

The TALKING MACHINE WORLD

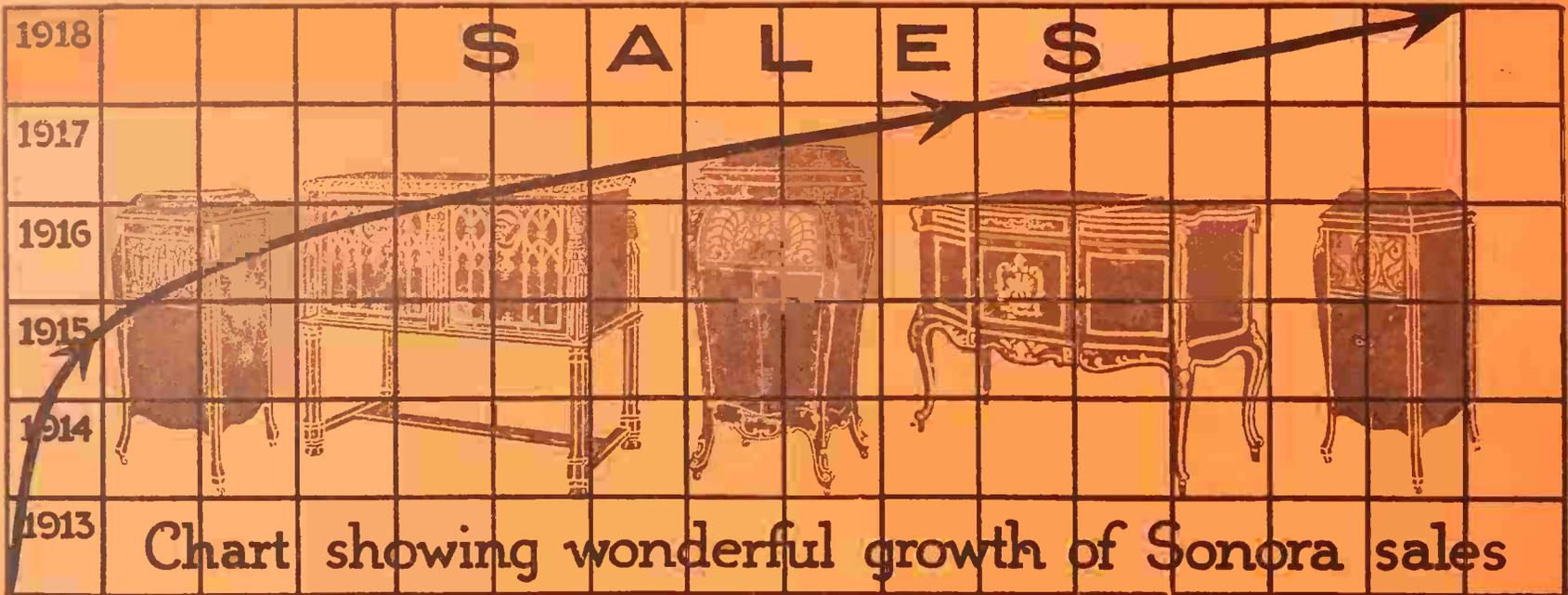
For the
makers &
sellers of
talking
machines

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



The best-known trade-mark in the world

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



THE INSTRUMENT OF QUALITY

Sonora

CLEAR AS A BELL



THE instrument of magnificent and matchless tonal beauty which commands cash payments and which is in such favor with the public that it is probably the most "oversold" phonograph in the world today is the Sonora.

With enlarged factory facilities we hope soon to be able to care for additional dealers. If you are interested in handling The Highest Class Talking Machine in the World write today for information.

Superb Standard Upright and Period Styles

\$50 to \$1000

Sonora Phonograph Sales Company, Inc.

GEORGE E. BRIGHTSON, President

Executive offices: 279 Broadway, New York.

Demonstration Salons, New York: Fifth Avenue at 53rd Street.
50 Broadway (Standard Arcade)

Canadian Headquarters: Ryrie Building, Toronto

Export Department: 417 West 28th Street, New York, U. S. A.

Sonora Semi-Permanent Silvered Needles, play from 50 to 100 times and are used on ALL MAKES of steel needle records. Because of these and other remarkable features, Sonora needles continue their triumphal progress. To get prompt delivery place your order AT ONCE.

The Talking Machine World

Vol. 15. No. 4

New York, April 15, 1919

Price Twenty-five Cents

TALKING MACHINE AND THE DANCE

Popularity in That Connection Due to the Fact That It Enables the Dance Enthusiast to Have the Music He Wants When He Wants It

Some one has said that the modern dance craze is the result of the talking machine. This may be a trifle exaggerated, but there is much truth behind the idea. If it had not been possible to bring music—dance music—into every home by means of the talking machine, the dance craze would probably have been confined to a certain class of people who frequent public places where music is always to be had.

It is in the home, at the club, cottage, seashore, wherever young people gather for a good time, that the talking machine furnishes the brightening touch. We dance when we are happy, when the spirit moves. We want to dance when we want to, but if we are obliged to wait until an orchestra plays our music, our enthusiasm soon wanes. Of course, an orchestra has certain advantages, but that is in another sort of environment. We ordinary mortals cannot have a five-piece orchestra always at our elbow waiting for us. We depend on our talking machine, and keep up with the times by getting the latest song hits as they appear.

We may want a fox-trot, "jazz," or just the "blues," and with a turn of the hand the music comes forth. It is all so utterly convenient that there is no getting away from it. Not that we want to be lazy—but a labor- and time-saving device that never fails is something we cannot afford to do without. If we like to dance we can do so when and where we please if we have our talking machine. Whether it really is responsible for the dance craze or not is of very little interest to us. All we are interested in is the fact that it is ever ready to serve us well, and we wouldn't want to get along without it.

THE TALKING MACHINE AS A MONEY TESTER—MY WORD!

From England We Learn of Money That Speaks for Itself—Picture the Possibilities in This Connection—What a Field It Opens Up to Enterprising Talking Machine Men

Money-making schemes are as numerous as the leaves of the forest, and most of them last just about as long. Many have tried to make money and have spent the fruits of their labor looking at the world from between iron bars, all because they thought they could counterfeit that little slip of paper and have all the money they wanted for the rest of their lives. From England comes the story of a man who has invented a new kind of bank note that has something in common with a talking machine record.

The secret of this new bank note consists of having, along the edge of the paper, certain lines similar to the grooves in a record, which, when placed in a machine, will produce words or sounds proving the note to be genuine. The human imagination certainly does outdo itself occasionally.

Picture to yourself the possibilities of such a bank note. How the sale of talking machines would increase! Every man would have to have a machine on which he could test his money on Saturday night; our banks would be turned into music halls, and new slogans, such as "New Songs for New Money," would appear everywhere. Our dollar bill, being the standard, would have to have some classical melody befitting its dignity, testifying to the fact that it was born in the Treasury Department at Washington. The two-dollar currency, being a little more unusual, would necessitate a type of music a trifle out of the ordinary, and for the dear old "V" we would need something companionable and intimate, something suitable for an old and steady friend, and perhaps something with a touch of home in it, so that he might be induced to stay with us a little longer.

TALKING MACHINE EXPORTS GROW

Exports, Including Records, for Seven Months Ending January 31, 1919, Total \$2,320,393

WASHINGTON, D. C., April 6.—In the summary of exports and imports of the commerce of the United States for the month of January, 1919 (the latest period for which it has been compiled), which has just been issued, the following figures on talking machines and records are presented:

The dutiable imports of talking machines and parts during January, 1919, amounted in value to \$26,299, as compared with \$30,946 worth, which were imported during the same month of 1918. The seven months' total ending January, 1919, showed importations valued at \$143,312, as compared with \$190,778 worth of talking machines and parts imported during the same period of 1918.

Talking machines to the number of 3,904, valued at \$114,331, were exported in January, 1919, as compared with 5,731 talking machines, valued at \$150,649, sent abroad in the same period of 1918. The seven months' total showed that we exported 26,391 talking machines, valued at \$779,606, as against 54,796 talking machines, valued at \$1,520,738 in 1918, and 44,943 talking machines, valued at \$1,111,761 in 1917.

The total exports of records and supplies for January, 1919, were valued at \$330,829, as compared with \$164,074 in January, 1918. For the seven months ending January, 1919, records and accessories were exported valued at \$1,540,787, as compared with \$1,171,138 in 1918, and \$877,283 in 1917.

The Rorolo Talking Machine Co. has been incorporated in Brooklyn, with a capital of \$20,000, by J. Monteleone and S. and C. J. Rotolo, 774 Hart street.

In this country what a chaos would be created by this musical money! Suppose some one turned out a "best seller" and had it recorded on a bank note. There would be a rage for this particular note, and before all the banks there would be long lines of people waiting to change five of last year's song hits for one of the latest. Business would be demoralized, for the tired business man, infected with the germ of jazz, would neglect his tradesmen while he reworded his bank note phonograph for the twentieth time. Children would no longer be satisfied with a dime for raking the leaves from the lawn—they would howl for ragtime till they got it. The high cost of living would soar to heights unknown, for the world would go music mad instead of money mad.

The bills of higher denomination naturally would call for music of a higher type. In these modern days of competition we would have thousands of budding song writers besieging the doors of the Treasury Department, and our worthy representatives in Congress would spend their time trying to get their friends' songs accepted for the next issue. Diplomatic notes to foreign countries would bear the national anthem, with perhaps a few lines of some favorite song of the foreign ambassador to be sure that he would be in a pleasant frame of mind and give the matter due consideration.

The idea could very easily be made to include writing paper for both business and private correspondence, and everyone could have his own individual preference for music incorporated in his note paper. In short, the possibilities are almost unlimited, and who can foresee what the future will bring forth?

KNOW PEOPLE IN YOUR TERRITORY

Being Able to Cater to the Particular Tastes of Your Prospects at the Right Time Means Business Development of the Right Kind

There is a great deal in knowing the kind of people in your own particular section, especially in the "talker" trade. Different nationalities favor different musical instruments and different types of music. In addition to the regular line of popular music, which is almost universal in its appeal, there is the music of special nationalities, dear to those who, although at present in this country, have yet the fondness for the things of their native lands. There are the Irish ballads loved by every son and daughter of the Emerald Isle, and the love songs of Scotland, with their memories of heather and fen and the strains of the martial bagpipe.

These records really sell themselves to the particular class who cares for them. Dealers in various parts of the country say that they do not need to advertise these records beyond an occasional window card showing new arrivals, for the people themselves are on the watch for them. Although we believe the trade in these records could be greatly increased by proper publicity in windows and newspapers, business flows along on the same even level, at least for some time past, equal to the obtainable supply. As people become more accustomed to having music in their homes their tastes become more discriminating, and they stick to that class of music which brings them the greatest amount of real enjoyment. Each to his own taste, especially in the line of music.

WHY RECORDING SINGERS GO CRAZY

Werrenrath Sets Forth Some of the Questions That He Has Been Called Upon to Answer

Reinald Werrenrath, popular baritone, has supplied the Victor Talking Machine Co. with a touching little article entitled "Why Recording Singers Go Crazy; Being a Few of the Questions Put to One Reinald Werrenrath During His Fourteen Years in the Talking Machine Game." The questions follow, but it is only fair to say that the last time we saw Werrenrath he was still quite sane:

1. How much does Caruso make a year? (Sometimes McCormack is used in recent years.)
2. How do you make a record?
3. I'd like to make some records for the Victor Co.—how do I go about it?
4. When you make records how far do you stand from the recording apparatus?
5. How does it feel to hear your own voice on the Victrola?
6. Of course, you are a Victor artist, but don't you admit that the Dingbat people get out a much better machine?
7. I have just written a song that the publishers say is better than "Little Grey Home in the West." Won't you make a record of it?
8. (And my favorite, actually occurring but once.) Won't it be a comfort for your family to hear your voice on the Victor after you are dead?

TO INTRODUCE SONORA ABROAD

A. F. Bramley Leaves for Paris—Will Visit Many European Points in Sonora Interests

A. F. Bramley, head of the Sonora export department, left New York recently bound for Paris. Mr. Bramley took with him a number of Sonora phonographs and is preparing to introduce this instrument to the French people. After exhibiting the Sonora at important fairs in France, Mr. Bramley will visit Italy, England, South Africa and South America, returning to New York late in 1920.

Small Payment Plan in Talking Machine Selling Should Be Strongly Opposed :: By Warfield Webb

There are two evils that should be ever bitterly opposed in the talking machine industry. These are: Price cutting and small payments. Either of these can do a great deal of harm, not only to the individual who adopts such a plan, but to the general trade. The evil is done on account of the effect that it has on the public. Let one man inaugurate a cut price or small payment method, and it does not take long for the public to become aware of it, and what follows? Why, the average customer feels that he is entitled to better terms than he otherwise might hope to obtain.

There are many notable reasons in these times for strict adherence to good prices, and the obtaining of cash or as large payments as can be obtained. It is a serious mistake to advertise that on given days a payment of \$1.00 down and \$1.00 per week will be accepted in payment of a phonograph or talking machine. It is a mistake to give this idea publicity and a very serious mistake to make it a habit or to even encourage it. If a customer can purchase a talking machine at all—that is, a machine that is above the commonplace—then he should be able and willing to make a cash payment for it, and if not able to do this he should make a down payment of at least 10 or 15 per cent. of the retail price. This will be a fair down payment, and if it is followed up with substantial weekly or monthly payments it will be a good plan.

In ordinary times, with a large stock of high-grade machines to offer the trade, there is less strenuous care demanded as to the amount of the down and monthly payments, when the factor of competition to make sales is calculated to urge the dealers to adopt methods that, while inadvisable, might be looked upon with a little consideration.

But when conditions obtain such as have been in vogue for some months, and which will be sure to continue for a considerable period to come, what is the use of urging sales on long-time terms when the demands and the stock supply do not necessitate it? There is and has been a scarcity of talking machines in the market. The manufacturers are and will be handicapped for a time as yet. There is no help for this, and the part that the dealer wants to do now is to co-operate with the manufacturer and see that he is not placed in a position that makes his lot even more difficult than it is now.

It is not any great trouble now to sell talking machines. No, the trouble lies in being unable to secure the stock that most of the dealers are so eager to obtain. For a long time there has been a limited number of machines on the market. The demands are still very active. The sales come readily enough now. Why not then obtain the best class of customers for the stock that you have to offer the trade? The customers who are able to buy talking machines at this time—not merely to purchase them without due consideration as to the obligation of paying for

*With Customers as
Plentiful as at Present
Cash Should
Be Insisted Upon*

them—should be able and glad to make a cash payment that will make it worth the dealer's time to close the sale.

He can readily enough sell his machines to good customers, and why is there a need for urging sales by inducements that are of no possible value to him and of injury to the customer who is given a false idea of the value of the purchase made? Customers are coming rapidly enough to the stores to-day. There is no reason for urging purchases when the payments cannot be in keeping with the nature of the sale. It is an unwise plan to advertise low terms and to seek to bring about an obligation on the part of the customers that will be hard for them to fulfil, and that will decrease your stock supply and tie you up in a way that is not agreeable.

When it is just as easy to get a good price and good terms for the sale of a talking machine, why not do so? This is sure to be a help to your customer in being able to get a machine that is worth the sale—of course, in this case you are selling a make that is of a high order—

and he can also more quickly reduce his obligation. The latter feature is something that should not be passed by as a mere trifle. It is so much easier to be content with a purchase that is paid for in a short time than were it dragged out for months. Thus it becomes a burden, and the longer it is carried the heavier it becomes until there arises in the mind a feeling of repugnance to the article.

If you are making sales to parties who are becoming imbued with this idea on account of the long time that payments extend, then we can readily enough see a reason why there will be many unsatisfactory sales. These can be made just the opposite by our regard for the higher payment plan.

Therefore let the payments be as large as possible. Let the cash payment be at least not less than 10 or 15 per cent. of the sale price and the other payments based on this same idea. Then keep up the price that is asked for the machine, and encourage all cash sales. There is always a gain in profit to the dealer when he gets the cash. The delays and annoyances that often accompany the long-time payment plan can be obviated, and this is a big help.

This brings up another matter in this connection. The cost, annoyance, delays, worries and losses, repossessions and other experiences make sales often so unsatisfactory to the dealer when the payments cover an unusual long time that the profit is really eaten up before the machine is paid for, if it is paid for at all. Are these things not sufficient in themselves to make the dealer hesitate a long time before he seeks to gain trade in this way?

There is a special reason now for making the best effort possible to make the word "sale" all that it implies. Make it a profit-making event, and not merely another reason for increasing your worries and adding its bit to your expenses, and in this way making your business anything but a pleasure.

Keep before you the idea that the business can be had to-day by an effort in the right direction, and this consists of making your place attractive, your treatment courteous, your prices right and your eagerness to give good service to your trade. If you can give these in return for sales, the sales will come, and they will be of the better kind, too, and that is what you are certainly seeking.

PRINCIPLE AND INTEREST IN DITSON VICTOR SERVICE

THE PRINCIPLE of Ditson Service is a permanent factor—
designed to give the dealer much more than just the goods.
OUR INTEREST in every order goes much further than our
shipping platform—right into the dealer's store.

*IT'S SERVICE TO BE APPRECIATED WHETHER
GOODS ARE SCARCE OR PLENTIFUL :: ::*

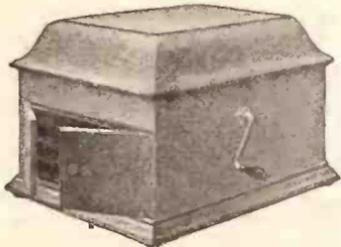
OLIVER DITSON CO.
BOSTON

CHAS. H. DITSON & CO.
NEW YORK

Victrola IV, \$25
Oak



Victrola VIII, \$50
Oak



Victrola X, \$90
Mahogany or oak



Victor Supremacy

Victor Supremacy is the natural reward of merit.

And it is responsible for the success of every Victor retailer.

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

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

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

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

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



Victor Wholesalers

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

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

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

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.



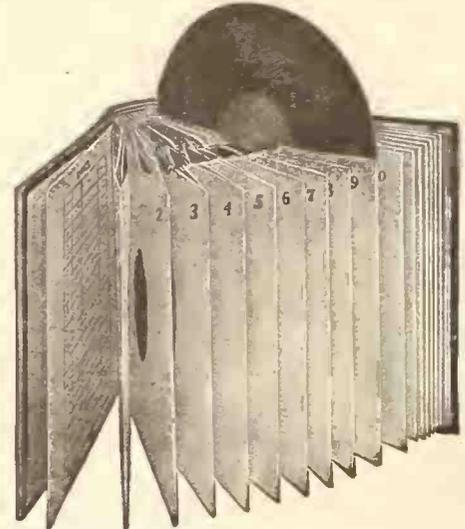
MAKING THEIR SELECTION

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.

The Elite Phonograph Co. has been incorporated in Philadelphia by Pearson Cummin, of Devon. The capital stock is \$10,000.

PEERLESS RECORD ALBUMS

REPRESENT ALL THAT QUALITY,
MATERIAL AND SKILLED WORKMANSHIP
CAN PRODUCE

Mr. Dealer :

ASIDE FROM THE immediate profit, there is also an endless amount of future record business to be derived from the sale of record albums. An empty album is like an empty garage behind a new house—a constant reminder that something is missing—an enduring inspiration to the phonograph owner to buy more records.

Mr. Manufacturer :

WE ARE SPECIALISTS in exclusive designs and would like to submit samples of a Peerless Quality Album that might be used in connection with your regular product.

DELIVERIES AT ONCE, NO ORDER TOO SMALL FOR OUR MOST CAREFUL ATTENTION, NONE TOO LARGE FOR OUR CAPACITY

PEERLESS ALBUM COMPANY

(Incorporated)

43-49 BLEECKER STREET
NEW YORK CITY

Phil Ravis, President

MUSIC'S MESSAGE FOR DAVENPORT

George W. Pound, General Counsel of the Music Industries Chamber of Commerce, to Address the Dealers in That City on May 7

DAVENPORT, IA., April 5.—Music dealers, including talking machine men, in this city and neighboring territory are much interested in the coming visit of George W. Pound, general counsel of the Music Industries Chamber of Commerce, who will be in Davenport on May 7 and 8 for the purpose of informing the retailers of what has been done and what is being done in the way of furthering musical interest in the United States.

E. A. Schmidt, head of Schmidt's Music House, is chairman in charge of the local arrangements, and L. A. Murray, of L. A. Murray & Co., is looking after the publicity. Both men are working hard.

In speaking of Mr. Pound's coming visit Mr. Murray said:

"We have heard music dealers refer to Mr. Pound as a 'war-time bacon saver,' and we will all agree that the signing of the armistice has in no way slackened his pace. The general tone of his correspondence gives us the impression that Mr. Pound is in no mood to lay down his tools, but, on the contrary, he sets about his work with new enthusiasm, and the success he meets with depends almost entirely upon the support accorded by the music trade.

"Mr. Pound's visit to Davenport is his only stop between Omaha and Chicago, and local dealers are naturally very enthusiastic over his coming, and are planning a fine reception. We would like to guarantee Mr. Pound that every dealer, wholesaler, jobber or manufacturer who deals in anything pertaining to music within the boundary lines of Iowa and western Illinois will be present at the banquet on the night of May 7."

Cave-man methods may have produced a sale, but they never yet produced a repeat order.

NEW STORE IN LONG BEACH, CAL.

The Long Beach Music Co. has opened a new store at 221 East First street, Long Beach, Cal., H. N. Elliot, well known in the business of that city, will be the manager. This company is exclusive agent for the Columbia Grafonola, and will carry in addition a large stock of sheet music.

The psychology of salesmanship is nothing less than the application of the psychology of human nature. This is a fact which some people apparently overlook.



Be Fair to Yourselves

Investigate what opportunities there are for you in selling the

CORTINA Phone-Method

It means profits on records, machines and text books.

Send for full information. Advertising matter and window displays.

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



Victrola IV, \$25
Oak



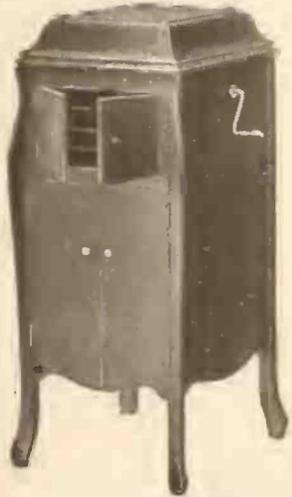
Victrola VI, \$35
Mahogany or oak



Victrola VIII, \$50
Oak



Victrola IX, \$60
Mahogany or oak



Victrola X, \$90
Mahogany or oak



Victrola XI, \$115
Mahogany or oak

Victor Supremacy

The supreme qualities that make the Victrola the certain choice of a discriminating public are equally important factors in the success of Victor retailers.

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



Victrola XIV, \$175
Mahogany or oak



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



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

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

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

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 Cable Address: "Elbill," New York.

NEW YORK, APRIL 15, 1919

WE are face to face with extraordinary developments in every phase of business in America to-day. Manufacturers in the talking machine and record fields whose business was seriously disrupted through their patriotic efforts to help Uncle Sam win the war are now rapidly increasing their output and within a few months normal pre-war conditions will be attained. This is a situation which will bring joy to an army of dealers. Meanwhile all branches of business continue to be extremely active, with the demand exceeding the supply.

This development does not mean that there will not be problems to meet and handle and that our path will be as flowery as we now anticipate. It means, however, that the nation's foundation is solid and sound despite the fact that there are some factors in the industrial situation which are irritating. We have a handful of extremists who have got to be taken in hand and made to realize that this is the United States and not Europe, and on the other hand we must watch those who would take advantage of public susceptibility to preach reaction and an impossible return to outworn ways.

There is no time or room to-day for people of this type. American business cannot be reactionary. Prosperity must not only exist, it must be distributed. The future of the talking machine and the music industry as a whole rests on the growing capacity of the individual consumer. The one hundred richest men will buy only one or perhaps two talking machines for each of their houses, but a million prosperous, middle-class Americans will buy a million talking machines and a great many million records.

Despite the croakers business since the war closed has been rapidly readjusting itself. The masses of the American people are earning good money, and have some to spend. They are ordering talking machines and other musical instruments far in excess of the ability of the manufacturers to provide. Dealers realize these facts and find themselves able to demand prices and terms that are in accordance with sound business principles. It is the time to continue this policy of large cash and short-term sales. The public will recognize the justice and wisdom of this policy and will subscribe to it willingly.

We are entering a new era in the history not only of this nation, but of the world. The League of Nations is born, and this is indicative of international stability—in time. To-day the United States is a large creditor nation and in a condition of financial health that is unparalleled. The banks are filled to bursting with

money, savings deposits have increased immensely, and the approach of the Victory Loan only emphasizes confidence in the ability of the people to support it and thus continue the saving habit.

The demand for talking machines demonstrates that the people to-day, as never before, appreciate the value and importance of music in the home, and find an investment in Government Bonds and talking machines along lines of essential savings, hence it can be said that the economic condition of the country is on the best possible basis, and that the present prosperity will continue for an indefinite period.

It is certainly not a time to view the future through indigo-hued glasses; it is not a time for doubtful forebodings or misgivings. It is true that some men will always worry when times are good, less perchance they cease to be so some day. This is a case of borrowing trouble, and is a mighty illogical and unsound form of reasoning. Conditions to-day are fundamentally safe and sound. The people of the nation realize the importance of a policy of progress and are going to choke reactionism when once they recognize its real danger. We must have courageous thinking and bold speaking if we are to maintain the happiness and increasing prosperity which we to-day so thankfully recognize is ours.

AS a great many members of the talking machine trade are already aware, George W. Pound, general counsel of the Music Industries Chamber of Commerce, is now on a two months' tour of the United States, and before returning to his offices in New York he will have addressed music dealers in over thirty cities, and delivered to them the message of trade unity primarily for the purpose of building up the future of the industry and developing a more general interest in music itself. Mr. Pound started his tour in Pittsburgh on March 18, and will end it in Buffalo on May 18.

It is significant to note that in the cities wherein he has already stopped the talking machine dealers have been prominent among those gathered to hear him, for the work he is engaged in doing is, for the most part, of distinct interest to the talking machine man, as well as to the piano dealer. Anything that tends to develop musical interest, to advance the cause of music and to place the entire industry on a higher plane naturally reacts to the benefit of everyone engaged in any branch of that industry.

Talking machine interests have not taken an active interest in the Music Industries Chamber of Commerce so far as becoming members of that organization is concerned, but that fact should not interfere with the members of this trade joining with piano men and other factors in the industry in any promotion work that will forward the cause of music, and which has for its object the developing of new demands for musical instruments. The National Association of Piano Merchants has broadened its scope, and has readjusted its by-laws to make talking machine dealers, sheet music dealers and others eligible to membership. Whether or not talking machine men take advantage of the opportunity, the fact remains that they can at least join with piano men in local and national campaigns that are calculated to benefit the music industry as a whole. That they are helping in no small measure to make Mr. Pound's trip a success shows that this fact is genuinely appreciated.

THE move now under way to bring together the retail talking machine interests in Ohio, Michigan and neighboring States into one general organization is most interesting and should receive encouragement as one of the initial moves along this line. It is true that The Talking Machine Men, Inc., in New York City took in dealers from the neighboring States of Connecticut and New Jersey, but these members are for the most part located within the immediate vicinity of the metropolis, and those in the further reaches of the State are left out. The move in Ohio and neighboring States is the first to bring together all the dealers in several States into one organization, and it is not going too far to foresee in the success of such an organization the formation of a nucleus for a national association either complete in itself or made up of smaller State bodies.

THE co-operative idea in advertising—that is between manufacturer and jobber—has been one of the gratifying trends in modern publicity. The talking machine industry has been no exception, for every issue of The World witnesses a broader spirit in this

combined appeal to the dealer. Such advertising is forceful and direct, because the manufacturer's announcements are supplemented by those of the jobber who makes known to the dealers in his territory that he is handling the special lines which the manufacturer has introduced to the trade. To use a war phrase, it is a case of using heavy guns—155 howitzers, as compared with rifles. This advertising artillery breaks down all kinds of Hindenburg walls of ignorance, and brings to the attention of the trade the aims set forth they are manufacturers, jobbers or dealers.

Advertising properly conceived and placed is to-day the greatest constructive force in business. It is impossible to think of one succeeding without a proper appreciation of this most essential factor to success. It will be noted that the concerns which believe in publicity are those that make their mark, and this is true whether they are manufacturers, jobbers or dealers.

THE talking machine industry has attained such an eminence in the industrial field that every manufacturer and dealer should be imbued with the desire to maintain business on a quality basis—to produce and sell talking machines and records that will do them credit and add to the prestige of the industry. Never before in history were people so thoroughly cognizant of the essentiality of music as an educational and uplifting factor in the home, and the part played by the talking machine in bringing the best in music to the masses of the people is too well known to need reiteration. This policy can best continue by keeping the trade on that high plane to which it has been developed by the individual efforts of our great manufacturers, who have spent millions of dollars in winning public recognition of the status of the talking machine and records in the domain of music.

Manufacturers and dealers alike should be alert to maintain and develop a high quality standard—one that will dignify the industry and help emphasize the especial place which the talking machine has won as a potent factor in the dissemination of musical knowledge and appreciation. If this is maintained purchasers of talking machines and records will feel that their possession is worth while, and they will consider them with a more complete appreciation of their merits.

INDICATIONS are that those members of the industry who are perhaps going somewhat slow in their buying and their arrangement for producing, in expectation of a lowering of prices in the trade, are going to be mistaken, for there is a combination of circumstances that seems to be against any reduction either in raw materials or finished products.

It may be that the market reports will show a decline in steel prices, and that there may be some downward readjustment in lumber quotations, but the factor that is keeping prices up and promises to keep them up indefinitely is labor. The cost of labor has reached a high level, and may be expected to remain at that

level for at least some years to come. In fact, the tendency seems to be to continue to increase wages either by direct advances or shortening of working hours.

Even in the modern talking machine factory where machinery accomplishes so much, the labor factor is a tremendous one, and it must be remembered that before the raw materials arrive at the factory there has entered into them considerable labor cost, for, as has been frequently explained, the labor cost starts from the time the crude ore is removed from the mine, or the tree felled in the forest, until the finished steel spring or casting, or the finished lumber, is made available for the manufacturer's use.

There are certain business factors regarding the future of which even the most enlightened may be in some doubt, but the labor factor is not one of them, and it is going to prove the dominating element in maintaining high prices for a long period.

THERE are many and varied opinions as to what will happen when this country undergoes the major operation on July 1, and has its booze cut out. There are, of course, those who talk of prohibition being unconstitutional and an infringement of personal liberty. There are others who base their arguments on the fact that some hundreds of thousands of brewery and distillery workers and barkeepers are going to lose their jobs, that some millions of dollars worth of property will be rendered valueless, and that an extra burden will be placed on the ordinary citizen in making up for the revenue lost from the income from liquor taxes and saloon licenses.

What the business man in what is now termed "wet" territory wants to know, however, is to what extent the prohibition move is going to affect his business. Insofar as can be determined from the experiences of talking machine dealers in States that have already been dry for some time, the retailer has nothing to worry about. In fact both talking machine and piano dealers in districts where prohibition already rules declare that they are perfectly willing to forego their daily toddy forever in view of the improved business conditions prohibition has brought, especially in dealing with certain classes of people. It has been found by experience that where the head of the house, be he mechanic, teamster, or laborer, cannot stop at the corner gin mill for a few rounds of drinks on pay night, he has more money to bring home and this money quite frequently finds its way into the coffers of the dealer in musical instruments, either for instalments due, or instalments on new purchases.

It is certain that the 10 or 20 per cent. of his wages that the average drinking man frequently used for decorating the mahogany on pay night, or for the few nights following, will find its way into other channels of trade, and while talking machine dealers will, of course, not get all of this money, they stand an excellent chance of getting a good proportion of it and will certainly not lose out. In fact, if the predictions of the optimist come true, the shortage of machines and records during the holiday season will be as nothing to the dearth of goods to meet the after-July rush.



Give Jobs to Soldiers

If a man can fight for Uncle Sam, he can fight for you—and fighters make good. So give him a job—and a good one.

Give the Pearsall Kid a job packing your shipments of Victrolas and Victor Records, and watch him make good too.



SILAS E. PEARSALL COMPANY

DISTRIBUTORS

WHOLESALE ONLY

Victrolas and Victor Records

10 East 39th Street, New York

INSTALL NEW CONCERT HALL

The P. J. Mann Co., of Worcester, Mass., Appreciate the Value of a Recital Hall as a Means of Cultivating High Class Trade

The New York Talking Machine Co., Victor wholesaler, recently received from the P. J. Mann Co., Victor dealer at Worcester, Mass., a photograph showing a new concert hall which was lately constructed at Mr. Mann's establishment. Notwithstanding the tremendous shortage of Victor products, Mr. Mann has sufficient confidence in the future of this business to make a considerable investment, and rented a store adjoining his establishment, wherein he erected the attractive concert hall shown herewith.

In other words, this Victor dealer has real vision, and his keen business judgment will undoubtedly yield profitable dividends in the very near future.

Commenting upon his new concert hall, Mr. Mann stated that the concerts are well attended and that he is getting excellent results. In addition to playing Victor records, he also employs local artists to give a greater variety to his program. No records whatever are sold and no orders are taken at these concerts.

It is interesting to know that the P. J. Mann Co. has built up a large clientele for Victor Red

Seal records, and the aggressive business methods utilized by this dealer, combined with



P. J. Mann Co.'s Concert Hall

his confidence in the future of the Victor business, have contributed materially to the success he has achieved.

KNIGHT-CAMPBELL ADVERTISING

The Knight-Campbell Music Co., Denver, Colo., recently ran a very interesting and attractive advertisement in the papers of that city, featuring Victrolas. It was well illustrated, and gave an excellent idea of the line of machines handled by the firm.

ASSOCIATION FOR RHODE ISLAND

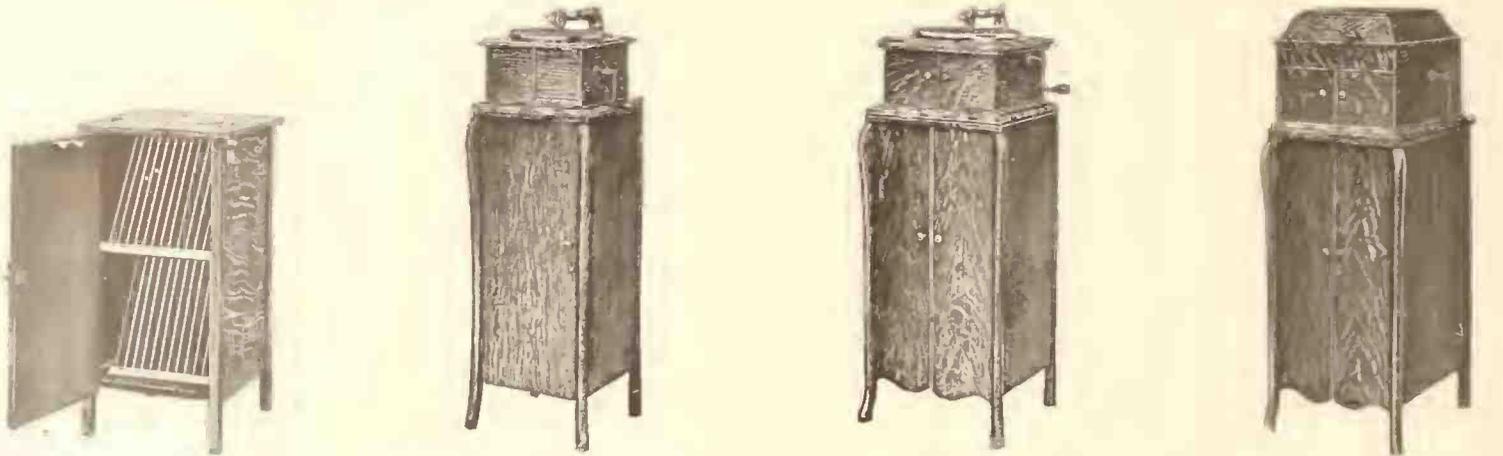
Talking Machine Men in That State Working to Establish a New Trade Organization

PROVIDENCE, R. I., March 31.—Talking machine men are busy discussing the possibilities and advantages of a dealers' association for Rhode Island. Piano men of this state have made the announcement that in the near future they expect to have such an association, but the talking machine men have as yet come to no definite conclusion as to what should be done. The prevailing opinion seems to be in favor of a talking machine dealers' association, but no one is willing to undertake the task of organizing one. It is said that Rhode Island is the only state in the country without an association of the kind proposed. A suggestion has been made that it might be possible to form an association of both piano and talking machine dealers if the latter were willing. Nothing has yet been done to solve the difficulty, but early and favorable action is hoped for.

INCREASE CAPITAL STOCK

The Master-Tone Phonograph Corp., of Cohoes, N. Y., have certified to an increase in capital from \$1,000 to \$20,000.

CABINET SUPREMACY



- 503
Top 17 x 17 inches
All Machines
Showing Interior Rack Construction
- 504
Matches Victrola IV
502. Matches Columbia A
- 506
Matches Victrola VI
505. Matches Columbia B
- 508
Matches Victrola VIII
507. Matches Columbia C

Be Sure to Get a "Cabinetmatch" When Buying Cabinets. Finish and Construction Guaranteed. Mahogany,



- 702. Matches New Victrola IX
701. Matches Old Victrola IX
703. Matches Columbia D
- 809
Matches New Victrola IX
800. Plain Top 19 1/2" x 23".
Columbia D. All Machines
- 809
Showing Interior
Shelf Construction
- 909
Matches New Victrola IX
910. Plain Top 19 1/2" x 23".
All Machines

Golden, Fumed, Weathered Oak, and Special Finishes. Nickel-Plated Trimmings. Lock and Key. Casters Extra.

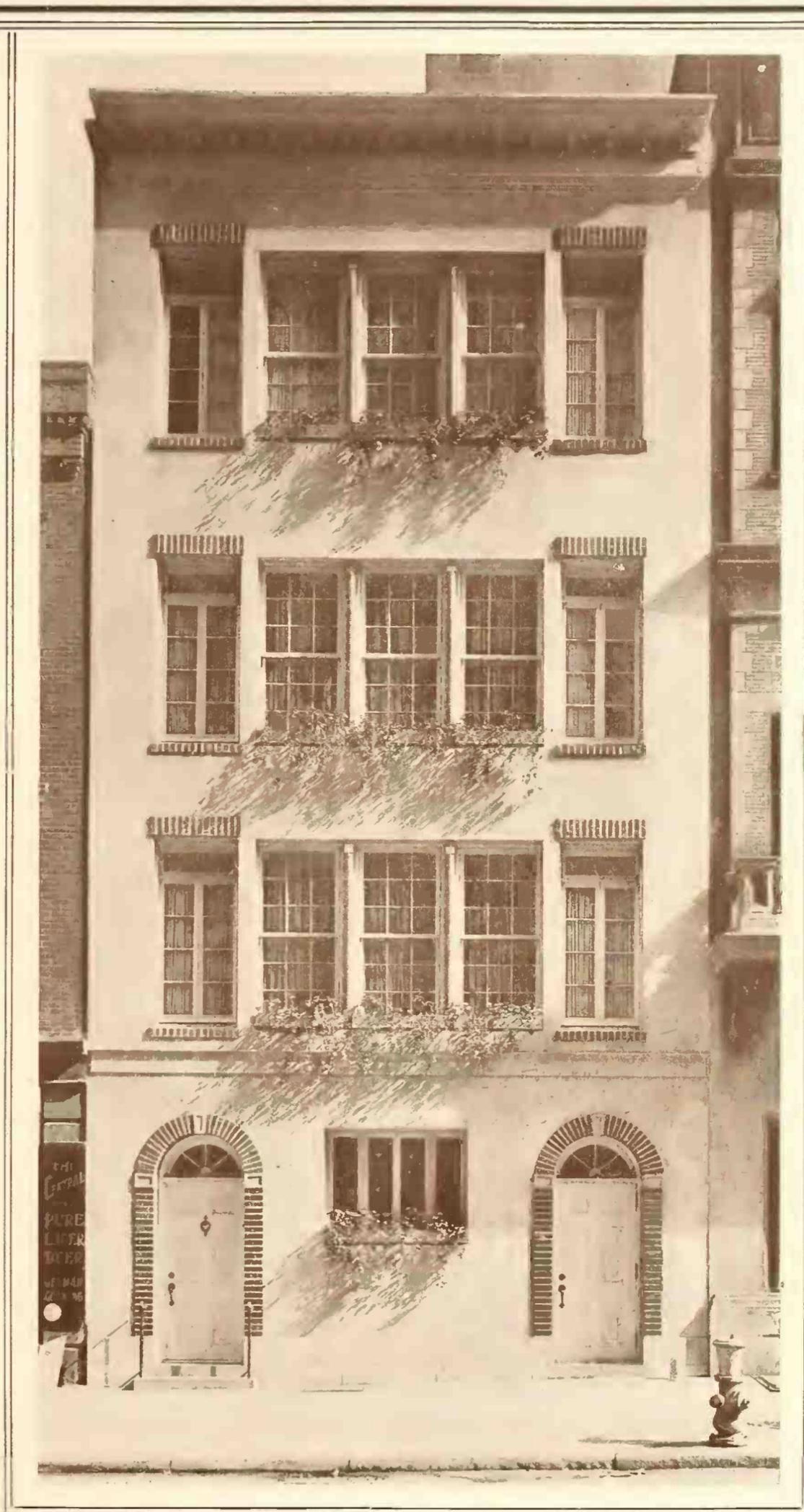
No Matter What Make of Talking Machine You Handle, Whether Victor, Columbia, Edison, Sonora, Pathe Vocalion, Etc., Our Cabinets Will FIT and MATCH them Perfectly, Giving them that "Cabinetmatch" appearance.

QUALITY, PRICE AND SERVICE

Are the most important factors when purchasing cabinets. You will find the best material, construction and finish in our merchandise, at prices that are unequalled for cabinets of their kind.

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

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



THE BEAUTIFUL VOCALION STUDIO

IN this beautiful building, situated on West Forty-third Street, in New York, opposite Aeolian Hall, is faithfully portrayed the spirit of Aeolian—the blending of art, of science, and of skill.

No concern in the music industry today—no concern in any industry has a clearer perception of the value of ideals in their practical application to the uses of commerce and of manufacturing.

The Vocalion Studio, where come the artists who make Vocalion Records, welcomes them with an atmosphere that inspires them to their best. The

very exterior of the building, the Reception Room, the Lounge—are redolent of Art. Science and skill are also here. The wonderful new system under which Vocalion Records are produced is the last word in the world's knowledge of sound—its production and its reproduction. The full beauty of the artist's voice—all the overtones, too subtle, too delicate for older systems to record—are caught by the new Vocalion method. The records made under this new system are as superior to all other records as the Vocalion itself surpasses all other phonographs.



FOR THE FIRST TIME COMPLETE ON ONE RECORD

That Masterpiece of Music

THE OVERTURE FROM WILLIAM TELL

(Rossini)

Played by the Vocalion Concert Band

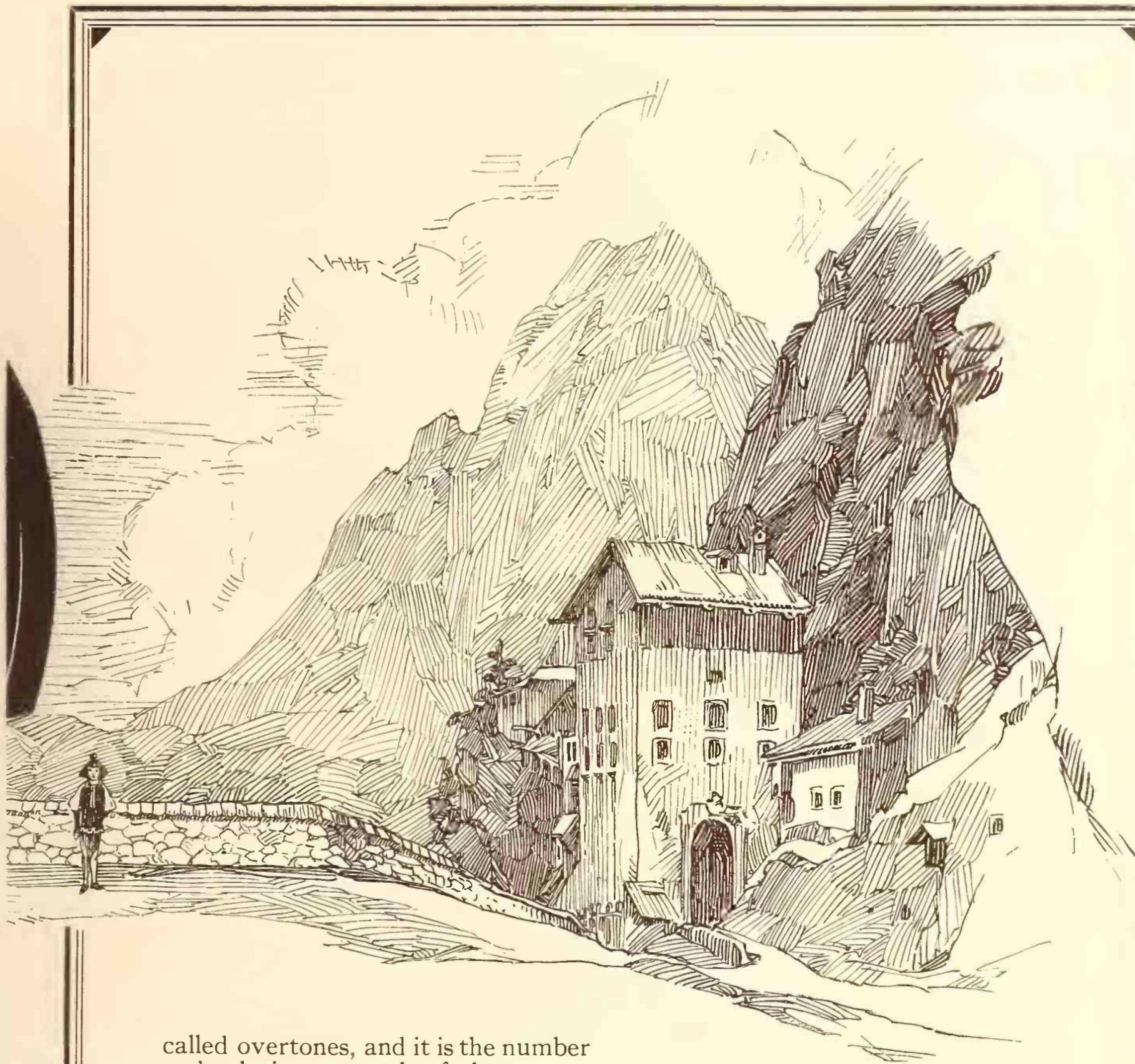
VOCALION RECORDS accommodating one-third more music than other records, through their improved system of recording, make possible the complete presentation *on one record* of the famous Overture from William Tell. The reproduction of this noted composition—rich in dramatic contrasts by the Vocalion Concert Band—is both masterful and impressive.

SCIENTIFIC SUPERIORITY

As is generally known, all musical tones are composite in character—that is, every tone of voice or

instrument is really composed of a number of individual tones.

These components are commonly



called overtones, and it is the number and relative strength of these overtones which decides the character and quality of any given tone.

When sounded or sung, every musical note creates a definite number of sound-waves, one for each partial, as overtones are scientifically called. No sooner are these distinct waves formed, however, than they all merge into *one wave* which owes its regularity of outline to the number and strength of the partial waves.

Many of these waves, particularly where there are a large number in a series, are exceedingly delicate. Their presence can hardly be detected by the finest instruments. And yet the natural timbre of any individual voice, or distinctive instrument like the violin or flute, is not apparent unless a sufficient number of partial waves can be recorded and reproduced.

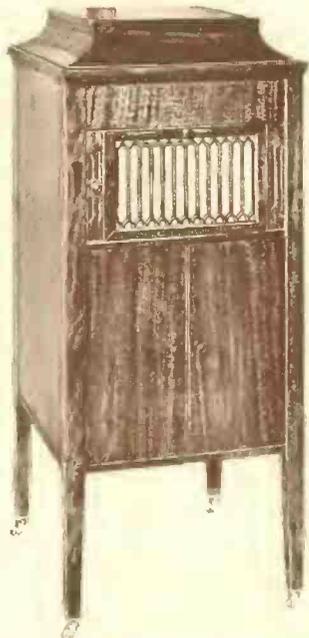
Briefly:—the superiority of the Vocalion system lies in its greater sensitiveness. It is able to record far more delicate partial waves than older systems and also to reproduce them.

Hence, a Vocalion violin record, played upon the Aeolian-Vocalion, sounds appreciably more like a true violin than has hitherto been possible. And the same is true of all other musical instruments and individual artists.

Moreover, the tones themselves are fuller, richer, and possess more body and carrying quality. Also, these records contain *one-third more music* than other records; 10-inch Vocalion records playing as long as ordinary 12-inch records, and 12-inch Vocalion records playing correspondingly longer.

THE AEOLIAN-VOCALION

*The Phonograph Made
by Musical Experts
For Musical People*



Style 500
\$175

THE Aeolian Company are the world's masters in the art of musical instrument building. The magnificent *Pipe-Organs* built by this firm—the most pretentious and costliest

instruments ever constructed—are installed in hundreds of the palaces of *Europe* and residences of wealth in this country.

The *Steinway* and the *Weber Duo-Art Pianos* and *Grand Pianolas* are unapproached in the realm of the pianoforte. All the productions of this great house are distinctive, distinguished and supreme, each in its field.

THE *Aeolian-Vocalion* is far more than has hitherto been conveyed by the word "phonograph." It is a true musical instrument, designed for, and appealing to, people of cultured taste and discernment.

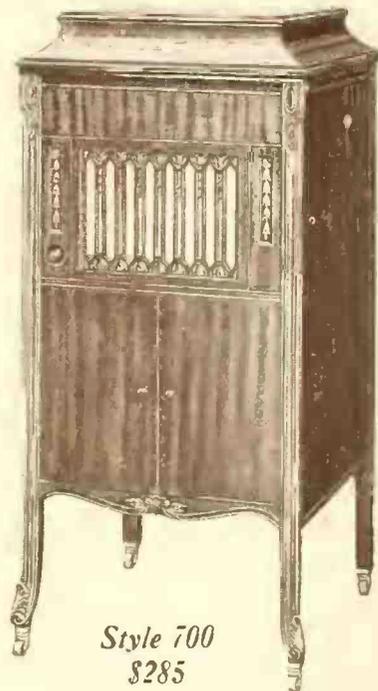
Its tone has the richness, depth, purity and beauty that people with such taste demand and appreciate. Its cases exhibit the simplicity of true art, the appropriateness to

their surroundings, that only knowledge and experience in fine instrument designing can produce.

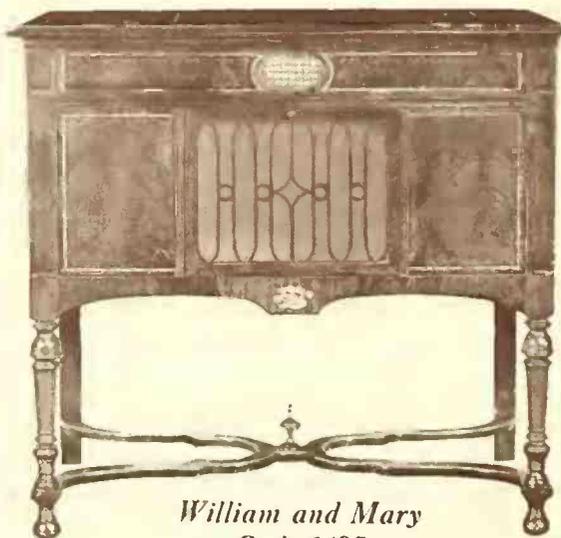
Its many important and exclusive features, such as the *Graduola*, giving personal control of tone effects; the *Universal Tone-Arm*, giving access to all the different standard makes of records, and the *Automatic Stop*, providing a simple and precise means for starting the music and stopping it at desired points; all add their value to the sum of its completeness.

Today, the *Aeolian-Vocalion*, with its extraordinary qualities emphasized and enhanced by the production of the new and revolutionary *Vocalion Record*, occupies a position in the phonograph field that is a true reflection of the standing and the character of the distinguished *Music House* that builds it.

Conventional models of the *Vocalion*, cost with the *Graduola*, from \$115 upwards; without *Graduola* from \$50. There are many beautiful *Period Models* from \$240 upwards. All prices subject to change.



Style 700
\$285



William and Mary
Style 1497
\$340

THE AEOLIAN COMPANY

NEW YORK

LONDON

PARIS

MELBOURNE

SYDNEY

MADRID

Better Grade Machines the Logical Products Under the Existing Market Conditions

Although it is generally recognized that the bulk of the talking machine demand at the present time is for machines retailing at from \$75 to \$125, with a tendency towards still more expensive models where finances permit, there are still manufacturers of cheap machines, or would-be manufacturers, and assemblers of talking machines, who persist in believing that cheapness is, or is likely to be, the chief sales argument, and are, therefore, devoting their efforts to the production of machines to sell at very low prices.

Some years ago, before the prices of supplies began soaring, a flood of "cheap" machines appeared on the market, cheap particularly in construction, but mighty few of these machines have survived. The fact of the matter is that the public has been educated to demand machines of the better grade—machines that, although they represent a more or less substantial investment, possess the mechanical and tonal qualities that are calculated to make that investment one of permanent value. Increasing manufacturing costs have put even the cheaper models of standard machines on a higher level, and it is doubtful if the price of these cheaper machines will ever be reduced to any appreciable degree, unless there is a wondrous and unexpected drop in material and labor costs.

Machines can still be assembled or manufactured at a low cost, but anyone at all acquainted with trade conditions must realize that such machines are cheap all through, cannot stand up in use, and are not calculated to build up a permanent trade for the manufacturer. Those who buy such machines and the dealers who handle them both come back to the manufacturer when the cheap motors and other materials give out. The dealer begins to look around for another line selling at a price that will make it possible to give a half decent product, and the ultimate consumer is so disgusted with the cheap machine that he either loses all faith in talking machines as a whole or makes up his mind to buy a new machine of recognized quality and at a price that will give him something for his money.

The talking machine has been developed up to the present time along high-grade lines, and has been offered to the public as an instrument of distinct value. The appeal has been made chiefly on the basis of the tremendous musical possibilities of the machine and the accompanying records, rather than upon the price. It has been offered not simply as a fad, but as something of intrinsic and permanent value worth any price asked for it within reason.

Whatever possible excuse that might be found under ordinary conditions for making a low-priced machine for the public, it is without

standing just now, when it is not possible for the majority of factories to turn out sufficient machines of the \$100 value, or better, to meet the demand that exists at present. If the public

Public Has Been Educated to Appreciate the Higher Class of Machines and Trade Should Profit by Fact

is crying for machines of that type why kill the goose that lays the golden egg by endeavoring to go after business on a small change basis?

Keep the trade on the high plane to which it has been developed by a tremendous amount of

individual effort and millions of dollars of advertising expenditure. It means the retaining of public respect for the instrument, the inculcation and maintenance in the minds of worthwhile prospects of the desire to own a talking machine as something worth possessing, and means a satisfactory income from machines for both dealer and manufacturer, a return that enables the former to conduct his business along high-grade lines, and enables the latter to put into his product materials of a quality that will insure satisfactory durability.

If the talking machine is lowered to the level of a common merchandising proposition, then much of the results of the effort and money devoted to the development of the industry will have been lost.

Progress means going ahead and not backward, and the term progress can never be accepted as indicating a lowered quality standard. The opportunity exists, right now for developing for the future—for producing machines and records that make their possession worth while. So long as it is kept upon a high quality standard, just so long will the talking machine business be such a desirable one, and continue to outrank the majority of other lines of business.

PHONOGRAPH IN A NEW LIGHT

Senator Baker, of Michigan, Compares Good Roads Building to Phonograph Buying

State Senator Herbert F. Baker, of Michigan, who has long been a staunch friend of the farmer in the West, and whose activities in fighting their battles have brought upon him the name of "The Untamed Bear Cat From Cheboygan," in discussing the proposed good roads amendment draws a striking analogy between that proposition and the purchase of a phonograph. He says in part:

"The proponents of the good roads amendment argue that our trunk line roads should be built now and built by the State and nation and paid for on the instalment plan, thus placing the State, in the matter of the expenditure necessary to rapid highway development, in the same position as the family unable to buy a phonograph for cash. The instalment plan relieves the situation and in each case it is possible for those interested to enjoy the use of the desired object while raising the fund with which to pay for it."

The Dudley Phonograph Co., Elkhart, Ind., has been incorporated with a capital of \$200,000. The directors of the new corporation are Francis N. Harris, Reno H. Sales, Samuel W. Dudley, Roy T. Newland and James F. Boyer.

PROGRESS IN TERRE HAUTE, IND.

Brunswick Shop Enlarged and Remodeled to Take Care of Growing Business

TERRE HAUTE, IND., March 20.—John Jensen, manager of the Brunswick shop, has recently enlarged and improved his showrooms on Wash avenue. He is featuring the Brunswick talking machines and the Ultona reproducer, made by the Brunswick-Balke-Collender Co. The addition of several new sound-proof booths on the first floor will aid greatly in the display and demonstration of records and machines, and the comfort and ease of the customers are assured by the furnishings and decorations of the rooms.

MOVE TO NEW QUARTERS

The American Phonograph Co., Grand Rapids, Mich., formerly located in the Shepard Building, has moved to the second floor of the Bishop Furniture Building, Ionia avenue. The new quarters have been extensively remodeled and a fine suite of offices and assembling and shipping rooms have been added.

The Starr Piano Co., Vincennes, Ind., has moved to larger rooms at 423 Main street. The rooms have been handsomely decorated and newly furnished.

The Corley Company

VICTOR WHOLESALERS
RICHMOND, VIRGINIA

Victor Retailers are invited to write for our list of available records

Columbia

Symphony Records



ROSA PONSELLE

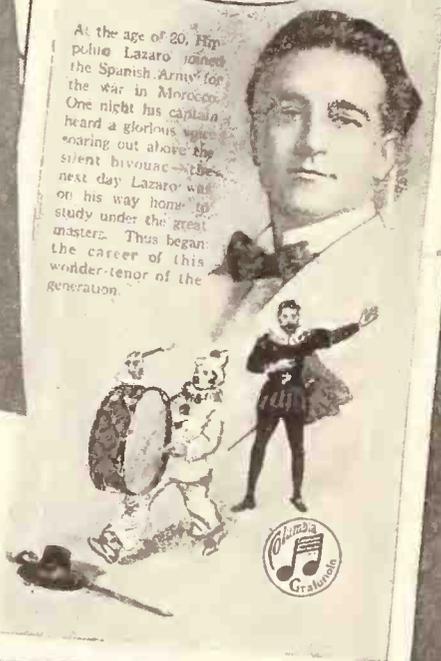
Newest Columbia Star
Sensational Dramatic Soprano of the Metropolitan Opera

An exciting, dramatic soprano. Born in Mexico. Career of promise was interrupted from July. Educated in the Mexican public schools. Sang in the Mendocino Cathedral. Then in Vancouver. Sang in the Grand Opera. Made her debut in November, 1918. Now the greatest dramatic soprano. Lives in a New York apartment and says "I must work and work." This is the story of Rosa Ponselle's own American career.



Lazaro

At the age of 20, Hippolyte Lazaro joined the Spanish Army for the war in Morocco. One night his captain heard a glorious voice soaring out above the silent bivouac. The next day Lazaro was on his way home to study under the great masters. Thus began the career of this wonder-tenor of the generation.

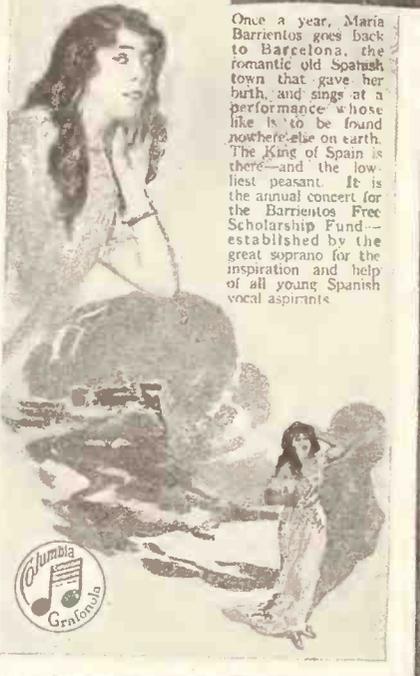



More profit. More prestige. Symphony records give you both. More profit than other records. All the prestige of handling music made by world-famous artists. To help you sell these symphony records we have prepared individual mailing inserts in color, telling striking stories of these artists' careers.



Barrie

Once a year, Maria Barrientos goes back to Barcelona, the romantic old Spanish town that gave her birth, and sings at a performance whose like is to be found nowhere else on earth. The King of Spain is there—and the lowliest peasant. It is the annual concert for the Barrientos Free Scholarship Fund—established by the great soprano for the inspiration and help of all young Spanish vocal aspirants.




Stracciari

Cardo Stracciari has been decorated two kings—but would never in the world guess it. The great baritone is like a boy—a big, happy, boy—happiest when kings and courts and conductors are far away, and he can don old togs, fish to his heart's content and trump home with a hearty appetite for his favorite dish.




Grainger

and now the swift quicksilver. And in them—as in all the rest of the young Australian's lithe, supple body—is the poised strength of steel. Percy Grainger's genius dwells in a marvelous house—a physique like that of a Greek athlete. He has revived many old English and Irish selections by a re-arrangement of the music.




The use of these artistic inserts will bring your customers back for more. Use them to push these artists' records. On the face is the intimate story. On the back is the list of the artist's records.

Build yourself a permanent trade. There are people in every district who like to hear the classical music. Symphony records serve to keep the Grafonola in active use. You can make one record sell many more by using these attractive inserts.

Columbia

Symphony

Records

These mailing inserts tie up with our nation-wide advertising of our high-grade artists. Mailed to a selected list of your customers, they increase the value of this advertising to you.

Use them also to increase your business when these great artists appear in concerts or opera in your district. Such appearances afford an unequalled opportunity to push the sales of records made by them.



Lucy Gates

Miss Gates has been called "the Maude Adams of Grand Opera." The term is apt—the vocal charm of this dainty little Westerner who has sung her way into the heart of America is indeed comparable only to the charm of manner of America's best-loved actress. It is of interest that Miss Adams and Miss Gates both claim Salt Lake City as a birthplace.

Toscha Seidel

Toscha Seidel's uncle, himself a violinist of no mean repute, tells how the little Toscha and cry with rage whenever he detected a false note (struck purposely) in his uncle's playing.

So true an ear for harmony; or so marvelous a hand for technique have rarely been associated in the person of a violinist.

Oscar Seagle

A young man studying law in a small Southern College—the discovery of a golden baritone voice that no campus glee club could do without—the decision to give up a profession for an art—such are the steps in Oscar Seagle's notable musical development. It also explains his wonderfully sympathetic rendering of southern folk-song and negro spirituals.

Hulda Lashanska

A day with Hulda Lashanska begins with a 10-mile gallop across country. Follows 14 holes of golf; a glorious swim in Lake Placid; a spin in the Lashanska motor—and then, best of all, home to the dearest, golden-haired little girl-child in all the world. Yes—the very same small person to whom the prima donna sings those wonderful, lulling lullabies that have so often held you spell-bound.

With each fifteen 10-inch or 12-inch single or double disc symphony records we will send you a total of 100 inserts about the artist or artists whose records you choose. Try them out. You'll find that they pull.

This is a good time to feature Foreign-Language Records. Why not put in a line? The cost is small—profits big.

Write for particulars,

COLUMBIA GRAPHOPHONE COMPANY

New York

London Factory: 102 Clerkenwell Road, E. C.

Some New and Interesting Angles on Record Publicity and Salesmanship

By Laszlo Schwartz
Advertising Mgr., OkeH Records

Notwithstanding the fact that outside of the automobile no other new invention with universal marketing possibilities ever received the publicity that has been applied to the phonograph and the record, nevertheless, the marketing methods of these products are still in need of considerable improvement.

One could not possibly form a fair opinion of the merits and shortcomings of phonograph and record selling methods judging same by the efficient ad campaigns waged by the leading manufacturers and the successful retailers in the field. After all, the modern methods resulting from their progressive spirit form but a minor numerical part of the legions of retailers small and large.

Every progressive dealer owes it to his business to study this subject from various angles. Let us hope that these humble efforts may be instrumental in scattering genuine constructive enlightenment on this fascinating subject.

Path of Errors

1. It is a grave error for a dealer to be misled by the idea that a good piano salesman is necessarily just as good a phonograph and record seller. No. Not quite. When the piano is sold the piano salesman considers the deal closed for good.

In that respect the phonograph salesman's psychology is vastly different from that of a piano seller. It must be different so as to adhere to the thing most vital to the existence and growth of the entire phonograph industry. Namely, unlike in piano salesmanship, the phonograph sales folk must consider the sale of the instrument merely as the introduction to a serial story with endless instalments.

He must prepare the customer for this long-lived partnership. He must begin to enlighten the buyer to the keenest understanding of the educational and entertaining powers of the records which he will sell him from time to time. This cannot be accomplished by any record salesman or saleswoman unless they themselves become thoroughly enlightened and genuinely interested in the record industry and in many phases of our musical life.

Inasmuch as piano salesmen are trained to possess somewhat different selling qualifications, record dealers will do well not to expect wonders from ex-piano salesfolk when they first enter the record field.

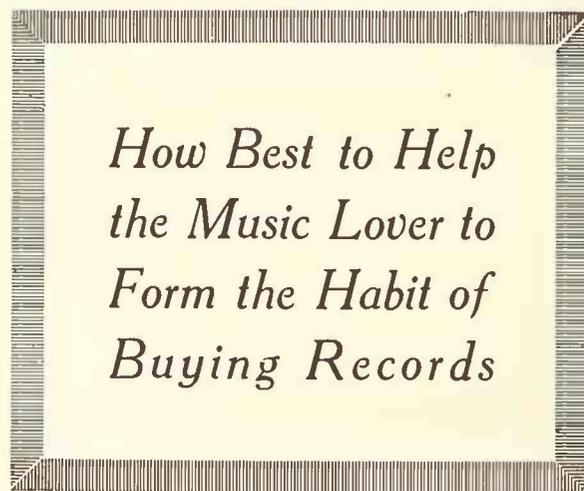
Warning No. 2

Wherever we find dealers selling records under adverse conditions we usually find a dealer who does not fully realize that the phonograph and record industries have created a new art in salesmanship. Yes, an entirely new art, one which has set upon itself, making contented bedfellows of commercialism and musical art. The

mere fact that this problem of making peace between art and commercialism has proven the riddle of ages gone by should make this new art worthy of every dealer's close study. There's no doubt but what the success of the phonograph and record industries has grown to such immense dimensions because for the first time in the history of the world art and commercialism found it possible to get along side by side on a world-wide scale and thrive without detriment to one another.

Let us outline the workings of this new art in salesmanship.

1. Record dealers aiming for 100 per cent. sell-



How Best to Help the Music Lover to Form the Habit of Buying Records

ing efficiency must first of all create an atmosphere in the record department which will be conducive to successful record selling. This means (a) Make it possible that the buyer's entire attention is monopolized by the record on the instrument. (b) The booth must be made as soundproof as possible. No effort should be left untried toward that end. (c) The furnishings and pictures in that booth must be selected with an eye to artistic effects which will create an atmosphere of homey coziness. (d) If possible, booths should be built so that Mrs. Brown sitting in Booth No. 1 should by no means have her attention distracted from listening to the record through the act of scrutinizing Mrs. Green's new bonnet or dress in Booth No. 2.

There are other fine points worthy of mention, each and everyone showing the workings of this new art in salesmanship, but the above are sufficient to set any progressive dealer athinking in the right direction.

The Good Musical Mixer

In diagnosing the cases of some less successful record dealers we also find that most of them have never made a genuine systematized attempt to mix with local musical folk.

This is a grave error. The good will of the musical leaders of the community is not so much

needed in marketing popular records, but their influence and boosting is a mighty strong factor in a dealers' propaganda trying to sell classic and operatic records.

The smaller the city the more dependent is the dealer upon the co-operation of the flag-bearers of the musical cause in his community. Unfortunately in small cities the great recording artists are rarely heard, hence their fame cannot be exploited through the personal appeal which they make from the concert stage. With the absence of this potential power in record selling the next best substitute is the recommendation of a professional local musician whose word is accepted as that of an authority on matters musical.

Let Prof. Rosinowitch, the local violin instructor, speak of the wonderful new violin solos he heard on such and such records by such and such artist and it will not be difficult for Mr. Dealer to trace his increase of that particular number to the source pointed out above.

Now, then, it will not take a wide stretch of imagination to see that if Prof. Rosinowitch, the local violin teacher, Mme. Bawford, the local vocal teacher, and Mr. Banger, the piano teacher, will be systematically enlightened by Mr. Local Dealer about the new events in Phonoland, it will soon stimulate the sale of his standard records.

Nowadays no progressive music teacher can do without a phonograph in his studio and the local dealer who is a good mixer with musical folks will soon find his friendship bringing him record sales undreamed of in the past.

Following this path a live wire local dealer will eventually succeed in making his store a pleasant "drop in" place for all musical folk of his town.

Buying records will become as much of a habit with these musical folk as the very habit they formed of dropping in "to hear the latest records."

It's all in helping the music-lover to form the habit of buying records—it can be done.

JOINS BOLWAY WHOLESALE FORCES

Frank E. Bolway & Son, Inc., Edison jobbers, Syracuse, N. Y., have obtained the services of H. D. Bush to assist them in their wholesale work. He will represent the Bolway concern in the Eastern and Northwestern part of their territory.

Harry M. Curtis, Lynn, Mass., has added to his stock a large supply of pianos and player-pianos, Victrolas, Sonoras, Grafonolas, Edisons, Brunswicks, disc records, sheet music and all kinds of musical instruments.



Operates on any current: D. C., A. C. 25 or
A. C. 60 cycle

IT'S WONDERFUL How the trade is getting into line for Electric Motors

The JOHNSON, of course. The demand for the JOHNSON RELIABLE ELECTRIC MOTORS is increasing by leaps and bounds. You cannot afford to show your line without including JOHNSON ELECTRICS.

GET YOUR ORDER IN TODAY.

JOHNSON MOTOR COMPANY

3233 West Lake Street

Telephone, Garfield 6724

CHICAGO, ILL.



We Apologize!

BUT DON'T BLAME US TOO MUCH

HOW were we to know that the Brilliantone Peace Baby was going to make such a hit with the trade. They swooped down upon us for these Counter Displays with such a rush, that there are still some dealers who have not been supplied.

To those disappointed dealers we extend our regrets and if they will be patient just a little while longer, every one of them will be supplied, no matter at what effort or expense to us.

We are as good as our word—we offered these counter displays, and we will supply them to those dealers who have sent in their application—in exactly the same way that we made good on deliveries of Brilliantone Steel Needles during the War, when Needles were as scarce as hens teeth.

If you want your customers satisfied
—BUY BRILLIANTONE STEEL NEEDLES

If you want your Phonographs to sound their best
—BUY BRILLIANTONE STEEL NEEDLES

Made in America by Americans



BRILLIANTONE STEEL NEEDLE CO. OF AMERICA INCORPORATED

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

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

B. R. FORSTER, President

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

Spring Publicity Campaigns Started for Talking Machines and Records

By W. B. Stoddard

Love of music should be fostered in every home, and the talking machine dealer should see to it that every parent is made aware of the advantage of having a first-class music instrument to make that home more attractive for the young people. That was the idea of the Starr Piano Co. in some of their recent advertising.

The same idea was expressed by the Gibson Co., Washington, D. C., who recently ran a distinctive two-column ad:

KEEP THE YOUNG FOLKS AT HOME

How to keep the children at home evenings: that's the question that faces many parents. Too old to be disciplined; too young to select desirable environment; just how to handle children in their teens is a problem. Why not make the home so attractive that they'll want to stay there? Ever think about it in that way?

THE NEW EDISON DIAMOND DISC PHONOGRAPH

will help to keep the young folks at home. It will make your house a centre for your children's friends. And you can feel safe about their surroundings.

What rollicking good times the New Edison assures! The young people can dance to it; sing with it; and then, as their mood becomes more quiet, can slip in some of the beautiful grand opera arias and listen to the world's greatest artists.

THE GIBSON CO., INC.

Such advertisements as the above are sure to set parents to thinking, and if a talking machine is not already installed publicity of this kind will result in many new sales.

Children make excellent boosters for any firm once their interest is aroused, and they have a spirit of loyalty and an appreciation of team work that surpasses their elders. Give them the proper incentive and they will pull together with a will for their school, or club, or church. This spirit of co-operation was recognized recently by Lansburgh & Bros., Washington, D. C., who offered a handsome Grafonola to the room in the public schools of the city whose purchases amounted to the most during the month of April. Anyone making a purchase could have it credited to any room he desired, and the way those children did "pull" for their own particular class room was good to see. In order to be assured that every room in every school was entering the contest they inserted a little box ad. in the middle of their large ad.:

NEW ARRIVALS

Don't forget that every boy or girl entering his or her room in our Grafonola contest will receive 100 votes FREE toward winning a \$200.00 de luxe Grafonola. Come on, boys and girls, a long pull, and a strong pull, and a pull together, for the honor of your room.

LANSBURGH & BROS.

Of course every house that handles Victrolas or player-pianos also handles rolls and music, and in order to bring them to the attention of the public there is nothing so effective as a good window display. One of the most popular of this season's records is the catchy one-step "Me-ow." The universality of its appeal is proven from the fact that a couple of music stores on opposite sides of the continent featured it at practically the same time in their show window. The Chalmers Co., Newark, N. J., had the floor of their window covered with linoleum in large blocks of black and orange. In either corner were placed Victrolas, and forming a procession from one to the other was a line of black cats, life size, cut from cardboard, with big green eyes and red tongues. The walls were of black, with panels of orange, the cloth being laid in pleats. On the orange panels were a series of black cat heads, one above the other, the bottom one larger than life size,

growing gradually smaller towards the top, until the apex showed a head about the size of a dollar. Pasted to the window in large black letters was the word "Me-ow." Records of this piece were scattered all through the window, both in racks and on the floor.

The Southern California Music Co., Los Angeles, Cal., likewise featured this popular selection. In the center of the display was a pedestal covered with green velvet, on which was a cardboard cat of gray, about three feet high. A mechanical contrivance in the rear caused this Tom to open his mouth to the fullest extent, at the same time closing his eyes. The long red tongue hung out, in a manner which almost made one hear him say "Me-ow." The floor of the window was covered with green velvet, and on it were laid talking machine records and player rolls of the selection, while in the background on the wall were ukuleles, banjos, guitars and violins.

THE TALKER AS AN EDUCATOR

J. A. Fairfield, with the Mandel Mfg. Co., Calls the Talking Machine the Greatest Developer of Musical Taste in the Nation's History

OMAHA, NEB., April 2.—J. A. Fairfield, who travels for the Mandel Mfg. Co., of Chicago, gives the following reasons for his belief that there should be a talking machine in every home worthy of the name: "Some people still think," said Mr. Fairfield, "that the talking machine is nothing more or less than a mechanical toy and that it interferes with their children's musical education. This is a great mistake, as the talking machine is the greatest educator in music that we know of. Take two young girls who are to study singing. Teach one with and the other without the aid of the talking machine and then note which one knows the most in a year or two. You will find the talking machine pupil is far ahead of her sister who never had a chance to hear the great singers through this medium.

"The young girl who has studied with the aid of a talking machine had a chance to cultivate her musical taste by playing over the records at intervals. Listening to the masterpieces developed her musical inclinations and assisted her in her musical education and studies. In every case it is the means of advancing the standard of musical taste.

"It makes children truly musical to listen to the works of the great composers, and singers cultivate their taste for a better class of music.

"The talking machine is the greatest teacher of music. Leading musicians are using it in

their studies, as well as in public schools, and give daily recitals in order that their pupils may grasp the right ideas of music and how it should be played and sung. The phonograph gives a person a general mental development in music. Just watch those who have these instruments in their homes. At first they will play all kinds of ragtime and light popular records, but in less than six months those same people have discarded these records for a higher class of music, showing conclusively that their musical taste has advanced.

"The talking machine is here to stay. It is the greatest teacher and developer of music that the world has ever had."

NEW QUARTERS IN LA PORTE

Sonneborn's Sons Occupy Larger Store on Lincoln Way, That City

LA PORTE, IND., March 31.—Sonneborn's Sons, of this city, have moved to new quarters on Lincoln Way, where their store offers an unusually complete display of musical instruments. Considerable space has been added to the interior, which is utilized for the display of musical goods. In the piano and talking machine department five new booths have been installed, designed to demonstrate Victrolas and Sonoras, as well as Hobart M. Cable and Adam Schaaf pianos and players.

The A. G. Ogren Music Co., Rockford, Ill., one of the best-known houses in the music business in northern Illinois, is celebrating the tenth anniversary of its establishment.

To Manufacturers of Talking Machines and Cabinets

*TONE is not all that sells your machine
APPEARANCE is a strong factor*

Our Mahogany, American Walnut, Quartered Oak, Plain Oak and Gum Cabinet Panels give your case a pleasing appearance that helps make sales. Let us quote on a list of Panels you use.

"Guaranteed Satisfaction" is our motto.

JAMESTOWN PANEL CO., INC.

BOX 109

JAMESTOWN, N. Y.

THE NEW LINE OF
VITANOLA
 TALKING MACHINES



VITANOLA 17, \$300.00
 Brown Mahogany



VITANOLA 12, \$160.00
 Mahogany or Oak



VITANOLA 16, \$200.00
 Mahogany or Oak



VITANOLA 10, \$120.00
 Mahogany or Oak



VITANOLA 14, \$180.00
 Mahogany or Oak



VITANOLA 8, \$90.00
 Mahogany or Oak

Select the Line of Phonographs you are going to offer to your Customers on the Basis of the

Quality and Values

In the Instruments and the

Organization

Back of Them.

In the Vitanola Line we offer you not only a line of established reputation and proven merit, but we also offer you the backing, the cooperation and the service which only a large and well organized concern can give you.

The great growth of our business has been built up on the policy of standing with and back of our representatives and this same policy continues to be the fundamental principle on which our organization is operated.

It is a big line of big-value machines, backed by a concern with large resources and of established prestige—a combination that means big business and big profits to the merchants who carry our machines.

The demand for the Vitanola is growing. If not already represented in your town or territory, we have a most interesting proposition to offer you.

Write for full details.

VITANOLA TALKING MACHINE CO.

508 West 35th Street
 CHICAGO, ILLINOIS





Today's Music Today. That's what you get on Columbia Records.

Columbia Graphophone Co.
NEW YORK

INCREASE THEIR FACTORY SPACE

The Faultless Caster Co. Compelled to Enlarge Manufacturing Quarters to Meet Increased Demand for Its Products

EVANSVILLE, IND., April 5.—The Faultless Caster Co., of this city, manufacturer of the well-known line of "Faultless" casters, has been obliged to materially increase its factory space during the past few weeks in order to handle the demands of its clients. The company is endeavoring to give satisfactory service to the users of "Faultless" casters, and the only way it can accomplish this is by the erection of new buildings and the installation of additional machinery. This caster has been particularly successful in the talking machine industry and is now being used exclusively by many of the best-known manufacturers.

MUSIC FOR SICK SOLDIERS

Half a million records have been distributed in camps, ships and hospitals by the Phonographic Records Recruiting Corps since the organization was created in August last. This statement was made recently at a meeting held in the home of Mrs. Charles H. Ditson, No. 19 East Thirty-seventh street, to discuss means of continuing the work of providing musical instruments, phonographs and records for the sick and wounded. The organization has 400 branches.

CONTAINS MANY NEWSY ITEMS

Latest Issue of "Sonora Bell" Contains Many Articles of Interest That Tend to Wider Knowledge of Conditions in the Trade

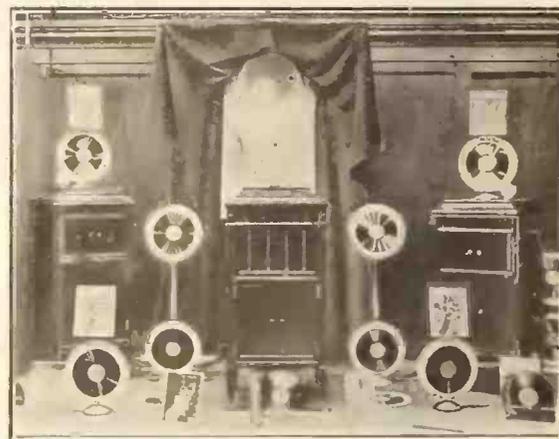
The most recent issue of the "Sonora Bell," the house organ published monthly by the Sonora Phonograph Sales Co., contains a number of practical and valuable items that will undoubtedly be of keen interest to Sonora representatives. On the first page of this issue is reproduced a graphical chart which shows the phenomenal increase of Sonora sales during 1918. According to this chart, the sales of 1913 may be considered as one unit, and on this basis the sales of 1914 are represented as two units, 1915 as 14 units, 1916 as 42 units, 1917 as 100 units, and 1918 as 150 units; the sales of 1918 being about 150 per cent. of those of the big year preceding.

There are several general articles relative to the subject of music, and a few semi-technical discussions that will give Sonora representatives an excellent idea of the true musical import of the phonograph. There is introduced in this issue a page of news about Sonora dealers and this page will undoubtedly become one of the most popular sections in this successful house organ. The center spread of this issue reproduces some of the advertising that will be used in national magazines in behalf of the Sonora phonograph and Sonora semi-permanent silvered needles.

ATTRACTIVE WINDOW DISPLAY

C. T. Sherer & Co., of Worcester, Mass., Feature the "Mickey" Records

WORCESTER, MASS., April 4.—C. T. Sherer & Co., of this city, who handle Columbia Grafonolas and Columbia records, recently prepared a very attractive window display featuring the "Mickey" records issued by the Columbia Co. This display, which was prepared under the



C. T. Sherer & Co. Feature "Mickey" Records direction of Mrs. R. M. Galbraith, manager of the Grafonola department, was presented while the film of "Mickey" was being shown in Worcester. As a result of this display this department sold a large number of "Mickey" records, and needless to say this attractive and timely window was the center of attraction during the running of this film.

CHAS. F. SIMES OUT OF SERVICE

Resumes Duties as Sales Manager of Veeco Co., After Active Duty in France

BOSTON, MASS., March 29.—Charles F. Simes, who before joining the United States army at the beginning of the war was connected with the Veeco, the electric motor manufacturers of this city, has returned from active service in France, been mustered out and has rejoined the Veeco Co. organization as sales manager. Mr. Simes went abroad as a member of an artillery regiment organized in Boston, in which he held the rank of lieutenant. He was wounded in action, and after being discharged from the hospital was assigned to the One Hundred and Forty-third Field Artillery, of California, known as "Mary Pickford's Regiment," with which outfit he returned to the States.

Your observation of the plans of others helps, because it sets your thinking machine into motion.

DIAMOND POINTS and SAPPHIRES

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

Ward's Khaki Moving Covers



Grade "D" Cover with No. 3 Straps.

PROTECT YOUR MACHINES FROM ALL KINDS OF WEATHER

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

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

Write for prices

THE C. E. WARD CO.

(Well-known Lodge Regalia House)

101 William St., New London, Ohio

Also Manufacturers of Rubberized Covers and Dust Covers for the Wareroom

BRISTOL & BARBER CO., INC.

111 E. 14th St. New York City

DISTRIBUTORS

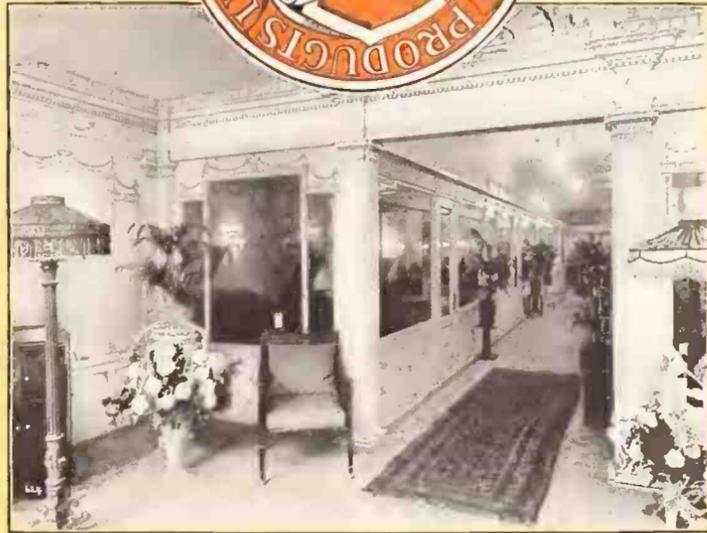
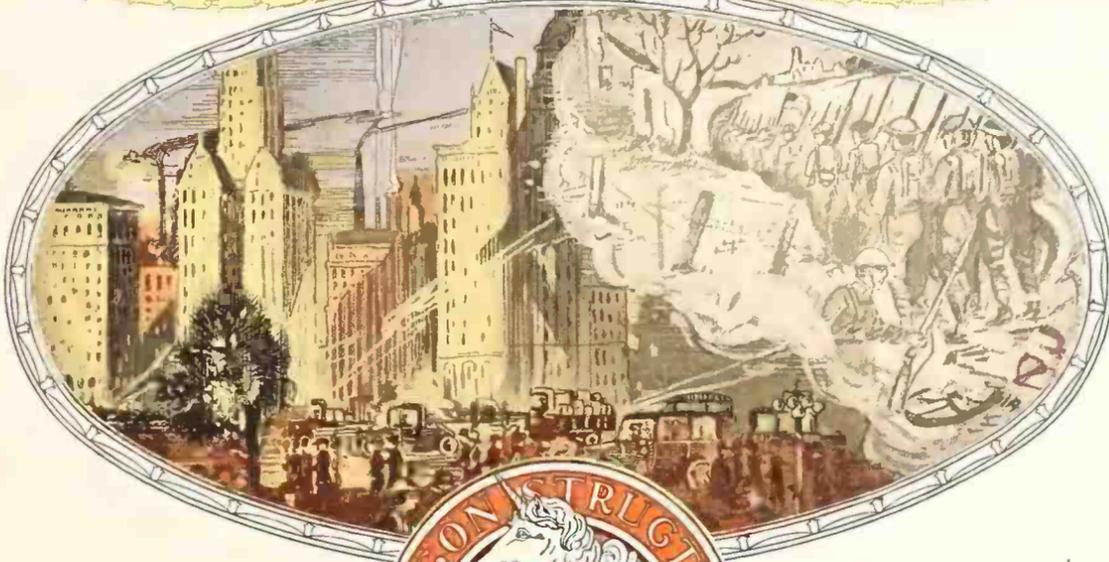
YAHN & LANGE DRUG CO.

Milwaukee, Wisconsin

DISTRIBUTORS

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UNICO INSTALLATION NO. 624

STYLE ADAM

THE WAR CLOUDS PASSING AWAY REVEAL A future of unprecedented prosperity for the whole nation. Talking Machine Dealers will profit directly by the confidence that comes with permanent peace, provided they make the most of their opportunities.

Install now the UNICO System of demonstrating rooms and record files. Over one thousand dealers are now profiting by the beauty and convenience of the UNICO System. To keep ahead of your competition, to gain the utmost from your business, provide the best service that is within your power to install.

1913		23 UNICO DEPARTMENTS
1914		67 " " "
1915		235 " " "
1916		472 " " "
1917		735 " " "
1918	UNICO SERVICE DEVOTED 100% TO GOVERNMENT WAR NEEDS	
1919	MORE THAN A 1000 DEPT'S.	

UNIT CONSTRUCTION COMPANY

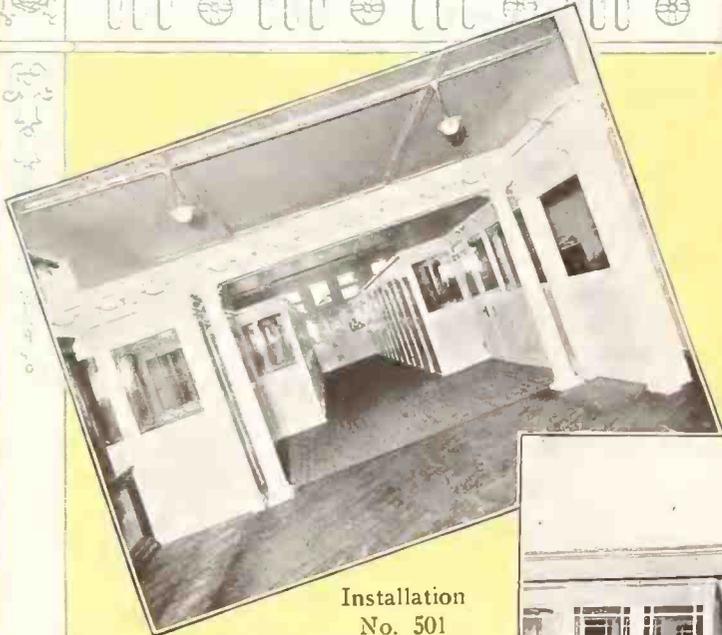
NEW YORK
299 Madison Ave.
Corner 41st St.

58th Street & Grays Avenue
PHILADELPHIA

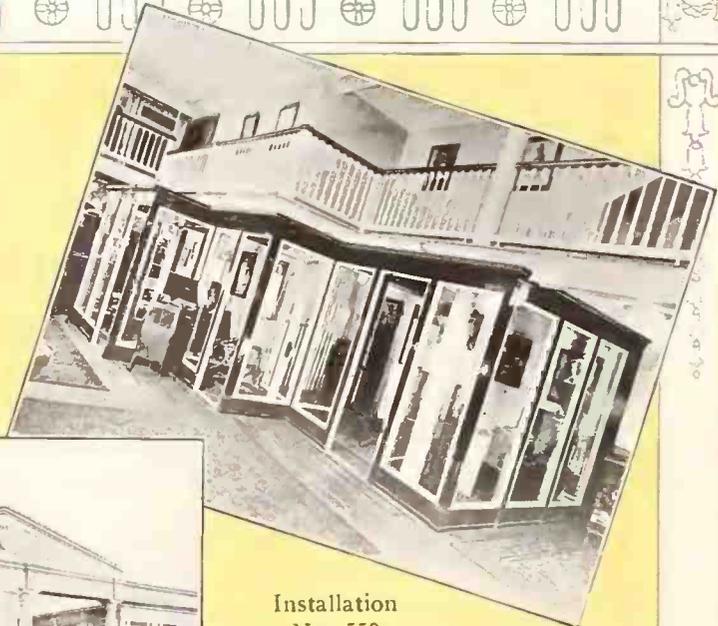
CHICAGO
Lyon & Healy
Building



FIVE VERY POPULAR UNICO STYLES



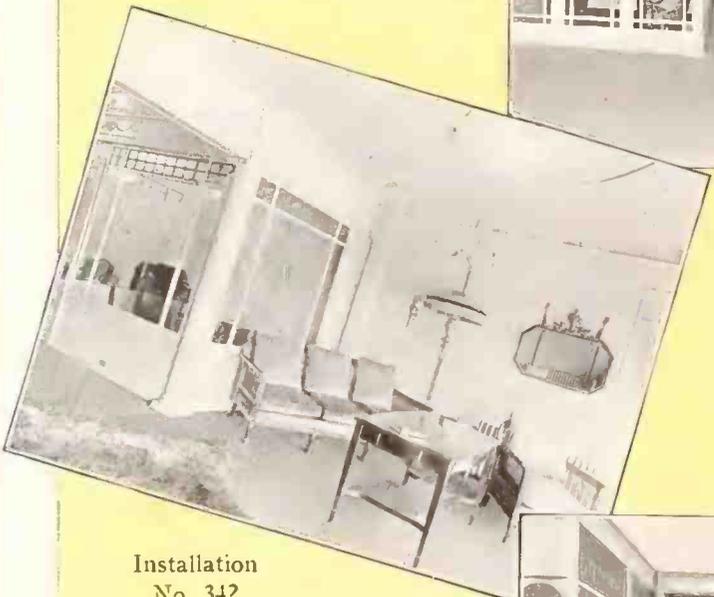
Installation No. 501
Unico Design No. 2



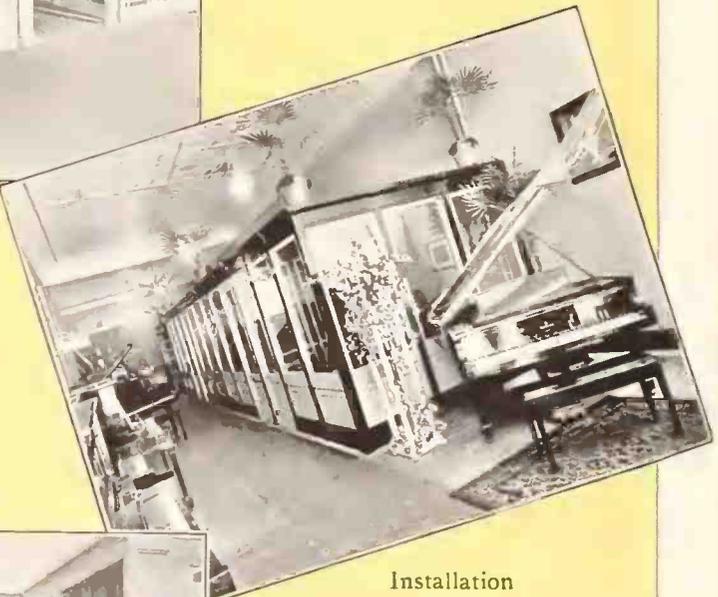
Installation No. 550
Unico Design No. 7



Installation No. 273
Unico Design No. 3



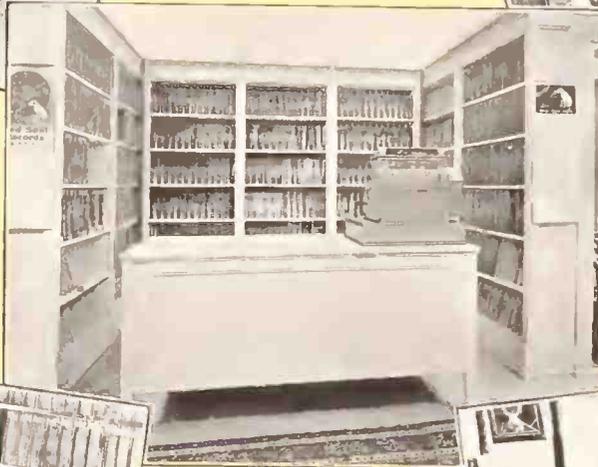
Installation No. 342
Style Adam



Installation No. 394
Unico Design No. 5

UNICO EQUIPMENT is patented as to construction

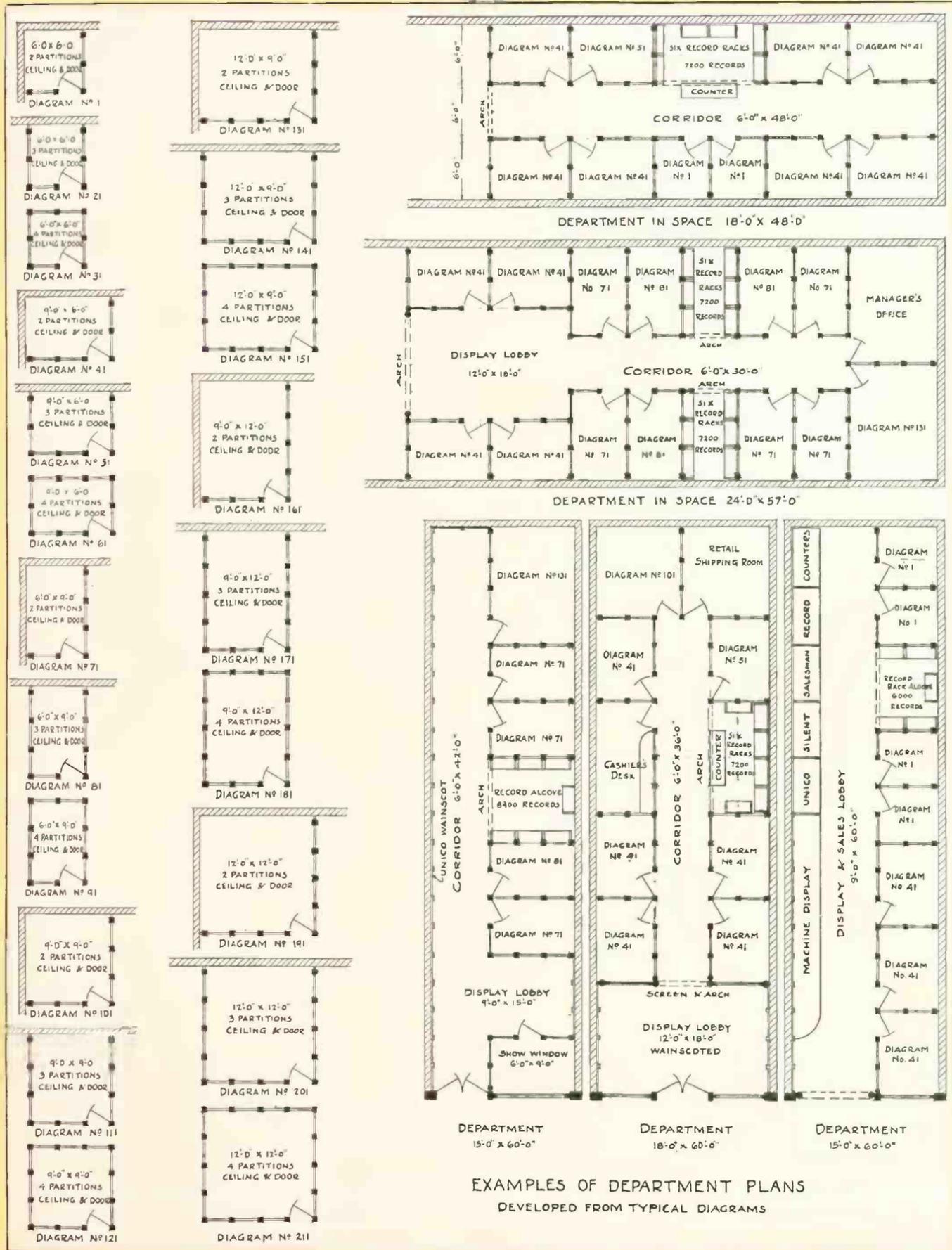
UNICO EQUIPMENT is patented as to design



THREE FAVORITE RECORD FILING SYSTEMS



UNICO RECORD RACK and COUNTER EQUIPMENT
Affords Maximum Capacity in Minimum Space



EXAMPLES OF DEPARTMENT PLANS
DEVELOPED FROM TYPICAL DIAGRAMS

UNICO DEPARTMENT PLANNING SYSTEM

COVERED IN FULL DETAIL IN OUR NEW LITERATURE READY FOR MAY DISTRIBUTION

By the use of the UNICO System, no matter what size space you may have available,
you can in a very few minutes lay out a department of maximum efficiency insuring

INCREASED SALES

LOWER SELLING COST

INCREASED PROFITS

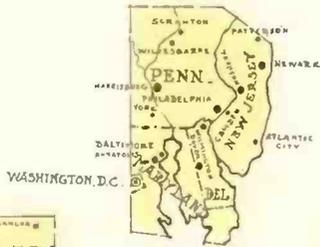


All other United States territory covered by Traveling Department from Philadelphia.

