

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, February 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*.

Supreme



THE INSTRUMENT OF QUALITY

Sonora

CLEAR AS A BELL

Invincible



A Magnificent Tone!

WHEN you hear the Sonora you get a new idea as to the beauty of tone which it is possible to obtain in a phonograph.

The Sonora tone is famous for its wonderful charm, for its naturalness of expression, for its crystal clearness and for its rich, velvety smoothness.

All that you possibly expect of a phonograph—*and more*—is realized in the wonderful Sonora!

The Sonora gives your customers the biggest value for their money, and this means splendid business for you.

An unequaled line of standard upright and period models is available.

Prices \$50 to \$1000

Sonora Phonograph Sales Company, Inc.

George E. Brightson, *President*

Executive Offices: 279 Broadway, New York

Export Dept., 417 West 28th Street, New York

TORONTO: Ryrie Building



Grand

*The Highest Class Talking
Machine in the World*



Baby Grand

The Talking Machine World

Vol. 15. No. 2

New York, February 15, 1919

Price Twenty-five Cents

THE MAKING OF PERSONAL RECORDS INCREASES IN FAVOR

Prominent Members of the Trade Believe That the Actual Record of the Voice Will Soon Take Its Place Alongside the Photograph in the Favor of People in the Home

According to the opinion of a man who has long played an active part in the development of the talking machine industry to its present high position, there are to be expected some moves for the enlargement of the appeal of talking machines and records along entirely new or practically new lines. One of the most interesting points of his prophecy is that within a comparatively short time the personal talking machine record will be almost as common as the high-class photograph. In other words, that in addition to preserving a physical likeness of a loved one, people of sentiment will demand, and have offered to them, the opportunity of obtaining and preserving a record of the voice—a record that in most respects would have far greater value than even the most treasured family album.

There have been in the past efforts made along the line of encouraging the making of personal records, but those concerns in a position to take up the work, so far as equipment went, have found that all their facilities were required in meeting the general demand for their products, and that the time devoted to making a personal record at a reasonable price could be devoted with far more profit to the production of a rec-

ord that would prove salable on the general market.

With the broadening of the industry, however, it is the belief that the personal record will again be taken up, and with more success than in the past. To start off, this service will, of course, be only for those who can afford the luxury, for recording work is expensive, and where only a dozen or so records are to be pressed from the masters those dozen records must command a price that will cover recording expense, and likewise leave a profit. Where this work is specialized in, however, it is believed that a sufficient demand could be created, especially among the wealthier people in the larger cities, to put the plan on a paying basis.

The talking machine man in question even goes so far in his belief as to hold that if the plan was properly exploited, and inquiries carefully classified and grouped, the recording experts with their apparatus can make a very profitable tour of the country, stopping for necessary periods in the various cities and finishing their work of producing the final records upon their return to the laboratories. It is an interesting thought regardless of its ultimate practical value.

TO HANDLE EXPORT BUSINESS

Emerson International, Inc., Organized With C. L. Seiler as President to Develop Foreign and Domestic Trade—L. D. Rosenfield on Staff

Emerson International, Inc., was incorporated this month for the purpose of handling and developing the export business of Emerson products and to handle the International Emerson

THE POLICY TO WHICH TO ADHERE

One price! The fixed, uniform, fair price is the one strong protection of the small dealer against his big competitors who can afford to slaughter prices to control trade. Price-cutting in its essence is in restraint of trade. Let Congress make note of this fact.

BUSINESS DEPENDS LARGELY UPON YOUR SALES EFFORTS

Wm. Maxwell, Vice-President of Thos. A. Edison, Inc., Tells How Dealers Can Be Patriotic and Also Expand Their Business by Helping Uncle Sam's Returning Soldiers Become Salesmen

"Under the stimulus of the war there was practically no sacrifice which we were unwilling to make. Patriotic fervor ran high, and, while there were a few human cooties who profiteered, they were an almost inappreciable minority. Taken in the aggregate, our wartime patriotism was practically above reproach, but a lot of us seem to feel that the necessity for patriotism ceased on the day the armistice was signed. The soldiers quit fighting that day and the work of transition from war to peace began. The responsibility was shifted from General Pershing to you and me. What are we going to do about it?" asks Wm. Maxwell, vice-president of Thos. A. Edison, Inc., in a recent statement.

"During the war your business and my business were not regarded as very important. You and I, however patriotic we may have been and no matter how much money we invested in bonds or gave to the Red Cross, probably did not contribute a great deal to the winning of the war. Certainly our respective contributions were relatively insignificant when we are compared with the boys who wore the uniform.

"Those boys are now coming back from camp and overseas. It's going to be a burning shame if a single one of them has to wait for a job. This is your chance and mine to demonstrate that our patriotism did not come to an end with the end of hostilities. Every soldier salesman we put on not only makes a job for that man, but if he turns out to be a good salesman his work makes work for others.

"Of course, you are going to take back all of your former employes who went to war—unless there are gold stars on your service flag. But that isn't enough. The man who has ten good salesmen working for him makes more

profits and does more business than the man who has only one.

"This year gives every promise of being a banner year. The merchant, particularly the phonograph merchant, who doesn't put on additional salesmen to plant the seed and reap the harvest of orders that 1919 holds in store for him has probably nothing but sheer laziness as an excuse.

"Once in a while a merchant tells me that he would like to hire a salesman if he could get a good one. In other words, he is too lazy to take a little initial pains in training and directing the work of a green salesman. If farmers were too lazy to 'break' colts what would happen to agriculture? Many of you merchants consider the farmer unprogressive, but there are some merchants who are equally lacking in progressiveness.

"Uncle Sam took stunted, narrow-chested East Side boys and made fighting wildcats of them. There is practically no kind of an American or Canadian who cannot be made into a good fighting man, and there is certainly no American or Canadian, of reasonably suitable type, who cannot be made into a salesman.

"Training a salesman is one of the most profitable things a merchant can do. I know that it takes time, but it is time which you can well afford. I am sure you are now spending a portion of your time on work not one-half so important to the success of your business as the hiring and training of a few salesmen.

"Every Edison dealer has plenty of elbow room and ample population on which to work. The size of your business depends principally upon the size of your sales effort. How much sales effort will you put forth this year?"

HOMEWARD BOUND TO NEW ZEALAND

Louis M. Nathan, of Auckland, N. Z., in New York After Long Service in British Army

Among the many interesting visitors to the city the past few weeks was Louis M. Nathan, of the firm of Arthur H. Nathan, Ltd., Auckland, New Zealand, who handles the Grafonola and Dictaphone lines through the London office of the Columbia Co. He was en route to San Francisco after spending two years in the British Army, and naturally had many interesting experiences during his long and distinguished service. He stated that during the past year he had received splendid reports through New Zealand regarding the business outlook, and is now ready to enter a campaign for new achievements in the Antipodes.

TALKER LURES WILD DUCKS

Oregon Attorney Adopts a Modern Form of Decoy With Much Success

PORTLAND, ORE., February 3.—Luring wild ducks with a phonograph brought Ben Woolner, former Oakland City attorney, the legal limit in 15 minutes on the marshes of California. Woolner has a dictagraph in his office. He procured a duck and let it squawk into the transmitter, making a record of its sounds. Then, with a shotgun, the machine and some friends for witnesses, he set out for the marshes. The machine was placed in position and the "duck" record was put on. As soon as the squawks began to issue forth wild game mobilized from all points of the compass. Woolner shot his limit and came home. He has called his device the "Duckwerfer." It has a range of 1,000 yards.

[No affidavits accompany this story.—Editor.]



Louis D. Rosenfield

records in domestic markets. The offices of the new company will be located at 366 Fifth avenue, New York.

The officers of Emerson International, Inc., are C. L. Seiler, president; Robert Clifford, secretary, and Benj. E. Smythe, treasurer. Mr. Seiler was previously associated with the Emerson Phonograph Co., and is well known in talking machine circles. Mr. Clifford was formerly connected with several prominent Chicago houses in a sales executive capacity. Mr. Smythe is first vice-president of the Scandinavian Trust Co., New York.

Louis D. Rosenfield, formerly manager of the Emerson Phonograph Co.'s international record department, and a recognized authority in this branch of the industry, has joined this new company and will be in charge of the merchandising end of the business. He will also be responsible for the production of the company's catalog, and he states his detailed plans will be announced in the near future.

Why the Self-Service Idea in Record Selling Tends to Increase the Volume of Business

One development of the recent abnormal holiday demand for talking machines and records, coupled with the scarcity of help in most stores, has been the adoption of the self-service idea in record selling, and we find that the idea worked out in many stores in a variety of ways. In fact, one concern has gone so far as to patent a special self-service system for records.

Whether the dealer takes one of the established systems or evolves a plan of his own, there would seem to be much to recommend a general adoption of the self-service plan, for normal times as well as during the holiday rush, not alone as a matter of economy, but as a means for enabling customers to make selections at their leisure and get in touch with slow-moving records that apparently would be hidden from them in the regular record racks.

There are many people right now who select their new records at random from the catalogs or monthly supplements who would make larger purchases had they the opportunity of looking over and testing a selection of records at their leisure, and without interference. These same people feel that if they take up a salesman's time by inspecting or trying out a dozen records they are under obligations to make some purchase whether or not they are particularly stuck on the selection offered. With forty or fifty records prominently displayed in the rack the customer can look them over comfortably and perhaps find several records among the lot which would prove most desirable to him, but of which he was in ignorance, owing to the fact that he had overlooked them in the rack and nobody had called his attention to their existence.

The self-service system, however, should not replace the catalog or supplant general selling plans, but rather should supplement the system. Those who purchase their records from the printed title or through the appeal of the artist's name should be encouraged to continue that practice and should at the same time be encouraged to spend a few moments at the self-service rack, with a view to finding something therein that is desirable.

On the rack, however, in normal times there should be found not only the popular hits of the day, or the records that are big sellers, but records of lesser fame, records that in the ordinary course of events must be actually sold to

the customer. There are many concert songs of the better class and folk songs and many instrumental numbers of great musical value that are much appreciated by those of high musical culture which remain in the record racks because the customer does not ask for them, and the sales person does not take the trouble to bring them into view.

A talking machine dealer might learn a lesson from the methods pursued in the ordinary book store, where there are, of course, clerks to

Self-Service Supplements But Does Not Supplant the Ordinary Sales Work

wait upon those in search of a special volume, but where the practice is to keep away from the customer and let him browse among the various volumes until he indicates that he has come across something he desires to inquire about, or purchase. After one or two books are purchased it will be found almost invariably that the sales person is inclined to offer other books of the same general character, because he has learned the customer's trend of thought and works along the line of satisfying that trend. When the patron of the self-service record system finds one or two records that appeal to him, then it is up to the salesman to make his approach and endeavor to interest the customer in other records of the same general character that may not happen to be displayed.

The self-service system does not take the place of salesmanship. It simply supplements it. There is just as much opportunity for the salesman to take the customer into a booth and try over a dozen records for him as there ever was, but even the most versatile or active salesman cannot run the whole gamut of record se-

lections in the limited time he can allot to one customer, that is, if the store is at all busy. He can, however, sell to the limit in the booth and then while the customer is waiting for change perhaps—and making change can be delayed for a period in an emergency—call attention to a group of records on display. If every customer can be induced to look over those records and select at least one, then the service is a mighty profitable inducement, for the cost of installation is comparatively small, and the cost of maintenance, that of time, which might otherwise be wasted.

DELIVERY VAN AD BRINGS TRADE

E. E. Koontz, Moundsville, W. Va., Has Traced Over One Hundred Machine Sales to Advertising Matter Appearing on His Wagon

E. E. Koontz, of 224 Jefferson avenue, Moundsville, W. Va., has found the demand for the Edison in that section increasing so rapidly that he has been compelled to put a brand-new automobile delivery van in service. The van was made to special order and bears some attractive advertising on the sides, including a picture of Edison, and Mr. Koontz's address prominently displayed. Mr. Koontz declares that sales of over 100 Edison Diamond Disc phonographs have been traced directly to the advertising appearing on the company's van, which is kept constantly on the move throughout the country around Moundsville. Increase of business likewise forced Mr. Koontz to secure new quarters recently, and he now has one of the best stores in the city, the population of which is about 10,000.

RECIPE FOR GOOD HUMOR

Take twenty-four hours; mix thoroughly with the milk of human kindness, and spice of life to suit the taste; a little discretion, some common sense; knead with the hand of friendship and bake in the open hearth of love; do not allow it to cool too quickly by trouble, or become sour by affliction; serve with generous sauce and a bright smile.

Many a deckle-edged, rough-finished man has a better fibre than his evenly enameled rival. It doesn't pay to judge by appearances.

The Spirit of 1919 in DITSON Service

VICTOR
Exclusively

Keeping adjusted to the ever-changing conditions of the Reconstruction Period—overcoming with as little delay as possible existing stock and shipping problems—co-operating with our dealers in every possible way.

Our Object Is to Help Our Dealers Make 1919 a REAL VICTORY YEAR.

OLIVER DITSON CO.
BOSTON

CHARLES H. DITSON & CO.
NEW YORK



Victrola IV, \$25
Oak



Victrola VIII, \$50
Oak



Victrola X, \$90
Mahogany or oak

Victor Supremacy

The enormous public demand for the Victrola is an endorsement of its supremacy.

Victor retailers are successful because they give the public what it wants.

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-Austell Co.
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.
Neal, Clark & Neal Co.
Burlington, Vt....American Phonograph Co.
Butte, Mont.....Orton Bros.
Chicago, Ill.....Lyon & Healy.
The Rudolph Wurlitzer Co.
Chicago Talking Machine Co.
Cincinnati, O.....The Rudolph Wurlitzer Co.
Cleveland, O.....The W. H. Buescher & Sons
Co.
The Collister & Sayle Co.
The Eclipse Musical Co.
Columbus, O.....The Perry B. Whitsit Co.
Dallas, Tex.....Sanger Bros.
Denver, Colo.....The Knight-Campbell Music
Co.

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

Omaha, Nebr.....A. Hospe Co.
Mickel Bros. Co.
Peoria, Ill.....Putnam-Page Co., Inc.
Philadelphia, Pa..Louis Buehn Co., Inc.
C. J. Hepp & 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.



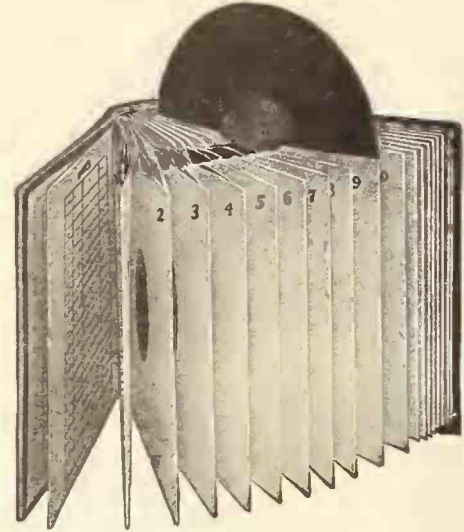
MAKING THEIR SELECTION

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.

VICTOR CO. EXPLAINS REASONS FOR SHORTAGE OF STOCK

Victor Talking Machine Co. Runs Full-Page Advertisement in Leading Newspapers to Enlighten the Public as to the Reasons for the Recent Shortage of Machines and Records

Victor dealers throughout the country were distinctly gratified this month to see a full-page advertisement run by the Victor Talking Machine Co. in the leading newspapers, explaining to the public the real cause for the shortage of Victor products during the period of the war. The advertisement, of great typographical strength, and bearing a composite view of the great Victor plant at the bottom, reads:

"Don't blame the dealer for the shortage of Victor products—the Government needed us!

"To the thousands of people who have been temporarily inconvenienced through their inability to get the Victrola and Victor records they wanted; to Victor dealers everywhere who in the face of this extreme shortage stood loyally by us and steadfastly refused to offer inferior substitutes, we feel that an explanation is due for this scarcity of Victor products.

"Upon the entrance of the United States into the great world war the Victor Co. immediately decided to do its utmost in making war materials. It voluntarily offered its entire plant whole-heartedly to the Government, regardless of the fact that its regular production would be seriously curtailed, regardless of the setback which would temporarily result to the business it took years to build up, regardless of the profits which would necessarily be sacrificed.

"It would have been possible to hold off—to keep right on with our regular work and let others do war work. But the Victor Co. is a thoroughly American concern, and it does things in the big characteristic American way. It chose to help the Government to the very limit of its resources.

"The Government recognized the high state of perfection and thoroughly modern equipment of the gigantic Victor factories, and made more use of them until as much as 90 per

cent. of the plant was at one time engaged in war work. If it were possible to disclose Government secrets and tell of the scientific experiments which were conducted and of the devices and products which were manufactured, the public would appreciate what a valuable help the Victor plant was to the Government in winning the war.

"Those parts of the Victor factories which continued to produce Victrolas and Victor records could not, of course, supply even a reasonable amount of Victor products to the public. And the shortage was made even more pronounced because thousands of Victrolas and still more thousands of Victor records were diverted to the use of America's fighting forces on land and sea—to entertaining and inspiring them, as well as to teaching them French and wireless telegraphy through the Victor special study courses.

"Great though the sacrifices were which the Victor Co. willingly made to help its country in its hour of need, we would not have it otherwise. And though the inability to get Victor products was exasperating to the public, we do not believe they would have had us shirk our duty. We count it an honor that we were able to serve our country. We are gratified that the Government found our factories of such value.

"And with the coming of peace we recognize the great task that devolves upon us. It is imperative that we supply as quickly as possible those people who, rather than accept inferior substitutes, decided to wait patiently until they could get the genuine Victor products they wanted. Added to this there is the increased demand that will come from new sources, for thousands of our returning heroes have learned to appreciate what the Victrola means in their daily lives. The demand upon our resources will be greater than ever, but we return to our

chosen work with full confidence in our ability to meet the needs of the future.

"So while the Victor plant did its full share in helping to win the war, it is now again bending its energies to supplying the musical needs of the nation—of the whole world. From a gigantic beehive of wartime activities the Victor plant again resumes as the greatest musical industry in the entire world."

Some men climb the ladder of success. Others hold it. It's largely a matter of initiative—or the lack of it.



Be Fair to Yourself

Investigate what opportunities there are for you in selling the

CORTINA Phone-Method

It means profits on records, machines and text books.

Send for full information. Advertising matter and window displays.

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



Victrola IV, \$25
Oak



Victrola VI, \$35
Mahogany or oak



Victrola VIII, \$50
Oak



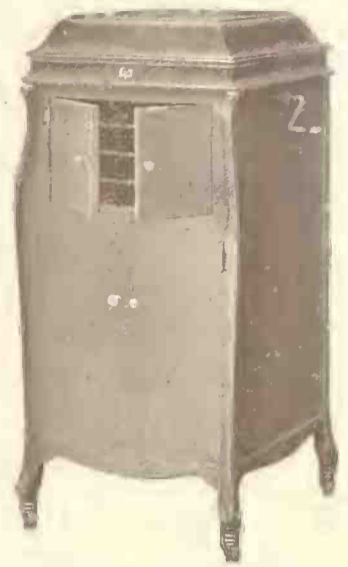
Victrola IX, \$60
Mahogany or oak



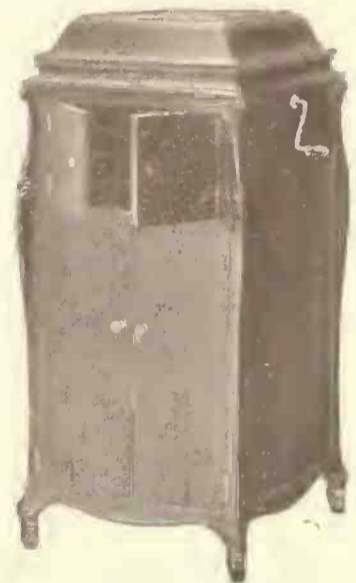
Victrola X, \$90
Mahogany or oak



Victrola XI, \$115
Mahogany or oak



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

Victor Supremacy

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

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

Victor Talking Machine Co.

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

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



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Cable Address: "Elbill," New York.

NEW YORK, FEBRUARY 15, 1919

WITHOUT regard for any uncertainty or hesitancy with which men in other industries may view the reconstruction period, and its problems, in the talking machine trade there has been a quick move to go ahead and to make up as rapidly as possible for the period of semi-inactivity. We find the established companies working out new and larger plans for the exploitation of their products along new lines. We find them increasing their advertising appropriation and preparing for big things both in the fields of production and distribution, in the very near future.

Of course they have a logical reason for thus putting forth every effort to make up for the past year or so. There is unquestionably an unsatisfied demand for both machines and records, a large proportion of which will exist until it is ultimately satisfied.

No less authorities than the investigators for the American Steel & Wire Co., who cover the country most thoroughly, have estimated that the existing demand for pianos alone is at least 50 per cent. in excess of available supplies. When it is considered that the price of the cheapest piano compares with what might be considered a high-priced talking machine—we do not refer to the period or special models—and when it is likewise considered that hundreds of families purchase talking machines who hesitate to purchase a piano, then the report gives reason to believe that in the talking machine field the demand is well over 100 per cent. in excess of available supplies.

This excess demand serves two purposes. First, it offers the opportunity for bringing production back to normal, or better, as soon as possible, with a certainty of finding a market for the output of the factories, and on the other hand gives the manufacturers and dealers something definite to realize on while concentrating a good proportion of effort in building for the future—stimulating a demand for the time when the present demand is satisfied.

Not only are old established companies showing great activity, but newer concerns in the field, many of whom have been practically dormant for the past two years, have shown signs of returning life, and it is safe to say that in view of existing conditions we may look for unparalleled development in all branches of the trade during the coming twelve months.

Each year for a decade or more, there have been those who have prophesied that the peak of the demand for talking machines and records had been reached, that the annual percentage of business would show a decline, and that such a large proportion of the population had been supplied with machines and records that the

demand that remained, or might be stimulated, would just be sufficient to absorb a normal output of products, and make the talking machine business an average, but not a phenomenal business to be in.

Each year this prophecy has been made, and each year it has proven unfounded. With many manufacturers, wholesalers and dealers reporting that they held their own, and in some cases registering an increase for the period of the war, it will be a reckless man indeed who claims to foresee anything but a record-breaking year for the industry in 1919.

NOW is the time to take up seriously the question of organizing a permanent and national association of talking machine and talking machine supply manufacturers, for it has been proven that in time of emergency the members of the trade have been able to get together and co-operate with success. The War Service Committee, which has accomplished so much for the protection of the trade during the stress of war, might be used most effectively as a nucleus around which to build up a permanent organization. The members of the committee are representative men of the industry, and have had the experience of working together, which means much.

Having been brought together for protection during war time, it would seem inconsistent for the members of the industry to separate and travel along their several paths as in pre-war days. This period of reconstruction is bringing up many problems that the manufacturers can meet most successfully by co-operative effort. There will probably be legislation that must be watched and combated. There may possibly be some conditions in the supply field and in the export situation that will require organized consideration, or opposition.

The members of the National Association should not in any way interfere with the right of the individual to conduct his business as he sees fit, provided his efforts are within the law. The situation in the trade is such that the question of credits, terms and other matters may be handled by each company according to its own ideas, but there are many matters of such general scope and importance that every member of the trade has a legitimate interest therein, and it is for the consideration of these matters that an Association should be formed.

It has already been proven that members of the trade can be brought together in an emergency, and it should be comparatively easy to prove that they can be kept together after that emergency has passed for the purpose of presenting a united front in the field of industry. Now is the time to give the matter consideration.

It is also pertinent at this time to take up the question of the formation of local associations, preferably associations taking in dealers in all lines of machines, but if necessary confined to dealers in one make.

In practically every city or State where local associations have been formed there has resulted a general improvement in the quality of the trade in that immediate locality. This is due primarily to the fact that, owing to increasing intercourse as members of the Association, the individual merchants have managed to eliminate many evils and bad practices, and have thereby been able to do business on a better plane and for greater profit.

This would appear to be the time when a local association should prove most helpful in aiding the individual dealers in meeting the problems of the day and preparing for the future. To accomplish the result, however, the Association must be representative, must include the strong men of the trade, and must above all be an active factor. Too many organizations are simply social in character, when what is needed is an association composed of members who are ready to meet and solve business questions in a business way.

THE statement of the Victor Talking Machine Co. given to the public through full-page advertisements in the leading newspapers of the country, and setting forth facts regarding the manner in which the company handled war work, should prove of distinct benefit to Victor retailers, particularly as the caption read: "Don't Blame the Dealer For the Shortage of Victor Products. The Government Needed Us."

The patriotic spirit of the country did not die with the end of the war, and there are a host of people who will not only accept the Victor Co.'s statement at its full value, but will be moved to consider more closely the Victor product and have a more general appreciation of Victor ideals.

Conditions during the past year with the company's dealers were not in any sense the rosiest, but they for the most part appreciated the fact that the situation was an extraordinary one, and must be viewed from that angle. Through it all the majority of the dealers were unflinching in their loyalty, acting as a barrier so to speak between the public and the factory. They made no secret of their desire that the Victor Co. inform the public of the reasons for the stock shortage, and were particularly gratified when the company came forward with such a frank statement of conditions so prominently and admirably displayed throughout the country.

IN taking account of business problems of the year, and particularly of the cost of doing business, talking machine men must, of a necessity, give heed to the provisions of the new War Revenue bill which at this writing is practically in shape for the signature of the President, and prepare to meet the demands of the law when it is finally in force. The new law will place an additional financial burden on the members of the music industry—a burden not as heavy perhaps as was threatened for a time—but nevertheless sufficiently heavy to make the average business man pause and reflect seriously as how best to conduct his business in order to provide the necessary funds to meet the increased taxation without straining his business unduly. Not only must he consider the direct taxes on the talking machines and records themselves, but must likewise take due note of what the Government will demand from him in the matter of income and excess profit taxes.

The time to study the problem is not at the last moment when payments are actually due, but right now when there is the chance for a little leeway to gather together the necessary funds. The amounts involved will in most cases be heavy, and cannot be taken from the average business at a moment's notice. For those who are in doubt as to how they are to figure the tax liability under the new law, The World is in a position to offer advice which will be gladly given free of any obligation.

IN business life to-day it is being recognized more and more that service is the great essential to success. Handling the best and most satisfying products is absolutely necessary, but the best store

in town must have, besides, the best sales force made up of people from the head down who never relax in their painstaking and courteous treatment of customers—in their desire to serve and help.

That is where the shoe pinches with a great many stores—the indifferent attitude of the sales force, who are not proof against wearing a frown if the prospective customer does not look like a certain buyer. The feeling, of course, is natural; it is a human weakness, but it is one that must be conquered if real success is desired.

It is in truth a great thing in the making of the best store in town to be first always with the best goods, and the latest designs, the best displays—the store where honesty and fair dealing never relax—but it must have that other great essential for its completeness to be the best store in town—an atmosphere of welcome and cheerfulness, with an unflinching attitude of attention that on its face shows pleasure and a desire to serve and help.

In the perfection and equipment of a store there are some things that can be borrowed and copied from the experience of others to the advantage of any merchant who travels and studies, but the big factors of service, good attention and courtesy must be developed in the store that is to benefit by them. And they must start with the man who undertakes to make the best store in his town—for with this fundamental policy in mind he is sure to command the support and respect of the public.

THE victories of business, as in life, are won not in the marts, nor in the fields where the decisive struggle takes place, but in the obscure and forgotten hours of preparation. Success or failure lies in the hands of the individual long before the final test comes, and this is particularly true in all lines of trade in America to-day, for the greatest test of business will come now that the war is ended. The business man who, believing in the value of his name and his product, has maintained his position before the public is now more than ever prepared to reap the reward of increased business and increased appreciation for his product. The recuperative powers of business are beyond comparison greater than in any former time. The seed sown by advertisers to-day is falling on fertile ground, and the harvest will be plentiful.



VICTOR SUPREMACY

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

Our supremacy in Victor Monthly Record Display Service is based on the great number of Victor Jobbers who have endorsed it as the best Victor Retailers' Sign Service marketed.

ED. USOSKIN, Inc.

230 West 17th Street :- New York City

ORDER YOUR SERVICE THROUGH ANY OF THESE JOBBERS

Austin, Tex.....The Talking Machine Co. of Texas.
 Baltimore, Md....Cohen & Hughes.
 H. R. Eisenbrandt Sons, Inc.
 Boston, Mass.....Oliver Ditson Co.
 The Eastern Talking Machine Co.
 The M. Steinert & Sons Co.
 Brooklyn, N. Y....American Talking Mach. Co.
 G. T. Williams.
 Buffalo, N. Y.....W. D. & C. N. Andrews.
 Neal, Clark & Neal Co.
 Chicago, Ill.....Lyon & Healy.
 Chicago Talking Machine Co.
 Cleveland, O.....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.
 El Paso, Tex....W. G. Walz Co.
 Indianapolis, Ind.Stewart Talking Machine Co.
 Kansas City, Mo..J. W. Jenkins Sons Music Co.
 Newark, N. J.....Price Talking Machine Co.
 New Haven, Conn.The Horton-Gallo-Creamer Co.
 New York, N. Y..Blackman Talking Mach. Co.
 Emanuel Blout.
 C. Bruno & Son, Inc.
 I. Davega, Jr., Inc.
 S. B. Davega Co.
 Charles H. Ditson & Co.
 New York Talking Mach. Co.
 Ormes, Inc.
 Silas E. Pearsall Co.
 Omaha, Nebr....Mickel Bros. Co.
 Peoria, Ill.....Putnam-Page Co., Inc.
 Philadelphia, Pa..Louis Buehn Co., Inc.
 The George D. Ornstein Co.
 Penn Phonograph Co., Inc.
 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.
 Salt Lake City, U.The John Elliott Clark Co.
 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.E. F. Droop & Sons Co.
 Robt. C. Rogers Co.

CANADA

Toronto, Can....His Master's Voice, Ltd.
 Montreal, Can....Berliner Gramophone Co., Ltd.
 Winnipeg, Man...Western Gramophone Co.



The Spirit of Young America

Soul-stirring martial music—its need in every home—makes the phonograph indispensable.

Aggressive dealers know this.

They are developing the market that lies at their doors, and adding to the revenue of their business.

Have *you* surveyed your market for selling talking machines?

The MANDEL

Not merely assembled—but built in its entirety by us. The name MANDEL on every machine means the backing of the manufacturer. Every ultimate purchaser must be satisfied.

Because of the efficiency of the mechanical equipment; because of the massiveness and beauty of the cabinet design; because of the low retail prices; and because of the large profits to the dealer—

You Should Investigate the MANDEL Today

MANDEL MANUFACTURING COMPANY

501-511 South Laflin Street

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Chicago, Illinois

IMPORTANT PATHE DEAL

E. A. Widmann, President of Pathé Frères Co., Secures Interest in C. B. French Cabinet Co.—Two Companies Will Be Closely Associated

E. A. Widmann, president of the Pathé Frères Phonograph Co., Brooklyn, N. Y., announced recently that he had secured a large interest in the C. B. French Cabinet Co., Brooklyn, N. Y., and that arrangements had been completed whereby Pathéphone cabinets for the Eastern trade will hereafter be manufactured at the C. B. French plant. The close association of the two companies is indicated in the fact that Mr. Widmann will be elected chairman of the executive committee of the C. B. French Cabinet Co. within a few days.

This important deal will be of considerable interest to Pathé jobbers and dealers, as it marks the inauguration of an era of intensive co-operation between the Pathé Frères and the C. B. French interests. The C. B. French Co. occupies one of the finest cabinet manufacturing and woodworking plants east of the Mississippi, this plant covering fully four acres. It is ideally equipped to turn out quality cabinets of artistic design.

IMPORTANCE OF CREDITS

Necessity of Ever Being on the Alert in Order to Keep Business on a Healthy Basis

Good will is your most precious asset as regards those to whom you sell; credit as regards those of whom you buy and borrow. With an A1 credit there is no limit to your success. Without credit, or poor credit, and condemned to a cash-in-hand basis of dealing you'll never grow to any size. A fine credit standing is built up by years of integrity, and may be blasted by one reckless or wild transaction.

Don't dodge your creditors. That arouses suspicion. Meet them frankly and confidently. That begets faith in you. Always pay on the date you promised, or say why. Absence of check, and ominous silence, breeds suspicion of many things unfounded.

Trust sparingly. Insist that your debtors meet their obligations promptly. Be on hand to see they do. Never let an account drag. When it falls due, get the money or an explanation. Never threaten action and then fail to carry it out. Once a debtor knows he can string you he will.

The All-Records Phonograph Co., Indianapolis, Ind., has increased its capital stock from \$30,000 to \$60,000.

KEEPING TRACK OF FINANCES AND TALKING MACHINE STOCK

Many Systems Have Been Evolved, But That Used by the Pontiac Music Shop Is of Particular Interest to Our Readers, Because It Has Proven Its Practicability

There have been at various times numerous systems designed for keeping track of the finances and the stocks of talking machine stores. Some of these systems have been evolved by manufacturers, and covered records or machines alone. Other systems took charge of instalment accounts, and so on. In a good many cases, talking machine houses evolved their own systems of stock keeping, and have shown an inclination to keep the details in the dark, so far as it came to passing the information along to a competitor.

One system that has proven its practicability is that adopted by the Pontiac Music Shop, Pontiac, Ill. It is so arranged that there is presented on one card a complete report not only of the finances of the talking machine department, but also of the stock received, and the stock on hand. It represents a daily report that proves of inestimable value in keeping in close touch with the business. The Pontiac Music Shop realizing from experi-

ence the success of their system for daily reports, passes the information along to readers of The World that they may profit thereby.

PONTIAC MUSIC SHOP

DAILY REPORT PONTIAC, ILL. 191

Cash in Register		Cash Record			
Pennies		Paid Out		Received on Account	Net Cash Sales
Nickles		To Date			
Dimes		To Day			
Quarters		Total			
Halves		Charge Record			
Silver Dollars		Net Charge Sales		Outstanding Charges	Total Net Sales
Currency		To Date			
Gold		To Day			
Checks		Total			
Total Cash in Drawer		Bank Account			
Cash paid out		To Date		Needles	
Total taken in		To Day		To Date	
Money Rec'd. Acct.		Total		To Day	
Cash sales today				Total	
Refused on cash sale					
Not cash sales					
Credit sales					
Credit sales returned					
Net credit sales					
Total sales today					

RECORD STOCK												
	10 DP	11 DP	10 PL	11 PL	10 R	11 R	10 B	11 B	10 S	11 S	10 T	11 T
To Date												
Received from shipper today												
Total												
Sales Today												
Total												
On approval today												
Returned in from approval												
Amount of goods out on approval												
Total goods on hand												

REMARKS:

SIGNED

C. H. LANE WITH COLUMBIA CO.

Charles H. Lane, who for more than a year was in charge of the Bridgeport, Conn., office of the Department of Justice, has been appointed supervisor of personnel of the factories of the Columbia Graphophone Mfg. Co. in Bridgeport.

Mr. Lane has now retired from the Govern-

ment service after thirteen years, and his work for Uncle Sam included visits to Mexico, South America, Canada and Europe. While he will not be directly connected with Federal affairs Mr. Lane will act in an advisory capacity at the Bridgeport office of the Department of Justice. His previous experience ideally qualifies him to achieve unlimited success in his new post with the Columbia Graphophone Co.



Welcome Back

“Hats Off” to our Soldiers. They sure did a great service in Europe.

Pearsall Service, too, is returning to you—full of pep—and ready to help you make 1919 your big year.

Silas E. Pearsall Co.

WHOLESALE ONLY

Victrolas and Victor Records

10 East 39th Street

NEW YORK



Introducing the
BRILLIANTONE
"PEACE BABY"

Your Jobber will tell you how you can get one of these Counter Displays **ABSOLUTELY FREE**. It is made to contain an assortment of **BRILLIANTONE**

"All Quality"
STEEL
NEEDLES

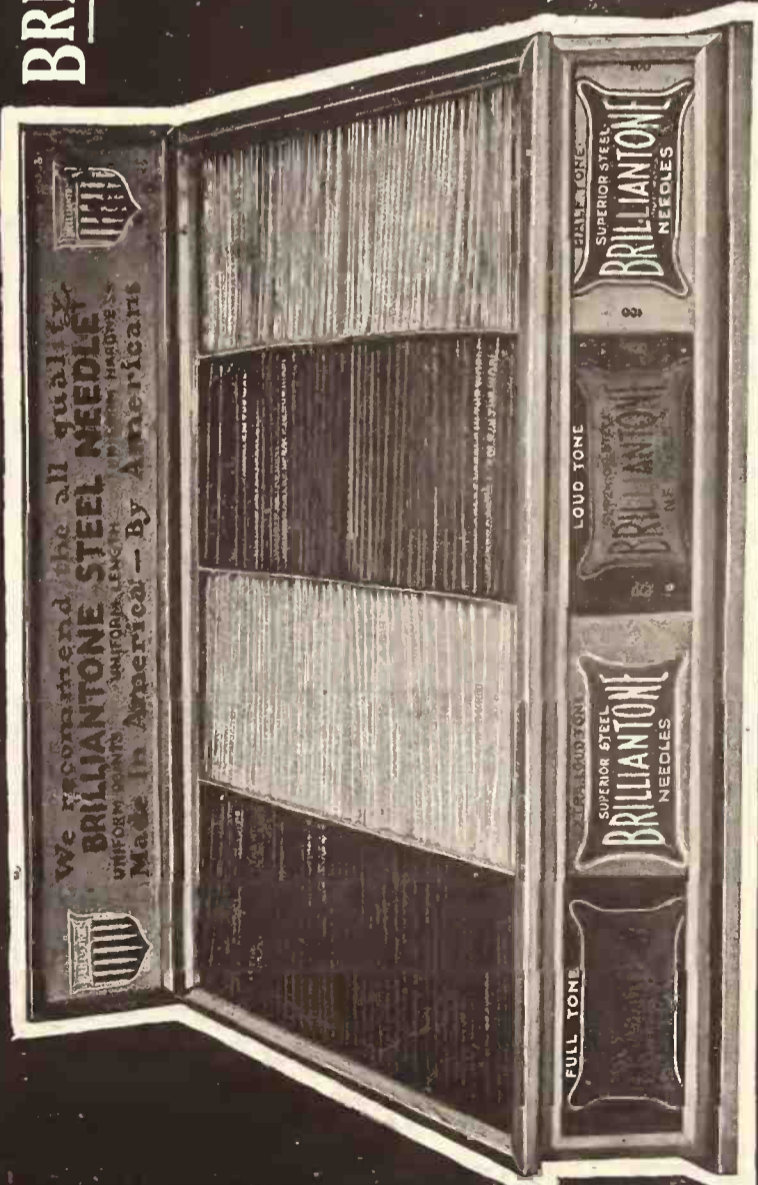
Simply sign your name and address to this coupon and mail it to your Jobber or direct to us,

Made in America by Americans

THE BRILLIANTONE "PEACE BABY"



saves the time of your sales force
and suggests to your customers to
buy an assortment of Needles at a time.



BRILLIANTONE STEEL NEEDLE CO.
OF AMERICA, INCORPORATED

B. R. FORSTER, President

Suite 655-657-659,
Marbridge Building,
Broadway at 34th Street,
NEW YORK CITY

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

Please
tell us how
we can get a
BRILLIANTONE
"PEACE BABY" with-
out cost. We are inter-
ested.

NAME

ADDRESS





For the real music connoisseurs among your customers—Delibes' Sylvania Ballet Music, entrancingly played by the Paris Conservatory's Symphony Orchestra. Columbia A-6090.

Columbia Graphophone Co.
NEW YORK

SERGT. TRESTRAIL VISITS TORONTO

Former Advertising and Sales Manager of R. S. Williams & Sons Co. Now Serving in the Medical Corps of the U. S. Army

TORONTO, ONT., January 31.—B. A. Trestrail, formerly advertising and sales manager of the R. S. Williams & Sons Co., Ltd., prominent Edi-



Enjoying Sergt. Trestrail's Visit

son phonograph distributors of this city, and now a sergeant in the Medical Corps of the U. S. Army, paid a short visit to his home here last week, while on furlough, after coming back with several hundred mental patients.

A delegation from the store met Sergeant Trestrail upon his arrival, and his friends listened with much interest to his recital of his experiences in France, he having gone abroad last May and had much work to do in hospitals

close behind the line. His special work was in connection with victims of shell shock. One of Sergeant Trestrail's interesting stories concerned a "fake" aviation field with dummy planes and hangars to which the German flyers gave much attention, and which was bombed almost every night.

After his brief visit here Sergeant Trestrail returned to Newport News and expects to sail again for France in the near future. The accompanying photograph was snapped during Sergeant Trestrail's visit in the R. S. Williams & Sons Co. store. Those seen in the picture are from left to right: J. A. Hassall, manager retail piano department; "Jeff" D. Ford, manager retail phonograph department; Miss Adele Clarke, phonograph sales department (with ukulele), and seated are Sergt. B. A. Trestrail and Miss Bernice Donner, retail phonograph record department.

KEEP TRADE IN THE HOME TOWN

One often hears complaint of the large amount of shopping that is done outside of home towns. A number of these towns are allowing railroad fares with a certain amount of goods bought in their city. Perhaps local merchants' associations are overlooking a good bit in connection with this matter. With the proper advertising and activity of the local merchant it is feasible to curb this drain of business, and it can be demonstrated that people can buy as cheaply in their home town as they can in larger cities.

FOREIGN TRADE COUNCIL TO MEET

National Organization to Hold Annual Convention in Chicago in April—Many Important Topics Ament Export Trade to Be Handled

The National Foreign Trade Council will hold its sixth national foreign trade convention at the Congress Hotel, Chicago, on Thursday, Friday and Saturday, April 24, 25 and 26, 1919. The formal call will be issued shortly by the chairman of the council, James A. Farrell, president of the United States Steel Corp.

In the past these conventions have drawn an increasingly large number of the prominent business men of the country, representing all forms of industry, commerce, finance and transportation. To these will now be added the representatives of labor. In this way the delegates are supplied with a broad view of the business situation, with specific information to meet their individual needs, and with advice and inspiration for the coming year.

The convention in April will deal with foreign trade as a factor in stabilizing American industry—problems involving the conversion of war industries to the needs of peace; development of our foreign trade to provide employment for our soldiers, sailors and war workers, and the formation of a definite shipping policy.

The procedure of the convention will be along the lines that have proved so successful in the past: general sessions with prepared papers by the leading authorities, followed by discussion; group sessions, consisting mainly of discussion, in which the special interests of different types of business are treated; individual conferences with Government and trade representatives.

It is expected that the attendance this year will be unusually large. There is a growing realization throughout the country that foreign trade is essential to continued prosperity, and many concerns are turning to the foreign field for the first time. For these the convention offers an unusual opportunity to profit by the experience of older export firms and to learn the general policies of the country in respect to foreign trade.

J. W. M. Witt, who is running a talking machine repair shop in Albertville, Ala., reports excellent business prospects in his locality.

VEECO ELECTRIC MOTORS ARE DURABLE

In Witness Whereof:

We have received the following from a party connected with one of the large and extensively advertised talking machine manufacturers, stating, "I received the Veeeco motor and think it is a little wonder and a perfect product, etc., etc." Another writes, "We have been using this motor in our factory for the past year continually, at least four or five hours a day steady, and have never had any trouble with same." (This would equal at least ten years' work for the motor in the average home.)

The above extracts from unsolicited letters go to prove that Veeeco motors are not only satisfactory at the start, but are durable.

Doesn't that indicate durability?

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 of Attracting Customers to Your Place of Business and Holding Them :: By W. Webb

Where is your store located? Do you value it at its true worth, and what are you doing to make it appeal? There is an art in attracting customers to your place of business, and this is one of the vital matters that every dealer should keep well in mind. Your location is only of nominal value to you if the store itself does not attract. Can you not cite some instances where the fault in this respect is glaring? Can you not look about you and see wherein the error is being made that cuts down the profits on sales, and that actually curtails sales to a great degree? Stop and think just a moment, then.

Ask yourself this question, "Is my store properly located for the sale of talking machines and records? If so, does it attract so that the sales are as large as they can be made?" You are the only judge in this way, and if your opinion is at fault where will you turn for a better judge? You know what your annual sales amount to; you understand what your overhead is and what your possibilities are. Is your nearest competitor—not in distance, but in the amount of influence he has on the public—hurting you? If so, why? There is the big question mark, and you are the man who must answer it.

Now the sale of talking machines and records is not so complicated a matter that the public cannot be induced to seek the store where there is a reason for so doing. The customers are more eager to get service, stock selection, price and to enter an inviting store than they care very much about the location. The latter, of course, is a vital matter. The out-of-the-way street with its limited number of pedestrians, or its fewer autos, is not likely to be found a desirable section for many lines of merchandise retailed. There is, however, the more active thoroughfare with its attractive shops and larger number of passersby, and its life and hum of trade that offers a stronger location for your place of business. But even this is not going to force the public to seek you.

The upstairs shop can be made more attractive than the floor facing the street if the dealer is not fully alive to the public's keen interest in the properly conducted store. The power to appeal, the art to make the public seek you, the interest-arousing windows, the magnet that simply forces the public to enter, what and where are these to be found and what is the real secret that makes this a realization? We see it demonstrated in many cases. Why do we, for instance, go to a certain store?

Well, we will say, there are often many reasons. The store that does appeal, however, and that makes us feel that there is a double welcome has a great deal to do with it at times. We go many times because the invitation is so

strong that it is hard to resist. These stores are not always in the very heart of the city. No, sometimes they are located on a street that is not noted for the number of people who pass a given point in every twenty-four hours. But the store has made itself known, and we simply go there with confidence and assurance of a right royal welcome, and with the knowledge that there will be nothing to cause us any serious disappointment.

But how did the store of this kind gain its reputation? Well, the instances vary with the

Good Location, Publicity, Equipment, Stock, Service—All Factors Most Essential in Winning Out

individual cases, and the success did not come overnight. It was often gradual. It came from several reasons, however, that involved the means for building a foundation that was based on service, stock selection, and attraction.

Publicity had something to do with this larger success. This is a help, but it must be looked upon as a means only to an end, and if it is not conducted in the right manner it may just as well be left alone. By publicity in this connection we mean not simply newspaper advertising, poster announcements, circular letters and kindred methods, but store publicity, as we noted above, that will attract. Then there is the other and the more practical kind. This is very closely allied with service, for the pleased customer becomes your advance agent for larger sales.

Yes, there is the kind of store publicity that the dealer should place a very high value on—the type of advertising that keeps his store in the public mind, which prompt and regular customers will not forget. If he can give them a cause for seeking him he has the best possible asset in the matter of larger sales. Where shall we go for a talking machine? Who has the best selection of records, the kind that includes the latest as well as the best? This is what the buyers want to know, and if you can take care of these needs the public is going to seek you,

even though you are not located in a big, high-priced heart-of-the-city store, where crowds continually pass your door.

Now take a personal stock of yourself and see if you can fulfil these requirements; see if you are doing so now. If you are not, the big, heart-of-the-city store might become to you a rather heavy burden, because the expense of upkeep and the not over large sales will soon make the overhead so topheavy as to cut into your profits in a way that will hurt. You want to give service. Do you understand what the meaning of this very significant term really means?

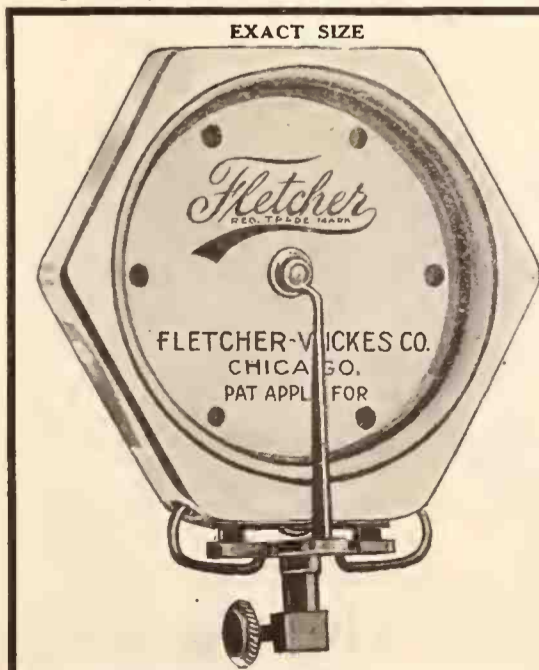
If you do and are willing to make it a feature of your location there will not be any logical reason for your sales not being good. Your location is going to help you only if the other factors are at work to make success a practical idea. The fact that you are located in a downtown section; have a big store and plenty of show without anything to really back this up is not enough to insure your larger success. That is why some of the dealers with the smaller stores wherein the attractions are worth while do make good.

Take into consideration your overhead. This is a mighty big profit devourer. It fairly eats the profits with the appetite of a giant. The smaller, attractive store that has the merchandise and the store that gives the real service can count on a nice business and the profits are real, too, not the imaginary kind. Keep that thought in mind at all times. Keep the questions of decreased overhead with its many entangling alliances well in the foremost part of your head. Then you can sit back and smile and take your profits and make your sales and keep your good customers while the man who tries to outdo you with the big show is losing his hard cash.

The value of your location is only part of the game you are playing. There are other matters that demand your attention. If you are going to keep these in mind and are really in earnest about making them a part of your line of action you can be assured that the outcome will be all that you can hope for, and that is success in its real meaning.

BRUNSWICK DIVIDEND INCREASE

The Brunswick-Balke-Collender Co., which recently sold an issue of short-term notes, announced recently a dividend of $1\frac{3}{4}$ per cent. on the common stock, which places the issue on a 7 per cent. yearly basis. The last previous dividend on the common stock was $1\frac{1}{2}$ per cent.



If you have not heard the

FLETCHER REPRODUCER

Order a sample and be convinced of its superiority.
Your satisfaction or money refunded.

Samples \$4.00.

FLETCHER-WICKES CO.
6 E. LAKE STREET CHICAGO, ILL.

Columbia Grafonola

in Period designs

*How joyously guests are welcomed
when beauty fills the home!*

The superb records of Columbia artists place at your instant command the unrivaled charm of good music. The graceful loveliness expressed in the Grafonola Period Designs gives the added delight of artistic excellence in form and color.



The exquisite Period Model illustrated above is Chinese Chippendale. There are 26 other distinctive Columbia designs, expressing the individual beauty of every artistic period. A handsome illustrated catalog of Period Grafonolas sent upon request.

Columbia Grafonolas in Period Designs from \$250 to \$2100. Standard Models up to \$300.

**COLUMBIA GRAPHOPHONE COMPANY
NEW YORK**

London Office: 102 Clerkenwell Road, E. C.

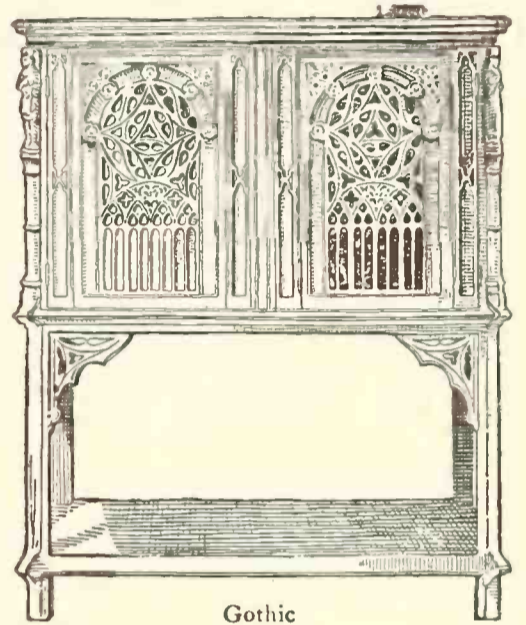
Emil

Columbia Grafonola

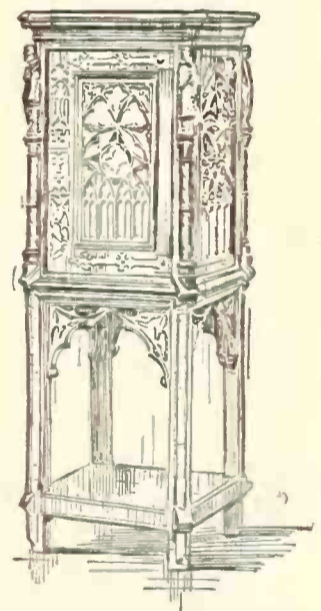
THE advertisement on the opposite page is appearing, in color, in the leading national publications—Ladies' Home Journal, Saturday Evening Post, Delineator, Pictorial Review, Life, Vanity Fair, Literary Digest, and many others equally prominent—a total circulation of over 15,000,000.

It tells the story of Columbia Period Designs to several times this number of readers, who are the very cream of the American buying public—the families who not only want the best music, and the newest music, but who also appreciate the twofold appeal of a musical instrument which adds, through its grace and charm, to the joy of artistic home furnishing and decoration.

A beautiful Chinese Chippendale design is shown in the advertisement. Other models, priced from \$250 to \$2100, represent correctly every important period in art. Some are shown on this page.



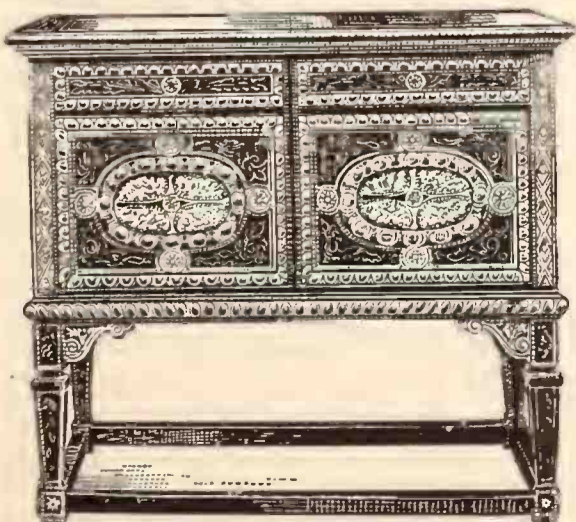
Gothic



Italian Gothic



Adam



Italian Renaissance

Display these beautiful Period Models in your store and in your window. They show that you handle the most distinctively artistic line of talking machines that is made.

Show them to your customer—if he hasn't a place for one of them in his home, he will be pleased because you thought he might have.

Furthermore, you will attract to your store the people who want an unusually fine instrument, and have the money to buy it.

*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*

How to Celebrate the Return of Our Soldiers and Incidentally Develop Business :: By W. E. Dewell

Mgr. Kilian Co., Cedar Rapids, Ia.

Much has been written and said about phonograph business after the war. I have talked with many dealers who feel that the readjustment of labor conditions and the return of the soldiers may have an ill effect on the 1919 phonograph sales. It may have some ill effect that will, however, be offset by other favorable influences that will assist the sales in a remarkable way. 1919 should be the banner year in the phonograph industry. Its volume of business should far exceed that of any previous year, and I submit the following reasons why I think it should be:

Every phonograph manufacturer, jobber and dealer, especially the successful ones, agree that the selling of phonographs is largely a creative business. We must first create that desire to possess before we can sell. In the past that has been accomplished through many sources; by beautiful home illustrations, showing the family group enjoying the selections from the great operas, or perhaps a scene in home dancing, through the tone tests, by bringing a famous artist to the town or through advertising that you may keep the artist in your own home if you own a phonograph. Thus every effort has been one of creating a desire to possess an instrument.

In the past eighteen months the greatest of all creative agencies has been busy creating sales for the phonograph, I refer to the war. For example, the young man from the farm who goes to camp (and I have talked with many) finds that the first weeks there are indeed lonely ones for him. Naturally he turns to the first source of amusement that is available to him, the camp phonograph. Many pleasant hours are spent listening to the records he learns to love as dear companions. When that young man is once more back on the farm in the long quiet evenings he will crave to hear those old records he became so familiar with in camp. Thus the desire is created there that only can be satisfied with owning an instrument, and that means a sale for some live dealer. Consequently, more phonographs will go into rural homes in 1919 than have been placed there in any two previous years.

Then, again, the young man of the city who never stayed home in the evenings has learned

the lesson of being kept at camp to spend his evenings and he is going to be more content to be at home. He also learned to love the music of the camp phonograph, and will not be satisfied until he can have one placed in his own home.

Many artists famous in the concert and operatic worlds have given their services to entertain in the camps. Many of the boys, hearing the very best talent we have in music, will want the voices of these famous artists in their own homes when they return. The one and only medium open to them is the phonograph.

Thus if it is true that the selling of instruments is a creative business we can well see that much has been accomplished in that direction. Far more has been done than advertising could possibly do in the same period of

time. So to link our efforts with what has been done through these channels and work with a big year in view, the ultimate outcome will be the biggest year for every dealer in the country.

In your selling campaign this year I suggest that you secure the name of every family in the county that is represented on the honor roll and start a vigorous mail campaign. At present every thought is given to homecoming receptions to welcome home the boys. Why not enter into the spirit and when you learn of the return of a soldier boy help the family to celebrate by sending an instrument to the home to furnish the music? Do it whether or not you think there is a sale in sight. If this is followed out in dead earnest we will surprise ourselves with the results obtained.

REVIEW THE TALKING MACHINE SITUATION IN AUSTRALIA

U. S. Consular Agent in Melbourne Tells of Opportunity for the Establishment of a Talking Machine Record Factory—Some Figures on Import Trade That Are Interesting

According to the U. S. Consular agent in Melbourne, Australia, there appears to be an unusual opportunity just now for the establishment of a talking machine factory, and particularly a record-making plant in that country. At the present time the bulk of machines are imported from the United States and England, but duties and freight rates combine to make the prices high. There have been some attempts made to assemble cheaper grades of machines in Australia from imported parts, but these assembled machines have not met with any great amount of success. Talking machines in Australia, in proportion to the population, are not nearly so numerous as they are in the United States and other countries, although it would seem that if attractively priced and properly exploited good machines should find a ready market.

Customs receipts for the fiscal year ended June 30, 1917, show that talking machines to the value of £55,000 were imported from the United States. During the continuance of the war, other countries are practically out of the market. The duty on talking machines of other than British manufacture is 10 per cent. ad valorem.

It is understood that the small manufacturers who assemble parts into cheap machines desire to have this duty increased, for local protection.

No energetic effort has been made to push the sale of talking machines until within the past year. Hitherto, phonographs have been carried as a side line by dealers in pianos and other musical instruments and, until recently, no one has undertaken to handle them exclusively. A Melbourne firm, which carries nothing but talking machines, stated that within the past year it has imported 300 machines of the make it handles, and it further states that the more expensive styles sell more readily than the cheaper grades. The attempt to sell the more expensive cabinet gramophones is a comparatively recent venture, as formerly the horn machine was the favored type. As yet, the talking machine trade is in its infancy in Australia, and there is a good opportunity for the introduction of such instruments, for the people are very musical; but, owing to the lack of development of this trade, piano players, which are much more expensive, have gained the preference.

The present is seemingly an opportune time for establishing a plant for the manufacture of records in Australia. The situation is peculiar. Australia is so remote from other countries that it comprises almost a world of its own in musical matters. Artists from Europe and America usually remain many months, returning again and again to the same places if they become popular. Operettas, pantomimes, and musical comedies generally run from eight to ten weeks in each city. The rights to produce American and European musical successes in Australia are usually obtained soon after they become established at home, and local favorites present them in Australian theatres. Local musicians of ability are very popular, and visiting artists who meet with success are made much of, socially and otherwise, with the result that records made by such people would have a large sale if they could be made locally.

Imported records sell at prices greatly in advance of those obtained in America, and records could be made in Australia that would bring a lower price, and still yield a good profit to the manufacturers. The sale of such records would do more toward increasing the use of talking machines than any other instrumentality. It is important, however, that the material of which the records is made be such as to insure a perfectly smooth surface, and the best possible reproduction. Information as to the existence in Australia of raw materials for the manufacture of records is something that would have to be obtained by the manufacturers themselves, inasmuch as the composition of records is a trade secret.

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

BRISTOL & BARBER CO., INC.

111 EAST 114th STREET
NEW YORK CITY

Eastern Distributors

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

The Impressive Campaign of Advertising FOR THE AEOLIAN-VOCALION

ONE of the important factors in The Aeolian Company's success has been the character of its advertising. For many years this has been maintained at the highest level and has set the standard not only for advertisers in the music trade, but for practically all others using magazine and newspaper space.

Aeolian instruments are natural leaders in their various lines by right of intrinsic superiority. At the same time, Aeolian advertising has contributed essentially to the widespread and ready acceptance of this leadership.

Aeolian-Vocalion publicity is typically Aeolian. Strong, dignified and convincing, it is as far above the level of ordinary phonograph advertising as the Vocalion itself towers above ordinary phonographs.

Dealers who handle the Aeolian-Vocalion and new Vocalion Record, are aware of this. They are directly benefited by the national publicity of the Vocalion and indirectly by the newspaper campaigns conducted in mediums with large spheres

of influence outside of their immediate environments. Likewise, the provision made by The Aeolian Company, whereby dealers may profit through participation in the national publicity is an added advantage to those who handle the Vocalion.

Reproductions of Vocalion and Vocalion Record advertisements appear on the three pages following. These reflect the general character of Vocalion publicity and are current at the moment.

The advertisements on the two next pages are reproductions of the full pages in color appearing monthly in the "Saturday Evening Post". The one following is one of the newspaper advertisements appearing in different large cities.

The unquestioned superiority of the Aeolian-Vocalion; its many advantages and selling features; the extraordinary character of the new Vocalion Record; the exceptional service rendered to dealers; and the unapproached quality of Vocalion publicity, make the representation of this instrument an invaluable asset to every progressive music merchant.

Catalog and complete information sent upon request

THE AEOLIAN COMPANY
AEOLIAN HALL, NEW YORK

ROSA RAISA

Prima Donna Soprano of the Chicago Opera Association

A PUPIL and protege of Mme. Campanini, she has already achieved sensational successes in London, Milan, Buenos Aires, Mexico, Chicago, and New York though still in her twenties. A leading Chicago critic has called Raisa "the greatest dramatic soprano in the world."

Raisa is one of the famous group of brilliant artists who are recording for the Vocalion Record exclusively. Her record of the celebrated aria from Il Trovatore "D'amor sull' ah' rosee" is a splendid example both of the superb quality of her voice and the wonderful new system used in making Vocalion Records.



The

A Wonderful Voice—A Wonderful New Record and—the World Famous Phonograph—

AEOLIAN=VOCALION



ON A CERTAIN SUNDAY afternoon last March, Rosa Raisa, prima donna soprano of the Chicago Opera Association, sang at a concert given in the Hippodrome in New York. No man, woman or child who attended that concert will ever forget it. They had heard what the critic of one of the leading New York papers called "the most marvelous, most glorious voice of any kind or character" which had come under his observation in many years.

THAT CONCERT, last Easter Sunday, is a memory. The tones that stirred its great audience to a "frenzy of enthusiasm" live only in the thoughts of those who heard.

In the beautiful Vocalion Studio on West 43rd Street in New York, however, Rosa Raisa has since sung many times. No great audience has been there to applaud, but the melodious notes of that wonderful voice have been preserved to thrill an infinitely vaster audience than any opera house or concert hall could hold.

Rosa Raisa is one of the great singers who are committing their art to the new Vocalion Record. In this Record, and the wonderful new system under which it is produced, are the means by which the world at last may gain a full measure of enjoyment from its gifted ones. Never before the Vocalion Record was perfected had the human voice been reproduced to do it actual justice.

THE new Vocalion Record has followed as a natural consequence the production four years ago of the Aeolian-Vocalion itself. Here was a great phonograph—an extraordinary scientific

instrument, capable of playing records as records had never been played before.

Such improvement in the instrument suggested the possibility of further development of the record, and the new Vocalion Record is the successful result of the efforts in this direction. In combination, these two—Vocalion instrument, Vocalion record—represent the ultimate in phonograph development—the highest point to which the art of phonograph reproduction has yet been brought.

THE Aeolian-Vocalion is today supreme in the musical world. Its leadership rests on definite features of superiority, as follows:

VOCALION FEATURES

TONE—Due to its advanced and more scientific construction, the Vocalion produces richer, deeper, more beautiful and more natural tones than have hitherto been heard from the phonograph.

TONE-CONTROL—The Graduola—the artistic and exclusive tone-controlling feature of the Vocalion, enables the performer to shade and color the music as he will. It enables anyone to participate in the playing of the record, to give voice to his own musical ideas and to prevent monotony by slight changes in the record's stereotyped expression.

APPEARANCE—In both outline and finish, the regular upright models of the Vocalion establish an entirely new standard of beauty for the phonograph. The beautiful Period Styles, though inexpensive, are the most unusual and artistic phonographs ever displayed.

MECHANICAL PERFECTION—The Automatic Stop on the Vocalion is an example of the perfection in mechanical detail characterizing this instrument. Simple, direct and absolutely dependable, this device is the most satisfactory of its kind yet invented.

And The New
UNIVERSAL TONE-ARM—This great feature of the Vocalion, is a notable tribute to the skill and resource of the Aeolian staff. It provides the means by which every make of record can be played upon the Vocalion. With the record situation as it is today—with so many different manufacturers making records—this is the only way that all the great artists can be heard. Moreover, so well has this feature been designed that each make of record is played exactly as intended, thus producing from each the best results of which it is capable.

VOCALION PRICES

Style 500, illustrated at left, price \$175. Period model 1493, below, price \$325. Conventional models, with Graduola, from \$115 upwards; without Graduola, from \$50. Many beautiful Period models, from \$240. All prices subject to change.



The AEOLIAN COMPANY

LONDON—PARIS AEOLIAN HALL, NEW YORK CITY MADRID—SYDNEY

Branches and Representatives in every Principal City of the World.

Canadian Distributors: THE NORDHEIMER PIANO AND MUSIC Co., Ltd. Toronto



The AEOLIAN-VOCALION

*The Phonograph Made By Musical Experts
- For Musical People -*

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 character of the distinguished *Music House* that builds it.

The three instruments illustrated above exemplify the tastefulness and distinction of *Vocalion* cases. That in the center is *Period Model No. 1497* in *William & Mary* design. Its price is \$340. The instrument on the left is *Conventional Model No. 600*, Price \$225. The one on the right is No. 800, Price \$350.

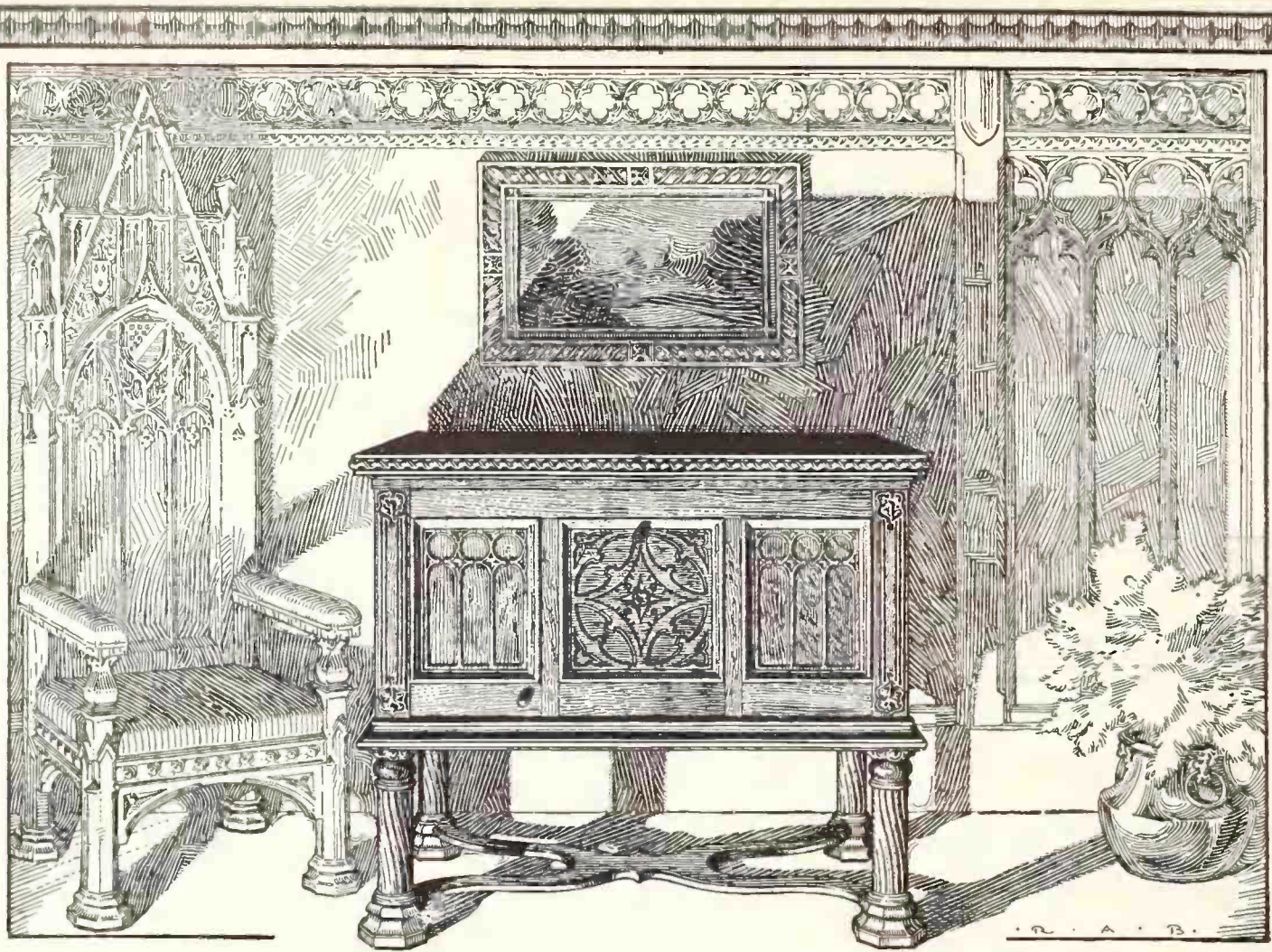
Conventional Models of the *Vocalion* cost, with the *Graduola*, from \$115 upwards; without *Graduola* from \$50. There are many beautiful *Period Models* from \$240 upwards. All prices subject to change.

The AEOLIAN CO., *Aeolian Hall*, NEW YORK CITY

Branches or representatives in all principal cities of the world

Canadian Distributors:
The Nordheimer Piano and Music Company, Ltd., Toronto





Keep Your Home Cheerful With The Music of the Vocalion

WITH music's inspiration so all-pervading as it is at this time, is not an improved, refined, artistic phonograph for your home something to be seriously considered?

