perfect Automatic Brake



New Styles To Fit All Makes of Tone-Arms. Now Ready for Shipment.

Patented Aug. 28, '17

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

Hiawatha Phonographs

The extraordinary success of the Hiawatha Phonograph in the past few months is an exact measure of the Ottawa Pianophone Company's success in achieving its purpose.



STYLE 100

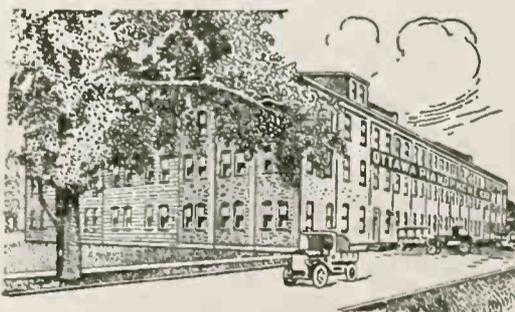
The Hiawatha is a machine unusual in refinement of finish, remarkable in tone qualities and embraces a greater number of new and distinctive features than has ever been offered to the trade.

We are demonstrating **QUALITY** to our dealers and not "Talking" it.

We do not take the dealer's orders and then let him shift for himself, but help him in selecting the models that will appeal to his particular clientele.

Models \$40, \$60, \$85 and \$115 Retail

Capacity 300 Machines per Day



The Home of Hiawatha
OTTAWA ILLINOIS
"All Orders F. O. B. Factory"

Tone chamber made of genuine Spruce. No metal.
Cabinets made of 5-ply stock. Construction guaranteed.
Motors and equipments, using double spring motors, highest standard of Quality.
Electric motor \$25.00 extra.
Tone modifier, built in as part of the machine, not an attachment. Patent applied for.
Plays all records with the same attachment.

OTTAWA PIANOPHONE COMPANY

City Address: 802 Republic Building, Chicago, Ill.

done by your salesman. He must make the talk personal and he cannot do it in the language of the rhetorician, it must be done in every day common sense language. He must get on intimate grounds with his customers.

"Another silent but effective argument in salesmanship is that of integrity. 'Honesty is the best policy' will no longer do as a motto, it should be 'Honesty is the only principle.'

"Nothing drives away customers like an indifferent salesman. When a man or woman calls at your store it is because he or she is interested. They may want to buy. If you show no interest in them you certainly will not get their orders. People will frequently buy a different make of talking machine from the one they really desire rather than buy from a dealer or salesman who does not seem to care. And where is the man who has not gone out of his way to buy a thing he did not want simply for the pleasure of dealing with a certain salesman who was so courteous and considerate and took so much interest in his wants? The real business man goes in a straight path. He finds out the wrong in his business, then he rights the wrong, not haphazardly, but scientifically. There is as much science in the retail talking machine business as there is in the test tube. Business conditions of 1917 are different from those of 1916, and in the coming years they will be different from what they are to-day.

"Service, first, last and all the time is the twentieth century business motto. Should your business not conform to this truth you must pay the penalty in the subtraction from the otherwise possible total of your success. And please do not imagine for one moment that just being honest, loyal and truthful alone will enable you to serve nobly. It is a poor argument to say 'business is business' and proceed to take advantage of your customer. The first of all arguments is service well rendered. Connect personal advertising with service. Give good service to your trade, sell them what they want, make satisfactory delivery, handle their accounts in a businesslike way, be ever ready to look after their needs, no matter how trivial; by doing this you will deliver that character of service that will give you more opportunities to serve. Again, can you see, and do you realize the necessity to make every customer feel that he is getting the best for his money, not only in merchandise but in service. A dissatisfied customer can do you irreparable damage while a satisfied customer can speak more good words and bring you more business than many a good newspaper ad. I have known instances where salesmen by poor tact and poor salesmanship—yes, credit me, through lack of knowledge how to handle a customer—have lost sales that cost money to create.

"There are only two ways of advertising—printers' ink and the personal equation. Personal advertising must be done by a clean-cut representative of the house, therefore it be-

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 90)

hooves every firm to look well to their employes to see that they are of the highest efficiency and that they know their business from A to Z, and that those who come in contact with the people have an understanding of the following terse suggestions:

"There is always room behind the counter for a smiling face."

"Thank you can always be given in change."

"How would you like a salesman to act if you were his customer—that's the way."

"To get the customer's attention, give him yours."

"Talk with the man, not at him."

"A good salesman studies the book of nature."

"The pleasanter you look the pleasanter you will be."

"The man in front of you is entitled to all of your attention."

"Get on the most intimate terms with the goods you sell."

"Keep thinking of what the man in front of you will say when he goes out."

"Show the man with a grouch that you carry good nature in stock."

"A good countenance is the wireless to salesmanship."

"Good salesmanship does not even know failure by sight."

LEASES NEW QUARTERS

The Adams Music Co., Canton, O., leased new quarters in that city and will occupy them after they have been remodeled. The new features will include special soundproof booths for the Victrola department, and elaborate piano and player-piano warerooms.

J. L. Dubreil has joined the sales force of the Cincinnati branch of the Columbia Co., F. F. Dawson, manager in charge. Although a newcomer in the talking machine industry, Mr. Dubreil gives promise of being very successful in his new post.

OFFER NEW PLAN OF DISTRIBUTION

Mandel Mfg. Co. Outlines New System for Increasing Output and Marketing Product

CHICAGO, ILL., March 9.—The Mandel Mfg. Co., of this city, have started out the year with some large plans for Mandel distribution, and they are proving successful in the highest degree, according to M. B. Silverman, sales manager for the company, and who was a prime factor in the introduction and marketing of Mandel phonographs from the first. The company arranged for a much larger output for 1918, and they are already put to it to supply the demand. The plans are progressive, arranging for steadily increasing facilities and prompt deliveries are assured.

"We find that our dealers are very enthusiastic over certain special features of both the product and methods of doing business," said Mr. Silverman. "For instance, I have had a number tell me that they have swung sales simply on the argument that the Mandel phonograph is made completely by us; that we manufacture our own cabinets, our own motors and parts. These facts, of course, carrying with them as they do the assurance of reliability, as we are back of every part of the Mandel machine, coupled with the beautiful appearance and tonal qualities and various distinctive constructional features, give the dealer sales campaign ammunition which is irresistible. We are constantly seeking to improve our product in every possible way, and have a well organized experimental laboratory towards that end, in fact, machines which are being shipped this year, while not showing any marked change yet contain a number of little improvements which, while of no great importance individually, in aggregate spell improvement of product and increased satisfaction. Our trade may be assured that this is a settled policy of this concern, and that Mandel machines will continue to improve.

PRAISE FEATURES OF THE MAGNOLA

Many Dealers Handling That Line of Machines Emphasize the Various Original Points

CHICAGO, ILL., March 11.—Much interest is being maintained among the large line of dealers who handle Magnola talking machines, on account of the many exclusive technical features which tend to make Magnola something as original as it is efficient. Among these, special interest is exhibited in the remarkable system, as simple as it is remarkable, for the impulsion of the sound waves from the sound box to the air. The clearness of Magnola reproduction, which has always been a subject of favorable comment, is largely attributable to what is called the "Tone-Deflecting" system, whereby the sound waves, issuing from the sound box and traversing the gallery of the tone arm, are caused to throw upwards sharply in the course of their entrance into the tone chamber or concealed horn of the machine, so that they reflect against the upper surface of the chamber before issuing into the atmosphere.

The result appears to be that some of the mechanical sounds commonly associated with the tone production of the talking machine are eliminated altogether, and in consequence the whole tone production is clearer, less blurry and cleaner.

This is, of course, an important feature exclusive with Magnola and patents are pending on it. Other features such as the vertical filing system for records, built into the cabinet, and the tone control or graduator, are almost equal factors in Magnola popularity.

Business continues very brisk on all styles of Magnola and President Otto Schulz states to The Talking Machine World that his only difficulty is to get the machines out in sufficient quantities. With the improvement in the freight situation, however, early relief from the present congestion of orders is anticipated.

**Does Your Phonograph Play Rite?
Play-Rite Phonoparts**

*Not merely manufactured—
but created*

We make this claim because we are the originators of this No. 7 Tone Arm illustrated herewith.

Unless this Tone Arm bears our Trade Mark

Play-Rite it is an imitation.

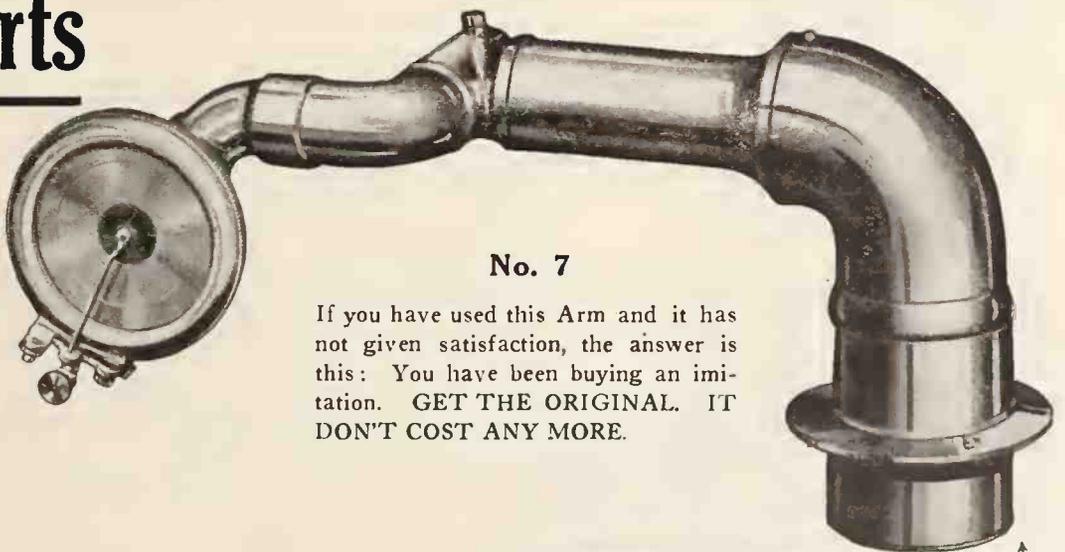
Look for our Trade Mark. It insures quality

Although these Arms are different in appearance and construction, they both represent the very best quality in tonal construction and have the largest number of talking points to choose from.

**REPRODUCERS SOLD IN QUANTITIES
AT VERY LOW PRICES**

Write for descriptive leaflet, samples and prices. WRITE NOW!

AMERICAN PHONOPARTS CO., 512 W. 35th Street, CHICAGO, ILL.



No. 7

If you have used this Arm and it has not given satisfaction, the answer is this: You have been buying an imitation. GET THE ORIGINAL. IT DON'T COST ANY MORE.

LOOK FOR TRADE MARK HERE



**No. 1. W.
(Patented)**

Proven to be the loudest and clearest tone reproducing arm on the market.

Quick Selling Points:

No screws to tighten. locks itself into either position. Length can be adjusted to center arm for any record. Originators of the "Spring Screw feature" that locks itself into place.

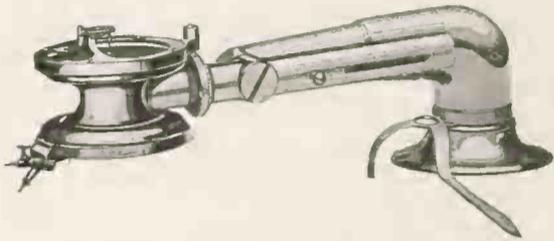
FROM OUR CHICAGO HEADQUARTERS—(Continued from page 91)

NEW BRUNSWICK REPRODUCER NOW READY FOR THE TRADE

The "Ultona" Sound Box Just Introduced—A New Method for Reproducing Various Types of Records—Distinctly Original in Design and Embraces Some Interesting Features

CHICAGO, ILL., March 9.—The Brunswick-Balke-Collender Co. announce to the trade this month that they have at last perfected their new "Ultona" reproducer and have already equipped two models of the Brunswick phonograph with this new method of reproduction. This sound box includes two distinctly new inventions for which revolutionary importance is claimed by the company.

The reproducer is constructed in form along



(1) Ultona Reproducer and Tone Arm Ready to Play Pathé and Other Vertical-Cut Records

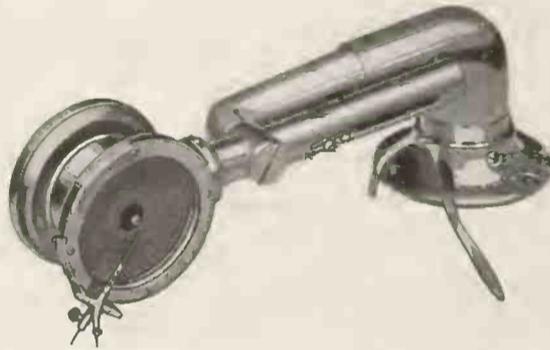
the same lines as a spool; that is, it contains two diaphragms, and the various makes of records can be played by simply changing its position. It is scientifically designed to adapt itself to the various surface cuttings and tonal requirements of all records, by allowing for the changed weight of reproducer required to play the different makes of records. The pressure of the needle is controlled by a sliding weight placed in one end of the tone arm and is controlled by sliding this weight either forward or backwards. The accompanying "photos" show clearly the various figure number applications of the "Ultona." Figure No. 1 shows the reproducer in the position for playing Pathé and other vertically-cut records. This turns one face of the reproducer towards the records, and the sapphire ball or needle is then in the proper

position to play records of this make. When the other surface of the reproducer is turned



(2) Ultona Reproducer and Tone Arm in Position to Play Records of Edison Type

so as to face the record as shown in illustration No. 2, the reproducer is in position to play all vertically-cut records that necessitate the use of a diaphragm in this position. The lateral-cut records, which are played by means of either the steel or fibre needle, are played by turning the reproducer as is shown by figure three. This is accomplished by simply turning the sound



(3) New Brunswick Ultona Reproducer and Tone Arm Ready to Play Lateral-Cut Records

box so that the two diaphragms are parallel to each other. Another feature of the new Brunswick models offered to the trade is their new all-wood tone

amplifier. It is a vast improvement in tone projection in that the sound waves are projected through the all-wood horn, which is built like a violin. This tone amplifier is of all-wood construction and contains no metal whatsoever, thereby breaking away from or avoiding the usual custom of combining wood and metal in the construction of the horn. Not only have



Brunswick Mechanical Equipment
Showing Brunswick Motor New "Ultona" Reproducer and Tone Arm, Autostop, Etc.

these two features been added to the latest Brunswick models, but this company has also adapted a new motor with which they are equipping all of their new machines. The following illustration which is a clever "phantom" wash drawing not only shows the new "Ultona" reproducer and tone arm, but also illustrates the automatic stop together with their new motor.

The new Brunswick motor is now used in all Brunswick phonographs. The motor illustrated above is of the three-spring type, but a two-spring motor is also being used for smaller styles of machines.

Beginning with the April 6 issue of the Saturday Evening Post the Brunswick-Balke-Collender Co. will launch their nation-wide advertising campaign. In this issue they will come out with a full-page Brunswick ad.; about the

Different—But Practical

The MORENUS Phonograph is a Distinct Departure from a Tonal Viewpoint.

The horn, which is entirely of wood, is built on the principle of the saxophone and enters the tone chamber at the *bottom*, not the top. The tone is big and full but mellow, and the reproduction of the artist's voice or instrument is faithful to an unusual degree.

Among the other features is a unique tone moderator which actually graduates: an exceptionally high grade and acoustically correct tone arm and reproducer, and a cover support which makes handling the lid a delight.

The case designs are *right* and the cabinet work and finish unexcelled.

The MORENUS is in 3 STYLES

A. OAK,	48 inches high.	Retail price	\$110
B. MAHOGANY,	" "	"	125
C. OAK and MAHOGANY,	50 "	"	150

Very liberal discounts to the trade Send for our new descriptive catalog

The MORENUS PIANO CO.
341-371 West Superior Street CHICAGO, ILL.



Style B

same time the daily papers all over the country will begin featuring the Brunswick by means of their advertising columns, but the Brunswick Co. have not confined themselves to the papers for means of advertising. They have been working for several months and have completed their program for advertising by means of the billboards and lithographic color posters. These posters are in various sizes, ranging from a single sheet poster, which is approximately 24" by 36", up to the large size, twenty-four-sheet posters. This method of advertising will be applied mainly to the smaller towns, but the big billboard advertising throughout the larger cities will be handled by means of regular painted color signs.

NOW THE "STEELCRAFT" NEEDLES

That Name Selected by Record Needle & Mfg. Co., Milwaukee, as the Best of the Many Submitted in Recent Contest

The Record Needle & Mfg. Co., Milwaukee, Wis., which has recently been conducting a contest with a view to securing an original and at the same time properly descriptive name for their needles, announce that from the hundreds of names submitted in the contest the one selected for the prize was "Steelcraft," submitted by Harry R. Leithold, of the Fred Leithold Piano Co., Black Cross, Wis. Mr. Leithold, of course, was awarded the 100,000 needles for his effort. The Record Needle & Mfg. Co. plans now to feature the name Steelcraft in a big way in all its advertising, in accordance with its announcement on page 27 of The World this month.

The Unger Furniture Co., Rochelle, Ill., has installed a full line of Victrolas and records, and opened a special department for that purpose.

Nothing can be done successfully without system.

THE READY FILE CO. ANNOUNCES MODELS FOR THE EDISON

Now Prepared to Meet the Demand for an Efficient Filing Device for Edison Models 100-A and 150-C—Wins High Praise From Edison Jobbers at Recent Convention Held in New York

In response to a widespread demand on the part of Edison dealers for a convenient filing device for the lower priced models, the Ready File Co. has just announced the completion of models designed for the New Edison phonograph, Models 100-A and 150-C, as illustrated in the company's advertisement on page 74 of this issue of The World.

The new Ready Files were first shown at the Edison Jobbers' Convention, held at the Knickerbocker Hotel, New York, February 18 and 19. The enthusiasm with which they were received is indicated by the fact that they were endorsed by the convention, an honor which has seldom, if ever before, been accorded an accessory.

President Walter E. Kipp, of the Jobbers' Association, said of the Ready File: "We have long felt the need for such a device. The Ready File will enable the Edison dealer to offer a moderate priced instrument that not only gives a perfect re-creation of music, but also one that is wonderfully convenient. I think that I speak for every jobber here when I say that we extend our heartiest congratulations and good wishes to the Ready File Co."

The new Ready Files are very much like the models that have already become so popular among Victor dealers, except that it has been necessary in designing the Edison models to enclose the trays of the Ready File in a cabinet. In the model for the 150-C Edison this cabinet is composed of an ingeniously arranged wooden front, sides and back, with steel supports for the trays. The file is instantly installed in the instrument without alteration. In the model for the Edison 100-A the cabinet is made to fit on the shelf of the instrument, the design being such that the grace of line of the instrument is in no way marred. The cabinet work is of the very best, and the finish is fully as fine as that of the instrument itself. In both models the

instrument and the Ready File gives a harmonious effect, with none of the makeshift look so often found where articles from two different manufacturers are combined.

The Ready File Co., anticipating a heavy demand, has already started large scale manufacturing of these new models, and in accord with their usual policy, the Ready File Co. will conduct an aggressive campaign on the models for the Edison. Anent the new Edison file, the president of the Ready File Co. said: "The Edison dealer will be shown, as the Victor dealer has been similarly shown, that by placing Ready File in every model 100-A and 150-C on his display floor and in his booths, and by considering the instrument and the Ready File as a single unit, he can sell Ready Files with practically every instrument of these models that he sells, making a nice extra profit on each sale."

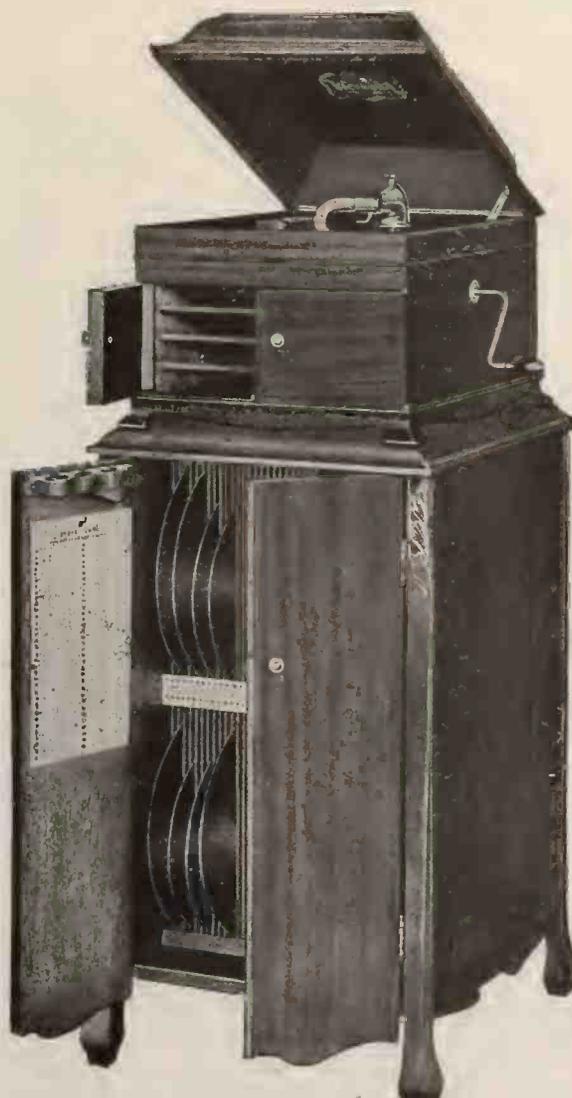
FIRE VISITS BUFFALO STORE

Causes Some Damage to Offices of Neal, Clark & Neal Co.—No Delay in Deliveries

BUFFALO, N. Y., March 11.—The wholesale department of the Neal, Clark & Neal Co., the well-known Victor wholesalers of this city, was visited by fire recently. Quick work on the part of the company's employes and the Fire Department resulted in confining the loss to the offices. The company reports that it will be able to take care of dealers' orders as usual.

INCORPORATED IN PUTNAM, CONN.

The Averill-Warner Co., Putnam, Conn., has been incorporated with a capital stock of \$50,000 to deal in talking machines and other musical instruments. The incorporators are Warner W. Averill, John E. Goggin and Edward H. Burt.



Get the Benefit
of the big business doing right now on both talking machines and records by handling

SALTER
Felt Lined Cabinets

These two styles are not only remarkable outfit sellers but are equally attractive to people who have cabinet machines but need more record storage capacity.

SEND FOR CATALOGS

Showing many other attractive styles.

We also make a beautiful line of sheet music and music roll cabinets.

SALTER MFG. CO.
337-49 N. Oakley Boulevard
CHICAGO, ILL.



No. 19. Cabinet
(DOUBLE DOOR FRONT)
Made especially to hold the Victor-Victrola, No. IXA

No. 111. Cabinet (Opened)
For Columbia \$50.00 Machine
33½ inches high. Top, 23 x 19½ inches

HEINEMAN BRANCH MANAGERS HOLD ANNUAL CONFERENCE

Important Social Events Mark Week Spent at Headquarters of Otto Heineman Phonograph Supply Co., Inc.—Enjoy Business Discussions—Adolf Heineman Honored—Visit Factories

The managers of the different branches of the Otto Heineman Phonograph Supply Co., Inc., in this country and Canada convened in New York last week for their first annual conference, and during the course of the week a number of important social events were scheduled which balanced the serious part of the program. This conference was noteworthy for the practical suggestions which were offered by the managers and the executives, and Otto Heineman, president of the company, left nothing undone to provide maximum returns for the time spent by his managers in New York.

The managers arrived in New York on Monday, and during the afternoon attended the first of a series of important business meetings. Plans and policies for the coming year were discussed, and it was the unanimous opinion of everyone present that the conditions in the talking machine industry at the present time evidence a stability and strength which is most gratifying. The remarkable strides made by the company last year influenced the introduction of manufacturing and sales problems which were discussed at length by the company's executives and managers.

On Tuesday morning the business meetings were resumed, and at Tuesday noon the managers were advised that Otto Heineman had arranged for a luncheon at the Hotel Astor to celebrate the sixtieth birthday of his brother, Adolf Heineman, assistant general manager of the company.

Adolf Heineman's Sixtieth Birthday

Adolf Heineman has worked indefatigably during the past few years to place the Otto Heineman Phonograph Supply Co. in the front ranks of the talking machine industry, and the wonderful progress achieved by this company may be attributed in a considerable measure to his unceasing efforts and untiring energy. A capable executive and thoroughly conversant with every phase of the talking machine in-

dustry, he has rendered invaluable service to his brother in the foundation and expansion of the Otto Heineman Phonograph Supply Co. At the present time he is in charge of the company's Dean division, and his keen business acumen is reflected in the fact that this division is growing by leaps and bounds, and under his able direction and management is steadily adding to its prestige.

In addition to the branch managers, there were present at this luncheon the company's executives, a number of prominent members of the talking machine industry, and several invited guests. Everyone present was impressed with the fact that this gathering was an unusual one in many respects, and the congratulations which were showered upon Adolf Heineman made this veteran talking machine man thoroughly happy, although just a trifle ill at ease. A few hours previous he had entered his office to find it transformed into a veritable flower conservatory, and telegrams of felicitation from business and personal friends had been received continuously. The luncheon was a fitting finale to a well-deserved tribute to a man who has worked day and night for the success of the Otto Heineman Phonograph Supply Co.

The Luncheon at the Hotel Astor

At the start of the luncheon A. G. Bean, general manager of the Elyria plant, was introduced as toastmaster, and a better selection could hardly have been made. His introductions of the various speakers were timely and witty, and in his first remarks he paid a tribute to the policies and methods of the Otto Heineman Co. Growing reminiscent, he spoke of the days when the company's floor space consisted solely of a room in a downtown office building, which held two people comfortably, and three with inconvenience. He compared this with the company's present factories in Elyria, O., Newark, N. J., and Putnam, Conn., in addition to the various branch offices maintained in the leading

cities throughout this country and in Canada.

When called upon by Mr. Bean as the first speaker Otto Heineman commented upon the fact that this luncheon was being given in honor of his brother, and was not by any means a "company" gathering. In a stirring address that gave his auditors some idea of the bond of affection that exists between his brother and himself, Mr. Heineman said that any measure of success which his company had achieved must be attributed to the whole-hearted support that he had received from Adolf Heineman many years before the present organization was rounded. He emphasized the fact that his brother had investigated and felt the pulse of the talking machine industry long before it had reached its present basis of strength and permanency, and paid a tribute to his brother's foresight and judgment which had been a powerful factor in making possible the establishment of the Otto Heineman Co.

In response to a standing toast to his continued good health and happiness Adolph Heineman was prevailed upon to make a brief address, but with his characteristic modesty, belittled the results of his many years' work, and in turn expressed his appreciation of the spirit of camaraderie and true affection which he and his brother had enjoyed in their personal and business association for many years.

Among the others present who made brief addresses, all of which contributed to the enjoyment of the luncheon were A. F. Meisselbach, S. A. Ribolla, John A. Noble, vice-president Harriman National Bank; H. B. Rosen, director Harriman National Bank; E. A. Widmann, president Pathé Frères Phonograph Co.; Jacob Schector, C. T. Pott, W. G. Pilgrim and Dr. J. J. Klein. It was the unanimous opinion of these speakers that Adolf Heineman had discovered the eternal spring of youth, for his sixty years rest as lightly on his shoulders as though he had just passed the two-score milestone in his busy career.

On Tuesday evening Adolf Heineman entertained the visiting managers, the executives of the company, and a number of invited guests at his home, a delightful dinner bringing this eventful day to a happy close.

A Visit to the Meisselbach Plant

On Wednesday the managers, accompanied by the heads of the Otto Heineman Co., spent the day at the factories of the Meisselbach division in Newark, N. J., and a trip through this up-to-date and thoroughly efficient plant gave the visitors the "reason why" the Meisselbach motor has won world-wide recognition as the leading motor in its field. A. F. Meisselbach, who is vice-president of the Otto Heineman Co., entertained the visitors at luncheon at the Downtown Club, Newark, N. J., where a resumé of the day's trip aroused hearty enthusiasm regarding the Meisselbach products and their unlimited future possibilities.

Thursday at the Dean Factories

On Thursday the party left Putnam, Conn., where the factories of the Dean division are located. The managers learned at first hand some of the intricate processes incidental to steel needle manufacturing, and with Charles E. Dean and John M. Dean, Jr., as guides, explored the large new factory which has just been completed. They marveled at the perfection in manufacturing which is evident in every department at this plant, and returned to New York imbued with a true idea of the important role that this "baby" in the Heineman organization is destined to play in coming years.

Friday was spent in a series of business meetings at the executive offices, and on Saturday the managers departed for their respective territories, tired and travel-worn, but heartily enthusiastic and optimistic regarding 1918 possibilities. The week was a signal success, and Otto Heineman, who arranged every detail of the week's activities, can well be proud of the capable and aggressive corps of managers who are making the Heineman products the standards of the talking machine industry.

On a facing supplement are seen photographs
(Continued on page 95)

L. & H. Khaki Talking Machine Covers

HAVE STOOD THE TEST

Modern Methods Insure Safe Handling

Heavily
Padded
with
substantial
Felt
Quilted
Fleece-lined
Strongly
Sewed



We
specialize
in
making
to order
Covers
to fit any
make
machine

Special Inducements to Jobbers

LYON & HEALY - CHICAGO

Luncheon at Hotel Astor in Honor of A. Heineman



At Speakers' Table—Left to Right: Dr. J. J. Klein, S. A. Ribolla, E. A. Widmann, A. F. Meisselbach, A. Heineman, Otto Heineman, A. G. Bean, John A. Noble, J. Schector

Heineman Managers and Executives Who Attended Conference



Seated—Left to Right: C. W. Neumeister (Cincinnati Manager), W. G. Pilgrim, A. F. Meisselbach, Otto Heineman, S. A. Ribolla (Chicago Manager), Paul L. Baerwald (Eastern Sales Manager)
Standing—Left to Right: C. Martinez, R. C. Ackerman (Export Manager), Chas. Hibbard, Fred W. Hager, C. T. Pott (Canadian Manager), R. Foute, A. Foute, W. Brand

Views in the New Heineman Executive Offices



Otto Heineman, President and General Manager



A. Heineman, Assistant General Manager



W. G. Pilgrim, Assistant General Manager



Treasurer's Office



Export Department



Stenographic Department



Bookkeeping Department

of the Hotel Astor luncheon, the visiting branch managers, and some of the views in the company's new executive offices which have just been completed. In addition to those mentioned previously, there were present at the Hotel Astor luncheon the following: Paul E. Baerwald, R. C. Ackerman, C. W. Neumeister, P. Catucci, W. B. Waltzinger, Johannes Semlach (world-famous tenor), R. Gaertner, E. Rosenthal, S. H. Hirsch, C. M. Estes, R. H. Williams, R. Kanarck, S. Heckler, F. M. Cruciger, M. A. Finke, Charles E. Dean, John M. Dean, Jr., John L. Lotsch, Chas. L. Hibbard, Fred W. Hager, R. Foute, Al. Foute, W. Brand, E. M. Bath, F. Bender, John Meyer, W. Scharubger, L. Gruen and L. M. Robinson.

FRANK W. CORLEY IN THE SERVICE

Head of Wholesale Victor Department of Corley Co. to Become Member of the Naval Flying Corps—His Good Work in the Trade

Announcement is made that Frank W. Corley, son of John G. Corley, the head of The Corley Co., Richmond, Va., and who is actively in charge of the wholesale Victor department of that company, has been accepted for service in the Naval Flying Corps. Although at the present writing he has not yet been called, the summons to duty is expected at any moment and Mr. Corley is ready.

The Corley Co., one of the leading musical houses of the South, has justly earned its slogan, "The House That Made Richmond Musical." Through the untiring efforts of Frank W. Corley their business as Victor distributors has reached large proportions. The Corley Fibre Victrola Trunk has been one of the products of this firm in which Mr. Corley has been especially interested. The sales of these fibre trunks have reached a very large figure.