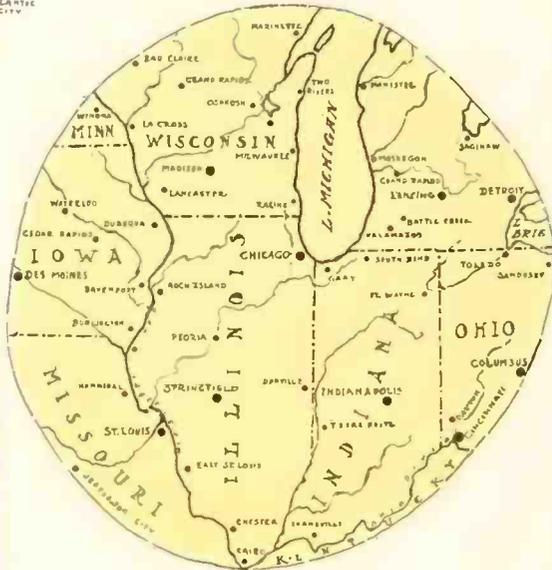
All Canadian and export sales covered by Export Office, New York City.



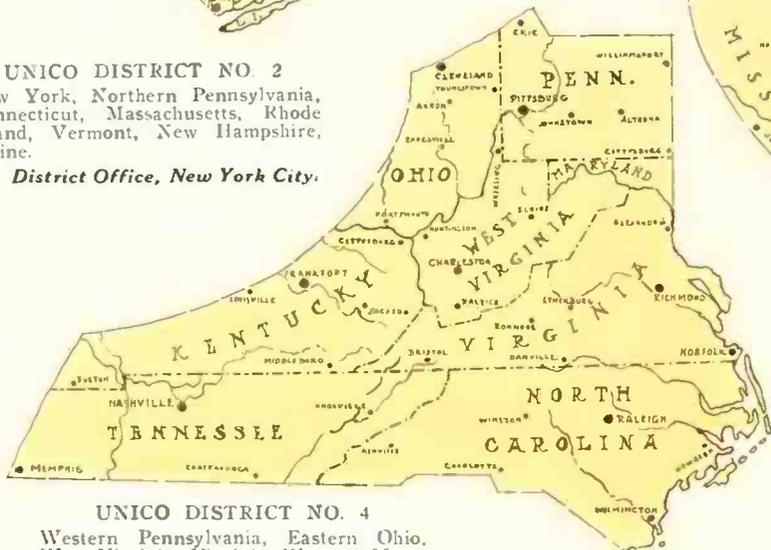
UNICO DISTRICT NO. 2
New York, Northern Pennsylvania, Connecticut, Massachusetts, Rhode Island, Vermont, New Hampshire, Maine.
District Office, New York City.



UNICO DISTRICT NO. 1
New Jersey, Eastern Pennsylvania, Delaware, Eastern Maryland, District of Columbia.
District Office, Philadelphia.



UNICO DISTRICT NO. 3
Illinois, Michigan, Western Ohio, Indiana, Wisconsin, Iowa, Missouri.
District Office, Chicago.



UNICO DISTRICT NO. 4
Western Pennsylvania, Eastern Ohio, West Virginia, Virginia, Western Maryland, Kentucky, Tennessee, North Carolina.
District Office, Philadelphia.

UNICO quality and efficiency demanded this nation-wide amplification and localization of UNICO Service. Address the District office nearest you. UNICO offices in New York, Chicago, and Philadelphia are entirely at the service of the Talking Machine Trade. Visiting dealers are cordially invited to make our offices their headquarters.

UNICO Planning Service is freely offered to all Talking Machine dealers contemplating improvements in facilities and equipment.

Send us rough dimension sketch of your available space and outline of your requirements, whether for a single room, counter, record rack or for an entire building. Full information plans and estimates will be promptly sent you.

A new UNICO Booklet will be ready for May distribution. Make a requisition for your copy today.

UNIT CONSTRUCTION COMPANY

NEW YORK
299 Madison Ave.
Corner 41st St.

58th Street & Grays Avenue
PHILADELPHIA

CHICAGO
Lyon & Healy
Building

SIG. CARUSO CELEBRATES HIS SILVER JUBILEE IN OPERA

Famous Victor Recording Artist Showered With Honors by the Municipal Authorities of New York, His Associates and Friends—Interesting Addresses Made—Performance Realizes \$25,000

Sig. Caruso, the famous Victor artist, who has been singing fifteen years in New York alone, and twenty-five since his Italian opera debut, was honored with a special silver jubilee performance, prepared by General Manager Gatti-Casazza at the Metropolitan Opera House on the night of March 22. The program for the Caruso gala performance included selections from a number of leading operas, engaging many of the notable artists of the Metropolitan Opera Co.

After the operatic feature the curtain was raised and disclosed the entire Metropolitan organization, from directors down, grouped about a table loaded with gifts that were to be given to Caruso. Otto H. Kahn, as chairman of the Metropolitan Opera Co., was the first speaker and told of how much Caruso was admired not only for his voice, for his art, and as a man. He spoke of his high artistic striving, his splendid purpose, his generosity, his kindness and simplicity.

The speaker was followed by a deputation of city authorities headed by the Mayor, and the City Chamberlain, who through Police Commissioner Enright, presented Caruso with a magnificent flag of the City of New York in recognition of his services in war benefits and in singing for the Liberty Loans, services that exceeded in cold cash over \$100,000.

General Manager Gatti-Casazza also delivered an address, felicitously couched, in which he extolled Caruso's great art, remarking: "Today on his silver jubilee he can celebrate not only the completion of twenty-five years of his career, but also the arrival at the zenith of his art and his physical powers. He is an artist who ever has in reserve for the public many varied and delightful surprises. We can await them with faith assured."

Caruso seldom makes an extended speech, but with much feeling he replied:

"My heart is beating so hard with the emotion that I feel that I am afraid I cannot even put a few words together. I am sure you will forgive me if I do not make a long speech. I can only thank you and beg you to accept my sincerest and most heartfelt gratitude for tonight and for all the very many kindnesses which you have showered upon me. I assure you that I will never forget this occasion, and will ever cherish in my heart of hearts my affection for my dear American friends. Thank you! Thank you! Thank you!"

The gifts to the tenor included a gold medal

from the Metropolitan management, and another from the chiefs of departments on the stage; an eighteen-inch silver loving-cup from the chorus, and from the orchestra men an ornate silver vase, as well as a great Italian vase of silver, two feet high, from the Opera Directors' Board, and a silver fruit dish from the directors of the Victor Talking Machine Co.

His fellow artists in the world-famous company gave Caruso a platinum watch, having seventy-eight little diamonds set around the rim, and ornamented on the back with 140 small



Enrico Caruso

stones in three circles about the monogram "E. C.," made up of sixty-one square-cut sapphires. It was presented in a silver box on which were engraved the names of all the members of the Metropolitan's company of stars.

From the Metropolitan Opera and Real Estate Co. stockholders, the owners of the theatre, there was an illuminated parchment signed on behalf of all the thirty-five families holding boxes in the \$7,000,000 Golden Horseshoe by their president, A. D. Juilliard. An engrossed parchment from the Philadelphia Opera Directors was signed by Edward T. Stotesbury as president, and an illuminated scroll from the Brooklyn Academy Directors by President Thomas L. Leeming.

At the close of the proceedings Geraldine

Farrar took hold of the municipal flag presented to Caruso and walking to the front of the stage summed up the situation for the entire assembly by kissing Caruso on the cheek, while she called for "Three cheers for Caruso," to which the tenor responded with "Three cheers for America."

At six-and-forty the famous tenor of Metropolitan opera destinies during two administrations is without a successor, not alone a rival. He has borne his honors and emoluments with boyish bonhomie—a good fellow among companions great and small. His voice is probably unique in the history of the lyric stage. It is not extravagant to say that through his Victor records Caruso has, during his career, sung to greater audiences than have ever gathered within the opera house, for no record collection is ever complete without this artist.

The receipts of the Caruso Silver Jubilee opera evening amounted to \$25,000 and were donated to the Opera Pension Fund.

NEW QUARTERS IN ATTICA, IND.

ATTICA, IND., March 20.—James A. Coffing has purchased the three-story building just north of his present location, and on or about April 1 he expects to be open for business. The first floor has been equipped with sound-proof booths for the display and demonstration of the Edison phonographs and records, etc.

NEW MANAGER IN PROVIDENCE

Earl L. Wooster is now in charge of the Victor department of the Anthony Furniture Co., Providence, R. I. Mr. Wooster has had considerable experience in the talking machine trade, and has handled Columbia and Edison machines as well as the Victor line. He has only just returned from the air force of the United States navy, having seen service at naval bases in England, Ireland and France.

INCORPORATED

F. M. B., Inc., Brooklyn, has been incorporated with a capital stock of \$10,000 to handle Victrolas and sporting goods. The incorporators are J. P. Bahrenburg, A. O. Johnson and J. J. O'Leary, 7721 Ridge Boulevard, Brooklyn.

STARR CO. STORE REMODELED

The Evansville, Ind., store of the Starr Piano Co., at 208 Main street, recently completed the remodeling and redecoration of its store and has built several demonstration booths for Gennett records and Starr phonographs.



The Wonderful Tone Production of PHON D'AMOUR

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

PHON D'AMOUR

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

PHON D'AMOUR

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

Edison Message No. 40

We are beginning to hear these days about the "American Bolshevik." There is no such person. A man may be a Bolshevik or he may be an American, but he cannot be both a Bolshevik and an American.

*There is Bolshevism in America,
but there are no American Bolsheviks.*

THOMAS A. EDISON, Inc.

ORANGE, N. J.

Modern Ideas in Window Display and Store Equipment Pay Big Profits

By Elbert Parsons

"Variety is the spice of life" is an old saw which was never so true as when applied to window and interior arrangement of talking machine stores. Now I am going to put some pointed questions to you. First of all, is that window of yours going to present the same familiar appearance this coming spring and summer that it has for the past six months?

It's a pertinent question, isn't it, particularly when you bear in mind that the leading talking machine companies are spending thousands of dollars in preparing special window displays that are well worth the consideration of dealers who desire to get "out of the rut"—to interest the public in the fact that they are alive and up-to-date—for in presenting something original and striking the men who conduct a store are advertised to the public as progressive.

It is true that talking machine dealers in larger cities and in the principal streets are believers in oft-changed windows and attractively arranged stores, but take some of the smaller towns and the less frequented sections of the cities, and there are dealers who seem to be absolutely indifferent to the value of their windows and to the fact that they have at their disposal displays that might afford evidence of their enterprise if they were disposed to take advantage of them.

You can pass these small stores for months at a time and window displays are unchanged; machines and records are dusty and poorly placed, and there is a general air of indifference to one of the most profitable means of interesting the public in the store.

The time is then ripe for action—for change. You are, unless your attention is called to it, very apt to become "accustomed to things," and it is "bad business"—this "becoming accustomed." The public's taste runs to variety—that

is a pretty well established truism by this time. It is your business to increase your business by catering to the tastes of the public. You owe it to yourself and to your business. In fact, you can never hope to be successful beyond a small degree unless you have sufficient psychology in your make-up to realize that the man is judged by his store, and that the infrequently

The Talking Machine Dealer is Often Judged by the Character of His Window and Store Equipment

changed, ill-kept window is the most positive proof of a store being run by a man who has poor business tact and ability.

People in your community do not care to deal with such a store; they are apt to go elsewhere—to the man who believes that "the window oft proclaims the man" and spend their money for talking machines and records in pleasing environment.

Change, individuality, variety—call it what you will—always appeal, and the dealer who will succeed is he who realizes this fact not only as applied to his window, but to the entire interior arrangement of his store.

In many cases it might be well to create a

general upheaval of store traditions and install modern ideas of equipment throughout—ideas that will make the store a more attractive place for people to trade in; a place where they will visit more frequently, and where they will feel at home.

The war is now over, and we can prepare for a good long stretch of prosperous times, hence hustle things around right away. Let no moss-grown policy prevail.

Fix up your window and your store so that it will stand out as a model—as an example that will be talked about in the neighborhood. Be individual and progressive—particularly so if you are living in a community where merchants are indifferent to the value of window and store arrangement. Remember that it is not the locality that counts as much as the store. The attractive talking machine store can dominate the locality, and every penny spent for frequent window displays and artistic interior arrangements will pay a big profit. It may be said this is an old topic, but the subject is one that is well worthy of being reiterated and emphasized.

W. S. GRAY HAS "NYACCO" AGENCY

SAN FRANCISCO, CAL., April 1.—Walter S. Gray, Chronicle Building, who is the Pacific Coast agent for many successful talking machine accessories, has been appointed distributor in this section for "Nyacco" albums, manufactured by the New York Album & Card Co., New York. These albums enjoy wide popularity and Mr. Gray expects to develop a profitable demand for these products in the large territory which he controls on the Pacific Coast.

If you want better ideas—more active, original, and valuable—improve your thinking.



Tonal Beauty and Cabinet Quality

THE Cheney Phonograph is prized both for its transcendent beauty of tone and its masterly cabinet quality.

The tonal system employs new principles of accoustic science which place the Cheney in a class alone.

The CHENEY PHONOGRAPH

Cheney cabinet craftsmanship does more than suggest the work of the old masters of furniture artistry.

It equals their finest achievements.

Cheney cabinets possess the distinction and artistic charm of the original period productions which inspired them.

The far-seeing dealer will recognize in these commanding advantages, the greatest opportunity offered in the phonograph field.

Write us for full details

CHENEY TALKING MACHINE COMPANY

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



TALKER AN AID TO PHOTOGRAPHY

Western Photographer Makes Subject Look Pleasant With Selected Music

A photographer has been discovered in the State of Michigan who is a musician and also a bit of a psychologist. He has found the talking machine a great help in his business of making portraits of his subjects. When a person enters his shop and expresses a desire to have a picture made this enterprising photographer makes a study of this person, trying to read from the facial expression and actions his disposition and characteristics. Then he studies the face and decides just which features should be emphasized in order to get the best results, from an artistic point of view.

But he found it a difficult matter to make these features stand out so that they would make a life-like impression on the plate. At last he hit upon the talking machine as the solution, and now uses music suited to the particular type of individual. To make his subject register joy or animation he plays some lively tune, and if he thinks his subject should appear sad or thoughtful he depends upon such old Southern melodies as "My Old Kentucky Home" to produce the desired result.

He has found this plan very successful, for there is music to express every shade of human emotion and feeling, and with the aid of the talking machine this music is always at hand, ready to do its work.

CAUSES NO DAMAGE BY FIRE

L. M. Huntington, vice-president of Phonographs, Ltd., 861 Broad street, Newark, N. J., advises The World that the fire which visited the building in which they are located last month actually caused no damage by fire, the only loss being by water and smoke which amounted to not more than \$1,500. There was no interruption to their business, and everything is running in first-class shape.

POPULARITY OF ALL STAR TRIO

Victor Records Made by This Organization Have Won a Large Measure of Popularity Throughout the Country

Very few organizations introduced to the public during recent years have made such an impressive and immediate success as the All Star Trio, whose Victor records are proving among the most popular numbers in the recent supplements.

This trio consists of J. V. Arden, W. Wads-



The All Star Trio

worth, and G. H. Green. Mr. Arden has been recording music rolls for some time past; Mr. Wadsworth has been on the vaudeville stage for quite a few years, and Mr. Green is recognized as one of our leading xylophone players.

These artists with keen perception recognize the value of spending money on their own publicity instead of asking other people to do it. Accordingly, they have arranged to distribute 500 photographs, similar to the one shown herewith, measuring seven by nine inches, and Mr. Arden has personally visited many of the Victor

dealers in metropolitan territory and presented them with an autographed picture.

The sale of the Victor records recorded by the All Star Trio has been little short of phenomenal, and their future records will undoubtedly meet with equal success. Incidentally, these artists have also composed several popular selections. Wadsworth and Arden are the composers of two lovely fox-trots, "Lucille" and "Just Blue," and George Green is the composer of "Frivolity," a very successful one-step.

APPROVES THE TRADE ACCEPTANCE

Mandel Mfg. Co., of Chicago, Find an Increasing Interest in This Means of Settling Accounts—How Dealers Would Benefit by Use

In the talking machine as in other industries there is evident an increasing interest in trade acceptances as a means of providing a method of settlement that is deemed most modern and most satisfactory by students of credits and accounts. The Mandel Mfg. Co., of Chicago, in a recent letter states that it has been trying hard the past six months to secure trade acceptances from customers, and is meeting with splendid success. "It is simply," writes J. H. Hupp, of that concern, "a case of thoroughly explaining the advantages of the trade acceptance to the dealers and in most cases they are found to be heartily in accord with the plan."

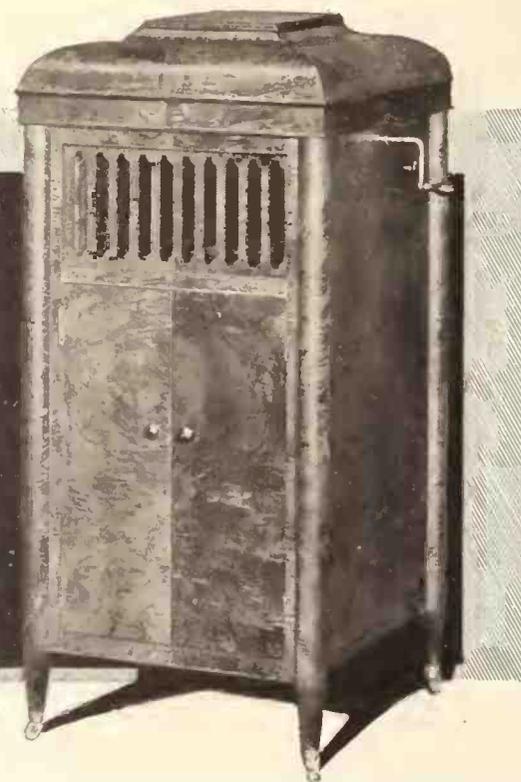
One dealer located in Washington, D. C., in returning to Mr. Hupp an acceptance closing his account, wrote: "I am glad you adopted this method of doing business. If all wholesalers would insist on prompt settlement of their accounts, the retailer would be made to push his collections and cut out the bad customers and do business with those who pay, and thus make more money. The acceptance is best for the wholesaler, best for the retailer and best for the customer!"

All good awaits the man whose desire to serve is the dominant passion of his life.

THE LAST WORD IN TONE REPRODUCTION

Achieved by men who have made
a Life Study of Musical Sound.

The
BUSH & LANE
PHONOGRAPH
*is a Perfect Musical
Instrument*



BUSH & LANE PIANO CO.
HOLLAND, MICH.

Barring None
No Other Record Won Great Popularity in
as Short a Time as the

**GROWTH
 IN
 QUANTITY**



**GROWTH
 IN
 QUALITY**

We Invite All Progressive Dealers to **Get in Touch With Us**
 We Will Stock You Up With the

Latest Broadway Song and Dance Hits

ON



OKEH

RECORDS

EASY SELLING

EVER SATISFYING

ORDER TODAY—WE SHIP TODAY

Garford Manufacturing Company

ELYRIA, OHIO

Garford Phonograph

MODEL C

*Retails
at
\$15.00*



MODEL C

*Retails
at
\$15.00*

To The Trade

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

Garford Phonograph—Model C

When we placed this phonograph on the market, we knew that this instrument would satisfy the dealers and the public, for it is a durable, strictly high-class phonograph that carries with it our iron-clad guarantee.

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

Retailing at \$15.00,

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

THE GARFORD MFG. CO.
ELYRIA, OHIO

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

To the ordinary mortal, unless he is a close student of history, the Middle French Renaissance period in decorative arts means little or nothing, but to the decorator who has made a close study of this art the phrase indicates the period that marked the final rejection of the Gothic influence in the art and the adoption of the real Italian style and its later developments. This period includes four reigns in France, those of Henri II, Francois II, Charles IX and Henri III, embracing a period of approximately 40 years.

The decorative art in these early days was confined largely to church purposes, and the courts of the period, being closely associated with the churches, naturally followed the same bent in the decoration of castles and palaces. At this period the church was absolutely dominant, and its influence was felt far beyond the confines of the church buildings and the cloisters proper. The Gothic style was accepted as the style of the church, and it required radical action to get away from it and to launch into the real development of decorative art.

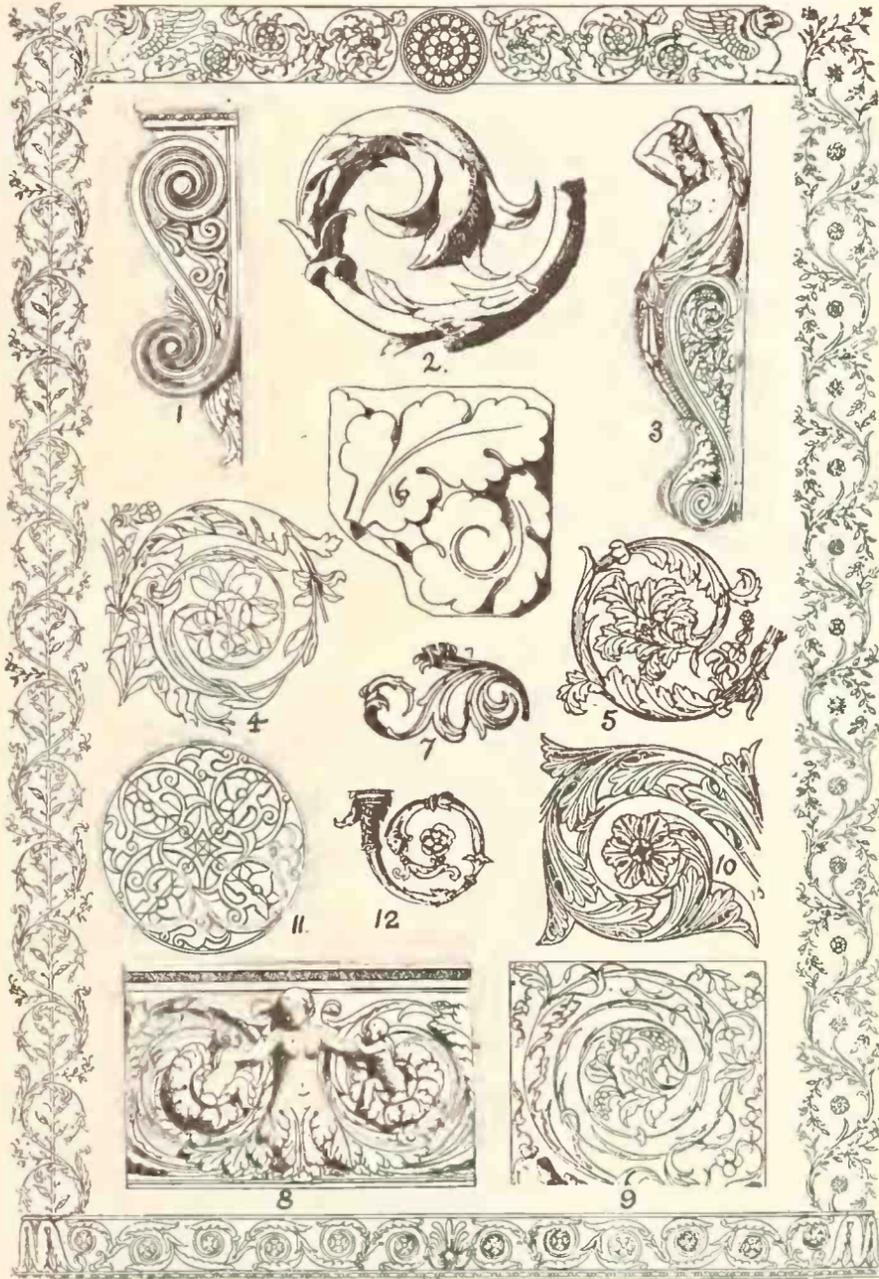
Renaissance means, colloquially speaking, "revival," or "renewal," but in the case of the French decorative arts it represented more a genuine advance and a departure from accepted terms—revolutionary in a large measure. It was during the reign of Henri II, from 1549 to 1555, that the departure from the Gothic became first pronounced, although the style was still retained for church purposes. Henri married Catherine de Medici, and the close connection thus made with one of the Florentine families aided materially in the spread of the Italian art principles in France. Italian furniture was imported in great quantities, and the French artists and artisans, taking their cue quickly, soon began following the Italian style, as is evident in the decorations and furnishings of the Louvre, which for the most part belongs to this reign. The tendency of the period, which perhaps gave to it the name of the Renaissance, was toward the increased use of the Greek or-

ders, Doric, Ionic and Corinthian; heavy paneling, rich carvings, the use of marquetry and rich colorings were much in evidence.

decorative period from which present-day designers may copy, it nevertheless possesses numerous virtues and can be adapted for use in

talking machine cabinet work most acceptably, giving the cabinets the appearance of stability and a solid richness that is most impressive. The French artists did much to improve the style in their efforts to create something that was neither French, German nor Flemish. They brought the use of the scroll to a high point of development, and it is these scrolls that offer to the modern designer an unusual opportunity for decorating his cabinets acceptably.

In homes where heavy furniture predominates, even though it be of the modern craftsman school, cabinets showing just a touch of the French Renaissance influence should find a ready place. The style will never be as popular as the styles of some of the later French periods, but that fact alone should make for its exclusiveness, and consequently for its desirability. For the cabinet designer who is seeking something new there is nothing that can occupy his



Middle French Renaissance Period Ideas for Cabinets

The Middle French Renaissance was noted for the close adherence to various accepted details. While not perhaps exceedingly popular as a

time better than an earnest study of the French Renaissance style and how it might be applied successfully to modern talking machine cabinets.

GIVE DINNER TO RETURNED FIGHTERS

The J. A. Foster Co. Employees' Benefit Association, Providence, R. I., recently gave a dinner for all employees who had returned from military service and were again with the com-

pany. Among the guests were three talking machine men: Frederick Q. Knight, manager of the Victor department of the J. A. Foster Co.; Rene Robillard and Harold Worman, of the talking machine department of the Dimond Co. store.

CARVED PHONOGRAPH POSTS, GRILLS, MOLDINGS, ETC.

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

Catalogue on request

KLISE MANUFACTURING CO.
GRAND RAPIDS, MICH.

Superior Die Castings

will Cut Your Costs and Increase Your Sales

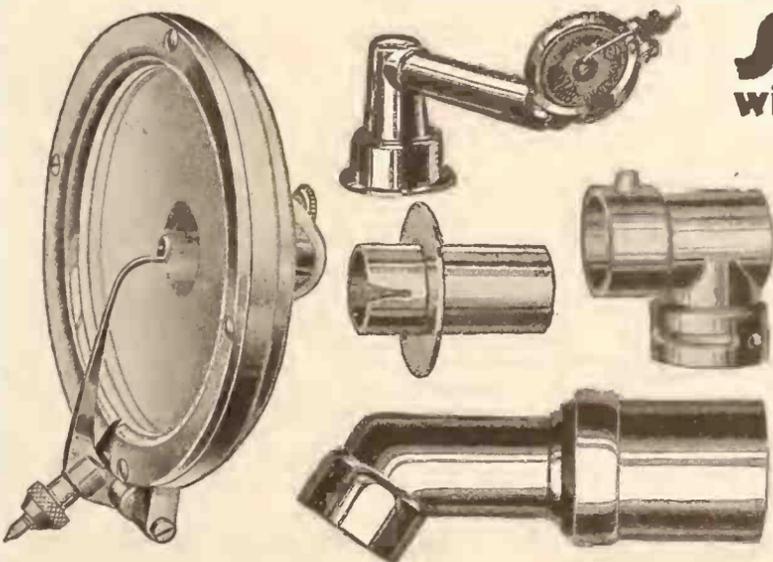
Tonearm and Reprodncer Parts, Attachments, Turntable Hubs, Motor Governor Discs, Knobs, Piano Player Parts—accurately cast in Aluminum, White Brass, White Metal Alloys or Zelco Metal—ready for nickel or gold plating. We employ a large force of die makers especially skilled in this class of work and operate a large battery of die casting machines of our own design and construction with a capacity of 50,000 to 100,000 castings per day.

Write for Samples of Work we are doing in this line



Send us your Specifications or Models for quotations

Barnhart Brothers & Spindler
Monroe and Throop Streets Chicago Illinois





“Funiculi-Funicula.” Everybody has heard it. Sung by Stracciari, everybody wants to hear it again. Columbia 78104.

**Columbia Graphophone Co.
NEW YORK**

GREAT FOREIGN DEMAND FOR TALKING MACHINE PRODUCTS

R. C. Ackerman, Manager of Export Department of Otto Heineman Phonograph Supply Co., Inc., Tells of Important Trade Connections Made Throughout World—Impressive Evidence of Progress

The peace treaty is not yet signed, but already the export department of the Otto Heineman Phonograph Supply Co., Inc., reports indications of unprecedented activity through its foreign representation in South America, Asia, Australia, England, Scandinavia, etc.

It is to the credit of the talking machine industry that though it was one of the first to place its tremendous plants at the service of Uncle Sam when the call came for co-operation, the moment the opening of the door of peace was in sight the entire industry lost not a moment to get back to pre-war footing. Since the ending of the war the demand for talking machine supplies—motors, needles, and OkeH records—has strained to the limit the producing capacity of the numerous Heineman plants and it was only through the addition of new factories that it could keep pace with the demand.

R. C. Ackerman, manager of the export department, has established connections in the farthest corners of the world and has placed Heineman products upon the catalogs of the largest foreign jobbers. “It will not be long before, in every land where the sun sets, there will be Heineman products to herald their tale of universal success,” he remarked.

To-day Richardson, Orr & Co. are covering Australia and New Zealand from their offices in Melbourne, Sydney, Brisbane and Wellington, showing excellent results in creating new markets for the Heineman products.

On account of the high freight rates, and because the enterprising people of the Antipodean Commonwealths of Australia and New Zealand are very ready to recognize a good idea, the building of phonographs locally is a subject of much interest, and the demands for Heineman literature have come by mail and cable, so that it is only a question of a very short time when “Made in Australia” and “Made in New Zealand” talking machines equipped with Heineman and Meisselbach motors, tone arms and sound boxes will be well known in those countries.

The Asiatic territory is thoroughly canvassed by Muller, Maclean & Co., whose numerous

traveling men are constantly on the road reaching out into every nook and corner of the vast Asiatic territories.

From the Heineman agent in Kristiania, Th. Bjerke Gruner, comes the news that this progressive concern has just rented a large building in Kristiania which will be devoted to the



R. C. Ackerman

display of Heineman products. In addition to this they are also building a modern plant for the manufacture of phonographs.

The Cuban field is thoroughly covered by the Texidor Commercial Co., of Havana, who have sub-agents in thirty-one cities of the Island Republic. Attractive showrooms are being arranged for and already most gratifying results have been attained for OkeH products.

The extensive English interests of the Heineman Co. will be looked after by A. J. Balcombe, of London, whose fast growing clientele is one of the most promising signs in the speedy recuperation of even those countries which had to bear the brunt of the long war's burdens.

Mr. Ackerman, on account of his long expe-

rience in export work and familiarity with foreign fields, is particularly qualified to make a big success of Heineman products in the immense markets outside of the United States,—especially in South America, with the language and characteristics of whose peoples he is conversant. “Optimism is the keynote of all of our export correspondence,” he remarked upon being questioned about conditions of the world's talking machine and record trade. “And if optimism means anything at all it signals the greatest tide of prosperity. It will swamp the American phonograph industry for it's on its way from all parts of the world.”

INCORPORATED IN BROOKLYN

The Metropolitan Record Sales Co., Brooklyn, has been incorporated to deal in musical supplies and novelties, with a capital stock of \$5,000. The incorporators are Abraham Levy, 102 South Fourth street, and William and B. L. Block, 111 Lee avenue, Brooklyn.

NEW STORE IN MIAMI, FLA.

MIAMI, FLA., March 20.—A new talking machine store is to be established in this city by the Wolfe Bros. Phonograph Co., which will handle the Pathé line exclusively. Members of the firm are R. B. Wolfe and William F. Wolfe, who are joined by John A. Futch, of the John A. Futch Co., the distributors for the Pathé phonographs.

FEATURING THE ACTUELLE

The Herbert & Huesgen Co., 18 East Forty-second street, New York, is at present concentrating on the sale of the Pathé Actuelle. Charles H. Huesgen, founder of the Photographic Association of America, is enthusiastic over the instrument, and is planning to construct a camouflaged booth in his retail department. The idea of this novel booth is to make the customer unaware that a talking machine is being played for his benefit.

ENLARGING PRESENT QUARTERS

The Piper-McIntire Co., Manchester, N. H., is enlarging its present quarters and is adding five soundproof demonstration rooms in the rear of the store. These rooms will be well fitted up for the comfort of patrons and the display of Victor, Edison and Columbia machines. A complete line of musical instruments and sheet music is also carried.

If you see your customer come in with a smile on his face be sure to play a record which will broaden that smile. It will pay you well.

COTTON FLOCKS

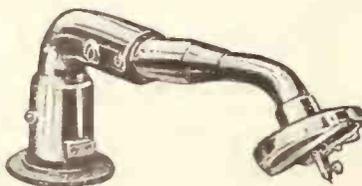
.. FOR ..

Record Manufacturing

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

THE REGINAPHONE

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



New Regina Sound-Box

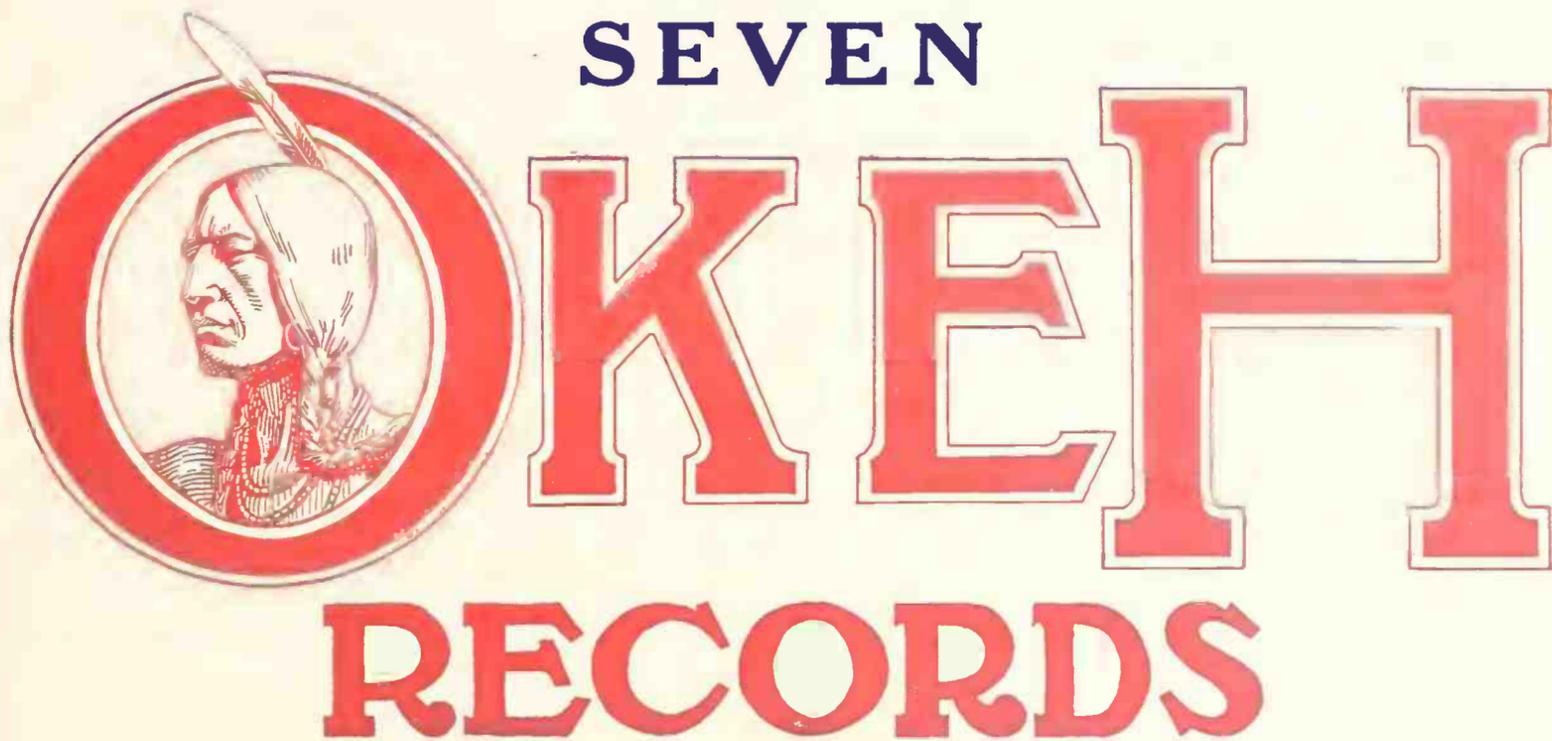
Territory arrangements with active dealers. Send for particulars.

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

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



OUR LUCKY STRIKE SEVEN



EVERY NUMBER A MAGNET

These 7 Hits Draw Bigger Business Than Any Previous OkeH Record Release

PLACE A SAMPLE ORDER

Get in With Us for Your Share of Profits

- { MADELON (Tenor)
- { WHY DID THEY STOP THE WAR? (Baritone)
- { TILL WE MEET AGAIN (Tenor Duet)
- { LONESOME (Tenor)
- { EGYPTLAND (Vocalists)
- { EVERY DAY'S A HOLIDAY IN DIXIE (Baritone and Tenor)

- { THE AMERICANS COME (Baritone)
- { THE STATUE OF LIBERTY IS SMILING AGAIN (Vocal Trio)
- { KISSES (Tenor)
- { AFTER ALL (Tenor Duet)
- { HINDUSTAN (Fox Trot)
- { JA-DA (Fox Trot)

- { EGYPTLAND (Fox Trot)
- { OLE MISS (One Step)

NOR CAN YOU AFFORD TO FORGET

COME ON PAPA
SMILES
SOMETIME

I'M ALWAYS CHASING
RAINBOWS
and the Ever Popular
MARSEILLAISE

Selling As Frisk As Ever
TERMS RIGHT

One Hearing Will Convince You
IMMEDIATE DELIVERIES

Otto Heineman Phonograph Supply Co., Inc.

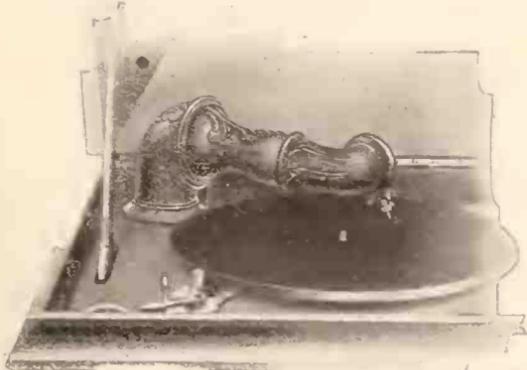
25 West 45th Street New York City, N. Y.

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

INTRODUCE WOODEN TONE ARM

Sonora Dealers Furnished With Wooden Tone Arm to Fit All Cabinet Models—Provides An All Wooden Tone Passage

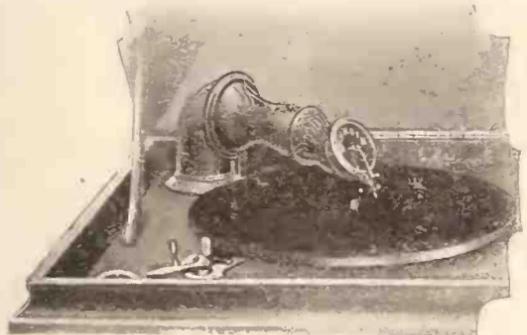
The Sonora Phonograph Sales Co., New York, has just issued an interesting folder featuring



Playing Lateral Cut Records

an all wooden tone arm that can be used to replace the metal tone arm on any cabinet model Sonora phonograph.

When the Sonora Phonograph Sales Co. introduced its Sonora Invincible II., listing at \$500,



Playing Hill and Dale Cut Records

it equipped this instrument with a wooden tone arm in order to determine how it would be received by the public. During the past few months the company has been in receipt of letters from Sonora dealers and owners in all parts of the country heartily commending the wooden tone arm. It therefore decided to produce a tone arm of this character which can be used on any of the standard cabinet models. By its use there is provided in Sonora phonographs an all wooden tone passage, that the company believes "is the ideal medium for producing the highest possible degree of tone quality."

SOLDIER BOYS WELCOME ARTISTS

Famous 27th Division Enthusiastic Over Visit of a Number of Artists of the Emerson Co. to Camp Merritt, N. J.—Cheer for the Boys

The boys of the famous 27th Division gave a royal welcome to a number of artists who recently visited Camp Merritt, N. J., under the auspices of the Emerson Phonograph Co. The entertainment lasted three hours and the boys enjoyed every minute of it.

The program opened up with ragtime playing by Miss Bess Ancele. She was followed by one of the best-known baritones in local circles, Irving Kaufmann, formerly a member of the "Avon Comedy Four," who was received with applause that necessitated encore after encore.

Bigio de Luca, popular accordionist, gave several tuneful dances and marches, and he was followed by one of the leading Russian pianists, Alex. Makoffka. The next number on the program was Mme. Maria Grever-Marcell, popular dramatic Spanish soprano, and the boys appreciated her efforts to such an extent that she was obliged to sing six selections.

The next artist to entertain the "boys" was Fred Duff, lyric tenor, and Mr. Duff's talented little niece, Martha Duff, popular juvenile contralto, concluded the program with the singing of parodies and popular songs.

Every member of the 27th in the audience was then treated to a package of cigarettes donated by the Emerson Phonograph Co. and presented by L. D. Rosenfeld, who, as on previous occasions, managed this affair.

TYPEWRITING TO TALKER MUSIC

Commercial Clubs Find That Music Proves Better Aid Than Chewing Gum in Training Typists to Develop Speed in Operation

And now music with your letters! In some schools teaching commercial subjects, and especially typewriting, the talking machine has become a pleasant necessity. Our erstwhile typists sit before their machines and learn the art of the keyboard to the music of the latest one-step. It has been found that music is a great help in learning to typewrite. Regularity and precision are necessary for beginners in typewriting, for each finger must do its work at the proper time in relation to each other finger. It was hard to instil this principle into the minds and fingers of the students in the days when the eternal chewing gum was their only consolation. But at last some one realized that the same music which makes our feet dance so irresistibly would also guide the halting fingers of the pupils, and the new system was introduced which has found much favor among teachers of typewriting.

There seems to be an inherent tendency in our fingers to drum out a tune and keep time with music we like. The talking machine is well suited to make use of this tendency, for the speed of the music may be regulated to the requirements of the moment, and above all it

furnishes that unvarying regularity which teachers says is the secret of good typewriting. With the addition of the talking machine in teaching, this subject becomes a pleasure rather than a drudge, a great deal of time is saved because the students learn faster and the work is more thoroughly done because it is done unconsciously. The necessary precision becomes a matter of habit.

REACH PEACE-TIME PRODUCTION

Brilliantone Steel Needle Co. Increase Output—Introducing New Spear Pointed Needle

B. R. Forster, president, and H. W. Acton, secretary of the Brilliantone Steel Needle Co., were recently in the New England territory. They reported increased sales of the Brilliantone steel needle, and general good conditions existing throughout the trade in that section of the country.

The Brilliantone Steel Needle Co. have once more returned to their full peace-time production, and are again producing light tone needles in quantities. Within the past month a new spear pointed needle has been produced by this company for which they are already receiving a strong demand.

Inspiration has value. It's worth a good deal, but it costs something.

Give New Customers A Chance to Find You

Place a Bright Sparkling
FEDERAL ELECTRIC SIGN
In Front of Your Store

PIANOS

PHONOGRAPHS

Attracts From A Distance

The Federal Electric Sign widens your zone of attraction from a few feet either side of your store to several blocks. Prospective customers, glancing up and down the street, see your sign sparkling by night and glistening by day, and are attracted and lured past establishments less attractive.

Twelve Months To Pay

We give you twelve months to pay for this sign. During this time you have the services of this energetic sales agent, to assist you in making the payments.

Works 24 Hours A Day

The attractive Federal Electric sign gives a cheerful, prosperous, inviting appearance to your establishment. Made of enameled porcelain, it cannot fade, rot or rust, it is not painted, and therefore never needs refinishing. Lasts indefinitely. An occasional washing keeps the porcelain surface sparkling like new.

Mail Coupon TO-DAY

Federal Sign System (ELECTRIC)
LAKE AND DESPLAINES STREETS, CHICAGO, ILL.

Branches In All Large Cities

Please send full information on FEDERAL ELECTRIC SIGN suitable for my business.

Name
Address
Business

(T.M.W.-4)

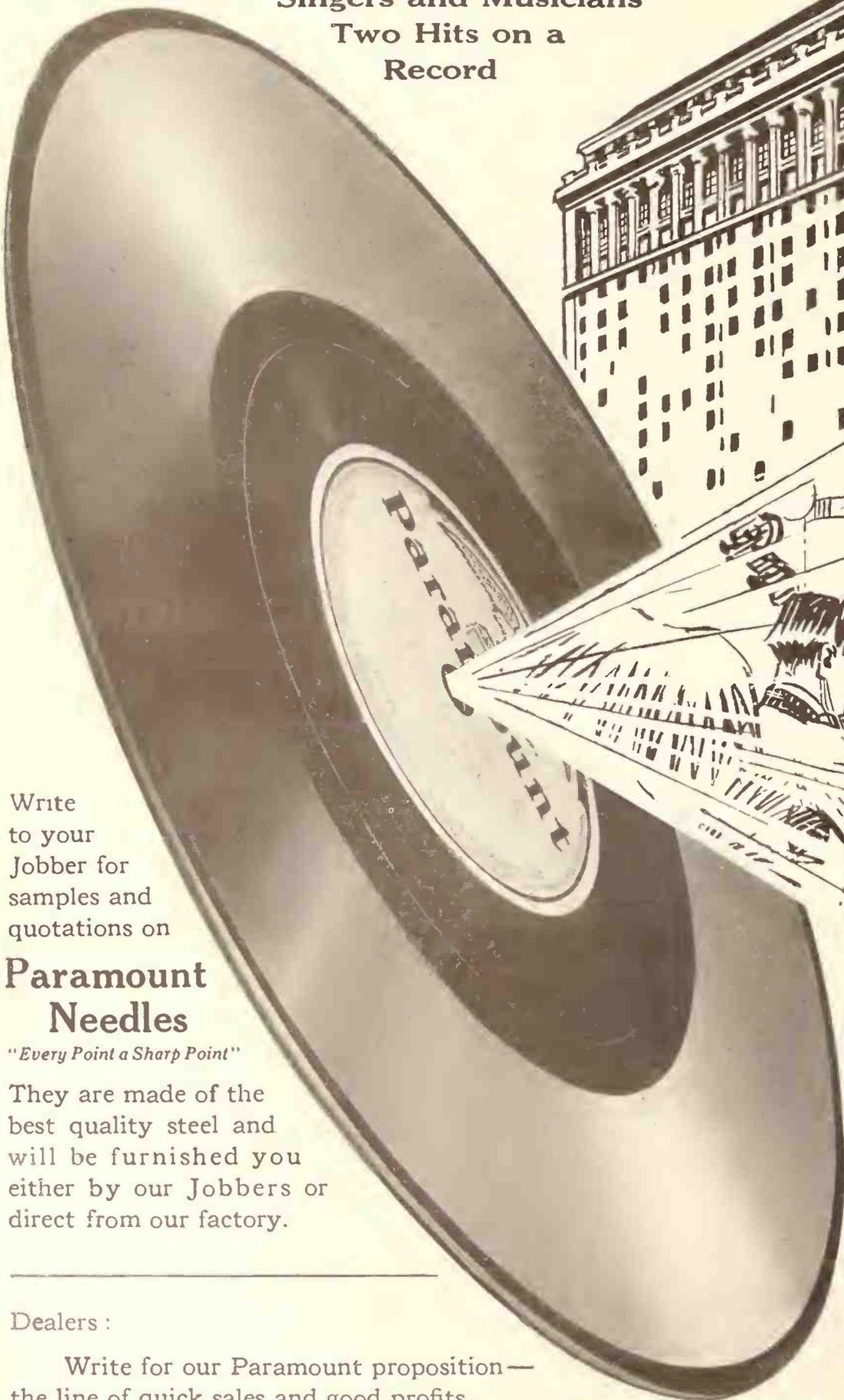
12
Months
to Pay

REG. U.S. PAT. OFF.

Paramount Records

The All-Hit Line of Independent Records
No Shelf Warmers—The Best
Singers and Musicians
Two Hits on a
Record

Double Disc



Write to your Jobber for samples and quotations on

Paramount Needles

"Every Point a Sharp Point"

They are made of the best quality steel and will be furnished you either by our Jobbers or direct from our factory.

Dealers :

Write for our Paramount proposition—the line of quick sales and good profits.

Name _____

Address _____

BECK'S THE TALK of New York City Pennsylvania Hotel Orchestra

Features this month's Paramount Records with a sensational series of Dance Hits.

THE NEW YORK RECORDING LABORATORIES, Inc.
PORT WASHINGTON, WISCONSIN
NEW YORK CITY GRAFTON, WISCONSIN

THE COLUMBIA RECORDING STAFF

Counterfeit Presentments of the Men of the Columbia Recording Department

We take pleasure in presenting herewith the members of the staff of the Columbia Graphophone Co.'s recording department. C. D. Emerson, recording supervisor of the Columbia laboratories in New York, is one of the veterans



Members of the Columbia Co.'s Recording Department of the talking machine industry, and he has surrounded himself with a body of able and experienced men.

The members in this group reading from left to right are as follows: Standing—Fred Ochs, assistant operator; Wallace Downing, assistant operator; H. M. Gloetzner, operator; E. J. Lee, operator (shaving machine); Jos. Silless, operator. Seated—W. F. Freiberg, operator; C. D. Emerson, recording supervisor; A. Hausmann, operator; W. A. Forbush, booking agent.

WOULD BREAK THE MONOTONY

C. T. Hubbard Tells in System How He Impresses His Statements on Customers

In that interesting department of System entitled "What I Would Do," Clarence T. Hubbard contributes some pointers on what he would do if we were a credit manager which may be of interest to talking machine men. He says:

"I would send out my statements on paper of different color for each month. The change would impress itself upon my customers' attention and would help the bookkeepers in checking up. I would even vary the size, although I would maintain a uniform ruling.

"Snappy little phrases like these would enliven the statements: 'Live wires know where to charge their accounts. That's why we maintain a credit department. Live wires know when to pay their accounts, too. That's why we have you rated in Class 1A. It means you are reckoned a prompt payer.'

"For my long-standing customers I might have statement forms prepared which would show a picture of the credit department, or the pile of statements just before mailing, or other interesting yet practical views with the credit end of my business.

"There is so much sameness about statements that these odd little touches would surely make mine stand out from any pile of mail. The additional expense would undoubtedly be more than offset by the reduction in the list of delinquents, and by the later expense of follow-ups, collector's visits and occasional lawsuits."

MAKES A GENEROUS OFFER

B. W. Fisher, Barre, Vt., manager of the Bailey music rooms, has offered to contribute half the price of a Victrola to be used in the local hospital if the other half is raised. Many are contributing to the fund, and within a few days the patients in the hospital may enjoy the latest music and songs.

GEO. E. COUGHLIN BACK FROM WAR

Son of Well-Known Talking Machine Man Makes Fine Record in United States Naval Aviation Service—Some High Flying

George E. Coughlin, son of James T. Coughlin, president of the Talking Machine Men, Inc., of New York, has returned after a long service in the air force of the United States Navy. In his training course he made the highest record of any man in his class and was made an instructor at Pensacola. At one time he had a thrilling escape from death when his machine burst into flames in mid air and plunged into the water two miles from shore. After swimming over a mile with all his heavy clothes on he was picked up by a launch sent to his rescue, and the next day was none the worse for his mishap.

James T. Coughlin is a well-known talking machine man who carries the Victor line of machines and records in his establishment at 487 Eighth avenue. He is president of the Talking Machine Men, Inc.

"INDIANA" CO. IN NEW YORK

Well-Known Die Casting Company of Indianapolis Opens Offices, With V. F. di Lustro in Charge—Well Qualified For the Post

The "Indiana" Die Casting Co., Indianapolis, Ind., has opened offices on the tenth floor of the Tribune Building, New York City. Vitus F. di Lustro will represent the interests of the "Indiana" Die Casting Co. at this address. The increasing business of this company among the talking machine manufacturers of the East and the general marked increased production of the trade in general has made the opening of these Eastern offices a necessity. Mr. di Lustro, through his expert knowledge and qualifications, is particularly fitted to render services of the highest character to the talking machine trade.

F. G. McAlpine, Rockford, Ill., has opened a music store and phonograph record exchange at 522 West State street.

RETIRE FROM THE RETAIL FIELD

I. Davega, Jr., Inc., Retail Stock Acquired by S. B. Davega Co.—The Former Will Take Name of Knickerbocker Talking Machine Co., Victor Wholesalers Exclusively, on May 1

As their doors closed on Saturday evening, March 29, I. Davega, Jr., Inc., retired from the retail business. Their large store at 125 West One Hundred and Twenty-fifth street, New York, which carried a large and varied line of sporting goods and Victrolas, has been acquired by the S. B. Davega Co., who will add this stock to their other sporting goods and Victrola stores in the metropolis.

I. Davega, Jr., Inc., as was previously announced, will confine their activities entirely to the wholesaling of Victor merchandise, and on May 1 will change their name to the Knickerbocker Talking Machine Co.

Work is rapidly being completed on their new quarters at 138 to 140 West One Hundred and Twenty-fourth street, which will probably be ready for occupancy by May 1. This new company has planned to institute a number of departments rendering special services to the Victor retailer.

TO MARKET NEW PHONOGRAPH

W. H. Bennington, of Cleveland, Ohio, is organizing a company which will immediately embark in the manufacture of a new line of talking machines. This product will have two distinguishing features, one a special record holder making for convenience in filing records, and a system for changing records on the turntable without opening or closing the lid.

OCCUPY LARGER QUARTERS

The Electric Phonograph Corporation, formerly at 29 West Thirty-fourth street, have acquired an entire floor at 235-237-239 West Twenty-third street and have moved their offices to that address. In addition to the offices they will open well-equipped recording laboratories at that address in New York.

MICA IN GUATEMALA

The existence of mica, obtainable in very large sheets, has been known in Guatemala for several years, and efforts will be made to exploit the deposits, according to an official report from that country.

1919 Will Be A Banner Phonograph Year

Prepare Now To Give

YOUR CUSTOMERS THE BEST POSSIBLE

By Getting

Pathe Phonographs and Pathe Records

Through

The Fischer Company

(Oldest Pathe Jobbers)

940 Chestnut Avenue

Cleveland, O.

—there are 80 people who whistle or hum a popular hit to one lone person who hears opera and concerts. When you do business in Emerson Records you are 80 to 1 on the safe side.

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



Emerson Phonograph Company

NEW YORK

3 West 35th Street

CHICAGO

7 East Jackson Blvd.

Guido Deiro's accordion has 200 stops. The sale of his Columbia Records never stops! Have you ordered A-2695?



Columbia Graphophone Co. NEW YORK

HOW LACEY MAKES GOOD

Energy and Originality Bring Deserved Reward to Edison Dealer in Peoria

William Maxwell, vice-president of Thomas A. Edison, Inc., had occasion to write to Jimmy Lacey, Edison dealer of Peoria, recently, and in



James Lacey

his letter he suggested that Mr. Lacey give some of the reasons why he has been so successful. In reply Mr. Lacey wrote: "Recently the executive secretary of our Association of Commerce—

a man known for his aggressiveness—was sitting in the store waiting for his wife, who was attending a lecture on art in our recital hall. 'Jimmy,' he said, 'I've watched with unusual in-

That dealer was no more surprised at the new viewpoints I brought him than was I at his lack of originality in store methods. "Belief in your product, in the gospel of music,



One of Mr. Lacey's Stunts Is to Give Phonograph Concerts for School Children

terest the building up of your business in Peoria, and while I'm in the dark as to your sales methods, I am aware of one big fact: You have made this store the most popular shop in town. Were I in the market to-day for a phonograph I'd just naturally come right over here and buy.' "An Edison dealer, who is reasonably successful, came to visit us the other day. I got out my 'bag of tricks' and began to work on him. There followed such exclamations as, 'Where did you get that idea?' 'Who told you that?' 'I never thought to say it that way.'

an overwhelming desire to serve, imagination, a willingness to work, these are some of the reasons why. Also, to my mind, you are an unworthy representative of the New Edison if you insist upon making your establishment a phonograph sandwich—losing sight of the meat midst so many crusts. You must specialize. "Since our business in 1918 doubled the 1917 business with less than \$1,000 additional expense and since the sales of December, 1918, exceeded the entire first year's sales, we must be employing safe and sane methods. don't you think?"

Very Good Victor Records

We Will Gladly Play Any of them For You

100-101	By the Sea (Lullaby)	100-102	Swing Song (Lullaby)
100-103	Swing Song (Lullaby)	100-104	Swing Song (Lullaby)
100-105	Swing Song (Lullaby)	100-106	Swing Song (Lullaby)
100-107	Swing Song (Lullaby)	100-108	Swing Song (Lullaby)
100-109	Swing Song (Lullaby)	100-110	Swing Song (Lullaby)
100-111	Swing Song (Lullaby)	100-112	Swing Song (Lullaby)
100-113	Swing Song (Lullaby)	100-114	Swing Song (Lullaby)
100-115	Swing Song (Lullaby)	100-116	Swing Song (Lullaby)
100-117	Swing Song (Lullaby)	100-118	Swing Song (Lullaby)
100-119	Swing Song (Lullaby)	100-120	Swing Song (Lullaby)
100-121	Swing Song (Lullaby)	100-122	Swing Song (Lullaby)
100-123	Swing Song (Lullaby)	100-124	Swing Song (Lullaby)
100-125	Swing Song (Lullaby)	100-126	Swing Song (Lullaby)
100-127	Swing Song (Lullaby)	100-128	Swing Song (Lullaby)
100-129	Swing Song (Lullaby)	100-130	Swing Song (Lullaby)

BEE CROFT

Art Series Delivery Envelopes

Jobbers get particulars— Very attractive

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

RECORD CABINETS

made with **Beecroft's Patent Moulding**

Pat. No. 1,244,944

SOME NEW STYLES

Correspondence solicited

ON THE BOWERY: THE BOWERY!

Famous New York Street Now Proves Center For Talking Machine Shops

The Bowery, renowned of old for many things, is now attracting notice in the trade for its increased business in talking machines. The music stores are full of machines of different models and makes, not the small machines, but the more pretentious ones selling for \$100 and up. Dealers say that many people whom they never thought would be prospects are buying talking machines and records on a large scale. The percentage of cash sales is unusually large, for the people have the money and want to spend it for music—good music. They look upon their purchase of a talking machine as an investment, dividends to be paid in enjoyment, and want the best there is to be had. They feel now that they can afford to put some money into things that make life more agreeable, for the period of enforced saving and self-denial is over.

Doubtless the return of the soldier boys has

much to do with the increased demand for talking machines and records, for a noticeable number of soldiers are to be found in the shops listening to different pieces, and they always go out with a bundle under their arm. In one store three soldiers were grouped around a machine which was playing a well-known popular song, and so intently were they listening to the words that they forgot to stop the machine at the end. Luckily the automatic stop prevented any mishap. Each of these boys left the store with that record in his proud possession.

Amid the rattle and roar of the "L" trains, the clatter of wagons and carts, the babble of voices and hucksters' cries, came from open doorways and windows here and there the music of the talking machine. Evidently everyone was getting the maximum amount of enjoyment out of life.

F. L. Favor has opened a Pathé shop at 426 Bleecker street, Utica, N. Y. Good sales of the Pathé machine and records are reported from that city.

ILSLEY'S GRAPHITE PHONO SPRING LUBRICANT

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

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

EUREKA NOISELESS TALKING MACHINE LUBRICANT

Write for special proposition to jobbers.

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

NEW POST FOR J. A. SIEBER

Joins Dealer Service Department of Columbia Co. Following Discharge From Navy

H. L. Tuers, manager of the dealer service department of the Columbia Graphophone Co., New York, announced recently the appointment of Jack A. Sieber as a member of this department's staff. Mr. Sieber, who has just been discharged from the U. S. Navy, has been identified with the Columbia association for several years, having previously been associated with the local wholesale branch. His experience has also included several years of retail selling, and he is therefore well qualified to assist Mr. Tuers in the dealer service department.

It is interesting to note that Mr. Tuers and his staff, which includes Courtland Shaw and Mr. Sieber, have all had practical retail selling experience, and are therefore fully conversant with the problems that confront the Columbia dealer. This experience has been a very important factor in the signal success achieved by the Columbia dealer service department.

INCORPORATED IN WASHINGTON, D. C.

Arthur Jordan Piano Co. Plans to Develop Business in a Big Way

WASHINGTON, D. C., April 7.—The Arthur Jordan Piano Co., successors to the Juelg Piano Co., has been incorporated with a capital stock of \$250,000. Arthur Jordan, of Indianapolis, is the president, and W. K. Ellis, of Washington, vice-president.

Homer L. Kitt, the widely known piano man, who has been connected with the house since its establishment, becomes a member of the new firm in the capacity of secretary and treasurer. The building occupied by the Jordan Piano Co. is in the heart of the music trade district at Thirteenth and G streets. The house has the agency for Victor talking machines and records.

USING FALSE BUSINESS NAMES

New Bill in New York Legislature Designed to Control Use of Assumed Names

A new bill introduced in the New York State Legislature to amend Section 440 of the Penal Code in relation to conducting business under an assumed name provides that, in addition to the information now required to be filed with the County Clerk by persons conducting business under an assumed name, the age of any persons who may be infants interested in the conduct or transaction of such business must be given; and prohibits the use of, or the filing of certificates for use of, any name which is so similar to that of any other business or corporation as to deceive or tend to deceive.

BOOK LARGE RECORD ALBUM ORDERS

The Peerless Album Co., New York, has received very large record album orders during the past few weeks from manufacturers, jobbers and dealers. The company expects to announce several appointments in the near future whereby important territory will be handled by well-known jobbers.

Philip A. Ravis, president of the Peerless Album Co., is receiving the congratulations of his many friends in the trade upon the recent arrival of a baby boy, who has been christened Norman.

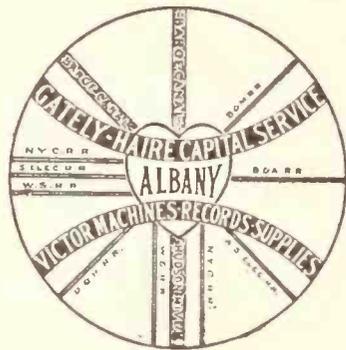
The League of Nations

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

Gately-Haire Service

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

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



Remember—

ALBANY

“for capital service”

NEED WE SAY MORE?

THE GATELY-HAIRE CO., Inc.

Victor Distributors

121 N. Pearl St.

JOHN L. GATELY, Pres.

Albany, N. Y.



Printed in Two Different Color Combinations; Size 9 by 11 inches

May We Send You—Free—Some of these Attractive Display Cards?

Phonograph merchants who take pride in the appearance of their store will be glad to hang these sightly display cards in a prominent place. Needless to say, they will attract favorable attention; and your sales not only of B & H Fibre Needles but also of the higher-priced, bigger-profit records should take a decided upward bound. With the public these days, selling is more largely than ever a matter of suggestion. And these handsome cards have been pronounced unusually rich in suggestion value.

Send Coupon to Boost Your Sales of B & H Fibre Needles

You might also request, through the coupon, a supply of the new Fibre Needle leaflets which are arousing such interest everywhere. These, together with the display cards, will be sent without slightest cost, and all carrying charges prepaid. Please let us know your requirements.

B & H FIBRE MFG. CO.

33-35 W. Kinzie St., Chicago

KINDLY MAIL IN THIS COUPON

B & H Fibre Mfg. Co., 35 W. Kinzie St., Chicago

Please send us immediately, free of all charge,
of your new Display Card Hangers. Also.....
Fibre Needle Advertising Leaflets. We will use them to the
best possible advantage.

Our Jobber's Name is.....
Our Name.....
Address

DOING BUDDIES A FAVOR BY SELLING THEM GOOD MUSIC

Talking Machine Man Who Helped Lick the Kaiser Has the Right Dope When It Comes to Doing Business With the Members of His Former Outfit—They Need Music

Jim Blake, who had left his talking machine store in charge of his wife in order to join Uncle Sam's army and show the Kaiser and Hindenburg that they had added to their troubles by causing him to go after their scalps, came back with his division, was mustered out, carried home his tin hat and his gas mask, sent friend wife back to the kitchen and started out to make up for the time he had lost. It took a little time to get a line on things, but Jim went to it and thought hard. Finally one day as he sat just inside the store door waiting for some new customers and singing softly to himself the battle hymn of the doughboy:

"Mademoiselle from Armentières
Parlez vous
Mademoiselle from Armentières
Parlez vous
Mademoiselle from Armentières
Hasn't been kissed in forty years,
Pinky, Pinky, Parlez vous."

He saw passing the store one of his buddies who had been with the same regiment and who had been mustered out at the same time. "Where do we go from here?" yells Jim. "Going home to my new wife," says buddy. "Going to play those new records on the new talking machine to-night?" says Jim. "Ain't got no new records, because I ain't got no new talking machine," says buddy. "Got to fix that up right away," says Jim. "Come here till I sell you one."

Buddy stalled, but Jim used a little of the push that busted the Hindenburg line, got his friend into the store and said: "Listen, buddy, you have got to have one of these for the wife. You ought to buy one from sentiment if from nothing else. Remember the nights in the Y. M. C. A. and K. of C. huts in Frogland, with Heinie spreading shrapnel and gas all over the place and us whiling away the hours of 'rest' listening to the old reliable talking machine grinding out time and time again music on rec-

ords that had seen better days? Maybe the reason we are not with the shell-shocked is because that much-abused music took our minds off our troubles. You came all the way through without a scar, buddy. Isn't it worth a few bucks just to show you appreciate one of the reasons?" Buddy surrenders and finally falls for the talk, a machine is delivered at so much down and some more to come.

"It's easy," says Jim to himself, after he rang up the first payment, "and I'm doing the boys a favor when I am making them see things in the right light." He scouts around till he gets a look at the old regimental lists and then goes around the neighborhood renewing acquaintances. About 50 per cent. of the boys had got so tired of the French dames that they tied up with their own girls about as soon as the boat had touched the dock. They had homes of their own, and just about found out that even talks about the war won't serve to pass every evening pleasantly when Jim blew in with his talking machine proposition. On the level it was so easy that it was almost a crime, and in 90 per cent. of the cases they didn't have to touch the \$60 bonus from the Government to buy the machine, either. "I didn't even have to show them a Croix de Guerre to make them come across," said Jim. "Just gave them the straight-from-the-shoulder stuff, and when they found out I was doing business at the old stand any friend who has gone any place else since for a machine or some records has been flirting with the hospital so desperately that it was painful.

"I'm not doing business for patriotism," says Jim, "but when I can do my buddies a favor and at the same time make a few bucks on the side for myself I'm doing a little something for my country. The music of these machines is going to stop many a family squabble before it

starts. If friend wife wants to get gabby 'Over There' played with the loud needle is not only going to drown her voice, but make her think the second time before she crowns friend husband with the skillet. It was a sweet little war, but to get back to real business I'm sorry the army was not larger."

ESTABLISHING NEW DISTRIBUTORS

C. E. Ward Co. Feel That New System Will Insure Better Service for Dealers

The C. E. Ward Co., New London, O., well known as manufacturers of khaki moving covers for talking machines, are rapidly establishing a chain of distributors throughout the country for their products with a view of providing better delivery and service for the dealers. The jobbers will be in a position to fill dealers' orders from local stocks promptly and thus do away with the waiting for shipments from the factory.

NEW JONES-MOTROLA JOBBERS

Harry E. Merriam, general mechanic and salesman connected with Jones-Motrola, Inc., recently spent some time in the South convalescing from an attack of mastoiditis. While there he called on several members of the trade and succeeded in adding the Florida Talking Machine Co. to the list of those firms distributing the Jones-Motrola. Other distributors added during the last month included the National Piano Co., of Baltimore, and the Beckwith-O'Neill Co., of Minneapolis, Minn. Expansion is the order of the day with this concern.

SECURE NEW QUARTERS

John H. Landreth and Ed. Haverly have rented space in the Crawford Building, Mitchell, Ind., and will open a store with a good line of talking machines and pianos.

AMERICAN

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

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



No. 8



No. 9



No. 10



No. 11

Catalog upon request.

AMERICAN PHONOGRAPH CO.

39 FOUNTAIN ST.

GRAND RAPIDS, MICH.



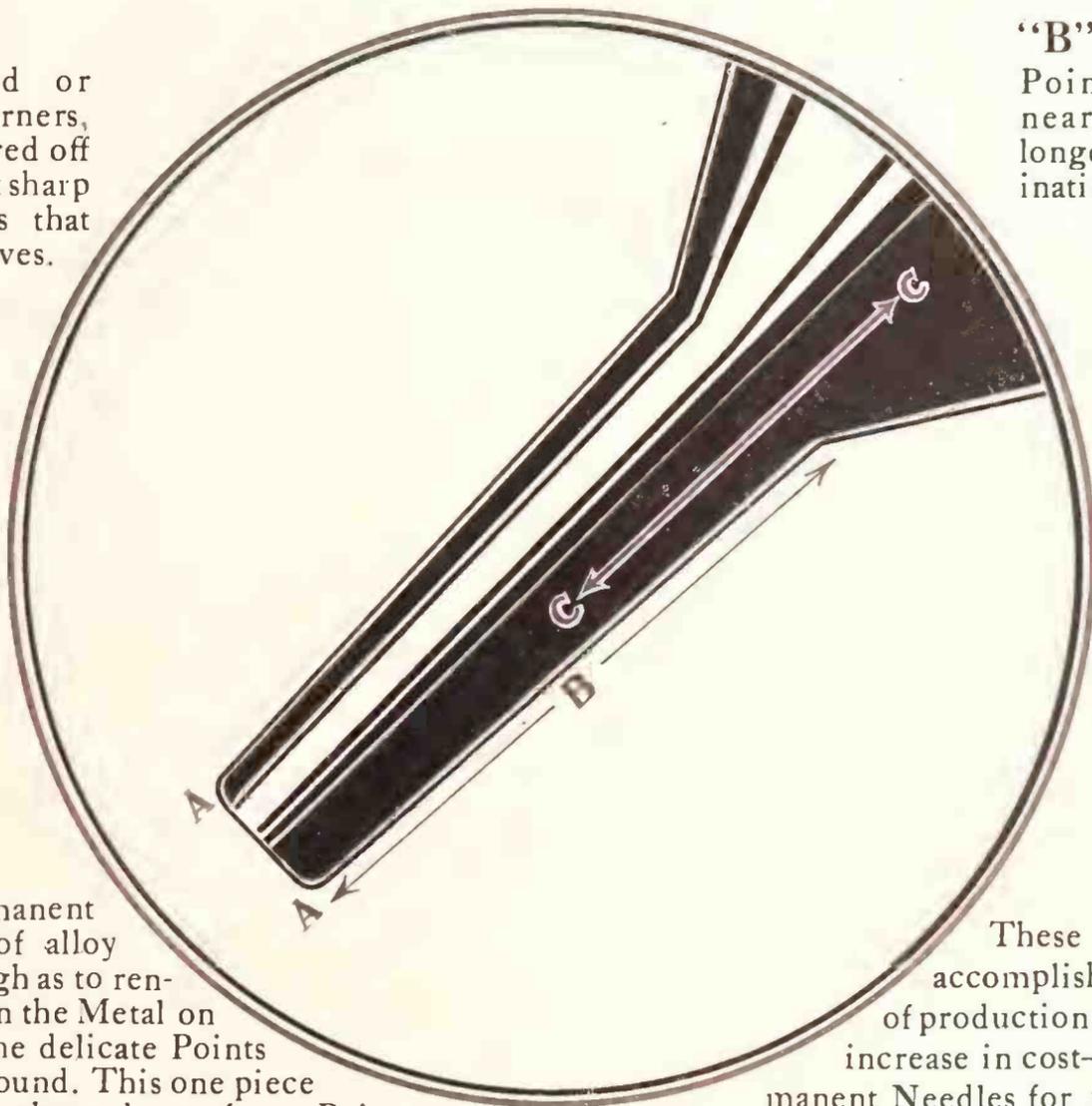
THE
A. B. C.'s
OF THE
SEMI-PERMANENT
NEEDLE
QUESTION



Not alone content with mere leadership in the field of Semi-Permanent Needles for Playing Lateral Cut Records, the founders of the Vallorbes Semi-Permanent Needle in their strife for final and complete Perfection—Perfection that is unassailable—have virtually re-created the Vallorbes Semi-Permanent Needle, have placed it so far above the two-piece (point insert) type of Needle as to render comparison as ridiculous as it would be to compare a wagon with an automobile. Parts marked A, B, and C show clearly the improved Points of superiority.

“A”

Correctly rounded or chamfered Point corners, most others are sheared off square, with resultant sharp and burred corners that damage Record Grooves.



“B”

Point Length increased nearly double, insuring longer playing Life, eliminating buzzy vibrations.

“C”

Vallorbes Semi-Permanent Needles are made of alloy Metals that are so tough as to render all attempts to turn the Metal on Lathes quite futile, the delicate Points must therefore be ground. This one piece type of construction throughout, from Point extending to fillet and thence into the shank of Needle, provides the required strength and minimizes breakage and bending of Points, so common to other types.

These improvements being accomplished only at the expense of production with its corresponding increase in cost—Vallorbes Semi-Permanent Needles for playing Lateral Cut or Steel Needle Type of Records are now priced to sell for 25 cents per Card of Five. They are supplied in Loud, Medium and Soft Tone, in cartons containing 100 Cards. Usual dealers discounts.

Pacific Coast

WALTER S. GRAY

508 Chronicle Building, San Francisco, Cal.

Samples Free to
Responsible Dealers
Addressing

England—Scotland—Wales

THE MURDOCH TRADING CO.

59 Clerkenwell Road, London, E. C 1.



LANCASTER, PA., U.S.A.



THE TRADE IN BOSTON AND NEW ENGLAND

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

BOSTON, MASS., April 1.—There has been a rapid development of healthy business this past month, and there is a better feeling among the dealers, who now are able to see farther ahead than was possible a few months ago, when the clouds of war only allowed them to see through a glass darkly. Goods are coming along with greater regularity and in larger consignment, and it is no longer necessary for jobbers to make trips over to the factories in order to try and pacify the trade; nor does one hear so much of the wires urging haste in the shipment of goods. In the New England field there is evidence on every hand of good business, and the best evidence as testifying to the genuine faith that the trade possesses in the future is seen in the many extensive preparations that are being made to take care of the business.

The Boston field has witnessed a number of important changes this past month; not the least are two removals, which are mentioned more in detail further along in this letter. In brief, the trade has furnished some good news in several departments of the phonograph business.

Plans are maturing locally to meet the requirements of the fifth Liberty Loan scheduled for the latter part of the month. The trade did itself proud in all of the previous loans, and it is confidently expected to make as good a showing this time. Probably the same energetic members of the business who pushed the other loans to success, insofar as the phonograph end is concerned, will take hold this time. May success attend their efforts.

Eastern Co. Moves Wholesale Quarters

The Eastern Talking Machine Co., with the energetic George Dodge as the motive power behind the local business, has moved its whole-

sale headquarters from Oxford street to a more central location, 85 Essex street, where it occupies practically the entire third floor. Mr. Dodge at the same time has moved his own private offices from the Tremont street quarters to Essex street. As the large area is practically on three streets there is no scarcity of good light. Mr. Dodge has his desk in one corner, and close by are the desks of Messrs. Fitzgerald and Shoemaker, the new associate whose advent in the city is referred to in more detail under a separate head. Along the front are the executive offices, while most of the rear portion of the floor is given over to stock purposes. The space will all be used to advantage, as it is Mr. Dodge's purpose to keep the largest stock always on hand, so that there shall be no delay in supplying all demands for Victor goods which the trade may make.

Billy Fitzgerald Back at Desk

Everybody has been glad to welcome back Billy Fitzgerald after a several weeks' illness from which he had a surprising recovery. Mr. Fitzgerald had an attack of the influenza, which subsequently developed into bronchitis, and to look at him one can believe he lost more than twelve pounds. While confined to his home he received all sorts of kindly expressions of sympathy from his many friends, for there is no one in the talking machine trade who is better liked than he. "A white man" is one of the familiar phrases that one hears when "Fitzzy's" name is mentioned. In the new quarters of the Eastern Talking Machine Co., in Essex street, Mr. Fitzgerald is now sales manager, and as such is not confining himself to the office, but is traveling about through the local field.

Brunswick Phonograph Progress

The Brunswick proposition continues to push

ahead under the able guidance of Kraft, Bates & Spencer, in Boylston street. Harry L. Spencer is giving much of his personal attention to the proposition, while Fred H. Walter, who associated himself with Mr. Spencer upon getting out of service, is spending his time among the out-of-town dealers.

Edison in Unique Window Display

An eighteenth century English model Edison machine has an unusual setting in the window of the C. C. Harvey Co., which house is both Edison and Victor headquarters. The display surrounding this handsome instrument is suggestive of a spring garden, with all kinds of early flowers springing from the ground, clinging to the walls and depending from the ceiling. In the center is a little fountain. The Harvey Co. is making a big reputation for its attractive window displays.

Takes on the Pathé Line

One of the latest concerns to take on the Pathé line is the store of M. L. Howard, in Massachusetts avenue, near Central square, Cambridge, scarcely more than a ten minutes' ride from Tremont street through the Cambridge tunnel. Mr. Howard has a handsome window display of the Pathé goods.

Emerson New England in New Home

The Emerson New England, of which Oscar W. Ray is the guiding hand, has made a radical departure in moving away from the Little Building to 68 Essex street, where it is now occupying an area in excess of 3,000 square feet on the third floor. As the location is at the corner of Chauncy street, there are windows on two sides, thus insuring plenty of daylight. Despite the fact that additional rooms were about to be occupied in the Little Building,

(Continued on page 36)

The Eastern Talking Machine Co.

is now

Wholesaling Victor Products

from its new exclusive
wholesale quarters
located at

85 Essex St.

Boston, Mass.

THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 35)

Manager Ray found that with the rapid growth of his interests there still was to be a cramped condition, and the new location proved to be exactly what he needed. The large floor area has been divided off into suitable quarters for the sales department, the accounting department, the shipping department, and there is ample space for supplies and all the other various needs of the business. There is adequate and convenient elevator service for goods on the Chauncy street side. The move was made prior to the first of the month, and it is taking only a few days to get things into complete running order. Business in the Emerson line and the other allied activities is moving along at a rapid rate.

Iver Johnson Co. as Steger Jobbers

Roy R. Hinman, sales manager of the Steger phonograph, was in town the latter part of March, having come here to perfect the plans for placing the Steger line with the Iver Johnson Co., whose phonograph department is ably managed by A. W. Chamberlain. Henceforth the Iver Johnson Co. will be jobbers for New England for this machine, which is being pushed in this territory by R. H. Monroe. The Iver Johnson house has been handling phonographs for a number of years, and its department on an upper floor of its large building at the corner of Washington street and Cornhill has had to be enlarged a number of times to meet the demands of the growing business.

The Iver Johnson Co. has been carefully studying the merits of the Steger for some time, and the fact that at the factory in Chicago all the parts are manufactured, so that the company does not have to go outside for any of them, has been a great factor in commending this line. As soon as the house decided to handle the Steger line it wired a large order, perhaps one of the largest initial orders ever placed in this city for any line of machines. A part of this order is now on the way East, and should reach here in a few days.

Attend Columbia Managers' Meeting

Fred E. Mann, manager of the Columbia, and J. F. Carr and Roy F. Ott, both of Mr. Mann's staff, were all over at the managers' meeting in New York Friday, March 14. Mr. Carr stopped off at the factory at Bridgeport, Conn., on the way home, and he says he was greatly impressed with the intense degree of human interest he found among the workers in all departments. Mr. Carr's visit proved a highly instructive one to him.

Robert E. Rae a Visitor

Robert E. Rae, of the general sales department of the Columbia Co. in New York, was

a Boston visitor toward the latter part of the month. He spent several days here at the local Columbia quarters.

Symphony Talking Machine Shop Opens

The Symphony Talking Machine Shop at 54 Bromfield street was opened for business the middle of March. This is a very central location, and the store is handsomely fitted up with booths, all done in white. The president of the company is Charles Soddeck, who, through a long association with another phonograph house, is thoroughly familiar with the business. Associated with him is Harry Sperber, a merchant,

located in School street. The Symphony Talking Machine Shop carries an exclusive line of Columbia goods. On the opening day the patrons of the store were presented with souvenirs.

Sonora Sales Manager in Town

Frank J. Coupe, manager of sales and advertising for the Sonora Co., was a Boston visitor the latter part of the month, and made his headquarters while here at the offices of the Electric and Supply Equipment Co. Manager Richard Nelson was away a good part of the month assisting his brother in the management of

PLAYS ALL MAKES OF RECORDS ON EDISON DISC MACHINES



Perfection Universal Tone Arm and Reproducer No. 6 set in position for playing "lateral" cut records.



Perfection Universal Tone Arm and Reproducer No. 6 set in position for playing "hill and dale" cut records.

The "Perfection" Universal Ball-Bearing Tone Arm with Puri-tone Reproducer (attached) plays all makes of records on the Edison Disc Machines—Made in Nickel or Gold with extra fine quality disc.

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

IN STOCK FOR IMMEDIATE SHIPMENT — WRITE FOR QUANTITY PRICES

Manufactured by

New England Talking Machine Co.

The Largest Manufacturers of Phonograph Accessories in the World

16-18 BEACH STREET

BOSTON, MASS.

Pacific Coast Distributor: WALTER S. GRAY

Chronicle Building, San Francisco, Cal.

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

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

Lansing Khaki Moving Covers

Despite the obstacles that have arisen during the past year have maintained their high standard of

QUALITY

The Quality of the LANSING cover has given it leadership in the field.



No. 3 Carrying
Strap Shown in
Cut

These covers are made of Government Khaki, interlined with heavy felt in Grade A, or cotton in Grade B, fleece lined, quilted and properly manufactured under the personal supervision of E. H. Lansing, the *originator* of the Talking Machine Cover for protection in moving. Made in two grades.

Write for prices and
descriptive catalogue

E. H. LANSING
611 Washington St., BOSTON

San Francisco Representative: WALTER S. GRAY
508 Chronicle Building

the Rosen Talking Machine Co. is the establishment of a concert room on the second floor, which was opened to-day. It is planned to hold recitals on the first, tenth and twentieth of each month, when all the Victor and Columbia records which go on sale on those days will be demonstrated. There will be special recitals on Mondays and Thursdays of each week.

Utilizes Window as Trade Developer

Mrs. Grace Drysdale is making quite a reputation in the development of the children's work as a factor in the Columbia business. She has lately arranged a most attractive window in the Columbia shop of H. W. Berry Co., Massachusetts avenue, Cambridge. The department at this house is in charge of Mrs. Alice Graves.

Debut of Phon-O-Musical Sales Co.

The Phon-O-Musical Sales Co. is the name of a new organization just opened at 88 Tremont street by Harry Rosen. He plans to wholesale phonograph and musical products.

SHOEMAKER NOW GENERAL MANAGER

New Member of Eastern Talking Machine Co.
Staff Long Associated With Victor Interests

BOSTON, MASS., April 1.—Herbert Shoemaker, referred to briefly last month as having become associated with the Eastern Talking Machine Co., holds the post of general manager, and through close attention for a long time to the



Herbert Shoemaker

Victor interests is especially well qualified to fill so responsible a position. Lately, that is within the past year or more, Mr. Shoemaker was in the service of his country, but before that he was manager of the wholesale department of Sherman, Clay & Co., at Portland, Ore. He entered the service at the outbreak of the war as a second-class seaman and was stationed at Seattle, Wash., for three weeks. He then came East, and was at the Radio School in Cambridge. He was made an ensign, and went to the Naval Academy at Annapolis, where he was fortunate enough to get a commission in the regular navy. He was assigned to the battleship "Georgia," on which he was signal officer for six months. From this branch of the service he was detached December 10, after making two conveying trips across the Atlantic.

Mr. Shoemaker received his discharge December 26 and returned to the employ of the Victor Co. A few days later he rejoined the traveling staff and was assigned to the Ohio territory, but retired from this field a few weeks ago to join Manager George Dodge's staff at the Eastern Talking Machine Co. He is a graduate of the University of Pennsylvania.

THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 37)

only now he is at the wholesale department in Essex street. McGuire, while in the service, from which he is now honorably discharged, was with the United States Coast Guard No. 25, and for fifteen months was stationed in Boston Harbor.

R. T. Sylvester Is Buying

Roy T. Sylvester, manager of the Edison and Victor departments of Chickering & Sons, is the happy father of a seven-pound boy, who came into the world at Mr. and Mrs. Sylvester's home in Everett the middle of March. The young man has been named Royal Harwood Sylvester.

Record Artists Visit Columbia Dealers

Mme. Petrova and the vaudeville team of Van and Schenck, who were appearing at Keith's Theatre the latter week of March, visited around among the Columbia dealers, as they all make records for this company. They were escorted around by J. F. Carr, of the Columbia wholesale quarters.

Still Complain of Stock Shortage

Manager Winkelman, of the Victor department of the Oliver Ditson Co., is experiencing the same trouble that confronts many other Victor distributors, a scarcity of goods. A glance at the handsome warerooms shows fewer machines than the writer recalls ever before having seen there. Letters continue to be received by Manager Winkelman and his associates from Joseph Carlson, who is now at St. Mihiel, France, and longing to get back home.

John Alsen Back From the Front

John Alsen, manager of the Edison department of the George Lincoln Parker establishment, has arrived in this country after his long experience with the One Hundred and First Engineers in France. He reached New York a few days ago on the "Seattle," and is now at Camp Devens, Ayer, where he expects to receive his honorable discharge in a few days.

Install Many Demonstration Booths

Frank B. Curry, of 19 Wareham street, has become quite a big factor in the trade within the last few months by reason of the excellence of

his workmanship in the construction of demonstration booths which he has installed in a number of local phonograph establishments.

Timothy Hayes Back With Kahn

Timothy Hayes, formerly with the Columbia wholesale department and later with Henry Kahn's Columbia graphophone shop at 564 Washington street, has returned from the service of his country, having been with the aviation unit. He is again with the Kahn interests.

Ainslie After Pathé Goods

Manager R. O. Ainslie was over in New York for a few days toward the middle of March in an endeavor to get a large supply of Pathé goods. He reports that many dealers are becoming interested in this line. During the automobile week in Boston the window of the Hallet & Davis Co. made a most catchy display of Pathé machines and records.

George W. Lyle, of the Pathé, came over to Boston the latter part of March to look over the local field and to confer with Manager Ainslie. His visit here was a short one.

Represents Peerless Album Co.

L. W. Hough, who represents the Geo. A. Long Cabinet Co. in this territory, has been appointed New England representative for the Peerless Album Co. He has built up a very large following for the products of the Geo. A. Long Co., and he states that he is now enjoying the largest cabinet trade in history. He has opened up many new accounts for this company, and expects to be equally successful with the products of the Peerless Album Co. Mr. Hough is well known in the local trade, and he is giving his cabinet clientele excellent service in filling their requirements.

Meeting With Much Success

Both R. Silverman and George Rosen, operating under the name of the Phonograph Supply Co. of New England, are meeting with marked success at their headquarters, 28 School street. They make a specialty of motor renovation, and they are getting a large share of repair work.

Open Concert Room

One of the latest innovations introduced by

JAQUITH MACHINERY BUREAU, Inc.
Designers and Builders of
SPECIAL MACHINERY
Mechanical and Electrical Devices
Designed, Developed and Patented
Correspondence with Talking Machine Industry invited.
77-79 North Washington St., Boston, Mass.

Send for Descriptive Circular
Curry DEMONSTRATION BOOTHS
AND RECORD CASES
IN STOCK OR TO ORDER
"SOUND PROOF"
FRANK B. CURRY
19 Wareham St. Boston, Mass.

REPAIRS AND REPAIR PARTS
Low Prices and Efficient Work
Phonograph Supply Co. of New England
28 School Street, Boston

DEALERS PLAN FOR GREAT EXPANSION IN INDIANAPOLIS

Stores Expanding Departments or Installing New Equipment—Taylor Carpet Co.'s New Record System—Columbia Dealers Meet—Demand for Machines and Records Still Exceeds Supply

INDIANAPOLIS, IND., April 4.—The need for more space is causing several of the local talking machine shops and departments to be considering plans for expansion. The Pearson Piano Co. has under way plans for enlarging the space devoted to its talking machine department which will probably occupy the entire first floor of the store under the proposed arrangement. Mrs. J. Ellison Fish has been in charge of the department since H. E. Whitman resigned to take over the new Indianapolis talking machine store, The Circle Talking Machine Shop.

The talking machine department of the Baldwin Piano Co., C. P. Herdman manager, has developed such a volume of business that plans are being made to devote more space to it.

The Grafonola Shops, Inc., which recently took over the Columbia retail store, and of which W. G. Wilson is manager, will likely make changes in the near future. Mr. Wilson proposes to make his shop more attractive to men. He believes that there is no reason why the men should not be buying as many, and even more, records than the women.

The Circle Talking Machine Shop, which handles Victor machines and records exclusively, is one of the best arranged and equipped shops in the city. The woodwork is finished in gray and the entire color scheme is particularly attractive. H. E. Whitman, proprietor of the shop, has taken advantage of his floor space effectively. The large display window shows off the front of the store to advantage. Near the front is a counter for the record customers, back of which stands the drawer cases containing the records which are easily accessible and are kept in clean, perfect condition.

Three of the five booths are used for demonstrating records. These are large enough to comfortably seat two persons. Mr. Whitman says that his experience in handling records has taught him that large booths in which five or six women can get in are not conducive to sales, as the women often become more interested in their own conversation than they do in the records, and that he purposely designed the small type of booth. There are two larger booths for the demonstrations of machines.

The opening of the shop was marked by a

large number of visitors and customers. Mr. Whitman says that the shop in its first week did the amount of business he had figured on doing the first month.

In the talking machine department of the Taylor Carpet Co., of which Miss Minnie Springer is manager, a seal system for Victor records has been adopted. As the records are received in the store they are tested and the envelope container is sealed with a paper seal which must be broken to remove the record. Miss Springer says that the customers have displayed great interest in this system and it is a powerful argument against sending records out on approval. Taylor's department does not do this. Printed leaflets explaining the reason for the sealed records are given to the record customers. They explain that Taylor's keep two distinct stocks of records—one for sale and the other for demonstrations.

The local wholesale office of the Columbia Co. was visited by a number of prominent Columbia men during the last few weeks. George W. Hopkins, general sales manager, paid his first visit to the new quarters of the wholesale office. He told Ben Brown, manager, that he was very much pleased with the new location.

F. K. Pennington, assistant sales manager, visited Indianapolis and made trips to Columbia stores near here. C. K. Woodbridge, Dictaphone sales manager; Marion Dorian, chief auditor, and O. F. Benz were the other visitors.

The monthly meeting of Columbia dealers was held at the Lincoln Hotel Tuesday night following a luncheon. W. G. Wilson, manager of the Grafonola Shops store, and George L. Schuetz, of the Columbia Co., spoke on Columbia business. Frank Kellar, manager of the Wayne-Leeson store of Tipton, Ind., started a round table discussion on the best methods of selling Columbia machines and records, in which all the dealers participated. There were a number of out-of-town dealers present.

Mr. Brown announced this district's quota of "The Lure of Music" had been sold to the dealers and several dealers reported their customers had shown an interest in the book. The Carlin Music Co., of Indianapolis, has made a strong showing in the sale of the book.

The E. L. Lennox Piano Co. has increased its Columbia machine and record business in its new location.

Business at the Edison Shop, of which A. H. Snyder is manager, continues to keep up the good record. H. G. Parker, who was with the marines, has returned as a salesman to the Edison shop. J. Elliott, who was in the army, has also taken a position as salesman there.

James Stewart, of the Stewart Talking Machine Co., Victor distributors, reports the demand for Victor machines and records continues to increase and he expects to see the Victor dealers, in spite of the present shortage, round out the biggest year they ever had.

R. B. Goldsberry, manager of the talking machine department of the Mooney-Mueller-Ward Co., Pathé distributors, is now on the road looking after the Pathé dealers in this territory. A. M. Dorsey has been added to the department as an assistant to Mr. Goldsberry and Miss Black has charge of the demonstrations. The company has been waging a vigorous newspaper advertising campaign and is going after the Pathé business.

The Pathé Shop, E. R. Eskew manager, is doing a nice business and Mr. Eskew is working to put the Pathé record business up to the point where his shop will be known as one of the leading record headquarters in the State.

The Kipp Phonograph Co., Walter E. Kipp president, reports a great business in sight for the Edison machines and records.

The Brunswick talking machine business was never better. George Standke, manager of the Brunswick Shop, says he is selling the Brunswick machines as fast as he gets them.



**Semi-Permanent Silvered
Needles**

SALES of the new Sonora needles are increasing rapidly. The public is buying these remarkable needles and is finding them wonderfully satisfactory because they are of typical Sonora quality. Vigorous advertising in leading national publications is bringing substantial results.

Sonora needles replace steel needles, are used on ALL MAKES of steel needle records, preserve the records, are more economical and more convenient.

Write today for counter display holding 6 needle cards, and also leaflets, **FREE NEEDLE SAMPLES** to give your customers, etc.

Loud—Medium—Soft

30c. per card of 5

In Canada, 40c.

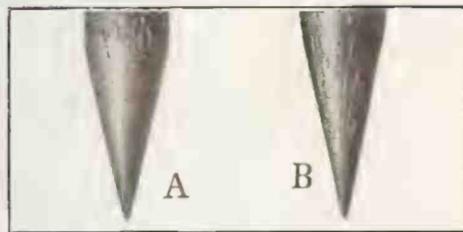
**Sonora Phonograph Sales
Company, Inc.**

George E. Brightson, President

279 Broadway, Dept. Y, New York

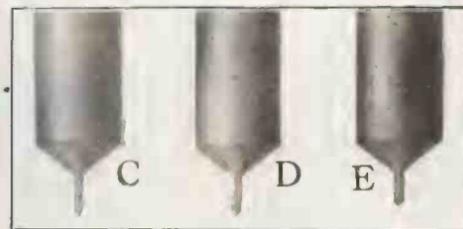
TORONTO: Ryrie Building

**CAUTION! Beware
of similarly constructed
needles of inferior quality**



A—New ordinary steel needle.

B—Ordinary steel needle after playing one record. Note the worn enlarged point!



C—New Sonora Needle.

D—Sonora Needle after playing one record.

E—Sonora Needle after playing over 50 records. Needle is shortened but has only a slight bevel on tip and is still in perfect playing condition.

"The Music Without the Blur!"

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

**MARVELOUS MAGNOLA
"Built by Tone Specialists"**

"Magnola's Tone Deflector eliminates the scratch"



Watching the Music Come Out

We want to show you how to make money with MAGNOLA; and how MAGNOLA is the best buy on the Talking Machine Market to-day.

Send us your name and let us send you some real Talker Tips.

MAGNOLA TALKING MACHINE COMPANY

OTTO SCHULZ, President

General Offices
711 MILWAUKEE AVENUE
CHICAGO

Southern Wholesale Branch
1530 CANDLER BLDG.
ATLANTA, GA.