With its remarkable new record to augment its own advantages, the Vocalion offers music reproduction that is years in advance of other instruments of its type. The Vocalion reproduces musical tones in a clear and colorful manner unknown to phonographs before.

The modern trend in house-furnishing being to conform to some period of the historic past, we are now offering a group of sixteen exquisite Period Style Vocalions. Contrary to the expectation of those who examine the remarkable beauty of their cases, these Period Vocalions are *extremely moderate in price*. They are purchasable on a convenient monthly payment plan and liberal allowances will be made for phonographs taken in exchange.

The two Period models illustrated exemplify the tastefulness and distinction of the line of Period Vocalions.

The picture across the top illustrates Style 1515 of Gothic design, price \$425. At the left is shown Style 1494, developed in the graceful Adam manner, price \$360. At the right is illustrated the beautiful Style 800, which heads the Conventional Vocalion line, price \$350.

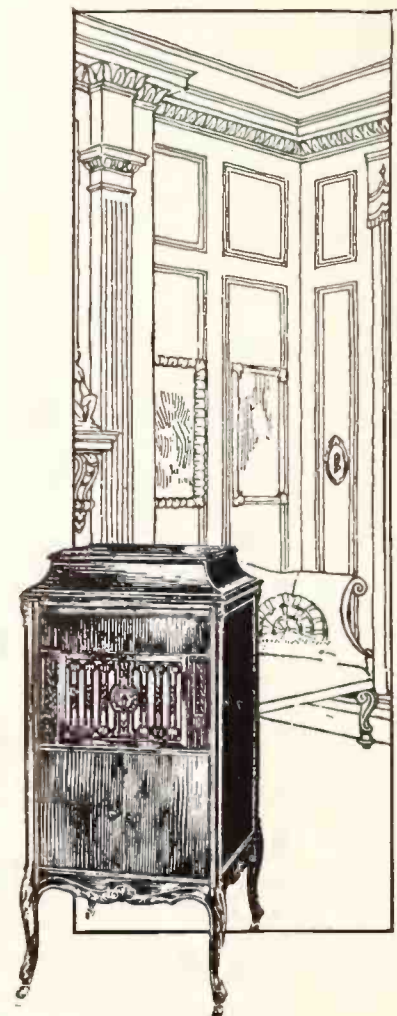
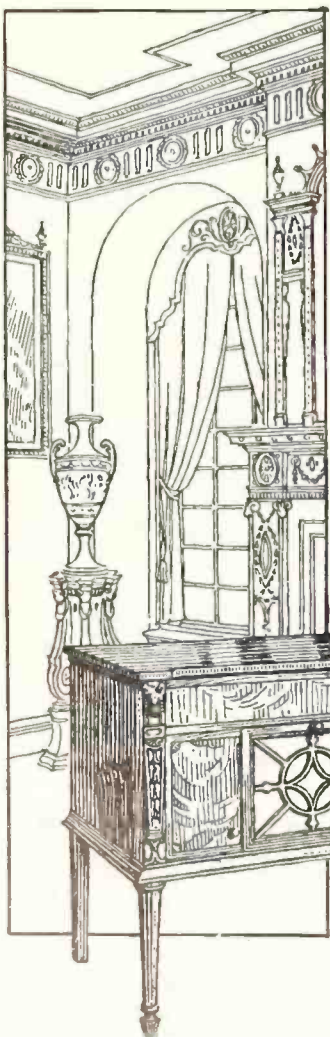
BESIDE its power to reproduce all musical tones in an exquisitely pure and realistic manner, the Vocalion possesses many other distinct advantages. Among these are:

- 1—The advantage of playing the NEW VOCALION RECORD—the most beautiful phonograph music ever produced.
- 2—The advantage of playing every other standard phonograph record with greater beauty and naturalness.
- 3—The advantage of the fascinating GRADUOLA, with which you may vary the expression of your records at will.
- 4—The advantage of harmonizing with and enhancing the appearance of any room wherein it is placed.

Prices of Period Models from \$240

Prices of Conventional Models from \$50

Convenient initial payment and monthly terms if desired



THE AEOLIAN COMPANY

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

In MANHATTAN
29 West 42nd Street

In THE BRONX
367 East 149th Street

In BROOKLYN
11 Flatbush Avenue

In NEWARK
895 Broad Street

TRADE EXCELLENT IN ATLANTA

Increasing Quantity of Stock Is Received by Talking Machine Houses and Is Quickly Absorbed by Public—Reports Indicate That Prosperity Has Strong Grip in South

ATLANTA, GA., February 4.—Talking machine dealers in Atlanta generally report fine business in the month of January. In most instances the amount of business done was limited only by the shortage of stock. Detailed reports follow:

The Atlanta Talking Machine Co., who sell the Columbia line and the Vocalion, and have the oldest name in the Columbia retail business in Atlanta, have been running large space in the local papers, advertising the Columbia records, and their record business has increased amazingly as a result. They state also that their sales of talking machines have held up excellently, and that many parties who could not buy during the Christmas season have been able to fill their wants since. With the probability that the situation with the Columbia Co. will steadily improve from now on, they think that the volume of their business will be larger than ever.

The Cable Piano Co., possibly the largest retailers of the Victor line in the South, through Mr. Salter, manager of the Victrola department, report the volume of business to be very satisfactory, the public seeming quite as eager to buy as before Christmas, and the demand for both Victrolas and Victor records is very active. Mr. Salter looks for an indefinite continuance of this activity.

The Haverty Furniture Co., Columbia dealers, who also sell the Pathé line, through Mr. Wilson, manager of the talking machine department, say that their business is quite up to expectations, their record sales being particularly gratifying. They have taken on the Columbia line of foreign records, for which there is quite a demand in this city, and expect to do a sub-

stantial business with this addition. They say that their stores in Columbia and Charleston, S. C.; Birmingham, Ala.; Memphis, Tenn.; Savannah, Ga.; and Dallas and Houston, Tex., all report fine business in their phonograph departments.

The Phillips & Crew Piano Co., the oldest Victor dealers in Georgia, and the original and pioneer Victor house in Atlanta, wholesale and retail, say that their business is in excellent condition. They were fortunate in receiving early in the new year a substantial shipment of the popular Victrolas, and were thus able to satisfy many of those who had waited until after Christmas to get just what they wanted. They have recently been featuring the Victor records in the local papers, and have enjoyed a very fine record business.

With the probability that the Victor Co. will be able to make heavier deliveries in the next few weeks, they hope to be able to supply each and every one of their customers who have waited patiently for just the model they wish.

Phonographs, Inc., Edison jobbers and retailers, are continuing a fine business. The New Edison is becoming increasingly popular even in the smaller towns in the South, and as the rural people have money to buy almost anything they wish, this high-class instrument is selling readily both in Atlanta and in the smaller centers.

The Delpheon Shop, Columbia dealers, and who also sell the Delpheon, through Mr. Sunderland, state that their business is constantly increasing and expanding. Their sales are 100 per cent. ahead of 1918 and the outlook with them is very bright. Mr. Sunderland is active, aggressive and wideawake in the conduct of his business, and the result obtained recently with the Columbia line shows for itself.

The Elyea-Austell Co., Victor wholesalers, are already planning considerable development of their dealers' service program in anticipation of increased shipments of machines and records from the factory that will tend in the near fu-

ture to place their business on a normal basis. E. N. Upshaw, of the company, recently attended the meeting of Victor jobbers held in Philadelphia, and took occasion while there to visit the Victor factories in Camden.

Chamberlin-Johnson-DuBose Co., Victor and Sonora dealers, say through Edward Brotherton, manager of the department, that their business is showing and has shown an increase every month for the past ten. The proprietors of the store are much pleased with the sales in this department and with Mr. Brotherton's capable management. The Sonora is gaining strength in Atlanta every month.

Dealers in various lines in towns adjacent to or tributary to Atlanta are reported by traveling salesmen to be selling quantities of phonographs and records. This includes Savannah, Macon, Columbus, Augusta and numerous other cities and towns.

RETURNS AS GENERAL MANAGER

F. W. Corley Out of Naval Aviation Service and Resumes Management of Wholesale Talking Machine Department of Corley Co.

RICHMOND, VA., January 29.—Frank W. Corley, son of John G. Corley founder of the Corley Co., Victor wholesalers, is back at his accustomed place as general manager of the wholesale department of "The House That Made Richmond Musical." At the outbreak of the war Mr. Corley entered the Naval Aviation Service and served until a very short time ago. While not yet too fully detailing their plans for 1919, it may be stated that the Corley Co. will energetically maintain their former high records for dealer service and pursue the accepted idea of expansion prevalent throughout big business in this country.

Some men stand all their lives vainly rattling the doors to success and wondering where those inside got their keys.



\$15.00 to Dealers

Top 20 x 22

A beauty—something for those discriminating customers.

We have other cabinets.



Price to Dealers

Size (top) 17 x 19

\$10.50

Size (top) 20 x 22

\$12.00

A leader of popular leaders for efficiency and beauty.

Equipped with the genuine Eject-o-file.

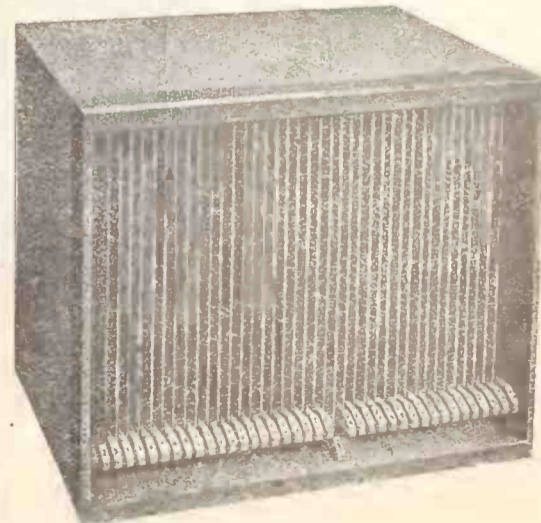
In oak or mahogany.

You need these products in your business.

We need your money in our business.

Let's get together.

All goods thoroughly guaranteed



Built to fit
VOCALION
Style F, G, H, I, J, K
and

EDISON
C-150

Manufacturers--
can install in any
size machine.

We have an attractive proposition.

EJECT-O-FILE SALES CO. 216 W. Saratoga Street BALTIMORE, MD.

Edison Message No. 35

Patriotic Profits

Every day the wheels of industry are turning faster; every day the industrial activities of the nation are becoming more important. The moment the armistice was signed a vast responsibility shifted from General Pershing to you, and other merchants.

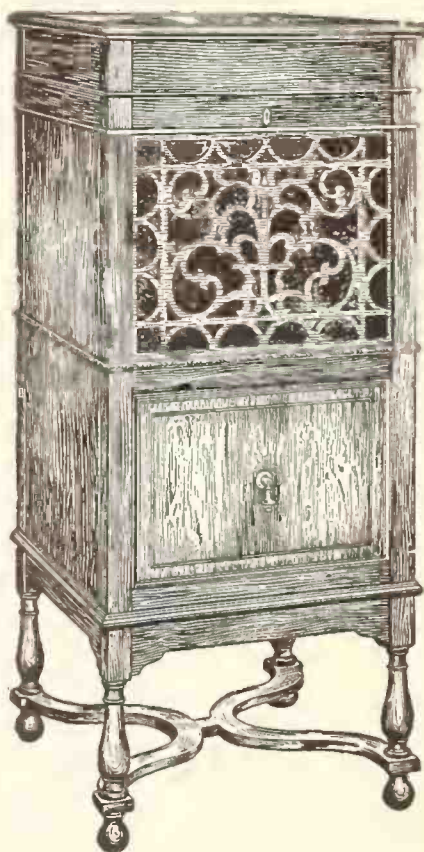
Of course, you are going to take back all of your former employees who went to war—unless there are gold stars on your service flag. But that isn't enough. It isn't patriotic

enough, and it isn't profitable enough.

This will be a banner year for your business; all the signs promise that. Additional salesmen are not only advisable, they are necessary. And a soldier makes a good salesman. He is a trained fighter, and will fight for orders as he fought for Liberty—with all his heart and soul.

So hire a soldier-salesman and begin to gather in the patriotic profits that are coming to you.

THOMAS A. EDISON, Inc.
ORANGE, N. J.



Official Laboratory Model New
Edison—William and Mary Cabinet.

How Best to Advertise Successfully a Retail Talking Machine Business :: :: By Joseph H. Moorehouse

There is so much written and spoken on the subject of advertising that the retail talking machine dealer who really wants to go about the advertising of his business in an effective and result-producing manner is somewhat at a loss as to how to begin and, after beginning, how to stay within the limits of safety in setting aside and spending, or rather, investing, his advertising appropriation.

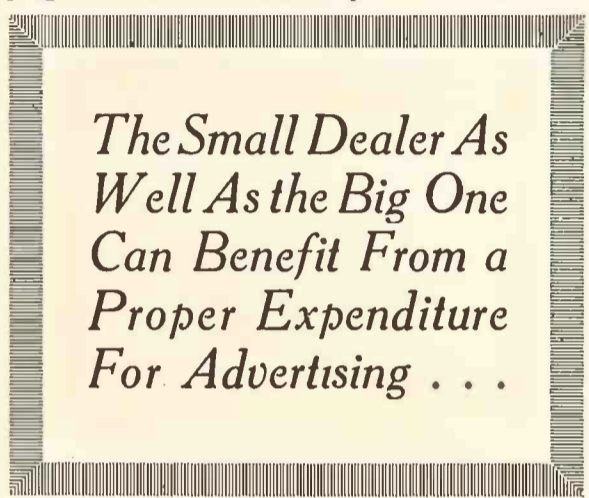
Some of the advertising authorities have advocated the setting aside of a sum representing as low as 2 per cent. of the year's gross business for advertising. Others have advocated 5, 10 and even 20 per cent., and John Wanamaker, the merchant prince, is credited with the statement that if he had \$25 to begin business with he would spend \$20 of it in advertising.

All this naturally appears very confusing to the average retail dealer who is unable to retain and pay for expert advertising advice, but if he wants to get the real value for his money and at the same time be conservative he will realize the fact that much of what is written about advertising is based upon generalities, and that his advertising problems rest largely upon the local conditions he is called upon to meet, the prominence of the papers in his locality and the amount of publicity a specified sum will buy.

There is little that is haphazard about present-day advertising in the matter of selecting mediums, deciding upon space and, in fact, mapping out an entire campaign though it cannot be denied that there is and always will be considerable uncertainty regarding the effect of certain kinds of copy. The main fact to be considered is that advertising should be a fixed factor in the business—an investment that is in every way as essential as rent and, in fact, a trifle more essential.

The dealer should first consider the mediums, in other words the daily and weekly newspapers that cover the territory in which he operates, and then secure reliable information regarding rates, circulation and other factors. In this work the honest solicitor for the local newspaper, if he knows his business, should prove of material assistance for he can map out a tentative campaign for the dealer, which, while including his own paper, will also make use of other mediums that cover the same field at different times, in different ways or reach a different class of people.

The average dealer with only a small appropriation for advertising is frequently discouraged by the fact that some of his larger competitors can use advertising space that is beyond his means, but he is prone to forget that small space used consistently and with the proper kind of copy is as effective in the long run as pages and half pages used intermittently. The old story to the effect that the constant dropping of water will wear away the hardest stone



was never better illustrated than in the case of advertising.

In the great majority of papers the advertiser can contract for a substantial amount of space at a surprising reduction from the one time rate or can contract for the appearance of a ten or twenty-line advertisement to appear daily, semi-weekly or weekly for the year, the rate of the daily insertion being, naturally, much lower. Space bought on this basis is generally known as a "rate maker" and gives the advertiser the privilege of increasing his space for any single issue at the same rate per line paid for the regular advertisement. This method has the advantage of giving the advertiser a special long-time low rate for single spreads of particular announcements and at the same time keeps his name before the readers of the paper every day when he has no special advertisement to run.

The dealer who really gives earnest attention to his advertising can, by the selection and arrangement of his copy cause even a comparatively small announcement to stand out from a page of advertisements and attract attention. The ability to select attractive type and borders

and lay-out the display properly and attractively is as great an asset to the business of the dealer as his ability to close a hard sale.

It is the dealer who has something to say and says it who finds that advertising pays and not the man who is content with the time-worn copy "John Smith, fine talking machines, 12 Blank street, Jonesville." The latter almost throws his money away, for the local directory will give the same information without cost to those who are looking for a talking machine. If such copy is run daily or weekly year in and year out it may possibly impress some constant readers with the fact that Smith handles talking machines, but that is about all.

Talking machine or piano advertising, like all other kinds of publicity, is, or should be, simply a selling talk and should be developed on that basis. The language should be good, the arguments forceful and convincing and every effort made to put in the paper as attractively as possible just what a salesman would be expected to say to the prospective customer who made a personal call at the wareroom. The dealer who tells his reader through his advertisement just what he would expect to tell the same reader were he to meet him face to face in the store, will find that his advertisements will attract more profitable attention than when any other system is used.

There are two factors that make for value in advertising and they are price and name with the price keeping a trifle to the front. There are some talking machines, the names of which are so well known that the mention of the fact that the dealer is the agent for the line will interest the readers. Others, however, are interesting to newspaper readers only from the viewpoint of price, and in such cases prices should be made the basis of the printed selling talk.

Facts about the tone and the various structural features may be presented in an untechnical manner and serve to impress the reader with the qualities of the instruments offered even though he may not fully appreciate the significance of the various features.

An advertising campaign based on the system of selling and with the facts about the instruments told frankly is bound to prove a success if followed out consistently and intelligently. Good copy, attractive but dignified display and persistence are the elements that count.

VICTROLAS=VICTOR RECORDS

*Get them when you want them from us=
Orders shipped the day received=We're
on the main line of the Erie, Lackawanna,
Lehigh and Pennsylvania Railroads.
Service always here, for "He Profits Most
Who Serves Best."* :: :: :: ::

ELMIRA ARMS CO.

Retail 117 Main Street, Elmira, N. Y. Wholesale

OPTIMISM PREVAILS IN NASHVILLE

Wholesalers and Dealers in That Section Making Preparations to Market the Increased Stocks Which They Expect Soon to Arrive

NASHVILLE, TENN., February 4.—Castner-Knott Co., Victrola exclusively, are quoted through Forrest Traylor, department manager, as saying that they are in every respect pleased with the sales in this department except that if they could get more stock they could do a much greater volume of business. Detailed reports of their December business show that it was the largest December they ever enjoyed as to amount of sales. Their department is one of the most attractive your correspondent has ever seen, spacious, neat and well arranged.

Mr. Traylor is optimistic as regards business for the coming year, and is making preparations to get his full share. He recently made a rather extended tour of Northern cities.

Mr. Lawrence, manager for O. K. Houck Co., in the retail Victor department, says that even with the shortage of goods December, 1918, was ahead of any December they have ever experienced, and all things considered he is well pleased with results obtained. The Houck Co., who are also Victor jobbers, expect shipments from the factory to arrive shortly, and their many customers, both retailers and individuals, can then be supplied with Victor product.

At Bond's Graphophone Shop E. E. Hyde, manager, reports January as being well up to the standard of previous years. Shipments from the Columbia distributing headquarters in Atlanta have improved, and Mr. Hyde says if the service now afforded continues he will make a new record for 1919. The sale of records is particularly fine with this concern, their sales now being three times what they were a year ago.

M. F. Shea, dealer in the New Edison, is having a gratifying business, and this high-class phonograph, which for some months was not on sale in Nashville, having had no representa-

tion for a while there, is increasing every month.

H. Brown & Co., Columbia exclusively, say, through Mr. Stelzer, firm member, and who has the department under his immediate supervision, that they are much pleased with the way sales are going. Mr. Stelzer speaks in terms of high praise of the new model Grafonolas.

Reports from fifteen smaller centers near here are "all to the good," and every one in the fraternity seems to regard the outlook as altogether favorable to a prosperous year for those in the talking machine business.

VISITING PACIFIC COAST TRADE

Frank J. Coupe, director of sales and advertising for the Sonora Phonograph Sales Co., New York, is now en route to the Pacific Coast, and according to his present plans will be away about five or six weeks. Mr. Coupe is visiting the Sonora jobbers throughout the country, and his reports to date indicate a record-breaking Sonora business everywhere.

Joseph Wolff, secretary of the Sonora Phonograph Sales Co., spent a few days at Sagamore, Mich., recently, visiting one of the Sonora cabinet factories in that city.

THOS. NILES WITH COLUMBIA CO.

The general sales department of the Columbia Graphophone Co. announced recently that Thomas Niles had been appointed a member of the general sales division with headquarters at the executive offices in New York. Mr. Niles succeeds Norman B. Smith, who has been appointed assistant manager of the Columbia branch in Cincinnati. Mr. Niles was recently discharged from the U. S. Army with the rank of captain, and prior to entering the service of Uncle Sam was associated with the American Chicle Co.

Greatness is never thrust upon a man who leads an aimless life.

NEW POST FOR N. B. SMITH

Becomes Assistant Manager of Cincinnati Branch of the Columbia Graphophone Co.

The general sales department of the Columbia Graphophone Co., New York, has just announced the appointment of Norman B. Smith as assistant manager of the company's Cincinnati branch. Mr. Smith, who assumes his new duties this week, succeeds G. H. Williams, who has resigned from the company's service.

In making this appointment, the Columbia Co. sales department has given a well-deserved promotion to Mr. Smith, for during his year's connection with the sales department at the executive offices Mr. Smith has won the esteem and admiration of all of his co-workers. Thoroughly versed in all details of Columbia merchandise and enthusiastic regarding Columbia quality, Mr. Smith will undoubtedly prove an invaluable assistant to F. F. Dawson, manager of the Cincinnati branch.

DISCHARGED FROM THE ARMY

Russell Hunting, Jr., well known in local recording circles, was discharged from the U. S. Army last week, with the rank of lieutenant. Mr. Hunting was stationed at Camp Upton and was preparing to leave for France when the armistice was signed. He has not made any definite announcement regarding his plans for the future, but in all probability will become associated, with one of the prominent record companies, as he has had several years' experience in the technical end of recording. Mr. Hunting is a son of Russell Hunting, special adviser to the Pathé Frères Phonograph Co.'s recording division.

The Ampliphone Phonograph Co., of Brazil, Ind., whose plant was recently destroyed by fire, have temporary offices in the Citizens' Bank Building. They will occupy temporarily part of the Brinkerhoff Piano Co.'s plant.

Dayton Motors

Best in the World

Possess all the sterling qualities that go to build up a successful phonograph business. They are sold to builders of all the high-grade talking machines, and give universal satisfaction to the user.

We are in position to take care of your orders promptly. Our factory is running day and night and we employ only the most skilled mechanics.

Build satisfaction into your products by using the Quality Line

Dayton Motors

Dayton Tone Arms

Dayton Reproducers

Sold all over the world and used in the highest class talking machines. Write for particulars.



The Thomas Mfg. Co.

Dayton, Ohio, U.S.A.

CHICAGO OFFICE

1500 REPUBLIC BLDG.

Unico



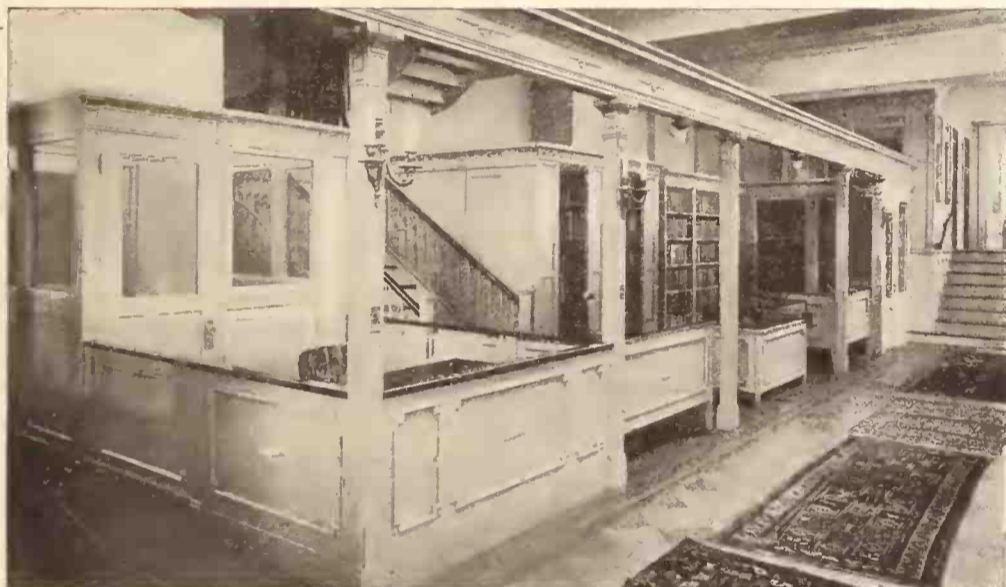
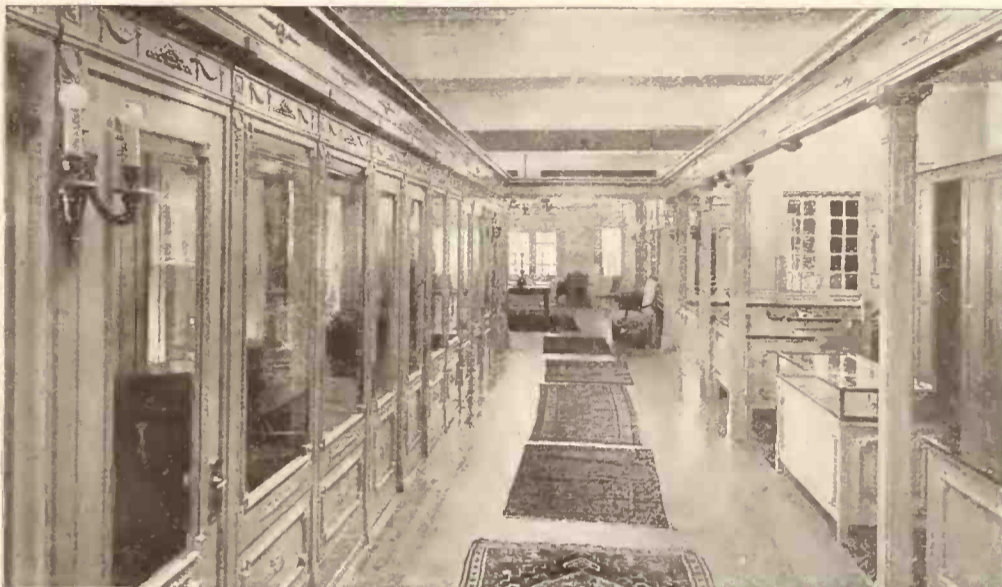
System

Designs and Construction
Patented

THE SALES BUILDER

Unico Equipment
Excels from Every
Standpoint

- Design** . . . Six standard styles
 . . . Special period styles
- Construction** . . . Patented, Interlocking
 . . . Portable Units
 . . . Sound Insulated
- Finish** . . . All standard Oak,
 . . . Mahogany and Enamels
- Efficiency** . . . Increased sales at lower
 . . . cost per sale
- Economy** . . . Moderate first cost
 . . . Always an Asset
 . . . Adaptable any location
- Delivery** . . . Prompt shipments from
 . . . stock ready for immediate use



Prepare
Stupendous 1919 demand for
Talking Machines and Records

Victory
Huge sales and profits will reward
the wise Dealer who installs a
modern Unico department

Peace
will make ample stocks available

**ENLARGE YOUR
DEPARTMENT NOW**

Install a Complete Unico Department

- U** DEMONSTRATING ROOMS
- R** RECORD RACKS
- J** RECORD COUNTERS
- C** DISPLAY ROOMS
- F** DECORATIONS-FURNISHINGS

The Unico System has
Increased Sales and Profits
for almost 1000 dealers



Send to-day dimensions of your available space. Plans and estimates for a complete department will reach you promptly. By acting now you can complete your improvements in season to be ready for **THE BIG BUSINESS.**

THE UNIT CONSTRUCTION COMPANY

RAYBURN CLARK SMITH, President

Fifty-eighth Street and Grays Avenue, PHILADELPHIA, U. S. A.
NEW YORK OFFICE, 299 MADISON AVE. (CORNER 41st STREET)

STOCK SCARCITY STILL PREVAILS IN PORTLAND TRADE

Dealers and Jobbers Alike Anxiously Awaiting Shipments of Machines and Records to Meet Immediate Demands—A Busy Oregon City—An Interesting Budget of Trade News

PORTLAND, ORE., February 8.—The big business done by the Hyatt Talking Machine Co. since they moved into the new store, and particularly during the holiday season, has diminished the stock to such an extent that Mr. Hyatt is anxiously looking for new shipments. Victrolas and records are scarce and the demand as great as ever.

The Stradivara Co. is starting off the year 1919 splendidly. There has been no falling off in the trade since Christmas. The Okeh records are in great demand.

A customer came into the salesrooms of C. Guy Wakefield and bought four phonographs at retail at one time, selecting one Pathé, one Stradivara and two Americans.

The Seiberling & Lucas Music Co. are increasing their floor space and adding to the sales force. Business doubled itself last year, and a still more prosperous year is looked for in 1919.

J. I. Chisholm, who has been a piano salesman with the Portland branch of the Bush & Lane Co., has resigned and gone into business for himself on West Park street. In addition to a piano department Mr. Chisholm will carry the Stradivara talking machine.

The Record Shop, a tiny shop situated next to the Orpheum Building, is busy selling Lucy Gates records. A concert given by the Apollo Club in the Auditorium on January 9 had Miss Gates as its soloist, and the delightful impression made by her beautiful voice stimulated the sale of her records.

Cheney machines are still being called for at the G. F. Johnson Piano Co.'s store. The trade since Christmas has been of unusual activity.

Miss Eva Wachtell, of New York, has joined the sales force of the talking machine department of the G. F. Johnson Piano Co.

L. C. Callahan, who was in an officers' train-

ing camp at Eugene, Ore., and then at the Bremerton Navy Yard in the aviation service, has returned to Portland and resumed his position as manager of the Columbia Dictaphone Co. J. R. Haight was in charge of the department during Mr. Callahan's absence.

A shipment of Victrolas and Cheney talking machines is eagerly awaited by the G. F. Johnson Piano Co., as all machines on hand were cleaned out during the holidays.

The Bush & Lane Piano Co. allow no records to go out on approval. James L. Loder, in charge, says the rule is rigidly adhered to, no approvals or exchanges being permitted. He says this rule will be of advantage to customers as well as to the firm, insuring them fresh goods in every instance.

The "Portland Music House" is the name given by Chisholm & Moffet to their new store at 163 West Park street. They handle the Stradivara line.

"The Lure of Music" was too much for L. P. Older, who left the Columbia Grafonola Co. to enter the shipyards three months ago. He has resumed his former position with the Columbia Co.

Interesting advertisements of the Brunswick phonograph are issued by Frye's Sporting Goods Store of Baker, Ore.

The Wakefield Music Co., under the management of C. Guy Wakefield, just sent a dozen machines to St. Helens, Ore., where a new branch store has been established. The Brunswick and Pathé machines are carried. W. S. Glover has joined the sales force.

The talking machine department of the Reed-French Co. is doing a big business in its new location on Washington street.

Paul B. Norris, of Wiley B. Allen Co., says this year is starting out much better than last year. People have more money and are buy-

ing better machines. When cash sales are not made—and they are the rule—the first payments are big. Victors, Edisons and Brunswicks are handled.

Only enough talking machines to display one or two in the windows and to use in demonstration rooms remain of the big stock of G. F. Johnson Piano Co. Victrolas and Cheney's are sold out.

Donald Smith has returned to Portland after a brief military experience at the officers' training camp at Corvallis, Ore., and intends going into the phonograph business again.

W. B. Maxwell, manager of the talking machine department of the Powers Furniture Store, has recovered from a severe attack of influenza and is again on duty in his department.

Paul B. Norris, manager of the talking machine department of the Wiley B. Allen Co., who had been very ill with influenza, has returned to work, but has lost 16 pounds in weight. He is as busy as ever, however, selling machines and is optimistic over business.

"FLU" DELAYS PORTLAND MEETING

PORTLAND, ORE., February 3.—The prevalence of the "flu" and the number of people in the talking machine business who are suffering with it was the cause of the postponement of the monthly meeting of the Talking Machine Dealers' Association. It is quite probable that no meeting will be held until the second Tuesday in February. By that time it is hoped the epidemic will be over. The great interest manifested by all members of the association increases instead of diminishes as time goes on. Arrangements are being made by Taylor C. White, vice-president, and other members who are on a committee with him to make the next meeting the best ever. Speakers of eminence, who can speak with authority on the talking machine business and on business in general, are promised by the committee, and if all goes well the February meeting will be a most important and profitable one.

STRADIVARA

Art Phonograph

PATENTED

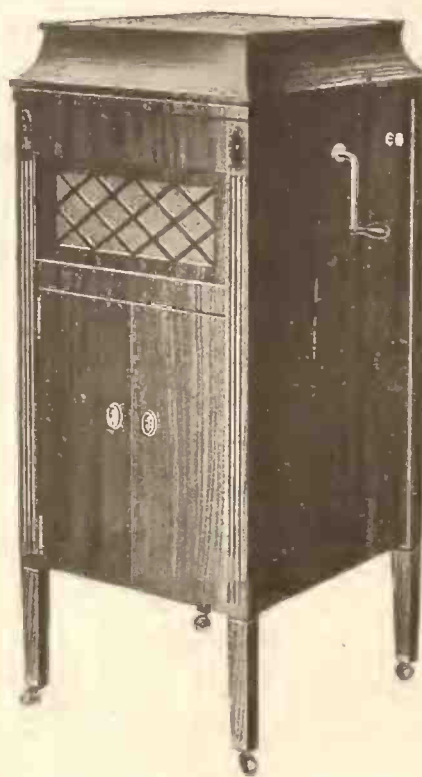
"KNOWN FOR TONE"



TO convey to you by mere type and ink the real exquisite beauty and artistic worth of the Stradivara is beyond our power. Highly scented compliments, self-paid, have, by their commonness, lost all meaning.

The only possible way for you to realize the fact that the Stradivara is actually different and superior is to see and hear it. This alone will bring to you an appreciation of the skill, the masterful attention to detail, the idealism and the dreams that are embodied in this product.

We know the Stradivara is different and superior. We want you to know it. See it, hear it and test it. The more critical you are the more quickly will you recognize its superiority.



No. 95.—List Price \$95.00

It wins by comparison

Other Models from \$60 to \$250

Write us. It will pay you.

The COMPTON-PRICE COMPANY
COSHOCTON, OHIO

REG. U.S. PAT. OFF.

Paramount Records

Double Disc



Records of the Hour!

Paramount is the popular all-hit line of Independent Records.

The Ideal Seller for dealer and jobber alike.

No weak selections that stock up on your shelves and eat your well-earned profits.

An independent line that you can afford to push, because it is well advertised and yields liberal profits.

The most profitable of Broadway's latest hits.

THE NEW YORK RECORDING LABORATORIES, Inc.
PORT WASHINGTON WISCONSIN

It's the
Greatest
Record
Proposition
in America
Today

Dealers write today for further details and our late catalog.

Some choice territory is still open. Send this coupon for full information.
Name _____
Address _____



When you play the "Spirit of Victory" March, you sell it. Prince's Band—Columbia A-7535.

Columbia Graphophone Co.
NEW YORK

CHRONICALLY SLOW ACCOUNTS AN EXPENSIVE BURDEN

When Cost of Carrying Slow Accounts Approaches the Gross Profit Figure It Is Time That the Account Was Closed, Says N. H. Tatman—Hints for Collection Department

The collection department should keep an accurate record of the additional cost of carrying slow accounts to determine definitely the cost entailed, such cost to be offset by the gross profit. When the account reaches a point where it is within 5 per cent. of the profit the account should be closed. A letter should be sent the customer, if a representative cannot call, setting out clearly and firmly why the account is no longer desirable. The amount figured as loss should be charged to loss account and not to expense.

The collection department should keep accurate records showing the additional cost of collection which will consist of clerical work in checking over accounts, making extra statements and cost of drafts if drawn, traveler's time taken from his regular duties, attorney fees if incurred and interest on account if not collected.

The customer who is chronically slow is as certain to be overtaken with failure as the sickly body is with fatal disease! Slow payments are habits formed which if allowed to go unchecked become permanent and will surely cause failure. It is a habit which if not corrected in time will prove fatal. One remedy would be to get the names of the slow customer's creditors and by trade inquiry develop his exact status. When the creditor who has the largest amount at risk or who has had the longest acquaintance with the delinquent has gathered the facts he should call upon the slow account, presenting the whole situation, making it plain there is no cause for alarm but that the creditors' representative is merely calling in the interest of the customer to show him the error of his ways and where these errors will bring him. If he fails to get a friendly reception, the creditor should firmly make it plain to the debtor that his procrastination cannot continue; that he is empowered to force a change. The large majority of slow accounts can be turned into desirable customers, but if not, a creditors' meeting should be immediately called to determine the best, quickest and most economical manner of bringing the account to an end, thereby stopping the drain.

Credit men who have carefully analyzed the

slow account are sure to arrive at the conclusion that if the disease cannot be cured the best thing to do is to withdraw, for the longer the customer remains on the books the greater the loss.

The credit man can go into the affairs of the slow customer where others cannot, for he can appear as a friend desirous of helping his customer. This is not wholly an unselfish motive and the customer can be made to see that it is for the benefit of creditors as well as the debtor that the credit man is so solicitous of the debtor's welfare. If the slow customer is taken care of in time and does not have too many other faults, he can be put on the road to suc-

ISSUE NEW RECORD CATALOG

Complete List of OkeH Records to Be Found in Well-Arranged Volume Just Issued by the Otto Heineman Phonograph Supply Co.

The Otto Heineman Phonograph Supply Co., of New York, has just issued a complete catalog of OkeH records, and this new publication indicates the rapid strides which this popular record library has made within the past few months.

The cover of the catalog presents the well-known "Victory" illustration that the company has used in its general OkeH record publicity during the past few weeks. This illustration not only appears on the new catalog, but is also featured on hanger supplements, motion picture slides, etc. The color scheme is red, white and blue, and this design is followed throughout the catalog.

The records are listed according to classes, among these being dances, heart songs, instrumental selections, popular songs, patriotic, standard songs, etc., etc. The diversity of this catalog indicates the possibilities for developing OkeH record business; and the hearty reception accorded these records bears testimony to their merit and sales value.

Among the popular artists who are represented in this new catalog are Joseph Phillips, Collins and Harlan, Henry Burr, Lewis James,

cess, thereby saving the debtor's assets as well as making a profitable customer for the house. Whether or not it will pay the house to spend the necessary time and money to save a customer all depends upon the customer having the capacity, character and capital to acquit himself well when put on the right track. This must be decided in each individual case.

In conclusion, it is urged upon all credit grantors that they have the moral courage to close an account on their books which is slow and unprofitable. A credit man is doing his house as well as fellow credit men an injustice if he permits the slow account to continue to operate. The symptoms are so plain that none can fail to see the first effects of the slow account and right then and there is the time to apply the remedy before it becomes a fixed habit, the purpose being either to cure it or wind it up to prevent greater loss.

Arthur Fields, Arthur Campbell, Reed Miller and others. There are a number of 'cello numbers played by Vladimir Dubinsky, and Paul Eisler has contributed piano records to the OkeH library, which have met with marked favor. The Berkshire String Orchestra, well known in musical circles, also records for the OkeH library, and the dance records include selections by the Fred Van Eps Quartet, Majestic Hotel Dance Orchestra and other successful organizations.

ECONOMY WORTH CONTINUING

Probably one of the war economies which has been most widely adopted and is still most worthy of continuation is the plan of using the back of original letters for the carbon copy of the answer thereto, instead of making a carbon copy on a separate sheet of paper. This plan serves to save paper on the one hand, and makes for efficiency on the other, in that an answer-letter cannot possibly become separated from the communication to which it is a response.



COTTON FLOCKS

.. FOR ..

Record Manufacturing

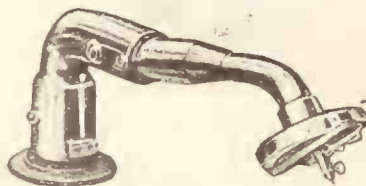
THE PECKHAM MFG. CO., 238 South Street
NEWARK, N. J.



style 900

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 S. Wabash Ave., CHICAGO, ILL.

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



10-inch Double-Discs
Play with either a sapphire or steel needle

TO THE TRADE

FOR THE DEALER

OkeH Records afford dealers unlimited possibilities for developing a profitable record business.

OkeH Records have achieved phenomenal success during the past few months. They are being distributed by responsible houses throughout the country, and this distributing organization is growing stronger every day.

OkeH Records comprise the best selling hits in the phonograph industry. Our jobbers are ready to ship them promptly and immediately upon receipt of your orders. There are no "lost" sales for the **OkeH** dealer. He has the records in stock when they are needed.

FOR THE JOBBER

We have some desirable territory open just now for responsible and progressive houses who are equipped to handle the **OkeH** line as distributors.

This is a big proposition, and we will consider applications for jobbing territory from concerns who are ready to give this proposition intensive consideration.

Otto Heineman Phonograph Supply Co., Inc.

25 West 45th St., New York



The Application of Period Decoration to Talking Machine Cabinets—The Louis XVI Style

In our article on the application of period decorative art in *The World* last month we dwelt at some length upon the style of Louis

XV, which can be held as representing the peak in French decorative art—that is, so far as flamboyancy and extravagance are concerned. In the study of the French decorative arts, the development from the severe ecclesiastical lines of the Gothic, through the Renaissance, and the reigns of the Henri's, Charles, Francois, etc., to the time of the Louis, shows us a constant tendency towards greater elaborateness, although that tendency up to the time of Louis XV was held more or less within bounds.

It is the law of Nature that every action must be followed by a corresponding reaction, and it is, therefore, but natural that this law be followed out in the history of France, and in the history of her decorative arts, for art follows history. The constant development of court extravagance, which reached its climax during the reign of Louis XVI, naturally placed added burdens upon the population in general, and at the end of his reign the rumblings of revolution were coming closer and closer to the throne. It was but natural that realizing conditions Louis XVI should take steps to do

away with court extravagance so far as possible, and to cater more strongly to the common people.

passé, but interest was turned towards the boudoir and intimate home apartments, and here the tendency toward conservatism made itself felt in the adoption of many classic details of the daintier order. No style has ever so well deserved the word "dainty" as that of Louis XVI. In fact, it seems a very feminine style, and has the appearance of less permanence than most of the other styles, due to the minor part played by the architectural construction. The modest taste of Marie Antoinette made itself felt upon decorative art even before she became Queen, and when she finally ascended the throne the tendency towards the classic was already well established.

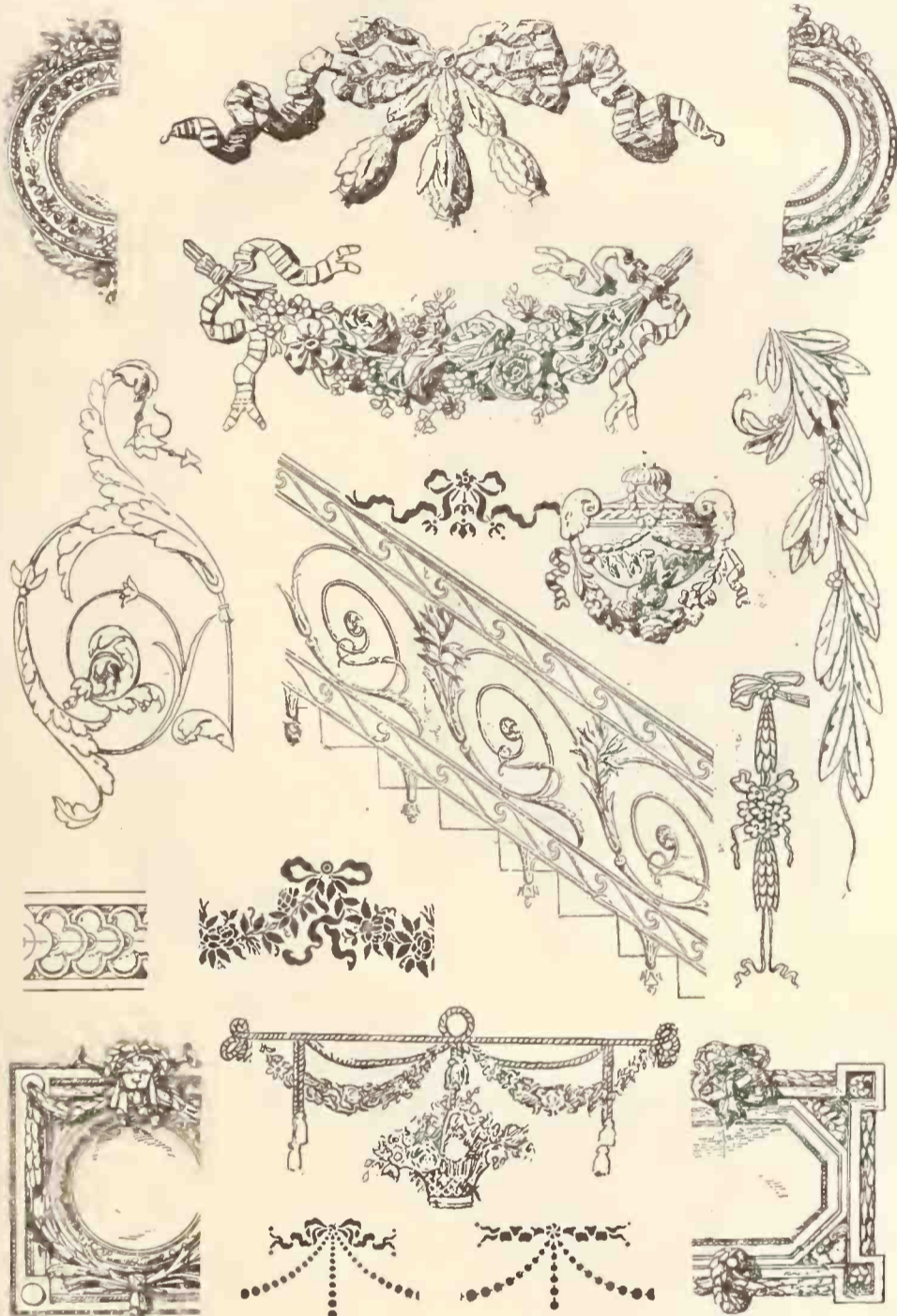
In furniture, from which the modern cabinet makers would naturally get their ideas, there was a demand for the lighter styles, but with rich ornamentation copied to a considerable extent from the ancient Greeks. The scrolls once so common in French styles were replaced by straight lines, and the carved legs, columns, etc., by flutings. These flutings were often relieved by quills and husks partly filling them, some extending from the bottom part way up, and others from top and bottom, leaving a space of plain fluting in the center, the whole modestly decorated with plain gold or gold mixed with silver, which gave the appearance of red or green gold. In many cases the plain fluted legs of tables, desks and cabinets were relieved by stretchers.

Where panels were possible in harmony with the design they were filled by studies closely following nature and chaste grouping of Cupids, but with a total disregard for the mythical. The chief furniture and cabinet maker of the period was Reisener, who was established at the Bureau du Roi, Louvre, and who for twenty years worked for Marie Antoinette. His chief styles were in marqueterie, and these were adorned with metal work by Gouthiere.

The advancement of the French classical school of design received a check in the midst of the reforming process by the beginning of the Revolution, although it was partially resurrected during the first of the Empire period by the masters of the school, many of the chief having survived the turmoil of revolution after greater or less terms of imprisonment.

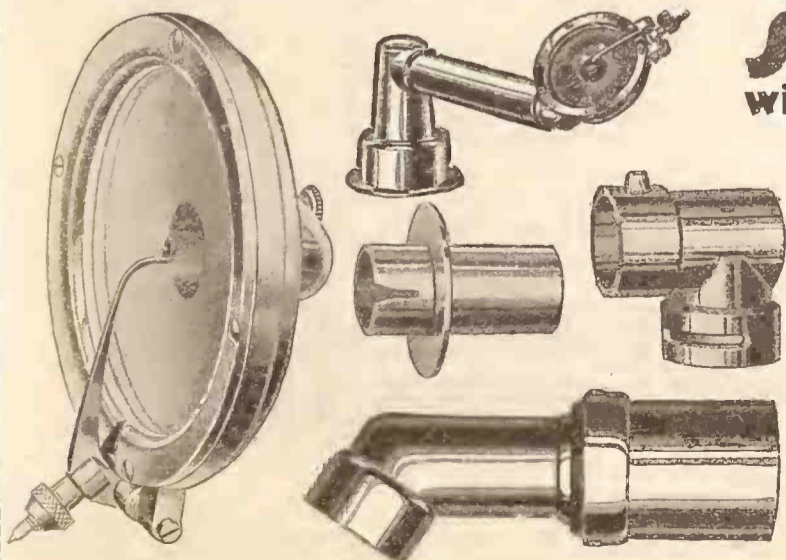
Interior decoration in France during the Louis XVI period reflected more than at any other time the personal style of one or two master decorators. Herewith are shown a number of decorative details quite frequently used in the period. They will all be easily recognized as to some extent typical of the style in question.

The flowing, undulating ribbon ends and grace—
(Continued on page 29)



Louis XVI Decoration Will Fit Modern Requirements

Louis XVI had good intentions, but little force of character, and his Queen had force of character but no means of making it felt. The result of this reform work, therefore, was that the courtiers and nobles played at being simple, and the elaborate court functions were given up. The heavy court decorations, therefore, became



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



STEGER

THE Steger Talking Machine is the finest reproducing Phonograph in the world. No matter what artist makes the record, the Steger Phonograph will reproduce every sound perfectly. It is the universal Phonograph, that plays all records *correctly*. There are no parts to change.

The Steger is the Phonograph that you have always said someone, some day would build. The patented Steger tone arm has revolutionized the Talking Machine world. It gives the correct pressure when playing any record. The patented Steger sound chamber is made of violin-wood and affords perfect resonance. The Steger record container is unique.

STEGER & SONS PIANO MFG. CO.

Steger Bldg., N. W. Cor. Wabash & Jackson
Chicago, Illinois

Factories: Steger, Illinois
On the "Dixie Highway"

APPLICATION OF PERIOD DESIGN

(Continued from page 27)

ful bowknots are among the most typical of the Louis XVI decorative bits. Ribbons and bows have been used for centuries in decoration, but always with a certain attempted dignity. The Louis XVI ribbons and bowknots do not try to be dignified. Like all else in that style they merely wish to be dainty, pretty and graceful, and the designers attempted to give the ribbons an appearance of motion, as if a breeze shook the ribbon ends. The result is that Louis XVI ribbon ornaments are usually peculiarly crinkled, but they are no less pleasing on that account.

So, too, we notice in the floral and leaf festoons an attempt to embody lightness and grace rather than severity or dignity, and the lightness is gained, not by making the festoons and garlands thin and unnatural, as in the Regency style, but by keeping the color and shadows light, and by neutralizing the naturally staid lines of the festoon by close juxtaposition of light fantastic ribbons.

The Louis XVI scroll is also a type seen but seldom elsewhere. It is not a rounded scroll, but a flattened scroll, so that the effect is not that of a circle, but of an ellipse. This is a subtle method of suggesting the same delicate lightness that seems to have been the main desire of the decorators of that time. A circle suggests strength of resistance. An ellipse seems about to flatten out or break down, and the idea of something caught while in movement is what the decorator desired to suggest.

Nearly all the more delicate Greek decorative mouldings and decorative details were freely used. In fact, the entire Louis XVI style is an idyllic Greek. It is a Greek pastoral, but with the shepherds and shepherdesses in full dress. It is an attempt to combine a classic style with a romantic mode of thought, and the result is just what might be expected—a dainty, pretty bit of play acting in the lives of the people and an appropriate stage-setting.

More than any of its predecessors the Louis XVI was a style suitable for home life, and yet it was superb enough for a royal palace. By varying the fabrics and the amount of detail in the decoration, it could be made enormously expensive or to meet the needs of average wealth. It shows pieces depending on sheer beauty rather than on elaborate effects for their attractiveness and is a style that proves most interesting and satisfying to-day. A number of talking machine cabinet designers have already adapted the Louis XVI with great success and others are learning constantly of its value. The design is one of the most popular and lends itself most admirably to interior decorative schemes.

It's far easier to take things as they come than to chase after them when they've gone.

See how the jobbers in *The World* can supply your wants.

NEW UDELL CATALOG ISSUED

Handsome Volume of Nearly Thirty Pages Devoted Entirely to Illustrations and Descriptive Matter About Udell Record Cabinets—1918 Business Sets New Record for This House

A handsome new Udell catalog, which may be most appropriately termed a "Blue Book of Dependable Record Cabinets," has just been issued by the Udell Works, Indianapolis, the entire booklet, embracing twenty-eight pages and cover, being devoted entirely to Udell cabinets, designed especially for use with the most popular models of table machines of the leading makes, including Victrolas and Grafonolas, Pathéphones and Aeolian-Vocalions.

Each cabinet model is illustrated on a page by itself, with the appropriate machine placed thereon, and accompanied by detailed descriptive matter regarding the cabinet, its size, finish, capacity, weight, etc. Horizontal, vertical and felt interiors are provided for the various cabinets as desired. The descriptive matter has been compiled in such a way that the buyer can order from the catalog with a perfect knowledge of what he is getting, and that fact should prove of distinct value in increasing the sales of dealers.

The Udell Works have not taken any space in the catalog to blow their own horn, as it were, in the belief that Udell reputation for quality that has been maintained for so many years is sufficiently well known to make reiteration unnecessary, and that the principal desire of the user of the catalog is to learn something regarding the cabinets themselves. All the cabinets shown have already proven their popularity by demand.

One of the interesting features of the catalog is the page of newspaper cuts designed for the use of the retailer in his local advertising, electrotypes being supplied by the Udell Works at actual cost. The cuts are designed for use in column width advertisements, and include detailed sketches showing the use of the patented hinge rim at the back which serves to make the talking machine and cabinet appear as one complete whole.

So far as is known, this is the first attempt of a talking machine cabinet manufacturer to supply advertising material to his dealers, and opens a new avenue for dealer service.

According to Tom Griffith, sales manager of the Udell Works—who, by the way, has just returned from a most enjoyable vacation spent in Florida—that company is at present enjoying a big business, with absolutely no let-up following the holiday demand. As a matter of fact, a large part of the present output of the factory is being used to fill orders that have had to stand since before Christmas. The year 1918 was the best in the history of the Udell Works, and despite war conditions the prospects are that 1919 will prove even better.

"Right here we want to acknowledge that our advertising in *The Talking Machine World* has contributed very generously to our success,"

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.

declares Mr. Griffith. "We mean that we get splendid results from our advertising, and most of these prospects that see our advertising in *The World* become customers." While Mr. Griffith was in Florida he was gratified to find Udell cabinets in the leading music stores in the various Florida cities.

THE "SONORA BELL" INTERESTS

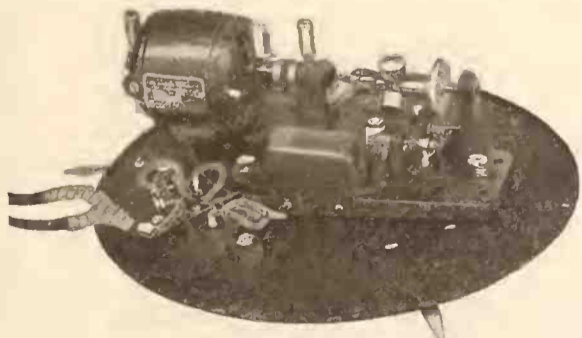
House Organ of Sonora Phonograph Co. Appears in New Dress With Timely Articles

The "Sonora Bell," the house organ published monthly by the Sonora Phonograph Sales Co., New York, appears in a new dress for its January issue, and in its present form is one of the most up-to-date and attractive publications issued in the talking machine field. It has been revised, enlarged and generally improved, and contains a world of information that can be utilized to practical advantage by Sonora readers.

One of the most interesting articles in the January issue is contributed by George E. Brightson, president of the Sonora Phonograph Sales Co., who points out concisely and informatively the distinctive merits of the Sonora phonograph. There are numerous items referring to the advertising campaigns recently inaugurated by the Sonora advertising division, and particular mention is made of the pleasing success that has already been achieved by the Sonora semi-permanent silvered needle.

Two pages are devoted to artistic illustrations of Sonora period models, and the suggestion is advanced that the dealers and their sales people acquaint themselves with the important features of these models and familiarize themselves with their selling points. The instruments presented in these two pages include the following Sonora period models, Louis XV, Duncan Phylc, Colonial and Gothic.

Edison once said he "could excuse an ignorant man groping in the dark," but he, "had no time to waste on a man that knew he was in the dark and didn't find his way out." Know your business thoroughly—try and learn the methods by which some men conduct business profitably—apply them so far as you can to your business—learn why some men fail and try to avoid their mistakes.



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

The New Model "B" DIRECT DRIVE Johnson ELECTRIC MOTOR

Is now ready for the trade. It contains the latest improvements, is noiseless, and maintains perfect speed under all conditions either D. C. or A. C. current. A reliable electric talking machine motor is a valuable asset to any dealer who seeks "live" business. The Johnson Electric Motor Co. manufactures RELIABLE Electric Motors. They are now ready for immediate delivery. Write for particulars today.

JOHNSON MOTOR COMPANY

3233 West Lake Street

Telephone, Garfield 6724

CHICAGO, ILL.

KRAFT, BATES & SPENCER, Inc.

156 Boylston St., Boston, Mass.

are pleased to announce that they
are now wholesale distributors
in the New England States for

The
Brunswick
ALL PHONOGRAPHS IN ONE

The Brunswick-Balke-Collender Co., *Manufacturers*

having established a separate and complete
wholesale department, the sole purpose of
which is to serve Brunswick dealers with
the high standard of service which such
a department assures.

Pending the call of one of our representa-
tives, we invite your correspondence. When
in Boston, you are invited to visit our
Brunswick Wholesale Department, where we
will gladly take care of your requirements.

THE TRADE IN BOSTON AND NEW ENGLAND

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

BOSTON, MASS., February 2.—January has certainly been some busy month in the local talking machine business. It has been the old story, difficulty of getting sufficient goods, and now that the ban is off on so many departments of war necessities money is flowing into channels which were more or less dammed up before while war activities were on. The general surmise that factories would be back to normal about March 1 has now given way to a new prediction, that it is more likely to be May, or even midsummer, as one dealer said to-day, one, too, who had just returned from one of the large factories. Of course, conditions have improved considerably over December and November, but the scarcity of goods is still a serious problem, especially in the face of greatly increased sales. With things as they are it is no easy task, in fact it calls for the exercise of great tact and good humor, for distributors to keep the trade at all satisfied.

Need of Wide Organization

Your correspondent has heard considerable talk since the last issue of *The World* reached town of the possibility, some say probability, of the trade soon getting together to effect some kind of a trade organization, such as was advocated in this department. The great trouble seems to be that no one wants to start the ball rolling; many are eager to fall into line if only some one will come forth and be the leader. One thing your correspondent has learned is this: That if the trade does not take the initiative soon, representatives of the Boston Chamber of Commerce will call upon the talking machine trade to declare themselves in favor of organization, for it is the determined purpose of the governing board of the Chamber to get as rapidly into line all trades and departments of

business not already organized. By this means the trade will get a certain recognition from the Chamber which they do not now have, because unorganized. It is understood that the Chamber is going at this thing very seriously, and your correspondent knows for a fact that the talking machine business has been named to one of the governing board as one line of activity that needs attention. To be properly organized means a general solidifying of business all along the line, and with a concert of purpose, all for mutual good it is not inconceivable that occasions may arise when the support of one line of industry may be badly needed by another. Quite outside of the business advantages, there is the social side that might be advanced as one good reason for organization. A dinner once a month, or even bi-monthly, such as some of the organizations have, is one means of pleasant comradeship and would prove a valuable medium for members of the talking machine business to know each other better. As intimated last month, the arguments are entirely in favor of organization; there are few, if any, to offset them.

Incorporated Under Laws of Massachusetts

The Eastern Talking Machine Co. of Massachusetts was formally incorporated a week ago in accordance with the laws of this commonwealth. The capital stock is named as \$300,000, and the incorporators are Charles H. Farnsworth, of Cambridge; George A. Dodge, of Boston, and James A. Morse, of Hull. Mr. Dodge, as already announced, is practically the head of the concern, which plans a big expansion of business. Under the name of the Eastern the company has been doing business here for a number of years. Originally it was incorporated under the laws of West Virginia, but one of the

first things that Mr. Dodge arranged for when he took hold was to incorporate under the laws of Massachusetts, as this plan was from every point of view more advantageous to a broad conduct of business and with less hampering of influences than could have been possible under the old incorporation. Mr. Dodge has a great admiration for the Victor Company and its methods of doing business, and being distributors of that company's product it is his ambition to keep pace with it in every way possible.

Warren A. Batchelder's New Post

It will be good news to the local trade to learn that Warren A. Batchelder has come back into the trade after having been with one branch of war work since last summer. Mr. Batchelder has been at Newport News, Va., acting in an official capacity for the Motion Picture Bureau, which has been operated under the auspices of the Y. M. C. A. On the first of the month Mr. Batchelder assumed his new duties as manager of the retail store which has heretofore been known as the Eastern, but which will soon be known to the public by some other name, something that will be more distinctively representative of the Victor-Victrola line. Mr. Batchelder is thoroughly acquainted with the business and has a host of friends which he made while with Chickering & Sons, the Henry F. Miller Co. and the Hume Piano Co. Meantime, a number of advantageous changes have been made in the retail establishment in Tremont Street and more are under contemplation, especially on the ground floor.

Makes Most Auspicious Start

Manager Oscar W. Ray, of the newly-formed Emerson New England, Inc., reports that his concern has made a most auspicious start and

(Continued on page 32)

EASTERN TALKING MACHINE CO., WHOLE-
SALEERS OF VICTOR PRODUCTS,
will in the future .

WHOLESALE EXCLUSIVELY

From their new quarters in the Heart of the
Wholesale Section of Boston.

EASTERN TALKING MACHINE CO.

Location: Second Street Off Essex Street, Going Toward South Station

180 OXFORD ST.

BOSTON, MASS.

THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 31)

everything is looking rosy for a big year. His house has been appointed distributing agents for the Q R S player rolls and it is the plan of this concern to give twenty-four hour service, which means that all orders received will be given immediate attention. It has also been made distributing agents for the Brilliantone needles for all of New England, and an entirely new and original feature in the record industry is the flexible indestructible records in the shape of toys and talking books for children, which are largely for educational purposes. Several new people have been added to the office staff, and more will be taken on from time to time as the development of the business demands.

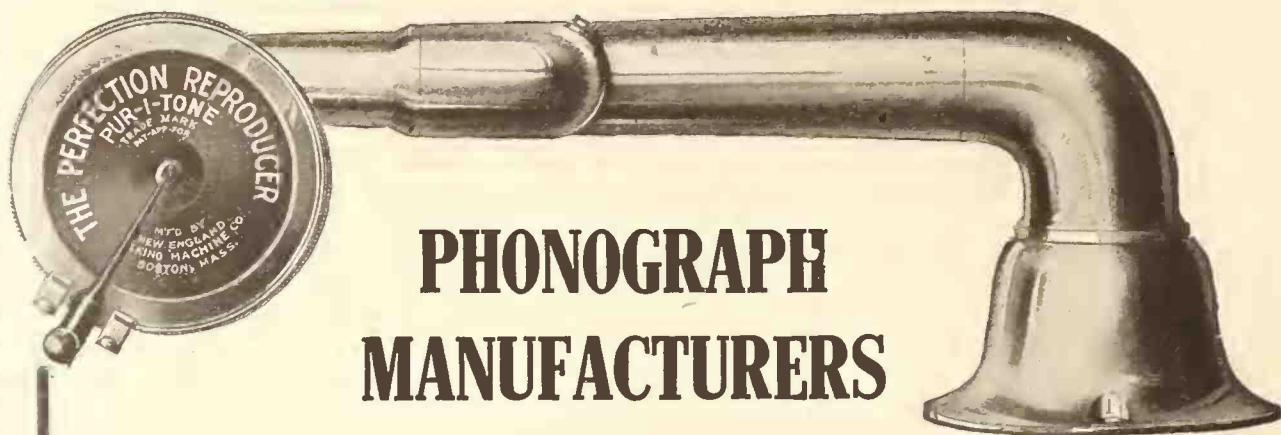
On Wednesday, January 22, all the local staff, with the exception of the traveling men, dined together at the Engineers' Club in Arlington Street. Arthur H. Cushman, president of the company, came over from New York. Another dinner soon will be arranged for at the same place, at which there will be present George Bliss, of the Q R S; A. H. Carlisle, vice-president of the Talking Book & Toy Corporation, and H. W. Acton, representing the Brilliantone needle. All the salesmen will also be present on this occasion.

Developing Brunswick Trade "Down East"

Now that the jobbing representation of the Brunswick phonograph has been taken over by Kraft, Bates & Spencer, Inc., every effort is being made to push this excellent proposition to the fore among the trade. Harry Spencer, who has given the machine the most careful attention and study, is thoroughly convinced that here is something that only needs sufficient exploitation in the hands of competent demonstrators to convince people of its fine qualities. It is specially significant that since taking hold of the Brunswick this Boston company has entirely sold out its allotment and already the demand for the machines far exceeds the supply. F. H. Walter, who was the chief exploiter of the Brunswick phonograph when it was with the Brunswick-Balke-Collender Co. at the other end of the city, is associated with the Kraft, Bates & Spencer house, and now that he is out of the service it seems good to him to be back in the trade once more.

Pathé Expansion in New England

The Brooklyn, N. Y., factory of the Pathé was honored with a visit a while ago from Manager Ainslie, of the Hallet & Davis Co., and he returned to Boston with some good shipments of goods, which carried him over a time of pressure. Manager Ainslie is getting his New England department into splendid working order. Special effort will be made from now



PHONOGRAPH MANUFACTURERS

The No. 9 PUR-I-TONE reproducer is now ready for shipment. Attached to our Nos. 9 and 10 tone arms, it makes a combination of arm and reproducer unequalled by any manufacturer. This reproducer is the finest in the world. We guarantee that it will reproduce ALL makes of records to your satisfaction. Perfect clarity, excellent volume from all records. If the amplifying section of your machine is right, the reproducing results from all records will be the finest that can be had.

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.

on to get in touch with the foreign element through the offer of attractive records in their mother tongue.

H. C. Spain, son of Herman T. Spain, of Chickering & Sons, is doing most effective work for the Pathe line. His special territory is New England, and lately he has been in Maine closing up with several new dealers, who are quite enthusiastic over the merits of the Pathe proposition.

Hearty Welcome for John Cavanan

Manager Henry Winkelman, of the Victor department of the Oliver Ditson Co., spent sev-

eral days at the Camden, N. J., factory of the company the latter part of the month. The business done by his department in January was very satisfying, but would have been more so if all the customers desiring machines could have been more promptly taken care of.

There was one returned soldier who got a warm reception from his Oliver Ditson associates, especially those in the Victor department, and that was John Cavanan, who has been attached to United States Naval Battery No. 1. He returned to his old duties a short time ago after having been discharged from military

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

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

NOW READY (Large Size) No. 9132 Retail 75 cents

New Gold Seal Emerson Record

BEAUTIFUL OHIO—Tenor Solo, Orch. Acco. Sam Ash
 IN THE LAND OF BEGINNING AGAIN—Baritone Solo, Orch. Acco. Arthur Fields

A substantial stock of this record is on hand and ready for immediate delivery. Place orders for this tremendous hit, and include your requirements of the other BIG EMERSON HITS.

Immediate delivery assured on these EMERSON GOLD SEAL RECORDS

9111 { Come on, Papa—Character Song, Orch. Acco. Irving Kaufman Have a Smile—Male Trio, Orch. Acco. Sterling Trio 9113 { Kisses—Male Trio, Orch. Acco. Sterling Trio Bring Back the Roses—Tenor Solo, Orch. Acco. Will Oakland	9118 { Till We Meet Again—Waltz Emerson Military Band The Rose of No Man's Land—Fox Trot. Emerson Military Band 9115 { Jim, Jim, I Always Knew You'd Win—Baritone Solo, Orch. Acco. Arthur Fields Welcome Home—Tenor Solo, Orch. Acco. Henry Burr
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Your orders for Q R S Player Rolls, and Brilliantone Needles will be delivered promptly with your Emerson Records, from our Boston stock.

Emerson New England Inc.

80 Boylston Street
Boston, Mass.

Distributors for Emerson Records, Q R S Player Rolls and Brilliantone Steel Needles throughout New England

Emerson
Records

THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 32)

service. He has been overseas seven months and saw severe fighting at Soissons and Verdun. Frequently men beside him were either killed outright or badly wounded, but he providentially came through without a single hurt.

C. C. Harvey Co. Musicales Interests

Following a pretty custom inaugurated last winter the C. C. Harvey Co. pleasantly entertained a large company of people one afternoon in January with a musicale at its Boylston street warerooms and in the course of the program the Victrola figured prominently. The feature of the musicale was Oscar Shaw, leading man of "Leave It to Jane," which is playing at the Majestic Theatre, around the corner from the Harvey establishment. He was assisted by several of the members of this same company. "I've Got the Blues for Home Sweet Home" was sung by Mr. Shaw and the record was subsequently played. Another number that received similar treatment was "Some Girls Do and Some Girls Don't." Following the musicale, which included the singing and the reproduction of several pieces, Winthrop A. Harvey, head of the house, entertained the contributing artists at a tea which was served in the red room. The musicale was planned and directed by Harold A. Thurlow, of Boston University.

Thomas Hindley Looks for Big Vocalion Year

Manager Thomas Hindley, of the Vocalion Co., states that his house has been vastly over-sold, and from before Christmas some of his customers have been patiently waiting for their machines. Mr. Hindley is looking for a very

big year, and he is making arrangements accordingly, these including extensive changes in both the office and repair department, both of which will be subjected to a new system of operation. The record department, too, will come in for some up-to-date recognition. Thomas Pritchett, the company's auditor in the New York offices, was in town the latter part of January, remaining here a week.

Reports Large January Business

Walter J. Gillis Co., located at Henry F. Miller warerooms, has placed an attractive cover to one of the Victor supplements which brings his local distributing agency quite conspicuously forward among his patrons. He reports the January business in the Victor line as keeping up surprisingly well.