Mr. Corley's genial nature has gained for him a host of friends in the trade, not only in the South but throughout the entire country. These friends will learn with interest and admiration Mr. Corley's determination to dedicate his efforts for the duration of the war to his country.

NOW WITH LORD & TAYLOR

R. O. Hunter, formerly manager of the Victrola department of G. Schirmer, Inc., and prior to that Victrola manager for Wm. Knabe & Co., New York, is now manager of the Victor department of Lord & Taylor.



Watching the Music Come Out

Magnola Message No. 1

The Secret of Magnola's marvellously clear reproduction is found in the exclusive

Magnola Tone Deflector

(patents pending)

"Beats 'em all on tone!"

Literature sent on request.

MAGNOLA TALKING MACHINE COMPANY

OTTO SCHULZ, President

711 MILWAUKEE AVENUE CHICAGO 1530 CANDLER BLDG. ATLANTA, GA.

You need this Record System



New Model No. 2150 DD

Improved in design and construction. **UNITS** fit flat together on the end. **DOUBLE** drawers in the Base. **SOLID** Oak and Birch in all standard finishes.

Write for Our Manual of Filing Dept. K.

350-10 inch Records

350-12 inch Records Patented Adjuster for Using 10 inch Records

Soft, Flat Springs Hold Records Upright And Prevent Warping.

Capacity 2150 thin records, 1075 Edisons.

Every record at your finger tips as simple as 1-2-3.

Built to fit your needs.

Prices { Oak \$55 Birch \$60

UNCONDITIONALLY GUARANTEED

Ogden's Patented Cabinets

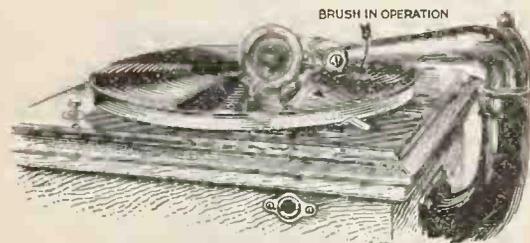
Protect against Dust, Warping and Theft. Save Time, Space, Money. Prices Subject to Change

OGDEN SECTIONAL CABINET CO., Inc., Lynchburg, Va.

CLEANRITE RECORD BRUSH

New Improved No. 10 Model for Victrolas Now Ready for the Trade

The Blackman Talking Machine Co., New York, has announced to the trade this week a new improved No. 10 model of the Cleanrite record brush for Victrolas. This new model



New Improved Model for Victrolas embodies a number of distinctive improvements over the former models, these improvements constituting patented features that were devised and patented by J. Newcomb Blackman, president of the company.

The Cleanrite record brush has been on the market for several years, and has achieved phenomenal success. It is in use in all parts of the country, and Victor dealers everywhere have expressed their approval of its many distinctive merits. It has been merchandised to the dealers on the principle that it insures long life to disc records and preserves the tone, and there is no doubt but that the proper use of this brush will result in both of these desirable features.

The most important improvement in the new No. 10 Cleanrite brush for Victrolas is a yielding spring, which eliminates the danger of too much pressure on the record, and thereby provides for maximum efficiency in the use of this brush.

The Blackman Talking Machine Co. has prepared attractive literature in behalf of this new model 10, which briefly calls attention to the fact that the Cleanrite brush automatically cleans the record grooves, and gives the needle a clean track in which to run. It preserves a clear reproduction, and by preventing the accumulation of dust and dirt in the record grooves prolongs the life of the records.

The Cleanrite record brush is a model of simplicity in its adjustment and use, and Victor dealers can present this brush as one of the most practical accessories that have been offered to Victrola owners in recent years.

THE BRUNSWICK LINE IN DENVER

Proving Very Popular and Many New Agencies Are Established Among the Dealers—C. J. Carroil Now in Charge of Department

DENVER, COLO., March 9.—The phonograph department of the local branch of the Brunswick-Balke-Collender Co., although established only about a year ago, has met with unusual success and reports that the Brunswick machines are meeting with general favor in this section. A large number of agencies have been established in Colorado and Wyoming, among the most recent being the Chamberlain Furniture & Undertaking Co., Casper, Wyo.; the Howell Drug Co., Ft. Lupton, Colo.; the Davis, Brown, McAllister Mercantile Co., Berthoud, Colo., and L. E. Frazer, Windsor, Colo.

A recent addition to the staff of the local phonograph department is C. P. Carroll, who has been engaged in the talking machine trade in the Middle West for the past eight years. He will have supervision of the department.

MAIN SPRINGS

1" x 0.25 x 12' long
3/8" x 0.23 x 10' long
3/4" x 0.22 x 8 1/2' long
In stock for immediate delivery. For other repair parts see our ad in Want Section

FAVORITE PHONOGRAPH ACCESSORY CO.

1491 DeKALB AVENUE BROOKLYN, N. Y.

JOSEPH MUSANTE

Electro-plater and Silversmith Gold, Silver, Nickel and Antique Finishes Specializing in phonograph parts and musical instruments

168 CENTRE ST. NEW YORK Telephone, Franklin 3053



The Fischer Company



Oldest Pathe Jobbers



The Fischer Company were the first to appreciate the wonderful merchandising possibilities of Pathe phonographs and Pathe records.



The growth of our organization has been remarkable. The dealers established by us have all been successful. All have made money. Our service and co-operation have been invaluable to them.



It has been the ONE idea of this house since its inception to give a LITTLE BETTER service than could possibly be expected. The recent establishment of a dealers' service bureau is a concrete example. The object of this department is to originate and perfect merchandising ideas and to give expert advice and assistance to our dealers.



Recent enlargements enable us to adequately serve a few more dealers. We respectfully solicit a trial order. Our ONE DAY SERVICE and SHIPMENTS COMPLETE in these times of crowded carrying conditions mean more sales.



Prospective dealers write for our book just published — "The Other 20%"



THE FISCHER COMPANY

Oldest Pathe Jobbers

940 to 1030 Chestnut Ave.

Cleveland, Ohio



PATHE ART MODELS

Marvelous in Tone Exquisite in Design

Priced—\$190.00

Three periods—William and Mary, Sheraton and Jacobean.



CONCERT AT TEMPLE OF MUSIC

Prominent Victor Dealers in Scranton Arrange Splendid Program and Prove That Concerts Are a Profitable Form of Store Publicity

SCRANTON, PA., March 6.—The Temple of Music of this city, prominent and successful talking machine dealer, recently held a very in-



View of Temple of Music Display Room interesting event in its concert hall, which achieved signal success. Guy Deetz, manager of this



View of Booths and Record Room store, and Mrs. Deetz were the guiding spirits in the presentation of this feature, which was commented upon very favorably in the local newspapers.

Mr. Deetz arranged for the appearance of four charming local girls, pupils of Miss Frederica Deerman, to give a series of interpretative dances, using the Victrolas and Victor records. In addition to these numbers, the new Victor records for March were presented.

Miss Deerman selected for this exhibition four of her prize pupils, the Misses Isabelle Diffin, Alice and Lois Smith and Jean Klonoski, three performances being given from 8 to 11 p. m. These dances were presented to more than 1,000 people and the street was crowded with interested music-lovers who were unable to obtain admittance. The concert hall at the Temple of Music faces the street, and as plate glass is used for the entire front, the dancers were visible to those standing on the other side of the street. The performance was enthusiastically applauded by the audiences, the young dancers finding the Victor records ideal for their interpretative dances.

The most important part of this feature is the fact that the business at the Temple of Music on the day following the dances was the largest the store closed since Christmas. Mr. Deetz is delighted with the success of his new plan, and promises to introduce some other innovations in the near future which will further add to the popularity of his establishment and the sales totals of Victrolas and Victor records.

A patriotic and philanthropic American has purchased thirty-eight Columbia Grafonolas with special carrying trunks for the members of the Twentieth Engineers (Forestry Division) who are now in training, and who expect to leave for France in the very near future.

F. F. DAWSON APPOINTED MANAGER

Takes Charge of the Columbia Graphophone Co.'s Cincinnati Branch

George W. Hopkins, general sales manager of the Columbia Graphophone Co., New York, announced this week the appointment of F. F. Dawson as manager of the company's Cincinnati branch. Mr. Dawson has been acting manager at this branch since the first of the year, and his appointment as manager is a well-deserved tribute to his ability and the success which he has already achieved in Cincinnati.

F. F. Dawson has been associated with the Columbia Co. for a number of years, and during this time has won the esteem of his associates and the Columbia dealers in the different territories where he has been located. He has always been a keen student of merchandising, and has left nothing undone to assist the dealers in the practical solution of their sales problems. He is thoroughly acquainted with every detail of Columbia product and its possibilities, and is generally recognized as a representative of the modern successful talking machine executive.

HELPING THE PUBLIC TO SELECT

The Orchard & Wilhelm Co., of Omaha, Neb., has recently issued a folder which is admirably adapted to helping the public make its record selections. The folder lists twelve individual records which it offers to send out on approval as a set. In explaining the system there is an introductory paragraph which runs as follows: "Sometimes you can afford a few minutes to look through the little book, but a glance over this list will tell you of twelve records that will satisfy, and you can order over the telephone with a confidence begotten of our recommendation."

A system of this sort offers an admirable opportunity to promote the sale of all new records and to specialize on selected numbers. It is also an idea which offers excellent opportunity to put out on approval certain records of unquestionable musical merit often overlooked.

HOME FROM COAST-TO-COAST TRIP

Frank T. Nutze, Vice-President of Stephenson, Inc., Motor Manufacturers, Finds Conditions Excellent Throughout Country

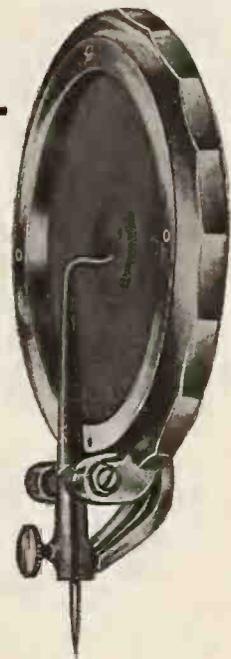
After a trip across the continent Frank T. Nutze, vice-president of Stephenson, Inc., manufacturers of the Stephenson "precision-made" phonograph motor, is again at his desk. While away Mr. Nutze visited several Pacific Coast cities and some of the larger commercial centers of the Middle West.

He reports both the retail and wholesale branches of the talking machine industry in the territory visited to be very prosperous, and the outlook to be healthy. In Chicago he found the talking machine manufacturers very optimistic, the majority of them feeling a constant increase in the demand for their products. One reason he stated for the better business situation in the West has been the absence of a coal problem on anything like the scale which visited the East. Then, too, he found shipping conditions much more favorable. While their shipping facilities are taxed they have avoided the critical conditions which developed in other parts of the country.

Mr. Nutze closed several business deals, some of which involve the shipment of quantities of Stephenson motors throughout the coming year. Arrangements for a Stephenson service station were closed for the city of Chicago and adjacent territory, the Lakeside Co., Inc., of that city, taking over that representation.

Since his return Mr. Nutze has been very busy catching up with his correspondence, and at the same time acting as traffic expert in seeing that the shipments of Stephenson motors are placed on the shortest and fastest routes, which is "some job" in these days of embargoes and freight congestion.

The Phonograph Co., Chicago, Edison jobbers, have increased their capital stock from \$25,000 to \$100,000.



Tone—the vital thing

IF you, as a manufacturer, can talk and prove *tone superiority* in your product, you have a selling argument to overshadow all the "talking points" of cabinets, and designs and accessory features.

And you *can* talk tone superiority. You can put out a product that will be a revelation in tone-purity, tone-quality, tone-volume. When you realize what vivid, lifelike, colorful tone can be produced and sustained by the talking machine equipped with

Parr Magnetic Reproducer

fitted with the **Vibratone Patented Diaphragm**

These two dominating and proven inventions open up wonderful possibilities for manufacturers eager to put their product at the top-notch of class and character.

You want your product to be RIGHT!

If you want your product worthy of your name, you certainly want that product to be right in its most *vital feature*. And it will be right if it is equipped with the Parr Magnetic Reproducer—the reproducer for those who seek *perfection*.

The indestructible, non-crystallizing, always resilient

VIBRATONE PATENTED DIAPHRAGM

Possessing all the good points of mica diaphragms, it overcomes all mica's had features. Guaranteed uniform in quality, free from bubbles, hlisters and waves, the Vibratone Patented Diaphragm is non-porous, non-absorbent.

It has a definite function and it performs it. It improves tone; in fact it creates new tone possibilities for every reproducer of other types.

PARR MANUFACTURING CORPORATION
1 UNION SQUARE At Fourteenth St. NEW YORK

Take the Parr Magnetic Reproducer—

The most sensitive of reproducers. The permanent magnetic device, an integral part of the reproducer, acts on the stylus box. Its possibilities in giving warmth and delicacy in the tonal reproduction of quiet passages make old-style sound boxes seem obsolete. And in fortissimo passages where ordinary reproducers create unpleasant, music destroying blasts, caused by the needle jumping and losing its grip, the Parr Magnetic Reproducer, with its marvelous flexibility, follows every wave and vibration in the record and takes everything the record holds.



Fill your store with laughter—put on the new April “Cohen at the Telephone.” Everybody who hears it will want it. Cohen buys a piece of submerged real estate, and a suit that fits him only here and there—all in one side-splitting record.

Columbia Graphophone Co.
Woolworth Building, New York

SONORA DEALERS ENJOY BANQUETS

Yahr & Lange Drug Co. Entertain Retailers in Their Territory at Elaborate Spread—Minneapolis Drug Co. Follows Suit

The Yahr & Lange Drug Co., Milwaukee, Wis., distributors in Wisconsin for the products of the Sonora Phonograph Sales Co., has been achieving remarkable success with this well-known line, and during the past few months has established many important agencies throughout the State.

Fred Yahr, president of the company, is taking a personal interest in the activities of the Sonora department, and recently invited the



Minneapolis Drug Co. Give Banquet to Sonora Retailers in Their Territory



Sonora Dealers in Milwaukee District Entertained by Yahr & Lange Drug Co.

Sonora dealers in his territory to be his guests at a banquet held at the Plankinton Hotel in this city. This dinner was a signal success, and every dealer present expressed keen enthusiasm

regarding the sales possibilities of the Sonora line, and many practical suggestions were submitted during the course of the evening.

In addition to inviting the Sonora dealers in

Wisconsin to be his guests, Mr. Yahr also extended an invitation to the Sonora jobbers in surrounding territory, and a number of them accepted, including Sewall D. Andrews, Minneapolis Drug Co., Minneapolis, Minn.; O. C. Maurer, Kiefer-Stewart Drug Co., Indianapolis, Ind.; W. J. Hamlin, C. J. Van Houten & Zoon, Chicago, Ill. Frank J. Coupe, director of advertising and sales for the Sonora Phonograph Sales Co., was also present at this dinner, and contributed materially to the success of the banquet.

When Mr. Andrews returned to Minneapolis, he was so favorably impressed with Mr. Yahr's plan that he extended an invitation to the Sonora dealers in his company's territory to be present at a banquet which he gave in Minneapolis. This event was also a decided success, and in addition to the dealers and executives of the Minneapolis Drug Co., there were also present George E. Brightson, president of the Sonora Phonograph Sales Corp., accompanied by Mr. Coupe.

ENTERTAINS CHICAGO FORCE

Arthur D. Geissler, president, and Roy J. Keith, vice-president of the New York Talking Machine Co., Victor distributors, returned last week from a visit to Chicago, where they attended directors' meetings of the New York Talking Machine Co. and the Chicago Talking Machine Co. While in Chicago Mr. Geissler gave a theatre party and dinner to his associates and the members of the board of directors, and Mr. Geissler's well-deserved reputation as a genial host was further emphasized by the success of this party and dinner. The event was marked by a spirit of good-cheer and good-fellowship, and was a fitting finale to a very pleasant Chicago visit.

The Glendale Phonograph & Piano Co., Vincent Salmacia, proprietor, has opened a store in Glendale, Cal.

MR. JONES HAD TOO MANY CABINETS

on hand, and he needed Motors!

MR. SMITH HAD TOO MANY MOTORS

on hand, and he needed Cabinets!

The Phonograph Clearing House, Inc.

is clearing up things like these every day. We can sell you anything you want, from a needle to a complete machine. Whether it's single items or millions, our business is to find it for you.

Direct Representatives of Leading Manufacturers

IF YOU DON'T KNOW WHERE TO GET IT
IF YOU DON'T KNOW WHERE TO SELL IT

Communicate with

THE PHONOGRAPH CLEARING HOUSE, Inc.

51 EAST 42d STREET, NEW YORK CITY

NEEDLES FOR PHONOGRAPHS

STEEL needles, 100 in eleg. envelopes, per 1,000.....\$.65
(In stock, extra loud, full and medium tone)
SAPPHIRE for Pathe or Edison, med. and loud tone, each .25
In lots of 100, each..... .20
DIAMONDS for Pathe or Edison, each..... 1.75
In lots of one doz., each..... 1.50
Made in Switzerland of the finest grade Sapphire and Diamond
See our ad in Want Section

FAVORITE PHONOGRAPH ACCESSORY CO.
1491 DeKalb Avenue Brooklyn, N. Y.

WHY NOT A TALKING MACHINE MEN'S CLUB IN NEW YORK?

Strong Movement Under Way to Establish a Social and Business Center for the Trade at Large—Plan Would Present Many Genuine Advantages—Piano Men Already Have Club

Why not a talking machine men's club in New York—a social center where members of the trade can meet their friends, and where out-of-town visitors may make their headquarters?

There is a strong sentiment in the trade at the present time for the organization of a talking machine men's club, along the lines of clubs organized in the piano and other trades, and which have proven so successful. It is felt that this industry has reached the point where such an institution would prove most desirable, and that the trade is big enough to assure the support of such a move without any difficulty.

As one well-known talking machine man said to *The World*: "What the trade wants just now is a permanent meeting place where the members of the industry and their friends may gather for luncheon, for dinner, for a social hour or two, to chat, smoke, or otherwise entertain themselves, or to listen to valuable addresses on business topics delivered by men prominent either in or out of the trade. At the present time our industry is one of the few of its size in the city that has not such headquarters, and the fact is to be regarded in the light of a handicap.

"The piano trade some years ago organized the Piano Club of New York, with headquarters in the Bronx, and the club has proven most successful, there being a representative showing for luncheon each day and some big turnouts at special events. One can drop in there most any hour of the day and find somebody, and it proves a most welcome center to which to take piano men from out of town for luncheon or a chat. If the piano men can do it why cannot the talking machine men, who are far more numerous?"

Although the club plan is still in a purely embryonic state, it has already attracted the at-

tention of some active lights in the industry, and one prominent furniture man who conducts a talking machine department in his store has volunteered to provide the furnishings for any quarters that may be selected for a clubhouse, whether simply a floor or an entire building. It is believed that a logical location for a talking machine men's club would be in the forties, somewhere between Fifth avenue and Broadway, convenient to the hotels, theatres and railroad terminals, and within easy reach of trade centers.

It is felt that many speakers could be prevailed upon to address the trade if some place were provided where a fair size audience could be gathered. Then, too, there would be a genuine advantage to the trade in the social intercourse of its members through such a club. Out-of-town visitors, and there are a goodly number of them, would find a talking machine men's club a congenial place in which to spend their leisure moments, and to receive their mail.

Those who have advanced the club plan emphasized the fact that such a movement might well be fathered by the Talking Machine Men, Inc., who with their present organization, representative of the trade at large, could do much to develop interest in the idea. It is pointed out that there are several hundred manufacturers, jobbers and dealers in the metropolitan district who could be depended upon to support a club, a sufficient number in fact to insure the financial success of the venture, if conducted along conservative lines, at a minimum of expense to the individual.

As has already been stated, one advocate of the club idea has volunteered to provide the furnishings for the clubrooms, and this is to be recognized as eliminating one of the big, initial expenses. With the furnishings taken care of, the club members would be called upon to pay

only the rent and the operating expenses, with a return revenue being realized upon any restaurant or refreshment privileges that might be incorporated.

The *World* would be glad to receive any expressions of opinion from the trade in reference to the club idea.

SONORA CO. ELECTIONS FOR 1918

George E. Brightson Again Heads That Concern for Coming Year—The Other Officers

The officers and directors of the Sonora Phonograph Corp. for the ensuing year, as elected at a recent meeting of the stockholders, are as follows:

George E. Brightson, president and treasurer; J. N. Beach, vice president; Joseph Wolff, secretary; W. J. Farquhar, assistant treasurer, secretary American District Telegraph Co.; William Varin, comptroller. Directors: J. N. Beach (president of Lord's Court Realty Co., director Equitable Life Assurance Co., director Atlantic Mutual Marine Insurance Co.); George E. Brightson, H. P. Chilton (member of banking house of Moore & Schley), Waldo G. Morse (vice-president State Bank, Seneca Falls, N. Y.), Joseph Wolff.

The officers and directors of the Sonora Phonograph Sales Co., Inc., for the ensuing year, as elected at a recent meeting of the stockholders, are as follows:

George E. Brightson, president; Lewis Cruiger Hasell, vice-president; J. Schechter, secretary; Joseph Wolff, treasurer; E. H. Jennings, assistant treasurer (formerly manager credit department, Bank of the Manhattan Co.); Frank J. Coupe, manager sales and advertising. Directors: George E. Brightson, John A. Eckert (John A. Eckert & Co., insurance, New York); L. C. Hasell (general manager William Iselin & Co., New York), Waldo G. Morse, Jos. W. Stinson (formerly managing partner, Downing, Clark & Co.), J. Schechter (attorney), Joseph Wolff.



Style Five Georgian Model

Six Beautiful Period Models \$60 to \$300

The CHENEY PHONOGRAPH

Plays all records—better

The success of the Cheney, from a *selling* standpoint, is a tribute to the public's appreciation of *real musical and artistic worth*.

The serene purity of Cheney tone and its perfect renditions of all makes of records result from entirely new applications of acoustic principles. It puts the *real artist* into the record!

The Cheney is an artistic creation and as such it commands prestige and the subtle, but powerful "word of mouth" advertising that goes with the best.

Each sale becomes a permanent advertisement for your store.

Cheney cabinets cannot be excelled in beauty of design and quality of workmanship.

Cheney sales and advertising co-operation is in keeping with the high quality of the instrument.

Correspondence with dealers invited

CHENEY TALKING MACHINE CO.
24 N. WABASH AVENUE, CHICAGO

—*With exacting care*

The Phonograph manufacturer that I like to sell is the man who buys his materials with exacting care.

Because then it is easy to sell him the Stephenson Precision-Made Motor and easy to keep him sold.

Because he buys with exacting care — which logically means, the Stephenson Precision-Made Motor.

Francis V. Nutze

Vice-President

STEPHENSON, INC., One West 34th Street, New York

MAKING SATISFACTORY PROGRESS

American Graphophone Athletic and Social Club a Social Center for Grafonola Makers

The American Graphophone Athletic and Social Club, which is composed of the employees of the American Graphophone Co.'s factories

ment and amusement which this club affords. The club holds its meetings monthly, and the object of these meetings is to stimulate the interest and activities of the members in athletic and social welfare. The club is meeting with the hearty support of the "Graphites," and has gone a long way in the promotion of good-fellowship among the employees. It is inter-

G. Langham secretary. The officers and their associates have worked with considerable energy during their term to make the club a success, and their efforts have been well rewarded. The members enjoy nearly any sort of diversion, such as cards, checkers, pool, athletic stunts, music, dancing, reading, etc.

The club has a service flag covered with a field of stars, which is rapidly climbing close



Meeting Room of Sport Club



One of the Reading Rooms of the Sport Club

at Bridgeport, Conn. (manufacturer of Columbia products), is making very satisfactory progress, and according to present plans the members will be afforded many opportunities to thoroughly enjoy and appreciate the entertain-

ment and amusement which this club affords. The club holds its meetings monthly, and the object of these meetings is to stimulate the interest and activities of the members in athletic and social welfare. The club is meeting with the hearty support of the "Graphites," and has gone a long way in the promotion of good-fellowship among the employees. It is inter-

ested in pool tournaments, card tournaments, bowling, basket ball, music, dancing and similar entertainments.

to the half hundred mark, and the clubrooms have already won recognition from the enlisted and drafted members as a center where they may congregate, renew old friendships and see familiar faces.

THE NEW VICTOR WIRELESS POSTER

Most Attractive Piece of Publicity for Use of Dealer Just Issued by Victor Co.

The Victor Talking Machine Co. has just sent out a most attractive poster in colors for the use of the dealers in window and store displays, and featuring the special Victor records for wireless operators announced recently. The poster shows an army wireless station, back of an artillery position in France, with the oper-

ator sending messages to headquarters. The coloring is particularly effective, and the whole poster is of the sort to demand immediate attention. The Victor wireless records are produced in accordance with the Marconi system, and are, therefore, to be accepted as the standard.

With the wireless poster there has also been issued a second poster referring to the "Victrola Book of the Opera," showing actual reproductions of the book, with its attractive cover in green and gold.

NEW STORE OPENED

The Jamestown Piano & Phonograph Co. has opened a store in Jamestown, N. Y., featuring the Hallet & Davis pianos, as well as Pathé-phones and records. Special soundproof rooms are being installed.

The man who could earn more through greater effort, but who does not make the attempt, cheats himself—and he cheats the rest of the world.

MUNOLA

Retail Price
\$44.50

By economical manufacturing methods and quantity production we are able to offer what we believe to be by far the greatest Phonograph value to-day on the American market.

Its price places it within the reach of every American home. Its fine appearance makes it fit for a place in the finest home in the land. Its richness of tone and splendid finish and design will delight the most critical buyer.

Mechanically the MUNOLA leaves nothing to be desired. Our especially designed double spring motor plays three ten-inch records with one winding and is absolutely noiseless when running.

The tone arm, sound box and full sized all wood horn are scientifically designed and properly proportioned to produce a full, round, mellow tone. **PLAYS ALL MAKES OF RECORDS AS CLEAR AS A BELL.**

MR. DEALER: The MUNOLA will make you immense profits. It sells to every class of buyer because it is cheap enough for anybody—good enough for everybody. We are rapidly establishing Agencies in cities all over the country. If you are looking for the best and most profitable popular priced Phonograph proposition to be had to-day, write us at once for our dealer proposition and full particulars.

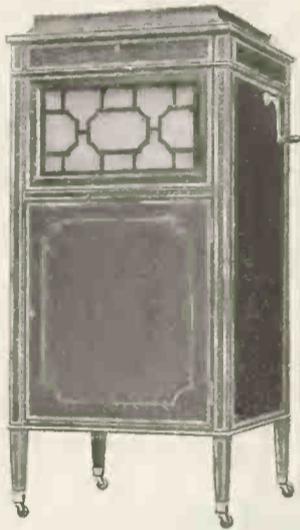


MUNZER MANUFACTURING CORP.
307 Sixth Avenue So. Sole Makers Minneapolis, Minn.



"The Quality Phonograph"

"Strong buying by the public of Pathé Records"



Pathé Phonograph \$225

No Needles to Change

The Pathé Sapphire Ball takes the place of needles. It need not be changed.

Records Don't Wear Out

We guarantee every Pathé Record to play at least one thousand times with the Pathé Sapphire Ball without impairing the unexcelled beauty of tone.

The Pathé Controla

With the Pathé Controla you can increase or decrease the tonal volume of the Pathé Phonograph at will.

Each Pathé Phonograph

Plays not only Pathé Records, but all other makes of records, and plays them perfectly.

Sounds like a market report, doesn't it?

It is a *fact*, however.

So great is this insistent buying demand among Pathé purchasers that the monthly release of Pathé Records is hopping along in increasing numbers.

Of course, there's reason for it.

Pathé is establishing a reputation for being first on the spot. Soon as a song, or other musical number, makes a hit, Pathé has it on a Record. That's service.

Then again—in the higher realm of song—such world-famed artists as Muratore, Muzio, Didur, Thibaud, Ganz, Hoffman, Rimini, Ober and a host of others, most of them exclusively Pathé, entrust their finest offerings to Pathé Records because of the *realism* and faithfulness of Pathé Record reproduction.

Get in on this Pathé prosperity.

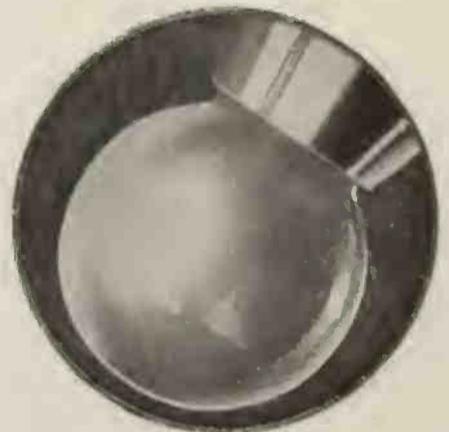
WRITE TODAY

Williams-Davis-Brooks & Hinchman Sons

26 East Congress Street

DETROIT

MICHIGAN



The Pathé Sapphire Ball
Enlarged many times

OTTAWA PLANT DESTROYED BY FIRE

Ottawa Pianophone Co. Suffers Total Loss of Factory—Temporary Plant Opened in Chicago to Take Care of Current Orders

CHICAGO, ILL., March 11.—The plant of the Ottawa Pianophone Co., Ottawa, Ill., was totally destroyed by fire on Saturday night. The origin of the fire is unknown, but a high wind storm fanned the flames and firemen were delayed twenty-five minutes waiting for water to be turned on. Had there been a proper water supply the plant could have been saved.

A temporary plant has been secured in this city to take care of the orders on hand, and there is sufficient stock on hand to insure the trade an ample supply of the full Hiawatha line. Manager Fred Moynahan states that a new plant will be ready in sixty days on a location not yet determined upon.

PLANNING FOR JOBBERS' CONVENTION

Louis Buehn Heads Arrangements Committee to Look After Details of Annual Meeting to Be Held at Atlantic City in July

Plans are already under way for the next annual convention of the National Association of Talking Machine Jobbers, which will be held at the Hotel Traymore, Atlantic City, in July. The Traymore headquarters have proven most satisfactory to members of the association during the past two conventions, which accounts for the selection of that hotel for this year.

Of course, as they say in circus land, the coming convention will be bigger and better than ever. The trade is faced with unusual problems this year, and it would seem that every jobber would welcome the opportunity to meet with his fellow jobbers for the discussion of current problems as they affect the talking machine business.

Louis Buehn, head of the Louis Buehn Co., Philadelphia, has been appointed chairman of the arrangements committee for the convention, and is already hard at work lining up the details. Announcements of the various convention plans will appear in *The World* each month up to the time of the meeting.

SUPREME COURT RENDERS DECISION

Price Maintenance Suit of Boston Store of Chicago vs. American Graphophone Co. Decided in Favor of the Chicago Concern

WASHINGTON, D. C., March 5.—The United States Supreme Court handed down yesterday an important decision which in effect limits the rights of a patentee under the patent laws to control the resale price of an article. This decision was rendered in the case of the Boston Store of Chicago versus the American Graphophone Co.

In September, 1915, the United States District Court in Chicago granted an injunction against the Boston Store of Chicago enjoining it from selling Columbia records at cut prices. The case came before the Supreme Court upon a certificate from the United States Circuit Court of Appeals in and for the Seventh Circuit.

The questions certified to the Supreme Court were the following:

1. Does jurisdiction attach under the patent laws of the United States?
2. If so, do the recited facts disclose that some right or privilege granted by the patent laws has been violated?
3. Can a patentee, in connection with the act of delivering his patented article to another for a gross consideration then received, lawfully reserve by contract a part of his monopoly right to sell?
4. If jurisdiction attaches solely by reason of diversity of citizenship, do the recited facts constitute a cause of action?

The Supreme Court in its decision answered the first question in the affirmative, and all the other questions in the negative.