DON'T RUN THE RISK

of telling your customer

“SORRY WE’RE ALL SOLD OUT”

BUT—

“WE EXPECT SOME MORE

POPULAR HITS

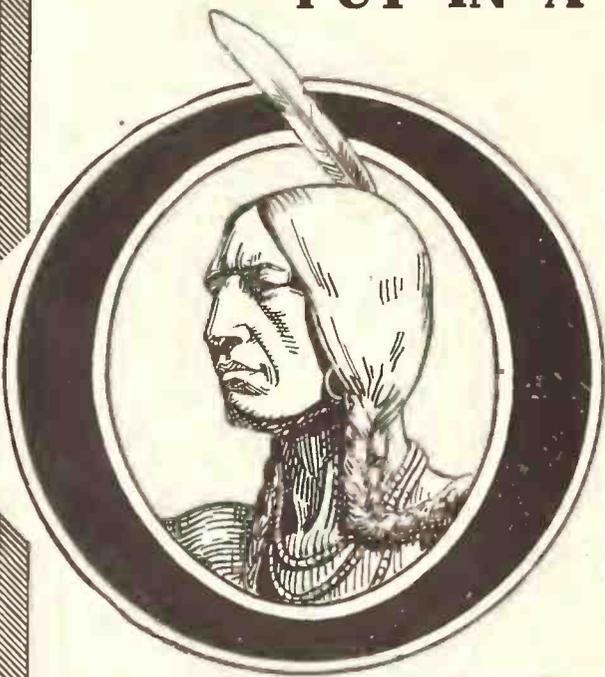
MAYBE

IN A WEEK OR TWO”

DON'T RUN THAT RISK!



PUT IN A COMPLETE LINE OF POPULAR



KEH

RECORDS

AND YOU’LL NEVER SING THAT DOLEFUL TUNE

TWO
HITS
OR
EVERY RECORD

We will see to it that you’ll have
LATEST SONG and DANCE HITS
WHEN YOU WANT THEM
RIGHT THEN AND THERE

85c.
RETAIL
PRICE

NO WAITING FOR GOODS

NO SHORTAGE IN LATEST RECORD HITS

If You Deal With the

Franklin Phonograph Co.

MANAYUNK, PHILADELPHIA, PA.

SPRING OUTLOOK PROPITIOUS IN SAN FRANCISCO TRADE

Both City and Country Dealers Make Cheerful Reports—Betterment in Shipments—Death of A. R. Pommer Regretted—Talking Machine Departments Being Enlarged—Many New Agencies

SAN FRANCISCO, CAL., March 28.—Business in machines and records has held up well during March, and most firms report plentiful supplies on hand, with the exception of Victor goods. The spring outlook is propitious, both in the cities and in the country districts. Agencies in remote sections seem to be doing unusually well in proportion to the population. The talking machine business is expanding steadily on the Pacific Coast, and it sometimes seems that the field must be overworked, yet failures reported in the trade are very rare. Talking machines and records are largely handled as side lines in small places, and it is interesting to note that not a few concerns which now deal exclusively in talking machine goods began by carrying them as a side line.

Enlarge Talking Machine Department

The Wiley B. Allen Co., of San Francisco, is to greatly enlarge its talking machine department in the near future. The rear of the main floor piano salesroom will be segregated and remodeled to conform with the main talking machine room, which it adjoins. The record department will be moved from the basement to the main floor, and numerous other changes made to facilitate the handling of business in a more convenient manner than at present. Mr. Corcoran, manager of the talking machine department, in commenting on business tendencies of the day, remarked: "There is more need than ever to be able to give prompt service in the talking machine department; people want quick service, as a rule, and there are not nearly so many customers as formerly who care to hear a record before buying. They have heard the music somewhere, and, knowing how satisfactory the standard records are from previous experience, they buy without waiting for a demonstration. Some listen to only a few bars of the music and then buy. There remain, of course, the leisurely buyers, mostly women, who expect a free concert of the latest productions as a bonus for buying one or two records. We must please all classes of customers."

Record Albums Proving Popular

Walter S. Gray has again had to take more space in the Chronicle Building in order to accommodate his steadily growing business in needles and other talking machine accessories. Two new rooms for stock and the delivery department have been added, and shortly a loft will be needed, as Mr. Gray is to carry supplies in much larger quantities than heretofore in order to be able to afford the most prompt serv-

ice to the trade. A new addition to Mr. Gray's business is the Multiplex fixture line. In reference to record albums Mr. Gray says: "The album is the logical thing for a record library, and I am glad to report that the people are coming around to this view. The latest record albums leave nothing to be desired in the way of convenience and serviceability. With the vogue for expensive classical records it is certainly very foolish to risk damage to the records by not having a proper place to keep them. Also many private record libraries have grown so large that albums are necessary in order that they may be adequately indexed."

Remick Takes Columbia Agency

One of the liveliest musical concerns on Market street is the song shop of Jerome H. Remick & Co., and so it is not surprising to hear that the concern has outgrown its present quarters. A lease has been signed for space in the rear of the present store in order that the shop may be extended through to Eddy street. With entrances on both Market and Eddy streets, in one of the busiest sections of the downtown district, the company certainly will have a real chance to grow. But what is of special interest is the fact that the Remick Co. is going into the talking machine business on a life-sized scale. They have taken the Columbia agency and will carry the full library of records and a big line of machines. Ben Adkins, the manager of the shop, has included six record demonstration rooms in the plans for remodeling the enlarged store, and he says they are going after the talking machine trade with a hop, skip and a jump. The store will be finished in silver oak and arranged for effective display of stock and convenience in merchandising.

Attractive Home for Schmidt Music Co.

The new home of the Schmidt Music Co. at Anaheim is a model of tasteful attractiveness and business efficiency. The store is modern in every respect, and the company is better prepared than ever to live up to the house slogan: "Everything in Music, Nothing But Music." An assortment of 3,500 records is carried in the racks at all times.

Death of A. R. Pommer a Great Loss

The death of A. R. Pommer, one of the best known talking machine men on the Coast, comes as a shock to the trade. Mr. Pommer died on March 1 after an operation for appendicitis. For years he held the California jobbing agencies for Edison goods, which business was conducted under the name of the Pacific Phono-

graph Co. This concern dropped out of the field a few years ago, but Mr. Pommer had since maintained offices for his export business. He started in the music business with his father, who was at one time the Steinway representative at Sacramento. Mr. Pommer left an estate of over half a million dollars. He is survived by a widow and young son.

Three New Agencies

Omer N. Kruschke, manager of the Western Phonograph Co., has returned from a successful business trip in the southern part of the State. He established a new Pathé agency in Fresno, Cal.

New Columbia agencies reported are C. Lanza-fane, of Pittsburgh, Cal., and the Kimball-Upson Co., a well-known sporting goods house of Sacramento.

Florin Reports Fine Prospects

Mr. Florin, one of the firm of Florin Bros., Fall River, Cal., was in San Francisco on a buying trip this month. He reports fine prospects for the talking machine business in Shasta County. What the residents lack in numbers they make up in enthusiasm.

Personal News of Interest

The record department of the John Breuner Co., of Oakland, is now in charge of Miss Carroll, formerly with the Jennings Co., of Portland, Ore.

One of the Easterners to call on the trade in the past month is Mr. Patterson, of Harper & Bros., who is showing the "Bubble Book."

A change has taken place in the management of the Byron Mauzy talking machine department. G. S. McManus now has charge of the records section. His assistants are Misses Nonnemann and House. Mr. McManus has given the library a thorough overhauling and effected several decided improvements which will insure more convenient service.

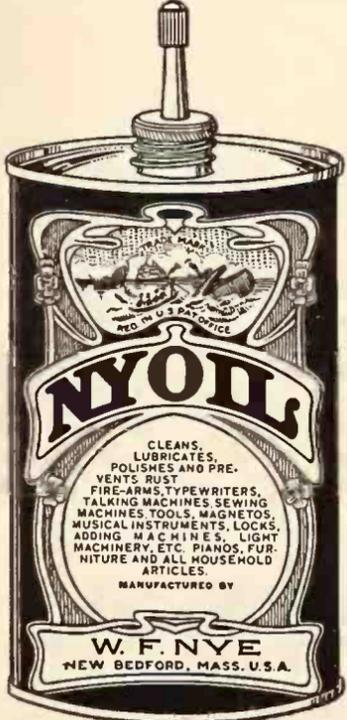
Andrew G. McCarthy, of Sherman, Clay & Co., has left for Los Angeles on a business trip in connection with the wholesale Victor business in the Southland.

SOUTH BEND STORE ENLARGED

The C. W. Copp Music Store, South Bend, Ind., is making extensive alterations and improvements in its present quarters, and new rooms for exhibition and demonstration of talking machines and records are being added.

One of the progressive enterprises in the Arcade in Webster, Mass., is the exclusive Columbia shop operated by John C. Burns. It is a most convenient center, is most artistically furnished and carries a large line of both machines and records.





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

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

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

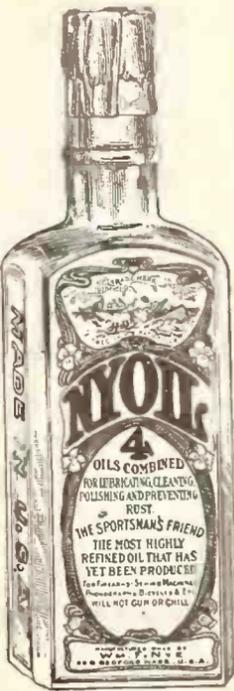
Hundreds of satisfied customers have written us that they would never use anything else for

TALKING MACHINES, GRAPHOPHONES, PHONOGRAPHS AND SEWING MACHINES

NYOIL will lubricate the machinery and polish all woodwork

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

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



NYOIL is put up in the following sizes:

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

NYOIL is put up in the following sizes:

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

TUNING THE TALKING MACHINE

Pointers of Interest and Value to Talking Machine Dealer Propounded by O. Klein, of Chicago, Who Submits Them to The World

Many valuable minutes are being wasted daily by repair men in testing the speed of talking machines by the old method of placing a paper underneath the record and counting the revolutions per minute. This is naturally a weary task, especially where a repair man has to go over the entire stock of a talking machine store.

It is of the utmost importance that the speed of the talking machine be correct in order to properly reproduce the music on the record, as a slight variation in pitch often causes the reproduction to become unnatural. In fact, in ten cases out of fifteen where you hear a talking machine that produces "canned music" it is due to the fact that the machine is running too fast.

The only absolutely authentic way of testing the speed of a talking machine is to "tune" it. This may be accomplished very easily by using a pitch pipe, piano or other musical instrument.

When the selection on a record is known to be played in a certain key, the position of the first note on that record can easily be determined. Whatever this note is, it should correspond in tone with the same note on the piano or instrument used. For instance, take Victor Record No. 74336, Cavatine, violin solo, the first note on which is A.

Put this record on your talking machine and play the first note only. Then compare that tone with the A on the piano. If the first tone of the record corresponds with the A on the piano, the speed of the talking machine is correct. If they differ, the speed of the machine must be adjusted until the right pitch is obtained.

Those who may not be able to determine the key in which certain pieces are written or played will find the following Victor records well

suitable for "tuning" purposes. These records, by the way, are very fine violin selections:

No. 74336, first note of which is A.

No. 74186, first note of which is E.

No. 64390, first note of which is E.

THE NEW ENGLAND VICTOR MAN

F. S. Horning, Victor Co. Representative, Makes Many Friends in That Territory

BOSTON, MASS., April 1.—Herewith is a likeness of a young man who is now widely known to the Victor dealers throughout the Eastern New



F. S. Horning

England territory. It is that of F. S. Horning, who is in and out among the trade, always with a helpful word as to service and supplies. Mr. Horning has been four years in the employ of the Victor Co., and has been making his headquarters in Boston for about six months, in which time he has made many friends. He is a native of Pennsylvania, and was educated at

the Penn Charter School, in Philadelphia. He has served the Victor Co. in various parts of the country since his connection with it.

SAUL BIRNS ENJOYS BIG TRADE

Carries Four Lines of Talking Machines in His Three New York Stores and Finds Strongest Demand for the High Class Models

The firm of Saul Birns, Inc., 211 Second avenue, is doing a large business in the talking machine field, and has a large stock on hand in preparation for the spring trade. Victrolas, Grafonolas, Sonoras and Vocalions in all styles and designs may be seen at this store, and one floor is devoted to the display of period designs. There is a special collection of records best adapted to bring out the good quality of these higher priced machines.

In the rear of the building there is a repair shop which is able to make all necessary repairs and in the basement is the finishing room in which every machine is given a special overhauling before going out to the customer. There is also a piano department, which is undergoing alterations and which will be greatly improved to take care of the expected increased trade.

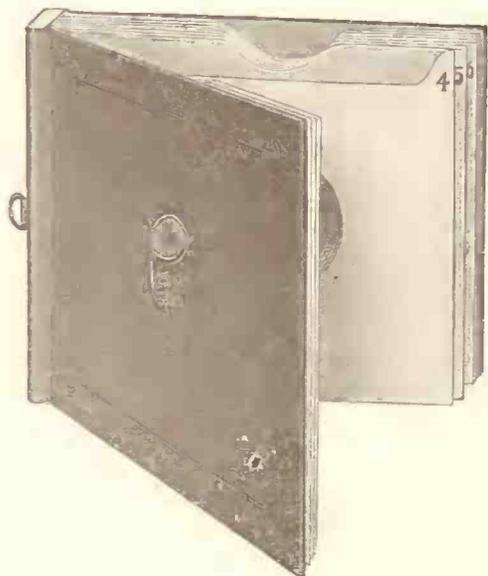
The same line of talking machines, with the exception of the Victor, is carried in the two other stores of Saul Birns, The Palace Talking Machine Shop, 88 Lenox avenue, and The Strand Talking Machine Co., 813 Westchester avenue, New York.

WM. A. MAYERS BACK FROM FRANCE

William A. Mayers, son of A. H. Mayers, the well-known Victor dealer, recently returned from France after seeing many months of active service over there. Mr. Mayers was a member of the Fifty-seventh Pioneers, a regiment that was in action at St. Mihiel, followed by the grueling engagements in the Argonne Forest. Prior to his entry into the army he was associated with his father in New York City.

Perfection Record Albums

WE CAN SHIP ON RECEIPT OF ORDER



Bound with finest linen cloth, leaves of heavy glazed green kraft paper. The backs are reinforced with metal.

These Albums are a high-class product, and should not be confused with inferior makes.

We can supply these Albums for Victor, Columbia, Pathe, Edison, Okeh and Emerson 10 inch Records.

Dealers can save money. Attractive prices to quantity buyers.

Order these and other important PHONOGRAPH ACCESSORIES from the

"ALL FROM ONE SOURCE HOUSE"

PLAZA MUSIC CO. 18 West 20th Street New York City

Ask for quotations on

MAGNEDO STEEL NEEDLES
PLAIN STEEL NEEDLES
SAPPHIRE NEEDLES

FIBRE NEEDLES AND CUTTERS

DELIVERY ENVELOPES
STOCK ENVELOPES
RECORD CLEANERS



of
Consummate Grace
and
Exquisite Tone

Master workers in wood brought fame to the House of Brunswick long before the day of the phonograph. And to their skill is due a share of the credit for the triumph of The Brunswick.

Their art has produced a series of cabinets, unmatched for beauty of design. They are a worthy shrine for the wonderful tone of this instrument. They command unqualified admiration before ever The Brunswick is heard.

The Brunswick Method of Reproduction
Its Revolutionizing Features

Just as the spinnet and clavichord were rendered obsolete by the piano, so old standards of tone reproduction gave way before the Brunswick method. It brought new conceptions.

The Brunswick was the first to popularize in a big way the all-record idea. The Ultona made it possible to play any record without regard to make, or recording principle. The music-loving public hailed it with enthusiasm.

Another improvement of fundamental

importance was the Brunswick Amplifier. This vibrant tone-chamber is constructed entirely of moulded holly-wood. No metal is used. It provides just the needed resiliency to build up and project the true tone. Like the sound board of a violin or piano it complies with the proved laws of acoustics. It brought new beauty to all records.

No finer phonograph is on the market. No better tone is to be found in any instrument.

The Brunswick continues to win friends. Sales are increasing enormously the country over.

THE BRUNSWICK-BALKE-COLLENDER COMPANY

General Offices: CHICAGO and NEW YORK

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

Manufacturers—Established 1845

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

The
Brunswick

ALL PHONOGRAPHS IN ONE

The Brunswick

ALL PHONOGRAPHS IN ONE

The House of Brunswick has achieved success in many lines of production. It has never been content to take second place. It has kept one ideal constantly before its staff—to build better, regardless of cost.

Before the first Brunswick phonograph was sold, a nationwide distributing organization was already established. At once an immense saving was effected. And this saving in distributing cost made possible the many improvements and added features of The Brunswick.

Initial and Permanent Success

The House of Brunswick is proud of the reception accorded this master phonograph. A single hearing is enough to convince the most doubtful customer. It has won millions of friends.

The sale of The Brunswick has continued to increase steadily and consistently. The logical and convincing story told by advertising in leading publications created uni-

versal interest. The Brunswick Method of Reproduction, by its obvious superiority, proved the truth of these statements in print.

Brunswick nation-wide service helps its dealers in every possible way. This co-operation in the past has achieved a remarkable triumph for The Brunswick.

It will continue to win ever increasing sales.

THE BRUNSWICK-BALKE-COLLENDER COMPANY

General Offices: CHICAGO and NEW YORK

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

Manufacturers—Established 1845

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

INAUGURATE BIG NEEDLE CAMPAIGN

Distribution of Large Number of Sonora Semi-Permanent Silvered Needles as a Means of Acquainting the Public With Their Merits

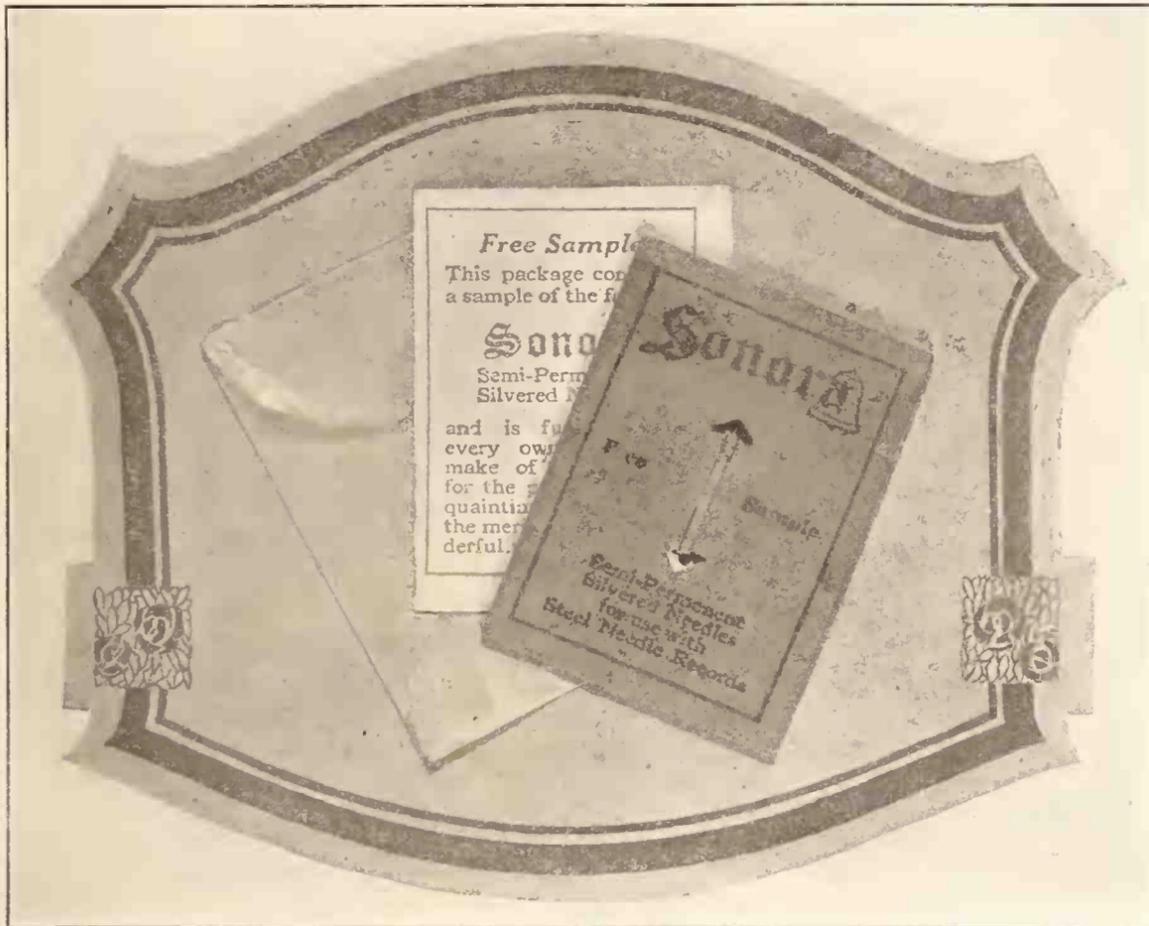
As announced recently in The World, the Sonora Phonograph Sales Co. has arranged to

acquaint the public with the merits of this needle. The original plans of the company called for a distribution of 500,000 of these needles, but instead it has been decided to distribute 600,000 needles during the course of the year.

There is reproduced herewith an illustration of the new Sonora semi-permanent silvered

envelope, together with a tiny leaflet describing the needle.

As these needles retail at 6c each, the sampling campaign introduced by the Sonora Phonograph Sales Co. will amount to \$36,000. The free needle offer is being advertised extensively in leading magazines, such as the Saturday Evening Post, Literary Digest, etc.



Sonora Semi-Permanent Silvered Envelope

distribute free of charge a large number of Sonora semi-permanent silvered needles in order to provide its dealers with a medium for ac-

quainting the public with the merits of this needle. These sample needles are attractively mounted on a bright colored card and enclosed in a transparent paper en-

NEW MUSIC STORE IN GREENSBORO

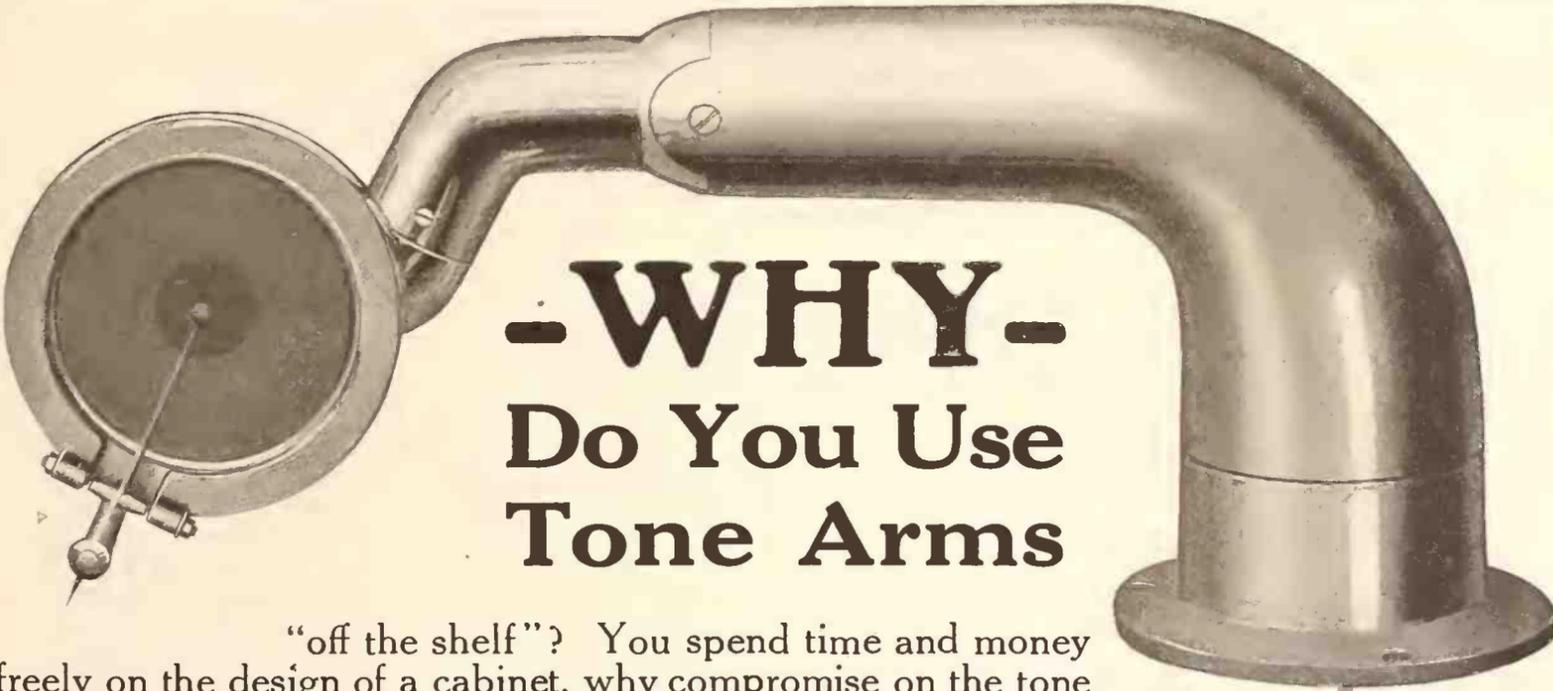
Piedmont Piano Co. Will Handle Large Stock of Grafonolas and Records—Baby Popularity Contest Starts and Attracts Much Interest

GREENSBORO, N. C., April 7.—The Piedmont Piano Co. has opened a new store and will engage in a general musical instrument business, handling the Columbia Grafonola and Columbia Records, as well as the Lester Piano. As an inducement to get everyone in the city to visit the store a prize of a piano is offered for the winner of the baby popularity contest. Every customer coming to the store is asked to deposit his vote for the baby of his choice, and the winner will be rewarded by an instrument from the company's warerooms.

The new concern has been incorporated under the laws of Michigan, and the officers are: H. S. Leete, president; J. F. Moore, vice-president and local manager; L. R. Rich, secretary, and W. W. Crocker, treasurer.

PLACES BIG ORDER FOR GRAFONOLAS

What is said to be one of the largest orders of its kind in the Southwest has been placed by the Culp Bros. Piano Co., Fort Smith, Ark., for Columbia Grafonolas and records. The aggregate value of the order is \$30,000. The Culp Bros. Piano Co. has been very active in the music trade of this section, and just recently increased its capital stock of \$50,000. The large order for Grafonolas placed by this company shows that there is a great opportunity for the sale of talking machines in Arkansas.



-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.

NEW YORK OFFICE, 1003 TRIBUNE BUILDING

MILWAUKEE RETAILERS TO MEET

First State Convention of Talking Machine and Piano Merchants Will Meet May 12 in Conjunction With Visit of Geo. W. Pound

MILWAUKEE, Wis., April 8.—The first State convention of talking machine, phonograph and piano dealers, and music merchants in general, which was to have been held in Milwaukee on April 15, has been postponed until May 12, in accordance with the change in the dates of the transcontinental tour of George W. Pound, general counsel of the Music Industries Chamber of Commerce. The Milwaukee Association of Music Industries is sponsoring the movement to effect a permanent organization of the Wisconsin trade as the result of the success of this procedure in Milwaukee a year and a half ago. Dealers in reproducing machines are being urged to attend the convention as much as piano men, as the new association, like the Milwaukee society, is to be composed of all elements of the trade, and the National Association is perfecting plans for being a general music trade organization in scope and name rather than merely a piano merchants' society. President Richard H. Zinke, of the Milwaukee Association, is working hard to make the convention a big success. He has compiled a list of 765 music dealers of Wisconsin, who will be invited by him personally and on behalf of the Milwaukee Association to come here to form an organization at the same time that they will have opportunity to hear Mr. Pound expatiate on "The Message of Music."

BROOKLYN STORE ENLARGED

C. A. Hanssen & Bro., 4711 Fifth avenue, Brooklyn, Victor and Columbia dealers, are making improvements in their present quarters, and when completed the store will be one of the largest talking machine agencies in that section of the city. The adjoining building has been secured and will be added to the present store.

A BELIEVER IN GOOD MUSIC

J. M. Bryant Features Red Seal Records in Demonstrations and Finds That a Thorough Knowledge of Music Helps Business.

J. M. Bryant, head of the Bryant Music House, 915 Eighth avenue, New York, is a lover of music and believes that a good knowledge of music is a requisite for any kind of musical instrument business. He carries Victor machines and records, and makes a point of playing the better kind of selections for his customers to make them realize their need for real music. If some one comes into the store with a question about the way they do certain things with a machine he does not take the nearest record to use by way of demonstration, but selects a Red Seal record or some other of an equally high quality, thus at the same time explaining the question of the customer and emphasizing musical values.

He is a firm believer in the value of the Victor language courses, and is always eager to demonstrate the method by which it is possible to learn a foreign language in your own home with the aid of the talking machine, which enables one to hear the spoken word in addition to seeing the printed word on the page.

TO MANUFACTURE THE PARLEPHONE

E. E. Trower, of St. Joseph, Mo., is planning to introduce a new make of talking machine known as the "Parlephone," the name being suggested by the French word "parler," to talk. Plans for a building have been approved by the Commerce Club directors, who will assist in the matter of finding a suitable location. Mr. Trower was formerly in the music business in St. Joseph.

The Regina Co., manufacturers of Regina-phones and musical specialties, has moved its Chicago office from 209 South Wabash avenue to 209 South State street.

C. T. ROBERTS CHIEF ENGINEER

Appointed to This Important Post With the Columbia Graphophone Co. Recently

Francis S. Whitten, president of the Columbia Graphophone Co., announced recently the appointment of C. T. Roberts as chief engineer and assistant to the president. Mr. Roberts will divide his time between the factory at Bridgeport, Conn., and the executive offices in New York.



C. T. Roberts

Mr. Roberts has spent many years in the engineering field and is particularly well qualified to take charge of the problems. Under his direction research and development work will have added impetus, and the tremendous growth of the Columbia manufacturing organization will give Mr. Roberts unlimited opportunities to utilize his wide engineering experience.

DEMAND FOR BETTER MACHINES

Joseph H. Mayers, the "live" talking machine dealer of 196 East Houston street, New York, is having an excellent trade in the better class of instruments. He carries the Victor, Sonora and Columbia machines, and has sold many models retailing from \$130 up. The number of cash sales in his district has greatly increased, and the long term instalments are decreasing, although higher-priced machines are bought.

The Concertophone Co. has been incorporated in Philadelphia with a capital of \$50,000.

STRADIVARA

"KNOWN FOR TONE" (PATENTED)

THE PROOF: Below are a few paragraphs from our daily mail. In our files are hundreds of such letters. We are glad to furnish names upon request. Read what these dealers say:—

"I have had the pleasure of placing the 'Strad' where other higher priced machines were and through comparison and persuasion, I have left the Strad while the other dealers have had to call for their machines."

"I am very much pleased with the Stradivara No. 145 just received. Your motto 'Known for tone' is very appropriate. I have never heard a better toned machine."

"I sold the No. 120 Saturday night. The best of it is that the customer had a—ordered, but when he saw the 'Strad' he went right over and cancelled the order. Please ship three more at once. Everyone that saw and heard the Stradivara thinks it the best ever."

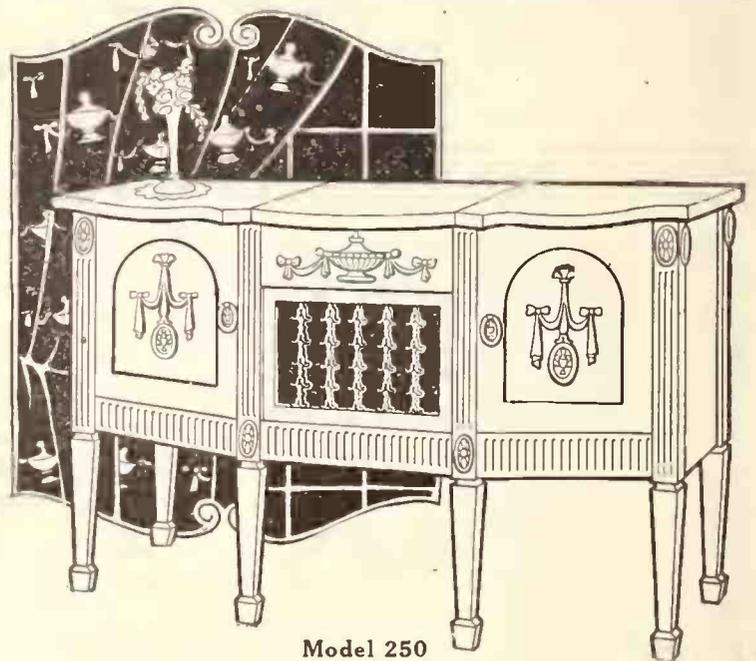
"I am much pleased with the Stradivara. I have sold other makes but there is no comparison; yours is so much superior. I am well repaid for waiting on this shipment."

"I consider the Stradivara the best machine on the market."

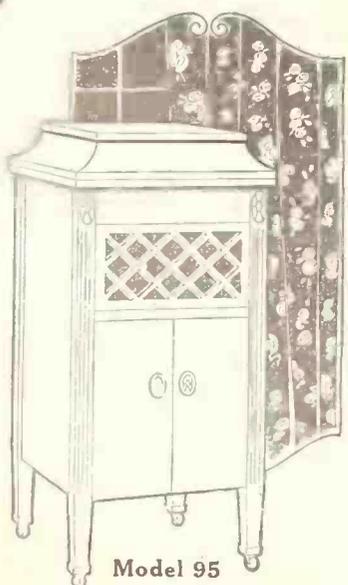
Frankly, can you afford *not* to investigate this quick-selling profitable line? Write us today—It will pay you!

A Complete Quality Line
\$60 and up
Advertising Service

The Compton-Price Company
Coshocton, Ohio



Model 250



Model 95

NEW PACKING CASE MERGER

Atlas Sales Corporation Organized to Take Over Output of Four Leading Packing Case Manufacturers Who Have Catered to Requirements of Talking Machine Trade

Announcement was made early this month of the formation of the Atlas Sales Corp., which will take over the packing case output of the Nelson & Hall Co., Montgomery Center, Vt.; Richford Mfg. Co., Richford, Vt.; Blair Veneer Co., North Troy, Vt., and the Veneer Products Co., Greenville, Me.

All the products of the above firms will be distributed through the new organization, which was formed for the purpose of giving better service to the talking machine manufacturers. The factories are well distributed, and their locations place them in good position both in regard to raw materials and shipping facilities.

These firms, which for a number of years have

concentrated their efforts in supplying the demands of talking machine manufacturers for quality packing cases, have a number of experts in their organization who have given much study and time to the matter of expert and efficient packing.

The manufacturing facilities of these organizations have been increased steadily during the past few years, and plans for an even further increase are under way. At the present time the combined capacity of the plants is 10,000 cases a day, over 3,000,000 a year. The new organization will make an effort to increase the interest in the two-color printing which they do on their cases. This printing is done by a specially designed machine in one operation.

Ralph M. Buck, treasurer of the Nelson & Hall Co. and general manager of the Richford Mfg. Co., has been appointed general manager of the Atlas Sales Corp., the headquarters of which will be in Richford, Vt. Mr. Buck is well known in the talking machine trade, and

the above announcement of the formation of this new organization in which he is interested will be received by his friends with pleasure.

GRAFONOLA IN SUNDAY SCHOOL

Evansville Dealer Finds It Proves Strong Attraction for Children

INDIANAPOLIS, IND., April 4.—Ben Brown, manager of the Columbia wholesale branch office, has received a letter from J. E. Henderson, a Columbia salesman, telling of how Edward McGinniss, manager of the Handy Furniture Co., Columbia dealers at Evansville, Ind., uses a Grafonola in the Bayard Park Sunday School.

Mr. McGinniss is superintendent of the school and he keeps a Grafonola there and each Sunday takes three or four new records to play for the kiddies. Needless to say, the Grafonola is popular with the children—so popular, in fact, that parents must get them in their homes.

A New Empire Record Which Can be Played on any Phonograph!



There is no question but what a great many dealers will be immediately interested in the wonderful new Empire records—especially because they can be played on any disc phonograph that is made to play with steel needles without the use of extra attachments or the necessity of turning the reproducer.



CAN BE PLAYED ON ANY PHONOGRAPH WITHOUT EXTRA ATTACHMENTS



We call your attention to our list of these new records in the record bulletin of this paper—note the numbers, then make up a trial order of a dozen or two and send it to us. Our discounts are very liberal and we have prepared some very interesting sales helps to assist you in selling the new Empire records.

The Machine that Plays any Record



Model XA Mahogany or Walnut

The Machine that Plays any Record



Model B Mahogany or Oak



Carrying the Empire line is a matter of both pleasure and profit to the dealer. It is a pleasure to sell a machine that unfailingly delights your customers and assures them complete satisfaction. And the same qualities which make the Empire a delightful and satisfactory home entertainer make it an unparalleled profit-maker for the dealer. There are 10 models in the Empire line—prices at retail \$32.50 to \$500.00. Write for our dealer proposition and agency offer.

EMPIRE TALKING MACHINE CO.

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



The Highest Class Talking Machine in the World

THE INSTRUMENT OF QUALITY

Sonora

CLEAR AS A BELL



YOU who are selling phonographs know, and those of you who intend to sell phonographs will quickly discover that three elements of vital importance in achieving success are:



- 1—The improvement of bank balances through cash sales (which is possible with the Sonora).
- 2—The choice of the right phonograph.
- 3—The cooperation and aggressiveness of a reliable distributor.

The Sonora is the famous instrument which won highest score for tone at the Panama Pacific Exposition. Competitive comparison invariably results in the triumph of the Sonora. It has a splendid richness, purity, sweetness and expression of sound reproduction which make it unequalled.



A complete line of magnificent upright models and superb period styles is available at prices from \$50 to \$1000. Write today to the distributor operating in your territory.

C. J. Van Houten & Zoon
CHICAGO, ILL.

Illinois, Kentucky and Iowa.

Hessig-Ellis Drug Co.
MEMPHIS, TENN.

Arkansas, Louisiana, Tennessee, Mississippi.

Strevell-Paterson Hardware Co.

SALT LAKE CITY, UTAH.
Entire State of Utah, Colorado, Wyoming, New Mexico, southern Idaho.

Kiefer-Stewart Co.
INDIANAPOLIS, IND.

Entire State of Indiana.

C. D. Smith Drug Co.
ST. JOSEPH, MO.

In Nebraska, Missouri, Northern half and Eastern part of Kansas and Northern part of Oklahoma.

Ohio Sales Co.
DETROIT, MICH.

State of Ohio.

Minneapolis Drug Co.
MINNEAPOLIS, MINN.

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

Southwestern Drug Co.
WICHITA, KANS.

Southern part of Kansas, part of Oklahoma and Texas Panhandle.

Yahr & Lange Drug Co.
MILWAUKEE, WIS.

Wisconsin, Upper Michigan.



The Highest Class Talking Machine in the World

THE INSTRUMENT OF QUALITY

Sonora

CLEAR AS A BELL



THE firms whose names you see on these two pages will do all that is humanly possible to care for your interests if you are a Sonora dealer.

They will keep you advised as to the introduction of new models and the availability of current styles, they will give you advice and aid as desired in helping you to make Sonora selling a profitable business, and they will do their level best to see that service of the finest kind is furnished to you at all times.



You are urged to have a talk with the distributor operating in your locality. Ask questions, find out what others are doing.

See if you too can secure a Sonora agency and Sonora advantages.

<p>Gibson Snow Co. SYRACUSE, N. Y. State of New York with the exception of towns on Hudson River below Poughkeepsie and exception Greater New York.</p>	<p>Rountree Corporation RICHMOND, VA. North Carolina and South Carolina.</p>	<p>Sonora Phonograph Co. SAN FRANCISCO, CAL. Washington, California, Oregon, Arizona, Nevada, Hawaiian Islands, northern Idaho.</p>
<p>Griffith Piano Co. NEWARK, N. J. Northern New Jersey.</p>	<p>Smith, Kline & French Co. PHILADELPHIA, PA. State of Pennsylvania, Maryland, Delaware, District of Columbia and New Jersey south of and including Trenton.</p>	<p>Southern Sonora Phonograph Co. SELMA, ALA. Alabama, Georgia and Florida.</p>
<p>Musical Supply & Equipment Co. BOSTON, MASS. Southern New England.</p>	<p>Southern Drug Co. HOUSTON, TEXAS. Southeastern part of Texas.</p>	<p>Walthall Music Co. DALLAS, TEXAS Southwestern part of Texas.</p>

Close Collections An Absolute Necessity to Insure Real Business Health

By J. H. Moorehouse

Talking machine dealers doing an instalment business should never forget that close collections are an absolute necessity if the business is to be kept on a healthy financial basis. Collections should be closely and unceasingly watched if it is desired to have the figures on the right side of the ledger at the close of the fiscal year. Some suggestions which I have found of practical value are submitted here-with:

In desiring to get a slow customer to settle his bill it is advisable to enclose a self-addressed envelope. Any good but slow customer in seeing this will not overlook to forward some reply.

Another which should also prove successful is this: At the end of the month send a bill reading something like this: "Amount of bill to date \$10,000. I have enlarged my stock and your inspections are desired. Hoping to receive an early call." etc.

Instances are on record where dealers have lost not only their customers, but their accounts by being overpersistent. The slow man fully intends to pay his bills; he is honest but likes to pay in small lots, and above all likes to be considered a good customer, and will advertise your place by relating to his friends what a good customer of yours he is.

In making collections by mail treat customers just as when collecting personally. Care must be taken in writing that no offense be given. Experience has proven that one friendly note has more effect than three threatening letters. Do not present a bill for payment before it is due, but be prompt in presenting it when it is due. Impress your customer with the fact that when a bill is due you expect your money, and

do not show too great a willingness to extend the time on a bill.

Don't worry the debtor's life out with bills, notes, etc., for that does not hasten a settlement; in fact, it puts you further than ever from it, for nothing tends to make the slow man more angry than a persistent bill, and a "please remit" is a torch to gun powder. Approach him occasionally in a friendly manner and suggest quietly that a little "on account" would be a great accommodation, not that you would like to press him, but that you are always glad to

In the Collection of Accounts Two Things Are Necessary to Success—Promptness and Perseverance

see him come into the store, and trust you are not asking too much, and if it is not convenient, not to trouble himself.

While I do not advise abuse or ungentlemanly recriminations toward the slow and hard payers, there is a fine, dignified bearing which must be maintained that will be effective—a sort of quiet way of saying you must be paid, and if

the party cannot pay as they agreed, they must pay something regularly. If, for instance, the bill is \$10.00 or \$20.00 and it is due, or overdue, ask the party to pay 50 cents or \$1.00 each day until the amount is paid. Let them know that it will cause you trouble, but you may rest assured that the money will be paid rather than see you after them more than twenty times. Then send or go for it, and insist on getting it, for any one can pay 50 or 100 cents a day, unless they are worthless, in which case give it up for a bad debt.

Accounts usually get more worthless with time, and it is a good plan to get them off the books in any way that it can be done. My experience has been that the accepting of small payments (so small that any one would be ashamed to say they could not do it) is the best plan. I think the question embraces a class who are known to be responsible, like farmers, but who are slow pay. They are generally good-natured people, who hardly realize the injury they cause a creditor, and yet they can be reached by plain dealing, like a refusal to continue their credits until the old amount is settled.

There are few men so hardened that they do not care what their fellows may think of them. If your debtor is unprepared to make a settlement when the time has come, when he had promised to do so, do not get angry, but rather convince him of your friendliness toward him, but that friendship must not stand in the way of business. All this failing of the desired effect, then see him again and state plainly that if he does not make satisfactory arrangement for the debt by a certain stated time you will have to sue, much as you dislike to do it. If arrangement has not been made when time given him has expired, then sue. There is one class to which above would not apply—those who for some reason are temporarily embarrassed. In dealing with these, settle account by note due at earliest date your debtor thinks he can meet it. Deal promptly with notes when due same as with accounts.

Politeness and social manners will do the most effective work with honest debtors when collecting accounts, and when these fail I would select occasionally one of the worst cases and sue for payment, in the hope that others would learn by it that there was a limit where it paid them to pay their debts.

In collecting two things are necessary to succeed, promptness and perseverance. Have your terms of sale printed plainly on all your bills and statements and send bills or statements promptly on first of each month. As soon as they are completed mail all those you cannot see personally, but deliver personally as many as possible.

However, if a bill is not paid when presented and your debtor does not state a time when he will pay it, then suggest a date in the near future when you would like to have it paid, and ask him to be prepared. In either case make it a point to call on him promptly at time stated. This will make two impressions on him, that you need the money and that you intend to keep after him until you get it. When you have received a promise to pay at a certain time do not again dun him until that time is up, showing him that you have faith in his promise and will cause him to make special effort to make his agreement good.

WHAT HAVE YOU TO SELL ?

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

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

Talking Machine Moving Covers

Prepare for Moving Season



Made to Order
to fit
all styles of
Talking
Machines

Khaki
Heavily Padded
and
Fleeced lined
Quilted

Price

\$7.00

Net

Special Inducement to Talking Machine Jobbers

LYON & HEALY, Chicago

This is not an "ad"

It is a call for a referendum vote on a matter of very vital concern to talking machine dealers everywhere



STANDARDIZATION, CO-OPERATION and ELIMINATION OF DUPLICATION were preached and practiced after we entered the war. Now that we have learned to do all these things under pressure, why should we not continue to seek the same advantages under normal conditions?

Dealers in talking machines—customers of ours—many of whom hold agency contracts for more than one of the standard makes of machines—have asked us to take up with manufacturers of machines the matter of establishing a definite and exact standard of base dimensions and finishes for the several portable models, so that a cabinet purchased for a Victrola VI could also be used for a Columbia 25 (Model B), and so on down the line, and would exactly fit the cabinet and match the finish in each case. This condition does not now prevail.

We hesitated about broaching this subject, but after giving the matter considerable thought we realized that standardization along these lines would be an invaluable boon to the dealer, and decided to go ahead and take it up.

We know full well that no results will be attained unless it can be shown in very conclusive fashion that there is a popular demand for the thing on the part of the dealers.

We shall be able to reach all of our customers by using the mails, and this announcement will reach a great many other dealers, but there are many others who still will not know about this movement, consequently it is very essential that those dealers who are interested should fill out the coupon on this page. Be sure to answer all of the questions, and mail it to us. We shall then tabulate the data and perform our part of the service.

From a manufacturing standpoint the changing of the base dimensions of machines is rather serious; it involves many changes which the non-manufacturer cannot understand; but the adoption of standard and uniform finishes for portable models of the different manufacturers sold at approximately the same prices is a thing that can easily be brought about.

All dealers interested in these changes are requested to answer the several questions on the attached coupon and mail it to us. Don't delay!

The Geo. A. Long Cabinet Company, Hanover, Pa.

REGISTER YOUR
VOTE ON THIS



COUPON NOW



The Geo. A. Long Cabinet Company, Hanover, Pa.

We favor the proposition of all talking machines, of different makes, and selling at approximately same prices, being made of the same base dimensions and finished in standard, uniform finishes.

We are dealers in (Place "x" under kinds sold):

Victor	Columbia	Pathé	Sonora	Brunswick	Vocalion
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Name of Dealer.....

Address

City

NEW PROOFS OF EXPANSION OF TALKING MACHINE TRADE RECORDS BY THEODORE ROOSEVELT

That Dealers Appreciate the Importance of Artistic Interior Equipment Is Evident From the Army of Merchants Who Have Placed Orders With the Unit Construction Co.

The general spirit of expansion prevalent throughout the talking machine industry is showing itself in many marked ways. One manner that is visualized strongly is the "spreading out" of the talking machine dealer—by moving to larger quarters or by rearranging his present quarters to better advantage.

This expansion can be proven in no clearer way than by the records of the Unit Construction Co., of Philadelphia, Pa., who have installed booths, record files, etc., in the leading dealers' and jobbers' warerooms throughout the country. During the period of the war this company devoted almost their entire resources to "win the war" work. Since their return to peace production the demand for the "Unico" system of booths and fixtures has been phenomenal. Since the first of the year sixty-eight installations have been made.

The demands for "Unico" fixtures have come from every section of the country, showing that this progressive spirit is not alone limited to any one locality.

Among recent complete installations by the Unit Construction Co. is Kraft, Bates & Spencer, Boston, Mass., who were completely equipped in the Adam period; Ahrlinger & Raynor, Youngstown, O., who are said to have installed the largest talking machine department between Pittsburgh and Chicago, consisting of twenty-five rooms; D. S. Marsch, New London, Conn.; Gregory's Music House, Saginaw, Mich.; Alfred Gallup, Hartford, Conn.; Wilcockson Music Co., Hammond, Ind.; W. J. Killea, Albany, N. Y.; W. J. Keller & Sons, Easton, Pa.; Lehman Music House; Henry M. Curtis, Lynn, Mass.; Rothschild & Co., Chicago, Ill.; Noble Piano Co., Detroit, Mich.; Taylor, Moorehouse Co., Duluth, Minn.; Hyman Kahansky, Brooklyn, N. Y.; American Talking Machine Co., Brooklyn, N. Y.; J. F. Miller & Co., Fall River,

Mass.; Orton Bros., Butte, Mont.; Starr Piano Co., Nashville, Tenn.; M. F. Shea, Nashville, Tenn.; John Meckes Son, Cleveland, O.; G. H. Kelly, Gainesville, Fla.; Thos. C. Watkins, Hamilton, Canada; Hickerson Murphy, Alexandria, La.

Work will shortly begin on extensive and attractive installations for R. H. Macy & Co., New York, and the Eastern Talking Machine Co., of Boston.

The foregoing list is indicative of the general expansion, as it may be seen not only in this country but Canada as well.

The Unit Construction Co. have greatly increased their selling organization and have divided the country into sales districts. The selling staff now consists of fourteen men. In addition to the New York office recently opened announcement has been made of the opening of a Chicago office in the Lyon & Healy Building, that city. New and interesting literature is now being prepared and a sales campaign will be conducted along generous lines.

Rayburn Clark Smith, president of the company, is exceedingly optimistic over the future and reports that many new installations will shortly be started.

A NEW YORK INCORPORATION

The Cremonia Phonograph Co. has been incorporated under the laws of New York to manufacture talking machines and musical instruments, with a capital stock of \$10,000. The incorporators are Sidney S. Bobbe, Daniel P. Bergheimer and John J. Gallagher, 14 Wall street, New York.

The Pollock Shop, Calumet, Mich., has added the Columbia line of machines and records to satisfy the increasing demand for goods.

T. A. Edison, Inc., Issue Three Blue Amberol Records Made by Late Ex-President

Thomas A. Edison, Inc., have issued three Blue Amberol Records of the voice of "the greatest American." They contain three of Mr. Roosevelt's characteristic speeches, and those



Theodore Roosevelt who knew the great man will testify that both in subject matter and in voice reproduction these records faithfully reproduce Mr. Roosevelt's personality. The records are: No. 3707—The Right of the People to Rule. No. 3708—The Farmer and the Business Man. No. 3709—Social and Industrial Justice.

Magnedo Steel Phonograph Needles

The Fastest Selling Multi-Playing Steel Needle Each MAGNEDO will play ten records perfectly



ATTRACTIVE PACKING RAPID SALE SUBSTANTIAL PROFIT

Three excellent reasons why every dealer should sell MAGNEDOS.

SPECIAL INTRODUCTORY OFFER

Your initial order will be delivered free if you use the attached coupon.

Price—\$3.90 per Carton of 60 boxes (6 1/2c per box) Retail for 10c

MAGNEDOS are manufactured by the

"ALL FROM ONE SOURCE HOUSE"

COUPON

FREE DELIVERY OFFER

Gentlemen—Kindly ship charges prepaid.....cartons Magnedo Needles at \$3.90.

We are also interested in

- Record Albums Record Cleaners
Delivery Envelopes Sapphire Needles
Stock Envelopes Fibre Needles and Cutters

Name

Address

The steel needle with the gold finish
Handled by prominent jobbers

PLAZA MUSIC CO.

18 WEST 20th STREET
NEW YORK CITY



IDEAN

NO. 1 EXTRA LOUD

NO. 2 LOUD

NO. 3 FULL TONE

NO. 6 MEDIUM

NO. 7 SOFT

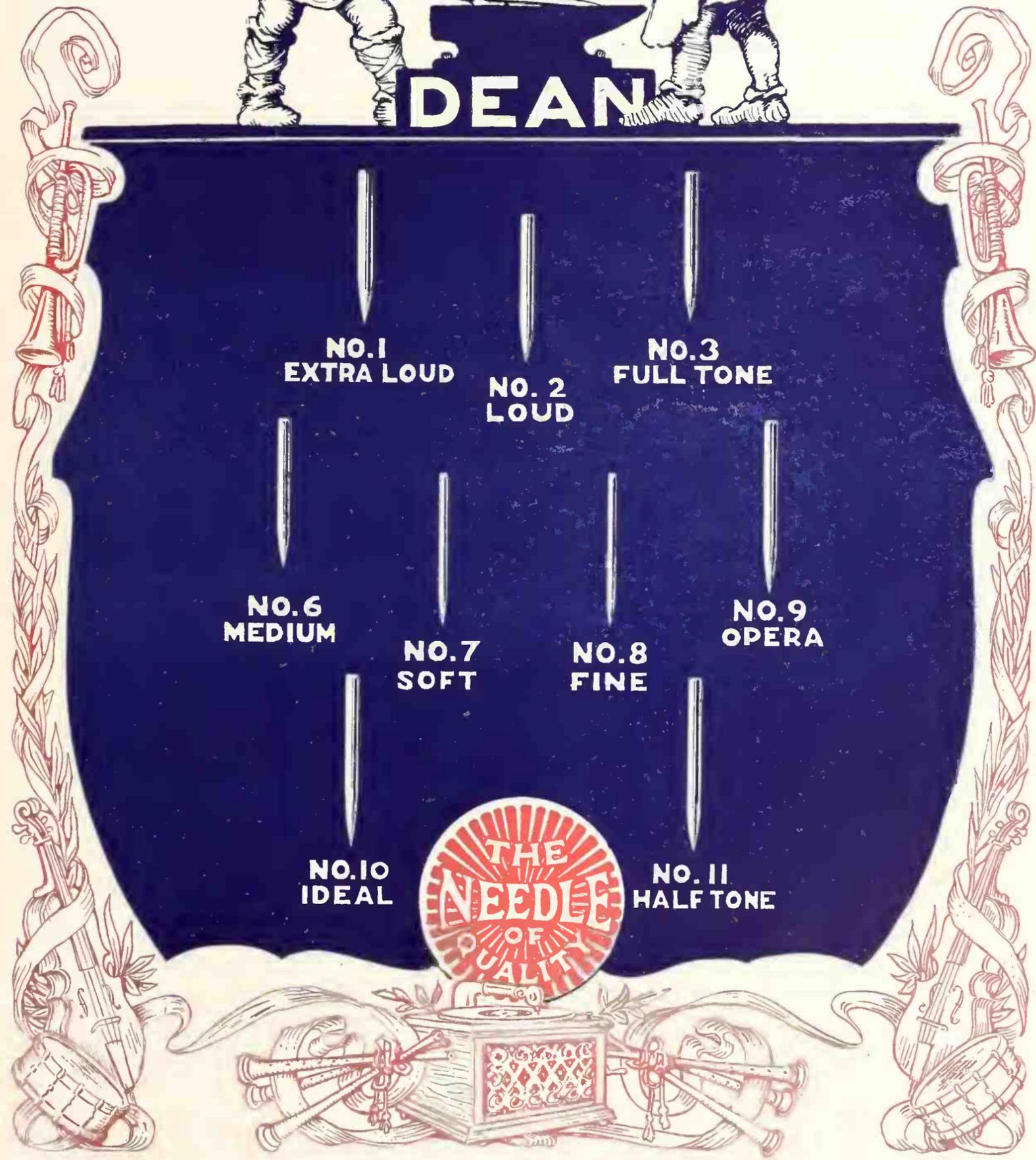
NO. 8 FINE

NO. 9 OPERA

NO. 10 IDEAL

NO. 11 HALF TONE

THE NEEDLE OF QUALITY



Otto Heineman Phonograph Supply Company, Inc.
25 West 45th Street, New York

Factories: Elyria, Ohio Newark, N. J. Putnam, Conn. Springfield, Mass.
Branches: Chicago, Ill. San Francisco, Cal. Toronto, Canada

ST. LOUIS SALESMEN GETTING TIRED OF EXPLANATIONS

Continued Scarcity of Stock Even With Improved Shipments Serves to Multiply the Sales Problems—Talking Machine Figures Largely at Meeting of National Association of Musical Supervisors—Monthly Luncheons for Columbia Dealers—Geo. W. Pound's Address

St. Louis, Mo., April 4.—Local talking machine dealers are beginning to wonder if the present situation is ever going to end. They have been told many times of larger supplies of merchandise, and yet they see no reserve stock accumulating. In placing orders now they receive no promises as to when they will get the goods. Certainly they are not getting them at once. Perhaps, most likely, the factories have increased their output, but the retail trade keeps depleting the available stock.

"Our present trade is the surprise of my life," said one dealer. "Each month the totals go to figures I had not dreamed of, and my orders that looked big when I placed them look foolish when I receive them."

The jobbers have no machines in stock, and in many cases they do not even bring the machines to the warerooms from the railroad. They just divide them as evenly as possible and send them direct to waiting customers.

The record trade goes ahead apace, and almost anything in the way of records can be sold. The present receipts of new records are much better, but there is an urgent demand for old records, the standards, and these are not coming through as yet in quantities that put any on the shelves. Some of the dealers are getting somewhat worried over the effect the strain of explanations is having on their sales forces. A casual visitor can see that some sales forces are more or less disorganized. Other dealers are watching closely, and some are giving occasional vacations or using other means of diverting their helpers.

This is not in the way of news, but of comment. A woman who has been buying records for a long time recently told the writer of her experience in looking for some of the older records. She was buying them with a gift fund and wanted a dozen or more. She said: "Every place I went they were busy. Most places I had to wait for a demonstration. One place we were received with a half-hysterical: 'What did you come up here for, to wait? We're all full.' This same girl a moment later told some customers they did not have a certain record, and the customers had hardly gotten out of the door when that record was put on in the next booth. I asked for an old record, and the girl answered: 'We haven't that, nor none like that.'"

"This was the worst experience I had, but in several places the girls looked at me as though they thought I had escaped from an asylum or that they felt sorry that I should ask for such records."

There was much local dealer interest in the fact that the talking machine figured so largely in the twelfth annual meeting of the National Association of Musical Supervisors, which met at the Hotel Statler, in this city, the first of the month. The Columbia party attending was in charge of W. A. Willson, of the Educational Department. The Victor party was under the leadership of John Gregg Payne, of the Copyright Department, and Mrs. Clark, of the Educational Department. The talking machines had an afternoon to themselves in one section, with the following program:

Subject: "Educational Use of Reproducing Instruments in the School Curriculum." (Ten minutes were allowed each speaker, fifteen minutes for each general discussion).

1. Elementary Grades:

A. Primary. 1—Miss Catherine M. Zisgen, Music Supervisor, Trenton, N. J. 2—Miss Grazella Puliver, Victor Talking Machine Co. 3—Miss Stella Windhorst, Columbia Graphophone Co.

B. Intermediate: Miss Lucy K. Cole, Columbia Graphophone Co.

C. Grammar: Mrs. Frances E. Clark, Victor Talking Machine Co., "Geography and History," Miss Edith Rhett, Victor Talking Machine Co., "Form."

2. High Schools: A—Miss Lucy M. Haywood, Assistant Music Supervisor, Lincoln, Neb., "Methods in Presenting Lessons." B—Ernest Hesser, Music Director State Normal School, Bowling Green, Ohio, "Opera and Oratorio." C—J. Milnor Dorey, Columbia Graphophone Co., "Literature."

The remaining topic was "The Community," but no talking machine representatives were assigned to that subject.

Manager Roos, of the Columbia Co., has begun a series of monthly luncheons. The March meeting was quite a success, and drew a larger number of dealers than was expected. Mr. Roos talked over the coming list of records, the plans for "The Lure of Music," and other plans of the company. Ed Lebens, of the advertising staff of the Post-Dispatch, talked on advertising from a newspaper standpoint. The dealers asked some questions and talked of anything that they cared to bring up. The affair, which was enjoyed by all, was held at the Hotel Statler. The indications are that the attendance will increase from month to month.

The talking machine dealers were much in evidence at the meeting held here for George W. Pound, general counsel of the Music Industries Chamber of Commerce. They also became members of the National Association of Music Merchants. Through Val Reis, president of the Tri-State Victor Dealers' Association, who was a member of the Pound reception committee, and was one of the speakers, they asked that the Piano Merchants' Association be changed so that the talking machine dealers might be recognized. President Conroy, of the Association, who was presiding at the meeting, gravely informed them that this would be done at once, and then added that the change was suggested at a recent meeting of the National Association, and was favorably acted upon.

The Victor dealers here are energetically advertising two concerts to be given in the near future. They are by Mme. Homer and Caruso.

There was a bargain sale of records here a few days ago in a department store that does not ordinarily sell them. An innocent-looking elderly woman had found a Burr and a Burr and Campbell record, and had the girl waiting on the counter looking through the entire lot in search of a Burr-McClaskey duet. They did not find it.

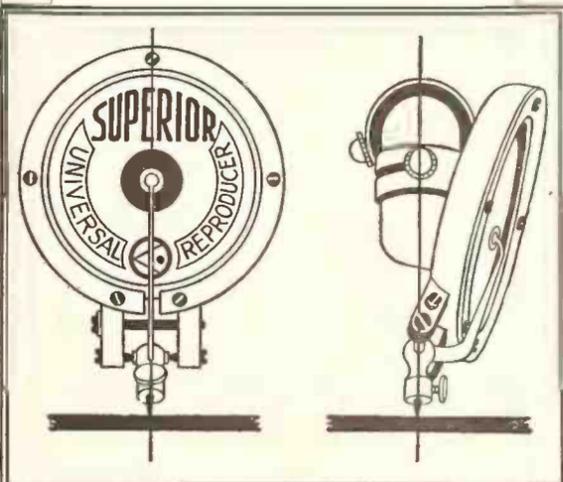
The Scotford Tonearm and Superior Universal Reproducer

The Ideal Combination

Plays All Makes of Records as they should be played

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

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



Distinctive Features

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



Barnhart Brothers & Spindler

Monroe and Throop Streets—Chicago

"MAGNET" DECALCOMANIE NAMEPLATES



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.

SMITH-SCHIFFLIN CO.
126 Liberty Street New York City



SOLD BY
WALTER D. MOSES & CO.
Oldest Music House in VA and N.C.
102 E BROAD STREET
RICHMOND, VA.

SOLD BY
J. E. STRATFORD
AUGUSTA, GA.

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

Cleartone

SPEAKS FOR ITSELF



No. 250—\$125



No. 150—\$85



No. 100—\$75

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

SUNDRY DEPARTMENT

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

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

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

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

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

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

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

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

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

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

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

Write for our 84-page catalog, the only one of its kind in America, illustrating 83 different styles of talking machines and over 500 different phonographic parts, also gives description of our efficient Repair Department.



No. 200—\$100

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

RECENT CHANGES AMONG THE MANAGERS IN KANSAS CITY

Miss Edna Moss Heads Victrola Department of Peck Dry Goods Co.—C. E. Matchette Succeeds E. M. Guise at Jones Store—Edison Artists Appear in Tone Tests—Mrs. Shaw Successful

KANSAS CITY, Mo., April 4.—There is still more of a demand for the standard talking machines than ever before at this period of the year. Spring, which is, as a rule, considered the most quiet season for the music business, is too lively for the supply of merchandise in many instances. This condition especially applies to talking machines. Though the situation has been relieved during the past two or three months, there is still a shortage in many makes.

The Starr Piano Co., which for several months did practically 100 per cent. Government work, is now putting out 50 per cent. more machines than ever before in an effort to alleviate partially the shortage among its dealers. Many dealers have been waiting for eight or ten months for shipments and since that time have placed additional orders. It is therefore a hard proposition to get back to a pre-war basis, where the supply exceeds the demand.

C. R. Hunt, who for a number of years has been with the Starr talking machine factory at Richmond, Ind., has recently come to Kansas City to take charge of the wholesale end of the talking machine business at the Kansas City branch of the Starr Piano Co.

Russell Comer, son of E. T. Comer, retail manager of the Starr Piano Co., has resumed his former position with that concern.

Miss Edna Moss has succeeded Joseph Donlan as manager of the Victrola department at the Geo. B. Peck Dry Goods Co. Though only a young woman, she is thoroughly familiar with the talking machine game and is displaying a great deal of executive ability in the management of the department. Miss Moss was with the Metropolitan Music Co., of Minneapolis, for more than a year, and for five years was in the Victrola department of the J. W. Jenkins' Sons Music Co. She reports business in fine condi-

tion and with a few machines being received occasionally the shortage is somewhat relieved. Plenty of records, however, are available and this end of the business is keeping up wonderfully. The most popular Victrola record of the month has been the dance record of "Till We Meet Again" and "Beautiful Ohio."

E. M. Guise, manager of the music department of the Jones Store Co., recently resigned his position to go into the brokerage business. His resignation became effective March 10, when C. E. Matchette, manager of the music department of the Shillito store in Cincinnati, came to succeed Mr. Guise temporarily.

During the twenty months in which Mr. Guise was manager of the department it became one of the liveliest departments in the store. His credit and instalment system has created a great deal of worthy comment from many sources, and it was only after a great effort had been made to retain Mr. Guise that his resignation was accepted. His associations with the music trade for many years have been the most pleasant and he leaves it with a feeling of regret. Before coming to Kansas City Mr. Guise spent six years with the Aeolian Co. and four years with the Baldwin Co. in the East.

Miss Mary Johnston, who had been employed for several months in the Victrola department of the Geo. B. Peck Dry Goods Co., was struck by a speeding motor car one night recently and died an hour later without regaining consciousness.

W. L. Hightower, formerly of the Edison Retail Shop, is now with the wholesale end, covering Kansas territory.

Word has been received from Sergeant Clarence L. Smith, of the intelligence department, formerly salesman in Missouri and Kansas territory for the Edison, that he is anxious to be

back in the phonograph game, but has no chance for an early return. The letter received recently was written from Griscourt, France.

Mme. Shank and the Fleming Trio appeared at the Grand Avenue Temple recently in recital, assisted by the Edison Diamond Disc phonograph. Cards of admission were sent out to all Edison owners and prospects as well as to any one who was interested in the Edison. The artists were well received and welcomed by a crowd much too large for the seating capacity of the Temple. Reports have come from all dealers in the Kansas and Missouri territory that they have received a royal welcome every place.

Marie Morrissey and Jacques Glockner have also been making a tour of the Edison centers of Kansas and Missouri.

M. M. Blackman, manager of Edison wholesale, reports a great demand for machines, more than can be supplied at the present time. An unusual number of dealers have been coming to Kansas City from all parts of the territory to place orders and become acquainted with general conditions.

When one is referred to Mrs. Shaw for talking machine news at the Smith, Barnes & Strohber Piano Co. it is a happy surprise to find that she is just a pretty little woman, whose husband has not yet returned from service in France. Last October she was employed in the talking machine department without any previous experience in the music business, except that she was a real lover of music, and in her estimation that is one of the most essential qualities of a salesman in any line of musical instruments. The Smith, Barnes & Strohber Co. has recently taken the agency for the Victrola, in addition to the Columbia, and Mrs. Shaw has charge of the buying and selling of both the Victor and Columbia records, besides also selling machines. She likewise selects, orders and sells Q R S and Universal player rolls. Two new record demonstration rooms have been fitted up, making four in all, and new record shelves have been installed.

IMPROVED Stewart PHONOGRAPH

Special Announcement to the Trade Concerning the Stewart Phonograph

This is to announce that we have acquired all the patents, copyrights and manufacturing equipment used in connection with this popular phonograph.

We are now preparing to manufacture the Stewart Phonograph with several important improvements that will make it more popular than ever, and will be ready shortly to supply the American trade with all the instruments they can handle.

In the meantime keep your order open. The improved Stewart is a winner for which you can rest assured of big, quick and steady sales. The moment we are ready you will be notified and will be provided with full information regarding improvements, prices, discounts and deliveries.



STEWART PHONOGRAPH CORPORATION LIMITED
384 PAPE AVE., TORONTO, CANADA

"GOLDEN THROATED"

TRADE MARK

CLAXTONOLA

THE IDEAL HOME PHONOGRAPH

**Admits No Superior
in Construction and Reproduction**

THE IDEAL DEALER'S PHONOGRAPH:

Each Sale Makes Another

A Winner in Competition

Cooperation of Manufacturers

Irresistible Advertising

Popular Prices

Large Returns in Profits



The Phonograph with the
"GOLDEN THROAT"

Not An Experiment

Cabinet Supremacy

Plays All Types of Records

"Real" Automatic Stop

Perfected Silent Motor

Superior Tone Quality

The CLAXTONOLA Sells!—The CLAXTONOLA stays Sold!

The Best Agency Plan in America

A Real Money Maker

For Two thousand Satisfied Dealers

Dealers Write or Wire

BRENARD MANUFACTURING COMPANY

ESTABLISHED 1892

Iowa City, Ia.

Columbia's Novelty Record for May—the Spanish String Orchestra plays two dances that *make them dance*. E-4191.

Columbia Graphophone Co.
NEW YORK



STOCK SITUATION SHOWS IMPROVEMENT IN CINCINNATI

Demand Still Keeps Ahead of Supply of Both Machines and Records However—Local Manufacturers Increasing Output—Edison Dealers to Convene Next Month—General News

CINCINNATI, O., April 4.—Plenty of cash and lack of the finished product tells the story of the condition in the talking machine industry in the Middle West just at this moment. While the past thirty days saw a slight improvement in the matter of new machines yet the manufacturer and jobber found it impossible to keep up with the demands of the trade.

George H. Link, 1711 Vine street, might be said to be an illustration of the talking machine conditions in this part of the country. Mr. Link, by profession a jeweler and who carried the Victrola as a side line, has absolutely discarded the tinker's end of the game and has put the machine and record in the parlor, so to speak. Mr. Link, who was a pioneer in the matter of handling talking machines in the Cincinnati district, recently completely altered the storeroom and installed the Unit System for handling records.

The Crystola Co. this month will double the capacity of its plant, for it has taken over the fifth floor of the building, 314 and 316 Elm street, the corporation being located on the top floor. Some attention just now is being given to a style A cabinet, retailing at \$100, which ought to be on the market in another month or so.

The Fritsch Phonograph Co., since moving to the new home, northwest corner of Canal and Main streets, has been indulging in some real motion picture advertising. The film is along educational lines, the intention being to bring out the feature of this make of phonograph. It is a distinctly up-to-date form of publicity.

C. L. Byars, of the local Aeolian store, reports a remarkable Vocalion month for March. In spite of the fact that several thousand dollars' worth of business was lost because of the shortage of goods, the business for the month exceeded all previous Marches by several thousand dollars. From the 15th of March until the end of the month there was practically no stock to be had excepting the Art Style Vocalions. Mr. Byars reports that this is the first time in his fourteen years' experience that he had to actually turn customers away from the store without even having an opportunity of making a demonstration to them, because there were not even demonstrating machines on hand.

The various salesmen in the department have dozens of people waiting for Vocalion stock, and Mr. Byars estimates that at least fifty Vocalions are already sold for April to people who have pledged themselves to take an in-

strument as soon as stock is received. He said further:

"The home office, however, has assured us of a substantial stock of Vocalions for April, and if we are not disappointed we expect to put over a ripping big Vocalion business in the new month.

"The Vocalion record sales are increasing each month, and our record department reports that there are a number of customers now who will not use anything at all except Vocalion records where it is at all possible to get what they want in them."

Chas. Spence, who for several years was in the Vocalion repair department, and in the last year was in a battalion of machine gunners in the army, is now back on the job, and has been given charge of the record department.

A convention of Edison dealers in the Cincinnati zone, comprising Ohio, Kentucky, West Virginia and northern Tennessee, will take place in this city either May 12 or May 19 according to Manager Oelman. Real business is to have the right of way, but there will be enough play and plenty of eats as a side line for those in attendance.

George W. Hopkins, general sales manager, of the Columbia Co., visited the local branch during the past week. He was on a tour of all of the branches in this section, and as he arrived here on Sunday his stay was brief. He has promised to return within the next month, and give the Cincinnati dealers the long-looked-for opportunity of hearing him deliver one of his inspiring sales talks.

O. F. Benz, also of the New York office, who is in charge of record sales, was another visitor to the local branch last week. Mr. Benz came to Cincinnati for the express purpose of pushing record sales, but found that the local branch was lacking in stock rather than lacking in orders. Mr. Benz stated that shipments to this branch were far ahead of shipments during the same period last year, so this will indicate the enormous business being done.

March just ended was the largest month the Cincinnati branch ever had, that is, the largest month in volume of sales.

S. R. Lemberg, special representative of the international record department of New York, has been here spending his time with dealers who cater to the foreign trade. The Cincinnati branch stands about eleventh in the Columbia list of branches, based on sales of foreign records.

Plans are under way to have Madame Hulda Lashanska, who will be the soloist at the Symphony Orchestra April 25 and 26, meet all of the Columbia dealers in and around Cincinnati. If possible arrangements will be made for Madame Lashanska to sing, April 26, in one of the downtown stores.

Among the callers at the Columbia branch

during the last week or two were Mr. and Mrs. Rolla Green, of Paintsville, Ky., who were unfortunate in losing their entire stock in the large fire recently at Paintsville. They placed a large order. Other visitors were L. S. Adams, Vevay, Ind.; E. R. Huber, North Lewisburg, O.; Mrs. Elmer Woodhead, Falmouth, Ky.; H. S. Staples, Storm, Ky.; L. S. Crutcher, Holden, W. Va.; Mr. and Mrs. Johnson, of the Johnson & Beverage Co., Logan, W. Va.; N. P. Kerns, Chillicothe, O.; H. G. Stevenson, Circleville, O.; A. G. Polasky, Georgetown, O.; W. O. Kirk, Winchester, O.

The "Avon Comedy Four" headliners at Keith's Theatre, week of March 31, have visited many Columbia dealers in downtown Cincinnati during this week.

Arthur F. Greenwood, formerly assistant manager of the Kresge store, has joined the local Columbia force and has been assigned the territory of greater Cincinnati. He took up his new duties April 1.

Manager T. Sigman, of the Victor department of the Rudolph Wurlitzer Co., says: "The month of March witnessed one of the best record months so far this year, and from present indications the demand is increasing. In the retail department the higher-priced records were advertised with excellent results. This was especially true of the \$7 Lucia Sextet record, the sale of which doubled any previous month.

"Many out-of-town dealers visited our store and all reported good business in records. The sale of Victrolas was naturally handicapped because of the fact that the shortage continues. Many patient customers, however, are waiting for the arrival of the instrument they purchased around the holidays.

"Dealers are not overlooking their chance of increasing their sales and are purchasing record display stands, and their expenditure in advertising space has increased considerably. This preparation will help them materially to take care of the future business that is bound to come when goods are more plentiful."

LANGUAGE RECORDS



Progressive Dealers sell

LANGUAGE Phone Method

and ROSENTHAL'S Practical Linguistry

The courses are so simply arranged that the demonstration satisfies the prospect. An excellent line for high-class dealers. We especially want to hear from dealers with good store locations.

Write for dealers proposition, booklet and advertising matter.

THE LANGUAGE PHONE METHOD
992 Putnam - 2 West 45th Street, - New York

Repair Parts Made to Order

for all kinds of talking machines

ACME ENGINEERING & MFG. CO.

1622 FULTON ST.

CHICAGO, ILL.

QUICKER SALES and DOUBLE PROFITS

It is a fact that VICTOR DEALERS find that they sell the small Victrolas *easier* and *quicker* when they show the "CONVERTO" Cabinet with them. The Cabinet type machine is today the standard type. Most people want a cabinet machine. Those who can't afford it usually want it just the same. When they find they can buy a small GENUINE VICTROLA and a "CONVERTO" CABINET at a COMPARATIVELY LOW PRICE AND THUS HAVE ALL OF THE ADVANTAGES OF A CABINET MACHINE—APPEARANCE, PROTECTION, DUST-PROOF RECORD COMPARTMENT, ETC.—they NO LONGER HESITATE TO BUY



Patented December 11, 1917

TALKING MACHINE CABINETS

which are especially designed to accommodate the

VICTROLAS "IV" and "VI"

There are a host of big VICTOR DEALERS who will tell you that the combination of small VICTROLA and "CONVERTO" CABINET *make one of the strongest selling propositions in the talking machine line.* It **DOUBLES YOUR PROFIT AND GIVES YOU A SATISFIED CUSTOMER.**

"CONVERTO" CABINETS appeal strongly to present owners of the small VICTROLAS as they are in a position to appreciate the merits of this invention.

GET THE FACTS. CONSULT YOUR WHOLESALER.

THE C. J. LUNDSTROM MFG. CO. LITTLE FALLS, N. Y.

Lundstrom "Convento" cabinets are broadly covered by patents. Infringements will be promptly prosecuted.



SETTING VICTROLA INTO CABINET

SOUND DOORS OPEN FOR PLAYING

STRONG SELLING POINTS

Lundstrom "Convento" Cabinets are made in OAK and MAHOGANY FINISHES and convert the smaller Victrolas into handsome cabinet types without affecting the portability of the machines.

Protect machines and records from dust.

Provide receptacles for new and used needles.

Place a genuine VICTROLA with the cabinet type effect into the hands of the user at a price less than is usually charged for cabinet type machines of unknown make.

"Convento" Cabinet Wholesalers

- | | | | | | |
|----------------------|----------------------------------|--------------------------|-------------------------------|-----------------------|------------------------------|
| Atlanta, Ga..... | Phillips & Crew Piano Co. | Columbus, O..... | The Perry B. Whitsit Co. | Peoria, Ill..... | Putnam-Page Co., Inc. |
| Austin, Tex..... | The Talking Machine Co. of Texas | Dallas, Tex..... | Sanger Bros. | Philadelphia, Pa..... | The George D. Ornstein Co. |
| Baltimore, Md..... | Cohen & Hughes | Denver, Colo..... | The Knight-Campbell Music Co. | | Penn Phonograph Co., Inc. |
| Birmingham, Ala..... | E. F. Droop & Sons Co. | Elmira, N. Y..... | Elmira Arms Co. | Pittsburgh, Pa..... | H. A. Weymann & Son, Inc. |
| Boston, Mass..... | Talking Machine Co. | El Paso, Tex..... | W. G. Walz Co. | | W. F. Frederick Piano Co. |
| Buffalo, N. Y..... | W. D. & C. N. Andrews | Kansas City, Mo..... | J. W. Jenkins' Sons Music Co. | | C. C. Mellor Co., Ltd. |
| Burlington, Vt..... | American Phonograph Co. | Memphis, Tenn..... | Schmelzer Arms Co. | Portland, Me..... | Standard Talking Machine Co. |
| Butte, Mont..... | Orton Bros. | Milwaukee, Wis..... | O. K. Houck Piano Co. | Richmond, Va..... | Cressey & Allen, Inc. |
| Chicago, Ill..... | Lyon & Healy | Mobile, Ala..... | Badger Talking Machine Co. | | The Corley Co., Inc. |
| Cincinnati, O..... | The Rudolph Wurlitzer Co. | Newark, N. J..... | Reynolds Music House. | St. Paul, Minn..... | W. D. Moses & Co. |
| Cleveland, O..... | The Collister & Sayle Co. | New York City, N. Y..... | Price Talking Machine Co. | Syracuse, N. Y..... | W. J. Dyer & Bro. |
| | The Eclipse Musical Co. | | Emanuel Blout | Toledo, O..... | W. D. Andrews Co. |
| | | | I. Davega, Jr., Inc. | Washington, D. C..... | The Whitney & Currier Co. |
| | | | Mickel Bros. Co. | | Cohen & Hughes |
| | | | | | E. F. Droop & Sons Co. |

MAKE RECORDS FOR VOCALION

Mme. Sundelius, the Famous Operatic Artist, Arranges to Make Records Exclusively for the Aeolian-Vocalion Library

The Aeolian Co., New York, announced this week that Mme. Marie Sundelius, the famous Swedish prima donna of the Metropolitan Opera Co., will make records exclusively for the Aeolian-Vocalion library. Mme. Sundelius' first Vocalion record appears in Bulletin 10, and is Massenet's "Elegie," which is presented on a twelve-inch Vocalion record.

Mme. Sundelius, who has attained remarkable success during the past few seasons at the Met-



Mme. Marie Sundelius

ropolitan Opera Co., came to this country at the age of ten with her parents and established a residence in Boston. She commenced her vocal studies when she was nineteen years old, and with her delightful voice and charming personality has won signal success on the concert and operatic stage.

Her first Vocalion record has won the enthusiastic approbation of visitors to the Vocalion recording laboratories and Vocalion dealers will undoubtedly be glad to learn that this famous soprano will record for this library.

GARFORD MFG. CO. ELECT OFFICERS

Otto Heineman Heads Board of Directors of Cleveland Concern

Otto Heineman, president of the Otto Heineman Phonograph Supply Co., New York, who recently returned from an extensive Western business trip, stopped off at Cleveland, Ohio, where he attended a meeting of the Board of Directors of the Garford Mfg. Co., held in the law offices of Johnson & Johnson. A. G. Bean, president of this company, submitted an excellent report of 1918 business activities and stated that the outlook for 1919 was splendid.

During the course of the meeting the following directors were elected: Otto Heineman, A. G. Bean, A. L. Patrick, Mr. Watson, Jacob Schechter and W. A. Neracher. The officers elected for the ensuing year were Otto Heineman, chairman of the Board of Directors; A. G. Bean, president and general manager; A. L. Patrick, treasurer, and J. Schechter, secretary.

Cleanliness is next to godliness. In keeping up the appearance of your shop don't lose track of that and say it's next to impossible.

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

ORIGIN OF EDISON TRADE-MARK

Term "Music's Re-Creation" the Result of Inspiration—Has Become Very Valuable

In his book, "If I Were Twenty-one," William Maxwell, vice-president of Thomas A. Edison, Inc., has the following interesting information to give covering the origin of the Edison trade-mark, "Music's Re-Creation," which has won such wide recognition in a comparatively brief period. In telling of the origin of trade-marks Mr. Maxwell says:

"Within the past year I have been concerned in the development of a trade-mark which is already worth a large sum of money. For months my associates and I had been searching for a phrase which would differentiate a certain new sound-reproducing instrument from all other phonographic devices. Dozens of words and phrases had been submitted. Each new one seemed more stupid than those which previously had been considered and discarded. One day at a luncheon of department heads—a day when I felt particularly out of sorts with myself and everybody else—I bitterly observed to my companions: 'We're a fine lot of boobs. Here we have an instrument which gives literally a laboratory Re-Creation of music and we can't think of a name to describe what it does.' I stopped with my mouth open. 'The Laboratory Re-Creation of Music'; wasn't that just what we wanted? I had never heard the phrase before, and used it then half-consciously, in an irrational effort to find words sufficiently out of the ordinary to put proper emphasis on my irritation—a good deal as a profane man invents unusual curses in moments of exceptional emotion.

"Just what did Re-Creation mean? Was it a secular word? We sent for a dictionary and found that Re-Creation means precisely what we wanted it to mean.

"We immediately began to use the phrase, 'The Laboratory Re-Creation of Music,' but it was not long before a newspaper man, in writing of our instrument, brought forth the more graceful expression—'Music's Re-Creation.' In this way, virtually by accident one might say, we developed a trade-mark which, in the expert opinion of an editor of the Dry Goods Economist, has impressed itself upon the public's mind in a shorter space of time than any other trade-mark on record."

APPOINTED EMERSON JOBBER

Rountree-Cherry Corp., of Richmond, Va., Becomes Jobber for Nine Southern States

The general sales department of the Emerson Phonograph Co., New York, announced this week the appointment of the Rountree-Cherry Corp., Richmond, Va., as Emerson jobber in the States of Virginia, West Virginia, North Carolina, South Carolina, Kentucky, Tennessee, Louisiana, Mississippi and Alabama.

This company is one of the best-known talking machine houses in the South, and according to its present plans it will inaugurate shortly an intensive campaign in behalf of Emerson records. In fact, the company's original territory did not include all of the States mentioned above, but it achieved such signal success from the very start that its territory was enlarged in order to give it an opportunity to develop Emerson business in all of these Southern States.

WURLITZER CO. ENLARGING

The Rudolph Wurlitzer Co., Milwaukee, has recently added a talking machine and record department, which will be in full swing during Style Week. The retail department is being enlarged, and a complete stock of musical merchandise will be carried, together with pianos, organs and band instruments.

We can help others who are in trouble without permitting their misfortunes or sins to clog up the wellsprings of our inspiration.

Argument Is Unnecessary

Every talking machine owner appreciates the wisdom of buying a cabinet to keep records clean and in order.

What Cabinet to Buy Is Still Another Question

With

The UDELL LINE

Argument Is Again Unnecessary

UDELL Quality is recognized. The attractive case designs speak for themselves.

LOOK—



No. 404
 [Vertical Interior]
 For Victrolas IV-A and VI-A
 For Columbia B or C
 Height, 32 in. Width, 17 in. Depth, 17 in.
 Quartered oak front. Mahogany front. Average weight, crated, 75 pounds. Holds 208 records.
 [If horizontal shelving is desired, order No. 1404.]
 [When felt interior is wanted, order No. 404F.]

THE UDELL WORKS
 1204 28th St., INDIANAPOLIS



"On With the Dance!"
That's the cry again. Columbia Orchestra
plays the best medley waltzes for Columbia.
A-6098.

Columbia Graphophone Co.
NEW YORK

FOREIGN TRADE OPPORTUNITIES

Chance for Expansion in the Countries of Europe Now Passing Through Critical Period of National Reconstruction

The talking machine is strictly the child of American ingenuity and is one of our many products which is gaining high favor in every part of the world. The countries of Europe which have brought forth so many musical masterpieces and have had more opportunity to develop the musical genius than our newer land are coming to realize the value of the talking machine in making it possible for every man, rich or poor, to have the best music in his own home.

In the larger countries, which are firmly established and enjoy the security of a well-founded government, the introduction of the talking machine has been followed by a steadily growing demand. In the other countries, especially those in which the peoples are undergoing the upheavals incident to the struggle for democratic ideals, there is a good field for the enterprising manufacturer who is progressive enough to do and dare in the present instead of holding back and waiting for the millennium.

To primitive peoples music is necessary in helping the soul to find its true level, as is evidenced by the great songs which have come from races fighting for their very existence. The power of music can sway the multitude, and it takes but little imagination to glimpse the possibilities of the talking machine in such a country.

Today the talking machine ranks with any other musical instrument, and is well able to compete for final honors. In these days of commercial expansion eyes are turned toward foreign trade, and no manufacturer can afford to neglect the opportunities which lie before him. A product of true worth will win a place for itself, and this position will never be lost when conditions resume their natural course, but, on the contrary, it will benefit and profit by the confidence won during the critical period.

EQUIPPED WITH AUTOMATIC STOP

Fritsch Phonograph Co. Announces That Its New Products Will Have an Automatic Stop Invented by Charles Fritsch—Moves to New and Larger Quarters in the Queen City

CINCINNATI, O., April 5.—The Fritsch Phonograph Co., of this city, manufacturer of the Phon d'Amour, announced recently that in the future its product will be equipped with a new automatic stop that was invented by Charles Fritsch. This automatic stop has a number of distinctive merits, one of which is the fact that it is fastened to the tone arm and all mechanical parts are concealed underneath the turntable. This stop, which is operated from the front of the turntable, has proven so successful that arrangements will be completed shortly to manufacture it in large quantities for the general use of the trade.

The Fritsch Phonograph Co. has moved into its new quarters, in the building located at the northwest corner of Main and Canal streets, and in its new home the company has ample facilities to take care of its fast-growing trade. Bernard Fritsch, president of the company and inventor of the Phon d'Amour, has received many letters from the company's dealers stating that this instrument is meeting with a ready sale in their territories.

AN AURORA TALKING MACHINE

According to reports from Aurora, Neb., an Aurora talking machine has been manufactured at the shop of O'Brien & Sons, of that city. The new machine is on exhibition, and it is said that many offers to purchase the instrument have been refused by the makers.

NEW INCORPORATION

The United States Musical Sales, Inc., has been incorporated in Albany by O. H. Acciola, H. Herman and N. M. Van Wagner, New York. The active capital is \$60,000.

WHY C. R. STEVENS IS OPTIMISTIC

Well-Known Music House at Marietta, Ohio, Establishing New Dealers for OkeH Records

MARIETTA, O., April 7.—This city is proving one of the strongholds for OkeH records, for the sales organization of the Stevens Organ & Piano Co. is establishing many new dealers for this record line and building up a most gratifying business. The Stevens salesman present these records as a combination proposition with the phonographs manufactured by the company, and this combination is proving a winner.



C. R. Stevens

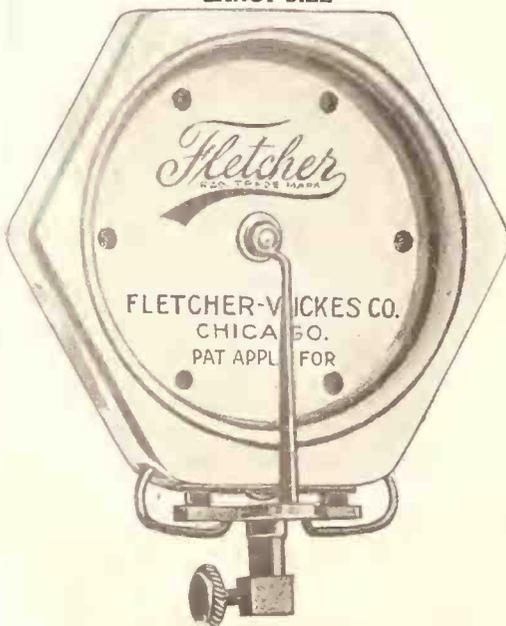
In a recent interview C. R. Stevens, general manager of the company, spoke very encouragingly of the results being secured by his sales staff, and also paid the following tribute to OkeH records:

"It's all very well we have some excellent talkers among our selling force. But let's be frank. They could talk their heads off in vain if the OkeH records would not make good on their own account as one of the most popular of all popular records. All the rhetoric in the world could not make our record business a permanent and ever-growing success without the convincing fine qualities of this record.

"I don't want to be hard on my boys—but believe me, one hearing of that record makes surer of a big sample order and a still larger re-order than all the persuasion and boosting our salesmen could ever let loose."

"When we can make work as interesting, as thrilling as life, we shall translate business to the highest plane of happy human endeavor," says G. E. Whitehouse. "It is no impossible dream; every day we are moving toward its consummation—toward the welding of human toil and human interest."

EXACT SIZE



WHEN ORDERING A SAMPLE

FLETCHER REPRODUCER

be sure and state the make of phonograph or tone-arm it is to be used on, so that we can send the proper connection.

YOUR SATISFACTION OR MONEY REFUNDED

Samples \$4.00.

FLETCHER-WICKES CO.
6 E. LAKE STREET **CHICAGO, ILL.**

All the World Loves a Winner!

Cash in NOW on

"Tonofone"

Tonofone was introduced to you November 15th by *The Talking Machine World*.

Quick to recognize its marked and unusual merit, you *snowed us under with orders*—orders came from every state in the Union and from no less than seven foreign countries!

We explained why we could not ship all orders promptly. You were generously patient and we will never forget it — WE ARE DEEPLY GRATEFUL.

* * * *

Tonofone demand grows bigger and louder every day but we have INCREASED OUR EQUIPMENT. By working night and day we have been able to catch up and are NOW MAKING QUICK DELIVERIES. Yes! And we will go right on building more Tonofone-making machines until WE CAN SUPPLY THE WORLD—and the world evidently wants them.

* * * *

"Tonofone THE WONDERFUL," is what music lovers call it. One of the Department Managers for a leading Talking Machine Co., on first hearing a Tonofone rendition, exclaimed, "I never before heard such pure tones—such wonderful music from a phonograph!"

Tonofone sells records and phonographs. One dealer said to us, "I use Tonofone in all my demonstrations and every demonstration means a Sale." and There's a Reason.

EVERY Tonofone STYLUS is made of the right material, of exactly the right diameter from tip to stem. It fits itself to the groove and picks out each separate tone, gives



This Carton is a SALESMAN in Itself! Get it on Display in Your Shop at Once

a perfect replica of the original rendition. It does not taper—it will not thicken or frazzle—it cannot spread nor straddle and play more than one groove at a time. That's why it gives such pure tones—such wonderful music.

Tonofone is different. Others may imitate them—none can duplicate them. Every dealer needs them—every dealer can get them.

* * * *

You risk positively nothing—our "Money-Back" guarantee protects you absolutely. Invest just one postage stamp—it will bring you a supply of Tonofones, the TALKING MACHINE NEEDLE SUPREME, right to your store, all carrying charges prepaid.

* * * *

NOTE: All orders are given and accepted under our uncommon and eminently fair Tonofone "MONEY-BACK" GUARANTEE, which is a distinguishing feature of our general business policy and by the terms of which, if needles are not satisfactory and as represented, they may be returned without cost or expense to you.

Send One of These Coupons NOW!

Dealer's Order Coupon

R. C. WADE CO., 29 So. La Salle St., Chicago

Please ship as soon as possible under your "MONEY-BACK"

Guarantee.....cartons Tonofone needles, 100 packages of 4 needles each to carton, at regular dealer's price, \$6.00 per carton.

Name

Address

Our export department is now located at 160 Broadway, New York City. This gives us direct personal representation, with branch offices, salesmen and correspondents in all commercial centers, throughout the world. Wherever phonographs are,—there also will be found "Tonofone"—the needle supreme.

Our Art-poster-Salesman Will Be Ready in Few Days

WHAT KNICKERBOCKER SERVICE MEANS

This space is not large enough to tell in detail all that Knickerbocker Service is, but as the saying goes: "The proof of the pudding is in the eating."

Some of the out-of-the-ordinary benefits of Knickerbocker Service to Metropolitan and Nearby Vicinity Dealers are

Advertising Service

Window Dressing

Instrument Repairing

Each department in charge of an expert in that line.

Knickerbocker Service provides direct co-operation with Metropolitan Victor Dealers in every problem of their business.

Our new offices are being designed to be headquarters in every way for Metropolitan dealers; convenient, comfortable, offering help on every hand. They are being equipped with every up-to-date device to assist in the quick selection and delivery of records.

Our new address will be 138-140 West 124th St., N. Y., and on May 1st we will assume our new name

The Knickerbocker Talking Machine Co.



Until then

I. DAVEGA, JR., INC.

Victor Wholesalers Exclusively

125 West 125th Street

New York City

CLEVELAND ADVERTISING CENSOR AFTER TRADE FAKERS

Official of Cleveland Music Trades' Association Starts Campaign Against False Advertising in Music Trade—Has Assistance of Police—General Trade Well Above Par

CLEVELAND, O., April 1.—A relentless warfare on fakers who falsely represent the value of talking machines and indulge in price-cutting is to be waged by A. L. Maresh, recently appointed official "advertising censor" for the Cleveland Music Trades Association, whose membership includes several talking machine dealers.

This week Mr. Maresh and M. O. Mattlin, president of the Home Piano Co., started on a tour of investigation, with the aid of a deputy police court prosecutor, and began quizzing dealers who are suspected of "faking" in their advertising. These so-called dealers, Mr. Maresh said, do not have any store, but use the classified advertising columns of daily newspapers to bait prospective customers, who are deceived into buying machines at outrageous prices.

"I have just received a letter from one talking machine manufacturing concern which informs me that a Cleveland dealer who has been unethical in his selling methods will not be shipped any more stock," said Mr. Maresh. "This method of cutting off the fellows who are predatory in their methods is a most effective one, and I approve of it." Price-cutters are also to be gone after by Mr. Maresh.

The Wolfe Music Co., whose head, Herman Wolfe, is the president of the Talking Machine Dealers' Association of Northern Ohio, has one of the finest window displays of any music concern in Cleveland. Mr. Wolfe believes in publicity and effective window displays. He is still riding his hobby—plans to carry forward the movement to organize Ohio talking machine dealers into a Statewide association.

The Collister & Sayle Co., Victor retailers, are preparing for an unusually interesting Easter show window exhibit of machines and records.

The Cheney Sales Co., 440 Euclid avenue, which handles the Cheney talking machines in this city, reports an ever-increasing demand for stock as the various qualities of the Cheney instrument are more widely recognized. The firm anticipates a big increase in the number of dealers in this section during the spring and summer.

The return of about 4,000 northern Ohio soldiers this week means that several salesmen and other former employes of talking machine retail concerns will be free to return to civil life. Whether or not all the boys will get back their former positions is problematical. Such has not been the case with many Ohio soldiers who went to Europe, and much complaint has been made by disgruntled soldiers who returned

home "broke" and have been unable to find satisfactory employment.

Henry Dreher, head of the B. Dreher's Sons Co., has returned from a Southern trip via New York, where he was entertained by piano and talking machine dealers, and reports splendid prospects for spring business in phonographs.

Charles K. Bennett, general manager of the Eclipse Musical Co., reports that the movement to organize Ohio's Victor dealers is making headway. "We have not decided just when the dealers favoring the organization will meet in Columbus," Mr. Bennett said. "We propose to meet there because the city is the most central of any and conveniently located. I have no doubt about the project being put over."

Discussing the action of the Victor Talking Machine Co. in agreeing to carry the 5 per cent. war tax imposed on the manufacturers' selling price of talking machines Mr. Bennett said that the action will save dealers in Ohio from \$40,000 to \$50,000 a year.

"The sale of Victor talking machines in Ohio, based on the manufacturers' prices," Mr. Bennett said, "will run up to \$1,500,000 a year in this State. The attitude of the Victor Co. is certainly appreciated by the dealers to whom our company distributes machines and records. The relief is a big one, in view of the strenuous pull dealers had during the war period to get across with a small quantity of stock and carry war burdens."

Cleveland talking machine dealers are lining up to help put across the Fifth Liberty or Victory Loan. Practically all the dealers will get behind the movement, not as an organization but individually and in team work. Cleveland heretofore has gone way over the top in bond and war stamp campaigns and everybody is anxious to repeat the performance when the next loan drive gets under headway.

The Cleveland News is featuring music in a page every Wednesday evening, much space being given to it. The page also carries display matter and other advertising of the leading talking machine dealers of the city. Dealers are using more newspaper space than they did a few months ago, owing to the fact that the newspapers have more columns to sell since the war period ended.