Joins New York Recording Laboratories

H. L. Coombs, who was the successful local manager of the Emerson for a time during a part of last summer and early fall, has associated himself with the New York Recording Laboratories, and for a short time has been at Port Washington, Wis., where the plant and general offices of the concern are located. Mr. Coombs, after he has become closely acquainted with the product of this house, will probably spend his time among the jobbers of the Middle West. Mr. Coombs expects to be in Boston some time during this month.

Has Quartet of Strong Men

Manager William Fitzgerald, of the Eastern Talking Machine Co., now has a quartet of strong men who are taking to the road. Charles Urlass, who has been a valuable member of the staff for some time, will cover Springfield and certain adjacent territory; H. W. Morong will devote his time to eastern Massachusetts; James Miller will take western Massachusetts and a part of New Hampshire and Vermont, and Ralph Longfellow, who comes to Manager Fitzgerald from Chickering & Sons, is having a

special field mapped out for him. Manager Fitzgerald spent several days at the Camden factory the middle of the month.

Another who has joined Manager Fitzgerald's staff is Byron Dudley, who although away from the talking machine business for a time, is well-remembered by a number of people who have had occasion to patronize some of the city's leading shops. He is to be efficiency manager. It is Manager Fitzgerald's aim to make his headquarters recognized as Victor wholesale headquarters exclusively.

Shown the Sights Locally.

Walter Shannon, a new Columbia man, who is to associate himself with the New York end of the business, was in town for a week or more lately, familiarizing himself with this territory. He was taken in tow by several of Manager Mann's staff and his stay here was made quite pleasant. Mr. Shannon is to be with the Warren street, New York, branch of the company.

Demand Continues To Be Enormous.

At Manager Fred E. Hann's headquarters one learns that the Columbia business is far and away beyond the ability of the house to furnish the goods despite the fact that machines are coming along much better than a month ago. This, of course, is some compensation. Manager Mann, though there are some tempting opportunities presented, is holding off from entering into new contracts with prospective dealers, for he prefers until conditions change to keep the present dealers satisfied, especially

(Continued on page 34)

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

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.



Toscha Seidel's "Traumerei" — Columbia 77899.

Columbia Graphophone Co.
NEW YORK

THE TRADE IN BOSTON AND NEW ENGLAND (Continued from page 33)

those who have stood sympathetically with the company during its trying time. Meantime the record business is phenomenal, and according to reports it is growing by leaps and bounds.

Sylvester Succeeds Longfellow

Ralph Longfellow having resigned as head of the Edison and Victor department of Chickering & Sons, his place has been filled by the appointment of Roy Sylvester, who some time ago was with the Grafonola Company of New England and latterly at the C. C. Harvey store in Lynn. Mr. Sylvester will devote his attention to the office end of the business and the buying. Another new man at Chickering's is W. P. Dockendorfer, who is manager of the sales force.

John Alsen Will Be Home In March

John Alsen, who has been in service in France for sixteen months, writes home that he expects to be on this side sometime in March. His associates at George Lincoln Parker's Victor and Edison warerooms in the Colonial Building will be glad to welcome him back after his severe fighting in which he was wounded.

Rejoins C. E. Osgood Co.

Chester J. Sylvester, manager of the talking machine department of the C. E. Osgood Co., is back from service after an experience that unfortunately did not take him overseas. He has been at the Ensign's School at Newport, R. I., and going there first as a yeoman he was soon transferred to the Officers' Material School. Manager Sylvester reports that his competent

staff did a fine business while he was away, and now that he is again on the scene he is hustling hard to get his share of the big business that is ahead for the dealers.

Charles L. Appleyard, one of Manager Sylvester's competent young men, also has been in service, but is now back home. He has been at Garden City, N. Y., with the Fifty-first Aerial Squad. About the time the armistice was signed Appleyard was expecting to be sent across.

Special Columbia Room for Youngsters

About wholesale quarters of the Columbia there is a little nursery fitted up with a Columbia machine as the chief feature, which is a great attraction to all the dealers who patronize the place. The room is done all in white, even the miniature table on which rests a Columbia machine being in that color. Everything about the room is such as would delight the eye of any youngster, and it was a happy thought of Manager Mann to make such a clever arrangement.

Form Subsidiary Company.

The Electric Supply and Equipment Co., distributors of Sonora phonographs, and of which Richard M. Nelson has been sales manager, has formed a subsidiary concern, to be known as the Musical Supply & Equipment Co., which will handle the entire musical end of its business. The headquarters of this newly-formed company will continue to be at 221 Columbus avenue, from which location all shipments will be made. With the increase of business several

more people have been added to Manager Nelson's staff. The new company will confine itself exclusively to the distribution of Sonora phonographs, Vocalstyle player-piano rolls, OkeH records, and all accessories pertaining to the talking machine business. Associated with Mr. Nelson is Joseph H. Burke as assistant sales manager, who has been with Mr. Nelson in this valuable capacity now for some time.

Book Orders for Period Styles

The Boston headquarters of the Pardee, Ellenberger Co. have been meeting with notable success ever since the beginning of the year in distributing Edison goods, and Manager Silliman is especially happy in getting several good orders for some of the handsome period style of machines. Throughout Manager Silliman's territory the demand for the new records, which are coming along so well lately, has been very large.

Pleased With General Outlook

The Phonograph Supply Co. of New England, with quarters at 28 School street, has been doing very well since it opened up for business several weeks ago. Messrs. Rosen and Silverman are pleased with the outlook.

PURCHASE ANDREWS MUSIC CO.

BROCKTON, MASS., February 5.—The United Talking Machine Co., operating stores at 19 Main street, this city, and at 5-A Main street, Plymouth, has just purchased the establishment of the Andrews Music Co. at Willimantic, Conn., a place that is well known in that city. Samuel Feldman, of Plymouth, will manage the Willimantic store, Maurice Feldman, who has been located at the Brockton store since his discharge from military service, having been transferred to Plymouth. The Brockton establishment will be continued under the management of Charles Feldman and Charles Popkin, both intimately and favorably identified with the talking machine business, and who always carry a large line of Victor, Sonora, Columbia and Edison outfits. The United Talking Machine Co.'s officials are very enthusiastic over the immediate future of the talking machine business and they are on the lookout for more good stores, being desirous of being a big factor in the trade and over a wide area.

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



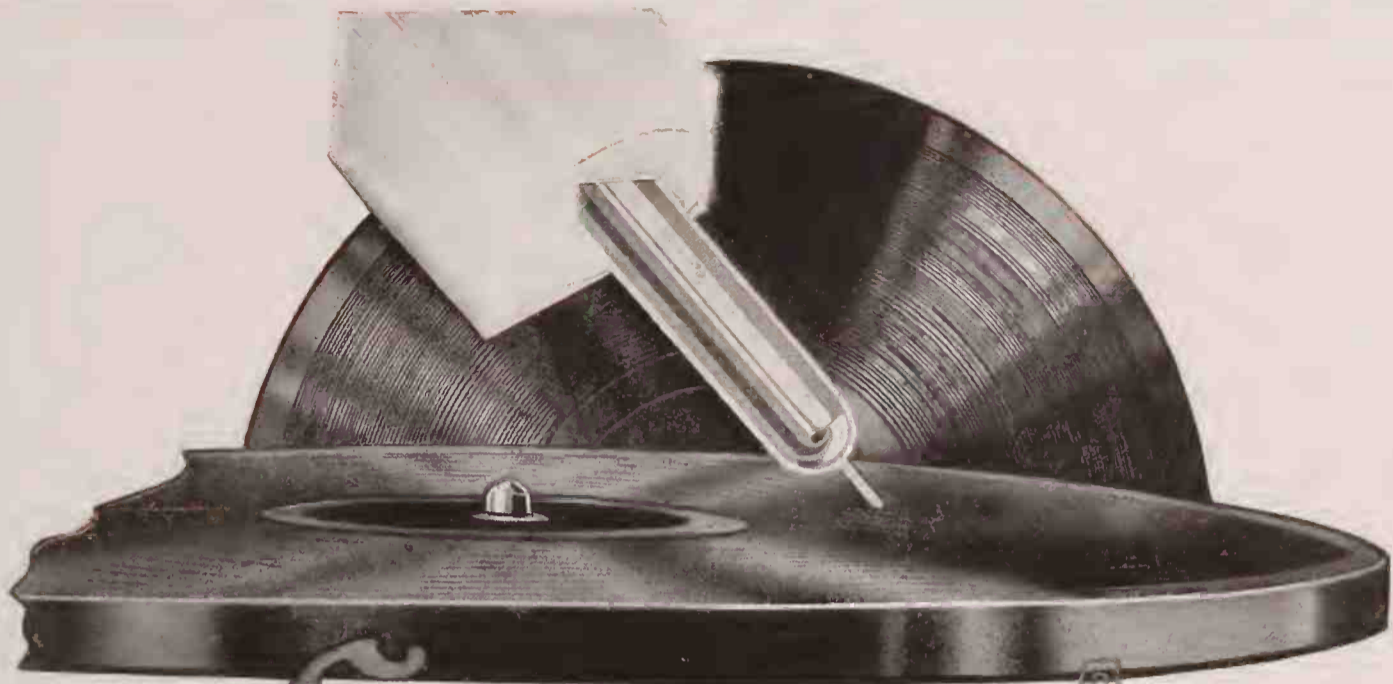
These covers are made of Government Khaki, interlined with heavy felt in Grade A, or cotton in Grade B, fleece lined, quilted and properly manufactured under the personal supervision of E. H. Lansing, the originator of the Talking Machine Cover for protection in moving. Made in two grades.

Write for prices and
descriptive catalogue

E. H. LANSING
611 Washington St., BOSTON

San Francisco Representative: WALTER S. GRAY
508 Chronicle Building





Sonora

Semi-Permanent, Silvered

Needles

They're in big demand right now!

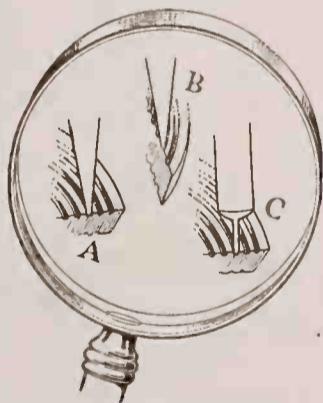
SONORA Needles are selling faster than anyone dreamed possible. Our advertising is far-reaching, and this, re-inforced by Sonora's reputation for quality, has induced the public to use these remarkable needles. One trial is enough to convince the most doubtful of their superior merit.

They give a *mellower tone*, are *more convenient*, *more economical*, and *preserve* the records.

No matter what make or makes of phonographs and records you handle you need a stock of these popular, fast-selling Sonora needles which make an excellent profit for you.

Today write for display card, circulars and initial order.

Three Degrees—Loud, Medium, Soft
Retail Price—30c. per card of 5



THIS shows on a large scale the action of the ordinary steel needle and the Sonora Needle on a phonograph record.

FIG. "A"—Ordinary Steel Needle fitting record groove.

FIG. "B"—It is quite logical that the ordinary needle becomes of larger diameter at the engaging point as the needle wears down (owing to its taper form) and thus tends to *wear off the edges of the groove of the record*.

FIG. "C"—Sonora Semi-Permanent Needle, with parallel sides, which fits the record groove accurately *always* while wearing, and prolongs life of record.

Sonora Phonograph Sales Company, Inc.

GEORGE E. BRIGHTSON, *President*

Executive Offices: 279 Broadway, Dept. Y, New York

Demonstration Salons: New York: Fifth Ave. at 53rd St. 50 Broadway (Standard Arcade)

Phila.: 1311 Walnut Street. Export Dept.: 417 West 28th Street, New York

Toronto: Ryrie Bldg. (Price in Canada, 35c. per card.)

Use the Sonora Semi-Permanent Silvered Needles on ALL makes of Steel Needle Records.

CAUTION! Beware of similarly constructed needles of inferior quality.

These unequaled Sonora Needles are made by the manufacturers of



The Highest Class Talking Machine in the World

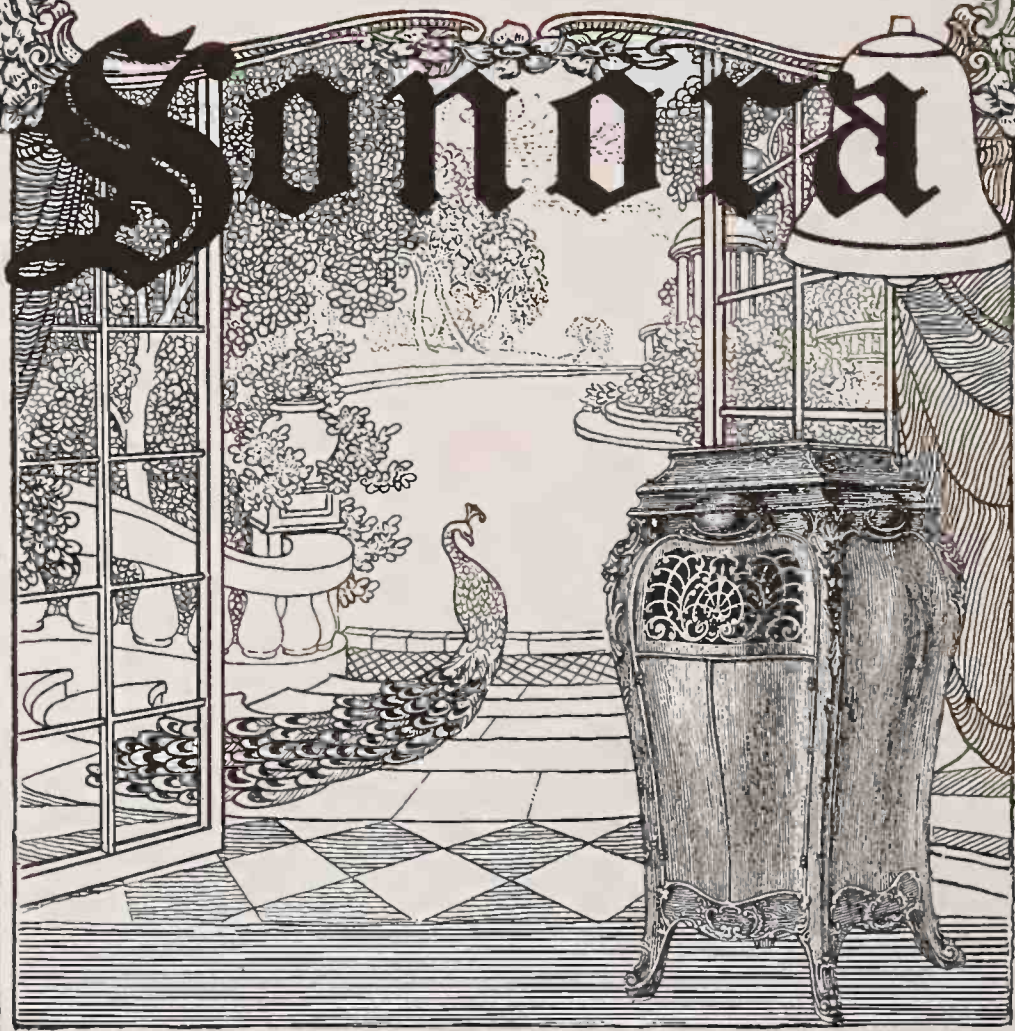


The Phonograph For You

THE instrument of matchless tonal quality recognized as the Highest Class Talking Machine in the World is the famous **SONORA.**

Preferred by discriminating buyers, easily sold for cash because of its wonderful beauty, playing all makes of disc records perfectly, *this* is the phonograph for you to handle.

Write us regarding an agency



AN ATTRACTIVE WINDOW DISPLAY

Arranged by Kaufman & Baer Featuring the Products Handled by This House

The wholesale Vocalion department of the Aeolian Co. received recently a photograph from Kaufman & Baer, Pittsburgh, Pa., showing a very attractive window display which was prepared by this well-known house. A reproduc-



Kaufman & Baer's Window Display tion of this display is shown herewith, and the artistic character of this window is in complete accord with the quality of the instruments that are displayed.

INTEREST TABLE BOOKLET ISSUED

Thomas A. Edison, Inc., Issues Valuable Booklet for Use of Edison Dealers

Thomas A. Edison, Inc., has prepared an interest table booklet as an assistance to its dealers in computing interest charges on deferred payment sales. These tables were devised so as to be made applicable to any price instrument. If any Edison dealer has not already made use of one of these booklets he has missed a mighty good trouble saver. They may be obtained by him from his jobber.

CLIFF MFG. WORKS INCORPORATE

The Cliff Manufacturing Works, New York, have been incorporated with capital stock of \$10,000, to engage in gold and silver plating and in the manufacture of phonographs. The incorporators are F. Muschler and A. and W. Frick.

TO HANDLE TALKING MACHINES

The Weaver Co., Syracuse, filed a certificate of incorporation last week at Albany, with a capital of \$10,000, for the purpose of handling talking machines. The parties interested are B. Wiles, J. B. Neilly, R. R. Weaver, Syracuse.



TALKING MACHINE EXPORTS GROW

Exports, Including Records, for Eleven Months Ending November 30, 1918, Total \$3,877,494

WASHINGTON, D. C., February 3.—In the summary of exports and imports of the commerce of the United States for the month of November, 1918 (the latest period for which it has been compiled), which has just been issued, the following figures on talking machines and records appear:

The dutiable imports of talking machines and parts during November, 1918, amounted in value to \$16,550, as compared with \$33,815 worth, which were imported during the same month of 1917. The eleven months' total ending November, 1918, showed importations valued at \$297,424, as compared with \$407,117 worth of talking machines and parts imported during the same period of 1917.

The dutiable exports of records and supplies for November, 1918, were valued at \$262,026, as compared with \$173,159, in November, 1917. For the eleven months ending November, 1918, records and accessories were exported, valued at \$2,104,778, as compared with \$1,663,196, in 1917, and \$1,121,885, in 1916.

VICTORY NUMBER OF THE 'TONEARM'

The January issue of the "Tonearm," the successful house organ published monthly by the Columbia Graphophone Mfg. Co., reached the company's executive offices last week, and immediately upon its receipt a note of congratulation was sent to the editors of this magazine, which was well deserved, for this edition is the finest that has yet been published.

The January issue is called a "Victory" number, and the front cover features pen and ink illustrations incidental to the W. S. S., Liberty Bond, Red Cross and War Work campaigns. The red, white and blue design forms an appropriate background for this cover.

The contents of the January "Tonearm" are unusually interesting, and every page will undoubtedly be read carefully by Columbia men. Illustrations are used to excellent advantage, and E. J. Wheadon, editor of this publication, promises that every 1919 issue will be on a par with the January number.

MOTOR CYCLE FOR DELIVERY

Popular Mechanics recently printed a picture of a motor cycle with sidecar owned by a musical instrument dealer, and used by him in a hilly section of the Middle West in delivering pianos and organs as well as talking machines. The chassis of the sidecar is provided with a platform to which the instrument is securely strapped in an upright position. According to the dealer he has never had any serious difficulty in reaching a destination with a heavy load.

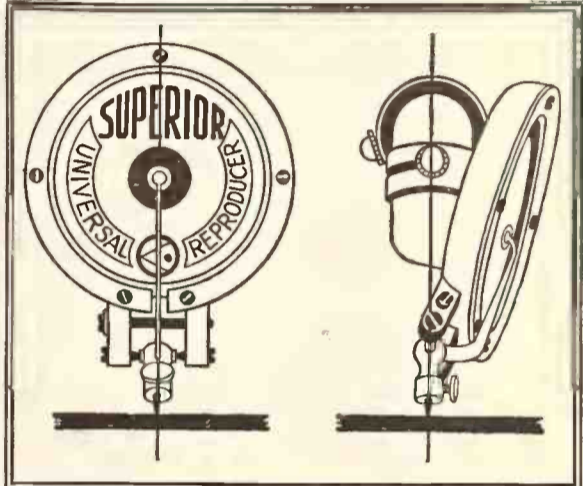
The Scotford Tonearm and Superior Universal Reproducer

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

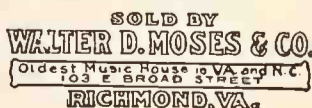
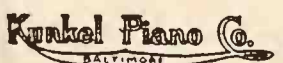
"MAGNET" DECALCOMANIE NAMEPLATES

FOR TALKING MACHINE CABINETS ETC.

Pamphlets with fac-simile illustrations and prices mailed on request.

SMITH-SCHIFFLIN CO.

126 Liberty Street New York City



*Built by men who have
made a life study of tone
production*



*The Bush
and
Lane*

A Perfect Musical Instrument

BUSH & LANE PIANO CO.

Manufacturers

HOLLAND, MICH.

MUCH ACTIVITY IN SAN FRANCISCO DESPITE THE "FLU"

Talking Machine Dealers' Association Meets and Discusses Questions of Interest on Deferred Payments—Columbia Dealers Hold Dinner—Sherman, Clay Expansion—Stock Shortage Continues

SAN FRANCISCO, CAL., January 29.—The January business with most talking machine departments has held up remarkably well considering the handicap of the "flu" epidemic. The enforcing of the mask-wearing regulation tends to keep people at home more than usual, though not to the extent noticeable during the first epidemic last fall. The shortage of Victor machines continues, but gradually the situation is improving. Popular records are not always easy to obtain. Special selling campaigns have been largely discontinued during the "flu" plague.

Meeting of Dealers' Association

The Talking Machine Dealers' Association held a meeting last week on January 16 and in conjunction the members sat down to a banquet at Bergez-Frank's Poodle Dog Cafe, as is the custom of the association upon occasion. This was the first meeting to be held for several months, yet no definite measures were acted upon officially. The "interest clause" feature in installment payments was brought up for discussion; the members argued pro and con, but could not agree on what action to take. The majority of concerns already charge interest on deferred payments and would like to adopt the plan if practicable. Some dealers have established policies, however, which it would be difficult to alter without alienating customers. F. A. Levy, president of the association, presided at the meeting, which was for the first time since his election to office.

Byron Mauzy Honored

Byron Mauzy has been honored by being elected to the presidency of the Mechanics Institute of San Francisco to succeed Livingston Jenks, who died recently. Mr. Mauzy was elevated from the position of vice president.

Dinner for Columbia Dealers

In order to promote good fellowship in the

trade and to present the plans of the Columbia Graphophone Co. for the year, N. F. Milnor, general manager of the Columbia San Francisco office, has invited the Columbia dealers of the San Francisco Bay region to a dinner to be given at the St. Francis Hotel on January 30. Mr. Milnor will take advantage of the occasion to explain in detail what the company has in view for stimulating business during the year. The entertainment feature of the dinner will be the playing of the new records by Rosa Ponselle, of the Metropolitan Opera Company of New York.

F. B. Travers to Stick to Wholesale

Because of the growing demands of the wholesale trade, F. B. Travers, Pacific Coast representative of the Sonora Co., has turned over the management of the Sonora Phonograph Shop on Stockton street in San Francisco to E. C. C. Johnston and will devote practically his entire time to the wholesale end. Mr. Johnston is an experienced talking machine man who was formerly with Sherman, Clay & Co. in the Northwest and who more recently was a lieutenant in the national army. Mr. Travers is at present calling on his agencies in South California.

New Quarters In Los Angeles

Sherman, Clay & Co. have moved into their new store in Los Angeles at 444 S. Broadway and in these quarters are better able to handle the great wholesale Victor business in the South. The company do not engage in retail business in Los Angeles, but confine themselves to the wholesale business in pianos, talking machines and other musical lines.

New Department in Redlands

The Adams Music House of Redlands, Cal., has been succeeded as Victor agents by Smith Bros., art dealers, which concern is installing a modern talking machine department. Smith

Bros. do a good business in Oriental art goods, and they believe the talking machine department will prove a valuable adjunct to their enterprise.

The Wise Hardware & Furniture Co. at Modesto, Cal., are making improvements in their talking machine department. The department will be much larger than formerly and will be modernly equipped.

Talker Men In the East

Andrew G. McCarthy, of Sherman, Clay & Co., and manager of the wholesale Victor business on the Pacific Coast, is visiting New York this month, accompanied by Fred Sherman.

Frank McGalliard, representing the Victor factory, is on his way to look after company interests in the Northwest and he will stop in San Francisco a few days this week.

Among the concerns of the San Joaquin Valley the Merced Drug Co. at Merced, Cal., is a new firm to take on the Victor line. Opening business is reported most encouraging.

TEMPORARY QUARTERS AFTER FIRE

The Phonograph Shop in Great Falls, Mont., is now located in temporary quarters at 8 Second street, North, that city, following a fire which destroyed the building in which the store was formerly located. Fortunately the staff managed to get out the stock of machines and records before they were damaged by flames.

TO OCCUPY LARGER QUARTERS

Taylor's Music House, Northampton, Mass., which handles Victrolas, together with prominent makes of pianos, has arranged to occupy new and larger quarters at 98 Pleasant street, that city, giving special attention to the talking machine department.

The Doherty Phonograph Co., Chicago, Ill., has been incorporated with capital stock of \$25,000, the incorporators being Leo L. Gooch, Anna D. Gooch and Pat J. Doherty.

"ATLAS" 3-Ply Veneer Packing Cases

The Best Known Packing Case in the Talking Machine Industry. Used by the Larger and More Particular Manufacturer.

Two Sources of Supply.

Uniform Quality Product.

Nelson & Hall Company
Montgomery Center,
Vermont

Richford Mfg. Co.
Richford, Vermont



HIGH QUALITY PRINTING
WHICH WE DO ON
"ATLAS" CASES HAS HIGH
ADVERTISING VALUE

USERS OF "ATLAS" CASES
ARE SURE OF
PROMPT SHIPMENTS IN
ANY QUANTITY

Address

RALPH M. BUCK, Treasurer and Sales Manager,

:: ::

RICHFORD, VERMONT

A MESSAGE CONCERNING

OKEH RECORDS



BELIEVING that our dealers should have the satisfaction of handling the best record line available, we have made arrangements to act as

Distributors of OkeH Records

This record has met with phenomenal success, and its excellent tone quality makes the OkeH record an ideal selling combination with a high-grade phonograph line. OkeH records have "won their spurs," and every progressive wide-awake dealer will find this record an invaluable link in his merchandising chain.

Our stocks of OkeH records will comprise every selection in this library and we will be able to give dealers prompt deliveries of all orders. There is no "deadwood" in OkeH lists. Every record is a "hit", and is all and more than the name OkeH implies.



Dealers will find our OkeH sales plan unusually attractive

RISHELL PHONOGRAPH CO.

Manufacturers of Rishell Phonographs

WILLIAMSPORT, PA.

Quand Madelon: France's great rag-time soldier song, stirringly played by the French Army Band. Columbia A-2675. Order enough!

**Columbia Graphophone Co.
NEW YORK**



DEALERS ARE ANXIOUSLY AWAITING GOODS IN ST. LOUIS COURTESY THAT BROUGHT BUSINESS

Almost Impossible to Accumulate Stocks of Machines or Records to Meet Demands of Dealers Whose Shortage of Goods Is Alarming—Big Sales Campaign Under Way

St. Louis, Mo., February 5.—I asked a man the other day how the record business was. He answered: "I don't know. As far as our stock lasts it is fine and dandy. But how much better it could or would be I have no idea. The other day while in the East I heard of a jobber that was complaining about a bunch of stickers. I bought them almost without looking over them, and when I got home they had all been sold. It is my opinion if any dealer has stickers now, it is because he is not putting them before the public right."

This man probably expresses the opinion of all of the live merchants in this community. There is no jobber who will talk of 90 per cent. record shipments. They talk about 66 per cent. on new and 85 per cent. on the old catalogue, but they do not mean, usually, a shipment right off when the order is received.

And as to machines, the salesmen say that no dealers are as yet accumulating stocks and that their greatest trouble is in getting dealers to order such stock as is obtainable. All lines are promising much better shipments this month, but the salesmen and the jobbers say that unless all prospects fail there is going to be a great improvement in sales as the spring comes on. So, there you are.

Manager Staffebach, of the Pathé department of the Hellrung & Grimm Furniture Co., is planning additional demonstration rooms. The business has so outgrown the quarters that before Christmas the firm had to stop an advertising campaign that had been planned, because there were too many customers. This advertising was devoted chiefly to records and playing attachments for other machines. Mr. Staffebach says that he has not begun to see daylight in his jobbing orders on certain models.

Manager Roos, of the Columbia branch, says that his establishment continues to be chiefly a reshipping point for all except the fifty models. They get other models in in the morning and send them out in the afternoon. After a careful survey of his territory and prospects, Mr. Roos says that the only cloud that he can see in the sky is "that the factory might burn

down." He cannot see anything else that is at all likely to stop business.

Mark Silverstone, president of the Silverstone Music Co., did not go to Florida as he intended last month. Instead he left early this month for the East and will attend the Edison jobbers' convention and take a rest afterward. The continued warm weather has had much to do with his prolonged stay here.

W. W. Mitchell, formerly manager of the wholesale department for the Silverstone Co., has returned to that company and is in charge of the retail department.

The morale of the Victor dealers is visibly improved since the publication here of the Victor Co.'s war ads. This is not intended to intimate that the morale had fallen low or anything like that, but the dealers were beginning to feel that they were rather in a corner. People had begun to ask, after hearing the explanation of the Victor shortage, "Well, why don't the Victor Co. tell about its work, like the safety razor and other manufacturers are doing?" Dealers in this community had been urging the Victor Co. to war work publicity for some time before the advertisements appeared. The appearance of the announcements was, therefore, met with enthusiasm.

At Aeolian Hall much satisfaction was expressed over the trade prospects, and many good words are passed for the interest shown by the public in the Vocalion records, as well as for the Vocalion instrument.

Robert H. Cone, Jr., of the Artophone Co., says that the quantity production has been a bit slower coming through than he expected, but that within the last weeks he has been able to take on some jobbing orders and meet their demands. He has increased his local advertising and the retail trade has instantly responded.

Manager Hammond, of the Vandervoort Music Salon, is exceedingly well pleased with results of the January sales. The Salon handles Victor and Brunswick instruments and has a heavy record business. Mr. Hammond recently has recruited J. B. Sabath, formerly with the Kieselhorst Piano Co., who is named as his assistant, and Roy Smith, recently with the Stewart Drygoods Co. of Louisville, Ky.

Miss Clementine Kimm, recently on the floor for the Silverstone Music Co., is now selling talking machines for the Kieselhorst Piano Co.

Loaning of Machine and Records for Hospital Concert Brings Excellent Volume of New Business to the Edison Shop in Kansas City

KANSAS CITY, Mo., February 3.—That a little courtesy that might be properly regarded as a good bit of publicity on the part of a phonograph dealer can result in some genuine business is indicated in the case of J. W. Watson, of the Edison Shop, this city, who is now selling Edison Diamond Disc phonographs and records in goodly numbers to the Catholics in a certain district of this city.

This new demand came as a result of a bit of courtesy shown to a priest by Mr. Watson. The priest came in for the purpose of hiring a machine and some records in order to give a concert in a hospital. Mr. Watson declined to rent a machine, and nearly took the priest off his feet by offering to send a machine and a liberal selection of records, and an operator to the hospital free of charge. A few days after the concert the priest himself came in and bought a \$285 Edison and some records, and his parishioners have been steady customers.

"Our service is the same to every institution and with the same result always," said Mr. Watson. "Often we send out one of our men to manage the concert. After a concert at one of the churches the other night one of our salesmen sold three high-priced cabinet machines before leaving the church. It was certainly worth paying a couple of dollars for drayage for such a transaction, wasn't it?"

NOTED EVANGELIST DEAD

Rev. J. Wilbur Chapman, very widely known as a preacher, lecturer and evangelist, who died on December 25, 1918, made two Scripture readings for Edison Re-Creations, which are listed in the Edison catalog as No. 80192—"Calvary" and "Peace Be Still." Dr. Chapman had a very wide following throughout the United States, and his death undoubtedly will make this number more popular.

The Interstate Phonograph Co. has been incorporated under the laws of Delaware with capital stock of \$200,000 by William Schneider, Joseph Tramoloto, New York, and Harvey J. Osborne, Hackensack, N. J.



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

STEEL NEEDLES
MADE IN U. S. A.
Highest Grade
LOUD—MEDIUM—SOFT
Immediate Delivery
No order too small
BURLEY & BIESINGER
282 W. FERRY ST., BUFFALO, N. Y.

The One Needle That MAKES Tone:

Is Naturally the One Big Side-Line Seller of the Talking Machine Business: "B & H" Is Its Name

You Need "B & H" (Patented) Fibre Needles

AND

"B & H" Needle Repointers

In Your Business

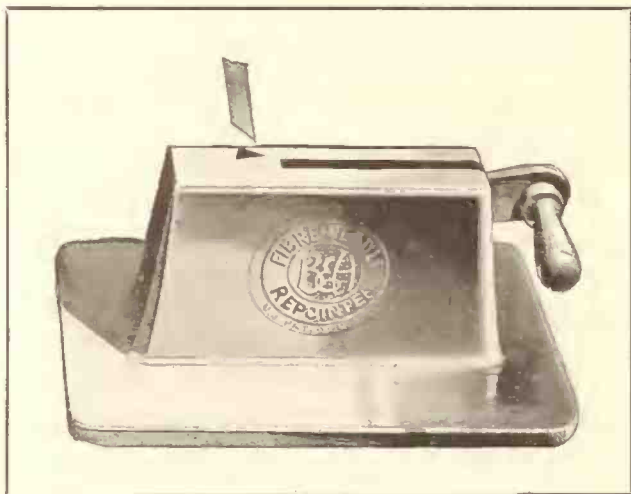
"Imitation Is the Sincerest Form of Flattery"

But:

Beware of Imitators
and
Imitations



↑
THIS
TRADE MARK
PROTECTS
YOU



U. S. Patent, December 5, 1916

Retail Price, \$2.00

Write Us Now for Full
Particulars



↑
THIS
TRADE MARK
PROTECTS
YOU



"B & H" Fibre Manufacturing Company

33 and 35 W. Kinzie St.

::

::

Chicago

DEMAND IN KANSAS CITY CREDITED TO WAR AND QUALITY

Dealers Believe That Present Popularity of Talking Machine Is Due in Large Measure to Greatly Improved Product—Making Plans to Take Care of Future Business—General News

KANSAS CITY, Mo., February 4.—There seems to be no limit to the demand for talking machines in Kansas City. No one is able to exactly account for the great increase in the popularity of the talking machine during the past six or nine months. One dealer suggests that the war has stimulated the demand more than any other factor. People have never appreciated music as they have since and during the war. Another dealer suggests that the demand is due to the fact that the talking machine is becoming more and more nearly perfect. It is a fact that there is no comparison between the machine of to-day and that of five years ago.

The talking machine business has scarcely slacked up since Christmas, much to the surprise of most of the dealers, though it is true that part of the demand is from the same customers who attempted to get machines for the holidays, and were promised a better selection after the first of the year.

"We absolutely haven't a thing in stock," said Paul Bradford, manager of Brunswick, wholesale. "The factory is shipping direct to our dealers as soon as the machines are turned out. The Brunswick Shop, retail, is doing a fine business and there seems to be no slowing up since Christmas."

"Our business is wonderful and as yet we have experienced no shortage in merchandise," said J. W. Watson, manager of the Edison Shop, retail. "Sometimes our stock gets very low, but just in the nick of time we get in a new shipment and our customers can always be supplied. We are getting a fine lot of records now and for the first time in six months the supplements are being issued."

R. E. Wood has received an honorable discharge from service at Camp Sherman, Ill., and has returned to his position in the Victrola department of the Jones Store Co.

W. M. Hinde and O. M. Fiske, who have been connected for some time with the Edison Shop, retail, are now in the wholesale end of the business.

D. C. Deigh, with the Johnson Music Co., of Parsons, Kan., was a visitor to the trade recently and placed a large order with the Brunswick, wholesale.

Frank M. Briggs, for many years with the Victor Co., and formerly manager of the Victrola department of the Schmelzer Arms Co., is now with the local branch of the Brunswick-Balke-Collender Co.

R. E. Meehan, Brunswick dealer at Nourbourne, Mo., died recently with the influenza.

C. B. Gammon, of the Gammon Music Co., of Carthage, Mo., recently sold out to the H. L. Beck Music Co. Mr. Gammon will take a vacation of about two months before deciding on a new location.

Flotow Evans, of the Evans book store of Pittsburgh, Kan., was a visitor to the trade recently and placed a new order for Brunswick machines.

Burton J. Pierce, manager of the Victrola department at the J. W. Jenkins' Sons Music Co., was recently in the East to attend the meeting of the National Association of Talking Machine Jobbers.

J. W. Jenkins, of the J. W. Jenkins' Sons Music Co., and Mrs. Jenkins are spending a few weeks at a resort in Florida.

Butler & Son Piano Co., of Kansas City, Kan., Brunswick dealers, report an exceptionally fine business.

Nellie Williams, who has charge of the Victrola department at the Jones Store Co., reports a wonderful demand for machines and records. "Our customers were beginning to get very impatient, listening to the same old plea of no merchandise, but the page advertisement which has appeared in the newspapers, announcing the Victor's policy and explaining their reason for such a shortage of stock, has certainly lifted a great burden off of us," said Miss Williams.

"Our customers have been a great deal more lenient in their demands and almost apologetic in some cases for their impatience with us. It is surprising how many persons have read the advertisement. Nearly every customer makes some reference to it."

J. W. Simonson has come recently from Grinnell Bros., of Detroit, to take charge of the local branch of the Smith, Barnes & Strohber Piano Co. He has been connected with the wholesale end of the music business for many years, and succeeds T. E. Johnston, who established the Kansas City branch three years ago.

S. M. Henley, manager of the Henley-Waite Music Co., and his bride spent a week in Chicago recently and attended the convention of the Music Industries Chamber of Commerce.

The concerts by noted artists, such as Daisy Nellis, Guiomar Novaes, Reinald Werrenrath,

Alice Neilsen, John McCormack, Eddy Brown, Roaul Vidas and others, have furnished much valuable material for advertisements during the past month. That these artists and any others of renown may be heard any night during the year, with a Victrola, Brunswick, Columbia, Edison and other machines, is the keynote of the advertisements.

MANAGING THE SALESMEN

The hardest task a man can be set to perform is to tell other people how to do a thing, when he does not know how to do it himself. A man who is set to manage a sales department should himself have had a selling experience. Usually they have been all through the mill, and that is why so many of them reach success. The best of them keep a close watch on what the salesmen are doing in the field, some insisting upon daily reports. An account is kept for each route traveled by each salesman, and the manager can tell at a glance which routes are paying best.

RECONSTRUCTION PERIOD OF RECORD SELLING

NOW is the time to take advantage of the large Record Demand and to get your stock in fine shape.

You can do it and make more profits by calling your customers' attention to the many good records you have in stock. Keep some of them handy in your booths.

Our recent special list and hanger will help you.

If you have not received them ask us to send them to you.

C. BRUNO & SON, Inc.

351-353 FOURTH AVENUE :: :: NEW YORK

Victor Distributors to the Dealer Only

WE DO NOT RETAIL



A Nora Bayes double at 85 cents! How many will you sell? All you buy! Columbia A-2678.

**Columbia Graphophone Co.
NEW YORK**

SOLDIER SALESMEN BACK TO TRADE IN INDIANAPOLIS

Dealers Looking Forward Hopefully to a Better Supply of Talking Machine Records—Trade Continues Very Active With Prospects of the Best—General News of Interest

INDIANAPOLIS, IND., February 1.—Local talking machine dealers are hopefully looking forward to the day when they will not have to worry about stock shortages. It is not a question of getting the business, but a question of having the goods to supply the demand, and the goods are coming from the factories slowly but surely.

Talking machine men who went to war are beginning to come back and they are finding their former positions open for them.

Emerson G. Knight, who was advertising man for the Stewart Talking Machine Co., Victor distributors, until he joined the marines, will return to his position soon. Knight was wounded eight times in the St. Mihiel battle. His fellow employees at the Stewart Co. are planning a special entertainment for him.

Frank Williams, who was in the record department of the Stewart company, is expected to be back from the service soon, as is Harry Diehl. James E. Stewart has already shed his uniform and is back at work. George E. Stewart is with the army of occupation in France.

At the Edison Shop, A. H. Snyder, manager, is expecting H. G. Parker, one of his crack salesmen, who is now with the Marines, to be back on the job soon.

Following the return of Ben Brown, man-

ager, and O. A. Wilkinson, dictaphone manager, from the New York Columbia convention, employes of the wholesale branch of the Columbia Co. here gave a luncheon at the Hotel Lincoln. W. G. Westenfeld and William E. C. Heyn, auditors of the company, made speeches. Mr. Brown, George L. Schuetz and J. L. Peters were the other Columbia men who talked on Columbia business.

Robert D. Duffy is now traveling the Kentucky territory for the Columbia company and J. A. Kirkpatrick has succeeded him as assistant manager to Mr. Brown.

The Stewart Talking Machine Co. is enlarging its record department and will be prepared to carry one of the largest record stocks in the Middle West. George E. Stewart and family are in Florida for the winter.

R. B. Goldsberry, manager of the Pathé department of the Mooney-Mueller-Ward Co., reports that January this year exceeded January in 1918 by 400 per cent. The Pathé record business has been so large that Mr. Goldsberry has not been able to keep up the stock. The D. N. Foster Furniture Co. of Ft. Wayne has put in a talking machine department and is handling the Pathé line.

George H. Standke, manager of the Brunswick Shop, is in Cincinnati on business for sev-

eral days. Business at the Brunswick Shop has been fine.

A. H. Snyder, manager of the Edison Shop, reports that the cash business was the feature of the January business.

H. E. Whitman, manager of the Pearson Piano Co. talking machine department, says that business is excellent.

W. E. Pearce, manager of the talking machine department of the local Brunswick-Balke-Collender Co. branch, says that big prospects are in sight.

C. P. Herdman, manager of the talking machine department of the Baldwin Piano Co. store, says that January ran three times ahead of January in 1918.

C. H. Sallee, retail sales manager of the Starr Piano Co. store, is pleased with the business in Starr talking machines.

J. L. Peter, manager of the Columbia store, says that business is keeping up steadily.

E. R. Eskew, manager of the Pathé Shop, says his store will soon have one of the biggest record stocks in Indiana and that the Pathé machines and records will be pushed hard. Mr. Eskew is well pleased with the prospects ahead.

At the Fuller-Ryde Music Co. Mr. Ryde reports the talking machine business as very satisfactory with the only complaint being in the present shortage of machines and records.

FIGURES ON FOREIGN TRADE

The Total Shows a Small Net Increase—Gain in Imports More Than Offsetting the Decline in Exports—Ocean Tonnage Improves

Figures covering the foreign trade of the United States during 1918, announced recently by the Department of Commerce, show a small net increase in the total, a gain in imports more than offsetting the decline in exports. The value of exports during the year was reported as approximately \$6,150,000,000, compared with \$6,226,255,000 in 1917, while the value of imports was \$3,031,000,000, against \$2,952,465,000 in 1917. Exports during December were valued at \$566,000,000, a gain from \$522,171,664 in November, imports aggregating \$211,000,000 compared with \$251,008,037 in the preceding month. The improvement in the supply of ocean tonnage and the removal of restrictions on foreign commerce by the Government are factors tending toward an expansion of trade, but conditions of supply and demand in the world's markets may prevent such a development reaching any great proportions at this time.

The National Phonograph Corp. has been incorporated with capital stock of \$25,000 at Wilmington, Del.

H. J. SMITH—Jewel Manufacturer

MANUFACTURER OF—Phonograph Diamond and Sapphire Reproducing Points—Recording Laboratory Jewels—Jewel Bearings for Electrical Instruments—Rough Diamond—Diamond Powder—Experimental Work.

Telephone 2896 Market

833 BROAD STREET NEWARK, N. J.

**Don't
Waste Time
Machining
When
You Can Use**

**PRECISION
Die Castings**

Ready to assemble when you get them, without further machining or finishing. They save time and money—they are extremely accurate.

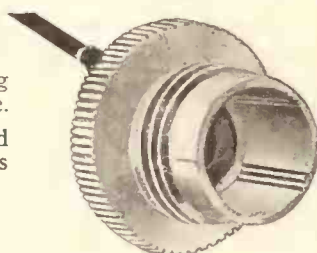
The Precision Organization consists of men who have been engaged in producing die castings for the talking machine industry since its inception.

Send us your specifications and let our Engineering Department show you how Precision Castings can serve you economically and efficiently.

PRECISION CASTINGS CO., Inc.

DIE CASTINGS PLANT
SYRACUSE, N. Y.

BRASS, BRONZE, and ALUMINUM FOUNDRY
PONTIAC, MICH.





KEH RECORDS

TODAY'S BIGGEST SELLERS

FOR IMMEDIATE DELIVERY

- 1130 { Don't Cry, Little Girl, Don't Cry —Vocal
Tell Me Why You Went Away —Vocal
- 1131 { Come on, Papa—Vocal
You Are Just a Little Pansy—Vocal
- 1125 { The Navy Took Them Over and the Navy Will Bring Them Back—Vocal
Watch, Hope and Wait Little Girl —Vocal
- 1128 { Have a Smile—Vocal
Sometime—Vocal
- 1136 { I'm Always Chasing Rainbows —Vocal
Those Wonderful Days of Used-to-Be —Vocal Duet
- 1086 { Smiles—Vocal Duet
Since I Met Wonderful You—Vocal
- 1101 { Smiles—Fox Trot
Djer Kiss—Waltz
- 1119 { The Rose of No Man's Land—Vocal
Dear Little Boy of Mine—Vocal

- 1122 { Good-Bye, France—Vocal
Coming Through the Rhine—Vocal

FOR EARLY RELEASE

- 1151 { Madelon (I'll Be True to the Whole Regiment)—Vocal
Why Did They Stop the War? —Vocal
- 1152 { Till We Meet Again—Vocal
Lonesome (I Know What It Means to Be Lonesome)—Vocal
- 1153 { Egyptland—Sterling Trio
Every Day's a Holiday in Dixie —Vocal
- 1154 { The Americans Come—Vocal
The Statue of Liberty Is Smiling —Vocal
- 1155 { Hindustan—Fox Trot
Ja Da (Introducing, You'll Find Old Dixieland in France)—Jazz Band
- 1156 { Egyptland—Fox Trot
Ole Miss—One Step
- 1157 { Kisses—Vocal
After All—Vocal Duet

10-Inch Double Discs—Play With Either a Sapphire or Steel Needle

OTTO HEINEMAN PHONOGRAPH SUPPLY CO.

INCORPORATED

25 WEST 45th STREET, NEW YORK

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



GETTING MORE MUSIC ON TALKING MACHINE RECORDS

World Correspondent Suggests Practicability of a Record of Larger Diameter Than Those Now Favored for Purpose of Carrying Music of Entire Opera or Symphony

Ever since the development of the talking machine record to a point where its musical possibilities were generally recognized, there has been much discussion as to the advisability and practicability of recording entire operas, or a lengthy musical composition complete on one record face, enlarging the size of the record to an 18 inch diameter, or more if necessary. Although experts have held that proper results could not be obtained by making records of 20 inch diameter or so, considerable thought has still been given to this question of getting more music on the record.

In this connection the following letter to The World from Theodore Fletcher, of San Antonio, Texas, is particularly interesting, and the editor of this publication would welcome comments from trade experts on the theories advanced by Mr. Fletcher, who says:

"Why is it that, since the popularity of the talking machine has become so pronounced, and its sales so great, nothing practical has been done to increase the capacity of the disc to enable longer pieces of music being performed.

"The tone of all standard machines is now so good that it would be folly for any maker to place an inferior article on the market, as it would have no sale.

"The result is that makers are now featuring details or adding improvements in the construction of the motor or cabinet and not adding one thing to improve the general utility of the machine.

"In 1888, Bell and Tainter took out a patent for a machine whose object it was to 'provide a uniform speed of disc travel under the stylus,' both for recording and for reproducing sound; the result of this aim was to greatly increase the capacity of a disc and also produce a uniformity of sound, for the vibrations producing a given note would always be of the same dimensions, no matter whether they were near the circumference or the centre of the disc. Not only this, but by adopting this method of making records, no reasonable limit need govern the size of the disc, and it becomes possible to reproduce whole acts from operas or sonatas, etc., instead of having to only reproduce snatches of the songs as is now the case, or in

case of overtures, carrying them on several discs, which is an abomination, for the continual stopping, turning over the disc and starting again is not only a great nuisance, but greatly detracts from the enjoyment of the piece.

"A machine successfully constructed to give the disc a gradually increasing speed when the record is being made from the circumference toward the centre, or a gradually decreasing speed if made outwardly, so that uniform disc speed is maintained under the stylus throughout, should prove most advantageous, for a disc made this way, and having a diameter of 14 inches, 150 lines of phonograms to the inch, and a disc speed under the reproducer of 18 inches per second, would require about 20 minutes to play; and an 18 inch disc ought to carry a complete act of an opera, a long lecture, speech or reading.

"These advantages are worth while in my estimation, for think what a boon a machine of this description would be in a home or a hospital, a lecture room or a theatre, where a speech delivered by the world's great speakers could be heard.

"Mechanical difficulties prevented the successful working of the patent mentioned. Since then several other inventions have been brought out to attain the same object, but so far none are on the market.

"If this object can be worked out in a mechanical and positive manner, and the machine also able to rotate the disc at a uniform speed as the present standard machines do, so that it could also play the present standard record, do you think that it would have a bright future? And do you think that there is a field for an invention of this description?

"It seems to me that if this object is attained it would be a decided improvement on the present standard machines for use in places where continuous music was required."

MAKING STATISTICS PROVE USEFUL

Bureau of Foreign and Domestic Commerce Rearranging Its Tabular Statistics of Imports and Exports So as to Be of More Service

The Bureau of Foreign and Domestic Commerce is engaged in the task of rearranging its tabular statistics of imports and exports so as to make them of greater service. The first great step in this direction is the preparing of a proper and adequate classification. Up to the present time articles brought in or shipped out have been arranged in alphabetical order, with a few groups classified. This has its disadvantages, as those can testify who have tried, for instance, to look up "rubber" only to find it, after needless labor, under the I list as India rubber. Then the lists were subdivided in accordance with provisions in the tariff acts, which may have had its advantages when the duties were to be tinkered with, but which was the despair of all who had to consult them. The latter were forever running across the "N. E. S."—otherwise, not elsewhere specified—which included very many of the articles which business men were interested in. In the new classification there is not only a natural grouping similar to that in use in British and other statistics of trade, but the subdivisions are sufficiently detailed and explicit to be really informing.

Another good idea which is being carried out is a co-operation with the Census Bureau, so that a similar classification of domestic production may be made. In this way it will be possible to make comparisons of production, imports, and exports of the same articles. Suggestions are still invited from all interested for further improvement.

More people might try to pose as angels if everybody didn't start right in and begin to look at them with suspicion.

"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.

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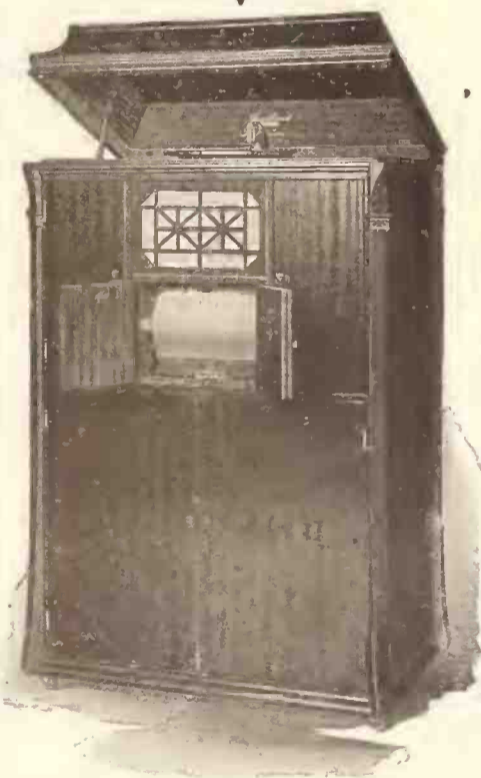
WHY
the DEMAND
for
Phono-Grand?

WHY DOES
IT
GROW—
GROW—
GROW

????

simply because

Phono-Grand



Dealers Make Money

AND

Satisfy Their Customers

Phono-Grand combines a Reproducing Piano Electrically controlled, with a Splendid Phonograph: All in one!

The One Big Success For Public Musical Entertainment

WANT PARTICULARS?
Write to-day Don't Delay

J. P. Seeburg Piano Co.

209 S. State St.
419 W. Erie St.

Chicago, Ill.

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

Clearstone

SPEAKS FOR ITSELF



No. 100—\$100



No. 75—\$75



No. 65—\$65

The *Clearstone* 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, \$5.85; No. 9, double-spring, 12-inch turntable, plays 3 10-inch records, castiron frame, bevel gear wind, \$6.85; No. 10, double-spring, 12-inch turntable, plays 4 10-inch records, castiron frame, bevel gear wind, \$7.85; No. 11, double-spring, 12-inch turntable, plays 7 10-inch records, castiron frame, bevel gear wind, \$9.75.

TONE ARMS AND REPRODUCERS—Play all records—No. 2, \$1.45 per set; No. 3, \$1.65 per set; No. 4, \$3.50 per set; No. 6, \$3.25 per set; No. 7, \$3.25 per set; No. 8, \$2.85 per set; No. 9, \$2.65 per set; Sonora tone arm with a reproducer to fit.

MAIN SPRINGS—No. 00, 5/8 in., 9 ft., 29c; No. 01, 3/4 in., 7 ft., 25c; No. 02, 3/4 in., 8 ft., 25c; No. 1, 3/4 in., 10 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 GRAMMAVOX, new 10-inch, double-disc, lateral cut, all instrumental selections 35c. each; 32c. each in 100 lots.

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, 15c. each; 100 lots, 15c. each.

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

NEEDLES, steel, 60c. per thousand in 10,000 lot.

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

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

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



No. 85—\$85

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

DEMAND FOR "TALKERS" GROWING THROUGH NORTHWEST

Manufacturers Will Have to Work Overtime to Supply Trade Needs—No Slowing Up in Retail Demand Since Holidays—Jobbers and Dealers Optimistic Over Outlook

MINNEAPOLIS and ST. PAUL, MINN., February 3.—Talking machine factories will be compelled to run overtime to supply the Northwest with instruments during the coming year. There is no other alternative, for the people must have thousands of instruments and a plentiful supply of records. Dealers rather anticipated that there would be a marked decrease in the demands for music producers after the holidays, but the rush continues unabated and as far as appearances go the dealers are being driven as hard during the first week of February as they were just before Christmas. All hopes of assembling a good show line and a reserve stock have been wholly abandoned for the nonce. Shipments are better, but still fall far short of satisfying the incessant craving.

At the Edison Shop in Minneapolis Manager Milton H. Lowy last week was obliged to add two salesmen to his already large staff and to put another assistant in the record room. This in February, bear in mind. He reports that the wholesale business of the Minnesota Phonograph Co. for January was more than three times the output for January, 1918. Laurence H. Lucker, president of the company, was confined to the house for more than seven weeks with the Spanish influenza. He spends part of the day now at the office, but is not equal to a full day's work as yet.

The clouds that have been hovering over E. O. Kern, Northwestern manager for the Brunswick phonographs, are beginning to disappear, but he still thinks that the fates are playing against him, for he insists that he can sell Brunswicks faster than he can get them. George M. Nye is back from the army. Instead of reopening the Brunswick shop he will be on the road for the Brunswick-Balke-Collender Co.

Eight drays were in line at the Foster &

Waldo store when it opened Saturday morning. They were there to take away talking machines—Victors, Edisons, Columbias and Sonoras—to various parts of the Twin Cities. There has been very little diminution from the unsurpassed rush prevailing prior to the holidays.

Having very few graphophones in hand, Manager W. L. Sprague, of the Columbia Co., made a tour of the West during the first part of February to look over the agencies in the Dakotas and Montana. Assurances have been given that Grafonolas will be more plentiful in a short time, as the manufacturing plants are getting down to normal basis, and all the handicaps are disappearing very rapidly. Sample discs of the

PURCHASE BUILDING IN BUFFALO

W. D. & C. N. Andrews to Move Business to Builders' Exchange on June 1 After Extensive Alterations Are Completed—Announce Discontinuance of the Retail Department

BUFFALO, N. Y., February 5.—C. N. Andrews, of W. D. & C. N. Andrews, prominent Victor wholesalers of this city, has purchased the Builders' Exchange at a price said to be in the neighborhood of \$200,000, and after alterations costing several thousand dollars more the company will occupy the premises as an exclusive Victor wholesale house about June 1, giving up their present store at 632-634 Main street. The entire first two floors of the building will be fitted up for the Victor business and will be handsomely equipped and furnished.

W. D. & C. N. Andrews have incidentally sent a circular letter to the trade, dated February 1, announcing that they will discontinue their retail business on March 1, and will have no financial interest either directly or indirectly

new line of Columbia records have been received and have been demonstrated to a number of Twin City dealers.

Of late the St. Paul and Minneapolis dailies have been carrying full-page ads of the Victor Co., explaining why there had been such a grievous shortage of Victor goods and giving assurance that the company will bend every effort to satisfy the long suffering and sorely tried public. The company can't move any too rapidly for W. J. Dyer & Bro. and the Beckwith-O'Neill Co., Northwestern jobbers, and a score of Twin City dealers who virtually have "sweat blood" during the past year.

W. J. Dyer & Bro. are enlarging their Victor quarters by adding two large rooms on the fourth and fifth floors of the Dyer Building to the jobbing department. This will give about 3,300 square feet of additional space and should relieve the pressure considerably.

in any retail department. The company states that it has been contemplating the move for the past two years. The wholesale business will be continued at the present location until the new building is ready for occupancy.

BIG DEMAND FOR FOREIGN RECORDS

ATLANTA, GA., February 6.—Westervelt Terhune, manager of the local branch of the Columbia Co., recently enjoyed a visit from S. R. Lemberg, special representative of the foreign record department. Mr. Lemberg visited the principal trade centers in the Southeastern territory, and in company with the regular Columbia traveler in each particular district he called upon the dealers and after an interesting talk succeeded in every instance in placing with them a full assortment of foreign records which were most salable in that locality. From here Mr. Lemberg went to New Orleans and Southwestern points. The Columbia Co. have stocked a lot of supplies of foreign records in all languages in their distributing warehouse here.



The "Corn Belt" - House For - "Corn Belt" Dealers

OURS is Your Logical House if
You are A VICTOR DEALER

Doing Business in the Thriving "Corn Belt."

We are perfectly placed from a Geographical standpoint. We are your "promptest" shippers from either point — Omaha or Des Moines. — The TWO stocks are less apt to be "Shy" on certain lines of "Victor" goods than ONE would be.

"Victor" Enthusiasm is in the very air at both of our establishments. Dealers often tell us that the Mickel "Spirit of Life" is contagious, and that they, too, become "live" simply through dealing with us and absorbing some of our "progressive methods."

Come! Let's start you up the "Prosperity Path" of 1919.

Cor. 15th &
Harney Sts.
Omaha,
Neb.

Mickel Bros. Co.

411 Court
Avenue,
Des Moines,
Iowa

INDEPENDENT TALKING MACHINE CO.

12 East 42d Street (Adjoining Fifth Avenue), New York

Announcing That We Are Distributors of

OKEH RECORDS

OkeH
Records

The most
popular
record on
the market

For some time past we have been carefully investigating the record field with the idea of selecting a record line that we believed would afford our dealers an opportunity to make money, and build up a profitable record business.

All OkeH
Records Are
Double-faced

Retail at
85c.

After a thorough test of every record in the industry we finally selected **OkeH Records** as the best proposition on the market. We offer this line to the dealer with the absolute assurance that these records can be merchandised profitably and satisfactorily.

OkeH
Records
Can Be Played
with a
Sapphire
or a
Steel Needle

We will carry a complete stock of **OkeH Records**, and our extensive shipping and service facilities will give our dealers unlimited opportunities to develop a splendid **OkeH Record** clientele.

Drop us a line for further details



TALKING MACHINE JOBBERS CONVENE IN PHILADELPHIA

Two-Day Session of Executive Committee and Members of the National Association of Talking Machine Jobbers Devoted to Discussion of Trade Problems Which the Future Will Present—Annual Convention to Be Held at Atlantic City June 30-July 1—Victor Co. Entertains

PHILADELPHIA, PA., January 28.—The executive committee and a goodly number of members at large of the National Association of Talking Machine Jobbers have just completed a most interesting two-day convention at the Hotel Ritz-Carlton, this city, at which the problems of the moment and the prospects for the future were discussed at length, and course of action decided upon.

On Monday morning there was a meeting of the members at large for the formulation of suggestions regarding matters to be brought up by the executive committee for action.

One of the first and most important matters to be discussed was that concerning the equalization of freight charges to jobbers in all sections of the country to be brought about by billing machines and records f. o. b. destination at a uniform price. The jobbers gave the plan their unanimous approval, and the Western members of the trade were particularly enthusiastic regarding it. The jobbers placed the matter before the Victor Co. for action, presenting their arguments in the form of a brief.

Another important matter was the reading of a report from Edmund A. Whittier, secretary of the American Fair Trade League, regarding the favorable status of the Stephens bill for the maintenance of retail prices, with the new amendments added to the bill, giving supervision of price-fixing methods to some Governmental agency, preferably the Federal Trade Commission. Mr. Whittier called attention to the fact that the Federal Trade Commission itself was converted to the idea that some price maintenance plan was necessary for the protection of legitimate business, provided the plan was properly supervised and controlled, and had gone before Congress with the suggestion that some legislation of that sort be adopted. It was the opinion of Mr. Whittier that the Stephens bill had a fair chance of becoming a law during the next session of Congress.

The jobbers also gave considerable attention to the record situation, and urged the Victor Co. to devote all energies to the issuing of a sufficient quantity of records of the popular numbers of the day to take proper care of the demand for those numbers while it is still active. There was also some discussion regarding the record catalog, and the further suggestion was made that some cut-out system be devised that would not only take care of records that have outlived their usefulness, but would also serve to reduce the number of artists, or at least keep the number down to a certain level, by cutting out those artists who had outlived their popularity, substituting therefor artists who had since risen to fame.

In considering the question of the reconstruction period, the jobbers emphasized the fact that the factory, jobber and dealer should all work together for the sole purpose of getting back to a pre-war position and then advancing by taking advantage of the lessons of the war, and continuing such economies as had proven practical and valuable. The main thought was that the most important question was that of keeping up an increasing production to a point where competition would again be on a basis of merit rather than existing because of the inability to supply goods.

The chief object was to get back to a normal basis so that normal profits could be enjoyed, and this plan could be most rapidly accomplished by an observance of a liberal sales policy from the factory right down the line.

It appeared to be the opinion of the jobbers that the existing list prices should not be reduced by the factory for a considerable period at least, or until the trade could be readjusted. Should any reduction in manufacturing costs be realized, as will probably be the case, it is felt that this saving should be distributed between

the wholesaler and retailer to enable them to cover properly the increased cost of doing business, and likewise offset in some measure the heavy losses of income during the war period. Particularly will it be necessary for wholesalers and dealers to realize larger returns on their businesses in order to cover the increased taxation provided for in the new Revenue bill. It was felt that there was plenty of time in the future to consider any general plans for list price reduction.

Inasmuch as there are numerous problems cropping up of interest to the association membership at large, it was decided to hold a general convention at the Hotel Traymore, Atlantic City, on June 30 and July 1, the arrangements for the meeting being under the supervision of Louis Buehn.

Tuesday morning the general meeting was addressed by Gilbert H. Montague, counsel of the association, who outlined briefly the legal situation as it now exists and affects the industry, paying particular attention to the effects of the recent Colgate decision on the question of price maintenance, and likewise reviewing the progress of the Macy suit, in which a number of jobbers are cited as defendants. Mr. Montague went into considerable detail and his remarks were most illuminating to the jobbers.

Following the address of the association's counsel, the executive committee went into closed session for the purpose of putting into proper shape the matters to be taken up with the factory officials.

At noon the jobbers were the guests of the Victor Co. at luncheon at the Bellevue-Stratford, at which were present Victor Co. officials and department heads. After the luncheon there was held a general meeting at which various trade questions were discussed by jobbers and factory men, the results of the deliberations not being given for publication. In the evening the jobbers were the guests of the Victor Co. at a theatre party, the play being "The Better 'Ole" at a Broad street theatre.

Clement Beecroft, the well-known cabinet and accessory man, acted as a sort of reception committee of one during the jobbers' meet and displayed his hospitality by taking a group of the visitors on an auto trip to Hog Island, the big

shipbuilding plant whence have come many ships and some scandal.

Walter B. Fulghum, formerly manager of the order department for the Victor Co., also dropped into the Ritz during the meeting. Mr. Fulghum is now a Victor dealer in Richmond, Ind., and had to stand for some good-natured joshing about being on the receiving end for Victor goods.

Those present at the meeting included J. Newcomb Blackman, Blackman Talking Machine Co., New York, president; I. Son Cohen, Cohen & Hughes, Inc., Baltimore, vice-president; Arthur A. Trostler, Schmelzer Arms Co., Kansas City, treasurer; J. C. Roush, Standard Talking Machine Co., Pittsburgh, secretary; George E. Mickel, Mickel Bros. Co., Omaha; James F. Bowers and L. C. Wiswell, Lyon & Healy, Chicago; E. C. Rauth, Koerber-Brenner Co., St. Louis; W. H. Reynolds, Mobile, Ala.; R. H. Morris, American Talking Machine Co., Brooklyn, N. Y.; W. D. Andrews, Syracuse, N. Y.; C. N. Andrews, Buffalo, N. Y.; Louis Buehn, Louis Buehn Co., Philadelphia; Emanuel Blout, New York; C. F. Bruno, C. Bruno & Son, Inc., New York; Fred P. Oliver, Blackman Talking Machine Co., New York; Dan Creed, Chicago Talking Machine Co., Chicago; A. D. Geissler and Roy J. Keith, New York Talking Machine Co., New York; H. A. Winkelman, Oliver Ditson Co., Boston; C. K. Bennett, Eclipse Musical Co., Cleveland, O.; C. H. Grinnell, Grinnell Bros., Detroit; C. A. Wagner, Musical Instrument Sales Co., New York; C. L. Price, Ormes, Inc., New York; T. W. Barnhill and H. F. Miller, Penn Phonograph Co., Philadelphia; Ernest Urchs, Phillips & Crew Co., Atlanta, Ga.; Thomas F. Green, Silas E. Pearsall Co., New York; Lester Burchfield, Sanger Bros. Co., Dallas, Tex.; Perry B. Whitsit and W. F. Davison, Perry B. Whitsit Co., Columbus, O.; Rudolph Wurlitzer, Rudolph Wurlitzer Co., Cincinnati; Carl Droop, E. F. Droop & Sons Co., Washington, D. C.; Paul Carlson, Charles H. Ditson & Co., New York; Burton J. Pierce, J. W. Jenkins' Sons Co., Kansas City, Mo.; C. B. Snow, Cressey & Allen, Portland, Me.; Geo. D. Ornstein, George D. Ornstein Co., Philadelphia; Florence Heppe, C. J. Heppe & Son, Philadelphia; French Nestor, Standard Talking Machine Co., Pittsburgh; "Doc" O'Neill, Beckwith-O'Neill Co., Minneapolis, Minn.; E. N. Upshaw, Elyea-Austell Co., Atlanta, Ga.; H. W. Weymann, H. A. Weymann & Son, Inc., Philadelphia, and Andrew G. McCarthy and Fred Sherman, Sherman, Clay & Co., San Francisco, Cal.

Are You Selling the Best Semi-Permanent Needle?

Many of the large music companies say: "Our salesmen are cranks on tone." They have tried every needle on the market—but now they are perfectly happy with the perfect needle.

The DeLuxe Stylus

It Plays 100 to 300 Records

Talking machine owners are enthusiastic about it because it does not scratch or hiss. It brings out the perfect tone. Once used, always enjoyed.

You Can't Afford To Be Without The DeLuxe

Write now for free samples, discounts and descriptive circulars, which we furnish for your mailing list.

THE DUO-TONE COMPANY, Ansonia, Conn.

Imagination—plus good sound business sense

YOU'VE got it; use it,
please, in connection with
this "picture" of the NIGHTINGALE.

Pictures don't tell you much about a talking machine; it isn't like putting in a line of tables or other furniture. You know how many phonographs you'd sell if printed reproductions were all your customers had to go by.

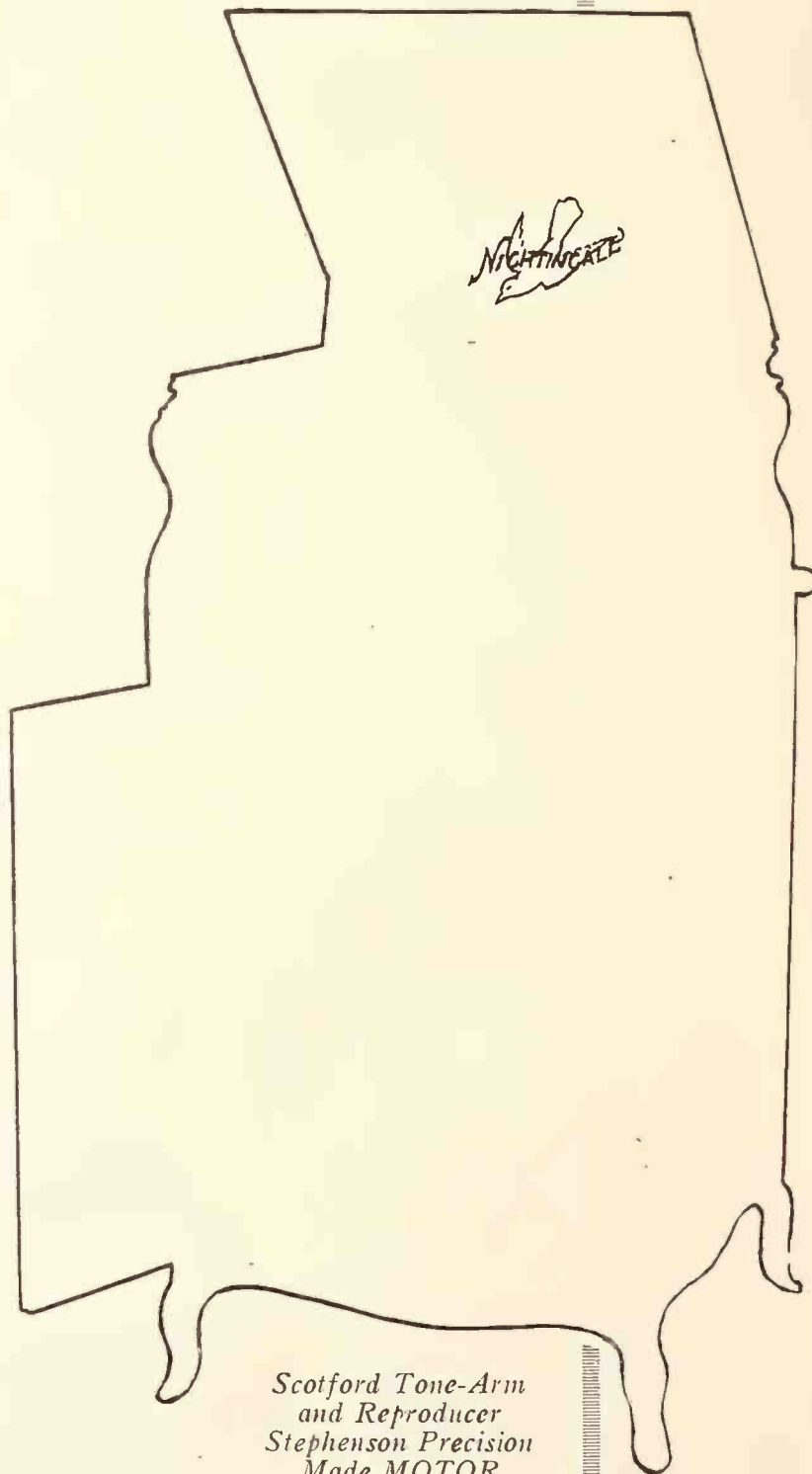
Outward beauty counts, of course; so do cabinet work and finish. But charm of tone, mechanical perfection and all-round "playability" tell most of the tale. They really make the value.