STOCKHOLDERS ASSENT TO PLAN

President Francis S. Whitten, of the American Graphophone Co. and the Columbia Graphophone Co., has sent out a letter to stockholders in which he says that over 90 per cent. of the stockholders have filed their assent to the reorganization plan, 60 per cent. being necessary. Temporary certificates of the Columbia Graphophone Mfg. Co., as the new company to take over American Graphophone will be known, will be issued shortly. The time for stockholders who have not done so to turn in their stock has been extended to March 15.



Style A
Price, \$225.00

Size 49 1/2 x 21 x 25
In Fumed Oak or Satin Mahogany

Triple Spring, Spiral Gear, Nickeled Motor, Tone Modifier, Plush-covered Turntable, Automatic Stop, Lock Needle-cups and Rests, Leg Sockets and Casters.

Record compartment opening on side through a rising and falling balanced door, fitted with five ten-inch and four twelve-inch high-grade albums, capacity 108 records.

All exposed metal parts heavily gold-plated.

The patented spun vibratory horn is finished in Roman Gold.

Send for Catalogue

Not Sold Through Jobbers

FULTON-ALDEN CO
INC.
WAUKEGAN, ILLINOIS

An Open Letter
to Every Live
DEALER
in the Trade

We still want 95 dealers of the 200 we started out to get last month—to know about STRADIVARA, and the quickest way we know how to do so is to "deliver the goods," and here's how we intend to do it:

WE WILL SHIP
from our regular stock

95

STRADIVARA
"KNOWN FOR TONE"

Machines

AS DEALERS' SAMPLES

If you consider yourself a "Live Dealer" be one of the remaining 95 to join us in forcing the issue for our big Spring drive for business. Write today for a sample machine while this special allotment lasts.

Join this list of Live Dealers who have sold hundreds of our machines and are making REAL PROFITS:

- | | |
|---|---|
| N. B. Shaw & Sons,
Amsterdam, N. Y. | B. Kantor, Inc.,
Newark, N. J. |
| Wm. Beagle,
Johnstown, Pa. | Geo. L. Schuyler,
Watertown, N. Y. |
| Russell & Rigg,
Altoona, Pa. | Howell Bros.,
Hoboken, N. J. |
| F. P. Weaver,
Meadville, Pa. | Nat'l Furn. Co.,
Newark, N. J. |
| J. Stearns Wyman,
Boston, Mass. | Cannon Furn. Co.,
Newark, N. J. |
| S. Da Boll,
Rochester, N. Y. | Hoffman Furn. Co.,
Newark, N. J. |
| B. E. Pudney,
Owego & Sidney, N. Y. | S. E. Lee Piano Co.,
Bridgeport, Conn. |
| L. B. Van Wagenen Co.,
Kingston, N. Y. | O. W. Merrell,
Winsted, Conn. |
| Larkin Piano Co.,
Yonkers, N. Y. | Walter Andrews,
Jamestown, N. Y. |
| Lindner Piano Co.,
Buffalo, N. Y. | Geo. A. Fellows,
Gloversville, N. Y. |
| Selmore Piano Co.,
Brooklyn, N. Y. | |

Space prohibits us from mentioning several hundred

After all the supreme selling test is quality—by comparison; and STRADIVARA has all the features of other machines, with the REAL Norwegian spruce sound board tone feature added.

7 Models — from \$45 to \$225

SCHILLING PIANO CO., Inc.
Wholesale Distributors
112 WEST 23d ST., NEW YORK

Paragon Mfg. Company, Inc.
HICKORY, N. C.
Manufacturers of
High-Grade Phonographs
\$85.00 to \$265.00. Play all Disc Records
This Ad. is for your Benefit, write us, Hickory, N. C.

RECORDS BY NOTED MEN

To Be Used by the "Nation's Forum" in National Propaganda

St. Louis, Mo., March 8.—As announced recently in *The Talking Machine World*, Guy Golterman, a prominent attorney of this city, is the director of a new organization to be known as the "Nation's Forum," which has been formed to introduce records made by some of the most prominent men in public life. This



Guy Golterman

forum has already secured an imposing list of names, and several well-known men have already made records which are meeting with considerable favor.

At a recent meeting of the Chamber of Commerce at the Planters Hotel, in this city, a record made by ex-Ambassador Gerard was presented, and proved such a signal success that Edward Buder, chairman of the meeting, wrote the following letter to Mr. Gerard: "Please accept my thanks for yours of the 27th inst. You will be pleased to know that the Gerard talk made a decided hit at the meeting yesterday, and I take this opportunity of thanking you for the use of the machine and the record."

IMPORTANT CHANGE IN EL PASO

EL PASO, TEX., March 9.—The Tri-State Talking Machine Co. has been consolidated with the talking machine department of the El Paso Piano Co. However, the firm name of "Tri-State Talking Machine Co." will be retained, J. M. Spain and W. R. Schutz being the sole owners. The piano department of the El Paso Piano Co. will continue as usual and under its present name. W. R. Schutz is proprietor.

The entire business will be concentrated and conducted in the El Paso Piano Co.'s beautiful new location at 215 Texas street, formerly Everybody's Building, in a few days.

Richard S. Thompson, formerly of the advertising department of the Victor Talking Machine Co., is now a second lieutenant of infantry. He is a graduate of Plattsburg officers' training camp.

MUSIC "SOMEWHERE ON ATLANTIC"

Naval Officer Writes Interesting Description of the Playing of Phonographs on Transport Bound for "Over There"—How Various Kinds of Music Affect the Fighting Man

SAN FRANCISCO, CAL., March 7.—Is the musical instrument a necessity or a luxury? Ask the boys in the cantonments, on the transports or in the trenches. George McConnell, of Fraser & McConnell, piano dealers of this city, is satisfied that at least on the transports music is a very real necessity. In evidence thereof he cites a letter he recently received from a captain, formerly of San Francisco, written while the officer was "somewhere on the Atlantic" headed for "somewhere in France."

In the opening paragraph the officer said: "A phonograph is playing in the distance, sometimes a classic and sometimes a love song." And as he proceeds with his letter he interrupts himself from time to time to tell what the machine is playing. Now it is "A Little Bit of Heaven." And this brings to the soldier's mind visions of dear old San Francisco, as it was there he had a friend who loved to sing the song. Then comes the Largo from Handel and the sadness makes the boys feel that it is very hard to keep a stiff upper lip. But the lighter things of life constantly bob up in youth and the captain refers to one of his comrades who is lying in his bunk, where he "Just Can't Make His Stomach Behave." Towards the end of the letter he says: "Now we are going to have a march and then perhaps a rag," and his friendly communication takes on a sprightlier tone at the prospect. Truly, he says in conclusion, if it were not for the music it would be hard to keep up a fellow's spirits.

Can you not picture the young officer sitting apart from the group about the phonograph, holding commune with his friend by means of the written word, but his every thought dominated by the music that flows from the overworked phonograph? Can you picture such a scene and say that the musical instrument is not a necessity of warfare?

1918 METHODS OF ADVERTISING

BOSTON, MASS., March 5.—George W. Hopkins, general sales manager of the Columbia Graphophone Co., New York, was one of the speakers Saturday at the monthly dinner of the Pilgrim Publicity Association.

Mr. Hopkins chose for his subject "1918 Methods of Advertising," and gave one of his usual effective and inspiring addresses. He told the advertising men present that it is up to them to make business earn more dollars than ever, so that these dollars may be used in supporting the Liberty Loans.

"There never was such a time in history," he said, "for the making or breaking of men in business. I'm not at all pessimistic, but the American business man must get his affairs into such shape that he can take advantage of the \$7,000,000,000 that will be spent by the Government in prosecution of the war. The rich man, too, has less money to spend than he ever had before; and the poor man has more. You must accommodate your business to these changed conditions or you will go down rather than up."

He outlined the various selling appeals in the vending of merchandise. Concerning one change in the psychology of the buyer, he said that the draft has made a Beau Brummel of the private, and this change is reflected in the average man.

NEW HOFFAY CABINET MODEL

A new style of cabinet has been adopted by the Hoffay Talking Machine Co., Inc., and in the future all their models will be produced in this new style, which will make the Hoffay distinctive. A photograph of the new model is reproduced herewith and will give some idea of its attractiveness.

The Hoffay Talking Machine Co. are celebrating this spring their "three years of progress." Announcement of the accomplishments of the firm in that time appears elsewhere in this paper. The recent New Hoffay Style decision of the Hoffay Co. that they would release their two reproducers, the "Resurrectone" and the "Half-fork-tone," for general use to all manufacturers making the necessary arrangements, has brought a flood of requests for these reproducers to the Hoffay offices during the past four weeks.



MAKING IMPORTANT INSTALLATIONS

A. L. Van Veen & Co. Equip a Number of Important Stores With Their Booths

In a chat with *The World* this week Arthur L. Van Veen, head of A. L. Van Veen & Co., manufacturer of Van Veen bed-set booths, commented upon the fact that the company had been making unusually satisfactory progress in closing important installations in Brooklyn. At the present time, Van Veen booths are being installed in the establishments of several prominent Brooklyn talking machine houses, and in all parts of this territory the company's booths are rendering splendid service. Mr. Van Veen attributes this progress to the satisfaction his booths are giving the dealers, for many of these installations have been repeat orders.

In current literature issued by the company Mr. Van Veen called attention to the fact that in a recent advertisement used by the Columbia Graphophone Co. on the back cover of the Saturday Evening Post an illustration was used that portrayed the Van Veen booths. The illustration in question was the interior of the store of Hardman, Peck & Co., Brooklyn, N. Y., which ordered a Van Veen installation after thoroughly investigating the merits of these booths. As this back cover advertisement costs \$9,000, Mr. Van Veen is naturally gratified to feel that a store with a Van Veen installation was selected for use in this advertising.

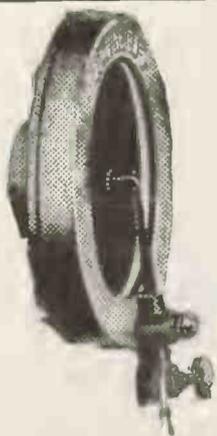
Among the recent Van Veen installations in Brooklyn are the following: Ridgewood Grafnola Shop, Frederick Becht, Kirsner Bros., Stultz & Bauer, and a complete installation for the piano and talking machine rooms of Frederick Loeser & Co.

SHELTON ELECTRIC PHONOGRAPH MOTOR

We have increased our factory facilities to handle the demand for the Shelton Electric Motor, and are now ready to make prompt deliveries.

Write for our Special Agency Proposition

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



The "INVINCIBLE"

A New and Better Sound-Box

- ☑ Plays all makes of records.
- ☑ Pure, clear and sweet tone.
- ☑ Constructed to give service and absolutely guaranteed.
- ☑ No superfluous parts, and production uniform—no seconds
- ☑ Supplied with mica or composition diaphragms.

WRITE TODAY FOR SAMPLES AND PRICES

NEW JERSEY REPRODUCER CO.
847 Broad Street
NEWARK, N. J.

SERVICE FOR THE DEALER

The Service Department of the New York Talking Machine Co. Has Prepared a Series of Artistic Posters for Use of Dealers

The service department of the New York Talking Machine Co., Victor wholesaler, has prepared for the use of its dealers a series of unusually artistic feature posters that can be displayed to excellent advantage. It is the intention of this department to prepare one of these posters each month, and those issued to date have won the enthusiastic approval of the Victor dealers in metropolitan territory.

One of these recent posters featured the Victor records made by Jascha Heifetz, the phenomenal young violinist, who has taken the country by storm, and who records for the Victor Talking Machine Co. exclusively. This poster presents a cutout of Heifetz in full pose, and was executed by Louis Fancher, one of the leading poster artists in New York.

Another recent poster features the vocal record "Lorraine," which promises to be one of the most popular semi-patriotic songs that have been introduced during the past year. The subject of this poster is in keeping with the text of the song, and is well calculated to attract favorable attention from all Victrola owners. Another recent poster featured the Victor record of the "Missouri Waltz," one of the best selling waltz records that have been introduced in recent years.

The service department of this company has also instituted a special combination service plan, which includes a one-page insert that can be enclosed with the monthly supplements. This insert features ten records which the company has in stock, and this list contains selections that make a definite appeal to all music lovers. The headings of each insert are especially attractive, and usually feature some of the latest hits of the day.

In order to enhance the value of this insert a hanger has been prepared which also lists these ten records, and the progressive Victor dealer can use this hanger in conjunction with this insert, to stimulate the demand for ten records that can be promptly supplied.

NEW SONORA AGENCY OPENED

WEST ALLIS, Wis., March 12.—The exclusive agency for the Sonora phonograph in West Allis, one of the largest and most important suburbs of Milwaukee, has been placed with the Central Drug Co., 6324 Greenfield avenue, by Yahr & Lange, Milwaukee, distributors. The Central Co., owned by Theodore J. Mueller, is remodeling and enlarging its store in order to provide elaborate display and demonstration rooms.

NEEDLE CUPS

HEAVY NICKEL-PLATED



Per 100 . . . \$2.00 OPEN Per 1000 . . . \$17.50



Per 100 . . . \$3.20 CLOSED Per 1000 . . . \$27.50

FAVORITE PHONOGRAPH ACCESSORY CO.
1491 DeKalb Avenue Brooklyn, N. Y.

REMOVE TO LARGER QUARTERS

Ready File Co., Inc., Compelled by Growth of Business to Move Executive Offices to the Fourth Floor of Castle Hall Building

INDIANAPOLIS, IND., March 8.—For the second time within the past year the Ready File Co., Inc., has been forced by the ever-growing volume of business to move to larger executive offices. This time the makers of this fast selling specialty for filing records have gone to the fourth floor of the Castle Hall Building, where they occupy a suite consisting of six departments and an experimental laboratory.

When seen in his new private office, F. O. Wilking expressed great pleasure over the new experimental laboratory. He said in part:

"We are all greatly gratified in having at last the laboratory that has been in our minds for the past several months. Here we can, I am sure, work out the plans for making the new specialties we have in mind. What these are I am not at liberty to disclose, as our patents have not yet been secured, but I may at least say that they are all related to the development of the talking machine. I rather think that before very long we will be in a position to supply many of the wants of the talking machine dealer, and to supply them better than has heretofore been done by any accessory company."

APPOINT NEW BRUNSWICK AGENCIES

Ten Dealers in This Section Take on Line During Month—Changes in Staff at New York Office—Staff Meeting of Sales Force

Both the wholesale and retail departments of the Brunswick phonograph at the New York headquarters of the Brunswick-Balke-Collender Co. report generally good business.

In the period from February 15 to date ten new agencies for the Brunswick phonograph were opened by this office. Seven of this number were opened since the first of the month.

Various changes of territory were made in the sales staff. Chester Abelowitz, formerly in the New Haven district, is now in New York City. F. W. Johnston has been transferred from New Haven to Brooklyn. J. J. Brophy, formerly in New York City, is now in New Haven. A. E. Wengrovius is covering Albany and H. D. Clark, Newark.

The salesmen met in the New York headquarters on Saturday last for a staff meeting at which time the new "Ultona" reproducer and tone arm for playing all records on the Brunswick phonograph was demonstrated.

INCREASES CAPITAL STOCK

Phonograph Co., of Milwaukee, Edison Jobber, Increases Capital From \$30,000 to \$50,000

MILWAUKEE, Wis., March 13.—The capital stock of the Phonograph Co. of Milwaukee, 213-215 Second street, Edison jobber in Wisconsin and Upper Michigan, has been increased from \$30,000 to \$50,000. It is stated that there is no significance in the increase excepting that it is demanded by the constantly growing volume of business. William A. Schmidt is manager of the company, which also controls the Edison Shop, retailers for Milwaukee and vicinity.

SONORA PRICE FOLDER ISSUED

The Sonora Phonograph Sales Co. has just issued an attractive folder which presents photographs of the complete Sonora line, together with list prices. These photographs are clear-cut and well defined, and as usual, carry out the Sonora idea of dignity and quality. The complete line of Sonora phonographs with their prices are as follows: "Supreme," \$1000; "Invincible" No. 1, \$375, No. 2, \$500; "Grand," \$300; "Laureate," \$215; "Elite," \$200; "Baby Grand," \$180; "Intermezzo," \$150; "Imperial," \$115; "Troubadour," \$90; "Rhapsody," \$60; "Mendelssohn," \$55; "Melodie," \$50.

Read the Trade Mark carefully, hear the machine, and you'll agree that it is truly

The World's Musical Instrument
Improves All Records

Send for our Special Proposition

HOFFAY TALKING MACHINE CO., Inc.
3 West 29th Street New York City

WHERE BUYING POWER LIES TO-DAY

Some Interesting Comments on Changed Conditions From Edison Diamond Points

It is no exaggeration to say that the earning capacity of the working man is to-day much higher than it has been in years, says Edison Diamond Points. There are probably five million families in the United States and Canada who to-day are in a position to purchase what they had previously considered far beyond the reach of their purse. The high cost of living notwithstanding, the working man is better situated financially than he has ever been.

The buying power to-day is in the hands of the working man. We believe that in certain localities the large percentage of buyers of New Edisons in 1918 will be working men, men who to-day can afford to have those things that have long been out of their financial reach.

In January, we sent you a questionnaire about your business. The opening question was: "What percentage of your sales in November and December was made to the working class?"

A good many replies have been received, enough, in fact, to shed a good deal of light on your business in the future. There are numerous cities and towns in this country where anywhere from 90 to 100 per cent. of our dealers' business is transacted with men of the working class.

If you are situated in a large manufacturing community, you have an untouched field before you, but bear in mind that you are the one to do the tilling. Indications are that 1918 will be the best year on record for the man who goes after business—it may not be quite so good a year for the dealer who stands behind his counters and waits for business to come to him.

The J. B. Greenhut Co., Inc., the big New York department store, are closing out their business. They held a Victor jobber's license, although selling only at retail, and the Victor stock has been taken over by another local jobber.



Watching the Music Come Out

Magnola Message No. 2

Control of Loudness is essential to the modern successful Talking Machine, The TONEGRADUATOR carried by every MAGNOLA is simple, efficient and trouble-proof.

Send for handsome illustrated catalog.

And look for other Magnola Messages on other pages of this paper; there are two more to find.

MAGNOLA TALKING MACHINE COMPANY

OTTO SCHULZ, President
711 MILWAUKEE AVENUE 1530 CANDLER BLDG.
CHICAGO ATLANTA, GA.



Al Jolson never sang a livelier song than "There's a Lump of Sugar Down In Dixie." It's one of the many sure-fire sellers in the Columbia April program. A2491.

Columbia Graphophone Co.
Woolworth Building, New York

THOS. A. EDISON AS A PROPHET

Article Written by Him Forty Years Ago Gave Accurate Forecast Regarding the Wide Sphere of Usefulness of the Phonograph

An article written by Thomas A. Edison for the North American Review May-June, 1878, recently came to light during a search among some old documents in Mr. Edison's laboratory. In this article Mr. Edison presented a number of categorical questions to which he appended answers, covering almost every phase of phonographic development, showing what has been successfully accomplished, as well as certain possibilities which subsequent developments prove that Mr. Edison was a prophet in his own country.

This North American Review article, which by the way, is being reprinted in full in the current issue of the Amberol Monthly for its historical importance, emphasized Mr. Edison's ideas regarding the future of the phonograph, almost forty years ago, in which many of the accomplishments of to-day were then set forth as among the certainties.

In his questions and answers he covered sound production in its various phases, record making and multiplication as well as the preservation of sounds. He said further: "Conceding that the apparatus is practically perfected in so far as the faithful reproduction of sound is concerned, many of the following applications will be made the moment the new form apparatus, which the writer is now about completing, is finished. These, then, might be classed as actualities; but they so closely trench upon other application which will immediately follow that it is impossible to separate them; hence they are all enumerated under the head of probab-

ilities, and each specially considered. Among the more important may be mentioned: Letter-writing, and other forms of dictation, books, education, reader, music, family record; and such electrotype application as books, musical boxes, toys, clocks, advertising and signaling apparatus, speeches, etc., etc."

Mr. Edison treats these subjects in detail and shows how phonographic books may be used in the home; how the phonograph may be used for educational purposes; as a musical entertainer; as a family record; for toys of various kinds, and points out the possibilities of the phonographic clock that will tell the time of day, how phonography may be used for advertising, for transmitting the great speeches of prominent men, posterity and lastly, and in quite another direction, tells how the phonograph will perfect the telephone and revolutionize present systems of telegraphy.

The article, which is very lengthy, certainly demonstrated Mr. Edison's complete grasp of the phonographic field four decades ago.

TELLS OF COMPANY'S PROGRESS

Phonograph Clearing House, Inc., Fills a New Field of Usefulness for Phonograph Manufacturers Generally—Centralizes Supplies

In a recent chat with The World, S. N. Rosenstein, president of the Phonograph Clearing House, Inc., New York, gave some interesting ideas in connection with the foundation of his house, and the success which it is achieving.

Before he established the Phonograph Clearing House, Inc., Mr. Rosenstein was connected with the phonograph industry in various ways for a number of years, and he states that he realized the need of a central depot for the busy manufacturer wherein he might find whatever he wanted without the least waste of energy.

"To this end," said Mr. Rosenstein, "I established connections with the manufacturers in the East and West, and can now supply the manufacturer with anything he wants from a needle to a finished machine. I wish to call the attention of the manufacturers, however, to the fact that, as a rule, when the manufacturer is in the market for a new tone arm, sound box, motor, or other part, he does not know exactly just what he wants, and is desirous of learning just what is on the market that would best suit him.

"He is, of course, hardly willing to enter as yet into direct communication with the 'parts' manufacturer, and that is where our clearing house can help him. We give the manufacturer the benefit of absolute tests on every article, and then sell him whatever he chooses to adopt without any additional cost, and certainly with less worry. In addition, we help many manufacturers dispose of overstock through our study of the sources of supply and demand."

The Texas-Oklahoma Phonograph Co., Edison jobbers, with headquarters in Dallas, Tex., have leased a large storeroom measuring 50 by 200 feet, at 906 Commerce street, that city.

DISTINCTIVE FEATURES HELP

Why the Brown Disc Record Cabinets Grow in Popularity With the Trade

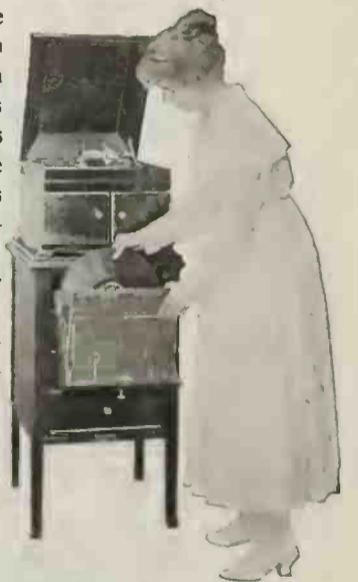
The sales manager of the Globe-Wernicke Co., Cincinnati, O., manufacturer of Brown disc



Brown
Disc Record Cabinet
No. 4-T

record cabinets, in a recent chat with The World pointed out that the success of these cabinets may be attributed to the practical utility of its distinctive filing arrangements, and the favorable appeal which its other features make to the talking machine owner. The Brown disc record cabinet is so devised that a record may be found instantly, and the compartment from which it was taken is left open for its return. There is no danger to the record, as it is either on the machine, in the hands of the operator or in its compartment.

From the standpoint of attractiveness the Brown disc record cabinet harmonizes completely with the most expensive furniture in the living room or music room. It is splendidly constructed, and is made in four sizes; two-drawer, four-drawer, six-drawer and twelve-drawer. The Globe-Wernicke Co. has prepared an artistic catalog, designated as No. 317, which is devoted to the Brown disc record cabinet.



How It Operates

TEST offered to dealers to prove the superiority of Wall-Kane Steel Needles

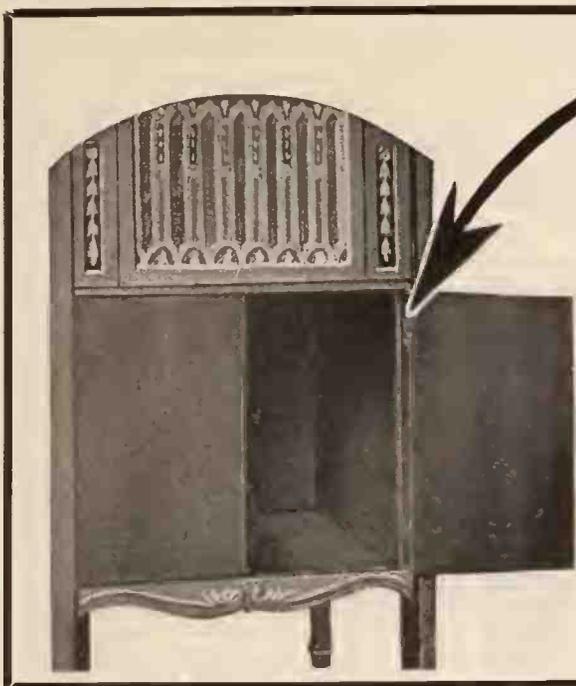
Take two standard disc records of the same selection, play one ten times with the same WALL-KANE loud needle; play the other record, the same selection, ten times, but with ten, new, full tone steel needles.

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

Beware of Imitations

Package of 50 WALL-KANE needles. Loud, Extra Loud and Medium, greater value than 500 ordinary steel needles, retails for 10c, costs the dealer 6½c. Jobbing territories open.

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



SOSS

INVISIBLE HINGES

Preserve Beauty

In many beautifully designed, finely finished Talking Machines, Pianos, Music Cabinets, Piano Players, and Benches, the elimination of the unsightly protruding Hinge is essential to preserve the beauty of the design.

Design and Construction

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

Write for catalogue "T"

SOSS MANUFACTURING COMPANY

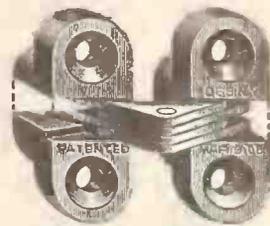
435 ATLANTIC AVENUE

LOS ANGELES, 224 Central Bldg.

Branch Offices

{ SAN FRANCISCO...164 Hansford Bldg.
{ DETROIT—922 David Whitney Bldg.

Canadian Representatives—J. E. Beauchamp & Co., Montreal, Can.



"COLUMBIA RECORD" REAPPEARS

Popular House Organ of Columbia Graphophone Co. in New Dress and Full of "Live" Copy

The "Columbia Record," the popular house organ, which was published by the Columbia Graphophone Co. for several years, and which was temporarily discontinued some time ago, made its reappearance this month in new form, and judging from the success of the first number the new "Columbia Record" is destined to become a most popular house organ.

The form of the new "Columbia Record" is decidedly individual and distinctive, the paper being issued as a four-page newspaper, each sheet measuring 18" by 27". This makeup permits of the introduction of attractive illustrations with plenty of text.

On the first page of this new publication is presented a group of pictures showing how Columbia dealers have utilized the new window display service inaugurated by the Columbia dealer service department. There are also presented several letters received from Columbia dealers throughout the country commenting upon the value of these displays, and the impetus that they have given to record sales.

There is a column story on the first page regarding "Thornton Burgess Week," and reproducing some of the fantastic characters which have made this author's Bed-time Stories famous.

Other pages of this new "Columbia Record" reproduce some of the new Columbia car cards, which are multi-colored masterpieces of lithographic art, and which form one of the most effective links in the dealers' advertising campaigns. There are also reproduced several of the new Columbia advertising cuts, free electrotypes of which are sent dealers on request.

One of the most valuable articles in this new "Columbia Record" is a list of the tentative tours of Columbia artists, giving a detailed account of the different cities at which they are scheduled to appear during the next few months. Among the Columbia artists listed in this section are Barrientos, Casals, Cincinnati Symphony Orchestra, Eddy Brown, Lucy Gates, Leopold Godowsky, Louis Graveure, Josef Hofmann, Margaret Keyes, Morgan Kingston, Florence Macbeth, New York Philharmonic Orchestra, Oscar Seagle, Helen Stanley and Eugen Ysaye. There are other practical suggestions in this first issue of the new "Columbia Record," which is being ably edited by Paul Hayden. The purpose of the new publication is well summed up in the following editorial comment:

"You are the most important man in the Columbia business—because you sell Columbia product. Without your efforts there would be no Columbia factory, no Columbia Grafonolas, no Columbia records, in fact, no Columbia Co. You are the wheels, the belts, the pulleys, the engine, the coal, the steam, the power which is making Columbia what it is to-day and will make it what it will be to-morrow.

"Our factory knows unless they give you the

right product they will have to shut down. Our executives know that unless they give you what you want and what you can sell there is no excuse for their existence.

"Having proved to you your importance we are glad to announce the reissuing of the 'Columbia Record.' It is to help you be more important. It is to be one of the most unique and dealerish dealer house organs in existence.

"We want to tie up the smallest Columbia dealer in America with the biggest Columbia sales ideas.

"In addition to sales plans developed by our sales experts the 'Columbia Record' will tell stories of successful plans developed by other

Columbia dealers. Here's where you come in again. Let us know any time you make a successful sale. Your success is as good as the next fellow's and we want to give everyone the benefit of your ideas as well as give you the benefit of everyone else's ideas."

REPUBLIC CO. CREDITORS TO MEET

CHICAGO, ILL., March 11.—The first meeting of the creditors of the Republic Phonograph Co. of Illinois, which was adjudicated bankrupt on March 5, will be held at the offices of the referee in bankruptcy, Sidney C. Eastman, at 53 West Jackson boulevard, March 19.

STILL MORE PROOF OF HOW WORLD ADS BRING BUSINESS

D. R. FORSTER, PRES. & TREAS. H. ETTINGER, VICE PRES. H. W. ACTON, SECRETARY

BRILLIANTONE STEEL NEEDLE CO.
OF AMERICA, INC.

MARBRIDGE BUILDING
BROADWAY & 34TH ST.
NEW YORK CITY

ROOMS 657-659 PHONES GREELEY 5978
5979

March 1st, 1918.

The Talking Machine World,
373 Fourth Avenue,
New York City.

Gentlemen:-

We take great pleasure in complimenting your good paper on the splendid results we have obtained from our advertisements in your monthly.

According to records which we have in our office and which are open for inspection, we have received inquiries from prospective buyers of talking machine needles, from all parts of the United States, Canada and foreign countries, who refer to having seen our add in the "Talking Machine World."

As a constant advertiser in your paper, we believe that you would be pleased to know of these results. We can cheerfully recommend the Talking Machine World to any advertiser in search of an effective advertising medium.