The Fischer Co., Pathé talking machine jobber, 940 Chestnut avenue, this city, reports an exceptionally "live business" since February 1. The retail store of this firm in one of the most

popular arcades is a mecca for music-lovers and some very effective window displays attract attention.

The manager of the Cleveland branch of the Columbia Co. is "campaigning" for more business. The store's stock display is one of the best of the kind in this section of the country. Sales are almost unprecedented and are increasing.

The May Co.'s piano and talking machine department, managed by Harlan H. Hart, is largely responsible for the splendid orchestra organized by employes of the big firm, claiming to be "Ohio's largest department store." The music department is probably the most complete in Ohio, much space being devoted to talking machines of various makes and records. The volume of business recorded for the first three months of 1919 is reported to be a record-breaker.

A curious aftermath of the world war is the demand for cradle songs and lullabies reproduced by talking machine records. These songs and lullabies may well be called "after-the-war" hits. Dealers believe that some of the popular reproductions will live for more than a brief period and take their place along with some of the "old tunes and songs." The return of Cleveland's contingent of soldiers in the Thirty-seventh Division this week stimulated a demand for patriotic music and record dealers reported unusually large sales.

The Cleveland branch of the Brunswick-Balke-Collender Co. has added a large number of the firm's latest models in phonographs to the Huron road store, managed by W. F. Young.

The Starr Piano Co., which operates four stores in Cleveland and others in northern Ohio cities and a long chain of agencies in Ohio, Indiana and western Pennsylvania, reports a brisk "picking up" in the demand for phonographs.

Frank Johnson, salesman for a Cincinnati firm, was a visitor to Cleveland Monday.

The move to exempt pianos, talking machines and other musical instruments from taxes will probably fail during the present session of the Ohio Legislature. This move followed one to increase the exemption on household goods. Officials favoring the exemption of musical instruments contend that they are educational factors, hence should be like school houses, free of tax burdens.

NEW INCORPORATION

The Pan-Hellenion Phonograph Record Co., Manhattan, has been incorporated in Albany by A. and C. Poulos and W. Michalopoulos. The capital stock is \$10,000.



Wholesale Victor Service That Really Means Something

The Dealer's Cue is to Arrange for the Service That Will Protect His Business Interests

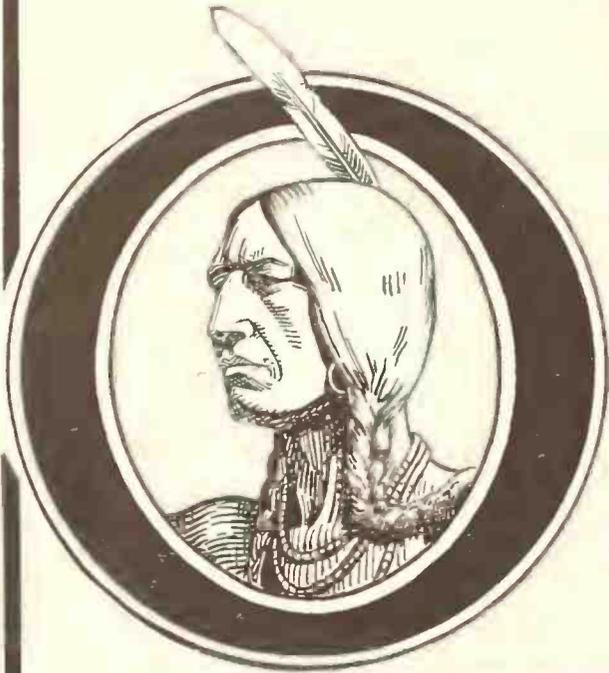
We are putting forth every effort to back up our dealers, not only with available stock, but with sales promotion material and exploitation plans that will keep the pep in their business until conditions become fully normal.

Our Business Now—and Always—Is to Help as Well as Wholesale

ECLIPSE MUSICAL CO.
Victor Distributors CLEVELAND, OHIO

"The First One Sells the Second One"

OUR DEALERS ALL AGREE ON THIS



KEH

RECORDS

Recruit Steady Customers

We Have No Waiting List

**BECAUSE OUR LATEST HITS IN SONG and DANCE ON
OkeH Records WERE MADE TO SELL RIGHT NOW**

OkeH Hits Sold
While They're
the Rage



Every Word
Distinctly
Understood

Let Us Convince You

J. K. Rishel Furniture Company
WILLIAMSPORT, PA.

Your patrons will be sorry if you're caught short of Rosa Ponselle's first "Madame Butterfly" record. So will you. Columbia 49571.

**Columbia Graphophone Co.
NEW YORK**



REMODELING NEW BUILDING

W. D. & C. N. Andrews Prepare for Big Wholesale Victor Business

BUFFALO, N. Y., April 5.—W. D. & C. N. Andrews, exclusive Victor wholesalers located in this city, are rapidly going ahead with the remodeling of their new building, which is said to involve a sum of almost \$25,000. The entire first two floors will be remodeled to meet the needs of efficient Victor wholesaling. It is expected things will be completed in time to hold an opening by the first of June.

This organization is not only evincing great enterprise in the matter of a new home, but has also inaugurated a plan of sending to its dealers from time to time a complete list of all records in stock. This information placed in the hands of the dealers has proved of great value to them in placing orders, and the results have been accordingly good from the W. D. & C. N. Andrews standpoint. The last statement of the records carried was mailed on March 15, and a new revised list has just been made up for the dealers.

The company also is encouraging its dealers along very constructive lines to push the sale of those selections which are at present obtainable, instead of wasting time regretting the lack of those particular selections which are not available, in keeping with the immediate demand.

In a recent letter to its dealers an inkling of the company's foresight is shown in the following paragraph: "We have for two years or more realized that the jobber in talking machines should be a jobber exclusively, and have been planning all this time with that object in view." The progressive steps recently taken by the company confirm this statement, as certainly many of the recent moves could not be other than the product of long preliminary study and development.

BUSINESS ACTIVE IN ATLANTA, GA.

Scoville Mercantile Co., Jobbers for OkeH Records, Optimistic Over Outlook

ATLANTA, GA., April 7.—The Scoville Mercantile Co., of this city, which was recently appointed a jobber for OkeH records, manufactured by the Otto Heineman Phonograph Supply Co., New York, reports the closing of an excellent business with this line, and states that new dealers are being created daily. One of the gratifying factors of the demand for OkeH records in this territory is the fact that repeat orders are being received from dealers with a regularity that indicates a high degree of popularity for these records.

The sales organization of the Scoville Mercantile Co. is enthusiastic regarding the future possibilities for OkeH records, and to date the only difficulty encountered by the company is in securing records fast enough to handle its orders.

ENTIRE PLANT PRODUCING CABINETS

Udell Works Compelled to Cut Out Making General Line of Furniture to Take Care of Record and Music Roll Cabinet Demands

INDIANAPOLIS, IND., April 7.—Convincing proof of the growing demand for both talking machine records and music roll cabinets is indicated in the report of the Udell Works, of this city, to the effect that during the past six months they have been compelled to use the entire capacity of their plant to produce cabinets to take care of a fair proportion of the orders in hand, and have practically discontinued, for the time at least, the production of a general line of furniture.

The Udell plant is a big one, and the fact, therefore, that it is devoted entirely to cabinet production is significant. Incidentally, it is stated that shipments for March were the biggest in the company's history.

NEW STORE IN VALDOSTA, GA.

W. C. Strickland, the Edison and Columbia dealer of Dothan, Ga., has formed a partnership with his brothers, A. H. Strickland and E. M. Strickland, for the purpose of opening up talking machine parlors in Valdosta, Ga. The new store is opening in a town of about 18,000 inhabitants, and as the new proprietors are to feature the Columbia and Edison machines, they feel the prospects are bright.

SMYTHE'S LIBERTY LOAN SLOGANS

Talking Machine Man Now in France With Red Cross Gains Prominence by Originating Slogans to Stimulate Liberty Bond Sales

J. Henry Smythe, Jr., well known to members of the talking machine trade, particularly the jobbers and manufacturers, and who is now serving in France with the Red Cross as a lieutenant, has gained considerable prominence by evolving catchy slogans for use in connection with the various Liberty Loan and War Savings Stamps campaigns. Among the slogans originated by Mr. Smythe which have been used during Liberty Loan drives are: "Buy Bonds to Arm Armies" and "Buy Bonds to Feed Fighters." He has drafted a number of new slogans for the Fifth Loan, which were published recently in the Paris edition of the New York Herald. Mr. Smythe has been in Europe with the Red Cross for some time, having joined that service when poor eyesight barred him from active military work.

AWAITING SUFFICIENT STOCK

C. T. Malcolm, head of the talking machine division of the Gibson Snow Co., Inc., Syracuse, N. Y., jobbers of the Sonora line, reports to The World that Cornell & Barber, Canton, N. Y., and E. D. Allen, Heuvelton, N. Y., are scheduled to become active Sonora dealers just as soon as sufficient stock can be secured for them.

Phonograph plus Motrola

EQUALS

Supreme Musical Enjoyment

YOU, MR. DEALER, as the Champion Joy Producer, must consider the above quotation. How many times have you lost that sale to a particular customer who must have a

Perfect Electric Phonograph or None

The New Model Motrola

is positively the only device on the market for providing perfect electric motive power for phonographs. Easily attached to any talking machine. Simply press a button and the spring is brought to the proper tension to play the records.

Your demonstrating machine cannot afford to be without a MOTROLA.

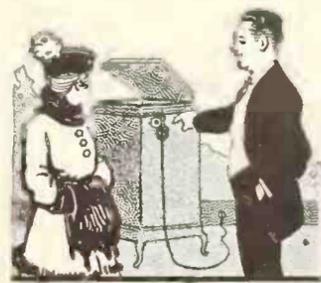
How many times have you and your salespeople been seriously embarrassed when, in the midst of a demonstration, or when about to close a sale, you have been obliged to "grind" the phonograph

Our advertisements appearing regularly in "Life" have produced a most gratifying response. We have also contracted for space in Literary Digest. The advantage of this publicity is obvious. Ask your jobber or write us direct

JONES-MOTROLA, Inc.

31 West 35th Street
New York City

57 E. Jackson Boulevard
Chicago



THE TRADE IN PHILADELPHIA AND LOCALITY

PHILADELPHIA, Pa., April 3.—The talking machine situation is clearing rapidly in Philadelphia and in consequence April is opening with an era of good feeling. It is the belief that the hard days will soon be forgotten, and the dealers expect conditions to improve rapidly from now on. It is apparent that the Victor Co. is doing everything possible to meet the demand for machines, and dealers are willing to be patient a little longer, knowing that the Camden talking machine makers have already been able to make good their promises.

Buehn Looks for Big Trade

Local dealers without exception report that they have closed a very satisfactory month in March. Louis Buehn, of the Louis Buehn Co., Inc., told me this was the condition with his firm. The shipments from the Victor factory are considerably better, both in machines and records, than they have been for a long time. "If March can be taken as a criterion," Mr. Buehn states, "this will be one of the best years in the history of the Victor business. It looks most encouraging."

Prepare for a Very Busy Season

Frank Toland, a large Victor dealer at Chester, Pa., has nearly finished a fine talking machine store, which can compare with any in Philadelphia.

William F. Lamb, a Pottstown Victor dealer, has now constructed for himself a very fine talking machine department, and will have his formal opening on April 11 and 12. He has spent a great deal of money in the arranging of his department, and will have a dozen booths.

Purchase Riggins Bros. Store

Carl Gaskill and Ralph Riggins have purchased the Riggins Brothers store at Bridgeton, N. J., and will incorporate a new company, which will handle, in addition to pianos, a full line of Victor machines and records. They expect to have one of the finest stores in South Jersey.

Rejoins Buehn Co. Forces

The Buehn Co. have just received back into the fold E. P. Bliss, Jr., who has been released from the service and who is also married. L. D. Callahan, a former salesman, has also been released from the navy service and is back on the job in his old territory. A peculiar thing about these two men is that they enlisted on the same day and were discharged on the same day. Bliss had been in France for a considerable time.

Penn Phonograph Co. Pleased With Outlook

The Penn Phonograph Co. note that they have received far better shipments in both Victor machines and records in March, and with such satisfactory service from the factory the prospects for the future look very bright. Great success is reported in the sale of Lundstrom

Your orders filled immediately for TALKING MACHINE NEEDLES



Keystone State—Full Tone Needles
per M. at 65c

Keystone State—Half Tone Needles
per M. at 65c

When ordering in 100 M. lots
per M. at 60c

Fibre Needles, at 30c per hundred

L & H Fibre Needle Cutters at 81c each

Record-Lite Fibre Needle Cutter at 81c each

Lundstrom Cabinets

Record Cleaner Brushes, etc.

H. A. WEYMANN & SON

Victor
Wholesalers

1108 Chestnut St.
Philadelphia, Pa.

Established 1864

cabinets, and the demand for these cabinets has far exceeded the supply. A new model of the Victor dog, "His Master's Voice," is being featured by the Penn Co., and it is believed that dealers will find this a very popular advertising novelty for all kinds of display. They have also stocked up with the Jones-Motrola and expect to do an excellent business with this attachment to the Victor, it being a device which electrically winds the spring, and keeps the machine wound up at all times.

Conditions Considerably Improved

Harry Weymann, of H. A. Weymann & Son, says that the Victor conditions the past two weeks were considerably improved, and that the prospects for April are very promising both in Victrolas and records. This will give them the opportunity to fill a number of back orders that have been placed with them.

Pathé Business Expands

The Pathé Shop—expressing the energy and optimism of Walter L. Eckhardt—is a beehive of industry these days. He says their March business was very much ahead of last year. Mr. Eckhardt has just been appointed a delegate from this city to the seventh annual con-

vention of the United States Chamber of Commerce to meet in St. Louis the end of April and the first of May.

Mr. Eckhardt states that, although the Pathé machines and records are coming through much better, they have not been able to keep up with their orders by any means. He is laying plans to put through one of the biggest deals that has ever been transacted in the talking machine business in this city.

Among the out-of-town men who have taken on the Pathé during the month of March are Jones Brothers, of Slatington, Pa.; Parson Brothers, of Bangor, Pa.; Fink & Corbett, Pottstown, Pa.; R. Guinan, of Mahanoy City, Pa., and a number of smaller dealers.

E. A. Widmann a Visitor

The Pathé Shop was favored during the month by a visit from President E. A. Widmann, of the Pathé Co.; Russell Hunting, the recording expert; William A. Penn, manager of the recording department, and Mr. Savino, the musical director. The occasion of their visit was to check up on Europe's famous jazz band, with whom the Pathé Co. has recently made a contract for exclusive service. The entire Eckhardt

Necessary Accessories to a Successful Talking Machine Dealer

LUNDSTROM CABINETS—When assembled with the Victrola IVa or VIa make one of the best selling combinations imaginable. We are far oversold but booking orders every day.

RECORD CLEANER BRUSHES—A neat, leather back, plush faced brush. Handsome in appearance, bears Victor trade mark embossed in gold.

NEEDLES—CLEARTONE, BRILLIANTONE, WALL KANE—All tones at lowest prices.

Penn Phonograph Co.

913 Arch Street, Philadelphia

Victor Distributors — Wholesale Only



His Master's Voice

IN MINIATURE

Made of Plaster of Paris. Four inches high. The kiddies go wild over it. The ladies? Words fail to express their delight.

Place several dozen in your window — they won't last long. The best novelty out.

Write for prices.

NEEDLES

- High Grade, Full Tone Needles - 60c per M
- High Grade, Half Tone Needles - 60c " "
- Royal Crown, Extra Loud Needles - 60c " "
- Quaker Brand, Full Tone Needles - 60c " "
- Quaker Brand, Half Tone Needles - 60c " "
- Gloria Medium Tone - - - - - 60c " "

We will ship 100 M needles assorted for 55c per M.

THE LOUIS BUEHN COMPANY

835 Arch Street

PHILADELPHIA

60c

- Fibre Needles, - - - - - 30c a Hundred
- Lyon & Healy Fibre Needle Cutter, - - 90c each
- Record-Lite Fibre Needle Cutter, - - - 90c each

organization was invited to dinner by President Widmann, and the result was amusing. The last time Mr. Widmann was in Philadelphia Mr. Eckhardt had eleven employes, so when the president of the Pathé took up the receiver upon his arrival here and invited the local Pathé organization to take dinner with him and attend the concert of the Europe band, specifying that they should be sure to bring with them the "two lady employes" he had met upon his last visit, Mr. Eckhardt asked him if he meant what he said. Mr. Widmann replied that he did, and the local manager of the Pathé, taking the president at his word, produced forty-two employes—instead of eleven as before.

To Take Charge of Victory Loan

Louis F. Buehn has been asked by the Victory Loan Committee of this city to take charge of the music trades in the interest of the new Victory Loan.

Brunswick Ambassador Busy

C. B. Chew, the Philadelphia representative of the Brunswick talking machine, is spending the week among the trade in this State. The Brunswick Co. has not been able to take on any new accounts in March, owing to the scarcity of goods, but advices from the factory are most encouraging as to the future.

Big Call for Dictaphones

C. K. Woodbridge, the sales manager of the Dictaphone, was in Philadelphia on Thursday of this week. Manager C. E. Malliet states that March with his firm was 25 per cent. ahead of the same month last year, and was the second largest month they have ever had in volume of sales. He says that things look very good for the future. Lieutenant Freed, recently in the army, has joined the sales force.

Ediphone Display at Wilmington Fair

Manager Austen, of the Ediphone dictating machine, notes that business in March was much better than January and February, and April looks better to him than any month they have ever had. They have never started a month with such an encouraging outlook. Mr.

Austen had a very attractive Edison dictating machine display at the recent Wilmington Business Show and is very well satisfied with the results.

Interstate Phonograph Co. Formed

Since April 1 the local Pathé shop has been operated under the corporate name "The Interstate Phonograph Co.," consisting of Mr. Eckhardt as president; C. S. Tay, as treasurer, and H. A. Pope, as secretary. Both Mr. Tay and Mr. Pope have been with Mr. Eckhardt for a number of years. It is their intention to ultimately broaden their field. S. G. Flood, who has been with the firm since they started, has been assigned to a territory up State. They have secured a new warehouse located at 1814 and 1816 Market street. Mr. Eckhardt has just received another patent from the Government on a device for the recording arm.

A Novelty That Will Be in Demand

The listening dog of the Victor Co. has the reputation of being the best-known trade-mark in the world. A new small plaster of paris replica of this dog has been produced by the Penn Phonograph Co. It is a perfect reproduction, and is cast from an original model made by an eminent Philadelphia sculptor. The Penn Phonograph Co. report a remarkable demand for this novelty from Victor dealers throughout the country. It is particularly adapted for use as either a souvenir or for window display. We will print a photographic presentment of this dog next month.

Blake Opens New Store

Herbert Blake, the proprietor of the big Edison store at Eleventh and Walnut streets, has still further branched out in the business by taking a lease on the vacant storeroom at 204 South Eleventh street, where he has fitted up exceedingly fine warerooms and where he will handle the Columbia exclusively. The Columbia business and the Edison business will be entirely separated, and will be under two separate roofs.

Mr. Blake says his business in March was fine, and they more than doubled their business

of March a year ago. They have been getting Edison machines and records through with fine regularity. Within the month they will add two men to their sales force to take care of the increased trade.

Edison Dealers to Meet

There will be a meeting of all the Edison dealers at the Bingham House on Tuesday evening next, which will be followed by an annual banquet.

Closed a Great Business Month

March was the greatest month in the history of the Columbia Graphophone Co. in Philadelphia. This result is as much due to the fine co-operation of the New York factory as to the admirable force that Manager Heath has under his control here. Machines and records were sent through in a surprising volume, and almost all of the demands on the Philadelphia office were met. Mr. Heath has been suffering with a severe cold for a week past. Among the visitors to the Philadelphia offices was O. F. Benz, a member of the Columbia general sales department.

REX GRAMOPHONE COMPANY

who are one of the oldest established Talking Machine Houses in Europe, having extensive trade connections throughout Great Britain, in the Colonies and foreign Countries, desire to obtain exclusive selling agencies for Spring Motors, Tone-arms, Sound-boxes, etc., of first class quality at reasonable prices. Please send fullest particulars to:

Rex Gramophone Co., 2, Elizabeth Place, Rivington St., London, E. C. 2., England.

Cable Address: "Lyrecodisc, London."



"That Tumble-Down Shack in Athlone" is an Irish "Home Sweet Home." Enough said. A-2698.

**Columbia Graphophone Co.
NEW YORK**

NEW CONCERNS FLIT IN AND OUT IN TWIN CITY FIELD

Roster of Local Manufacturers and Dealers Constantly Changing—Aeolian-Vocalion to Invade Minneapolis on Elaborate Scale—Concerns at Present in "Talking Machine Row"—Liberal Use of Advertising Space—General Trade Conditions During the Past Month Reviewed

ST. PAUL and MINNEAPOLIS, MINN., April 4.—Minneapolis and St. Paul seem to be the twin Mecca for talking machine and phonograph exploiters. Some come in big style and some come in little style, but all appear to be coming. Archie Matheis, the dean of the talking machine dealers, avers that virtually all of the various instruments made in the United States have either sought entrance to the twin towns or are on the way. It is impossible to keep track of all of the numerous bidders for the attention of the talking machine devotees, because there are so many of them and their stay is so brief, in some cases.

Some day a typewriting store will place a talking machine in its window, stick some placards about offering a marvelous bargain, and in a week or two the device and the placards are gone. Then will come along in a more pretentious manner a concern and rent a downtown store and do some advertising in the newspapers. Such concerns last two months or so and disappear. Usually they leave no mourners behind them.

Then there are a number of local concerns who are smitten with the bug, and they start to manufacture. They appeal to local pride and the public spirit, but often fall by the wayside. At least two concerns which set out to get a share of the big profits of the Victor, Edison and Columbia companies have gone to the wall. Others remain and announce their intention of sticking to the game. They announce plans to

spend considerable money and conduct an aggressive advertising and selling campaign.

While the standard makers have failed to keep the retail dealers supplied with sufficient machines, the distress is not as keen as it was some months ago, though floors that should be filled still stand bare, and houses that would like to carry exclusive lines are compelled to carry four and even five lines in order that their customers shall not be deprived of the pleasure of having a talking machine in their homes.

Extensive preparations are being made for the entrance of the Aeolian-Vocalion into Minneapolis on a somewhat elaborate scale. The Stone Piano Co. of Fargo, has leased the fine Metzger corner, at Nicollet avenue and Ninth street, and is fitting it for just about the classiest phonograph shop in the Twin Cities. Some day, it is rumored, piano lines will be added, but this may not be for a year or so. Aeolian-Vocalion will be the aim of the first big plunge. The new store with a plate glass frontage of about 120 feet on Ninth street and 30 feet on Nicollet avenue is very well located for the high-class talking machine trade. A half block north are the houses of Foster & Waldo, and Howard, Farwell & Co., and a half block south is the Talking Machine Co. of Archie Matheis. The two latter are Victor houses, while Foster & Waldo carry Victor, Edison, Columbia and Sonora lines. Then further down Nicollet is the Cable Piano Co., another Victor house, and two blocks away is the fine Edison shop conducted by the Minnesota Phonograph Co., while a little further away are the Metropolitan Music Co. and the L. S. Donaldson Co. department store, both with big Victor departments. Then there are two Columbia stores just around the corner, those of the J. E. Frank Music Co. and the Gustafson-Taylor Piano Co. If the newcomers are seeking active competition they surely selected the right place.

The Twin City newspapers and billboards are almost reeking with talking machine advertising. The game is fiercer than it was just before the late holidays, and it then was thought to have reached the limit. The way the Victor, Edison, Columbia and Sonora dealers and makers are using up newspaper space would petrify an old-timer if he could see it.

Casting up their accounts and comparing the

showings with 1918, the Minnesota Phonograph Co. finds that the sales for the first two months of 1919 equaled the totals for the first seven months of 1918. President Laurence H. Lucker, who was very wabby for some months after a long grapple with influenza, pronounces the outlook as highly satisfactory, and already has stamped the present year as the greatest in phonographdom in the Northwest.

Recent receipts of records have helped materially in filling the ranks and supplying the country dealers. The Jacobean, a new Edison model, is being shown and is making a real hit among lovers of period styles.

On the word of William L. Sprague, manager of the Minneapolis branch of the Columbia Graphophone Co., it will be stated that the March business for the branch was greater by \$30,000 than the best monthly record previously placed on the books. Just what that means may not be so easy to ascertain, but a monthly increase of \$30,000 is hardly a trivial matter, for twelve like that would make a third of a million for a year. General Sales Manager George W. Hopkins was up for two days to talk to the big "Better Business" congress, where he scored a distinct hit, and to look over the Columbia distributing plant for the Northwest. He was followed by F. S. Binger, formerly assistant manager in the Minneapolis district, but now a valuable road man.

George Mairs, head of W. J. Dyer & Bro.'s talking machine department, and E. F. O'Neill, of the Beckwith-O'Neill Co., desire to be remembered to the big moguls of the Victor Talking Machine Co., with a reminder that the gentle folks of Minnesota and the Dakotas could use a great many more Victor machines and records than they are able to obtain, either through prayer or the use of money. At the same time machines and records are filtering into this territory somewhat more plentifully, and the distributors are mustering more hope.

Jay H. Wheeler, manager of the Pathé phonograph department of G. Sommers & Co., spent considerable time at the Chicago headquarters a fortnight ago. He has some extensive plans for enlarging the Pathé field in this section of the United States, and is hopeful that his plans will work out the right way.

Manager E. L. Jern, who distributes the Brunswick machines over several States, is well occupied with the continued onrush of new business. Of late he has been unable to open any new accounts, as the goods were not available, but the chances are that the famine is about ended.

The Mutual
TONE ARMS & SOUND BOXES

Dealers

If you want the best,
be sure that the machines you handle
are equipped with

MUTUAL

TONE ARMS AND
SOUND BOXES

Mutual Talking Machine Co., Inc.
145 West 45th Street, New York

WESTERN VENEER PRODUCTS CO.
3900 CHOUTEAU AVENUE,
ST. LOUIS, MO.

**Largest Manufacturers of 3-ply Water-
proof Veneer Phonograph Shipping Cases**

Ask for Prices and Samples

ATLAS PACKING CASES

QUALITY PRODUCT
QUANTITY PRODUCTION
PROMPT SHIPMENTS
AND PRICE GIVE

TWO-COLOR PRINTING

Pays
ON
"Atlas" Cases

"ATLAS" CASES SUPREMACY

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

"ATLAS"
PACKING
CASES



Carry
the
Weight
Save the
Freight

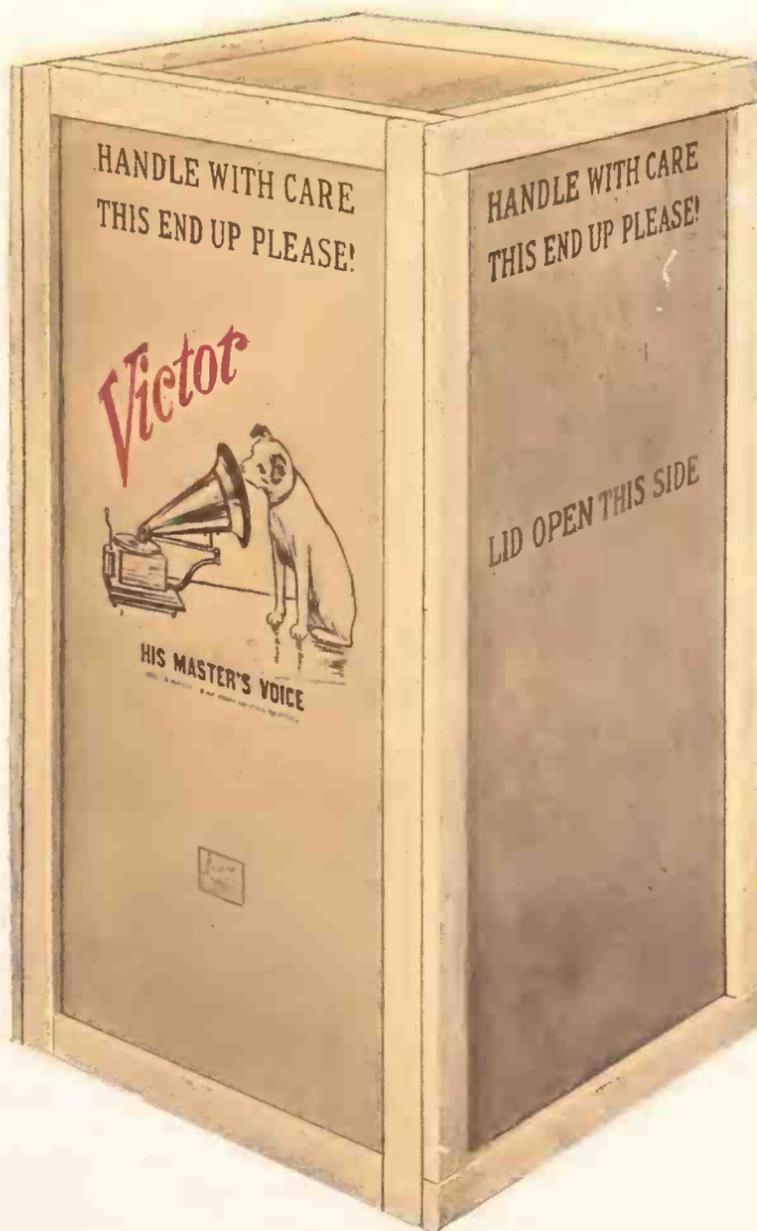
FOUR LARGE FACTORIES

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

Capacity 3,000,000 Cases Annually

Address Exclusive Selling Agents

**ATLAS SALES
CORPORATION
RICHFORD, VERMONT**



STEINWAY & SONS WIN SUIT OVER "STEINOLA" TRADEMARK

Steinola Co., of Kansas City, Restrained From Using the Name "Steinola" on Talking Machines—
Decision Rendered by Examiner of Interferences, U. S. Patent Office

An interesting decision was handed down recently by J. Carnes, Examiner of Interferences, U. S. Patent Office, whereby the Steinola Co., of Kansas City, Mo., is restrained from using the word "Steinola" on its talking machines. Steinway & Sons, New York, asked that the application of the Steinola Co. for registration of the mark "Steinola" be refused and the Examiner of Interferences has sustained this opposition. C. P. Goepel appeared for Steinway & Sons in this application.

This decision, which is of considerable interest to the talking machine and piano industries, reads as follows:

"In this opposition Steinway & Sons are asking that the application of the Steinola Co. for registration of the mark 'Steinola' for use on phonographs or talking machines be refused. Both parties have taken testimony.

"The opposer has shown use of the words 'Steinway & Sons' on pianos for a period long prior to any date claimed by the applicant for the making and selling of phonographs.

"The opposer contends that the public seeing the word 'Steinola' on phonographs or talking machines would be led to believe that it is the product of Steinway & Sons to the damage of the latter. The opposer also alleges that the manufacture and sale of phonographs and talking machines is now recognized as a natural field of expansion for those engaged in the manufacture of pianos and other musical instruments, and that great confusion would result in case the opposer began manufacturing and selling phonographs and talking machines under the name 'Steinway' if the same goods were being marketed by the applicant company under the name 'Steinola.'

"Evidence has been submitted on behalf of Steinway & Sons as to the high character of its product, care in manufacture, wide distribution, extensive advertising, and the favorable reputation which it has gained. Several witnesses produced on behalf of the opposer testified that, in their opinion, phonographs or talking machines are goods of the same descriptive properties as pianos, the principal reason advanced for this conclusion being that pianos and phonographs are both musical instruments and can be employed for purposes of pleasure and entertainment.

"The witnesses De Wesse and Gist, who are respectively the president and the secretary-treasurer of the applicant company, testify as to the adoption of the name 'Steinola' after a con-

ference with a friend of theirs, a painter by the name of Stein. This was corroborated by Stein, who says that he received a share of stock in the company in return for the permission to use his name. This was the first venture of Gist and De Wesse in the manufacturing of musical instruments and the former testifies that before the name 'Steinola' was adopted or was used he made an investigation to ascertain if possible whether any other manufacturer was putting out phonographs or talking machines under a mark similar to 'Steinola.' Gist says that he did not learn of any phonograph that was being marketed with a name similar to 'Steinola.' This witness, however, states that he sought to find out if Steinway & Sons were making and selling phonographs. On cross-examination he testifies as follows (No. 7, p. 43):

"What made you make inquiries at that time, namely, when you incorporated, or before, as to whether or not the Steinway Co. was making phonographs?"

"A. As I stated before, we wanted a name that was as distinctive and individual as possible, and I thought if anyone was manufacturing a phonograph under a similar name it would most likely be the Steinway people.

"Testimony has been introduced to show that several piano manufacturers are also marketing phonographs (Opposer's Rec., p. 24, Q. 16). The great demand for phonographs and the expiration of certain patents relating thereto are given as reasons by some of the witnesses for the probable future production of phonographs by other piano manufacturers (Opposer's Rec., p. 82, Q. 27; p. 62, Q. 10).

"The applicant contends that pianos and phonographs are goods of different descriptive properties, and that no confusion would arise as between the use of the word 'Steinway' on pianos and the word 'Steinola' on phonographs. No evidence is of record to show that purchasers have been led to buy applicant's goods in the belief that they were obtaining instruments made by the opposer company. However, the increasing popularity and sales of phonographs and talking machines has been referred to by the witnesses and it has been pointed out that this fact together with the expiration of certain patents relating to phonographs has brought many new concerns into this field, amongst which are several piano manufacturers. In the recent case of The Thomas Manufacturing Co. v. The Aeolian Co. (249 O. G., 505), decided by the Court of Appeals of the District of Columbia, February 4, 1918, the Court said in part:

"This court has frequently held that because the field of selection is so very wide, practically unlimited, there is no good reason why a person should be permitted to select a trademark similar to one already in use by another engaged in a business of the same general nature where

the likely effect would be to lead to confusion concerning the goods themselves or their origin (Wayne County Preserving Co. v. Burt Olney Canning Co., 32 App. D. C., 279; 140 O. G. 1003; Phoenix Paint and Varnish Co. v. John T. Lewis & Bros. Co., 32 App. D. C. 285; 139 O. G., 990; Kaut-Reith Shoe Co. v. International Shoe Co., 45 App. D. C., 545; 239 O. G. 939; Goodrich Drug Co. v. Casseda Mfg. Co., 46 App. D. C., 146; 237 O. G. 918). In the Goodrich case it was held that 'Velvetina' applied to the same character of goods as 'Velvete' would be likely to cause perplexity in trade and therefore was not registrable. Assume that a person who had a good opinion derived from use or otherwise of an automatically-operated organ produced by the Aeolian Company and marked "Orchestrelle" desires 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?"

"As to the question of the similarity of the words 'Steinway' and 'Steinola,' consideration will be given to the fact that manufacturers of self-playing musical instruments such as talking machines and self-playing pianos often coin or adopt names or marks ending with the syllable 'ola.' Reference is made in the record to such words as 'Victrola,' 'Pianola,' 'Grafonola' and 'Carola.'

"From the evidence submitted, and in view of the ruling in The Thomas Manufacturing Co. v. The Aeolian Co., supra, it is believed that in the trade phonographs or talking machines and pianos possess properties and uses so similar that the use of the marks 'Steinola' and 'Steinway,' respectively, thereon, would damage the opposer within the meaning of Section 7 of the Trade Mark Act of February 20, 1905.

"The opposition is, therefore, sustained, and it is adjudged that the applicant, The Steinola Co., is not entitled to the registration for which it has made application.

"Limit of appeal: April 11, 1919. J. Carnes, Examiner of Interferences."

WILL REMOVE TO NEW QUARTERS

The Bliss Reproducer Co., successor to the D. M. Bliss Co., and the Wilson-Laird Phonograph Co., has advised the trade that it will move its executive and sales offices on May 1 from 29 West Thirty-fourth street to 80 Fifth avenue, New York. The factory and manufacturing offices will also be located at this address, and H. F. Thornell, sales manager of the company, will conduct this important branch of the business from the company's new home. The present offices at 29 West Thirty-fourth street will be maintained as general retail offices and manufacturers' display rooms.

Which of the two powers can raise man to the most sublime heights, love or music? once asked Hector Berlioz, who thus replied: It is a great problem. Yet, meseems, we should say this: Love can give no idea of music; music can give an idea of love. . . . Why separate the two? They are the two wings of the soul. —Hector Berlioz, Memoires.

DOMESTIC
DOMESTIC

TALKING MACHINE CORPORATION

ANNOUNCE THAT WHILE WE WERE UPSIDE DOWN DURING THE REMOVAL
OF THE DOMESTIC FACTORY AND OFFICES FROM PHILADELPHIA TO

LATROBE, PENNA.

WE ARE AGAIN ON MANUFACTURING BASIS AND HAVE MANY NEW AND ATTRACTIVE MODELS RETAILING IN PRICE FROM

\$17.00 to \$350.00

HAVE YOU SENT FOR NEW CATALOG OF DOMESTIC TALKING MACHINES AND

DOMESTIC RECORDS?

IT IS READY FOR YOU

DOMESTIC TALKING MACHINE CORPORATION, LATROBE, PENNA.

Six Big Selling Points in a Jeweled



PHONOGRAPH

No Needles to Change

- | | |
|--|---|
| <p>1 The full, clear tone of each individually tuned instrument is produced by the all wood violin tone chamber, and the famous Pathé Sapphire Ball. The music flows from the records; isn't scratched off.</p> <p>2 No needles to change because the Sapphire Ball is permanent.</p> <p>3 Plays all makes of Records and plays them better.</p> | <p>4 Records do not wear out, as the Sapphire Ball glides smoothly around them. Every Pathé record is guaranteed to play 1000 times.</p> <p>5 Always ready to play as soon as you slip on a record.</p> <p>6 The Pathé Controlla enables you to play any record loudly or softly with the same Sapphire Ball.</p> |
|--|---|

You can get these six advantages only in a jeweled Pathé.

Perhaps there are one or two, or even three of these features in other talking machines. But in the Pathé you get all six,—each important, each contributing to make the Pathé the perfect musical instrument.

Yet the Pathé—with the six big features—costs no more than ordinary talking machines.

Think of what this means to you. It gives you six big selling points, six strong arguments to convince every prospect.

And Pathé is telling the better class of tradé about these six exclusive features in a comprehensive magazine and newspaper advertising campaign.

If you are interested in finding out how you can sell the largest number of phonographs with the least effort, write today for details.

PATHÉ FRÈRES PHONOGRAPH CO.

E. A. WIDMANN, President

20 Grand Avenue

Brooklyn, N. Y.

*The Pathé Frères Phonograph Co., of Canada, Ltd.
Toronto*

The Pathé plays all makes of Records

Luigi Montesanto

the famous Italian baritone of the Metropolitan Opera Company, is now singing for



The voice that the New York public and critics are so enthusiastic about can now be heard in the home of every music-lover.

On Pathé Records, Montesanto's remarkable voice sings out as pure and clear as when it thrills thousands at the Metropolitan Opera House. The great baritone of Pagliacci, of Aida, of Il Trovatore, and other Italian operas is singing these favorite arias for Pathé. Be sure to have the Montesanto records in stock, to supply the demand there is sure to be for them.

The new Pathé Records sung by Montesanto are:

- | | | |
|-----------|--|----------|
| No. 59070 | { I Pagliacci (Leoncavallo). Prologo Part I. "Si puo" (A Word). In Italian.
I Pagliacci (Leoncavallo). Prologo Part II. "Un nido di Memorie" (A Song of Tender Memories). In Italian. | } \$1.50 |
| No. 59069 | { Germania (Franchetti). "Ascolta, io moriro" (Listen, I Will Die). In Italian.
Germania (Franchetti). "Ferito e prigionier" (Wounded and a Prisoner). In Italian. | } \$1.50 |
| No. 59071 | { Aida (Verdi). "Io son disonorato" (I Am Disgraced). In Italian.
Il Trovatore (Verdi). "Di geloso amor" (Of Jealous Love). In Italian.
MM. Scampini, Montesanto, and Mme. Lenzi
MM. Scampini, Montesanto, and Mme. Lenzi | } \$1.50 |

Other new Pathé Records, made by the famous artists of Europe and America, are:

- | | | |
|-----------|---|----------|
| No. 54008 | { Romeo and Juliet (Gounod). "Cavatine" (Arise, Fairest Sun). In French,
Lucien Muratore, Tenor | } \$1.50 |
| No. 59067 | { Manon (Massenet). "Je suis encore toute etourdie" (I Am a Blunderer Again). In French,
Mme. Vallin-Pardo, Soprano
Lakme (Delibes). "Tu m'as donne le plus doux reve" (Thou Hast Given Me Sweetest Dreams). In French.....Mme. Vallin-Pardo, Soprano | } \$1.50 |
| No. 52036 | { The Lost Chord (Sullivan).....Percy Hemus, Baritone
Face to Face (Johnson).....Percy Hemus, Baritone | } \$1.50 |
| No. 59068 | { Polish Dance, Op. No. 3, No. 1 (Scharwenka).....Piano Solo, Rudolph Ganz
Murmuring Zephyrs (Jensen).....Piano Solo, Rudolph Ganz | } \$1.50 |

Pathé has the latest hits—first and best—usually 4 to 6 weeks ahead; the popular Broadway songs, and the newest one-step, jazz and fox-trot.

Played with the Sapphire Ball, Pathé records do not wear out. Every one is guaranteed to play 1000 times.

Write today for details of how to sell Pathé records—the best.

PATHÉ FRÈRES PHONOGRAPH CO.

E. A. WIDMANN, President

20 Grand Avenue

Brooklyn, N. Y.

Pathé Frères Phonograph Co., of Canada, Ltd.
Toronto

The Pathé plays all makes of Records

KNOWLEDGE OF RECORD CATALOG ESSENTIAL TO SALESMEN

Thorough Familiarity With All the Music Offered in Record Form Serves to Add Greatly to the Value of Salesman's Services—Knowledge That Is Easily Acquired

Some interesting and valuable comments on the value to the talking machine salesman of a thorough knowledge of the record catalog are offered in the following article taken from "The Voice of the Victor" for March:

During a recent conversation with the star salesman of a large retail grocery concern we asked to what single factor he attributed his success. "To my thorough knowledge of my Catalog," he said. He then told us that the other salesmen in his store had as much selling ability as he and were just as industrious, but had never taken the trouble to attain a thorough knowledge of the Catalog, and for that reason none of them had the following he had or drew as fat an envelope at the end of the week. Since then we have been doing a little investigating, and find that the Victor record salesmen who have the best knowledge of the Victor Record Catalog are the best and highest-paid salesmen. On several occasions, when we noticed customers waiting for a particular clerk, we asked why they preferred that salesman to any other in the store. They invariably answered that he knew just what records to suggest without referring to the Catalog, and could give an interesting description of the music of most any Victor record.

The question then naturally arose as to what constituted a good working knowledge of the Victor Record Catalog. After questioning several successful salesmen on this point we decided that a salesman should know at least fifteen records of each big Red Seal artist, fifteen violin selections of a diversified character, ten standard songs, ten quartets, ten band selections, ten orchestra selections, ten dance records, five monologues, five 'cello solos and at least three or four records of every instrument, combination of instruments, voices, etc., not mentioned above and contained in the Victor Cata-

log. And that in each instance the salesman should be able to give the Catalog number, title of selection, name and biography of both the composer and artist, and a short description of the music—pointing out its unique and interesting features. This may seem like rather a large program, but would, after all, be only a working knowledge of a very small part of the Catalog.

Such a knowledge could easily be acquired during spare moments by following the method generally employed by an opera singer in memorizing a role. This he does by singing the first phrase over and over until absolutely fixed in mind and then learning the second phrase in the same way. Before going on to the third phrase he repeats the first and second phrases together many times, and after the third phrase is memorized repeats all three phrases several times before attempting to learn the fourth. Thus when the last phrase of his rôle is learned in this way he is able to start at the beginning and sing through the entire rôle from memory. He must then rehearse the rôle musically and dramatically many times before he is ready to appear before the public.

The record salesman should first select fifteen records of some artist which he wishes to have in his sales repertoire. Suppose that artist is Caruso, and the first three records on the list are 88054, 88208 and 88458. Play them over, one by one, on Monday, writing down the unique and interesting features of each in a notebook. Read the biography of the artist and the composer in the Catalog, and, as they are all operatic records, read the story of the operas in the "Victrola Book of the Opera." Play the records as often as possible during the day, always trying to get them from stock without referring to a Catalog. Tuesday morning select these records from stock without referring to a Catalog or to your notebook for the numbers, and

proceed to sell them to an imaginary customer—calling attention to all the features of the records which made them interesting to you, giving a verbal description of the scene in the opera in which the arias occur, etc. Then select the next three records on your list and familiarize yourself with them. Wednesday morning take all six records from stock and sell them to an imaginary customer before playing over the next three on your list. Thursday you will review nine records, in this way and learn three new ones, and Friday you will review twelve and learn the last three on the list. On Saturday review all fifteen, and on Monday of the next week start in on a list of some other artist's records, etc., through the Catalog. The salesman who can weave a little story about a record has it half sold before the turntable starts to revolve, and customers soon have confidence in such a man and rely on his suggestions when selecting new records. One saleslady, who has acquired a most extensive knowledge of the Victor Catalog and who entered the business absolutely green a little less than a year ago, drew a commission check for \$300 for records sold by her during December, 1918.

H. L. MOOREY APPOINTED MANAGER

George W. Hopkins, general sales manager of the Columbia Graphophone Co., New York, announced this week the appointment of H. L. Moorey as manager of the company's New Haven branch. Mr. Moorey, who has been associated with the company for many years as a member of the auditing staff, succeeds H. M. Blakeborough, who resigned in order to join the forces of the Grafonola Co., of New England, Columbia dealer.

E. M. Bonnell, Southwestern representative of the Sonora Phonograph Co., has returned to Los Angeles from a business trip to San Francisco and other Northern points. He reports a lot of good Sonora business, but adds that he is still having difficulty in getting sufficient stock.

TWO BIG SELLERS

SPECIALIZATION—TWO MODELS

Those two the best that can be produced for the price is the success of



Our Slogan: "The Phonograph you will eventually handle" is proving itself every day in the increasing number of "Operollo" dealers.

The Operollo policy of concentrating upon only two models and making these two models supreme has resulted in an unprecedented demand for our line.

The tone qualities of the Operollo, the finish, the cabinet work and the equipment, are all qualities that make the Operollo an especially attractive proposition to the dealer.

SPECIAL GUARANTEE

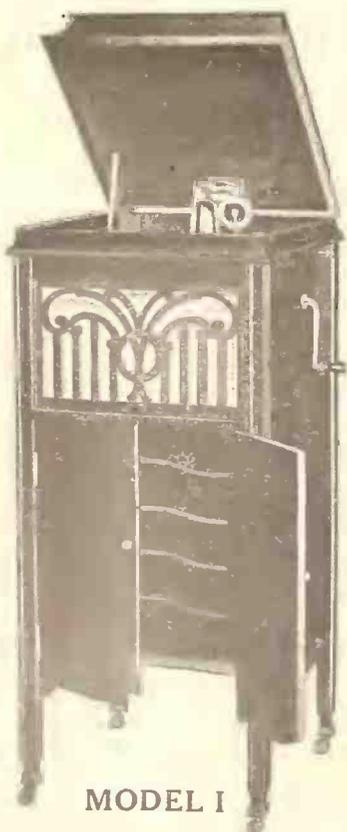
Our Motors will *stand up*

Write for Unusual Liberal Discounts and Territory

Order Your Sample NOW

OPEROLLO PHONOGRAPH COMPANY

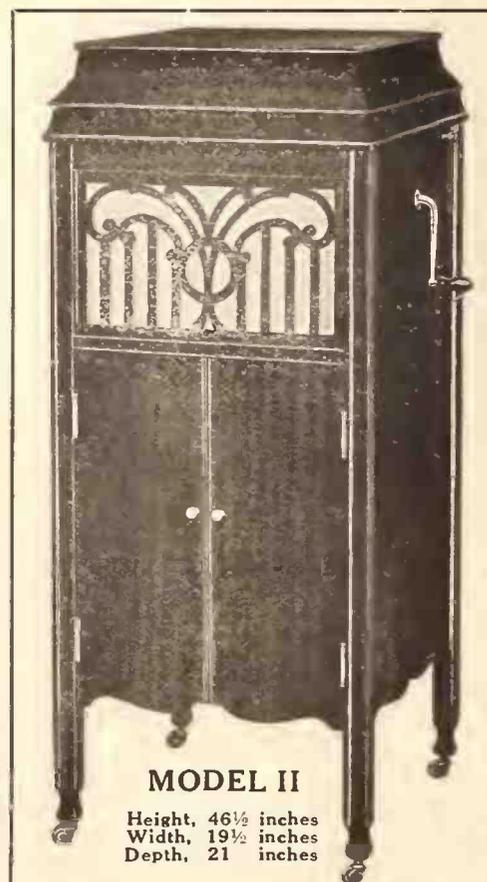
54 W. Lafayette Bldg. Detroit, Mich.



MODEL I

Height 42 in., width 17 in., depth 19 in.

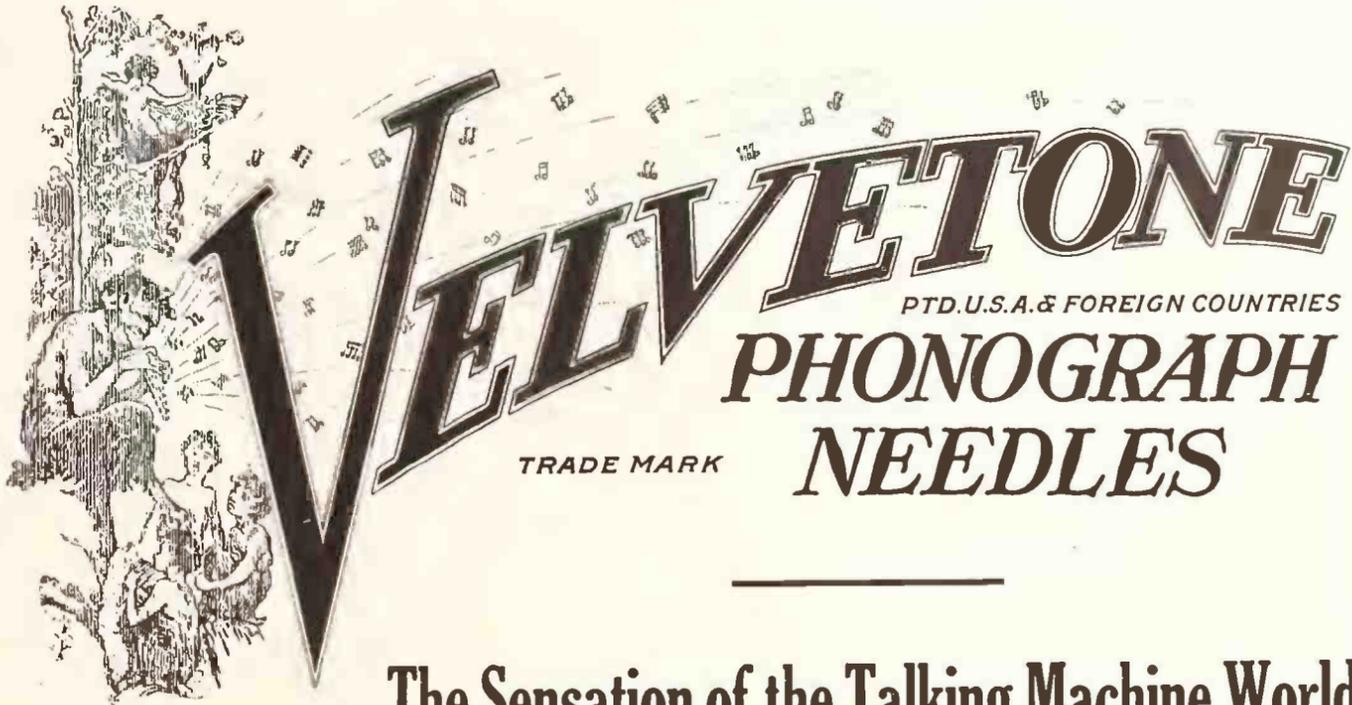
In Mahogany and Oak finishes, equipped with Universal Tone Arm, High Grade Double Spring Motor and Tone Modifier. Spruce wood tone chamber.



MODEL II

Height, 46½ inches
Width, 19½ inches
Depth, 21 inches

In Mahogany and Oak finishes, equipped with Universal Tone Arm, High Grade Double Spring Motor and Tone Modifier. Spruce wood tone chamber.



The Sensation of the Talking Machine World

Eliminates all Scratch, Harshness and Mechanical Noises.

Will not injure the Finest Records.

Reproduces the Actual Tones of the Artist. Gives real Musical definition.

10 to 20 Records without repointing.

Can be repointed until entire needle is consumed.

Repointer furnished free with each package.

This beautiful gold front Counter Show Case furnished to Talking Machine Trade with each gross of Packages. Also advertising for your customers.



Big Profits

Dealers and Jobbers:

Get our prices and literature at once on this remarkable Needle. It will add to your customers' love of their talking machines and fine records.

VELVETONE PHONOGRAPH NEEDLE SALES CO.

821 Metropolitan Life Building, Minneapolis, Minn.

BRANCHES

Marsh Strong Bldg. Los Angeles First Nat'l Bank Bldg. Omaha

Velvetone Phonograph Needle Sales Co.

821 Met. Life Bldg., Minneapolis, Minn.

Please send prices, literature and further information without delay.

Dealer or Jobber _____

Street _____

City _____ State _____

When Toscha Seidel plays "Gypsy Airs" you sell them. Columbia 49564.

Columbia Graphophone Co.
NEW YORK



ATTRACTIVE SAN FRANCISCO OFFICE

Central Location of Heineman Western Distributing Headquarters Most Convenient

SAN FRANCISCO, CAL., April 3.—In the heart of San Francisco's business district with its windows looking out on Market street are located



Display and Sample Room at San Francisco the Otto Heineman Phonograph Supply Co.'s new Pacific Coast division offices. "Success follows all Heineman products," says Louis R. Gruen, manager of this new office, "whether it is the motor, needle or OkeH record or a new branch office, and I can say with all truthfulness 'business is humming.'"

The Heineman Frisco office is carrying out to



Manager Gruen's Private Office

the letter the well-known slogan of this successful business institution, "At your service," and the Heineman trade on the Coast will receive the heartiest co-operation from Mr. Gruen.

WANT TO GET BACK LOST RELIGION

The experience of the majority of phonograph dealers is that customers who are compelled to wait any length of time for certain records become hard to placate. The Wilmot Drug Co., of Wilmot, S. D., however, had a unique and interesting experience along this line in the receipt of a letter which read as follows:

"Just before Xmas we sent you an order and money for 24 records. We received 16 and are patiently waiting for the remainder. If you haven't got what we sent for, pick out 8 good hymns, and we will try to get back the religion we have lost while waiting for those records." Can you beat it?

CHAS. J. WETZEL WITH EMERSON CO.

Prominent Talking Machine Man Appointed Manager of Production of the Emerson Phonograph Co.—Well Known in the Trade

Charles J. Wetzel has just joined the forces of Emerson Phonograph Co. to take complete charge as manager of production. He was for fifteen years connected with, and for a great many years production manager of, various departments of Thomas A. Edison, Inc., Orange, N. J., and subsequently production manager of the Pathé Frères Phonograph Co., Brooklyn, N. Y. He left his position with Pathé to take service under the Government in the Aviation Corps of the army.

Mr. Wetzel is one of the most experienced men on production in the phonograph business in the United States, and the Emerson Phonograph Co. feels that in securing his services it has taken a big step forward.

In announcing Mr. Wetzel's appointment an officer of the Emerson Phonograph Co. said:

"In maintaining the policy of getting out 'hits' before anyone else it is necessary to have a man in command who understands every element necessary to produce Speed (spelling it with a capital 'S') and as well an expert in all things that go for excellence in quality in the manufacturing end of the business. We have secured such a man in Mr. Wetzel."

T. EDENS OSBORNE HONORED

Portrait Caption in "The Voice," of London, Credits Him With Being First to Introduce "His Master's Voice" Machines in Ireland

"The Voice," a monthly magazine issued by the Gramophone, Ltd., of London, England, recently carried a late portrait of T. Edens Osborne, the prominent factor of Belfast, Ireland, who is credited with being the first to introduce "His Master's Voice" machines into Ireland in 1898. Since that time Mr. Osborne has built up a business that has won him international recognition.

And Still They Come

OKEH RECORDS

Have YOU Come In Yet?

The New OkeH Records are making money RIGHT NOW for many of our Dealers—and the future possibilities are WONDERFUL—UNLIMITED—

"ASK MR. COLE"

HOFFMAN PIANO CO.

OkeH Record Distributors

696 MAIN STREET

BUFFALO, N. Y.



We are pleased to announce that we have
appointed

CONDON & Co., INC.

Sole Agents

For the sale of *Uniform* talking machine

TRADE MARK REGISTERED

steel needles

All matters pertaining to the marketing and sale
of this product should be addressed to them at

The Fifth Avenue Building, New York City

THE TORRINGTON COMPANY

MANUFACTURERS FOR OVER FIFTY
YEARS OF EXCELSIOR BRAND NEEDLES

EDISON DISC RECORD LABORATORY STAFF HOLDS DINNER

The St. Cloud Mushroom Farm, near Orange, N. J., was the scene recently of a jollification meeting by the management and superintendents of the Edison Disc record manufacturing laboratories. The event marked the celebration of Mr. Edison's recognition by wire from Florida, where he is taking a brief winter vacation, that

work. Mr. Clark's capacity for organization and Mr. Gall's technical skill wrought great progress and have earned from Mr. Edison words of approval that he does not ordinarily bestow upon his associates.

Mr. Clark, in addressing the superintendents of the laboratories, modestly stated that neither



Dinner of Officials and Staff of Edison Disc Manufacturing Laboratories

the management of the Edison Disc record manufacturing laboratories had made good to his complete satisfaction.

Somewhat less than a year ago George E. Clark, assistant to Charles Edison, was made acting general manager of the Edison Disc record manufacturing laboratories, and A. F. Gall (better known as Billy Gall) was appointed his assistant in charge of the research and technical

he nor Mr. Gall had done anything except to make effective the plans and ideas which Mr. Edison had evolved.

Mr. Clark is the smiling gentleman at the head of the table. William Maxwell, vice-president of T. A. Edison, Inc., sits beside him. Mr. Gall is the gentleman at Mr. Maxwell's left, with his hand to his head in a sort of Hall Caine pose.

LEAVES FOR THE PACIFIC COAST

Frank K. Pennington, Assistant General Sales Manager of Columbia Co., to Visit Branches

Frank K. Pennington, assistant general sales manager of the Columbia Graphophone Co., New York, left last week for an extended trip to the Pacific Coast. According to his present plans, Mr. Pennington will visit Columbia branches and dealers throughout the South and Southwest, reaching the Pacific Coast within the next few

weeks and returning to his desk in May. Judging from the splendid business reports received at the Columbia executive offices during the past few weeks, Mr. Pennington will be obliged to listen to one unanimous demand for merchandise in order to meet the call for Columbia merchandise throughout the country.

TO ACCEPT LIBERTY BONDS AT PAR

Members of Tri-State Victor Dealers' Association Believe Such a Move to Be a Patriotic Duty in View of Coming Drive

St. Louis, Mo., April 5.—"Sacrifice the discount on Liberty Bonds to help put over the Victory Loan" is the view taken by members of the Tri-State Victor Dealers' Association. Following a special meeting on April 3 at which sixty persons were present, the Association sent out an appeal to its members to allow face values on Liberty Bonds until the Victory Loan campaign. It was emphasized that this was "patriotism, not business."

The Tri-State Association was one of the first talking machine organizations to suggest to its members that Liberty Bonds be accepted only at market value. This advice apparently has been consistently followed. Now the change is suggested to "help the Government and the war." The members present said that they would sacrifice such of their profits as this change required for the good of the cause.

OPEN NEW STORE IN ITHACA

A new music store has been opened in Ithaca, Mich., by the Thompson Jewelry Co., and the Pathé line of talking machines and records is being shown in the large demonstration department.

**WALTER S. GRAY
(NEEDLES)**

Is in the market for:

- 11½x11½ Kraft Eps. with ungummed flap.
- 13½x13½ Kraft Eps. with ungummed flap.
- 11½x11½ Kraft Eps. with String and Button Fastener.
- 13½x13½ Kraft Eps. with String and Button Fastener.
- 10¼x10¼ Record Stock Envelopes.
- 10½x10½ Record Stock Envelopes.
- 12¼x12¼ Record Stock Envelopes.
- 12½x12½ Record Stock Envelopes.
- 5⅜x 7½ Monthly Supplement Envelopes.
- 10" x10" Rag & Rag Corrugated Packing Board.

Correspondence with Manufacturers invited.

WALTER S. GRAY
Jobber of Talking Machine Accessories
Chronicle Bldg.
SAN FRANCISCO

*Mr. Talking
Machine Dealer*

There Is An Increasing Demand For Better Music

The Best Is None Too Good

Why not be prepared to supply the demand by handling as a side line in your business



**Seeburg "Xpression"
Electric Player-Piano
(Coin-Operated)**

It meets the most exacting demands, rendering music with such exquisite shading of tone and brilliant technic as to leave nothing to be desired.

It's a Winner

for you and for your customers who buy it for their restaurants, hotels, ice-cream parlors, etc.

We want you as our representative.

Write Us At Once

**J. P. Seeburg
Piano Company**

Republic Bldg., 209 S. State St.

CHICAGO



Columbia's making a sporting sales proposition to Columbia dealers who have the spark of life in them—and not in their windows.

**Columbia Graphophone Co.
NEW YORK**

MILWAUKEE TRADE CONTINUES ACTIVE

New Selling Records Being Broken by Both Jobbers and Dealers—Increased Supplies of Goods Quickly Absorbed—New Concerns Entering Talking Machine Field—Other News

MILWAUKEE, Wis., April 12.—The active condition of talking machine and phonograph business in the local retail trade during the last half of March and thus far in April, and, in fact, since January 1, continues to be one of the principal topics of interest. It is safe to say that in no past year has business been so good as during the last three and one-half months. At the same time a persistent shortage of merchandise has been the only limiting factor.

The continued shortage of instruments, records and accessories probably would not be so apparent if the demand were not so active. But the fact remains that in general the supply has not been equal to the demand for more than a year's time, and dealers can only live in hopes that the output must soon grow to be more commensurate with requirements.

Just how long the sold-up condition will last is conjectural, but local dealers can discern nothing on the horizon that would lead them to believe that business will be anything but good for a long time to come. Only a part of the demand of the last six months or a year has been filled, and it will take a long time to satisfy the requirements of those who daily are disappointed in their effort to get immediate delivery of instruments.

The local jobbers, who as a rule work the territory embraced by the State of Wisconsin and northern Peninsula of Michigan, have not been able to catch up with orders; in fact, back orders on hand to-day are nearly as heavy as a month ago. Usually at the middle of April the jobbing trade has been able to accumulate a reasonable quantity of stock to carry it over the spring and summer period, but this year the wareroom floors have practically been bare since long before the holidays. While receipts since the beginning of the year have shown a gradual increase, as the factories are better able to handle business, goods have been moving out to the retail trade so rapidly that the bulk of machines have not touched the wareroom floors, being remarked and reshipped upon arrival.

The shortage of goods is probably more pronounced in the Victor line than others. Harry A. Goldsmith, secretary of the Badger Talking Machine Co., 135 Second street, Victor jobber, says that while the Victor factory production has been expanded daily since the reversion of the industry to a peace basis, the demands of dealers in the Badger Co.'s territory have grown even more rapidly. This condition has lasted so long that it has become difficult to even hope for relief.

The Phonograph Co., Edison jobber in Wisconsin and Upper Michigan, reports unusually

**"We do not sell
material—
we sell service"**

If you order 100,000 castings,
we haven't them ready—
we have to make them.

You can't buy die castings the
same as you buy standard
bolts or rivets,—they must
be "made to order."

Give the same careful atten-
tion to the selection of the
maker of your die castings
as you do to the choice of
your chief engineer.

Employ an organization of
men with years of experi-
ence in the making of dies,
the alloying of metals, the
casting of intricate parts in
vast quantities without
variation; a company equip-
ped with the most up-to-the-
minute machinery for die
making and die casting.

*Let our Engineer-
ing Department show
you how Precision
Castings can serve
you economically and
efficiently.*

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

DIE CASTING PLANT:
SYRACUSE, N. Y.

BRASS, BRONZE and ALUMINUM FOUNDRY:
PONTIAC, MICH.

active business, especially considering the season. The supply is somewhat improved, but it is not yet equal to requirements. The company has recently moved into its new quarters at 51 Oneida street, this city, where it has larger office and stockroom space to accommodate its rapidly growing trade. Several months ago the Edison Shop, which was the retail end of the business, was discontinued in line with the general policy of divorcement of jobbing and retail business and to enable the company to concentrate on the wholesale trade exclusively. William A. Schmidt is general manager of the company.

The Yahr & Lange Drug Co., 207-215 East Water street, Sonora distributor in Wisconsin and northern Michigan, finds that the enlargement of factory output is relieving the shortage to some extent, but its business has been expanding so fast that each improvement in the supply is quickly absorbed by the volume of demand from the retail trade.

One of the busiest jobbing houses in Milwaukee is the Brunswick-Balke-Collender Co., 275-279 West Water street, of which Thomas I. Kidd is manager. The Brunswick has become one of the most popular instruments in the field, and in spite of the careful selection of dealers requirements of the territory are much broader than ever before. Milwaukee retailers of the Brunswick report that their volume of business has never been better than this year.

Manufacturers at Milwaukee are constantly enlarging their capacities, but do not seem to make a satisfactory impression upon back orders. The Milwaukee Talking Machine Co., despite enlargement of its plant in recent weeks, is still compelled to decline some business. The General Mfg. Corp., the latest to enter the industry, is fairly swamped with business from all parts of the country. Other factories are kept operating at the utmost limit of capacity, yet they cannot meet all demands.

One of the finest Sonora shops in the United States is embraced in the project undertaken by the C. W. Fischer Furniture Co., 217-223 Second street, this city, which has been retailing this line with much success for the past year or more. Ground has been broken for an addition which will duplicate the original nine-story building, fifty by one hundred and fifty feet in size, giving a frontage of 100 feet, from 213 to 223 Second street. With the development of the Sonora department particularly in view, the Fischer Co. some time ago acquired the services of Miss Helen Gunnis as manager, with a commission to completely reorganize the department on a much larger and broader basis. Miss Gunnis, who is one of the ablest and best known women in the phonograph trade, is progressing rapidly with the plan, which will be carried out in full as soon as the large store addition is ready for occupancy. Miss Gunnis is widely known as a singer and has done much recording work for the Columbia and Aeolian-Vocalion laboratories. She formerly was manager of the Music Shop, 312 Grand avenue, re-

(Continued on page 75)

There Has Never Been Such a Boom in the Record Business

It's Not a Case of

“How Much Can You Sell?”

BUT

“Where Can You Get Enough Popular Records Right Away?”

The Reply Is

OKEH **RECORDS**

FIRST HEARING OF

**Double
Faced**



**Song and
Dance Hits**

TELLS THE REST OF THE TALE

Otto Heineman Phonograph Supply Co., Inc.

25 West 45th Street

New York City, N. Y.

FACTORIES: Elyria, Ohio

Newark, N. J.

Putnam, Conn.

Springfield, Mass.

BRANCH OFFICES:

Chicago, Ill.

San Francisco, Cal.

Toronto, Ont.



PERSONAL SERVICE

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

Why not communicate at once with us?

EXCLUSIVELY WHOLESAL

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

MILWAUKEE TRADE VERY ACTIVE

(Continued from page 74)

signing several months ago to accept the Sonora management at Fischer's.

The Gether Piano Co., 625 Grand avenue, and the A. J. Bruett Piano Co., 553 Mitchell street, both retailing the Pathé line, recently effected a consolidation. For the present the two stores will be operated under their present individual names, although the ownership is the same. The Gether Co. has increased its capital to \$200,000 and eventually will be the holding or financing corporation. The Bruett Co. has increased its capital to \$25,000 and will be the retailing company. In addition to the Pathé the two concerns handle two private brands. A. J. Bruett is president and general manager.

The Milwaukee store of the Rudolph Wur-litzer Co. at 525 Grand avenue, in the Palace Theatre Building, recently added a complete Victrola department, the nucleus of which was formed by the purchase of the business of the Gensch-Smith Co., 730 Grand avenue, one of the oldest Victor shops in the city.

Art. B. Meyers, Edison dealer and jeweler, 460 Eleventh avenue, sustained a considerable fire loss on March 16, forcing him to take temporary quarters at 453 Eleventh avenue, across the street. H. L. Meyer, Victor and piano dealer, occupying a store in the same building, also sustained damage, mainly from smoke and water.

Richard H. Zinke, president of the Record Needle & Mfg. Co., has returned from a three weeks' stay at Excelsior Springs, Mo., and has resumed a national trade promotion campaign on the Record-Lite and Record needles and other accessories and supplies. Mr. Zinke retired March 1 as manager of the Badger Talking Machine Shop, following the acquirement of the business by Leslie C. Parker, until then

manager of the Victor department at Gimbel Bros. Mr. Zinke then assumed the general management of the Record Needle & Mfg. Co., in which he had been a large stockholder since its organization. Under his direction the general offices and the factory on the fourth floor of the Manhattan Building have been materially enlarged and the output greatly increased. Mr. Zinke is president of the Milwaukee Association of Music Industries.

The only exclusive Edison store in Milwaukee will open May 1 at 1216 Walnut street, under

the management of Frank Preuss, who was for six years a member of the George H. Eichholz Co., 542 Twelfth street, Edison and Victor dealer. Mr. Preuss retired from the company on January 1, when Mrs. Eichholz became sole owner and active manager of the business. The Frank Preuss Co., capital stock \$10,000, has been incorporated to establish the new Edison store.

Edmund Gram, Aeolian-Vocalion distributor and dealer and Steinway representative, left March 27 for a two or three weeks' recreation trip. He suffered an attack of influenza early in March and hopes to return thoroughly recuperated.

Leslie C. Parker, president and general manager of the Badger Talking Machine Shop, Victor dealer, took a leading part in the campaign to raise \$35,000 to complete the 1919 budget of the Milwaukee Y. M. C. A., which was held from March 25 to April 5.

The Winslow-Butler Co. succeeds George M. Winslow, piano and phonograph dealer, Ovitt Block, Waukesha, Wis. George H. Butler, of Waukesha, has purchased a half interest in the business.

Every Record Dealer in the South

Can Have

IMMEDIATE SHIPMENT

of the

BIG MONEY MAKERS



No Waiting

No Dead Numbers

The First OKEH Record Sells the Second

CONVINCE YOURSELF

SCOVILLE MERCANTILE COMPANY

Wholesale Distributors -

ATLANTA, GEORGIA

"Does It Play All Records?"

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

MAGNOLA "Built by Tone Specialists"



Watching the Music Come Out

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

Send your name and let us tell you more!

MAGNOLA TALKING MACHINE COMPANY

OTTO SCHULZ, President

General Offices
711 MILWAUKEE AVENUE
CHICAGO

Southern Wholesale Branch
1530 CANDLER BLDG.
ATLANTA, GA.

This Advertisement Shows

ONE MODEL

of

The Widdicomb
A FINISHED
PRODUCT

Eleven styles of Console and
Cabinet Machines are included
in the line—retail prices \$110 up

WIDDICOMB
REPUTATION

CERTIFIES THE CLASS of WIDDICOMB
INSTRUMENTS



WIDDICOMB No. 11

SHERATON CONSOLE, PRICE \$200

Phonograph Division

THE WIDDICOMB FURNITURE CO.

GRAND RAPIDS, MICHIGAN

Capitalizing Customer's Friendship as an Aid to Securing Future Business :: By Courtenay Harrison

The matter of keeping in touch with the parties to whom you have sold talking machines in order that you may secure future business on records and accessories from them is an important one, and a discussion of ways and means of perpetuating this contact is always of interest.

Of course it is understood that no wide-awake dealer these days overlooks entirely the opportunity to do business right along with the people who are already upon his books. At the same time, however, when the sale of a machine is consummated for cash and is delivered at the customer's home a good many stores consider that a nice cash sale has been put across, and let it go at that, figuring that the customer will not be a purchaser of a talking machine again at any early date, and if he or she wants any records they will naturally drift back to the store which supplied them with their machine; truth to tell, this is more often than not the very thing that does happen, because it is human nature to come back to the same hotel, the same store or the same town, as the case may be.

Some stores do, however, go considerably farther in stirring up business with old customers. They send out the record booklets, occasional form letters, or some other form of literature to "keep in touch"—to sell records principally.

There is a way, though, in which dealers can capitalize the friendship of old customers to bring new and big sales not only of records, but machines also. And this means not only the customer who is kept in mind because he is paying for his machine "on time," but also the customer who buys for cash. Neither of these classes of purchasers should be lost track of for a minute. Instead the name of each customer and date machine was purchased should be carefully set down in a "follow-up" book. If possible a card index really should be used. A phonograph dealer in Indiana uses the latter system, and here is how he makes it produce sales:

Say that Mrs. Smith comes in on the 15th of March and buys a talking machine. Her name and the day she purchased her instrument is placed upon a card, and it is filed under the date ten days ahead, viz., the 25th of March. On that day one of the salesmen whose duty it is to do this either calls her up or if business permits he drops into the home in person. Chances are, of course, that he has a lot of similar "prospects" to see the same day. But we will take Mrs. Smith as a specific instance of showing how he goes about his work. First, he asks her if she likes the machine and if it is giving entire satisfaction, and after a little more such chat he inquires if any friends have been in to hear it play. Often this gets valuable tips as to possible customers, because people are naturally proud of a machine, especially the first few weeks after its purchase, and they are inclined to wish to show it off to neighbors. If the merchant who sold them is "on the job" in the way I have outlined there is a world of information he can get in this way. It is perfectly true, of course, that everyone who is reported to the dealer as having admired Mrs. Smith's new talking machine is not a possible customer, but they are worth following up, for a certain percentage of them are bound to be good prospects to work on.

But to return to our card index. The date on which Mrs. Smith was visited is set down on the card which contains her record, and also the names of the prospects she gave are typed on it. Literature is sent to all of them. In fact, a salesman calls if this can be arranged. Supposing that one of these prospects is sold a machine. Mrs. Smith immediately receives a letter asking her to call and select a couple of nice records, "as we are glad to report that

one of the prospective customers you referred us to has made a purchase of us, and we wish to show our appreciation of your courtesy." Naturally this seals the friendship of Mrs. Smith, and she begins to spread propaganda for the store now in earnest. This method, as stated, has worked up almost an endless chain of boosters and business.

Still another plan of getting tips from old customers is in use. Whenever a machine is being sent out the "follow-up" book is con-

*Every Customer
Should be Cultivated
as a Business Asset
for Sales Possibilities*

sulted, and the delivery man is given the names of one or two old customers in the same neighborhood where he is to deliver an instrument. He calls on these old customers, oils up their machine, explaining that he was in the neighborhood and wanted to drop in and see how it was doing. If the machine does not need oiling he has a jar of furniture polish along and brightens it up a bit—does anything just to get a chance to show the old customer that she is not forgotten and that the store appreciates her business. Incidentally she is "pumped" for information about prospects, and in nine out of ten cases is able to give at least a couple of tips that prove valuable for following up.

I asked the dealer who told me of these plans, which may not be entirely new but which I believe are a bit more methodically followed out than some, if he was not "looking for trouble" when he pays later visits to the home asking if the machine is "doing all right."

Here was his answer: "I should say not. It is entirely true that often there is some kick about the machine, but these things are just what we want, because it gives us a chance to make a friend and a booster. Do you know that a great many people will have something go wrong with a machine, maybe some minor ailment, but they figure there is no use trying to get anything done from the store, as they have paid for the machine and the transaction is closed. The result is they stay away from your store and become knockers. And, as everyone knows, one knocker will go out of her way to 'run down' your store, while your boosters, for the most part, will only praise you when some 'lead' is given to draw it out. So we hunt down the knocks and straighten them out. Often when we stop at an old customer's while in her neighborhood and make inquiries about her machine there is one little thing wrong that we can straighten in a jiffy, and we have made a friend for life. Even if there is something badly wrong we can fix it and make whatever charge is necessary. The customer appreciates the service and attention to her as an individual so much she is willing to pay whatever is right. "Yes, we consider every name of an old customer a valuable asset toward getting new business, not only for records, but machines as well, and we take care of this list of names for that reason."

The C. C. Beedle Piano Co., Keene, N. H., has made some extensive changes in its store and has installed four sound-proof booths for the demonstration of Victrolas and records.

TWO MILLION PHONOGRAPHS

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

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

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

Write us for sample and then get busy.

THE BLISS REPRODUCER IS DIFFERENT

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

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

BLISS REPRODUCER, Inc.

29 West 34th Street
New York

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

Manufacturers and Distributors of the
Bliss Reproducer & Phonograph
Specialties



RECORD ARTISTS CONCERTIZE IN PITTSBURGH DISTRICT

Headed by Henry Burr They Draw Capacity Audiences at Nine Concerts Held Under Auspices of Talking Machine Jobbers and Dealers—Expansion the Rule With Pittsburgh Dealers

PITTSBURGH, PA., April 7.—One of the most important events in talking machine circles in Pittsburgh and adjacent territory the past month was the appearance of the Peerless Talking Machine Artists, headed by Henry Burr, in a series of their inimitable entertainments. They were in western Pennsylvania for ten days and gave nine concerts, which were liberally patronized. Hundreds of persons who had records made by one or more of the artists turned out to give the entertainers a hearty welcome. In every town in which the Peerless entertainers appeared the hall in which they held forth was taxed to its utmost capacity to accommodate the crowds that thronged to see and hear them. In Pittsburgh the concert was held in Syria Mosque Saturday evening, March 22, and over 2,800 persons attended the performance. The audience seemingly never tired of hearing the songs, music and recitations and insisted by vociferous applause in demanding the return time and time again of every one of the men on the program. The Pittsburgh Dispatch, one of the leading daily newspapers of the State, spoke in flattering terms of the Peerless aggregation.

Much credit is due P. W. Simon, the well-known talking machine Victrola dealer of Uniontown, Pa., for his efforts and work in making the appearance of the Peerless artists in this section a success. Mr. Simon gave personal attention to the arrangements and bookings and had the satisfaction of seeing his plans work out to his entire satisfaction. He was the recipient of hearty congratulations by the talking machine dealers of Pittsburgh and the other cities and towns in which the Peerless entertainers appeared. Two extra performances were given, one each at East Liverpool, O., and Tarentum, Pa. The sales of records, especially those made by the Peerless artists, were

phenomenal. It is safe to say that on a return engagement the Peerless party will be received with open arms.

The Standard Talking Machine Co., Victor distributors, through their service department, aided in a very material manner in providing publicity matter, etc., to Victor dealers in the various towns that were visited by the Peerless artists. This service was gratuitous and was highly appreciated by the Victor dealers.

The close approach of Easter is being utilized by the various talking machine dealers of the city to direct the attention of the public and their record patrons in particular to the very excellent series of records that have been provided by the Victor, Columbia, Edison, Pathé and Starr companies for Easter. These records, while all of a religious nature, are in keeping with the great festival of Christendom and have an especial appeal to those who observe it.

S. H. Nichols, manager of the Pittsburgh Columbia offices, was quite enthusiastic over the March business in Columbia Grafonolas and records, stating that the sales of March, 1918, had been far excelled. Mr. Nichols anticipates one of the most prosperous spring seasons in the history of the Pittsburgh office.

A. B. Smith, assistant manager of the local Columbia offices, is receiving congratulations on the advent of a baby girl into his home, who has been named Nancy Johanna Smith. She, too, has the best wishes of the Columbia force for a long and happy life.

J. J. Murray, the efficient and progressive manager of the Victrola department of Spear & Co., stated to The World representative that trade conditions in Victor records and Victrolas were in keeping with the amount of merchandise that his department was receiving, and said that for some time past Victrolas were sold about as fast as they were received. Mr. Murray has

under his supervision a very well-arranged showroom and demonstration department, which is located on the second floor of the Spear Building. There are seventeen booths and three Victrola exhibition rooms, which are occupied practically all the time by patrons.

J. H. Phillips, the well-known North Side Victrola dealer, has introduced a new method for the purpose of acquainting his customers and others with the new Victor records. On receipt of the monthly list Mr. Phillips sends out invitations asking the recipient to attend a Victor recital at his demonstration rooms. At these concerts all of the new records are played, and also any other Victor records that are asked for by the audience. Mr. Phillips is a very enterprising dealer, and has one of the most up-to-date Victor shops in this section.

The need of larger quarters in order to take care of their increasing business in Starr phonographs and Gennett records has caused the Starr Phonograph Co., of Pennsylvania, to announce that on and after May 1 the new offices and showrooms of the company will be located at 811 Liberty avenue. At the new location the Starr Co. will occupy the second and third floors. H. C. Niles, secretary and treasurer, stated that the Starr phonographs and Gennett records were enjoying large sales, and that new clients were eager to join the list of Starr dealers.

"Sales of Pathé machines and Pathé records have been very large during the past month," said H. J. Brennan, manager of the Pittsburgh Pathéphone Co., "and I anticipate that the demand will keep up for some time, due to the popularity of the Pathé machines and the liberal advertising campaign that is being carried on to show the public the merits and advantages of the Pathé Pathéphones and Pathé records." Mr. Brennan the past week made a trip through central and western Pennsylvania and West Virginia calling on the Pathé dealers.

H. Milton Miller, in charge of the local office of Smith, Kline & French Co., of Philadelphia,

(Continued on page 79)

The "LAUZON" Phonograph



STYLE K

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

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

Nine Models from \$75.00 to \$450.00

Write for our agency proposition



STYLE H

Michigan Phonograph Company

Phonograph Division of the Lauzon Furniture Company

OFFICES
507 Ashton Building

GRAND RAPIDS, MICHIGAN

FACTORY
Monroe Ave. and 6th St.

The latest, most intelligently constructed lateral record in the world

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

The New Lateral Record

made by

THE LIBERTY PHONOGRAPH COMPANY

Like fine painting or jewelry
does not come in bulk

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

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

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

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

LIBERTY PHONOGRAPH COMPANY

EXECUTIVE OFFICES

1836 Euclid Avenue
Cleveland, Ohio

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

Fill in this coupon and mail it today

LIBERTY PHONOGRAPH CO.

1836 Euclid Avenue
Cleveland, Ohio

Gentlemen:

When you expand your sales territory to include the section in which I am interested, as indicated below, I request that you send me the details of your agreement.

Territory _____

Name _____

Address _____

RECORD ARTISTS IN PITTSBURGH

(Continued from page 78)

exclusive Sonora jobbers, is cozily installed in a handsome and attractive office in the Jenkins Arcade. The office is well adapted to the showing of the Sonora phonograph, and Mr. Miller has a fine assortment of Sonoras in the display windows. He stated that trade was in keeping with the amount of Sonora machines that he could secure, and that dealers were eagerly clamoring for Sonora wares. Frank J. Coupe, director of sales and advertising of the Sonora Phonograph Sales Co., Inc., of New York, was a caller at the Pittsburgh offices. He reported the prospects for Sonora sales as excellent, stating that the demand exceeds expectations.

Immediately opposite the Sonora jobbing office Gray & Martin, well-known Sonora retail dealers, have their handsomely appointed offices and display rooms. The firm are staunch believers in advertising, and ascribe in no small manner their success with the Sonora in the newspaper advertising that they have done. A feature that is causing hundreds of persons to hear the sweet strains of the Sonora and one that is attracting a great deal of attention and favorable comment is the noonday concert that this firm gives the public six days a week. Promptly at noon the large Sonora phonograph that stands on the balcony adjoining the Gray & Martin office is started, and the music is heard by the large throngs of persons who, at the noon hour, are constantly passing to and fro through the main floor of the arcade. Many tarry a few minutes to listen, others ascertain where the music comes from and make a trip up the elevator to see what make of instrument is furnishing the free entertainment. Quite a few sales of Sonora phonographs have been made in this way.

That the Cheney phonograph is making itself felt as a factor in the music life of the city was evidenced at the Cheney showrooms of the Dauler-Close Furniture Co. The company report sales of Cheney as quite brisk, the only handicap being the lack of sufficient instruments to meet immediate requirements. The firm have well-arranged showrooms on the seventh floor of their large building, and these are constantly crowded with prospective patrons.

The Kaufmann & Baer Co., exclusive Aeolian-Vocalion dealers, are having notable sales of Aeolian-Vocalions. Manager Hornberger, who is in charge of the department, stated that the phonograph's many exclusive features are selling points that are speedily recognized by customers. The Kaufmann & Baer Aeolian-Vocalion show and demonstration rooms are attractively fitted up, and a brisk season is looked for by Mr. Hornberger.

Newton B. Heims, manager of the local offices of the Brooks Mfg. Co., is the proud father of a new son, Newton B. Heims, Jr., and is receiving the congratulations of his many friends.

A. A. Buehn, of the Buehn Phonograph Co., Edison distributors, returned from a visit to the Edison plant at Orange, N. J. He stated that the company was making every effort to fill the many orders that were piling up. Mr. Buehn, in speaking for the trade in the Pittsburgh district, stated that the Edison dealers all reported a brisk trade, and that their business was only limited by the number of Edison phonographs and Edison records they could secure. The Buehn Co. is located in the heart of the downtown business section, and their retail department is one of the most attractive in the city.

J. A. Endres, sales manager in this district of the Brunswick phonograph, is spending several days in Chicago at the Brunswick headquarters for the purpose of securing more deliveries. Trade conditions have been very good, Mr. Endres stated, and would have been intensified had the local distributing office been able to furnish all of the phonographs that dealers asked for. Mr. Endres stated that he was very hopeful that a change for the better would be on by the late spring. He anticipates a big demand for the Brunswick in his territory, basing this on the many repeat orders sent in by local dealers.

Jacob Hirsh, manager of the Emerson record sales offices in the Jenkins Arcade, was in New York on a business trip. He stated that the demand for Emerson records was quite active.

J. C. Roush, president of the Standard Talking Machine Co., Victor distributors, is still sojourning in Florida with his family.

A new and enlarged music department has been opened by the Woodrum Home Outfitting Co., 602 Virginia street, Charleston, W. Va.

WAR RECORD OF EDISON PLANT

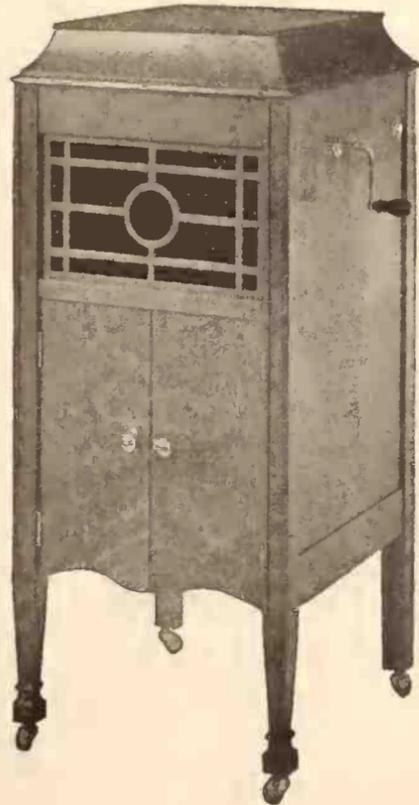
Shortage of Edison Machines Due in Large Measure to Patriotic Activities of Plant During the War—Getting Back to Normal

In the current issue of Edison Diamond Points, the house organ of the New Edison and Edison Re-creations, appears an article headed "Our War Record," which reads in part:

"It is not the intention of the Edison manufacturing laboratories to lay great emphasis on the war work which was done here. The work which we did represented no more than our duty. We are now making every effort to restore our manufacture of phonographs to a pre-war basis and it will not be long before we attain full momentum.

"We know that every dealer has lost some business because of the shortage of Edison phonographs. We appreciate the patience and consideration you have shown and we intend to make every effort to supply you this year with all the goods you need, provided you anticipate your requirements in timely season."

CABINETS and TALKING MACHINES
for **WHOLESALEERS, DEALERS, JOBBERS**



We can supply you with high grade talking machines to suit your every need. While we are cabinet makers we also manufacture complete machines.

We have a large stock prepared ready for shipment to meet the requirements of the trade.

Prompt Deliveries

Inquire for Catalog and Price List of

BEN FERRARA
ONEIDA, NEW YORK

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



Dear Old Pal of Mine

Talk about your war-time love-songs! Tender memories — hearts that pine! Listen, girls, it's you he sings of — you're the "Dear Old Pal of Mine"!

No. 9139 — Baritone Solo — Sung by Henry Burr.

On Reverse Side — The Americans Come!

Emerson Records 75c

Emerson Records

Play on all phonographs — no attachments



Heart-Sickness Blues

This, we think you'll all agree, is the foxiest trot you ever lid see. Play it fast or play it low — it's all the rage and all the GO! No "blues" that you've got can survive, when you hear the Louisiana Five.

No. 9150 — Fox Trot — Sung by the Louisiana Five.

On Reverse Side — Orange Blossom Rag

Emerson Records 75c

Emerson Records

Play on all phonographs — no attachments

Make
and you'll
real, a sure-
take it home
through for
or Sister Sue.
peddle — dim the
it slower — just
hat's that you
entle sigh? Put
Kiss That Made

141 — Tenor Solo — by George Gordon.

On Reverse Side — Kiss That Made Me Cry



How ya Gonna Keep 'em Down on the Farm?

Imagine a good old farmer man, with a billy-goat goatee, a-talkin' along to his wifey dear. He says to her, sezee, — But wait a bit — you'll like it more if we just let Reuben hold the floor. He's sore about Parce.

No. 9140 — Character Song — Sung by Byron Harlan.

On Reverse Side —

When You See Another Sweetie Hanging Around

Emerson Records 75c

Emerson Records

Play on all phonographs — no attachments



ME-OW

Try sitting still when the Emerson Band strikes up the tune that's simply grand. You just can't make those feet behave — you want to sing and shout and rave. ME-OW's a stunner, sure's you're born — you'll dance all night 'till 'ewy morn!

No. 9143 — One-step — Sung by the Emerson Military Band.

On Reverse Side —

Some One-Step

Emerson Records 75c

Emerson Records

Play on all phonographs — no attachments



He's Had No Loving for a Long, Long Time

This rollicking song tells what to do when your soldier lad comes back to you. You just can't make too much of him — for you he risked both life and limb. But hear the record — learn the tune — your "Johnny's in Town" — or comin' soon!

No. 9142 — Baritone Solo — Sung by Irving Kaufman.

On Reverse Side —

Johnny's in Town

Emerson Records 75c

Emerson Records

Play on all phonographs — no attachments



How are you Goin' to Wet your Whistle?

Hurry, hurry, Billy Murray wants to put a puzzler. Has a thought that surely ought to interest a guzzler. Wants to find out, last and first, what will quench a burning thirst, when the whole darned world goes dry, come (it may be) next July!

No. 9148 — Character Song — Sung by Billy Murray.

On Reverse Side —

Blue-Eyed, Blonde-Haired, Heart-Breaking Baby Doll.

Emerson Records 75c

Emerson Records

Play on all phonographs — no attachments



After All

"Come play me," says this record. "You cannot help but see, the world's a good place, after all — it's plain as plain can be! The clouds may be a little gray — you feel a wee bit blue; just play me," says this record, "and I'll tell you something true."

No. 9147 — Baritone Solo — Sung by Arthur Fields.

On Reverse Side —

Kentucky Dream

Emerson Records 75c

Emerson Records

Play on all phonographs — no attachments

Emerson Records

For
Metropolitan Dealers

This is the way the latest Emerson hits are being advertised to the people in and about New York, New Jersey, Brooklyn and Long Island.

Are you planning to get your share of the business Emerson advertising is creating?

The May hits are now being shipped. Isn't this a good time to be making your arrangements? We will be glad to get in touch with you.

EMERSON RECORD SALES CO.

Exclusive Metropolitan Distributors

366 FIFTH AVENUE

NEW YORK



Featuring the Musical Possibilities of the Talking Machine

:: :: :: ::

By William Braid White

[NOTE.—This is the twenty-fifth of a series of articles on the general subject of the musical possibilities of the talking machine. The aim of the series is to develop these possibilities from all angles, thus opening up fields for sales expansion oftentimes neglected wholly or in part.—Editor.]

THE FIELD OF THE PUBLIC LIBRARY

The function of the library is to educate, to contribute in every legitimate way to the furtherance of all cultural activities for the people. The mere amassment of books does not in itself make a library a useful institution, for books unread are in effect no books at all. Just so, the function of a library as an institution which not only collects books but also helps the community to use its collections rightly is one which, more and more, is coming to the front. But the talking machine dealer or salesman who reads these words may ask himself what a library, as such, has to do with talking machines or discussions of library purposes with a talking machine paper. Let us see.

Records and Books

What is a talking machine record, if not a book? Or, to put the matter in a better way, what is the book but one form of that record of language or expression of which the book is another form? What reason then can be found for objecting to the idea of associating the talking machine with the public library? In point of fact, we shall soon see that we have simply brought into view a very fruitful and in every way novel field for the expansion of the talking machine business.

The possibilities for the expansion of the talking machine industry are but imperfectly envisaged, I think it fair to say, even by those who rank as the most far-seeing. The industry has expanded so marvelously during recent years that the relative narrowness of its lines of direction has not always been perceived. Yet the fact is that the uses of the sound record and the possibilities of expanding the existing uses are almost unlimited. Along with the record must necessarily go the talking machine. Here the library and the talking machine dealer are brought close together.

At the present moment the sound record exists chiefly for the purpose of preserving the vocal and instrumental arts in music. To a much smaller extent it preserves speeches or dialogue, while to a still smaller extent it has been utilized for preserving the voices of eminent persons. It is obvious that even to-day there is room in the public library, and indeed a special place for the sound record in all these branches of its existing activity. As the leaders in the industry become better and better aware of the manifold possibilities of their product they will more and more find ways of expanding its use, and new commercial methods for making such uses practical.

Previous Steps

Now public libraries already possess stocks of bound printed music. Some libraries, such as the New York Public Library, are very rich in printed and manuscript musical scores. These

are treated as books and like them are available for reference or circulation. There has never been, so far as I know, any disposition to regard the printed score as not the equivalent of a book. In one sense, of course, it is an imperfect equivalent because there is needed a musical instrument to translate the pointed scores into living music. Yet even this need has been met, and we find already in some libraries musical departments where sheet music may be borrowed and even tried out or studied by the aid of a piano, placed in a special room and available for use under proper safeguards.

Rolls

Still further progress has been made elsewhere. The public library at Gary, Ind., has a large collection of music rolls and in addition possesses a player-piano which is open to the public under certain necessary restrictions. In this institution school children are encouraged to use the reading rooms set apart for them, and the city schools work in closest harmony with the librarians, using the library building systematically and persistently. The music rolls come in here with significant and genuine force.

Doubtless there are public libraries in certain parts of the country which have taken up the sound record and the talking machine, but this article embodies a plea for work along these lines much more systematic and aggressive than has ever yet been thought necessary or possible.

It may be a bold statement, but in the light of what has already been accomplished in bringing music and the public library together, what is there wrong about saying that "Every public library should have a collection of the best talking machine records, and a good talking machine with them, for the use of the library-using public and as a legitimate development.

Doing the Work

Here, one ventures to say, is a job for the aggressive talking machine dealer. The procedure to be carried through is not at all unlike that which would be worked in the case of the schools. Not a public library exists in any town, large or small, which does not constitute a prospect for the installation of a musical department devoted to the use of the public, and fitted with a talking machine and a thoroughly complete list of the best records.

This is a fair statement. The public library is not only fair game for the aggressive dealer, but the influence of one machine and a collection of records will be greater even in the library than in the school.

Educating Them

Librarians have to be educated on this subject just as much as school boards sometimes. Most libraries are controlled as to finances by a board appointed in much the same way as a school board. The men and women who sit on these boards—and there are always women—are not usually very musical, and often have no more money than they need for library purposes. But women are learning the use and

value of the talking machine more and more clearly all the time, so that it is quite fair to suppose that the dealer will have less difficulty in converting them than he would have with a bunch of politicians. Of course, the basis for all work of this kind is demonstration. The library officials are often prejudiced, but the prejudice is always the result of ignorance. No man or woman who owns a talking machine and buys records steadily would ever object to the use of records in a library for circulation, or to the purchase of a talking machine for use with them. Demonstration of what the library can do with a collection of records and a talking machine is the one thing needed to convert most library boards. It is only a question of money.

Details

Of course, the mere sale of a talking machine and a lot of records is only the beginning of things. No library with self-respect would waste its time on less than 500 records for a start, but even 500 records is only a small lot. There must be constant additions to the collection, and here the advice of the dealer must be given carefully and with an understanding of the needs of the library rather than of his own profits. The technical points involved in the choice of one or another make of record must be considered. In these days of universal sound boxes records may be either hill and dale or lateral cut without causing much difficulty, but the library will naturally think more of the artists and of the music itself than of such matters. Therefore the dealer will do well to avoid any stressing of his own special ideas in this respect, but will see to it that the ideas of the librarian as to choice of records are carried out as far as possible.

A Question

Has any one dealer a right to go to the library people and introduce this subject as if he were alone the representative of the talking machine in his community? Assuredly! For this is a subject which has to be brought up and worked into the consciousness of the prospective buyers until they understand for themselves the nature of the proposition so thoroughly that they will "sell themselves." The man who starts and carries through such an idea is entitled to his modest profit.

But it would be even better if all the dealers in a community could in such a case combine their forces and pool the results. Why not? Because it has not been done yet is no reason why it should not be done. Moreover, so rapidly do things move these days that it might have been done already between the writing of these words and their appearance in print.

H. E. Young, formerly with H. Batterman Co., Brooklyn, is now located in Worcester, Mass. He has had a wide experience in the talking machine field.