We ask you to fill out in your imagination our outline of the NIGHTINGALE. And to use your sound business sense in judging what *must* be in the instrument to make it the sure-fire profit-bringer that it's proven. Then send a try-out order. We'll gladly ship on trial. Suspend judgment and further action till you see your first NIGHTINGALE. But at least write for *one* today.



"The Phonograph to Sell"

Nightingale Mfg. Co.
422-426 N. Armour Street
CHICAGO, ILL.



*Scotford Tone-Arm
and Reproducer
Stephenson Precision
Made MOTOR*

GEORGE E. BRIGHTSON IS HONORED BY HIS CO-WORKERS

Officers of Sonora Companies Present President Brightson With Handsome Gold Loving Cup at Complimentary Dinner—Appreciative Address Made by Mr. Brightson Aroused Enthusiasm

At a complimentary dinner given recently to President George E. Brightson by officers of the Sonora Phonograph Sales Co. and Sonora Phonograph Corp. and members of these organizations who have been with Sonora for some time, there was presented to Mr. Brightson a handsome gold loving cup on which was inscribed:

"Presented by the board of directors of the Sonora Phonograph Corp. and Sonora Phonograph Sales Co. to George E. Brightson in recognition of his skilful leadership in directing the Sonora phonograph to its supreme position in the talking machine industry. January 13, 1919."

It so happened that the secret had been very well kept and Mr. Brightson was quite overwhelmed when the cup was handed to him. He quickly took in the situation, however, and responded with a clever, impromptu speech, saying in part:

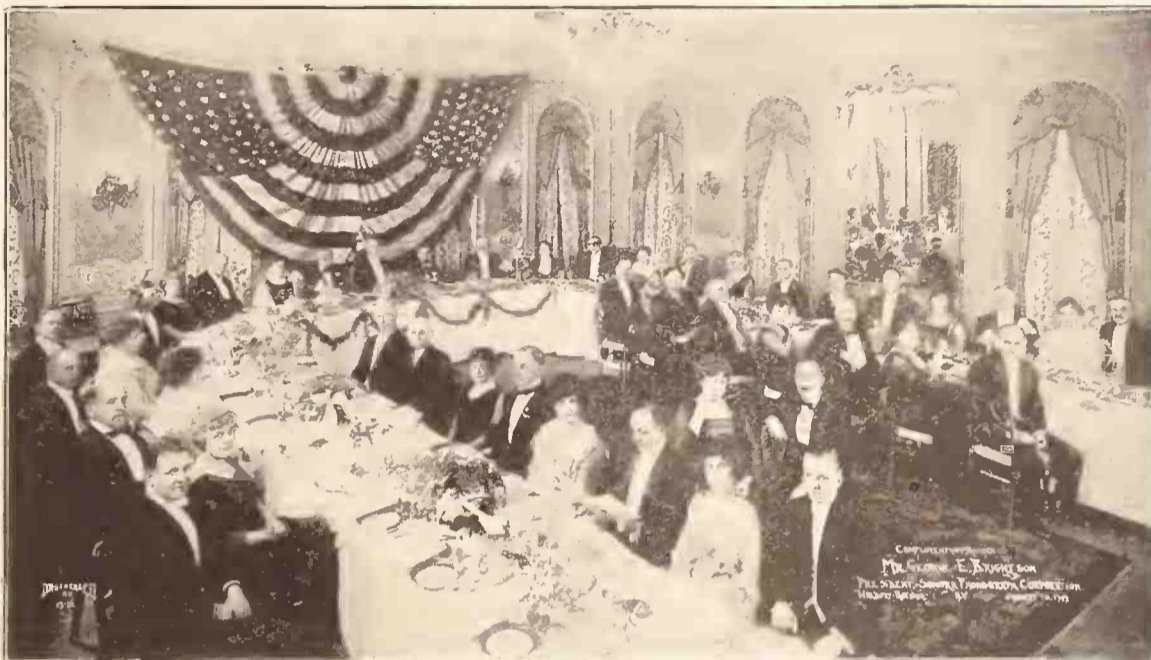
"After listening with great interest and appreciation I wish to thank you all for this great

realize that I am somewhat in an embarrassing position.

"I have heard much said this evening of what I did. I hope you will not misunderstand me

come any and all difficulties which may arise.

"Friction in mercantile industries and management of organization is very frequent. When I tell you there never has been any in either of our two companies or boards or in any of our executive work or planning, do you wonder at our great success? There has been, at all times, just the sweetest atmosphere existing and causing me to feel as if a halo were



Those Present at Dinner Given in Honor of George E. Brightson

or think for a moment I do not fully appreciate all the eloquent and complimentary things which have been said of me this evening, when I say to you—it was *we* who did it. Most of you know, as I do, what one person can do with his head and hands is limited, but with an organization, be it large or small, results count by all pulling on the same string at the same time, pulling together with each and everyone looking the way they are pulling—not to look one way and pull another. With this condition great things have been accomplished by our Sonora organization.

"When I tell you that from the time of our first board of directors—a small one then in number—up to the present two boards, consisting of five to seven—twelve in all—there has been no time that I have met any opposition from these boards to my suggestions, and every motion or resolution has been favored by their approval, always unanimous, and that means much to a presiding officer. It is helpful, encouraging, and has caused me to feel at all times that I had a granite foundation under me. With that feeling as a keystone you can accomplish almost anything you undertake and over-

about my head at all times. It is true we have achieved great results in a very short time—I might say most of it in four years. Our growth has attracted the attention of banking institutions and frequent comments have been made such as: 'It is almost unbelievable,' and in one case a bank president said to me that there was no record of the growth of any mercantile industry in this country that he could find that could compare with Sonora's results, he dwelling on our healthy condition and the liquidness of our assets. In this short time we have grown from a small business of a few thousands into millions. I must say, myself, I wonder at it—especially when I look back to early 1912 and remember that there were at that time not more than twelve people in our employ—mostly boys—very few of them past the voting age. Today I glance over our payrolls and find we can count our employes by the thousands, controlling as we do large plants in various places in this country and one of the very largest and of the highest reputation in our line in Switzerland, together with properties of our own also in this country, and I am not surprised that

(Continued on page 50)



Loving Cup Presented to George E. Brightson compliment. When I inform you that this is indeed a bright and happy moment of my life, I wish to emphasize the fact and ask you to

THE WONDERFUL TONE PRODUCTION OF PHON d'AMOUR

is obtained by

THE AMPLIFIER

an entirely new type of horn, built on the principles of a violin

and

THE DIAPHRAGM

made of selected violin wood, fashioned beyond any possible danger of warping, and insuring a resonance and sweetness of tone not obtainable by the use of any other material

These Features are Patented and Procurable Only in Phon d'Amour Plays All Makes of Records and Glorifies Them All



THE FRITZSCH PHONOGRAPH CO., 228-30 West Seventh Street CINCINNATI, OHIO

DINNER TO GEORGE E. BRIGHTSON
(Continued from page 49)

outsiders wonder at what we have accomplished.

"It was my pleasure to report at the board meeting in January that neither the Sonora Phonograph Corp. nor the Sonora Phonograph Sales Co. owed a dollar for borrowed money; in other words, they had cleaned up during the year with all their banks, and in December anticipated much that was to come due in January. This will, no doubt, surprise many of you who are merchants, for you know how difficult it is to be entirely free from the use of any bank, with large growing businesses, rolling up, as in our case, in the millions.

"I cannot accept from you all that has been said this evening—that I did it. In 1912 I had with me a young executive worker who has been with me continually ever since, and I am sanguine from our results he has not thought of much of anything else from that day up to the present time. He had enjoyed with me our great achievements. At the beginning of our organization I did not have his usefulness during the first four months, for I was obliged to give him a vacation because of an impairment of his health, or nervous condition resulting from his former employment.

"In referring to this young man I wish to say from that moment to this he has been a right arm to me and of wonderful assistance, and I wish to say much credit is due him and I would feel, at this time, dishonest, if I withheld from him any credit which rightfully belongs to him. I cannot say enough along that line, for one so young, he has done his part fully and well and is entitled to his full share of the credit in our growth. I will ask Joseph Wolff to rise that you may all look at the one to whom I wish to give praise for his loyalty and industrious ability.

"Passing from reference to this young man I will say there are others who have been very helpful to me, and while time will not permit

me to mention all, I feel it only proper that I should refer to the great value Mr. Morse has been to me, from our beginning, Mr. Coupe, after he joined our company in his capacity of sales and advertising manager, and Mr. Jennings as our assistant treasurer, and while so far I have only mentioned the male members of our organization, we likewise have many very useful young women who have taken their place and been of very valuable assistance to our organization, and inasmuch as we have presented two at this gathering I must give each of these two full share of their credit in our great work; Miss Mahoney, in charge of our correspondence, and Mrs. Brewster, the only female manager we have at any of our distributing stores. Their work has been of great value, and if time would afford I would be glad to dwell more on what they have accomplished for us.

"There have been many compliments paid me this evening. I appreciate them all fully. I feel like saying to you, however, as Charles Schwab

did when he was placed in a similar position by reason of a complimentary dinner given to him in the Astor ballroom of this same hotel, where it was my pleasure to be the guest of our vice-president, Mr. Hasell—that he appreciated the compliments paid him and that he wished it to be fully understood, but the most pleasant and helpful compliment which he had ever received was from the workmen on the scaffolds surrounding the building of the ships, as he passed through the yards at the beginning of the great work—the men shouting, 'We are with you, Charlie.' He knew that alone he could do but little, but with his subordinates who gave him great assistance at that time, and the assurance of his workmen he felt he had a foundation beneath him and he set about making good the Government's requirements with assurance that he could do something, or at least make a great try at it. I have had that same experience with all of my employes from the beginning. *We did it—not I.*"

HOW WAR DEMANDS INTERFERED

With Production of Mica Diaphragms for Talking Machine Industry—J. L. Frazee's Views

In a chat this week with The World J. L. Frazee, head of the Phonograph Appliance Co., New York, commented upon the fact that the company has recently made arrangements whereby its production of Crystal Edge mica diaphragms will be increased for 1919, adding:

"During the period of the war we were obliged to concentrate the greater part of our activities upon the production of mica products of all descriptions for the Government. We received large contracts for essential mica products, and these contracts required so much of our manufacturing space that we were able to give talking machine manufacturers only a comparatively limited degree of service. Our patrons, however, appreciated the difficulties under which we worked, and we feel indebted to the phonograph industry for the broad spirit which it has

evidenced toward us during these trying times.

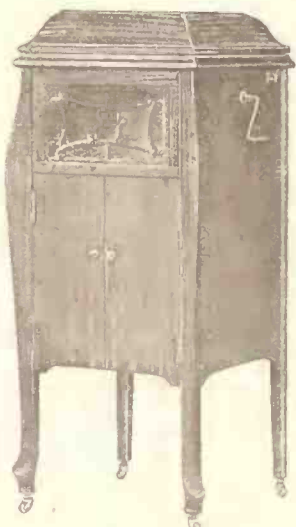
"With the signing of the armistice, however, we have been enabled to concentrate the production of our commercial mica business in our North Carolina factory, leaving our New York plant free and clear for the production of mica diaphragms exclusively. In addition to this increase in facilities we have enlarged our New York factory considerably, and are making plans to give the phonograph industry maximum efficiency and service during 1919. We will specialize to a considerable degree on the production of first grade India mica diaphragms, and will also turn out large quantities of Brazilian and domestic mica diaphragms."

Mr. Frazee returned recently from a trip through the Middle West, where he closed large contracts with some of the leading manufacturers in this section of the country. He states that the talking machine industry is enjoying a boom period, and that, judging from all indications, this era of prosperity will continue for some time to come.

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

Liberty Phonograph Company

Presents

The Final Achievement in Lateral Records

The latest, most intelligently and scientifically constructed lateral record in the world.

THE importance of this announcement cannot be overestimated. To the music trade it means a record that opens up the lateral record field.

And it means the only true lateral record on the market without a machine tied to it.

In tone, volume and craftsmanship the Liberty record is a dream come true.

For it represents the result of years of study, experience and experiment.

And it carries the possibilities of the lateral record to the ultimate accomplishment.

To the music-lover it means the opportunity to hear the true performance of the true artist with no delicate shading lost in reproduction.

It means the symphony itself with no instrument blurred, and the band with no note smothered.

Full details regarding distribution and territory will be given to responsible distributors upon application.

Write for particulars today, to

LIBERTY PHONOGRAPH CO.

EXECUTIVE OFFICES

1836 Euclid Avenue

::

::

Cleveland, Ohio

Laboratory: 16-18 West 39th Street, New York, N. Y.

DEALERS IN CINCINNATI ARE JUST "CHASING RAINBOWS"

Anxiously Awaiting Stocks to Help Them Fill Up Pots of Gold—Shipments Beginning to Arrive With More Regularity—Some Recent Changes Among the Local Staffs

CINCINNATI, O., February 7.—Another month is expected to see a decided improvement in the matter of supplies for talking machine dealers in the Middle West, but just now the situation is regarded as being almost hopeless. There is hardly a house in Cincinnati with a full supply of various sizes of talking machines and the buyers who continue to force their way into establishments either must purchase the art styles or the low-priced models.

Just now the great desire of the trade is to get stock and to get 'em by express since freight shipments take almost triple the usual time between Cincinnati and Eastern points. There has been a greater offering of Liberty bonds, which are being taken at the prevailing market price, in the purchase of talking machines. People appear to be anxious to dispose of their savings.

It is quite interesting to drop into the Columbia wholesale quarters on West Fourth avenue at the end of a big month like January, and in the midst of stock taking. W. G. Wustefeld, one of the company's auditors, is at the local branch checking the books and accounts, and at this writing is engaged in counting the several hundred thousand records carried in stock at this branch.

Geo. H. Williams, who has been serving the Cincinnati branch in the capacity of assistant manager for the past two months, left Cincinnati the last day of January to return to his old home at Seattle, Wash. He did not announce his future plans before leaving Cincinnati.

N. B. Smith, formerly associated with the general sales department at the Executive Office, New York, who has been appointed assistant manager at the Cincinnati Branch, took up his duties as such the first of February.

Manager Sigman, of the Victor department of the Rudolph Wurlitzer Co., is an optimistic man these days. His only big worry is slow shipments from the Victrola factories. He said:

"January, 1919, started out with a rush of orders which no doubt will cause even the most pessimistic talking machine dealer to sit up and take notice. Never in the history of the industry has such an avalanche of orders poured into our office, for both machines and records. Many out-of-town dealers visited our store, and it was very gratifying to notice the enthusiasm over the prospects of the future. Large machine and record orders were placed, and the trend seemed to be toward the higher price instruments.

"We are receiving large shipments of the red seal records from the factory, although it is hard to stock them, for they are sold as rapidly as received. Talking machine owners are gradually becoming educated regarding their great value, for they realize that records made by the great operatic artists can be heard over and over again with increasing pleasure. While the shortage will continue for sixty or ninety days, the wise dealers who place their orders early will not regret it, for there is every reason to believe that the year 1919 will prove to be the best year since the talking machine was placed upon the market."

Using the sheet music business as a basis for the idea, the Willis Music Co. will carry an entire catalog of records in its Victor department

to be opened on West Fourth street about February 15 under the management of F. F. Summey. A few machines have already been secured, but the great desire of Mr. Summey is for records and more records. He intends to carry everything worth while in the disc line.

The Otto Grau Co. is putting some "pep" in its Victrola department. The Brunswick machine may be added to the line of that house.

The Crystola is being handled by the Butler Bros. Co., jobbers and manufacturers of pianos.

The Phonograph Co., of this city, expects to have a normal supply of Edison machines by April 1. Of course there will be some shipments in the meantime, but nothing like what Manager Oelman could use.

"The biggest January in the history of the Vocalion business" is the comment of C. L. Byars, manager of the Vocalion department of the local Aeolian store. "In spite of the fact that thou-

sands of dollars' worth of business was lost, owing to the shortage of goods, there was a 20 per cent. increase in the business over the best January ever experienced. It is heartrending," he says, "to see business walking out of your store simply because you haven't goods to demonstrate."

J. F. McCarthy, who has been connected with the Vocalion sales force for several months, recently severed his connection with the Aeolian Co., and is going into the insurance business with one of the local companies.

Miss Dorothy Goodwin, one of the most clever record salesladies in the city, left the employ of the Aeolian Co. February 1 to take up her new position as assistant librarian in the Cincinnati College of Art. Miss Goodwin is a student of art and has real talent along that line, and her new position should be a great help to her in fulfilling her ambitions.

Briggs—Have your daughters accomplished much in music?

Griggs—Yes; their playing has rid us of two very undesirable neighbors.—Boston Transcript.

Which one of these two stores would attract you?



The 6940
Most Prosperous Piano
and Phonograph Dealers in this
Country are using

ELECTRIC ADVERTISING

Your business has the same requirements
as theirs and they have proved *it pays*

PIANOS

PHONOGRAPHS

THE reconstruction era of prosperity is on! Electric Signs, dimmed by war, are all ablaze, doing their part to promote business activity. New signs are bursting into flame everywhere. Don't lag behind. Lead. Get your sign burning first—and for your future satisfaction and profit be sure it is a Federal sign. Federal signs are brilliant by night and attractive by day. Their porcelain enamel surface cannot rust, rot, nor fade. No refinishing required. A damp cloth makes it as fresh as new.

Full particulars of cost, current expense, etc., will come in response to coupon. Sketches submitted free.

Twelve Months to Pay

FEDERAL SIGN SYSTEM (ELECTRIC)
Lake and Desplaines Streets, Chicago, Ill.

Branches in All Large Cities
Factories in New York, Chicago and San Francisco

This Familiar Sign is a Federal Sign Be sure yours is a Federal too—send this coupon

Please send me full particulars of a sign suitable for my business.
 Store frontage. No. of floors.
 Check here if you want free sketch and indicate desired lettering on attached slip.
 Name.....
 Business.....
 Address.....
 T M W



WHY WE ARE DISTRIBUTORS OF

OKEH RECORDS



The
Recognized
Leader in
the Record
Field



RETAIL AT 85c.

PLAYED WITH SAPPHIRE OR
STEEL NEEDLE

When we decided to add a record line to our phonograph department, we determined to carry a record that would give prestige to our business, and prove profitable to our dealers. After months of investigation we chose the OkeH Record as best meeting all of these requirements.

We are now ready to give our dealers practical co-operation in developing their OkeH Record business, and are certain that this line will prove a valuable adjunct to their general phonograph business.

If you handle the OkeH line there is no waiting for records that are "hits" of the day. This library records the "hits" promptly and we place them in your hands when you need them most. Just phone us that you need certain records, and we will send you your complete order the same day.

Musical Supply & Equipment Co.

(Formerly Electric Supply & Equipment Co.)

221 COLUMBUS AVENUE, BOSTON, MASS.

Distributors of  Phonographs and Vocalstyle Music Rolls

"Kiss Me Again," one of Victor Herbert's masterpieces, wonderfully sung by Lashanska. Columbia 77843.

**Columbia Graphophone Co.
NEW YORK**



SEVERAL INTERESTING CHANGES IN MILWAUKEE TRADE

Wholesale and Retail Departments of Edison Representation Separated—Mrs. Geo. H. Eichholz Now Sole Owner of G. H. Eichholz Co.—Chas. J. Orth Honored—Sonora Outfit for Y. M. C. A.

MILWAUKEE, Wis., February 5.—The manner in which talking machine business has been maintained since the holidays is characterized as simply wonderful by local dealers. They have never known anything like it. January business was by far the most active and the largest in volume for the first month of the year that has yet been recorded and February has opened in a similar manner.

Only a continued shortage of instruments and records prevents the volume of business from being even larger than it is. While dealers are crying for instruments and records, the jobbers report that factories are swamped with their requirements. Deliveries have increased materially in the last few weeks, but the demand is such that jobbers cannot even place goods on their floors, being compelled to ship immediately upon receipt. In many instances cars are unloaded, goods checked, cases remarked and sent on their way to the dealer without ever seeing the jobbers' warehouse.

The record situation is perhaps worse than that on machines and the supply of certain numbers is equal to only a very small percentage of the demand, with back orders piling up in enormous fashion. "Smiles" has taken the lead as the most sought and least supplied record in the history of the local talking machine business. "Till We Meet Again" is another number that is breaking all popularity records.

The divorcement of the wholesale and retail departments of the Edison representation in Wisconsin and Upper Michigan, concerning which mention was made in the January issue of The World, has been consummated. The Edison Shop, 213-215 Second street, which was the retail division of the Phonograph Co. of Wisconsin, located at the same address, was discontinued January 25 and the business distributed among the five Edison retailers located in as many sections of the city. Hereafter the Phonograph Co. will concentrate on the wholesale end of the business. William A. Schmidt is manager.

Another announcement of interest is that made February 1, stating that the George H. Eichholz Co., 542 Twelfth street, Edison and Victor dealer, has passed into the sole ownership of Mrs. George H. Eichholz, who also assumes the active management and direction of the business. The Eichholz store is one of the earliest retail establishments in Milwaukee and always has handled both the Edison and Victor. Its founder, George H. Eichholz, died in May, 1918, since which time his partner, Frank Preuss, has acted as manager, assisted by Mrs. Eichholz.

Charles J. Orth, exclusive wholesale representative of the Puritan phonograph and Paramount records in Wisconsin and upper Michigan, was signally honored and given rank with the great composers when the Chicago Sym-

phony Orchestra gave Mr. Orth's symphonic poem, "Romance," a place on the regular program at the Chicago concert on January 30 and the Milwaukee concert on February 3. Only one other Milwaukee composer, Hugo Kaun, was ever honored in this manner. As a composer Mr. Orth is perhaps best known by his descriptive piece, "In a Clock Store," which came to be one of the best sellers in the talking machine catalogs, and also was played by Sousa's band on its famous international tour.

An interesting demonstration of the New Edison Re-Creation was given in Milwaukee dur-

R. H. ZINKE HEADS MILWAUKEE ASSN.

Well-Known Talking Machine Dealer Elected President of Milwaukee Association of Music Industries at Annual Meeting

MILWAUKEE, Wis., February 5.—The annual meeting of the Milwaukee Association of Music



R. H. Zinke

Industries on January 16 resulted in the election of Richard H. Zinke, manager of the Badger Talking Machine Shop, Victor dealer,

ing the week of January 20, when Lou Chiha, "Friscoe," the noted xylophonist, played in comparison to one of his own Edison records on the Majestic stage. Fortunately the entire bill of that week was of "all-star" quality, so that Chiha's act was witnessed by more than an ordinary number of people.

A large Sonora and a full complement of records formed a gift made to the Milwaukee Y. M. C. A. last week by Fred C. Yahr, secretary of the Yahr & Lange Drug Co., distributor of the Sonora, in association with Frank C. Klode, head of the C. W. Fischer Furniture Co., a Sonora retailer of Milwaukee. Messrs. Yahr and Klode have made frequent contributions to "Y" activities in the past, but none seems to be appreciated quite as much as this donation of an instrument and records.

as president. Mr. Zinke served as secretary during the past year and accomplished so many big things that when his name was advanced for the presidency there was no opposition and the election was by acclamation. Paul F. Net-zow, of the Waltham Piano Co., was re-elected vice-president. C. LeRoy Dennis, secretary of the National Association of Piano Merchants, and secretary and manager of the Better Business Bureau of the Music Industries Chamber of Commerce, was chosen secretary. William R. Winter was re-elected treasurer. The retiring president, Henry M. Steussy, was elected to the board of directors, succeeding Fred B. Bradford. Leslie C. Parker and Edmund Gram were re-elected directors. The association had a most successful year and plans to do even bigger things this year. President Zinke and Secretary Dennis have determined upon a course of action that ought to make the music trade of the entire country "sit up and take notice." The establishment of a retail credit bureau and the organization of a State association of music dealers are two of the principal aims of the new administration.

W. H. ALFRING'S EXTENDED TRIP

W. H. Alfring, manager of the Aeolian Co.'s wholesale departments, left recently for a trip to the Pacific Coast, and according to his itinerary will be away until March 1. Mr. Alfring will visit the Vocalion jobbers and dealers in many of the leading cities, and judging from the remarkable volume of business closed by Aeolian-Vocalion representatives in 1918 his visit will be timely.



PERSONAL SERVICE

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

Why not communicate at once with us?

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

QUALITY LEADERS IN THE CABINET FIELD



Style 71.—Mahogany, Golden Oak, Fumed Oak, Weathered Oak. Height 33½ in. Top 17½ x 17½ in. Holds 168 12-in. Records. For Victrolas IV-A and VI-A; Columbia No. 25 and No. 35.



Style 24.—Mahogany, Golden Oak, Fumed Oak, Weathered Oak. Mahogany has Mahogany front door; Oak has Quartered Oak front door. Height 33 in. Top 17 x 17 in. Holds 168 12-in. Records. For Victrolas IV-A and VI-A; Columbia No. 15, No. 25, No. 35.



Style 72.—Golden Oak, Fumed Oak, Weathered Oak. Height 34 in. Top 16¼ x 20 in. Holds 180 12-in. Records. Made specially for Victrola VIII-A. Top has countersunk holes to accommodate rubber bumpers on machine.



Style 86.—Mahogany, Golden Oak, Fumed Oak, Weathered Oak. Height 30 in. Top 19½ x 22½ in. Holds 96 12-in. Records. For Victrola IX-A; Columbia No. 50; Pathé No. 50.



Style 79.—Mahogany, Golden Oak, Fumed Oak, Weathered Oak. Height 34 in. Top 19½ x 22½ in. Holds 96 12-in. and 96 14-in. Records. For Victrola IX-A; Columbia No. 50; Pathé No. 50.



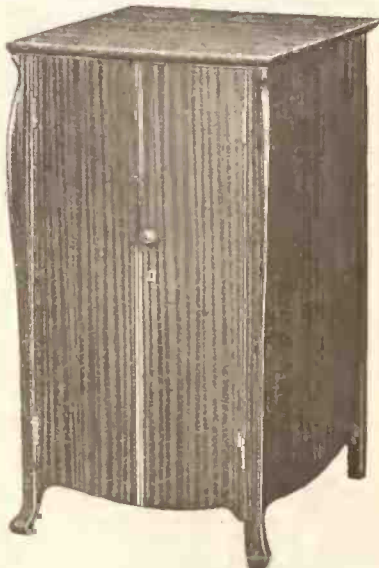
Style 32.—Mahogany, Golden Oak, Fumed Oak, Weathered Oak. Height 30 in. Top 24 x 20 in. Holds 126 12-in. Records. For Victrolas VIII-A and IX-A; Columbia No. 50; Pathé No. 50, and smaller machines.

Prompt deliveries on all orders. Write for Illustrated Catalog of complete line.

The Geo. A. Long Cabinet Company HANOVER, PA.



Style 76.—Mahogany, Golden Oak, Fumed Oak, Weathered Oak. Mahogany has Mahogany front door; Oak has Quartered Oak front door. Height 34 in. Top 19½ x 22½ in. Holds 96 12-in. and 96 14-in. Records. For Victrola IX-A; Columbia No. 50; Pathé No. 50.



Style 77.—Mahogany, Golden Oak, Fumed Oak, Weathered Oak. Height 34 in. Top 19½ x 22½ in. Holds 96 12-in. and 96 14-in. Records. For Victrola IX-A; Columbia No. 50; Pathé No. 50.

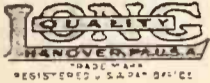


Style 77.—Shows cabinet equipped with top moulding to be used only in connection with Victrola IX-A.

THE GEO. A. LONG CABINET COMPANY

HANOVER, PA.

CABLE ADDRESS
"LONGFURCO"
WESTERN UNION CODE



February 10, 1919.

TO OUR CUSTOMERS AND THE TRADE:

While no change in the cost of materials or manufacturing has taken place to warrant the making of a reduction in prices of Cabinets, at the same time we believe that, with the introduction of further labor saving devices throughout our plant, -- made necessary by our largely increased business, and brought about by your loyalty to the line, we feel that we shall be able to increase our production.

In anticipation of this saving, we want YOU to have the benefit of it, and we hereby make a voluntary reduction of prices of cabinets to take effect forthwith.

All unfilled orders now on file, mailed direct or placed with our Sellers at OLD prices, will be filled and the Cabinets billed at NEW prices as set out in the current price list bearing this date, and enclosed herewith.

We also enclose a folder illustrating and describing the several cabinets comprising the line.

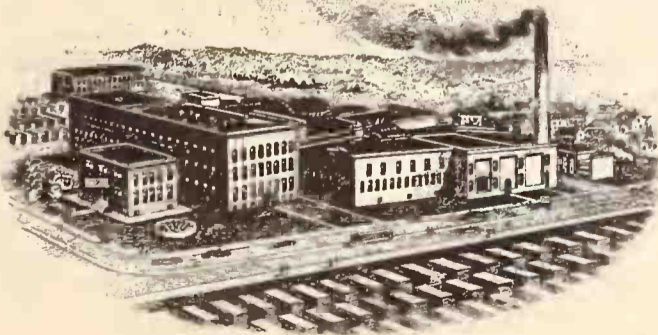
Anticipating the pleasure of further serving you, we remain,

Courteously yours,

HCN-H
2 enclosures.

THE GEO. A. LONG CABINET COMPANY

by



PITTSBURGH TRADE AGAINST ACCEPTING LIBERTY BONDS

Discourage Practice of Taking Bonds in Payment of Merchandise at Face Value—General Business Conditions Improving—Princess Watahwaso Entertains Children—General News

PITTSBURGH, PA., February 8.—Trade conditions in talking machines in Pittsburgh are exceedingly brisk, that is, based on the amount of talking machines and records that the dealers are able to obtain. There is a tremendous demand for all the leading makes of instruments, and every jobber and retail dealer seen by The World representative the past week had the same tale to tell: "Have plenty of customers, but not enough goods to satisfy them."

S. H. Nichols, general manager of the local branch of the Columbia Graphophone Co. is very optimistic concerning trade conditions for 1919. He stated that January sales far exceeded his expectations and that there was an enormous demand for Grafonolas and Columbia records. The record business, Mr. Nichols said, "was simply amazing."

Another new Victrola shop for the Pittsburgh district will be opened on February 15 by George S. Hards, in Dormont, a residential suburb and community in which music is regarded as essential as eating. Mr. Hards, who retired on January 15 as manager of the retail Victrola department of the W. F. Frederick Piano Co., which position he held for the past nine years, has fitted out a fine Victrola shop in Potomac avenue, Dormont, and has been busy the past few days in a line of publicity work calling the attention of the public to the new shop.

The Pittsburgh Talking Machine Dealers' Association at their January meeting adopted a resolution to the effect that the membership discourage the taking of Liberty Bonds in exchange for talking machines and records. It was agreed that in cases where the dealer was compelled to take Liberty Bonds this would be done by accepting the bonds at their market value and not at face value as has been the custom.

More than 1,500 school children were entertained in a most delightful manner at the Schenley High School early in January, when Princess Watahwaso, the well-known Victor artist, sang, told Indian stories and danced. She sang all of the songs that are recorded in Victor records and also a number of others. She was given a remarkable ovation by the children who were fortunate enough to hear and see her. A similar entertainment was held later in the Holmes school. Both entertainments were arranged by Miss Lillian A. Wood, the popular director of the Victor educational department of the C. C. Mellor Co.

In response to a call from T. B. Windsor, a talking machine dealer of Tarentum, Pa., who handles the Victrola, Edison phonographs and Columbia Grafonolas, Princess Watahwaso gave a most delightful recital in the Tarentum Young Men's Christian Association on Saturday afternoon, February 1. Princess Watahwaso is now en route to the Central West on a concert tour.

The Buehn Phonograph Co., Edison distributors, report trade conditions as "very good." A. A. Buehn, manager of the company, was very hopeful concerning the immediate future of the Edison trade in this vicinity and anticipates a very satisfactory Spring trade. This, however, is based on the shipments from the Edison factory. Mr. Buehn by dint of energy and perseverance has built up a large and loyal clientage for the Edison phonograph in this section. J. K. Nichols is the new traveling salesman for the Buehn Phonograph Co., who will cover western Pennsylvania, eastern Ohio and West Virginia.

At the annual meeting of the Pittsburgh Association of Credit Men, A. A. Buehn, of the Buehn Phonograph Co., was elected a member of the Board of Directors.

J. C. Roush, president of the Standard Talking Machine Co., Victor distributors, who is

spending the Winter in Seabreeze, Florida, made a business trip to Pittsburgh, remaining here two days and then returned South.

H. C. Niles, secretary treasurer of the Starr Phonograph Co., is very enthusiastic concerning the trade in the present year as it will affect the Starr phonographs and Gennett records, and is satisfied that dealers will be well supplied with phonographs and records within a short time, as the factory is making every effort to keep up with orders.

Gray & Martin, distributors of the Sonora phonograph, who have large and tasty demonstration quarters in the Jenkins Arcade, are planning an extensive campaign for the year 1919. The firm have been keenly alive to the value of printer's ink in their efforts to introduce the Sonora to the public, and in this they have been eminently successful.

H. J. Brennen, manager of the Pittsburgh Pathéphone Co., said: "The Pathé machines and Pathé records have made a distinct hit in Pittsburgh, and we are busy as beavers filling orders."

Among the new Pathé dealers listed is J. B. Wilson, who takes over the Pathé shop of the J. B. Lawhead Music Co., of New Castle, Pa.

J. W. Helbling, traveling salesman for the Pittsburgh Pathéphone Co., is covering the West Virginia territory at present.

J. A. Endres, sales manager for the Pittsburgh district of the Brunswick-Balke-Collender Co., manufacturers of the Brunswick Phonograph, made a very successful business trip to Johnstown and the adjoining territory, visiting the Brunswick dealers.

The Dauler & Close Furniture Co., sales agents for the Cheney phonograph, had very successful January sales of Cheney phonographs. Among the models that have attracted especial attention were the several period models.

H. C. Hornberger, manager of the talking machine department of the Kaufmann & Baer Co., has been making a series of special drives with the Aeolian-Vocalion, the Victrola and the

When We Became Distributors for This Record Line We Picked A Sure Winner!



The record that has taken the country and the trade by storm

OKEH
RECORDS

¶ Let us show you how the OkeH Record line can increase your sales totals substantially and make your establishment the most successful in your locality.

¶ We have perfected every detail of our sales and service plan, and by handling the OkeH line you are following the example of thousands of successful dealers throughout the country. All records are double-faced, retail at 85c.

Send for our new OkeH Dealer Bulletin

FRED GRETSCH MFG. CO., 50-60 Broadway, Brooklyn, N. Y.

Manufacturers of Musical Instruments

Grafonola. One of the most notable factors in the sales was an elaborate window display in which the three instruments were shown to excellent advantage. They were surrounded by Aeolian-Vocalion, Victor and Columbia records and presented a striking appearance. Mr. Hornberger reports trade in all three of the instruments as "excellent."

APPOINTED DISTRICT MANAGER

Wallace Brown Assumes Important Part With Phonograph Division of Brunswick-Balke-Collender Co.—Will Continue Retail Shop

DETROIT, MICH., February 8.—Wallace Brown, the well-known proprietor of the Brunswick Shop, of this city, has been honored by the



Wallace Brown

Brunswick Co. by his recent appointment as district manager of the phonograph division of the Brunswick-Balke-Collender Co. for Michigan. Mr. Brown will have his headquarters at the Brunswick Co.'s Detroit branch. He will, however, continue to operate his retail shop at 31 East Grand River, in addition to his new managerial duties. He has a fine knowledge of the talking machine trade and its requirements, and this together with his retail experience, will be of value in assisting Brunswick dealers in that territory.

ENJOYING VISIT TO CALIFORNIA

B. R. Forster, president of the Brilliantone Steel Needle Co., of New York City, is at present in Los Angeles, Cal. He reports exceptionally fine conditions in the trade in that section of the country. Mr. Unger, traveling representative of the company, has just completed a successful trip through Canada in the interest of Brilliantone needles and is away again on a trip through Pennsylvania.

GREETINGS FROM IRELAND

The World takes pleasure in acknowledging the receipt of a most attractive wall calendar, a welcome souvenir of the holiday season, from T. Edens Osborne, the well-known talking machine jobber of Belfast, Ireland, whose name and exploits are so well known to our readers throughout the world.

THE LIFE OF AN ACCOUNT

An account on the books of a merchant that runs for three months is a Mistake. One that runs for six months is an Offense. One year, and it becomes a Crime. More than that, it is usually a Deader.

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

Make Money out of your "Retired List" of Customers

EVERY CUSTOMER owning one of the smaller "Victrolas" is a LIVE PROSPECT for a "CONVERTO" CABINET that will convert his machine into a HANDSOME CABINET TYPE with dust-proof record compartment and do away with a make-shift stand.



TALKING MACHINE CABINETS

Designed to accommodate the

VICTROLAS "IV" and "VI"

have proven a substantial success with thousands of VICTOR DEALERS. A little local advertising or circularizing of your list of owners of the small machines will do for YOU what it has done for others, BRING MANY OF YOUR OLD CUSTOMERS BACK TO SEE THE "CONVERTO" CABINET AND REVIVE INTEREST IN THEIR MACHINES AND NEW RECORDS. Cuts and circulars for this purpose will be furnished by us.

A GENUINE VICTROLA AND A LUNDSTROM "CONVERTO" CABINET MAKE A STRONG COMBINATION WHICH SPEAKS FOR ITSELF; the combined cost of which enables the dealer to offer to a discriminating class of trade a machine with unquestionable merits and a cabinet type appearance AT A LOWER PRICE THAN IS USUALLY CHARGED FOR CABINET TYPE MACHINES WHOSE REPUTATIONS HAVE YET TO BE ESTABLISHED.

All orders should be placed through the Wholesaler. See list below.

THE C. J. LUNDSTROM MFG. CO., Little Falls, N. Y.

Lundstrom "Convento" cabinets are broadly covered by patents. Infringements will be promptly prosecuted.



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" Wholesale Distributors

- Atlanta, Ga. Phillips & Crew Piano Co.
Austin, Tex. The Talking Machine Co. of Texas
Baltimore, Md. Cohen & Hughes
Birmingham, Ala. E. F. Droop & Sons Co.
Boston, Mass. Talking Machine Co.
Brooklyn, N. Y. American Talking Machine Co.
Buffalo, N. Y. W. D. & C. N. Andrews.
Burlington, Vt. American Phonograph Co.
Butte, Mont. Orton Bros.
Chicago, Ill. Lyon & Healy
Cincinnati, O. The Rudolph Wurlitzer Co.
Cleveland, O. The Collister & Sayle Co.
Columbus, O. The Perry B. Whitsit Co.
Dallas, Tex. Sanger Bros.
Denver, Colo. The Knight-Campbell Music Co.
Elmira, N. Y. Elmira Arms Co.
El Paso, Tex. W. G. Walz Co.
Kansas City, Mo. J. W. Jenkins' Sons Music Co.
Memphis, Tenn. O. K. Houck Piano Co.
Milwaukee, Wis. Badger Talking Machine Co.
Mobile, Ala. Reynolds Music House.
Newark, N. J. Price Talking Machine Co.
New York City, N. Y. Emanuel Blout
I. Davega, Jr., Inc.
Omaha, Neb. Mickel Bros. Co.
Peoria, Ill. Putnam-Page Co., Inc.
Philadelphia, Pa. The George D. Ornstein Co.
Penn Phonograph Co., Inc.
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.
Richmond, Va. The Corley Co., Inc.
W. D. Moses & 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.

L. C. PARKER BUYS BADGER SHOP

Former Manager of Gimbel Bros.' Department, Milwaukee, Enters Retail Talking Machine Field on Own Account—Long in Trade

MILWAUKEE, Wis., February 4.—One of the most important transactions in this retail field



L. C. Parker

in years was the purchase on February 1 of the Badger Talking Machine Shop, 425 Grand avenue, one of the largest Victor retail establishments in the country, by Leslie C. Parker, who for the past ten years has been manager of the Victrola department of Gimbel Bros.' local store. The Badger Shop heretofore was owned and controlled by the members of the

Badger Talking Machine Co., 135 Second street, wholesale representative of the Victor. In line with the policy that is being adopted generally, wholesale and retail lines are being divorced and this is one reason why the Badger Co. has made disposition of its retail interests. Another reason is that the wholesale business and manufacturing interests of the owners of the Badger Co. have grown to such proportions that concentration has become necessary. These interests include the Record-Lite Co. and the Record Needle and Mfg. Co.

Mr. Parker has spent his entire business career in the music business. For twenty-seven years he has been associated with piano and talking machine interests. He now enters the field on his "own hook," as it were.

The Badger Shop was established in its present location on May 1, 1916. Previously it was conducted in the same premises as the wholesale business at 135 Second street. Richard H. Zinke, who has managed the retail business for many years, retires from the Badger Shop, but will continue to be associated with the Badger wholesale and manufacturing interests in an executive capacity.

Mr. Parker is a director of the Milwaukee Association of Music Industries and one of its active workers. He was the first president of the Salesmanship Club of Milwaukee, and is vice-president of the Alexander Hamilton Institute. He is serving as a member of the educational committee of the Milwaukee Association of Commerce and a member of the board of the Club of Commerce of Marquette University. He is a noted figure in educational circles on advertising and selling. Mr. Parker's successor as manager of Gimbel's Victor department has not been selected as yet.

We live and learn, but those who live fastest don't always learn most.

See how the jobbers in *The World* can supply your wants with the greatest promptness and satisfaction.

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."

M. A. SUPPER GENERAL MANAGER

Assumes General Direction of the Affairs of the New York Recording Laboratories

PORT WASHINGTON, Wis., February 3.—M. A. Supper, who has been with the New York Recording Laboratories, Inc., this city, makers of Paramount records since its organization, has become general manager of the company, and has general charge of all matters both at the local plant and the New York offices. Previous to his merited promotion Mr. Supper was sales manager of the company. The plans for development of the Paramount business under Mr. Supper's direction include the appointment of distributors to handle the line, and a large number of these have already been secured. There will also be considerable attention given to the matter of dealer helps. Mr. Supper has recently been spending some time on a business trip through Eastern sections of the country and Canada and will have some important announcements to make shortly.

THE INDIA MICA SITUATION

Manufacturers of high-grade phonographs will be pleased to learn that we will be in a position to supply them with A 1

India Mica Diaphragms

during the coming year.

The high quality of *India Mica Diaphragms* is recognized everywhere, and our supply of first grade *India Mica* will be larger than that of any other diaphragm manufacturer in this country.

We also regularly receive large supplies of first-grade *Brazil Mica*, and we now control the entire output of a large number of the most productive and successful Mica Mines in America, some of which we ourselves own and operate.

Crystal Edge Mica Diaphragms

are now being used by the great majority of manufacturers of high class phonographs. They are giving excellent service and satisfaction, and are regarded as the best diaphragms on the market to-day.

We have made arrangements to double our output and would suggest that you let us know your requirements as soon as convenient.

Quotations upon application

PHONOGRAPH APPLIANCE CO.

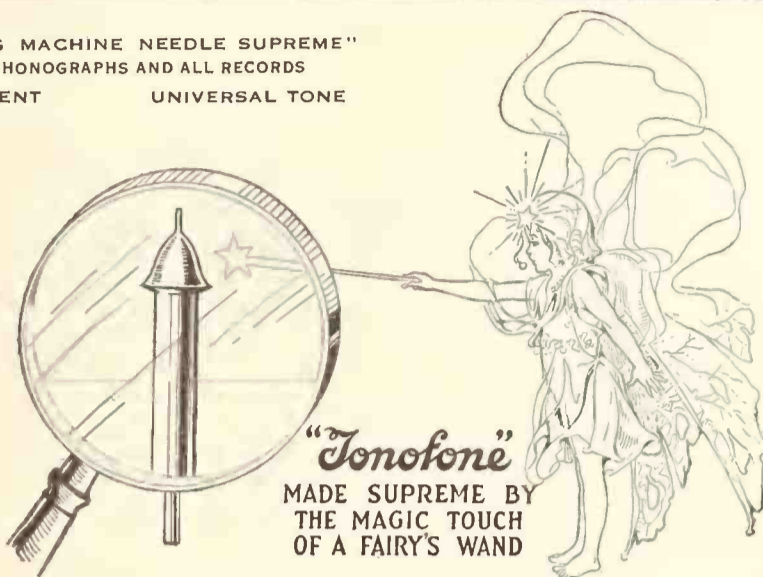
109-113 WEST BROADWAY, NEW YORK

"Tonofone"

MADE FOR THE TRADE
UNDER EXCLUSIVE RIGHTS AND PATENTS

BY
R. C. WADE CO.
29 So. LA SALLE STREET
CHICAGO

"THE TALKING MACHINE NEEDLE SUPREME"
PLAYS ALL PHONOGRAPHS AND ALL RECORDS
SEMI-PERMANENT UNIVERSAL TONE



To
Talking Machine Dealers,
Everywhere,

Greetings:

TONOFONE is positively the talking machine needle supreme -- recognized as such - everywhere - with good reason.

TONOFONE is a wonderful little music maker---with ordinary care each needle will play fifty or more selections.

TONOFONE plays all talking machines--all records, regardless of kind or cost --- and plays them vastly better.

TONOFONE -- unlike all other needles--is elastic, resilient, musical - exactly what the best needle should be.

TONOFONE glides softly over each and every sound-wave -- transmitting each separate tone with amazing purity.

TONOFONE brings forth beauties and charms hitherto unknown -- it has established a new standard in phonography.

TONOFONE is supreme. Beware of imitations; there is no other like it. If you doubt it, send for free samples.

TONOFONE was unknown November 15th; -- yet to-day this little wonder is the talk of the talking machine world.

TONOFONE demand must be satisfied -- and we shall keep on building WADE' automatic needle-making machines until we can supply the world. Don't wait or hesitate - order NOW.

Yours very truly,

R. C. WADE CO.

Rocheester Mapes

Sec. and Treas.

P. S. Tonofone needles come 4 in a package. (retail price 10¢ per package), 100 packages in a display carton. Dealer's price \$6.00 per carton -- with our absolute "money-back" guarantee. Terms: net, 30 days, or 2% cash with order. Demonstrating needles and a beautiful Tonofone "art-poster-salesman" free.

DEALER'S ORDER

R. C. WADE CO., 29 So. La Salle St., Chicago
Please ship as soon as possible under your
"MONEY BACK" guarantee
_____ cartons Tonofone needles
at regular dealer's price, \$6.00 per carton.

Name _____

Address _____

FREE SAMPLE COUPON

R. C. WADE CO., 29 So. La Salle St., Chicago
Without obligation to us, send samples of
Tonofone needles with prices and full details.

Name _____

Address _____

TRADE CONDITIONS IN CHATTANOOGA

Business Active But Shortage of Goods Is Embarrassing—Members of the Trade All Optimistic Regarding Business for 1919

CHATTANOOGA, TENN., February 8.—Trade conditions in Chattanooga during the month just closed were in general very good. Most stores are still suffering from shortage of goods, though many of them have taken on secondary lines, many of which have merit, and are in this way to some extent able to take advantage of the very active demand for talking machines.

Sterchi Bros. Furniture Co., through R. E. Johnson, manager of the talking machine department, who handle the Columbia, Edison and more recently the Starr, state that they are selling instruments as rapidly as they can get them. They report the demand far ahead of the supply. Their record business has increased, and taken altogether the outlook is satisfactory, with some hope of an alleviation in the shortage of product in the near future, this being the main factor at present in the business.

The Rhodes-Mahoney Furniture Co., Victor and Brunswick dealers, who took on the Brunswick line in a rather large way some months since, are understood to be doing a large volume of business. They have been particularly successful with the Brunswick, and it has acted as a bulwark for their talking machine department in time of stress.

The Stulce-Yarnell Furniture Co., Columbia exclusively, report that they have enjoyed a very gratifying business in the month just closed. Their sale of Columbia records has improved noticeably, so many persons having come into the market as record buyers since Christmas. Mr. Stulce is working into the talking machine game on a larger scale as each month passes, and finds it a most valuable addition to his regular furniture business.

The Templeman Piano Co., Miss Edna Burchfield, manager of the talking machine department, and who are Columbia dealers exclusively, are having their entire store remodeled, making arrangements for the constantly increasing business in the talking machine department. New booths are being in-

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.

DEALERS Who Want The Best Selling Record Line Should Handle



We have been appointed Distributors of OkeH Records

and are ready to give our dealers full details regarding the most popular record line on the market.



Write for dealer plan

OkeH Records have been endorsed by dealers everywhere as fully meeting all musical requirements.

The OkeH library consists entirely of the best popular, instrumental, dance and novelty numbers.

All double faced, retailing at 85c.

WM. B. GLYNN DISTRIBUTING CO.
SAXTONS RIVER, VT.

Distributors of **Sonora** Phonographs

stalled, a new hardwood floor being put in, and when the alterations are completed there will be no more up-to-date or attractive store in the South.

Clemmons Bros., who sell the Victor and Pathé lines, say that their business for 1918 was by far the largest they ever enjoyed. In fact, their talking machine business almost ranked with the total volume of sales in their furniture department.

BILLY MURRAY'S NEW CONNECTION

Well-Known Recording Artist Arranges Also to Sing for Paramount Records

The New York Recording Laboratories of Port Washington, Wis., announce that Billy Murray is to sing for Paramount records. Mr. Murray already has built up a wide reputation as a record maker of high caliber for other companies and enjoys a large following among users of various makes of records. He will make his debut with Paramount in a comedy song: "Can You Tame Wild Wiminin?" which, according to Musical Director Walter Rogers, of the company's New York studios, is well adapted to Murray's talents. The record will appear in the next release.

WHAT HE DID!

A great salesman said: "I sold the goods. I did not merely lay cornerstones and get things into shape; I did not secure a promise of an order the next time; I did not fix the man for a future trade, and then brag about it. Not I. I got the man's name on the bottom of the order sheet. That's what I did."

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

“Why Do They Call Them Babies?” Everybody will want to know, when they find Van and Schenck have the answer. Columbia A-2674.

**Columbia Graphophone Co.
NEW YORK**



TO OPEN BRANCH ON PACIFIC COAST

Distributing Headquarters of Otto Heineman Phonograph Supply Co. to be Opened in San Francisco With L. Gruen as Manager

Otto Heineman, president of the Otto Heineman Phonograph Supply Co., Inc., New York, announced this week the appointment of L. Gruen as manager of the company's new branch to be opened in San Francisco. Mr. Gruen left last week for the Pacific Coast, and as soon as he arrives there will arrange for the establishment of a branch office which will be central for the trade in that section. According to present plans a complete sample line of OkeH records, Heineman and Meisselbach motors, tone-arms, etc., and Dean steel needles will be carried at the San Francisco office, together with a small stock of these products.

In commenting upon this move Mr. Heineman stated that the steady growth of the talking machine industry on the Coast had influenced him to open a branch in San Francisco, in order that the manufacturers in this part of the country might receive adequate service and cooperation. Inquiries have been received at the Heineman offices during the past few weeks which indicate that many well-known mercantile and manufacturing concerns on the Coast contemplate entering the talking machine industry, and there is every reason to believe that San Francisco will be the hub of an active manufacturing center during 1919.

Mr. Gruen, the manager of the San Francisco office, has been associated with the Heineman organization for several years, having spent some time at the company's factories in Elyria, O., and serving as assistant manager of the Canadian division. His most recent connection identified him with the Heineman branch in Chicago.

THINGS NECESSARY TO SUCCESS

To know every detail, to gain an insight into each secret, to learn every method, to secure every kind of skill, are the prime necessities of success in any art, craft or trade. No time is too long, no study too hard, no discipline too severe, for the attainment of complete familiarity with one's work and complete ease and skill in doing it. As a man values his working life, he must be willing to pay the highest price of success in it—the price which severe training exacts.—H. W. Mabie.

TO MAKE TALKING MACHINES

The Victory Phonograph Co., Lititz, Pa., has been incorporated with capital stock of \$300,000 by Harrisburg and Philadelphia capitalists for the purpose of manufacturing talking machines. The new company has taken over the plant of the Yerger Mfg. Co. in Lititz and will begin operations soon.

Progressive jobbers advertise in The Talking Machine World. Consult their announcements.

TO DEVELOP GENERAL TRADE

B. G. Higley, President of Sona-Tone Phonograph, Inc., Tells of Plans for Development —Important Connections Are to Be Made

In a chat with The World this week, B. G. Higley, president of Sona-Tone Phonograph, Inc., gave a brief outline of the company's plans



B. G. Higley

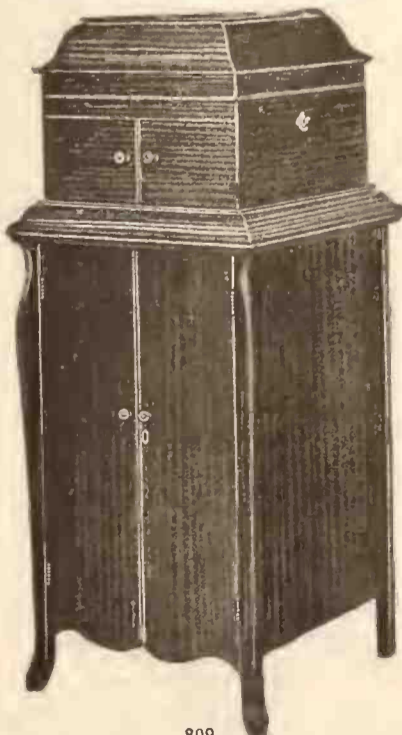
for 1919. This instrument has been on the market for about a year, and agencies have been established in all parts of the country. According to Mr. Higley's plans, considerable attention will be paid during the coming year to the development of export trade, and a number of important connections have already been made whereby this line will be handled by well-known export houses. In addition, several domestic jobbing arrangements have been consummated which will be announced next month, and a general policy of expansion and growth is the key-note of the company's plans for 1919.

B. G. Higley, head of Sona-Tone Phonograph, Inc., is a prominent New York corporation lawyer, who is identified with many extensive financial and mercantile interests. He is also the president of a bank up-state, and for many years has been an active figure in financial and banking circles. His business affairs have made him well known from coast to coast, and Mr. Higley brings to the Sona-Tone Phonograph, Inc., an invaluable knowledge of general mercantile and financial activities.

MAKING SHORT STAY IN FLORIDA

George W. Hopkins, general sales manager of the Columbia Co., left recently for a few weeks' stay in Florida, where he will take a well-deserved rest. Mr. Hopkins returned only a few days ago from a visit to the company's branches in Pittsburgh, Detroit, Cleveland and Buffalo, where he found the branch managers enthusiastic in their predictions for the new year.

SCHLOSS BROTHERS "CABINETMATCH"



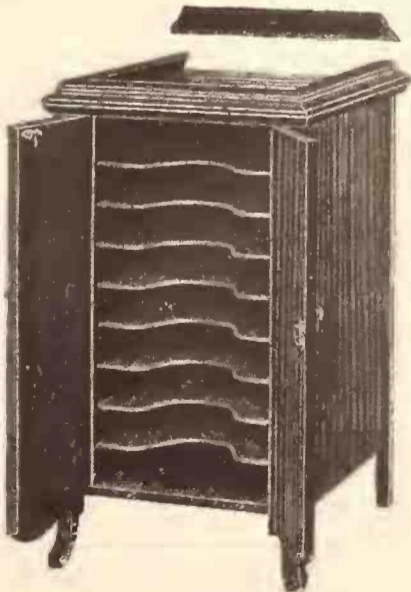
809 Mahogany, Golden Oak, Fumed Oak, Weathered Oak. Nickel-plated trimmings. Lock and key. Height, 33 inches. Top, 22 3/4 x 19 1/4 inches. Holds 192 twelve-inch records. Matches new Victrola IX. Highest type of cabinet, both in construction and finish.

Ready for Immediate Delivery

SCHLOSS BROTHERS

637-645 W. 55th St. NEW YORK

Phone Columbus 7947



809 Showing interior shelf-construction, with removable moulding so machine can easily slide in, giving a perfect "Cabinetmatch" appearance. Finished shelves. Average weight crated, 80 pounds.

800 Same cabinet, without moulding. Matches Columbia Favorite. All finishes.

THE TRADE IN PHILADELPHIA AND LOCALITY

PHILADELPHIA, PA., February 8.—For the first time in a year there seems to be a clearing of the talking machine atmosphere. For more than twelve months the dealers and jobbers have been struggling along short of stock, and trying to do business as best they could. They sold everything they could get, but it was maddening to see so much good money slipping away from them, but they could not prevent it. There is still a great shortage, but machines are beginning to come through faster, as well as records, and it looks to the merchants as if there was soon going to be an adequate stock. It may not be in the next three or six months, but every month it is going to be better, and it is with a sigh of relief that the dealers are accepting this changed condition.

There was a good but a limited business in January among all Victor dealers and jobbers; nor have the handlers of this instrument been the only ones to suffer. There has been a shortage of every character of machine worth considering in this class of merchandise. One firm—a recent product handler—told me that they had orders on hand for the supplying of their retail representatives that would require ten completely filled cars to transport them to this city, and yet they had but four on the road at the time of our conversation.

There have been no new dealers in this territory, for there would be no use for anyone to start the handling of the well-known lines, excepting a few who come and go monthly on such streets as Fifty-second and elsewhere. Many of these firms handle obscurely known machines and, naturally, do not live long. On the six blocks of Fifty-second street, between Market and Cedar avenue, there are at least ten handlers of talking machines, and into almost every vacant storeroom goes a new talking machine shop, to probably disappear inside of a few months, outside of the established houses there.

Louis Buehn Is Optimistic

Louis Buehn, of the Louis Buehn Co., states that they are now commencing to get some machines and records, and have been doing a very nice business. "So far as conditions appear to me," he says, "they never looked better. The Victor Co. are making a special effort to bring their factory back to its highest production, and early results are likely. I believe that by June we will be able to do a business equal to if not ahead of the business we done in 1917. Our business, of course, will be measured by what the Victor Co. will be able to give us. Records are beginning to come in in better quantities, which enables us to feel that within a few months we will be in a far better shape on records."

William F. Lamb, a large dealer in talking

TALKING MACHINE DEALERS

can greatly increase their profits without additional overhead expense, by selling the world-famous

Weymann "KEYSTONE STATE" Musical Instruments

a combination that has proved to be an instantaneous success.

Write for catalogue

H. A. WEYMANN & SON

Manufacturers

Victor
Wholesalers

1108 Chestnut St.
Philadelphia, Pa.

Established 1864

machines at Pottstown, Pa., expects in the near future to add several more booths.

Better Deliveries Help Trade

B. B. Todd, the Arch street retailer of the Victor and Sonora machines, reports that he has been enjoying a very good business, and that he has been fortunate in getting a very good stock in hand, just about sufficient to fill their orders. Last Saturday was the largest day they ever had in the Victor product.

Expansion of Brunswick Business

The local Brunswick Co. headquarters are absolutely overrun with business and cannot begin to supply the demand for their machines. The manager recently covered their territory and found all their dealers quite enthusiastic over the instrument. He brought back with him a number of orders, many of them running even for shipments for the next ninety days. They could deliver today eleven carloads of Brunswick machines if they could get them, upon orders already placed. They intend to take care of their present dealers, and while the shortage exists will accept no new accounts. Theodore Presser, who recently took on the Brunswick, has been doing a very good business with the

machine. M. H. Housell & Co., one of the largest dealers in northern Pennsylvania, have also been doing a remarkable business in the Brunswick line. They have on file a number of excellent prospects, but will not attempt to handle them until their present trade is supplied.

Penn Phonograph Co. Notes Improvement

The Penn Phonograph Co. states that their business picked up very considerably in January, particularly the record end. They note that the machine shipments have not improved to any considerable extent, but that the factory promises constantly improved conditions. Quite a number of the jobbers who were here recently attending the executive sessions of the Jobbers Association called at the offices of the Penn Co. and looked over their new plant and bestowed much praise upon it. Their sale on the Lundstrom cabinets and metal display fixtures has been constantly on the increase. They have been making a special effort on these lines.

Weymann Planning Big Campaign

Harry Weymann, of H. A. Weymann & Son, states that the Victrola situation looks very promising, and he hopes to see an increased supply coming normal within the next three

ACCESSORIES

LUNDSTROM CABINETS

One of the best selling propositions in the Talking Machine business to-day.

NEEDLE CUTTERS

Lyon & Healy and the Record Lite Fibre Needle Cutters. Best on the market.

HIS MASTER'S VOICE

A Plaster Paris Miniature, 4 in. high. Sells like hot cakes. Order a sample dozen.

NEEDLES—Special

We offer to the trade several million loud tone Brilliantone Needles at special prices. The prices will be governed by quantity. Write us to-day giving quantities desired.

PENN PHONOGRAPH CO., Inc.

913 ARCH STREET

Victor Wholesalers Exclusively

PHILADELPHIA, PA.

Reduce Your Rent 30%

The landlord considers "the window" worth 30% of your rent. Intensive use of it could pay *all* the rent but this plan pays a third of it.

FEATURE in your windows just one record. Arrange, say, 25 to 50 records of this number, with appropriate "trim," in the shape of cards telling about it. Have the price displayed with the invitation to "Come In and Hear This Victor Record."

One Record displayed at a time, changing window three times weekly, *will sell records* at a nominal selling expense. Try this plan.

THE LOUIS BUEHN COMPANY PHILADELPHIA

BUEHN SERVICE ON VICTOR RECORDS

months. They have been getting their organization into its former shape ready for a big Victor campaign in the wholesale department, and they look forward to 1919 being a banner year. "We never were more optimistic than we are at the present time," says Mr. Weymann.

John Powers Returning From France

John Powers, formerly in charge of the talking machine end of the Huver Piano Co.'s business, who has been in France for nearly a year, writes that he hopes to get a discharge and to return in a very short time.

January Shows Increase of 90 Per Cent.

Herbert E. Blake, the big Edison dealer at Eleventh and Walnut streets, reports that their business has been fine in February, and that they cannot "kick" for a minute. They have not been getting enough machines, but they received sufficient in January to increase their business about 90 per cent. over January, 1918, but they could use lots more. Records are coming along all right. They are getting as many of the new numbers as they can use, but have a little trouble in getting some old favorites.

Plan Educational Campaign

A. J. Heath, local manager of the Columbia Grafonola Co., has been in New York several days this week. The Columbia business in Philadelphia was about normal in January, but the outlook is very bright. Among the recent

visitors to the Columbia headquarters was W. A. Wilson, of the educational department. They are at present engaged in arranging tours of eminent Columbia artists in the leading nearby cities, who will give concerts for exploiting the Columbia product.

Edison Dealers Meet and Dine

The members of the Philadelphia Edison Dealers' Association, with their salesmen and saleswomen, were the guests of Mr. Cope, of the Girard Phonograph Co., at a dinner given at the Hotel Bingham recently. Representing the Girard Phonograph Co. were Mr. Cope, manager, and Mr. Robinson, traveler. Supervisor Gardner and T. J. Leonard, general sales manager, represented the Edison laboratory. After the dinner Mr. Blake, president of the association, opened the meeting with a speech of congratulation to the dealers on the splendid business done by each during the holidays, and then turned the meeting over to Mr. Leonard.

During the course of the evening Mr. Leonard explained the status of production on both instruments and Re-Creations, and promised a greatly increased output. This statement, coupled with the present high quality of the product, elicited most optimistic predictions of the Edison business to be done during 1919.

A list of the dealers and their salesmen and saleswomen in attendance follows: Mr. Heimbach, Philadelphia, Pa.; Mr. Weiler, Mauch Chunk, Pa.; Mr. Weiland, Allentown, Pa.; Mr. Flock, Allentown, Pa.; Mr. Schaffer, Phoenixville, Pa.; Mr. Stanton, Snellenburg & Co., Philadelphia, Pa.; Philip Moore, Germantown, Pa.; Mr. Bovard, Philadelphia, Pa.; Mr. Trader and Mr. Levering, of Black & Burkart, Philadelphia, Pa.; Mr. Starr, Mr. Moss and Mr. Somers, of Starr & Moss, Philadelphia, Pa.; Mr. McPherson, Bridgeton, Pa.; Mr. Atkins, Mr. Davis, H. E. Blake and Mr. Lineback, of Philadelphia, Pa.; Miss Davis and Mrs. Simmons, of Norristown, Pa.

Pleasing Growth of Business

Walter L. Eckhardt, the proprietor of the

Philadelphia Pathé Shop, has just been elected as one of the directors of the board of governors of the Philadelphia Chamber of Commerce, having received the second highest number of votes. Business at the Pathé Shop, and in the Pathé wholesale end, has been phenomenal in January. Mr. Eckhardt says that January, 1918, recorded five and one-quarter times more business than for the same month last year. Mr. Eckhardt has found it necessary to increase materially his organization. A year ago he had eleven employes and to-day he has thirty-seven.

Things Humming at Cunningham's

F. A. Bealieu, the new talking machine man at the Cunningham piano store, is beginning to make things hum in his section of the business. They have never done as large a business as since Mr. Bealieu has been in charge.

IMPORTANT MOVE IN PENNSYLVANIA

Emerson Philadelphia Co. Become Sole Distributors for Emerson Gold Seal Records

PHILADELPHIA, PA., February 5.—The Emerson Philadelphia Co., which is located in the Parkway Building, Broad and Cherry streets, this city, are now sole distributors for Pennsylvania (including Philadelphia), east of Altoona, Delaware and southern New Jersey for Emerson Gold Seal records.

Harry Fox, who will act as manager and be in complete charge of the new company, has been one of the most successful salesmen of the Emerson Phonograph Co. since its beginning, and for nearly two years has covered the territory over which he will assume charge.

Emerson dealers throughout this section will welcome this announcement, and Mr. Fox assures them that they can rely upon greatly improved service and his untiring efforts in cooperating with them to help in building up their Emerson departments and increasing their profits.



The Dulcitone

THE Dulcitone is another strictly non-competitive Cable-Nelson product, and as such is being welcomed with great enthusiasm by those already familiar with Cable-Nelson values. This handsome talking machine meets the most exacting musical, mechanical and artistic requirements. Quality of reproduction is exceptionally fine. The motor is one of the most dependable on the market, and the cabinet construction and finish are distinctively Cable-Nelson—enough said.

Yet true to Cable-Nelson standards, the Dulcitone can be profitably sold at a price which places the dealer comfortably beyond the reach of local competition.

Hence for those realizing the demand for such a machine—a machine of quality commandable by the average pocket book—the Dulcitone affords a very remarkable money-making opportunity.

Ask for prices and descriptive literature!
Write quick for your requirements for 1919.

Cable-Nelson Piano Co.

Republic Building

Chicago, Ill.



The Dulcitone



Happenings in Dominion of Canada

CANADIAN TRADE PROTESTS AGAINST WAR TAX BURDEN

Believes That the 10 Per Cent. Excise Tax Placed on Musical Instruments Should Be Divided Among Other Industries That Are Now Tax Free—Some Trade News From Montreal

MONTREAL, QUE., January 31.—When the talking machine trade so promptly agreed to cooperate with the Government in the raising of funds to meet the extraordinary expenses incident to our being at war and with unhesitating patriotism submitted to the 10 per cent. excise tax, this was assumed by the trade to be purely a war measure. At the time this 10 per cent. tax became effective some of the trade felt that 5 or even 3 per cent. would have been a high tax to impose and that some other lines might reasonably have been asked to share in the obligation, but nevertheless this additional burden was uncomplainingly accepted.

The ending of the war urges the pertinency of the trade considering whether to continue quiescent, or if this means of raising revenue is still necessary, asking that the rate imposed upon the phonograph business be reduced and some of the industries hitherto excluded from the requirements of this special taxation be invited to assume a share in the obligation.

Even during the war it was felt that an industry doing as much to uphold the Government morally and in business taxes, customs duties, war tax and patriotic contributions as the phonograph industries should not have been burdened to the extent of 10 per cent., while lines with no greater and perhaps lesser claims to consideration were not required to pay this tax.

If the camera and photograph supplies business, for example, or the candy manufacturer, or the publisher of books, should not have been called upon to contribute to the funds this 10 per cent. was designed to raise, then why impose it upon the talking machine and record industry when by comparison phonographs and records performed high patriotic service in the home and in the life of the soldier?

It looks to your correspondent as if the importance of this item of 10 per cent. excise tax justifies immediate and serious action on behalf of the trade.

Layton Bros., Edison and Columbia dealers, recently tendered their staff a banquet, at which seventy-five employes and their friends were entertained by the firm. Telegrams were read from the Thos. A. Edison Co. and the Columbia Graphophone Co. congratulating the firm on their wonderful business and wishing them success for 1919. The wives of P. E. and H. A. Layton were presented with bouquets of flowers from the staff.

During the visit of Alice Neilsen this firm in song recital used considerable space in the newspapers with large copy featuring her selections on Columbia records.

Josef Hofmann, pianist and Columbia artist, will shortly appear in Montreal in recital.

H. C. Wilson & Sons, Ltd., Sherbrooke, Que., exclusive His Master's Voice dealers, are carrying a stock of over 10,000 Victor records and maintain four separate demonstrating booths. Their trade is increasing every month.