Wishing your paper much success and assuring you of our hearty support, we are,

Yours very truly,

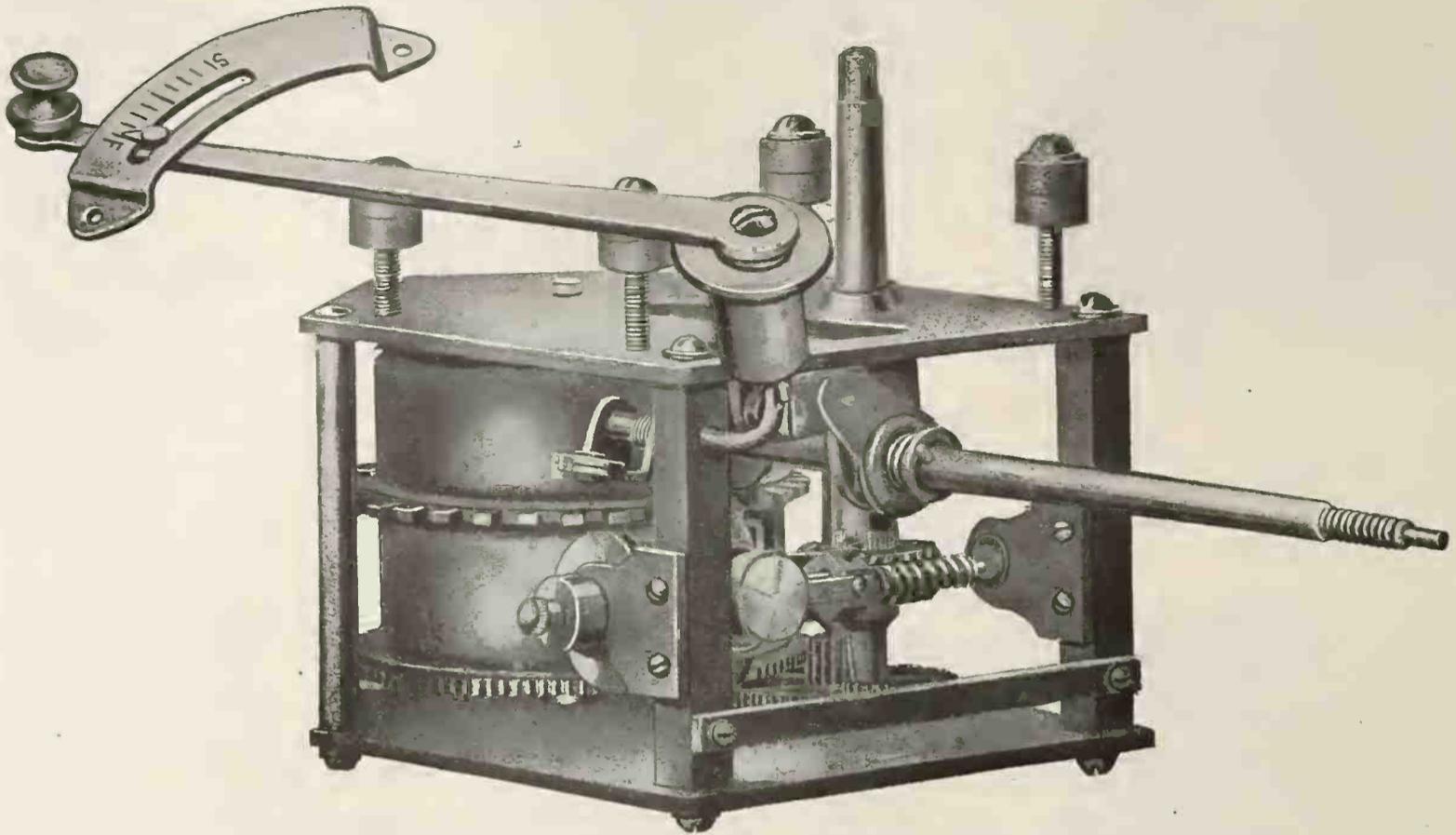
BRILLIANTONE STEEL NEEDLE CO.

BY- *[Signature]*
PRESIDENT.

BRF:JAL.

All agreements contingent upon Strikes, Accidents or other causes beyond our control.
Prices subject to change without notice.

The Biggest Event in Motordom!

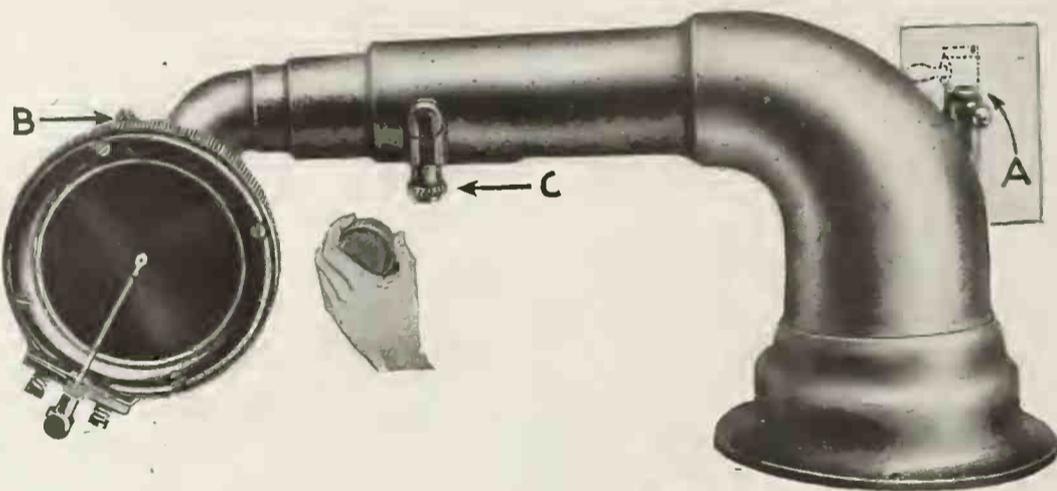


Our Most Popular No. 2 Motor

Over 250,000 are in use.
One of the most prominent manufacturers in the United States alone has used 80,000.

Improved with a combination start and stop and regulating device that works on and with the governor direct instead against the governor.

The Price Will Startle You. Write at Once and Surprise Yourself



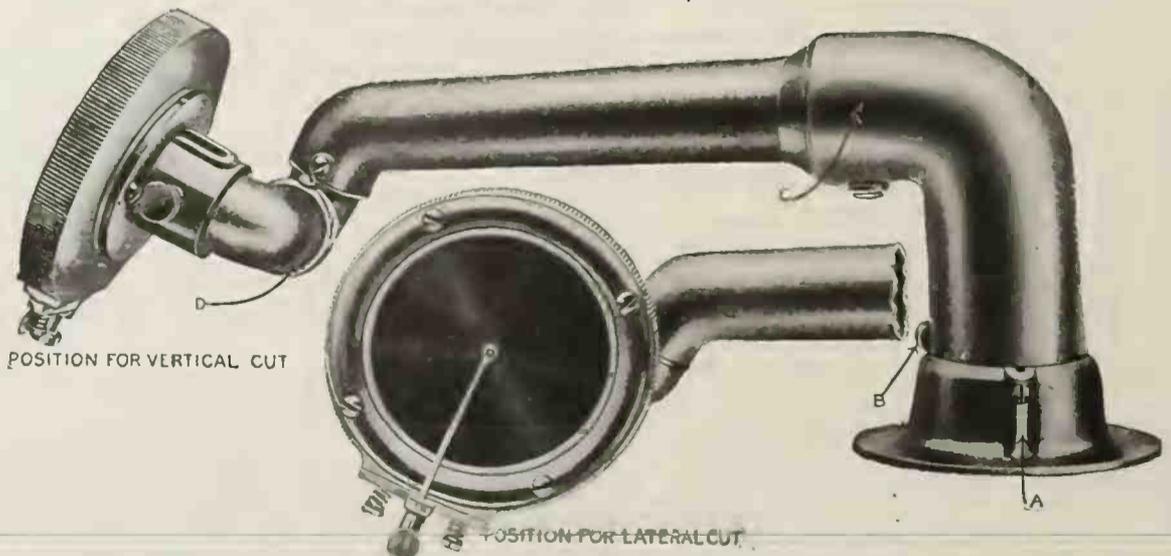
We Have a Tone Arm For Every Purpose

The Two-In-One

Plays any type of record as it should be played. A heavy arm for vertical records; a light arm for lateral records—just a twist of the handle "A"—and the weight is changed from 4 to 8 ounces.

The Improved No. 2 Universal
Known to all manufacturers as a practical and satisfactory arm for all machines ranging in price from \$15.00 to \$75.00.

We can furnish you with every part of a talking machine from a needle up.



INDEPENDENT TALKING MACHINE CO., Inc.,

54 BLEECKER STREET,
NEW YORK CITY

New Columbia Jazz records supreme—A2421, "Fuzzy Wuzzy Rag" and "The Snaky Blues," by Handy's Orchestra: A2482, "Happy Sammies" and "That's It," by Jazarimba Orchestra. April winners.

**Columbia Graphophone Co.
Woolworth Building, New York**



JOBBER'S ASSOCIATION APPROVES "REFERENDUM NO. 23"

Cast Affirmative Vote on Proposal to Discriminate Against Enemy in Trade After the War if Necessary for Self-Defense—President Blackman Explains Real Meaning of Proposal

The members of the Chamber of Commerce of the United States were recently requested to vote on a referendum, designated as "Referendum No. 23," which related "to a proposal to discriminate against Germany in trade after the war, if necessary for self-defense."

The vote on this referendum was overwhelmingly in the affirmative, and one of the associations that voted "yes" was the National Association of Talking Machine Jobbers, which cast its vote through French Nestor, national councillor, after a meeting of its executive committee.

When the referendum was first received J. Newcomb Blackman, president of the National Association of Talking Machine Jobbers, made a careful study of its different proposals, and about that time the newspapers started a controversy regarding the meaning of certain paragraphs in the referendum. After going into the matter very carefully, Mr. Blackman sent the following interesting letter to Mr. Nestor:

"I have purposely delayed voting on the United States Chamber of Commerce Referendum No. 23, as I wanted the benefit of the controversy, which I have noticed in the newspapers regarding it.

"The referendum itself was not read by me until to-day; and the newspaper articles gave me the impression that it called for a vote to boycott Germany after the war without qualification. I think that represents the prevailing idea.

"A careful analysis satisfies me that this referendum merely attempts to set forth the general belief of American business men, as well as the general public, that we were forced into this war through a military form of government in Germany.

"Furthermore, that, as President Wilson has so clearly pointed out in his various messages, we cannot hope to have a lasting peace if the fulfilment of its terms depends upon the present or some similar government which, in effect, is a military autocracy.

"It is to me a message to the German business man from the American that, to avoid what may possibly be the birth of a commercial war and the introduction of a boycott against Germany, it is absolutely essential that the present form of government give way to one set up by the German people and responsible to them.

"In other words, instead of our agreeing now to boycott Germany, as many seem to think this referendum calls for, we are merely setting forth our convictions, as the present form of German Government having been responsible for the war, and that unless after peace the enemy takes on a different form of government, we will be obliged to discriminate, in order that we will not help a militaristic autocracy regain its strength only to wage another war.

"Inasmuch as this referendum has been issued and must be voted on, I hope our members will have a clear understanding of its object and effect.

"The third paragraph on page 4 of same is a simple explanation and reads as follows:

"This proposal is concerned only in making clear to the business men of Germany that a continuance of the present German military autocracy will compel the rest of the world to unite in a business opposition to Germany as an act of self-preservation."

"I have endeavored in this detail to discuss the subject, because I so fear a negative vote giving rise to the opinion that, regardless of circumstances, American business would not discriminate against Germany commercially.

"If among our members you have negative votes, and such would sway the balance, so that we should be obliged to cast our vote for the association accordingly, I hope that no time will be lost in bringing this squarely to their attention, so that through no lack of proper interpretation a negative vote will be cast.

"On the other hand, I am frank to say that were this referendum to concern nothing but an unqualified expression of determination to boycott Germany after the war, I would most emphatically vote 'no.' To me it means a strong presentation to German business interests of our sincere regret in being possibly forced to take such action and an expression of what would bring this action about, also how it can be avoided.

"If I can be of any further service in this matter, do not hesitate to call on me, for this referendum has been given much publicity, and now that it has come to issue, should be voted on in a most intelligent manner.

"I think we all agree that we are fighting this

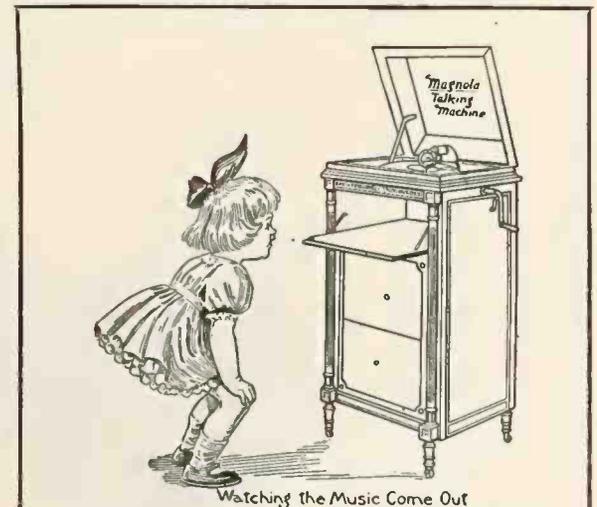
war to insure permanent peace and liberty and are prepared to sacrifice everything to accomplish that end, so the least we can do is to leave no misunderstanding among ourselves, or even our enemy that will delay, hamper or defeat such an unselfish motive."

STRIKING VICTOR ADVERTISING

Feature Value of Talking Machine Record in Preserving Voices of Noted Artists

In their recent advertising in the American Magazine, the Victor Co. has featured most impressibly the fact that the talking machine record renders a genuine service to posterity by permitting them to listen to the actual reproductions of the voices of the famous artists of the present day. The advertisement points out that, although the voice of Patti is lost to those of the younger generation who did not hear that noted songstress in the flesh, the golden tones of Melba will be preserved on talking machine records for all time to come. Both the illustration and the text convey a message to the public that cannot be mistaken, and represent an angle from which to view the importance of the talking machine which, although it may not be new, is nevertheless well worth considering.

The creditors of the Rex Talking Machine Corp., Wilmington, Del., held a meeting recently declaring a final dividend of 3.6 per cent.



Watching the Music Come Out

Magnola Message No. 3

A Talking Machine of today should play all makes of disc record. Magnola's Universal Sound-Box does this without extra attachments of any kind.

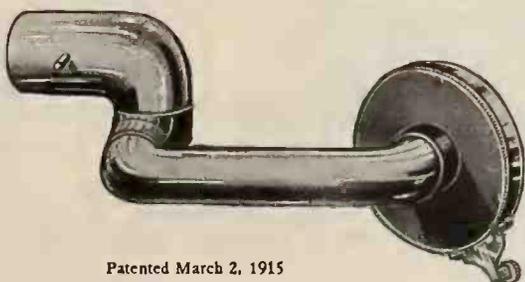
Look for Magnola Messages Nos. 1 and 2 on other pages and learn more of Magnola.

Handsome illustrated literature sent free on request.

MAGNOLA TALKING MACHINE COMPANY
OTTO SCHULZ, President
711 MILWAUKEE AVENUE CHICAGO 1530 CANDLER BLDG. ATLANTA, GA.

FACTS ABOUT THE KENT ATTACHMENT NO. 1

To Play Lateral Cut Records on the Edison Diamond Disc Phonograph



Patented March 2, 1915

It has been recognized by experts the most perfect device of its kind on the market. It has been on the market ever since the Edison Diamond Disc made its appearance. It can be had with or without reproducer and is made in two lengths. It is guaranteed by the Manufacturer in every way.

F. C. KENT & CO.
Manufacturer of Phonograph Accessories
24 Scott Street Newark, N. J.

ANNUAL BANQUET AND DANCE

Of the Talking Machine Men, Inc., Will Be Held at Hotel McAlpin, New York, on April 10—An Interesting Program Has Been Arranged

The entertainment committee of the Talking Machine Men, Inc., has advised the dealers in



J. J. Davin

New York, New Jersey and Connecticut that the association's annual banquet and dance will be held at the Hotel McAlpin, New York, on April 10. Plans for this event are now being formulated, and judging from the indefatigable efforts of the committee, this year's dinner will set a new high-water mark in point of attendance and enjoyment.

Sol Lazarus, chairman of the entertainment committee, and one of the most active workers of the Talking Machine Men, Inc., is being congratulated upon the acquisition of corps of aggressive and wide-awake associates for his committee. J. J. Davin, of the New York Talking Machine Co., is a member of the entertainment committee, and chairman of the reception committee, and in this important post is rendering invaluable service to Mr. Lazarus. Other members of the entertainment committee, who have "put their shoulders to the wheel" in a united effort to make the 1918 dinner a record-breaker are John E. Hunt, A. Galucie and Cass Riddel.

The committee has announced that the speakers of the evening will include Congressman Stephens, sponsor of the Stephens bill; H. C. Brown, assistant general manager of the Victor Talking Machine Co.; George W. Hopkins, general sales manager, and Marion Dorian, chief

auditor of the Columbia Graphophone Co.; J. Newcomb Blackman, president National Association of Talking Machine Jobbers, and J. H. Tregoe, secretary of the Credit Men's Association. James T. Coughlin, president of the association, will preside as toastmaster, and it is safe to say that this important position will be filled with adeptness and skill.

Through Mr. Davin's efforts, the association is enabled to present to the dealers something novel in the way of entertainment, which should insure the certain success of this part of the program. The Hawaiian Troupe, which has made a series of Victor records that have achieved phenomenal success, will render a group of songs and medleys during the course of the dinner, and after the close of the banquet will furnish their inimitable playing for the devotees of dancing. The entertainment committee is making extraordinary efforts to have the fair sex well represented at this year's gathering, and the program, with the Hawaiian Troupe as



Sol Lazarus, Chairman Entertainment Committee an added feature, should make a favorable appeal in this direction.

It is planned to have an exceptionally attractive musical program, and among the well-

known artists who will render a number of selections during the course of the evening are Charles W. Harrison, Arthur Fields, and others. This feature is a decided innovation for the association's banquet, and indicates the activities and progressiveness of the 1918 committee.

In order to make this year's dinner and dance a representative trade gathering, the entertainment committee is urging the dealers to bring as many of their employes as possible, and for those who are unable to be present during the earlier part of the evening, a cordial invitation is extended to enjoy the dancing and entertainment in the latter part of the evening.

The annual banquet of the Talking Machine Men, Inc., has been recognized for several years as one of the most important and enjoyable events in the activities of the talking machine trade, and each year's dinner and dance has outdistanced its predecessor. It is almost a foregone conclusion, however, that the 1918 gathering will leave last year's far behind in every respect, as the dealers intend to bring their families, employes and personal friends.

SUFFER LOSS FROM FIRE

James E. Donnelly, music dealer of Bridgeport, Conn., recently suffered a fire loss of \$2,500 to his stock of talking machines and records. Prompt work by the salvage corps of the Fire Department resulted in the saving of \$4,000 worth of records.

FIRE IN LAWRENCE, MASS.

A fire which caused \$150,000 damage to the furniture and department store of M. J. Sullivan, Lawrence, Mass., last week, destroyed practically the entire stock of talking machines and records on the second floor of the store. Several employes in the department had narrow escapes from the flames.

It's a very unusual trouble that most of us can't stand cheerfully—if it only belongs to the other fellow.

The "Mutual"—the ORIGINAL and PATENTED Universal Ball Bearing Tone-Arm

BEWARE OF INFRINGERS AND IMITATORS



No. 2 Mutual Ball-Bearing
Spring Joint
Universal Tone-Arm

Write today for samples and prices

This Tone-Arm has met with phenomenal success, and is being used exclusively by the leading talking machine manufacturers

WE DO NOT SELL TO MOTOR MANUFACTURERS

Mutual Sound Boxes are accepted as the standard of the phonograph industry

MUTUAL TALKING MACHINE CO., Inc., 145 W. 45th St., New York

FROM OUR EUROPEAN HEADQUARTERS

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

British Government Affording Genuine Aid to Industry in Preparing for Post-War Business Development—Gramophone Trade Triumphs Over Serious Obstacles and Still "Carries On"—Greatest Trouble Found in Getting Metal Parts, Particularly Motors—Machines and Records for the Soldiers—Live Publicity the Rule in the Trade—War Takes Its Toll—What is Found in the New Record Lists—Death of Mark Sheridan—Honors for Gypsy Smith—Government Taking More Men for War Work—"Neptune" Records Appear on the Market—General News of Musical Interest

LONDON, ENGLAND, E. C., March 1.—A war-weary determined democracy! Each separate unit in all walks of industrial and social life the world over heartily longing for a termination of Armageddon yet persistently determined to conclude it only on the basis of the triumph of reason over the fanaticism of Teutonic Kultural aberration. That is the spirit of the Allies. The march of civilization will progress the better once this Prussian cancer is removed. We may then look forward to a period of unexcelled prosperity, not merely commercial. But the maintenance of commerce is essential to the achievement of those ideals which the Allies have for their objective. For the moment politics and business must be inseparable companions, as in the future they must not be entirely the subject of that separatist pre-war policy which gave our enemies an enormous advantage, if not indirectly the means to wage war against the world. In this sense, therefore, I make no apology for the presentation of political thought in these columns, as I believe that politics and commerce should be linked to-

gether more strongly than in the past. One helps the other. The British Government has given it official recognition to an extent hitherto considered unnecessary. Additional trade commissioners for all parts of the world are being appointed, consultations arranged with representative business houses, commercial bureaux established, examples of foreign merchandise exhibited, and all necessary information thereto placed at the disposal of exporters and manufacturers. This, and much more that I may refer to another time, is indicative of the machinery set up by the Government with the object of placing British industry on a sure foundation for post-war development. Useful preparatory work is being done in other directions and valuable assistance provided for the cultivation of oversea trade. The remarkable statistics of British export values published each month illustrates the important consideration that every branch of industry, including the musical instruments, is maintaining effort to "carry on" against supreme difficulties. This is as it should be. The theme of my thoughts is to drive home to all traders the absolute necessity of stronger effort to-day; of maintaining a vigorous trade offensive, in order to provide the wherewithal out of income for the prosecution of the war—to achieve the humane ideals for which the world is fighting. No matter the difficulties; the discouragements—they are many; fight on—persistency will win out in the end sure enough. The small trader counts equally with the large; it's unity that stands for concentration of purpose—concentration of strength that moves mountains of difficulty.

As my American readers will appreciate, the British gramophone trade has experienced enor-

mous setbacks and is still in the throes of many elements adverse to good business. What of it? The British trade has fought and won; is still maintaining a remarkable volume of record sales, and means to keep it up! You will do the same—keep at it, that is all!

Let us take a peep at the machine side of our business, and we shall see what has been accomplished towards the maintenance of trade in the face of almost insuperable difficulties. When hostilities commenced, apart from the cabinets and an insignificant quantity of metal parts, the British market relied upon imported motors, etc., the bulk of which came from Germany. In 1915 transport difficulties were met with, and in 1916 onwards became so acute that official restrictions on supplies from Switzerland and America were imposed. To-day the difficulty of importing motors is very severe and less than 50 per cent. of pre-war supplies from these sources is coming through. What happened? The trade, or certain members thereof, got to work on an endeavor to induce suitable firms to start the manufacture of motors, tone arms, sound boxes, trumpets, etc. The need for metal horns failed with the demand for interior-horn cabinet models, but it must be remembered that this demand was purely and simply the outcome of action taken by the trade in developing a call for cabinet instruments as against the ordinary model. Thus was one difficulty successfully overcome. Not without considerable trouble several good firms were at last persuaded to develop on sound box, tone arm, and output of kindred parts, the position at present being very satisfactory as regards these supplies, and in speaking of this, too, as another

(Continued on page 112)



"His Master's Voice"

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This intensely human picture stands for all that is best in music

—it is the "His Master's Voice" trade-mark, and it brings to you, no matter where you are, the very best music of every kind, sung and played by the world's greatest artists—the greatest singers, pianists, violinists, orchestras and bands—all enshrined in the unequalled "His Master's Voice" records

'His Master's Voice'

—the trade-mark that is recognized throughout the world as the

HALL-MARK OF QUALITY

Branches

DENMARK: Skandinavisk Grammophon-Aktielselskab, Frihavnen, Copenhagen.

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

SPAIN: Compañía del Gramófono, 56-58 Balmes, Barcelona.

SWEDEN: Skandinaviska Grammophon-Aktiebolaget, Drottning Gatan No. 47, Stockholm.

RUSSIA: The Gramophone Co., Ltd., 45, Nevsky Prospect, Petrograd (Petersburg); No. 1 Solyanka, Solyanoi Dvor, Moscow; 9, Golovinsky Prospect, Tiflis; Nowy-Swiat 30, Warsaw; 33, Alexandrowskaya Ulitsa, Riga; 11 Michallovskaya Ulitsa, Baku.

INDIA: The Gramophone Co., Ltd., 139, Bal-lagbatta Road, Calcutta; 7, Bell Lane, Fort, Bombay.

Great Britain:

Agencies

AUSTRALIA: S. Hoffnung & Co., Ltd., Sole Concessionaries of The Gramophone Company, Limited, 163, Pitt Street, Sydney.

NEW ZEALAND: Gramophonum, Ltd., 118-120 Victoria Street, Wellington.

SOUTH AFRICA: Darter & Sons, Post Box 174, Capetown; Mackay Bros., Post Box 251, Johannesburg; Mackay Bros. & McMabon, Post Box 419, Durban; Ivan H. Haarburger, Post Box 106, Bloemfontein; Franz Moeller, Post Box 108, East London; B. J. Ewins & Co., Post Box 86, Queenstown; Handel House, Kimberley; Laurence & Cope, Post Box 132, Buluwayo; The Argus Co., Salisbury.

EAST AFRICA: Bayley & Co., Lourenso Marques.

HOLLAND: American Import Co., 22a, Amsterd Veerkade, The Hague.

ITALY: A. Bossi & Co., Via Orefici 2, Milan.

EGYPT (Also for the Soudan, Greece and the Ottoman Empire): K. Fr. Vogel, Post Box 414, Alexandria.

The Gramophone Company, Ltd.

HAYES - MIDDLESEX - ENGLAND

FROM OUR LONDON HEADQUARTERS—(Continued from page 111)

triumph, I must emphasize the fact that extreme difficulty was all along experienced in obtaining a sufficient ration of metals for the purpose. Indeed, it may be asserted with truth that the output of these articles is only limited by the small quantity of metal now allowed for their manufacture. We now came to the main attribute of a machine—the mechanism. Here the real trouble commenced. In the first place, few if any firms had experience in this class of work. A gramophone motor is an intricate piece of mechanism requiring high-class precision work. War output occupied all suitable shops, and recourse was had to inferior and less experienced firms. This resulted in great loss of time, owing to the necessity of experimental work and the constant alteration of jigs involved thereby. Just when one or two passable samples were produced, the metal scarcity became more acute, and in other cases the Government stepped in and switched the firms on to war articles. The trade continued its efforts, meeting with discouragements too many to mention. The present position is that several shops are all ready to go ahead as soon as labor and metal troubles can be overcome. One firm, I believe, is putting out a few motors by getting stampings and parts from different shops over the country and assembling them. But this does not make for efficiency. To sum up, we are still mainly dependent upon imports, and these are in quantity inadequate to complete all the machines ready and for which the demand exists.

Free Gramophone Ballot Scheme for Soldiers

In connection with the Daily Express Cheery Fund, which has been established for the provision of games, musical instruments, etc., to the oversea troops, a free gramophone ballot scheme has been started for soldiers and sailors. With the public's free will offerings all sorts of acceptable things are provided. The gramophone scheme has caught on better than anything, and as "Orion" reported in a recent issue—"A staggering number of applications to be included in the ballot arrived from the front over the week-end." The gramophone outfits include a complete trench gramophone, six records, and 1,000 needles, and the ballots will begin as soon as the first delivery is made by the Columbia Graphophone Co. Good luck to the Cheery Fund.

Winning "Winner" Record Publicity

Of the companies who are to any extent supporting their dealers on the publicity side, a meed of praise is due the Winner record people for the very attractive window bills and lists, which are issued monthly. The latest streamer to hand reads: "Winner Records Play on All Gramophones," etc., the lettering, coloring, and general design being so arranged as to reflect the message strikingly, even with a minimum amount of light behind. Each corner is gummed, thus rendering it easy to affix to the window. The company is doing some excel-

lent work on the advertising side, and theirs is an example which one or two other firms might emulate advantageously.

Final Notice in re Carl Lindstrom (London) Ltd.

A recent intimation in the press gave notice to all firms interested that creditors of the above concern who had not already sent in their claims would go by default unless such claims were received by the official controller on or before February 28. This business, by the way, has now been purchased by the Hertford Record Co., Ltd.

"No Dammed German Pianos"

At the Royal Society of Arts, Sir Frederick Bridge said that, in common with other musicians, he was out for the improvement of the musical taste of the country, which would do much to increase the demand for better pianos. He hoped that after the war our musicians would put their heads together and say: "No dammed German pianos shall come near me!" "You would hardly expect such language from an ecclesiastical," said Sir Frederick, amid much laughter; "I did not mean to say 'dammed,' but having said it—well, I'll stick to it. I, for one, will not play on a German piano!"

The Band of H. M. Irish Guards

This fine instrumental organization is generally regarded in musical circles as one of our very best military bands, whose playing is undoubtedly of the highest excellence. It is represented on the "Winner" record current list by six popular items of the quick-selling order. The Band of H. M. Irish Guards is, by the way, exclusive to the Winner Co. On the list under mention, January-February, there is itemized a galaxy of good up-to-date vocal and instrumental selections, including a descriptive record of an air raid, dramatic and realistic in its treatment. An air raid of this type will be welcomed by most gramophonists.

The Johnson Talking Machine Co.

In the wholesale field wartime difficulties are not less acute than in other departments of the gramophone industry, and it is a most encouraging sign that factors are displaying an optimism which influences the dealers to maintain the highest possible efficiency of effort in circumstances that are not always the brightest. The policy of the above concern has never permitted a relaxation of effort, and depressed conditions at times notwithstanding, they have managed to sustain a large trade in machines, records and accessories at both the Liverpool and Birmingham centers. The company is working hard on the forthcoming output of a new home needle resharpening device (particulars of which were published in our January issue), and I have just received news of a new needle called the "Apex," which is soon to make its appearance on this market. In this regard Mr. Johnson writes: "This is a very good line, but unfortunately we are only allowed a very small ration of steel wire and we shall not be able to execute more than about one-

REX GRAMOPHONE CO.

are making a Specialty of

EXPORT

in

Horn, Hornless & Portable Disc Machines**REX GRAMOPHONE CO. 2 Elizabeth Place
Rivington Street, LONDON, E.C. 2**

Cable Address "Lyrecodisc, London"

Enquiries Solicited

quarter of the orders we expect to receive.

We are sharing out our stock of goods just the same as the grocers are sharing out their tea, sugar, and butter."

Whatever the position may be, I am of opinion that the trade may rest confident that this enterprising firm of factors will do the very best possible to insure an equitable distribution of those lines which may temporarily run short.

Another Life Laid Down

The trade will learn with extreme regret of the death of Lieutenant Cecil I. Henderson, who was killed in action in November last, when at the head of his men—facing the enemy. As the one-time outer-London representative of "His Master's Voice" Co., Lieutenant Henderson was well known to hundreds of dealers, with whom he used to crack a joke while keeping his eye all the time on the order book. He was a popular "Knight of the Road"—one of the good old sort, ever cheerful; ever businesslike, and successful! He joined up in the early days and was soon singled out for a commission. Although invalided out of the army twelve months ago, he rejoined after several unsuccessful efforts. Such was his spirit!

325,000 Bricks in New Chimney

A new chimney has made its appearance at the Hayes factory of "His Master's Voice." It is 150 feet high, weighs 1,632 tons, and has required for its construction no less than 325,000 bricks. The circumference at the base is 20 feet 8 inches; at the top, 13 feet. It will soon be emitting volumes of smoke in behalf of "His Master's Voice" output.

Blind Pianoforte Tuners

A new field for British soldiers who have suffered the great misfortune of lost or impaired sight, is opened up by the National Institute for the Blind, who are by press advertisements inviting the public to utilize the services of blind tuners. A worthy object which we think will receive the support it deserves.

A Johannesburg Dealer's Irreparable Loss

The story of the casualty lists is one of grief and pain. One day, the name of a friend; another, the name of one connected with the gramophone trade, brings home to us the terrible cost involved in the fight for humanity. This month we have to record the loss of another hero, Captain James Ivan Mackay, R.F.C., killed in action when in charge of his squadron over the German lines. He was regarded as a most promising officer, great things being expected of him, in view of the courage and skill always displayed on every occasion, before his

EDISON BELL**WINNER**
TRADE MARK
GRAMOPHONE RECORDSCABLE
"PHONOKINO,
LONDON"**ARE THE GREATEST VALUE FOR MONEY PRODUCED IN GREAT BRITAIN**

TEN INCH

DOUBLE SIDED

NEEDLE CUT

PLAY ON ALL GRAMOPHONES**Catalogue contains 4000 Titles by the Premier Artistes, Instrumentalists, Orchestras and Bands of the British Empire**

DEALERS PREPARED TO DO BUSINESS ARE INVITED TO COMMUNICATE WITH

Proprietors and Manufacturers, J. E. HOUGH, Ltd., 62 Glengall Road, London, S. E. 15, England

FROM OUR LONDON HEADQUARTERS—(Continued from page 112)

career was so untimely cut short. His spirit and wonderful example will live as an incentive to the young allied airmen who are coming forward in their legions to uphold the mastery of the air. Captain Mackay was the eldest son of James Mackay, the founder of the well-known "His Master's Voice" dealers, Mackay Bros., Ltd., Johannesburg, with whom the trade will deeply sympathize.