The Springfield Music Co., which recently opened a store at 317 Walnut street, Springfield, Mo., will carry a line of talking machines in addition to pianos.

"ALLEN RUBY" stands for the finest quality in

MICA DIAPHRAGMS

Only the best grade of Brazilian Ruby Mica is used.

We are prepared to supply you promptly.

Let us figure on your requirements

ALLEN MICA CO., 20 W. 20th St., New York City

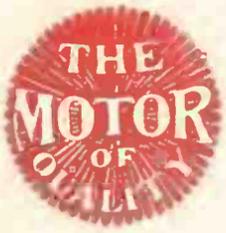
ACME-DIE

CASTINGS

ALUMINUM-ZINC-TIN & LEAD ALL PYS

AcmeDie-Casting Corp.

Boston Rochester Brooklyn N.Y. Detroit Chicago



Otto Heineman Phonograph Supply Co.

INCORPORATED

25 WEST 45th STREET, NEW YORK

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

CHICAGO

TORONTO

SAN FRANCISCO

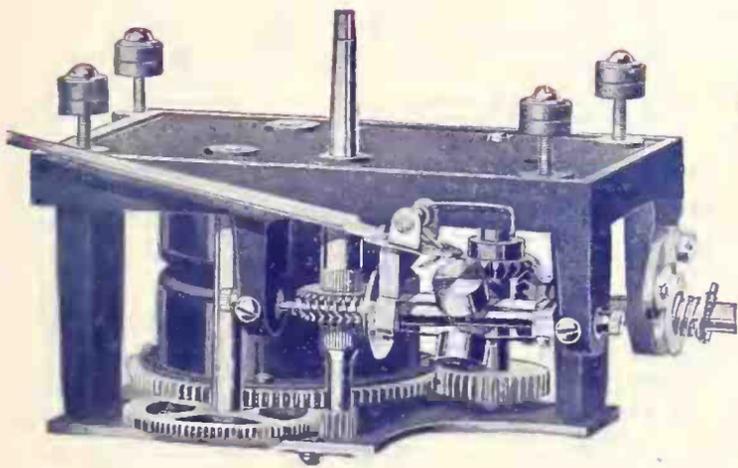


PHONOGRAPH MOTORS IF

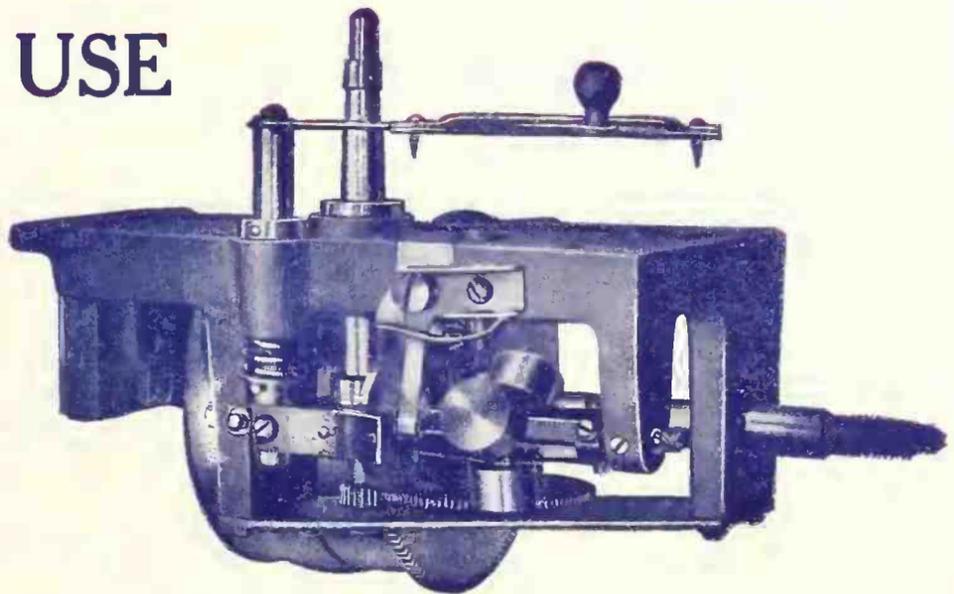
You Plan to Manufacture

High Grade Instruments

USE



Heineman Motor No. 77



Meisselbach Motor No. 16

Heineman Horizontal Spring Motors Meisselbach Vertical Spring Motors

You Will Be Satisfied

SERVICE

The Heineman Watchword

QUALITY

The Heineman Trademark

Otto Heineman
President



MEISSELBACH



TONE ARMS

MOTORS

SOUND BOXES

ATTENTION

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

- Standard Music Rolls
- Perfection, Sing-A-Word and Arto Rolls
- Emerson 7 inch Disc Records
- Wall Kane Needles

Complete line always on hand

Write for monthly bulletin, catalog and prices

Enterprise Music Supply Co.

145 West 45th St., New York City

MAURICE RICHMOND, Gen'l Mgr.

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

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

SYRACUSE MUSIC HOUSE ENLARGING

Godard Bros. to Occupy Large Building in Vanderbilt Square—Will Feature the Aeolian-Vocalion Period Designs in Elaborate Way

SYRACUSE, N. Y., April 7.—The Godard Music House has leased the Lansing Block, where a new store will be opened on May 1. Contracts amounting to more than \$18,000 have been let and when completed the new house will be one of the most up-to-date music stores in the State. The Aeolian-Vocalion will be featured and elaborate plans are under consideration for the display of period designs.

Each period design will have a special room and this room will be furnished in the style of the period represented by the instrument. The basement will be given over to record booths and a fine collection of foreign records will be included in the regular stock.

INCORPORATED

The Polonia Phonograph Co. has been incorporated under the laws of New York with a capital of \$25,000 by H. Siudzinski, W. Pierzchalski and V. C. Zerwinski.

TRI-STATE ASSOCIATION MEETS

Organization Holds Interesting Session in St. Louis and Enjoys Address by Mrs. Clark—New Schedule of Terms Drafted

St. Louis, Mo., April 5.—The Tri-State Victrola Dealers' Association met here the evening of April 3 because on that date John Gregg Payne, of the Victor copyright department, and Mrs. Clark, of the Victor educational department, were in the city. Late on that date Mr. Payne, however, was called to Washington, and Mrs. Clark was the only speaker. But the sixty members present expressed themselves as satisfied with what they had heard for one evening. Mrs. Clark told them the history of the educational department work and outlined what had been done in the eight years since it was undertaken. She told them of the progress made and of the help this movement was now getting from the school teachers. She said that the Victor Co. now regarded the situation as favorable for aggressive action on the part of the dealers and that she hoped they would get a complete understanding of this work, its special records and the general scope so that they might push it for the benefit of what would be accomplished of educational value and also for the profit to themselves and to the factory.

As a special message from the factory Mrs. Clark told the dealers that the last month made a new record for the output of records from the Victor factory and April was expected to reach a record in the number of machines. It was expected, she said, that the factory could place the dealers on a satisfactory stock basis by September, if the amount of back orders had been properly judged.

The association reviewed the suggestions for monthly payments on machines and a new scale was drawn as expressing the ideas of the members of the association. This scale runs from twelve to sixteen months. It does not consider machines of more than \$350 value.

It was also decided that a card should be drafted to be placed on machines when prepared for delivery. This card shall state the guarantee. Especial note will be made that claims for "case damage" must be made within three days. Also there will be a list of fair price for standard repairs. The exact text of this card will be drafted within a few days along the lines outlined. Because of the approaching Victory Loan, all merchants agreed to accept Liberty Bonds at face value until that campaign ends.

UNIVERSAL ATTACHMENTS

for

EDISON PHONOGRAPHS



Showing the attachment connected to Edison Tone Arm set in correct position to play Victor, Columbia, and any lateral cut record.

All Edison Dealers and Jobbers will be interested in the Universal Attachment we are now prepared to furnish, and as illustrated in the two cuts shown. This attachment embodies some new mechanical features adapted from our universal tone arm, and with the ever increasing number of vertical cut records which are played with steel needles, no Edison attachment which will not play those records will appeal to the owner of an Edison Diamond Disc phonograph. Made in both nickel and gold plated finish, and with reproducer of exceptional quality, with mica diaphragm.

We also manufacture Edison Attachment No. 1, which will play lateral cut records only.

Write for our descriptive circular and attractive prices to the trade.



This shows the attachment in the proper position for playing the Pathé and any hill and dale cut record.

The Empire Phono Parts Co.

Sales Office

429 So. Wabash Avenue
CHICAGO, ILL.

Factory

CLEVELAND, OHIO

The dealers present decided that it would be advisable to accept Liberty Bonds at face value until after the campaign for the Fifth Liberty Loan ends. This move, it was explained, was suggested to all dealers as a matter of patriotism, not from a business basis. What recommendation will be made after the Victory Loan campaign ends is not indicated at present.

President Val Reis presided at this meeting. Among the out-of-town dealers present were: E. A. Parks, Hannibal, Mo.; W. Rhein and T. J. Price, of Belleville; Pat Boverre, St. Genevieve, Mo., and Mr. Ferrand, of Granite City, Ill.

NOT TO REBUILD FACTORY

F. A. Knight, of the Knight-Brinkerhoff Amphiphone Talking Machine Co., Brazil, Ind., has announced that his firm will not go ahead with its plans to rebuild that section of the plant which was destroyed by fire last winter. The sales office has been moved to Chicago, and a contract for the manufacture of cabinets has been let to a Charlotte (Mich.) concern.

**THE TESTIMONY OF USERS
BACKS OUR CLAIMS THAT
VEECO ELECTRIC MOTORS
ARE RIGHT**

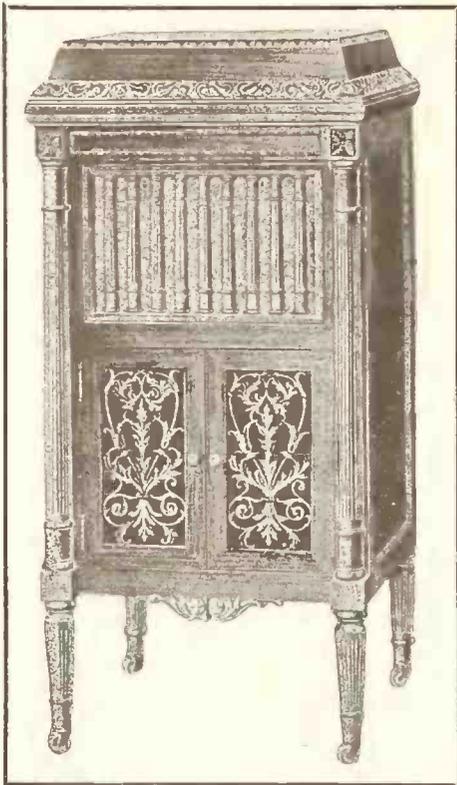
**THEIR DURABILITY MAKES THEM THE
BEST FOR HIGH GRADE MACHINES**

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

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

**THE VEECO COMPANY 248 Boylston St.
BOSTON, MASS.**

THE ORIGINAL PRODUCERS OF A COMPLETE ELECTRIC DRIVE
FOR TALKING MACHINE MANUFACTURERS' USE



The Art Craft Line

A 365 Day Christmas Business

with

The Art Craft Line

YOU will find it very convenient when selling Talking Instruments to have a few points of real merit to talk about as the only time when the customer cannot be fooled is when he sees the instrument.

The time has come when the Talking Instrument, so long exempt from comparison, is now subjected to careful public inspection. All the modern improvements of permanent value are now required by the customers.

The Art Craft by comparison will show superior construction, finish, equipment and unusual tonal quality. These four are sufficient to make the sale and at the same time make a friend and satisfied customer. Show your customers an instrument that will really convince them that the best is attainable and they will never forget you.

Upon receipt of your inquiry, we shall be pleased to outline our proposition.

The Art Craft Company

MANUFACTURERS OF

The Art Craft Line

PHONOGRAPHS

GRAND RAPIDS, MICHIGAN

Five
Real Values

\$110.00

to

\$350.00

Write Today
for
THE
ART CRAFT
Proposition



Specialized Manufacturing Production for
the Phonograph Trade

H.K. Lorentzen

"They buy at a place where prices compete, where Quality must always excel."
Only one of the reasons our business is growing. "We serve all our customers well."

NEEDLE CUPS, BRAKES, COVER
SUPPORTS, REGULATOR DIALS, etc.

What Is Your Need?

Correspondence invited—
Orders promptly attended to

60 Grand Street New York City

MUSIC FOR THE HEROES IN BUFFALO

Full Advantage Taken of Return of Troops
From France by Local Talking Machine Dealers—F. E. Russell Heads Adam & Co. Department—Other Changes of Interest

BUFFALO, N. Y., April 5.—"Welcome the boys with cheerful music in the home." This is the keynote of the trade campaigns being conducted by Buffalo's talking machine stores this month. This drive for new business in talking machines and records was especially effective on April 1, when the 108th Infantry and the 106th Field Artillery, formerly the old Seventy-fourth and Sixty-fifth Regiments of this city, arrived here from France. A civic holiday was declared on that date and the talking machine dealers joined with all the other concerns in giving the Buffalo boys, who had seen active service in France, a royal welcome, the talking machine stores being especially decorated for the event. Besides the patriotic banners various signs, such as "Records for Our Soldiers," were displayed in the show windows.

F. E. Russell has been appointed manager of the Victrola department of J. N. Adam & Co. He succeeds William Gardner, who has gone into another line of business. Mr. Russell was formerly manager of the Victrola department of Denholm & McKay, of Worcester, Mass. In Worcester he made a special feature of Victrola concerts and will probably introduce them here. He is co-operating with other local Victrola dealers in the exchange of records, he making

out his special list of Victor records every month and some of the other dealers doing the same. This "swapping" of records spells quick service and good profits for dealers using this plan.

F. M. Anderson has taken charge of the repair work of this department.

C. E. Siegesmund, of 632 Main street, reports that he has a representative stock of Victrolas and records. The improvements at his store are progressing rapidly. He will have twelve sound-proof, nicely furnished booths and various other modern equipment. Mr. Siegesmund is making a special feature of service. In circular letters, which he recently sent to his customers, he said in part: "If any record is procurable it will be found at this shop for Victrolas."

L. M. Cole, manager of the talking machine department of the Hoffman Piano Co., distributors of OkeH records in the Buffalo territory, is booming the sale of this stock. He is using a large map that shows scores of tacks representing the location of dealers who have taken on this line. He reports that deliveries are very satisfactory.

Bing & Nathan, furniture dealers, who handle talking machines, have just celebrated their twentieth anniversary.

Adam, Meldrum & Anderson Co., Pathé dealers, recently celebrated their fifty-second anniversary. This firm has one of the largest department stores in the country.

William Turner, who handles the Columbia and Pathé lines, will increase his floor space.

W. Hissler has joined the sales force of Goold Bros., Victrola and Sonora dealers. T. A. Goold recently visited the New York market.

Buffalo newspapers recently played up the report that the Rudolph Wurlitzer Co. would erect a \$2,000,000 building in New York City.

Denton, Cottier & Daniels are making a special feature of period Vocalions. This firm was recently visited by John W. Jenkins, of the J. W. Jenkins' Sons Music Co., Kansas City.

George Moessinger, treasurer of C. Kurtzmann & Co., was recently attacked while he was about to enter the factory and robbed of \$3,970. Mr. Moessinger was felled with a billy and robbed of the money, the payroll of the Kurtzmann plant. The company has offered a reward of \$500 for the capture of the robber.

Columbia records are always given special window space in the jewelry store of Lewin Bros. Co., located in Ellicott Square.

The Evanston Talking Machine Shop has been opened at 922 Chicago avenue, Evanston, Ill., by Vincent Johnson, of that city.

JUDGING

from the amount of inquiries and orders received—not to speak of the insistent requests for territory and exclusive agencies—

RECORDION

has proved in a few weeks to be

The Talk Of The Nation

We are pleased beyond expression with the interest shown by every live phonograph dealer, which is undoubtedly due to the fact that we have the first and only Home Recording Device which can be attached to any standard phonograph.

We shall do our utmost to justify the confidence and enthusiasm with which the trade has endorsed our innovation. Our production is up to the mark. Shipments will be made on the principle "First come, first served".



Make your own records

Gives inestimable pleasure

of your own voice

So easy to operate

in your own home

YOU can afford it

on your own phonograph

It fits every standard phonograph

RECORDION CO., INC.
110 W. 34th St. NEW YORK

The DeLuxe Stylus

The Best Semi-Permanent Needle Obtainable—Loud or Soft

With Reasonable Care

PLAYS 100 TO 300 RECORDS

No Scratch

No Hiss

Perfect Points—Perfect Tones

The DeLuxe is experiencing a Wonderful Sale
You can't afford not to carry the DeLuxe Stylus

Write now for free samples, discounts and descriptive
circulars, which we furnish for your mailing list

The Duo-Tone Co.

ANSONIA, CONN.

RAMOSOLA PHONOGRAPHS

The Talking Machine With a Soul

Best on Earth. We
Prove it by Perfectly
Playing All Makes
Of Disc Records.

Richmond Made
Perfectly Adjusted
Machine of Universal
Proclivities.

We Have Profited by
The Mistakes of Others.
The Proof of Our Profit—
Look What Happened

To The Blind Typewriter
So Will it be with the
One School Machine and
The So-called Universal.

Thirteen Models.
Write for Trade Discounts.
We also Job the Quality
Line of Motors, Tone Arms
and Records

We mean OkeH Records,
Heineman Motors,
Meisselbach Tone Arms,
Cleartone Needles.

Ramos-Eubank Phonograph Mfg. Co.

The South's First Phonograph Manufacturers

P.O. Box 1354

104 N. 7th Street

Richmond, Va.



methods that are followed in the Edison enterprises.

"Mr. Edison has always contended," he said, "that there is more science in the selling than in the inventing or making of any article." That fact is reflected in the Edison Co.'s policy in which the sales department has great authority and responsibility.

"It is the business of our phonograph manufacturing department simply to keep the sales department busy. Only on the authority of the sales department is any change in the Edison phonograph ever made. We are obliged to schedule our requirements eight months ahead and we have a staff of what we call dopesters at work relating past performances as racetrack dopesters do. They are right about as often as a racetrack dopester also," he said with a humorous twinkle.

"A department is in constant communication with owners and dealers who sell the instrument. They get about 300 letters a day on which to base their figures and suggestions. Thank heaven—all of them are not complaints!

Co-ordination of Departments

"It is our program to co-ordinate all departments, the designing, manufacturing and the selling departments. Since that policy has been in effect its success has been shown by the fact that not a single change has been made in the phonograph by any of our competitors the nature and effects of which were not known to us before it appeared. It is a fine tribute to the men in our research department.

"Mr. Edison is also a great believer in the importance of careful inspection. He holds that the best of tools, material and workmanship may easily be wasted if the inspection is faulty or careless.

"The campaign of a selling engineer cannot be reduced to blueprints. It must be so elastic. The sales engineer must prepare for the worst when he hopes for the best and be prepared to shift his course to a second or even to a third program if the first goes wrong.

"The responsibility resting on sales departments and advertising men is at least comparable to the responsibility resting on the soldiers in time of war. It is up to you to provide business sufficient to give work to the returning soldiers and to all other worthy people in this time of reconstruction."

Mr. Maxwell's address was heartily applauded and the responsibility apparently accepted with gracious eagerness to serve their country by the assembled sales experts.

NEWHARD GETS EDISON AGENCY

Harry R. Newhard, of Northampton, Pa., has received the sub-agency to handle the Diamond Disc talking machine. The agency will be a branch of the Yeager Furniture Co., Allentown. A large assortment of Edison machines and records will be carried.

Progressive jobbers advertise in The Talking Machine World. Consult their announcements.

PART OF SELLING AND ADVERTISING IN RECONSTRUCTION

Wm. Maxwell, Vice-President of Thomas A. Edison, Inc., Makes Stirring Address on This Important Question Before Advertising Convention in Buffalo, N. Y.

BUFFALO, N. Y., April 4.—The importance of the selling departments and advertising men during the reconstruction period was emphasized at the Advertising Affiliation convention recently held in Buffalo. This point was driven home by William Maxwell, vice-president of the Thomas A. Edison Co. Mr. Maxwell spoke on "Engineering a Sales Campaign."

"The word engineer is much misused in this country," said Mr. Maxwell, who has charge of the immense sales engineering department of the various Edison enterprises. "First let us have some understanding and agreement as to what we mean by an engineer. My conception of an advertising engineer is somewhat different from the man pictured in the advertisements of the correspondence schools, who casually looks at a blueprint, announces a pronunciamento out of the vastness of his catalogued and tabulated wisdom which shall be as precise and as definite as a chemist's formula. My conception is a man of learning, training and modesty, who is not so sure of anything but established fact—and for the most part when fact becomes so well established that it can be announced with cocksure certainty it is no longer of much use to us. Yet he should be sure that nothing is impossible.

"A man who is around Mr. Edison very much is bound to absorb some of his ideas and I claim no exemption. Mr. Edison is looked upon by the average person as a genius. Mr. Edison himself, however, doesn't believe in genius in the popular conception of the word. He believes that genius is composed of one-tenth inspiration and nine-tenths perspiration. The less a doctor, a lawyer or an engineer knows the more likely to be cocksure he is.

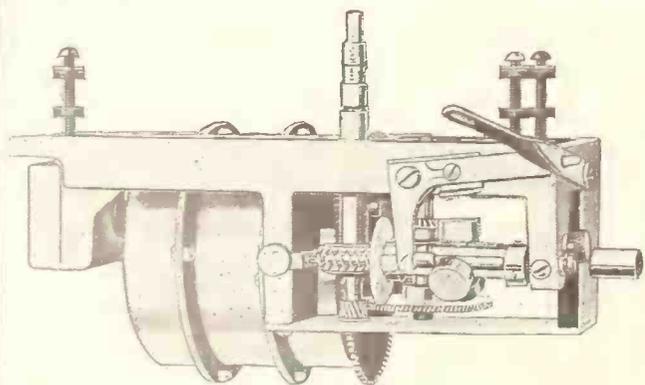
"Now, if mechanical engineers cannot be cocksure of their program, how much less can an engineer in salesmanship?

Describes Methods of Edison Plants

"There are two chief classes of enterprises with which the selling engineer has to do. First the class where the sales department sells whatever the factory can make, and, second, the class which determines what can be sold and then has the factory make it."

After describing an experience with a factory of the first class in which he had launched what he called a campaign of impudence in which the prospective buyers were pompously invited to a hotel to inspect the new article to be sold and which it developed that only the merchants bought and which they never resold, Mr. Maxwell described something of the

INSTALL MOTOR SATISFACTION



Made in Four Sizes for Full Line of Cabinets—from
Lowest Priced to the Highest Grade!

Your customer, Mr. Builder, will judge the *value* of the talking machine you sell him by the *performance of the motor*. It's the one moving part—hence the one part that must be perfect. If it satisfies, your machine "goes big." No use risking your business future by an inferior motor.

Use a DAYTON Motor And Be Assured of the Best

Made by the best mechanics in "The City of Precision," where National Cash Registers, Delco Starters, and hundreds of other delicate products have developed wonderfully skilled men. It has made good everywhere and is proclaimed by the users as "the best motor in the world." Let us prove it's the best for you, too—in quality, price and service.

WRITE TODAY FOR FULL PARTICULARS

The Thomas Manufacturing Co. 322 Bolt St., DAYTON, O.
Chicago Office, 1500 Republic Bldg.

FRED P. OLIVER
VICE PRES. & GENL. MGR.
JAMES F. ASHBY
ASST. TREAS.

J. NEWCOMB BLACKMAN
PRES. & TREAS.

FRANK ROBERTS
SECTY.
JOHN SPILLANE
ASST. SECTY.



TELEPHONES
WORTH 2513-2677

Blackman

TALKING MACHINE CO.

FACTORY DISTRIBUTORS

VICTOR TALKING MACHINES

RECORDS & SUPPLIES

97 CHAMBERS ST.

NEW YORK,



A N N O U N C E M E N T

TO THE TRADE:

We have completed arrangements to dispose of our Retail Department, conducted since May 1, 1902 when we began business, and will start our fiscal year May 1, 1919 as VICTOR Distributors doing business "WHOLESALE EXCLUSIVELY."

Mr. Louis Kay, one of the pioneers in the business, widely and favorably known through his many years connection with the S.B. Davega Company, and more recently, with the New York Talking Machine Company, has purchased our Retail Department and will continue same at 97 Chambers Street. Our wholesale business will be removed to 81 Reade Street, New York City, where all communications should be addressed thereafter.

With every indication of increased factory production, we are convinced that the year 1919 will bring to "BLACKMAN" Dealers an era of prosperity, and we hope mutually satisfactory business relations.

Very truly yours,

BLACKMAN TALKING MACHINE CO.

J. Newcomb Blackman

President.

OFFICERS

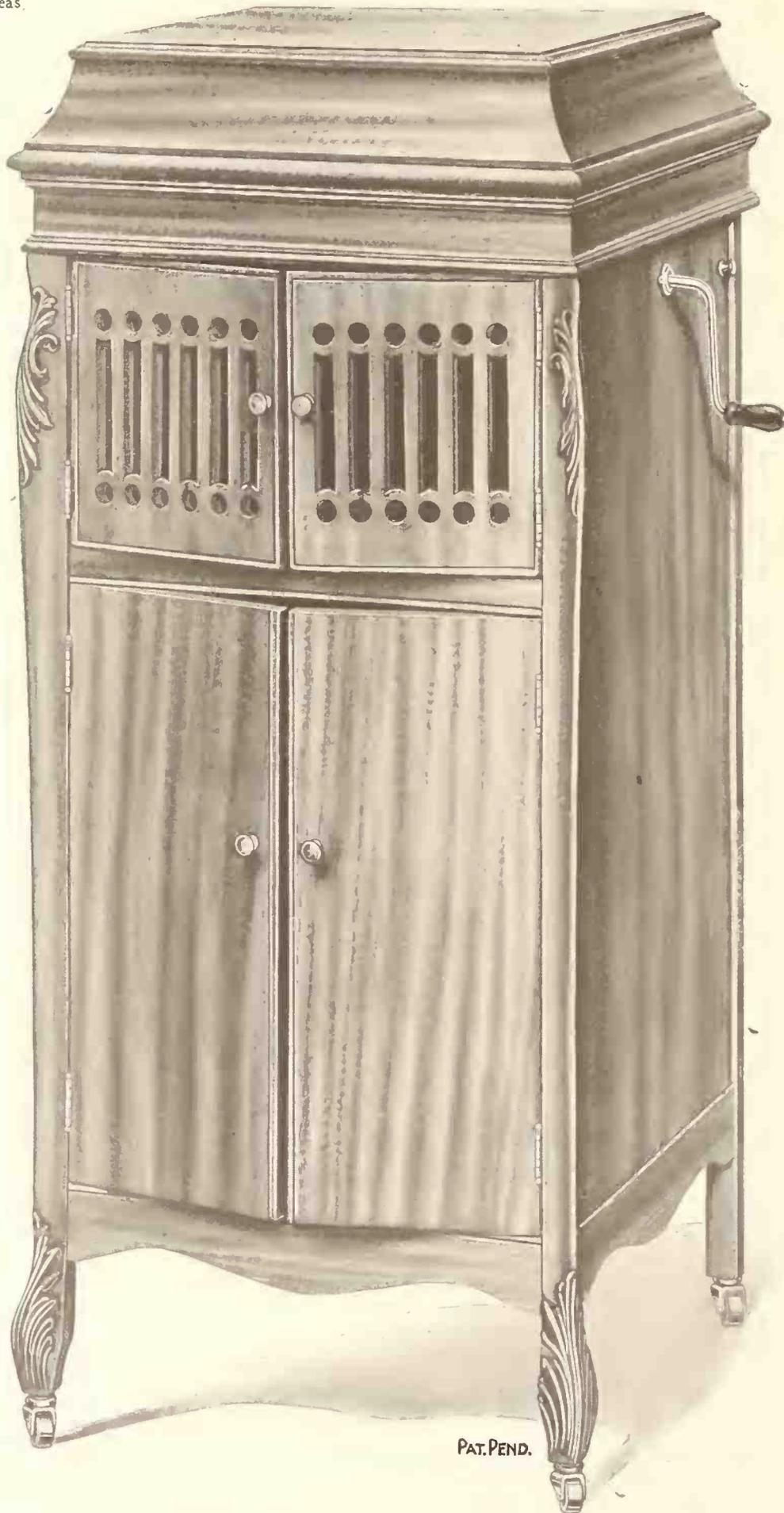
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 Sec.-Treas., Gen.-Mgr.
 KARL BAACKES, Asst. Sec.-Treas.

World Phonograph Company

Chicago, Ill.

DIRECTORS

FRANK BAACKES
 Vice-President, American Steel & Wire Co.
 C. K. ANDERSON
 President, American Wire Fabrics Co.
 J. P. SHERLOCK
 President, Illinois Nail Co.
 ERNEST C. COOK
 Secretary and Treasurer



THE NEW WORLD No. 175 DESIGN. (This is exclusive and patent has been applied for.) It is equipped with the World patent horn, tone arm and motor.

Eastern Distributors:

WORLD PHONOGRAPH SALES CO.
 237 Fifth Avenue
 Pittsburgh, Pa.

Write for specifications and prices.

Western Distributors:
 CUPPLES COMPANY
 St. Louis, Mo.

WADE TALKING MACHINE CO.
 16 N. Michigan Ave.
 Chicago, Ill.

SALES ARE IMPOSING IN ATLANTA

Dealers Report Real Holiday Business, Judging From the Present Demand—This Is the Status With Dealers Handling All Lines—Business and Prospects Never Better in the South

ATLANTA, GA., April 7.—The Haverty Furniture Co., Columbia dealers and who also sell the Pathé, are quoted through R. L. Davis, store manager, as having sold in March everything in the way of stock that they could purchase. On one special Saturday they sold the largest number of instruments and the largest amount in money since the opening of their Columbia department a number of years since. Indications and reports from their stores in Memphis, Birmingham, Savannah, Dallas, Houston, Charleston and Columbia all show that the talking machine departments are not in any way lagging behind the records of previous months.

The Cable Piano Co., one of the largest and most progressive Victor stores in the South, enjoyed a most excellent business in March. Their big store is crowded at all times with interested purchasers and, as usual, under the efficient and experienced management of Mr. Salter, manager of the Victrola department, they are taking care of all buyers most satisfactorily.

Phonographs, Inc., Edison jobbers, and who also have one of the most attractive retail stores to be found anywhere, sold in March one of the largest bookings of business they have ever placed, and their jobbing department continues to prosper and progress. The New Edison is fully appreciated by those who want high-class product and fine music.

The Phillips & Crew Piano Co., the oldest Victor dealers in Georgia, have found the public during the past month quite as eager for Victrolas as they have been in the past and they are selling all they can get. Their sales of Red Seal and Victor popular music are still very large, and Harvey Phillips, president of the company, anticipates that business will grow larger and larger notwithstanding some handicaps under which all talking machine dealers are working.

The Atlanta Talking Machine Co., the oldest Columbia dealers in the city, who also carry the Aeolian-Vocalions, sold in March to the limit of their ability to get stock. Miss Hood, their specialist on Columbia records and Grafonolas, was unfortunately seriously ill during most of the month, but with this exception there was no let-up or slackening in their business.

The Kenny Furniture Co., Columbia exclusively, say through Mr. Kenny that their Columbia record business is phenomenal, this branch being at least three times larger than ever before. They are exceedingly pleased with their profits on Columbia the first year they have been in business and find it a most satisfactory adjunct to their regular furniture business.

Chamberlin-Johnson-DuBose Co., Victor and Sonora, say that their business in March was quite satisfactory. They look for a continued fine volume of sales for the future.

Reports from Savannah, Ga.; Jacksonville, Fla.; Birmingham, Ala., and Charleston, S. C., all indicate fine business in all lines.

MOVE TO LARGER QUARTERS

The Jaquith Machinery Bureau, formerly at 100 Purchase street, Boston, have moved their plant to 77-79 North Washington street. The Jaquith Machinery Bureau have been in business many years as designers, builders and dealers in special machinery. During the last few years they have given special attention to the talking machine trade with most satisfactory results to all concerned.

Dear Mr. Dealer:

You have customers for \$85.00 Phonographs

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

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

VAN VEEN "BED-SET" BOOTHS



Write for
Your
Copy of
Our
Catalog

We have predicted for several months that 1919 will be the greatest talking machine year in history. This prediction has "made good" already, and business is booming. Prepare to get your share of this trade by installing additional record booths.

Arthur L. Van Veen & Co. 47 West 34th Street, New York
TELEPHONE - - - GREELEY 4749

CASTNER-KNOTT CO. BROADEN OUT

Well-Known Victor Dealers Take on Columbia —Activity With Bond's Shop—Southern Dealers All Optimistic Over Trade Outlook

NASHVILLE, TENN., April 7.—Bond's Graphophone Shop, Columbia exclusively, report through E. E. Hyde, manager, that their sales continue in large volume and that cash payments on lease contracts, cash sales, and cash record business are as good or better than ever before. Mr. Hyde installed two new booths during the month, and completely rearranged his record racks for the more convenient handling of business. He also says that he has placed in stock a large number of Columbia foreign records.

Castner-Knott Co., at the present time Victor exclusively, announce through Forrest Traylor, manager of the music department, that they have qualified as Columbia dealers and installed a large and complete stock of Grafonolas and rec-

ords. Castner-Knott's big store is one of the most representative and progressive in the department store business in Tennessee.

Travelers in the territory adjacent to Nashville say that business is good with all talking machine dealers in twenty or thirty nearby towns, and in every town there are persons waiting to secure some representative line.

LIEUT. JAMES H. GILES RETURNS

Lieut. James H. Giles, formerly a member of the traveling staff of the Blackman Talking Machine Co., Victor wholesaler, returned to New York recently as a member of the famous Twenty-seventh Division. Lieut. Giles was a member of the One Hundred and Fourth Field Artillery abroad, and saw active service in many of the important and decisive conflicts on the western front. Lieut. Giles, who is well known in the talking machine trade, is not yet ready to announce his plans for the future.



ITS ability to get the *best* out of *all* makes of records; its design, elegant cabinet work and finish, its clear and natural tone, made possible only by the scientifically constructed tone chamber (an absolute essential to perfect sound reproduction)—*these* are some of the features which make the Belcantola the "Master Key" of the record.

Exclusive local territory may now be secured by progressive dealers for the handling of this high-class phonograph.

THE BELCANTO CO., Inc.
2007 B Bush Terminal Sales Building
130-132 West 42nd Street
New York



TRADE EXPANDING IN PORTLAND, ORE.

Taylor C. White Enters Jobbing Field on Own Account—G. W. Sanborn Goes to Los Angeles—Some Successful Recitals—Shipments of Machines Coming Faster—News of Month

PORTLAND, ORE., April 4.—Taylor C. White, one of the best known and most efficient talking machine men in Portland, has resigned his position with Sherman, Clay & Co. and will enter the jobbing business. Mr. White has been with Sherman, Clay & Co. for several years as manager of the talking machine department and has many friends who will regret his withdrawal from that branch of the business. Mr. White will go into the jobbing business for the Liberty-Stylus semi-permanent needle, and will have the exclusive jobbing rights of seven States—Oregon, Washington, California, Idaho, Montana, Colorado and Utah. He will have offices in Portland and San Francisco, and will visit dealers in all the larger cities of that territory. His Portland headquarters will be at 310 Stock Exchange Building.

W. N. LeVanway, Jr., who was with the Graves Music House, in Portland, in charge of the talking machine department, has returned from France with the Eighth Division, Field Artillery. Mr. LeVanway has accepted a position in the talking machine department of Sherman, Clay & Co.

George W. Sanborn, who has been in the talking machine business, left for Los Angeles early in March. Mr. Sanborn will reside in Santa Monica, but will have a manufacturing plant at Los Angeles, where he will manufacture the Cecilian Metrophone. He will use the Dayton motor and expects to put on the market a first-class machine.

Frank McGallaird, who represents the Victor Talking Machine Co., gave an interesting and instructive talk to the members of the talking machine department of the Bush & Lane Co.

MICA

NO STAINS IN OUR
DIAPHRAGMS OF BEAUTY
THE INTERNATIONAL MICA COMPANY
Factory, 37th and Brandywine Streets Office and Sales Department, 1228 Filbert Street
PHILADELPHIA

A general discussion of selling talking machine goods was held and a great deal of valuable and important information concerning Victor machines and the selling of records was given by Mr. McGallaird, who is well acquainted with his subject and able to communicate what he knows in a convincing and entertaining manner.

An Anna Case recital was given in the auditorium of the Meier & Frank Co. on Monday and Tuesday afternoons, March 17 and 18. Miss Case appeared in Portland at the Heilig Theatre on Wednesday evening, March 19, under the management of Steers & Coman and the recital, which featured her Re-creations on the New Edison prior to the concert, was largely attended.

Another recital was given in the auditorium on Tuesday afternoon, March 25, featuring the Maude Powell records. Miss Powell appeared in concert at the Heilig Theatre on Wednesday evening, March 26, under the auspices of the Ellison-White Musical Bureau.

"The situation is tightening up again," said L. D. Heater, of the Columbia Graphophone Co. "Dealers' orders were so heavy that what was considered surplus stock was entirely disposed of. We expect a shipment in sixty days, but that will only partially help us out."

A shipment of forty Cheney talking machines has just been received by the G. F. Johnson Piano Co. Goods are coming in again and orders are being filled as rapidly as possible.

Glen Ellison, of the Edison Co., was a Portland visitor this month and gave a tone test for Edison dealers at Oregon City.

Business has grown to such an extent at the talking machine department of Edwards Furniture Store that the old quarters became too

small to accommodate the trade. The department has been enlarged and remodeled and they now have handsome exhibit and demonstration rooms for Brunswick machines. M. W. Davis, in charge of the department, reports a good business for the past month. The \$175 model Brunswick machine he finds the most popular.

Big business is being done in the talking machine department of the Reed-French Co. and the Wakefield Music House.

S. J. McCormick, manager of the Columbia Grafonola Shop, says they are having a fine trade, everything satisfactory with the exception of the lack of machines. The record department was never busier, and it is quite impossible to fill orders for foreign records.

Miss Deborah Stonebrook has taken charge of the record department at Schwann's Piano House.

Miss Leita Hayes, in charge of the G. F. Johnson talking machine department, is showing pictures of machines to customers who are desirous of buying and is taking orders in that way, on account of scarcity of machines.

R. C. Callahan, formerly in charge of the talking machine department of the G. F. Johnson Piano Co., is recovering from a very severe attack of influenza.

The Remick Song Shop of Portland, Ore., is being enlarged and remodeled and will have a Columbia Grafonola department. There will be seven demonstration rooms and a complete line of machines and records will be carried. F. E. Belcher, of New York, vice-president of the Remick Co., was in Portland and after consulting with H. E. L'Anglaise, manager of the Portland house, decided to add the talking machine department.

The movement of goods from Seattle to Portland is beginning to come through nicely and dealers are placing orders farther in advance in order to allow for the extra few days it takes to get goods from Seattle.

Olga B. Moreland, one of the best-known women in the talking machine business in Portland, and formerly with the Columbia Graphophone Co., is now with Foley & Van Dyke.

Emil Gehring, Columbia dealer and former salesman, had a grand opening on the 1st of March at his place of business, 720 Multnomah street.

There is an increasing demand for the Edison Amberola records at the store of the Hyatt Talking Machine Co. This demand has grown so rapidly that Mr. Hyatt is contemplating adding several demonstration rooms. Mr. Hyatt attributes the increased interest and activity in this direction to the advertising campaign conducted by the Edison Co.

Wm. A. Bartlett, of the Hyatt Talking Machine Co., is the proud and happy father of a bouncing boy.

The Stradivara Co. is moving into larger offices, the business having outgrown the present location. Their new place of business will be in the Blake McFall Building at Fourth and Ankeny streets.

Talking machine sales are exceptionally good at the Wiley B. Allen Co. store, although stock is still very short. Paul B. Norris, manager of the talking machine department, has sold several \$400 Brunswicks and says that sales are running specially to high-priced instruments. They are now carrying a very complete line of the Victor, Edison, Brunswick, Cowan Claspique and Columbia machines.

There are probably no more beautiful exhibit rooms on the Coast than the ones of the Bush & Lane Co., in which the Sonora instruments are shown.

Manager Thomas Wilkinson has completely changed the appearance of the building, and his excellent taste is shown in every department.

Victor Wholesale

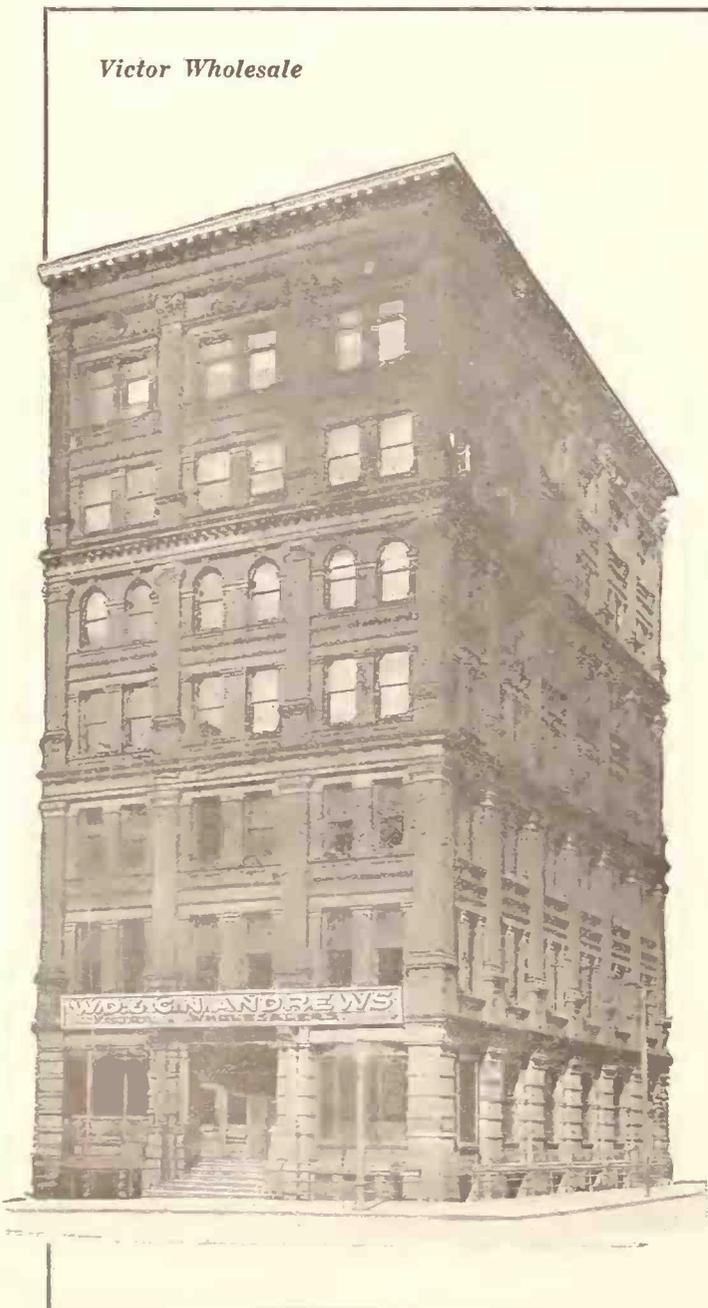
Wholesale Only

Attention Victor Dealers

We have just made up a revised list of everything in stock, comprising 5,000 Victor records. It is now ready for mailing. Send for this list.

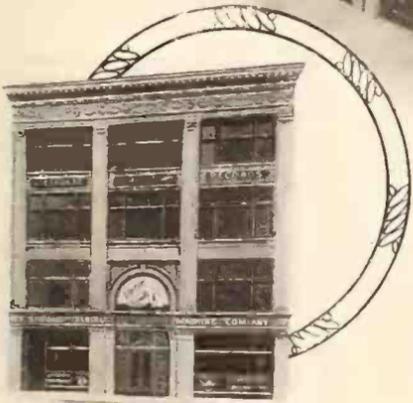
W. D. & C. N. Andrews
Buffalo, N. Y.

← new building





New Permanent "Standard" Plant
—305-309 Penn Avenue, Pitts-
burgh, recently purchased for en-
larged Exclusively Wholesale Vic-
tor service for the Pittsburgh area.
54½ ft. front by 135 ft. deep.
Possession about July 1.



Getting Ready in Pittsburgh

This recent purchase provides "Standard" with a fine permanent home for the Big Victor Development Just Around the Corner.

The new four-story plant illustrated above, right in the heart of Pittsburgh's commercial district, with nearly three times our present floor space and its own freight siding, expresses, as well as we know how, "Standard's" confidence in the future of the Victor line. It proves the soundness of our long-established "exclusively wholesale" policy and represents what we expect in greater factory shipments and what we plan in better dealer's service.

We have been proud of the finely appointed, well equipped building we now occupy, which appears ample for present requirements. Yet looking into the near future we see very urgent need for an even more comprehensive wholesale service, bigger stocks, speedier shipping and handling facilities, far beyond our present equipment.

So in providing for the future we have acquired this property, a commodious four-story department store building. We will remodel it into a permanent home for "Standard," which we expect to be the best appointed, most efficient Victor distributing plant in the country.

Providing for Quick Service—Big Stocks

Hair-trigger jobber service and large stocks are going to mean more and more to the alert retailer and the following details of our new building indicate the provisions we are making for such service:

A Speed-up Arrangement—General offices, record stocks, packing and shipping rooms and indoor truck loading platform, all on the first floor. No delays, no double handling.

Unlimited Floor Space—Nearly 30,000 sq. ft.

floor space exclusive of basement. When the goods come we'll be ready.

Quick Unloading—Our own freight siding delivers goods directly into storage rooms with a single handling. Delivery trucks load and unload right inside shipping room.

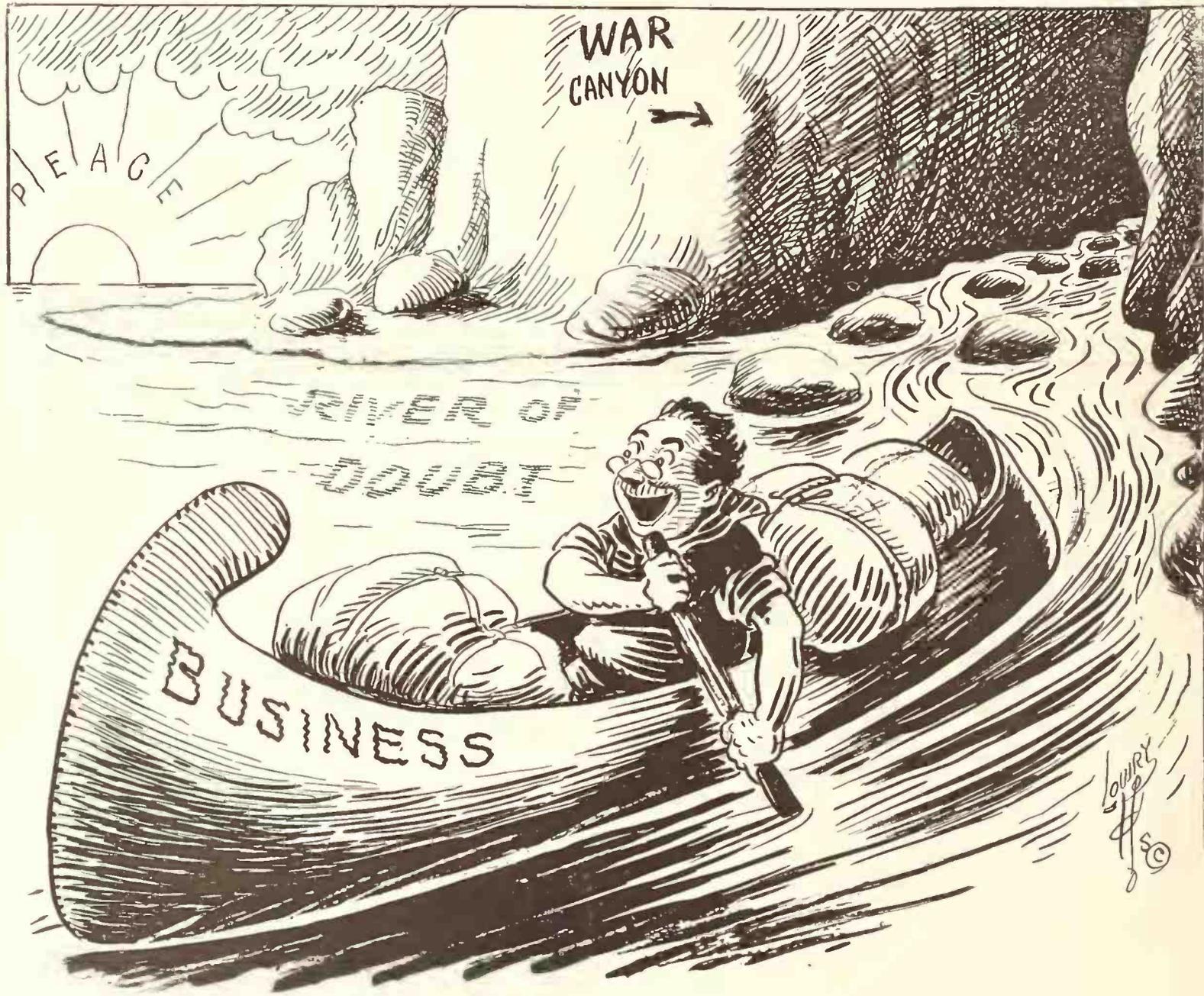
STANDARD TALKING MACHINE CO.

Joseph C. Roush, President

PITTSBURGH



COMING OUT!



The Two Largest Exclusive Victor Wholesalers in the Two Largest Cities.

New York Talking Machine Co.
119 West Fortieth Street

Chicago Talking Machine Co.
12 North Michigan Avenue

FROM OUR CHICAGO HEADQUARTERS

Edward Van Harlingen
William Braid White
A. Snyder

Eugene F. Carey
Arthur E. Nealy

World Office
Republic Bldg., 209 South State St., Chicago
Telephone: Wabash 5774

CHICAGO, ILL., April 10.—In our columns last month we spoke of the greatly increased demand for talking machines and musical instruments of all kinds and tried to analyze this on the basis of the great music education program which is being carried out in our national army camps, with consequent increased appreciation of music in the homes of the people from whose masses our soldiers have been mainly drawn.

This month it will be well to consider what quality of talking machine satisfies this demand and how long the latter will last. Most of the retailers in the talking machine business to-day will tell you without hesitation that the public is demanding a "quality" instrument. A person walks into a store to-day with cash in his pockets and realizes a purchasing independence such as he has never known before. He is not asking for easy terms, but is out to get the best that money can buy. He wants to see the inside of a talking machine as well as the outside. Here it is that those piano manufacturers who have turned a portion of their production into talking machines are making good with the customer. Their long experience in producing cabinet work of the most finished kind well qualifies them for meeting this insistence upon a talking machine not only of good design, but of fine workmanship also.

As to whether this demand for high-grade instruments will continue, the best answer is to be found in the latest bank statements on savings deposits. The State Comptroller's report for savings deposits on December 31 shows that the aggregate deposits for the twenty-three national banks in Chicago, together with the State banks, amounted to \$294,620,422. These figures indicate the amount of savings deposits on hand during the holiday season. The same report for the period ending March 4 showed savings deposits to an aggregate of \$309,509,427. Therefore, during the period of a little over two months savings deposits increased \$14,899,005. Basing Chicago's population at a total of two million, for the sake of round numbers, the per capita saving in December would be in the neighborhood of \$147. By March the per capita average of savings deposit had therefore increased to \$154.25. This steady rise in savings deposits would indicate that the demand for

the pleasure-giving things of life will continue for quite some time. Therefore, it would seem that those who are expanding their facilities for increased production, and who also are building a quality instrument, are making their plans on a broad and sound knowledge of the present market.

Dealers Must Figure Their Needs

The Mandel Mfg. Co. are trying to convince their dealers of the importance of anticipating their needs on account of the extremely heavy influx of orders. In this connection M. B. Silverman remarked: "Overconservatism in buying is just as bad—in fact, worse, than over-speculation. The overconservative buyer finds himself without stock when the demand comes, and as a consequence loses out to his competitor.

"It is a daily occurrence for dealers to send telegraphic orders for one or a few machines with the plea that the factory make shipment on the same day that order is received because customers are waiting for them. Dealers evidently do not realize that a factory could not afford to run its plant if it depended upon orders that come in by wire for shipment on the same day.

"Now is the time for dealers to figure out their possible needs for as far ahead as they can anticipate and place orders accordingly, so as to be sure of having instruments on hand when they conduct their sales or when they make any special effort by advertisements or otherwise to stimulate phonograph business.

"It is better to have a few extra machines on hand for more than one reason, because, in addition to making it possible for the dealer to give demonstrations to prospective buyers, the possession of stock stimulates his own advertising department towards pushing the sale a little more strenuously than he is apt to do with no stock on hand. Hundreds of dealers of the Mandel Mfg. Co. have taken heed of the repeated requests and suggestions made to them and are now looking ahead to the time when they will need machines and are placing orders accordingly."

Remodeling Baldwin Salesrooms

On the first floor of the Baldwin Piano Co.'s Building on Wabash avenue extensive remodeling is going on to accommodate the large dis-

plays of talking machines and records. W. B. Harrison, in charge of the talking machine department, hopes to have the rearranged first floor ready for occupation very shortly and says that even now, before they have got a retail business well under way, they are doing a very satisfactory business. Besides a number of artistically furnished piano demonstrating rooms which will be converted for the use of talking machines, four new record demonstration rooms are being built. Record racks and counter are also in process of construction, and Miss Hague, formerly employed by Adam Schaaf and later with the Manahan Shop on Sixty-third street, will be placed in charge of this department. A complete line of Columbia records will be carried.

Prints Instruction Booklet

A very complete booklet of instructions for the guidance of Empire talking machine users has been printed by the Empire Talking Machine Co. and issued to their dealers. It describes the operation and care of the machine and contains twenty-eight pages of material which owners of any instrument may study to their advantage.

Dealer's Daughter Dances

Helen Marie Spayd, daughter of H. A. Spayd, Victor dealer in Decatur, Ill., with Alice Virginia, entertained Chicago visitors to the Lyon & Healy concert hall early in March by their talented dancing. The afternoons when these young ladies were scheduled to appear were marked by unusually large attendance, which indicates that Chicago was well pleased with its Decatur visitors.

New York Album Man Here

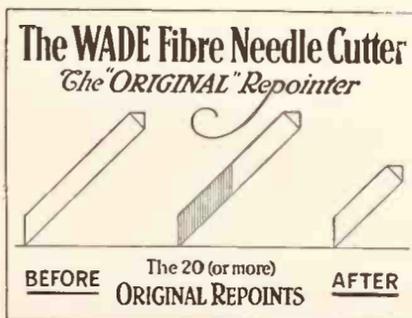
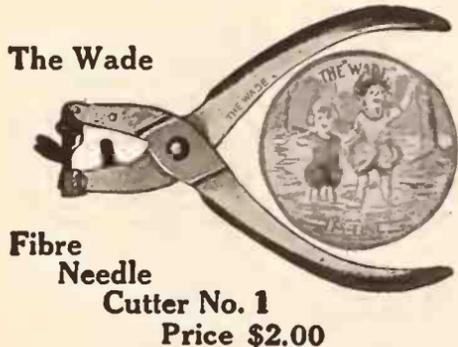
N. J. Potomack, vice-president of the New York Album and Card Co., Inc., was in Chicago for a little more than a week last month introducing the New York record album to Chicago manufacturers and distributors of talking machine supplies. While in the city he stopped at the Atlantic Hotel.

Salvation Army Gets Trade Member

Miss Grace Weaver, formerly connected with the Victor talking machine department of the G. P. Bent Co., dealers in Logan Square, has become a district manager for the Salvation

(Continued on page 95)

NEW PRICES ON THE "WADE" FIBRE NEEDLE CUTTER



Write for samples and Trade Discounts
or Order from your regular Distributor

WADE & WADE, 3807 Lake Park Ave., Chicago, Ill.

VICTROLA PROPAGANDA

EXTRAORDINARY conditions are being overcome. Foresighted Victrola dealers are using all forms of advertising now to strengthen their prestige. Here are Advertising Services which are available to Victrola retailers to aid them in their problems:

Newspaper Advertisements

are the backbone of Victrola advertising. We offer a different newspaper illustration for every week in the year. Sold on a half-yearly basis also; to one dealer in each town only.

Monthly Art Folders

illustrated in full colors are used by many dealers instead of envelopes for mailing the monthly supplement.

Window Display Cards

featuring four of the new records each month. Popularize the new records and help sell the old ones.

Silent Salesman

this is the greatest little indoor selling aid yet devised. It increases your business from each customer who enters your store.

Posters

great, big, daring lithographs, 20 feet long and 9 feet high, which bring the merits of Victrolas and Victor Records before everyone who uses the streets. Get samples free—

and other services—ask for information.

Samples
Free



Victor
Distributors

CHICAGO

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 93)

Army in California. Although the trade hates to lose such progressive workers as Miss Weaver it could not lose her to a better organization than this, which has done such excellent work in the great war.

Theo. A. Wallach With Adam Schaaf

Walter Schaaf, head of the Schaaf establishment on Wabash avenue, has secured the services of Theodore A. Wallach in the Schaaf talking machine department. Mr. Wallach was formerly connected with the Fifty-fifth street shop of Lyon & Healy, Victor dealers.

Produce Attachment for Edisons

The Empire Phono Parts Co. have been experimenting for some time past with an attachment for Edison machines by which these instruments can be made to play lateral cut records. It is believed that the new attachment will find immediate popularity in the trade.

B. & H. Fibre Mfg. Co. Enlarge Factory

Even the modest and inconspicuous little fibre needle is having its big part and its associated troubles in the reconstruction period which follows just after war. F. D. Hall, president of the B. & H. Fibre Mfg. Co., announces that he has taken over the floor immediately beneath that in which his offices are now located, in order to provide himself with more office and factory space.

The greatly accelerated talking machine business of the past month has, of course, resulted in a greatly increased demand for fibre needles. During the war the difficulty in getting suitable bamboo from the Far East necessarily cut down the production considerably. Now it is possible to purchase and import choicest stock bamboo and the only problem confronting Mr. Hall is that of production. To this end he has secured larger factory space and installed additional machinery. He plans to use the former office space as sorting and stock rooms. Also he has done away with most of the intricate belting in his factory by installing separate power-units for each machine. The fac-

tory force has been doubled and by June 1 he expects to more than double the present output. In order to expedite the shipment of bamboo from the Orient, Mr. Hall has just sent a special representative to Japan who will study the bamboo situation in that country and instruct the resident B. & H. agents as to the exact type, age and quality desired.

Invents Stylus-Arm Modifier

Working on the belief that a tone modifier for phonographs to be correct should regulate sound at its source, M. Maltz, president of the Universal Phonograph Attachment Co., has just perfected an attachment for the stylus-arm of talking machines. Mr. Maltz, who for some months past has been experimenting with tone regulation, offers some interesting views on this subject. He claims that all modification of tone, aside from that incorporated in the record itself, must be accomplished in one of two ways, i. e., through decreasing the volume of sound after it has left the diaphragm or by reducing the length of the little vibrations which pass through the stylus-arm. Decreasing the sound after it has left the diaphragm and passed into the tone arm, Mr. Maltz believes, necessitates the use of some sort of a muffler which causes the sound waves to be thrown back toward the diaphragm, interfering with the clear propagation of new waves, whereas the modifier which reduces the waves before they reach the diaphragm interferes in no way with the action of the drum. The new invention constitutes therefore an innovation of which the development will be watched with interest. M. Maltz, the inventor, has been a member of the trade for a number of years past, and has been connected with the sales end of several quite prominent organizations.

Novel Phonograph Folder

Henry Detmer, manufacturer of phonographs, has gotten out a novelty in the way of advertising his machines. A little cardboard cut-out, which when pasted together forms a miniature

talking machine, has been prepared for distribution to his dealers. The miniature machines make an excellent display when distributed about a window.

Novel Subject For Window Display

A modern version of the "Thousand-and-One Nights" legend has been incorporated in a window display of Victor records by Lyon & Healy in their large corner window. The display depicts the tale of the Princess Schehere-



Striking Lyon & Healy Victor Window

zade, who married a sultan with a disagreeable habit of killing off his wives immediately after wedding them, but who avoided their fate by entertaining said sultan 1,001 nights. The Victrola is represented as a modern Scheherezade, ready to entertain with a different selection for each of 1,001 nights. In conjunction with this window display Lyon & Healy advertised in full-page newspaper layouts, using the 1,001 records for 1,001 nights idea in bringing before the public the names of many old but standard selections.

R. H. Walley Now a Traveler

Columbia's local stunt and publicity expert, R. H. Walley, has been promoted to the position
(Continued on page 97)

Your Account With Us

FOR

OKEH RECORDS

Will Be an Insurance Policy Against
EMPTY RECORD SHELVES LOSS OF CUSTOMERS
LOSS OF PROFITS

Record Dealers Reach the Acme of Wisdom

WHEN THEY STOCK UP WITH POPULAR HITS ON

OKEH RECORDS

No Waiting for Delayed Shipments When You Order From Us

MAGNOLA TALKING MACHINE COMPANY

711 Milwaukee Avenue

CHICAGO, ILL.

**One Record in Stock is
Worth Ten On Order**

Your Record Sales of Today Mean Immediate Bankable Profits. **Don't Jolly Your Trade With Promises.** It Does Not Work Long—It Never Pays. **Our Dealers Make No Promises—They Don't Have To.**

Our Dealers' Record Shortage Troubles Ended the Moment They Bought



Success Is Worth While Imitating
GET IN TOUCH WITH US

All the Latest Song
and Dance Hits in
Stock All the Time



A Phone Call, Wire
or Letter Will Bring
Our Representative

VITANOLA TALKING MACHINE CO.
501 WEST 35th STREET, CHICAGO, ILL.

THE "OROTUND"

THE PERFECT ATTACHMENT FOR PLAYING ALL
MAKES OF DISC RECORDS ON THE
EDISON PHONOGRAPH

— Features —

Operates with the lever same as the regular Edison machine.

Tone quality unexcelled, rich and glowing. Needle centers with turn table spindle in playing all records.

Correct weight of reproducer on record for playing all makes with perfect safety.

Descriptive folder mailed to reliable dealers on request

Retail Price, Nickel Plated, \$8.50 Highest Grade Gold Plating \$12.00

COMBINATION ATTACHMENT CO.

20 E. Jackson Boulevard, Chicago, Ill.

Manufacturers of Highest Grade Tone Arms, Reproducers, Attachments for Phonographs for playing all makes of Records. Diamond and Jewel Point Needles, etc.



FROM OUR CHICAGO HEADQUARTERS—(Continued from page 95)

of traveling representative for the Columbia Graphophone Co. in the State of Iowa. Mr. Walley is well known to Chicago talking machine men through his highly successful promotion of Columbia advertising in the city. It was this gentleman who induced many theatrical stars of different shows to appear before the talking machine customers of local dealers. His last "stunt" was the bringing of the Overseas Revue Co. with Elizabeth Brice as star performer to the recital hall of Adam Schaff.

We feel sure that Mr. Walley's previous selling experience, together with his keen sense of advertising values, will make him a success in his new post and prove of great help to the dealers he calls upon.

One of the most important trade happenings this week was the announcement by the Chicago office of the Emerson Phonograph Co. that in the future all business of the Central West States would be handled by that office exclusively. Heretofore this office has attended to small wants only, such as receiving orders and making stock shipments. All billing was handled by the home office and shipments made from the factory. The Chicago Emerson branch will now broaden out its influence, and will take care of its own shipping, including monthly standing orders.

When Manager F. W. Clement, of the Chicago office, introduced the Emerson in Chicago three years ago the office merely handled the territory of Chicago, Indiana, Michigan, Illinois and Wisconsin. He was assisted at that time by one or two travelers. Now his territory in addition to the four above-mentioned States takes in Minnesota, North and South Dakota, Iowa, Nebraska, Kansas, Missouri and Kentucky. The growing business of this office made necessary a reorganization of the business methods of the office. Mr. Clement now has a large crew of traveling men constantly at work and by carrying a complete stock of Emerson goods, making complete

shipments regardless of quantity, and looking after his own billing, etc., he will be able to give better service to Emerson customers. As a further impetus to Emerson record sales a series of newspaper advertisements will be run in Chicago newspapers. Starting with April 18 at least one Emerson advertisement will appear in the newspapers every other day. He will alternate half-page displays, full length single-column and smaller single-column inserts. On Sundays in the newspapers which have a large out-of-town circulation he will have the largest space, believing that in this manner he will help Emerson dealers in nearby towns.

A preliminary announcement to dealers telling of the big advertising campaign Mr. Clement is about to embark in is contained in a folder reproducing twelve full-size copies of advertisements to be run starting April 18. The advertisements contain attractive illustrations and the copy throughout is snappy and readable. A half-page spread starts out "Just shut your eyes—and listen! Ah-h-h! That syncopated jazz! That dreamy Southern melody! That—but why go on? Listen to these Emerson hits, etc." The smaller ads limit their appeal to one record, but the reader cannot fail to see and be impressed by the record advertised.

Take More Space

Cole & Dunas, jobbers of records, supplies, accessories and machines, have contracted for additional floor space in their present location at Dearborn and Lake streets. The new space will be used principally for stockroom purposes, and when occupied will give them three times their present available space. This concern has just taken over the Chicago jobbing agency of the new Gennett line of lateral cut records.

New Victor Dealer

L. E. Noble, of the Wurlitzer Co., tells of a new Victor dealer established in Indianapolis. Ind. H. E. Whitman, of the Circle Talking Machine Shop, had his formal opening last

month and bids fair to become one of the principal Victor men of northern Indiana. He handles Victor exclusively.

Three New Models

T. V. Garvin, of the Gartrolean Mfg. Co., announces that they have developed three new models which they are introducing to the trade at the present time.

Six Best Sellers

The six best Victor sellers are: "On the Wings of Song," "Ja-Da" and "Alcoholic Blues"; "I'll Say She Does" and "You're Some Pretty Doll"; "Mammy's Lullaby" and "Sweet Hawaiian Moonlight"; "Kisses" and "Mickey"; "Come on, Papa," "How Ya Gonna Keep 'Em Down on the Farm?" and "Tears."

Columbia announce the six best as follows: "Out of the East" and "Singapore"; "Kentucky Dreams" and "The Girl Behind the Gun"; "How Ya Gonna Keep 'Em Down on the Farm?" and "When Yankee Doodle Sails Upon the Good Ship Home, Sweet Home"; "Your Boy Is on the Coal Pile Now" and "Look What My Boy Got in France"; "Come on, Papa" and "Oh, What a Time for the Girlies When the Boys Come Marching Home"; "Baby's Prayer Will Soon Be Answered" and "I'm Glad I Can Make You Cry."

The six best Edison sellers are: "La Calumnia" and "Inno di Garibaldi"; "Caprice Espagnol" and "Souvenir"; "Easter Chimes" and "Easter Fantasia"; "For All Eternity" and "I Dreamt That I Dwelt in Marble Halls"; "Le Regiment de Sambre-et-Meuse" and "Sabre and Spurs March"; "Frivolity" and "Jazbo Jazz."

Pathé best sellers are: "As You Were" and "Have a Smile"; "The Better 'Ole" and "Little Italy"; "Romeo and Juliet"; "When You Look in the Heart of a Rose" and "Kisses"; "The Rose of No Man's Land" and "Singapore"; "Pahjamah" and "Till We Meet Again."

The six best Emerson sellers are: "How 'Ya

(Continued on page 99)

TRANSFER NAME-PLATES

We make the Transfer Name-Plates and Trade-Marks for the largest talking machine manufacturers in this country and for dealers in every state.

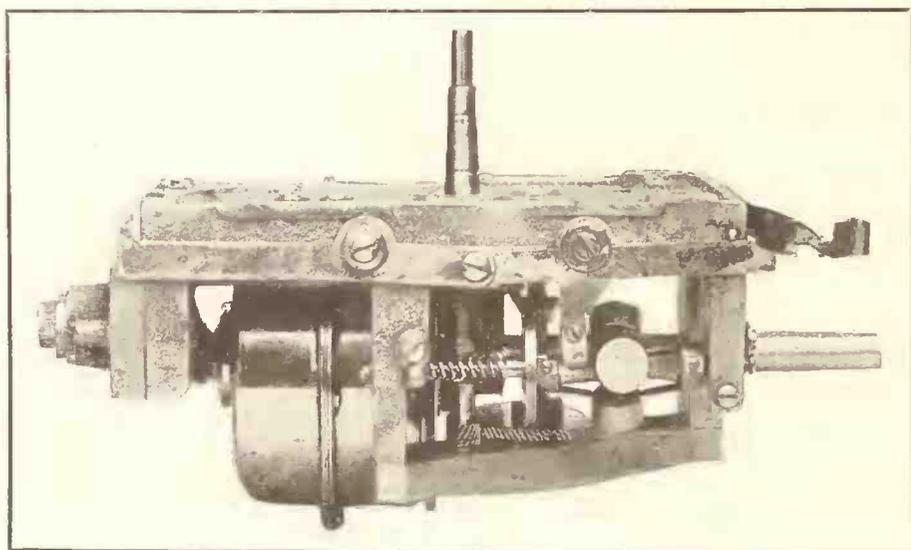
YOUR NAME, Mr. Dealer, on every machine brings the owner back to you for records and his friends to you for a machine.

Samples, Suggestions and Sketches Furnished Free

THE MEYERCORD COMPANY, CHICAGO

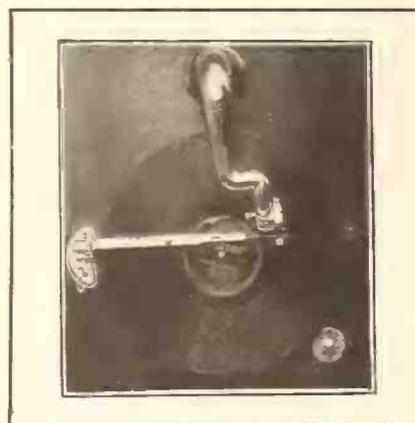
Largest Manufacturers of **DECALCOMANIA** Transfer Name-Plates

— THE —
MOTOR *of SERVICE and QUALITY*
UNIVERSAL
PHONOGRAPH MOTOR



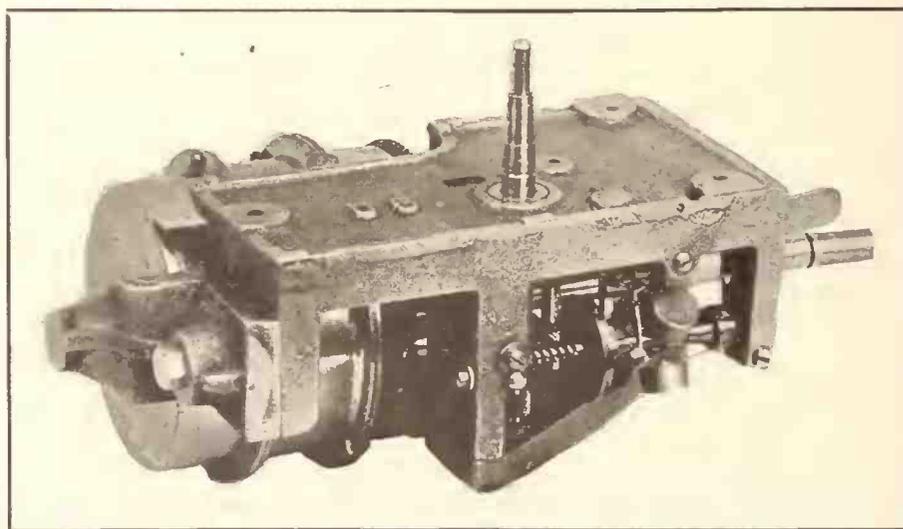
UNIVERSAL MOTOR No. A5

QUIET
 IN RUNNING
 NOISELESS
 IN WINDING
 THE
 PERFECT MOTOR



UNIVERSAL
AUTOMATIC
STOP

Manufacturers
of
MOTORS
tone ARMS
SOUND BOXES
NEEDLE CUPS
NEEDLE CUP COVERS
And All
PHONOGRAPH
ACCESSORIES



UNIVERSAL MOTOR No. A6

SAMPLES and PRICES on REQUEST

Universal Stamping and Manufacturing Co.

CHICAGO, ILL.

1917 - 1925 SO. WESTERN AVENUE

FROM OUR CHICAGO HEADQUARTERS

(Continued from page 97)

Gonna Keep 'Em Down on the Farm" and "When You See Another Sweetie Hanging Around"; "After All" and "Kentucky Dream"; "Salvation Lassie of Mine" and "I Think I'll Wait Until They All Come Home"; "How Are You Goin' to Wet Your Whistle?" and "Heart Breaking Baby Doll"; "Sundown in Birdland" and "The Boy and the Bird"; "Beautiful Ohio" and "The Land of Beginning Again."

The month's most popular Empire records are: "Liza Jane" and "Ja-Da"; "Oh, What a Lovin' the Girls Will Get When the Boys Come Home" and "A Khaki Lad"; "Madelon" and "Lucille"; "Ching a Ling" and "Hindustan"; "My Doughboy" and "Goulash" and "Me-ow" and "I'm Always Chasing Rainbows."

Chicago the Center of Attraction

Chicago is a great talking machine center and dealers know it. The past month has witnessed an influx of music dealers from all parts of the country, who are all here for the same object: talking machines and yet more talking machines. The other day an old gentleman from Ohio walked into The World office in the Republic Building and with a quaver in his voice timidly asked if anyone knew where he could purchase a few machines. His face wore the look of one who fears he has provoked an insult, in fact, he looked as though he rather expected to be thrown out of the office. He explained that his customers were growing impatient at his continued excuses and that he simply must place instruments of some sort or other on his floor immediately. Looking over the field he thought of Chicago, and, forthwith, came here. He wasn't disappointed.

The next day he was back in the office smiling to say that, although he hadn't obtained just the particular make he had desired, he had succeeded in getting machines of a type and quality equally good, and that was the big thing so far as he was concerned.

This dealer is only one of many who have gone through similar experiences. Retailers throughout the country who have discovered their regular manufacturers to be greatly oversold have gone forth in search of machines to supplement their regular lines with results much to their advantage. Not in any way to advise the curtailment of orders with regular manufacturers, of course [for if the regular sources of supply are oversold there is always a good reason, which is good machines], but the business of selling talking machines is bread and butter to the talking machine dealer, and how is he to sell more machines if he is unable to get more? Moral: take the next train to Chicago.

New Concern Manufacturing Arwalls

The Arwall factories located in Minneapolis, Minn., have taken over the talking machine business of the Central Wood Turning Co., who have been manufacturing the Arwall machines, and will continue to make these instruments on

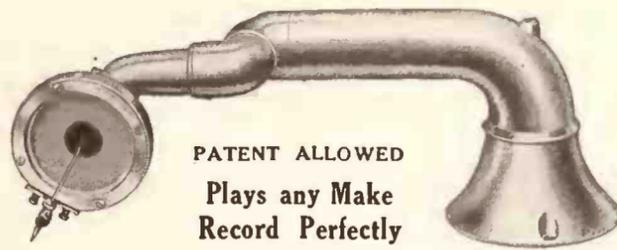


Tone Arm and Reproducer



Beware of unscrupulous infringers. We intend to protect our rights and our customers by prosecuting all infringers.

**No Springs
Nor Weights
To Adjust**



**Made in
Four
Lengths**

**PATENT ALLOWED
Plays any Make
Record Perfectly**

Its appearance alone, when attached to your phonograph, will greatly enhance the selling value of your machines, both to the trade as well as to the ultimate purchaser, and when it has been demonstrated on all of the different types and brands of records, the tonal quality of its reproduction will appeal to the most critical musician.

"Designed by an artist and manufactured by a master mechanic," is the apt verdict of a veteran in the phonograph industry. We are in position to supply the needs of a few more high-class phonograph manufacturers, and to guarantee prompt shipments.

Write us for prices and descriptive circular

THE EMPIRE PHONO PARTS COMPANY

Sales Office: 425 So. Wabash Ave., CHICAGO, ILL. Factory: CLEVELAND, OHIO
Address all inquiries to Chicago Office

a larger scale. At the head of the Arwall factories are J. Earle Moore, H. M. Farland and E. E. Merrill. The latter is a member of the well-known firm of Stacy Bros. & Merrill, wholesale fruit dealers.

Shipping Cases in Demand

The enormous sales of talking machines throughout the country are having their effect on subsidiary lines at the present time. Shipping cases seem to be in immediate demand everywhere, and concerns making these are working overtime in an attempt to supply the incessant demands of manufacturers. President A. J. Fitzsimmons and Sales Manager Jacob Frankel, of the Western Veneer Products Co., passed through Chicago the first of the month, and tell of how their concern is working day and night in order to take care immediately of the orders in hand. They have a large plant in St. Louis, at which they are turning out on an average of two carloads of veneer shipping cases per day and are employing at the present time

250 men and women. The Western Veneer Products Co. obtains its wood from mills in Parma, Mo., and Nobel, Ark. They have contracts running as high as 60,000 boxes per concern per year, says Mr. Frankel. As a tribute to the Talking Machine World he states that over 75 per cent. of the concern's business has been the result of advertising in this publication.

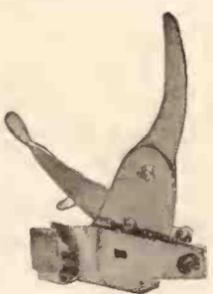
A New Service for Edison Dealers

The Edison Information Bureau is a new service department of the Phonograph Co., organized for the purpose of serving its dealers by direct-to-customer advertising. All the trouble of sending out lists of records, announcements, etc., is taken from the hands of Edison dealers. The Phonograph Co. have compiled a customer list from all of their dealers and as a first step have announced the establishment of the new bureau in cards addressed to all of these customers. In these cards they make the following request, "Do not send any orders to this
(Continued on page 100)

Equip Your Phonographs With Perfect Automatic Brakes

**Samples
\$1.00 Each**
Cash with order

State make,
of tone arm used



**Also made
with long
brake shoe
for 1 inch
offset**

Patented Aug. 28, '17

Simple construction and easily attached.
Made in four styles to fit any make of tone arm.

Write for attractive quantity price

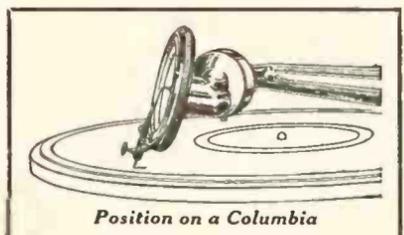
PERFECT AUTOMATIC BRAKE CO.
Room 400, 425 S. Wabash Ave., Chicago

The ALL-IN-ONE



Position on a Victrola

**The Attachment
You
Don't Remove**



Position on a Columbia

THE "ALL-IN-ONE," THE ONLY ATTACHMENT FOR VICTOR AND COLUMBIA MACHINES, FOR PLAYING ALL MAKES OF DISC RECORDS. ONCE attached to the tonearm it equips your machine permanently WITHOUT ANY FURTHER CHANGE OF THE POSITION OF THE REPRODUCER. Formerly it was necessary to have the "VICTOR" or "COLUMBIA" equipped with two individual tubes or attachments to play the HILL and DALE and LATERAL CUT records. It operates perfectly and in no way blocks the free passage of tone. The "ALL-IN-ONE" is the ONLY attachment for "VICTOR" and "COLUMBIA" OWNERS. A child can operate it. NO ANNOYANCE OF DISASSEMBLING. THE "ALL-IN-ONE" is manufactured in two styles, one for the "VICTOR" and one for the "COLUMBIA."

Retails at \$1.50

CULLEN, MARSH & COMPANY

F. J. Kaumanns, Sales Manager Inventors and Mfrs. of the ALL-IN-ONE attachments

21 East Van Buren Street, Chicago, Ill.

Canadian Distributor, L. J. BOURGETTE, 3 Woolworth Building, MONTREAL, QUEBEC



“ACME” Speed Indicator

For Setting and Testing Phonograph Motors

A Truly High Grade Instrument for Service and Accuracy

HALF SIZE

SO SIMPLE A few seconds to set motor at required speed.
SO SENSITIVE The slightest variation of speed detected.
SO HANDY Motor can be tested while machine is playing.
SO DURABLE Will withstand indefinite use.

THE HIGHEST GRADE OF MATERIAL

THE MOST EXPERT WORKMANSHIP

Write for Particulars

ACME ENGINEERING & MANUFACTURING CO., 1622 Fulton St., Chicago, Ill.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 99)

bureau, for it does not carry any stock”; this last for the protection of dealers.

The new bureau will come as a great boon to Edison dealers and will doubtless have the effect of speeding up the business of any who are not fully alive to their opportunities.

The Phonograph Co. has been sponsoring a number of Edison tone tests in Chicago and vicinity during the past few weeks. H. L. Lyman, flutist, and Ida Gardner, contralto, have been appearing in these tests. The dealers under whose auspices they appeared have expressed great enthusiasm over the concerts and believe that they have been distinct aids to business.

Meet Tax With Increased Output

H. L. Coombs, of the New York Recording Laboratories, passed through Chicago during the last week of March. At The Talking Machine World's Chicago office he expressed great con-

fidence in a continuance of the present boom in record business. “Pursuant to our policy in the past of absorbing the additional taxes put upon records,” he announced, “we have absorbed this last tax of 5 per cent. In order to mitigate this additional burden we have installed twenty-five new record presses and within a very short time we shall have more than tripled our present output. Our increased sales will be made to take care of the new war tax, and our dealers and customers will not be asked to absorb it.”

Eastern Sonora Men in Chicago

Frank J. Coupe, director of sales and advertising of the Sonora Phonograph Corp., spent a week in Middle Western territory, getting in touch with Sonora dealers and conditions generally. C. M. Van Dusen, service man from the Sonora factory, was in the city about the same time. The latter spent two weeks with Mr. Golder's Middle Western dealers. L. Golder,

who is at the head of the Chicago Sonora offices, said that business was very good, too good, in fact, and predicted that it would continue in its present state of great prosperity for eighteen months or more. M. Kiel, of the Ohio Sales Co., Sonora jobbers in Ohio, visited Chicago during the month and reported similar optimistic conditions in his State.

A New Universal Cut Record

John A. Steinmetz, president of the Empire Talking Machine Co., announces that his laboratories have perfected a new universal cut record which will be ready for the trade some time in April. The new records, as their name indicates, can be used on any make of machine, whether it be fitted for playing lateral or vertical cut records. Preliminary announcements of the new records have met with such hearty

AMBEROLA SERVICE

As the Edison Cylinder products are not controlled by zone system, dealers anywhere can take advantage of **LYONS' SERVICE**; which is efficient, skilled, and up-to-date.



Contrary to the general impression, the cylinder line **IS NOT A THING OF THE PAST**. It is absolutely the best value offered the public today.

J. I. LYONS

17 W. Lake St.

Chicago

ATTENTION DEALERS and JOBBERS

WE PAY

SPOT CASH

FOR YOUR

OVERSTOCK RECORDS

Any make. No quantity too small or too large. All correspondence strictly confidential.

ILLINOIS RECORD SERVICE

Commercial Bldg. Chicago, Ill.

MANUFACTURERS' ATTENTION

Send us at once your catalog of repair parts and motors. Every manufacturer should get in touch with us so that he may be sure of immediate repairs when needed.

Universal Talking Machine Repair Insurance

Backed by

Van DeMarks Corporation

15 years at 305 E. 43rd Street, Chicago

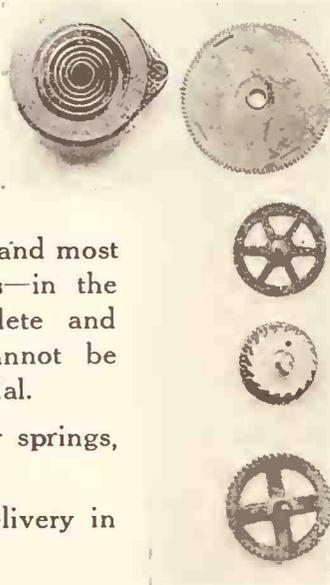
Repair Parts

For All and Every Motor That Was Ever Manufactured

WE can supply any part. The largest and most complete assortment of repair parts—in the United States—on hand, for old, obsolete and present-day motors. If your order cannot be filled from stock, we will make it up special.

Special prices on main springs, governor springs, micas, etc., in quantity lots.

Steel needles on hand for immediate delivery in loud, medium and soft tones.



INCORPORATED UNDER THE LAWS OF ILLINOIS

Consolidated Talking Machine Co.

Manufacturers of

SUCCESSORS TO
 Standard Talking Machine Co.
 United Talking Machine Co.
 Harmony Talking Machine Co.
 O'Neil-James Co.
 Arctico Co.

High Grade Talking Machines, Disc Records, Talking Machine Supplies, Etc.

227 W. Lake Street, CHICAGO, ILL.



TRADE MARK "CONSOLA"

CABLE ADDRESS "CONSOLA"

REPAIRS

Correct Repairing for the trade

Send your motors by parcel post

VAN DEMARK'S

15 Years at

305 E. 43d ST., CHICAGO

?

Why The Mandel Phonograph?

Dealer and consumer have a right to ask "Why the MANDEL?"

We make the MANDEL—every inch of it. Skilled artisans in cabinet construction are well paid to put their best selves into their work. "Quality First," is the slogan in our Benton Harbor cabinet factory. Our men take pride in their work as reflected in the lasting qualities of the beautiful cabinets we turn out.

And in our Chicago factory we make the motors, tone arms, reproducers, and all of the other metal parts that go into the MANDEL talking machines.

Visitors marvel at the rigid inspection through which we put every motor before it is finally approved.

So the finished product leaves our factory ready to perform its mission in every home that claims a MANDEL, because it embodies the highest points of perfection known to phonograph making.

When the dealer asks, "Why the MANDEL," we say—because it is made by one manufacturer who assumes the entire responsibility for the proper performance of the instrument.

When the consumer asks, "Why the MANDEL," we say—because he gets greater value for the price paid than he could get in any other phonograph.

Yes,—the MANDEL is indeed the logical phonograph.



*Three Thousand Dealers Are Selling Mandel Phonographs
Your Territory May Be Open Write To-day For Our Co-operative Selling Proposition*

LIBERAL DISCOUNTS

LIBERAL TERMS

MANDEL MANUFACTURING COMPANY, Inc.

501-511 S. LAFLIN STREET

CHICAGO, ILLINOIS

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 100)

WHO

Built the Talking Machine You Just Sold? Are you satisfied that it is Going to *Stay* Sold? If Not, then It's Time to Consider the

LINERPHONE



Model 400

The Talking Machine That STAYS SOLD

because case design, workmanship and equipment are of the very best

Write for Specifications

**LINERPHONE
TALKING MACHINE CO.**

1801 Nebraska Ave.
CHICAGO, ILL.

approval from Empire dealers that Mr. Steinmetz has decided to make forthcoming supplements to the Empire catalog entirely of the universal type. The vertical cut records, however, will not be discontinued altogether; those now listed will still be carried in stock. It is claimed for the new Empire dance records that they will run for approximately six minutes. The first supplement of the records will be called the "May" issue, but will probably be on the market about the 15th of the month.

Karl Baackes Returns From Service

Karl Baackes has received his discharge from military service and has returned to his duties with the World Phonograph Co., of this city, as assistant secretary and treasurer. Mr. Baackes attended the Third Officers' Training Camp at Camp Lee and was duly commissioned second lieutenant of infantry. He was then sent to the Tenth Regular Army Division at Camp Funston, Kan. He was for a short time regimental intelligence officer and then was appointed aide-de-camp to Brigadier-General Hickok, of the Nineteenth Infantry Brigade, and promoted first lieutenant.

W. H. Reed Heads Eastern Office World Co.

W. H. Reed, Jr., has been elected president and general manager of the World Phonograph Sales Co., of Pittsburgh, Eastern distributors for the World Phonograph Co., Chicago. The company has opened attractive quarters at 237 Fifth avenue, where a full line of World phonographs is carried. The growing demand for machines in the Eastern field led to the decision to establish a strong Eastern representation. Mr. Reed was selected as head of the company because of his long and successful experience in the music industry.

Believes in Good Working Environment

A few years ago a movement was set on foot to investigate more carefully the health of workers employed in factories. The argument is that better light, air and sanitation tend to increase the efficiency of a worker from 25 to 50 per cent. When this argument was first set forth there was more or less debate as to its possibilities. Many factory owners were approached on this subject, but few of them gave it immediate consideration. Most of them were slow in getting there and still others have even up to this time paid little attention to it. One company, however, which has believed in a sanitary factory from the day of its origin is the Hiawatha Talking Machine Co.

When the Hiawatha Co. started in business it was known as the Ottawa Pianophone Co. Located at Ottawa, Ill., the factory was in many respects not perfect so far as sanitation was considered and was therefore entirely remodeled. The Hiawatha Co. had made wonderful improvements in this old plant up to the time of its destruction by fire a year ago in March. The company then acquired their present big plant at Geneva, Ill., and proceeded to change their name from the Ottawa Pianophone Co. to the Hiawatha Talking Machine Co. Manager Moynahan is a strict believer in good air, plenty of sunshine and sanitation, and before opening the new plant he saw to it that all three requirements were met. The new plant, according to Mr. Moynahan, is responsible for a marked increase in the men's efficiency. He has kept close watch on a number of the old employes who worked at the Ottawa plant and has seen his theory proved by carefully prepared tally sheets and by monthly comparisons regarding their work.

Output Keeps Pace With Sales

Ernest C. Cook, secretary and general manager of the World Phonograph Co., of this city, finds that the sales of World phonographs have jumped 100 per cent., but he keeps on smiling because his production has kept pace with demand. The secret lies in the fact that, from the milling room in the basement of the factory to the drying room on the fifth floor, each step in the construction involves the use of parts made entirely within the same factory. Dependence upon possibly unreliable outside contractors is

thus reduced to the minimum. The horn, tone arm and the motor are all built on World patents, and are exclusive World products. Mr. Cook states that his automatic drying room houses one hundred machines at the close of each working day and is cleared on the day following for one hundred more. At the present time the company is specializing on the new World design No. 175, an exclusive and handsome type of phonograph on which application has been made for letters patent.

Place New Motor on Market

The Security Tool Works, a concern which has been devoting all its time and energies to Government war contracts, now finds its large manufacturing facilities partly unoccupied and has entered the talking machine business for the manufacture of motors. Previous to the war this concern was doing business as a partnership, but the enormous increase in its activities during 1918 forced it to expand and a corporation was formed with greatly increased capital. W. L. Lindgren, president and treasurer, was one of the original founders of the business. He is of Swedish descent and has a profound knowledge of mechanics springing from his early training across the water and his many years of executive experience in this country. H. B. Chandler is secretary and general manager of the corporation and has had valuable experience as an executive employed by two of the foremost metal manufacturers of the Middle West. A. Abrahamson is vice-president of the company, and is also well versed in mechanics.

The principal point of difference between the new motors of this company and others familiar to the trade is the use of upright governors. L. Abelson, connected with a well-known sales organization of the country, has formed a separate corporation to market the Security motors to the trade.

New Specialty Mfg. Co.

J. Brandstetter, recently experimental engineer for the Conley Camera Co., of Rochester, (Continued on page 104)

Are You "Hep"

to the fact that the new

**Firestone
PHONOGRAPH**

has become tremendously popular in a very short space of time?

Why?

Because the

**Firestone
PHONOGRAPH**

possesses *all* the qualities that the buyer desires of the phonograph.

Good business ahead, Mr. Dealer!

Ask for a peek at our proposition, NOW

**Firestone
PHONOGRAPH
CO.**

59 E. Van Buren Street
CHICAGO, ILL.

Mr. L. W. Dealer:—Displayed herewith are our new Models—strikingly original and of distinctive individuality—the “classiest” showing of the year, real “beauties”—possibly the very instrument you have been looking for—Let us tell you more about the

TEL-O-TONE

in our
New, Illustrated Catalog
Our Proposition is a Winner
and the details will interest you.



ETUDE
Mahogany or Oak
\$120



MATINEE
Mahogany or Oak
\$140



MINUET
Mahogany or Oak
\$90



ENCORE
Mahogany or Oak
\$170



PREMIER
Figured Mahogany
Gold Plated
\$200

May we enlist you in our Co-operative Distributing Plan?

TEL-O-TONE Representation

MEANS

Invincible Leadership in Any Territory

Anticipate Your Requirements and JOIN US

Catalog with Full Particulars for Live Wire Dealers Only

WRITE TODAY

Wholesale Dealers are invited to get in touch with us for
Exclusive Distributing Territory

Retail Dealers find our Line a real “Musical Find” with
Unusual Selling Possibilities

THE WESTERN NEWS COMPANY, 21-29 East Austin Avenue, CHICAGO, ILL.

FROM OUR CHICAGO HEADQUARTERS
(Continued from page 102)

Minn., has established a manufacturing plant at 1622 Fulton street, this city, under the name of the Acme Engineering & Mfg. Co. Among other work of an engineering nature Mr. Brandstetter is taking up the construction of talking machine specialties, both in the experimental and finished stages, and in view of a successful past record in the design of some well-known sound boxes, motors and tone arms, he brings a wealth of experience to his latest endeavor. Just at present the company is putting on the market a new and scientifically constructed speed indicator for setting and adjusting talking machine motors.

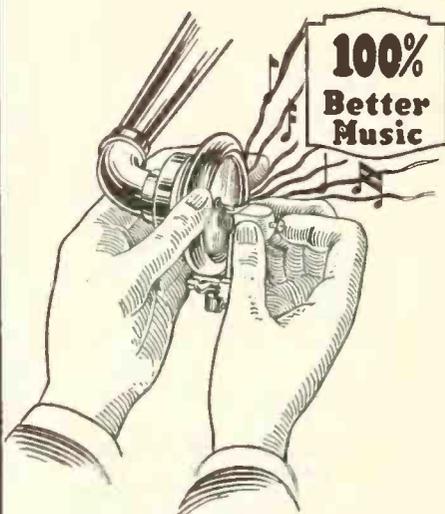
Combination Attachment Co. Reorganize

The Combination Attachment Co. announce this week that they have reorganized for the purpose of increasing their business. The new officers are I. K. Scotford, president; Peter Ness, vice-president; Wm. Tures, secretary, and Leigh Hunt, treasurer. This company was originally organized July, 1915, by Mr. Tures, H. P. Brace and Peter Ness.

Secretary Tures has been associated with the talking machine industry for some twenty-two years, and since the organization of the Combination Attachment Co. he has devoted his entire time to the business. His work has been to make improvements in equipment and tone quality, and that he has been successful is evidenced by the popularity of his Orotund reproducer. He is said to be not only the first to bring out a reproducer with the stylus bar behind the diaphragm, but also one of the pioneers in developing the composition diaphragm.

President Scotford is also a close student of talking machine equipment, and has had one hundred and fifty patents granted him. Besides being the founder and president of the Superior Type Co., of Chicago, the largest concern of its kind in the country, he is also vice-president of the Hill-Independent Mfg. Co., of Philadelphia, Pa.

IMPROVES THE TONE
of all
PHONOGRAPHS



(Patent pending)

Little MARVEL WONDER attached to stylus eliminates the metallic sound and surface noises and makes the tone more natural.

The Universal Tone Modifier adjusts to any make phonograph in a jiffy. Retail price \$1.00
Sample sent on receipt of \$1.00 Price per dozen \$7.00 Price per gross \$67.50

UNIVERSAL PHONOGRAPH ATTACHMENT CO.
25 N. DEARBORN ST. CHICAGO, ILL.
Write for exclusive agents' proposition

Vice-President Ness has been connected with the company since its organization in 1915. Mr. Hunt, the treasurer, is a man of much experience in jobbing and distributing phonographs and is well known to the trade. The company were formerly on the fourth floor of the United States Annuity & Life Building, but moved to larger quarters on the fifth floor March 1.

Development of the Widdicomb Console

In view of the increasing popularity of the Widdicomb console type of talking machine a little explanation as told to a World representa-

tive of how the concern came to adopt this name might be of interest to the trade. The Widdicomb Furniture Co. is one of the oldest manufacturers of very high grade, expensive furniture in the country. They have specialized on period designs, matched bedroom sets, etc. In their long experience with art furniture the console, which is a piece of furniture in the shape of a table or chest intended to stand against the wall and which has an historical record centuries old, appealed to them in con-

(Continued on page 106)

Know Before You Order



- What type and make of motor
- What capacity has motor
- What make of Reproducer
- What make of Tone Arm
- What type of Tone Chamber
- What grade of Veneers
- How many operations to finish cabinets

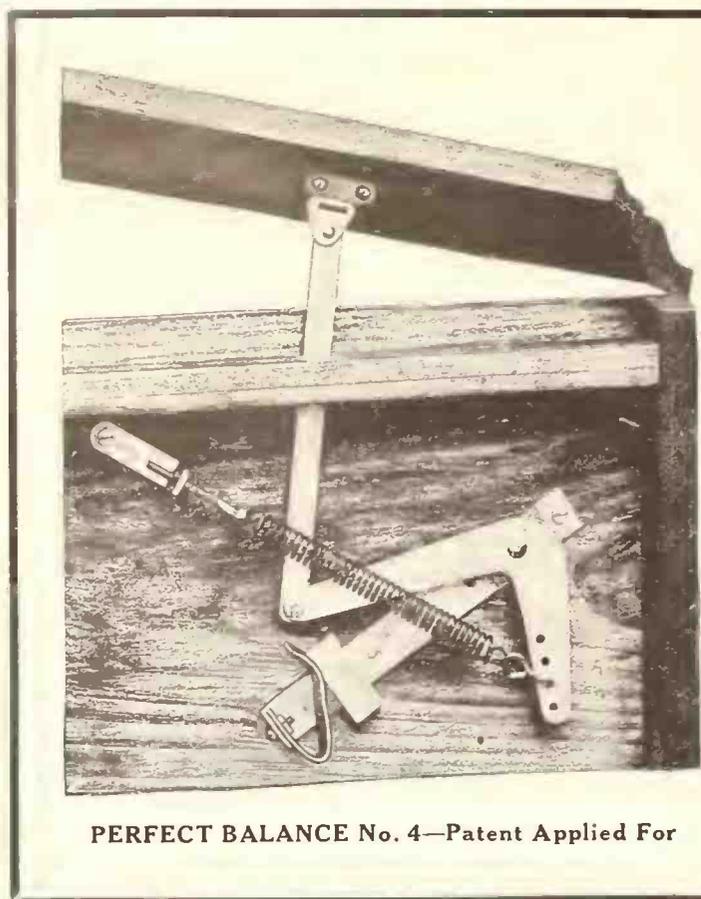
This information and your initial order will prove our claims.