Business for January with C. W. Lindsay, Ltd., was most encouraging after the tremendous volume of business done during December. Naturally they did not look forward to very big things during the past month, but 1919 has started out well with a nice gain over January of last year. Inquiries for Sonoras and Columbia Grafonolas have been particularly good with sales correspondingly active.

The Phonograph Shop of Montreal, Reg'd., are handling a large amount of business. According to Manager Geo. S. Pequegnat Pathé, Aeolian-Vocalion and other machines and records are enjoying considerable popularity. During the recent appearance here of Jacques Thibaud this

concern ran large space in the newspapers, featuring this artist's repertoire in Pathé records, he being an exclusive Pathé artist.

The retail stores of the Berliner Gramophone Co., Ltd., are as usual taking care of all the business they can handle in the call for His Master's Voice products. Retail Sales Manager S. H. Brown expects to break all records in 1919, and judging from sales during January just closed he will not have much difficulty in attaining his goal.

N. G. Valiquette, Ltd., recently devoted considerable space to selections of the Paris Symphony Orchestra available on Pathé records.

INCREASED ACTIVITY APPARENT IN TRADE IN TORONTO

Full Advantage Taken by Dealers of Local Appearances of Prominent Recording Artists—Elaborate Wholesale Sales Campaign Started—General News of Interest

TORONTO, ONT., February 3.—By watching current events and looking for the opportunity the advertiser will frequently find it possible to link on to some occasion that will give him unusual prominence at no greater cost than his regular advertising.

Coincident with the appearance of Mischa Elman, an exclusive Victor artist, at Massey Hall, on January 14, the Berliner Gramophone Co., Ltd., gave prominence to six of the most popular of his selections, which number nearly fifty. The announcement referred to admonished the public "To look for the trade-mark dog on it," and also showed an illustration of Elman in playing position.

The beginning of this month saw eighteen wholesale salesmen start out carrying Gennett records, for which the Starr Co., of Canada, London, are the Canadian distributors.

H. G. Stanton, vice-president and general manager of R. S. Williams & Sons Co., Ltd., has been elected to the council of the Toronto Board of Trade for the current year.

The Fauver Music Co. opened warerooms at 420 Yonge street recently and are handling Brunswick phonographs and records.

W. Puckett, F. A. Trestrail and J. E. White, members of the firm of the Musical Merchandise Sales Co., were recent visitors to Brunswick headquarters in Chicago. Mr. Puckett also lately paid his respects to New York City. L. J. Bourgette, Eastern Brunswick representative, with headquarters in Montreal, was among the month's callers in the Queen City.

E. H. VanGelder, of I. Montagnes & Co., Canadian distributors for the Sonora, recently sailed for Holland. He is combining both business and pleasure on this trip, which will take him to Belgium, France and Switzerland. He will also visit his mother, who is now in Holland.

Colin O'More, the Irish tenor, whose voice is recorded exclusively on Vocalion records, re-

This world-famed organization gave two performances in Canada, Montreal being the chosen city.

"There can be no two opinions as to the feeling of the people towards the Brunswick phonograph," said Peter S. Berlind, manager of the Brunswick Shop, "as our order books will bear ample testimony as to its general popularity."

Arthur K. Kempton, dealer in phonograph specialties, whose headquarters are at 8 McGill College avenue, Montreal, is establishing a Toronto branch in charge of J. E. Knapp, whose temporary office is 762 St. Clair avenue.

A. A. MacKenzie, New Glasgow, N. S., has added the Brunswick agency.

During the appearance of Alice Neilsen Victor dealers took advantage of the opportunity and ran heavy copy featuring this singer's recordings.

cently appeared in Massey Hall, this city, before large audiences. Aeolian dealers report a good demand for this artist's repertoire.

The Canadian tour of Harry Lauder gave considerable impetus to his records, and His Master's Voice dealers all over Canada report big sales both of his old and latest recordings.

Arthur Pellerin & Co., 420 Rideau street, the only French-Canadian exclusive dealers, will in the very near future devote their efforts to retailing exclusively one of the best and well-known makes of talking machines on the market.

The Ottawa Phonograph Co. have opened a new store at 312 Bank street under the management of Edgar Sibbitt, where they are featuring the Pathéphone.

The recent window of the National Piano Co., Ltd., was designed to capitalize for their Victrola department the general human interest in moving objects. A large wheel, in diameter almost equal to the space from floor to ceiling, was set up within a couple of feet of the window. It was decorated with green and red and the rim of the wheel was a continuous circle of His Master's Voice records. These were held by means of screws through the holes in the records and a small weight fastened to the edge of each record kept it from revolving so that it remained with the title always readable. The wheel revolved slowly, so that the record titles could readily be followed by the spectators, who were very numerous. A cord so small as to be invisible from the street formed the belt communicating power from a Victrola motor so placed in an alcove of the window as to be a separate motion attraction.

James P. Bradt, general manager of the Columbia Co.'s Canadian business; A. E. Landon, assistant to Mr. Bradt; John A. Sabine, Music Supply Co., Toronto; Robert Shaw, Cassidy's, Ltd., Winnipeg, Man.; and James Williams, of Calgary, Alta., have returned to their respective homes

(Continued on page 66)

Talking Machine Supplies and Repair Parts

SPRINGS, SOUND BOX PARTS, NEEDLES

THE RENÉ MANUFACTURING CO.
MONTVALE, NEW JERSEY



Columbia's big seller Novelty Record for March—two real Yiddisher Dances by a real Yiddisher Orchestra. E-4133.

**Columbia Graphophone Co.
NEW YORK**

THE TRADE SITUATION IN TORONTO
(Continued from page 65)

from the annual convention of branch and Dictaphone managers of the Columbia Graphophone Co. held at New York. This was the most successful convention yet held by the company, and the impression of the Canadian delegation was that the Dominion of Canada being on the map in a Columbia sense is fully recognized by the Columbia executives, so much so that during their visit additional equipment was shipped to the Toronto plant to provide a greatly increased output.

While in New York Mr. Williams was induced to make several recordings. He has a baritone voice of rare quality.

L. Frank Wilks, Toronto, who has never regretted his selection of a site on Bloor street, East, just seventy-five golden paces from Yonge street, has outgrown his store. He has decided to build an addition.

As customers exit from the Victrola department of Heintzman & Co., Ltd., at their Toronto store and approach the elevators they are confronted by a conspicuous sign, lettered in black and white, reading, "Don't forget your parcels. Do you need needles?" This firm's Victrola department was doubled in size shortly before Christmas, and now occupies the entire fourth floor, giving a spacious and airy general showroom, of ample size for recital hall purposes and flanked on three sides by demonstration rooms, there being seventeen of these with provision for additional rooms.

The record customer is directed to the glass-topped counter which is designed to act as an effectual silent salesman. While the record clerk is securing the necessary records to fill the cus-

tomers order the latter has in front of him the current lists, which frequently suggest additional purchases. These lists are the hangers sent out by the factory and are placed under the glass top of the counter. Being in large type they are so conspicuous that the customer cannot miss them, and many record sales are the direct result of this plan which makes it impossible to offend the class of customer that resents being invited to make further purchases.

The demonstration rooms in the "His Master's Voice" department of the Heintzman store are unusually large, and in them a whole family can be comfortably seated while making their selection.

One of the live talking machine departments, your correspondent has heard, issues a brief, telling monthly letter to the store's record customers each month. In these letters the personal touch is always evident. For example, here is a sample of one that went out with a

recent bulletin of the month's new records:

"Dear Madam—You have visited our store upon several occasions when it has been impossible for me to serve you personally. But I have known of your visit and appreciated it. I trust that the records you purchased are giving you and your family pleasure and entire satisfaction.

"At any time you are in the store and you cannot locate the particular selection you desire, please ask for me personally. I want you to be served well, for it is friendly customers like yourself that enable us to conduct our business successfully.

"Just this week we received a large shipment of the latest records. They are about the best list of selections we have ever had. Would you drop in at your convenience and hear some of them? In the meantime we enclose a bulletin listing and describing these new records. Yours very truly (manager's name)."

A VERY EFFECTIVE POSTER OF EXCEPTIONAL INTEREST

For its dealers throughout the country the Sonora Phonograph Sales Co. has had made up an exceptionally handsome twenty-four-sheet poster, which is shown herewith. The poster is ex-

light is seen through brilliantly colored stained glass windows and on the wall is hung a fine tapestry. An unusual effect has been secured by placing the Sonora phonograph directly in



Billboard Poster Featuring the Sonora Phonograph

ceptionally effective and is unique in that it is virtually divided into two sections, the left half being for the illustration and the right half for the text, making an easily read and striking piece of publicity.

The artist who designed this was very happy in his selection of colors, the scene representing the interior of a high-ceilinged room with a heavy-beamed ceiling and rich woodwork. The

front of a broad sweep of bold poster color which makes the grand instrument, which is illustrated, stand out in bold fashion.

Sonora dealers who have seen this poster have been much impressed by it, and it has been highly praised as carrying out fully the purpose for which it was intended. The general public will soon see these posters adorning the billboards in all parts of the country.

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 Veneer Phonograph Shipping Cases

Ask for Prices and Samples

NEEDLES

Manufactured by the

DEAN DIVISION

of the

OTTO HEINEMAN PHONOGRAPH SUPPLY CO.

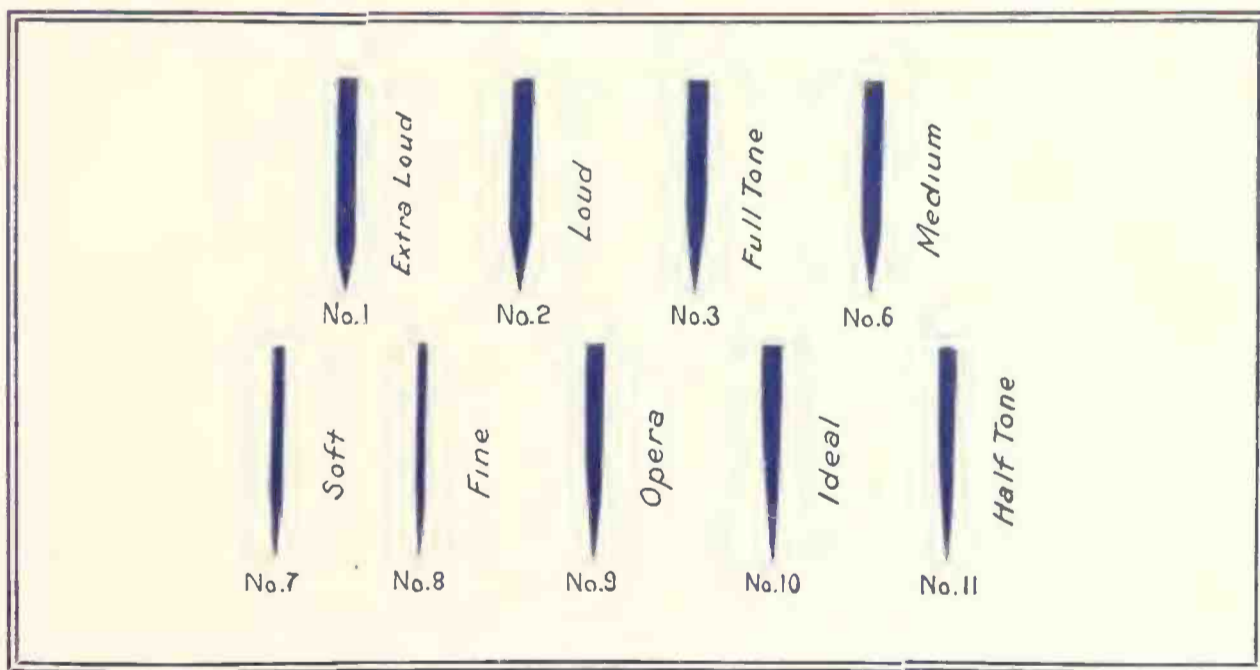
INCORPORATED

25 WEST 45th STREET, NEW YORK

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

BRANCH OFFICES: Chicago, Ill. San Francisco, Cal. Seattle, Wash. Toronto, Ont.

STEEL NEEDLES



PERMANENT NEEDLES

TO PLAY PATHÉ RECORDS

Half Tone Points

Full Tone Points

TO PLAY EDISON RECORDS

Sapphire Points

Genuine Diamond Points





Do Men or Women Prove the Bigger Purchasers of Talking Machines and Record Outfits?

Investigations by Talking Machine World Correspondents Indicate That in the Majority of Cases the Woman Is the Deciding Factor in the Sale and Comes First As an Actual Purchaser—Some Data of Value for Advertising and Sales Campaigns

Women Bigger Buyers But Harder to Sell, Says Boston

BOSTON, Mass., February 6.—The question is often asked in a more or less interested manner: who are the bigger purchasers of talking machine outfits—men or women? That is a question, if one may judge by the diverse opinions expressed by dealers, which it is hard to answer one way or the other with any affirmative positiveness. One fact that is impressed upon the inquiring mind when the subject is broached is that it is far easier to sell a man a bill of goods than it is a woman. It seems to be the consensus of opinion, based on several years of observing study, that the average man, bent on possessing a machine, is easily convinced of the merits of a certain style once his mind is made up as to what he wants. And in coming to a conclusion which make he wants he does not spend a great deal of time inquiring into the merits of any one, though he may visit a great many dealers, each of whom is encouraging the sale of some one, or perhaps two or more makes. Perhaps it is because of a keen ability to grasp a problem quickly that he does not need a great deal of time to familiarize himself with the qualities or intricacies of a machine.

If the man is bent on making a present to his wife or family there are no others taken into his confidence after he has made his first inquiries among his friends; but if the family are acquainted with his purpose, and it may be they are the first to urge the purchase of an outfit, it most always happens that wife and perhaps sons—more often daughters—are given the privilege of examining what pater familias already has selected. Having set his mind on a certain type it is not easily changed, and despite certain objections that may be registered by other members of the household, the fact remains that he made the selection and eventually is paying the bill.

In the purchase of records the case is somewhat different. Wives and young folks are

large buyers of records, often more so than the men. The middle-aged call for the classical, staid, ever-popular numbers such as would be chosen by the musically educated; the young people are strong for the dance numbers, selections from the newest light operas, while the small children are eager to possess those nursery pieces, bird imitations, and such like which are rapidly coming into vogue largely because of their educational qualities and secondly as means of entertainment. Almost without exception it is the father who buys these at the earnest solicitation of his child or children before he starts for his office. In fact, it's the final request before he goes out the door, and he dare not return at night without the coveted records.

Probably the experience of any single dealer is that in the course of the day the women customers far outnumber the men and they are record buyers almost exclusively. When it comes to women buying a machine they seldom have any definite idea of what they want when they arrive at the store. And when they settle on the make it sometimes takes several visits before they can make up their mind what particular style they want. Usually a salesman tries hard to have a woman make a final decision before she leaves the shop, knowing full well that if in the interim before a second visit she meets a friend owning another make of machine she may be weaned away from her first choice.

Women Do Music Buying for the Family in Pittsburgh

PITTSBURGH, PA., February 3.—According to local talking machine dealers, it is the woman of the house who does the actual buying of the talking machine and records, few men apparently making the final decision. Incidentally the women also buy records in greatest number, catering to the musical tastes of the various members of the family.

M. M. Mitchell, retail manager of Buehn

Phonograph Co., Edison distributors, said: "In practically every instance the initiative for buying a talking machine or phonograph is taken by the woman of the house. She, owing to often being kept at home by reason of household duties and caring for small children, feels the need of music. Naturally, a phonograph will be a means of passing the time and making the day a pleasant one instead of the usual hum-drum. She decides what she wants and in almost every instance that has come under my observation the husband readily lets her make the decision even to selecting the records. I find that husbands from alien or foreign homes are the ones that choose high-grade grand opera music and they are willing to pay high prices for what they want."

Miss Bessie Finkelstein, of the Pathé Shop, said: "Women usually choose the machine when they visit our shop even though accompanied by their husbands. They always want a high-priced machine, and insist on having an assortment of records that will please every member of the family. For actual choice when it comes to classical selections, the women prefer those, while the men usually select the lighter and popular music."

John Henk, of the Columbia Music Co., exclusive Columbia Grafonola dealer, said: "In the general sense of the term the wife or woman of the house generally chooses the kind of talking machine she wants, and frequently tells her husband what she has chosen. Often she is able to bring him to the store to see the Grafonola, but in the great majority of cases the women make the entire selection of records and machines. They know the tastes of their men folks in the music line and always select records that they feel will please their husbands, first. The classical and sentimental music appeals strongly to the women, while the men prefer the martial airs and some of the popular music of the day."

W. C. Dierks, general manager of the C. C. Mellor Co., Victor distributors, and John Fisher, manager of the Victrola department of Mellor's,

(Continued on page 69)





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. 24	3 ounces
No. 8	8 ounces

THE A. STRASBURGER CO., Inc.

925 Fifth Avenue, Pittsburgh, Pa.

Distributors of

OKEH RECORDS



Retail at **85c.**
Played with a Sapphire
or Steel Needle



All OkeH Records
are double-faced.
"Hits" when they
are real Hits

If you want to handle a line of records that will give you a quick turnover, we recommend the **OkeH** record line. The records in this library will meet with a ready sale, for they are all selected with the one thought of quick sales and quick profits.

OkeH Facts

The phenomenal success of **OkeH** records is not the result of good fortune or mere good luck. These records have won their reputation as the most popular record line on the market solely because they embody quality and value. The dealer can assure his patrons 100% satisfaction in their **OkeH** records for they represent the *best* in the *record field*.

Let us send you our dealers' proposition

**Barbara Maurel has just the voice to sing
"Carry Me Back to Old Virginny"—Your
customers will say so. Columbia A-6091.**

**Columbia Graphophone Co.
NEW YORK**



ARE MEN OR WOMEN BIGGER PURCHASERS OF TALKERS AND RECORDS?—(Continued from page 67)

both agreed that "the men folks usually leave the decision of buying a Victrola and Victor records to the women." They stated that very often husband and wife visit the Victrola department to look at Victrolas, and in practically every case the choice in the last analysis is made by the wife, the husband trusting to her judgment in the matter of style and kind of finish that a Victrola should have.

**Percentage of Women Buyers
Varies in St. Louis Trade**

ST. LOUIS, Mo., February 8.—There is a clearly defined line of divergence in the proportion of men and women buying talking machines in St. Louis. The department and furniture stores run to a higher percentage of women buyers than the street level stores, which are mostly Piano Row stores.

The highest percentage favoring the women was 80 per cent., given by a large department store. None of the department stores placed the percentage of women at less than 70. The street level stores began at a doubtful 70 and ran down to a 50-50 proposition.

The big reason for the woman being the buyer was that the man was sold before any one started to look at machines. In most cases the woman buyer puts an absolute limit on her machine purchase, which the sellers believe is per an agreement at home. If she goes above this limit she asks that the machine be held and she and her husband come back later and look it over. The sellers believe that the initiative for buying in most cases is with the woman. The reason she makes the purchase most often by herself is that the man realizes that the talking machine is an article of furniture which must be considered as a part of the home and this question he passes to his wife because she has purchased the rest of the furniture, and she is the one to be pleased. Anyway, most men do not have a very high regard for their own taste.

As to records, the percentage of women buyers is usually 10 points less than on machines, until you come to the 50-50 proposition. The only store to express a belief that more men than women purchased records was an outlying store that has a heavy trade on foreign records. No downtown store admits anything more than an even break for the men. The highest percentage of women given was 70, and this was from a department and a furniture store. No one will admit of any distinct choice of records as between the men and the women, unless it is a tendency on the part of the men to pick the old ballads. There is this element that practically all mentioned, about 10 per cent., perhaps more, of the men buyers of records have every air of being sent for the records and most of them have lists which they consult. All record clerks assert that men are more easily and quickly waited upon than women. Few sales

are made without demonstration except to men, but it is not unusual for a man to walk up to the counter, ask for a record and have it wrapped up. It is unusual for a woman to do this.

As to the dance records, St. Louis believes this is a 50-50 break between the young man and the young woman, almost the girl and boy stage. If older persons ask for them they usually apologize and mention the fact that the "young folks are going to give a party." The rags belong in the same category as the dance records. But as there are exceptions to all rules, there are some persons of gray hair of both sexes who delight in the dance and rag music.

There is getting to be in St. Louis, the smaller stores and some of the larger ones say, a class of foreign record buyers who take little except classic music.

**70 Per Cent. of Sales to the
Ladies in San Francisco**

SAN FRANCISCO, CAL., February 4.—A canvass of the San Francisco talking machine trade reveals the fact that women comprise over 70 per cent. of the customers for talking machines and records. Conditions vary somewhat in the different stores, but in no store do men buy more than women, though, of course, most of the money spent is by married women. The men

customers are more satisfactory and in general better and quicker buyers than the lovelier sex, but in volume of persons, and volume of sales value, the female of the species is winner.

Clark Wise says that fully 75 per cent. of his talking machine and record customers are women, and the majority of these married women. He says young men buy more machines and records than young women, but that the taste of women is not apparently higher than men's, judging by his experience.

Byron Mauzy states that most of the shopping is done by women in his place of business, but that a great many records and machines are bought by men and women coming together. Very often the wife comes to pick out a machine, but will not decide definitely until the husband has been brought to see it. Young people buy many dance selections and song pieces, and are also good patrons of classical records. The Mauzy Co. is not able to state positively whether women give evidence of better taste than men or not.

E. C. C. Johnston, manager of the Sonora Phonograph Shop is confident that over 70 per cent of the people patronizing his store are women. He says that a third of his business is for cash and that men usually make larger initial payments than women. He finds that men prefer instrumental music records to song records and that the women buy songs more than men.

(Continued on page 71)

For Edison Disc Records use
The
VICSONIA
REPRODUCER

VICTOR EDISON COLUMBIA
Plays well :- Looks well :- Sells well

Fits all Victor and Columbia machines



Any dealer not already acquainted with the best reproducer for playing Edison Disc records should order NOW.

Recommended and sold by all high-class dealers

Send us your check for \$4.50 and we will send you *One N. P. Vicsonia with Sapphire Point.*

Money refunded if not satisfactory

Vicsonia Manufacturing Company, Inc.,
313 East 134th Street (Bronx) New York, N. Y.
JAMES W. GREENE, Export Manager, 25 Church Street, New York

*60c., 75c. and \$1.00 Buy Records
of the World's Great Artists*



OWNERS OF THE

New Edison Diamond Amberola

do not have to pay three or four dollars for phonographic selections by great singers or instrumentalists because Amberol Records give them a wide range of choice at very low cost.

Amberol Records give pure, sweet, natural music. They are practically unwearable and unbreakable. The genuine diamond reproducer on the New Edison Diamond Amberola eliminates the constant expense for needles, the bother of changing them and the danger of damage to records if used more than once.

Edison Amberol Records and the New Edison Diamond Amberola represent the most remarkable phonograph value in the world today.

THOS. A. EDISON, *Inc.*, Orange, N. J.

ARE MEN OR WOMEN BIGGER PURCHASERS OF TALKERS AND RECORDS?—(Continued from page 69)

Men buy in larger lots, as a rule, and with less hesitation. Record business responds quickly to song hits in the theatres and popular pieces played by the symphony orchestra or rendered by concert soloists.

The talking machine departments of the music houses on Kearney street, being in a more central location, have more men customers than the others, but even in these places the women customers outnumber the men by a goodly margin. Jazz music is bought more by women than by men.

Female of the Species Dominates Say Indianapolis Dealers

INDIANAPOLIS, IND., February 6.—The majority of the local talking machine dealers say that women buy the most talking machines.

When the dealers were asked by The World correspondent as to whom most of the talking machines are sold, men or women, in nearly every case they at first answered "It's fifty-fifty." This they explained by saying they meant that the sales would fall about evenly between women who came in the stores alone and women who were accompanied by their husbands. Most of them said men who came in the stores alone formed a small per cent. of the total customers.

C. P. Herdman, of the Baldwin Piano Co. talking machine department, said women did most of the buying.

C. H. Sallee, of the Starr Piano Co. store, said that 75 per cent. of the inquiries were made by women; that 40 per cent. of the sales were to women alone; 40 per cent. to women with their husbands and 20 per cent. to men alone.

A. H. Snyder, of the Edison Shop, said that women did most of the buying.

At the Fuller-Ryde Music Co., Mr. Ryde said women bought most of the machines.

At the Brunswick Shop, Mr. Izor, sales manager, said that their sales contracts would show more men's names than women. He said women generally did the looking and then brought in their husbands to do the buying.

E. R. Eskew, of the Pathé Shop, said that men did most of the buying and next came men accompanied by their wives. Mr. Eskew said the most satisfactory prospect from a salesman's standpoint was when a man and wife came in the store.

H. E. Whitman, manager of the Pearson Piano Co., said that women did most of the buying, but that there were many cases where women came in with their husbands to buy. The majority of the talking machine salesmen said that the women were the ones to be sold; that if a salesman "got" the wife he did not have to worry much about hubby.

All the talking machine men said that it was not a question of the men not being as much interested in talking machines as the women, but that most men did not have the time to do the shopping. In fact, most of the salesmen are inclined to believe that the men folks are crazier about talking machines than the women.

Husband Only Safety Valve on Price, Declares Cincinnati

CINCINNATI, O., February 8.—Talking machine dealers of this city are united in the assertion that the woman is the buyer and if the husband is along he acts merely as a safety valve on the price of the instrument to be bought. It is the woman who wants the music in the home and her wants in the record line run to the light and jazz stuff, whereas the man prefers band pieces and light classical selections.

Three out of five buyers of Vocalion instruments in the Aeolian store are women, according to C. L. Byers, manager, who said that the inquiry on the part of the Talking Machine World was along a line of questioning which

he had considered on several occasions. Women, in selecting records, he said, show a leaning towards dance pieces, whereas the average male wants something in the band line with plenty of bang to it.

Women predominate in the purchase of phonographs at the Starr Piano Co., while if the buyer is accompanied by the male of the human species he is more inclined to consider the price of the article, but in the selection of records his mind runs to the substantial stuff.

A majority of the buyers of phonographs at the John Church Co. are women, according to Manager Faulconer, who said he had dealt with few men in this respect during the past three months. Semi-classical and popular records are demanded by the men.

The Victor department of the Otto Grau Piano Co. usually deals with the women in the sale of an instrument and their desires in the music line are usually along dance and jazz lines.

It did not take the several salesmen in the Victor department of the Rudolph Wurlitzer Co. long to figure who was the average buyer of a machine, the man or the woman. The female predominates, some of the salesmen believing 75 per cent. of the sales are made to women. Some casual questioning will usually bring out the fact that the husband and wife had discussed the proposed investment and the wife was turned loose on the market with the amount she was to pay for the instrument.

Women Do the Buying But the Men Help in Milwaukee

MILWAUKEE, WIS., February 5.—In Milwaukee the largest buyers of talking machines and phonographs are the women. Reports received from more than twenty of the leading retail dealers are to the effect that the lady of the house does the buying in 90 per cent. of the cases, although in about 40 per cent. of all cases the man of the house is brought to the store for the closing of the deal. The men either do not care to be bothered with the preliminary details

of the selection, or shopping, but the woman waits for his approval before signing up. Experience in regard to the buying of records shows that the women do about 75 per cent. and the men 25 per cent. of the buying. The men usually come in with written lists prepared at home and do not spend much time listening to demonstrations. When the women come in to buy they want to hear all of the records on their lists and then some more. The kind of records that are bought by the men and the women are much the same—there is little to differentiate, according to local experience. It is not a rule here that the majority of classics are bought by women and the majority of popular and freak stuff by the men. With so many lists prepared at home, the selection usually covers a wide range, no matter whether the man or the woman of the house does the actual buying at the store.

Women Most Responsible for Trade Growth in Twin Cities

MINNEAPOLIS and ST. PAUL, MINN., February 3.—"Women are the buyers of talking machines," declares Archie Matheis, dean of the talking machine dealers in Minneapolis. "Sometimes they take their husbands along to help in closing the deal, but they make the first decision, and after allowing Mr. John to have a voice in the maximum price to be paid they select the style, and the finish of the machine that they want. It may be different in other places, but the best patrons the Talking Machine Co. has are the women."

"We must give the women credit for making the talking machine trade," says Manager J. L. Pofahl, of the Victrola and art departments of the Golden Rule store, St. Paul. "No computation has been made as to the exact share they have in the Victrola purchases here, but they are the most numerous buyers. We find it very profitable to cater to the ladies in every way, but particularly in the matter of records. They buy more freely than the men, and they select bet-

(Continued on page 72)

SILENT PHONOGRAPHS ARE DEAD CUSTOMERS

Most phonograph owners stop buying records after a short time.

They have become tired hearing unnatural tones.

Remember—silent phonographs are not record customers.

The Bliss Reproducer with its treated silk diaphragm has started many owners buying records again.

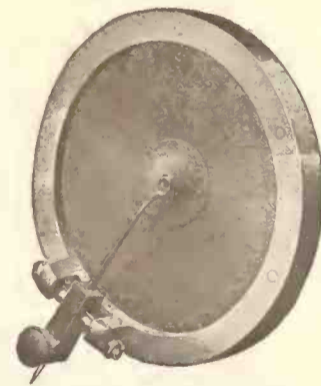
THE BLISS REPRODUCER IS DIFFERENT

Why not prove we are wrong?

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, and Vallorbes Semi-Permanent Needles.

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

WILSON-LAIRD PHONOGRAPH CO., Inc.
29 West 34th Street
NEW YORK CITY



ARE MEN OR WOMEN BIGGER PURCHASERS OF TALKERS AND RECORDS?—(Continued from page 71)

ter music. The stuff called 'popular,' because there is no really fitting term, appeals to a majority of men, and while the same stuff also takes the fancy of some women, the great majority of the fair sex demand good music. At least 60 per cent. of our business is in records, and this result has been attained catering to the wants of the women."

Manager Sandey, of the Victrola department of the L. S. Donaldson Co., estimates that fully 75 per cent. of the patrons are of the suffragette sex. They are excellent customers also, for they invariably demand a better and a bigger instrument than the "old man" would take if he had his way.

"As in nearly all retail trade the women are the principal buyers of phonographs," says President Edward R. Dyer, of the Metropolitan Music Co., Minneapolis. "Sometimes the women take the men with them, but just as often they do not."

Milton H. Lowy, manager of the Minnesota

Phonograph Co., Edison distributors, is inclined to give the feminine world almost the entire credit for building up the phonograph business and for keeping it up. "We simply could not get along without them," asserts Mr. Lowy, and that is more than airy compliment to the sex.

Mere Man Enjoys the Respect of the Kansas City Trade

KANSAS CITY, Mo., February 3.—Opinions are somewhat diverse among the dealers as to who buys the machines and records and what kinds appeal to the lady of the house and to the men.

Nellie Williams, manager of the Victrola department at the Jones Store Co., finds that men buy the most machines and the highest class of records. "In many cases the man and woman both make the purchase and in other cases the lady looks at the machine first and later the husband makes the purchase. But in many

cases the man decides on a more expensive model than the woman has chosen. On the other hand, often when the woman makes the choice and places the order, the man comes in and cancels it. We have less trouble in making our collections from the men than from the women. In the case of records, I find that it is much easier to interest the men in classic records, if they have not intended to hear them, than it is to interest the women. For instance, if we have not a certain piece in the 75 cent record, but have the same selection on a \$2 record, by some Metropolitan Opera singer, the man is always quicker to appreciate the vast difference in the rendition and will prefer the latter, regardless of price. Women like light, catchy tunes, in most cases."

J. W. Watson, of the Edison Shop, finds just the opposite to be true. "Women make the most purchases and are in nearly every case the best to deal with. They appreciate opera and famous selections by famous singers much more than the men. The man wants martial airs, banjo music or jazz. He has enough of the serious at the office during the day. At home he prefers something light. It seems only natural that the woman should make the most purchases when she is at liberty during the day to make the selection. Occasionally, of course, an order is canceled by the man of the house, who perhaps feels that he is not able to make the payments, but such instances are exceptional. Women buy far the greatest number of records."

C. M. Robertson, who has charge of the talking machine department of the Kimball Piano Co., states that fully 75 per cent. of the talking machine buyers are women, and he finds their trade very satisfactory. "They make their payments regularly, even the ones who are not making their own money. Many working girls are buying machines at present. A great many of them are turning one or two Liberty Bonds into initial payments, some paying the entire amount in bonds. As for the records, women buy more of them also, though this trade is more nearly balanced. Popular selections have the biggest demand both with the women and men, especially the war songs. The majority of people do not buy the classical very often."

Opinions on Question Vary Among Portland Dealers

PORTLAND, ORE., February 3.—The question has been asked whether men or women are the greatest lovers of the phonograph, or, rather, who buy phonographs and who buy the high-class records—men or women?

The correspondent of The World in Portland visited the phonograph dealers and asked the question. It was an unexpected question and seemed to surprise the dealers. A number of them after considering the matter for a little while said it was "fifty-fifty." And this, at first, seemed to be the general opinion. Upon closer inquiry, however, a number of very dissimilar opinions were expressed.

The Hyatt Talking Machine Co. is a representative store. Big business is done there. Mr. Hyatt referred the matter to Miss Meighen, who has been with the company for a long time and has had a great deal of experience and is well qualified to answer these questions. Miss Meighen says that, while the trade is evenly divided most of the time, many more men bought machines during the holidays, that is before Christmas, than women. Men would come in, look at machines and afterward bring in their wives and make final decision. As for the records, Miss Meighen says that the older men buy the red seal records, young men and women usually buy jazz records.

S. J. McCormick, of the Columbia Co., says men come in, look over the machines but do not complete the deal until the wife sees what he has selected, and she usually buys what she wants. Miss Mildred Johnson, in charge of the

Have You Investigated



¶ As DISTRIBUTORS for OkeH Records we believe that we can offer dealers a product and a service that will produce splendid results.

¶ The OkeH Record is no experiment; it has "made good," and is recognized throughout the trade as one of the most successful record lines in the industry today.



Latest Hits

Played with Sapphire or
Steel Needle

Retail at 85c.

All Double-Faced

Write for Special Dealer Plan

OkeH Record Distributing Co.

68 DIVISION AVE. N., :: :: GRAND RAPIDS, MICH.

Jobbers of Everything in Phonograph Accessories

*Would your die cast parts be improved in their action if they weighed less?
Would it be an advantage to have them increased in strength?*

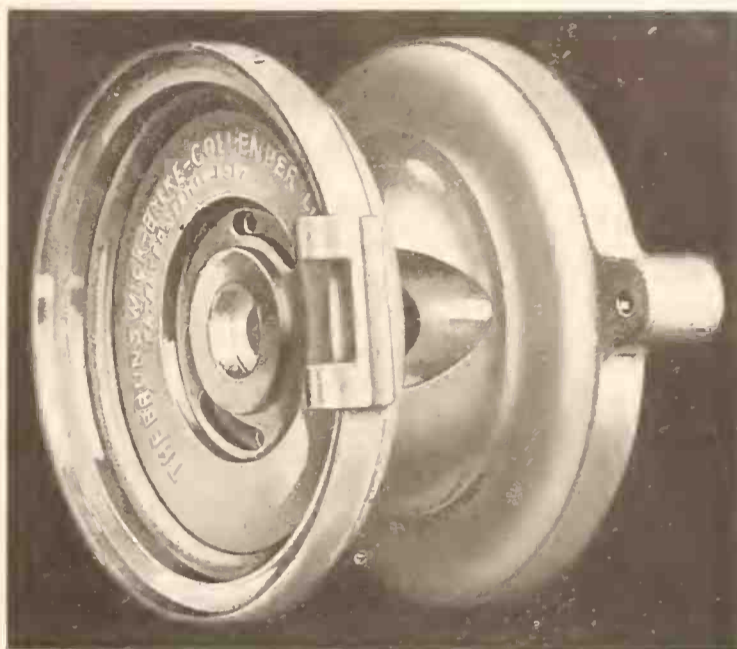
DOEHLER

ALUMINUM DIE-CASTINGS

will do both—reduce their weight and increase their strength—considerably.

The sound box illustrated here—produced by us for one of the industry's greatest manufacturers—could not have been adopted if made in the ordinary die-casting metals.

Its success proves the value of Doehler Aluminum Die Castings in the Talking Machine industry—as it has for some time been demonstrated in all other mechanical fields.



DOEHLER DIE-CASTING CO.

BROOKLYN. N.Y.

NEWARK. N.J. TOLEDO. OHIO.

ARE MEN OR WOMEN BIGGER PURCHASERS OF TALKERS AND RECORDS?—(Continued from page 72)

record department of the same company, says men buy the red seals and women buy the jazz records.

Thomas Wilkinson, manager of the Bush & Lane Co., says that the machines are bought by women, and the records, especially red seal records, by men. Of course, many women buy red seal records, but young women, who are the largest buyers, buy dance music.

W. B. Maxwell, in charge of the phonograph department of Power's Furniture Store, says

it is fifty-fifty in regard to men or women buying the machines. A man will come in and look at machines and say "I'll bring my wife," and when she looks over the different machines she selects the one she prefers. He thinks it is about even who buys red seal records. Young people usually buy jazz and dance music of all kinds.

M. W. Davis, of Edwards Furniture Co., says that if a woman comes in and has the authority to buy a machine without consulting her husband she makes the very best kind of a customer. She is usually intelligent and critical and easier to sell to than a man, because she gets interested in the parts of a machine, and when she understands the good points of an instrument she will buy it.

"Single women buy more machines than single men, but married men buy more machines than married women," said Leita Hayes, of the phonograph department of the G. F. Johnson Piano Co. A man will buy without consulting his wife, said Miss Hayes, but a woman will seldom buy without consulting her husband. Miss Hayes says that more women than men buy high-class records. Young women buy popular music and red seal records, but very few young men buy the red seal.

Paul B. Norris, manager of the phonograph

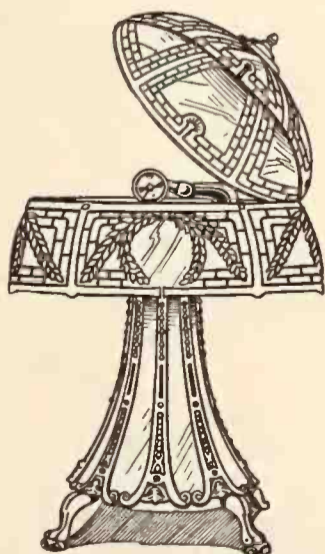
department of the Wiley B. Allen Co., and this is one of the biggest phonograph departments in town, says that men and women buy about the same number of machines. Men, as a rule, buy more expensive machines than women. Single young men buy machines and so do single young women, but more married people buy than single ones, naturally.

Miss Bertha Serr, in charge of the record department of the Wiley B. Allen Co., says that the modern business men and the women who try to keep young buy popular and jazz music. However, people who have had musical advantages, or an innate love for the best in music, buy red seal records. This is not confined to sex or age, but depends upon the musical taste of the buyer.

Mrs. Wakefield, of the Wakefield Music Co., thinks there is little difference. Men and women both buy machines, but the man usually pays for it, he and his wife come in together and decide together. Men as well as women buy the red seal records. Young men and women buy more popular music than older people.

S. R. Christophersen has resigned as manager of the Tri-City Piano Co., Davenport, Ia., to become salesman for the Sonora Phonograph Corp. in the Iowa territory.

THE LAMPOGRAPH



PATENTED

The latest invention in the phonograph. The man who has bought a wooden machine will not buy another one, but will buy a Lampograph. Applications from first-class dealers considered. Correspondence invited from manufacturer and business man of constructive ability.

F. H. FERAUD

1911 State Street, Granite City, Ill.



**This Trade-Mark
on a Record Album
Stands for Quality**



A complete line of albums—from the lowest-priced good album to the finest metal back album made.

Write for sample of our 3 grades

New York Album & Card Co., 23-25 Lispenard St., New York



The boys from "Over There" want all the new music of Over Here. Columbia Records give it to them.

Columbia Graphophone Co.
NEW YORK

TRADE BETTERMENT CONTINUES TO PREVAIL IN DETROIT

Shipments of Talking Machines and Records More Frequent—Dealers Hopeful That Supplies Will Soon Accumulate—Grinnell Bros. Annual Meeting—Wallace Brown's Good Work—News of Month

DETROIT, MICH., February 6.—Another month gone and another month of splendid business. Dealers have been mighty busy filling orders taken during the holidays but not making deliveries. However, there has been a big improvement in shipments during January, and while not normal it has enabled dealers to take better care of their customers than in the fourteen months previous. Shipments may be slow, but they are sure to come as all restrictions are now practically removed. Record business has more than held its own. In fact, the record business is really phenomenal. If dealers have the records—the hits—it is no trouble to sell. The public finds more fault because it cannot get records. It is willing to spend money—has the money to spend—but the dealers haven't the goods. No sooner do they advertise a new hit when there is a complete sell out.

Ed Andrew, manager of the J. L. Hudson talking machine department, is in full charge of the store while his father, E. P. Andrew, is sojourning in California. E. P. Andrew left on February 6, accompanied by Mrs. Andrew. It is his first real vacation in about twenty years. Speaking of business, Ed Andrew says: "Business is all right—the trouble is to get goods. We have practically no machine stock to speak of, and our record department is completely

shot. We order four and five times what we think we can sell, but we don't get one-fourth of the order. We have to disappoint people every day. But what can we do. We simply must make the best of it until conditions improve and we all get back to normal again."

Grinnell Bros. held their annual branch managers' convention in Detroit January 27 to 31. Business sessions were held in the morning and afternoon, and the evenings were for entertainment. There was a banquet and a masque ball in honor of the visiting managers. A feature of one business session was a discussion of ways and means for expanding the sale of Victrolas and Victor records, various ways of stockkeeping, reports, etc. H. W. Porter and C. Mitton spoke in behalf of the retail Victrola department; C. H. Grinnell, spoke for the wholesale; G. F. Martin, spoke on the Victor Transfer Bureau, while W. F. Cooper, spoke on Victrola repairs and equipments.

Wallace Brown, Brunswick dealer, who is now manager of the wholesale Brunswick phonograph department of the Detroit branch of the Brunswick-Balke-Collender Co., has already made some important changes in the organization. He has appointed some new dealers, and has shown the way for expansion of business to the dealers already in existence. He has

also engaged several well-known traveling sales people, so that within a short while we are sure to find the State of Michigan dotted with live-wire Brunswick dealers. Mr. Brown will continue to conduct his two local retail stores, both of which are doing splendid business. George Middleton, former salesman at the Brown institution, who went to war, is back on the job again, having received his honorable discharge from Camp Custer.

R. B. Alling, manager of the Phonograph Co., Edison jobbers, left February 7 for East Orange, N. J. He expects to spend about ten days in the East, a great deal of which time will be right at the factory. Mr. Alling says both wholesale and retail business is better than in January last year, and that the whole year looks like it will be a big one.

Frank Bayley, 114 Broadway, recently made extensive changes in his place. He removed the piano department to the second floor, which he leased, and now devotes the entire first floor to Edison phonographs and Edison records.

Sam Lind, Columbia branch manager, came back with 100 per cent. more enthusiasm as a result of having attended recently the second annual get-together of the branch managers in New York City. The Columbia had a phenomenal year in Detroit during 1918, but Mr. Lind says he is going to break it during 1919 by a good margin. "If the factory will give me the goods I'll sell them," he said.

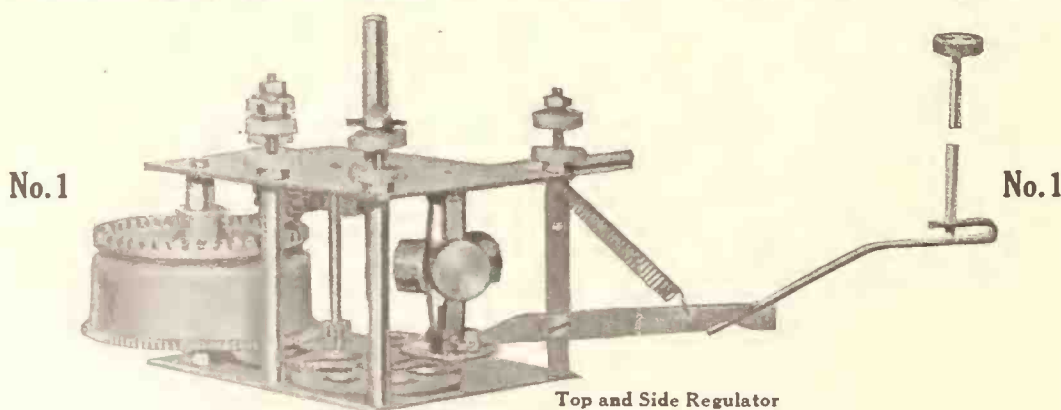
C. H. Grinnell, manager of the wholesale department of the Victor division of Grinnell Bros., realizes that he worked under serious handicaps during 1917 and 1918, owing to the Victor Co. devoting much of its factory to war work, but with the return to normal conditions gradually Mr. Grinnell anticipates a remarkable year for business, all depending on how much merchandise he can secure.

The Keenan & Jahn store, exclusive Aeolian-Vocalion dealers, announces its first Aeolian records. There have been a lot of visitors to the talking machine department to hear the new records.

John McCormack records have been in great demand, being especially stimulated by his visit here in recital and the unusual amount of advertising given his records. Harry Lauder's records have also been in great demand due to his visit here for one week.

Dealers who handle Pathé records report the best January business they ever had. Pathé have been getting out some very timely hits in the past few months and the public have awakened to this fact, and dealers are benefiting. The Michigan jobbers—Williams, Davis-Brooks & Hinchman Sons—are enjoying unusual business in both machines and records.

MELOPHONE MOTOR



Top and Side Regulator
COMPLETE WITH 10-INCH TURN TABLE

Simple in construction, the most satisfactory and durable of all small motors.

Will play two ten-inch records with one winding.

Three years' successful record as the best single spring motor manufactured.

Immediate Deliveries Sample \$2.00

Write for Quantity Prices

Melophone Talking Machine Co.

380 Lafayette Street, New York

**DIAMOND POINTS
and SAPPHIRES**

In Any Quantity

LUCKY 13 PHONOGRAPH CO.

46 East 12th Street, New York

LEASES ENTIRE NEW FLOOR

Increased Space Acquired By Otto Heineman Phonograph Supply Co. in New York

In order to properly cope with the tremendous growth of its OkeH record division, the Otto Heineman Phonograph Supply Co. has leased the entire second floor of the Central Building, 25 West Forty-fifth street, New York, and at the present time occupies the greater part of the sixteenth floor of this building, together with the second floor.

It is intended to devote the second floor to the OkeH record department, and exhibition salons, sales offices, shipping and stock rooms will be grouped on this floor, so that maximum efficiency will be available for every detail. On this floor the Heineman eastern sales division will also have its headquarters, including the offices of C. W. Neumeister, Paul Baerwald, and M. Schechter.

The sixteenth floor will be devoted to the general executive, financial and clerical departments, together with the private offices of Otto Heineman, Adolph Heineman, W. G. Pilgrim and John Cromelin.

INTRODUCING THE NEW RECORDS

Denholm & McKay Co., Worcester, Mass., Feature the New Titles In Public Recitals Held Each Month as Lists are Released

WORCESTER, MASS., February 3.—In order to introduce the new Victor records to Victrola owners and others interested in the latest titles, the Denholm & McKay Co., of this city, have inaugurated a plan of giving public recitals each month just after the new records are released so that music lovers may hear the latest operas most conveniently, and thereby be able to pass judgment and make selections.

The first new record recital was held late last month, and attracted an unusually large crowd. It was finally necessary to give complete recitals on two days in order that those who desired to hear all the new list might enjoy the privilege. A practical touch was given to the recital by supplying each visitor with a special program upon which could be checked the records desired, pencils being supplied in order that the checking might be done while the selection was fresh in the mind of the customer. No general effort of salesmanship is made during the concert, the visitors being left free to decide what they want and to place their orders in the usual way.

NOW IN CHARGE OF BUSINESS

The business of the New England Talking Machine Co., of this city, is being successfully managed by the mother and sister of Charles P. Trundy, whose untimely death was mentioned last month. Mrs. C. L. Levirs, the mother, and Mrs. W. H. Chisley, sister of the deceased, announce that the business will be conducted along the same high standard of efficiency as heretofore.

The Harmonola Talking Machine Co., Chicago, Ill., has been incorporated with capital stock of \$1,000. The incorporators are Norris J. Leonard, Maurice Hamberg and Lily Bender.



STOCK VICTOR RECORD LIST

The Corley Company, Richmond, Va.

Wholesale Distributors

These excellent selections can be supplied, if ordered at once

1255	17897	18165	35176	35593	64143	64608	74331	87190	88476
2512	899	166	180	596	161	609	332	191	478
2787	903	167	199	597	181	610	333	194	483
4200	904	168	223	598	182	613	334	198	485
5393	905	169	232	599	183	614	336	200	488
5847	908	170	238	600	204	615	339	201	496
16053	909	172	253	604	267	616	340	202	503
111	911	175	261	607	286	617	341	203	506
165	912	176	270	610	306	621	353	204	508
188	915	177	291	611	307	624	356	206	510
197	916	178	295	612	319	625	364	209	511
252	917	179	316	613	327	626	366	210	513
409	923	180	333	617	392	628	370	213	514
536	933	181	335	618	396	630	379	214	516
594	935	182	338	619	397	631	384	215	519
595	938	184	346	622	405	633	387	218	518
722	939	186	349	623	412	634	391	219	519
775	946	187	350	625	414	635	401	220	520
902	949	188	354	626	416	636	404	222	521
989	951	191	361	627	418	638	405	223	524
17174	955	193	362	628	422	645	406	224	525
187	956	197	365	635	426	651	409	226	526
190	958	200	372	639	427	652	412	227	527
193	960	201	375	640	433	653	420	228	529
198	961	206	376	642	437	654	421	229	531
210	962	207	396	645	441	660	426	230	533
259	964	213	404	656	442	661	428	231	534
260	967	215	405	657	443	663	430	232	536
282	970	216	406	666	445	664	431	233	539
287	971	217	409	45057	446	665	432	234	540
371	972	219	414	062	447	666	434	235	541
448	973	221	417	068	448	667	437	236	542
449	974	223	418	069	449	668	438	237	544
483	977	225	421	070	454	670	439	240	545
484	978	227	422	072	468	671	440	241	546
490	980	228	426	073	469	673	442	242	547
510	981	230	428	074	470	675	443	243	548
548	983	232	429	076	475	677	446	244	549
555	985	234	431	077	480	678	450	245	550
580	986	238	432	078	482	686	451	246	551
582	987	242	436	083	486	694	452	247	552
592	990	244	437	084	487	697	455	248	554
599	991	247	439	088	488	699	459	250	555
606	992	248	440	091	489	700	461	251	556
614	993	253	444	092	491	705	462	253	557
630	994	254	448	093	492	706	463	254	558
633	995	262	452	095	493	707	464	256	559
634	18000	268	455	097	495	710	465	257	560
636	001	270	456	100	496	712	465	259	562
637	002	277	458	101	497	713	468	261	564
638	003	283	468	106	498	714	472	262	565
641	004	285	469	107	499	716	475	265	566
642	005	286	471	108	500	717	478	267	567
644	006	293	478	110	501	722	479	268	568
646	007	294	480	111	502	726	480	270	569
647	008	295	482	112	503	729	484	271	572
655	009	298	484	113	504	732	486	276	574
659	011	300	485	114	505	736	490	278	575
660	013	312	487	121	506	741	492	280	576
674	021	313	488	123	512	747	496	282	577
676	022	314	491	124	514	748	497	284	578
678	024	316	497	144	514	752	498	294	579
680	025	317	501	146	513	758	499	512	580
683	027	316	503	147	516	759	502	88001	581
684	029	320	505	148	518	760	503	005	582
691	037	323	506	149	519	761	504	023	583
693	038	327	509	151	520	766	505	029	584
696	041	328	512	153	521	771	506	052	585
699	044	337	515	55034	528	772	508	054	586
702	046	340	516	043	528	773	514	061	587
703	047	345	520	047	530	783	515	065	588
707	048	346	521	050	531	790	517	071	589
708	050	355	522	051	532	70036	523	108	591
711	052	365	524	054	533	073	529	112	592
717	053	371	525	055	534	112	531	115	594
718	060	379	527	056	535	116	534	118	596
719	061	391	528	059	537	117	541	120	89002
722	062	392	531	068	538	74037	542	127	018
724	065	400	532	072	539	052	545	128	024
725	066	401	533	074	541	066	547	138	029
726	067	402	535	075	542	100	552	156	030
727	071	410	537	076	545	105	554	178	039
728	072	411	539	077	547	121	556	186	048
734	078	408	540	080	549	128	557	197	054
742	079	415	541	093	550	144	558	295	060
749	080	418	543	60002	552	158	559	299	065
751	082	424	545	012	553	167	560	308	066
753	088	427	547	013	554	177	562	326	067
754	089	428	548	031	556	180	567	327	068
758	094	429	549	055	557	182	568	376	070
760	099	431	550	059	558	183	571	382	071
762	100	437	552	076	559	186	572	383	072
769	101	438	559	083	560	199	576	385	073
770	103	440	561	093	562	204	76029	398	075
779	105	441	562	094	564	214	030	403	077
783	106	453	568	101	567	218	031	405	078
784	107	477	569	103	574	232	032	415	080
789	108	479	571	116	576	236	81023	416	082
790	114	489	572	121	577	238	87004	425	083
793	115	491	573	122	582	245	031	433	085
800	122	31383	574	132	585	246	070	434	086
801	123	770	576	133	586	251	097	439	087
805	124	790	578	134	588	252	102	447	95029
808	125	852	579	135	589	259	121	450	95203
809	126	854	580	136	591	263	132	454	211
811	128	873	581	137	595	274	136	459	212
812	129	35009	583	61129	595	291	162	465	96000
821	131	027	584	141	597	309	166	467	001
831	134	057	587	64093	599	310	174	468	517
836	135	114	588	108	600	319	175	469	
844	136	140	589	121	601	320	182	471	
846	137	160	591	132	602	321	183	472	

Ship to _____
 Address _____
 Ship by _____ Freight _____ Express _____ Parcel Post _____

\$5,000 for these Big Advertisements in the March 1st and 8th Issues of

THE SATURDAY EVENING POST

4 Stasny Hits

Everyone wants them

All these Stasny songs are smashing hits! No miss fires—no “duds”! You hear them everywhere—you are singing them before you know it—you just can't help it!

Try “Some Day”—if you want a tuneful ballad that will bring a big burst of applause at the end—or a haunting melody to sing to your sweetheart in the moonlight. It's a winner!

Some Day
Lyric by WALTER KING Music by EARL BURNETT
Moderato
CHORUS
Some day, some day when my dreams come true...
That wonderful Some Day Will bring me you, Dear
Love beams shining, They will light our way, To our
home in Sun shine Val ley There Some Day



Some Day
Lyric by WALTER KING Music by EARL BURNETT
Moderato
CHORUS
Some day, some day when my dreams come true...
That wonderful Some Day Will bring me you, Dear
Love beams shining, They will light our way, To our
home in Sun shine Val ley There Some Day

Stasny Songs

They are big hits—every one of them, lyrical ballads that set your heart-strings throbbing—full of tenderness and love and loyalty. You should have them on your piano—get them today!

Easy to sing—easy to read—no pages to turn.

Just the songs for today. Timely—up-to-the-minute! The kind the boys from “over there” want to hear—the kind they like to sing themselves. Try over the melodies—then ask your dealer for the songs.

Here are some other “Stasny” Song Hits that are selling like a house afire—

Kentucky Was Lucky Jazzin' the Blues Away When the Yanks Come Marching Home

Just You
Rose Dreams
(Vocal and Instrumental)
Ooh! La La (I'm Having a Wonderful Time)

ON SALE

Stasny Song Hits on sale at all music and department stores or any Woolworth, Kresge, Kress, McCrory, Metropolitan, Grant or Kraft Store.

If your dealer is out of them, we will mail them direct, 15 cents a copy, any seven for \$1 postpaid. Band or orchestra 25 cents each.

BUY THESE POPULAR

If you want your player-piano and talking machine to have all the up-to-date song-hits, jazz and rag-time, ask for the Stasny numbers—they're the “best ever”!

There's a heart-throb in this song—it gets you and you can't help singing it well. Hum it over to yourself a couple of times—then get a copy and sing it to your friends.

It's Never Too Late To Be Sorry
Words by JAMES E. DEMPSEY Music by JOS. A. BURKE
Moderato
CHORUS Slowly with expression
It's never too late to be sorry I'm sorry I taught you to care
Wish I could lift from your shoulders The cross I have made you bear
Calendula heart I have broken There is not a thing I can do But its
never too late to be sorry and God knows I'm sorry for you It's you
Copyright by A. J. Stasny Music Co.



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never too late to be sorry and God knows I'm sorry for you It's you
Copyright by A. J. Stasny Music Co.



ON SALE—Stasny Song Hits at all music and department stores or any Woolworth, Kresge, Kress, McCrory, Metropolitan, Grant or Kraft store.

This might be called “The Song on a Million Pianos,” you'll see it on more than that! Once you hear it, you'll want it on yours. Better get it from your dealer today

I Want My Old Girl Back
By ERNEST E. SUTTON Music by EARL BURNETT
Moderato
CHORUS
I want my old girl back, I want my old girl back,
It's been so long since she went a-way, I did-n't think that she was
going to stay, I got the blues so bad, There's nothing makes me glad,
There may be millions of girls so fair, But with my old girl, they can't compare,
I may be crazy, but I don't care, I want my old girl back, I want my old girl back,
Copyright by A. J. Stasny Music Co.



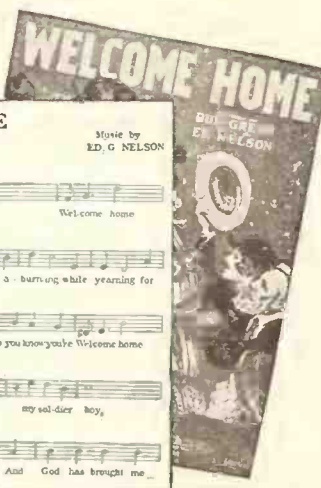
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By ERNEST E. SUTTON Music by EARL BURNETT
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It's been so long since she went a-way, I did-n't think that she was
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There may be millions of girls so fair, But with my old girl, they can't compare,
I may be crazy, but I don't care, I want my old girl back, I want my old girl back,
Copyright by A. J. Stasny Music Co.

Doughboys, shavetails, leathernecks and gobs love this song—every buddy and matey of the lot. So do their sweethearts, wives and mothers. You should have it!

If your dealer is out of them we will mail them direct—15 cents a copy, any seven for \$1 postpaid. Band or Orchestra 25 cents each.

Kentucky Was Lucky Jazzin' the Blues Away When the Yanks Come Marching Home
Just You
Rose Dreams
(Vocal and Instrumental)
Ooh! La La (I'm Having a Wonderful Time)

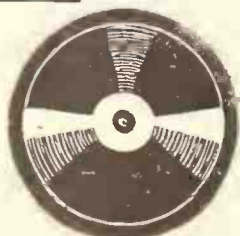
WELCOME HOME
Lyric by BUD GREEN Music by ED. G. NELSON
Moderato assai
CHORUS
Welcome home the day of peace on earth is here, Welcome home
what words of cheer, We keep our hearthfires a-burning while yearning for
you Your va-cant chair is wait-ing too you know you're Welcome home
Each mother's heart sings out with joy, Welcome home my sol-dier boy,
And now that all the war clouds safe-ly have past And God has brought me
Copyright by A. J. Stasny Music Co.



WELCOME HOME
Lyric by BUD GREEN Music by ED. G. NELSON
Moderato
CHORUS
Welcome home the day of peace on earth is here, Welcome home
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Copyright by A. J. Stasny Music Co.

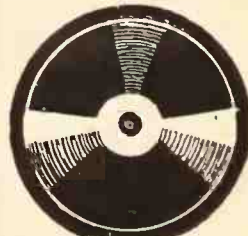
Get them for your
PLAYER-PIANO and TALKING MACHINE

A. J. Stasny Music Co.
56 West 45th Street New York



Get them for your
PLAYER-PIANO and TALKING MACHINE

A. J. Stasny Music Co.
56 West 45th Street New York



These two music selling advertisements are going to be run in the **THE SATURDAY EVENING POST** to help you link up with bigger business.

PRODUCE NEW LATERAL-CUT RECORD

The Liberty Phonograph Co. to Concentrate on Production of Records Only—To Establish Distributor Chain Throughout the Country

CLEVELAND, O., February 8.—A lateral-cut record, fully protected by pending patents, is to be offered to the trade by the Liberty Phonograph Co., of this city. The company states that it will concentrate on the production of records only, and that its records will be offered to the dealers without the obligation of carrying a machine line. This record, it is understood, is sponsored by extensive Middle West capital, headed by J. H. Smith and L. J. Mueller interests. Executive offices will be maintained at 1836 Euclid avenue, Cleveland, O., and laboratories at 16-18 West Thirty-ninth street, New York.

In a chat with The World Mr. Smith, president of the company, stated that the new record is the achievement of years of study, experience and experiments of F. W. Matthews, the inventor, and others associated with him. Mr. Smith is enthusiastic regarding the tonal qualities of the new record, and states that the company's first move from its executive offices will be to establish distributors in exclusive territory throughout the United States and Canada.

APPOINT NEW EXPORT MANAGER

Vicsonia Mfg. Co., Inc., Planning to Go After Export Trade in Active Way

With a view to developing the export business in Vicsonias systematically, the Vicsonia Mfg. Co., New York, manufacturers of the Vicsonia reproducer, have announced the appointment of James W. Green, 25 Church street, New York, as export manager for the company. The company incidentally is fast getting back to normal so far as production is concerned, and as labor and raw materials become more plentiful are catching up with orders in good shape, according to William J. Sess, president of the company.

The Manophone Corp., Adrian, Mich., manufacturers of the Manophone phonograph, are rearranging the various departments of their factory for the purpose of increasing the output.

No harvest of success was ever reaped from a sowing of wild oats.

"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.

OPEN NEW YORK OFFICES

Unit Construction Co. Have Offices at 299 Madison Avenue With Major Bubb in Charge

The Unit Construction Co., Fifty-eighth street and Grays avenue, Philadelphia, Pa., have opened an attractive suite of offices at 299 Madison avenue, New York City. These offices are centrally and conveniently located just around the corner from the Grand Central Station and provide additional conveniences in handling their business in the metropolis and surrounding territory.

The offices will be in charge of Major H. A. Bubb, assisted by Harry C. Baisch, who will also travel in the interest of the Unit Construction Co.

R. C. Smith, president of the company, extends a cordial invitation to the trade to visit the new offices.

BAERWALD BACK IN THE FOLD

Rejoins Heineman Organization as Member of OkeH Record Sales Force

Paul L. Baerwald, one of the "veterans" of the Otto Heineman Phonograph Supply Co's. organization, has rejoined the executive offices in New York, and has been appointed a member of the OkeH record sales staff. Mr. Baerwald will concentrate on the promotion and of the sales department's activities, and will co-operate with the OkeH dealers in the East in every possible way.

For the past six months Mr. Baerwald was associated with the Heineman branch in Chicago, and prior to his stay in that city was the company's eastern traveler. He possesses a thorough knowledge of the phonograph industry, which is reflected in the pleasing success that he has attained in his several posts.

GET PRIZE FOR BIGGEST INCREASE

CLEVELAND, O., February 3.—The Fischer Co., Ohio representatives for the Pathé Frères Phonograph Co., were recently awarded a prize offered by the Pathé Co. for registering the biggest increase in business of any of the company's jobbers during 1918. The Fischer Co. made a remarkable advance during the year despite unfavorable conditions, and believe that with the situation much improved they will be able to register a volume of business during 1919 that will place them well in line for this year's prize.

THE VALUE OF THE SHOW WINDOW

In calling attention to a recent specially prepared attractive window display, the Victor Talking Machine Co. offered the following live comment to its dealers: "Would you rent your show windows to the shoe merchant across the street? No, certainly no, because your rent comes in through your show windows. Whenever new customers or even your regular customers pass into your store they involuntarily pause to look over the merchandise you display, and what you display and the manner in which it is displayed is pretty sure to determine the customer's actions."

OPEN NEW VICTROLA DEPARTMENT

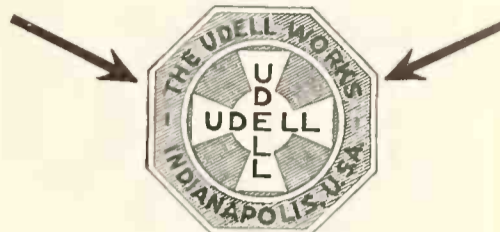
Sonneborn's Sons have purchased the three-story building adjoining their present quarters in LaPorte, Ind., and will occupy the store space with an elaborate new Victrola department.

Progressive jobbers advertise in The Talking Machine World. Consult their announcements.

WHAT HAVE YOU TO SELL?

We purchase in any quantity, anything you have for sale in the talking machine industry. The larger the quantity the better we like it. We can use cabinets, motors, tone arms, reproducers, springs, tabulators, micas, machine screws, wood screws, etc., etc., in job lots, or regular merchandise if the price is satisfactory. Get in touch with us on anything you have to sell.
LUCKY 13 PHONOGRAPH CO.
 46 East 12th Street, New York

The UDELL TRADE-MARK



TRADE-MARK

MEANS CABINET DEPENDABILITY

For Both Dealer and Customer

The sale of a UdeLL Cabinet means stimulated record sales—and two-way profits.

It's the first important feature of record service to the customer.

Patent Hinged Rim for Victrola IX-A



No. 416 [Vertical Interior]

For New Victrola IX-A

Height, 32 in. Width, 19 in. Depth, 22½ in. Mahogany. Quartered Oak. Holds 112 records. Average weight, crated, 65 pounds.

[If horizontal shelving is desired, order 1416.]
 [When felt interior is wanted, order 416F.]

IMPORTANT NOTICE

Table 416 is arranged with a rim, which is hinged at the back. This back piece drops down and enables you to slide the new style Victrola IX-A in.

The UdeLL Blue Book of dependable Record Cabinets is now ready.

Your Copy is Waiting.

THE UDELL WORKS
 1205 28th STREET, INDIANAPOLIS, IND.



STYLE NO. 450
50" x 26" x 26"

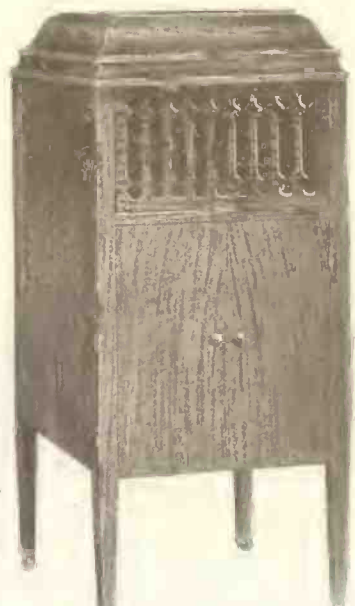


STYLE NO. 400
47" x 22" x 22"



STYLE NO. 300
50" x 24" x 24"

OPPORTUNITIES MUST BE IMPROVED TO MAKE THEM PROFITABLE



STYLE NO. 65
44" x 19 1/2" x 19 1/2"
Mahogany Finish and Oak

The reading of this announcement without action on your part will avail you nothing. *In all the world there is no line like this.* "Lauzon" and "Grand Rapids" are synonymous for the best in good furniture.

Lauzon phonographs are superlatively perfect in design, material, workmanship and finish; are unexcelled in tone quality, and mechanically are as near perfection as is possible to make them.

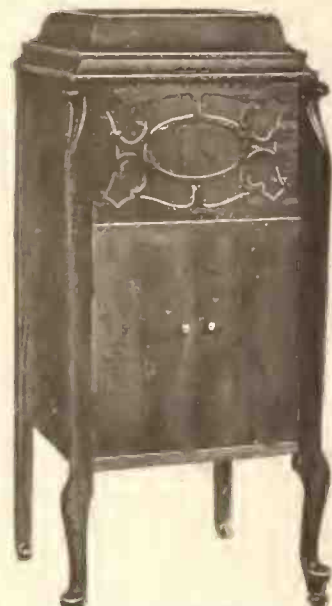
We make these claims advisedly, having been identified with the phonograph industry continuously since the days of the Berliner Gramophone. Our twenty years' experience and guarantee are back of every "Lauzon."

Note the unusual values, particularly the \$65.00, \$85.00, \$100.00, \$125.00 and \$150.00 models.

From all indications 1919 will be the greatest year in phonograph history.

Are you prepared to take care of the business that will be yours for the asking?

Secure this agency while it is available. Write or telegraph today, and mark it as a red-letter day in the annals of the successful moves you have made. *Our discounts are liberal.*



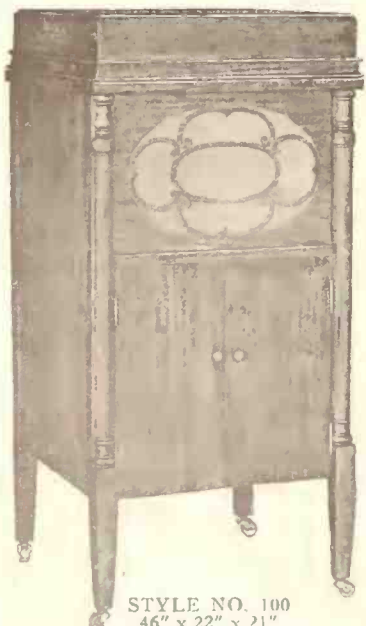
STYLE NO. 85
45 1/2" x 21 1/2" x 21 1/2"
Mahogany Finish and Oak

Michigan Phonograph Company

Offices:
705 Ashton Bldg.

Phonograph Division of the Lauzon Furniture Co.
GRAND RAPIDS, MICH.

Factory:
Monroe Ave. and Sixth St.



STYLE NO. 100
46" x 22" x 21"
Mahogany Finish, Walnut and Oak



STYLE NO. 125
46" x 22" x 21"
Mahogany, Walnut and Oak



STYLE NO. 150
47" x 22" x 22"
Mahogany and Walnut



STYLE NO. 200
47" x 22" x 22"
Mahogany and Walnut

TALKING MACHINE DEMAND IS VERY ACTIVE IN BUFFALO

Andrews and Wurlitzer in Real Estate Deals—Dealers Anxiously Awaiting Stocks of Machines and Records—Major Noyes Returns From Overseas—What Leading Dealers Report

BUFFALO, N. Y., February 5.—Potent signs of constantly increasing business are a feature of the talking machine trade in Buffalo this month.