The Romance of Recording

In this month's issue of "The Voice" appears the first of a series of articles on the above subject, by Wm. C. Gaisberg, the "His Master's Voice" chief recording angel. His first contribution deals in a most interesting way with the recording tour undertaken in India during 1906. Speaking of the native girl singers and their songs, Mr. Gaisberg tells us that—"one never finds written music for these songs; they are handed down from father to son over hundreds of generations, some of the songs or poems, being 2,000 years old." It is a most instructive article, and one looks forward with interest to the next.

Clara Butt's War Work

As might only have been expected from a leader in her art, Madame Clara Butt, Britain's Queen of Song, has been unostentatiously carrying on a great war work ever since that fateful August, 1914. Those therefore who have remarked that her appearance on Columbia records has, perhaps, been of more frequent occurrence than her appearance on the London concert platforms, will find herein good reason why that is so. Since the outbreak of war Madame Clara Butt has raised between £30,000 and £40,000 for various charities. The British Red Cross Society has received most substantial help, and other charities such as the Scottish Red Cross, Queen Mary's Work for Women Fund, the Arts Fund, War Seals Foundation, Baby Week, Joan of Arc Day and Pageant of Fair Women on behalf of the Three Arts Workrooms. These Three Arts Workrooms were started at the outbreak of war to provide employment for poor musicians, etc., who were not physically strong enough for hard work. They are there taught to make toys, one of which was judged by the Board of Trade to be the finest British toy of its kind on the market. At a trades exhibition £2,700 worth of orders were received, but it was impossible to execute same, owing to lack of capital to purchase the necessary materials. Madame Butt decided to devote the proceeds of Joan of Arc Day and Pageant of Fair Women to place these workrooms on a really sound business basis, and over £2,440 was raised.

Abnormal Zonophone Sales

It means something unusually big to classify Zonophone record sales as abnormal, since ordinarily the demand is remarkable. That, however, is the position with regard to the January issues. Dealers everywhere report a difficulty in maintaining representative stocks,

though the company's output is greater than ever. The situation indicates public appreciation of the quality and variety of the Zonophone monthly programs; a state of things also due to the persistent advertising of these fine records. Some excellent publicity matter accompanies the January samples, and the retail trade will doubtless make the most advantageous use thereof.

Death of Mark Sheridan

The music hall and gramophone world sustained a severe loss in the death under tragic circumstances of Mark Sheridan, the famous rapid-fire comedian. His style was decidedly original and his makeup of tall hat, bell-bottomed trousers, and natty cane will never be forgotten. He gave the world a number of songs that were great successes of their time, among them being "At the Football Match Last Saturday," "One of the B-Hoys," his last big hits being "Here We Are, Here We Are, Here We Are Again" and "When Belgium Put the Kibosh on the Kaiser," both of which he recorded for Columbia and both of them being among the outstanding successes in war songs.

The New "Neptune" Records

A comparatively recent introduction on this market is the ten-inch double "Neptune" disc, which, selling at a popular price, has easily won for itself a "place in the sun." A goodly repertoire already exists and the catalog is being extended by new issues, comprising vocal and instrumental titles of the up-to-date order. The Neptune is marketed by Messrs. Curwen & Sons, Ltd., the well-known sheet music publishers, this city, and when conditions permit they intend to cultivate the patronage of over-sea buyers.

Gipsy Smith Honored

The famous singing evangelist, Gipsy Smith, was honored by the King by inclusion in the new year list of members of the Order of the British Empire. At first the honor passed unnoticed as the celebrated missionary was given as Rodney Smith, a name which few recognized as that of Gipsy Smith. In a day or two, it transpired that the Order had been conferred upon the evangelist for his splendid work in raising some £13,000 for the Y. M. C. A. during his six months' tour of the country. The constant large sales of the records of his Gospel hymns that he made for Columbia a year or two back, will doubtless receive a fresh impetus after this signal evidence of Royal favor.

Men Required From Luxury Trades

Notwithstanding the welcome assistance of the American forces, Great Britain is putting forward every ounce of her strength; is, in fact, speeding up rather than lessening her efforts, to bring this armageddon to a successful conclusion. A further comb-out of men from non-essential trades is proceeding. There are about half a million men of military age engaged in non-essential or luxury trades, a large number of whom are of low medical category and

Soundboxes

If you are after a genuine offer of soundboxes, you'll do well to communicate with us immediately. We have tens of thousands of perfect soundboxes, fitted with the best quality mica. Confidently recommended for cheaper machines, absolutely reliable and give excellent reproduction. Price to clear \$50 per gross, F. O. B. London.

Orders for less than gross lots not accepted

Wire "Knotaslepe, London".

W. H. Reynolds (1915) Ltd.
45, City Road, London, E. C.

Write for new illustrated Complete Catalogue

unfit for general service. The Government expects to secure at least 100,000 of these before the end of this year, and doubtless many others will be switched off their present work on to more important duties connected with war material output. The music industry has already contributed its full quota, and apart from unfits there are few, if any, men of military age exempted from service. But a further call for men for national work is expected, especially now that pianoforte manufacturers are taking on such work. Additional female dilution is therefore the order of the day.

TALKING MACHINE MEN, INC., MEET

Interest and Membership Questions Taken Up at Monthly Session Held on February 20

The regular monthly meeting of the Talking Machine Men, Inc., was held on Wednesday afternoon, February 20, in the rooms of the Merchants' Association in the Woolworth Building, under the direction of the president, J. T. Coughlin.

The committee charged with the work of persuading all dealers to charge 6 per cent. interest on instalment sales reported progress and petitions were distributed to be circulated among the dealers in New York and vicinity for the purpose of securing their endorsement.

Six new members were elected and the membership committee reported excellent results. The question of changing the by-laws to make jobbers non-active members of the association was laid on the table until the next meeting.

A nominating committee was appointed to make its report at the March meeting.

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We can ship you immediately, any quantity of Records:

BANDS ORCHESTRAS INSTRUMENTAL SOLOS VOCAL

SELECTION OF AMERICAN AIRS

including, "Marching Through Georgia"—"Dixie"—"Arkansas Traveller"—"Red, White and Blue"—"Star Spangled Banner," etc., etc., Recorded by Full Regimental Band of H. M. SCOTS GUARDS. Get Ready Now for the Big Trade coming and have

THE FINEST RECORDS of THE FINEST TITLES at THE FINEST PRICES

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SOUTHERN CALIFORNIA NEWS ITEMS

Crop Conditions Mean Good Business—Scarcity of Machines and Records Still Prevails—Value of Association Work—News of Month

LOS ANGELES, CAL., March 6.—The short month has passed and business conditions have not changed very much since the first of the month. There is still the scarcity of both records and machines in all makes with the end not yet in sight.

Southern California was blessed with a six-inch rain in February, and, as up to that time the weather man had only reported one inch for the entire season, it can readily be seen that the country was in desperate need of rain, and it was of inestimable value to this section. Most all of the crops were greatly benefited and everybody feels better regarding business conditions since the downpour. Just what the outcome will be here in the talking machine business is hard to predict, as stocks of records and machines are running perilously low. The railroads seem to be as congested as ever and freight moves very slowly.

The Fitzgerald Music Co., exclusive Edison dealers, report a fine business during the last month, especially in the larger models. Their Edison tone tests netted them some good prospects, and Earl Dible, their manager, says that they have made several sales as a direct result of them.

The Bartlett Music Co., of West Seventh street, exclusive Columbia dealers, are doing a good business in their talking machine department. They have one of the best-equipped departments in the South and carry a complete stock of machines and records.

The Retail Talking Machine Dealers' Association of southern California is already showing results, as at the last meeting the approval system was discussed and in the future a forty-eight-hour limit will be put in effect and the customer must guarantee to keep at least a third of all records taken from the stores. Also all persons wishing to take records on approval are requested to call for same and return them to the store, thus making a great saving in delivery. Machines sold on contract must be paid in full in fifteen months, which will have a tendency to make the terms higher, especially on the more expensive models. Los Angeles has long felt the want of just this kind of an association, and it is to be hoped that it will be the means of eliminating, or at least regulating, some of the evils that have been creeping into this business in the last few years.

Chas. H. Norberg, treasurer of the Daynes-Beebe Music Co., of Salt Lake City, is in the city for a short visit. Mr. Norberg says that business is fine with them. Their only trouble at present is in getting enough goods.

M. X. Dumas, lately on the road for the Brunswick Co., of El Paso, Tex., has joined the sales force of the Southern California Music Co. Mr. Dumas is a talking machine man of a great deal of experience in different parts of the country, and at one time was connected with the Edison Co. at East Orange, N. J.

C. O. Stillings, of Fillmore, Cal., who represents the Brunswick phonograph in his city, is in Los Angeles for the week-end. Mr. Stillings has a small but up-to-date department and says the prospects are good in his district.

C. S. Ruggles, local manager for Sherman, Clay & Co., Victor jobbers, has just returned

from a visit to the Atlantic Coast. While in the East Mr. Ruggles paid a flying visit to the Victor factory and saw Mr. Geissler and the heads of the different departments. Mr. Ruggles says conditions look as bad in the talking machine line in the East as in California, and the other Pacific Coast States. Everyone seems to be out of goods and unable to get any and no one seems to know just the reason. Mr. Ruggles is very much elated over the fact that since his return to the Coast his son, Leslie Ruggles, who is connected with the moving picture department of the United States Army, has been made a lieutenant, and has since sailed for France.

O. A. Lovejoy, manager of the Diamond Disc Distributing Co., is very well pleased with his business since January 1, and is congratulating himself that his stock is in fair condition. He reports the biggest demand for Models 250 and 150, and at present both are out of stock. However, Mr. Lovejoy is expecting a large shipment next week when he will have all models in all finishes. Harold Jackson, road representative for the above house, leaves to-day for an extensive trip through the central part of the State.

Dan Voorhies, who is looking after the Brunswick-Balke-Collender Co., of 845 South Los Angeles street, says business is booming for the "all record" machines, and reports new agencies in the following towns: Bakersfield, Lompoc, Santa Maria, Santa Ana, Pomona, San Bernardino, Pasadena, San Pedro, San Diego, Redlands, Taft and Glendale in California and Yuma, Jerome and Winkelman, Ariz. The Brunswick Co. carry and feature a full line of Pathé records.

The Southern California Music Co. have discontinued their Pasadena branch, and in the future will handle all business in that territory direct from the main store in Los Angeles.

The needle famine seems over for the present, and most all of the local dealers are able to get hold of a few needles, but not the real fine tone ones, which are quite scarce at present.

CO-OPERATION SPELLS SUCCESS

Aggressive Advertising Agency Co-operating With Ready File Co.

According to statements of its officials the Ready File Co., Inc. is particularly fortunate in its recent advertising connection. The McDermott Advertising Service, now in charge of the Ready File account, is one of the younger of Indianapolis agencies, but it is undoubtedly one of the most progressive and the fastest growing of that city.

Specializing, as it does, in musical instrument advertising, McDermott Advertising Service is exceptionally well equipped to work out the advertising problems of Ready File. Ordinarily the advertising agent has to spend a great deal of time and waste considerable effort in getting the readers' viewpoint, especially when these readers are members of a well defined class such as phonograph dealers. In the present case the preliminary work was largely unnecessary, as the heads of the agency were already familiar with the point of view and the problems of the phonograph dealer. In behalf of the Ready File and the numerous other accessories, McDermott Advertising Service is planning a vigorous nation-wide campaign.

Do You Collect Your Accounts?

FOR some time past we have been using a follow up system of collecting both our installment and open accounts that has brought us wonderful results. 90% of the work done right in your office. Saves attorneys' fees and keeps the good will and patronage of your customer.

The complete layout, simply explained, sent for \$5.00. Cash with order. We refer you to any Victor, Edison or Columbia Jobber in our section as to our reliability.

HYATT TALKING MACHINE CO., Portland, Oregon

22 BEE CROFT YEARS



Connected With The Talking Machine Business

Thirty desirable records. You may not have all of these selections. We will gladly play any record for you. Includes a list of records categorized by Instrumental, Vocal, and Sacred, with titles and record numbers.

Record Cabinets
Record Envelopes
Needles

CLEMENT BEECROFT

309 W. Susquehanna Avenue

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WORLD'S CLASSIFIED ADVERTISING

Any member of the trade may forward to this office a "Situation" advertisement intended for this Department to occupy a space of four lines, agate measure, and it will be inserted free. Replies will also be forwarded without cost. Additional space will be at the rate of 25c. per line. If bold faced type is desired the cost of same will be 25c. per line.

WANT TO MEET a talking machine man or a business man who would like to enter the talking machine business, one who has large business acquaintance, to help me organize and finance the manufacture of a new and highly meritorious motor for which there is a big demand. Will make the right kind of a proposition to the right man. Address "Box 500," care The Talking Machine World, 373 Fourth Ave., New York.

WANTED—Position as department manager. Either line, Columbia or Victor. Over twelve years' experience. Well posted on both record catalogs. Best references. Wisconsin preferred. Address "Box 501," care The Talking Machine World, 373 Fourth Ave., New York.

HIGH-CLASS salesman wanted; must possess unquestionable ability, also produce selling record. We want an experienced man. Salary and commission proposition. Car furnished. Address The Turner Music Co., 153 North Main St., Wichita, Kan.

ATTENTION, Edison jobbers and dealers. Experienced Edison salesman and manager, with some capital, will consider financial interest in established Edison agency in connection with position. Address "Box 502," care The Talking Machine World, 373 Fourth Ave., New York.

POSITION WANTED—Experienced salesman, wholesale and retail, also expert mechanic, desires position with good house, Chicago and vicinity. Address F. B. 28, care The Talking Machine World, 209 South State St., Chicago, Ill.

TALKING MACHINE REPAIRMEN—Extra money easily earned when repairing machines, demonstrating new phonograph attachment. Every owner a possible customer. Address "Box 504," care The Talking Machine World, 373 Fourth Ave., New York.

POSITION WANTED—A thoroughly experienced Pathé and Victor retail man wishes a situation in or about New York City. Address "Box 506," care The Talking Machine World, 373 Fourth Ave., New York City.

WANTED—Large Gramophone company in London is anxious to procure spring motors, tone arms and sound boxes of the highest grade to assemble their machines. At present using 90 per cent. Swiss and the balance British parts, but would like to get hold of good American parts if they can import them. Manufacturers of these parts are requested to communicate with "Box British," care The Talking Machine World, 373 Fourth Ave., New York.

WANTED—A thoroughly experienced Edison Diamond Disc salesman. In applying state age, experience, and give as references names of former employers. A good opening for a high class man. Address "Box 493," care The Talking Machine World, 373 Fourth Ave., New York.

WHOLESALE SALESMAN desires to make change. Well known and has built up successful record. Can furnish best of references from present connection. Victor line preferred. Address "Box 497," care The Talking Machine World, 373 Fourth Ave., New York.

SITUATION WANTED—Man of 12 years' talking machine experience desires a road position, can produce. Make me a proposition. Address "L7b," care The Talking Machine World, 373 Fourth Ave., New York.

POSITION WANTED—Cabinet superintendent and designer wishes to connect with live concern March 1. Familiar with up-to-date methods. Good executive and knows how to obtain results. Now employed in New York City. Highest references. Forty years old. Address "Box 494," care The Talking Machine World, 373 Fourth Ave., New York.

POSITION WANTED—Manager or superintendent of phonograph factory will be open for position March 1. Now with a firm manufacturing high grade commercial phonographs. Output 125 a day. Am in a position to show how your production can be increased and your merchandise improved without increasing your cost. Specialize on designing period and modern styles, general construction, cost, elimination of waste. Executive ability in handling labor and labor problems. If it's production you need, address "Box 495," care The Talking Machine World, 373 Fourth Ave., New York.

SITUATION WANTED—Experienced Edison salesman and manager desires to make connection with live Edison dealer. Hold similar position now. Address "Box 496," care The Talking Machine World, 373 Fourth Ave., New York.

WANTED—Capable, experienced, reliable person to take charge of disc manufacturing department. Address "Box 480," care The Talking Machine World, 373 Fourth Ave., New York.

WANTED—A position as manager of talking machine store or department. Young, married man of long, practical experience. All references. Middle West preferred. Address "E. B. 6," care Talking Machine World, 209 S. State Street, Chicago, Ill.

TRAVELERS visiting talking machine trade can make \$50.00 per week easily, selling our sensational novelty for talking machines as a sideline. Pocket samples. Excellent proposition. Only first class men need apply. State particulars, and district you cover. Address Uniset Reproducer Co., Wabash avenue and Jackson boulevard, Chicago, Ill.

POSITION WANTED—Would like to work in phonograph store or anywhere else in phonograph line. Address "Box 489," care The Talking Machine World, 373 Fourth Ave., New York.

SITUATION WANTED—Experienced Edison salesman and manager open to offer. Hold similar position now. Age 33, married. Address "Box 490," care The Talking Machine World, 373 Fourth Ave., New York.

WANTED—By a New York manufacturer, an expert man to develop a phonograph motor. Answer in detail by letter only, state experience and salary expected. Address M. Weingarten, 286 Fifth Ave., New York.

FOR SALE

Patent and complete manufacturing equipment for new talking machine attachment of real merit. Address "Box 505," care The Talking Machine World, 373 Fourth Ave., New York City.

SITUATION WANTED—Superintendent at present employed, thoroughly familiar with every angle of the phonograph business, desires to make a change. Address "Box 491," care The Talking Machine World, 373 Fourth Ave., New York.

SITUATION WANTED—By high grade finishing foreman. Have had several years' experience on talking machines. Will be open for position February first. Want to connect up with a good, live, growing concern, one that would appreciate first class finishing, production and efficiency in every respect. State amount of men in finishing room, the output whether table or floor cases, the salary you would pay for an A1 man. Address "J. D.," 306 East South Grand Ave., Springfield, Ill.

SITUATION—Mechanical engineer thoroughly understanding the manufacturing of phonograph parts, complete machine assembling or machine work, is open for a position as superintendent or production manager. Highest credentials as to ability. Address "Box 473," care The Talking Machine World, 373 Fourth Ave., New York.

ENERGETIC—Young man with clerical, order and executive experience, familiar with the phonograph record line, desires position in any part of the country. Address Philip Greenberg, 2325 East Sixty-third St., Cleveland, Ohio.

SITUATION WANTED—If it were possible to secure a sales manager who has sold over \$21,000 worth of phonographs, personally, in one year, to manage your department, would you consider him? Have good position now. Will explain reasons for wanting to make a change. Will furnish signed statement of business done. Strictly confidential. Address "Box 472," care The Talking Machine World, 373 Fourth Ave., New York City.

POSITION WANTED by expert mechanic with thorough knowledge of motors, assembling, cabinets and inspection of finished production. Competent to take full charge. Address "Box 487," care The Talking Machine World, 373 Fourth Ave., New York.

SALESMAN—Calling on talking machine and piano dealers, to handle a profitable side-line that may be developed. Territory open. Proposition one that most dealers will not refuse. Steady return on repeat business. Address "Box 488," care The Talking Machine World, 373 Fourth Ave., New York.

WANTED—Experienced salesmen in the talking machine and piano trade (having a slight knowledge of wood finishing will be an asset), to sell a meritorious article as a side line. Write for particulars at once, as territory is going rapidly. Our offer to the trade gets the business for the salesman. Address Master Mfg. Co., Box 96, Camden, N. J.

WANTED—An expert talking machine assembler by a manufacturer in New York City. Permanent position for a man who thoroughly understands the assembling of popular priced machines. Address "Expert," care The Talking Machine World, 373 Fourth Ave., New York.

WANTED—A superintendent for a talking machine plant who is a capable executive and who can organize an efficient working class. We want a progressive and thoroughly efficient man who can take complete charge of the plant, which is one of the most complete in the country. Give full details as to past experience, training, etc. All replies held strictly confidential. Address "Box 476," care The Talking Machine World, 373 Fourth Ave., New York.

WANTED—Experienced talking machine salesmen who are familiar with the wholesale trade, and who are capable of handling a first class line of machines and records. There is an excellent opportunity for the right men, with unlimited earning possibilities. Give full particulars in first letter. This is a proposition that will place the right men with one of the best equipped manufacturers in the trade. Address "Box 477," care The Talking Machine World, 373 Fourth Ave., New York.

WANTED—By a New York distributor an assistant repair man. Salary to start \$14. Address "Repairs," Box 478, care The Talking Machine World, 373 Fourth Ave., New York.

C. E. WARD CO. PLANS TO EXPAND

Will Shortly Open Branch Offices in California and Also in Canada

NEW LONDON, O., March 9.—The C. E. Ward Co., manufacturers of the Ward khaki moving and dust covers for talking machines, as well as other specialties, report that, although held up somewhat recently by the fuel shortage, their plant is now back to normal, and orders are now being turned out in the usual prompt manner. The company plans to open a branch office in California, and another in Canada in the near future for the convenience of the trade in those sections.

Phonograph Supply and Repair Parts

STEEL needles, per 1,000 (100 in envelope)	\$.65
SAPPHIRE needles for Pathe or Edison	.25
DIAMOND for Pathe or Edison	1.75
MAIN-SPRINGS, 1"x0.25x12' long, each	.60
7/8"x0.23x10' long, each	.35
3/4"x0.22x8 1/2' long, each	.24
GOVERNOR springs for Victor motors, per 100	1.50
For Columbia motors, per 100	1.75
THUMB Screws for Victor sound boxes, per 100	1.50
For Columbia sound boxes, per 100	1.50
GREEN Felt for 10" turn-tables, each	.15
GREEN Felt for 12" turn-tables, each	.20
MICA Diaphragms for Victor sound boxes, each	.15
For Columbia sound boxes, each	.25
For Standard sound boxes, each	.25
GOVERNOR pinions for all cheap motors, each	.15
NEEDLE Cups, nickel-plated, per 100	2.00
Nickel-plated, in lots of 1,000, per 100	1.75
NEEDLE Cup Covers for used needles, per 100	1.20
In lots of 1,000, per 100	1.00
SDUND BOXES, fit Columbia tone arm, loud, each	.70
SDUND BOXES, fit Victor, extra loud and clear, each	2.25

FAVORITE PHONOGRAPH ACCESSORY CO.

1491 DeKALB AVENUE BROOKLYN, N. Y.

CASH

Paid for list of names of phonograph owners, any and all makes; all names and addresses must be guaranteed as machine owners, Victor, Columbia, Edison Disc, etc. If you have a mailing list quote us your price.

Address Box 499, c/o The Talking Machine World, 373 Fourth Ave., N. Y. City.

STEEL NEEDLES

Repair parts for all talking machines made; main and governor springs, double and single spring motors, tone arms and sound boxes and complete machines. All at lowest prices.

FULTON TALKING MACHINE CO.

640 Broadway New York City

FOR SALE

Columbia Graphophone store in a city of 150,000 population, near Cleveland, O. Annual business \$35,000. The finest and best store of the kind in the city.

Present owner willing to retain some interest in the business if buyer desires. Address "Box 503," care The Talking Machine World, 373 Fourth Ave., New York.

SPOT CASH PAID—WANTED

Any amount of records in all languages, Talking Machines, Horn or Hornless, also parts of all makes. Address Phonograph and Record Exchange, 2104 Third Ave., New York. Telephone 7848 Harlem.

FOR SALE

Thirteen tons Half Hard Cold Rolled Strip Steel in perfect condition and in original boxes as received from mill. Size 3/32" x 3 3/8" x 8'. Will quote an attractive price for quick sale.

THE THOMAS MFG. CO.

Dayton Ohio

FOR SALE

Best Quality steel phonograph needles extra loud 49c per thousand, in lots not less than 20 thousand, remittance must accompany order.

M. ELDOT

970 Eastern Parkway Brooklyn, N. Y.

"MAGNET" DECALCOMANIE NAMEPLATES



From the DORAN CO. 45 MICHIGAN AVE. DETROIT



SOLD BY HURTEAU WILLIAMS & CO. MONTREAL - OTTAWA



Kunkel Piano Co. BALTIMORE

FOR TALKING MACHINE CABINETS ETC.

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

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126 Liberty Street New York City



FROM THE PHONOGRAPH CO. 1240 HURON ROAD (ENTRANCE 1100) CLEVELAND

PHONES - PROSPECT 2140 - CENT 1406

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

SOLD BY J.E. STRATFORD AUGUSTA, GA.

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

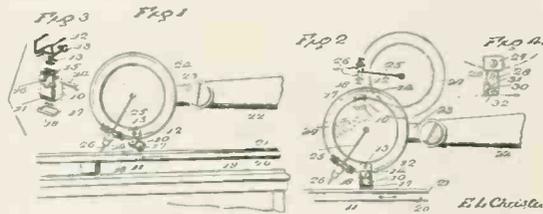
WASHINGTON, D. C., March 8.—**PHONOGRAPH RECORD CLEANER AND PROTECTOR.**—Edward Loomis Christian, Douglas, Ariz. Patent No. 1,249,720.

This invention relates to an improved record cleaner and protector for phonographs and has as its primary object to provide a device of this character which may be attached to the sound box of the phonograph in the rear of the stylus and automatically operable to engage the phonograph record upon the movement of the sound box toward the record for supporting the sound box in position with the needle spaced from the record to thus prevent the marring or scratching of the record by the accidental fall of the sound box.

The invention has as a further object to provide a construction wherein after the sound box has been moved to engage the protector with the record of the phonograph, the protector may then be swung to inactive position for permitting the movement of the sound box to engage the needle with the record.

And the invention has as a still further object to provide a construction wherein the protector when swung to inactive position will provide a cleaner or sweep for the record for removing the dust therefrom as the record is revolved beneath the needle of the phonograph.

Figure 1 is a side elevation showing a portion of a conventional type of phonograph with the sound box thereof equipped with the improved protector, the protector being swung to inactive

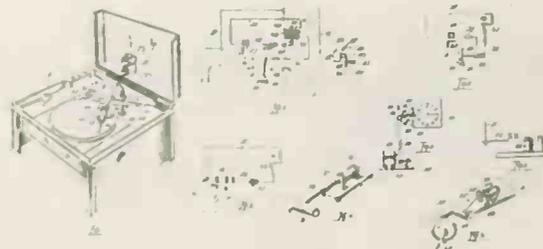


position to provide a cleaner for the phonograph record in the rear of the needle. Fig. 2 is a similar view showing the protector in active position supporting the sound box with the needle of the phonograph spaced from the record, this view also illustrating in dotted lines the manner in which the body of the protector is adapted to gravitate to active position upon the movement of the sound box to seat the phonograph needle upon the record. Fig. 3 is a detail view showing the device detached with the parts thereof disconnected from each other, and Fig. 4 is a detail side elevation showing a slightly modified form of the invention.

RESETTING DEVICE FOR SOUND REPRODUCING MACHINES.—Thomas Ahearn, Ottawa, Ont. Patent No. 1,250,751.

This invention relates to improvements in resetting devices for sound reproducing machines, and the objects of the invention are to provide a simple and effective device adapted to lift the stylus when it reaches near the end of a record and reset it at the beginning thereof. A further object of the invention is to enable the resetting to be effected immediately and continuously, or at given intervals.

In the drawings, Figure 1 is a perspective view of a portion of a talking machine embody-



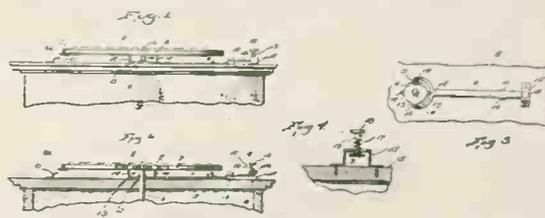
ing the present invention. Fig. 2 is a diagrammatic view of the electric circuit. Fig. 3 is a view partly in plan and partly in horizontal diagrammatic view of an alternative form of one of the circuits. Fig. 4 is a perspective detail of an alternative form of a device for returning the sound tube to normal position. Fig. 5 is a

diagrammatic view of an alternative form of one of the electric circuits. Fig. 6 is a side view of the lifting magnet. Fig. 7 is a perspective view showing an alternative form of the lifting device for the sound box. Fig. 8 is a detail in the elevation of the timing device.

RECORD REMOVING DEVICE FOR TALKING MACHINES.—Stefan Canda, Philadelphia, Pa. Patent No. 1,250,795.

This invention is an improvement in talking machines and has particular reference to a record removing device.

An object of the invention is to facilitate the removal of a record, after the completion of the reproduction thereof, from the turntable of a disc machine by raising the record from engagement therewith and, to this end, use is made of a member pivoted to the machine and having one end extending beneath the turntable and means adapted to engage the bottom of the record when the other end of said member is de-



pressed in order that the record may be raised from engagement with said turntable and then removed.

The inventive idea involved is capable of receiving a variety of mechanical expressions, one of which, for the purpose of illustrating the present invention, is shown in the accompanying drawing, wherein figure 1 is a fragmentary side elevation of a talking machine showing the invention applied thereto. Fig. 2 is a vertical sectional view. Fig. 3 is a top plan view of the record raising mechanism. Fig. 4 is a section on the line 4-4 of Fig. 3.

SOUND REPRODUCING MACHINE.—Percival J. Packman, Highbury, London, Eng, assignor to the Aeolian Co., Meriden, Conn. Patent No. 1,250,637.

This invention relates to sound reproducing machines in which "hill and dale" cut records are employed and has for its object to increase the capacity of a record without substantially diminishing the volume of sound.

It has been usual to cut a record of the "hill and dale" type with the groove in the form of a U in cross section which has necessitated the use of a reproducing stylus terminating in a small ball.

Owing to the U form of the groove, it is not possible to obtain a very long record on the usual size of blank, as the convolutions of the spiral cannot be brought very close together and be cut to the required depth to give a good volume of sound owing to the risk of the convolutions overlapping one another to some extent.

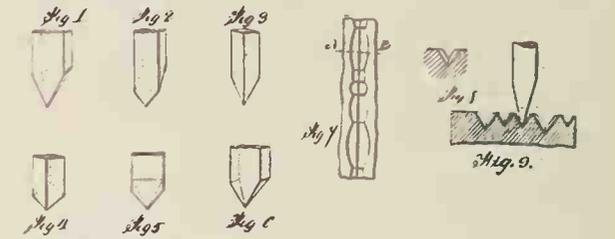
According to the invention there has been cut a "hill and dale" groove of substantially a V shape in section and a very fine or needle pointed stylus is employed for the reproduction by contact of its extremity with the bottom of the V shape groove. It will be understood that contrary to what is the case with a record formed by a U-shaped cutting instrument, there is a definite and distinct line of track, that is, the bottom of the groove cut by the point of the instrument, which always coincides with the true convolutions of the spiral or helix, and against which the point of the stylus fundamentally bears, as clearly seen from the drawing.

It will thus be understood that by securing frictional or bearing contact of the stylus with the bottom of the groove only, i.e., the line of track a substantial clearance space will be left on either side, that is to say the angle between the sides of the groove will be greater than the

angle of taper of the fine or needle pointed end of the reproducing stylus itself.

In the drawings, Figure 1 shows diagrammatically on a much enlarged scale by way of example a cutter of sapphire or other suitable substance for cutting the V on the record. The angle between the cutting edges is acute, and the cutting faces or edges are ground so as to leave a sharp point which will actually yield a very narrow space at the bottom of the groove against which the extremity of the fine or needle pointed reproducing stylus may contact.