Very Respectfully Yours,

Hiawatha Phonograph Company 209 South State St. Chicago, Ill.

The Phonograph Dealer who will make the money this summer is the man who has the *right* instrument on his floor—and who has the knack of seeing its beauty and hearing its melody through the eyes and ears of his best customers.

The secret of this invaluable knack will be made public on this page in thirty-three days by the one Phonograph whose name really spells “Music” to your customers—*The Nightingale*.



PERFECT BALANCE No. 4—Patent Applied For

Bang! A Smashed Finger!!

And Right in the Middle of a Demonstration!

How will you explain the mishap to your customer, the falling down of the cover at the critical moment, when all attention was concentrated on the beauty of the music?

Now if your machine had only been equipped with the

Chicago Cover Balance Number 4

no excuses would be called for. Your prospect's attention would have remained *concentrated* on the beauty and desirability of your machine, not on its *defects*.

The cover is "PUT" and "STAYS PUT"

WE ALSO MANUFACTURE CONTINUOUS AND GRAND TOP HINGES

Chicago Hinged Cover Support and Balance Company
2242-44 W. 69th Street
CHICAGO, ILLINOIS

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 104)

nction with talking machines. They have succeeded in working out a series of artistic designs in both cabinet and console styles that seem to attract a very high class of trade, and at the same time are priced retail at most moderate figures.

Johnson Experimental Laboratory

An interesting phase of the Johnson Motor Co.'s work in producing and developing an electric motor adapted to talking machines is that of the Johnson Experimental Laboratories at their office building on West Lake street. Here they have thoroughly investigated every motor trouble which has turned up throughout their long years of experience. The use of better material in one place, or the application of some ingenious invention to the motor in another, has invariably succeeded in overcoming every weakness. However, the activities of the experimental department are not confined to perfecting the Johnson motor. Much time is devoted to other possible inventions, especially

accessories and attachments which might prove desirable purchases for owners or prospective owners of expensive machines. This laboratory employs ten men and is equipped with machinery specially adapted for experimental research. It has brought great results in the matter of giving dealer and customer alike better service. J. M. Johnson, president, is extremely enthusiastic over future conditions. It is his belief that prosperity in the talking machine business will last, not only for another year, but for another four or five years. As regards the electric talking machine business in particular, he is even more enthusiastic, founding his beliefs upon the idea that the public is always wanting something better and that the machine with the electric motor is the one they will eventually buy. Although Mr. Johnson is receiving foreign orders every day he states that he is taking care of home trade first, and intends immediately increasing his factory space to handle a larger volume of business.

The Value of a Good Slogan

The Western News Co. believes that after perfecting a talking machine and making it a musical instrument the next thing to do is find a suitable slogan which correctly impresses customers with the ideals embodied in their product. They attribute much of the success of the Tel-o-Tone models to their insistent repetition of the slogan, "The Soul of Music Dwells Within." When it is remembered that certain well-known slogans are household words throughout the country it will be agreed upon that a good slogan is a great asset. They believe, also, that the class of trade a manufacturer wishes to attract can be influenced through the kind of slogan used. The men who are managing the Tel-o-Tone are confident that the present conditions of good business will continue for a long period, and, practicing as they preach, they are preparing for greatly increased output. They seem to be receiving a great many foreign inquiries at the present time, especially from Ireland. The main reason for the big business with the "Emerald Isle" is to be found in the dislocation of manufacturing throughout Great Britain during the war, which is not yet completely stabilized.

Manufacture New Motor

Previous to the war the Universal Stamping & Mfg. Co., of Chicago, were well known to the trade as talking machine motor manufacturers. When the war broke out they discontinued the manufacture of motors to devote the plant entirely to war work. They now announce that they have completed all war contracts and have again taken up the manufacture of motors.

They intend to devote their entire building, which has forty thousand square feet of floor space, to the manufacture of high-grade talking machine motors, which will be known to the trade as "A5 two-spring" and "A6 three-spring." They state that they have set a standard for themselves in the manufacture of these new motors which will require the use of the highest grade material obtainable. They are also manufacturing a complete line of phonograph accessories and are devoting much time to a patented automatic stop, known to the trade as the Universal automatic stop, the Universal sure stop and the Star stop. The return of the Universal Stamping & Mfg. Co. to the trade brings back a number of men long experienced in the manufacture of talking machine motors and parts. A. W. Monson is president of the concern, John Kucki vice-president, and E. S. Gillespie sales manager.

L. C. Wiswell Goes to Camden

Leslie C. Wiswell, of Lyon & Healy, Victor distributors, left early in the month for a week's visit to the Victor factory at Camden, N. J. He says that both retail and wholesale Lyon & Healy have enjoyed an exceptionally good trade during the last thirty days.

Hiawatha in New Quarters

The Hiawatha Phonograph Co., who were formerly located on the eighth floor of the Republic Building, have removed to 1200 in the same building. They now have three rooms, one of which will be used for the display of sample models, while the others will be a general office and a private office. Plans are also being drawn up for the construction of an addition

Genuine Period Styles

Authentic adaptations of Adam, Louis XVI, Sheraton and Queen Anne periods, harmonizing perfectly with the styles whose names they bear, are a feature of the case work on the Marvelous

MAGNOLA "Built by Tone Specialists"



Watching The Music Come Out

Give us the Opportunity to tell you more about this and other sales-making features of MAGNOLA construction, by sending us your name and address.

We have a handsome catalog, illustrated in colors, that tells Magnola's story—and is yours for the asking.

MAGNOLA TALKING MACHINE COMPANY

OTTO SCHULZ, President

General Offices
771 MILWAUKEE AVENUE
CHICAGO

Southern Wholesale Branch
1530 CANDLER BLDG.
ATLANTA, GA.

Manufacturers!!

We desire to get in touch with reliable concerns manufacturing cabinets, motors, general hardware, and various phonograph accessories. We are in an excellent position to distribute your product throughout this territory.

COLE & DUMAS MUSIC CO.
54 W. Lake St., Chicago, Ill.

FROM OUR CHICAGO HEADQUARTERS (Continued from page 106)

to the Hiawatha plant at Geneva, Ill. This last for the purpose of enabling the company to keep up with the increasing demand for Hiawatha machines.

Unit Construction Co. Open Local Office

The Unit Construction Co., of Philadelphia, has recently opened up branch offices in the Lyon & Healy Building, this city. The purpose of this move is to insure efficient service in connection with the installation of Unico demonstration booths, record racks, etc., in the retail talking machine establishments located throughout the Middle West. The fact is Unico installations have been increasing so rapidly since the armistice was signed that it was felt to be imperative to open a Chicago office in order to keep up properly with the current demand from this section of the country.

New Brunswick Man in Cleveland

The Brunswick-Balke-Collender Co. announce that they have secured a new traveling representative for Brunswick talking machines in the

city of Cleveland and vicinity. Jack Kennedy is the man, a well-known talking machine traveler, who has been acquainted with the northern Ohio trade for a number of years past. He was formerly a traveler in the interests of Victor machines and was connected with the Eclipse Music Co. in Cleveland. Mr. Kennedy visited in Chicago for a few days previous to his first trip as a representative for Brunswick.

EXPORT DEPARTMENT IN NEW YORK

R. C. Wade Co., Makers of the "Tonofone" Needle, Are Taking Advantage of the Opportunities for Foreign Trade

The R. C. Wade Co., of Chicago, makers of the "Tonofone" needle, are making extensive preparations for the introduction of this needle in foreign countries. An export department has been opened at 160 Broadway, New York, and agencies are being established in the principal cities of Europe and countries of Asia, Africa, South America and Australia.

At the present time the R. C. Wade Co. is directly represented in England, France, Italy, Spain, Japan, China and in Cuba, Mexico and South America. In introducing the Tonofone needle into foreign countries the display cartons will be printed in the language of that country, and the people will be circularized extensively.

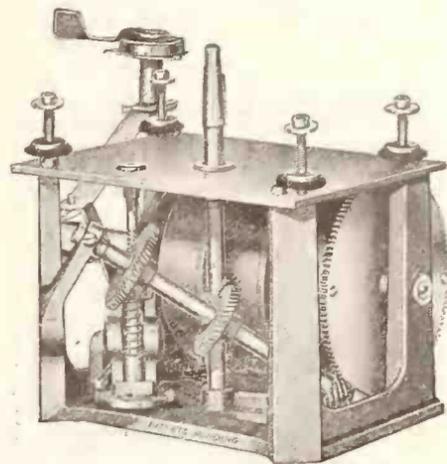
J. Kent Wheten recently sailed on the "Mauretania," carrying with him samples by which twenty-one new agencies will be opened in various parts of Europe, and it is believed that the sale of "Tonofone" needles will be enormous in all foreign countries. This new needle has won great favor in the United States in the short time it has been on the market and the domestic demand, together with the rapidly-growing foreign trade, will keep the manufacturers busy for some time to come.

BECOME STARR CO. DISTRIBUTORS

OMAHA, NEB., April 10.—The Carpenter Paper Co., wholesalers, located in this city, have just added to their line the Starr phonograph and the Gennett record. They will job these products in the States of Iowa, Nebraska and Colorado. According to the opinion of P. G. Spitz the outlook is exceedingly fine, and as far as the Starr phonograph and Gennett records are concerned believes business will be limited only by the amount of stock that can be secured from the factory.

The Olympic Talking Machine Co. has been incorporated in Delaware by M. M. Lucey, C. P. Eilig and Ferris Giles, of Wilmington. The capital is \$100,000.

Rae & Maxwell is the title of a new talking machine concern at 711 Jefferson avenue, Toledo, O. Both L. T. Rae and A. G. Maxwell of the company are veterans of the trade.



Manufacturers

Be advised that you cannot rightfully assert that your phonograph is "as good as can be made"

UNLESS

It is equipped with the new **Fulton Motor**

(Designed by Wm. R. Everett, M.E.)

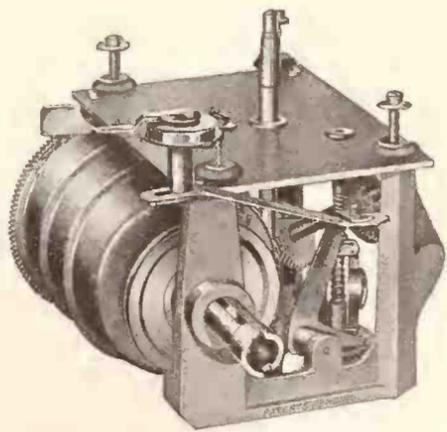
This is the Noise-less, Trouble-less, All Worm and Spiral-gear Motor. Cannot Be Overwound.

"No adjustments are provided —none are necessary"

Send \$15.00 for sample —refunded if motor is returned. Price \$12.50 in lots of 1000. Partial shipments if desired.

Fulton Bros. Mfg. Co.
WAUKEGAN, ILL.

CHICAGO OFFICE:
20 E. Jackson Blvd.



We have several thousand of these cases, which we can supply in the white, finished, or as completed machines.



DESCRIPTION

Genuine mahogany cabinet, beautifully finished.

Size: 17 x 17 x 12½ inches.

12 inch turntable.

Double spring worm driven motor.

Universal tone arm, playing all makes of records.

Packed in individual cases, shipping weight 35 lbs.

Don't Guess How Fast Your Turntable is Running, Get a

LAKESIDE ROTOMETER

and know. Write us on the only practical filing device on the market, made mechanically and substantially, displaying all records in full sight. Remember we can supply motors, tone arms and accessories, also "OkeH" Records.

LAKESIDE SUPPLY CO., Inc.
202 So. Clark St., Chicago
Phone Harrison 3840

IT'S FREE

"ORO-TONE"

Write for copy of the "Oro-Tone" if you would be informed regarding the highest grade tone arm and reproducers on the market

IT'S FREE

Address

ORO-TONE, CHICAGO, ILL.
20 E. Jackson Boulevard - Room 504



The
**Diamond Amberola Phonograph
is an Edison Laboratory
Product**

And as such embodies all of those refinements of construction and finish that distinguish it from all other sound-reproducing instruments.

Construction and finish, while of a superior and durable nature, are secondary to the primary requirement of a phonograph—the tone quality.

Exhaustive laboratory experiments covering a period of years, measured from the inception of the phonograph in its crude state to the ultimate achievement of perfect voice and instrument reproduction, are now offered to discriminating purchasers in the

**New Edison
Diamond Amberola**

Quality products always dominate the market. The Edison Amberola line has reached an unprecedented demand that promises a big return in profits to the dealer. Now is the time for you to investigate.

THOMAS A. EDISON, Inc.

Amberola Department

ORANGE, NEW JERSEY

Happenings in Dominion of Canada

GENERAL ACTIVITY STILL APPARENT IN TORONTO TRADE

Old Concerns Enlarge Quarters and New Dealers Enter Field—James P. Bradt Enthusiastic Over Conditions in the West—Pathé Co. Prophecies Bumper Year—Trade Happenings

TORONTO, CAN., April 3.—James P. Bradt, general manager of the Columbia Graphophone Co. in Canada, has returned to headquarters in this city from a flying trip to the Coast. He made the return journey to Victoria and Seattle, visiting Winnipeg, Calgary and Vancouver, in sixteen days. Four nights of the time were spent in hotel beds, the remaining nights in transit.

If possible Mr. Bradt is more enthusiastic than ever over the music trade possibilities in general in the West, and those of Columbia Grafonola in particular. Because of the greatly increased demand and assurances of the greatest trade in their history, the Columbia Co. are co-operating with their Western distributors, Cassidy's Ltd., to carry complete stocks at Winnipeg and Calgary.

The Western farmers, Mr. Bradt found, are pronouncedly optimistic, and because of their successes of the past few years are readily purchasing such home necessities as musical instruments, and are developing a strong taste for the best record reproductions.

At Calgary, Mr. Bradt visited the only exclusive Grafonola shop in the West, and was greatly pleased with the monthly sales. It is expected that other exclusive Columbia shops will soon be opened in the West. In Calgary the Hudson's Bay Co.'s music department, under the able management of J. F. Fisher, formerly of Toronto, is doing excellent Columbia business.

At Vancouver the Kent Piano Co., who some months ago added the Columbia, gave the cheeriest of reports and are planning to take care of a material increase in business.

Altogether, Mr. Bradt expressed himself very well pleased with conditions as he saw them and the prospects for this being the greatest year in the history of the Columbia in Canada.

Mr. Bradt just returned in time for the annual meeting of the Canadian Bureau for the Advancement of Music, the banquet of which he attended, although suffering from a severe cold contracted on his journey.

In a letter to the dealers the general manager of Pathé Frères Phonograph Co. of Canada, Ltd., said: "The year 1919 is bound to be a 'bumper' year for talking machines, and we are filled with determination to do everything we possibly can to assist our dealers to realize to the greatest extent the wonderful possibilities by having large stocks of both machines and records available and getting an organization together to give service, but to get the maximum efficiency, both for the dealer and for us, it is necessary that the dealer help by anticipating as much as possible his requirements and carrying as much stock as he can. If you will do your share you will be amazed when you look at your bank balance at the end of the year."

The "International" motor, made in Canada, is about to make its debut to the talking machine trade. This new motor is the product of the International Machine and Mfg. Co., Ltd., which on the completion of the munition contracts to which it was devoted during the war was promptly turned over to the production of peace products in the shape of phonograph motors.

The new branch recently opened up at Brantford, Ont., by Heintzman & Co., Ltd., under the management of W. M. Hardy, is equipped with three sound-proof rooms for the Victrola department. The interior finish of the store is in cream.

The Edison Co.'s list of new Amberola dealers contains these names of Canadians: H. W. Davidson & Co., La Fleche, Sask.; Cameron & Cameron, Beaverton, Ont.; James Schmelke,

Mayton, Alta.; T. B. Dynes, Fleming, Sask.; Geo. H. Powles, Lestock, Sask.; Henry Ritz, Gretna, Man.; Rhein Hardware Co., Rhein, Sask.; G. W. Saddler & Co., Juniata, Sask.; Thos. Lawrence, Lyleton, Man.; Robert J. Eley, Kellher, Sask.; A. E. Everest, Robsart, Sask.; James M. Olstead, Oberon, Man.; Dennis & Wright, Preston, Ont.; A. E. Shantz, Plattsville; Philius Piche, St. Lin des Laurentides, Que.; Hamilton Piano and Music Co., Hamilton, and C. Z. N. Dahlgren, Benito, Man.

T. Lyle Blogg is to be congratulated on his

appointment to the position of advertising manager of the Pathé Frères Phonograph Sales Co., where he will direct the publicity of the Pathophone and keep the famous Pathe rooster in the public eye.

The Stewart Phonograph Corporation, Limited, capital \$40,000, with head office in Toronto, plans to manufacture and deal in talking machines.

Dorothy Patricia, a bouncing 17th of March girl, has come to live with Mr. and Mrs. S. O'Donnell, of this city. Mr. O'Donnell is the traveler for Brunswick phonographs in Northern and Eastern Ontario.

The International Music House are new representatives for the sale of Pathé records in Ottawa.

NEW \$300,000 COMPANY TO MAKE RECORDS IN MONTREAL

Paramount Phonograph Co. Organized in That City—Many Concert Demonstrations Throughout Province—How World Ad Closes a Sale—Many New Local Distributors Appointed

MONTREAL, QUE., April 3.—The Paramount Phonograph Record Co., of Canada, Ltd., has been incorporated with a capitalization of \$300,000, with headquarters in this city. We are given to understand that a factory has been located and it is the intention of the company to manufacture a complete line of phonographs and Paramount records on a large scale. A full report of their future plans will appear in a later issue.

The writer has come across recently in more than one instance where a copy of The Talking Machine World has been brought into acquisition in the closing of a sale, the advertisement of certain manufacturers being brought to the attention of the prospective buyer. Also complimentary remarks relative to their product being shown the purchaser.

The Pathé Frères Phonograph Sales Co. distributed to all Pathé agents a photogravure of Rudolph Ganz, the exclusive Pathé artist, who appeared in Montreal recently.

The McCaw-Bissell Furniture Co., Sherbrooke, Que., have been appointed sole agents for the sale of the Aeolian-Vocalion phonographs and records in that city.

New Pathé representatives in Quebec City include Fiset & Co., 10 St. Joseph street.

N. H. Phinney, Ltd., Halifax, N. S., with branches throughout Nova Scotia, announce the addition of the Columbia line, and have just unpacked and put on their shelves about 18,000 records.

Lawrence Sky, the talented Canadian violinist, recently demonstrated the fidelity of the New Edison by playing in direct comparison with the re-creations of violin solos. This took place in the show windows of the Layton Bros. and drew such a crowd that it blocked the street corners. Besides the crowd outside, over four hundred people gained admittance to the store.

S. H. Brown, until recently retail sales manager of the Berliner Gramophone Co., Ltd., has severed his connection with that firm and will shortly open talking machine parlors of his own at 521 Phillips Square, where he will handle His Master's Voice products.

The Edison Tone-Test put on in Sherbrooke, Que., by A. C. Skinner with Glen Ellison and Miss Pauline Lawrence drew a capacity house at His Majesty's Theater.

The interior of the Phonograph Shop of Montreal, Regd, has been rearranged and redecorated. They have also remodeled their demonstration parlors, which gives them an additional two rooms and a private office for Manager Geo. S. Pequegnat.

Talking machine sales have been heavy the past thirty days with C. W. Lindsay, Ltd., and Columbia and Sonora machines have been in great demand.

The Canadian Graphophone Co. state that the demand among old and new Columbia representatives seems to be for the better class of merchandise.

Miss Vezina, of Almy's Limited, with her usual characteristic energy, has succeeded in garnishing a raft of orders for Columbia machines and records.

An appreciative call for Pathé machines and records is observable at the Pathé parlors of Miss Didier at Dupuis Frères.

Charles Culross reports Aeolian-Vocalion and Sonora volume of sales as great as ever, the past month being an unusually successful one.

Rudolph Ganz, the exclusive Pathé artist, was heralded by a large-sized newspaper copy by N. G. Valiquette, Ltd., previous to his appearance in Montreal. A large sale of his recordings is reported.

The Cosmopolitan Graphophone & Piano Co. are specializing in Grafonolas and Columbia records. The business is under the management of L. Theo. Foisy, ex-partner of Foisy Frères.

H. P. Labelle, Ltd., have the selling rights of Paramount records, and H. C. Foisy, the manager, is jubilant over prospects for spring business.

New local Pathé dealers include The Amherst Furniture Co., 183 Amherst, and Jos. Fyfe, 766 Papineau avenue.

J. Dumouchel, who has been with Foisy

(Continued on page 111)

Talking Machine Supplies and Repair Parts

SPRINGS, SOUND BOX PARTS, NEEDLES

THE RENÉ MANUFACTURING CO.
MONTVALE, NEW JERSEY



GENNETT RECORDS



AN up-to-the-minute, salable, first class library of the popular, standard and classical selections which will make instant appeal to all classes of music lovers. Gennett Records are ten inches in diameter, double sided, and recorded by the best artists. They are recorded in the Starr Piano Company's Laboratories in the heart of New York's musical center where ready access may be had to all the latest popular numbers. Therefore your stock may be kept up-to-date at all times with no fear of an accumulation of dead material. To the dealer who is looking for the record which makes instant appeal, has unlimited sales possibilities, which offers the right service and which will enable you to build up a strong, steady, sound record business, we invite inquiry. Our proposition will interest you.

Gennett Records may be had in either Lateral or Hill and Dale types of recording.

THE STARR PIANO COMPANY

ESTABLISHED 1872

RICHMOND, INDIANA

Columbia has prepared a party dress to give cheerful character and appropriate distinction to your selling letters.

**Columbia Graphophone Co.
NEW YORK**



THE TRADE SITUATION IN MONTREAL
(Continued from page 109)

Frères, Inc., for over four years as manager, has succeeded S. H. Brown as retail sales manager of the Berliner Gramophone Co., Ltd., whilst Mr. O. Paquette takes over Mr. Dumouchel's duties as manager of Foisy Frères, Inc.

The Edison tone test recital put on by Layton Bros. at the Ritz Carlton on March 27, with Glen Ellison and Pauline Lawrence, was most successful in every way.

Wilder's Music Supply Co. will shortly occupy a ten-story building of their own on Bleury street, near St. Catherine.

"We are doing unusually well and are well satisfied with the business growth of the present year in Brunswick machines," said Tom Cowan, of the Cowan Piano Music Co.

J. W. Shaw & Co. are highly optimistic over disposals of Columbia Grafonolas and records.

"The present demand for Victor goods is unprecedented and every month sees a gain over the previous one with sales to date away ahead of the corresponding months of last year," said the Berliner Gramophone Co., Ltd., retail stores.

No small factor in the rapidly growing business of J. Donat Langelier is His Master's Voice department, where sales of machines and records are increasing at a most rapid rate.

Layton Bros. will take over the store directly west of their own, which is owned by them, and convert it into talking machine parlors de luxe, which will give them additional ten demonstration rooms for Edison and Columbia display.

The Brunswick Shop report a nice following the past month, with a brisk demand for the Lacquer Brunswick Model. OkeH records are finding a ready sale.

The Berlind Phonograph, Ltd., are most enthusiastic over business, and state that the past month gave evidence that the Brunswick line is more in demand than ever before, whilst OkeH records are going out at a rapid rate.

All Columbia dealers indulged freely in space devoted to Josef Hofmann's records, this exclusive Columbia artist appearing in a concert recital locally quite recently.

The National Phonograph Co., St. Hyachinte, Que., and the Imperial Piano & Phonograph Co. have registered.

J. G. Harrison, of W. H. Thorne & Co., St. John, N. B., is on this year's executive committee of the Edison Diamond Disc Jobbers' Association.

The Pathé phonograph department of the Nova Scotia Furnishing Co., Halifax, N. S., recently gave a Pathé recital at the Old Ladies' Home of that city.

Semi-monthly recitals open to the public in the large demonstration room of the Phonograph Shop, 323 Portage avenue, are being planned by A. G. Joy, manager of this well-known music firm. The first of these informal musical soirees took place recently, with Miss Lillian Durkin as one of the entertainers, and Mr. F. C. Dallman, 'cellist, who played 'cello

obligatos to Miss Durkin's vocal solos as well as giving individual solos himself. A feature of the concert was the use of phonograph records of the five better known makes, to which Miss Durkin sang and Mr. Dallman played accompaniments. Mr. Dallman also played in duet with a phonographic record of 'cello solo. The artists were accompanied by the Brunswick phonograph.

At the New Edison tone test recital recently held under the auspices of the Winnipeg Piano Co., Ltd., over two thousand witnesses applauded the wonderful demonstration given by Glen Ellison and Miss Pauline Lawrence.

A NEW CONCERN IN WINNIPEG

Pathé Distributors, Ltd., Organized to Handle the Pathé Line in That Territory—Quick Service for Dealers Planned

WINNIPEG, MAN., April 2.—Significant of the enthusiastic faith in the West of the men who manufacture Pathé lines in Canada and the men who have done the distributing in the Western provinces is the organization of Pathé Distributors, Ltd. This firm is the logical outcome of the success with which R. J. Whitla & Co., Ltd., have met as wholesalers of the Pathé lines during the past two years.

Appreciating the necessity of greater stocks in Winnipeg to give quick service to their Western dealers and the desirability of an organization with an undivided interest in serv-

ing Pathé dealers, James Malcolm, respectively of Pathé Frères Phonograph Co., of Canada, Ltd., Toronto, visited Winnipeg some weeks ago, and while there effected the organization of Pathé Distributors, Ltd.

C. B. Moore has been engaged as manager of the Pathé department of R. J. Whitla, Ltd.

Twelve thousand square feet of floor space have been secured in the John Deere Building, and to assure the quantity of records essential for immediate service always being in stock, the factory capacity at Toronto has been greatly enlarged by the addition of new pressing equipment and the addition of a plant whereby the Pathé firm will make their own matrices instead of importing them as formerly.

Five carloads of Pathéphones are either already on the way or in course of preparation.

A. S. Binns is president of the newly organized company, Mr. J. Clark is secretary-treasurer and managing director, both active in the conduct of the Whitla firm. Associated with them are James Malcolm, president, Pathé Frères Co. of Canada, Ltd.; R. Driscoll, vice-president, R. J. Whitla & Co.; D. S. Elliott, son of Mr. D. K. Elliott, president of R. J. Whitla & Co., Ltd., and O. C. Dorian, general manager, Pathé Frères Phonograph Co. of Canada, Ltd.

The new firm therefore is a combination of the strength of Pathé Frères Phonograph Co. of Canada, Ltd., and R. J. Whitla & Co., Ltd., a pioneer wholesale house in the West.

The plans of the new firm include the placing of representatives in each province.

PERIOD TRIMMINGS



People like distinctive appearance. You will increase the sales of your retailers by adding to your talking machine the final artistic touch afforded through our complete line of knobs, pulls, etc.

Some of our other products are:

- LIDSUPPORTS
- DOOR CATCHES
- SLIDING CASTERS
- SOCKETS
- BUTTS
- NEEDLERESTS
- AUTOMATIC STOPS
- CONTINUOUS HINGES
- TONE RODS
- ETC.

Write for samples and prices

WEBER-KNAPP CO., Jamestown, N. Y.

SHORTAGE STILL IN CHATTANOOGA

Business Very Active in This Section of the South—Dealers Most Optimistic, Owing to Business Demands—Anxious to Get Stock

CHATTANOOGA, TENN., April 8.—Business in the talking machine field in this city is continuing in fine shape. There is still a great shortage of goods in all lines, but the dealers and manufacturers are making extreme efforts to keep supplied and are hoping that every week will bring some improvement. We give below individual reports from local dealers:

Sterchi Bros. Furniture Co., Columbia and Edison dealers, are quoted through Mr. Johnson, manager of the talking machine department, as having done an excellent business in March and have had an especially fine business on Columbia records, this branch of their business possibly running double what it was in 1918. The talking machine sales also were larger than ever before, but this concern in common with others is awaiting eagerly the time when they can procure more abundant stock, in which event it is not impossible that they could sell three to five times as much as ever before.

Mr. Johnson is particularly enthusiastic over the new Rosa Ponselle records, which have taken great with the public. Additional interest in all symphony records has also been created by the fact that the Metropolitan Opera Co. will be in Atlanta, Ga., the third week in this month and many persons from this city will be in attendance.

Templeman Piano Co., Columbia exclusively, have just finished a most satisfactory month. Their record business in February was largely increased over previous months, owing to the fact that they put forth splendid publicity in the local papers, tying up with the Columbia stock advertisements in every instance to their considerable benefit.

The Rhodes-Mahoney Co., Victor dealers, and who also sell the Brunswick, are continuing a

very satisfactory volume of business. They featured in their big show windows on Market street all records made by the Victor Co., covering the list of operas sung here by Creator's company recently and boosted their sales in proportion. They continue to sell many Brunswicks.

Stulce-Yarnell Furniture Co., Columbia exclusively, are quoted through Mr. Stulce, senior member of the firm, as having sold the largest number of Columbia records in March in the

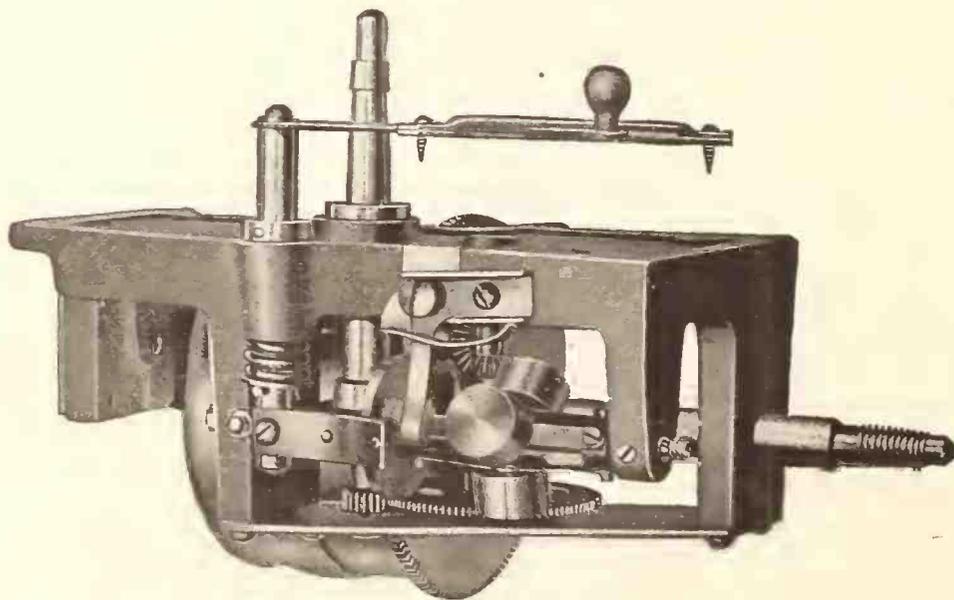
history of their business. He also says that as fast as a Columbia comes in his door it goes out to a waiting customer. This concern is planning additions to their store to take care of their increasing business.

Clemons Bros., Victor dealers, continue a most substantial volume of business. They look for good business all the spring and summer, and with the return of Chattanooga's war heroes and the entire resumption of normal life there seems to be no cloud on the horizon.



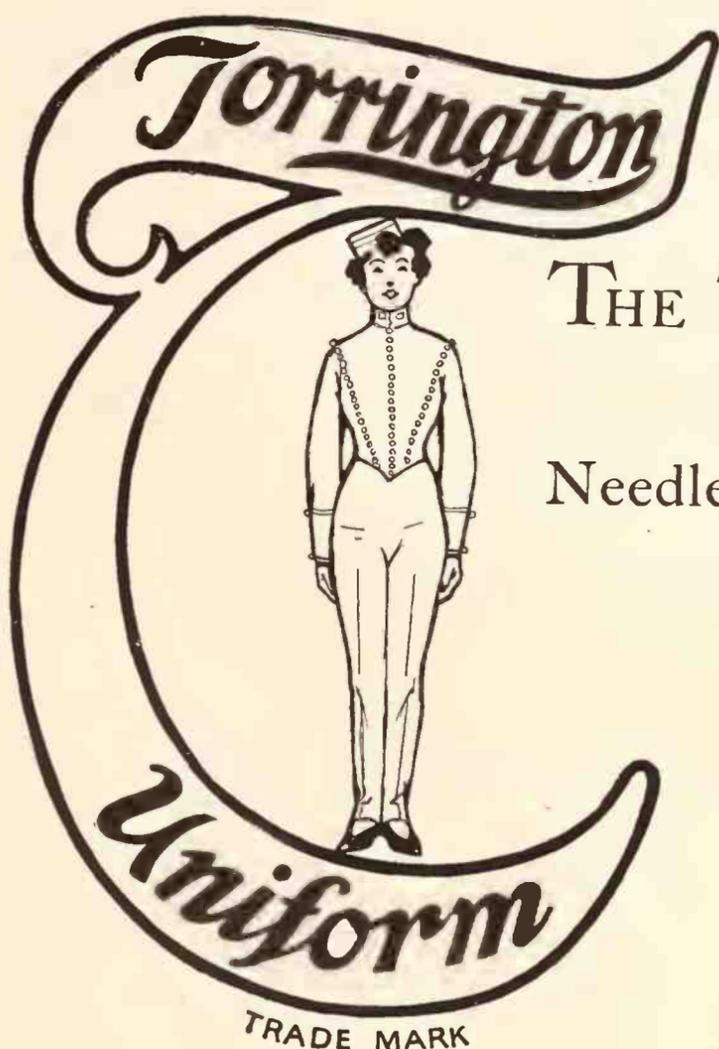
Meisselbach and Heineman Motors at Factory Prices

We carry a large stock of all types on hand at all times and therefore can supply your wants quickly. No order too small for us to handle efficiently.



Quotations on Springs and Parts on Request

TRIANGLE PHONOPARTS CO., 311 Sixth Ave., New York City
 CHICAGO, 932 Republic Bldg. PHILADELPHIA, PA., Real Estate Trust Bldg.



It is our great pleasure
to announce that

THE TORRINGTON COMPANY
The *Largest and Oldest*
Needle Manufacturers in the World

HAS APPOINTED US
SOLE AGENTS

FOR

Uniform

(TRADE MARK REGISTERED)

TALKING MACHINE
STEEL NEEDLES

**The only steel needle with a
Ball Point.**

Think what that means to your customers. The *Uniform* ball point fills the record groove perfectly. It does not scratch and scrape around as does a needle tapered to a hair point.

It insures an even volume of tone *at all times*, AND it does not grow blunt after a few revolutions of the record. It cannot dig into the record.

Uniform in point.

Uniform in length.

Uniform in finish.

Uniform in Quality.

**Sold at a price that insures
your profit and protects your
trade,**

Because *Uniform* needles are produced in a scientifically organized factory — the largest in the world, and one that for fifty years has led the needle business of the world.

You know the relation that quantity production bears to cost. *Uniform* needles have this advantage *plus* the most expert workmanship—for Torrington works to a thousandth of an inch.

**We will be glad to send you sam-
ples of the *Ball Point Uniform*.**

CONDON & Co., INC., *Sole Agents*

Fifth Avenue Building, New York City

Big Hits in **RECORDS** and **ROLLS**

The following numbers should be kept in large quantities by every up-to-date record and roll dealer in the United States:

MARY EARL'S *THREE BIG HITS*

“SWEET SIAMESE”

Fox-Trot and Song

One of the biggest things in America to-day, played by every band, orchestra, pianist and organist in America.

“BEAUTIFUL OHIO”

Waltz and Song

“RUSPANA”

One-Step and Song

The above three tremendous hits are being advertised during April and May in the national monthly magazines which **will be read by over sixty millions of people**, and in each one of these ads the public is requested to call for them on all records and rolls, so that the wise and up-to-date dealer will immediately lay in a very heavy stock of these three numbers.

Published by

SHAPIRO, BERNSTEIN & CO., Inc.
Broadway and 47th Street
NEW YORK

Gleanings From the World of Music

RECORD SALES DO NOT HURT SHEET MUSIC BUSINESS

Popular Hits Keep Right on Selling Despite Heavy Record Demand—Some Typical Instances—
Music Publishers Not Ignoring Substantial Incomes From Mechanical Royalties

It was not so many years ago that there was a number of opinions extant as to whether or not the mechanical reproduction of a song injured its sheet music sale. Theories were advanced pro and con, and good cases were made out by the adherents of both sides. But it must be admitted that those who at that time put forward the theory that the talking machine record and music roll cut into the sales of sheet music appeared to make out the better case.

Consideration must be given, however, to the fact that most of those holding that opinion

MEN WHO MAKE POPULAR SONGS

No. 1—Lee S. Roberts

Lee S. Roberts is probably best known as the author of "Smiles," one of the biggest song and instrumental hits we have had in years. But his popularity as a song writer is not based on



Lee S. Roberts

the success of this song alone, for he has a happy faculty of writing songs which have an appealing charm to the vast majority of people.

During the past few years he has written several numbers of the "hit variety," most of these having a long continued sale. An example of this is the success that "A Little Birch Canoe" and "Lonesome, That's All," have had and are still having.

Generally speaking, song writers are not usually successful in the business world. Here again Mr. Roberts shows his versatility. He is vice-president of the Q R S Co., one of the largest and most progressive music roll companies in the world. His firm is constantly growing, and Lee S. Roberts must be credited with no small a part in its success.

Besides the numbers mentioned above, other songs from his pen that are having large sales are: "After All," "You Don't Know," "Cheerio," "There's a Little Home in My Land," and his latest instrumental success "Cleo," an Oriental fox-trot. Other numbers by this excellent writer are "An Old Sweetheart of Mine," "Mammy's Lullaby," "Ching Chong," "Valse Parisienne," "Harlequin," "Hawaiian Moonlight" and the series "Italian Nights," "Northern Nights," "Southern Nights," "Hawaiian Nights" and "California Nights."

were music publishers, or closely allied thereto, and they seemed at that time in no mood to entertain arguments relative to the merits of a new creation, one, which though not a direct competitor, certainly, in their mind, would make some inroads on the sale of their songs and instrumental selections.

All of the music publishers, of course, did not hold the opinion, as the entry of a number of them as active stockholders in record manufacturing companies shows. As the talking machine business grew, and with the development and the success of the player-piano and music roll, followed by the impetus this latter industry received with the addition of the word roll to its field, the feelings of the most antagonistic music publisher changed from one of antipathy toward these royalty-producing products to one of earnest co-operation for and with them in their aims.

The talking machine industry with its rapid growth and development from a novelty product to one of the greatest musical and artistic instruments of all time practically forced this change of mental attitude toward their product on the part of the few publishers who attempted to ignore not only the possibilities but the actual advancement and accomplishments that the talking machine and record had made.

While there is still a difference of opinion as to just what effect, if any, mechanical reproduction of a number has on its sheet music sale, there are many other things that are actually known to be facts, and regardless of all theories to the contrary that seemed basically sound these facts are accepted as the realities, and the only ones at present worth considering.

Among these is the fact that sheet music to-day is being sold in larger quantities than ever before. An instance of this greatly increased demand was recently given when the house of Leo Feist, Inc., announced that the sales of "Rose of No Man's Land" were the largest of any one song they had ever published. Now this same song had a tremendous sale on the records, so much so that the factories were unable to keep the trade supplied. In addition to this, thousands of music rolls, both word and instrumental, were also produced, and yet the sheet music sales broke some records.

Another instance is given by one of the recent additions to the popular catalog of M. Witmark & Sons, "Have a Smile," the first 600,000 copies of which were sold faster than their printers could turn out the number. Its record sale is also quite large, and, as the song promises to go over the million mark in point of sales, its demand in record form will also undoubtedly increase.

Both songs and instrumental numbers have bigger sales than ever before, and in addition to this the talking machine record sales are constantly being added to and the music roll production enlarged. During the last eighteen months it has been a question just how many records of a given popular song hit could have been sold, for the biggest sellers were during that time, always oversold for a period far be-



"All Night Long Angora
Sings his Song"
ME-OW
VOCAL OR INSTRUMENTAL
A SONG AND DANCE
SENSATION—THE RAGE
FROM COAST TO COAST
GET IT TODAY
ALSO FOR TALKING MACHINES
AND PLAYER PIANOS

Published by

SAM FOX PUB. CO.
CLEVELAND, O., U. S. A.

yond the duration of original popularity as songs.

This then is the known situation, and one that leaves small room for quibbling as to whether sheet music sales are hurt by mechanical reproductions.

Of course, it is not to be taken for granted that because the publishers to-day look with favor upon the mechanical reproduction of their works that they are satisfied with the arrangements and the amount of the royalties they now receive from that source. As a matter of fact, there is much sentiment for an increased royalty for mechanical reproductions. But the arguments used when the Copyright Law of 1909 was being prepared are probably passé. The arguments for an increase probably will be based on the foundation that the publisher holding the copyright has something to sell which is more valuable and merits a larger royalty than is received through the workings of the existing Copyright Law.

It is not thought that any changes in regard to the Copyright Laws are possible or probable during the coming two years, so in the meantime the publishers are endeavoring to get the most out of these royalty sources as they now stand, and they realize that the best method of doing this is by giving the various recording companies their most earnest co-operation. This, with very few exceptions, they are doing.

THE BIGGEST DANCE HIT IN YEARS

**"THEN YOU'LL KNOW
YOU'RE HOME"**

ONE STEP

WITH A LYRIC BY GORDON JOHNSTONE

CHAPPELL & CO. Ltd., London, New York, Toronto, Melbourne

To Song Lovers—

Tell your heart it's missing some sunshine

—tell your lips they're missing some smiles

—tell your feet they're missing SOME Dancing

—unless you know the exquisite charm of these four wonderful new song-hits.

P. S. Tell your fingers to take this page to your piano and try them out now.

Four Smashing SONG HITS

Johnny's In Town By Jack Yellen, Geo. W. Meyer & Abe Olman

CHORUS

John-ny's in town,— John-ny's in town,— And oh, -dear-ie, oh, dear-ie, he's been a - round,— He knows French and ev - 'ry - thing,—

Copyright, MCMXIX, by LEO. FEIST, Inc.

Sing the song of welcome—dance the dance of joy—laugh the laugh of happiness—"Johnny's in Town"! It's the song of songs—a hit that hits the song-spot, dance-spot and smile-spot with a wonderful, melody. Try it out—now.

Chong By Harold Weeks

CHORUS

Chong,— he come from Hong Kong,—Where Chi-nee-man play all - ee day on a drum,— Chong,— no lik - ee that song,— Where Chi-nee-man

Copyright, MCMXIX, by LEO. FEIST, Inc.

The lure of mysterious China blended with live American pep—that's "Chong," the new song-hit they're dancing and singing and humming and whistling everywhere today. "Chong" in your home means life in your home—get it.

Heart-breaking Baby Doll By Cliff Hess & Sidney D. Mitchell

CHORUS

She's just a blue-eyed, blond-haired, heart-break-ing ba - by doll, That's all, She's got my heart a - bono-ing like a rub-ber ball,— More times than I can tell,—

Copyright, MCMXIX, by LEO. FEIST, Inc.

"Heartbreaking Baby Doll" is SOME heartwarming baby song. It's a new one, fresh from Song Headquarters, but it's spreading through the country like Spring itself! No one who has ever heard it, has been known to get away from its tantalizing melody. Try it.

Alabama Lullaby By Cal DeVoll

CHORUS

Down in Al-a - bam - a! when the breeze be-gins to sigh, Seems to soft-ly mur-mur just the sweet-est lull-a - by, Each dear old Mam-my in old Al-a - bam!

Copyright, MCMXIX, by LEO. FEIST, Inc.

The spirit of the "Swanee Ribber" woven into a beautiful 1919 waltz-melody gives that new song "Alabama Lullaby" a charm all its own. You'll sing, dance and enjoy "Alabama Lullaby" over and over again, each time with growing fascination. Don't miss it—get it.

On Sale Now

at all music and department stores or at any Woolworth, Kresge, Kress, McCrory or Kraft Store

You can't go wrong with any Feist Song



for your Talking Machine

for your Player Piano



Leo Feist, Inc. Feist Building, NYCity

— JOHNNY'S IN TOWN

PREPARE!

To every "Record Dealer" who reads this announcement—we say: Prepare for a big demand for the records of these 4 big songs.

"Johnny's in Town"
"Chong"
"Heart-breaking Baby Doll"
and
"Alabama Lullaby"

Order a big supply now and be sure to "Hook up" with our big advertising campaign on these four songs.

The advertisement reproduced herewith will be in

Saturday Evening Post	-	April 24th
Collier's	-	April 22nd
Literary Digest	-	April 26th

Get your record stock on these numbers in good shape—

You'll not regret it!

You can't go wrong with any "Feist" Song.

20,000,000 PEOPLE WILL READ THESE ADVERTISEMENTS

GLEANINGS FROM THE WORLD OF MUSIC—(Continued from page 115)

A RECORDER'S VIEW OF SONG PROBLEM

Geo. C. Jell, General Manager of Columbia Recording Laboratories, Tells of the Sort of Songs That Proves Most Successful When Reproduced on Talking Machine Records

Of all angles of our business, one of the most interesting is that which relates to songs suitable for recording and the attitude of the artists and the public toward them. In referring to this subject I have in mind compositions of substantial merit and of at least some permanent value, classed generally under the heading of standard songs as contrasted with the strictly popular song which ordinarily dies after a few months of more or less feverish life (not, however, before it has poured into the coffers of the company—if it is anything approaching a real "hit"—a goodly stream of dollars).

It is plain that while the popular hit of the day is always with us and will be always a tremendous money-making factor, it is a question whether or not the real bone and sinew of the business is the song to which the people turn after they have tired of the frivolity almost always found in current popular music. It is the factor which, perhaps, more than anything else keeps the Grafonola a living and active force in the musical development of the country by reason of the fact that it keeps it active in the home where otherwise it might lapse into neglect. It educates the people gradually and insensibly—and he is a mighty foolhardy man who tries to educate them any other way—to an appreciation and purchasing of things in music still better and more substantial.

Though many things may enter into the make-up of a song to render it a profitable commercial recording proposition, these three are of chief importance: First, melody; second, sentiment or "heart" interest; third, familiarity. It is on this account that folk songs such as "Believe Me if All Those Endearing Young Charms" and "Last Rose of Summer" (Irish), "Within a Mile of Edinboro Town" and "Annie Laurie" (Scotch); "Sally in Our Alley" and "The Girl I Left Behind Me" (English), and "Old Folks at Home" and "The Old Oaken Bucket" (American), offer a practically ideal combination. With one or two exceptions these are songs which, like Topsy, "just growed"—and they are for the most part traditional and their origin practically

STERN'S BIG "TEN"

HIT No. 1	"EV'RYWHERE THAT WILSON GOES" <i>Some Roaring Song</i>	HIT No. 6	"I'M GLAD I CAN MAKE YOU CRY" <i>Some Waltz Song</i>
HIT No. 2	"ALL THOSE IN FAVOR SAY AYE" <i>Some Lodge Song</i>	HIT No. 7	"INDIANOLA" <i>Some Novelty Song</i>
HIT No. 3	"WAIT AND SEE" <i>Some Waltz Song</i>	HIT No. 8	"PAHJAMAH" <i>Some Oriental Song</i>
HIT No. 4	"TEARS OF LOVE" <i>Some successor to Smiles</i>	HIT No. 9	"KENTUCKY DREAM" <i>Some High-Class Waltz Song</i>
HIT No. 5	"OH HELEN" <i>Some Comedy Song</i>	HIT No. 10	"MY GAL'S ANOTHER GAL LIKE GALLI-CURCI" <i>Some Wonderful Song</i>

THESE NUMBERS CAN BE OBTAINED IN
RECORD, PLAYER ROLL AND SHEET MUSIC FORM
PUBLISHED BY **JOS. W. STERN & CO.** 105 WEST 38th STREET NEW YORK CITY

unknown. The outline of their melody is simple, facile and readily remembered. The emotions they express are elementary, and felt more or less at one time or another by every one possessed of ordinary human impulses. They have been played and sung around the piano in the back parlor on Sunday evenings by successive generations of young people who have grown old and still love them. They are a spontaneous expression of the musical life of the people, and are, as far as we can tell, immortal.

Unfortunately the songs in this category that have survived all ravages of time and fickle public taste are limited, and the record catalog is large. There still remains a list of famous and long-known songs by standard composers typified by such numbers as Schubert's "Serenade," Tosti's "Goodbye," Braga's "Angel's Serenade," D'Hardelot's "Because," Bartlett's "A Dream," and so on. Also in the past few years there has sprung up a type of standard and semi-standard song, new to the public, familiarity with which has been created by the use of almost the same intensive methods of publicity and propaganda as those pursued by the publishers of current popular hits. Eminent examples of this are "I Hear You Calling Me," "A Perfect Day," "Until," "Somewhere a Voice Is Calling," "Just a Wearyin' for You," and, still lower in the scale, from the musician's point of view, "There's a Long, Long Trail," and "Keep the Home Fires Burning." Then again there are the real old-fashioned heart songs, of which "Silver Threads

Among the Gold" may be accepted as typical.

Extremely significant also is the change of attitude on the part of prominent artists toward songs that can be profitably marketed on records. Singers, no matter how highly placed and however abstruse and "high-brow" they may consider it necessary to make their concert and



Geo. C. Jell

recital programs, are rapidly coming to realize that they must record what pleases the people, whether they may be pleased with it themselves or not, and that to try to impose their own highly sophisticated musical tastes upon the American public is the best way to receive no royalty check. The days when (as has actually happened) such songs as Cowen's "Mission of a Rose" and Denza's "May Morning" have been flung back at us—literally—by a temperamental soprano are over, in all probability forever.

Yet with all such circumstances in our favor and with the really familiar songs of the past and present to draw upon there are not enough of the standard songs that sell themselves to go round, year in and year out. The catalog, as noted before, is large; it must be maintained at least at normal strength; there are many artists to satisfy, both financially and artistically, and many record buyers, actual and potential, to please. Shall we duplicate and multiply the well-known titles in our catalog—a policy pursued more or less in the past by every large company—or shall we tap the vast resources of song literature not yet touched by any recording organization? Assuming the latter, will the dealers and their sales forces co-operate with us in familiarizing themselves and in turn making an intelligent, thorough and patient effort to familiarize their patrons with the new issues (for in selling music, familiarity is four-fifths of the battle)? It is one of the most vital problems confronting the business at this time.

ANNOUNCEMENT

The Pace & Handy Music Company, Inc.

have inaugurated a system of advertising, peculiarly their own, by which lovers of phonograph music, and especially those desiring recordings from the Pace & Handy Catalogue, may be supplied with records even in the most remote village.

In order to give their fullest co-operation to the dealers and to the various recording companies, the Pace & Handy Company send out circulars in all their mail, giving the numbers of the records and the title of the songs, together with pictures of the artists who have contributed selections from their catalogue.

These circulars, with space for imprint, will be sent on request to any Columbia, Victor, Emerson, Edison, Gennett, Pathé, Aeolian, OkeH and other distributors or dealers.

"A GOOD MAN IS HARD TO FIND," "OH, DEATH, WHERE IS THY STING," "SAINT LOUIS BLUES," "OLE MISS RAG," "SATAN I'M HERE," "SHAKE, RATTLE AND ROLL," "RINGTAIL BLUES."

Above are the records released by several of the Talking Machine Companies that will find a ready sale.

For illustrated catalogue address:

PACE & HANDY MUSIC CO., Inc.
(Home of the Blues)
1547 Broadway, New York, N. Y.

GLEANINGS FROM THE WORLD OF MUSIC—(Continued from page 117)

PROFITING BY INTEREST IN MUSIC

Increased Demand for Music of All Sorts During and Since the War Offers Great Possibilities for Those in the Industry

The increased demand for music during the war period, and which has even grown since the signing of the armistice, has led the thoughtful minds of the music industry to give the matter much consideration in an effort to discover the reason therefor so that they will be better able to take advantage of this demand for music of all sorts.

The progress that has been made in developing community sings must also be recognized as a factor in the increased interest. Many of the sheet music publishers have gotten out special material for the use of those interested in community sings, and one large publishing house has issued a series of booklets for that special purpose.

ing preparations to again give their support and encouragement to this sort of music propaganda.

It is realized that the possibilities of creating enthusiasm in behalf of music have hardly been touched, and as the interest along these lines increases more and more advantage must be taken of it, so that this momentum shall not be lost.

MAKING PUBLICITY WORK DOUBLE

Advertising of Music Now Prepared by Publishers in a Form to Make it Adaptable to Use of Talking Machine Dealers

From time to time a number of the larger music publishers have had reasons to comment unfavorably on the requests made by talking machine jobbers and dealers for special display material for their windows or hangers for their stores, featuring records in which the publishers have an interest.

tended that no matter how good the display or how conspicuous or well located the window, it does not pay them to go to the expense of getting out special material on request.

In recent months some of the publishing houses have found a method of satisfying these requests, and at the same time involving only a small additional expense. This is done by getting out all their display advertising material in a form that will make it equally applicable for advertising sheet music, talking machine records or player-piano rolls.

Inasmuch as large quantities of this sort of publicity material are issued by the music publishing firms they are only too glad to place it in the hands of the dealers and jobbers, not only in the talking machine industry, but also in the player-roll field.

No doubt more and more publishers will profit by the advantage given them by this method of getting out their publicity, because in the past they have felt that the requests referred to above were a problem, and indeed they are or were.

REPAIRS

TALKING MACHINE TROUBLES AND HOW TO REMEDY THEM

Conducted by Andrew H. Dodin

[This department of The Talking Machine World is designed for the service of all classes of our readers, including those who make, and those who sell, talking machines. Andrew H. Dodin, who conducts this department, has a wide and enviable reputation as a repairer of talking machines and conducts an exclusive talking machine repair shop at 176 Sixth Avenue, New York. Tell him your troubles through The World and he will help you if possible. The service is free.—Editor.]

SOME QUESTIONS AND ANSWERS

Overwinding Causes Trouble

New York, March 30, 1919.

Talking Machine World:

Dear Sir—We are having quite some trouble with the V. V. 6 Type A machines. We have had any number of these machines for repair where the end of the main spring has been broken just enough to let it slip off of the spring cage rivet.

S. T. Mac. Co.

ANSWER.—The cause of this breakage of main springs is simply a matter of overwinding the machine. The arrangement of the winding gears and spring shaft allows the motor to be wound up without any effort on the part of the user, and it is very hard to tell when the springs have been wound up in full, consequently many springs are pulled off the rivet by giving the winding key another little turn.

My remedy for this trouble has been to take the two main springs, draw the temper from the ends and drill new rivet holes about an inch or an inch and a quarter from the ends and replace in cage. Placing of the rivet hole in this position adds just enough strength to the end of the spring to warn the person using the machine that the springs are wound up in full.

A Puzzling Question

Loveland, Colo., April 1, 1919.

A. H. Dodin, Talking Machine World:

Dear Sir—Being a subscriber to The World and a reader of your department, I take the liberty of inquiring of you where I can get a main spring for a double-spring motor for a Colonial talking machine.

A. V. S.

ANSWER.—If you read the advertisements in The Talking Machine World every month you will note that there are possibly five new talking machines in each issue. In not one of these new machine advertisements is the name of the motor given.

How difficult it is for yours truly to tell the width or length of a main spring in an unknown quantity you can easily imagine.

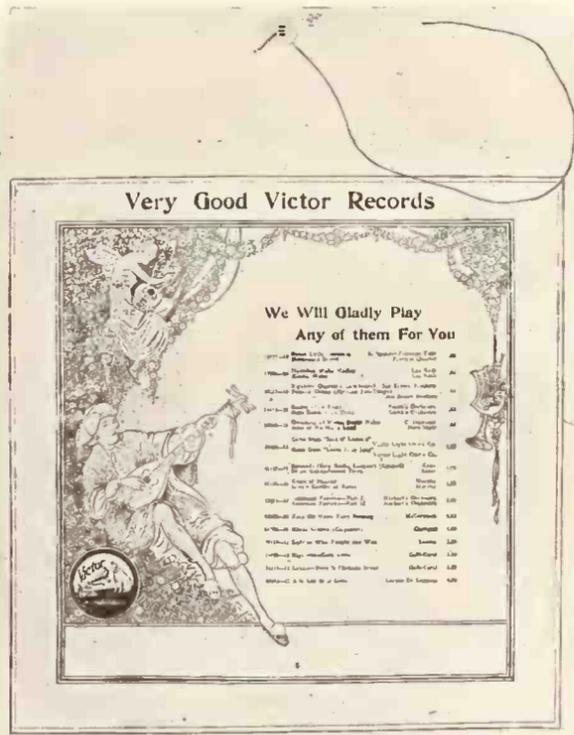
Although I have written to you personally, I am answering your letter in this column for the edification of the many other dealers who have written and undoubtedly will write again to ask the same question.

Give the width and length of the main spring, and it is a very much easier problem for me to answer.

HEADS SUPREME PHONO PARTS COR.

William Phillips, president of the Mutual Talking Machine Co., New York, manufacturer of "Mutual" tone arms and sound boxes, has also been elected president of the Supreme Phono Parts Corp., which is manufacturing a complete line of tone arms and sound boxes. Mr. Phillips states that he has already received many large orders for the products of his new company, which will be aggressively exploited.

A New Service on ENVELOPES



Use envelopes not only to wrap Records but to SELL them. These new envelopes contain lists of "Very Good Victor Records" and are artistic in design. They will sell more Records for you. Imprinted with your name and address, in 10-inch and 12-inch sizes. Made of craft paper with string fastener. Write for details and prices.

C. BRUNO & SON, Inc.

Victor Distributors to the Dealer Only

351-353 Fourth Ave. :: :: NEW YORK

WE DO NOT RETAIL

GREAT PLANT OF GARFORD MFG. CO.

Occupies About 200,000 Square Feet of Floor Space With Seven Acres of Land Still Available for Expansion—Wonderfully Equipped

The Garford Mfg. Co. is the successor to the Dean Electric Co., of Elyria, O., at one time known as the largest manufacturers of telephones in the country. In 1915 the Garford

have a capacity of several thousand phonograph motors per day.

Besides phonograph supplies the Garford Mfg. Co. is also making automobile horns on a large scale and ship several thousand of these every day. Millions of electric switches for automobiles are also turned out by this plant throughout the year.

During the war the Garford Mfg. Co. proved of great help to the Government, for it made

did service by building two types of aeroplanes.

The plant has a floor space of about 200,000 square feet and there are about seven acres of land still available for expansion. The boiler room equipment consists of two sterling-water tube boilers of 350 horsepower each and coal is delivered on their own site and taken direct to the boiler room. Every department is equipped with the most modern machinery, and new improved technical appliances added day



The Garford Mfg. Co.'s Factories



Garford Development Heads and Factory Foremen

Mfg. Co. contracted with the Otto Heineman Phonograph Supply Co., Inc., of New York City, to manufacture phonograph supplies for them. At the same time A. G. Bean, now president and general manager, also entered into an agreement with Otto Heineman, president of the Otto Heineman Phonograph Supply Co., Inc., to manufacture all phonograph motors of a certain type for a period of many years exclusively for the Otto Heineman Co.

The first six months of the year 1915 were largely devoted to the making of tools and dies needed for the manufacture of these motors, and in the fall of 1915 first deliveries were made. The factory was enlarged right along to keep pace with the increased demand for phonograph motors and after the present enlargements will have been completed the Garford Mfg. Co. will

most of the wireless receiving sets used by the Navy Department and has also rendered splen-



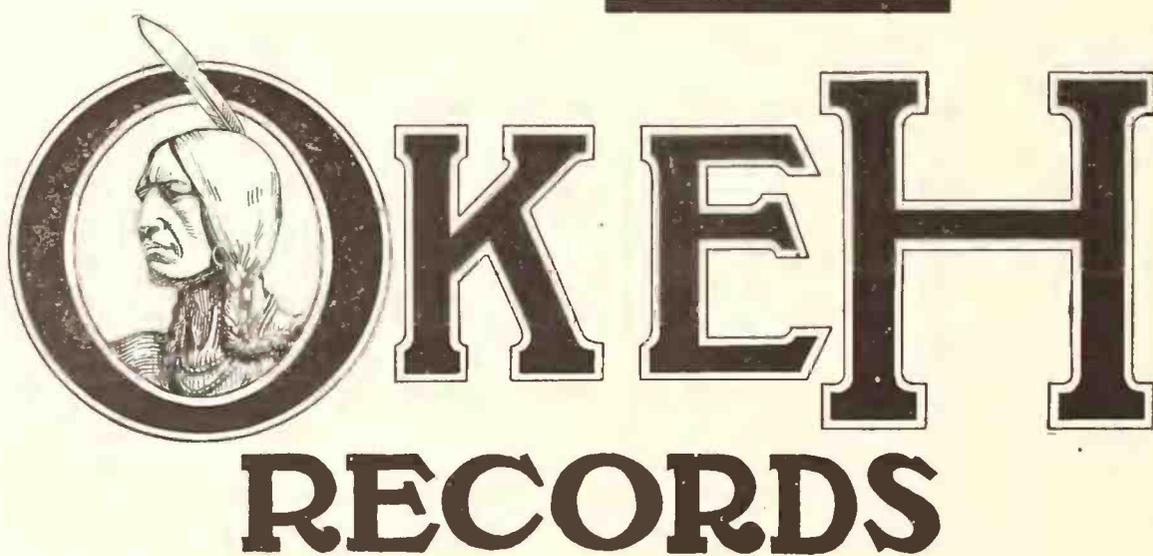
Garford Executive and Sales Heads

after day fill the growing demand for phonograph supplies and other products manufactured by the Garford Mfg. Co.

The Garford Mfg. Co. maintains a highly skilled engineering department as well as a research department for perfecting and keeping abreast with the times in the manufacture of phonograph motors and phonograph accessories.

As per an announcement made a few weeks ago A. L. Garford and his associates have sold their holdings in the Garford Mfg. Co. to the Otto Heineman Phonograph Supply Co. of New York, who now hold the controlling interests in the company. The Otto Heineman Phonograph Supply Co., Inc., will enlarge the plant on a large scale so as to give their customers the best service in quality and quantity, thereby living up to their watchword.

Our Stock is Constantly Replenished with the LATEST



**That Means No Shortage in Your Record Department
This Assures a STEADY FLOW OF PROFITS**

OkeH Records Are Known Through Quality Plus Our Prompt Service

E. E. BRUCE & COMPANY, 401-5 So. 10th St., Omaha, Neb.

"Beautiful Ohio" is a tenor solo by Henry Burr. Its sales are no solo performance. A-2701.

**Columbia Graphophone Co.
NEW YORK**



BLACKMAN TALKING MACHINE CO. TO QUIT RETAIL TRADE

Will Dispose of Retail Department to Louis Kay on May 1, and Devote Efforts to Wholesale Victor Business Exclusively After that Date—An Important Move for All Concerned

J. Newcomb Blackman, president of the Blackman Talking Machine Co., New York, advised the trade this week that arrangements have been completed whereby the company will dispose of its retail department on May 1, and will start its fiscal year on that date as Victor distributors, doing business "wholesale exclusively."

This retail department, which has been operated by the company since May 1, 1902, when the Blackman Talking Machine Co. began business, has been purchased by Louis Kay, one of the pioneers in the talking machine business. Mr. Kay is widely and favorably known to the trade through his many years' connection with

the present time he is president of the National Association of Talking Machine Jobbers, and he is generally recognized throughout the trade as



J. Newcomb Blackman

one of the best posted Victor men in the country. Mr. Blackman has worked indefatigably in the interests of the association, and has also been an important factor in many civic and industrial movements. He is a keen, analytical student of Victor merchandising, and has devel-

oped an organization that has always aimed to give the dealer service and co-operation.

In a chat with *The World* Mr. Blackman commented briefly upon his announcement to the trade, stating as follows:

"I do not believe that at the present time any Victor dealer will or should give his business to any jobber because this jobber is wholesaling exclusively. The dealer's patronage should continue to be given to the jobber on the basis of the service that he is being given by that particular distributor. It is my opinion that any jobber who has a retail department and takes care of any particular dealer in a satisfactory manner will and should be supported by that particular dealer.

"Sooner or later, however (we hope sooner), as production increases and dealers become salesmen rather than order takers, I believe that the question as to a jobber being a wholesaler exclusively or otherwise will be a deciding factor in the support given by the dealer. It will probably result in the dealer gravitating to perhaps one or two jobbers for his service, as compared with the present system, whereby he endeavors to secure service from any jobber who can give him merchandise."

It is interesting to note that in 1898 Mr. Kay sold Mr. Blackman his first bill of goods. At that time Mr. Blackman was an Edison jobber, and Mr. Kay received the first order he placed. Mr. Blackman states that he is happy to pay Mr. Kay the compliment of selling him his first bill of goods when he opens his new business.



Louis Kay

the S. B. Davega Co., and more recently with the New York Talking Machine Co. He will continue the Blackman Talking Machine Co.'s former retail department at 97 Chambers street, under the name of the Kay Talking Machine Co., Inc. Miss L. Peters, who was formerly head of the Blackman Talking Machine Co.'s retail department, will join Mr. Kay's organization.

The wholesale business of the Blackman Talking Machine Co. will be moved to 81 Reade street, New York, where all Victor wholesale business will be transacted hereafter.

In making this important announcement Mr. Blackman pointed out to his clientele that "with every indication of increased factory production we are convinced that the year 1919 will bring to 'Blackman' dealers a year of prosperity, and we hope mutually satisfactory business relations."

The fact that the Blackman Talking Machine Co. has sold its retail department will undoubtedly interest the talking machine trade, for Mr. Blackman has for many years been recognized as one of the leaders in the Victor industry. At

Room No. 321

130 Fulton Street

Clifford A. Wolf
MANUFACTURER OF
Diamond and Sapphire
Phonograph Points

New York City

Phone, 2812 Cortlandt

GEO. KELLY CELEBRATES 20TH ANNIVERSARY IN TRADE

Manager of the Record Ordering, Stock and Traffic Department of the New York Talking Machine Co. a Real Veteran of the Industry—Silver Service From A. D. Geissler

Members of the local trade will be interested to know that George Kelly, one of the veterans of the Victor industry, celebrated on April 9 his twentieth anniversary with the New York Talking Machine Co., Victor wholesaler. Mr. Kelly occupies the important post of manager of the record ordering, stock and traffic departments for this company, and he has filled this responsible position with signal success. His executive ability, his tact, his intensive knowledge of the business and his inherent sense of loyalty



George Kelly

to all things Victor have made him invaluable to the industry and respected and esteemed by all the dealers in the East.

As an evidence of the high regard in which he is held by the New York Talking Machine Co., Arthur D. Geissler, president of this company, presented to Mr. Kelly last Wednesday a very handsome solid silver service. The employes of Mr. Kelly's own particular division presented him with a beautiful cut glass smoking set, as a mark of the affection and admiration they have for their "chief."

George Kelly came up from the ranks and the large measure of success that he has achieved in the Victor industry can be attributed to his conscientious work, unflinching ambition, zeal and loyalty. As he has progressed in the Victor industry, so has he progressed in the hearts of his friends, for year after year George Kelly has gained new friends until to-day he can proudly

point to a legion of true friends in all walks of life.

On April 9, 1899, Mr. Kelly went to work for Maguire Bacaus, the first distributor of Victor products in New York City. Afterwards the firm's name was changed to the Victor Distributing Export Co., which has since become the New York Talking Machine Co.

His twenty years in the Victor business dating since that time are replete with unusual experiences. For the beginner to-day the business is easy compared to the olden times. Kelly had no one to teach him. No one solved his problems nor pointed out the easy way of doing things. He was his own teacher—and he did a wonderful job of it.

While working as a packer he studied constantly to fit himself for a bigger field. He never was a dreamer. He is too practical for that. But he is a thinker. Often, while nailing up packing boxes, he "rapped" himself on the fingers with the hammer because he had suddenly thought of a new method of stocking records or a more efficient system of filling orders promptly.

This continual concentration on ideas which made for the betterment of the business eventually won for him the position of shipping clerk and superintendent of the stockrooms. In addition to being a conscientious, hard working "boss" of the shipping room, Mr. Kelly developed a keen sense of appreciation of music, and a phenomenal knowledge of the Victor record catalog.

By appreciation of music is meant that he formed the happy faculty of being able to judge in what proportion any particular selections would be welcomed by the public. Perhaps he has no musical ability. We don't know if he plays a ukulele or a bass drum—or neither—or both. If he has any harmony in him it is still there, because no one has ever heard it come out—but, when he discusses records, sales methods, or anything pertaining to the betterment of the Victor business, the dealers listen to him as eagerly as if he were the greatest artist under contract.

In conclusion, we may add that West Concord, Vt., can well be proud of George Kelly, for it was in that city on August 26, 1878, that he arrived at the home of George Alfred Kelly.

Winegar's Victrola Shop has opened in Grand Rapids, Mich., at South Division avenue and Cherry street.

BROOKS AUTOMATIC REPEATING PHONOGRAPH



THE WONDER INSTRUMENT

Plays and repeats any kind or size record—any desired number of times—then stops automatically with the tone arm suspended off to the right in the air. Any child can operate it.

WONDERFUL TONE WONDERFUL FINISH
WONDERFUL IN ITS SIMPLICITY

The Machine Creates Interest and Discussion.
It is Self-Advertising

WONDERFUL SELLER

DEALERS—Send for Particulars, Prices, Terms.

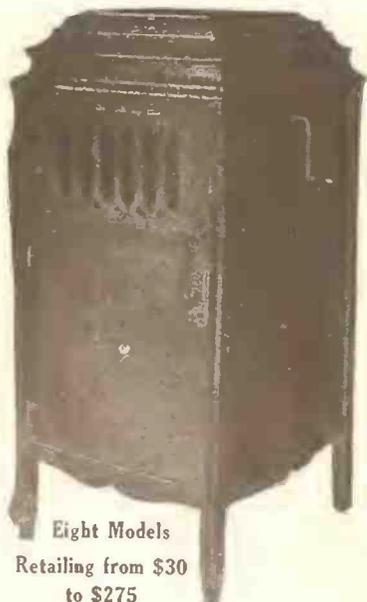
BROOKS MFG. CO., Saginaw, Mich.

MAKE TALKING MACHINE CABINETS

It is reported that the Mills Cabinet Co., of Chicago, has leased the factory building at Racine, Wis., formerly occupied by the American Seating Co., and will soon begin shipment of machinery and stock to Racine and engage in the manufacture of talking machine cabinets.

INCORPORATED

The Superior Phonograph Co. has been incorporated with a capital of \$50,000 by S. T. Herbert, J. V. Hughes, E. P. Geiger and R. J. Thompson, East Liverpool, Ohio.



Eight Models
Retailing from \$30
to \$275

W. REED WILLIAMS, INC.,
160 Broadway, New York City.
Distributors for: New York, New England, Pennsylvania,
Maryland, District of Columbia and Illinois.

Export Representative for: Australia, New Zealand, Cuba,
Canada, England, Italy, Portugal, Spain, Mexico, France,
Brazil, Chili and Philippine Islands.

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

Export Representative for: China, Dutch East Indies, Brit-
ish South Africa, Portuguese East Africa, Argentina, Uruguay.
WILLIAM A. MUROCK, Distributor, Philadelphia, Pa.

SONA-TONE

"The tone you can't forget"

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

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

SONA-TONE PHONOGRAPH, Inc.

EXPORT DEPT.:
160 Broadway, New York City

OFFICE:
156 Broadway, New York City

DISTRIBUTORS AND EXPORTERS

GEORGE A. CALDWELL, Distributor,
Boston, Mass.

WILLIAM FISHER & COMPANY,
200 Broadway, New York City, and San Francisco, California.
Distributors and Foreign Representatives for: State of Cali-
fornia, British Honduras, Nicaragua, Costa Rica, Guatemala,
Salvador, Honduras, Republic of Panama.

SONA-TONE DISTRIBUTORS CORPORATION,
322 Livingston Street, Brooklyn, N. Y.
Distributors for: Borough of Brooklyn, N. Y., and Long
Island.

DE VAUSNEY & TAYLOR,
Newark, N. J.
Distributor for: State of New Jersey.

N. T. MANUFACTURING CO., INC.
Cohoes, N. Y.
Distributors: Albany, N. Y., District.

SONA-TONE MUSIC COMPANY,
Glens Falls, N. Y., Hudson Falls, N. Y.
Distributors: Northern New York.

COMPLETING ARRANGEMENTS FOR CONVENTION OF JOBBERS

Much Serious Business to Be Discussed at General Meeting of Association to Be Held at Atlantic City on June 30 and July 1—President Blackman's Views

Within the short space of six weeks there will be in session at the Hotel Traymore, Atlantic City, in general convention the members of the National Association of Talking Machine Jobbers. It will be the first general convention of the organization held since 1917, and although there have been several meetings of the executive committee in the meantime, attended by many of the members at large, there will be numerous and important problems to be brought up for the consideration of the association as a whole.

Although the arrangements for the convention have not yet been completed, it is stated that business sessions will be held during the afternoon of Monday, June 30, and Tuesday, July 1, with Wednesday probably left open for such plans as the Victor Co. may make for the jobbers.

The arrangements committee, of which Louis Buehn is chairman, has not yet decided upon a definite program of entertainment, it being hinted that inasmuch as June 30 promises to be the last day of the "wet" regime, quite a number of convention delegates will be able to celebrate the occasion to the greatest advantage without any fixed program to guide them. It is likewise hinted that the business session on July 1 will be held in the afternoon in order that those who might perchance become fatigued while attending the obsequies of Al. K. Hall and John Barleycorn may have an opportunity of regaining their normal poise before being called upon to consider serious business matters. The preliminary plans call for the holding of the annual banquet on Tuesday evening, July 1, with water on the side.

In view of the fact that the convention time will mark the end of the moist period, a number of the jobbers and their friends have made arrangements to reach Atlantic City two or three days before the meeting, and it is probable that the annual golf tournament of the association will be held on June 28 in order to provide the trade golfers with matrimonial and other strings a workable alibi for getting away from home a little earlier.

To get back to the serious business of the convention, and there will be much serious business, President J. Newcomb Blackman has outlined for *The World* some of the questions that will come up for a hearing. "The reconstruction period has brought up developments of direct interest to both talking machine jobbers and dealers," declared Mr. Blackman, "and these developments will have to be considered at the convention, which will be the first general meeting since the signing of the armistice. There will be a good many things to be acted upon and studied. The trade generally has shown its confidence in the Victor factory organization, and by June the factory will have time to demon-

strate just what it can do in the matter of after-war production.

"If production continues in any way limited we will be faced with the problem, as wholesalers, of taking care of a more limited number of dealers, and will naturally look after the best dealers. The factory, on the other hand, may probably have to take the same attitude in meeting the demands of the wholesalers, for it would seem better to have a fewer number of satisfied members than a large number of dissatisfied members.

"Increased volume of production is absolutely necessary to keep things going, for with the present standard of discounts and tremendous increase in overhead expenses both wholesalers

and dealers must of necessity depend upon an actual volume of business considerably beyond normal to allow for a sufficient margin of net profits."

Other questions that will come up at the convention will be that of the obtaining of a standard wholesale price for goods throughout the country through an equalization of freight charges.

The question of list prices will also come up for discussion at the convention, but it is considered doubtful if any recommendation for the reduction of list prices in the near future will come from the jobbers at that time.

The record situation will likewise be given considerable attention in the meeting in an endeavor to formulate some plans that will prove of advantage both to the company and the distributing agencies. There are also a number of important legislative matters regarding which it is probable the jobbers will take some action.

DISPLAYING REAL ORIGINALITY IN WINDOW DISPLAYS

Some of the Opportunities for Providing Window Arrangements That Are Unusual and Effective—Getting Out of the Beaten Track—Some Examples

There are so many different opportunities for creating original window displays that it is a matter for wonder that more retailers in talk-



Delightful Chinese Effect

ing machines do not take advantage of the various occasions to get out of the rut and to create something that is not only out of the beaten track, but is calculated by its very timeliness to attract an unusual amount of attention. The stock advertising matter issued by the manufacturers, jobbers and music publishers covering the songs on the records all helps to make the window attractive, but it frequently happens that several dealers in one town will display the same matter, without showing originality.

A song title, a particular model of machine, a new type of record, all afford an excuse for an exclusive window setting, an excuse of which advantage should be taken. A particular instance of originality in introducing new machine models through the medium of a window display recently came from Portland, Ore., where the Wiley B. Allen Co. featured a Brunswick phonograph in a cabinet of Chinese design. The instrument was not just put in the window with a card attached, but the window decorations and

the signs all showed distinctly the Chinese influence. The display aroused wide attention.

Another particularly effective and original window treatment was found in Los Angeles recently, when the Southern California Music Co. turned over a window for advertising the record of the new instrumental number "Me-Ow," published by the Sam Fox Publishing Co., but, although of cardboard, the display had animation. The animal's eyes moved about and, as its tail wagged at intervals, its mouth opened,

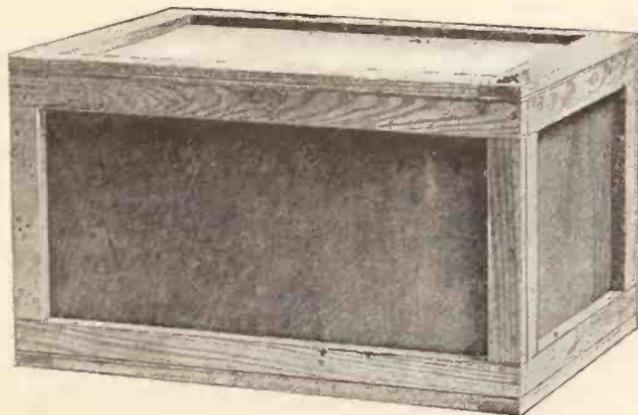


Featuring a Popular Song

and it did not require a wide stretch of the imagination to see a feline "meow" roll out.

The Southern California Music Co., which also conducts a sheet music department, took occasion to display copies of "Me-Ow," as well as the records in the window, and the result was that two departments benefited by the demand created by the window display. The "Me-Ow" display was the work of F. E. Bailey.

THE PRACTICAL PACKING CASE for TALKING MACHINE PRODUCTS is the Re-enforced Three-Ply Veneer Case



STRENGTH: Fully equal to $\frac{7}{8}$ " lumber.

WEIGHT: About 60% of lumber case.

TIGHTNESS: Sides, Tops and Ends are each one piece, making a practically dust-proof and water-tight case.

APPEARANCE: Much neater than any other type case.

PROOF: Some of the largest manufacturers of Talking Machine products use this case.

If you will advise sizes of your packing cases, inside dimensions, we will send without charge a case to test out.

EMPIRE MANUFACTURING CO., Goldsboro, N. C.

MAKE YOUR CHOICE!

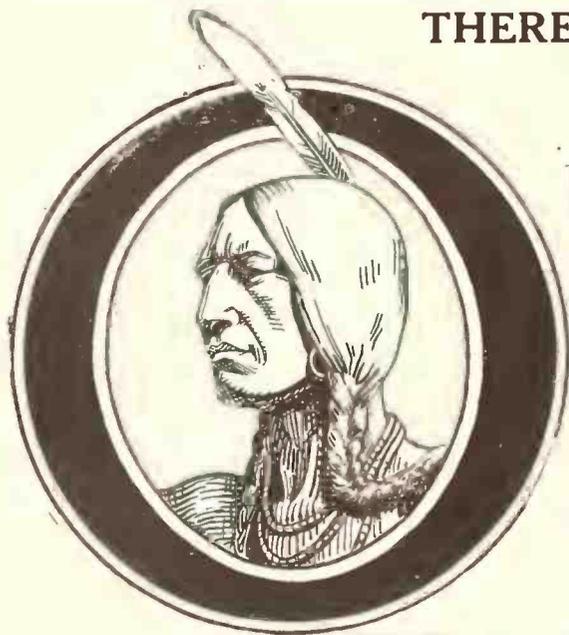
WOULD YOU RATHER

Bank Your Record Profits Every Day

OR

Are You Satisfied to Wait for Them Until Some Indefinite Time in the Future?

THERE IS BUT ONE LOGICAL REPLY



OKEH

RECORDS

NO SHORTAGE

NO INTERRUPTION IN BANKING DAILY PROFITS

HITS OF THE DAY
TO SELL TODAY

Let Us Tell You About Our Plan
for
Co-operation and Liberal Terms

NO BETTER RECORDS
NO BETTER VALUES

Worry over Delayed
Shipments is Unknown
to OkeH Dealers



Greatest Song and
Dance Hits. One on
Each Side.

DECIDEDLY A RECORD OF QUALITY



SUCCESSORS TO
STANDARD TALKING MACHINE CO.
UNITED TALKING MACHINE CO.
HARMONY TALKING MACHINE CO.
O'NEILL-JAMES CO.
ARETINO CO.

High Grade Talking Machines, Disc Records,
Talking Machine Supplies, Etc.

227 W. Lake St., CHICAGO, ILL.

CONDON & CO.'S STEEL NEEDLE LINE

Torrington Co. Appoints New York Firm Sole Agents for "Uniform" Steel Talking Machine Needles—Chat With Wm. A. Condon

The Torrington Co., Torrington, Conn., one of the country's leading manufacturers of steel needles of all description, has appointed Condon & Co., Inc., as the sole agent for its line of "Uniform" talking machine steel needles. Condon & Co., Inc., which will maintain its offices



Wm. A. Condon

in the Fifth Avenue Building, expects to shortly announce an extensive merchandising and publicity campaign in behalf of these needles.

The president of Condon & Co., Inc., is William A. Condon, who has been associated with the talking machine industry for many years, and numbers among his personal friends talking machine dealers and jobbers from coast to coast. Mr. Condon is thoroughly familiar with every phase of the talking machine industry, and is prepared to give the jobbers and dealers handling "Uniform" needles maximum service and co-operation.

In a chat with The World Mr. Condon referred enthusiastically to the possibilities for developing an extensive market for "Uniform" needles, commenting as follows:

"There is one factor back of 'Uniform' product which insures to complete finalization the remarkable quality of 'Uniform' needles, and that one factor is the record and reputation the Torrington Co. holds. It has been a leader in the needle business for over fifty years, and is and has been the largest and oldest needle manufacturer in the world. The company has retained its position of supremacy for such a long time by keeping to the highest ideals in merchandising. The officers of the company point with pride to the fact that they have never sacrificed quality for production.

"Their product was produced through the trying war period (when so many believed that anything was acceptable) with the same regard for quality as before or since. And that is really the view of Torrington. Bigness in view as well as bigness in organization is apparent in all their work, and one cannot fail to be impressed by observing their mammoth factories. In the Excelsior needle branch, one of the group the company operates at Torrington, they have nearly 3,000 employees.

"Our selling plans have been carefully formulated, and we are binding ourselves to adhere to merchandising and marketing which will safeguard the trade in every particular. We would be remiss were we not to take advantage of this opportunity to acknowledge the kindly advice and help so many of our good friends in the trade have given us. The trade is in a 'show me' attitude to-day more than ever before, and it could not be otherwise after the experiences which it has encountered during the past year. We are planning to satisfy this attitude of the trade with 'Uniform' product, which is most aptly named, and perhaps not the least pleasant considerations are the initial orders which we have already received—an acknowledgment of quality of the most gratifying sort."

COLUMBIA MEN MEET IN ATLANTA

Travelers, Owners and Managers of Columbia Stores Enjoy Dinner at Hotel Ansley and Enjoy Playing of Advance Records—Business Very Active in This Territory

ATLANTA, GA., April 7.—Manager Terhune, of the Columbia Graphophone Co.'s Southeastern distributing headquarters, says that the business of the company continues to grow and broaden. The Columbia travelers are selling more symphony records than ever before and the local dealers are calling each day for more of the better class of records, Rosa Ponselle's records already having "taken" fine. The branch is booking the largest business in every line of Grafonolas, records, supplies and dealer service department that they have ever sold.

An innovation was introduced by Mr. Terhune in March by calling together all the Columbia travelers and the owners and managers of the local Columbia stores. At a dinner at the Hotel Ansley on the evening of March 28 the sample records for May were played after dinner and the dealers given first-hand and advance information as to the merits of each and every record. Everybody got acquainted and the whole evening was a big occasion and will no doubt be very helpful to all parties concerned. It is planned to repeat these occasions from time to time.

CABINET FACTORY IN GREENVILLE

Announcement is made in Greenville, Ohio, that the Art Cabinet Co. has been looking for a suitable site for a new factory. It is said that the new concern begins work with a contract from a Chicago firm for 20,000 cabinets.

DINNER TO E. PAUL HAMILTON

Manager of Victor Department of Loeser & Co. Entertained by Staff and Friends

E. Paul Hamilton, manager of the Victrola, piano and music departments of Frederick Loeser & Co., Brooklyn, N. Y., who are Victor wholesalers, was tendered an elaborate banquet by the members of his staff and business associates at the Hotel Astor, New York, on Saturday evening, April 5. After enjoying an excellent menu, the party was entertained with an ambitious musical program by members of the Loeser staff and listened to a number of addresses, all of a complimentary nature. A feature of the entertainment was the playing of eight pianos in unison. Among the members of the talking machine trade present at the dinner were Thomas F. Green, of the Silas E. Pearsall Co., and E. H. Lansing, of Boston.

The Ridgewood Grafonola Shop, Brooklyn, N. Y., has filed a notice of dissolution with the Secretary of State.

**We Offer You
Our Manufacturing
Ability**



SELECTED STOCK —

we have it in plenty, well seasoned.

EXPERT CABINET MAKING—

our workmen are specialists in design, construction and finish.

SUPERIOR TONE CHAMBER—

an accidental result of experimenting gave us a design and the secret of the proper wood and grain together with a method of suspension that permits the free, sympathetic vibration that delivers the full values of the original tones.

All Intelligently Co-ordinated Into the High Class Instrument You Want to be Able to Offer

WE KNOW HOW!

Complete production, including shipping where desired.

LET US BE YOUR FACTORY

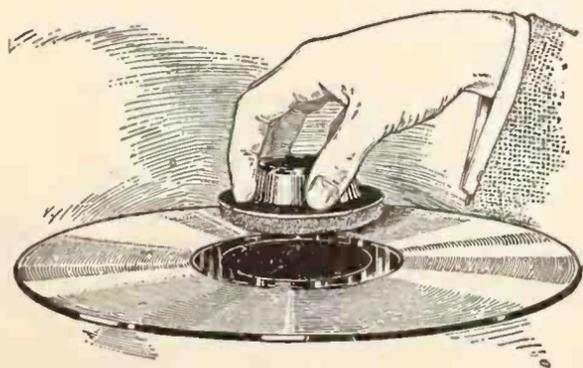
Singer Talking Machine Co.

Matt J. Kennedy,
930 Republic Bldg.,
Chicago, Ill.

Milwaukee
Wis.



Record Cleaner



**Removes the Dust
Saves the Record**

Every owner of a Talking Machine needs one.

"Standard" Cleaner
metal. Four inch size
retails at **50c**

"Simplex" Cleaner
wood. Three inch size
retails at **15c**

Send 25c for sample "Standard" Cleaner and 10c for sample "Simplex" Cleaner

KIRKMAN ENGINEERING CORPORATION, 237 Lafayette St., New York



The Best Talking Machine Needle on the Market

PACKED IN COUNTER SALESMEN

50 Needles to a box and they retail at 10 cents per box.
60 boxes to a package, \$6.00. This package costs you \$3.90 net.
Your profit is \$2.10 and your customer gets a needle that will give satisfaction.

THE FRED. GRETSCH MANUFACTURING COMPANY

60 Broadway *Manufacturers of Musical Instruments* BROOKLYN, N. Y.
Canadian Wholesale Agent, H. A. BEMISTER, 10 Victoria Street, Montreal, Can.
Western Distributor: WALTER S. GRAY, 530 Chronicle Building, San Francisco, Cal.

BOGUS TAX COLLECTOR AT WORK

Talking Machine Owners Should Be on the Watch for This Fake Collector—The Federal Tax Does Not Concern Owners

The latest fraud inflicted on the good people of Brooklyn, N. Y., is in the form of a fake tax collector who has been reaping a fat harvest by means of a tax on pianos. Many an owner of an instrument has been swindled out of a five-dollar bill on the strength of this man's tin badge. Dealers and owners of talking machines and other musical instruments should be on the watch to see that they are not imposed upon in the future.

The New War Revenue bill, which became effective on February 25, applies only to the manufacturer's selling price, the taxes being paid by the manufacturer himself and then being included in the gross price of the instrument. Attempts to have a State tax placed on pianos and other musical instruments in the home have not yet been successful.

Do not be impressed by any swindler who displays a tin badge inscribed "U. S. Tax Collector" and asks to look at your talking machine. Show him the door in a hurry.

HARRY STADLMAIR RETURNS

Son of President of C. Bruno & Son, Inc., Back at Desk After Service in U. S. Army

Harry Stadlmair, son of Henry Stadlmair, president of C. Bruno & Son, Inc., Victor wholesalers, musical merchandise importers and wholesalers, returned to New York recently after serving six months in the United States army. Mr. Stadlmair, who is well known among the dealers, has resumed his former duties as a member of the Bruno selling staff.

ARTHUR D. GEISSLER'S COAST TRIP

Arthur D. Geissler, president of the New York Talking Machine Co. and Chicago Talking Machine Co., Victor wholesalers, returned recently from a trip to the Coast, which was in the nature of a social visit. Mr. Geissler spent some time at Los Angeles, San Francisco and Monterey.

J. E. POLLARD BUYS INTEREST

J. E. Pollard, Rutland, Vt., has purchased an interest in the United Talking Machine Co., that city, and takes the position of manager, with Ned S. Terrell as assistant. For the present there will be no change in the lines carried.



"The Quality Phonograph"
PLAYS ALL MAKES OF RECORDS

Dealers in southeastern territory write for full information. Our representative will be pleased to call without any obligation to you.
THE JOHN A. FUTCH COMPANY, Distributors
Jacksonville, Florida

NEW PLANT NEARLY READY

Compton-Price Co. Soon to Be in New Addition to Stradivara Factory—Representatives All Over Country Having Phenomenal Business

The new addition, the erection of which was announced in last month's World, to the factory of the Compton-Price Co., Coshocton, Ohio, manufacturers of Stradivara phonographs, is practically completed. Within a short time the company will have these additional facilities at their command, which will greatly aid in han-

have been very successful in that territory. In the East Josiah Partridge & Sons Co. are making a splendid record and the machine is also being represented by the Schilling Piano Co.

Reports from J. N. England, Healy Building, Atlanta, Ga., who has for the past year been acting as Southern representative of the line, show a splendid volume of business, which is continually increasing, a large number of new Stradivara dealers having been established in his territory since the first of the year.

In the accompanying illustration is shown the plant of the company as it appeared before the



The Compton-Price Co. Plant at Coshocton, O.

dling the large volume of business which is now coming to them.

Besides taking great care with the mechanical development of this machine, the company have been placing at the disposal of the dealers instruments of superior cabinet work, which they are well able to produce on account of their long experience in this line of endeavor and the facilities which they have at their command.

L. C. Penn, F. J. Kelly and Mr. Taugher are now visiting the trade in the Central States, and

new addition was built. As may be seen, it is thoroughly modern in every respect, a two-story structure, the interior of which is so arranged that a most progressive method of manufacture is conducted at all times.

The Steiger-Cox Co., Fall River, Mass., and the Steiger-Dudgeon Co. of New Bedford, Mass., are among the talking machine concerns who have recently installed the Self-Service System to increase record sales.

THIS →
IS THE
VICSONIA



Proven to be the
MOST PERFECT REPRODUCER

For Playing Edison Disc Records
on "Victrolas" and "Grafonolas"

Quickly and Easily Attached—Permanent Jewel Point—No Loose Parts.
Note—The "Vicsonia" is not made of Die-Cast metal, but of cast Bronze, therefore having a high Nickel Plate Finish. Also in Gold Plate.

Send check for \$4.50 and we will send you one N. P. Vicsonia, with Sapphire Point—Retail at \$7.50

Money back if not satisfied

Vicsonia Manufacturing Company, Inc.,
313 East 134th Street (Bronx) New York, N. Y.

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

MME. LASHANSKA IN CONCERT

Famous Soprano Scores in Appearance in Cleveland Recently

CLEVELAND, O., April 3.—Mme. Hulda Lashanska, the famous concert soprano who records exclusively for the Columbia record library, appeared last night at a concert given for Columbia dealers and their families in the Lattice Room of the Statler Hotel. J. L. DuBreuil,



Mme. Hulda Lashanska

manager of the Columbia Co.'s branch in this city, invited the company's dealers in this territory to attend this concert, and a capacity audience was present to hear this well-known artist.

On Tuesday evening, April 1, Mme. Lashanska appeared at Gray's Armory, in this city, as the soloist with the Cleveland Symphony Orchestra, and her performance won the enthusiastic praise of the local critics. She has been appearing as a soloist with a number of the country's leading orchestras, and each concert serves to add to her prestige and popularity.

The Columbia records made by Mme. Lashanska are meeting with great favor everywhere,

Why Break Records? Just File Them!

That is if you have the wonderful Record filing system which is a feature of

The Marvelous MAGNOLA



Watching the Music Come Out

This is only one feature of many that will command your interest and attention. Let us send you handsome illustrated catalog and information as to our plans for helping you to make money with MAGNOLA.

MAGNOLA TALKING MACHINE COMPANY

OTTO SCHULZ, President

General Offices

Southern Wholesale Branch

711 MILWAUKEE AVENUE
CHICAGO

1530 CANDLER BLDG.
ATLANTA, GA.

and Columbia dealers state that their patrons heartily commend these records. She received an ovation from the Columbia dealers at Wednesday night's concert at the Hotel Statler, and was obliged to render many encores in order to satisfy her audience.

KENT CO. INCREASING OUTPUT

Demand for Master Adapter Makes Increased Production Necessary

The F. C. Kent Co., Newark, N. J., who some months ago introduced the Kent Master Adapter, an attachment which makes any disc record playable on the New Edison phonograph, have found the demand for this product to be greatly on the increase during the past two months. The F. C. Kent Co. have since the starting of the business specialized in the manufacture of attachments for Edison machines, and in the new Kent Master Adapter they have incorporated all the improvements that years of experience and knowledge have shown them are feasible. The new adapter is simple but durable in its construction and quite attractive in appearance. Jobbers are with the Kent Co. in placing the product before the trade and many of them have placed orders for deliveries over a period of months anticipating a heavy demand.

The F. C. Kent Co. are now running at full capacity in order to meet the demands of the trade, and plans for a further increase in output are well under way.

EDWARD LYMAN BILL RETURNS

Member of World Staff Back From Service as Officer With French Field Artillery

Edward Lyman Bill docked in New York the early part of last week. For nearly two full years he has been overseas, where he served the first year in the field ambulance service and for the last year as an officer of French field artillery. He has completely recovered from the very severe gassing he underwent at Verdun, and has already taken up active duties as a member of The Talking Machine World staff.

NEW DOMESTIC MODELS

Several New Styles Now Being Introduced Win Favor—President Truitt's Interesting Views

LATROBE, PA., April 7.—The Domestic Talking Machine Corp. of this city, through its president, Joseph Truitt, announces the advent of several new models of the Domestic talking machine. Mr. Truitt, when taking charge of the Domestic organization, which at that time was located at Philadelphia, issued the following statement: "We shall not offer our new models until they are of quality and value that cannot be resisted." The plant was moved last July from Philadelphia to Latrobe and a considerable amount was invested in placing it upon an efficient basis that would allow for increased manufacturing facilities. E. Bauer, well known to the talking machine industry, and who is in charge of the sales end of the organization, is enthusiastic over the line now offered and predicts a strong popularity for it when shown to the trade.

SPECIAL WINDOWS FOR HEMPEL

LYNCHBURG, VA., April 5.—J. P. Ogden, Inc., the Edison dealers in this city, gave Frieda Hempel a stunning window for her St. Patrick's Day concert there, using the Hempel three-sheet and the "Daughter of the Regiment" cut-outs as a background for the Edison announcements and personal pictures of the prima donna.

Mr. Allen, Jr.—or is it Lieutenant Allen—secretary and treasurer of the company, is still in the service in France, but hopes to return in time for the Edison convention this June.

The J. P. Bell Co. and the Adkins Furniture Co., Victor dealers, also gave Miss Hempel good windows.



WHY HARPONOLA Talking Machines are Better

"The whole is equal to the sum of its parts," and since every detail and feature of the Harponola is as fine as it can be made, the Harponola is a decidedly superior instrument.

The Mechanical Equipment

The motor is the best we can buy—a motor that has stood the test of service successfully.

The tone arm contributes wonderfully to the fine, mellow, musical quality of the tone,—can be readily regulated to any needle pressure.

The tone arm and sound box are arranged to play any make of record without fussy adjustment.

The sound box, itself, is fitted with the highest grade India Ruby mica diaphragm.

A thoroughly reliable automatic stop is attached, when desired.

In nicety of finish, this Harponola mechanical equipment is also noteworthy.

Send for Harponola literature and dealer proposition

HARPONOLA COMPANY

EDMUND BRANDTS, Sales Manager

CELINA . . . OHIO

Jobbers of OkeH Records—the only independent record that gives the independent retailer an adequate commercial opportunity.



Are You Still Glad ?

DO you remember the day the armistice was signed—how you stopped work, threw on your hat and coat, and joined the wildly cheering throng?

Was there ever such a celebration?