As announced elsewhere in this issue, W. D. & C. N. Andrews have bought the Builders' Exchange, at Court and Pearl streets. This will be the future home of this firm.

Another big feature is the purchase of the five-story building at 674-676 Main street by the Rudolph Wurlitzer Co. The purchase is announced as "a quarter of a million real estate deal." Forty thousand dollars will be spent in improving the building, which will become one of the finest music stores in the country.

"We are still short on shipments, but expect to be caught up by the middle of February," said J. R. Flynn, manager of the Buffalo branch of the Brunswick-Balke-Collender Co. "We are very glad to say we have several prospective dealers on the waiting list ready to sign up with us as soon as the company gives us the privilege of doing so, but, however, we will not take on any new dealers until we are sure we can satisfy our old ones."

The fraternal spirit developed among Buffalo talking machine dealers on account of the shortage of goods in wartime seems to have continued during the present period. Various goods were exchanged among these merchants and genuine co-operation was the result.

President Koenig, of the Koenig Piano Co., has returned from a trip to Boston.

The Buffalo Retail Merchants' Association has the following merchants among its 1919 officers:—R. C. Hudson, president of J. N. Adam & Co., piano and Victrola dealers; Edward L. Hengerer, president of the William Hengerer Co., Victrola dealers, and T. M. Gibson, of Adam, Meldrum & Anderson Co., Pathephone dealers.

Several Buffalo dealers placed in conspicuous places the page ad which the Victor Talking Machine Co. recently inserted in local newspapers: "Don't blame the dealer for the shortage of Victor products—the Government needed us," was a feature of the ad.

Business in talking machines may be developed later by the Player Roll Shop, which opened recently at 672 Main street.

The help situation is improving at local talking machine stores. Employees—seniors and

juniors—are not so independent as they were before the armistice was signed. They are hanging onto their jobs because others are hard to find.

William Turner, piano dealer at 1401 Main street, has taken on the Pathé line. His motto is "The House of Satisfaction." He says he operates on a strictly cash basis; that he doesn't have to worry about bills and is following closely the spirit of his slogan.

Emerson records are featured daily in the window displays of Besser's store, Main and Huron streets.

Twisting the titles of records is an oft-recurring incident at local talking machine stores. For instance, H. G. Towne, manager of the Victrola department of the Robert L. Loud Music Co., recently had requests for these: "Old Friendship" instead of "Oh! Frenchie," and "Hindoo's Dance," in place of "Hindustan."

Major Hal Noyes, who formerly traveled for W. D. & C. N. Andrews, of Buffalo, has returned from military duty overseas. He visited this city on his way to Texas. He was in the Motor Transport Division in France for seventeen months.

BOSTON BOOK CO. IN NEW QUARTERS

Plans for Increased Working Force and Equipment in New Plant in New York

The Boston Book Co., the well-known manufacturers of record albums, have moved from 43 West Fourth street to 40-46 West Twentieth street, New York. In their new home they have over 12,000 feet of floor space, and it is proposed to add greatly to the production. Over fifty new hands will be added immediately to the working force and a number of new machines are to be added to the equipment of the plant. These will all be of the labor-saving kind and will increase the output to a great extent. J. M. Alter, president of the company, looks for a very big year in the album field and the move into larger quarters was made with the idea in view of handling a greatly increased demand.

Habits are like appendices. When they begin to hurt it's time they were "cut out."

NOTICE

is hereby given to the PUBLIC and to our friends that the name of our corporation

Fulton-Alden Co.

will be changed to

**Fulton Bros.
Mfg. Co.**

WE ARE NOW DEVOTING OURSELVES EXCLUSIVELY to the making and marketing of our own exclusive designs in

- Motors**
- Tone Arms**
- Reproducers**
- Needle-Dispensing Device**
- Cover-Balance and Stay**
- Record Filing Device**

Fulton-Alden Co.

Factory and General Office
at
WAUKEGAN, ILL.

SALES OFFICE:
20 East Jackson Building
Rooms 308, 309
CHICAGO

After March 1st

WHOLESALE ONLY

Upon request we will mail a list of

5000

DIFFERENT VICTOR RECORDS we have in stock

There are many in this list you want.
We carry a large supply of all accessories.

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

The Spring, 1919,
Advertising and Selling Campaign

for

Pathé

PHONOGRAPHS
and
RECORDS

—in addition to other methods—will be still further stimulated by announcements similar to the full page opposite published in

Woman's Home Companion
American Magazine
Vogue
Literary Digest

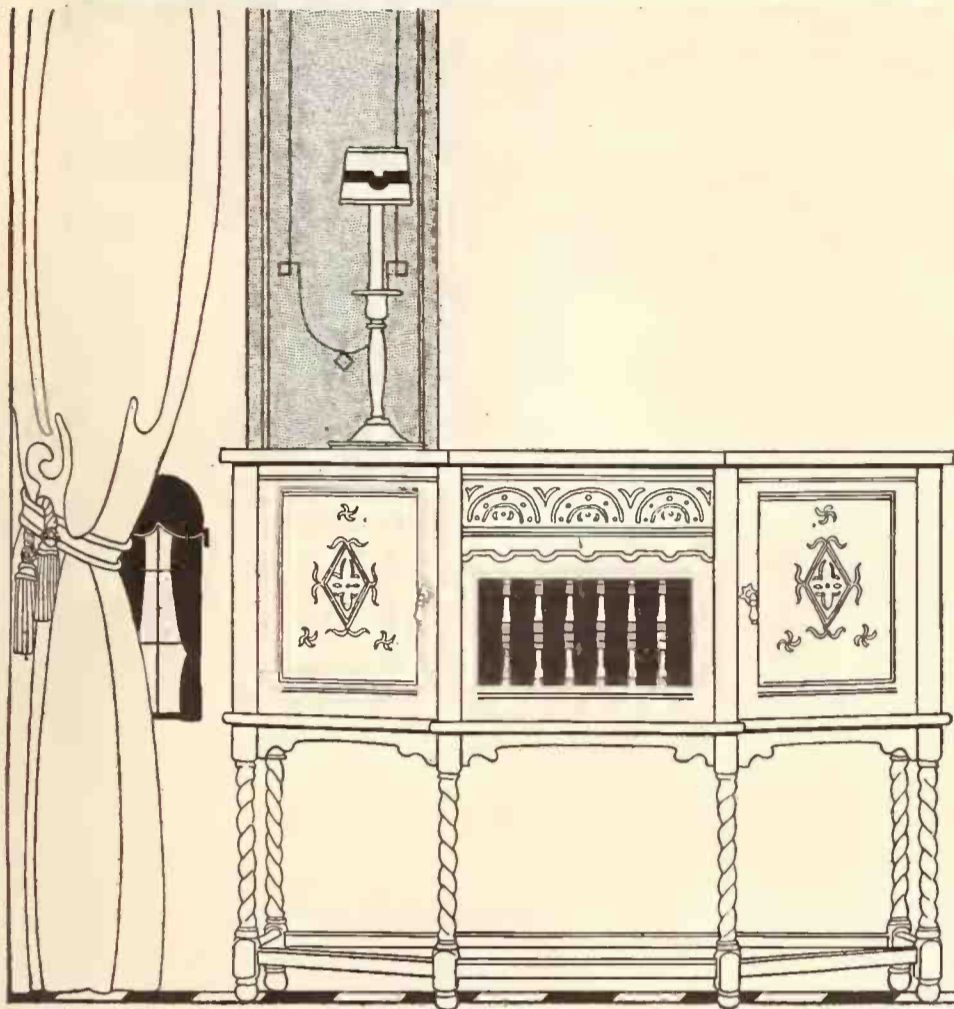
Life
Red Book
Vanity Fair
Outlook

The Secret Difference

from a jobber's or dealer's point of view in handling the Pathé line will be explained in a letter. If you are interested, write direct to

PATHÉ FRÈRES PHONOGRAPH COMPANY
20 Grand Avenue, Brooklyn, N. Y.

The Pathé plays all makes of Records



Pathé

PHONOGRAPH

No needles to change

Costs no more than ordinary phonographs

JACOBEAN ART MODEL, oak, 49 inches long, 20 inches deep, 30 inches high; automatic stop; Pathé perfected tone control; Pathé reproducer, Sapphire ball; Universal tone arm, rich metal trimming; \$215
silent double spring motor

The Secret Difference

in Pathé Tone is held in the Sapphire ball—it glides—never wears out. No needles to change. Needles cut and wear out the records. There is as much difference between the tone

of the Pathé Phonograph and a talking machine as there is between a priceless violin and an ordinary fiddle. Hear the full, round tone of the Pathé, and remember it costs no more.

You will find a jewelled Pathé at any price you wish to pay. \$32.50 for a simple instrument. Others more elaborate, in practically all sizes, finishes and woods, up to \$1,000.

Go to the Pathé dealer in your town. Hear the Pathé Phonograph records played. Your ear will at once detect the big difference made by the Pathé Sapphire ball.

Pathé dealers have the popular hits, first—best—on Pathé records—fox-trots, one-steps, Jazz, dreamy waltzes, stirring marches, the latest song successes from Broadway, and in addition the most famous records by the leading artists and orchestras of Europe and America.

If there is not a Pathé dealer near you, write direct for complete illustrated catalog of instruments and list of records

Pathé

PATHÉ FRÈRES PHONOGRAPH COMPANY, BROOKLYN, N. Y.
The Pathé Frères Phonograph Company, Ltd., Toronto, Can.



No. 10 Mahogany or oak (golden or fumed); exposed parts nickel-plated; Universal tone arm; Pathé perfected tone control; Pathé reproducer, Sapphire ball; silent double spring motor; 20½ inches wide, 20½ inches deep, 43 inches high. All wood tone chamber \$120

The Pathé plays all makes of Records

THE MUSICAL POSSIBILITIES OF THE TALKING MACHINE

Emphasized in a New Victor Volume Which Tells "How to Get the Most Out of Your Victrola"
—The Book Is Highly Educational and Illuminating in Its Information

It has long been felt by the officers of the Victor Talking Machine Co. that the enjoyment of the average Victrola owner could be increased to a material degree if some means could be devised for bringing directly to the attention of the machine owner in the home some idea regarding the musical possibilities of the instrument and particularly information as to how to take the fullest advantage of those possibilities. It was also felt that some information as to the proper use of the Victrola and facts regarding the proper care of the records would serve to increase interest and appreciation.

These thoughts have culminated in one of the first after-war moves of The Victor Co., the issuance of a comprehensive new volume entitled: "How to Get the Most Out of Your Victrola," copies of which have gone to the trade some time since, with the announcement that not only were additional copies available for dealers at a nominal price, but that in the future a copy of the booklet would be packed with every Victrola leaving the factory, as a part of the regular equipment, going with the instrument right into the home of the purchaser.

Dealers have, of course, in the past explained to customers more or less convincingly what they might expect and should expect of their Victrola, and how it should be used. The elaborate literature sent out by the company, the record supplements, the opera books, etc., have all been calculated to impress Victrola owners with the possibilities of the instrument, but the newest booklet, "How To Get the Most Out of Your Victrola," goes directly and frankly to the point, and in straight, understandable language brings to the Victrola owner the important message of music, and authoritative suggestions as to how music can be best appreciated. It tells, for instance, how with the

Victrola, and some opera records, opera music can be studied and appreciated in the home and repeated at will to far greater advantage than were repeated trips made to the opera house. Opera music is analyzed simply and comprehensively, and an effort is made to explain its real meaning. The same with the music of the symphony orchestra and of the military bands.

Then come some instructive paragraphs regarding chamber music and piano music, followed by pages devoted to instructive text regarding the development and inner-meaning of sacred music, the status of concert songs, the appeal of popular music, and of dance music.

The sections of the booklet devoted to hints as to how to get the best results with the Victrola are so full of valuable information as to be well worthy of the attention of the dealer and his salesmen, as well as the machine owner. The question of acoustics, the simple rules for starting and stopping the machine, the regulation of the speed of the motor, the care of records, the proper use of needles, and the arrangement of programs that will appeal because they are

PROMINENT ARTISTS PORTRAYED

In February Issue of the Usoskin Window Display Arranged for Victor Dealers

The theme of the February issue of the Usoskin window display for Victor dealers is "artist approval." Following the statement that every Victor record must have the approval of the recording artist, the various cards in the set portray prominent artists listening to and approving the reproduction of their voice or playing. The cards also reproduce the signature endorsement of the artists. It is the plan of Ed Usoskin, Inc., producers of these dis-

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

well balanced—all these are of as much importance to the man who sells as to him who buys.

For the information of those who select records at random because they are unfamiliar with the building up of a well-balanced library, there are offered in the back of the booklet several suggested lists of records. There are lists totaling \$10, \$15, or more in value, so arranged that they can be combined without danger of duplication should the amount prepared to allot to record buyers be generous.

Taken all in all, "How to Get the Most Out of Your Victrola" is a booklet of which the Victor Co. and its representatives may well feel proud. From general introduction to final lists, it is a practical, common-sense selling aid to the dealer, and its value should soon be demonstrated.

plays, to change the theme of display each month. In the January issue of "The Voice of the Victor" one-half page was devoted to the reproduction of parts of commendatory letters received by Ed Usoskin, Inc., from some of the many dealers using this display in widely separated parts of the country.

ELECTS NEW OFFICERS

The Phonograph Improvement Co., Port Washington, Wis., recently elected the following officers: President, W. H. Thompson; vice-president, Harry W. Bolens; secretary, Olaf Elton, and treasurer, J. B. Thiery.



Model 150
List Price, \$150

VERITONE

QUALITY *and* SERVICE

First:

You, Mr. Dealer, demand superior quality in tone, workmanship and finish.

Second:

You demand prompt and efficient service.

We can give you both.

Our business has been built up on a strictly quality basis, while we have just increased our manufacturing facilities so that we can

GUARANTEE PROMPT AND EFFICIENT SERVICE

VERITONE TALKING MACHINE CO.

WALTER B. CRAIGHEAD, *President*

145 West 45th Street

::

::

::

New York, N. Y.



Otto Heineman Phonograph Supply Co.



INCORPORATED

25 WEST 45th STREET, NEW YORK

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

CHICAGO

SAN FRANCISCO

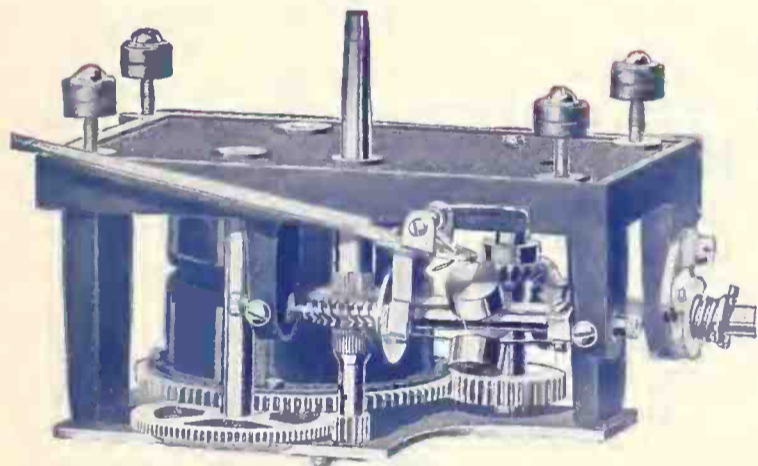
SEATTLE

TORONTO

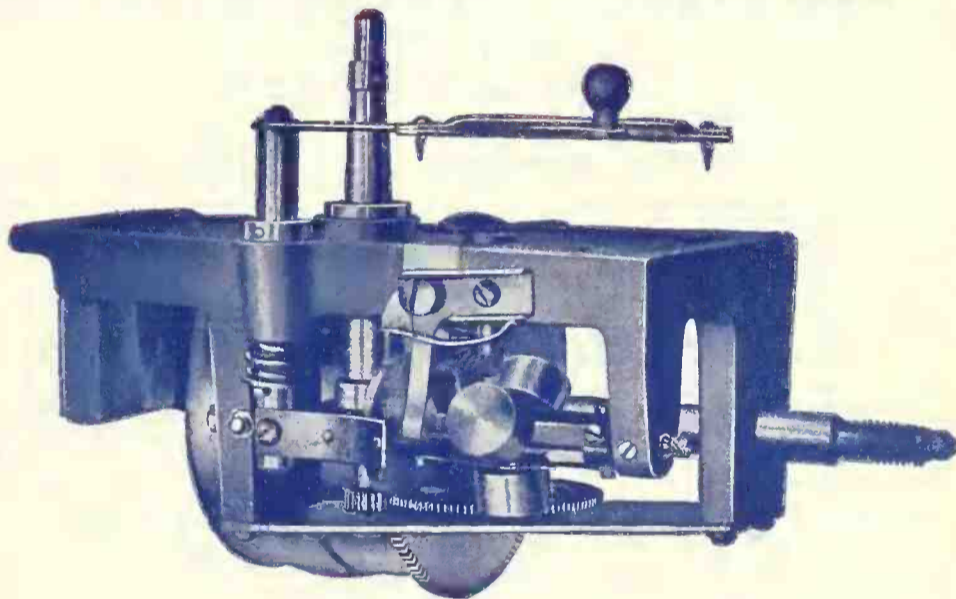
MOTOR PERFECTION

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

HEINEMAN and MEISSELBACH MOTORS



Heineman Motor No. 77



Meisselbach Motor No. 16

HEINEMAN and **MEISSELBACH** Motors are recognized the world over as the *best* horizontal and vertical spring motors that are produced.

They are offered to the trade with an iron-clad guarantee from the world's largest manufacturers of phonograph motors.

Our catalogs showing our complete lines of Heineman and Meisselbach motors, tone-arms and sound boxes are indispensable to talking-machine manufacturers.

Send for your copies

Otto Heineman
President

MEISSELBACH

MOTORS

TONE ARMS

MOTORS

SOUND BOXES

ANNUAL MEETING OF TRI-STATE VICTOR DEALERS' ASS'N

Members of Organization With Headquarters in St. Louis Listen With Enthusiasm to Excellent Talks on Business Subjects and Then Elect New Officers for Ensuing Year

St. Louis, Mo., February 6.—One hundred Victor dealers and sales folk met at dinner here last night for the annual meeting of the Tri-State Victor Dealers' Association and to hear the message brought to them by John Gregg Paine from the board of directors of the Victor Talking Machine Co.

It was the first inspirational meeting ever held in behalf of a talking machine and, evidently, from the spirit aroused and the indorsement of the idea, will not be the last.

Mr. Paine, who is connected with the copyright department, told how the Victor plant, because it "is the best of its kind in the world" was needed by the Government for war purposes and how the factory and the dealers were compelled to make the sacrifice of temporarily losing their merchandise, although now the factory is being put back to musical instrument

work as rapidly as thoroughly competent working men can be found. He told how the Victor experts and enthusiasts study each move toward perfection and how they rejoice at each new achievement. He held his audience completely for most of an hour and then was warmly applauded and every one present later assured him that his talk has been exceedingly helpful.

E. A. Parks, of Hannibal, Mo., revealed many of the little things that had made his business a success in a city of 25,000 people. He outlined his accounting system, his advertising and follow-ups. A thing that was new to most of his hearers was the occasional buying of souvenirs for those customers who were paying instalments. He said his biggest assets were the humanness and kindly spirit in his stores.

J. M. Mediary, of the Grand Leader department store in this city, read an earnest plea that

AN UNUSUAL COMBINATION

Timely delivery of the timely song and dance hits on the Emerson Gold Seal Record

ORGANIZED on behalf of the dealers of the Metropolitan District who sought the timely hits on the Gold Seal (Large Size) Emerson Records together with quick service, this Emerson Record Sales Company is *making good!*

Dealers are delighted. They get what they want when they want it.

Why don't you let us show you how effectively we can handle your large record business?

Here are six best sellers that you can take along



- | | | | |
|------|---|---|--|
| 9132 | { | BEAUTIFUL OHIO. | |
| | | Tenor Solo Sam Ash | |
| 9111 | { | IN THE LAND OF BEGINNING AGAIN. | |
| | | Baritone Solo . . . Arthur Fields | |
| 9113 | { | COME ON, PAPA. Character Song Irving Kaufman | |
| | | HAVE A SMILE. Male Trio Sterling Trio | |
| 9114 | { | KISSES. Male Trio Sterling Trio | |
| | | BRING BACK THE ROSES, KATHLEEN
MAVOURNEEN. Tenor Solo Will Oakland | |
| 9119 | { | MOTHER, HERE'S YOUR BOY. | |
| | | Baritone Solo Arthur Fields | |
| 9118 | { | GOOD-BYE, OLD KHAKI KID. | |
| | | Baritone Solo Irving Kaufman | |
| 9119 | { | GOOD-BYE, FRANCE. Baritone Solo Arthur Fields | |
| | | GOOD-BYE, SHOT AND SHELL. | |
| 9118 | { | Baritone Solo Warwick Williams | |
| | | TILL WE MEET AGAIN. | |
| 9118 | { | Waltz Emerson Military Band | |
| | | THE ROSE OF NO MAN'S LAND. | |
| 9118 | { | Fox Trot Emerson Military Band | |

EMERSON RECORD SALES COMPANY
366 FIFTH AVENUE, NEW YORK, N. Y.

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

dealers extend only legitimate free service and that they do not try to make this service the object of stealing another's record customers.

A motion made by E. A. Kieselhorst, of St. Louis, that the association go on record as approving of taking Liberty Bonds in payment only at the market value brought out the sharpest discussion of the evening, a dozen members taking part. It developed that since Christmas practically all of the dealers present had been allowing only market value. They took the view that the acceptance at face value constituted a price reduction. J. F. Ditzell, of the Famous & Barr department, led an opposition, which took the view that patriotism required that if Liberty Bonds were taken they should be taken at face value. Eventually the market value motion was carried unanimously.

The officers elected were: President, Val Reis, St. Louis (re-elected); vice-president, E. A. Parks, of Hannibal, Mo.; secretary, Theo. Maerten, Kieselhorst Piano Co., St. Louis; treasurer, Fred Lehman, East St. Louis, Ill. (re-elected). Directors: J. M. Mediary, Joseph Hunleth and Clarence S. Hammond, all of St. Louis. The number of St. Louisians on the list, it was explained, is necessary to provide a quorum for executive meetings. The attendance was representative of the territory, Indiana, Tennessee, Arkansas, Missouri and Illinois being represented.

DUNLAP BUYS DEALER'S STORE

R. P. Dunlap, well known in Eastern talking machine circles, has purchased the Victor and piano establishment of C. E. Searles, Peekskill, N. Y. With his customary progressiveness Mr. Dunlap has already made plans to move into a new building, and his store will be attractively decorated and furnished. Mr. Dunlap until recently was in the service of the United States Government at Washington, D. C.

L. M. COLE'S NEW POST

L. M. Cole, formerly traveling representative for the Gibson-Snow Co., Syracuse, N. Y., Sonora distributors, is now associated with the Hoffman Piano Co., Buffalo, N. Y., which conducts "The Sonora Shop." Mr. Cole was a recent visitor to New York, and stated that the outlook for 1919 is very gratifying, as the demand for Sonora phonographs is excellent.

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.



The PRESTIGE of the STARR

means much to the dealer in musical instruments. The prestige of the Starr is a prestige gained from fifty years' experience in the creation of musical instruments, a vast wealth of knowledge which has been poured into the making of the Starr Phonograph. The public knows this. The music-loving public knows that "old friends are best." That is why the circle of those who own and love a Starr is constantly broadening.

It is easy to explain to a customer just why the Starr Phonograph is superior. "The difference is in the tone." The marvelous *tone* of the Starr—which is appreciated the moment it is heard—is due to "the singing throat" of the Starr Phonograph.

And the "singing throat" of the Starr Phonograph is due, in turn, to the material from which it is made—Silver Grain Spruce, the same wood as that from which the master violin-makers of olden days lovingly fashioned the priceless Stradivarius and the golden-voiced Amati. Surprisingly clear, mellow, resonant, the Singing Throat of the Starr is a revelation to all who hear it.



THE STARR—Style III

One of eight styles.
Catalog on application.

You have never really heard a record until you have heard it upon a Starr.

That is why we say "All 'stars' sound better on a Starr."

THE STARR PIANO COMPANY

RICHMOND, INDIANA

"All 'Stars' sound better on a Starr"

Featuring the Musical Possibilities of the Talking Machine

By William Braid White

[Note.—This is the twenty-third 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.]

WHAT ABOUT THE CHILDREN?

The time has come, the walrus said, to talk of many things, and anyway to talk of something else besides the war, war music, etc., etc., etc. For the present instalment of these articles, I propose to turn just as far away from the war as I can, and so elect to talk about the children.

Now, I am one of those who believe that just a bit too much mush used to be cooked up about the kids in the old pre-war days, when we had nothing to think about except making money. But now things are different. We have talked just a bit too much about other things during the past four years. Let us get back and take a look at the kiddies, using the horn of one of our talking machines for a telescope.

"Frills"

We can all remember the time when the idea of teaching the children in school anything except the three R's was regarded as quite absurd. We used to hear, a few years ago, much about "eliminating frills" from the school courses. But to-day we have found that the "frills" once so derided are often in fact the most solid elements in the child's education.

The object of "education" must surely be to "educate," which is to draw out, the talents inherent in the child, and no system of stuffing with facts will "educate" very much. It is much more likely to "induce" indigestion.

Appreciation

The musical training children get in the schools is neither very thorough nor very efficient in most cases, but it is improving all the time, and the improvement is coming in proportion as the school authorities everywhere learn that the most useful thing they can do for the child musically is to train him or her in appreciation. Not one American child in a hundred, as the taste of the people now stands, is really musical from birth. That is to say, until we have raised the general standard of public taste, we shall find only a very small minority of the children gifted with executive or creative talent in music, but every normal child has the capacity to enjoy music, if the opportunity under proper guidance is made available. Just here comes the opportunity of the schools. Teach the children to listen intelligently to music.

Now the music dealer need not be reminded that if his community has in it any children who are learning to love music that community is gradually and surely becoming a musical community. A musical community is good for him; it is even better for the general life of the nation. A musical community cannot be a wholly ignoble community, for good music is ennobling to the character of a nation. Inject into the American combination of puritanism,

individualism and tremendously energetic provincialism, the leaven of love for the tone art, and you will have an unbeatable combination.

Anyhow, there will not be much quarreling over the statement that the American school system should be encouraged to the utmost in teaching music appreciation to as many children as are brought under its influence; that is, to the majority of the children of this country.

The Talking Machine

Nor, we think, will there be any disposition to quarrel with the statement that the talking machine has been proved definitely to be by far the best instrument for the general teaching of music appreciation. The schools happily have for some years been experimenting with talking machines, and we know that the Victor Company has promoted intelligently the use of the Victor machine in the schools, supplying the teachers with special records, with instruction, with teaching material and with every required aid for presenting musical appreciation to children in the best possible way.

The Schools

Now this music movement is of the greatest importance and interest. Schools all over the country have adopted the talking machine in their work as an integral part of their cultural teaching. They have more and more come to see that music is something to be taught through constant presentation, and that a taste for good music is among the most important elements in the making of character and of a fine outlook on life.

Cannot the talking machine dealer take more effective account of these facts and turn them to his legitimate advantage in many and various ways? I think he can, and shall here set forth some of the ideas which come to mind in discussing this angle of the "musical possibilities of the talking machine."

"Listening"

Supervisors of public school music, who have come to understand the significance of the notion of music appreciation as applied to the child's mentality, have found that the first part of their task is to teach the child to listen intelligently. Indeed, in the true sense of the term, intelligent listening constitutes the whole

of music appreciation. There is in reality no more to be taught. But, in the narrower sense, the sense of listening for the first time to something besides mere unrelated sounds, the teachers are finding out that children need very much care and very much patience. It is being found out that the normal child loves to listen to music, but that the worst obstacle is found in the lack of musical thought in the home.

The talking machine presents the most interesting, the most efficient and the most attractive of all means for producing musical feeling among the children, and the schools use it for this purpose more than they use anything else. Every child whose home contains a talking machine is therefore presumably a child more likely than other children to shine in the music appreciation classes. Here, it seems, is a tip for the dealer to follow up.

Contests

Let us take the first scheme that comes to mind. Suppose, during the school season, the dealer should inaugurate a number of afternoon concerts, say from 4 to 5, for school-children only, inviting them to come and listen to music on the talking machine, such music to be chosen in concert with the local supervisor of music. Let the dealer arrange a "listening contest" through these recitals, whereby the child who, after a course of them, can, at school later on in the term, recognize and describe most intelligently music which has been heard previously at the dealer's store during the recitals, and who has meanwhile learned most about this music, may receive a prize from the dealer. This prize might be in the form of a package of records, or a credit on the purchase of a talking machine, or something like that. There should be a prize in every grade above the fourth, say, to be competed for at the end of the school year. The recitals for the children might be held weekly between February and May, and the prizes distributed at the school graduating ceremony.

Results

A dealer who should undertake to do this would, of course, be careful to deal entirely through the principals of the school and the

(Continued on page 87)

ACME-DIE

• CASTINGS •

ALUMINUM-ZINC-TIN & LEAD ALL TYPES

Acme Die-Casting Corp.

Brooklyn N.Y.

7th Floor

229 Fulton Street

Clifford A. Wolf

MANUFACTURER OF

Diamond and Sapphire
Phonograph Points

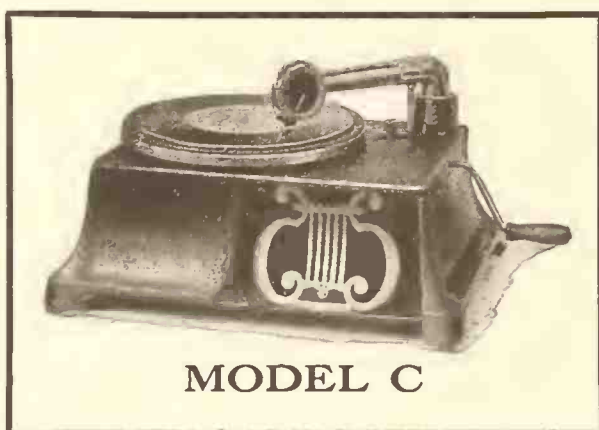
New York City

Phone, 1678 Cortlandt

Garford Phonograph

MODEL C

Retails
at
\$15.00



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



HARPONOLA

NO other machine has risen as rapidly in public favor as has the Harponola. Harponola Machines and Harponola Cabinets are right in design, in quality and in price. A success due to superlative merit.



HARPONOLA COMPANY
CELINA . . . OHIO

WHAT ABOUT THE CHILDREN?

(Continued from page 85)

supervisors of music and should confine his efforts to one or two schools in his neighborhood. He might induce other dealers to take the same attitude, for it is quite certain that the results of these campaigns would be shown in generally increased sales of machines and records. Children whose homes do not contain talking machines will naturally feel the disadvantage and will use their powers of persuasion on their parents. Those whose homes do contain such machines will have more interest in buying records and would get into the habit of desiring more and better music. It is a fact too well known to need more than mere mention that the profits in talking machine record-selling come from pushing the best records, that is to say, the records of the highest musical class. The dealer wants to sell as many high-priced and high-grade records as he can, and is finding all the time that the one great obstacle to the steady and increasing sale of such records is found in popular musical ignorance. The great manufacturers one and all recognize this fact and are doing their best to help their retailers in waking up the popular mind. There is more and better opportunity than ever just now to work this side of the talking machine game, for now, more than ever, the world is interested in music. But unless that interest can be directed to the best music, the world will soon forget its fad and go back to the old indifference.

The point I wish to make is that the child mind presents a field for promotive work in the good-music field which the dealer may and should seize upon. He may feel conscious at the same time that he is doing the very best of work. The promotion of love for good music involves no sacrifice of his own legitimate interests, since it is just as much his duty to sell good records as trashy ones. In assisting the child mind to understand and love the best in the noblest of all the arts, he is doing something to make the life of his own community richer and to co-operate with the school authorities in the great work of civilizing the American child. The dreariest of all mental deserts is that which is presented by the mind of the average respectable inhabitant of the average dull, respectable small or large community. The music business in any and all of its manifestations can only flourish in proportion as the community takes a live interest in the things of the spirit. One begins with the child if one is to have a community like this.

IT PAYS TO STUDY THE CATALOG

How Non-Selling Records Have Been Made Salable and Popular by Effort

In a recent chat with The World C. F. Bruno, of C. Bruno & Sons, Inc., Victor wholesalers, commented upon the fact that during the past year or two Victor dealers had learned to appreciate the true value of the Victor record catalog, and had called the attention of their customers to many records which had in the past been sadly neglected. The general shortage of Victor records prompted the progressive dealer to devote more of his time to stimulating the demand for records which he had regarded as "good" numbers, but which had not been given proper recognition by his sales staff. The shortage of product brought these records to the fore as excellent business getters, and Mr. Bruno suggests that Victor dealers continue this policy of studying the Victor catalog to advantage and instruct their sales people to sell Victor records of every class and division instead of concentrating upon the so-called "hits" which practically sell themselves.

Edgar S. Palmer has been appointed manager of the store of the Ideal Music Co., Brooklyn, N. Y. He is well acquainted with the talking machine trade, having been connected with the Blackman Talking Machine Co. as salesman.

THE ELLIS "Music-Master" Reproducer For Music Lovers



This Illustration is Actual Size

Quotation from a letter received from a Chicago customer, Dec. 17th, 1918.

"Your latest Ellis 'Music-Master' reproducer reached me several days ago and I have tried it out in every shape and form and it is simply a revelation, a wonder, a thing of beauty and a joy forever. I am delighted beyond my fondest dreams. It seems to be an inspired human being. Just as soon as the needle touches the record, one seems instantly transplanted into some musical gathering. It lets one farther back into the recording room than seems natural. I tried one of Caruso's hardest records with the loud steel needle, also my hardest band records and never a blur or discordant note. Oh, I tell you it is wonderful! You have certainly reached perfection and the only thing that could be more real would be to call in the artists themselves."

Flanner-Hafsoos Music House (one of Milwaukee's oldest and largest music concerns) just placed an order for 100 Ellis "Music-Master" reproducers after ordering lots of half dozen at a time during the past year and a half. "Our customers claim 'your reproducer does more than claimed and it improves with age,'" this firm wrote when sending the order.

It Humanizes ALL STANDARD MAKES of Talking Machines or Phonographs using Disc Records

Nickel Plated \$10.00

Gold Plated \$12.00

Mailed Insured to any part of the Postal Union

J. H. ELLIS

Patentee and Manufacturer

Mail Address

P. O. Box 882 Milwaukee, Wis.

An Exclusive Wholesalers Record



AW

FROM OUR CHICAGO HEADQUARTERS

E. P. VAN HARLINGEN,
Manager

World Office
Republic Bldg., 209 South State St., Chicago
Telephone: Wabash 5774

CHICAGO, ILL., February 8—Last month the opening columns of the Chicago department of The World contained an article relative to the wave of prosperity which is sweeping the country, and the effect it has had upon the talking machine industry. It was pointed out that this wave of prosperity is different from any other in the nation's history, due to the fact that the people are actually saving money, whereas during other waves they had been spending it as fast as they got it.

The calamity howlers in the past were wont to rise up on their hind legs and howl that a depression was sure to follow prosperity. In this they were generally right, but these same fellows are few and far between at present, as the odds are against them, thanks to the saving habit; nor is there any likelihood whatsoever that a drought of depression will follow this present wave of prosperity.

In backing up this statement some authoritative facts are here related. For example, we quote from statements recently issued in the reports of both the Comptroller of Currency and the State Auditor relative to banking, both national and State. These statements are the first to be issued since the armistice was signed and speak volumes.

They show that the banks have had a material reduction in their aggregate loan accounts, while heavy increases are shown in their total deposits, their savings deposits and their cash resources. The statement covers the period from November 1, 1918, to December 31, 1918. On December 31 the loans and discounts of Chicago's national and State banks combined were \$1,041,442,851, as compared with \$1,002,904,782 on November 1. The total deposits for both kinds of banks at the close of the year showed \$1,542,402,644, as compared with the previous total of November 1, of \$1,474,829,075, or a gain of \$17,573,509. Now the point that bears out our statements as to savings accounts is shown in the fact that nearly 40 per cent of this increase has been in savings accounts, which have increased to \$27,906,597. The savings deposits in the national banks on November 1 were \$15,233,902, and in the State banks for the same period the savings deposits were \$245,479,923.

Now we all know that a great deal of money,

in fact more than we had anticipated, was spent during the holiday season. Naturally, we should expect that the savings deposits for December 31 at the close of the holiday season would have decreased. However, this was not the way it turned out. On December 31 the national bank savings deposits had increased to \$17,919,315, while the savings deposits of the state banks on the same date had increased to \$270,701,107. These statements were further augmented by statements issued by comptrollers and auditors of other States and this proved conclusively that there was a lot of money in the country, although tremendous inroads had been made during the holidays upon both wholesale and retail stocks of all kinds of merchandise, especially those dealing in phonographs and records.

To give a clearer idea of how much the increases were, we will cite some figures as an example. For the sake of argument let say there are two million people in Chicago. [As a matter of fact, there are a little over two million and a half, but we take two million inhabitants to get round figures.] If we divide the total savings deposit increase, which amounted to \$27,906,597 by the two million, our answer is that the per capita savings deposit had increased after the holidays to approximately \$14. The above figures naturally mean a whole lot to the business man of the country, but where do the talking machine men come in? This can be very easily found out if one cares to take the trouble to keep an eye on the marriage license bureaus. The national selective service has been done away with and the enlisted men are rapidly being demobilized. Those who joined other branches of the service for the period of the war only are also being demobilized. All these young fellows are naturally looking on the brighter side of life and great numbers of them are "taking unto themselves a wife." It naturally follows that when a couple solemnly promise to love, honor and obey a new home will be established. The talking machine dealer is wise enough to know that the establishment of a new home means a new prospect. Taking all these things into consideration, what more can the talking machine dealer ask? Therefore, why should he not anticipate a big increase in his business during the year and especially more so as the summer

months draw closer and June brides and June weddings become popular?

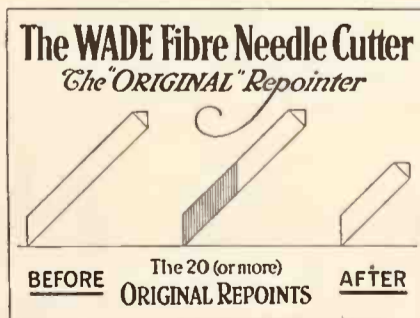
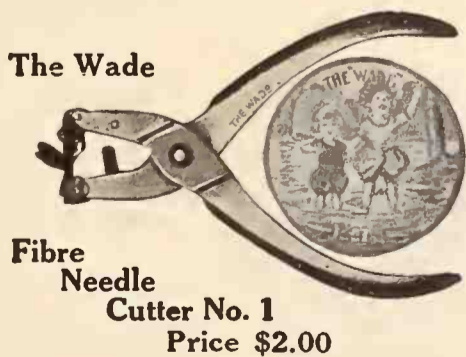
The Bread Floats Back

Who has forgotten the records which were given to the soldiers and sailors at home and abroad? No one, we hope. If anyone has forgotten the following may do something to wake him up. Recent purchasers of talking machines in Chicago have been asked by quite a number of salesmen what got the notion into their heads that they wanted a talking machine. The answer, in a great number of cases, has been that their purchase was due to a direct suggestion by sons in army or navy, who have learned to appreciate the power of music and its efficacy in binding up wounds inflicted by separation, loneliness and pain. Many a man who sent in a few records thought he was doing something for the boys on general principles of benevolence, but we have the fruits actually returning to us. That we did not expect it is not the point. What should interest us is the fact that the war has awakened among our boys a love for music strong enough to make them wish their home might contain, on their return, one of the talking machines they have grown to love. That is something really remarkable, and it is to be hoped that we shall not forget it. Indeed, if all signs do not fail, what has begun to happen will continue and we shall have a regular series of these influenced sales, not to mention the silent, unsung, but much felt influence of the greater love for music instilled into the hearts of many who might otherwise have been forever indifferent.

Then, again, let us not imagine that because the great struggle is over and the boys are returning there is no further use for talking machines and records in the army or the navy. To do this would be merely to waste the effort already put into impressing the minds of these boys. Thousands of them are returning and being demobilized each week. There are still other thousands who will return to be reconstructed and have their wounds healed. These we must care for. They are in army and navy hospitals in all sections of the country. Music will go a long way towards making them forget what they have gone through. So we say, dear trade, do all that you can in the vicinity

(Continued on page 91)

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.

Lyon & Healy Fibre Needle Cutter



FINEST TOOL STEEL

**The Standard in
Fibre Needle
Repointers**

¶ **T**HERE is among the thousands of Victor owners a large discriminating class who, after a few trials, will use Victor Fibre Needles exclusively for playing their records, and we feel sure that as music lovers become more familiar with Fibre Needles their use will become more general.

¶ Why not place a quantity of these Needle Cutters in stock and promote your Fibre needle business?

¶ The L. & H. Needle Cutter we now offer to the user of Fibre Needles is the result of four years' exhaustive experiments, and we can safely assert **NONE BETTER CAN BE MADE.**

Retail Price \$1.50 each

Everything known in music

Lyon & Healy

Victor Distributors

CHICAGO

FROM OUR CHICAGO HEADQUARTERS (Continued from page 89)

of these hospitals, towards getting your trade to make its donations in the spirit they showed while they were at war.

Page Mr. Aesop

The attention of The World is called to the following little incident, which may prove of benefit to a number of salesmen. The story is that a woman called on a certain talking machine dealer in Chicago and selected an instrument upon which she paid a deposit to secure delivery; balance, of course, to be paid C. O. D. About an hour later she returned to the store and said that on second thought she would pay the entire balance and have it done with. She took the money out of her purse and was about to turn it over to the salesman when she decided she wanted to have another look at the machine she was purchasing. It turned out that the machine had been sent down to the shipping room. The report came up that the machine had been packed. The lady, however, was insistent, so the salesman escorted her to the shipping room, and showed her that the machine was all packed and tagged with her name and address. The salesman pointed this out to the woman, but still she wanted to see the machine. After much argument the box was opened and the lady looked at it, and said: "This is not the one I purchased." The salesman said it was, and the lady replied, "It is not. The one that I picked out had a tag on it exactly like the one on this machine, but it also had a mark on it that I put there when you were not looking." There was much discussion. The lady got real huffy, said that the salesman couldn't hand her any of that bunk and demanded her money returned. The result was that a sale was lost, and lost forever. We have no doubt that if Mr. Aesop, the fable man, were writing this item he would append a moral, "Mawruss, that is a dog of a different color. Don't switch machines or tags, either."

Getting New Factory in Running Shape

The Fulton-Alden Co., of Waukegan, Ill., are rapidly getting their new factory in running shape. The big plant is equipped with an especial complement of metal working machinery and they now expect to be able to turn out a new motor, which has been described in these columns within forty days. The line of supplies also includes tone arms, sound boxes, needle dispensing devices, efficiency cover balance and stay, and a new record filing device will shortly be on the market. The company is also now working on several new styles of the Fulton phonograph, which is expected to meet with special favor with the trade. It is announced in this issue that the company has changed its name to the Fulton Bros. Mfg. Co.

Ruger Appointed Branch Manager

F. A. Ruger, who has been associated with the Acme Die Casting Corp., of Brooklyn, for the past four years, has again been appointed branch manager for that well-known concern and will establish his office at 549 Washington

boulevard, in the Machinery Exchange Building. He will represent the concern in all lines of trade and will have for his exclusive territory Indiana, Illinois and Wisconsin. Mr. Ruger stands high with the Western talking machine manufacturers, with whom the company does a very large business. He has just returned from the East, where he made his new arrangements, and is very enthusiastic regarding the talking machine business for the coming year as a result of his conversations with both Eastern and Western makers.

Joins Brunswick Forces.

Frank M. Briggs, one of the best known traveling representatives in the talking machine industry, has been appointed by Brunswick as their representative in Kansas City territory. He has traveled extensively for the past fifteen years in the interests of some of the best-known



Frank M. Briggs

talking machine companies in the country, and in securing his services H. B. Bibb, sales manager of the Brunswick Co., is to be congratulated. Mr. Briggs succeeds R. S. Pribyl, who formerly covered the Kansas City territory, but who has been transferred to Milwaukee as Brunswick's Wisconsin representative.

In commenting on the wholesale talking machine situation H. B. Bibb, general sales manager for Brunswick, says that it does not appear that there will be any let up in the demand for talking machines this year. "Dealers," says he, "are continually bombarding us with orders and report that they must have goods immediately. Our branch houses report that they were entirely cleaned out by January 1, and although our three big factories are working overtime

orders are still piling up and all signs point to a record-breaking year.

"We recently received an order from the Red Cross for fifty machines to be delivered to Great Lakes, and our San Francisco branch received a similar order from the Y. M. C. A. to be delivered to the coast barracks."

Dan Creed Visited Eastern Points

Dan A. Creed, general manager of the Chicago Talking Machine Co. made a trip recently to New York and Philadelphia. While in the East he attended a meeting of the executive committee of the National Association of Talking Machine Jobbers.

Returns From Overseas Duty

Corporal Fred Morrish, Headquarters Co., 333rd Field Artillery, "Blackhawk" Division, has returned from overseas duty in France. He has already been mustered out and is now back in his old position as shipping clerk with the Chicago Talking Machine Co.

Sympathy for E. C. West

The trade of Chicago is extending its sympathies to E. C. West, of Chase & West Co., of Des Moines, Iowa, Victor dealers, owing to the recent death of his wife. While visiting in Texas Mrs. West contracted the flu and quickly succumbed. Interment was at Des Moines.

Some Trade Visitors

Frank Dorian, of Seattle, Wash., was a caller on the Chicago trade last week. He stopped off for a few hours while en route from his home to New York.

Mr. and Mrs. John S. Calveard, of Louisville, Ky., spent their honeymoon in Chicago. Mr. Calveard is manager of the Harmony Co., of Louisville.

H. G. Power, of the Taylor Carpet Co., Indianapolis, was a recent caller on the trade.

Walter B. Fulghum, of Richmond, Ind., stopped off in Chicago recently while on his way to visit the Victor Co.'s factory at Camden. Mr. Fulghum was formerly manager of the order department of the Victor Co.

Miss Mary Carroll, manager of the talking machine department of the J. C. Baxter Piano Co., Davenport, Iowa, visited Chicago recently. George P. Lonergan, manager of the P. A. Berger Co., Peoria, was in Chicago recently.


George P. Cheatle, proprietor of the Music Shop, Springfield, Ill., visited the trade here.

Trade Literature That Interests


The Empire Talking Machine Co. are having compiled for them a very handsomely illustrated little sixteen-page booklet, containing instructions for the repair and upkeep of the Empire talking machine. These little booklets are being printed especially for the benefit of the owners of and dealers in Empire talking machines. As soon as they are off the press, it is the intention of the Empire Co. to supply its dealers with them and one will be placed in each machine before it is shipped out.

All the mechanical parts are shown and the

(Continued on page 93)



UNIVERSAL TONE ARM



**NO SPRINGS
NOR WEIGHTS
TO ADJUST**

**MADE IN
FOUR
LENGTHS**

Patent Applied For


This splendid tone arm equipment has been adopted by many of the highest class talking machine manufacturers.

By using the Empire tone arm and sound box on your machine you will give it prestige and increase sales. We solicit inquiries from high class manufacturers.

Address all inquiries to Chicago Office

**PLAYS ALL
MAKES
OF RECORDS
PERFECTLY**

**WRITE
US FOR
PRICES**



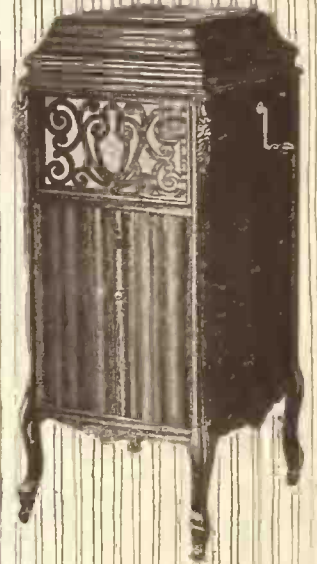
THE EMPIRE PHONO PARTS COMPANY

Sales Office: 425 SO. WABASH AVE., CHICAGO, ILL.
Factory: 1100-1108 W. 9th STREET, CLEVELAND, OHIO

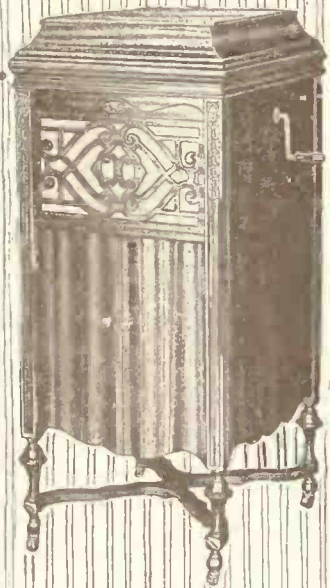
THE NEW LINE OF
VITANOLA.
 TALKING MACHINES



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

We Are Proud
 of the New VITANOLA Line

They Are Machines That You Will
 Be Proud to Sell and That Your
 Customers Will Be Proud to Own

These illustrations of the new VITANOLA line speak for themselves. They are reproductions of photographs. We do not believe there is any other line on the American market that surpasses it in attractiveness of the designs. The mechanical equipment—motors, tone-arms, sound-box, etc.—the construction of the cabinets and the perfect, flawless tone of the machines when played are fully in keeping with their attractive appearance.

All VITANOLAS are equipped with enlarged and voluminous tone chambers and have our improved motors, new tone-arms and sound-boxes.

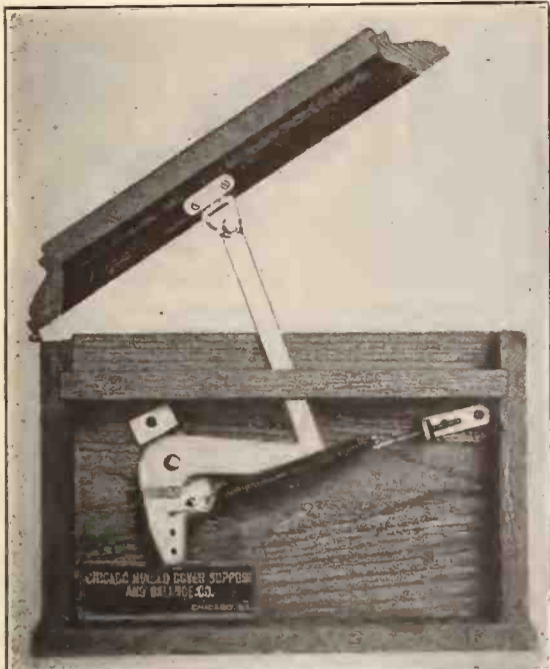
The VITANOLA sells. It sells in competition with any other line on the market. It stays sold. More than that, it makes an enthusiastic booster of every purchaser and every sale helps to make more sales!

Write at once for dealers' proposition.

VITANOLA
 TALKING MACHINE CO.

508 West 35th Street
 CHICAGO, ILLINOIS





(Pat. Applied For) COVER BALANCE No. 1

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 1

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 Co. 2242-44 W. 69th Street CHICAGO, ILLINOIS

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 91)

manipulation of each is admirably illustrated. Empire advertising service is also being brought up to the highest standards of efficiency. The company has recently contracted with one of the largest printing houses in Chicago for a forty-eight page booklet. Each booklet is eight and three-quarters inches wide by fourteen inches long, and each page contains one or more samples of Empire newspaper cuts. These are so designed they can be used for all occasions. The last two pages of the book are taken up with illustrations, such as special window trims.

Visited the Grand Rapids Show

Burton Collver, who is the well-known representative for the Cheney Talking Machine Co., was a recent visitor at the sales offices of the company. He was in charge of the exhibit at Grand Rapids in the company's permanent headquarters in the Keeler Building during the January furniture show. The market was a big success, said he, and considering the fact that the manufacturers didn't decide to hold their show until early in December the showing was creditable and the attendance excellent. Buying was in proportion to the attendance and was remarkable. It is predicted that the July show will be the largest ever held.

G. D. Shewell, president of the Cheney Sales Corp., of Philadelphia, was also among the visitors.

Return to Active Duties

Emerson dealers in the Omaha territory are congratulating G. W. Marquis upon his return to his duties as Emerson representative in that section. Mr. Marquis had been for the past six months in the United States service stationed at Camp Forrest, Ga. The trade he calls on in Kansas City, Omaha and St. Louis are indeed glad to get him back to take care of their wants once more.

F. W. Clement, manager of the Chicago

branch of the Emerson Phonograph Co., has returned from a short trip to Detroit, where he went to look over the trade situation. He believes that it will be very hard for the trade to estimate at this time what the demand will be for the balance of the year. All the dealers he visited were of the opinion that there is no end of business in sight and that trade is increasing weekly.

A Newspaper Error

There is every reason to believe that some "cub" reporter down in Aurora was put on the carpet recently and given an admonition by his editor which will not be forgotten in a hurry. It is a well-known fact that cubs have a habit of getting things mixed up and a striking example may be seen from the following surprising item which appeared in a local Aurora paper on January 23.

"The Royal Phonograph Co. has purchased the grounds, building and machinery of the Hiawatha Talking Machine Co. The deal was brought about, owing to a fire at Ottawa, Ill., on March, 1918, when the Royal Co.'s plant burned down. At a directors' meeting it was said that the company would make a full and complete line of machines and have them ready for the market at an early date."

Anyone who has kept in touch with the trade for the past year knows that this is an error. It will be remembered that the Hiawatha Talking Machine Co., at that time known as the Ottawa Pianophone Co., maintained a plant at Ottawa, Ill., which was destroyed by fire early in the year. When news of the destruction of these buildings was made known, Fred Moynahan, treasurer and general manager of the Hiawatha Co., quickly assured his dealers that plans had been made to take care of their wants and within a week a factory in Chicago was leased and operations were resumed. Shortly thereafter a deal was con-

summated with the Royal Phonograph Co., Geneva, Ill., whereby the Hiawatha Co. took over the holdings of the latter, which were located at Geneva. The plant was purchased through Carlisle & Sons, real estate dealers of Geneva.

As regards the directors' meeting, which was said to have been held at Aurora, President Moynahan says this is also an error; that all directors' and other business meetings of the Hiawatha Co. are held in Chicago at their main offices in the Republic Building.

Obtains Trade-Mark Protection

A. H. Rintelman, of the Republic Building, this city, has obtained trade-mark protection under Certificate 123755 for the use of the word "Goldentone," printed in the form of a semi-circle with its chord upward. This name has been used for some time past by Mr. Rintelman for his special permanent needle, which he calls the Goldentone noiseless phonograph needle.

Take Advantage of Current Events

The illustration herewith shows how the Columbia Graphophone Co. recently took advantage



Featuring "Mickey" Records

of current events to spread their propaganda. In this instance they are making known to the patrons of Orchestra Hall during intermissions of the sensational photo play "Mickey," now being run there, that two certain Columbia records are both instrumental and vocal numbers of the well-known song "Mickey."

To Bring Out New Sound Box

The Empire Phonoparts Co. started the new
(Continued on page 95)

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.

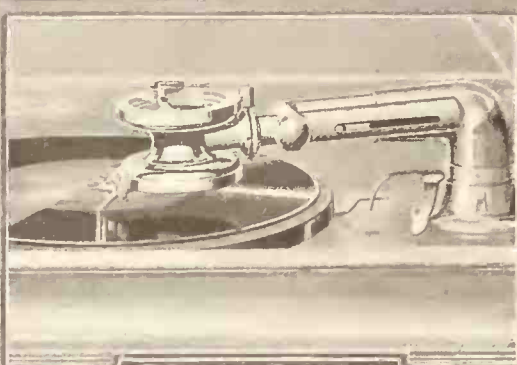
YOUR NAME, Mr. Dealer, on every machine brings the owner back to you for records and his friends to you for a machine.

Samples, Suggestions and Sketches Furnished Free

THE MEYERCORD COMPANY, CHICAGO

Largest Manufacturers of **DECALCOMANIA** Transfer Name-Plates

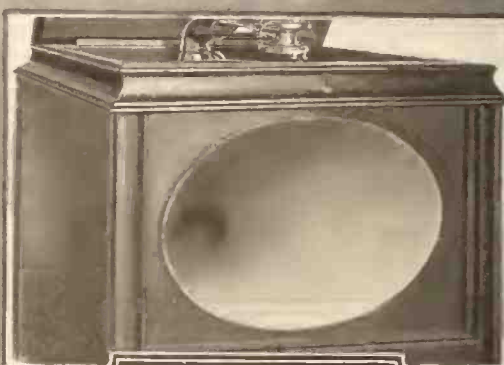
The BRUNSWICK Method of Reproduction



The Ultona



The Brunswick
ALL PHONOGRAPHS IN ONE



The Amplifier

Two New Ideas Which Won Millions of Friends

WHEN the now-famous Brunswick was announced, most people believed that the utmost had already been attained in the phonographic art.

Hence they expected, and rightly so, that The Brunswick would have to bring out overwhelming betterments in order to win a place among the leaders.

And this great expectation was realized. The Brunswick created a memorable sensation. It commanded instant respect and admiration.

The Pioneer

Of the major instruments, The Brunswick was the first to play all records with faithful regard for different requirements. This feature alone created thousands of admirers. For it meant that a Brunswick owner could buy and play **any** record, whatever make.

Since different makes offer different artists, and no one make offers them all, music lovers saw in The Brunswick the opportunity to select their own library of records, without restriction.

The other outstanding Brunswick betterment was in tone production. By a more scientific amplification of

tone waves, The Brunswick overcame many old-time crudities and brought out lovely tones hitherto lost.

Today The Brunswick Method of Reproduction is a recognized triumph. It means perfected reproduction to all who know it. And the news is spreading fast.

Two Famous Ideas

The Brunswick Method of Reproduction includes The Ultona, an all-record player. This master invention can be obtained on no other phonograph. The Ultona presents to each make of record the proper needle and diaphragm. All at a turn of the hand. It is a unique reproducer, not an attachment nor makeshift.

The Brunswick Method also includes The Brunswick Amplifier, an all-wood sound chamber built with scientific regard for acoustic laws. No metal is used because it muffles sound vibrations.

Before you decide which phonograph for your home, hear The Brunswick. Compare its tone. Note the Ultona.

A Brunswick Dealer will gladly assist you in making a tone test.

The Brunswick-Balke-Collender Co.

General Offices: CHICAGO and NEW YORK

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

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

Brunswick Phonograph Advertising
Now Appearing in National Publications

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 93)

year with a rush which is still keeping up. The business of this company has grown wonderfully in the past few months and many new accounts and contracts have been signed up by high grade manufacturers, who have adopted Empire equipment exclusively. Within the next few weeks the company will bring out its new sound box, which contains a number of novel features and many improvements over the old one. This box, which has already been seen by many of the best phonograph mechanics in Chicago, is pronounced by all to represent a significant improvement in sound boxes. In order to take care of their constantly increasing business the Empire people have found it necessary to make some additions to the Cleveland factory, where much new equipment has been installed recently, including some especially constructed machines to be used in the manufacture of Empire sound boxes and tone arms.

Introduces John Church Co. Talking Machine

The new talking machine manufactured by the John Church Co., of Cincinnati, made its appearance on Piano Row this month and is on exhibit at the company's warerooms on Wabash avenue. This instrument was brought out by Frank A. Lee, president of the John Church Co., and marks an innovation as regards the amplifier. Talking machines have long been the hobby of Mr. Lee, and the amplifier is based on his ideas concerning sound reproduction. Mr. Lee has, it is said, given careful thought to the history of the old post-horn and followed its evolution carefully through its various stages until the modern cornet was reached. He has put this idea into the amplifier of his talking machine, believing that the tone will become more resonant and pure, due to a series of curves. The tone in traveling from the sound box through the tone arm is thrown into the amplifier, which is bent along lines similar to those of a cornet. The sound travels through this series of curves and is then thrown into the floating horn. In the forepart of the horn there is placed an oval-shaped disc known as the

accumulator, which is said further to purify the tone by throwing it back into the horn. The instruments at present come in three sizes, two of which are in Chippendale design. The larger size is Sheraton inlaid and can be had with electric motor.

Six Best Sellers

The Victor best sellers are: "Mary" and "Rock-a-Bye Baby"; "Dreaming of Home, Sweet Home" and "The Rose of No Man's Land"; "A Little Birch Canoe and You" and "The Bluebird"; "When You Come Back" and "Garibaldi's Hymn"; "Tutti i fior" (from "Madama Butterfly").

The six best Edison sellers are: "L'ultima Canzone" (The Last Song) and "Marechiaro"; "It's a Mighty Good World After All" and "Mother, My Dear"; "American Aviation March" and "Sons of Uncle Sam"; "Roamin' in the Gloamin'" and "We Hoose 'Mang the Heather"; "The Captive," "Until" and "Two Roses"; "Cleopatra Polka" and "Egyptia."

Columbia sellers are: "Marche Lorraine" and "Le Perè de la Victorie March"; "There's a Long, Long Trail"; "I Wonder Why She Kept on Saying 'Si-Si-Si Senor'" and "Oh, Susie, Behave!" "Till We Meet Again" and "Dreaming of Home"; "The Rose of No Man's Land" and "Over Yonder Where the Lilies Grow"; "The Worst Is Yet to Come" and "Ja-Da."

Pathé sellers are: "Djer Kiss Waltz"; "Everything Is Peaches Down in Georgia"; "Hindustan"; "Jack o' Lantern"; "Memphis Blues"; "Indianola."

OkeH best sellers are: "The Missouri Waltz" and "I'm Gonna Pin a Medal on the Girl I Left Behind"; "Smiles" and "Djer Kiss"; "Jazzie Addie" and "Tickle Toe"; "That's It" and "Peacock Strut"; "Camouflage" and "Leave It to Jane"; "Texas Fox Trot" and "Oriental Fox Trot."

Emerson's six best are: "The Rose of No Man's Land" and "Some Day Waiting Will End"; "I Ain't Got Weary Yet" and "Belinda"; "Till We Meet Again" and "A Little Birch

Canoe and You"; "Mary" and "I Want a Doll"; "Castle Valse Classique" and Watermelon Whispers"; "Hindustan" and "Ange D'Amour."

The Empire Co. announce the following best sellers: "Wait Till the Cows Come Home" and "Jack o' Lantern"; "Soldier's Farewell" and "Good-bye, Little Girl, Good-bye"; "Keep Your Head Down, Fritzie Boy" and "Frenchy"; "U. S. Boy Scouts Official March" and "Naval Reserve March"; "Popularity" and "Oriental"; "Uncle Hiram's Huskin' Bee" and "My Sweetie."

Brunswick-Balke-Collender Announcement

Considerable interest was manifested last week in the financial world by the offer of \$4,000,000 of 6 per cent. short-time notes of the Brunswick-Balke-Collender Co., which are to be redeemable in blocks of one-tenth of the total number annually from 1920 to 1929. In offering these notes the Continental & Commercial Trust and Savings Bank of Chicago, which is the trustee, sets forth that the total assets of the Brunswick-Balke-Collender Co. exceed \$21,000,000, and the quick assets exceed \$13,000,000, while the surplus net income for the year 1918, after making liberal allowances for taxes, etc., is estimated at nearly \$1,500,000. The company is said to be the largest manufacturer in the world of billiard tables, bowling alleys and accessories, and is, of course, well known to the music industries as the maker of the Brunswick phonographs.

Glen Oyloe Homeward Bound

Glen Oyloe, of Ossian, Ia., who handles the M. Schulz line of pianos and player-pianos, as well as other lines, and is one of the best known Victor distributors in the northeast of Iowa, passed through Chicago on January 25, Saturday, en route for his home.

He came from Fort Sheridan Officers' Training Camp, whence he had just been discharged honorably by Uncle Sam. Mr. Oyloe has been in the aviation section and was training as a specialist in aerial photography. Although like many others he feels disappointed at seeing all

(Continued on page 97)

We Distribute at Wholesale the OKEH RECORDS

Double face, 10-inch size. Retails at 85c.

We Can Fill Your Orders

Monthly Bulletin Mailed
Free for the Asking

GREAT ARTISTS!!

Write Us Now!



A Full and Splendid
Line of Patriotic Music,
Popular Songs, Dance
Hits, Musical Comedy,
Grand Opera, Standard,
Sacred.

NOW READY

Magnola Talking Machine Company

OTTO SCHULZ, President

General Offices
711 Milwaukee Avenue, Chicago

CHICAGO

Southern Wholesale Branch
1530 Candler Bldg., Atlanta, Ga.

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

WHAT KIND OF SERVICE

In taking care of your wants
 What guarantee on Cabinets
 What guarantee on Equipment

This information **PROMPTLY AND CHEERFULLY GIVEN**

May we be favored with this request? Every Hiawatha phonograph is built strictly on a Quality basis.

This information and your initial order will prove our claims.

Very Respectfully Yours,

Hiawatha Phonograph Company

209 South State Street

CHICAGO, ILL.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 95)

his intensive training of several months past go for nothing, he will be glad to get back into civilian clothes and business. While here Mr. Oyloe called upon the Lakeside Supply Co., the M. Schulz Co. and other music houses.

Change of Victor Representatives

R. S. Cron, who represents the Victor Talking Machine Co., has taken up his residence in Chicago and will look after the Victor interests in this territory. He succeeds L. R. Yeager, who formerly represented this company here, but was recently transferred to the New England district. Mr. Cron has heretofore traveled the territory comprised of Alabama, Tennessee and Florida.

Satisfied at Last

The R. C. Wade Co. has been receiving lately quite a number of testimonials relative to the merits of the Tonofone needles. Nearly all of these testimonials are coming from the trade direct, but occasionally something good slips

through from an outsider. Perhaps the most interesting so far received is that which was sent in by H. C. Faber, a dealer who conducts an establishment at Monogah, W. Va. Mr. Faber sends in a lengthy letter and in starting goes back into his early life, telling how he had always been regarded as a "crank" on sound and how his "two extra large ears" had in many instances saved the day, so to speak.

He tells how he went into a shop in self-defense to purchase a talking machine and four records in order to keep his son quiet. He was so enthused within a few days as to the possibility of a talking machine and became so interested, that within a short time he had established himself as a dealer. Regardless of the fact that, as he calls it, "canned music" was a very wonderful thing, he soon came to know that no matter how costly the outfit with the smooth running motor, quiet spring, etc., this is all of no use without the most important part,

the needle. He has ever been on the lookout for a "perfect" needle, the connecting link between the record and the machine. Here he believes ninety-nine and seven-eighths out of every one hundred people drop their interest, and play what they have, and get poor results, which are entirely due to the needle. He believes that if the dealer would pay more attention to the needle and educate the public who think that any old thing handed out named needle is all that is required, more people would become interested in talking machines and true tone production.

He finishes his interesting letter by telling of several incidents where he surprised some very critical friends by playing some operatic numbers with the Tonofone. He first played them with the ordinary steel needle and then repeated by using the Tonofone.

The above is only a sample of what the deal-
(Continued on page 99)

Make Your Store An *Empire* Store

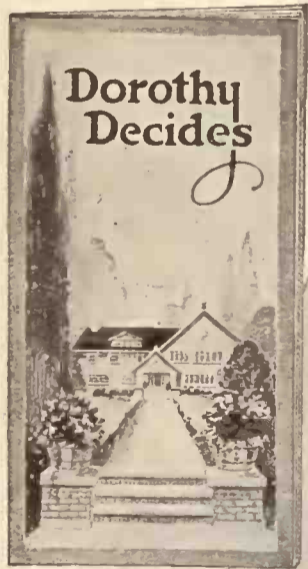


The nation-wide demand for good phonographs has forced a tremendous increase in our output. Everyone is asking for phonographs of known value and proved dependability and that is precisely what Empire

machines represent in the minds of hundreds of dealers who now have the Empire agency. Our ideal—to build phonographs of character—the very best that can be built—is appealing to many dealers—it will appeal to you and that is why you should make your store an "Empire" store.



With Our Free Service That Helps Your Sales



ONE OF OUR SALES HELPS

It has always been our plan to work hand in hand with our dealers in boosting sales and we have originated a series of sales helps that will surely produce results. While this service has been prepared at great expense to us, it costs you nothing—it represents our co-operation to Empire dealers. Every dealer will recognize the profit-value of these sales-compelling helps—consider this valuable feature when deciding on what phonograph to handle.



Model B.

Get Our Catalog and Exclusive Agency Proposition

This little booklet will pull business for you because it is a radical departure from the ordinary type of advertising booklet.

See list of Empire records for March in the Record Bulletin

EMPIRE TALKING MACHINE CO.

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

Consolidated Talking Machine Co.

Manufacturers of

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.

DISTRIBUTORS OF

OKEH RECORDS

DEALERS who are desirous of handling a live wire record proposition will be glad to know that we are in a position to give them excellent service in developing OkeH record business. Our stocks are complete, and we are prepared to ship all orders promptly.

OkeH records need no introduction to the trade, for they have definitely established themselves as quality records that satisfy the musical demands of the public thoroughly and efficiently.

The OkeH record library contains the fastest selling popular, dance, instrumental and vocal selections recorded by artists who have a large following throughout the country.

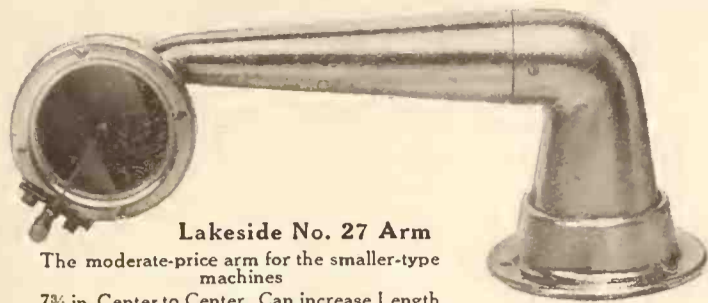
Write for our special dealer proposition



**OkeH records—
leaders in the
record field**

**All OkeH records are
double faced and retail
at 85c.**





Lakeside No. 27 Arm
The moderate-price arm for the smaller-type machines
7 3/4 in. Center to Center. Can increase Length 1 in. if desired



No. 5—1 1/4 in. diameter
No. 7—1 3/8 in. diameter

REDUCED PRICE on Needle Cups and Covers

Write for Prices on 3/4 in. and 1 in. Springs

Don't Neglect to Anticipate Your Requirements on Hardware, Motors, Large Tone-Arms and Accessories

LAKESIDE SUPPLY CO., Inc.