The stylus used in carrying out this invention has a hard, fine or needle point, and is preferably made of the highest grade hardened tool steel. Figs. 2 to 6 show modified forms of tools adapted

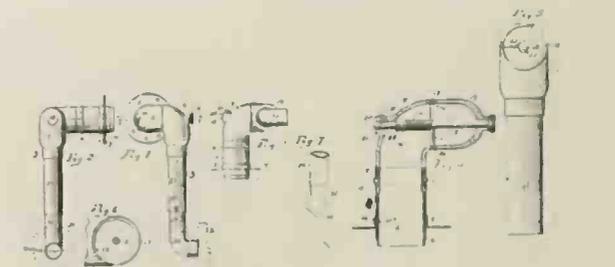


to be employed for cutting the V-shaped groove in a record. The tools are drawn to a large scale for the sake of clearness. Fig. 7 shows a greatly enlarged plan view of a small portion of a track made according to this invention, showing the distinct line of track produced by the cutting of the groove and Fig. 8 shows a cross section of the same on the line A-B of Fig. 7. Fig. 9 shows diagrammatically to an enlarged scale a reproducing stylus in position with its fine or needle point in the bottom of the V-shaped groove of a record.

TONE ARM FOR TALKING MACHINE.—Pliny Cautucci, Newark, N. J., assignor to Otto Heine-man Phonograph Supply Co., New York. Patent No. 1,251,340.

The purpose of the present invention is to provide a tone arm for talking machines with means for adjustably relieving the sound box needle of a portion, or all of the weight of the tone arm, and a portion of the weight of the sound box, so that the pressure upon the surface of the record through the sound box needle may be very materially relieved and the life of the record correspondingly prolonged. The tone arm also embodies a novel form of construction in the swinging or swivel bearing of the tone arm with the stationary sleeve support therefor. It also is provided with detachable sound box tubes of a character to permit the same sound box to be used in connection with either the so-called Berliner record, or the so-called Edison records; that is to say, records wherein the sound groove is a zigzag spiral of uniform depth, or where the record groove is a spiral of varying depth.

Figure 1 is a plan view of a complete tone arm as constructed and ready for attachment to a talking machine case. Fig. 2 is a side elevation of the same. Fig. 3 is a vertical end elevation. Fig. 4 is a full-sized vertical section on line 4-4



of Fig. 1. Fig. 5 is a view of the tone arm detached from the swivel support. Fig. 6 is a corresponding view of the swivel elbow showing the location of the stop-slot. Fig. 7 is a detached view of a sound box tube for use with so-called Edison records.

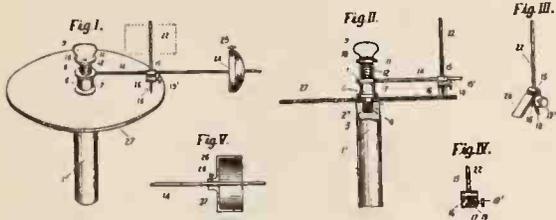
SOUND PRODUCING DEVICE.—Harry H. Pratley, Kansas City, Mo. Patent No. 1,251,918.

This invention relates to sound producing devices and has for its principal object to provide a simple and inexpensive device whereby the sound recorded on a disc or like record may be reproduced.

Figure 1 is a perspective view of a sound reproducing device constructed according to the

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS—(Continued from page 116)

invention. Fig. 2 is an elevation of the same, the record and a part of the handle member being in section to better illustrate the clamping of the record on the handle. Fig. 3 is a detail perspective view of the needle slide. Fig. 4 is a longitudinal section of the same. Fig. V is an eleva-



tion of a part of the slide rod, showing a modified form of amplifier.

STYLUS FOR SOUND REPRODUCING MACHINES.—William W. Moyer, Camden, N. J., assignor to the Victor Talking Machine Co., same place. Patent No. 1,251,908.

It has been discovered that tungsten or tungstenic material is peculiarly adapted for styli or needles of sound reproducing machines. A stylus composed of tungsten or tungstenic material exhibits properties differing in a marked degree from those present in styli of other material. Among the characteristics are that a stylus of tungsten or tungstenic material has little injurious effect on the walls of the sound record groove during the reproduction of sound from a record and may be used a large number of times and on different records one after the other without injuriously affecting the walls of the sound record groove. It appears to rapidly wear at first until its sides in engagement with the sound record groove fit and conform to the shape of the groove, after which the wear is negligible or unappreciable throughout the reproduction of sound from the remainder of the groove of the record.

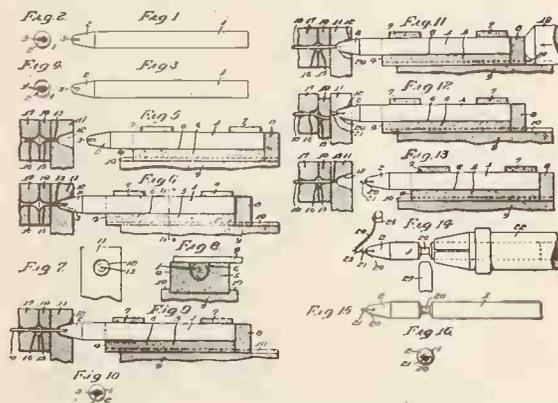
Tungsten is, however, a very difficult material to work, particularly when it is in the form of a wire, the diameter of which is substantially equal to the width of a sound record groove. Tungsten wire is brittle and tends to split. It is also expensive.

Since only a very small portion of a stylus is in actual contact with the walls of the sound record groove in reproducing sound from a record, it is obviously desirable to employ as little of it as possible. If, therefore, a steel shank be provided with a tip of tungsten or tungstenic material to engage and co-operate with the walls of the sound record groove, substantially all of the desirable properties of tungsten or tungstenic materials, as applied to this branch of this art, are utilized, and the present invention in a stylus having a shank of cheaper, more easily wrought material, and a record engaging tip on the point or insert of tungstenic material, firmly and permanently united therewith or attached thereto. The object of the invention is to provide a stylus for sound reproducing machines consisting of a tungsten tip or point of very fine tungsten wire of a diameter substantially equal to the width of a sound record groove, inserted into the end of the shank or stem of malleable metal, such as soft steel, the metal of said shank or stem around said tungsten tip or insert being swaged or forcibly compressed into permanent frictional holding engagement with said tungstenic insert.

The shank or body portion of the stylus may be swaged or compressed tightly around the tungsten tip or insert in any suitable manner, but in order that one way of making or constructing this stylus may be disclosed in this application, the steps of one process of making the same is illustrated in the drawings forming a part of this application in which the same reference characters are used to designate the same parts throughout the various views.

Figure 1 is a side elevational view of a rod or wire of malleable metal, such as soft steel, tapered and slotted at one end, the same being of the size of an ordinary steel sound reproducing stylus. In actual practice, the shank or body portion is less than one-sixteenth of an inch in diameter, and is about three-fourths of an inch

long. For the sake of clearness, the drawings are made on a greatly enlarged scale throughout the various views. Fig. 2 is an end view of the shank or body portion illustrated in Fig. 1. Fig. 3 is a side elevational view of a similar but modified form of shank, the slot in the free end thereof being slightly tapered or V shaped. Fig. 4 is an end elevational view of the shank shown in Fig. 3. Fig. 5 shows the shank or body portion illustrated in Figs. 1 and 2 held in a suitable slidable carrier and positioned in alinement with a die of hard steel. Fig. 6 shows the stylus body or shank together with its carrier, moved to bring the end of the stylus shank into engagement with the die. Fig. 7 is a front view of the die showing the cupped recess therein and the small central aperture at the bottom thereof through which the tungsten wire is adapted to be threaded. Fig. 8 is a cross sectional view on the line 8—8 of Fig. 6 showing the carrier in which the body or shank of the stylus is positioned, held, and moved during the practice of the steps of this process of making the same. Fig. 9 is a view similar to Fig. 6, but in which the tungsten wire has been inserted through the die and into the slot in the free end of the shank or body portion of the stylus. Fig. 10 is an end view showing the shank in the position indicated in Fig. 9 with the tungsten wire in position. Fig. 11 shows the swaging step in which a sharp blow or succession of blows or a high pressure of any kind is imparted to the rear end



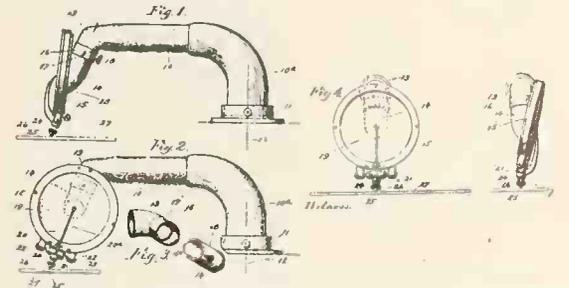
of the carrier to force the tapered end of the malleable steel wire into the bottom of the cup-shaped die, to swage the tapered end of the shank and to make it conform to the shape of the bottom of the die, to close the slots on the sides of the tungsten wire, and to force the metal on the end of the shank into gripping engagement with the tungsten wire insert. Fig. 12 indicates the manner in which the tungsten wire is cut or severed at a short distance from the tapered end of the shank. Fig. 13 shows the carrier moved back to substantially the position shown in Fig. 5 and the tungsten wire tip firmly united with the shank. Fig. 14 indicates diagrammatically the grinding and rounding off, or beveling of the free end of the tungsten insert to remove any burrs or sharp edges which might be thereon and the simultaneous reducing of the diameter of a portion of the steel shank to make it more flexible at that point. Fig. 15 is a side elevational view of the completed stylus. Fig. 16 is an end view of the same.

SOUND BOX ADJUSTMENT FOR TALKING MACHINES.—Louis K. Scotford, Chicago, Ill. Patent No. 1,251,828.

This invention relates to sound reproducing machines and particularly to the adjustment of the sound box of such a machine on the tone arm or sound conveying tube.

The principal object of the present invention is to provide an improved talking machine comprising means for adjusting the sound box and stylus to either of two operative positions, in either of which the point of the stylus is the same distance from the pivotal axis of the tone arm about which the tone arm moves as the stylus moves across the record. Another object is to provide means for adjusting the sound box in different positions on the tone arm so that the diaphragm thereof may be disposed in the proper position for either of the two types of records above mentioned, and to provide means for effecting this adjustment while maintaining the

stylus or needle and the bore of the needle holder coincident with the axis of the end of the tone arm to which the sound box and parts carried thereby are attached. Still another object is to provide a sound box and tone arm having a detachable coupling for connecting the same, whereby the sound box may be adjusted to either of two operative positions, in either of which the stylus will be coincident with the axis of the coupling by which the sound box is connected to the tone arm. A further object is to provide an improved adjustable sound box carrying a stylus which will be located at all times in a plane containing the pivotal axis of the tone arm. A further object is to provide a tone arm having a



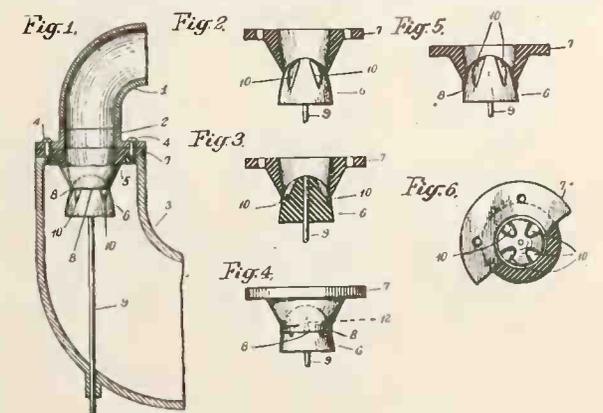
tubular extension telescopically engaging the same and connected to the sound box, whereby the telescoping parts may be disengaged to move the sound box from one to the other of two operative positions of the same with respect to the tone arm, in either of which positions the stylus is located substantially the same distance from and in a plane containing the pivotal axis of the tone arm. A further object is to make provision whereby a single sound reproducing apparatus may be adapted for use with either of the two types of records above mentioned.

In the drawings, Figure 1 shows a side elevation of a tone arm and sound box embodying the features of the invention, the sound box being in the position required for the reproduction of sounds from a record of the vertically undulating type. Fig. 2 is a side elevation of the construction shown in Fig. 1 after the sound box has been removed to a position adapted to a reproduction of sounds from a record having grooves of the laterally undulating type. Fig. 3 is a perspective view of the telescoping parts which form the detachable coupling, by means of which the sound box is adjusted in its relation to the tone arm. Fig. 4 shows an end elevation of the sound box and the tone arm when adjusted as shown in Fig. 1, and Fig. 5 shows an end elevation of the sound box and tone arm when adjusted as shown in Fig. 2.

PHONOGRAPH.—Joseph Hunter Dickinson, Cranford, N. J., assignor to the Aeolian Co., Meriden, Conn. Patent No. 1,252,411.

The present invention relates to improvements in phonographs and particularly to an improved expression device therefor, the features and advantages of which will be apparent from the following description with the drawings:

In the latter, Figure 1 is a partial vertical sectional view through a phonograph tone arm and



horn equipped with an expression device embodying my present improvement. Figs. 2, 3 and 5 show the value of the expression device telescoped to increasing extents into the throat; Fig. 4 is the same as Fig. 3 except that the parts are shown in elevation instead of vertical section, and Fig. 6 is a top plan view looking down upon the throat and valve, a portion of the throat being shown cut away.

RECORD BULLETINS FOR APRIL, 1918

VICTOR TALKING MACHINE CO.

POPULAR SONGS

- 18435 Are You From Heaven? Henry Burr 10
Give Me the Right to Love You Sterling Trio 10
I'll Take You Back to Italy Ada Jones and Billy Murray 10
'Round Her Neck She Wears a Yellow Ribbon American Quartet 10
18438 Tom, Dick and Harry and Jack Shannon Four 10
Au Revoir but Not Good-bye, Soldier Boy Peerless Quartet 10
18439 Just a Baby's Prayer at Twilight Henry Burr 10
On the Road to Home, Sweet Home Percy Hemus 10
VOCAL AND INSTRUMENTAL RECORDS
45149 I'd Like to Be a Monkey in the Zoo Francis White 10
Go-Zin-To Francis White 10
18440 Cradle Song (Wiegenlied) (Brahms) (Op. 49, No. 4) Laura Littlefield 10
The Little Dustman (From "20 Song Classics") Laura Littlefield 10
18437 Tickle Toe—Medley Fox-trot For dancing, Victor Military Band 10
Going Up—Medley One-step For dancing, Victor Military Band 10
RED SEAL RECORDS
BOSTON SYMPHONY ORCHESTRA
64766 Marche Miniature Tschaikowsky 10
ENRICO CARUSO, Tenor—In Italian
88587 Uocchie Celeste (Eyes of Blue), Armando Gill-Vincenzo de Crescenzo 12
AMELIA GALLI-CURCI, Soprano—In Italian
74558 I Puritani—Qui la voce (In Sweetest Accents), Vincenzo Bellini 12
ALMA GLUCK, Soprano (With Orpheus Quartet)
64729 Darling Nelly Gray B. R. Hanby 10
JOHN MCCORMACK, Tenor
64726 The Lord Is My Light Frances Allitsen 10
EVAN WILLIAMS, Tenor
64771 A Little Bit o' Honey W. G. Wilson-Carrie Jacobs-Bond 10
EFREM ZIMBALIST, Violin (Pianoforte by Sam Chotzinoff)
64736 Chant Nègre (An Idyl) (Op. 32, No. 1), A. Walter Kramer 10

COLUMBIA GRAPHOPHONE CO.

POPULAR HITS

- A2496 Tom, Dick and Harry and Jack (Hurry Back), Arthur Fields 10
I'll Come Back to You When It's All Over, Arthur Fields 10
A2492 Bluebird Samuel Ash 10
Forever Is a Long, Long Time George Wilson 10
A2493 Au Revoir But Not Good-bye, Soldier Boy, Henry Burr 10
There's a Service Flag Flying at Our House, Sterling Trio 10
A2476 There'll Be a Hot Time in the Old Town Tonight, Arthur Fields and Peerless Quartet 10
Good-bye Dolly Gray, Hugh Donovan and Broadway Quartet 10
A2480 American Thru and Thru Frederick Wheeler 10
The Dream of a Soldier Boy Charles Harrison 10
A2474 Any Time's Kissing Time (From "Chu Chin Chow"), Robert Lewis 10
At Siesta Time (From "Chu Chin Chow"), Charles Harrison 10

DANCE RECORDS

- A2482 Happy Sammies—One-step Jazarimba Orchestra 10
That's It—Fox-trot Jazarimba Orchestra 10
A2421 Fuzzy Wuzzy Rag—One-step, Handy's Orchestra of Memphis 10
The Snaky Blues—Fox-trot, Handy's Orchestra of Memphis 10
A2483 L'il Liza Jane—One-step, Introducing (1) "In Old Japan," (2) "Almost Home," Prince's Band 10
One Look, One Word—One-step, Introducing "Gypsy Song" from "Rambler Rose," Prince's Band 10
A6026 Oh, My Darling!—Medley one-step, Introducing "Off to Spain" from "Land of Joy," Prince's Band 12
Torerito, Torerazo—Medley fox-trot, Introducing "Cucu" from "Land of Joy," Prince's Band 12
A6019 Cecile Waltz Prince's Orchestra 12
Millicent Waltz Prince's Orchestra 12

INSTRUMENTAL SELECTIONS

- A2486 Defend America—March Prince's Band 10
American Eagle March Prince's Band 10
A2489 It's A Long Way to Berlin, Introducing (1) "Good-bye Broadway, Hello France," (2) "I Don't Want to Get Well," Marconi Brothers 10
Over There, Introducing "When the Yanks Come Marching Home," Marconi Brothers 10
A2484 The Dancer of Navarre Prince's Orchestra 10
Whispering Flowers Prince's Orchestra 10
A2485 Pretty Peggy Vincent C. Buono 10
La Golondrina, Vincent C. Buono and Harry Brissett 10
A6020 Spring Song Pablo Casals 12
Apres Un Reve Pablo Casals 12

VOCAL SELECTIONS

- A2487 Beautiful Isle of Somewhere Oscar Seagle 10
Ten Thousand Times Ten Thousand, Oscar Seagle 10
A6021 Sleep, Baby, Sleep Lucy Gates 12
On the Alma Lucy Gates 12
A2494 In the Valley of Sunshine and Roses, Henry Burr and Sybil Sanderson Fagan 10
The Boy and the Birds, Prince's Band and Sybil Sanderson Fagan 10
A2495 Meet Mother in the Skies William McEwan 10
My Mother's Bible William McEwan 10
A7525 Peter Rabbit Plays a Joke Thornton W. Burgess 12
Little Joe Otter's Slippery Slide, Thornton W. Burgess 12
A2467 A Legend Paulist Choristers of Chicago 10
Sing Ye to the Lord, Paulist Choristers of Chicago 10
49192 Rigoletto—"Cortigiani vil razza dannata," Riccardo Stracciari 12

THOS. A. EDISON, INC.

Edison Diamond Disc

- 80385 U. S. Army Camp Songs Chorus of Male Voices 80381 Bungalow in Quogue (Kern)—The Riviera Girl, Soprano and Tenor, Rachael Grant and Billy Murray
Just a Voice to Call Me, Dear (Kalman)—The Riviera Girl, Soprano and Male Chorus, Gladys Rice 80382 Leave It to Jane—Fox-trot (Kern), For dancing, Jaudas' Society Orchestra
Siren's Song—Leave It to Jane (Kern), Soprano, Contralto and Chorus, Gladys Rice and Helen Clark

- 80383 Jack O'Lantern Fox-trot (Caryll), For dancing, Jaudas' Society Orchestra
Knit, Knit, Knit—Jack O'Lantern (Caryll), Soprano and Contraltos, Gladys Rice, Helen Clark and Marion Evelyn Cox
80384 That's Why My Heart Is Calling You (Motzan), Tenor, Vernon Dalhart
Will You Remember?—Maytime (Romberg), Soprano and Tenor, Gladys Rice and Vernon Dalhart
50456 Sweet Emaliau, My Gal (Creamer-Layton), Tenor, Vernon Dalhart
There It Goes Again (Goetz-Flatow-Jentes), Tenor and Chorus, Billy Murray
50457 I Don't Want to Get Well (Jentes), Baritone (Assisted by Grace Woods, contralto), Arthur Fields
I'm All Bound 'Round With the Mason-Dixon Line (Schwartz), Tenor, Vernon Dalhart
50458 Paddle-Addle—Fox-trot (Snyder), For dancing, Jaudas' Society Orchestra
Rambler Rose—One-step (Jacobi), For dancing, Jaudas' Society Orchestra
50460 Hail! Hail! the Gang's All Here! (Morse-Sullivan), Male voices, Shannon Quartet
So Long, Mother! (Van Alstyne), Tenor and Male Chorus, George Wilton Ballard
50461 Naval Reserve March (Souza), New York Military Band
Spirit of America—A Patriotic Patrol (Zamecnik), New York Military Band
83038 Explanatory Talk for Ve lo Dissi (Did I not tell you?)—Madame Butterfly (Puccini), Ve lo Dissi (Did I not tell you?)—Madame Butterfly (Puccini), Tenor and Baritone, in Italian, Guido Ciccolini and Thomas Chalmers
82084 Explanatory Talk for Ernani! involami (Ernani, Fly With Me)—Ernani (Verdi), Ernani involami (Ernani, Fly With Me)—Ernani (Verdi), Soprano, in Italian, Alice Verlet
82113 Bendemeer's Stream (Moore), Contralto, Christine Miller
My Love She's But a Lassie Yet (Hogg), Christine Miller
80386 Climbing Up the Golden Stairs (Heiser), Tenor and Chorus, Walter Van Brunt
Lullaby (Hanscom), Contralto and Male voices, Helen Clark and Shannon Quartet
80387 Forever Is a Long, Long Time (Von Tilzer), Soprano, Gladys Rice
My Hawaii, You're Calling Me (Lewis), Soprano and Tenor, Gladys Rice and Vernon Dalhart
80394 Life's Railway to Heaven (Tillman), Tenor, Baritone and Male Chorus, Charles Hart and Edward Allen
My Mother's Bible (Tillman), Baritone and Male Chorus, Edward Allen
50462 Light as a Feather (Rollinson), Bells, John F. Burckhardt
Valse "Erica" (Wiedoeft), Saxophone, Rudy Wiedoeft
50463 Band Festival at Plum Center (Doty), Rube sketch, Ada Jones, Byron G. Harlan and Steve Porter
Bill's Dog Towser, Black-face vaudeville sketch, with banjo, Billy Golden and Billy Heins
50464 Buzzin' the Bee—One-step, For dancing, Xylophone, Lou Chiha "Frisco"
Pozzo One-step (Rose), For dancing, Frisco Jazz Band
50465 If I Had All the World and Its Gold (Piantadosi), Tenor, Manuel Romain
Mammy's Little Coal-Black Rose (Whiting), Tenor, Manuel Romain
50467 Somewhere in France Is the Lily (Howard), Baritone and Chorus, Edward Allen
When Johnny Marches Away—Descriptive Patrol, New York Military Band

PATHE FRERES PHONOGRAPH CO.

POPULAR "HITS" OF THE MONTH

- 20309 Sweet Little Buttercup (Paley), Peerless Quartet 10
In Berry Pickin' Time (Wenrich), Baritone, Louis Winsch 10
20308 Homeward Bound (Meyer), Duet, Royal Dadmun and Arthur Fields 10
When the Boys From Dixie Eat the Melon on the Rhine (Breuer), Big City Four 10
20314 I Don't Want to Get Well (Jentes), Tenor, Arthur Fields 10
An Old Horse That Knows His Way Home (Olman), Baritone, Louis Winsch 10
20311 In the Land of Wedding Bells (Meyer), Duet, Campbell and Burr 10
I'm Going to Follow the Boys (Monaco), Baritone, Louis Winsch 10
20307 A Baby's Prayer at Twilight (Jerome), Tenor, Harry McClaskey 10
Valley Rose (Lloyd), Tenor, Harry McClaskey 10
20310 Are You From Heaven? (Friedland), Tenor, Irving Gillette 10
I'm Writing to You, Sammy (Harriman), Tenor, Arthur Fields 10
20313 Liberty Bell (Mohr), Peerless Quartet 10
There's a Million Heroes in Each Corner of the U. S. A. (Abrahams), Baritone, Royal Dadmun

NEW STANDARD BALLADS SUNG IN ENGLISH

- 25010 The Blue Bells of Scotland (Hopekirk), Contralto, Alma Beck 10
Ah, Love, But a Day! (Beach), Contralto, Alma Beck 10
25009 Comin' Thro' the Rye (Hopekirk), Soprano, Grace Hoffman 10
The Wind's in the South (Scott), Soprano, Grace Hoffman 10
20193 Sometime You'll Remember (Head), Tenor, Lewis James 10
I'll Sing Thee Songs of Araby (Clay), Mezzo-Soprano, Isabelle Cannon 10
20194 Can't Yo' Heah Me Callin' Caroline? (Roma), Tenor, Noble Sissie
Little Alabama (Coon (Starr), Tenor, Noble Sissie
"DE LUXE" DANCE RECORDS
20316 Long Boy (Herschell-Walker)—One-step, American Republic Band 10
Calicoco (Frey)—Fox-trot, American Republic Band 10
20317 The Tickle Toe, from "Going Up" (Hirsch)—Medley Fox-trot, Introducing "If You Look in Her Eyes," American Republic Band 10
The Moonlight Waltz (Logan), American Republic Band 10
20196 Sing Ling Tiug (Cobb)—One-step, Van Eps-Banta Dance Orchestra 10
When the Saxophone Is Playing, from "The Grass Widow" (Hirsch), Medley Fox-trot, Introducing "Dance With Me," Van Eps-Banta Dance Orchestra 10
20306 Goulash (Hyde-Egan)—Fox-trot, Klass' Accordeon Dance Orchestra 10
My Dough Boy (Frey)—One-step, Klass' Accordeon Dance Orchestra 10

NEW HAWAIIAN RECORDING

- 20290 Wailana Waltz (Drowsy Waters), Louise and Ferera Waikiki Orchestra 10
Sweet lei lehua (Fragrance of the Lehua Wreath) Irene Greenus, with Louise and Ferera Waikiki Orchestra 10
20195 Auld Lang Syne (Burns)—"Old Scotch Air," Unaccomp. University Quartet 10
I Cannot Sing the Old Songs (Claribel), Mezzo-Soprano, Isabelle Cannon 10
BAND AND ORCHESTRA RECORDS
40120 Première Valse (Durand) Concert Waltz, Garde Republicaine Band of France 12
Valse Militaire (Maton), Garde Republicaine Band of France 12
40119 Déjanire (Saint-Saëns) "Prelude, Act I," Garde Republicaine Band of France 12
Déjanire (Saint-Saëns) "Marche du Cortege," Garde Republicaine Band of France 12
20305 Love and Life in Holland (Joyce) "Waltz," Imperial Symphony Orchestra 10
Omaha (Wood) "Intermezzo," Imperial Symphony Orchestra
PATHE GOLD LABEL DEMONSTRATION RECORD
29195 Romeo et Juliette (Gounod), Act III, "Romeo, tu choisis Juliette pour femme?" In French, Mlle. Yvonne Gall, Mme. Goulancourt, MM. Affre et Journet 12
Romeo et Juliette (Gounod), Act III, "Eb bien donc!" In French, MM. Affre, Tirmont, Boyer and Grand Opera Chorus 12
OPERATIC RECORDS
63021 Aida (Verdi) "Ritorna vincitor." Part I. (Return Victorious!). In Italian, Soprano, Claudia Muzio 12
Aida (Verdi) "Ritorna vincitor." Part II. (Return Victorious!). In Italian, Soprano, Claudia Muzio 12
59052 Zara (Leoncavallo) "Ed ora io mi dormando" (I Now Ask Myself). In Italian, Tenor, Tito Schipa 12
La Tosca (Puccini) "Amaro sol per te m'era il morire" (The Bitterness of Death). In Italian, Tito Schipa and G. Baldassare 12
SACRED RECORDS
59053 Creation (Haydn) "In Native Worth." Tenor, Paul Althouse 12
Stabat Mater (Rossini) "Cujus animam." In Latin, Tenor, Paul Althouse 12
20304 Softly and Tenderly (Thompson), Tenor, organ accomp., William Wheeler 10
Saved by Grace (Stebbins), Tenor, organ accomp., William Wheeler 10
INSTRUMENTAL RECORDS
27010 Serenata (Moszkowski), Piano solo, Rudolph Ganz 10
Poupée Valsante (Podini), Piano solo, Rudolph Ganz 10
29197 The Comet (Brewer), Piccolo solo, Charles Wagner 12
Whistle for Me (Fane) "Serenade," Piccolo solo, Charles Wagner 12
40121 Tesoro Mio (Beccucci), Violin solo, Emile Mendels 12
Thais (Massenet) "Meditation," Violin solo, Emile Mendels 12

EDISON BLUE AMBEROL RECORDS

(APRIL-MAY LIST)

CONCERT LIST

- 28282 O Sole Mio (My Sunshine) (Eduardo di Capua), Tenor, in Italian, orch. accomp., Guido Ciccolini
28283 (a) Vallat (b) Fjorton ar. Soprano, in Swedish, orch. accomp., Marie Sundelius
REGULAR LIST OF HITS
3453 Daddy, I Want to Go (Eddie Stembler), Male voices, orch. accomp. Assisted by Ada Jones, Premier Quartet
3456 Further It Is From Tipperary—Odds and Ends of 1917 (Dudley-Godfrey-Byrnes), Orch. accomp., Billy Murray and Chorus
3452 Just as Your Mother Was (Harry Von Tilzer), Male voices, orch. accomp., Harmony Four
3455 Longing for My Dixie Home (J. R. Shannon), Tenor, orch. accomp., Harvey Hindermeyer and Chorus
3445 My Sunshine Jane (Ernest R. Ball), Tenor, orch. accomp., Manuel Romain
3447 When Yankee Doodle Learns to Parlez Vous Francais (Ed. Nelson), Orch. accomp., Arthur Fields and Chorus of Girls
SONGS, HEART-SONGS AND BALLADS
3440 Garden of Allah (Little-Baskette-Flatow), Tenor, orch. accomp., Vernon Dalhart
3454 Hush-a-bye, Ma Baby (Missouri Waltz) (Frederick Knight Logan), Contralto and Tenor, orch. accomp., Marion Evelyn Cox and Vernon Dalhart
3459 Just a Voice to Call Me, Dear—The Riviera Girl (Emmerich Kalman), Soprano, orch. accomp., Gladys Rice and Male Chorus
3457 Laddie in Khaki (The Girl Who Waits at Home) (Ivor Novello), Orch. accomp., Glen Ellison
3441 Life's Railway to Heaven (Charlie D. Tillman), Baritone and Tenor, orch. accomp., Edward Allen, Charles Hart and Chorus
3451 Silver Threads Among the Gold (H. P. Danks), Soprano, orch. accomp., Elizabeth Spencer and Chorus
3443 We Want the Flowers Now (Byron Gay), Tenor and Baritone, orch. accomp., Vernon Dalhart and Lawrence E. Gilbert
A CHRISTIAN SCIENCE HYMN
3438 Shepherd, Show Me How to Go (Brackett), Mezzo-Contralto, orch. accomp., Nevada Van der Veer
DANCES FULL OF PEP
3442 Rambler Rose—One-step (Victor Jacobi), For dancing, Jaudas' Society Orchestra
3450 Wasatch Fox-trot (Carlotta Lake), For dancing, Jaudas' Band
3444 When I Hear That Jazz Band Play—Fox-trot (Buck-Stamper), For dancing, Jaudas' Society Orchestra
INSTRUMENTAL RECORDS
3460 Battle Song of Liberty March (Bigelow-Hildreth), New York Military Band
3439 Garden of Love—Caprice (Ascher-Mahl), Peerless Orchestra
3449 Glow-worm (Lincke), Imperial Marimba Band
3448 I'll Take You Home Again, Kathleen (Thomas P. Westendorf), Violin, violoncello, flute and harp, Venetian Instrumental Quartet
3446 Kohala March, Instrumental Trio, Ford Hawaiians
3458 Uncle Tom's Cabin—A Dream Picture (J. Bode-walt Lampe), Edison Concert Band

GENNETT RECORDS

- 7642 I'll Come Back to You When It's All Over (Brown-Mills), Baritone, orch. accomp., Arthur Fields
There'll Be a Hot Time for the Old Men (While the Young Men Are Away) (Clarke-Meyer), Baritone, orch. accomp., Arthur Fields

- 10037 Good-bye Barnie (O'Brien-Morse). Vocal quartet with orch. Peerless Quartet
 Yock-A-Hilo Town (Brice-Donaldson). Vocal quartet with orch. Peerless Quartet
 7641 Hello, I've Been Looking for You—From "The Big Show" at New York Hippodrome (Golden-Hubbell). Tenor, orch. accomp. Arthur Hall
 Liberty Bell (It's Time to Ring Again) (Goodwin-Mohr). Tenor, orch. accomp. Arthur Hall
 7637 Says I to Myself, Says I (Moran-Von Tilzer). Soprano, orch. accomp. Ada Jones
 I'm Old Enough for a Little Lovin' (Walter-Skidmore). Soprano, orch. accomp. Ada Jones
NEW DANCE RECORDS
 10035 Fox-trot Medley. "Darktown Strutters' Ball," "Barnyard Blues," "Mother, Dixie and You," "Cocoanut Grove Jazz"....Gennett Military Band
 One-step Medley. "Good-bye Broadway, Hello France," "It's a Long Way to Berlin, But We'll Get There," "I Don't Want to Get Well," "Hail, Hail! The Gang's All Here," "Where Do We Go From Here, Boys," "Over There," Gennett Military Band
 7633 The Spinning Top—Waltz (Knecht), Gennett Dance Orchestra
 Valse Fascination—Waltz (Gray), Gennett Dance Orchestra
 7628 Paddle-Addle—Fox-trot (Snyder), Vess Ossman's Banjo Orchestra
 He's Just Like You—One-step (Von Tilzer), Vess Ossman's Banjo Orchestra
INSTRUMENTAL SELECTIONS
 10036 Spring Song (Mendelssohn)....Gennett Orchestra
 La Blanche Waltzes (Sheridan)....Gennett Orchestra
 7644 New Orleans Jazz (My Dixieland) (Richardson), Gennett Orchestra
 Jasco (One-step Oddity) (Klohr), Harry Junior's Jazz Orchestra
 10028 La Marseillaise—Marcia Reale (National Airs of France and Italy)....Gennett Military Band
 God Save the King—Rule Britannia (English National Airs)....Gennett Military Band
STANDARD VOCAL RECORDINGS
 10034 Bonnie Sweet Bessie (Root-Gilbert). Tenor, orch. accomp. James Harrod
 I'll Take You Home Again, Kathleen (Westendorf). Tenor, orch. accomp. James Harrod
 10033 Danny Deever (Kipling-Damrosch). Baritone, orch. accomp. Royal Dadmun
 The Pauper's Drive (Noel-Homer). Baritone, orch. accomp. Royal Dadmun
ART TONE RECORDS
 12503 Swanee River (Old Folks at Home) (Foster). Violin, with piano accomp. by Francis Moore, Helen Ware
 Gentle Shadows (Ware). Violin, with piano accomp. by Francis Moore....Helen Ware
 12502 Humoresque (Dvorak). Violin, with piano accomp. by Francis Moore....Helen Ware
 Ave Maria (Schubert). Violin, with piano accomp. by Francis Moore....Helen Ware
 10030 When the Bell in the Lighthouse Rings (Lamb-Solman). Bass, orch. accomp. Frederic Martin
 Rocked in the Cradle of the Deep (Knight). Bass, orch. accomp. Frederic Martin
 12501 Largo (Handel). Violin, with piano accomp. by Francis Moore....Helen Ware
 Meditation—"Thais" (Massenet). Violin, with piano accomp. by Francis Moore....Helen Ware

EMERSON PHONOGRAPH CO.