Is peace worth less now than it was then?

Back up that cheering with your dollars.

You were glad then—show your gladness now by subscribing to the



*The "Clean-up"
Button*

Victory Liberty Loan

Space contributed by

THE TALKING MACHINE WORLD, NEW YORK

Prepared by American Association of Advertising Agencies cooperating with the United States Treasury Department

NEW NEWARK PLANT GOING UP FOR OTTO HEINEMAN CO.

Ground Broken on March 27 for Erection of Great Manufacturing Plant to Meet Requirements of Growing Business of Heineman Institution—Will Be of Modern Type

When on March 27 A. F. Meisselbach and Adolph Heineman, vice-presidents of the Otto Heineman Phonograph Supply Co., Inc., dug up the first two shovels of dirt in the midst



A. F. Meisselbach and Adolph Heineman of the two Newark city blocks just opposite Pennsylvania South Street Station, Newark, bought by the Otto Heineman Phonograph Sup-

tory of this very successful business institution.

The new plant will be added to the Otto Heineman Phonograph Supply Co.'s numerous other factories, owing to the increase in the demand for Heineman and Meisselbach products.

Following on the heels of the recent announcement giving the Otto Heineman Phonograph Supply Co. control of the great Garford plant in Elyria, Ohio, this news about the new Newark factory is a most eloquent proof of growth.

The present Newark home of the Meisselbach motor is 35 years old, and while it is running full force and turning out a tremendous quantity of phonograph products, yet it was found necessary for the Otto Heineman Phonograph Supply Co. to erect a new plant of its own so as to keep step with the rapid growth of the business and in order that the high standard of quality for which the Otto Heineman Phonograph Supply Co. has always stood should not be sacrificed for quantity.

The new Heineman plant will be of the most modern type, and will be completed and running full force during the latter part of the fall.

VALUE OF WINDOW DISPLAYS

One of Many Interesting Features of Current Issue of Columbia Record

The April issue of the "Columbia Record," the



Messrs. Meisselbach, A. Heineman and Architect Corey With Meisselbach Factory Heads Breaking Ground for New Plant

house organ issued by the Columbia Graphophone Co., features on its front page an interesting article devoted to the proper method of preparing window displays. This article is accompanied by practical illustrations that will aid the Columbia dealer in making his window displays effective and productive.

There are several articles in the April "Columbia Record" devoted to the educational department, and

judging from the reports received from Columbia dealers throughout the country, this depart-

ment is becoming more important day by day. There are unlimited possibilities for developing the sale of Columbia records produced under the direction of the educational department, and these opportunities are being utilized to advantage by aggressive Columbia dealers.

There are several interesting items regarding Columbia artists that give a personal touch to the records made by these artists, and the dealer service department of the Columbia Co. contributes its usual quota of timely and valuable sales helps that will act as an impetus in developing a strong and increasing demand for Columbia product.

GOOD TRADE IN LOS ANGELES

Local Dealers Did Good Business During Past Month, Despite Shortage of Machines and Records—Columbia Dealers Meet—"Madame Butterfly" Records Have Good Sale

LOS ANGELES, CAL., April 5.—Notwithstanding the depleted stocks and the inability of local talking machine merchants to obtain goods, business was fine during March. Scarcity of records is still the "thorn in the flesh," and all the dealers have their hands full explaining the shortage to customers. Los Angeles jobbers have no definite information as to when things will strike the normal mark again.

Los Angeles is thronged with tourists, and it is almost impossible to find a house unoccupied, all of which spells prosperity for southern California. Many dealers are looking forward to a banner year in spite of the alarming shortage in both machines and records.

Harold Jackson, manager of the talking machine department of the Wiley B. Allen Co., says the Brunswick line is selling nicely, but he is experiencing the same trouble in getting them as he is Victors and Edisons. Mr. Jackson has just received a Brunswick model style 1500 in brown mahogany. This exclusive Italian renaissance model is one of the handsomest period models ever exhibited in Los Angeles.

The Columbia Graphophone Co. held their monthly meeting for Los Angeles and southern California and Arizona dealers at the Alexandria Hotel on Monday morning, March 17. There was a good attendance. The Columbia May records, on sale April 10 and 20, were played and an address was given by Local Manager W. F. Stidham. The next meeting takes place on April 15 at the Alexandria Hotel at 9:30 a. m.

A crowded house listened to the performance of "Madame Butterfly" at the Mason Opera House, the superb singing and acting of dainty Madame Tamaka Miura being enthusiastically applauded. The part of Cho-Cho-San's child was taken by a granddaughter of L. E. Behymer, the famous manager, who was exquisitely charming. The little actress performed her part perfectly, and is an exceptionally beautiful child. Madame Tamaka Miura's Columbia records are enjoying a very large sale locally as a result of her appearance here.

Andrew G. McCarthy, treasurer and general manager of the talking machine department for Sherman, Clay & Co., has been in this city for the last week visiting the local branch. Mr. McCarthy is very much pleased with the new quarters, which now occupy the entire fifth floor of the Parmalee-Dohrmann Building. C. S. Ruggles, local manager, expects Victor goods to come in more rapidly in the future.

The Bartlett Music Co., Columbia dealers, are adding four new record demonstration rooms to their Grafonola department.

P. H. Beck, in charge of the talking machine department for the George J. Birkel Co., exclusive Victor dealers, says he has a hard time to get enough machines to use as record demonstrators.

J. A. Frye, California representative of the Victor Co., is in Los Angeles visiting the various dealers.

L. E. Creedon has purchased the Foot Hill Drug Store, at Azusa, Cal. Mr. Creedon handles the Victor line and expects to enlarge the department shortly.

H. J. SMITH LABORATORIES

Jewel Manufacturer

EXECUTIVE OFFICES,
FINISHING and
RECORDING
LABORATORY JEWELS

Plant No. 1
833 Broad Street
Telephone 2896 Market
NEWARK, N. J.

SAWING
GRINDING
ROUGHING
ROLLING and
EXPERIMENTAL
LABORATORY

Plant No. 2
54¹/₂ Franklin St.
NEWARK, N. J.

Manufacturer of

Phonograph Diamond and Sapphire Reproducing Points—Recording Laboratory Jewels—Rough Diamond—Diamond Powder—Experimental Work. Jewels manufactured for all talking machine records. Consulting Specialist on all experiments relating to any new recording grooves. Recording problems satisfactorily worked out.

IMPORTANT NOTICE

TO THE AMERICAN TRADE

The Sterno Manufacturing Company
19 CITY ROAD LONDON, E. C. ENGLAND

Manufacturers of the world known COMPACTOPHONE—the most complete portable gramophone extant—beg to announce the conclusion of arrangements for the EXCLUSIVE SELLING RIGHTS IN THE UNITED STATES OF THE

High Grade Motors Manufactured By **Mermod Freres** St. Croix Switzerland

WONDERFUL MECHANISM

These motors represent the acme of workmanship and quality. Each part is made to the finest gauge limits and assembled to run with the precision of a watch—silent and true. Messrs. Mermod Freres is an old established Swiss manufacturer. Back of their motors are years of hard practical experience. The experimental stage was left behind a decade or more ago. Reliability and quality is therefore assured.

DIFFERENT MODELS

Mermod Freres motors comprise several types—single and double spring worm and pinion-gear drive, the very latest and scientific method of construction.

CONSULT US

Before placing your orders elsewhere consult us as to prices and terms of trading. We are out for quick shipments and prompt delivery direct from the factory to the buyer.

SPECIAL TERMS TO JOBBERS

Within the near future it is proposed to establish
A CENTRAL DISTRIBUTING DEPOT IN NEW YORK
Meanwhile trade enquiries should be directed to

THE STERNO MANUFACTURING CO.
19 CITY ROAD LONDON, E. C. ENGLAND

CLARENCE G. CAMPBELL RETURNS

Well-Known President of Knight-Campbell Music Co. Back at the Helm Once More

DENVER, COLO., April 4.—After eighteen months spent with the United States Army in France, Lieutenant Clarence G. Campbell, president of the Knight-Campbell Music Co., has received his discharge and is hard at work again. He was among the first to enlist in the service and started his military career at Camp Funston in the fall of 1917. He was later sent to the artillery school at Camp Taylor and there received his commission as a lieutenant in the field artillery.

He sailed for France in June, 1918, and was stationed at an artillery training camp near Paris. His course of training was completed and he was ready to go to the front when the armistice was signed. He was very much disappointed in not getting a chance to try his hand at the Huns and thinks the worst thing that can happen to any soldier is to be a year and a half in the service without getting a chance to fight.

WILL MOVE TO NEW QUARTERS

HIGH POINT, N. C., April 4.—The Amos Furniture Co. of this city will shortly take possession of their new building, now in the course of erection. It will contain one of the largest and best equipped talking machine departments in the South. Ten booths will be erected for demonstration purposes. The Dixie and Columbia lines are carried by this firm.

NEW STORE OPENED

The Classy Phonograph Shop has been opened at 909 Vine street, Cincinnati, O., by I. J. Klug, and A. W. Sandmann. The new shop will handle several lines of talking machines. Both members of the company were formerly in the piano field.

VICTROLA VETERAN OF THE WAR

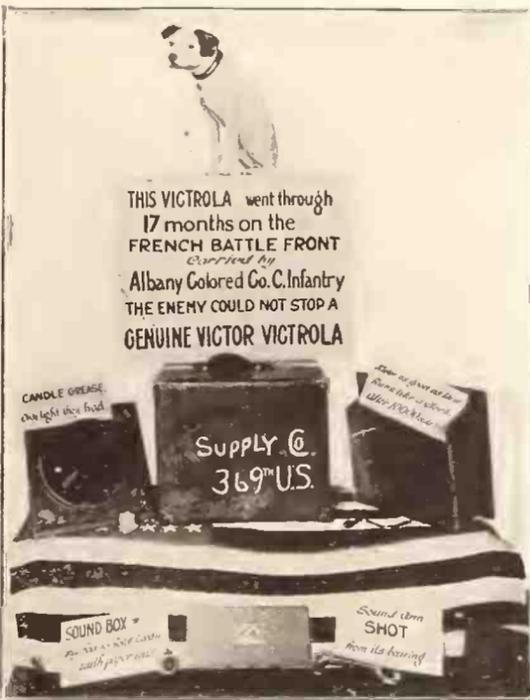
Instrument Loaned to Old Fifteenth Infantry of Albany, N. Y., Is Back at the Capital With Notable Victory to its Credit

ALBANY, N. Y., April 5.—After traveling around the world for more than a year and seven months, the Victrola loaned to the old Fifteenth Infantry is back in Albany. On August 21 W. J. Killea, a local Victor

and the first of the two trips it took across the Atlantic Ocean.

It seems little short of a miracle that a Victrola could last through such a journey, but it certainly was in good company, for every member of the regiment received a French War Cross for bravery under fire.

Mr. Killea returned from Camp Upton this morning with the pieces of the machine. Springs were broken several times, and one ingenious trooper had kept on using one spring again and again by heating the ends of the spring and boring new holes to hitch the spring until it was so short that it would play only half a record. The tone arm looks as though it had been in the very center of a box barrage. The sound box needle screw was lost, and the soldiers held the needle in place by stuffing paper in the needle socket. At St. Nazaire, Mr. Killea was told, the boys planned to salvage the remains of the Victrola, but decided to return it to America as they had agreed. The machine has been on exhibition in Mr. Killea's show window and the public has taken a keen interest in the Victrola that delighted and comforted these brave colored boys while they were "beating the Hun."



Victrola That Went Through the War

dealer, loaned to Company C of the old Fifteenth Infantry, now the Three Hundred and Sixty-ninth Regiment, a Victrola to be returned when they were discharged from the army. Shortly afterward these soldiers, who were to prove themselves among the most wonderful fighters in the world's war, were moved to an embarkation point and sent oversea. This was the first leg of the journey of more than 10,000 miles

MUSIC MAN HEADS COMMITTEE

Ben Reynolds in Charge of Details of Big Fashion Show Held in Washington, Pa.

WASHINGTON, PA., April 2.—Ben Reynolds, head of Ben Reynolds & Co., local piano and talking machine dealers, was chairman of the general committee in charge of a most successful fashion show held in this city last week to raise funds with which to entertain the soldiers from this section upon their return from France, which resulted in a large fund being raised.

Louis Hood and F. M. Hood, of the Greensboro Music Co., Victor dealers of Greensboro, N. C., made a special drive on "The Blue Danube" and "The Last Rose of Summer" during Frieda Hempel's recent visit to their city.

AGAIN SOMETHING NEW



The success of our Fletcher Reproducer has compelled us to place on the market the best of tone-mediums to be used with it, and we now present to the Phonograph Trade the

FLETCHER UNIVERSAL TONE-ARM

Gives correct playing weights for Victor, Columbia, Edison, and Pathe records, also perfect needle centering. Entirely new construction; Hexagonal in shape, with different thicknesses of metal, doing away with all extraneous vibrations. Nothing to loosen or rattle. Interior of arm free from all obstructions.

SOLID—SUBSTANTIAL—ARTISTIC

Two lengths—eight and one-half, and nine and one-half inches. Samples of Fletcher Tone-arm and Reproducer, eight dollars (\$8.00). Satisfaction or money refunded.

Fletcher-Wickes Company

No. 6 East Lake Street

Chicago, Ill.

"GIVE US GOODS," CRY DETROIT JOBBERS AND RETAILERS

Demand in This Territory Exceeds All Expectations and an Enormous Business Can Be Done if Machines and Records Can Be Secured—Phonograph Company Increases Capital—Recent Visitors

DETROIT, MICH., April 6.—"Give us goods" is the cry of all jobbers and retailers in this neck of the woods, and all we want to say is this—unless the manufacturers increase their output very considerably within the next six months the talking machine situation promises to be a critical one next fall when the big rush comes. Right now—think of it—dealers are doing more business than during previous holiday seasons—it is amazing where the business all comes from. One dealer said the other day "the country has gone talking machine mad," and we certainly believe it from the way dealers are complaining of shortages. Of course, the larger jobbers and dealers are the loudest "yellers," but the shortage is affecting every dealer no matter whose goods he handles. He may be able to get some goods, but the very models that he finds the most popular are, as in the past, the hardest to get.

No matter on what jobber you call you get the same story—"business is fine, it would be much better if we could get the goods." The various jobbers are not one bit too anxious to start new dealers just now, preferring to take care of their old dealers first, and knowing it would be fruitless to put on new dealers so far as supplying them with goods is concerned.

Wallace Brown, the Brunswick dealer, says he was never as low on merchandise as he is to-day. He is doing 300 per cent. more business than a year ago.

George W. Pound, general counsel for the Music Industries Chamber of Commerce, comes here May 15 and 16 and will be given a banquet at the Statler Hotel the first night. The various talking machine dealers will attend the banquet, which will be followed by a meeting.

The Phonograph Co. of Detroit has increased its capital stock to \$200,000. R. B.

Alling, manager of the Phonograph Co. of Detroit, says this will be the biggest and best year.

Mr. Keyes, general supervisor for the Pathé Frères Phonograph Co., was a Detroit visitor recently, conferring with Manager Chambers, of the Pathé phonograph department of Williams, Davis, Brooks & Hinchman Sons, Detroit jobbers, and calling on the different Pathé dealers. Mr. Chambers is in the same boat as the other jobbers, and he states it is merely a question of getting goods, as the demand is there and dealers are clamoring both for Pathé records and Pathé phonographs.

C. H. Grinnell, manager of the Victor wholesale department of Grinnell Bros., is yelling loudly that he was never so short on records and machines, and it "almost makes his heart ache" to see the orders come in and remain unfilled week in and week out.

"CO-OPERATING WITH FAILURE"

Some Pertinent Topics Discussed in Bulletins Sent Out by General Manager Moody, of the Buffalo Talking Machine Co.

BUFFALO, N. Y., April 7.—During the past few months V. W. Moody, general manager of the Buffalo Talking Machine Co. this city, has been sending out a series of bulletins which discuss topics of keen interest to the Victor trade and which have won the enthusiastic commendation of the dealers.

In a recent bulletin, entitled "Co-operating With Failure," Mr. Moody gave his idea of an "ideal" store for the Victor dealer who is courting stagnation. As one of the veterans of the Victor industry, Mr. Moody has acquired an intimate knowledge of the problems that confront Victor dealers, and in this recent bulletin he called attention to many of the factors that retard the growth of a Victor establishment. This bulletin, which is essentially constructive in its purpose, reads in part as follows:

"A customer approaches the store (over a dirty sidewalk). He glances at the show window (through dirty glass); he looks at the display (of dingy, dusty Victrolas and faded printed matter); he grasps the doorknob (which almost falls out in his hand), opens the (creaking, poorly-hung) door and enters.

"Then he steps into the store onto a (knotty, bare, dirty) floor; glances at the display space of the walls (giving due attention to cracks, scaling paint, loose wall-paper, cobwebs and the display of dusty bulletins, unframed pictures, etc.).

"The salesman (neatly dressed, of course) was in the back of the store, smoking and working, and didn't wait to lay aside his nice, sweet-smelling smoke, but went right up to the customer and asked him if there was something he wanted (assuming, naturally, that he came in merely to look around).

"Meanwhile the customer did look around, and saw that desk or table over in the corner (a disorderly pile of catalogs, record envelopes and things of the kind littered this piece of furniture).

"The customer now admits that he does want something—a Victor record. He is taken into a hooth and given a chair (the most uncomfortable one in the place) and is permitted to rest his eyes on the unattractiveness of the hooth—no nice, clean glass; dust, dirt, knotholes, unattractive display matter; ceiling, walls and floor in poor condition.

"We get the record for the customer, and to play it stand or pass between the Victrola and the customer, affording him every opportunity to form an complimentary opinion of our hack and our brain.

"The customer decides to buy the record (in spite of handicaps). We wrap it up, thank him, let him go (glad that he is gone so that we can go back to our work). We didn't get that man's name and address or inquire if he had plenty of needles at home and play a few of 'those other' records for him. We growl a bit and damn our competitor for getting all the business, and say that if our store was better located we could do more business.

"Isn't it funny how many of these things you think are true of your competitor? That isn't the funniest thing, however. The big joke is that your competitor is saying the same thing about you, unless you have a really up-to-the-minute Victor store. It's dollars to doughnuts that no matter how fine your store is you can get more business, make more money and please your people better if you will make a few changes. Do it now.

"Who is it that is 'co-operating with failure' and 'courting stagnation?' Maybe, as you say, there are two of them, and that the other one is your enemy—but you'll get rich faster on your profits than you will on his losses. Phone your contractor and get things started now.

"Don't wait for prices to go lower. Prices are going down only when there is no demand for building material or labor. When these conditions come about there will be a scarcity of customers and plenty of everything else—but profits."

FAULTLESS

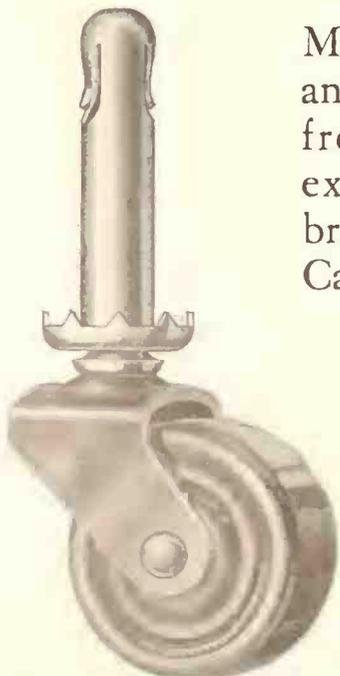
PIVOT BEARING

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"

Equal to the finest
Talking Machine
in the world.

SUPERTONE

"ALL THAT ITS NAME IMPLIES"

A Super-Quality
Machine at Sub-
Standard prices.

SUPERTONE No. 4—

This artistic and attractive model finds instant favor with those appreciating the beautiful. A more graceful looking cabinet is yet to be conceived.

EQUIPMENT

Universal Tone Arm enables you to play all makes of records by a simple turn of the sound-box.

Reproducers are constructed along the best known scientific principles, insuring the most perfect results in sound reproduction.

Retail Price

\$135

Liberal discounts to dealers and quantity buyers.



EQUIPMENT

MOTOR—We use the famous Meisselbach motor exclusively. It's the highest priced and best motor we can obtain, insuring mechanical precision and durability.

CABINETS—Only the finest selected oak, mahogany and walnut woods are used; no cheap substitutes. The construction and finish are equal to the finest product of the cabinet makers' art.

Retail Price

\$135

Liberal discounts to dealers and quantity buyers.

In the following pages will be found other models in our line.

Chicago Office

Republic Building

MATT J. KENNEDY,
Sales Agent

Supertone Talking Machine Co.

18 West 20th Street, New York

Manufacturing High Grade Talking Machines for five years. The broadest kind of guarantee goes with our machines.

Philadelphia Office

Real Estate Trust Building

C. L. STEPHENSON,
Sales Agent

Equal to the finest
Talking Machine
in the world.

SUPERTONE

"ALL THAT ITS NAME IMPLIES"

A Super-Quality
Machine at Sub-
Standard prices.

SUPERTONE No. 2—

This model embodies all the graceful lines that can only be found in the finest talking machines, thus attracting the better class of trade.

EQUIPMENT

Universal Tone Arm enables you to play all makes of records by a simple turn of the sound-box.

Reproducers are constructed along the best known scientific principles, insuring the most perfect results in sound reproduction.

Retail Price

\$125

Liberal discounts to dealers and quantity buyers.



EQUIPMENT

MOTOR—We use the famous Meisselbach motor exclusively. It's the highest priced and best motor we can obtain, insuring mechanical precision and durability.

CABINETS—Only the finest selected oak, mahogany and walnut woods are used; no cheap substitutes. The construction and finish are equal to the finest product of the cabinet makers' art.

Retail Price

\$125

Liberal discounts to dealers and quantity buyers.

See page number 133 and page number 135 for other models in our line.

Chicago Office
Republic Building

MATT. J. KENNEDY,
Sales Agent

Supertone Talking Machine Co.
18 West 20th Street, New York

Manufacturing High Grade Talking Machines for five years. The broadest kind of guarantee goes with our machines.

Philadelphia Office
Real Estate Trust
Building

C. L. STEPHENSON,
Sales Agent

*Equal to the finest
Talking Machine
in the world.*

SUPERTONE

"ALL THAT ITS NAME IMPLIES"

*A Super-Quality
Machine at Sub-
Standard prices.*

SUPERTONE No. 3—

Covers everything to be desired from an aesthetical viewpoint. The studied proportion of every line satisfies the taste of the most critical buyers.

EQUIPMENT

Universal Tone Arm enables you to play all makes of records by a simple turn of the sound-box.

Reproducers are constructed along the best known scientific principles, insuring the most perfect results in sound reproduction.

Retail Price

\$110

Liberal discounts to dealers and quantity buyers.



EQUIPMENT

MOTOR—We use the famous Meisselbach motor exclusively. It's the highest priced and best motor we can obtain, insuring mechanical precision and durability.

CABINETS—Only the finest selected oak, mahogany and walnut woods are used; no cheap substitutes. The construction and finish are equal to the finest product of the cabinet makers' art.

Retail Price

\$110

Liberal discounts to dealers and quantity buyers.

See page number 133 and page number 134 for other numbers in our line.

Chicago Office

Republic Building

MATT. J. KENNEDY,
Sales Agent

Supertone Talking Machine Co.

18 West 20th Street, New York

Manufacturing High Grade Talking Machines for five years. The broadest kind of guarantee goes with our machines.

Philadelphia Office

Real Estate Trust Building

C. L. STEPHENSON,
Sales Agent



This trade-mark on our albums stands for
QUALITY, SERVICE
and **SATISFACTION**

Twelve Years Building Quality Albums

EVERY Record Album bearing our trade-mark represents twelve years of experience in building quality albums.

Our line is complete—from the lowest priced good album to the finest metal-back album made.

Write for Samples



A complete line of
QUALITY
ALBUMS

Factory and Executive Offices:

NEW YORK ALBUM & CARD CO., Inc., 23-25 Lispenard St., New York

Chicago, Ill.: THOS. J. CULLEN, CULLEN, MARSH & CO.

21 East Van Buren St.
MIDDLE WEST REP.

W. A. CARTER

59 East Jackson Blvd.
CHICAGO DISTRIBUTOR

San Francisco, Cal.: WALTER S. GRAY

Chronicle Bldg.
PACIFIC COAST REP.

HOW PARIS BUYS ITS RECORDS

American Ideas of Free Service Unknown in French Capital—A Charge Is Made for Each Record Played—Somewhat Like a Telephone

French methods in regard to the sale of records are certainly unusual and ingenious, but they would hardly meet with the approval of American customers who are accustomed to listening to records under the most favorable circumstances. An officer recently returned from France tells the story of how one selects records at some of the big shops in Paris.

The American idea of free service to customers in the purchase of any make of talking machine records is quite unknown in the French capital. If one wishes to hear a record before purchasing the only way is to pay for the privilege at the rate of f.1 for five records on week-days and f.1 for four records on Sundays. You step up to the cashier and purchase as many metal tokens as you wish to hear records and enter a special listening room.

Imagine a long corridor like an arcade lined all along the side with chairs, each facing an automatic apparatus something like a telephone attached to the wall. The customer seats himself in the chair and, after inserting a metal token in the slot, registers the numbers of the different records he wishes to hear played by means of numbered dials not unlike a combination on a safe. Then he takes up the ear tubes

and attaches them to his ears and listens. The attendants (located in another part of the building, usually on the floor below) place the record on a transmitting instrument and the selections are played and heard distinctly through the ear tubes at the listening station.

After listening to as many records as he wishes, using a metal token for each, the customer passes through a door to another room where he makes his purchases. These talking machine record arcades are quite popular as an inexpensive place of entertainment and are patronized by all classes of people who pay about 3 cents to hear any selection they wish played.

One cannot but wonder how American customers would take to this certainly ingenious plan. In departments of many of the great stores customers are conducted to soundproof, fresh air ventilated record rooms and given an easy seat in a comfortable chair. The attendant brings the records desired and places them on the instrument. In this American way the customer is able to hear any record under the same musical conditions and in approximately the same environment as at home and, of course, all this service is free. Another feature of American store service which seems very popular of late are the free record recitals given in a suitable auditorium in connection with the talking machine department. These recitals quite reach the dignity of real concerts and are crowded for each program.

CHAS. HACKETT WITH COLUMBIA CO.

Noted American Tenor of the Metropolitan Opera Co. to Make Records Exclusively For This Company—Scores Big Success

The Columbia Graphophone Co., New York, announced this week that Charles Hackett, well-known tenor of the Metropolitan Opera Co., who received a tremendous ovation when he made his



Chas. Hackett, Grand Opera Tenor

debut at this Opera House recently, will make records exclusively for the Columbia library.

Long before the night set for his American operatic debut in the famous Metropolitan Opera House the reputation of this tenor had preceded him from South America, where he had won the enthusiastic commendation and approval of the leading musical critics and most prominent musicians.

A native of New England, this young tenor had sailed for Italy nearly six years ago, and during the past six years he won for himself an international reputation as one of the leading tenors of the present generation.

Mr. Hackett made his debut at the Metropolitan Opera House in the opera "Il Barbiere di Siviglia," and from the moment that he appeared before his audience it was evident that a tenor of unique quality had been discovered. It was fully a half minute after Charles Hackett had sung his introductory aria in his New York debut before the assemblage at the Metropolitan Opera House ceased its applause.

It has been said by musical critics that the delightful art of this young tenor (who is not yet thirty), his distinction in interpretation as well as in enunciation of the words of whatever aria or song that he sings, should make his Columbia records as unique as the artist himself. His associates at the Opera House have paid this artist the unusual compliment of terming him a "virtuoso tenor," the first that America has known for many years.

The KENT Master Adapter

MADE UNDER PATENT No. 1,130,298



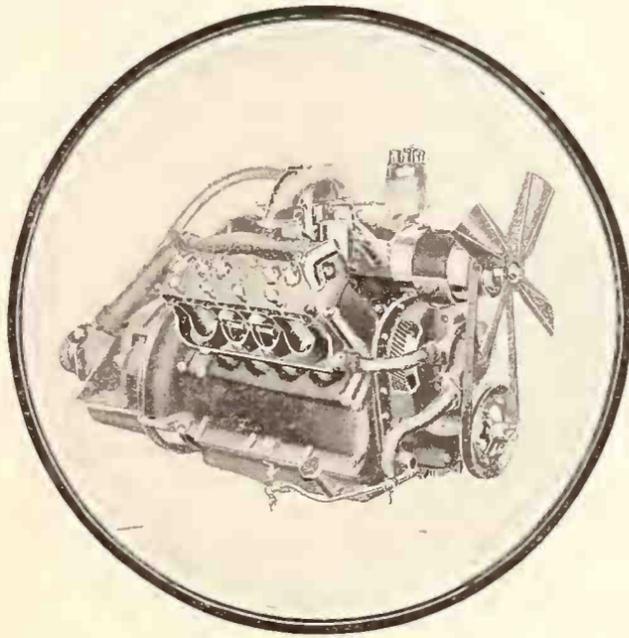
Position when playing lateral cut record

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

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

F. C. KENT CO.

MULBERRY and CHESTNUT STREETS
NEWARK, N. J.

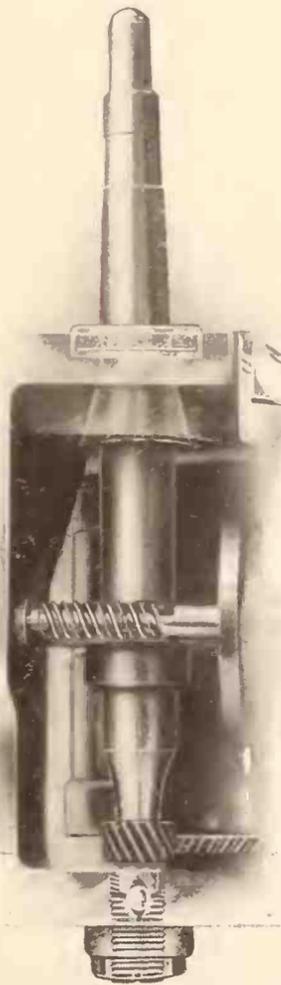


THE EIGHT CYLINDER MOTOR *and the* TRIPLE THREAD WORM

IN the explosion chamber of the eight cylinder motor the shock impulses occur so frequently that vibration is reduced to a minimum. The eight cylinder purrs along the road.

And the triple thread worm of the Stephenson Precision-Made Motor, by allowing the maximum number of teeth to be constantly engaged with the fibre gear, reduces vibration and noise to a minimum.

It makes the Stephenson Precision-Made Motor a silent, even-running motor. One reason why it is a precision-made motor.



Stephenson Precision-Made Motor Triple Thread Worm.

STEPHENSON
INCORPORATED
One West Thirty-fourth Street
New York City

DIXIE PHONOGRAPH CO. ORGANIZED

HIGH POINT, N. C., April 4.—The Dixie Phonograph Co., recently incorporated under the laws of Delaware for the manufacture of talking machines, are now established in their modern factory building in this city. A particular feature of their new machine will be the facility with which the motor may be reached. The motor board is tray shaped and hinged at the back and may be easily lifted to reach the motor. An exceptionally fine motor has been installed and the tone value is claimed to be individual in its sweetness and volume. Each instrument is equipped with the Eject-o-File record filing system and has many patented features. The officers of the company are F. F. Slocumb, president and treasurer; E. M. Howard, vice-president, and E. H. Fairbanks, secretary.

Harry Brazen has opened a new retail piano and talking machine store at 1654 South Hamilton avenue, Chicago. The establishment is well equipped for the trade.

BUSINESS NEAR A PRE-WAR BASIS

Globe-Wernicke Co. Report Increasing Demand For the Brown Disc Record Cabinets and Globe-Wernicke Section Record Cabinets—Expansion the Order of the Day

CINCINNATI, O., April 7.—Since the signing of the armistice the Globe-Wernicke Co., of this city, has been able to accept and fill orders for Brown Disc record cabinets and Globe-Wernicke sectional record cabinets. The factory is rapidly approaching a pre-war basis, and facilities are being enlarged steadily in order to bring the production of the various Globe-Wernicke lines to the high water mark that was held prior to 1917. During the war period the Globe-Wernicke Co. received from the Government tremendous orders for filing equipment calling for immediate delivery. For many years past this company has taken care of a large portion of the Government's filing requirements, but the war emergency increased the company's responsibilities many times over.

At the present time new buildings are being erected and plans are being consummated for a general merchandising and publicity campaign that will be of keen interest to the talking machine trade. Brown Disc record cabinets and Globe-Wernicke sectional record cabinets have



Brown Disc Record Cabinet

won considerable popularity during the past few years, and are now being handled by well-known dealers throughout the country.

In addition to its domestic activities the Globe-Wernicke Co. will shortly open in New York City new export warehouses, together with large export offices for the exploitation of the entire line of the company's products, including disc record cabinets in foreign countries.

COLUMBIA NEWS BRIEFLETS

George W. Hopkins, general sales manager of the Columbia Graphophone Co., returned recently from a visit to the company's branches in Chicago, Kansas City, Cincinnati, Pittsburgh, Cleveland and other important points. He states that the business outlook in the West is splendid, and that Columbia managers report the closing of the best first quarter in the history of the company.

F. S. Binger, who recently joined the Columbia sales staff after spending many years as a member of the auditing division, has been appointed a member of the staff at the Chicago branch and has already assumed his new duties in the "Windy City."

O. F. Benz, of the general sales department, visited the Columbia branches in Cincinnati and Pittsburgh last week, conferring with the branch managers relative to promotion plans and other matters.

Sole Distributors of the
Hoffay Airtight

—a really wonderful machine—

for the State of Utah, Eastern Nevada, Western Wyoming, Southern and Eastern Idaho.

Geo. A. Lowe Co.
Ogden, Utah



Are You Up Against It?

**Are You Compelled to Repeat
Day After Day:**

"I'm sorry, very sorry, but we're all out of the records you want."

Are you sick of waiting for delayed shipments?

Are you tired of losing trade and profits?

If you are, it is high time you bought, for immediate shipment,

 **OKEH**
RECORDS

There Is No Better Popular Record on the Market

Let Us Cure All Your Record Ailments

Orchard & Wilhelm Company

414 SOUTH 6th STREET, OMAHA, NEB.

We distribute at Wholesale

THE TOURIST PORTABLE PHONOGRAPH

A real high grade Phonograph in a convenient, compact form. Retail price \$35.00. Write for illustrated circular.

COLEMAN MERCANTILE CO.

4421 Manchester Ave.

St. Louis, Mo.

Effective Selling Arguments Which Can Be Employed by Jobbers in Records

By John Cromelin
General Sales Manager, OkeH Records

No. 1—The Spur of the Record Department

I use the word "spur" with thanks to an energetic Western record jobber who first called my attention to that particular role of the record department in the numerous department stores, drug stores and other business institutions where he succeeded in establishing a new record department.

"You know," went on my informant, "after many years of successful record jobbing it has only been of late that I began to grasp the universal dimensions and power of the talking machine and record business. In that respect I suppose I'm like most of my fellow jobbers. In the rush of business and flood of prosperity we're carried along at such a breakneck pace that we hardly find time to observe some of the most vital features of our trade. I mean the greatness of the very arguments which prove to be the success of our salesmanship.

"For instance, it was through the owner of a small department store in Michigan that I learned the value of one of the most vital record selling points. Here was a man who established his record department with great skepticism. He did not want the noise around the place. He couldn't spare the space for booths. He feared the expense—he hadn't sufficient window display. For a matter of fact he had about all and a few more reasons for not doing it than I've ever heard quoted from any dealer. After the first prosperous six months he confided to me with a smile:

"Say, Mr. Cromelin, let me tell you that if I hadn't made a cent profit on that bloomin' record department that you talked me into—I'd still be ahead of the game."

"How do you figure that out?" said I.

"Well, you see," winked my Michigan friend cheerfully, "that new department sort of put the spur into the other departments. Every few days the record department received some new snappy advertising matter from the manufacturer headquarters with instructions how to display it to best advantage. Those girls carried out the scheme to the last letter, and I tell you they made things hum.

"After that, if any of the managers of the other departments complained to me about business being groggy or a bit under weather, all I'd have to say was, 'Well, look at the new record department.'

"That was the spur, you see. Now those other department managers break their heads to scheme up new ad campaigns and novel means of display. You can tell there's new blood in the store. The spur works like a charm."

No. 2—New Faces

The selling argument of the former chapter suggests talking point No. 2.

All over the country drug stores, stationery

stores, furniture and hardware establishments are adding phonographs and records to their stock.

It is evident at first thought that the "New Line" of merchandise will draw a new following to each of these shops. Let us begin with the furniture store. It is a well-known fact that the furniture store is about the least frequented shop by any man or woman. As to young men and young ladies—perhaps they visit these places every leap year or so—to buy someone a present, or on a still more important occasion of picking out the furnishings for their own new nest.

Now note the change with the opening of the new record department. The very people—the growing up new generation on whom the future of the furniture stores depends—the very folks who formerly were such rare visitors, will now flock there in pairs and groups. It will not be a case of "papa" or "mama," but the entire Jones or James family will eventually wend its way to that furniture store.

No. 3—Records Boosting Music Lines

Here seems the proper time and place to undo one of the mischievous charges made by some folk, hindered with a narrow vision, against the phonograph and record industries, viz., that these new industries have retarded the sale of sheet music and musical instruments as well as reduced the number of music students.

Fortunately all statistics on hand prove that just the contrary is the case.

Upon inquiry in fifty stores where there are musical instruments and sheet music sold right alongside of phonographs records we learned that in every instance they found a positive increase in the sale of sheet music and musical instruments since the records have been added to their stock.

And as to music teachers, all over the land they are enjoying great prosperity and almost without exception agree that the phonograph record is their greatest agent for new pupils. The record has also popularized the higher musical standards throughout the country in a measure as they never were known or accepted heretofore.

These are points worth while remembering and playing up to good advantage wherever a new record department is to be added to a store carrying sheet music and musical instruments.

All over this country there are millions of boys and girls, young men and women, dreaming dreams of the time when they will be able to sing or play this or that composition as well as Mme. So-and-So or Signor This-or-That on their favorite records.

Nothing proves more convincingly the seriousness of their dreams than the many, many instances each of us knows of when we eaves-

dropped listening to our neighbor's daughter's pathetic but repeated brave attempts following some famous coloratura soprano's record.

Finally the aspiring damsel comes to the conclusion that perhaps she had better thump the melody on her piano before she makes a final bold attack to sing it a la prima donna style. The next step is a trip to the sheet music counter and right then and there is sold a copy of that number in a lower key—a sheet of music which was positively not sold by the sheet music department—but by all workings of logic was sold through the efforts of the record department.

And this is but one angle out of thousands! A record selling point worth while remembering. Yes—and worth while repeating.

Important Notice to Dealers

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

The WALL-KANE

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

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

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

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

TEST PROPOSED TO DEALERS TO PROVE THE SUPERIORITY OF

Wall-Kane Steel Needles

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

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



BEWARE OF IMITATIONS

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

JOBGING TERRITORIES OPEN

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



AUTOMATIC STOPS

The simplest and most efficient Automatic Stop on the market. They give excellent service, are easily installed and are absolutely guaranteed.

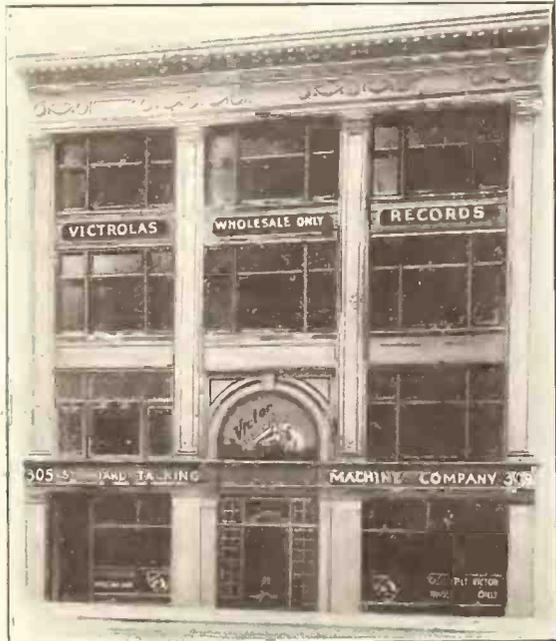
Send 50 cents for Sample Stop

KIRKMAN ENGINEERING CORPORATION, 237 Lafayette St., New York

FINE NEW HOME FOR STANDARD TALKING MACHINE CO.

Prominent Victor Wholesalers of Pittsburgh, Pa., Purchase Commodious Four-Story Building in Heart of Commercial Center of City for Their Exclusive Use

PITTSBURGH, PA., April 8.—Although the Pittsburgh territory is experiencing the same shortage of Victor goods suffered by the balance of the country, the Standard Talking Machine Co. has just exhibited its faith in the future development of the trade by purchasing one of the



New Home of Standard Co.

most pretentious properties in the talking machine trade, right in the heart of the commercial center of the city and which will provide the opportunity for a tremendous expansion of the company's business.

The new Standard plant is a four-story brick building at 305-309 Penn avenue, which was erected and used as a department store. The street appearance is very attractive, the front is faced with light fired brick, and the lines of the building itself are excellent. It is now be-

ing studied with the thought of making it the Victor landmark of the region.

In size it is large enough to provide amply for the tremendous expansion on which Standard is banking. With a frontage of fifty-four and one-half feet and a depth of 135 feet, it has a total floor space of nearly 30,000 square feet, besides the basement, practically three times that of the building now occupied. It is easy of access in every respect. Its own freight siding delivers goods directly onto the second or storage floor, thus eliminating one of the chief obstacles to a quick and an economical handling. From the storage floor a gravity conveyor will deliver to shipping room on the first floor. An inside loading room makes it possible to load and unload delivery trucks inside the shipping room.

In discussing the building, President Roush explains that the arrangement of the record department, record stockroom, packing and shipping has been given more study than any other problem. "When we're done," states Mr. Roush, "we'll have a record service that recognizes no speed limits." The record department is located near the front door, the record stock in the center of the building, the packing and shipping rooms at the rear—all on the first floor, so that all orders progress from one department to the next without any overlapping.

Mr. Roush's office will be located on the second floor, together with the directors' room and an assembly room. French Nestor's and Wallace Russell's offices will be located on the first floor, as will also the salesmen's offices, dealers' record room, and general offices.

The office arrangement both on the first and second floor has not been announced, but a certain reticence in discussing this phase of the plans leads one to believe that this will be something unique.

The success which this development indicates

has come to the Standard Talking Machine Co. is well merited, for no Victor jobber has been more persistent in maintaining the trade ideals in sticking tenaciously to its own established policies, in continuous advertising in season and out, and, most important of all, in maintaining an organization of high-grade men capable of executing such broad-gauge policies.

In its "dealer service" work it has been a pioneer, having organized and maintained for years, even during the shortage, a service and advertising department whose chief object has been to help dealers sell goods already on their



View of Private Railroad Siding

shelves. The excellent work done by this department in bettering record conditions and the indirect results from its efforts are already well known to the trade.

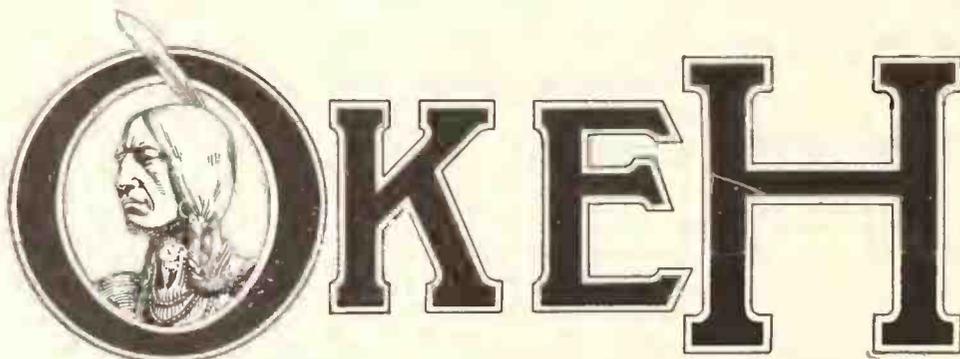
As a territory policy, a logical "home field" was carefully mapped out many years ago, and all Victor merchandise received from that day to this has been conscientiously pro-rated within those limits.

The Standard Co. of Pittsburgh chose the right paths of Victor merchandising when the game was young and no one will withhold all due credit from its alert and capable officers for the steady growth which has now resulted.

Springtime Is Songtime

THE RIGHT TIME for You to Open a New Account With Us

WHEN WE SELL YCU



RECORDS

You Get the Best in Quality
The Most Popular of Popular Records

AND

You Receive Them When Needed Without Delay

No Dealer Has Ever Taken a Risk in Buying OKEH RECORDS, Nor Will You

QUICK SALES

LIBERAL PROFITS

OkeH RECORD DISTRIBUTORS

Richards & Conover Hardware Company Kansas City, Mo.



SUPERTONE CO. EXPANSION

Offices Opened in Chicago and in Philadelphia—
Display Also Being Made at New York Fur-
niture Exchange—Line Meeting With Success

The Supertone Talking Machine Co., New York, manufacturer of "Supertone" talking machines, has opened Chicago offices in the Republic Building, and has appointed Matt. J. Kennedy in charge of this branch. Mr. Kennedy is well known in the Chicago talking machine trade, and will introduce a special plan of co-operation and service for "Supertone" dealers in Chicago territory.

The company has also announced the opening of a Philadelphia office in the Real Estate Trust Building, with C. L. Stephenson in charge. Mr. Stephenson has been identified with the talking machine industry for several years, and is thoroughly qualified to give the "Supertone" line aggressive representation in Philadelphia and the adjacent territory.

The "Supertone" machine is meeting with considerable success, and officers of the company state that the factory is working to capacity to give service to the dealers handling the line. The "Supertone" models 2, 3 and 4 are proving very popular with the trade, and good-sized orders for these machines have been received from some of the best-known talking machine houses in the country.

The "Supertone" line is on display at the New York Furniture Exchange, and has the distinction of being the only talking machine displayed at this important exhibition. Several important deals have been closed at this Furniture Exchange as a direct result of the exhibit.

NEW CORPORATION TAKES BUSINESS

The business of the Riggins Piano Co., Bridgeton, N. J., has been taken over by Riggins, Gaskill, Hunt, Inc., of which the officers are Ralph G. Riggins, Carl Gaskill and R. Winfield Hunt. A complete line of Victor talking machines will be carried in the store at all times, with all of the latest and best selling records for that instrument.

THREE NEW INCORPORATIONS

The Supreme Phono Parts Co., Manhattan, has been incorporated to manufacture record needles and parts at a capital of \$20,000 by M. H. Rechell, S. Nadel and A. Clarke, 32 Cooper Square.

The Concert Record Mfg. Co., Manhattan, has also been incorporated by the above men at the same capital stock.

* * *

The Myers Phonograph Corp., Manhattan, has been incorporated at Albany with a capital stock of \$500,000 by F. Myers, P. L. Hughes and C. A. Handley, of 600 West 175th street, New York City.

UPWARD TREND IN BUSINESS

President Edgerton, of the Empire Mfg. Co., Tells of Conditions in the Large Territory Which They Supply With Shipping Cases

GOLDSBORO, N. C., April 5.—The Empire Mfg. Co., of this city, report brisk activity in all departments, but particularly in that department producing shipping cases for talking machines. The spirit of expansion noted throughout the talking machine trade has manifested itself in greatly increased orders for their shipping cases. H. Weil, secretary of the company, is completing a business trip in the interest of the Empire Mfg. Co. that has carried him through the Northern States.

A. H. Edgerton, president of the company, in speaking of general trade conditions, noted the distinctly upward trend and said he had yet to find a person in the trade pessimistically inclined. The success of the Empire line of shipping cases he attributes to their lightness and the attendant saving in freight rates. It is estimated that their re-enforced three-ply ve-

neer cases weigh slightly over one-half that of a case of corresponding size and strength constructed of lumber: The veneer cases are said to be air-tight and to have reached the highest degree of perfection obtainable in their water-proof qualities.

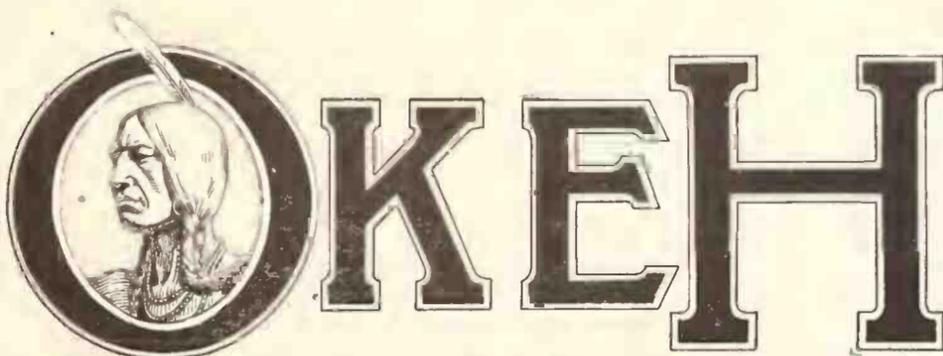
ESTABLISH NEW OFFICES

Triangle Phono Parts Co. Opens Branches in Chicago and Philadelphia

The Triangle Phono Parts Co., New York, manufacturer of "Triangle" tone arms, sound boxes, etc., and distributor of Heineman and Meisselbach motors, etc., has announced the opening of a Chicago office at 932 Republic Building, and a Philadelphia office in the Real Estate Trust Building. C. L. Stephenson, well known in the Eastern trade, has been appointed Philadelphia representative at this address, and is making plans for an aggressive campaign.

The Triangle Phono Parts Co. states that it has secured excellent orders from manufacturers during the past few weeks.

LIVE DEALERS DON'T KEEP



RECORDS

THEY SELL THEM

**We Ship Hits While They Are All
The Rage**

LET US ACT AS YOUR JOBBER

Get in Touch By Mail or Personal Call

Drop in and Hear These Wonderful Records
on Our Machines

**Every OkeH Record Demonstrates
Its Superiority**

Awaiting Your Next Order
for Immediate Shipment

LAKESIDE SUPPLY COMPANY, Inc.

202 So. Clark St.

Telephone—Harrison 3840

CHICAGO, ILL.

Highest Quality . . . Fairest Prices

RECORD DELIVERY

(or Wrapping)

ENVELOPES

PRINTED AND PLAIN

LEWIS C. FRANK
694 Book Building
DETROIT, MICH.



Maria Barrientos in "I Puritani." A Columbia Record of "Vien Diletto" (Come, Dearest, Come). Columbia 49371.

Columbia Graphophone Co.
NEW YORK

SAVINO AS A COMPOSER

Musical Director for the Pathé Frères Phonograph Co. Has Many Hits to His Credit

It is generally known in the musical world that one of the most popular hits of the day is "Indianola," which has achieved remarkable success, both in dance and vocal form. It is interesting to note that the composer of this number is D. Savino, who has been musical director



D. Savino

for the Pathé Frères Phonograph Co. for the past two and a half years.

Mr. Savino is a co-writer of "Indianola" under one of his several nom de plumes, and has also been a co-writer of many other popular hits, some of which are "Kentucky Dream," "Himalaya," "Pahjamah," "My Desert Fantasie," "Arabian Nights," etc.

Mr. Savino, who is a graduate of the Conservatory of Naples, is well known in musical circles here and abroad, and has more than thirty classical compositions to his credit. Many of these numbers have won signal success, among these being his "Prelude," "Scherzo in E Minor," "Gavotte Impromptu," "Concerto in A Minor for Piano," etc., etc.

Huntley-Stockton-Hill Co., the live-wire exclusive Edison dealers of Greensboro, N. C., gave Frieda Hempel a rousing welcome on her first visit to their town recently. S. F. Johnson had charge of the window decorations, and Miss Irene Hedgebeth, in charge of the record room, gave several preliminary recitals.

NEW COLUMBIA SALES PLAN

Columbia Representatives to Use New Sales Plan in Behalf of "Symphony Series" Records

The Columbia Graphophone Co. has just advised Columbia representatives of a new sales plan in behalf of Columbia "Symphony Series" records. These records constitute selections made by any Columbia artist or organization that has appeared in concert, and all records made by grand opera artists.

The advertising department of the Columbia Co. has gone to considerable expense in preparing special mailing inserts, which are of unusual interest to record purchasers because they give a story of the artist's career. These mailing inserts are designed in many colors, and in addition to featuring an attractive photograph of the artists present illustrations descriptive of the artists' career or the selections they have recorded. In advising the dealers of this new plan the Columbia advertising department sent out sample inserts featuring the following Columbia artists who make "Symphony Series" records: Seidel, Stracciari, Lazaro, Grainger, Lashanska, Lucy Gates, Barrientos and Oscar Seagle.

It is suggested that the dealers mail these artistic inserts to a selected list of customers, and attention is called to the fact that there is a percentage of people in every district who like "better" music, and that "Symphony Series" records are prestige builders.

DEATH OF EDWARD L. THOMPSON

Edward L. Thompson, a member of the sales staff of the local wholesale branch of the Columbia Graphophone Co., died recently at his home, 132 Montague street, Brooklyn, N. Y. Mr. Thompson had been ill only a short while and succumbed to an attack of double pneumonia. He had been associated with the Columbia wholesale staff for several years, and was one of the most popular members of the organization, having visited the trade in New Jersey and Brooklyn. The funeral services were held on Thursday afternoon, and were attended by Lambert Friedl, manager of the New York Columbia branch, and several members of his staff. Mr. Thompson is survived by a widow.

WALL STREET STOPS COLLECTING

Lower Wall Street Association Ends Campaign to Secure Musical Instruments for Sailors

The Lower Wall Street Association closed its formal campaign for the gathering of musical instruments for use by the boys of the United States Navy by a special meeting held recently at the offices of the National Sugar Co.

As a result of the unique work, which has spread over nearly a year, the organization has gathered over 500 musical instruments and about 1,700 phonograph records, which have been distributed to fifty-three ships; also navy hospitals, aviation fields, naval stations and canteens.

Your Troubles

Over Delayed Shipments and Small Margin of Profits

WILL CEASE THE MOMENT YOU ORDER

 **OKEH**
RECORDS

No Waiting

Liberal Terms

Let Us Help Your Record Dept. to Larger Profits

RAMOS-EUBANK PHONOGRAPH MFG. COMPANY

104 N. 7th ST., RICHMOND, VA.

SOME STRIKING WINDOW DISPLAYS

Dealers Will Be Interested in the Attractive Window Arrangements Prepared for Them—Displays Linked Up With National Publicity

The outstanding feature of the dealer service window display for May, as prepared for Columbia dealers, is a faithful tie-up with the company's national advertising for the month. The centerpiece, consisting of three separate surfaces of cardboard, cut out and arranged so as to open one behind the other and lend considerable depth to the figure, is a replica of the copy that will be run.

This form of display brings to the dealer that essential element for identifying his shops as a part of the Columbia organization and permits him to realize on the company's publicity investment. What the public will see in the magazines and newspapers throughout the country during May will again be brought forcefully to its attention in the retail windows.

In addition to the centerpiece there is the customary number of smaller cards and cut-out record holders, listing and illustrating nearly the complete May issue of Columbia records, and



Attractive Window Centerpiece
these have undergone an art treatment somewhat different than has as yet been attempted, the bold poster effects and masses of color being replaced by fine pen and ink sketchings.

The records in this May list, by reason of their particular titles or characteristics, are peculiarly international. There is the Spanish Orchestra, the selection from the Japanese opera, "Madame

Butterfly," the Italian folk-song that Straccjari sings, and the Gypsy airs played by Seidel; the "Athlone" selection and Irish song, the "Arabian Nights" dance record and "Don't Cry, Frenchy,



One of the Columbia Ads for May "Don't Cry," all presenting display possibilities which are used to advantage in the month's offering of advertising helps.

EXPORT LICENSES VALID TILL USED

The War Trade Board announces, and has so advised collectors of customs and the Post-office Department, that except those licenses for exportation to Norway, Sweden, Denmark and European Holland, which are by their terms limited to a particular date, all export licenses issued on or after November 15, 1918, and all export licenses which were unexpired on the 15th day of November, 1918, will be valid until used, unless revoked, notwithstanding such licenses are stamped as expiring on November 15, 1918, or subsequently thereto.

HALL MUSIC CO. IN NEW QUARTERS

The Hall Music Co., Kansas City, Mo., has removed from its former quarters at 817 Walnut street to 1031 Grand avenue. The new location is considered a very good one, as the adjoining rooms have been leased by the Government for use during the Liberty Loan drive in April. Talking machine business has been unusually good and a great increase in the number of cash sales is reported.

EJECT-O-FILE CO. PLANT REMODELED

Equipment Insures Large Production of the Specialties Made by This Concern

HIGH POINT, N. C., April 4.—The factory buildings that were acquired by the Eject-O-File Co. at the first of the year have been thoroughly overhauled and are now laid out in a thoroughly efficient basis that will allow for a large production. Some of the most modern and intricate woodworking machinery known has been installed and the plant in its present state is said to be one of the most complete, not only in the South but throughout the entire country as well.

The Eject-O-File Co. own five acres of land surrounding the factory buildings, which allows for great additions to the present structures which seem inevitable from the large volume of orders now being received. Situated on the main line of the Southern Railway excellent freight service is possible. Complete facilities are at hand for the making of Eject-O-Files and Eject-O-File cabinets from the raw lumber through to the finished product. An interesting and thoroughly efficient drying machine is now being installed, which through oxidizing the air completes a dry varnishing job in twenty-four hours that would otherwise require four days or in one week against three weeks by other processes. E. M. Howard, vice-president of the company, who enlisted last year and was commissioned as lieutenant, received his discharge last November and has moved with his family to High Point, where he is giving his personal expert attention to the production of the Eject-O-File. Mr. Howard saw service overseas and returned to his civilian affairs shortly after the armistice was signed.

Mr. Howard reports that the "Cabaola," a cabinet in which a small table model may be placed, giving the appearance of an expensive floor model, is meeting with much success. The cabinet is also equipped with the Eject-O-File filing system.

CHICAGO FIRM TAKES NEW LEASE

The National Phonograph Co., Chicago, Ill., has leased the second and third floors of the three-story building at 1824 to 1834 Albert street. The new space will be used in connection with the main plant on Twelfth street and the rental is said to amount to \$21,000.



TEN INCH

Operaphone

PLAY WITH STEEL NEEDLE
ON ALL UNIVERSAL TONE ARM MACHINES

Records

COMPLETE CATALOGUE SENT ON REQUEST

OPERAPHONE CO., INC., LONG ISLAND CITY, N. Y.



MAIN SPRINGS

Following sizes in stock. Any other sizes to order.

1 1/4" x 0.22 x 15", for Victor, each	0.65
1" x 0.20 x 13", for Victor, each	0.50
1" x 0.28 x 10", for Columbia, each	0.60
3/4" x 0.23 x 10", each	0.38
3/4" x 0.22 x 8", each	0.27

MICA DIAPHRAGMS

1 23/32", Regular Victor Exhibition Box, very best, Each	0.15
1 7/8", for new Victor No. 2, very best, Each	0.18
1 31/32", for Sonora and all standard soundboxes, very best, Each	0.20
2 1/16", very best, Each	0.22 1/2
2 3/16", for Columbia No. 6, very best, Each	0.25

SAPPHIRE NEEDLES

Pathé, very best, loud tone genuine sapphire, Each	0.27
Pathé, soft tone, Each	0.27
Edison, very best, loud tone, Each	0.27

ATTACHMENTS

For Victor Arm, Each	0.25
For Victor Arm, permanent, Each	1.15
For Edison Arm, Each	1.75
For Columbia Arm, Each	0.25
Green turntable felt, 10" cut, Each	0.10
Green turntable felt, 12", Each	0.15
Governor springs, for Columbia motor, per 100, 1.00	
Governor springs, for Victor motor, per 100, 1.00	
Needle cups, fit Columbia machine, per 100, 2.25	
Needle cups, with cover, fit Columbia machine, per 100, 3.50	
Motor, double spring cpt., with 12" T. T., each, 5.25	
Motor, single spring cpt., with 10" T. T., each, 2.25	
Tone Arms, universal, with mica box, each, 1.80	
Tone Arms, Sonora style, with mica box, each, 2.75	
Soundbox, "S," fit Victor tone arm, 1.35	
Soundbox, "F," fit Victor tone arm, 1.50	

FAVORITE PHONOGRAPH ACCESSORIES CO.

1491 DeKalb Avenue

Brooklyn, N. Y.



RAPID STRIDES IN PRODUCTION MADE BY THE VICTOR CO.

John C. Paine, of Victor Co., Addresses Talking Machine Men at Recent Meeting and Tells How the Factory Is Rapidly Getting Back to Normal Output—Officers Nominated for Ensuing Year

A meeting of the Talking Machine Men, Inc., was held on the afternoon of March 19 at the Cafe Boulevard, Broadway and Forty-first street. A luncheon preceded the meeting proper. As special speaker for the occasion the Victor Talking Machine Co., at the invitation of the above association, sent John C. Paine, of their organization, to address the gathering. He was introduced to the members by President J. T. Coughlin through the medium of a few well-chosen remarks.

Mr. Paine opened his remarks in a semi-humorous vein and quickly got on to his subject, telling of his close touch with the trade through recent appearance before the talking machine dealers of Atlanta, Ga.; St. Louis, Mo., as well as Chicago. His subject may properly be termed "A Message of Optimism." He pointed out how the armistice has brought business and new prospects, giving all an opportunity to do the things which we were eagerly waiting to do. "The Victor Co.," said Mr. Paine, "was selected to do war work because the Government saw there an opportunity that could be developed along the lines it required. For instance, the Victor Co. had more kilns than any other company, a wonderful advantage in airplane work. There are no kilns like these in the world and all of the dry kilns in the country if put together would not be greater than the Victor's. The Government took them over. It saw a cabinet factory, the very thing necessary in building air boats, and it took the cabinet factory over. It saw an unsurpassed metal working plant, and it took it over. It saw a toolmaking plant, many of the workers in which were ex-Elgin Watch Co. employes, who were making tools to measurements as fine as $\frac{1}{4}$ of $\frac{1}{1000}$ of an inch, and it took it over. The record-pressing plant was the only thing left and from this a number of employes were taken into the army and into shipbuilding plants. Some think that the Victor plant has done more than its share, but Mr. Freeman believes that the Victor Co., having done all that it possibly could, only did what it ought to have done.

Government Uses Victor Recording Experts

"The Victor talking machine plant has been built on an ideal and the heads of the company have always looked forward to one thing, and that is perfection. They have been satisfied with nothing less than that. Nothing takes the

place of creating a better talking machine. Scientists and experts in sound recording are constantly at work in a room closed to all but Mr. Johnson and Mr. Haddon. There they labor daily and experiment, so that nothing in the field of sound recording will ever excel what is controlled by the Victor Talking Machine Co. When the Government found out that we had such men it asked for those men for use in locating submarines and air ships. They took our experts and sent them to New London and there they labored and one of our own scientists invented the device which was one of the principal factors in locating and destroying submarines.

"Following the armistice we got rid of war contracts as rapidly as we could, and to-day we are in a position very similar to what we were in March, 1917, at the height of our production. The war hit us before it did the rest of the country. We had built a tremendous cabinet factory. It gave us a floor space which, if put cut in a building 100 feet wide, of the old saw-tooth roof style, would be four and a half miles long. That is the size of the present plant. After we had built this wonderful new plant we had only to equip it, but we could not do it because we could not buy the equipment. We found that the allied governments had contracted away ahead of us, so that we could not buy motors, we could not buy machines, we could not buy steel, and we were never able to put into operation the tremendous plant which we had built. That plant to-day is going into operation.

Capacity of Victor Plant Greater Than Ever

"The maximum production of the Victor plant is a great deal bigger to-day than ever before. We have as many record presses in operation now as were in operation in March, 1917. However, the character of labor is different, for in a majority of cases it is inexperienced. It is not hard to learn a record pressing job, so these workers will soon be experienced and we will soon be able to put out records as in the past. As to machines, by May, and at all events not later than June, we will be able to supply the market with as many machines and records as we ever did in the past. By July we will have reached the maximum production.

"The war has developed a demand on the part of the public that nothing else outside of a world war could have developed. It is not

really the high wages that did it. This country faced a problem that nothing else outside of a world war could have solved. We had devoted all of our energies to a materialistic idea. We had been training our boys and girls along vocational lines. We were running astray. We were running away from democracy. Democracy springs from the heart of man, and not from the mind of man, and the war brought us face to face with democracy, and we have been seething with it. The only thing which can preserve the needs of this spirituality is music. The first cultural thing is music, and the talking machine can supply this cultural need quicker and more satisfactorily than anything devised by man.

"That means that the demand which has been created is going to go on and on and on. We are not going back to the old standards of the imperialist. We will cultivate democracy and we are going to become more cultured. I predict a prosperity for the Victor dealer undreamed of in any of his best laid schemes of the past.

The Spirit of Service Is the Big Thing

"I was asked by a dealer, 'Will the Victor Co. feel badly if I take on another line?' I do not think the Victor Co. will; why should they? I am sure that they won't, but the vital question is, will the public be prejudiced against a dealer who is known as a Victor dealer and then offers something else? That is the big thing. The spirit of service is the new method going into effect. Give service in the way of cultivating your customers.

"The Victor Co.," said Mr. Paine, in concluding, "are not going to stop for one instant in creating a demand for Victrolas and for Victor goods. They are going on with their tremendous advertising possibilities to create a demand on the part of the public for Victor goods, and they are going to supply the demand which they are creating. They are going to put the Victor in such a condition that they will be able to supply that demand. You, on your part, will have to meet the public demand in a broader, bigger and better spirit of service than you have ever done before, and a success is yours which you have never dreamed of."

His remarks were received enthusiastically by the dealers and a spirit of optimism seemed to prevail at the close of his remarks. A rising vote of thanks was tendered him and he obliged several of those present by answering their individual questions.

The entertainment committee charged with arranging the annual meeting and banquet to be held at the Pennsylvania Hotel on the evening of April 10 then made their report and showed that plans were arranged to handle the biggest gathering in the history of the organization.

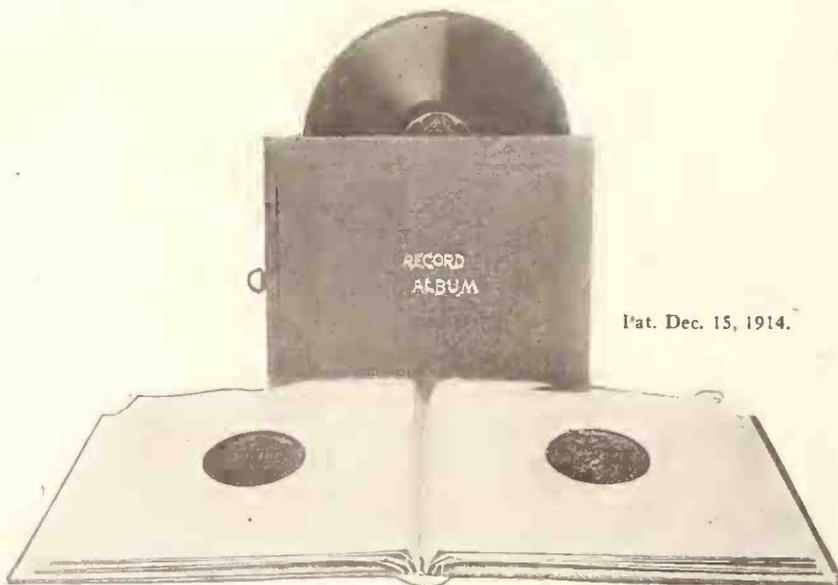
A committee was appointed to devise ways and means to further the passage of the new Stephens bill, which will come up before the next session of Congress. The committee is composed of Irwin Kurtz, E. Leins and Henry Meilke.

Committee Nominates Officers

The nominating committee then reported that officers of the past year were nominated again, with the exception of R. A. Tusting, vice-president for New Jersey, E. P. Perkins being nominated to succeed him. The present officers are J. T. Coughlin, president; Sol Lazarus, vice-president for New York; A. B. Clinton, vice-president for Connecticut; E. G. Brown, secretary, and A. Galuchie, treasurer. The new executive committee will be composed of E. Leins, J. Schick, Albert Ross, William Birdy, John E. Hunt and Henry Epstein.

E. M. Lasater, Edison phonograph dealer at Okemah, Okla., is remodeling his quarters and installing new demonstration booths.

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



Buy Your Albums Direct From the Manufacturer

THE BOSTON BOOK CO., Inc.

40-46 WEST 20th ST.

NEW YORK

The only exclusive and the largest record album factory in the world.

SEND FOR ILLUSTRATED PRICE LIST
AND FREE SAMPLE

"GLOBE" TRANSFER NAME PLATES

DEALERS EVERYWHERE APPLY THEM
ON PHONOGRAPHS, PIANOS, ETC.

GLOBE DECALCOMANIE CO.
JERSEY CITY, N. J.

DEALERS REAP PROFIT FROM EDISON WINDOW DISPLAYS

Reproduced herewith is a photograph of one of the current series of popular price window fully planned as to its attractiveness and selling value. The various units of this display are suf-



One of the Monthly Window Displays Designed by Service Department of Thos. A. Edison, Inc. displays issued by Thomas A. Edison, Inc. One of these displays, which are remarkably inexpensive, is sent out monthly to those dealers subscribing to the service. Each display is carefully small in size so that after the display has served its purpose in the window it need not be destroyed, but its various units may be used about the store and in the booths.

IMPORTANT NEW REPRESENTATIVES

Established by the New York Album & Card Co. in Chicago and San Francisco

The New York Album & Card Co., New York, manufacturer of "Nyacco" record albums, has appointed Thomas J. Cullen, of the Cullen-Marsh Co., Chicago, Ill., Middle West representative for these products. W. A. Carter, 57 East Jackson boulevard, Chicago, Ill., has been appointed Chicago distributor for "Nyacco" albums, and an intensive sales campaign in this territory is now being formulated.

The New York Album & Card Co. has also appointed Walter S. Gray, Chronicle Building, San Francisco, Cal., Pacific Coast representative for "Nyacco" albums, and Mr. Gray's thorough knowledge of the business situation in this

part of the country will undoubtedly enable him to give this album line valuable representation.

Philip Potomack, a brother of N. J. Potomack, vice-president and sales manager of the New York Album & Card Co., has been appointed on the company's traveling staff, covering the East.

NEW "ARTO" RECORDS COMING

Company Organized in Orange, N. J., to Make Records Under New Patents

The Arto Co. has recently been organized for the purpose of manufacturing talking machine records. The factory will be located in Orange, N. J., and will be, in fact, an adjunct to the extensive plant of the Standard Music Roll Co. Ground has already been broken for the new addition. G. Howlett Davis, president of the Standard Music Roll Co., will also be president of the new Arto Co., and Chas. H. Mitchell, a practical man of long experience in the record field, will serve as vice-president and superintendent. The recording factories will be located at 235 West Twenty-third street, New York.

It is understood that the Arto Co. has formulated a decidedly ambitious program, which is rapidly being carried out, and it is expected that the new records will be offered to the trade in the near future. The records will be known under the name of "Arto," and will be devoted exclusively to popular selections. For some time past the research department of the Standard Music Roll Co. has been doing experimenting and developing work with a view to introducing a new record. Mr. Davis, himself an inventor, has been a big factor in the engineering end, and has surrounded himself with a corps of experienced men in record making.

The Arto record will be manufactured under new patents, and it is understood they can be played with equal facility and with excellent results with the sound box in either the vertical or lateral cut position. It will be placed on the market as a universal cut record.

What More Can You Ask

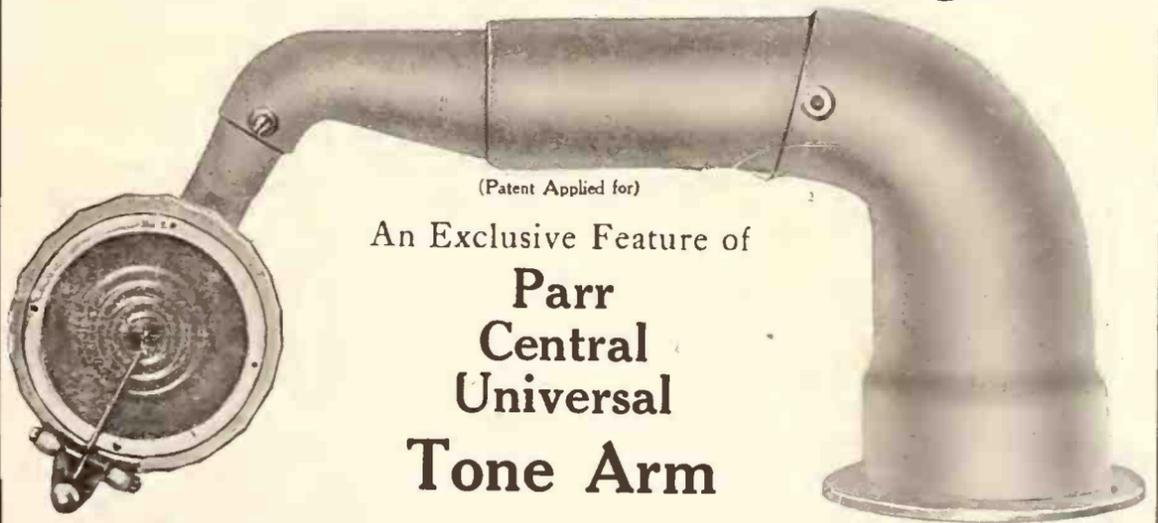
All the features that go to make a talking machine *Profitably Salable* you will find as regular equipment of *Magnola*: "Built by Tone Specialists."



Complete description of all these features is to be found in our *handsome illustrated catalog*, which we should like to send you. May we? Ask us to tell you our plans for your benefit!

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

Automatic Change of Weight



The Parr Central Universal Tone Arm marks a new departure in tone-arm construction and removes the principal objection heretofore existing in universal arms. The weight to play either vertical or lateral cut records is automatically and accurately changed. This is a very novel and important improvement in tone-arm construction and should appeal to those who have wanted a tone arm that would not require the makeshift arrangements for doing what this tone arm does automatically. The first scientifically constructed universal tone arm.

OTHER IMPORTANT FEATURES

The Parr Central Universal Tone Arm is furnished in any length required and the sound-box can be turned, allowing the needle to be changed with ease, and by a reverse movement the box returns to normal playing position. The needle always rests in the same point, direct center, playing either position.

OTHER PARR PRODUCTS:

Magnetic Reproducer Vibratone Diaphragm

PARR MANUFACTURING CORP.
ONE UNION SQUARE :: :: NEW YORK

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.

SITUATION WANTED—Recording expert with twenty years' experience wants position as recorder, lateral or vertical. Would like to become associated with concern desiring to manufacture records. Address "Box 633," care The Talking Machine World, 373 Fourth Ave., New York.

SITUATION WANTED—Sales manager or Coast representative for growing phonograph factory. Am a married man, thirty-five years old, have had fifteen years' experience in phonograph business. Am ambitious and possess initiative and executive ability. Am at present connected in the capacity of district manager with one of the leading phonograph factories, but desire larger fields to conquer. Address "M. A. 10," care The Talking Machine World, 209 South State St., Chicago, Ill.

MAILING LIST FOR SALE—3,000 names of Victor, Edison, Columbia owners. Less than a year old. Ten dollars cash with order. Address "Box 623," care The Talking Machine World, 373 Fourth Ave., New York.

SITUATION WANTED—Would like position with reliable concern building, or desiring to build, a high-grade phonograph. Am thirty-six years old, temperate and had about fourteen years in the construction of the phonograph. Also have several good inventions which I would gladly turn over to the right parties. Address "Box 624," care The Talking Machine World, 373 Fourth Ave., New York.

CLEVELAND CORPORATION requires services of experts on the following lines: Arcade slot machine repairs, phonograph and sound boxes, photograph machines (automatic), experts skilled on electrical and transmitter apparatus (telephone transmitters, etc.), and all around experimental man who is good mechanic and capable of working out original ideas. Give age, experience, habits, names of last three employers and salary expected. Ideal working conditions and plant located in residence section. Correspondence confidential. P. O. Box 172, Cleveland, O.

WANTED—An experienced retail graphophone salesman. Must be capable, willing to work and of unquestionable habits. Prefer one who could take charge of a new Columbia store. Splendid opportunity for right man. Answer with full particulars, references, salary expected, etc. Address Newbro Drug Co., Butte, Mont.

EXECUTIVE—Phonograph expert, having had a good many years' experience in manufacturing cabinets, motors, tone arms, sound boxes and phonograph accessories, wishes position with reliable concern. Address "Box 619," care The Talking Machine World, 373 Fourth Ave., New York.

PHONOGRAPH SALESMEN WANTED—Excellent connection is offered live wire salesmen with well-known and established phonograph manufacturer in the East. See our ad in this issue. Charmophone Co., 39 West Thirty-second St., New York City.

SALESMAN WANTED—If you cover the phonograph trade in any section of the United States and are interested in a live proposition, either as a side line or as your main line, we have an interesting offer. In answering state territory now covered. Address "Box 522," care The Talking Machine World, 373 Fourth Ave., New York.

WANTED—Position in Detroit. Have been away five years managing talking machine store in town of 30,000, handling Victor, Edison and Columbia lines. Know every phase of the business and have had good success. Can furnish high-class references. Address "Box 620," care The Talking Machine World, 373 Fourth Ave., New York.

ADVERTISER, formerly factory distributor for one of the largest talking machine companies in the United States, is open for a similar position on Pacific Coast, covering States—California, Oregon, Washington, Montana, Idaho, for both machines and records, jointly or separately. Main office Seattle, from which can distribute Washington, Idaho, Montana and Oregon. Branch office to be established later in California. Talking Machine World will give you name of advertiser and name of company formerly represented. Can develop large profitable business. First class firms only considered. Will accept salary and commission or straight commission basis. After satisfying yourself please give full particulars first letter, as want to get started promptly for fall trade. Will give surety bond. Address "Box 625," care The Talking Machine World, 373 Fourth Ave., New York.

PHONOGRAPH SALESMAN WANTED—Man wanted who can sell phonographs of high-class grade. We need you now. Address "Box 626," care The Talking Machine World, 373 Fourth Ave., New York.

POSITION WANTED BY A SALESMAN—Have a large following among talking machine dealers, furniture dealers and general department stores. Am looking for good lines on a commission basis such as talking machines, accessories, music rolls, needles, etc. Address "Box 627," care The Talking Machine World, 373 Fourth Ave., New York.

SALESMAN WANTED—To handle the ALL-IN-ONE attachment for Victor and Columbia machines as a side line over the Dominion of Canada on a Commission Basis. Address L. Bourgette, 16 McGill College Ave., Room 3, Montreal, Canada.

POSITION WANTED by lady as manager and buyer of Victor Record Department. Six years' experience. West preferred. Address "Box 628," care The Talking Machine World, 373 Fourth Ave., New York.

SITUATION WANTED—Man (35), married, three years' experience with the Sonora Phonograph Corp., wishes position. Capable of taking charge of accessories department. Can furnish references. Address "Box 629," care The Talking Machine World, 373 Fourth Ave., New York.

POSITION WANTED—Would like to hear from manufacturers of talking machines and records with full particulars as to agency proposition, and with view to appointment as exclusive Southern representative. Also with Atlanta as distributing point. Address "Box 630," care The Talking Machine World, 373 Fourth Ave., New York.

SUPERVISOR of construction of phonograph cabinets wants position with progressive firm not manufacturing their own, but who desire the best. Thorough, practical knowledge veneer panel construction, finishing troubles, woods, shop practice, inspection and drawings. Good executive. Address "Box 609," care The Talking Machine World, 373 Fourth Ave., New York.

SALESMAN WANTED—We are Pathé distributors and have an opening for a live-wire phonograph man. Tell us your history for the past ten years. Address "Box 10," care The Talking Machine World, 373 Fourth Ave., New York.

MAN (thirty-five), married, five years' experience with Victor, Columbia, Edison, wishes permanent position. Capable of taking charge of department. Can furnish best of reference. Address "Box 594," care The Talking Machine World, 373 Fourth Ave., New York.

WANTED—Phonograph salesman to sell standard make records to dealers as a side line. Address "J. N. 6," care The Talking Machine World, 209 South State St., Chicago, Ill.

EDISON salesman and manager, man of exceptional ability, desires position with responsible house in the East. Address "Box 600," care The Talking Machine World, 373 Fourth Ave., New York.

POSITION DESIRED—Designer having important and practical ideas on phonograph improvement wishes position as developing engineer. Address "Box 601," care The Talking Machine World, 373 Fourth Ave., New York.

LIVE-WIRE Victor record saleslady wanted, one who knows the Victor record catalog thoroughly and can order records intelligently. Must have good references and be experienced. Good salary and pleasant surroundings. Apply Lauter Piano Co., 149 Newark Ave., Jersey City, N. J.

WANTED—Saleslady in down-town phonograph shop; splendid opportunity for a party experienced selling Columbia records. State age, experience and salary desired. Address "Box 617," care The Talking Machine World, 373 Fourth Ave., New York.

WANTED—Phonograph manufacturing expert to take superintendent's position in Canadian manufacturing plant and take charge of same. Apply "Box 611," care The Talking Machine World, 373 Fourth Ave., New York.

SITUATION WANTED—Young man (31), expert mechanic, thoroughly familiar with every angle of the phonograph business and capable of taking charge of assembling and inspection of motors, cabinets and accessories, also repairs. Can furnish best of reference. Address "Box 605," care The Talking Machine World, 373 Fourth Ave., New York.

FOR SALE

Phonograph records, lateral cut, 10 and 12 inch standard make, a fine assortment of vocal and instrumental selections. Steel phonograph needles, finest quality, 100 to envelope, 60 cents per thousand.

I. DECKINGER

3064 Albany-Crescent Ave. New York

WANTED VICTOR AGENCY

Will buy and pay all cash for medium-size proposition. Address "Box 631," care The Talking Machine World, 373 Fourth Ave., New York.

Talking Machine Leases Financed at Small Cost

Plan recommended by leading manufacturers and distributors. Increase your sales by turning leases into cash. Address "Box 632," care The Talking Machine World, 373 Fourth Ave., New York.

INTERNATIONAL MOTOR

is the silent running motor, built in Canada, on the right principles, best of material and correct workmanship. It is not a cheap imitation but a high-class production, manufactured by

INTERNATIONAL MACHINE & MFG. CO., LTD.
111 Adelaide St. W. Toronto, Canada

MAILING LIST FOR SALE

3,000 names of Victor, Edison, Columbia owners. Less than a year old. \$10.00 cash with order. Address "Box 623," care The Talking Machine World, 373 Fourth Ave., New York.

WANTED

Victor talking machines and records. Highest cash prices paid. No quantity too large. Call, write or phone.

TERMINAL EXCHANGE

1208 Filbert Street, Philadelphia, Pa.
Bell Phone, Locust 5716 Always Open

FOR SALE

A balance of a large wholesale stock must be disposed of at any price. 30,000 Victor, Columbia and Hill and Dale cut records, 7-, 10- and 12-inch. 1,000 turntables and motors. Large cabinet machines. Needles in packages or boxes. 2,000 two-minute cylinder records. Disc Records, Cabinets, etc. H. Walcer, 144 Ludlow St., New York.

WANTED—SPOT CASH PAID

Any amount of records in all languages. Talking Machines, horn or hornless. Parts of all makes, record cabinets, etc.

VICTORIA RECORD EXCHANGE

2104 Third Avenue New York
Phone Harlem 7848

MOTORS AT SACRIFICE

Must sell at once, entire manufacturer's bankrupt stock of 700 assembled motors and parts for 2000 more, in perfect condition. Value \$8. If you can use a part or the entire lot send \$2 for sample. Your money refunded if you do not find this the biggest value ever offered.

P. O. Box 1824, Boston, Mass.

CABINETS

Are you looking for a large, classy cabinet at a low price? We make cabinets and complete machines. Small orders given same prompt attention as large. Get our prices.

BADGER STATE CABINET CO.

P. O. Box 391 Milwaukee, Wis.

TO TALKING MACHINE MANUFACTURERS:

An old-established music house, doing a large business, wishes to arrange with the manufacturer of an up-to-date, reliable talking machine, a jobbing agency for the State of California or Pacific Coast. Address "Pacific Coast," care The Talking Machine World, 373 Fourth Ave., New York, N. Y.

USED RECORDS WANTED

Advertiser wants to buy, for cash, 500 to 1,000 used Victor Records, monthly. Records must be in fair condition, and packed for Parcel Post. Would sooner make arrangements with one dealer for regular monthly supply than purchase in small lots. Address "Box 606," care The Talking Machine World, 373 Fourth Ave., New York.

MANAGER—Now successfully handling large Victor retail business, desires new connection where up-to-date business methods plus determined, aggressive efforts will be recognized. Address "Box 602," care The Talking Machine World, 373 Fourth Ave., New York.

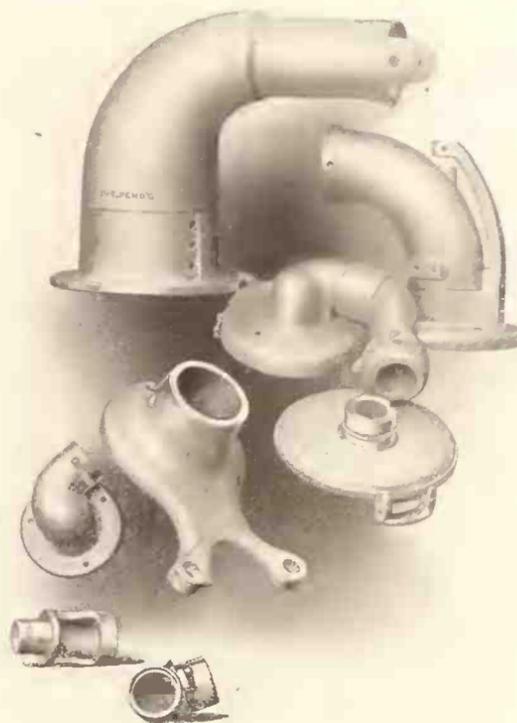
POSITION WANTED—As manager of retail phonograph department or as salesman for wholesale concern dealing in phonographs or records, by young man of five years' experience in the phonograph business. Address "J. N. 15," care The Talking Machine World, 209 South State St., Chicago, Ill.

DOEHLER DIE-CASTINGS

are produced by the leading and largest concern of its kind in the world; by an organization whose sole and undivided efforts are devoted to the manufacture of Die-Castings exclusively.

Doehler Die-Castings are produced from virgin metals of our own alloying and as a result of formulas especially developed for their use, all talking machine parts of our manufacture are readily plated in Nickel or Gold in a most satisfactory manner by the usual electroplating methods.

Our resources and facilities enable us to offer to die-casting users the advantage of a Quality Product, an unfailing Service at an attractive Price.



DOEHLER DIE-CASTING CO. BROOKLYN. N.Y. NEWARK. N.J. TOLEDO. OHIO.

SALES OFFICES

BOSTON
723 Oliver Building

DETROIT
914 Ford Building

CLEVELAND
10902 Lima Avenue

CHICAGO
4414 N. Campbell Avenue

ANNUAL MEETING OF LINDSAY, LTD.

Prominent Canadian Music House Has Most Prosperous Year—Bonus for Employees—All Directors and Officers Re-elected

MONTREAL, CAN., April 9.—The annual meeting of C. W. Lindsay, Ltd., was held yesterday at the head offices of the company in this city and the reports indicated that the year just passed had been the most prosperous in the history of the company's business. In appreciation of the fact a bonus of 10 per cent. cash

was voted to all members of the staff who had been with the company since March 1, 1918, and the usual stock dividends were declared. All the officers were re-elected as follows: C. W. Lindsay, president and general manager; B. A. Edward, secretary, and W. A. H. Robinson, treasurer.

E. C. Boykin, manager of the Edison Shop on Fifth avenue, New York, reports the continuance of the strong demands for the Edison machines. The several new models displayed have achieved instantaneous popularity.

ACTIVE TIMES IN BALTIMORE

Columbia Dealers Meet—Notable Artists Heard During Month—Other News Throughout State

BALTIMORE, MD., April 8.—William S. Parks, manager of the Columbia Graphophone Co., reports March as the biggest month's business in the history of the branch.

A big dealers' gathering in the Southern Hotel on Friday, April 11, is planned by Mr. Parks. All Baltimore dealers and as many of the nearby dealers as possible have been invited to attend. Some of the officials of the New York office are expected to come. The sales staff and the various department heads from the local Columbia office will be on hand.

Many Columbia artists visited various sections of the Baltimore territory during the month. Anparita Farrar was in Washington for quite a while and helped in boosting the sale of records. Harry C. Grove, who has a Columbia headquarters at 1210 G street, Washington, and who for some time has been using only the first floor of the building, has now leased the entire three-story building. The second floor will be used especially to display all models of Columbia, with a special setting for the period design Grafonolas.

The Columbia Co., Norfolk, Va., is just now making extensive improvements in its place, and is installing ten Van Veen Co. booths. The Columbia Furniture Co., Southern Furniture Co., and James Cowen, all of Richmond, are also installing the Van Veen type of booths, as are GUSDORF & JOSEPH, of Baltimore.

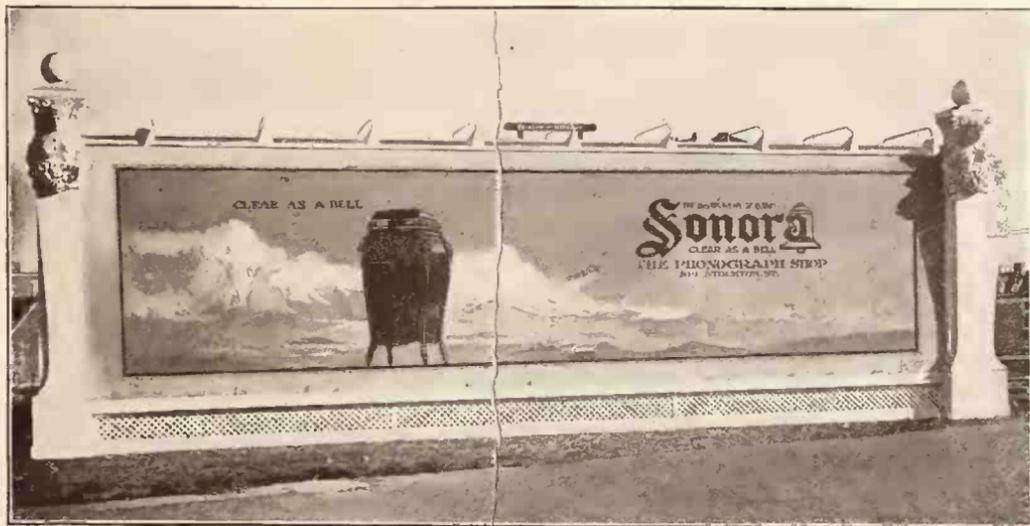
Mr. Parks announces that the national advertising of the Columbia has been extended to Raleigh, N. C., and that dealers in sixteen surrounding towns have come in on the co-operating plan and are using entire pages.

Oscar Siegel and Barbara Muriel were in Pulaski, Va., on March 26. Charles Harrison and the Steller Quartet were in Winchester and Roanoke, Va., during the month.

SONORA SIGN IN SAN FRANCISCO

SAN FRANCISCO, CAL., April 5.—Apparently desiring to go New York one better when it comes to Sonora advertising, the Sonora Phono-

graph Shop, at 109 Stockton street, this city, has had placed in a splendid location in their city a billboard, which is one of many and which for attractiveness would be exceedingly hard to surpass.



Striking Sonora Sign in San Francisco

The artistic columns shown thereon are splen-

This advertising has created no end of favorable comment in San Francisco and furnishes an example of outdoor advertising which, if it were followed generally, would make this form of publicity a subject of general commendation from the public.

The Best Popular-Priced Talking Machine Charmaphone Phonograph



Model 55A

Wholesale Price

\$27.50

Plus War Tax

Dimensions :

40 in. high, 18 in. wide, 18 in. deep. Heavy double spring motor. Universal tone-arm. Sound box of highest quality. All parts nickel-plated.

*We manufacture the
cabinets for our com-
plete line of*

Charmaphone

*phonographs in our
own factory at
Pulaski, N. Y.*

*We can therefore give
you **immediate de-
liveries** on all models
and give you the best
discounts offered to the
trade.*

*If you want to make
money, handle the*

Charmaphone

It sells on sight.



Model 65A

Wholesale Price

\$32.50

Plus War Tax

Dimensions :

42 in. high, 18 in. wide, 20 in. deep. Heavy double spring motor. Universal tone-arm. Sound box of highest quality. All parts nickel-plated.

**The Charmaphone
phonograph embodies
every desirable fea-
ture found in the high-
est class phonograph.**

*We are now arranging to give progressive dealers exclusive territory for
the CHARMAPHONE line. WRITE TO-DAY in order to
secure the agency for the best popular-priced
talking machine on the market.*

THE CHARMAPHONE COMPANY

*New York Office and Salesrooms:
39-41 West 32nd Street*

*Factory:
PULASKI, N. Y.*

TYPES OF PEOPLE WE ALL KNOW

A Record Expert, Incognito, Gives Some of His Views on Different Kinds of Record Buyers—The Last One Is the Best

The spirit of spring was upon the man who was known in the busy world of industry as the record expert. He leaned back in his chair and gave expression to the result of his musings. His thoughts had to do with the musical taste of record buyers and he gave his verdict to the expectant ears of those who looked upon his word as law. It was indeed an unusual happening, for he said that record buyers were divided into two classes—those who liked "The Rosary" and those who did not.

As his hearers pressed around him, plying him with many questions, he became more confidential and told how the various types of enthusiasts may be known and classified. The salesman must become a tailor of the mind, a mental measurer, who can tell by such subtle means as the hem of a handkerchief just what sort of a selection his customer is about to call for, whether it be an aria or a purple "blues."

But the game of judging human idiosyncrasies is by no means subject to hard and fast rules, for how could one tell that a certain operatic star never bought any but ragtime pieces and selections which he himself had made? The very uncertainty of the game makes the successful man more worthy of commendation.

Then, wandering a bit from his subject, the loquacious expert told about the connoisseur of the Diogenes type, who is ever on the search for the perfect record. He must have a full dozen copies of a record played, listening to each one with an ear attuned to the music of the spheres, until he at last finds the one without a flaw.

As a counterpart of the tired business man we have the weary woman shopper, too often of a type super-robust and too heavily laden with numerous bundles, who, when she sights a demonstration booth, lays her course for an easy chair and demands to hear some music that is restful and nice. No doubt the sentimental melodies of Ethelbert Nevin were inspired by such scenes as these.

The expert was getting pessimistic when the sun passed behind a cloud and he saw the eternal silver lining. He brightened into a smile and spoke of the saving grace of the occasional customer who adores all the selections played by the weary salesman and takes them to a distant land where she cannot bring them back to be exchanged. Such a happening is always the brightening touch and makes the perfect end of an otherwise harrowing day.

THE PLAYER-PIANO PHONOGRAPH

A. W. Johnston, vice-president of the Standard Pneumatic Action Co., Fifty-second street and Twelfth avenue, New York, has announced that they are now ready to market a player action and talking machine combined. The mechanism for the talking machine is to be placed alongside the spool box of the player action, while the tone chamber will be directly through the spool box. The new instrument is to be known as the Player-Piano Phonograph.

SALE OF PERIOD MODELS

Among the recent sales of period model Grafonolas closed by H. E. Speare, manager of the Columbia Shop at Fifth avenue and Thirty-seventh street, New York, was that of a \$500 Italian Renaissance model to Irene Castle, the famous dancer.

W. BRUNNER WITH COLUMBIA CO.

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

FILES SCHEDULES IN BANKRUPTCY

Leonard Markels, manufacturer of phonograph motors, formerly located at 165 William street, filed schedules of bankruptcy on Wednesday showing liabilities of \$76,352 and assets consisting of stock and accounts, amount not stated, turned over to the assignee. At a meeting of creditors held at the offices of Peter B. Olney, referee in bankruptcy, Marcus Helfand was elected trustee with a bond of \$10,000.

PURCHASES NEW BUILDING

BOSTON, MASS., April 7.—Frank B. Curry, manufacturer of the Curry "Soundproof" demonstration booths and record cases, has purchased the entire building at 72-74 East Dedham street. Manufacturing facilities will be greatly increased and occupation of the new factory will probably take place, it is expected, about June 1 of this year.

TAKES CHARGE IN PHILADELPHIA

Geo. W. Hopkins, general sales manager of the Columbia Graphophone Co., New York, announced on Thursday the appointment of N. J. Wilcox as manager of the Columbia branch at Philadelphia, Pa. Mr. Wilcox, who is a newcomer in the phonograph industry, succeeds A. J. Heath, who resigned with the regrets of the Columbia Co. in order to open an exclusive Columbia retail establishment, the location of which will be announced as soon as plans under consideration are perfected.

Liberal Terms Immediate Delivery

ALL HITS IN SONG AND DANCE

on

 **OKEH**
RECORDS

That's All

Are You Short of
Popular Song
and Dance Records?



Don't Wait and Wait
Order from Us—You'll
Wait No Longer

Further Comments Needless

AFTER FIRST HEARING YOU WILL FULLY
UNDERSTAND THE POPULARITY OF OkeH RECORDS

We Are At Your Service

OkeH Record Distributing Company
GRAND RAPIDS, MICHIGAN

P. S.—Glad News

Our new Branch in **Detroit, Michigan,**
will open on April 25th.

Bear this in mind—Address announced in May issue



COMMERCIAL PHOTOGRAPHY

Largest commercial plant in Middle West specializing in quality reproductions of Musical Instruments of all descriptions, direct from object or copy.

Loose Leaf Binders made up for same on request. Send for samples and quotations.

COMMERCIAL ART ENGRAVERS

CEDAR RAPIDS, IOWA

Designers, Engravers, Electrotypers, Photographers



Southern Dealers

Be the first in your community to handle OKEH Records. New releases every 15 days.