202 South Clark Street

Phone Harrison 3840

CHICAGO, ILL.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 98)

ers in all parts of the country have been writing in, after having given Tonofone a trial.

Big Year Ahead

W. A. Fricke, president of the Lakeside Supply Co., has just returned from an extended trip through Ohio, Indiana, Kentucky and Michigan, where he went to call on a number of large manufacturers of talking machines and accessories. He brought back the good news that everywhere he visited they are anticipating a big business year and everyone is loaded up with orders. All of the men he talked with have agreed that the tendency of the trade has been for the development of the high-grade goods and for the abolishment of junk instruments and equipment.

While on his trip Mr. Fricke was asked by the head of a large concern which is contemplating entering the talking machine game to act in the advisory capacity of consulting engineer. Mr. Fricke says arrangements have been made, and he has accepted the proposition.

The amount of business coming in to the Lakeside Co. has forced them to rent more space in the building wherein they are now located. They have now rented additional space, which practically doubles their quarters. Part of the space will be given over to the establishment of a research and developing laboratory, wherein inventors are invited to come and use the equipment for the purpose of perfecting their ideas.

New Company Incorporated

A new company known as the Firestone Phonograph Co. has been incorporated under the State laws of Illinois for \$8,000. The incorporators are L. M. Firestone, E. L. Firestone and Harry Hart. L. M. Firestone is a son of Fred Firestone, manager of the city sales piano department of Lyon & Healy. Mr. Firestone, Jr., is well acquainted with the trade and has done more or less work with his father, who has the reputation of being one of the best piano

salesmen in the city. The new company has opened its office at 59 E. Van Buren street, Chicago, and Firestone, Jr., believes that within a short time he will be in a position to put some traveling representatives on the road.

Lyon & Healy Concerts

The Lyon & Healy concert season is now in full swing and is a big drawing card on Piano Row. For the month of February they have a very entertaining program, headed by Edna Lucille Baum in character and classic dances and Mary De Laney, mezzo soprano. The concerts are given daily except Saturdays at 1, 2 and 3 p. m. A large size concert Victrola plays a prominent part in these entertainments and is used to show the efficiency of a talking machine as an accompanist. It is used for Miss Baum's dancing, and Miss De Laney's singing is accompanied by a Steinway Duo-Art piano. This is followed by a program consisting of eight numbers, many of which are Victor records.

H. J. Fiddelke Again at His Desk

H. J. Fiddelke, the wholesale Victor assistant to L. C. Wiswell, has returned to his desk. Mr. Fiddelke was confined to his home with pneumonia for the past two or three weeks. He first contracted the "flu," and while convalescing from this contracted pneumonia.

Lieut. J. M. Johnson Returns

Lieut. J. M. Johnson, president of the Johnson Motor Co., 3233 West Lake street, Chicago, has received his honorable discharge from the U. S. Service and has resumed his duties with his company. For the past six months Lieut. Johnson has been connected with the U. S. Ordnance Department and was stationed at the Government proving ground at Aberdeen, Md.

Another official of this company who has been in the service for the Government is P. B. Woodworth, vice-president of the Johnson Motor Co., who has been district director in educational training for the War Department. Mr. Woodworth is well adapted for this par-

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

ticular kind of work, as in civil life he is dean of the Lewis Institute of Chicago, as well as vice-president of the Johnson Motor Co.

After years of scientific experimenting the
(Continued on page 101)

Wanted

For every nook and corner of the United States **DEALERS** to handle the newly created



A proposition is offered that will mean a brilliant and prosperous future to "Live wire," progressive dealers who are awake to the whispering of Opportunity.

It will cost you the price of a three cent stamp to get further information and listen to an interesting business proposition.

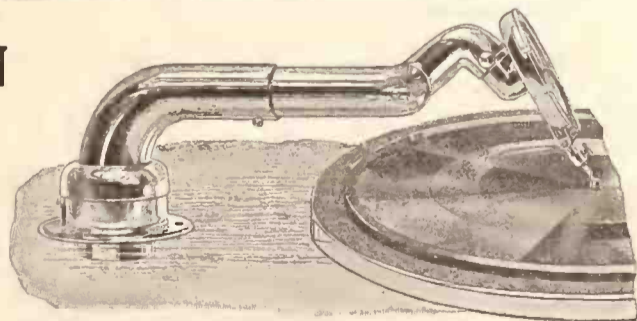
At Your Service.



59 E. Van Buren Street
CHICAGO, ILL.

ATTENTION

**MANUFACTURERS
JOBBER, DEALERS
OF ALL MAKES OF
HIGH GRADE PHONOGRAPHS**



If interested in highest quality tone arms, reproducers and perfect attachments for playing all records on the different make Talking Machines we can convince that we have what you want. A request will bring information that is worth while.

COMBINATION ATTACHMENT CO.

20 E. JACKSON BLVD.

CHICAGO, ILL.

The Only Comebacks
on **World Phonograph**
Sales are Satisfied
Customers!

Here are some reasons why:

Every **World Phonograph**

is *made* in five-ply mahogany-veneer,
also in fumed and golden oak—

is *equipped* with multiple spring, constant
speed, non-vibrating MOTOR, mounted
free from contact with vibrating parts,
and with, World Patent Horn, World Im-
proved Tone Arm and World Sound-
Box, playing all disc records.

World Phonographs

Are put forth in EIGHT splendid styles, priced from
\$135 up, retail.

We *make* phonographs; we do not merely *assemble* them.

WRITE FOR FURTHER PARTICULARS

World Phonograph Co.

736 Tilden Street

CHICAGO

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 99)

Johnson Motor Co. has at last brought its electric talking machine motor Model B to a point where it is claimed by many of the technicians in the trade to be practically perfect. The new Model B motor contains all the latest improvements and it is said that it cannot heat, that the current consumption is less than one-half per cent. per hour, and that it runs even and silent regardless of current fluctuations. It is so designed that it will run on direct or alternating currents and the alternating current can be of either the sixty or the twenty-five cycle.

Pleased With Trade Prospects

A. F. Meisselbach, vice-president of the Otto Heineman Phonograph Supply Co. and manager of the Meisselbach division of the company, is on his first visit to the company's Chicago offices. "We expect the biggest year in the history of the talking machine business," he said. "The field has only been scratched and the opportunity even in this country is simply immense. It has been estimated that not one in seven families able to own phonographs do so, and I very much doubt if that tells the story by any means.

"I have been very much impressed of late in talking with manufacturers to note the satisfaction they express with the phonograph business. They are more than gratified with the results they have obtained. It is also a matter of gratification to see the progress that the substantial new manufacturers are making, in the perfecting of this product. There is an enthusiasm and earnestness about it all that promise great things for the industry."

From Chicago Mr. Meisselbach leaves for Canada and will spend some time at the company's headquarters in Toronto.

Mandel Activities

M. B. Silverman, sales manager of the Mandel Mfg. Co., passed an exceptionally busy month, not only taking care of the large amount of orders coming in but looking after the large and competent sales force as well. All of the old Mandel travelers are on the road and quite a number of new men have been added.

“Tonofone” The Talking Machine Needle Supreme

While in a Chicago suburban home, inspecting a high priced instrument made by one of the world's leading Talking Machine Manufacturers, a technician who is recognized as an authority recently heard, for the first time, a phonographic rendition with a *“Tonofone”* Needle. After listening to Galli-Curci's "Mad Scene" from "Lucia" and Alma Gluck's "Carry Me Back to Old Virginny" he exclaimed, with all the fervor of an enthusiast,—

“That is certainly a wonderful needle—I never before heard such pure tones—such wonderful music from a phonograph.”

“Tonofone” is different—absolutely different. It is made of different materials and embodies new principles—it is musically, mechanically and scientifically correct.

Others may imitate—none can duplicate
Others claim — *“Tonofone”* proves

For full particulars see page 59

Some of the latest additions to the Mandel traveling force are D. H. Spencer, who will represent the Mandel Co. in the Southwest. He has been in the piano business for thirty-five years in Texas and Oklahoma, as direct factory representative.

Denton H. Corbitt, who was with Robert Johns Co. as sales manager, is now looking after Mandel's Pacific Coast territory.

Roy Bloch is the latest addition to the force. Mr. Bloch will look after the Chicago trade.

J. A. Fairfield, who for the past thirteen years has been connected with the Gaston Music Co., Hastings, Nebr., will look after the Mandel territory in Nebraska and Kansas.

Another who has left for his respective territory is John S. Samelson, who covers eastern Pennsylvania and New York State.

Miles L. Barber, who represents Mandel in Michigan, is celebrating his third year in the service of the Mandel Co. Ben Ridler has just

(Continued on page 102)



Style 109
Late Georgian
Mahogany



Style 108
Hepplewhite
Mahogany



Style 110
Sheraton
Mahogany



Style 112
Modern Georgian
Mahogany



Style 107
Queen Anne
Mahogany or Walnut

Cheney Art Models Build Business

EACH CHENEY cabinet, "console" or art style, bears the impress of artistic excellence. The various periods of furniture designs are correctly interpreted. Elegance, without ostentation, is the Cheney ideal in cabinet design.

The
CHENEY
PHONOGRAPH

Beauty of tone and appearance are the dominant characteristics. The Cheney Tonal System is based upon a series of new inventions, covered by basic patents, which eliminate the mechanical noises and clarify the tone. The serene purity of Cheney tone enhances the beauty of all record reproductions.

Our Agency Proposition will interest you. Ask for it.

CHENEY TALKING MACHINE COMPANY

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

LINERPHONE

A Success, not an Experiment!

Handsome
Fully Equipped
Reproduction Faultless



Linerphone Model 300

The Linerphone Line includes 7 styles retailing from \$75.00 to \$150.00: Mahogany and Oak

Write for Information
Prices Sent On Request

LINERPHONE

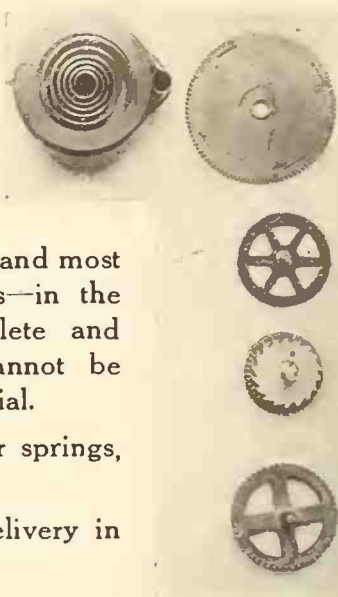
TALKING MACHINE CO.

1801 Nebraska Avenue

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.

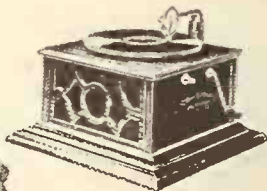
INCORPORATED UNDER THE LAWS OF ILLINOIS

Consolidated Talking Machine Co.

SUCCESSORS TO
Standard Talking Machine Co.
United Talking Machine Co.
Harmony Talking Machine Co.
O'Neill-James Co.
Aretino Co.

Manufacturers of
High Grade Talking Machines, Disc Records,
Talking Machine Supplies, Etc.

227 W. Lake Street, CHICAGO, ILL.



TRADE MARK
"CONSOLA"

CABLE ADDRESS
CONSOLA"

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 101)

left for his territory in the Southeast to call on the many Mandel dealers he established in his four previous trips over that territory.

J. A. Lund, who looks after Ohio and Pennsylvania for Mandel, writes that he is hard at it and that the amount of orders he is sending in proves conclusively that he is doing most resultful work in his territory.

One of the Mandel travelers, R. F. Truslow, who covers Alabama and Mississippi, dares the

Mandel Co. to show him a picture of one of their travelers who is doing better than he is. It is going to be a hard job for the company to produce said picture.

The Mandel Co. is putting out a new instrument in walnut with all the exposed metal parts heavily gold plated. The new instrument lists at \$150 and quite a number of orders have been received from dealers who had seen the sample while in Chicago.

CHENEY GENERAL OFFICES MOVED

Chicago Headquarters of Cheney Talking Machine Co. Now Occupy Larger Space

CHICAGO, ILL., February 4.—The Cheney Talking Machine Co. have just moved their general offices from the seventh floor of the Marshall Field Annex Building at 24 North Wabash avenue to the eighth floor, where they occupy an extensive suite, comprised of Rooms 829 to 837. The new quarters furnish several times the space formerly occupied and have been excellently fitted up and arranged.

The offices are in charge of Earl F. May, who is general manager of the sales and advertising departments. Mr. May's office is located in the handsome display room, which is gotten up for the display and demonstration of various Cheney models.

Several additions to the forces have just been made. B. R. Jaker, formerly of the auditing department of Marshall Field & Co., wholesale, is the office manager. A. V. Hausen, formerly assistant department manager of Bunte Bros. Confectionery Co., is Mr. May's assistant in the sales and advertising department. E. V. Noble, who has charge of the credits, was formerly of the credit department of Marshall Field & Co., wholesale.

Besides the display room there is an attractive reception room, a small office devoted to

the credit department and a large accounting room, and a commodious room devoted to stationery and advertising stock. The company has arranged for a brisk campaign during 1919, and the factory production, of course, will be greatly increased over that of last year. G. H. Reid, formerly office manager here, has gone to the factory at Grand Rapids and has been given entire charge of the production. Professor Cheney, the inventor of the Cheney talking machine, has had a special laboratory equipped in the factory at Grand Rapids and will hereafter be there most of the time.

The company will feature the famous Cheney art models known as the Console types.

Progressive jobbers advertise in The Talking Machine World. Consult their announcements.

REPAIRS

Correct Repairing for the trade

Send your motors by parcel post

VAN DEMARK'S

15 Years at

305 E. 43d ST., CHICAGO

THE LATEST INVENTION IN THE PHONOGRAPH INDUSTRY

"THE ALL-IN-ONE"

An attachment for VICTROLA and COLUMBIA, which, when once attached to the tonearm, plays permanently all makes of disc records without any further change of the position of the reproducer.

Retails at \$1.50. Write today to

CULLEN, MARSH & CO., 21 E. Van Buren St., Chicago
Inventors and Manufacturers

F. J. M. KAUMANN,
Sales Manager

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 102)

**JAMES F. BOWERS
HEADS LYON & HEALY**

Elected President at Annual Meeting Held Last Week—Marquette A. and Columbus Healy and C. R. Fuller the Other Officers

CHICAGO, ILL., February 8.—The annual election of directors and officers of Lyon & Healy took place on Tuesday morning of this week,



James F. Bowers

and the following were chosen for the coming year: James F. Bowers, president; Marquette A. Healy, vice-president; Chas. R. Fuller, treasurer, and Columbus Healy, secretary. Those selected as directors are Marquette A. Healy,



Marquette A. and Columbus Healy

Charles R. Fuller, Raymond E. Durham, Columbus Healy and James F. Bowers.

In assuming the presidency of the firm of Lyon & Healy Mr. Bowers succeeds the late Robert B. Gregory. Mr. Bowers has been con-



Charles R. Fuller

nected with the firm for the past forty-eight years, starting in at the age of twelve. He now finds himself guiding the destinies of the great concern he so long and faithfully served.

The Firestone Phonograph Co., Chicago, has been incorporated with capital stock of \$8,000 by E. L. Firestone, L. M. Firestone and Harry Hart.

HARMONOLA CO. INCORPORATED

Talking Machine Co. Incorporated Under Name Used by Price & Teeple Co. for Many Years

CHICAGO, ILL., February 3.—The incorporation of the Harmonola Talking Machine Co., Chicago, has attracted the attention of the Price & Teeple Piano Co., manufacturers of pianos and player-pianos, who have used the name Harmonola in connection with one of their player-pianos of well-known merit for a number of years. It has been heavily advertised and is known the country over in the music trade.

W. B. Price, chairman of the board of directors, is not in a position to state what action would be taken in the matter, but is positive that no one possesses the right to use the name "Harmonola" on any instrument, as it belongs to them and has been used by them in the shipment of musical instruments in interstate commerce for years. "We would naturally seek in every way to protect our interests in the use of this name," said Mr. Teeple.

VALUABLE VOLUME ON ACCOUNTING

"Accounting as an Aid to Business Profits," by W. R. Bassett, Contains Much Information of Decided Value to the Business Man

"Accounting As An Aid To Business Profits," by W. R. Bassett, has just been issued by the A. W. Shaw Co., Chicago, and is a volume of unusual value and interest, explaining as it does in understandable form the matter of accounting and cost accounting for the business man.

How well the author succeeded in emphasizing this phase of accounting is shown by a glance at the table of contents, which lists among others the following chapters: "How Much Accounting You Really Need," "Opening the Books," "How Accountancy Helps Sales," "How to Arrive at Your Statement of Condition," "How Bankers Analyze Your Statement of Condition," "What Is Good Will Really Worth?" "What a Cost System Means to Your Business," "How to Determine the Overhead Expense," etc

The book is as devoid of the theoretical side of accounting as any volume of its scope and size could be and still serve well its purpose. It is very evident that the author, who is an ac-

countant of national reputation, has placed special emphasis on the practical in accounting by indicating tested plans, methods and forms that have been successfully used by concerns throughout the country.

In his first chapter Mr. Bassett succeeds in convincing his reader that the only accounting worth while is that which combines an exact book record of transactions with an exact book record of operations, so that causes as well as effects may be analyzed.

One of the interesting features of this timely book is the opening up of a set of books for a hypothetical business concern and carrying them out step by step through partnership, incorporation and final dissolution exactly as they would be handled under everyday business activities. All the forms, agreements, contracts, and the like are reproduced and fully explained. One hundred and fourteen forms, including thirteen large inserts, amplify the text.

The book contains 320 pages, is bound in blue vellum and is priced at \$5.00. postpaid \$5.30

**Let Us Be Your
Factory**



That means something very different from just offering you a ready-made, cut-and-dried line—it means exactly what we say:—

Putting our skill and wide knowledge of what's what in phonograph selling propositions all over the country at your service.

Send Us Your Catalog or Proposed Specifications and Let Us Quote You Prices With a View to Assuming Your Manufacturing Responsibilities — and Shipments, if you wish.

WHY NOT WRITE NOW?

Singer Talking Machine Co.
MILWAUKEE WIS.

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

CLEVELAND DEALERS HOLD ANNUAL DINNER

Talking Machine Dealers' Association of Northern Ohio to Gather on February 20—New Officers to Be Elected—Latest News

CLEVELAND, O., February 5.—The annual meeting and banquet of the Talking Machine Dealers' Association of Northern Ohio will be held February 20, at a place not yet decided by the committee of arrangements.

During the meeting new officers recently elected will be installed. Herman Wolfe, head of the Wolfe Music Co., will succeed Charles K. Bennett, manager of the Eclipse Musical Co., as president. E. B. Lyons, sales manager of the same company, will succeed himself as secretary.

Efforts are being made to make the banquet and meeting of the dealers, who number over fifty from Cleveland and other cities of northern Ohio, the most important one ever held by the organization. Several prominent out-of-town representatives of talking machine producers will be assigned to speak on trade conditions.

"The demand for stock in talking machines still exceeds the supply," Mr. Lyons said. "Of course, we are receiving more machines than we previously got, but the supply is still short. Dealers are looking at the future with optimistic eyes, but are longing for brighter days in the trade."

There is considerable speculation in Cleveland over the effects prohibition will have on business after May 27, when the State goes dry, under an amendment to the Constitution, adopted November 5 last by voters. More than 1,000 saloons in Cleveland will cease to exist. Scores of them now occupy valuable premises all over the city.

Aside from the effect on realty conditions, business men are wondering what will be the direct effect on trade. Talking machine and piano dealers are disposed to regard the coming of State-wide and national prohibition as a boom for them. They reason that when "booze" is eliminated wage-earners will have more money to spend for musical instruments and music.

Charles K. Bennett, president of the Talking Machine Dealers' Association of Northern Ohio, is in New York looking after business. Mr. Bennett visited the Victor Co. factory, for which his firm, the Eclipse Musical Co., is distributor for this section.

The Collister & Sayle Co.'s display of Victor machines and records for February is one of the most complete in the city.

Dixie Land, the subject for decades of songs

VAN VEEN "BED-SET" BOOTHS



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.

WRITE FOR A COPY OF OUR NEW CATALOG

Arthur L. Van Veen & Co. 47 West 34th Street, New York
TELEPHONE GREELEY 4749

and mirth and melody, is still a favorite of music in Cleveland homes, and the production of phonographic records reproducing these has increased the demand for them. "Pickaninny," "Dixie Melody," "Georgia," and "Peaches" are popular. Among the most popular current records are:

Pathé—"You'll Have to Put Him to Sleep With the Marseillaise," by Arthur Fields; "Has Anybody Seen My Corinne," by Ernest Hare; "Jim, Jim, I Always Knew You'd Win," by Louis Winsh.

Victor—"Bring Back My Bonnie to Me," by Alma Gluck; "Oh, Frenchy," and "Me-ow," by Joseph C. Smith's Orchestra, and "Till We Meet Again," by Charles Hart.

Columbia—"You'll Find Old Dixieland in France," by Van and Schenck; "Take Me Back to That Rose Covered Shack," by Lewis James, and "The Nightingale" and "A La Soisson," by the Gypsy Orchestra.

Starr—"Famous Variations," and the "Swiss Echo Song," by Mme. Nadina Legal; "Wee, Wee, Marie," by Arthur Hall, and "The Rose of No Man's Land," by Henry Burr.

The Fischer Co., 25-27 Taylor Arcade, is featuring talking machine records this month and doing considerable newspaper advertising.

Herman Wolfe, the new president of the talking machine dealers, is a great believer in progressive, up-to-date methods in obtaining publicity through legitimate channels. Mr. Wolfe ran A. B. Smith, of the A. B. Smith Co., a close second in the recent contest for the presidency of the Cleveland Music Trades Association, and was easily the winner when it came to picking a new president of the talking machine dealers' organization. "We are now doing business in a period where live methods must be the retailer's guide to success," Mr. Wolfe said. "I believe in legitimate advertising."

Talking machine records reproducing German songs and orchestral selections produced by orchestras directed by pro-German leaders are still under the ban of the talking machine dealers. No records of this type are offered for sale.

The Starr Piano Co. is offering a large assortment of talking machines which belonged to the stock of the Wamelink establishment, recently purchased by the Starr people.

The Time to Build for the Future is NOW

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

ECLIPSE

NEW STRADIVARA N. Y. SALESROOMS

Josiah Partridge & Sons Co., Eastern Distributors, Take Large Space in Marbridge Building—Compton-Price Factory Busy—January a Good Month in the Matter of Sales

Josiah Partridge & Sons Co., the Eastern representatives for the Stradivara phonographs manufactured by the Compton-Price Co., Coshocton, Ohio, have opened a large new display room in the Marbridge Building, Thirty-fourth street and Broadway, New York, comprising an area of 5,000 square feet. The company was formerly located in the Furniture Exchange in the Grand Central Palace. The new location is very central and is handy for buyers, most of the hotels being located within easy walking distance. The new quarters were opened on February 5 and they have been visited by many dealers since that time.

Reports from the factory of the Compton-Price Co. show a very pleasing increase in business since the first of the year. A large number of new representative dealers have taken on the line throughout the country, and December of last year as well as January of this year proved the largest months which the company have ever experienced in the history of their phonograph business. The factory of the Compton-Price Co. is particularly adapted for the manufacture of phonographs, being a two-story structure, adequately equipped with every up-to-date facility for these manufacturing purposes.

Not only has the mechanical part of the machine been brought to high perfection, but great care is taken in the cabinet work, for which the Compton-Price artisans have been well skilled, owing to their long experience in the manufacture of pianos and player-pianos which dates from 1872.

A poor excuse is better than none—if it passes muster with the boss.

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

CLEAN ADS IN LOS ANGELES TRADE

New Ordinance Makes It Unlawful to Advertise Second-Hand or Damaged Goods Without Announcing Their Actual Condition

LOS ANGELES, CAL., February 8.—The merchants in this city who, in announcing special sales, "forget" to state that the goods offered at low prices are second-hand, defective or damaged in any way will likely have to explain in court the reason for their oversight, as a result of a new ordinance recently passed in this city through the efforts of the Vigilance Committee of the Los Angeles Advertising Clubs.

The ordinance in brief provides that it shall be unlawful for any person, firm, or corporation to advertise in newspapers, or by circulars, etc., the sale of any merchandise that is defective in any manner, is classed by the manufacturers as "seconds," or has been used without indicating plainly the actual conditions of the goods so advertised.

The penalty prescribed for a violation of the ordinance is a fine of not more than \$500, or imprisonment for six months, or both.

TO FEATURE THE VITANOLA LINE

P. G. Spitz recently took up his duties with the Carpenter Paper Co., of Omaha, Neb., and will have complete charge of the sales promotion of their talking machine business. He is planning a very energetic campaign through the mid-Western territory and will concentrate his efforts on the "Vitanola" line of talking machines.

A. D. GEISSLER TO PACIFIC COAST

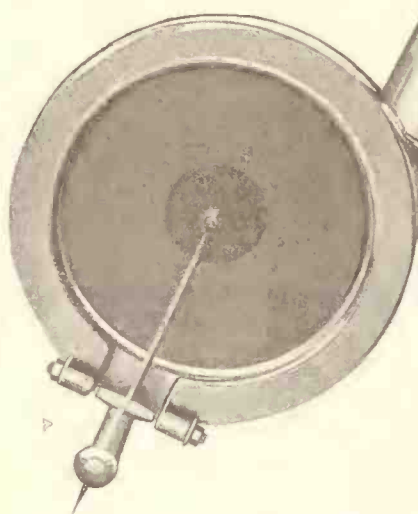
Prominent New York Victor Jobber Will Spend Six Weeks in Land of Sunshine and Flowers

Arthur D. Geissler, president of the New York Talking Machine Co., and the Chicago Talking Machine Co., Victor wholesalers, will leave this week for the Pacific Coast. According to his present plans Mr. Geissler will be away about six weeks, and his itinerary calls for an extended visit at San Francisco, where he will join Mrs. Geissler, who has been visiting her parents in that city. Mr. Geissler will also spend quite some time in Los Angeles, where he has a host of friends in the social and business worlds.

A VISITOR FROM BUENOS AIRES

Jacobo Glucksman, a member of the firm of Max Glucksman, Buenos Aires, Argentine Republic, was a caller at Aeolian Hall this week prior to starting on an extended trip to South America. Mr. Glucksman makes his headquarters in New York, but makes frequent trips to Buenos Aires in order to keep in close touch with the activities and progress of his house. The firm of Max Glucksman, which is one of the two dealers in Buenos Aires handling the Aeolian-Vocalion line, is making plans for a splendid 1919 business with this line.

C. S. Martin, Edison Canadian supervisor who left the Edison ranks some six months ago to join Uncle Sam, is back in the Edison organization. Canadian dealers will be very glad to welcome Supervisor Martin once more.



-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.

A Record Line That Sells

OKEH RECORDS

OkeH Records

Give the Dealer an Excellent Opportunity to Develop a Profitable Record Business with Maximum Satisfaction.



OkeH Records

are double-faced and every record will "sell." The OkeH library has "hits" that your customers are asking for every day.

OkeH Records

Can be played with either a sapphire or a steel needle. Their tone quality is excellent, and their popular numbers are the best on the market.



OkeH Records

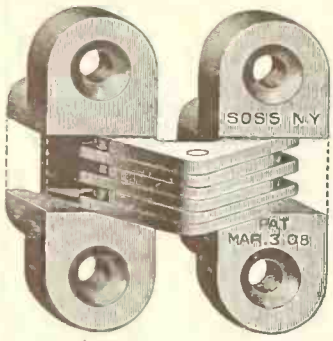
Retail at 85c., and we know from our own experience that this line is by far the best selling record line in the industry.

Our OkeH Record Department is equipped to give our dealers splendid service in every detail. Our library is complete, and our stocks comprise every record in the OkeH lists. We will fill your orders complete, and help you make the OkeH record the leading record line in your territory.

THE GARFORD MFG. CO.

ELYRIA, OHIO

Distributors of OkeH Records—Manufacturers of the Garford Phonograph



No. 103

SOSS

INVISIBLE HINGES

Preserve Beauty

In many beautifully designed, finely finished Talking Machines, Pianos, Music Cabinets, Piano Players and Benches, the elimination of the unsightly protruding Hinge is essential to preserve the beauty of the design.

Design and Construction

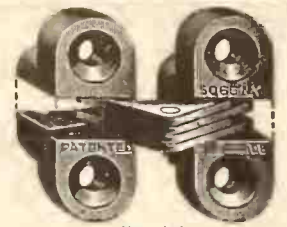
The fine cabinet work which is required in many instances to preserve the disguise of the instrument requires that the hinges be as inconspicuous as possible. SOSS Hinges are *invisible*.

WRITE FOR CATALOGUE "T"

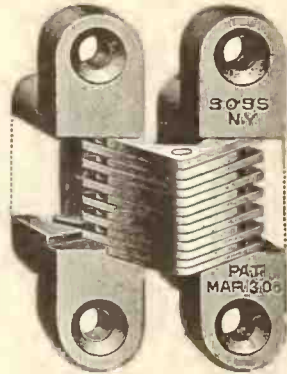
SOSS MANUFACTURING COMPANY, 435 Atlantic Avenue, BROOKLYN, N. Y.

DETROIT—922 David Whitney Bldg.
SAN FRANCISCO—164 Hansford Bldg.

LOS ANGELES—600 Metropolitan Bldg.
CHICAGO—John C. Bold & Co., Clark and Washington Sts., Conway Bldg.



No. 100



No. 101

COLUMBIA DEALERS' BANQUET

Retailers in San Francisco District Guests of Company at Elaborate Dinner at St. Francis Hotel—Manager Milnor Delivers Address

SAN FRANCISCO, CAL., February 6.—Dealers in the San Francisco Bay district and their friends to the number of about eighty were the guests of the Columbia Graphophone Co. at dinner in the Italian Room of the St. Francis Hotel on the evening of January 30. A delightful menu was served, and everyone enjoyed the affair to the fullest extent. N. F. Milnor, Western manager for the Columbia Co., presided.

The tables were arranged in a large "U," which gave a very pleasing effect. During the evening music was provided by the famous Art Hickman Orchestra and dancing was enjoyed between courses. Singers were supplied by Leo Feist, Inc., and Sherman, Clay & Co. The musical program also included various records on the Columbia machine, among them the new numbers of Miss Rosa Ponselle, the latest acquisition to the Columbia staff, which brought forth much favorable comment, as did Al Johnson's latest hits.

Mr. Milnor was the principal speaker. He outlined the advertising program of the company, which, as planned for the year 1919, promises to be one of the most extensive campaigns of the kind ever launched in this country. He spoke of the difficulties caused by labor and material shortage, which hindered production to a considerable extent during the war, but stated these have been largely surmounted now. Incidentally, he called attention to the fact that the company has recently purchased an additional factory at Bridgeport, which will increase its facilities very materially.

Other speakers included Selby Oppenheimer, concert manager, and Mrs. Helen P. Howard, of the Hauschildt Music Co., in Oakland.

COLUMBIA CO. SELLS RETAIL STORES

J. G. Widener Takes Over Columbia Stores in Three Western Cities

The general sales department of the Columbia Graphophone Co., New York, announced this week that an agreement had been made whereby its retail stores in Cincinnati, St. Louis and Indianapolis will be sold to J. G. Widener, who conducts exclusive Columbia establishments in Philadelphia and Hartford under the name "The Grafonola Shop, Inc." Mr. Widener expects to use a similar name for the Columbia retail stores in these three Western cities.

This announcement is in accord with the plan inaugurated some time ago by the Columbia Co. whereby it will retire altogether from the retail business throughout the country. Wholesale branches will be continued as heretofore at Cincinnati, St. Louis and Indianapolis.

PHONOGRAPHS FOR ARMY HOSPITAL

DES MOINES, IA., February 3.—Harger & Blish, Inc., Edison jobbers of this city, recently supplied an Army and Navy Edison for each ward of the Des Moines General Army Hospital at Camp Dodge, Ia. The instruments, thirty-two in number, were purchased by the Women's Christian Temperance Union of the State of Iowa for presentation to the hospital, and made a full truckload of machines when delivered to their destination.

IMPORTANT DEAL IN KANSAS CITY

O. D. Standke Purchases Retail Department of Columbia Graphophone Co. Branch

KANSAS CITY, Mo., February 5.—O. D. Standke, for several years manager of the Victrola department of the George B. Peck Drygoods Co.,



O. D. Standke

has bought the retail store of the Columbia Co. at 1112 Grand avenue, which he will conduct under the name of the Grafonola Shop. Mr. Standke was formerly with the Columbia Co. for seven years. D. M. Guthrie, formerly manager of the Columbia retail store, is now with the wholesale department of the company's branch. No successor to Mr. Standke has been appointed for the Peck department as yet.

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.
- 5¾x 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

INCREASE YOUR SALES Mr. Edison Dealer, with the KENT Attachment and Sound Box



Patented March 2, 1915

SIMPLE AND ACCURATE

Made by manufacturers who have specialized in Edison attachments for years.

SEND FOR ONE TODAY

Most Edison jobbers handle our products. If yours does not send direct.

F. C. KENT & CO.

Manufacturers of Phonograph Accessories

COR. MULBERRY AND CHESTNUT STS., NEWARK, N. J.



Window Campaigns to Arouse Interest in Talking Machine Record Sales :: By W. B. Stoddard

Too many dealers seem to think that if they carry a good supply of the latest records in stock that is all that is really necessary. But notwithstanding the great public interest in, and the demand for, records these days, no dealer can feel satisfied that he has reached the limit in sales, and he must never cease his campaign to arouse interest, for it is the unconventional that attracts, and novel plans must be tried from time to time.

In traveling through the country it will be noted that the successful stores are those that are ever on the alert to utilize their windows to good purpose—to originate schemes that will catch the public eye and compel the attention of the public.

Some time ago the Eilers Music House of San Francisco, Cal., arranged a display which created considerable attention. In the large square window between the entrance doors they installed an upright piano; here two young men, pianist and vocalist, gave daily concerts at noon and again in the afternoon when the shopping crowd was the largest. A large easel was placed in regular vaudeville style, the name of the selection being rendered, and thus the sheet music and records handled by this house were admirably advertised. In other hours of the day a Victrola in the Eilers window rendered popular selections, a small boy in green uniform with gold braid being detailed to change the records, and see that the name of each selection was placed on the easel so that all could see.

For those who do not wish to employ living models it is suggested that they give the scheme of the Besliner Gramophone Company, Montreal, Canada, a trial. Overhead, in the lobby, just above the entrance door, was a gramophone, with horn attachment. In front of it was a board with double grooves so that a card could be slipped in and taken out. Whenever any new or well-known selection was being reproduced they placed in the grooves a card on which the name of the song was printed. Below, painted on the board, was the phrase, "Is now being rendered." In this way the name and melody at once became associated in the mind of the public.

Not only should the name and melody of the new records be given publicity, but this publicity should be timely. People are always

on the lookout for appropriate selections for holidays and special celebrations, and if it is known that your store is bearing this in mind, and will have a special display several weeks in advance of the stated occasion, all in search of special music will be sure to flock thither. In order to attract the great number, however, who may not be acquainted with your custom in this respect, appeal should be made through that most efficient silent salesman—the show window.

Take for example St. Patrick's Day—it will



soon be here. It is an occasion which is observed all over the land with dinners, dances, concerts and public gatherings at which Irish melodies are sure to be in demand. Individuals, glee clubs and choruses are always on the lookout for appropriate music for such an occasion. Recognizing this the Cable, Shelby, Burton Piano Company, Birmingham, set forth a striking and attractive window. At either end were tall white pillars, hung with records of Irish ballads, and between them an Irish harp draped with a green silk scarf. On a white easel was a life-size picture of John McCormack, the sweet singer of Irish songs. Many large shamrocks, cut from green paper, adorned the easel. Shamrocks were strewn on the floor and festooned on the wall, which was white. In front of the harp was an open copy of "The Harp That Once Through Tara's Halls"; while scattered over the floor were "A Little Bit of Heaven," "Mother Machree," "Kathleen Mavourneen," "The Kerry Dances," and "Where the River Shannon Flows."

Cohen & Hughes, Washington, D. C., was another concern that made St. Patrick's Day the occasion for featuring Irish music, especially that of Victor Herbert's latest opera "Eileen." The window was covered with green leaves and twigs and the ivory-tinted background was banked with ferns. On an easel in a green frame was a large picture of Victor Herbert, draped with an Irish flag. A Victor dog bore in his mouth a green card lettered in white: "You are invited to step in and hear the new Victor Herbert Irish records." Set in racks scattered about the floor were many records, to which were attached circular green cards lettered in white "Ireland, My Ireland," "Eileen Alanna," and other songs from the opera, while among them were several photographs of scenes from the opera, wreathed in green foliage.

The idea of special music for special days, and its featuring, both by window displays and concerts several weeks in advance of the date, could be extended indefinitely to cover May festivals, June weddings, Easter, Fourth of July, etc. With appropriate decorations of flowers and ribbons, wax models of life-size cut-outs the window can be made attractive.

For sheer artistic beauty in featuring records it would be hard to surpass that of the Fletcher Piano Company, Vancouver, B. C. Across the upper part of the background was a white fretwork covered with maple foliage in blue tint, and among which were many tiny electric bulbs in red, yellow and blue. Suspended from the center of this archway was a large black wooden sign in the shape of a bar of notes, lettered in white: "Note the notes; and note the price." All around the window was a series of pedestals of various heights, draped in white, on each pedestal being set a record, placed upright in a wire rack. Forming a large V extending from the center of the background to either side of the front was a ripple of black and white silk, upon which were laid clusters of scarlet poppies. In the center of the display on a mound covered with similar silk was a marble statue—"Anticipation"—showing the half reclining form of a nude youth, in listening attitude, with hand to ear and lips parted in anticipation of sounds he expected to hear. A Grafonola, concealed in the background, rendered springtime music.



Eight Models
Retailing from \$30
to \$275

SONA-TONE

"The tone you can't forget"

The Phonograph that is making Piano and Violin Records Famous. No better constructed and equipped instrument—with a tone not equalled by any. We invite your critical investigation.

Jobbers and Dealers in open territory solicited. Write for catalogue and terms.

SONA-TONE PHONOGRAPH, Inc.

EXPORT DEPT.:
160 Broadway, New York City

OFFICE:
156 Broadway, New York City

DISTRIBUTORS AND EXPORTERS

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, British South Africa, Portuguese East Africa, Argentina, Uruguay.

WILLIAM A. MUROCK, Distributor, Philadelphia, Pa.

GEORGE A. CALOWELL, Distributor,
Boston, Mass.

WILLIAM FISHER & COMPANY,
200 Broadway, New York City, and San Francisco, California.

Distributors and Foreign Representatives for: State of California, 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.

A. WEINSTEIN,
Passaic, 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.

RECORDS AID CONCERT MANAGER

Finds It Is Much Easier to Book Engagements With Local Concert Managers When They Are Taken to the Talking Machine Stores to Hear the Actual Voice of the Artist

That a proper appreciation of the publicity given well-known artists through having their voices recorded on talking machine records can prove of distinct assistance to the concert manager in making arrangements for concert and recital tours, is the experience of Alma Voedisch, well-known New York manager, who has just returned from a lengthy Western trip.

"There is no such thing as an unknown artist to-day," said Miss Voedisch, "if that artist has made a record. I have made eight trips to the Coast and on the first ones I had to offer abundant printed proof and do a great deal of talking about my artists and their personality. Now, I simply take them down to the shops to hear the records, and on the walls there always are pictures of the artists—so the local manager not

only knows how the artist is going to sing, but how she's going to look.

"Aside from this great preliminary advantage all the talking machine jobbers and dealers are willing to work hard to make a concert of one of their artists a success. Not only am I able to assure many successful musical events through this co-operation, but I am able to book the artist in recitals and tone tests in towns all around the concert date. I consider records better than a regular office force when it comes to getting results."

PREPARE FOR GREAT BUSINESS YEAR

Reports of Enlargements and Changes by Victor Dealers Show Trend in This Connection

During the past few weeks the New York Talking Machine Co. has received letters from several Victor dealers stating that they either have enlarged their establishments or have awarded contracts for such enlargements. These dealers affirm emphatically that this year will be the biggest Victor year in history, and notwithstanding the accentuated shortage of Victor product they have sufficient confidence in the future to enlarge and renovate their Victor stores in order to be in a position to handle this record-breaking business.

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



Among the dealers who have evidenced such a spirit of progressiveness are the Fulkerson Music House, Carbondale, Pa., which has leased a contract for new booths and has also taken additional space; E. B. Browne, Bayonne, N. J.; Dunkerley & Co., Passaic, N. J., who are planning an extension of eight booths, and the P. G. Mann Co., Worcester, Mass., which has just erected a new concert hall for Victor recitals.

CHANGE IS A PAINFUL PROCESS

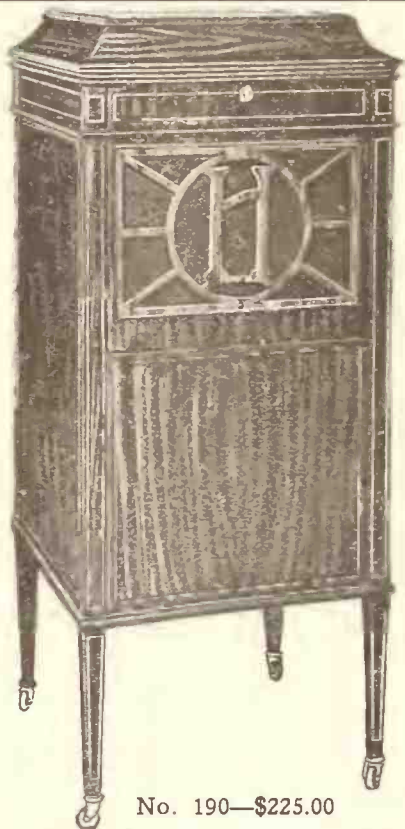
The reason men oppose progress is not that they hate progress, but that they love inertia. Change to the many is a very painful process.

THE 1919 HOFFAY Products

Clinch the Hoffay Success and Insure Maximum Satisfaction.

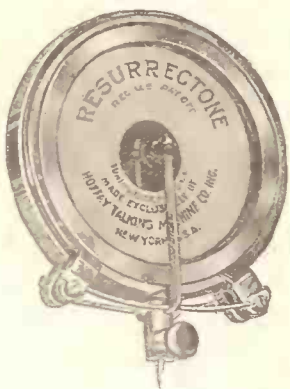
RESURRECT ANY RECORD.

Reg. U. S. Pat. Off.



No. 190—\$225.00

The Famous RESURREC-TONE makes a machine stay sold. The exclusive airtight tone-arm preserves the RESURREC-TONE.

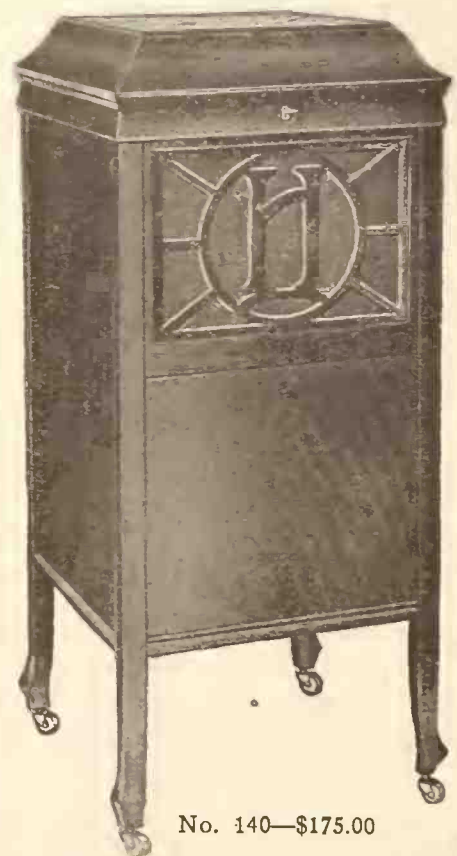


No. 250—\$275.00



No. 100—\$125.00

Automatic Stop and First-class Motor in All Machines.



No. 140—\$175.00

These Facts Prove the Success of the HOFFAY:

During 1917 our deliveries were 1,808% larger than in 1916

" 1918 " " " 389% " " " 1917

" Jan., 1919, the increase was 386% over Jan., 1918

Our production facilities are being continually increased.

Write at once for proposition—hook up with a successful concern.

HOFFAY TALKING MACHINE CO., Inc. 3 West 29th St. New York City

(Established 1915)

A great "Spring Drive" of Peace and Prosperity — there's one in store for every Columbia dealer.

Columbia Graphophone Co.
NEW YORK



A TIMELY WINDOW DISPLAY

The Victory Arch Window Prepared by Henry Mielke Wins Universal Commendation

The accompanying photograph presents a window display installed recently by Henry Mielke, 242 East Eighty-sixth street, New York, well-known Victor dealer. This display embodies timeliness and attractiveness, as it portrays the Victory Arch which is being erected at



Henry Mielke's Victory Arch Window Madison Square in honor of the returning soldiers.

This window was praised by many prominent New Yorkers, who commended Mr. Mielke upon the appropriate character of the display, and the artistic manner in which the theme was carried out. The cost of the window was in the neighborhood of \$75, owing to the architectural work incidental to the painting, but other backgrounds carrying out the same thought could probably be painted for considerably less. Mr. Mielke states that the window has yielded invaluable dividends in enhanced prestige.

HISLOP STORE IS REMODELED

Numerous alterations and improvements have been made in the Hislop music store, New London, Conn. Special rooms have been provided in the basement for the Edison Diamond Disc phonograph department, and the general offices of the company have been moved to the second floor to allow for more display space on the ground floor.



ENTERTAINED BY HOME FOLKS

Miss Rosa Ponselle, the Noted Soprano, Tendered a Reception by Mayor and People of Meriden, Conn.—Records for Columbia Co.

MERIDEN, CONN., February 7.—Miss Rosa Ponselle, the famous soprano of the Metropolitan Opera Co., New York, whose recent debut was one of the sensations of the operatic world, was tendered a reception in this city recently by a committee appointed by the Mayor. Miss Ponselle is a native of Meriden, and her "old-home" folks took advantage of the opportunity to honor her in a befitting manner.

Mayor King delivered the address of welcome, and the prima donna was then presented with a chest of sterling silver by some of her Meriden friends. A banquet was tendered Miss Ponselle at the Hotel Winthrop, and during the course of the evening she favored the diners with several selections which were enthusiastically received. Miss Ponselle has already made arrangements to record exclusively for the Columbia Graphophone Co., and her first records are being eagerly awaited by her Meriden friends.

Edward J. Teany, formerly connected with the Pathéphone Distributing Co., New York, and who was recently released from the Ambulance Corps of the U. S. Army, has become a member of the city sales staff of the Pathé Frères Co.

LEASES LARGER QUARTERS

Supertone Talking Machine Co. Secures 20,000 Square Feet of Space at 311-319 Sixth Avenue, New York, to Meet Increasing Needs

The Supertone Talking Machine Co., New York, which is a subsidiary of the Plaza Music Co., announced this week that it had leased an entire floor comprising 20,000 square feet in the building at 311-319 Sixth avenue, New York. This floor will be devoted exclusively to the various mechanical departments incidental to the production of the Supertone talking machine, and cabinet factories will be maintained up-State as heretofore. The officers of the company state that the demand for this machine had so far outdistanced their previous calculations that the acquisition of additional manufacturing facilities was absolutely imperative. Executive and sales offices will be continued at 18 West Twentieth street, New York.

EFFECTIVE RECORD PUBLICITY

A very striking record advertisement was recently carried by C. J. Heppe & Son in the Philadelphia papers, in which the monthly record releases were featured inside of a border of records with the words "Heppe Victor Service" forming the keystone. The entire arrangement was very striking and attention compelling.

AUTOMATIC COVER SUPPORT

No. 1287

**SIMPLE—SUBSTANTIAL
ECONOMICAL**

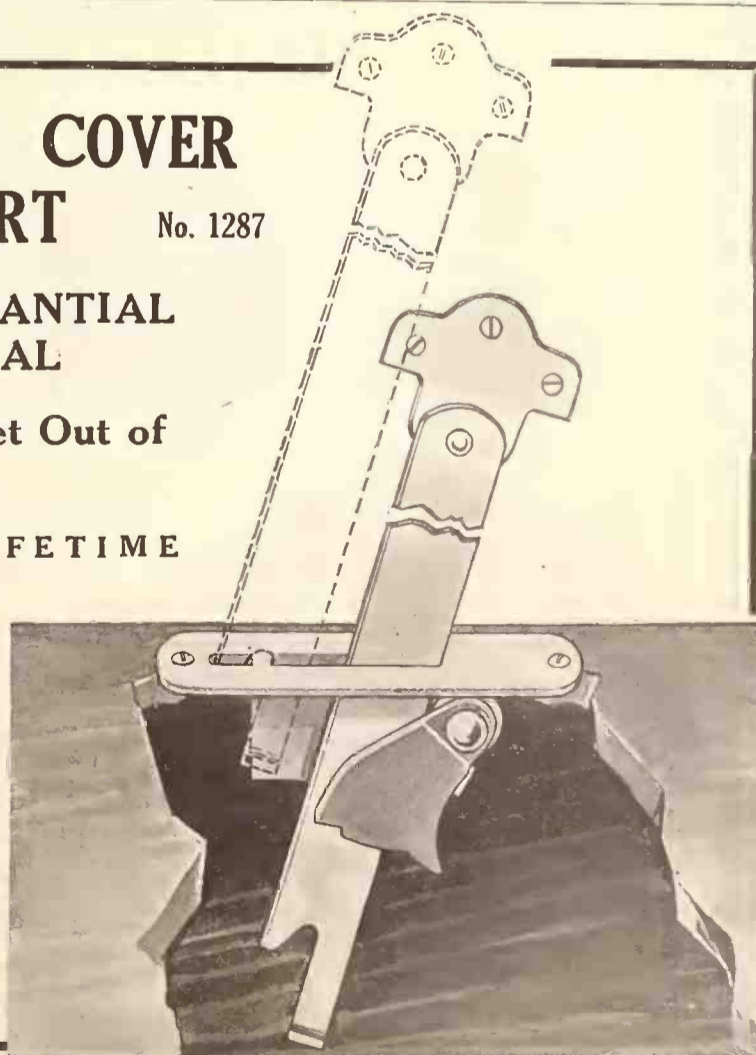
**No Springs to Get Out of
Order**

WILL LAST A LIFETIME

Finished in
GOLD
SILVER
NICKEL
COPPER
BRASS

Order now to insure prompt deliveries

WEBER-KNAPP CO.
JAMESTOWN, N. Y.



COL. BARRETT ANDREWS JOINS PATHE EXECUTIVE STAFF

Prominent Publicity and Merchandising Expert Will Be in Charge of Pathé Frères Advertising and Sales Promotion—Gives Outline of Company's Plans for 1919

E. A. Widmann, president of the Pathé Frères Phonograph Co., Brooklyn, N. Y., has announced the addition to the company's executive staff of Lieut.-Col. Barrett Andrews, who until recently was a lieutenant-colonel in the Motor Transport Corps of the U. S. Army. Colonel Andrews will be in charge of advertising and sales promotion, and will make his headquarters at the executive offices of the company, 20 Grand avenue, Brooklyn, N. Y.

This announcement is of keen interest to Pathé jobbers and dealers everywhere, as Barrett Andrews has for many years been recognized as one of the country's foremost merchandising and publicity experts, and is an acknowledged leader in the inauguration of successful sales and advertising campaigns. At the present time he is also vice-president of Vogue and Vanity Fair, two signally successful national magazines.

Colonel Andrews resigned the presidency of Motor Life and the presidency of the Automobile Blue Book in 1917 in order to join the U. S. Army, and he sailed for France in June, 1917, as an adjutant in the Motor Transport Division. He was a member of the first body of American troops to leave America to participate in the European war, and in his capacity as an adjutant did yeoman work on General Pershing's staff in the formation of motor transport divisions in France.

When the United States Government decided that the Motor Transport arm of the service required enlargement and extension Mr. Andrews sailed for America, and he arrived here in July, 1918, to assist in developing this new division of the army. He was appointed a captain in the Motor Transport Corps and rendered invaluable services to the Government in training men for this important work. His efforts proved so productive of results that he was rapidly ad-

vanced as an officer, and when the armistice was signed had the honor of holding the rank of lieutenant-colonel. His friends affirm that he would have continued to advance steadily if hostilities had continued, for the Motor Transport Corps was proving a success far beyond expectations.

In an interesting chat with The World Colonel Andrews gave a brief outline of some of his ideas and plans in his new post, saying: "Although my headquarters will be at the Pathé executive offices I expect to devote at least 60 per cent. of my time to visiting Pathé jobbers and dealers throughout the country. I am planning to help the jobbers build up their business and develop their organizations. This will include the training of salesmen, wherever necessary, and an inauguration of a practical system of distribution wherever required. In other words, I shall endeavor to work closely with the jobbers to standardize selling and add to the value of their advertising, both by the printed word and the individual.

"Don't think for a moment that I am an efficiency engineer, for that is farthest from my thoughts, but I hope to be able to assist the jobbers and the dealers practically and profitably. Incidentally, I might mention that I have been associated with quite a number of interesting sales campaigns which embodied the principles I have in mind. In one of these campaigns we succeeded in placing our merchandise with more than 200 dealers who carried a Fifth avenue address on their letterheads. In addition I have been associated with several successful automobile campaigns, and while connected with the Butterick Co. sold textiles and furniture for the Butterick publications.

"Our plans for the future development of Pathé business comprise a general program of expansion and growth and now we have defi-

nately decided to form a closer liason with our European connections than heretofore, for cessation of the war will give us unlimited opportunities to take advantage of the wonderful repertoires at our disposal. We feel certain that the introduction of these records made by world-famous organizations abroad will prove an invaluable aid to dealers and Pathé records of this type will undoubtedly establish a place for themselves in the phonograph industry that will be unrivaled by any other library.

"Mr. Widmann told me the other day that his platform for 1919 will be based on a policy of consistent quality throughout every phase and factor of the Pathé Frères Phonograph Co.'s activities. This platform will have for its keynote maximum quality backed up by maximum service. There is absolutely nothing new in this program excepting its consistency. Whether it is the art model or the \$32.50 Pathéphone, each and every instrument will represent a standard of quality. There will be consistent service rendered in every division of the organization. From the factory to the jobber, along to the dealer and his sales people and then to the purchaser, every product bearing the Pathé trade-mark will represent quality and service. The purchaser of a Pathéphone or a Pathé record will be advised of the service that stands back of his purchases, and will be encouraged to take advantage of its consistency and strength if the occasion should require it.

"Included in Mr. Widmann's platform is a merchandising and distribution program that will undoubtedly be of interest to the trade as a whole. We no longer intend to give our line to 'any old' house in the phonograph business. We can serve only a few more jobbers, and in proportion a few more dealers. We shall select our distribution chain carefully and conscientiously, and if two houses in the same territory capable of doing approximately the same volume of business apply for a jobbing franchise the one which has the training, the clientele and the ambition will be given the agency in preference to the house which says, 'we would like

SCOVILLE MERCANTILE CO.

ATLANTA, GA.

DISTRIBUTORS OF

The sensation
of the record
industry.

The acknowl-
edged leader
in the record
field.



OKEH RECORDS

All the
latest "hits"
when they
are really
"hits."



- ☞ We are equipped to give dealers 100% service in merchandising OkeH Records.
- ☞ Our stocks are complete, and our organization is at your service in introducing this record in your territory.
- ☞ OkeH records are all double-faced, and can be played with either a sapphire or a steel needle. The OkeH Library is complete in every detail, and these records at the retail price of 85c. are the leaders in their field.

WRITE FOR DEALER FACTS

LANGUAGE RECORDS



**FRENCH
SPANISH
ITALIAN**

THERE IS A GOOD DEMAND NOW FOR FOREIGN LANGUAGE RECORDS. CASH IN ON THE

Language Phone Method and Rosenthal's Practical Linguistry

It requires no scientific salesmanship to sell our records. 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

to put in your phonograph line and try it out. "Mr. Widmann's platform, in the parlance of football, can be summed up as 'eleven men in every play,' and every member of this organization will be imbued with this spirit. We are here to give our jobbers, our dealers and the public merchandise of standard quality plus consistent service, and we are sure that this platform will enable us to score the 'winning touchdown' in the annual 1919 game."

SPRING TONE TEST SEASON OPENS

Edison Artists Start Tours That Were Held Up by the Epidemic of Influenza

With the influenza epidemic almost entirely removed as an obstruction to concert work throughout the United States, the Edison spring tone test season opened last month.

Miss Ida Gardner, with Harold Lyman, started out at Shelby, N. C., on January 20 for a five weeks' tour of the Atlanta and New Orleans zones. Miss Gardner and Mr. Lyman are prime favorites in the several zones they have toured together on tone test work.

To Glen Ellison belongs the honor of opening the spring season in the West. His first tone test concert was in California on January 20. Vernon Dalhart opens in the Dallas zone on February 16 for a ten weeks' tour.

The indications now point to an unusually active spring Edison tone test season. Many of the recitals which were prevented by the influenza last fall will be given during the spring, and an increasing number of Edison dealers seem to have reached the conclusion that the best time to boost business is when it most needs boosting.

The United Talking Machine Co. with stores in Brockton and Plymouth, Mass., has bought out the Andrews Music Co., of Willimantic, Conn., and will operate the store as a branch of their establishment under the management of Samuel Feldman.



THOS. A. EDISON'S FIRST RECORD

First Recording of Inventor's Voice Heard in Patriotic Talk—A Birthday Greeting

Thomas A. Edison, who invented the phonograph forty-two years ago, has for the first time consented to have his own voice recorded on a phonograph record. The record contains a preliminary talk by William Maxwell, vice-president of Thos. A. Edison, Inc., who introduces Mr. Edison, Mr. Edison's talk being as follows:

"Our boys made good in France. The word 'American' has a new meaning in Europe. Our soldiers have made it mean courage, generosity, self-restraint and modesty. We are proud of the North Americans who risked their lives for the liberty of the world, but we must not forget, and we must not permit demagogues to belittle, the part played by our gallant Allies. Their casualty lists tell the story.

"However proud we may be of our own achievements, let us remember always that the war could not have been won if the Belgians, British, French and Italians had not fought like bulldogs in the face of overwhelming odds. The great war will live vividly in the minds of Americans for the next hundred years. I hope that when we do reverence to the memory of our brave boys who fell in France we shall not forget their brothers in arms who wore the uniforms of our Allies.

"I believe that the national airs of France,

Great Britain, Italy and Belgium should for all time to come be as familiar to us as our own 'Star Spangled Banner.'"

Following the inventor's address the national airs of our Allies are then played. The record was heard for the first time last week at the Edison laboratories in Orange, N. J. Mr. Edison celebrated his seventy-second birthday on February 11, and this record, containing his personal tribute to the boys who fought and won, is appropriate as a birthday greeting.

PLEASED WITH BUSINESS OUTLOOK

President C. Alfred Wagner, of the Musical Instrument Sales Co., Is Optimistic

In a chat this week with The World C. Alfred Wagner, president of the Musical Instrument Sales Co., New York, commented upon the excellent outlook for 1919 business in the various Victor departments controlled by this company. The managers of these departments say that the demand for Victrolas and Victor records far exceeds any previous year in history, and the sales totals are limited only by the merchandise available. Mr. Wagner is taking a personal interest in the success of these departments, and his thorough knowledge of general conditions has been an invaluable factor in the growth of these Victor departments, which are established in the leading department stores in different sections of the country.



NICKEL PLATED
35 CENTS

THE IMPROVED
No. 10



Patented Sept. 26 and Oct. 2, 1906
Sept. 10, 1907, and Nov. 27, 1917
Others Pending

RECORD
BRUSH



GOLD PLATED
75 CENTS

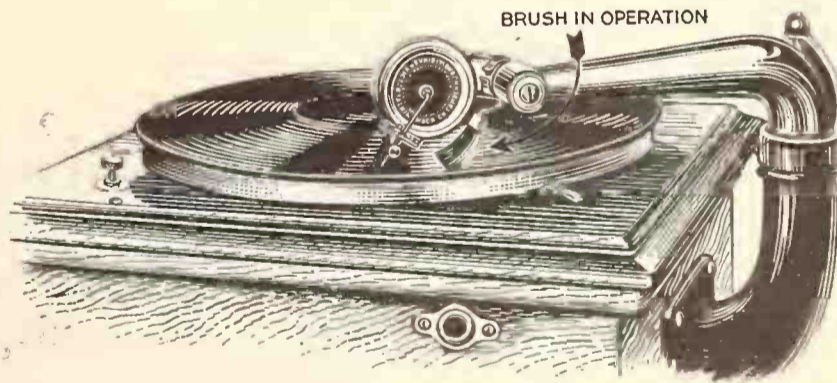
For Victor Victrolas

Automatically

CLEANS RECORDS

and insures

A CLEAR REPRODUCTION



An article needed by every Victrola owner

Order a Supply from Your Distributer

Manufactured by



Blackman
TALKING MACHINE CO.
97 CHAMBERS ST. NEAR CHURCH ST. NEW YORK



Victor Distributers

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

EDISON DISCUSSES CONDITIONS

In Interview With Newspapermen He Gives Some Interesting Views on the Handling of the Problems of the Reconstruction Period

Thomas A. Edison, who celebrated his seventy-second birthday on Tuesday, February 11, while en route to his winter home in Fort Myers, Fla., granted a brief interview to newspapermen just before leaving for the South, and after declaring that he felt "fit as a fiddle" offered some interesting views on present conditions, and particularly the problems of reconstruction.

"The first thing to do is to find jobs for all the fighters and workers who helped to win the war. This will be easy enough if public officials everywhere will resume making permanent improvements and business men go ahead promptly about their respective businesses.

"The buying public is hungry for goods of all kinds. I notice that Shedd of Marshall Field & Co. says that December and January were the two biggest months in the history of the retail dry goods business. The purchasing power of the people is enormous and they have absolute faith in the future. The only danger is the business man who thinks he is long-headed and hangs back when he ought to go ahead. There is such a thing as being too shrewd and too close a bargainer.

"In Wall Street the man who tries to buy at the lowest point and sell at the highest usually gets left. It is the same way in business. Readjustments in prices are already in progress, but the man who lets his business run down at the heel waiting for prices to reach their lowest level is likely to lose a great deal more than he gains, and even if he should happen to strike it lucky and make a little higher profit, Uncle Sam will take part of this extra profit in taxes, so that the percentage is pretty heavy against the business man who lets his business stagnate in order to gamble on lower prices.

"I believe in business prudence, but right now

I think the most prudent thing a business man can do is to go ahead. He should not be afraid to go after orders and buy the materials that he needs to fill them."

Mr. Edison also made an excellent report regarding his own business interests and the manner in which they had been managed by his son, Charles, while he was in the Government's service.

MAKES ADDITION TO LABORATORY

H. J. Smith, Newark, N. J., Adds New Plant to House Various Departments

H. J. Smith, the well-known jewel expert, has added another plant to his laboratory. The new quarters are located at 54 1/2 Franklin street, Newark, N. J., and there will be housed the departments devoted to grinding, sawing, roughing, rolling and experimental work. The executive offices will remain at the present location, 833 Broad street, as will also the recording and finishing laboratories. H. J. Smith, head of the company, in a recent interview, stated that after this country entered the war the demand for domestic jewels increased enormously and they have given such satisfaction that it was hardly probable that the talking machine industry will ever return on a large scale to the imported article. Mr. Smith is an expert and an authority on recording work and is consulted from time to time by some of the largest companies in the industry.

HARRY ROSEN SELLS OUT INTERESTS

Harry Rosen has sold out his interests in the Rosen Talking Machine Co., Boston, Mass., which he established eleven years ago, to S. M. Sugarman, his former associate, and has resigned as president and general manager. Mr. Sugarman will continue the business under the Rosen company name. Mr. Rosen plans to engage in a new venture in which his long experience in the talking machine field will prove of value to him.

PRICE FIXING UPHELD BY COURT

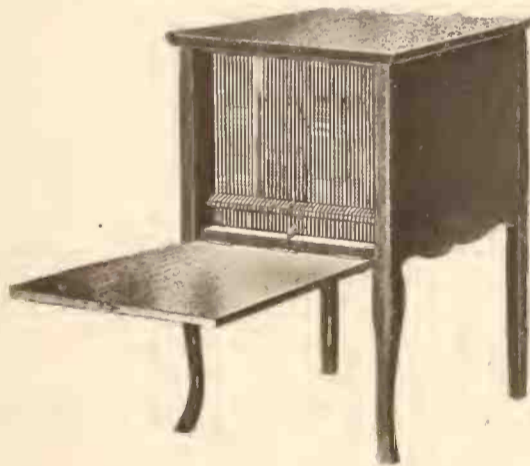
Judge Hand in U. S. District Court Hands Down Important Decision in Action Brought Against Goodyear Tire & Rubber Co.

Members of the talking machine trade will be interested to learn that retail price fixing was upheld by U. S. District Judge Augustus N. Hand in a decision handed down last week in the case of Harold P. Baron, a dealer in automobile accessories, against the Goodyear Tire & Rubber Co., a manufacturing concern of Ohio, and the Goodyear Tire & Rubber Co., Inc., a sales organization of New York. Judge Hand rules that manufacturers who sell only to dealers who will agree to sell to consumers and at fixed prices do not thereby violate the Sherman Act, nor if they discriminate in prices between different classes of purchasers do they violate the Clayton Act unless this will lessen competition.

In his decision Judge Hand says in part: "There is nothing in the complaint to show how the alleged discrimination might substantially lessen competition and it certainly could not tend to create a monopoly. Every manufacturer holds a monopoly in the goods of his own manufacture, but there is no allegation that the defendants have a monopoly 'in any line of commerce' to use the term of the Clayton Act."

Judge Hand also takes occasion to remark in his decision that "the enforcement of the Sherman Act, if that act was read literally, would reach nearly every commercial enterprise. To understand the act at all we must view it in the light of decisions. There is no decision of the Appellate Court construing the Sherman Act to which I have been referred that prevents a single trader from rejecting a customer because he did not like the prices at which the customer resold, or otherwise disapproved of his mode of conduct. . . . It is impossible to see how a single person may choose one customer, or reject one customer without impropriety and not separately select, or reject a number of customers with equal freedom."

NOTE: THE OUT SIGNAL
You know where and when record is missing



Style "61"

In Mahogany, Fumed and Golden Oak. 30" high, 20" wide, 22" deep.

Adaptable to Victrola 8 and 9 or Columbia 50. Equipped with the famous "Eject-O-File" filing system. 10" and 12" records can be filed indiscriminately in any compartment. Capacity 80 Victor or Columbia Records or 40 Edison Records. Graceful and artistic. French legs on the front. A work of art in this design.

A sample order will convince you that this line is THE LINE to handle.

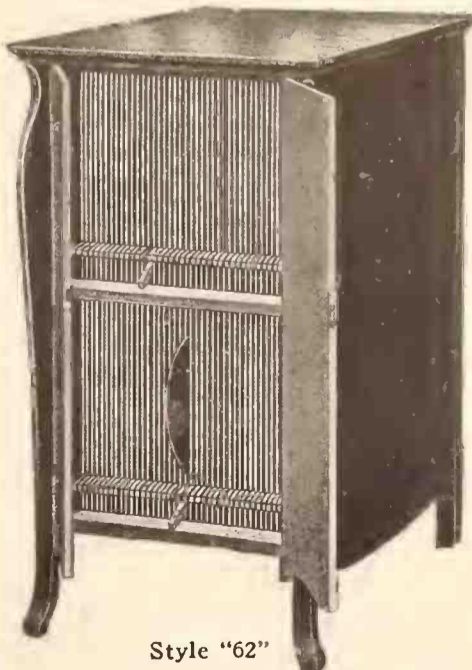
Shipments can be made promptly. All goods guaranteed.



Trade-Marks Registered

Factory and Offices: HIGH POINT, N.C.
Offices: WILMINGTON, DEL.
DE LONG BUILDING
PHILADELPHIA, PA.

NOTE: THE OUT SIGNAL
You know where and when record is missing



Style "62"

Mahogany, Fumed and Golden Oak. 36" high, 20" wide, 22" deep.

Adaptable to Victrola 8 and 9 or Columbia 50. Equipped with the famous "Eject-O-File" filing system. 10" and 12" records can be filed indiscriminately in any compartment. Capacity 160 Victor or Columbia Records, or 80 Edison Records. A receptacle of beauty and service.

NOTE: THE OUT SIGNAL
You know where and when record is missing



Style "64"

Mahogany, Fumed and Golden Oak. 30" high, 17" wide, 19" deep.

A very handsome made little cabinet for Victor 4, 6 and 8 or Columbia 20 and 35 and many other table machines.

Equipped with the famous "Eject-O-File." 10" and 12" records can be filed indiscriminately in any compartment.

Manufacturers of a full line of cabinets all of which are equipped with the famous Eject-O-File filing system.

Cabinets for all purposes, sectional record files and receptacles.

A New Victor Distributor in the Field

requires an introduction, and, as concerns our name and purposes, we are a new company.

This Company is WHOLESALE Only—and VICTOR Only

The particular object of this announcement is to acquaint our old friends and prospective ones with the new order of things and the withdrawal from the Wholesale Victor field of one of its best known pioneer representatives—NEAL, CLARK & NEAL, and to announce the organization of a new and exclusively WHOLESALE VICTOR SERVICE.

The Directors of the new BUFFALO TALKING MACHINE CO., Inc., are Olin L. Neal, H. B. Clark and V. W. Moody, each of whose interests in the future will be exclusively wholesale. Mr. B. E. Neal withdraws from the wholesale field, but in a retail business will perpetuate the old firm name.

THE BUFFALO TALKING MACHINE COMPANY, Incorporated WHOLESALE ONLY VICTOR ONLY

Buffalo owes its fundamental existence as one of the country's leading cities to its wonderful advantages for quick access and convenient distributing facilities to all points east of the Mississippi, north of the Ohio.