MARCH LIST

- 7324 A Baby's Prayer at Twilight For Her Daddy Over There (Lewis-Young-Jerome). Patriotic solo, orch. accomp. Jack Warner
 Give Me the Right to Love You All the While (Bard-Glatt). Baritone solo, orch. accomp. Jack Warner
 7325 Sweet Little Buttercup (Bryan-Paley). Baritone solo, orch. accomp. Harry Lawrence
 I Miss the Old Folks Now (Van-Schenck-Porray). Character song, orch. accomp. Edward Levey
 7322 The Wild, Wild Women Are Making a Wild Man of Me (Wilson-Piantadosi-Lewis). One-step....Emerson Military Band
 The Tickle Toe (Hirsch). Fox-trot, Emerson Military Band
 7321 Give Me the Moonlight, Give Me the Girl And Leave the Rest to Me (Brown-Von Tilzer). Tenor solo, orch. accomp. Henry Burr
 Are You From Heaven? (Gilbert-Friedland). Tenor solo, orch. accomp. Frank Woods
 7318 When Yankee Doodle Marches Through Berlin, There'll Be a Hot Time in the U. S. A. (Sterling-Lange). Patriotic solo, orch. accomp. Eddie Nelson
 When the Boys From Dixie Eat the Mellon on the Rhine (Bryan-Breuer). Comic patriotic solo, orch. accomp. George L. Thomson
 7320 Tishomingo Blues (Williams). Character song, orch. accomp. Eddie Nelson
 Mama's Blues—Papa's Blues (Johnson-Farrell). Character song, orch. accomp. Eddie Nelson
 7323 Wait for Your Honey Boy (Pfeiffer). Patriotic solo, orch. accomp. Edward Levey
 When the Yanks Come Marching Home (Jerome-Furth). Patriotic solo, orch. accomp. Edward Levey
 7317 That's the Kind of a Baby for Me (Eagan). One-step....Emerson Military Band
 March Lorraine (Ganne)....Emerson Military Band
 7319 Indianola (Henry-Onivas). Instrumental novelty and fox-trot....Emerson Military Band
 Some Jazz Blues (Lake). Fox-trot, Emerson Military Band
 7315 American Republic March (Thiele), Emerson Military Band
 Midnight Fire Alarm (Paul). Descriptive-march gallop....Emerson Military Band

GETTING READY FOR THE NEXT LIBERTY LOAN CAMPAIGN

How Geo. H. O'Connor, a Noted Columbia Artist, Figures in the Motion Picture Reels Being Made for Exploitation Purposes—An Attorney and Character Song Artist

In the forthcoming Liberty Loan publicity campaign, there will be used a series of motion pictures that will be displayed in the moving picture theatres throughout the country. This film will contain many features of interest, and

Mr. O'Connor from the committee on public information, George Creel, chairman, and is presented herewith. In addition to Secretary of War Baker and Mr. O'Connor, there are shown in this scene the members of the Liberty



G. H. O'Connor Buying Bond From Secretary of War

will be almost identical with the pictures used in the last Liberty Loan campaign.

Included in these films is one scene entitled: "The Secretary of War Sells a Bond to the Cheerful Subscriber, George H. O'Connor." The "still" of this film has just been received by

Loan committee—John Poole, president, Federal National Bank; Corcoran Thom, vice-president, American Security & Trust Co.; B. F. Saul, president, Home Savings Bank; Eugene Ailes, National City Co.; E. E. Thompson, of Crane, Parris & Co.

George H. O'Connor is an exclusive Columbia artist, whose records have achieved country-wide success. He is the son of an American army officer, and was born, reared and still resides in Washington, D. C., where in his serious moments he is known as an attorney and counsellor at law. He is one of America's most popular character song artists, and his splendid tenor voice is remarkably well adapted for recording.

INVENTORIES AND THE TAX LAW

New War Revenue Bill Will Serve to Make Many Merchants Take Their First Accurate Inventory—Should Help Business

A member of the National Association of Credit Men makes the excellent point that under the new War Revenue Law numerous unskilled merchants will, for the first time, be called upon to make out an income tax report, and believes that this will prove a very direct advantage to business, because merchants who have not been in the habit of taking regular inventory will now be forced to do so. Revenue collectors emphasize the point that every merchant will be expected to take an exact annual inventory, else his tax report can be based on nothing better than guessing, which will not satisfy the Government.

For the benefit of the small merchant who has seldom been called upon to do anything of the sort, the following formula is offered for determining net profit:

A SIMPLE FORMULA FOR DETERMINING NET PROFIT

1. Inventory of Dec. 31st, 1916, at cost.....\$
2. Add Purchases in 1917.....\$
3. Total.....\$
4. Subtract Inventory of Dec. 31st, 1917, at cost.....\$
5. Cost of goods sold in 1917 (item 3 less item 4).....\$
6. Sales in 1917 (Cash and Credit).....\$
7. Subtract item 5 from item 6 to arrive at GROSS PROFIT.....\$

DEDUCTIONS

8. Expense of doing business (Rent, Wages, a Reasonable Salary to Proprietor, Light, Fuel, Taxes of all kinds, except those not on the business, and all other business expenses).....\$
9. Depreciation on Fixtures.....\$
10. Bad Debt Losses.....\$
11. Total Deductions.....\$
12. NET Profit.....\$

PATHE WINDOW HANGER FOR APRIL

Contains All the Latest Hits and Is Most Attractively Printed

The Pathé Frères Phonograph Co., Brooklyn, N. Y., has just sent out to its dealers an attractive hanger featuring the new Pathé records for April. This hanger presents a splendid portrait of Rudolph Ganz, the famous concert pianist, who records for the Pathé library exclusively. The April list contains a new record played by Mr. Ganz, together with an excellent array of popular song successes, latest dance records, Hawaiian records, operatic and classic vocal numbers, standard and sacred vocal records, and instrumental numbers. The artists featured in this list include Claudia Muzio, Paul Althouse and Grace Hoffman.

One of the interesting features of the Pathé list for April is the presentation of a special Pathé Gold Label demonstration record featuring two selections from "Romeo and Juliet," sung by a group of famous operatic artists.

READY REFERENCE OF GENERAL SUPPLIES

DEALERS

Send for our "Trial Proposition" on the Regina Hexaphone—the latest and best paying popular priced coin-operated instrument for use in public places.



211 Marbridge Bldg., 34th St. and Broadway, New York City
 Manufacturers of Regina Music Boxes; Reginaphones; Coin-operated Mandolin Orchestrions; Vacuum Cleaners and other specialties.

NEEDLES

WE MANUFACTURE

Diamond needles for Edison
 Sapphire needles for Edison
 Sapphire needles for Pathe
 in stock ready for delivery
 MERMOD & CO., 505 5th Ave., N. Y.

REPAIRS

All Makes of Talking Machines Repaired Promptly and Efficiently

TALKING MACHINE REPAIR AND SALES CORPORATION

ANDREW H. DODIN, President
 176 Sixth Avenue New York
 TELEPHONE, CHELSEA 8437

"TALKING MACHINE WORLD TRADE DIRECTORY"

In order to make this directory as accurate and up-to-date as possible, we have listed alphabetically only those concerns whose advertisements have appeared in the TALKING MACHINE WORLD during the past six months. This is the fourth edition of the TALKING MACHINE WORLD TRADE DIRECTORY, each new appearance canceling the preceding list. It aims to answer in a nutshell the prevailing questions of "Where can I get it?" and "Who makes it?"—which questions we are emphatically interested in answering for our readers. No attempt has been made to differentiate between the merits of the various types of machines, records and miscellaneous supplies listed.

MACHINES

- AMERICAN PHONOGRAPH CO.** Offices, 39 Fountain street, Grand Rapids, Mich. Manufactures line retailing from \$40 to \$175.
- ARTOPHONE CO.** Executive offices and factory, 1113 Olive street, St. Louis, Mo. Est., 1915. Manufactures the "Artophone" line, four models, retail prices \$65 to \$150. Also makes electric machines.
- BELL TALKING MACHINE CORP.** Executive offices, 44 West Thirty-seventh street, New York. Manufactures "Schubert Magnetic" line, retail prices \$60 to \$215.
- BROOKS MANUFACTURING CO.** Executive offices and factory, Saginaw, Mich. Est., 1903. Manufactures the "Brooks" line of phonographs.
- BRUNSWICK - BALKE - COLLENDER CO.** Executive offices, 623 South Wabash avenue, Chicago. Factories, Chicago, New York City, Muskegon, DuBuque and Toronto. Est., 1845. Manufactures the "Brunswick" line, twelve models, retail prices \$40 to \$1,500. Also makes electric machines.
- CELINA FURNITURE CO.** Executive offices and factory, Celina, O. Manufactures "Harponola" line of talking machines.
- CENTURY CABINET CO.** Executive offices, 25 West Forty-fifth street, New York City; factory, Utica, N. Y. Est., 1908. Manufactures "Century" line of phonographs, seven models, retailing from \$30 to \$200. Built to order \$500 up.
- CHENEY TALKING MACHINE CO.** Executive offices, 24 North Wabash avenue, Chicago. Manufactures "Cheney" line period models, retail prices \$60 to \$300.
- CLASSIQUE PHONOGRAPH CORP.** Executive offices and factory, 401 North Lincoln street, Chicago. Manufactures "Cowan Classique" gramophones, twenty models, retailing from \$75 to \$1,000.
- COLUMBIA GRAPHOPHONE CO.** Executive offices, Woolworth building, New York City. Manufactures of "Columbia Gramophones." Retail prices \$18 to \$2,100. Also makes electric machines.
- COMPACTO PHONO. CORP.** Executive offices, 285 North Sixth street, Brooklyn, N. Y. Markets "Compacto" portable phonograph.
- CONSOLIDATED TALKING MACHINE CO.** Executive offices, 227 West Lake street, Chicago. Manufactures "Consolidated," "Standard," "Harmony" and "United" lines. Retail prices \$19.50 to \$115.
- THE CRYSTOLA CO.** Executive offices, 3134 Elm street, Cincinnati; factory, Cincinnati. Est., 1917. Manufactures "Crystola" line machines, two models, retailing from \$100 to \$200. Also electric machines. To add new models in near future.
- DELPHÉON CO.** Executive offices and factory, 810 Boutell place, Bay City, Mich. Est., 1916. Manufactures the "Delphéon" line, seven models, retail prices \$75 to \$400. Also makes electric machines.
- DOMESTIC TALKING MACHINE CORP.** Executive offices and factory, Thirty-third and Arch streets, Philadelphia, Pa. Est., 1916. Manufactures "Domestic" line, six models, retail prices \$15 to \$135.
- THOMAS A. EDISON, Inc.** Executive offices and factories, Orange, N. J. Manufactures "Edison Diamond Disc" line, seven models, retail prices \$106 to \$450; eight period models retailing \$1,000-\$6,000. Also makes "Edison Diamond Amberola" cylinder line, three models, retail prices \$25 to \$82.50.
- EMBROLA TALKING MACHINE CO.** Executive offices and factory, St. Paul, Minn. Manufacture the "Embrola" line, four models.
- EMPIRE TALKING MACHINE CO.** Executive offices, 429 South Wabash avenue, Chicago. Est., 1915. Markets "Empire" line, vertical cut, ten and twelve-inch records, retailing at 75c. up.
- GANNETT RECORDS (Division Starr Piano Co.).** Executive offices, 9 East Thirty-seventh street, New York City; factory, Richmond, Ind. Est., 1872. Manufactures "Gannett" records, ten-inch double face, vertical cut records, retailing from 65c. to \$4.
- IMPERIAL TALKING MACHINE CO.** Main office and factory, 9 Vandever avenue, Wilmington, Del. Recording laboratory and showrooms, 35 West Thirty-first street, New York. Manufactures "Rex" and "Imperial" records, ten and twelve-inch; vertical cut, retail prices 75c. to \$2.
- LYRAPHONE CO. OF AMERICA.** Executive offices, 12 West Thirty-seventh street, New York City; factory, Brooklyn. Manufactures "Lyric" line, ten and twelve-inch double face, vertical cut records, retailing from 75c. to \$3. Est., 1916.
- FATHE FRERES PHONOGRAPH CO.** Executive offices, 10-32 Grand Avenue, Brooklyn, N. Y.; factories, and recording laboratories, New York City, N. Y.; Brooklyn, N. Y.; London, Paris, Berlin, Vienna and Milan. Manufactures "Pathé" line, vertical cut, 10½, 11½ and 14-inch records.
- STARR PIANO CO.** Executive offices and factory, Richmond, Ind. Est., 1872. Manufactures "Gannett" line, ten-inch double disc record, vertical cut, retail prices 65c. to \$4.00.
- VICTOR TALKING MACHINE CO.** Executive offices and factory and recording laboratories, Camden, N. J. Manufactures "Victor" line, ten-inch and twelve-inch records, lateral cut, retail prices 75c to \$7.
- THE FRITZSCH PHONOGRAPH CO.** Executive offices, 228 West Seventh St., Cincinnati, O. Manufacturers of the "Phon d'Amonr," eight models, retail prices \$110 to \$450.
- FULTON-ALDEN CO.,** Executive offices, 123 N. Genesee street, Waukegan, Ill. Manufactures "Fulton" line, three models, retail prices \$125 to \$350. Also makes electric machines.
- GABEL'S ENTERTAINER CO.** Executive offices and factory, 210 North Ann street, Chicago, Ill. Manufactures Gabel's Automatic Entertainer and Gabelola (strictly automatic).
- HOFFAY TALKING MACHINE CO.** Executive offices, 3 West Twenty-ninth street, New York City. Est., 1915. Manufactures "Hoffay Airtight" line, five models, retail prices \$75 to \$250.
- IMPERIAL TALKING MACHINE CO.** Main office and factory, 9 Vandever avenue, Wilmington, Del. Showrooms, 35 West Thirty-first street, New York. Manufactures "Imperial" line, six models, retail prices \$25 to \$190.
- ANDS KOCH.** Executive offices, 296 Broadway, New York City. Manufactures the "Koch-O-Phone" line, twenty models, retail prices \$4.50 to \$220.
- LUCKY 13 PHONOGRAPH CO.** Executive offices and factory, 3 East Twelfth street, New York City. Est., 1913. Manufactures the "Cleartone" phonographs, thirty-three models, retail prices \$4 to \$200.
- MAGNOLA TALKING MACHINE CO.** Executive offices, 711 Milwaukee avenue, Chicago; factory, Chicago. Manufactures "Magnola" line of machines, five models, retailing from \$65 to \$210. Also manufactures "Magnola Mobile" line, two models, retailing \$75 and \$95. Also electric machines.
- MANDEL MANUFACTURING CO.** Executive offices, 501 Laflin street, Chicago; factories, Chicago and Renton Harbor, Mich. Est., 1915. Manufactures "Mandel" line, four models, retail prices \$35 to \$250. Also makes electric machines.
- MELOPHONE TALKING MACHINE CO., Inc.** Executive offices, 376 Lafayette street, New York City. Est., 1915. Manufactures "Melophone" line, seven models, retail prices \$5 to \$200.
- MORENUS PIANO CO.** Executive offices and factory, 341 West Superior street, Chicago, Ill. Manufactures "Morenus" line, three models, retail prices \$110 to \$150.
- MOZART TALKING MACHINE CO.** Executive offices, 2608 North Fifteenth street, St. Louis. Est., 1916. Manufactures the "Mozart" line, seven models, retail prices \$15 to \$100.
- MUNZER MANUFACTURING CORP.** Executive offices and factory, 307 Sixth avenue south, Minneapolis, Minn. Est., 1916. Manufactures of "Munola" phonographs. Retail prices range from \$44.50 to \$75.00.
- OPEROLLO PHONOGRAPH CO.** Executive offices, 420 Lightner Bldg, Detroit, Mich. Manufactures "Operollo" phonographs.
- OTTAWA PIANOPHONE CO.** Executive offices, 802 Republic Building, Chicago; factory, Ottawa, Ill. Manufactures "Hiawatha" line of phonographs; retail prices \$35 to \$100.
- PARAGON MFG. CO.** Executive offices and factory, Hickory, N. C. Manufactures "Paragon" line, three models, retail prices \$85 to \$265.
- PATHE FRERES PHONOGRAPH CO.** Executive offices, 10-32 Grand Avenue, Brooklyn, N. Y.; factories, Brooklyn, N. Y.; London, Paris, Berlin, Vienna, Milan. Manufactures the "Pathéphone" line, eight models, retail prices \$25 to \$225.
- REED, DAWSON & CO., INC.** Executive offices and factory, 6 West Park street, Newark, N. J. Est., 1897. Manufactures "Dolce-Tone" line of machines, seven models, retailing \$65 to \$325.
- REGINA CO.** Executive offices, Marbridge Building, New York City; factory, Rahway, N. J. Est., 1892. Manufactures coin operated "Hexaphones." Also "Regina" music box and "Reginaphone" lines.
- SCHILLING PIANO CO.** Executive offices, 112 West Twenty-third street, New York. Wholesale distributors for the "Stradivara" line, seven models, \$45 to \$225. Also electric machines.
- J. P. SEEBURG PIANO CO.** Executive offices, Republic Building, Chicago, Ill.; factories, Chicago and Tonawanda, N. Y. Manufactures "Phono-Grand," a combination talking machine and player-piano without keys.
- CHARLES W. SHONK CO.** Executive offices, Monroe Building, Chicago, Ill.; factory, Maywood, Ill. Est., 1877. Manufactures "Mag-Ni-Phone" line, six models, retail prices \$15 to \$100.
- SONORA PHONOGRAPH CORPORATION.** Executive offices, 57 Reade street, New York City. Manufactures the "Sonora" line, eleven models, retail prices \$50 to \$1,000.
- STARR PIANO CO.** Executive offices and factory, Richmond, Ind. Est., 1872. Manufactures "Starr" line, eleven models, retail prices \$55 to \$220.
- STERLING PHONOGRAPH CO.** Executive offices, 285 N. Sixth street, Brooklyn, N. Y.
- STEWART PHONOGRAPH CORPORATION.** Executive offices 327 Wells street, Chicago. Factory, 2843 North Lincoln street, Chicago, Est., 1916. Manufactures "Stewart" line, retail prices \$7.75 and upwards.
- SUPERTONE TALKING MACHINE CO.** Executive offices, 18 West Twentieth street, New York. Est., 1916. Manufactures the Supertone line, three models of floor cabinets, retailing at \$65 to \$125.
- TON-O-GRAF CORP.** Executive offices and factory, 112 East South Water street, Chicago. Est., 1916. Manufactures "Ton-O-Graf" line, one model. After January 1 will make four models, retailing \$50 to \$150. Electric machines to order.
- VICTOR TALKING MACHINE CO.** Executive offices and factory, Camden, N. J. Manufactures "Victor" and "Victor-Victrola" lines, thirteen models, retail prices \$17.50 to \$400. Electric machines included. Also manufactures Victor period line, forty models, retail prices from \$300 to \$900.
- VITANOLA TALKING MACHINE CO.** Executive offices, 501-509 West Thirty-fifth street, Chicago. Factories, Chicago, Rockford and Michigan. Manufacture the "Vitanola" line, eight models, retail prices \$25 to \$200.
- WESER BROS., INC.** Executive offices, 520 West Forty-third street, New York City; factory, New York City. Est., 1879. Manufactures "Weser" line, six models, retailing from \$35 to \$200. Also electric machines.
- WIDDICOMB FURNITURE CO.** Executive offices and factory, Grand Rapids, Mich. Est., 1865. Manufactures the "Widdicomb" line of period models.
- THOS. E. WILSON & CO.** Executive offices and warehouses, 701 North Sangamon street, Chicago. Makes "Thos. E. Wilson" phonographs, two models, retailing at \$40 and \$60.
- WONDER TALKING MACHINE CO.** Executive offices and factory, 105 East Twelfth street, New York City. Est., 1915. Manufactures the "Wonder" line, retail prices \$5 to \$75.
- WORLD PHONOGRAPH CO.** Executive offices and factory, 736 Tilden street, Chicago, Ill. Manufactures "World" phonograph line, four models, retail prices \$75 to \$175.

RECORDS

JOBBER'S

Columbia Jobbers

COLUMBIA GRAPHOPHONE CO. Wholesale distributing branches are located in the following cities under the name of the "Columbia Graphophone Co." unless otherwise noted—Atlanta, Ga.; Baltimore, Md.; Boston, Mass.; Buffalo, N. Y.; Chicago, Ill.; Cincinnati, O.; Cleveland, O.; Dallas, Tex.; Columbia Stores Co., Denver, Colo.; Detroit, Mich.; Indianapolis, Ind.; Kansas City, Mo.; Los Angeles, Cal.; Minneapolis, Minn.; New Haven, Conn.; New Orleans, La.; New York City; Schmoller & Mueller Co., Omaha, Neb.; Philadelphia, Pa.; Pittsburgh, Pa.; Portland, Me.; Portland, Ore.; Grafonola Co., Rochester, N. Y.; Columbia Stores Co., Salt Lake City, Utah; San Francisco, Cal.; Seattle, Wash.; Columbia Stores Co., Spokane, Wash.; St. Louis, Mo.; Tampa Hardware Co., Tampa, Fla.

Victor Jobbers

W. D. & C. N. ANDREWS. Buffalo, N. Y.
BADGER TALKING MACHINE CO. 135 Second street, Milwaukee, Wis.
BLACKMAN TALKING MACHINE CO. 97 Chambers street, New York City.
C. BRUNO & SON, Inc. 351 Fourth avenue, New York City.
LOUIS BUEHN CO., Inc. Philadelphia, Pa.
CHICAGO TALKING MACHINE CO. 12 North Michigan avenue, Chicago.
CORLEY CO., Inc. Richmond, Va.
I. DAVEGA, Jr., Inc. 125 West 125th street, New York City.
S. B. DAVEGA CO. 831 Broadway, New York City.
CHARLES H. DITSON & CO. 8 East Thirty-fourth street, New York City.
OLIVER DITSON CO. Boston, Mass.
E. F. DROOP & SONS. Washington, D. C., and Baltimore, Md.
W. J. DYER & BRO. St. Paul, Minn.
EASTERN TALKING MACHINE CO. 117 Tremont street, Boston, Mass.
ECLIPSE MUSICAL CO. Cleveland, O.
GATELY-HAIRE CO., Inc. Albany, N. Y.
GRINNELL BROS. Detroit, Mich.
LYON & HEALY. Chicago, Ill.
MICKEL BROS. CO. of Des Moines, Ia., and Omaha, Neb.
W. D. MOSES & CO. Richmond, Va.
NEW YORK TALKING MACHINE CO. 119 West Fortieth street, New York.
GEO. D. ORNSTEIN CO. 9 North Eleventh street, Philadelphia, Pa.
SILAS E. PEARSALL CO. 18 West Forty-sixth street, New York City.
PENN PHONOGRAPH CO., Inc. 17 South Ninth street, Philadelphia.
SCHMELZER ARMS CO. Kansas City, Mo.
SHERMAN, CLAY & CO. San Francisco, Cal.
STANDARD TALKING MACHINE CO. Pittsburgh, Pa.
M. STEINERT & SONS CO. 35 Arch street, Boston, Mass.
STEWART TALKING MACHINE CO. Indianapolis, Ind.
H. A. WEYMAN & SON, INC. Philadelphia, Pa.
THE WHITNEY & CURRIER CO. Toledo, Ohio.
PERRY B. WHITSIT CO. Columbus, O.
G. T. WILLIAMS CO. 217 Duffield street, Brooklyn, N. Y.
RUDOLPH WURLITZER CO. Cincinnati, O.

Pathe Jobbers

ARMSTRONG FURNITURE CO. Memphis, Tenn.
FISCHER CO., Detroit, Mich.
MOONEY-MUELLER WARD CO. Indianapolis, Ind.
PATHEPHONE DISTRIBUTORS CO. 95 Southern boulevard, New York City.
PHILADELPHIA PATHEPHONE CO. Philadelphia, Pa.
PITTSBURGH PATHEPHONE CO. 936 Liberty avenue, Pittsburgh, Pa.
G. SOMMERS & CO. St. Paul, Minn.
A. VICTOR & CO. Buffalo, N. Y.
WILLIAMS, DAVIS, BROOKS & HINCHMAN SONS. Detroit, Mich.

Sonora Jobbers

ELECTRIC SUPPLY & EQUIPMENT CO. 278 Broadway, Albany, N. Y.
ELECTRIC SUPPLY & EQUIPMENT CO. Little Building, Boston, Mass.

ELECTRIC SUPPLY & EQUIPMENT CO. 105 Allyn street, Hartford, Conn.
PIERSOL CARPET CO. Lancaster, Pa.
SMITH, KLINE & FRENCH. Philadelphia, Pa.
C. W. SNOW & CO. Syracuse, New York.

Delpheon Jobbers

DELPEON CO., INC. 68 Park street, Atlanta, Ga.
DELPEON SALES CO. 25 Church street, New York City.

Manaphone Jobbers

G. GENNERT. 24 East Thirteenth street, New York City.

CASES—COVERS

E. H. LANSING. Executive offices and factory, 611 Washington street, Boston, Mass. Est., 1891. Manufactures the "Lansing" Khaki moving covers, and slip covers.
LYON & HEALY. Executive offices, Chicago, Ill. Manufactures Khaki carrying covers for talking machines.
C. E. WARD CO. Executive offices and factory, New London, O. Est., 1905. Manufactures phonograph wareroom and carrying covers for all purposes.

PARTS

ACME DIE CASTING CORPORATION. Executive offices and factory, Bush Terminal, Brooklyn, N. Y. Sales offices in leading cities. Products manufactured: Tone arms, sound boxes, regulators, tone modifiers, special die castings, stops and miscellaneous parts.
AMERICAN PHONOPARTS CO. Executive offices, 3500 Normal avenue, Chicago; factory, Chicago. Products manufactured: "Play-rite" spring motors, electric motors, tone arms, sound boxes and other parts.
BARNHART BROTHERS & SPINDLER. Executive offices and factory, Monroe and Throop streets, Chicago, Ill. Est., 1868. Products manufactured: "Superior" spring motors, tone arms, reproducers, needle cups, die castings and stampings.
COMBINATION ATTACHMENT CO. Executive offices, 209 South State street, Chicago. Established, 1915. Products manufactured: Reproducers and tone arms.
CONSOLIDATED TALKING MACHINE CO. Executive offices, 227 West Lake street, Chicago. Manufactures accessories.
DOEHLER DIE CASTING CO. Executive offices and factory, Court and Ninth streets, Brooklyn, N. Y.; also factories in Toledo, O., and Newark, N. J. Products manufactured: Tone arms, sound boxes, tone modifiers, special die castings, stops and miscellaneous parts to order only.
EMPIRE PHONO PARTS CO. Executive offices, 427 South Wabash avenue, Chicago, Ill.; factory, 1102 West Ninth street, Cleveland, O. Est., 1912. Products manufactured: tone arms, sound boxes and attachments.
OTTO HEINEMAN PHONOGRAPH SUPPLY CO., INC. (Meisselbach Division). Executive offices, 25 West Forty-fifth street, New York City; factory, Newark, N. J. Est., 1887. Products manufactured: spring motors, tone arms, sound boxes, stops and miscellaneous parts.
OTTO HEINEMAN PHONOGRAPH SUPPLY CO., Inc. Executive offices, 25 West Forty-fifth street, New York City; factories, Elyria, O., Putnam, Conn., and Newark, N. J. Est., 1915. Products manufactured: Spring motors, tone arms, names: "Motor of Quality" and "Meisselbach" motors, tone arms, sound boxes, "Dean" needles, etc.
HOFFAY TALKING MACHINE CO., INC. Executive offices, 3 West Twenty-ninth street, New York City. Est., 1915. Manufacturers of the Hoffay "Resurrectone" and "Half-Fork Tone" sound boxes.
INDEPENDENT TALKING MACHINE CO., Inc. Executive offices and factory, 54 Bleecker street, New York City. Est., 1913. Products manufactured: Spring motors, tone arms, sound boxes, tabulators, tone arm rests, brakes, lid stops, springs, needle cups, etc.
INDIANA DIE CASTING CO. Executive offices and factory, Cornell and Eleventh streets, Indianapolis, Ind. Products manufactured: Tone arms, sound boxes, special die castings, stops and miscellaneous parts to order only.
INTERNATIONAL MICA CO. Executive offices, 1228 Filbert street, Philadelphia, Pa.; mines at Amelia, Va. Est., 1913. Specialize in mica diaphragms.
JACQUITH MACHINERY BUREAU, INC. Executive offices, 100 Purchase street, Boston, Mass. Manufactures spring cups, spring cup separators, motor governors, etc.
KAROLA LABORATORY. Bloomfield, N. J. Products: "Eureka" phonograph fiber diaphragms in all types for all sound boxes.