Your Order Shipped Same Day Received

Standard Phonograph & Accessories Company

Distributors of OKEH Records
907 Commerce St. Dallas, Texas

Standard Phonograph & Accessories Co.,
907 Commerce St.,
Dallas, Texas

Gentlemen:
I am interested in Okeh Records. Please put me on your mailing list.

Name Dealer

City

State

ANNUAL BANQUET OF TALKING MACHINE MEN A SUCCESS

Affair at Hotel Pennsylvania on Thursday Evening, April 10, Proves a Great Social Event—
Ernest John, George W. Hopkins, J. R. Young and Jas. T. Coughlin Speak

The annual banquet of the Talking Machine Men, Inc., held in the grand ballroom of the new Hotel Pennsylvania on Thursday evening, April 10, was an unqualified social success, and from that viewpoint was one of the most elaborate affairs held in the history of the association, with approximately 400 members of the trade and their friends and ladies numbered among those present.

The committee had announced that there would be plenty of dancing, and this served to attract a host of young people who did not wait until the dinner was over to exhibit their new steps, but filled in the time between courses dancing in the liberal space left in the middle of the ballroom for that purpose. Various singers also entertained while the dinner proper was in progress, and at its conclusion John E. Hunt, ex-president of the association, introduced the present incumbent of the president's chair, James T. Coughlin, as toastmaster.

President Coughlin Talks on "Co-operation"

Mr. Coughlin, who is a deep student, took occasion in his opening address to emphasize the desirability for co-operation in the trade as a patriotic duty to the country. Mr. Coughlin declared that patriotism was not alone necessary in times of war, but was equally essential during the period of peace when it meant giving to the country what was needed when it was needed. He developed his talk into a strong appeal for support for the forthcoming Victory Liberty Loan, and explained to the talking machine men present the necessity for raising money to bring the soldiers back from France and to take care of and clean up the war obligations of the nation.

Ernest John Tells of War's Lessons

The first speaker introduced by Mr. Coughlin was Ernest John, manager of the advertising department of the Victor Talking Machine Co. Mr. John, after stating that the most welcome news to the dealer would be to the effect that he would get all the goods needed, although just now such news would be fiction, declared that the Victor Co. was putting forth its best efforts to increase the factory output, and that those familiar with the size and efficiency of the Victor Co. would be alive to what that meant.

The speaker took occasion to point out that even wartime handicaps had their lesson, for conditions during the past couple of years had done much to modify the views of dealers as to the salability or unsalability of Red Seal records. He told of an experiment in exploiting little known and apparently slow-selling records so successfully that 65 per cent. of a dealer's stock of such records was moved with little delay. He declared that the handling of Red Seal business did not require a technical knowledge, but simply sense enough to draw parallels between customers, and to divide the appeal for various forms of music, giving sentimental ballads, for instance, to the people who liked such things.

Red Seal records, stated Mr. John, had made the business what it is, for through them the musical people in every community came to give approval to the talking machine as an art instrument. Mr. John also had some interesting comments to make regarding the record supplements, what they were intended to accomplish in the matter of business building, and how they should be distributed to obtain the greatest effect. He issued a special warning against duplication in distribution, as diminishing the value of the publicity.

J. R. Young Speaks on "Service"

The next speaker was J. R. Young, of the Convention Bureau of the Merchants' Association of New York, who had for his subject "Service," and handled that subject along broad and interesting lines.

Geo. W. Hopkins' Live Address

The final speaker was George W. Hopkins,

general sales manager of the Columbia Graphophone Co., who added to his already wide reputation as a speaker on business matters. Mr. Hopkins, who had been in Canada, came directly from the train to the dining hall while the banquet was in progress, in order to keep his engagement with the talking machine men.

In opening his address Mr. Hopkins declared the first essential of business was service, and that service, in fact, was of prime importance in everyday life, to such an extent that even the officers of the new army were called upon to sell service to the United States Government. He declared that the latest idea in business was that of self-service—a plan that could be and, as a matter of fact, had been adopted most successfully in the talking machine trade. He said that simply hanging slow-selling records on nails where the customers could see them had resulted in sales, and that this method followed by one dealer with sixteen demonstrating booths had resulted in the sale of five records per booth per day.

Mr. Hopkins made a strong plea for salesmanship, and declared that the popular hits of the day, such as "Smiles," did not have to be sold or even played, the customer coming in with a well-defined idea of what was wanted. The dealer's duty in such a case was to bring out a second record, not quite so popular, and use a little salesmanship in selling that second record to the customer, thus increasing each sale at least 100 per cent.

The speaker offered some interesting and practical selling hints, calling attention to such little details as the proper method of winding the motor with a wrist movement, the supplying of paper patterns to prospects so they could determine where the machine might be placed to advantage in the home, and the classification of prospects. He declared that the appeal should always be along simple lines, for that method gets the most direct results. He urged that dealers follow natural channels in selling their goods, thereby reducing the sales resistance to a minimum.

He told of the wisdom of the Government in putting over the War Savings Stamps drive by appealing directly to the children on the popular quarter basis, and why the plan had been so successful. Mr. Hopkins' address was dis-

tingly practical and gave the talking machine men advice that could be utilized in their business, and in closing declared that genuine salesmanship was lacking to a great degree in the retail trade and the deficiency should not be overlooked. He said that many dealers with large businesses had not developed on sound lines, but had simply swelled up through circumstances. Grow up, but don't swell up, was Mr. Hopkins' final warning.

Just a Little Jazz

At the conclusion of the speaking the general program of entertainment was again taken up. There was plenty of dancing to the accompaniment of the Van Eps Quintet, and at intervals prominent talking machine artists, including Henry Burr, Arthur Field, Munro Silver, J. Victor Arden, Billy Murray, Teddy Morse, Miss Marion Harris, Miss Jean McCarthy and the Van Eps Trio, sang or played for the edification of the guests.

Special credit must be given to all members of the committees for the complete success of their efforts, and to J. J. Davin particularly is due much commendation for the elaborate character of the entertainment provided. Various other details connected with the affair were handled by Sol Lazarus, A. Galuchie, John E. Hunt and E. Leins in a most commendable way.

A Real Surprise

One of the surprises of the evening was the offering of an idea as to the manner in which the drought could be avoided after July 1. At the conclusion of one of the songs referring to that subject a big Victrola was rolled out, and when the doors were opened there were revealed boxes of cigars in the tone chamber, and several bottles of first-class liquor in the place where the records ought to be. If some one will only invent records that may be dissolved in water to make booze after their musical value has gone the idea will be complete.

OPENS STORE IN REDLANDS, CAL.

The Mattson Bros. Music Co. has opened in Redlands, Cal., in the Deming Building, which has been leased by V. H. and R. M. Mattson. A full line of talking machines and musical merchandise will be carried in this new store.

The Grafonola Shops, Inc., a Massachusetts corporation, is now qualified to do business in Indiana. \$500,000 of its capital stock is represented in that State, and Walter G. Wilson, of Indianapolis, is named as agent.

LUNDSTROM CONVERTO Talking Machine Cabinet

VELVETONE NEEDLES

See Insert in This Issue

The Two Best Selling Propositions in the Talking Machine Trade To-day

We are also factory distributors of

Brilliantone Needles
Record Delivery Envelopes
Noiseless Talking Machine
Lubricant
Jones-Motrola
Wall Kane Needles
Record Albums

Record Cleaners
Shelton Electric Winder
Khaki Moving Covers
Dust Covers
Globe Transfer Name Plates
3-in-1 Oil
Lyknu Polish

K. E. Automatic Stop
Cabinets for all table model
talking machines
Kent Adapters
Audion Reproducers
Universal Display Fixtures

These accessories are all well known to the trade and need no introduction. Our plan is:

**Stocks for ready delivery
Prompt and efficient dealer service**

We have already outgrown our present quarters and on May 1 will occupy our new warerooms and offices with greatly increased stocks

The Cabinet & Accessories Company, Inc.

Until May 1
1708 Flatiron Bldg.
Tel. Gram. 6547

Otto Goldsmith, President
New York City

After May 1
145 East 34th St.
Tel. Murray Hill 6470

INAUGURATE ADVERTISING CAMPAIGN

Emerson Phonograph Co. Arranges for a Large Space in the Leading Newspapers in Various Parts of the Country—Advertising Campaign Is Cleverly Conceived and Highly Praised

The Emerson Phonograph Co., New York, has announced one of the most extensive and far-reaching newspaper advertising campaigns that has been launched in talking machine circles for some time past. This campaign was inaugurated in New York on the fourth of this month, and started in Boston and Chicago on the eleventh. It is planning to advertise daily for two weeks, to stop for a fortnight and then use the advertising for another two weeks, continuing the campaign on this basis.

According to the schedule outlined by the company's advertising counselors, large space will be used twice a week, column space twice a week, and artistic seven-inch cards the other days of the week. The large advertisements in this campaign are remarkably effective, featuring some of the most popular hits from the Emerson record catalog, together with a list of Emerson dealers in the territory in which the campaign is launched. Advertising in the local newspapers presenting this first advertisement gave a list of Emerson dealers in New York City, Brooklyn, suburban New York, Connecticut, Long Island, Newark, Jersey City, Paterson, Elizabeth, Hoboken, Plainfield, West New York and other Jersey points. The phenomenal progress attained by the Emerson Phonograph Co. during the past year is a matter of general knowledge, but this list of dealers indicates conclusively that these records are now being sold by representative dealers in every part of New York City and adjacent territory.

The column advertisements are exceptionally praiseworthy, featuring a unique method of listing various records with a border of music notes that is both timely and attractive. The small cards present separate records from the

Emerson list. The reproduction of these cards in the advertisement of the Emerson Record Sales Co. in this issue will give some idea of the distinctive nature of this advertising.

This continuous advertising campaign has been announced to Emerson dealers in the cities mentioned, and the company has already received hundreds of congratulatory letters from its representatives, who are delighted with this practical form of co-operation and assistance. The Emerson Phonograph Co. has for some time past made it a policy to announce the latest "hits" at the earliest possible date, and this mammoth advertising campaign will undoubtedly act as a powerful stimulus to sales.

DOINGS OF EDISON ARTISTS

Frieda Hempel and Anna Case on Extended Tours—Spalding to Return This Fall—Ed Meeker and Leola Lucey Very Popular

Herewith are shown thumbnail portraits of five Edison artists who are prominent in the public mind this month. Frieda Hempel, who



Frieda Hempel



Anna Case

recently closed her seventh season at the Metropolitan Opera House, is now on an extended concert tour, over territory which includes Syracuse, Boston, Utica, Lindsburg, Kansas and Charlotte, N. C. The last two engagements are for music festivals. Anna Case is another Edison artist who is also on tour, her present trip being along the Pacific Coast. San Francisco,

Oakland, Portland, Ore.; Spokane, Seattle and Tacoma, are some of the cities where she has or will shortly have appeared.

Albert Spalding, violin virtuoso, who enlisted in the aviation section shortly after war was declared, and who has been stationed in Italy, is giving a series of concerts in the musical centers of Southern Europe. He will return to this country some time during the fall.

Ed Meeker, whose comic records are always in demand, is proving a great favorite at the



Albert Spalding



Leola Lucey



Edward Meeker

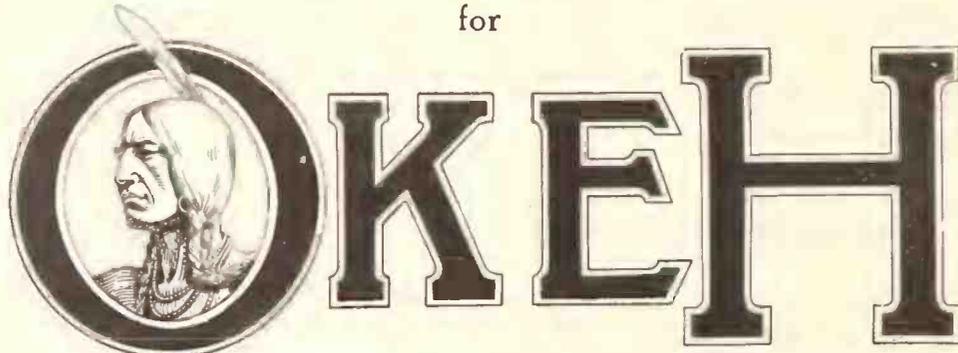
various banquets being held in the trade at the present time, and is also kept busy appearing at other social affairs where his voice and good-natured humor help add to the jollity of the occasion. Leola Lucey is adding to her popularity nightly at the Palais Royal on Broadway, where she has an important part in the cabaret.

PRESIDENT BENSINGER A VISITOR

E. Bensinger, president of the Brunswick-Balke-Collender Co., visited the New York headquarters of the company during the past week. Mr. Bensinger reported that the factory was working to capacity, and that the capacity was being increased to meet the continually growing demand. Manager Strauss, of the New York office, reports exceptional sales and that, although they are receiving increased shipments, the demand for the Brunswick is increasing in the same proportion. Chester Abelowitz, of the New York sales staff, is at present calling on the trade throughout Connecticut.

You Don't Know What the Real Possibilities Are for Money Making

Until After You've Placed Your First Order With Us for



RECORDS

BUY OKEH RECORDS

and YOU'LL PROFIT IN TWO DISTINCT WAYS

- 1. THROUGH EVER PROMPT SHIPMENTS
2. THROUGH OUR LIBERAL TERMS

Nothing to Lose—All to Gain

Drop a line and leave the rest to us and to



ARTOPHONE COMPANY

ST. LOUIS, MO.

1113 Olive Street

Broadway Hits in Song and Dance

One On Each Side

Quality and Volume in Tone

The Disc With the Long Life

PATHE RECORDS BY EUROPE'S BAND

Great Military Organization of Artists That Won Fame Throughout France During the War to Make Pathé Records Exclusively

An announcement of unusual interest was made this week by the Pathé Frères Phonograph Co. to the effect that Lieut. Jim Europe's Military Jazz Band has been engaged to make records exclusively for the Pathé library. A



Lieut. Europe's Military Jazz Band

number of new jazz selections and popular and instrumental vocal hits will be released this month.

There is no doubt that the snappy melodies of Lieut. Jim Europe's Military Jazz Band played an important part in the allied victory. Music—particularly Jim Europe's jazz—kept up the morale of the boys at the front and cheered them into the fight.

Jim Europe and his "hell fighting" veterans played for the boys in the front line trenches.

and they fairly went "over the top" to jazz time. This famous band played on the Champagne front, where their regiment held a sector as one of the combating units of the glorious Fourth French Army under General Gourand. Here they jazzed every day for our men and for the French sick and wounded in all the hospitals. This band found its way into the very hearts of the French people, and it has made the American jazz the favorite music of France.

These famous "hell fighters" of Jim Europe have returned and are now touring the country. They are being received everywhere with tremendous popularity, and Jim Europe is to-day without doubt the leading exponent of jazz music. Before the war he was the most popular conductor of New York's favorite dance orchestra, and he is adding to his prestige and success day by day.

The solo artists of this great band are remarkable. Lieut. Noble Sisson is a tenor who has won international recognition, and sings Southern songs the way they should be sung. The Singing Serenaders, the famous double quartet in this band, harmonizes in a way which has won unqualified approval. The novelty selections of this band are unusual, and the boys produce results different from anything that has ever been done before. The Percussion Twins are wizards with the drums, and Al Jolson, who sings popular ballads, is known as the "colored Jack Norworth."

Roy A. Burr has opened a new music and talking machine store in Eastport, Me.

W. S. GRAY'S REMARKABLE PROGRESS

Pacific Coast Jobber in Talking Machine Accessories Has Built Up a Great Business

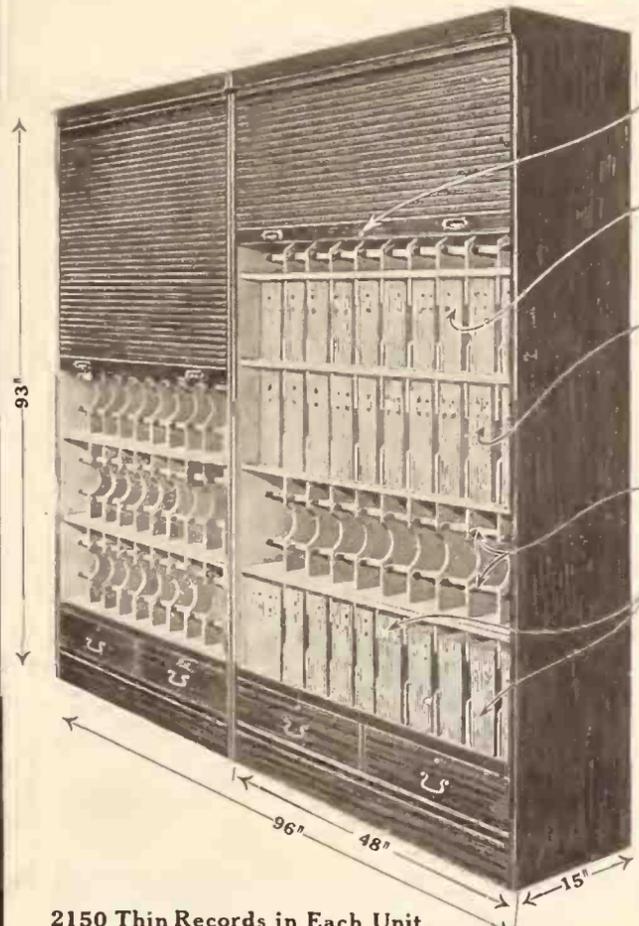
SAN FRANCISCO, CAL., April 3.—The members of the Pacific Coast talking machine trade are taking a keen interest in the remarkable progress being made by Walter S. Gray, who handles a complete line of talking machine accessories in the Chronicle Building, this city. Mr. Gray's achievements are little short of phenomenal, for, starting eighteen months ago with practically nothing at all, he has developed an accessory business that is probably as large if not larger than that of any similar distributor in the country.

During the past few months Mr. Gray has secured the agency for a number of well-known products in the talking machine trade, and month after month he has announced something new to the talking machine dealers. He never includes these accessories in his line until he is certain that they will give satisfaction, and a goodly portion of his success may be attributed to the care and consideration that he bestows upon the requirements of his clientele.

Mr. Gray has also devoted a considerable part of his time to the educational advancement of the talking machine business, and in many instances has taken the trouble to show the dealer by actual figures how an accessory department can be developed into one of the most profitable departments in the dealer's establishment. In fact, Mr. Gray has received many letters from well-known talking machine dealers along the Pacific Coast thanking him for the suggestions he has given them, which have enabled them to increase their business many times over through the installation of an up-to-date accessory department.

"Trade News Service," published monthly by I. Davega, Jr., Inc., in the interest of the Victor dealer, made its initial appearance in April.

GUARANTEED



2150 Thin Records in Each Unit.
4300 Records in These 2 Units Illustrated.

WRITE FOR CATALOGUE

Ogden Sectional Cabinet Co., Inc.
LYNCHBURG, VA.

Locking Roll Top Prevents Dust and Theft.

350 10" Records on each shelf. Filed in Sales System Covers and Index Guides.

350 10" or 12" Records on this shelf.

Soft Flat Supporting Springs Prevents Warping (Patented).

10 and 12" Records Filed on same shelf. Held Flush at the front by Patented Adjuster.

Prices Models No. 2 and 62

(CAP. 300 10 and 12" RECORDS)

Sections . . .	Oak \$6.00, Mah. \$6.25
Base . . .	Oak 5.00, Mah. 5.25
Top . . .	Oak 2.50, Mah. 2.75
Roll Curtain for complete Unit,	3.00

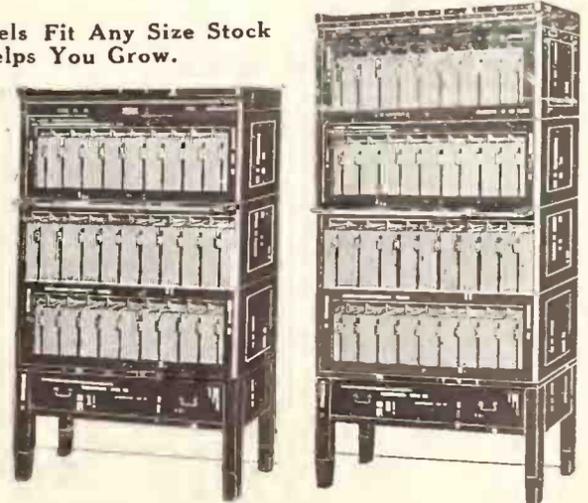
File Your Records So You Can Sell Them

This System pays for itself in six months.
Automatically Re-orders All "Sold Out" Records.
Every Record Located Instantly as Simple as 1-2-3.

PRICES, Models No. 2150 D. D. and L. C.
(PATHE MODELS SPECIAL)

OAK	{	Locking Wood Roll Curtain	\$70.00
		Spanish Leather Roll Curtain	60.00
BIRCH MAHOG.	{	Locking Wood Roll Curtain	75.00
		Spanish Leather Roll Curtain	65.00

Sectional Models Fit Any Size Stock and Helps You Grow.



The Ogden Sales System Is Equivalent to an Extra Clerk and Increases Sales. Prices \$2.25 to \$9.75 a Section.

FROM OUR EUROPEAN HEADQUARTERS

2 GRESHAM BUILDING, BASINGHALL STREET E. C., LONDON, W. LIONEL STURDY, MANAGER.

Matters of Importance to the Industry Discussed at Extraordinary Meeting of Gramophone Association—Import Question a Leading One—Government Views on Protection—Records of Jazz Music Win Favor—British Motor Manufacturers Enter Field on Big Scale—New Record Lists—Revised Gramophone Price Lists—Ex-Soldiers Returning to Trade—British Industries Fair Coming

LONDON, ENGLAND, March 29.—The recent extraordinary general meeting of the Gramophone Association, reported elsewhere in this section, was the outcome of a desire to ascertain the opinion of the trade as to the advisability or otherwise of maintaining (a) the present system of official control by license, (b) the import duty on musical instrument goods of 33½ per cent. It is a point worthy of interest that the officials of the association, supported by a few members, rather leaned towards a continuance of Governmental license control and the maintenance of the tariff on the ground that, apart from the possibility of dumping, neutral manufacturers of small musical instruments and parts thereof were in an established position favorable to an increase of exports to Great Britain, which, of course, would place at a great disadvantage British firms who had been unable to organize for this class of output, owing to war work. The great need therefore is to retain the present system as likely to afford the strongest possible means for their protection. The significance of this standpoint is apparent in the light of recent disclosures that certain British undertakings are under way for the manufacture of motors, tone arms and other similar lines for

which hitherto we have been mainly dependent upon imports. Again, one or two British houses made a successful effort during the war period to supply small lines, particularly in connection with gramophones, and other firms desirous of resuscitating their pre-war plans naturally demand at this stage the fullest protection. That is reasonable enough. But, on the other hand, the maintenance of license control as at present absolutely excludes from participation in the business all those who did not directly in their own name import musical instrument goods and parts before the establishment of the license system. A strong claim was made for the out and out removal of all control, it being contended that the tariff alone would be sufficient protection for British manufacturing interests. Incidentally it was inferred by one prominent trader at the meeting in question that if necessary prices could be reduced, as on motors alone a profit had been made of 30 per cent.!

On voting, a majority of members present were in favor of recommendation being made in official quarters to cancel licenses altogether and maintain the tariff at a minimum of 33 1-3 per cent.

The Government's Fiscal Policy

At the time of the foregoing meeting the precise attitude of the Government as to fiscal trade policy was in considerable doubt. This has now been made known officially in Parliament. The principle upon which the Government proposes to act will hurt the feelings of ardent free-traders, but we think will produce a feeling of relief among all directly interested or who are out to encourage the re-establishment of British industries. It is planned to

abolish all import restrictions on goods coming from any part of the Empire, on raw materials for British industry—unless otherwise by special consent—that semi-manufactured articles shall be admitted free of tariff except in cases where they are produced by industries which it is necessary to foster in Great Britain, and that the present restrictions on manufactured articles shall be continued until September 1, when the matter will be reconsidered from the viewpoint of British trade interests.

It will be realized that the Government is alive to the necessity of affording protection from foreign competition to British industries in the course of re-establishment or which had been encouraged to extend in consequence of being unable to import as a direct result of the war. Protection for a time, at any rate, as against control is the keynote of free expansion. This official statement may therefore be accepted in the light of a guarantee, and should go far to remove the great amount of uncertainty which has for so long exercised the business community. There can be little doubt that the views will produce a measure of keen satisfaction, but a word of warning may not be out of place. As in all things official, the present pronouncement is a wee bit obscure in its language, and of course is open to opinionated interpretation. What is meant, for instance, by "semi-manufactured articles," and further, will the position of the British musical industry be officially regarded as, in the language used, "essential to foster in this country?" The trade will, of course, answer in the affirmative. With that we agree. But at the same time the question requires clearing up, and, leaving the mat-



"His Master's Voice"

Copyright

This intensely human picture stands for all that is best in music

—it is the "His Master's Voice" trade-mark, and it brings to you, no matter where you are, the very best music of every kind, sung and played by the world's greatest artists—the greatest singers, pianists, violinists, orchestras and bands—all enshrined in the unequalled "His Master's Voice" records

'His Master's Voice'

—the trade-mark that is recognized throughout the world as the HALL-MARK OF QUALITY

Branches

DENMARK: Skandinavisk Grammophon-Akti-
eselskab, Frihavne, Copenhagen.

FRANCE: Cle. Française du Gramophone, 115
Boulevard Richard Lenoir, Place de la République,
Paris.

SPAIN: Compañia del Gramofono, 56-58 Balmes,
Barcelona.

SWEDEN: Skandinaviska Grammophon-Aktie-
bolaget, Drottning Gatan No. 47, Stockholm.

RUSSIA: The Gramophone Co., Ltd., 45, Nevsky
Prospect, Petrograd (Petersburg); No. 1
Solyanka, Solyanov Dvor, Moscow; 9, Golovinsky
Prospect, Tiflis; Nowy-Swiat 30, Warsaw; 11
Michailovskaya Ulitsa, Baku.

INDIA: The Gramophone Co., Ltd., 139, Bal-
lughatta Road, Calcutta; 7, Bell Lane, Fort,
Bombay.

Great Britain:

The Gramophone Company, Ltd.

HAYES - MIDDLESEX - ENGLAND

Agencies

AUSTRALIA: S. Hoffnung & Co., Ltd., Sole
Concessionaries of The Gramophone Company,
Limited, 163, Pitt Street, Sydney.

NEW ZEALAND: Gramophonum, Ltd., 118-120
Victoria Street, Wellington.

SOUTH AFRICA: Darter & Sons, Post Box 174,
Capetown; Mackay Bros., Post Box 251, Johannes-
burg; Mackay Bros. & McMahon, Post Box 419,
Durban; Ivan H. Haarburger, Post Box 105,
Bloemfontein; Franz Moeller, Post Box 108, East
London; B. J. Ewins & Co., Post Box 88, Queens-
town; Handel House, Kimberley; Laurence &
Cope, Post Box 132, Bulawayo; The Argus Co.,
Salisbury.

EAST AFRICA: Bayley & Co., Lourenço
Marques.

HOLLAND: American Import Co., 22a, Amster-
dam Veerkade, The Hague.

ITALY: A. Bessi & Co., Via Orefici 2, Milan.

EGYPT (Also for the Soudan, Greece and the
Ottoman Empire): K. Fr. Vogel, Post Box 414,
Alexandria.

FROM OUR LONDON HEADQUARTERS—(Continued from page 155)

presentation of a natural event, and we think is the finest descriptive record of its kind yet published. In every way the company may honestly be congratulated upon the production of a record acceptable to all gramophonists.

The Gramophone Industry Victory Fund

As mentioned in our last issue, a Trade Victory Fund has been inaugurated as an expression of sympathy with and some little acknowledgment of the services of those brave men who have in the war suffered the loss of vision. The future of these men, though severely handicapped, must be made as pleasant and useful as possible. To this end the Gramophone Industry will materially assist by providing the necessary means of tuition in order that each sufferer may learn a particular trade, and thus assure unto himself an independent living free from the taint of charity. That is the object of the fund. The amount necessary is estimated at £10,000. Already subscriptions to the value of well over £4,000 have been registered. The amount which it is hoped to secure will be applied to the establishment of a special section at Sir Arthur Pearson's institution for blind soldiers, St. Dunstan's Home. The section would bear a name identifying it with the Gramophone Industry. Sir George Croydon Marks, M. P., has consented to act as honorable treasurer, and subscriptions may be sent to him at 57 Lincoln's Inn Fields, London, W. C. 2. He gives twice who gives quickly!

The First Reliable British Gramophone Motor

Under the style of "British Gramophone Motors, Ltd.," there has come into existence a new company, capitalized to the extent of £20,000, whose business it is to fill the proverbial long felt want by marketing an all-British gramophone mechanism. Notwithstanding that pre-war foreign imports of gramophone motors amounted to something over half a million annually, no serious attempt was ever made to establish a manufacturing industry in this country apart from an endeavor made by Messrs. Spratt Bros., at Walthamstow, which, however, eventually succumbed to foreign competition. We have at last got a real progressive organization in the shape of this new concern, determined that our future mechanical music shall be delivered as much as possible by British motive power.

The company at their Ludgate Hill offices stated that manufacture has reached a stage which permits deliveries being promised early in April, if not before. "There will be two types—single and double 7/8-inch spring, the construction being on the worm-gear principle. We have in our Putney works," stated Mr. Carter, one of the managing directors, "an organization fully equipped with appropriate plant which will eventually enable us to manufacture every part of our motors, with the exception of the mainsprings, which, being a skilled specialization, we do not care to touch at the moment. While it is our intention to firstly concentrate upon satisfying the requirements of the home market, we hope eventually

to develop trade abroad that will render the British colonial buyer, at any rate, independent of continental supplies."

Manufacturers, assemblers and wholesale dealers are out to support British endeavor. In this case it can be encouraged by the knowledge that a reliable British motor is now obtainable. The right men are behind the enterprise, men of practical experience and knowledge, who know and appreciate the importance of the task they have undertaken. Signor Giuseppe Gidino, a man who has had a large practical experience in the trade, is in charge of the British Gramophone Works. Under his management we are assured of high-grade output only.

Revised Prices for Gramophone Goods

Since the armistice a few reductions have been made in the prices of certain gramophone lines—machines, needles and records. If this was the result of a corresponding revision in the cost of materials, labor, etc., it would be fully justified, and at the same time might be accepted as a welcome augury of better things in prospect. But such a view has little or no foundation in fact, for, except perhaps in one or two minor cases, no general price reduction has, or can be, made, owing to the demands of labor for the maintenance of war-level wages; and to the impossibility of obtaining any substantial relief in the cost of materials until the transport and general commercial services of the world resume a more favorable position. It is therefore to be feared that any revision of prices for gramophone goods, especially in regard to machines and records, can only be justified by a possible saving of economy in other directions, or as an advertisement attraction. In any case, it must be as welcome to the dealer as to everybody concerned. Given an improvement in general conditions, present profits will allow of competitive action, and there is nothing like competition to level up on selling values. Enterprising firms will take action along these lines as soon as conditions permit. In this respect one of the first is Messrs. W. H. Reynolds, Ltd., who have reduced the prices of some of their instruments by as much as 12½ per cent. It's a good example, which we hope soon to see others emulate.

"His Master's Voice" Dance Music

A doubtful vote of thanks is due to Uncle Sam for the introduction of the jazz. We have heard the American Jazz Band; we see everywhere that nothing is a success unless it incorporates at least an element of this amazing craze for jazzing. It seems to grip old and young alike. A staid editor of a London music paper is even said to have astonished the office boy by turning the editorial sanctum into a jazz room, where he practiced the noble art as a relief from his ordinary duties. Doubtless he possessed one of the famous jazz charts issued by the Herman Darewski Publishing Co., and now comes an announcement by the Gramophone Co., Ltd., of a fine new list of dance records, "all suitable for jazzing." There are rec-

J. Stead & Co., Ltd.

Manor Needle Works

SHEFFIELD, ENGLAND

MANUFACTURERS OF

Talking Machine
Main SpringsBest Prices—Best Quality
Inquiries Solicited

ords of waltzes, fox-trots, two-step, one-step, all the latest dance numbers, by the Coldstream Guards Band; also some dancing hits from the latest London shows—"Us" and "Hullo, America," by the Savoy Quartet.

In connection with this dance issue a splendid color-poster suitable for shop or window display is available, "H. M. V." dealers having already received a copy. Special jazz blocks for dealers' advertisements have also been prepared, and altogether the company has made a splendid effort to provide suitable material to enable their dealers adequately to satisfy this jazzing demand.

Exclusive records go to make the March general supplement. Among these issues are items by the new Polish Premier, Paderewski; Alma Gluck, Kirkby Lunn, John Harrison, Cedric Sharpe, Marjorie Hayward, Marie Hall, Mark Hambourg's Trio, etc., a wonderful galaxy of talent which serves to associate mechanical music as closely as in its present form it can possibly get to the real thing. Indeed, the difference is in fact infinitesimal.

Notes by the Way

At Barnett Samuel & Sons, Ltd., recently I met Wilfred Samuel, who is back in civilian harness again after a battle experience on several of the British war fronts. He looks none the worse for his many exciting adventures through which he has been fortunate enough to pass without injury. Good luck to him!

I am glad to learn that Mr. Herbert Ridout, the ad genius of the Columbia Co., is again at his desk after a successful bout with that enemy, the flu.

Louis Young has also been compelled to take a few weeks' rest in the country. Feeling all the better for the change, he is now back at the office, and a little bird whispers that things will shortly hum at the new Helmet Row factory.

Remarkable though it may be, I learn from the Winner Record Co. that there is still a goodly demand for such records as carols, descriptives, as for instance, one issued in commemoration of the Titanic steamship disaster, "The Other Department, Please," and similar hits of five or more years ago. There were over one thousand of the Titanic records on order at the time of my visit to the Winner factory. Astonishing!

The Sound Recording Co. advise that they are overcoming production difficulties as a re-

Millions of Your "Boys" in France Heard the Scots Guards' and Hon. Artillery Company's Bands

When they come home it will be one of the pleasant memories of the "Great Adventure."

They will want to forget the "horrors of war" and recreate those rare occasions of happiness.

Then they will ask you, Mr. Dealer, for Gramophone Records of these two famous Bands.

Anticipate their wishes. The pleasure will be mutual.

A large selection by these two world-famed Bands and hundreds of Orchestral, Instrumental and Vocal pieces can be obtained on

GUARDSMAN RECORDS

10 AND 12 INCH LATERAL CUT

1 New Inn Yard, London, E. C. Write for Catalogs and prices to INVICTA RECORD CO., Ltd. Cables: Duarrab, London

FROM OUR LONDON HEADQUARTERS

(Continued from page 156)

sult of the return of many of their old hands; they are in a position to satisfactorily meet increasing trade requirements. A comprehensive list of new, up-to-date numbers of the "Popular" records is now ready.

I learn that A. Balcombe, 61 City Road, London, has received offers from the Otto Heineman Phonograph Supply Co., Inc., for the representation of their interests on this side. Upon the relaxation of shipping, import and other official restrictions, which may not be long in coming, Mr. Balcombe may definitely take care of the Heineman agency in all its varied activities—a big thing, to be sure. The matter is still under negotiation, so that a definite announcement cannot be made at present.

The continued big demand for "His Master's Voice" opera in English records has prompted the company to publish a special list of the series from their main catalog. It is a timely reminder, in view of recent far-reaching proposals, for the revival of operatic performances in London. This "H. M. V." grand opera in English program has been steadily built up during the past few years, until to-day it is far and away the most comprehensive and popular series produced, embracing most of the standard works recorded by leading British artists. Thus is the gramophonic art elevated to the level of all that is best in music.

Another "H. M. V." list itemizes London's greatest musical successes—revues and such like.

Foreign postage is soon likely to cost us more. It is proposed to charge 4d instead of 2½d for letters and 1½d against 1d for postcards. The latter is not unreasonable, though the increased rate for letters will not be welcomed. The new rates may conceivably be uniform for all foreign countries, if passed, as the proposition emanates from the International Bureau at Berne of the Universal Postal Union.

The British Industries Fair

This year's fair was undoubtedly a magnificent representation of the arts and crafts of Great Britain. The exhibits largely outnumbered any similar show, and all reports go to prove that visitors attended in abnormal numbers. Every effort was made by the Board of Trade, under whose auspices the fair was held, to provide an efficient service in regard to information re development of export trade, conditions in foreign countries, tariff rates, import and export values, etc., but, it must be admitted, there is much room for improvement in the classifying of data. The Music Industry was again officially excluded owing to lack of space. Two firms managed to obtain special permission to exhibit. Messrs. Harper & Co. made a display of leather and American cloth music cases, in which business was fairly brisk, though not up to expectations. On the other hand, good orders were secured by the Disque Cabinet Co., Ltd., for their range of gramophone record filing cabinets, the construction and special features of which are unique. As a commercial proposition, record filing systems offer unlimited sales scope, if properly developed through the usual retail channel. It has never been a great feature of the trade on this side, and that is all the more reason why this prospectively good branch of the industry should be encouraged.

For the rest, the British Industries Fair was of no special interest to the trade, except it be to stimulate a desire that musical instruments should be given "a place in the sun."

NICHOLSON
Talking Machine
RECORD CABINETS
the kind that talk
VALUES and SALES

K. NICHOLSON FURNITURE CO. Chase City Virginia
Record Cabinets, Sect. Bookcases and Ladies' Desks

**A New Source of Profit
For Talking Machine Dealers**



A GREAT many of your customers want vocal and instrumental records of their work.

You can increase your profits by sending them to us.

We make only

Personal Records

for individuals, quartets, choruses, orchestras, bands, etc.

Write us for particulars

AMERICAN RECORDING LABORATORIES

56 W. 45th St. New York, N. Y.

WILL MOVE TO NEW QUARTERS

The business formerly conducted under the name of the Cabinet & Accessories Sales Co. has been incorporated under the name of the Cabinet & Accessories Co., Inc., with Otto Goldsmith as president, and M. Goldsmith, secretary. Mr. Goldsmith reports that the volume of business transacted is increasing at a remarkable rate, and that the initial ad appearing in The World last month brought inquiries from practically every State in the country. Their present quarters are already proving inadequate, and on May 1 they will move to 145 East Thirty-fourth street, where they will have about ten times their present facilities. Mr. Goldsmith, accompanied by his daughter, who is secretary of the company, attended the dinner of the Talking Machine Men, Inc., and presented all who were there with an attractive novelty in the shape of a pocket nail file.

A. Bushnell & Co., Watertown, N. Y., recently opened a new Pathé department in their store. In celebration of the event an all day concert was held and the public was invited.

The FULTON

We are now in a position to offer to dealers our new models of Floor Cabinet Machines, which will prove satisfactory in every way as to their quality, excellent construction, and most odd designs. (Send at once for illustrations and prices.)

Steel Phonograph
TRUE-TONE
Needles
At Lowest Prices

200 LOUD PLAYING
Truetone
TRADE MARK
DISC RECORD NEEDLES
For Use on all DISC TALKING MACHINES

Phonograph parts and accessories, as Motors, Tone Arms, Sound Boxes, Cabinets, and Cabinet Hardware. Repair parts for all makes.
Records—Standard make, Lateral Cut, at \$40.00 per 100.

FULTON TALKING MACHINE CO.
640 Broadway New York, N. Y.

EDISON JOBBERS VERY BUSY

Harger & Blish Issue Report Showing Thriving Condition of Business in Their Territory.

DES MOINES, IA., April 1.—Harger & Blish, Edison jobbers of this city, have been doing an excellent business in the Edison line with a clientele of dealers scattered over a very wide area. They recently made a compilation of reports from some of their dealers, a compilation showing without exception that every dealer on their list was jubilant over the present demand for the Edison line. An idea of the wide area being covered by the Harger & Blish concern will be obtained from the following partial list of dealers mentioned in the compilation referred to above: M. E. Daniels, Milo, Ia.; W. H. Worley, Nodaway, Ia.; C. R. Quade, Ames, Ia.; F. E. Miller Drug Co., Kimball, So. Dak.; Paule Jewelry Co., Burlington, Ia.; Reinemund & Co., Muscatine, Ia.; the Killian Co., Cedar Rapids, Ia.; Roy Alexander, Montezuma, Ia.; W. P. McIntire & Son, Rolfe, Ia.; J. S. Wilkins, New Hampton, Ia.; F. M. Cooper & Son, Woodward, Ia.; E. W. Coburn & Son, Waterloo, Ia.; Shroyer Music House, Bethany, Mo.; Gooding Bros., Bedford, Ia.; J. F. Shuet, Jefferson, Ia.; Mueller Music House, Elkport, Ia.; W. J. Julius, Pomeroy, Ia., and J. B. Holsey, Veblen, So. Dak.

The messages from these dealers, optimistic in every sense, contain many interesting statements regarding individual sales, showing not only the increasing demand for the Edison line in their localities, but also showing that each one of the dealers was live and progressive in his method of going after and consummating sales.

COLUMBIA DEALERS IN ST. LOUIS

Hold "Talk-It-Over" Dinner at Hotel Statler, That City, to Discuss Plans

St. Louis, Mo., April 2.—The Columbia dealers of this city and a number from out of town gathered at the Hotel Statler recently for a "talk-it-over" dinner. Manager Roose, of the local branch, presided and talked to those present on Columbia prospects, company plans and what the dealers could expect and what was expected of them. Ed S. Lebens, of the Post-Dispatch staff, talked on advertising. Mr. Lebens handles most of the advertising for the musical instrument dealers for his newspaper and gave some practical ideas as to what to advertise, when and how.

OPENS NEW HEADQUARTERS

SOUTH BEND, IND., April 3.—C. W. Copp, music dealer of this city, has opened a newly remodeled music store, which will be devoted exclusively to the sale of talking machines and records. Attractive demonstrating rooms have been installed in the remodeled store, each booth being finished in a different style and yet harmonizing with the general decorative scheme of the store. Mr. Copp is one of the pioneer music dealers in this city.

A PEORIA INCORPORATION

The Peoria Jewelry Co., Peoria, Ill., has been incorporated with capital stock of \$7,000 to engage in the manufacture and repair of jewelry, Victrolas and musical instruments, with headquarters at 321 Main street.

Wilbur Spray has returned to the employ of the talking machine department of Barker Bros., Los Angeles, Cal., following his release from the Navy Aviation Training School at San Pedro, in which he served about nine months.

NEEDLES

45c per thousand in lots of half a million only.
Smaller quantities, 48c per thousand.

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

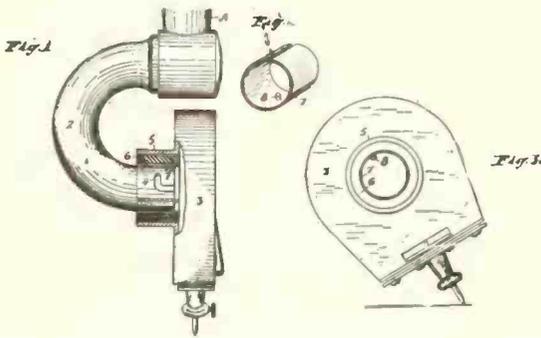
LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

WASHINGTON, D. C., April 8.—SOUND BOX AND TONE ARM CONNECTOR.—Charles F. A. Sturts, San Francisco, Cal. Patent No. 1,291,239.

This invention relates to a sound box and tone arm connector for talking machines. One of the objects of the present invention is to provide a co-operating interlocking connection for securing sound boxes, which are used in connection with talking machines, to the tone arm or swinging neck thereof in such a manner that the sound box may be quickly and securely locked on the neck and as readily removed.

Another object of the invention is to provide a connection which preserves the vibrations peculiar to articulate speech and musical sounds and to a large extent excludes metallic and discordant sounds produced by metallic connections, this being produced in the present instance by interposing a rubber gasket and a split ring between the sound box and the tone arm which serve as an insulator and also permit tightening of the joint when the connection is made.

Figure 1 is a plan view, partly broken away and partly in section, showing the connection formed between the tone arm and the sound

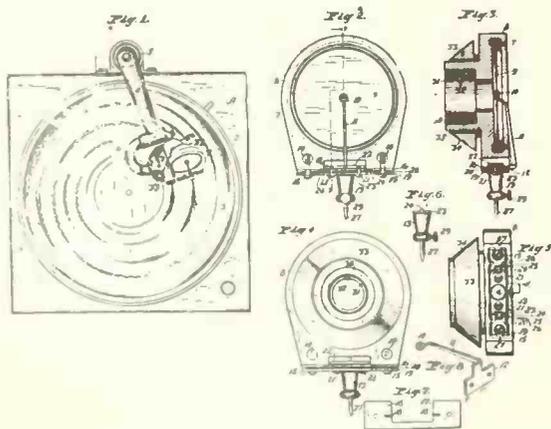


box. Fig. 2 is a perspective view of the split ring. Fig. 3 is a side elevation, showing the rear side of the tone box and the connection between the tone arm and the sound box.

REPRODUCER.—Charles F. A. Sturts, San Francisco, Cal. Patent No. 1,291,238.

This invention relates to a reproducer for recording or transmitting articulate and musical sound vibrations from the record of a talking machine. One of the objects of the invention is to produce and preserve the vibrations peculiar to articulate speech and musical sounds to the exclusion of metallic and discordant sounds produced by scratching or frictional effects in phonographs, and particularly to produce a softer, purer and more natural tone than has heretofore been possible. Another object of the invention is to provide a novel mounting for the needle holder and the stylus bar, and also a construction which permits the reproducer to be used either on a vertically cut record or a lateral cut record.

Figure 1 is a plan view of a phonograph, showing the application of the invention. Fig. 2 is a front view of the reproducer. Fig. 3 is a cross



section on line 3—3 of Fig. 2. Fig. 4 is a rear view of the reproducer. Fig. 5 is a bottom view of the same. Fig. 6 is a side elevation of the stylus holder. Fig. 7 is a plan view of the bear-

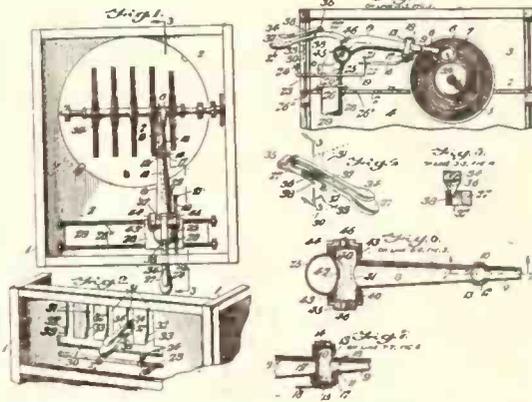
ing plate. Fig. 8 is a perspective view of the stylus arm.

TALKING MACHINE.—Max Krauss, Philadelphia, Pa. Patent No. 1,291,027.

This invention has for its primary object the construction of a machine in which a plurality of records, either single or double-faced, and of any desired diameter, can be set up, and any one of them, at the selection of the operator, be played.

This invention embodies improvements upon a talking machine invented and patented by Mr. Krauss under United States Letters Patent, No. 1,199,192, dated September 26, 1916, and its object is to enable one to remove any one of the discs without being under the necessity of removing a given number or assemblage of them. The present machine, moreover, is adapted for use with any form of sound box.

In the accompanying drawings Figure 1 represents in top plan so much of a talking machine embodying the invention as is necessary to illustrate it. Fig. 2 represents in side sectional elevation on the dotted line 2—2 of Fig. 1, the



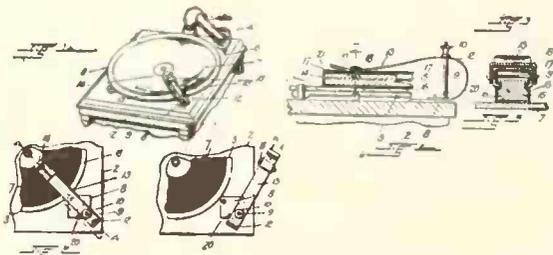
machine of Fig. 1, certain of its component instrumentalities being shown in side elevation. Fig. 3 is a fragmentary side view upon an enlarged scale of one group of records partly in section and partly in elevation, the sight being taken on the dotted line 3—3 of Fig. 1. Fig. 4 is a fragmentary end elevation on the line 4—4 of Fig. 2; and Fig. 5 is a fragmentary side view of a modification.

PHONOGRAPH ATTACHMENT.—William B. May, Denver, Colo. Patent No. 1,292,349.

This invention relates to phonograph attachments, and its primary object resides in the provision of a brush of simple construction adapted to thoroughly clean the grooved face of a sound record while it is being revolved by the motor of the phonograph instrument to which it is attached.

With the above object in view, the invention comprises a brush made of any suitable material, which is connected with a spring to receive a gentle downward pressure for its frictional contact with the record.

The spring is mounted upon the casing or motor box of the instrument, and is rotatable about an upright axis for its adjustment to move the brush into and out of contact with the face



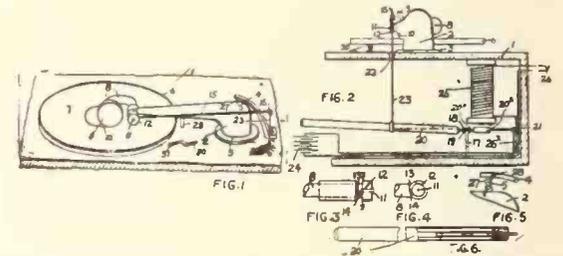
of a record supported upon the revolving table of the phonograph.

The brush is pivoted on the spring for its self-adjustment to follow the usual wobble of the record, and its pivotal axis is preferably arranged nearer its forward end to cause it to tilt when it is separated from the record, and thereby facilitate its subsequent movement onto the face thereof.

Figure 1 represents a fragmentary perspective view of a phonograph to which the attachment is applied. Fig. 2, a fragmentary plan view of the phonograph showing the attachment in its operative position with relation to a sound record supported thereon. Fig. 3, a view similar to Fig. 2 showing the attachment in its idle or inoperative position; Fig. 4, a section taken along the line 4—4, Fig. 2, drawn to an enlarged scale, and Fig. 5, an enlarged transverse section on the plane indicated by the line 5—5, Fig. 4.

PHONOGRAPH.—Donald Milne Manson, Hamilton, Ontario. Patent No. 1,291,985.

This invention relates to improvements in phonographs and the object of the invention is to devise electrical means whereby after a record has been played the needle may be carried back to the beginning so that the playing of the record may be repeated, and it consists essentially of an arm secured at one end to the sound box crook, magnetic means for drawing down the opposite end of the arm, thereby raising the sound box and needle from the record, means counterbalancing the weight of the sound box during its return or downward movement, a circuit for the magnet, a switch for making and breaking the circuit, a downwardly projecting portion carried by the taper tube, an adjustable stop designed to be turned in position to correspond with the starting point of the record, and a spring connected to the taper tube and to the bracket thereof and adapted to turn the taper tube from the center of the record when the needle is out of contact with the record to the



starting position, whereby the taper tube is stopped from further turning by the projection thereof engaging with the adjustable stop referred to above.

Figure 1 is a perspective view of a fragmental portion of the top of a phonograph showing a portion of the repeating means. Fig. 2 is a section through the rear portion of a phonograph box showing the repeating means. Fig. 3 is an enlarged detail of the junction of the sound box crook and the taper tube showing the attachment thereto. Fig. 4 is a section through Fig. 3 along the line x—y. Fig. 5 is an enlarged detail elevation of the spring attachment for turning the taper tube from the central portion of the record to the outer edge. Fig. 6 is a longitudinal section through the counterbalancing lever.

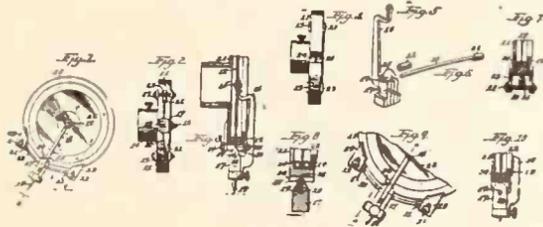
PHONOGRAPH SOUND BOX.—Joseph Hoffay, New York. Patent No. 1,291,887.

This invention relates to phonograph sound boxes, and some of the objects thereof are to provide a sound box of very simple construction requiring little time and practically no skill in assembling; which insures the very desirable inward pressure on the diaphragm into normal contact with the strongest side of the box; which permits ready adjustment of this pressure; which provides a suspension for the stylus carrier at four points on the same axis; which provides a direct bearing of the stylus carrier on the box at two points instead of on lines or surfaces; which in one embodiment has the last named bearings on knife edges held against displacement; which provides means for lateral adjustment of the outer ends of the stylus carrier holding means; and which provides a noiseless insulation for the said holding means to prevent metallic sounds at the points of support thereof in the reproduction of a record.

Figure 1 is a side elevation of a sound box constructed in accordance with the invention; Fig. 2 is an edge view thereof on the axis of the stylus; Fig. 3 is a fragmentary, enlarged section taken on the line 3—3 of Fig. 1; Fig. 4 is a view similar to Fig. 2 but with certain parts removed to show a detail of the construction; Fig. 5 is a

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS—(Continued from page 158)

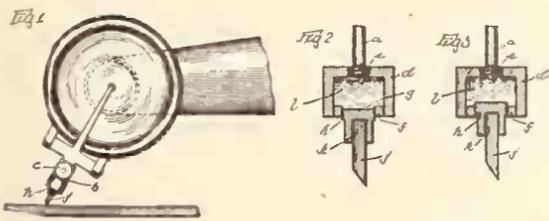
detached view of the stylus carrier and diaphragm arm; Fig. 6 is a detached view of the stylus carrier holding means, with insulating means at the ends thereof, one of which is detached; Fig. 7 is an enlarged fragmentary section taken on the line 7—7 of Fig. 1; Fig. 8 is a similar view taken on the line 8—8 of Fig. 1; Fig. 9 is a fragmentary view similar to Fig. 1



but showing a modification thereof; and, Fig. 10 is a section taken on the line 10—10 of Fig. 9.

STYLUS HOLDER.—Roy N. Brown and Anton H. Rintelman, Chicago, Ill. Patent No. 1,292,575.

This invention is concerned with needle-holders for sound-reproducing machines and is designed to produce a needle-holder of simple construction, and by the use of which the tone can be easily and quickly modified so as to change it through any desired intermediate



gradations from a powerful tone to a much less powerful one without changing the needle or removing it from its holder.

Figure 1 is a side elevation of the sound box having the invention applied thereto; Fig. 2 is a central vertical section through the needle holder on a larger scale showing it adjusted for a soft tone; and Fig. 3 is a similar view showing it adjusted for a loud tone.

TALKING MACHINE.—Clinton E. Woods, Bridgeport, Conn., assignor to the American Graphophone Co., same place. Patent No. 1,293,602.

It is an object of this invention to provide a sound-recording or reproducing machine with a motor and control mechanism therefor so designed that the sound-record will be brought to normal speed practically instantaneously upon starting the motor, and will be brought to rest practically instantaneously upon stopping the motor.

It is a further object to provide a driving motor that will exert a large initial torque to bring the driven elements to normal speed practically instantaneously, and automatic means to reduce the torque of said motor as the driven elements approach their normal speed.

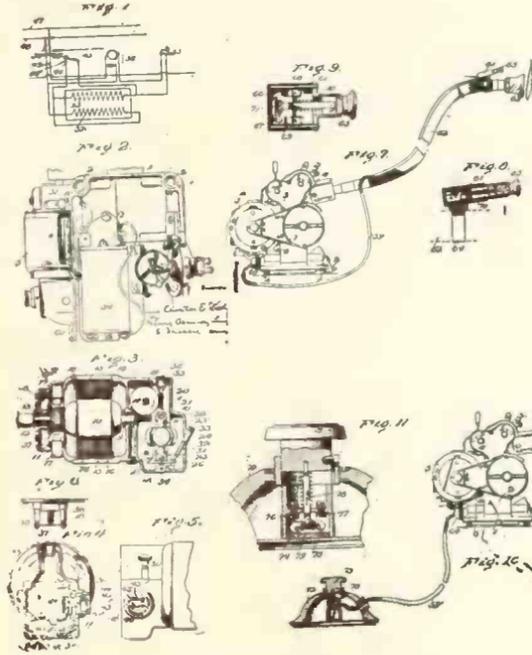
Yet another object is to provide, in combination with the motor, a stop mechanism that shall be automatically rendered operative by the ceasing of the rotative torque of the motor, and that shall be automatically rendered inoperative by the starting of said motor.

A still further object is to provide a start-and-stop device for the motor that is bodily movable at will with respect to the motor and its associated elements, whereby said start-and-stop device may be moved about to suit the convenience of the operator.

Another object resides in supporting the motor from the main frame so that vibrations of the former are not transmitted to the latter to interfere with the quality or accuracy of the recordation or reproduction of sound.

Figure 1 is a diagram of a suitable arrangement of electrical circuits, when the motor employed in the present invention is electrical; Fig. 2 is a bottom plan view of a sound-recording or reproducing machine embodying the present invention; Fig. 3 is a detail elevation of the motor; Fig. 4 is an end view of the motor; Fig. 5 is a fragmentary side view of the motor; Fig. 6 is a detail of the device for receiving the thrust

of the motor shaft; Fig. 7 is an elevation of a machine embodying the present invention and illustrating a start-and-stop device associated with a flexible tube in communication with the sound box; Fig. 8 is an enlarged vertical cross-section of the switch carried by said tube; Fig. 9 is a still further enlarged horizontal section through the switch of Fig. 8; Fig. 10 is an elevation of a machine embodying the present in-



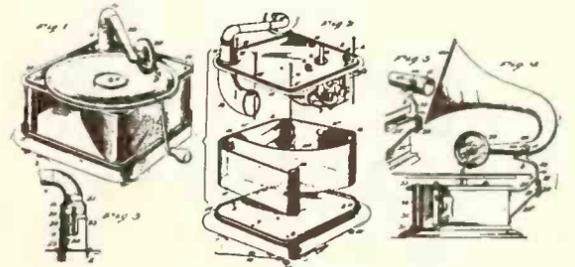
vention and illustrating a start-and-stop device therefor in the form of a foot-controlled switch, the latter being shown in enlarged vertical section; and Fig. 11 is a further enlarged vertical section of the switch of Fig. 10 at right angles to the section of the latter figure.

TALKING MACHINE.—Merwin E. Lyle, John J. Scully and Frank L. Capps, Bridgeport, Conn., assignors to the American Graphophone Co., same place. Patent No. 1,293,489.

This invention relates to talking machines, and has for its object to produce a machine of this character at a minimum cost without decreasing its efficiency or detracting from the character of the sound reproductions secured therefrom. The invention has reference more particularly to the disc form of talking machines, either of the so-called "hornless" or the horn type, and provides an extremely cheap cabinet or casing for the motor mechanism and support for the tone arm and parts connected therewith. These ends are accomplished by providing a base and top, shown as struck up from sheet material such

as sheet-metal, and side walls composed of sheet material such as sheet-metal retained between the base and top by suitable means, such as bolts, the motor preferably being hung from the top of the casing by suitable supporting bolts. In the case of the "hornless" form of machine, the wall of the cabinet is so shaped as to cause it to form the sound amplifier into the narrow or reduced end of which the tone arm enters; whereas, in the horn form of machine the tone arm and horn are suitably supported on the outside of the casing. In the form shown, for universal movement in a bracket at the side of the machine on a bent rod or wire support the tone arm and horn being so mounted upon the said rod as to be capable of movement in a vertical direction, and said rod itself being free to move in a horizontal direction in the bracket, while the bent rod at the same time forms an efficient support for the tone arm proper when the reproducer is thrown to one side.

In said drawings: Fig. 1 is a perspective view of the "hornless" form of the invention; Fig. 2 is a perspective view of the base, the walls and the top supporting the tone arm and motor, the parts being separated in vertical alinement to better disclose the construction; Fig. 3 is a vertical sectional view of the tone arm support; Fig. 4 is a side elevation, with parts broken



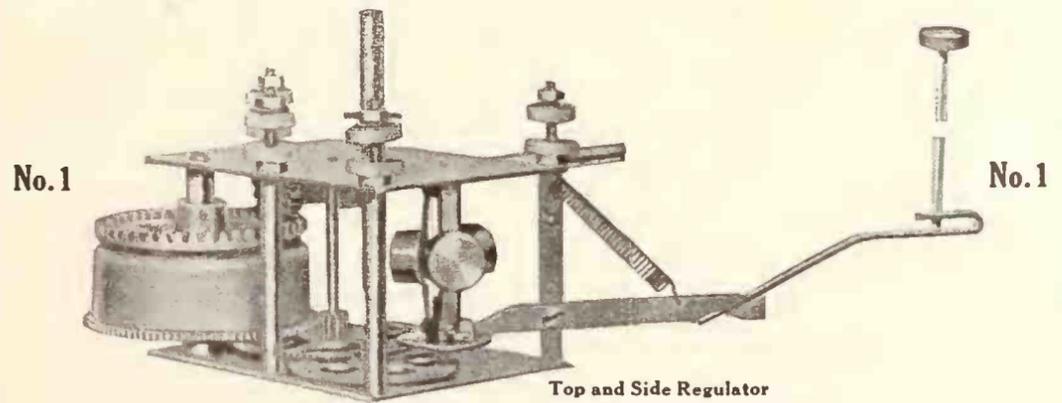
away, of the horn form of the machine; and Fig. 5 is a perspective view of the bracket and rod or wire for mounting the tone arm and horn.

OPENS FACTORY IN NEW YORK

The Butterfly Phonograph Motor Corp. has purchased the assets of Leonard Markels, former motor manufacturer who was adjudged bankrupt recently. The company has opened a factory in New York, and Mr. Markels has been engaged as general manager.

H. C. Castello has become manager of the talking machine department of the Kaufman-Straus Co., Louisville, Ky., succeeding H. V. Boswell, who has gone to Baltimore.

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Simple in construction, the most satisfactory and durable of all small motors.

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380 Lafayette Street, New York

ADVANCE RECORD BULLETINS FOR MAY, 1919

VICTOR TALKING MACHINE CO.

- POPULAR SONGS
18535 A Good Man Is Hard to Find... Marion Harris 10
18537 How 'Ya Gonna Keep 'Em Down on the Farm? Arthur Fields 10
18538 Don't Cry, Frenchy, Don't Cry, Charles Hart and Elliott Shaw 10
DANCE RECORDS
48536 Arabian Nights—One-step, Waldorf-Astoria Dance Orchestra 10
18539 Kentucky Dream Waltz, Nicholas Orlando's Orchestra 10
INSTRUMENTAL RECORDS
18534 Madelon—One-step March, Victor Military Band 10
VOCAL RECORDS
70123 When I Was Twenty-one (Lauder), Harry Lauder 12
45162 After All... That's All... Reinald Werrenrath 10
45163 How Birds Sing... Charles Kellogg 10
RED SEAL RECORDS
64802 Gianni Schicchi—O mi babino caro (Oh My Beloved Daddy) Puccini 10
ENRICO CARUSO, Tenor LOUISE HOMER, Contralto MARCEL JOURNET, Bass—In French
89088 Samson et Dalila—Je viens célébrer la victoire (I Come to Celebrate Victory) Saint-Saens 12
74588 Waltz Etude (Etude en forme de Valse), Saint-Saens 12
64798 Clavelitos (Carnations) Valverde 10
ELMAN STRING QUARTET (Mischa Elman and Messrs. Bak, Rissland and Nagel, of Boston Symphony Orchestra)
74574 Quartet in A Minor—Minuet from String Quartet, Op. 29 Franz Schubert
AMELITA GALLI-CURCI, Soprano; GIUSEPPE DE LUCA, Baritone; in Italian.
88601 La Traviata—Dite alla giovine (Say to Thy Daughter) Verdi 12
JOHN McCORMACK, Tenor
64803 Calling Me Home to You.. Teschemacher-Dorel 10

COLUMBIA GRAPHOPHONE CO.

- 49571 Madame Butterfly. Un Bel di Vedremo. (One Fine Day.) Soprano, orch. accomp., Rosa Ponselle 12
49564 Gypsy Airs (Zigeunerweisen), Opus 20. (Sarasate.) Violin solo, Louis T. Gruenberg at the piano, Toscha Seidel 12
78104 Funiculi-Funicula (Denza). Baritone solo, orch. accomp., Riccardo Stracciari and Columbia Male Chorus 10
49371 I Puritani. Vien Diletto. (Come, Dearest, Come.) (Bellini.) Soprano, orch., Maria Barrientos 12
A6097 Finlandia. Overture. (Sibelius). Columbia Symphony Orchestra 12
En Bateau from "Petite Suite" (Debussy). Columbia Symphony Orchestra 12
A3073 Drill Music. Set No. 1. (Clarke). Prince's Band 10
Drill Music. Set No. 2. (Clarke). Prince's Band 10
E4191 Fraternity Two-step... Spanish String Orchestra 10
Memories of Spring Waltz, Spanish String Orchestra 10
A2695 Royal Flying Corps (March). (Deiro.) Accordion solo, Guido Deiro 10
Marines March (Deiro). Accordion solo, Guido Deiro 10
POPULAR HITS
A2701 I'm Forever Blowing Bubbles (Kenborvin and Kelleter). Tenor duet, orch. accomp., Campbell and Burr 10
Beautiful Ohio (Earl). Tenor solo, orch. accomp., Henry Burr 10
A2707 I'm Goin' to Settle Down Outside of London Town (Monaco). Orch. accomp., Billy Murray and Peerless Quartet 10
The Alcoholic Blues (A. Von Tilzer). Tenor, orch. accomp., Billy Murray 10
A2698 That Tumble-Down Shack in Athlone (Carlo and Sanders). Orch. accomp., Sterling Trio 10
You're Still an Old Sweetheart of Mine (Whitting). Orch. accomp., Sterling Trio 10
A2703 Johnny's in Town (Olman and Meyer). Orch. accomp., Arthur Fields and Peerless Quartet 10
Buddie Boy (How's Every Little Thing With You?) (O'Hara and Morse). Orch. accomp., Peerless Quartet 10
A2699 Salvation Lassie of Mine (Caddington and Story). Tenor, orch. accomp., Charles Harrison 10
When You Look in the Heart of a Rose from "The Better 'Ole" (Florence Methven). Tenor, orch. accomp., Charles Harrison 10
A2700 Tears (Dry Your) (Hickman and Black). Tenor, orch. accomp., Samuel Ash 10
You Don't Know (Lee S. Roberts). Tenor, orch. accomp., Samuel Ash 10
A2705 He's Had No Lovin' for a Long, Long Time (Pinkard). Baritone, orch. accomp., Arthur Fields 10
When You See Another Sweetie Hanging Around (That's the Time You'll Want to Come Back to Me) (Donaldson). Tenor, orch. accomp., Samuel Ash 10
A2704 Don't Cry, Frenchy, Don't Cry (Donaldson). Tenor solo, orch. accomp., Lewis James 10
After All (Roherts). Tenor solo, orch. accomp., Henry Burr 10
DANCE RECORDS
A2696 Thousands of Years Ago. Fox-trot from "The Canary." Intro, "Only in Dreams." (Ivan Caryll)... Waldorf-Astoria Dance Orchestra 10
I Wonder Whether, Fox-trot, "I've Loved You All My Life" from "Oh! My Dear!" Intro, "City of Dreams." (Louis Hirsch). Waldorf-Astoria Dance Orchestra 10

- A2697 Spaniola. Fox-trot. (Joe Rosey.) Earl Fuller's Rector Novelty Orchestra 10
Sand Dunes. An Oriental one-step. (Byron Gay, arranged by Henri Klickermann.) Earl Fuller's Rector Novelty Orchestra 10
A6098 The Rose of No Man's Land. Medley waltz. (Caddigan and Brennan.) Intro. (1) "Dreaming Sweet Dreams of Mother." (Brennan.) (2) "The Kiss That Made Me Cry." (Gottler.) Columbia Orchestra 12
Till We Meet Again. (Whitting.) Medley waltz. Intro. "The Blue Bird." (Kummer.) Columbia Orchestra 12
A6099 "Arabian Nights." Intermezzo one-step. (David and Hewitt)... Columbia Band 12
"Peter Gink." One-step. (Cobb.) (Adapted from "Peer Gynt," Suite No. 1.) (Apologies to Grieg.)... Columbia Band 12

AEOLIAN CO.

- OPERATIC SELECTIONS
54015 Carmen—Micaela's Aria (I Am Not Faint-hearted) in French (Bizet) Soprano; Vocalion Orch. Acc... May Peterson 12
50020 Il Trovatore—Il Balen, in Italian (Verdi) baritone. Vocalion Orch. Acc... Giacomo Rimini 10
30021 La Boheme—Musetta Waltz, in Italian (Puccini) Soprano. Vocalion Orch. Acc... Marie Sundelius 10
STANDARD SELECTIONS
30022 Sing Me to Sleep (Greene) Soprano, Vocalion Orch. Acc... Florence Easton 10
30023 Carmen—Vocal Waltz (Wilson) Soprano. Vocalion Orch. Acc... May Peterson 10
22021 I Shall Meet You (Sanderson) Tenor. Vocalion Orch. Acc... Colin O'More 10
Roses of Picardy (Haydn Wood) Tenor. Vocalion Orch. Acc... Colin O'More 10
INSTRUMENTAL SELECTIONS
22022 Spring Song (Mendelssohn) Violin, Piano Acc. Maximilian Pilzer 10
Waltz (Chopin) Violin, Piano Acc. Maximilian Pilzer 10
CONCERT BAND SELECTIONS
36207 Poet and Peasant Overture (von Suppe) Vocalion Concert Band 12
Stradella Overture (Flotow) Vocalion Concert Band 12
POPULAR SELECTIONS
12114 Anything Is Nice If It Comes From Dixieland (Clark-Meyer-Ager) Orch. Acc. Murray Male Quartet 10
Just Another Poor Man Gone Wrong (Von Tilzer) Orch. Acc... Billy Murray 10
12115 I Know What It Means to Be Lonesome (Kendis-Brockman-Vincent) Orch. Acc. Irving Kaufman 10
America Never Took Water (Brennan-Edwards-Cunningham) Orch. Acc... Irving Kaufman 10
12116 By the Camp Fire (Girling-Wenrich) Orch. Acc. Hart & Shaw 10
Alabama Lullaby (Cal de Voll) Orch. Acc. Hart & Shaw 10
NOVELTY DANCE SELECTIONS
12117 Don't Cry, Frenchie, Don't Cry—Fox-trot Medley. Intro. Jazz Baby (Donaldson-Jerome) Novelty Five 10
Bluein' the Blues (Ragas) Novelty Five with Al Bernard 10
DANCE SELECTIONS
12118 Sweet Slamese—Fox-trot (Mary Earl) Aeolian Dance Orchestra 10
One-Step Medley. Intro.—A Wee Bit of Lace. A Million Girls Around Me, Rip Van Winkle Slept With One Eye Open (Tierney-Fisher) Aeolian Dance Orchestra 10
12119 My Cairo Love—Fox-trot (Zamecnik) Aeolian Dance Orchestra 10
Lassus Trombone—One-step (Fillmore) with Ziegfeld's Midnight Frolic... Dabney's Band 10
AEOLIAN CO.—MID-MONTH LIST
12107—When You Look in the Heart of a Rose—"Better 'Ole". (Methyn) Orch. Acc. Henry Burr 10
On a Little Farm in Normandie (MacDonald-Osborne) Orch. Acc... Henry Burr 10
12108 Salvation Lassie of Mine (Caddigan-Story) Orch. Acc... Irving Kaufman 10
And That Ain't All (Green Stept) Orch. Acc. Irving Kaufman 10
12109 Chong (He Come From Hong Kong) (Harold Weeks) Orch. Acc... Billy Murray 10
How Are You Goin' to Wet Your Whistle (Byrne-McIntyre-Wenrich) Orch. Acc. Billy Murray 10
12110 Bring Back Those Wonderful Days (Vincent) Orch. Acc... Arthur Fields 10
Pig Latin Love (Gilbert) Orch. Acc. Arthur Fields 10
12111 When You See Another Sweetie Hanging Around (Lewis-Young-Donaldson) Orch. Acc. Samuel Ash 10
I Don't Want to Love No One But You (Brown-Stoddard-Cowan) Orch. Acc... Samuel Ash 10
12112 Ja-Da Medley—Fox Trot. Intro.: Heart of Wetona and I Want to Shimmie (Carlton-Gottler-Clark)... Yerkes' Jazarimba Band 10
Bevo Blues—One-step (Katzman) Yerkes' Jazarimba Band 10
12113 Everybody Shimmies Now—Fox-trot (West-Gold-Parray)... Aeolian Dance Orchestra 10
This Is the Time—One-step (Crawford) Aeolian Dance Orchestra 10

EDISON RE-CREATIONS

- 83081 Il segreto per esser felici (Drinking Song)—Lucrezia Borgia (Donizetti). Mezzo-soprano, in Italian... Margaret Matzenauer 10
Stride la vampa (Fierce flames are soaring)—Il Trovatore (Verdi). Mezzo-soprano, in Italian, Margaret Matzenauer 10
82147 Dormiro' sol nel manto mio regal (There I Shall Sleep in Royal State Alone)—Don Carlos (Verdi). Bass, in Italian... Henri Scott 10
Serenade Mephistopheles—Faust (Gounod). Bass, in French... Henri Scott 10
82155 Simon the Cellarer (Hatton). Bass-baritone, Arthur Middleton 10
Three Fishers (Hullah). Bass-baritone, Arthur Middleton 10
82156 Cortigiani (Detested Race of Courtiers)—Rigoletto (Verdi). Baritone, in Italian... Mario Laurenti 10
Romanza del Fiore (Flower Song)—Carmen (Bizet). Tenor, in Italian... Guido Ciccolini 10
80448 Gypsy Love Song—Fortune Teller (Herbert). Bass... Chas. F. Robinson 10
Snowy-Breasted Pearl (Robinson). Tenor, Charles Harrison 10
80449 Narcissus (Nevin), and Country Dance (Nevin) Peerless Orchestra

- Sweet Forget-me-nots—Waltz Caprice (Miles) Peerless Orchestra
80450 Garden of Flowers (Godfrey-Wright). Tenor, Walter Van Brunt
Whenever I Think of You (Grant). Soprano, Betsy Lane Shepherd
80451 Merry Wives of Windsor Overture, Part I (Nicolai)... American Symphony Orchestra
Merry Wives of Windsor Overture, Part II, (Nicolai)... American Symphony Orchestra
80452 Holy, Holy, Holy! Lord God Almighty! (Dykes)... Calvary Choir and the Choir Boys of St. Andrew's Church, N. Y.
Onward, Christian Soldiers! (Sullivan), Calvary Choir and the Choir Boys of St. Andrew's Church, N. Y.
50513 Golden Wedding. Vaudeville sketch, Ada Jones and Steve Porter, Assisted by Empire Vaudeville Company
Hospital Patients. Negro sketch, Billy Golden and James Marlowe
50514 Creole Belles (Lampe), and Soldiers in the Park March (Monckton)... New York Military Band
Hiawatha (Moret), and Laughing Water (Hager)... Sodero's Band
50515 Dry Town Blues—One-step, "Frisco." Xylophone, for dancing... Lou Chiha "Frisco"
Night Time in Little Italy—Fox-trot, for dancing... Frisco Jazz Band
50516 Silver Bell (Wenrich). Soprano and tenor, Gladys Rice and Vernon Dalhart
Snow Deer (Wenrich)... Ada Jones and Billy Murray

EDISON AMBEROL RECORDS

- SPECIAL RECORDS
3720 Can You Tame Wild Wimmen (H. Von Tilzer). Orch. accomp... Billy Murray 10
3727 Every Day Will Be Sunday When the Town Goes Dry (Jerome-Mahoney). Orch. accomp., Edward Meeker 10
3726 How 'Ya Gonna Keep 'Em Down on the Farm After They've Seen Patee? (Donaldson). Orch. accomp... Byron G. Harlan 10
3714 I Found the End of the Rainbow (Mears-Tierney-McCarthy). Orch. accomp... Irving Kaufman 10
3725 In the Land of Beginning Again (Where Broken Dreams Come True) (Meyer) Tenor, orch. accomp... George Wilton Ballard 10
3730 Johnny's in Town (Yellen). Orch. accomp., Arthur Fields and Chorus 10
3729 Mammy's Lullaby (Roberts) male voices, orch. accomp... Premier Quartet 10
3713 Oh, Helen! (McCarron-Morgan) Baritone, orch. accomp... Arthur Fields and Chorus 10
3721 Singapore (Gilbert-Friedland). Orch. accomp., Arthur Fields
ROYAL PURPLE RECORDS
29025 Any Place is Heaven if You Are Near Me (Lohr) Baritone, orch. accomp... Thomas Chalmers 10
29026 A tanto amor (Thou Flow'r Beloved)—La Favorita (Donizetti) Baritone, in Italian, orch. accomp... Mario Laurenti 10
29024 Mon coeur ne peut changer (My heart can never change)—Mireille (Gounod) Soprano, in French, orch. accomp... Anna Case
REGULAR LIST
3731 Better 'Ole—One-Step, for Dancing, Jaudus' Society Orchestra
3712 Coon 'Possum Hunt... Billy Golden and Billy Heins 10
3728 Day I First Met You (Le Feuvre) Soprano and tenor, orch. accomp., Leola Lucey and Vernon Dalhart 10
3718 Indian Moon (Ayer). Tenor, orch. accomp., Vernon Dalhart 10
3724 Kuu Ipo i ka Hee Pue One Medley—Fox-trot, (Likelike-Siekel) Mandolin and Ukulele, Samuel Siegel and Marie Caveny 10
3711 Love in Idleness—Serenade (Macbeth), Sodero's Band 10
3723 Melody in F (Rubinstein). Whistling, orch. accomp... Sibyl Sanderson Fagan 10
3710 O'er the Billowy Sea (E. Smith). Bass and male voices, orch. accomp., Donald Chalmers and Chorus 10
3722 Peace Chimes March (Seltzer) New York Military Band 10
3716 Sensation Jazz One-Step (Dixieland Jazz Band) Saxophone, Xylophone and Piano, for dancing, All Star Trio 10
3715 Spagoni's Wedding Jubilee (Fisher) Tenor, orch. accomp... Billy Murray 10
3717 What Mystery, Why Thus Control—Maritana (Wallace). Cornet and trombone, orch. accomp... Benjamin Klatzkin and Simone Mantia 10
3719 What's This?—Fox-Trot (Katzman) Jazarimba Orchestra

PATHE FRERES PHONOGRAPH CO.

- POPULAR HITS
22063 As You Were (Gaskill). Tenor, Lewis James and Charles Hart 10
Have A Smile (Rule)... Acme Male Quartet 10
22060* Oh! Helen! (McCarron-Morgan). Baritone, Arthur Fields 10
I Want a Doll (Von Tilzer), Arthur Fields 10
22061 Every Day Will Be Sunday When the Town Goes Dry (Mahoney). Baritone, Louis Winsch 10
My Barney Lies Over the Ocean (Grant). Baritone... Louis Winsch 10
22059* Roamin' in the Gloamin' (Lauder). Baritone, Evan Davies 10
The Wee Hoose 'Mang the Heather (Lauder). Baritone... Evan Davies 10
29241* It Gets Them All, from "Somebody's Sweetheart" (Stothart)... Campbell and Burr 12
City of Dreams, from "Oh, My Dear" (Hirsch). Tenor... Henry Burr 12
STANDARD BALLADS SUNG IN ENGLISH
*25026 You and I (Lehmann). Soprano, Grace Hoffman 10
Spring's a Lovable Ladye (Elliott), Grace Hoffman 10
29239 Boy O' Mine, Good-Night! (Wilson). Contralto, Marie Morrisey 12
Through the Years (Carrie Jacobs Bond). Contralto... Marie Morrisey 12
29240 A Khaki Lad (Aylward). Baritone, Royal Dadmun 12
Oh! Red Is the English Rose (Forsyth). Baritone... Royal Dadmun 12
27019 I Shall Meet You (Sanderson). Tenor, Paul Althouse 10
When I Come Home to You (Grey). Tenor, Paul Althouse 10
NEW INSTRUMENTAL RECORDS
22056 Give Me All of You (Schwarzwald). Saxophone, violin and piano... The Excello Trio 10
Kiss Me Again (Herbert). Saxophone solo, piano accomp... F. Wheeler Wadsworth 10
22057 When You Look in the Heart of a Rose, from "The Better 'Ole" (Methven). Violin solo,

RECORD BULLETINS FOR MAY—(Continued from page 160)

- piano accomp. Edmund Thiele 10
- Sometime, from "Sometime" (Friml). Violin solo, piano accomp. Edmund Thiele 10
- 22055 The Darkies' Delight (Pidoux). Banjo solo, Thomas Malin 10
- A Plantation Episode (Grimshaw). Banjo solo John Pidoux 10
- 29242* And That Ain't All (Green-Steppe). Baritone, piano accomp. Jack Norworth 12
- Salvation Nell (Norworth-Walsh). Baritone, piano accomp. Jack Norworth 12
- 52038 6 me Barcarolle (Faure). Piano solo, George True 12
- Seguidillas (Alboniz). Piano solo, George True 12
- NEW BAND AND ORCHESTRA RECORDS**
- 40144 Le Reve Passe (Krier), Garde Republicaine Band of France 12
- Sans Peur et Sans Reproche (Eilenberg), Garde Republicaine Band of France 12
- 22058 Carmen (Bizet). "Entr'acte No. 1." Pathe Military Band 10
- Carmen (Bizet). "Entr'acte No. 2." Pathe Military Band 10
- 40153 Semiramide Overture (Rossini), National Symphony Orchestra 12
- Mignonette (Savino), Intermezzo-Gavotte, National Symphony Orchestra 12
- NEW PATHE "DE LUXE" DANCE RECORDS**
- 29243* The Better 'Ole (Knight-Darewsky). Medley one-step. Intro. (1) "When You Take That Trip Across the Rhine," (2) "Little Regiment of Our Own," (3) "My Word, Ain't We Carrying On" American Republic Band 12
- Little Italy (David-Hewitt). Fox-trot. Accordion by Boudini Brothers, American Republic Band 12
- 22065* Aloma (Joyce-Morse). Oriental fox-trot, American Republic Band 12
- Peter Gink (Cobb). One-step, American Republic Band 10
- 22066* Vanity Fair (Green). One-step, Green Brothers Xylophone Orchestra 10
- Egyptland (Casey). Fox-trot, Green Brothers Xylophone Orchestra 10
- 22068* Rainy Day Blues (Warchauer). Fox-trot, Master Saxophone Sextet 10
- Saxophobia (Wiedoeft). One-step, Master Saxophone Sextet 10
- NEW OPERATIC VOCAL RECORDS**
- 54010 Rigoletto (Verdi). "La donna è mobile" (Woman Is Fickle) in Italian. Tenor, Lucien Muratore 12
- 54026 Tales of Hoffmann (Offenbach). "Barcarolle," in French. Soprano and contralto, Claudia Muzio and Kathleen Howard 12
- 27018 La Traviata (Verdi). "Di Provenza il mar" (Thy Home in Fair Provence) in Italian. Baritone Luigi Montesanto 10
- Barber of Seville (Rossini). "L'Aube est tout pres d'eclore" (The Day Is Already Dawning) in French. Tenor M. Vaguet 10
- 22054 The Sweet Story of Old (Englebrecht). Tenor, organ accomp. Earle Wilde 10
- What a Friend We Have in Jesus (Converse). Tenor, organ accomp. Earle Wilde 10

GENNETT LATERAL RECORDS

- 4510 Waves of the Danube (Waltz) (Ivanovici-L. P. Laurendeau). Croden's Concert Band
- The Skaters (Waltz) (E. Waldteufel-L. P. Laurendeau). Croden's Concert Band
- 4511 Egyptland—Fox-trot (James W. Casey). Milano Orchestra
- Me-Ow—One-step (Mel B. Kaufman). Gennett Orchestra
- 4512 Mary—Fox-trot (Hugo Frey). Grogan's Little Symphony
- Aloma—Oriental Fox-trot (Archibald Joyce). Milano Orchestra
- 4516 Come Back to Erin (Claribel) Tenor. Orch. Acc. Harry McClaskey
- Where the River Shannon Flows (James Russell) Tenor. Orch. Acc. Harry McClaskey
- 4513 Prohibition Blues (Al Sweet) Baritone. Orch. Acc. Arthur Collins
- The Saint Louis Blues (W. C. Handy) Baritone. Orch. Acc. Ernest Hare
- 4514 Brighten The Corner (Ogdon & Gabriel) Baritone. Orch. Acc. Earle F. Wilde
- He Loves Even Me (Scott Lawrence) Orch. Acc. Baritone Earle F. Wilde
- 4515 Anything Is Nice If It Comes From Dixieland (Clark-Meyer & Ager) Baritone. Orch. Acc. Ernest Hare
- On a Little Farm in Normandy (Osborne-Ballard MacDonald) Tenor. Orch. Acc. Arthur Hall
- ART TONE**
- 14002 Liebesfreud (Old Vienna Waltz) (Love's Joy) (Fritz Kreisler) Piano Acc. Maurice Eisner
- Moment Musical (Schubert-Kreisler) Piano Acc. Helen Ware
- Maurice Eisner Helen Ware

EMERSON PHONOGRAPH CO.

- THE NEW GOLD SEAL (LARGE SIZE) RECORDS**
- PATRIOTIC AND POPULAR SONG HITS**
- 9153 Mickey (Williams-Moret) Baritone Solo, orch. accomp. Arthur Fields
- Heart of Wetona (Mitchell-Gottler) Baritone solo, orch. accomp. Arthur Fields
- 9160 Ja-Da, Ja-Da, Ja-Da, Jing, Jing, Jing! (Bob Carleton). Baritone solo, orch. accomp. Arthur Fields
- Chong, He Come from Hong-Kong (Harold Weeks). Chinese character song, orch. accomp. Irving Kaufman
- 9154 Wait and See You'll Want Me Back (McCarron-Morgan). Tenor solo, orch. accomp. Sam Ash
- Tears of Love (Warren-Henry). Tenor solo, orch. accomp. Henry Burr

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- 9161 Anything Is Nice If It Comes from Dixieland (Clark-Meyer-Ager). Baritone solo, orch. accomp. Billy Murray
- One and Two and Three and Four Rock-a-Bye (Creamer-Layton). Comedy solo, orch. accomp. Irving Kaufman
- 9156 On a Little Farm in Normandie (McDonald-Osborne). Baritone solo, orch. accomp. Arthur Fields
- I'm Goin' to Settle Down Outside of London Town When I'm Dry, Dry, Dry (McCarthy-Monaco). Baritone solo, orch. accomp. Irving Kaufman
- 9155 Don't Cry, Frenchy, Don't Cry (Lewis-Young-Donaldson). Baritone solo, orch. accomp. Arthur Fields
- I'm Forever Blowing Bubbles (Kenbrovin-Kellette). Tenor solo, orch. accomp. George Gordon
- 9162 In a Kingdom of Our Own (George M. Cohan). Tenor solo, orch. accomp. Henry Burr
- Life and Love (Blossom-Herbert). Tenor solo, orch. accomp. Henry Burr
- 9163 And That Ain't All (Green-Steppe). Tenor and baritone duet, orch. accomp. Irving and Jack Kaufman
- The St. Louis Blues (W. C. Handy). "Blues" character song, orch. accomp. Al. Bernard
- 9164 That Wonderful Mother of Mine (Hager-Goodwin). Tenor solo, orch. accomp. George Gordon
- Some Day (King-Burnett). Baritone solo, orch. accomp. Warwick Williams
- LATEST DANCE AND BAND HITS**
- 9157 How 'Ya Gonna Keep 'Em Down on the Farm After They've Seen Patee (Walter Donaldson). One-step. Emerson Military Band
- 9158 Laughing Blues (Lada-Nunez-Cawley). "Blues" fox-trot Louisiana Five
- A Good Man Is Hard to Find (Ed. Green). "Blues" fox-trot Louisiana Five
- 9165 That Shanghai Melody (J. Russell Robinson). "Blues" fox-trot Louisiana Five
- Sensation (Edwards-Walker). "Blues" one-step, Emerson Xylo-Phiends
- 9159 Aloma (Joyce-Morse). Fox-trot, Emerson Xylo-Phiends
- Kuu Ipoika Hee Pue One Medley (Princess Like-Samuel Siegel). One-step, mandolin and ukulele. Samuel Siegel and Marie Caveny
- 9166 Lucille (Wadsworth-Arden). Fox-trot, Emerson Military Band
- Shake Your Shoulders (George Hamilton Green). Fox-trot. Emerson Xylo-Phiends

EMERSON PHONOGRAPH RECORDS

- THE NEW SEVEN-INCH RECORDS**
- PATRIOTIC AND POPULAR SONG HITS**
- 7474 Salvation Lassie of Mine (Caddigan-Story). Tenor solo, orch. accomp. Robert Rice
- Some Day (King-Burnett). Baritone solo, orch. accomp. Warwick Williams
- 7475 Tears of Love (Warren-Henry). Tenor solo, orch. accomp. Robert Rice
- Kentucky Dream (Warren-Henry-Onivas). Tenor solo, orch. accomp. George Gordon
- 7476 After All (Callahan-Roberts). Baritone solo, orch. accomp. D. (Bud) Bernie
- Johnny's In Town (Yellow-Olman-Meyer). Baritone solo, orch. accomp. D. (Bud) Bernie
- 7477 How Are You Goin' to Wet Your Whistle When the Whole Darn World Goes Dry (Byrne-McIntyre-Wenrich). Character song, orch. accomp. Jack Tracey
- St. Louis Blues (W. C. Handy). "Blues" character song, piano accomp. Al. Bernard
- 7478 I Think I'll Wait Until They All Come Home (Connelly-Lieut. Gitz-Rice). Male quartet, orch. accomp. Peerless Quartet
- Liberty Bell, Ring On (Gillespie-Brown). Baritone solo, orch. accomp. Warwick Williams
- 7479 When You See Another Sweetie Hanging Around That's the Time You'll Want to Come Back to Me (Lewis-Young-Donaldson). Baritone solo, orch. accomp. Eddie Nelson
- I Know What It Means to Be Lonesome (Kendis-Brockman-Vincent). Tenor solo, orch. accomp. George Gordon
- LATEST DANCE AND BAND HITS**
- 7480 Me-ow (Mel. B. Kaufman). One-step, Emerson Military Band
- Fizz Water (J. Hubert Blake). One-step, Emerson Military Band
- 7481 Heart Sickness Blues (DeRose-Coslow). "Blues" fox-trot Frisco Five
- A Good Man Is Hard to Find (Ed. Green). "Blues" fox-trot Frisco Five
- 7482 Tears (Hickman-Black). Fox-trot, Emerson Xylo-Phiends
- Aloma (Joyce-Morse). Fox-trot, Emerson Xylo-Phiends
- 7483 Beautiful Ohio (MacDonald-Earl). Waltz, mandolin and ukulele. Samuel Siegel and Marie Caveny
- Lo Lo Lea (Samuel Siegel). Waltz, mandolin and ukulele. Samuel Siegel and Marie Caveny

OKEH RECORDS

- 1158 Ring Out! Sweet Bells of Peace (Gardner). Tenor, orch. accomp. George Lambert
- I Shall Meet You (Chesham and Sanderson). Tenor, orch. accomp. Henry Burr
- 1159 Ja-Da (Ja-Da, Ja-Da, Jing, Jing, Jing!) (Carleton). Tenor, orch. accomp. Billy Murray
- Can You Tame Wild Wimmen? (Sterling-Vo. Tilzer). Tenor, orch. accomp. Billy Murray
- 1160 A Little Birch Canoe and You (Roberts-Callahlan). Vocal trio, orch. accomp. Sterling Trio
- Girl of My Heart, from "Somebody's Sweetheart" (Price-Baffuno). Tenor, orch. accomp. Sam Ash
- 1161 Somebody's Sweetheart, from "Somebody's Sweetheart" (Price-Baffuno). Vocal duet, orch. accomp. Helen Clark and Joe Phillips
- City of Dreams, from "Oh, My Dear" (Wodehouse-Hirsch). Baritone, orch. accomp. Joe Phillips
- 1162 Down in Lily Land (Farran-Rega). Tenor-Bird obligato, orch. accomp. Henry Burr and Sibyl Sanderson Fagan
- Rose of Romany (Weslyn and Moret). Vocal duet, orch. accomp. Burr and Meyer
- 1163 Medley of Hymns (Hager). Vocal trio, orch. accomp. Croxton Trio
- O, Holy Night! (Adam). Vocal trio, orch. accomp. Croxton Trio
- 1164 She's Mine, Mine, Mine (Heins). Vocal duet, orch. accomp. Golden and Heins
- Good and Bad (Heins). Vocal duet, orch. accomp. Golden and Heins
- 1165 Mary (Frey). Fox-trot, instrumental, OkeH Dance Orchestra
- Beautiful Ohio (Mary Earl). Waltz, instrumental OkeH Dance Orchestra

- 1166 Till We Meet Again (Whiting). Waltz, instrumental OkeH Dance Orchestra
- Rainy Day Blues (Warchauer). Fox-trot, instrumental Dance Band
- 1167 Sousa's Wedding March (Sousa). March, instrumental Concert Band
- Sleeping Beauty (Tschaiakowsky). Waltz, instrumental Concert Band
- 1168 Marche Lorraine (Ganne-Mahl). March, instrumental Military Band
- Italian Grenadiers (Fitzhenry-Schulz). March, instrumental Military Band
- 1169 McLeod's Keel (Seeing Nellie Home—White Cockade) (Richardson). Violin, orch. accomp. Don Richardson
- Mississippi Sawyer (Massa's in the Cold, Cold Ground—Soldier's Joy) (Richardson). Violin, orch. accomp. Don Richardson
- 1170 The Whistler and His Dog (Pryor). Whistling novelty with band. Sibyl Sanderson Fagan
- The Warbler's Serenade (Perry). Whistling novelty, orch. accomp. Sibyl Sanderson Fagan
- 1171 Sweet Lei Lehua (King Kalukaua). Tenor, Hawaiian Troupe and Tady Lamehana
- Paaauu Waltz (The Swimming Pool Waltz). (Hopkins). Hawaiian, instrumental Hawaiian Troupe
- 1172 Hawaiian Medley (Fox-trot) (Cukna). Hawaiian, instrumental Hawaiian Troupe
- Ellis March (Kalani). Hawaiian, instrumental Hawaiian Troupe

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- POPULAR SONGS OF THE DAY**
- 21101 Every Day Will Be Sunday When The Town Goes Dry (Mahoney) Baritone solo, Orch. acc. Louis Winsch
- But, After The Ball Was Over (from "Ziegfeld's Follies of 1918"), (Jackson) Baritone solo, Orch. acc. Louis Winsch
- 21102 I've Got a Pair of Swinging Doors That Lead Right Into My Heart (from "Good Morning Judge"). (Grant) Baritone solo, Orch. acc. Arthur Fields
- Johnny's In Town (Meyer) Baritone solo, Orch. acc. Arthur Fields
- 21103 Mickey (Moret) Baritone solo, Orch. acc. Ernest Hare
- I'll Say She Does (from "Sinbad") Baritone solo, Orch. acc. Ernest Hare
- 21104 Till We Meet Again (Whiting) Male duet, Orch. acc. Lewis James and Charles Hart
- Waiting For You (from "The Maid of the Mountains") (Lt. Gitz-Rice) Tenor solo, Orch. acc. Lewis James
- DANCE SELECTIONS**
- 31101 Peter Gink (Cobb) One-step. Empire Dance Band
- Wonderful Girl (Hewitt-David) Waltz Empire Dance Band
- 31102 Pahjamah (Henry-Onivas) Oriental one-step Empire Dance Band
- Aloma (Joyce-Morse) Oriental fox-trot Empire Dance Band
- 31103 Singapore. Intro: "While You're Away" (Gilbert-Friedland) Medley fox-trot Empire Dance Band
- Me-Ow (Kaufman) One-step. Empire Dance Band
- STANDARD VOCAL SELECTIONS**
- 41101 Bedouin Love Song (Pinsutti) Baritone solo, Orch. acc. Bob Patton
- Soldier's Farewell (Kinkel) Empire Male Quartet
- INSTRUMENTAL SELECTIONS**
- 51101 Neapolitan Medley. Intro: "Funiculi, Funicula," "O Solo Mio," "Mari, Mari," "Tarantella." Accordion duet Boudini Bros.
- Dolores Waltz (Miglia) Accordion duet Boudini Bros.
- 51102 Marche Heroique (Saint Saens) Empire Concert Band
- March Indienne (Sellenick) Hindu march Empire Concert Band
- 51103 The Cruiser Harvard March (Strube) Empire Military Band
- National Emblem March (Bagley) Empire Military Band
- HAWAIIAN SELECTIONS**
- 61101 Valse Bleue (Margis) Hawaiian guitar duet Louise and Ferera
- Ciribiribin (Pestalozza) Hawaiian guitar duet Louise and Ferera

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- NEW DANCE NUMBERS**
- 30092 I'm Always Chasing Rainbows. Fox-trot, J. C. Beck's Orchestra
- Uniform Medley. Fox-trot, Master Saxophone Sextet
- 30093 Beautiful Ohio. Accordion
- Story Book Ball. Medley. J. C. Beck's Orchestra
- 30094 Egyptland. Fox-trot. J. C. Beck's Orchestra
- Aloma. Fox-trot. J. C. Beck's Orchestra
- POPULAR SONGS**
- 30095 Ja Da. Arthur Fields
- How You Gonna Keep Them Down on the Farm. B. G. Harlan
- 30096 Salvation Lassie. Hart and Clark
- Have a Smile. Burr
- 30097 Alcoholic Blues. Murray
- I'm Not Jealous. Murray
- 50007 After All. Miss Tiffany
- Sweet Hawaiian Moonlight. Miss Tiffany and Cox
- 30098 Kiss Me Again. Hawaiian Orchestra
- Waikiki Mermaid. Medley. Hawaiian Orchestra
- Sing, Smile, Slumber (Serenade). (Gounod.) Flute, violin and harp.
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