F. C. KENT & CO. Executive offices and factory, 24 Scott street, Newark, N. J. Est., 1914. Products manufactured: Tone arms, sound boxes and various attachments. Also does gold-plating for the trade.

KIRKMAN ENGINEERING CO. Executive offices and factory, 237 Lafayette street, New York City. Est., 1912. Manufactures: "Kirkman" spring motors and miscellaneous parts.

ANDS KOCH. Executive offices, 296 Broadway, New York City. Products manufactured: Tone arms and sound boxes.

LAKESIDE SUPPLY CO., INC. Executive offices, 202 South Clark street, Chicago. Manufacturers and jobbers of tone arms, phonograph hardware, accessories and motors.

LUCKY 13 PHONOGRAPH CO. Executive offices, 3 East Twelfth street, New York City. Manufacturers and jobbers of: Motors, tone arms, sound boxes, main springs, governor springs and miscellaneous parts.

MANHATTAN PHONO PARTS CO. Executive offices, 32 Union Square, New York. Manufactures sound boxes and wooden tone arms.

LEONARD MARKELS. Executive offices and factory, 165 William street, New York City. Est., 1911. Products manufactured: "Markels" Butterfly jewel-bearing motors; also tone arms, sound boxes and miscellaneous phonograph parts.

MELOPHONE TALKING MACHINE CO., Inc. Executive offices, 376 Lafayette street, New York City. Est., 1915. Products manufactured: Motors and miscellaneous parts.

MERMOD & CO. Executive offices, 505 Fifth avenue, New York City; factory, Ste. Croix, Switzerland. Est., 1816. Products manufactured: Spring motors, tone arms, sound boxes and miscellaneous parts.

MUTUAL TALKING MACHINE CO. Executive offices, 145 West Forty-fifth street, New York City. Products manufactured: Tone arms and sound boxes.

NATIONAL LEAD CO. Executive offices, 111 Broadway, New York; factories, Brooklyn. Products manufactured: tone arms, sound boxes, regulators, tone modifiers, stops and miscellaneous die castings to order.

NEW JERSEY REPRODUCER CO. Executive offices and factory, 10 Oliver street, Newark, N. J. Manufactures "Invincible" sound box.

PARR MFG CORPN. Executive offices, 1 Union Square, New York. Patentees and manufacturers of the Parr "Magnetic" reproducer.

PERFECT AUTOMATIC BRAKE CO. Executive offices and factory, 425 South Wabash avenue, Chicago. Est., 1915. Manufactures automatic brakes.

PHONOGRAPH APPLIANCE CO. Executive offices, New Brighton, S. I., N. Y. Factory, 109-113 West Broadway, New York City. Est., 1915. Products manufactured: "Crystal Edge" mica diaphragms.

PRESTO PHONO PARTS CORP. Executive offices and factory, Sperry Building, Manhattan Bridge plaza, Brooklyn, N. Y. Est., 1916. Products manufactured: Tone arms, sound boxes, motors, turntables, cover supports, cabinet hardware.

RENE MFG. CO. Executive offices and factory, Montvale, N. J. Products manufactured: Springs, sound boxes and repair parts.

SOSS MFG. CO. Executive offices and factory, 435 Atlantic avenue, Brooklyn, N. Y. Est., 1908. Products manufactured: "Soss" hinges, "Soss" die castings, tone arms, sound boxes, tone arm supports and miscellaneous parts.

STARR PIANO CO. Executive offices and factory, Richmond, Ind. Est., 1872. Manufactures "Ku-Allen" spring motors.

STEPHENSON, INC. Offices, 1 West Thirty-fourth street, New York. Factory, DeCamp and Sloan, Newark, N. J. Manufactures "Stephenson" Precision-made spring motor.

STEWART PHONOGRAPH CORPN. Executive offices, 327 Wells street, Chicago. Products manufactured: Motors, tone arms, reproducers and other parts.

THOMAS MFG. CO. Executive offices and factory, Dayton, O. Est., 1916. Products manufactured: "Dayton" motors, tone arms and sound boxes.

TIPHANY MOTOR CO. Executive offices, 32 Union Square, New York City. Manufactures "Typhany" spring motors.

TONOLA PHONOGRAPH CO. Offices, 11 South Seventh street, Minneapolis, Minn. Distributors of motors, tone arms, sound boxes, etc.

THE UNION PHONOGRAPH SUPPLY CO. Executive offices and factory, 1100-1108 West Ninth street, Cleveland, O. Products manufactured: Tone arms, sound boxes and attachments.

UNISSET REPRODUCER CO. Executive offices, Cable Building, Chicago, Ill. Manufacture "Uniset" reproducer for playing both lateral and vertical cut records.

UNITED PHONOGRAPH PARTS CO. Executive offices and factory, 3248 West Sixteenth street, Chicago, Est., 1916. Manufactures "Perfecto" tone arms and "Perfecto" reproducers.

VEECO COMPANY. Executive office, 248 Boylston street, Boston, Mass.; factory, New Hampshire. Est., 1916. Products manufactured: Electric motors and "Vitraid" turntables.

VITALIS HIMMER, JR. Executive offices, 77 Reade street, New York City. Est., 1913. Products include tone arms, sound boxes and "Audion" sound boxes.

WILSON-LAIRD PHONOGRAPH CO., Inc. Executive offices, 136 Liberty street, New York City. Est., 1916. Manufactures "Bliss" reproducers.

WONDER TALKING MACHINE CO. Executive offices and factory, 105 East Twelfth street, New York City. Distributors of motors, sound boxes and tone arms.

MFRS. CABINETS

CELINA FURNITURE CO. Executive offices, Celina, O.
CENTURY CABINET CO. Executive offices, 25 West Forty-fifth street, New York City; factory, Utica, N. Y.
GRAND RAPIDS CABINET FURN. CO. Offices, Empress Building, Grand Rapids, Mich.
GEO. A. LONG CABINET CO. Executive offices and factory, Hanover, Pa. Est., 1911.
C. J. LUNDSTROM MFG. CO. Little Falls, N. Y. Est. 1900.
NORTHWESTERN CABINET CO. Executive offices, Menomonee, Mich. Manufactures cabinets.
UDELL WORKS. Executive offices and factory, Indianapolis, Ind. Est. 1873.

RECORD CABINETS

Manufacturers and Distributors
EMPIRE TALKING MACHINE CO. Executive offices, 429 South Wabash avenue, Chicago. Est., 1915.
GLOBE-WERNICKE CO. Executive offices and factory, Cincinnati, O. Est., 1882. Manufactures "Brown" disc record cabinets. Also manufactures sectional disc record cabinets, sectional book cases, sectional filing cabinets, wood and steel; Globe safes and steel shelving.
HERZOG ART FURNITURE CO. Executive offices and factory, Saginaw, West Side, Mich. Est., 1900. (Manufacturer.)
KANE MANUFACTURING CO. Executive offices and factory, Kane, Pa. Manufactures "Kane" instrument stands for table model machines.
GEO. A. LONG CABINET CO. Executive offices and factory, Hanover, Pa. Est., 1911. (Manufacturer.)
LUCKY 13 PHONOGRAPH CO. Executive offices, 3 East Twelfth street, New York City. Est., 1913. Markets cabinets.
C. J. LUNDSTROM MFG. CO. Executive offices and factory, Little Falls, N. Y. Est., 1900. (Manufacturer.)
K. NICHOLSON FURN. CO. Executive offices and factory, Chase City, Va. Est., 1911. (Manufacturer.)
OGDEN SECTIONAL CABINET CO. Executive offices, Lynchburg, Va.; factories, Lynchburg, Va., and Kanakakee, Ill. (Manufacturer.)
FRANK P. READ. Executive offices, 27 South Fifth avenue, Chicago. Manufactures the "Automatic" record container. Est., 1917.
SALTER MFG. CO. Executive offices, 339 North Oakley boulevard, Chicago, Ill; factory, Chicago. Est., 1876. (Manufacturer.)
UDELL WORKS. Executive offices and factory, Indianapolis, Ind. Est., 1873. (Manufacturer.)
WONDER TALKING MACHINE CO. Executive offices, 105 East Twelfth street, New York City. (Manufacturer.)

BOOTHS AND FIXTURES
OGDEN SECTIONAL CABINET CO. Executive offices, Lynchburg, Va.; factories, Lynchburg, Va., and Kanakakee, Ill. Manufactures sectional record filing cabinets.
SYRACUSE WIRE WORKS. Executive offices and factory, Syracuse, N. Y. Est., 1887. Manufactures metal filing record racks (disc and cylinder).
UNIT CONSTRUCTION CO. Executive offices and factory, 121 South Thirty-first street, Philadelphia, Pa. Est., 1915. Manufactures "Unico" demonstration booths, record racks, record counters and store interiors.
ARTHUR L. VAN VEEN & CO. Executive offices, Marble Bridge Bldg., New York City; factory, Eighth street, New York City. Est., 1908. Manufactures "Van Veen" demonstration booths and store fixtures and general interior decorations.

ACCESSORIES, ETC.

- AUTOMATIC CONTAINER CO., INC.** Executive offices, 303 Tacoma Building, Chicago; factories, Chicago and Buffalo. Manufactures "Automatic" filing cabinets for disc records, "Automatic" insert files and "Automatic" filing equipment for talking machine cabinets.
- BLACKMAN TALKING MACHINE CO.** Executive offices, 97 Chambers street, New York. Est., 1902. Manufactures "Cleanrite" record brushes.
- CHICAGO HINGED COVER SUPPORT & BALANCE CO.** Executive offices and factory, 2242-46 West Sixty-ninth street, Chicago. Est., 1915. Manufactures balanced cover supports.
- CORLEY CO., Inc.** Executive offices, 213 East Broad street and 206 East Grace street, Richmond, Va. Est., 1889. Manufactures traveling cases for Victrolas.
- DISK-LITE MFG. CO.** Executive offices, 2611 Adams Mill road, Washington, D. C. Manufactures "Disk-Lite" electric light for all makes of talking machines.
- FAVORITE PHONOGRAPH ACCESSORY CO.** Executive offices, 1491 DeKalb avenue, Brooklyn, N. Y. Markets main springs, mica diaphragms and needle cups.
- LEO FEIST, INC.** Offices, 235 W. Fortieth street, New York. Publishers "Feist" line of sheet music and books.
- OTTO HEINEMAN PHONOGRAPH SUPPLY CO., Inc.** Executive offices, 25 West Forty-fifth street, New York City; factories, Elyria, O., Putnam, Conn., and Newark, N. J. Est., 1915. Manufactures needle cups and tone arm rests.
- B. ILLFELDER & CO.** 29 Union Square, New York. Selling agents for authorized stuffed "Victor" dogs.
- JONES-MOTROLA, Inc.** Executive offices and factory, 29-33 West Thirty-fifth street, New York City. Est., 1915. Manufactures "Jones Motrola" electric winder, attachable to an electric lamp connection.
- KIRKMAN ENGINEERING CORP.** Executive offices and factory, 237 Lafayette street, New York City. Manufactures "Simplex" and "Standard" automatic stops, "Simplex" and "Standard" record cleaners.
- LYON & HEALY.** Executive offices, Chicago, Ill. Manufactures fibre needle cutters.
- NATIONAL TOY CO.** Executive offices and factory, 271 Congress street, Boston, Mass. Manufactures talking machine toys and novelties.
- PEABODY PIANO CO.** Executive offices, 216 West Saratoga street, Baltimore, Md. Markets the "Eject-o-file" record files for installation in any style or make of talking machine.
- RECORD-LITE CO., INC.** Executive offices, 133 Second street, Milwaukee. Manufacturers of fibre needle cutters and record lights for all makes of talking machines.
- WM. I. SCHWAB.** Executive offices, 120 North Main street, Providence, R. I. Manufactures "Dustoff" record cleaners.
- SHELTON ELECTRIC CO.** Executive offices, 30 East Forty-second street, New York City; factory, Ft. Wayne, Ind. Manufactures the "Shelton" electric motor, attachable to an electric lamp connection.
- SHERMAN, CLAY & CO.** Wholesale offices, 741 Mission street, San Francisco, Cal. Market ukuleles and Hawaiian sheet music books.
- SOUTHERN CALIFORNIA MUSIC CO.** Executive offices, 332 South Broadway, Los Angeles, Cal. Market the "Rolando" disc record file to set in talking machines.
- VESTA SALES CO.** Executive offices, 348 Southport avenue, Chicago, Ill. Manufacture the "Vesta" cover support.
- WADE & WADE.** Executive offices, 3807 Lake Park avenue, Chicago; factory, Chicago. Est., 1907. Manufactures fibre needle cutters, various screws and parts for different makes of machines.
- ILSLEY-DOUBLEDAY & CO., Inc.** Executive offices and factory, 229 Front street, New York City. Est., 1853. Manufactures "Ilsley's" graphite phono spring lubricant; "Eureka" noiseless talking machine lubricant, greases, lubricating oils and graphite.
- KEYSTONE MINERALS CO.** Executive offices, 329 Broadway, New York City; factory, Antefort, Pa. Est., 1908. Manufactures rotten stone.
- THE LOUISVILLE VENEER MILLS, INC.** Executive offices and factory, Louisville, Ky. Manufactures "built up" stock and veneers.
- LUCKY 13 PHONOGRAPH CO.** Executive offices, 3 East Twelfth street, New York City. Est., 1913. Markets cover supports, needle cups, continuous hinges and cabinet hardware.
- LYON & HEALY.** Executive offices, Chicago, Ill. Manufactures lubricants.
- MEYERCORD CO.** Executive offices, 133 West Washington street, Chicago; factory, Chicago. Est., 1894. Manufactures decalcomania name plates for manufacturers and dealers.
- WILLIAM F. NYE.** Executive offices and factory, New Bedford, Mass. Est., 1865. Manufactures oil.
- PHANTOM METER CO.** Executive offices and factory, Needham, Mass. Est., 1916. Manufactures instantaneous speed indicators or tuning timers for use with alternating current electric light.
- GEORGE A. SMITH-SCHIFFLIN CO.** Executive offices, 126 Liberty street, New York City. Est., 1912. Manufacturers of decalcomania transfer name plates, price marks, etc.
- WADE & WADE.** Executive offices, 3807 Lake Park avenue, Chicago. Est., 1907. Manufactures "Wadopolish" "Wadolatum," "Wado-oil" and a spring barrel lubricant.
- WEBER-KNAPP CO.** Executive offices and factory, Jamestown, N. Y. Est., 1900. Manufactures hardware, lid supports, needle cups, knobs, etc.

ATTACHMENTS

- COMBINATION ATTACHMENT CO.** Executive offices, 209 South State street, Chicago. Est., 1915. Manufactures "Orotund" sound reproducers, tone arms and attachments for all standard machines.
- DISK-LITE MFG. CO.** Executive offices, 2611 Adams Mill road, Washington, D. C. Manufactures "Disk-Lite" electric light for all makes of talking machines.
- DUO-TONE CO.** Executive offices, Ansonia, Conn. Est., 1917. Manufactures "Duo-Tone" needle attachment and "de Luxe" needles.
- EMPIRE PHONO PARTS CO.** Executive offices, 427 South Wabash avenue, Chicago, Ill.; factory, 1102 West Ninth street, Cleveland, O. Est., 1912. Makes attachments for Edison, Victor and Columbia machines.
- HOFFAY TALKING MACHINE CO., INC.** Executive offices, 3 West Twenty-ninth street, New York City. Est., 1915. Manufacturers of the Hoffay "Resurrectone" and "Half-Fork Tone" sound boxes.
- F. C. KENT & CO.** Executive offices and factory, 24 Scott street, Newark, N. J.
- NEW ENGLAND TALKING MACHINE CO.** Executive offices and factory, 16 Beach street, Boston, Mass. Est., 1913.
- RECORD-LITE CO., INC.** Executive offices, 133 Second street, Milwaukee. Manufacturers of fibre needle cutters and record lights for all makes of talking machines.
- RE-PLA-STOP CO.** Executive offices, Cincinnati, Ohio. Manufactures "Re-Pla-Stop" attachment for repeating records on all machines.
- THE UNION PHONOGRAPH SUPPLY CO.** Executive offices, 1100 West Ninth street, Cleveland, O.
- UNISET REPRODUCER CO.** Executive offices, Cable Building, Chicago, Ill. Manufacture "Uniset" reproducer for playing both lateral and vertical cut records.
- VICSONIA MANUFACTURING CO., Inc.** Executive offices and factory, 313 East 134th street, New York City. Manufactures "Vicsonia" reproducer.
- T. F. WALSH PHONOGRAPH SUPPLY CO.** Executive offices, 631 Euclid avenue, Cleveland, O. Manufacture attachments for playing lateral cut records on Edison and Pathé machines; also attachments for playing vertical cut records on Victor and Columbia machines.
- B. & H. FIBRE MFG. CO.** Executive offices, 33 West Kinzie street, Chicago; factory, Chicago. Est., 1907. Manufactures fibre needles.
- BRILLIANTONE STEEL NEEDLE CO., INC.** Executive offices, Marbridge Building, New York. Manufactures "Brilliantone" steel needles.
- COMBINATION ATTACHMENT CO.** Executive offices, 209 South State street, Chicago; factory, Chicago, Ill. Est., 1915. Manufactures jewel points, sapphires and diamonds.
- DUO-TONE CO.** Executive offices, Ansonia, Conn. Est., 1917. Manufactures "Duo-Tone" needle attachment and "de Luxe" needles.
- EMPIRE PHONO PARTS CO.** Executive offices, 427 South Wabash avenue, Chicago, Ill.; factory, 1102 West Ninth street, Cleveland, O. Est., 1912. Manufactures Zephyr multi-playing needles.
- FAVORITE PHONOGRAPH ACCESSORY CO.** Executive offices, 1491 DeKalb avenue, Brooklyn, N. Y. Markets steel needles.
- FRED GRETSCH MFG. CO.** Executive offices and factory, 58 Broadway, Brooklyn, N. Y. Manufactures "Violaphone" steel needles.
- OTTO HEINEMAN PHONOGRAPH SUPPLY CO., INC.** (Meisselbach Division.) Executive offices, 25 West Forty-fifth street, New York City; factory, Newark, N. J. Est., 1887. Manufactures sapphire and diamond point needles.
- OTTO HEINEMAN PHONOGRAPH SUPPLY CO., INC.** (Dean Division.) Executive offices, 25 West Forty-fifth street, New York City; factory Putnam, Conn. Est., 1899. Manufactures "Dean" steel needles.
- INDEPENDENT TALKING MACHINE CO., Inc.** Executive offices and factory, 54 Bleecker street, New York City. Est., 1913. Manufactures sapphire needles.
- LUCKY 13 PHONOGRAPH CO.** Executive offices, 3 East Twelfth street, New York City. Est., 1913. Markets steel and jewel needles.
- MERMOD & CO.** Executive offices, 505 Fifth avenue, New York City. Factory, Ste. Croix, Switzerland. Est., 1816. Manufactures sapphire and diamond needles.
- ONEIDA IMPORTING CO.** Executive offices, 47 East Ninth street. Markets steel needles.
- PROGRESSIVE PHONOGRAPHIC SUPPLY CO.** 145 West Forty-fifth street, New York. Sole distributors of "Wall Kane" needles.
- RECORD NEEDLE & MANUFACTURING CO.** Executive offices, Manhattan Building, Milwaukee, Wis.; factory, Milwaukee. Manufacture "Steelcraft" steel needles.
- RENE MFG. CO.** Montvale, N. J. Manufactures steel needles.
- SONORA PHONOGRAPH CORPORATION.** Executive offices, 57 Reade street, New York City. Manufactures the "Multi-playing" jewel needle.
- SUPERTONE NEEDLE WORKS.** Executive offices, 18 West Twentieth street, New York. Manufactures Supertone steel needles, multi-playing "magnedo" and "electro" needles, also jewel needles.
- VALLORRES JEWEL CO.** Executive offices and factory, Lancaster, Pa. Manufacture sapphire ball jewels, recording jewels and Vallorbes semi-permanent needles for playing lateral cut records.
- VICTOR TALKING MACHINE CO.** Executive offices and factory, Camden, N. J. Manufactures steel needles and Victor "Tungs-Tone Stylus" semi-permanent needles.
- CLIFFORD A. WOLF.** Executive offices, 65 Nassau street, New York City; factory, Brooklyn, N. Y. Est., 1911. Manufactures sapphire and diamond needles for recording and reproducing.

ALBUMS, ENVELOPES,

- AUGUR, SWYERS & MACHOLD.** Executive offices, 461 Eight avenue, New York City. Manufactures faucy record boxes for Christmas, etc.

- CLEMENT BEECROFT.** Executive offices, 309 West Susquehanna avenue, Philadelphia. Est., 1911. Manufactures record envelopes and record holders.
- BOSTON BOOK CO., Inc.** Executive offices, 43 West Fourth street, New York. Est., 1911. Manufactures record albums.
- LEWIS C. FRANK.** Executive offices, 654 Book Building, Detroit, Mich. Markets record delivery envelopes, monthly supplement envelopes and corrugated sheets.
- J. L. GILLESPIE CO.** Executive offices, Pittsburgh, Pa. Manufactures record envelopes, stock record pockets, paper products.
- INDEXO PHONO RECORD FILE CO.** Executive offices and factory, 16 Wooster street, New York City. Manufactures "Indexo" record holders.
- NATIONAL PUBLISHING CO.** Executive offices, 239 South American street, Philadelphia; factory, Philadelphia. Est., 1863. Manufactures "National" record albums.
- NEW YORK ALBUM & CARD CO.** Executive offices and factory, 23 Lispenard street, New York City. Est., 1910. Manufactures "Nyacco" record albums.
- PLAZA MUSIC CO.** Executive offices, 18 West Twentieth street, New York. Manufactures record albums, stock and delivery envelopes.
- READY-FILE CO., Inc.** Executive offices, Castle Hall Bldg., Indianapolis, Ind. Manufactures record files.

MISCELLANEOUS

- WOODWARD CLINTON.** Mount Vernon, N. Y. Manager of concerts for several artists making talking machine records.
- KOHLER & CAMPBELL, INC.** Executive offices and factory, Eleventh avenue and Fiftieth street, New York. Manufactures "Kohler & Campbell" line pianos and player-pianos.
- JOS. MUSANTE.** Executive offices, 69 Center street, New York. Electroplating of tone arms, etc.
- PHONOGRAPH CLEARING HOUSE, INC.** Executive offices, 51 East Forty-second street, New York. Markets cabinets, motors, accessories, needles and machines.
- TALKING MACHINE REPAIR & SALES CORPORATION.** Executive offices, 176 Sixth avenue, New York City. Est., 1916.
- H. A. WEYMANN & SON.** Executive offices, Chestnut street, Philadelphia. Manufactures "Keystone State" strings for stringed instruments.

LONDON MARKETS

- GRAMOPHONE CO., Ltd.** Manufactures "Victor" and "Victor Victrola" machines and Victor line of records and have branches and agencies through Denmark, France, Spain, Sweden, Russia, India, Australasia, New Zealand, South Africa, East Africa, Holland, Italy, Egypt and England.
- J. E. HOUGH, Ltd. (EDISON BELL WORKS).** Executive offices, Gleggall Road, Peckham, London. Manufacture "velvet-face" (V. F.) records, ten-twelve-inch, lateral cut, retail price two-six to four shillings.
- LEVETUS & CO.** Executive offices, 6194 Bishops Gate, London, E. C. 2, England. Market needles.
- THE INVICTA RECORD COMPANY, Ltd.** Executive offices, No. 1 New Inn Yard, London, E. C. Manufactures "Invicta" line of records.
- REX GRAMOPHONE CO.** Executive offices, 2 Elizabeth place, Rivington street, London, E. C. 2, England. Manufacture horn, hornless and portable talking machines.
- W. H. REYNOLDS, Ltd.** Executive offices, 45 City Road, London, E. C. Est., 1915. Manufactures "Reyno Carbo" main-springs and talking machine parts. Also markets records.
- SOUND RECORDING CO., LTD.** 18 Swallow street, Piccadilly, London.
- J. STEAD & COMPANY, Ltd.** Executive offices, Sheffield, England. Manufactures talking machine springs.
- LOUIS YOUNG & CO.** Executive offices, 54 City Road, London, E. C., England. Market gramophones all types. Also motors, tone arms, sound boxes, needles, etc.

SUPPLIES, ETC.

- CHICAGO HINGED COVER SUPPORT & BALANCE CO.** Executive offices, 144 South Wabash avenue, Chicago; factory, 2242 West Sixty-ninth street, Chicago. Est., 1915. Manufactures balanced cover supports.
- DISPLAY SERVICE CO.** Executive offices, 113 West Seventeenth street, New York City. Manufacturers of art window displays, hangers, etc.
- FAULTLESS CASTER CO.** Executive offices and factory, Evansville, Ind. Manufacturers of the "Faultless" pivot bearing caster for all kinds of talking machines.

NEEDLES, JEWELS, ETC.

- W. H. BAGSHAW.** Executive offices and factory, Lowell, Mass. Est., 1870. Manufactures steel needles.
- BLACKMAN TALKING MACHINE CO.** Executive offices, 97 Chambers street, New York. Manufactures "Playrite" and "Melotone" steel needles.

We would greatly appreciate it if our advertisers and subscribers will advise us promptly regarding any errors which they may notice in this directory.

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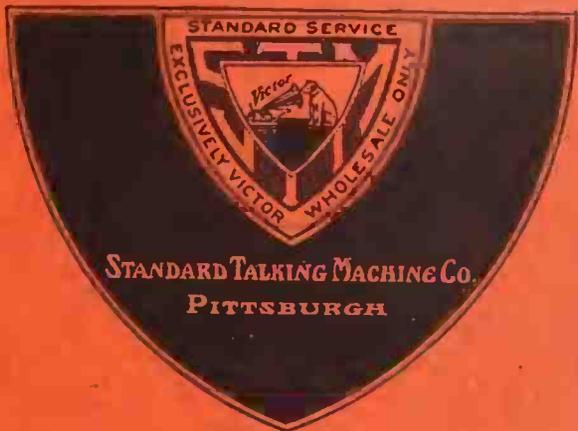
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Atlanta, Ga., Columbia Graphophone Co., 63 N.
Pryor St.
Baltimore, Md., Columbia Graphophone Co., 111
West German St.
Boston, Columbia Graphophone Co., 137 Federal
St.
Buffalo, N. Y., Columbia Graphophone Co., 622
Main St.
Chicago, Ill., Columbia Graphophone Co., 14 N.
Michigan Ave.
Cincinnati, O., Columbia Graphophone Co., 117-
119 W. Fourth Ave.
Cleveland, O., Columbia Graphophone Co., 1376
Euclid Ave.
Dallas, Tex., Columbia Graphophone Co., 1011
Elm St.
Denver, Colo., Columbia Stores Co., 1608 Glen-
arm Place.
Detroit, Mich., Columbia Graphophone Co., 401
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Pittsburgh, Columbia Graphophone Co., 101
Sixth St.
Portland, Me., Columbia Graphophone Co., 43
Exchange St.
Portland, Ore., Columbia Graphophone Co., 429-
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Salt Lake City, Utah, Columbia Stores Co.,
221 South West Temple.
San Francisco, Cal., Columbia Graphophone Co.,
334 Sutter St.
Seattle, Wash., Columbia Graphophone Co., 911
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Spokane, Wash., Columbia Stores Co., 818
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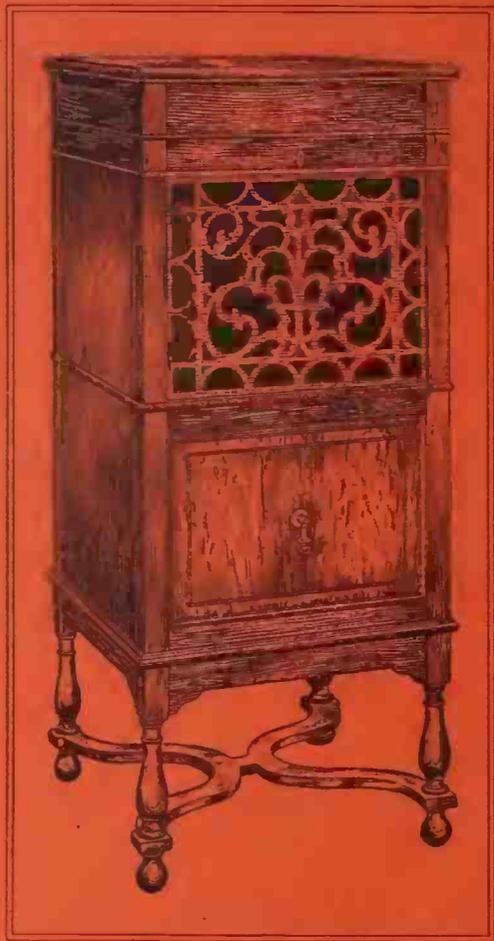
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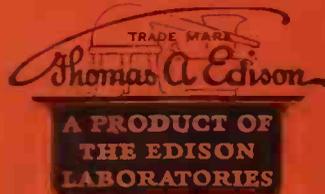
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COLORADO
Denver—Denver Dry Goods Co.
CONNECTICUT
New Haven—Pardee-Ellenberger Co., Inc.
GEORGIA
Atlanta—Phonographs Inc.
ILLINOIS
Chicago—The Phonograph Co.
James I. Lyons. (Amberola only.)
INDIANA
Indianapolis—Kipp Phonograph Co.
IOWA
Des Moines—Harger & Blish.
Sioux City—Harger & Blish.

LOUISIANA
New Orleans—Diamond Music Co., Inc.
MASSACHUSETTS
Boston—Pardee-Ellenberger Co.
MICHIGAN
Detroit—Phonograph Co., of Detroit
MINNESOTA
Minneapolis—Laurence H. Lucker.
MISSOURI
Kansas City—The Phonograph Co. of Kansas City.
St. Louis—Silverstone Music Co.
MONTANA
Helena—Montana Phonograph Co.
NEBRASKA
Omaha—Shultz Bros.
NEW JERSEY
Paterson—James K. O'Dea (Amberola only.)
NEW YORK
Albany—American Phonograph Co.

New York—The Phonograph Corp. of Manhattan.
Syracuse—Frank E. Bolway & Son, Inc.
W. D. Andrews Co. (Amberola only.)
Buffalo—W. D. & C. N. Andrews Co. (Amberola only.)
OHIO
Cincinnati—The Phonograph Co.
Cleveland—The Phonograph Co.
OREGON
Portland—Edison Phonographs, Ltd.
PENNSYLVANIA
Philadelphia—Girard Phonograph Co.
Pittsburgh—Buehn Phonograph Co.
Williamsport—W. A. Myers.
RHODE ISLAND
Providence—J. A. Foster Co. (Amberola only.)
TEXAS
Dallas—Texas-Oklahoma Phonograph Co.

El Paso—El Paso Phonograph Co., Inc.
UTAH
Ogden—Proudfit Sporting Goods Co.
VIRGINIA
Richmond—C. B. Haynes & Co.
WISCONSIN
Milwaukee—The Phonograph Co. of Milwaukee.
CANADA
Montreal—R. S. Williams & Sons Co., Ltd.
St. John—W. H. Thorne & Co., Ltd.
Toronto—R. S. Williams & Sons Co., Ltd.
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