An Exclusive VICTOR Wholesaler Means Much to a Territory

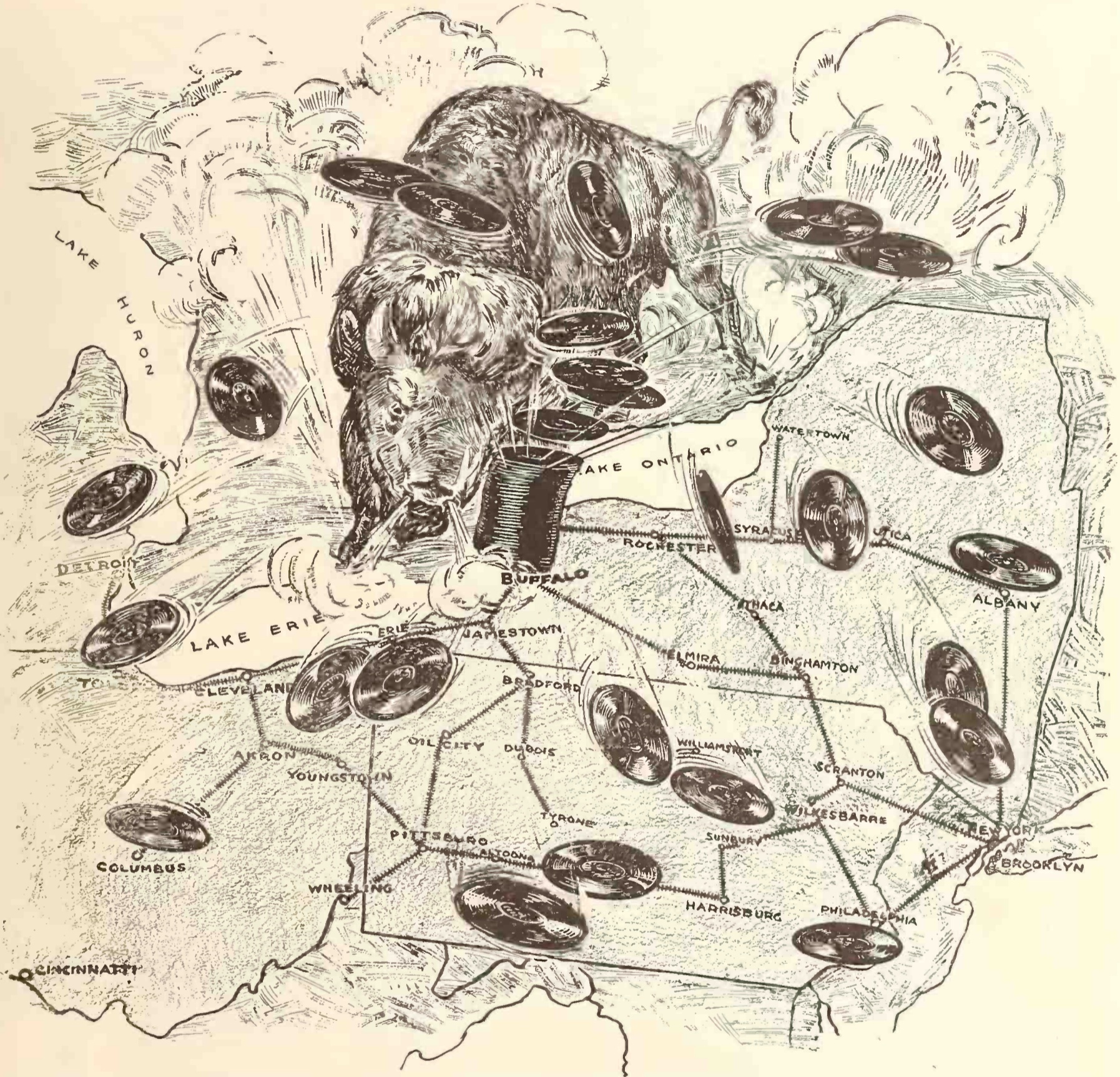
Service to all dealers of the "Middle East" is solicited. Send us your orders—and *get acquainted*. We have equipment, facilities and stock that you should take advantage of. You'll need us, and we will serve you.

Fill in the coupon on the opposite page, and let us show you how our vigorous wholesale service fits into your requirements.

Buffalo Talking Machine Company, Inc.

776-778 WASHINGTON STREET, BUFFALO, N. Y.

Buffalo is Moving Lots of Victor Records



What Buffalo in the field means to Victor Dealers

A new Victor Distributor, exclusively wholesale, with a perfected organization, is in active service, ready to serve you.

Are you in our field of operation?

Prepared with modern equipment and capable

men to be of continual assistance to help you expand your business, we offer you aids to better please your customers and serve you with Victor merchandise. We are ready now.

Let us help you solve your problems.

Buffalo Talking Machine Company, Inc.

(Pedigree on opposite page)

776-778 Washington Street, Buffalo, N. Y.

Please send a list of your records on hand.

Dealer

Address

BUFFALO TALKING MACHINE CO.
776-778
Washington St.
Buffalo, N. Y.

R. R. SOUDERS WITH Y. M. C. A.

Well-Known Talking Machine Man Writes of His Experiences in England—Meets Many Old Friends in and Out of the Army.

The World has just had the privilege of hearing from Robert R. Souders, for a number of years actively connected with, and active in, the talking machine trade in this country, who went abroad early last year as a Y. M. C. A. secretary, being placed in charge of the Winchester Officers' Hut, at Winnall Down Camp, Winchester, England. Mr. Souders writes interestingly of his experiences, and of the comforts and entertainments provided for American Army officers stopping in England en route to France or back home to America.

In describing the manner in which the Y. M. C. A. Officers' Hut is equipped Mr. Souders is particularly enthusiastic over the presence of a good-sized Columbia Grafonola, and a nice bunch of appropriate records. "It is needless to say that the Grafonola is quite indispensable,

and is one of the chief sources of entertainment in the hut," writes Mr. Souders. "Since the signing of the armistice some of the most popular records are: 'Carry Me Back to Old Virginny,' 'Back Home in Tennessee,' 'Down Texas Way,' 'Indiana,' 'Home, Sweet Home' and others of similar sentiment.

"Speaking of London," continues Mr. Souders, "I want to mention something about the talking machine or gramophone shops which are quite numerous there. They are attractive in appearance and seem to be well patronized. In fact, I understand that the industry is enjoying unprecedented prosperity. I have had several enjoyable visits with my friend, James Van Allen Shields, of the Columbia headquarters, who was my first boss in St. Louis years ago. Both of us were transferred by the Columbia Company to Europe, Mr. Shields to London, and I to Berlin. I returned to the United States after a few years, but he is still in England, and managers to keep in touch with the homeland by frequent trips across the ocean. Mr. Shields is quite active in Y. M. C. A.

work, and gives much of his valuable time to it. "Among the many officers who have visited our hut have been several of my old dealers from Texas and Minnesota, in which territory I



Robert R. Souders

represented the Columbia Graphophone Company as manager of the wholesale branches. Needless to say I enjoyed seeing these old friends, but it seems strange to be calling them major, captain, etc. Albert A. Wieder, Columbia artist, is en route home, after having spent some time in Y. M. C. A. service in France."

Mr. Souders states that he expects to come home shortly at the expiration of his present agreement with the Y. M. C. A.

CHANGE IN MODEL DESIGNATIONS

David B. Bartelstone, head of the Lucky 13 Phonograph Co., New York, manufacturer of the "Cleartone" talking machine, announced this week that the company had made a change in the model designations and list prices of the various styles in this line. According to this recent announcement the changes are as follows: The old No. 65 will hereafter be known as No. 100, list price \$75; the old No. 75 will be No. 150, list price \$85; the old No. 85 will be No. 200, list price \$100; the old No. 100 will be No. 250, list price \$125.

J. H. McSHANE'S NEW POST

J. H. McShane, who resigned some time ago as advertising manager of the Pathé Frères Phonograph Co., Brooklyn, N. Y., to enter the United States Army, has been appointed advertising manager of Nestlé's Food Co., New York.

FAULTLESS CASTERS



The Weight Rests Here



Full Size C-16-5

Perfect construction and inviting in appearance—**FAULTLESS** Casters are still more pleasing in actual use, in moving phonographs.

Their gentle, easy moving qualities are most essential and agreeable.

Send for Samples

*"Move the **FAULTLESS** Way"*

FAULTLESS CASTER COMPANY
Evansville, Indiana

NEEDLES
WE MANUFACTURE

Diamond needles for Edison
Sapphire needles for Edison
Sapphire needles for Pathe
in stock ready for delivery

MERMOD & CO., 874 Broadway, N. Y.



LITTLE RELIEF FROM STOCK SHORTAGE IN LOS ANGELES

Dealers Disposing of High-Priced Models While Waiting for New Shipments of Medium-Priced Goods—Record Demand on the Jump—Many Concerts Help Business

LOS ANGELES, CAL., February 4.—The talking machine situation has not changed here and many local dealers have begun to feel the shortage acutely. The demand for both machines and records is on the increase with the supply getting smaller every day. Just when the "low water mark" will be reached is problematical, but let us hope that it will be soon.

The scarcity of the medium-priced instruments has boosted the sale of the larger ones and more "period models" are being sold this year than ever before. Many out-of-town people have been writing in for machines, being unable to obtain them from their local dealers. However, the larger dealer does not seem to be any better off at the present time than his small competitor, as a surplus stock is a rarity.

Sherman-Clay & Co., Victor jobbers, say business is fine; that it would be finer if they could get more stock. Charles S. Ruggles, the man-

ager, says they have very little goods on the way, but expect the shipments to get larger from now on.

W. F. Stidman, manager of the Columbia Co., returned from the convention in New York, filled with "pep" and enthusiasm. He reports that the prospects for 1919 look particularly bright, and anticipates that the enormously increased capacities of the Columbia factories, together with the removal of restrictions, will insure plentiful supplies of stock. The demand for Columbia goods shows a wonderful growth which is being and will be still farther enhanced, as a result of the colossal national and local Columbia advertising campaign for 1919.

The demand for records in Los Angeles is remarkable and most of the dealers are hard pressed to get sufficient stock to supply their customers. The record booths at all the stores are kept going at full capacity and a visit to most of these places gives one the impression of a Christmas rush.

Miss Lucy Gates and the Trio de Lutece appeared at the Trinity Auditorium on January 23 and 24. A capacity house attended the concerts. They were charmed by the artistic programs presented. Miss Gates' beautiful voice thrilled the audience, who demanded encore after encore, and the Trio de Lutece delighted everybody by its faultless interpretation and purity of style. These artists record for Columbia.

Harold Jackson, manager of the talking machine department for the Wiley B. Allen Co., is back on the job again after a severe sick spell. Mr. Jackson says they had the best holiday business in the history of the Los Angeles branch.

Great interest is felt among the dealers on account of the concerts to be held during the month of February by Pablo Casals, the French Army Band, Josef Hofmann and Cantor Rosenblatt.

O. A. Lovejoy, local manager for the Edison Phonograph, Ltd., is much pleased with business during the last year. While they were out of different models for short periods, still they managed to keep their stock up in fairly good condition up to the present time. Mr. Lovejoy has a carload of machines in transit which will relieve his present shortage somewhat. The "Wedgwood" model of the Edison Diamond Disc, a new period design, has proven very popular and Mr. Lovejoy has orders for twenty and doesn't know just when he can fill them.

Mr. Newton, of the Fox Co., San Antonio, Texas, arrived in Los Angeles for a few days' stay.

Glen Ellison, the popular Scotch baritone singer, has just completed a two weeks' tour of tone tests in the southwest for the Thos. A. Edison Co. He appeared in Phoenix, Arizona, on January 20 under the management of A. R. Tavernes, local dealer. On January 24 he appeared in Riverside, Cal., managed by Keystone Drug Co., of that city. January 30 he gave a tone test to a capacity house at the Trinity Auditorium under the direction of the allied dealers of Los Angeles and on January 31 appeared in Santa Ana, Cal. The Carl G. Strock Co. are Edison dealers in that city.

L. C. Ackley, of the Columbia sales department, recently started out on one of his territorial trips in a new Studebaker car (his second) of a Royal Purple hue, the envy of all.

Walter S. Gray, who handles phonograph accessories with headquarters in the Chronicle Building, San Francisco, is in the city at present. Mr. Gray has the agency for the Pacific Coast for the Brilliantone needles and B. R. Forster, president of that company, is making the Southern trip with Mr. Gray.

Newton Hancock, until recently in the U. S. Navy, has joined the Columbia sales force. He has had an extended experience in the retail and wholesale business in the past and will be welcomed by all whom he visits.

If you are interested in weekly news about

**PIANOS,
PLAYERS,
MFG. SUPPLIES
OF ALL KINDS,
MUSICAL
MERCHANDISE,
SHEET MUSIC,
RECORDS AND
TALKING
MACHINES,**

*it will pay you
to read each week*



It costs only \$2 per year and, in addition to a complete news service about the entire music industry, contains many nationally famous special departments, devoted to retail salesmanship, retail advertising, technical side of musical instruments, etc. All departments conducted by experts. Act now to keep yourself posted through the most authoritative source at your command.

Send your check for \$2 to

THE MUSIC TRADE REVIEW
373 FOURTH AVENUE NEW YORK CITY

**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.

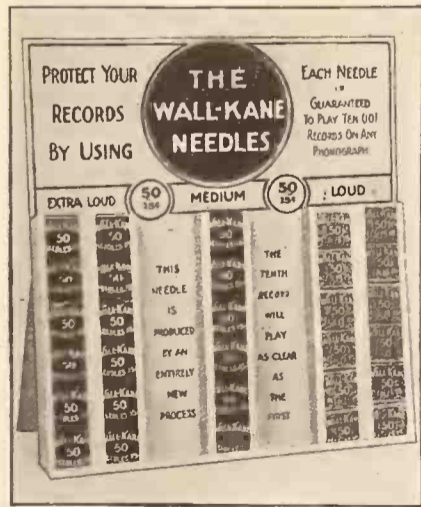
Fourth—WALL-KANE needles minimize the usual scratching sound of the ordinary steel needle and greatly improve the clearness and tone of reproduction.

**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

GOVERNMENT HELPING EXPORTERS

Cargo Rates From North Atlantic Ports to Far East Cut in Half and War Trade Board Extends the Use of Blanket Licenses

WASHINGTON, D. C., February 4.—In order to make it possible for American shipping and commercial interests to compete on a fair basis with the interests of Great Britain and other foreign nations, the United States Board and the War Trade Board have taken steps to bring about material reductions in ocean freight rates to various parts of the world and to provide for blanket licenses in order to facilitate export shipments to all but enemy countries.

The Shipping Board, which had earlier in the week announced cuts in rates for trade with European ports which met the 66.2-3 per cent. rate reductions provided for British tonnage, to-day made heavy reductions in cargo rates from North Atlantic ports to Australia, South Africa and the Far Eastern ports. It is understood that these cuts were ordered as a result of information that similar action was to be taken by the British. The reductions ordered are about 50 per cent. of the old rates.

To-day's developments, it is predicted, will give an impetus to all trades. The rates have now been lowered both by Great Britain and the United States to something approximating the pre-war levels.

The new cargo rates from North Atlantic ports to the Far East are \$20 per ton for close weight cargo, and \$25 per ton for all other cargo, as compared with the previous rates of \$40 and \$45 per ton.

The War Trade Board explained that broadened scope would be given to the American exporter for the conduct of his business by the simplification of procedure and the relaxation of restrictions. This simplification in most cases takes the form of easing the exporter's task of procuring export licenses.

"The procedure by which the exporter was forced to procure export licenses during the war," an announcement read, "was vitally necessary while actual hostilities were in progress, but at the same time in many instances it was admittedly cumbersome. The present policy and tendency of the War Traffic Board is to relieve the exporter of any cumbersome procedure in the process of licensing as soon as it becomes possible.

"The present tendency in the relaxation of export restrictions is to transfer as many kinds of export shipments as is possible from the first

class to the second. In other words, present policies aim to do away with individual licensing whenever possible and to substitute for this the system of licensing governed by the commodity in question or the country of destination."

TELLS OF MUCH-TRAVELED RECORD

KINGSTON, N. Y., February 12.—The following is an extract taken from a letter written by Sergeant William A. Carl, who has been with the Ambulance Service in the French Army since January, 1918. E. Winter's Sons, Victor dealers, in this city, sent him a record last January, addressing it to the camp at Allentown, Pa. He had left there, however, and the record followed him to France. He said:

"We have a machine at last, just arrived in time for Christmas with twenty records, but we have played 'Wait Till the Cows Come Home' about one hundred consecutive times, for it is the best record we have. We feel that we should paint a Croix de Guerre on the record, for it has been through every little fray with us, protected only by its little corrugated sides."

This particular section has won the Croix de Guerre and is allowed to have it painted on all of its cars.

We have heard about machines and records being carried around by the boys, but we think it quite remarkable that these boys should carry one record for nearly a year before they had a chance to play it, and still have the record unbroken.

ANNUAL SALES STAFF CONVENTION

The annual convention of the sales division of the Otto Heineman Phonograph Supply Co., Inc., will start to-day at the company's executive offices, 25 West Forty-fifth street. The managers of the various branches and their assistants will confer with the executives regarding 1919 plans, and an important program has been arranged for general discussion.

DEMAND FOR "TALKER" CABINETS

L. W. Hough, of 20 Sudbury street, Boston, Mass., the New England representative of the George A. Long Cabinet Co., Hanover, Pa., reports a very large demand for the cabinets made by this concern in the territory which he operates. He has closed some very excellent orders for 1919 delivery, and is quite enthusiastic over the outlook.

CO-OPERATING WITH THE DEALERS

How the New York Recording Laboratories Are Introducing Ideas of Value and Interest

The Paramount people are always "on their toes." Not a month goes by that does not see several advances and innovations in the advertising or dealer co-operation ideas that are making the New York Recording Laboratories so popular with their dealers.

This month the regular monthly supplement appears in a striking new dress to attract the eye of the record buyer. The illustration shows the new cover with the improved



Paramount trade-mark as the central feature of the design. The colors, of course, are Paramount green and black, with the background of a light shade of green. The borders of the inside pages harmonize with the cover in design.

Each pairing of the month's releases is given an interesting and timely description and illustration. No pains are spared to achieve the attractive result obtained. It will command a second look and will be kept as a reference. The response of dealers and record buyers to the quality and salability of Paramount records has resulted in a demand that still keeps the pressing plant at Grafton, Wis., working at pre-holiday speed.

THE POWER OF WINDOW DISPLAY

Although it does not take the progressive retailer very long to appreciate the true value of attractive window displays, it generally takes a new entrant into the field some time to adjust his affairs to a point where he really is able or willing to give the proper attention to window arrangements. One of the exceptions, however, is E. I. Van Doren, who recently opened as an Edison dealer in Troy, N. Y. Mr. Van Doren, who had wide business experience before entering the phonograph field, gave his attention to window displays right off the bat, and that he has the proper idea is indicated by his first window display, which is admirable.

LEAVES ON WESTERN TRIP

C. W. Neumeister, of the Eastern division of the general sales department of the Otto Heineman Phonograph Supply Co., Inc., will leave to-day for an extended Southern and Western trip. During the past few weeks the company has received numerous inquiries regarding Heineman and Meisselbach products and OkeH records from this territory, and Mr. Neumeister expects to close many agencies on this trip.

GETTING AFTER DELINQUENT PAYERS

A good line of argument to follow in order to secure action from delinquent payers on instalment accounts is to picture your concern as their private banker. This in reality is exactly what every dealer does when he puts an instrument out on the instalment plan.

If he charges interest it is then precisely as though the customer had borrowed money from his bank in order to purchase the instrument. If the customer does not pay interest it is just as though a bank had loaned money without charge. In either case if the collector pictures himself before the customer as a banker instead of as the house which sold him the instrument it is sometimes possible to make the customer appreciate more fully the obligation which he owes, and to realize that the collector is not asking anything unreasonable when he asks the instalment customer to relieve a portion of the burden of being private banker for him.

The Phonograph that Meets the Needs of the Day

If you are interested to join up with a line of machines that will meet price and quality competition, and will give you a general assortment of machines to meet all needs, look into the

Autophone

A letter from you will bring a comprehensive catalogue and full price list.

AUTOPHONE COMPANY, Inc.

117 to 125 CYPRESS AVENUE, NEW YORK

STRING DELIVERY ENVELOPES

VERY BEST QUALITY—50 POUND KRAFT



We allow a choice of twelve different border designs. 10 in. \$11.00 per 100. 12 in. \$12.50 per 100. These prices include dealers' imprint.

We can also supply these envelopes plain: 10 in. \$9.50 per 100. 12 in. \$11.50 per 100.

S. B. DAVEGA CO. VICTOR PRODUCTS 831 Broadway, New York
Wholesale Exclusively

P. P. GRAEF EXTENDS TERRITORY

Will Now Represent Widdicomb Machine in New Jersey, Philadelphia and Other Cities Besides Metropolitan District

P. Paul Graef, who has for some time been representing the Widdicomb Phonograph Co. in the metropolitan district, returned last week from Grand Rapids, and has been made general Eastern representative, having as his territory, besides the metropolitan district, the State of New Jersey and the following important Eastern cities—Philadelphia, Baltimore, Washington and Wilmington, Del.

SOME LOCAL NEWS BRIEFLETS

Edw. Strauss, manager of the phonograph department of the New York Brunswick headquarters, visited the home offices of the company in Chicago in January.

Among recent visitors to their headquarters at 29 West Thirty-second street was Capt. Reed Landis, reputed to be the second living American Ace and a son of Judge Landis. Before his enlistment Captain Landis was connected with the Brunswick-Balke-Collender Co. in the advertising department at Chicago headquarters. He has just returned and stopped at the New York headquarters on his return West.

Chester Abelowitz, of the New York sales staff, has been struck by Cupid's darts. His engagement to Miss Hannah Lewis, of this city, has been recently announced.

P. L. Deutsch, secretary of the company, made a trip East and made the New York offices his headquarters. Together with Edw. Strauss, of the New York office, he visited Boston during the early part of the month and concluded the arrangements whereby Kraft, Bates & Spencer, Inc., are to represent the Brunswick interests in that city.

A Miss Fuller conducts a very successful talking machine store at Corey, Pa.

A LIVE-WIRE OREGON DEALER

Carl Adler, Just Back From Army Service, Tells How He Puts Over Important Sales Deals for Phonographs in That Prosperous Territory

Carl Adler, Edison dealer in Baker, Ore., who has been in the service for some months, has recently received his discharge from the army. He was located in a Texas camp last, and he decided that the best way to get to Oregon was to go by way of New York. Incidentally, he took in Orange, too. "I may never come again," he commented, "at least, not until I come on my honeymoon, so I may as well see as much as I can now." While he was in New York we tried to get a little dope on selling methods in Oregon, for we have long known that Mr. Adler is considered a particularly live wire in that State. "Sure, I'll tell you how we do it," he acceded. "One day I heard of a prospect seventy-five miles out of Canyon City. I loaded in a C-150 and went up there. It was a farm of some thousand acres, with a couple of thou-

sand head of cattle. You can imagine something about the country when I tell you that wild deer used to come down with the cattle in the night, and we could see them in the pasture in the morning.

"Well, they received me with open arms. They put me up overnight, gave me the best things they had to eat, took me deer hunting and did all they could to entertain me. It's really worth while to sell out there, just for the fun you have going around the country."

"But did you leave the instrument?" he was asked. "Why, of course," Mr. Adler responded.

A VISITOR FROM WATERLOO

Among the recent visitors to the New York offices of the Starr Piano Co., 9 East Thirty-seventh street, was William Schoonmaker, who carries the Starr phonograph line in Waterloo, N. Y. Mr. Schoonmaker reported very favorable business conditions in his city and the surrounding towns in which he sells. The outlook for 1919 is very excellent.



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

Join us in going
OVER THE TOP
 with the new

OKEH RECORDS



Get in on this—
 The Time is Ripe—
 The Record is
 Right



We are distributors of OkeH Records. This record has a full, round tone, with a wonderfully smooth surface and remarkable clearness of definition.

There is an immediate demand and a tremendous future ahead with this proposition.

Mr. L. M. Cole is in charge of this department, and he takes this opportunity to thank the dealers from whom he has received orders in the past—and to solicit their further patronage. Get in touch with us without delay.

Full Stock—Instant Service—Immediate Delivery

HOFFMAN PIANO CO.

“The Sonora Shop”

696 Main Street

Buffalo, N. Y.

SOLOTONE MANUFACTURING CO.

Makers of

Solotone Talking Machines

Lititz, Pennsylvania

Write for literature and prices

PROMOTION FOR A. A. TROSTLER

Popular Talking Machine Man Made Secretary and General Manager of the Schmelzer Arms Co., Kansas City—The President's Views

KANSAS CITY, Mo., February 8.—The Schmelzer Arms Co., through Charles J. Schmelzer, president of the company, has announced the promo-



A. A. Trostler

tion of A. A. Trostler, formerly manager of the Victrola department, to the post of secretary and general manager of the company. The promotion comes as a mark of well-deserved appreciation of Mr. Trostler's long service with the company, and in making the announcement of his new appointment Mr. Schmelzer states:

"Mr. Trostler's long experience and practical knowledge of the conditions in this trade territory will result in prompt and efficient service that will prove mutually beneficial. Mr. Trostler has been associated with us, as manager of our Victor talking machine department, for over fifteen years, and to all of our good friends who have come in contact with him through the avenues of this department he needs no introduction. To our many good customers throughout the various other departments of our activities we commend Mr. Trostler as a man of integrity, business ability, and one who is well able to maintain our reputation with the trade for fair dealing and good service.

"At the annual meeting of our traveling force and buyers it was significant that all were thoroughly imbued with the wonderful opportunities for increased business, and an era of prosperity greater than any in the history of this country."

Mr. Trostler has long been a well-known and popular figure in talking machine circles, and possesses aggressive and genial qualities that have meant much in his business success. He has always taken an active interest in the affairs of the National Association of Talking Machine Jobbers, and is at the present time treasurer of that organization.

Geo. B. Davis & Co., of Philadelphia, Pa., who recently bought out the talking machine business of Morris Goodstein, are building up an excellent business with the Victor, Columbia, Edison and Sonora lines. The department, under the management of Homer C. Davis, promises to be one of the largest in West Philadelphia.

CELEBRATES 25TH ANNIVERSARY

Frank L. Capps Honored by His Associates of Pathé Co. at Banquet

Frank L. Capps, in charge of manufacture at the Pathé Frères Phonograph Co.'s factory, Brooklyn, N. Y., was the guest of honor recently at a dinner given him by his associates to mark his twenty-fifth anniversary with the industry. E. A. Widmann, president of the Pathé Frères Phonograph Co., who was responsible for this informal banquet, was the toastmaster of the occasion, and in introducing Mr. Capps paid a well-deserved tribute to the loyal services rendered by this "veteran" to the Pathé Frères Co. and to the phonograph industry as a whole.

Mr. Capps is recognized throughout the trade as a foremost authority on record manufacturing. He is thoroughly familiar with every phase of record making, and the tremendous success achieved by Pathé records can be attributed in a considerable measure to his extensive knowledge and many years of experience.

When Mr. Capps entered the talking machine industry twenty-five years ago he became associated with the United States Phonograph Co., one of the pioneers in the field. Soon afterward he joined the forces of the American

Graphophone Co., manufacturer of Columbia products, and remained with that organization for fifteen years, occupying one of the most important executive posts. He joined the Pathé Frères Phonograph Co. a few years ago, and has rendered invaluable service ever since.

One of the unique features of the dinner was



Frank L. Capps

the presentation by Mr. Capps of several records which he made twenty-five years ago, and the playing of these records proved most interesting to the Pathé Frères executives and department heads who were present.

CHAS. E. GORHAM OUT OF SERVICE

Chas. E. Gorham, formerly a Columbia dealer in Brooklyn, N. Y., and Newark, N. J., and who sold out his interests to accept a commission in the navy shortly after the declaration of war, recently was released from active service and has been appointed president of the New York Capital Co.

Automatic Change of Weight



(Patent Applied for)

An Exclusive Feature of
**Parr
Central
Universal
Tone Arm**

The Parr Central Universal Tone Arm marks a new departure in tone-arm construction and removes the principal objection heretofore existing in universal arms. The weight to play either vertical or lateral cut records is *automatically and accurately* changed. This is a very novel and important improvement in tone-arm construction and should appeal to those who have wanted a tone arm that would not require the makeshift arrangements for doing what this tone arm does *automatically*.

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

"All From One Source"

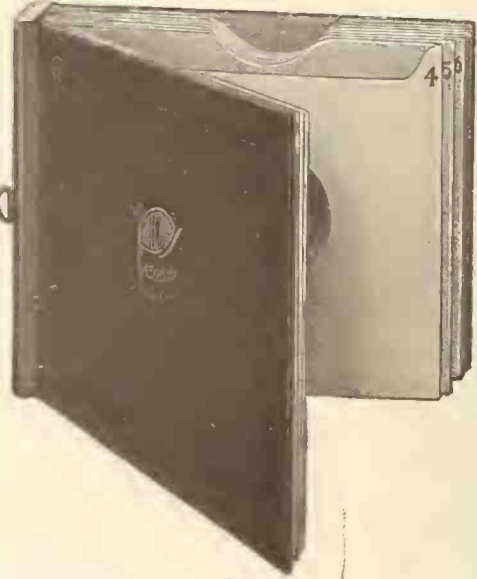
Means Quick Service and Therefore Greater Profits

Our instant service eliminates the loss of many sales and reduces buying problems.
Besides, you also effect a saving in transportation charges.

Send us an assorted trial order-to-day as a demonstration test of what "All From One Source" service means.

Albums for Victor, Columbia, Pathe and Edison Records

Our Perfection Record Album is all that the name implies. The back (which is the most vulnerable part) is bound with metal ends into which the leaves are notched, thus making the back very solid and rigid. The leaves are made of heavy glazed green kraft paper that will stand hard usage. The entire book is bound in fine linen cloth, giving it a very handsome and attractive appearance. We can ship immediately from stock.



Victor	}	10 inch	-	5 Gross	1 Gross	Less than
Columbia				57½c. each	60c. each	Gross Lots
Pathe						62½c each
Victor	}	12 inch	-	5 Gross	1 Gross	Less than
Columbia				67½c. each	70c. each	Gross Lots
Pathe						72½c. each
Edison,		10 inch	-	65c. each	70c. each	75c. each
Pathe,		14 inch	-	90c. each	95c. each	\$1.00 each

American Made Steel Phonograph Needles

Our product is made from the finest grade of carbon steel. The points are ground by expert American labor, thus assuring you of a product of uniformly high quality.

We can supply all tones right out of stock. Get the habit of placing your needle requirements with Plaza, and you need never worry about this department again.

Price: 50c. per thousand in million lots; 55c. per thousand in 100,000 lots; 60c. per thousand in smaller lots.
Packed in envelopes of 100 each



MAGNEDO STEEL PHONOGRAPH NEEDLES

The Standard Steel Multi-Playing Phonograph Needle

The name MAGNEDO has been established as the household word of service, quality and value with phonograph users from Coast to Coast. There is an increasing demand for MAGNEDOS because of the real merit which this item possesses. We still have a few choice and select territories open for live wholesalers who are interested in handling this proposition.

We would appreciate your inquiries and shall be very glad to send detailed information.

Price per carton, \$3.90 (6½c. per box).
Better prices in larger quantities.

Sapphire Needles

Edison Points, 22c. each	Pathe Half-Tone Balls, 22c. each	Pathe Full-Tone Balls, 20c. each
In lots of 100—one cent less than above prices	In lots of 500—two cents less than above prices	

Other important items that we can furnish promptly at attractive prices

RECORD DELIVERY ENVELOPES	FIBRE NEEDLE REPOINTERS
RECORD STOCK ENVELOPES	RECORD CLEANERS
FIBRE NEEDLES	PERFORATED MUSIC ROLLS

PLAZA MUSIC CO., 18 West 20th Street, N. Y. City

FRED E. YAHR ELECTED PRESIDENT

Heads Well-Known Yahr & Lange Drug Co., Which Handles Sonora Line in Milwaukee

MILWAUKEE, Wis., February 10.—Fred E. Yahr, secretary of the Yahr & Lange Drug Co., 207-215 East Water street, wholesale distributor of the Sonora phonograph in Wisconsin and northern Michigan, was elected president of the corporation at the annual meeting on February 6. Mr. Yahr established the Sonora department and has given it his personal attention and intends to continue in this capacity, although he will be obliged in his new position to turn over more of the responsibility to H. M. Hahn, who has been his "right-hand man" as general Sonora sales representative since the company became distributor. Other officers of the company are: Vice-president, Leonard A. Lange; secretary and treasurer, John A. Dummer; directors, Max Rosenthal and G. G. Forster.

"Our business was very good during the past year," said President Yahr after the meeting. "The cost of doing business advanced in greater proportion than the business itself. But we look for a prosperous year to come."

TRADE HAPPENINGS IN WINNIPEG

Women Form 75 Per Cent. of Buyers of Talking Machines and Records in Alberta—Some Data for Advertising Men—Recent News

WINNIPEG, MAN., January 31.—"Keen observation leads me to see that we have been losing business by not catering more to the women shoppers," said a bright Alberta talking machine dealer to your correspondent. The World asked for further particulars of these observations and was told something like this: "Since coming to the conclusion stated I have talked the matter over with successful retailers in other lines than musical goods. The consensus of opinion is that women make over 75 per cent. of the family purchases to-day. The average man hates to shop. He is disposed to hand over to his wife the necessary cash for the thing they have decided to buy and say, 'Go and get whatever suits you, but don't ask me to tramp around looking at things.'

"A woman is no longer tied in the home with household duties all day. She has more time to shop. She enjoys it. To her it is a pleasure to go from store to store looking at all competing lines. She studies the newspaper advertisements and circulars that go to the house. She has the faculty of going into the details of various products. From now on my policy is going to be—specialize on securing the interest of the women shoppers."

If it be true that women do 75 per cent. of the buying, the policy of the dealer just quoted looks to be sound. Why should not more advertisements of instruments and records be directed to prospective women shoppers?

L. L. Merrill, formerly manager of the National Piano Co.'s Victrola department, and who spent the summer season of last year on his fruit farm in British Columbia, has just returned to the West from his visit to Toronto, London, New York, Boston and Philadelphia. Mr. Merrill represents Starr phonographs and Gennett records in the West.

The Winnipeg Piano Co. had the misfortune to lose Mr. Curtis, phonograph manager, who died from the effects of influenza after only a few days' sickness. He will be a very hard man to replace, being without a doubt one of the best talking machine men in Canada, combining with his youth and enthusiasm experience and tact rarely met with.

Manager Stenberg, of the Musical Merchants

dise Sales Co., distributors of the Brunswick, states that January business exceeded all expectations.

Cassidy's, Ltd., report excellent trade in Columbia lines and say the outlook is good for an immediate continuation of same. Robt. Shaw, manager, is at present on a trip to New York and Eastern cities.

Mr. Poisson, of the Canadian Phonograph and Sapphire Disc Co., is now out of uniform and is again in civilian life. He says Okeh records are taking well.

NEW VICTOR RECORD CATALOG

1919 Edition of Volume Advertised Most Extensively and Effectively

One thing that can be said of the new edition of the Victor record catalog—that for 1919—is that it has been advertised to an extent that has attracted attention throughout the country. In the first place, a double-page spread in the Saturday Evening Post was devoted entirely to that catalog, and what it represented to the music-lover, as well as the talking machine owner, the catalog itself being illustrated in colors. Then the regular advertisements of the Victor Co. in the daily papers of the country were also devoted in no small measure to the announcements and descriptions of the new record catalog, presented in a most attractive and alluring manner. Certainly this publicity should serve to stimulate new interest, and revive any lagging interest in Victor records, and particularly in the new additions to the list.

To hook up all this advertising with the dealer's store there were prepared and distributed elaborate poster cards, showing the catalog in actual color and with open pages against a background of light gray. The poster was of an attention-compelling kind.

The Melzer Co., 1046 Broadway, Buffalo, N. Y., Victor and Sonora dealers, are tripling their floor space.

HEADS RECORD NEEDLE & MFG. CO.

R. H. Zinke Elected President of This Company at Recent Meeting in Milwaukee

MILWAUKEE, Wis., February 12.—Richard H. Zinke, for four years manager of the Badger Talking Machine Shop, Victor dealer, 425 Grand avenue, which on February 1 passed into the ownership of L. C. Parker, has accepted the presidency of the Record Needle & Mfg. Co., manufacturer of needles and other talking machine supplies in this city, in which he has been interested for a long time. His many friends in the local music field have been more than pleased to learn that Mr. Zinke will continue to be connected with the industry, as he recently was elected president of the Milwaukee Association of Music Industries after serving a year as secretary.

The Record Needle & Mfg. Co. is owned by the same interests as the Badger Talking Machine Co., wholesale distributor of the Victor in this territory, and also the Record-Lite Co., manufacturing illuminating devices for talking machines. These interests owned the Badger Talking Machine Shop until it was purchased by Mr. Parker.

BELIEVE IN A NATIONAL BODY

A letter received from the Talking Machine Dealers' Association of Portland, Ore., in response to a circular letter recently sent out by the Talking Machine Men, Inc., to all talking machine dealers' associations for the purpose of finding their opinion in regard to the feasibility of forming a national body, expressed their approval in a most emphatic way, stating, "They looked favorably on the idea and believed the good such a body could accomplish would be far reaching."

The Pease-Behning Co., Fortieth street and Madison avenue, New York, have secured the retail Victrola agency.

**Back from the War
Jones-Motrola**



Winds any phonograph automatically, electrically, easily attached—positive in operation.



After being engaged for over a year in the manufacture of Airplane Tachometers and other speed recording instruments for the United States Government, we are once more, with even greater manufacturing facilities, in the production of the famous Jones-Motrola, the perfect winding device for all phonographs.

Our new model is especially interesting to dealers—eliminates entirely the necessity of winding.

Our national advertising campaign begins in "Life," March 6th. Motrolas are now made to operate on 32 volts, as well as any other electric current.

Specially attractive proposition. Write us today.

JONES-MOTROLA, Inc.

29 WEST 35th ST.

NEW YORK CITY

JAQUITH MACHINERY BUREAU, Inc.
Designers and Builders of
SPECIAL MACHINERY
Mechanical and Electrical Devices
Designed, Developed and Patented
Correspondence with Talking Machine Industry invited
100 Purchase Street Boston, Mass.

THE BUFFALO TALKING MACHINE CO. MAKES ITS DEBUT

This Institution, Whose Members Are Widely Esteemed in the Industry, Will Wholesale Victor Talking Machines and Records Exclusively—Plan Big Expansion of Business

BUFFALO, N. Y., February 10.—The Buffalo Talking Machine Co., which makes its debut in the talking machine industry this month, is a name new to the trade, but behind that name there lies an experience almost as old as the industry.

Fifteen years ago the Neal, Clark & Neal Co. was formed, and like most of the other old-timers this company handled practically every known make of talking machine and record. The Victor line ultimately established itself as a leader with them, with the result that the house was appointed a distributor for these products. The retail phase of the business held their attention until about 1914, at which time they started searching the field to find a man who was capable of exploiting the Victor wholesale business in keeping with the demands of the territory.

Early in 1916, realizing the possibilities of

their territory, they secured the service of V. W. Moody, who had won recognition as a leader and creator of Victor business, having been directly associated with the development of the Chicago Talking Machine Co. and later with the New York Talking Machine Co. before going to Buffalo.

The coming of Mr. Moody to Buffalo marks the beginning of the second phase of the company's strides, for his contention has been always that a maximum wholesale business cannot be done in connection with a retail business. Acting on his suggestion the Neal, Clark & Neal Co. purchased the finest retail location available in the city of Buffalo, and in 1917 made alterations and improvements involving the expenditure of approximately \$250,000, resulting in the establishment of one of the most attractive Victrola stores in the country.

The next step demanded removal from the

MAIN SPRINGS

Following sizes in stock. Any other sizes to order.	
1 1/4" x 0.22 x 15', for Victor, each.....	0.70
1" x 0.20 x 13', for Victor, each.....	0.55
1" x 0.23 x 10', for Columbia, each.....	0.60
7/8" x 0.23 x 10', each.....	0.38
5/8" x 0.22 x 8', each.....	0.27

MICA DIAPHRAGMS

1 23/32", Regular Victor Exhibition Box, very best, each.....	0.15
1 7/8", for new Victor No. 2, very best.....	0.18
1 31/32", for Sonora and all standard soundboxes, very best.....	0.20
2 1/16", very best.....	0.22 1/2
2 1/8", for Columbia No. 6, very best.....	0.25

SAPPHIRE NEEDLES

Pathé, very best, guaranteed genuine sapphire.....	Each 0.27
Edison, very best.....	Each 0.27
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 opt., with 12" T. T., each.....	5.25
Motor, single spring opt., 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
Soundbox, "M," fit Victor tone arm.....	0.50

FAVORITE PHONOGRAPH ACCESSORIES CO.

1491 DeKalb Avenue Brooklyn, N. Y.
Representatives wanted for any part of U. S. A., Canada or South America.

old wholesale quarters and the fitting up of a new wholesale plant which is undoubtedly the "last word" in efficiency. The record vault alone has a normal capacity of 550,000 records, and a ready flexibility admitting of a further increase of 350,000, a total of 900,000 records.

That a separation of the wholesale and retail forces and plants would result in a maximum development for both has been proven to such an extent that Benjamin E. Neal has bought the retail interests and withdrawn from the wholesale field.

The directors of the new Buffalo Talking Machine Co. are Olin L. Neal, H. B. Clark and V. W. Moody. With Mr. Moody as general manager the company is eminently fitted to accomplish its aims which will be directed toward a constructive co-operation with the dealers of their New York territory and that of nearby Ohio and Pennsylvania. Probably in no city in the country is there as much improvement, alterations and talking machine building being done as in Buffalo, and the new company states that the start has not really been made.

PHONOGRAPH AIDS PHOTOGRAPHER

A photographer has found a phonograph a valuable aid in obtaining the desired facial expression in a subject. After studying the face of the person whose likeness he is to obtain he decides whether he wishes an animated, reserved, sad or pensive expression. He then places a record in the phonograph likely to stimulate the expression desired. For animation he will play such a tune as "Dixie," while to produce a sad or thoughtful expression "My Old Kentucky Home" or some other well-known sentimental number may be played.

FOR SALE

50 SHARES

**Victor Talking Machine Co.
Common Stock
at \$875**

WILLIS O. HEARD
LAFAYETTE BUILDING PHILADELPHIA, PA.

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.

REID-LAWSON, Inc.

Birmingham, Ala.



We are pleased to advise progressive phonograph dealers that we have been appointed

DISTRIBUTORS OF



This popular record line is well worth considering by all successful dealers, for the OkeH record embodies quality and value.

All OkeH records are double-faced and retail at 85c.

The OkeH library has the "cream" of the biggest sellers of today, and we can fill your orders promptly and completely.

Make the OkeH your Record Leader

AN ATTRACTIVE WINDOW DISPLAY

March Display for Columbia Dealers Carefully Prepared and Has Strong Appeal

The March window display for Columbia dealers announced this week by the Columbia dealer service department has a number of fea-



Columbia Window Display for March features of unusual interest. The general color scheme is well calculated to remove any feeling of "March blues," for the center card and all the other cards are illustrated on a background of myriad bubbles of all the colors of the rainbow. Care and taste displayed in the relative arrangement of the display units, for balance and effect, paying special attention to prevent crowding, give this display a distinctive setting and a strong commercial appeal.

The March display comprises several artistic cut-outs and half-sheets which can be utilized to excellent advantage in stimulating the demand for the various records they feature.

FRIEDA HEMPEL OPENS OWN OFFICE

Frieda Hempel, the famous soprano of the Metropolitan Opera—now an Edison star—has opened her own offices at 95 Madison avenue, New York, from which all concert dates will be booked. A force of four people will devote itself exclusively to the direction of Miss Hempel's various interests. Following the close of the opera season she will go on an extended concert tour. Miss Hempel has just finished making a number of new records, which will soon be announced.

CELEBRATE EDISON'S BIRTHDAY

Pioneer Associates Entertain Inventor and His Wife in Honor of Anniversary

ORANGE, N. J., February 11.—In honor of the seventy-second birthday of Thomas A. Edison, which occurs to-day, the Edison Pioneers, organized in New York a year ago by half a hundred friends who were associated with the inventor prior to 1886, entertained Mr. and Mrs. Edison at luncheon at the Robert Treat, Newark, at noon on Monday. A number of letters containing reminiscences of old times were presented to Mr. Edison by his friends. Following the dinner, Mr. Edison left for his plantation at Fort Myers, Fla., for a rest.

The pioneers, who include men from all parts of the world, held their first annual meeting on Monday morning in Newark. The present officers are: President, Francis R. Upton, of Orange; vice-presidents, S. Z. Mitchell and T. Commerford Martin, of New York; treasurer, Frank A. Scheffler, of New York; secretary, Robert T. Lozier, of New York; historian, William H. Meadowcroft, of Orange.

STRONG CAMPAIGN ON SHEET MUSIC

A. J. Stasny Music Co. Using Magazines of National Circulation and Call Attention to Fact That Music Has Been Recorded

The A. J. Stasny Music Co., publishers of popular and standard music, have joined the ranks of those publishers using magazines of large national circulation to exploit their song numbers, and in the Saturday Evening Post of both March 1 and 8 there will appear half-page advertisements featuring four of the most popular numbers in the Stasny catalog, and mentioning other active numbers in the list. In addition to calling attention to the numbers in sheet music form, the fact is also emphasized that the songs may be obtained on talking machine records and player-piano rolls. This should be of direct benefit to talking machine dealers, and is likewise to be accepted as indicating the recognition given the importance of the talking machine record by music publishers generally to-day in giving greater distribution for their music.

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

COLUMBIA NEWS GLEANINGS

Walter Shannon Joins Traveling Staff—Williams, Johnson and Matthews Rejoin Force

Lambert Friedl, manager of the local wholesale branch of the Columbia Graphophone Co., announced last week the appointment of Walter Shannon as a member of the company's traveling staff. Mr. Shannon, who was formerly associated with the theatrical field, and is well known in musical circles, will visit Columbia dealers in Long Island, Staten Island and Queens.

John E. Biro, formerly a member of Mr. Friedl's staff, has resigned from the company's staff, and will sail for Europe shortly. It is understood that Mr. Biro, who concentrated his activities with the Columbia Co. upon the development of foreign language record business, will go abroad under the auspices of the United States Government.

Leroy Williams and John Johnson, who were discharged from the service of the United States Navy last week, have rejoined the sales force of the local Columbia branch, and are now calling on the dealers. Mr. Williams is covering the Bronx, Westchester County and Fairfield County, Conn., and Mr. Johnson's territory comprises sections of the metropolitan district.

John L. Matthews, who received his discharge from the U. S. Army recently, is also back with the local branch, and it is pleasing to note that Mr. Friedl is giving practical evidence of the Columbia policy of giving every man in the service an opportunity to rejoin the staff.

O. P. Graffen, one of the most popular members of the Columbia wholesale staff, is now visiting Columbia dealers in New Jersey.

H. J. SMITH LABORATORIES

Jewel Manufacturer

EXECUTIVE OFFICES, FINISHING and RECORDING LABORATORY JEWELS } Plant No. 1 833 Broad Street Telephone 2896 Market NEWARK, N. J.

SAWING GRINDING ROUGHING ROLLING and EXPERIMENTAL LABORATORY } Plant No. 2 54 1/2 Franklin St. NEWARK, N. J.

Manufacturer of Phonograph Diamond and Sapphire Reproducing Points—Recording Laboratory Jewels—Rough Diamond—Diamond Powder—Experimental Work. Jewels manufactured for all talking machine records. Consulting Specialist on all experiments relating to any new recording grooves. Recording problems satisfactorily worked out.

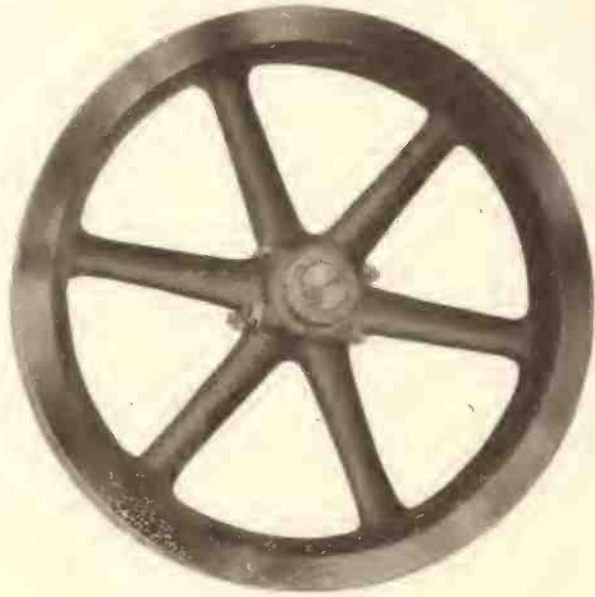
The Widdicomb

The Aristocrat of Phonographs

No other Phonograph has ever created such favorable and widespread comment in the Talking Machine World. The "Widdicomb" is now being successfully featured by the leading houses throughout the country.

Write for catalogue and trade discounts

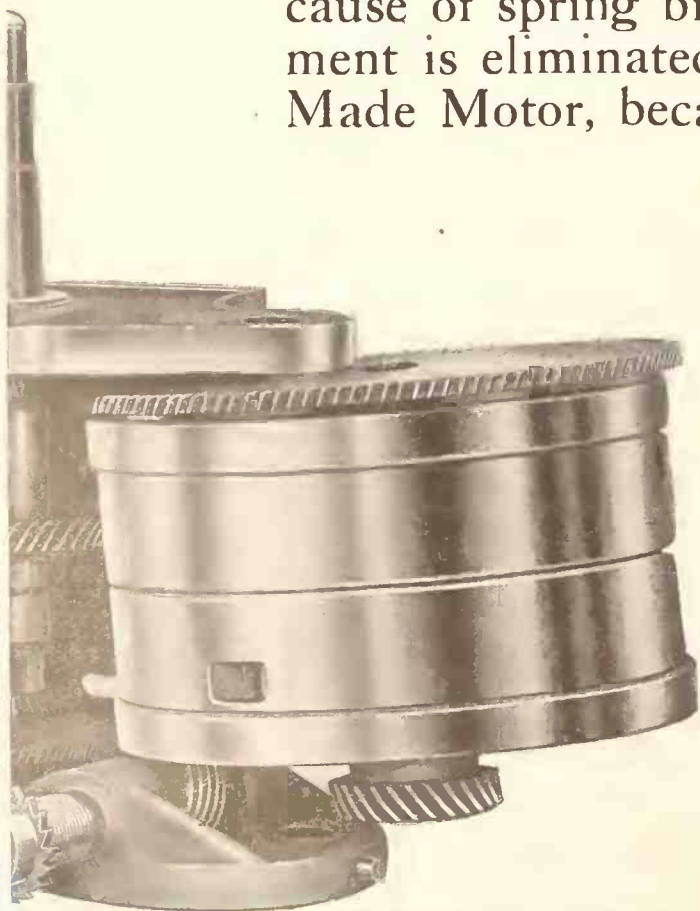
P. PAUL GRAEF 105 W. 40th St. Eastern Representative New York City



Reducing
Spring Breakage
to a minimum

Inertia is greater at the circumference of a wheel than at the hub.

The spring barrels of the Stephenson Precision Made Motor are free to revolve independent of any gear . . . as the springs unwind the "slack" is taken up by the smooth, silent action of the slow moving drum. Violent jumping of springs is the cause of spring breakage. Violent, quick movement is eliminated in the Stephenson Precision Made Motor, because shock is absorbed by the inertia of the spring drums. This feature, in conjunction with the interchangeable spring drums is an exclusive feature of the Stephenson Motor—one reason why it is a Precision Made Motor.



STEPHENSON
INCORPORATED
One West Thirty-fourth Street
New York City

ANNUAL CONVENTION OF EDISON DIAMOND DISC JOBBERS

Large Attendance at Annual Gathering of Association at Hotel Knickerbocker, February 11 to 13—Walter E. Kipp Re-elected President—William Maxwell and Carl H. Wilson Make Addresses—Trade Problems Discussed at Open Forum on Tuesday—Jobbers Entertained

The annual convention of the Edison Diamond Disc Jobbers' Association, which incidentally was a most successful and interesting gathering, was held at the Hotel Knickerbocker, New York, on Monday, Tuesday and Wednesday of this week, with an attendance of practically 100 per cent., only one jobber, located in Vancouver, being absent.

The program for the most part followed along the lines of those arranged for previous conventions, with the difference that there were many problems of the reconstruction period that required special discussion and special handling. Factory officials attended various sessions, told of the plans of the company in the matter of production and exploitation, and incidentally offered a big surprise to the jobbers, details of which will be announced publicly in due course.

Monday morning was devoted to getting the machinery of the convention in working order and selecting the new officers for the coming year. Walter Kipp, of the Kipp Phonograph Co., Indianapolis, was re-elected president unanimously, in recognition of his wonderful work as presiding officer of the association during the past year. The other officers elected were: Vice-president, F. H. Silliman, Pardee-Ellenberger Co., Boston; secretary, Frank E. Bolway, Frank E. Bolway & Son, Syracuse, N. Y.; and treasurer, George C. Silzer, Harger & Blish, Des Moines, Ia. In addition to the officers the Executive Committee will also include B. W. Smith, Cleveland; C. E. Goodwin, Chicago, and J. G. Harrison, St. Johns, N. B.

After the initial session there was a special luncheon in the banquet hall at the Knickerbocker attended by all the jobbers and a number of the officials of Thomas A. Edison, Inc., at which the feature was a lengthy and comprehensive address by Carl H. Wilson, first vice-president and general manager of the company, who, as announced recently, is about to start on a lengthy vacation.

The Monday afternoon session was devoted chiefly to an address by William Maxwell, vice-president of Thomas A. Edison, Inc., who outlined at great length the various plans of the company for business development during 1919. The information offered by Mr. Maxwell was of the most encouraging sort, and indicated that his company has long been working on plans for business advancement.

On Tuesday morning there was held an open forum at which the jobbers brought up for general discussion various subjects of importance and interest, and concerning for the most part future business plans. This session was followed by a "Dutch treat" luncheon and in the afternoon the jobbers assembled to witness the showing of the new Anna Case film under the auspices of Verdi E. B. Fuller, adjourning afterwards to the convention hall for further discussion.

Wednesday morning was given over to a special address by George C. Silzer, of Harger & Blish, Inc., Des Moines, in which he reviewed many matters of prime importance to the Edison men and gave his views regarding them. Wednesday afternoon's session was more or less in the form of an open meeting, and in addition to an address by Charles Edison, who now fills such a prominent place in the Edison organization, there was an address by Sigmund Spaeth, musical critic of the New York Evening Mail, on the subject of "Musical Values in Their Relation to the Phonograph"; a talk on financing business by George A. O'Reilly, the financial expert of the Irving National Bank, and some interesting comments from Adolph F. Gall, technical director of the Re-creation Department of Thomas A. Edison, Inc.

An honored guest at the final session was the Hon. Charles E. Hughes, former Governor of New York State, who made a brief address. The convention wound up with an elaborate

banquet at the Ritz-Carlton Hotel on Wednesday evening, at which the jobbers were the guests of the factory officials and at which they were provided with entertainment of a high order by Edison artists and others.

Before and after the convention sessions the majority of the jobbers took advantage of the opportunity of visiting the factory in Orange, N. J., although no special trip to the plant was scheduled.

Among those present were: A. H. Curry, Texas-Oklahoma Phonograph Co., Dallas, Tex.;



Walter E. Kipp, President

W. M. A. Schmidt, Phonograph Co., of Milwaukee, Wis.; R. S. Williams, G. H. Stanton, O. Wagner and T. Dillon, R. S. Williams & Sons Co., Toronto, Ont.; Mark Silverstone, Silverstone Music Co., St. Louis, Mo.; H. H. Blish, H. H. Blish, Jr., G. U. Silzer and G. C. Silzer, Harger & Blish, Des Moines, Ia.; R. L. Proudfit, Proudfit Sporting Goods Co., Ogden, Utah; N. D. Griffin and P. R. Hawley, American Phonograph Co., Albany, N. Y.; P. H. Oldman, Phonograph Co., Cincinnati, O.; R. B. Cope, Girard Phonograph Co., Philadelphia; C. E. Goodwin, The Phonograph Co., Chicago; W. C. Wyatt, Denver Drygoods Co., Denver, Colo.; D. W. Schultz, Schultz Bros., Omaha, Neb.; L. A. Walker, Montana Phonograph Co., Helena, Mont.; M. M. Blackman, The Phonograph Co., Kansas City, Mo.; R. B. Alling, Phonograph Co. of Detroit, Detroit, Mich.; W. A. Meyers, Wil-

liamsport, Pa.; J. G. Harrison, W. H. Thorne & Co., Ltd., St. Johns, Canada; C. B. Haynes and E. Bowman, C. B. Haynes & Co., Richmond, Va.; A. A. Buehn, Buehn Phonograph Co., Pittsburgh, Pa.; W. L. F. Rosenblatt, the Phonograph Co., Atlanta, Ga.; H. L. Ellen, F. T. Keeney and W. O. Pardee, Pardee-Ellenberger Co., New Haven, Conn.; F. H. Silliman, Pardee-Ellenberger Co., Boston, Mass.; W. E. Kipp, Kipp Phonograph Co., Indianapolis, Ind.; Frank E. Bolway, W. P. Eddy, J. G. Brown and G. H. Williamson, Frank E. Bolway & Son, Syracuse, N. Y.; Laurence H. Lucker and William A. Lucker, Minneapolis, Minn.; L. N. Bloom and B. W. Smith, The Phonograph Co., Cleveland, O.; L. T. Donnelly and F. S. Hemingway, The Diamond Music Co., Inc., New Orleans, La.

TO MARKET PHONOGRAPH OUTPUT

Michigan Phonograph Co. Makes Arrangements With Lauzon Furniture Co. to That End

GRAND RAPIDS, MICH., February 8.—The Michigan Phonograph Co., of this city, has made arrangements by which it becomes the phonograph division of the Lauzon Furniture Co., one of the best-known manufacturers of furniture in Grand Rapids, and will market the entire phonograph output of this company. The line is an extensive one, consisting of a number of upright models in the various period styles, ranging in price from \$65 to \$450. The Michigan Phonograph Co. has been in existence for the past two years and the founders, George M. Cook and H. W. Knobloch, have established themselves in the minds of the trade as men of long experience and ability and this association with the Lauzon Co. is a distinct tribute to their energy and progress.

The company are jobbers for Paramount records and will shortly open a branch distributing office in Detroit in the Broadway Market Building. They also handle a full line of supplies and are able to take care of the dealers' wants very completely. Mr. Cook, by the way, has been associated with the phonograph game all his life and when in the music business in Cincinnati years ago had the distinction of receiving the second Berliner gramophone shipped into Ohio. Both Mr. Cook and Mr. Knobloch had had extended experience in the retail and wholesale business before becoming associated with the Michigan Phonograph Co. and are therefore well equipped for understanding the dealers' problems and to lend their experience in creating a line meeting every need of the trade.

MOVES TO LARGER QUARTERS

The Brunswick Music Shop, Terre Haute, Ind., of which John H. Jensen is the proprietor, has moved to new and larger quarters at 527 Wabash avenue, that city. Brunswick phonographs are featured by the shop.



TEN INCH

Operaphone

PLAY WITH STEEL NEEDLE
ON ALL UNIVERSAL TONE ARM MACHINES

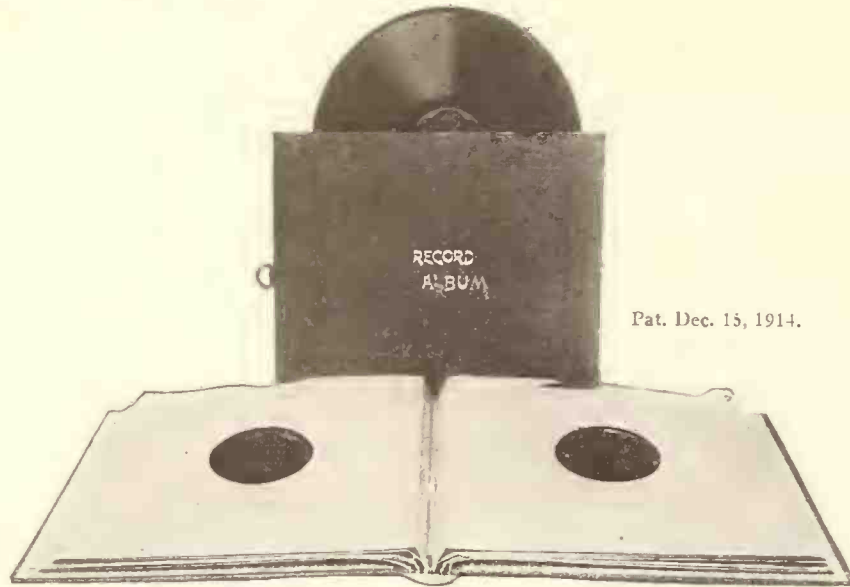
Records

COMPLETE CATALOGUE SENT ON REQUEST

OPERAPHONE CO., INC., LONG ISLAND CITY, N. Y.



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.

IMPORTANT CHANGES IN BALTIMORE "TALKER" TRADE

Outlook for Business Is Cheering—Cohen & Hughes Retire From Retail Field—Kranz Music Co. Makes Its Debut—New Columbia Dealers—Activity With Droop & Sons Co.—News of Month

BALTIMORE, Md., February 7.—Judging by the business done in the opening month of 1919 this year is going to be a great one for business, according to the dealers and distributors. Retailers who were fortunate enough to obtain goods were able to show increases in business.

Dealers are all cheered with the intimations from many sources that the large companies,

especially the Victor, expect to have their record shipments up to first-grade order by March, and the fact that shipments this month and last month are an improvement over what they have been. The machine situation is also expected to show big improvement very shortly.

One of the most important announcements to be made within the next few months is that of the removal from the retail field of Cohen & Hughes, one of the largest Victor distributors in the South. This firm has for more than a year had a distinct wholesale department. This firm has leased the salesrooms of its Howard street establishment, where it conducted a retail Victrola and piano department to a women's wear store. Occupation of this building by the new holders of the lease is expected on May 1.

With the passing of Cohen & Hughes from the retail field there enters a new firm into the talking machine business, that of the G. Fred Kranz Music Co., at present located at Fayette and Charles street in the same building that quarters the Kranz-Smith Piano Co. and the Kranz-Fink Talking Machine Co. The Kranz Music Co. will take up new quarters at 303 North Charles street about March 1, and will fit out their new building with modern quarters and plan to place at least ten booths in the new home. The firm will, besides handling the Victor line, have one of the most up-to-date sheet music establishments in the city and a modern small goods department. Charles W. Glaser is president, and William F. Vordemberg vice-president and secretary of the company. Joseph Grottendick, for many years with the H. D. French Piano Co., in charge of the sheet music department, is now on the staff of the Kranz Music Co.

For the Columbia Graphophone Co. William S. Parks, the local manager, makes an excellent report. He is happy in that his force bettered his expectations with the business done during January.

"When I returned from New York," said Mr. Parks, "I set a minimum sales mark for each month of 1919, at a slight increase of about 100 per cent. over the corresponding month of a year ago. My men met the test and surprised me with their efforts; despite the fact that we only were able to get a few machines and all of the business had to be done with records."

\$28.75

To the Dealer While They Last

We have two hundred of these in quartered golden oak, and one hundred in mahogany finish. They were made for our regular trade and are well rubbed and finished.



43" x 17 1/2" x 19 1/2";
Heineman No. 2
double spring motor;
good universal tone-
arm; tone modifier;
nickel needle cups;
1 1/4" brass ferrule
on legs with brass
casters.

A good toned machine that easily retails for \$65.00 or \$75.00. \$28.75 as described above, or \$30.50 with the new style No. 35 Heineman cast frame motor—Terms, cash with order, or C.O.D. War tax paid.

We are closing out these machines at a sac-

rifice to enable us to devote our entire time to pushing our new "Lauzon" line advertised elsewhere in this issue.

We have several larger models we are also discontinuing. Write us for further information.

MICHIGAN PHONOGRAPH COMPANY
705 Ashton Bldg. :: Grand Rapids, Mich.

Among the new Columbia accounts are Thompson & Thompson, Anacosta, D. C.; A. G. Powell, West Point, Va.; C. E. Cline, Frederick, Md. This place is being turned into a very modern talking machine establishment.

W. C. Roberts, manager of E. F. Droop & Sons Co., says that business has not been going ahead very rapidly in the wholesale end because of stock shortage. During the month Mr. Roberts made several trips to the Victor factory seeking to obtain more goods. "I have been able," said Mr. Roberts in discussing his retail business, "to keep our retail end going fairly well because I have been buying records and machines as well whenever the opportunity presented from distributors from as far as Texas and even into New York." Edward Lyons, of the Eclipse Music Co., Cleveland, O., was a visitor to the Droop store during the month.

James Cowen, the Richmond, Va., Columbia dealer, has purchased the interests of the Colonial Piano Co., and has already begun enlarging his talking machine department.

The Avon Comedy Four, a popular quartet, who have made a number of records, visited many Columbia dealers in company with Dan Defolde, who is in charge of the dealers' service department here. The Columbia Co. also plans to popularize many of its artists through the holding of a number of recitals and concerts in Baltimore, Hagerstown, Winchester, Roanoke and other points. To this end Vera Bull, of Winto & Livingston Booking Agency, has signed up a number of artists for these recitals, including Barbara Maurel, Amparito Farrar, Toscha Jacobson, Oscar Seagle and the Columbia Stellar Quartet. Hulda Lashanska, soprano, will appear at the Lyric on February 21, and she is one of the Columbia stars.

For Cohen & Hughes Miss E. M. Griffith, in charge of the wholesale department, said that business is not showing much at this time because of lack of goods, but that present shipments showed some improvement over past months. I. Son Cohen, of the firm, is in Florida taking a much-needed rest. L. F. Ziegler, of Edenton, N. C., was a caller at the C. & H. headquarters during the month.

A. P. Petit, manager for the phonograph department of the Brunswick-Balke-Collender Co., is not in a very good frame of mind. He was called back from a very successful trip after being out a few weeks when he expected to be out on a three months' trip. His firm is desirous of keeping its present accounts well supplied and will not take up any new orders unless for delivery four or more months' time. Mr. Petit visited Hagerstown, Md.; Harrisonburg, Clifton, Petersburg, Richmond, Va.; Raleigh, N. C., and other points and says the South is booming with business.

Jesse Rosenstein is joyful these days over the reception of the Pathé, and while he has not been able to get all the machines he has needed he has been fairly successful in keeping most of his dealers happy. He reports a big increase in the volume of business in Pathé records and the sale of more than 1,000 Pathé attachments for the other machines during December and a great quantity in January. Eddie Rosenstein, of the wholesale department, has signed up the Miller Music Co., Waynesboro, Pa., with Pathé and Emerson accounts. The Little Joe Weisenflet Co., Baltimore, have become Emerson dealers.



New song hits as soon as they're sung—
you've got them, if the Records you sell
are Columbia.



Columbia Graphophone Co.
NEW YORK

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 QUERIES AND ANSWERS

The Size of Ball Sapphires

New York, January 10, 1919.

Editor, Talking Machine World.

Dear Sir—Can you inform me through your Repair column the size of the ball sapphire needles used on records made like the Pathé?

Would appreciate any information you could furnish me.—N. Y. Jewel Co.

ANSWER—Ball sapphires for use on disc records are made in sizes varying from ten to thirty one-thousandths of an inch in diameter of the ball, and are set in brass or German-silver holders which enables them to be held tight in the needle arm of the sound box in the same manner that a steel needle is used.

Why the Grill Is Cloth Covered

Kingston, N. Y., February 2, 1919.

Editor, Talking Machine World.

Dear Sir—In my talking machine the back of the grill of the horn is covered with a green cloth. Does this cloth have anything to do with the playing of the machine? I find when I take the grill out and play the machine that

I get a very much better tone.—J. E. Ostrander.

ANSWER—The green cloth is put on the grill to cover the view of the horn, which in many machines is left unfinished. Different colored cloths are used also to contrast with the wood of the cabinet. Personally, I favor a finished horn to match the cabinet, which makes it unnecessary to cover the grill and gives the benefit of a clearer and fuller reproduction of a record.

Anent Record Cleaning Brushes

New York, January 30, 1919.

Editor, Talking Machine World.

Dear Sir—In an argument with a friend of mine I claim that the so-called record cleaning brushes are of no actual benefit in keeping a record from being scratched when played with a steel needle.

Can you give us your opinion in the matter, for which I thank you in advance?—T. R. Huxley.

ANSWER—My opinion is that a properly made record brush used in the right way helps to prevent scratching records.

The brush must be made of a coarse ribbed cloth fastened in such a way as to not have any part but the cloth come in contact with the record surface.

I have only recently examined a new brush which revolves itself as it is run around the surface of the record. Hidden somewhere in this brush is a quantity of fine graphite which works through the surface of the cloth and lubricates the record surface just enough to form a little coating of graphite in the grooves of the record.

There is less liability of scratching a perfectly clean record surface as there is in scratching one which may be covered with dust.

EXHIBITOR AT ANNUAL TOY FAIR

Garford Mfg. Co. Showing Models of "Baby" Cabinet Toy Phonographs

The Garford Mfg. Co., Elyria, O., manufacturer of the Garford phonograph, which has attained signal success throughout the country, is one of the exhibitors at the annual "Toy Fair" which is now being held in New York. The company's exhibit is in charge of Homer Stephens, sales manager, and the products on display comprise the "Baby" cabinet toy phonograph, Model X, and the smaller table model of the "Baby" toy phonograph which has been on the market for some time.

Mr. Stephens states that he has received large orders for the cabinet model from many of the leading houses throughout the country, who are planning to merchandise it aggressively during the coming year. This instrument measures seventeen and one-quarter inches in height, eight and five-eighths inches in wider and nine and five-eighths inches in depth. It is provided with a one-spring worm gear motor, and has a five and one-quarter-inch turntable, a high-grade sound box, and a speed regulator. It plays records up to seven inches in size and the cabinet has an attractive mahogany finish.

Mr. Stephens left for Elyria this week to spend a few days at the company's executive offices, but the importance of the Toy Show and its unlimited sales possibilities will necessitate his return to New York the end of this month in order to give personal attention to developing the "Model X" business.

ADDITIONS TO COLUMBIA FORCES

The general sales department of the Columbia Graphophone Co., New York, announced this week the addition to the Columbia sales force of F. P. Conklin, John Henderson and H. L. Moorey.

Mr. Conklin has been appointed a member of the sales force at New Haven, Conn.; H. M. Blakeborough, manager. Mr. Henderson has joined the force of the Indianapolis branch; Ben L. Brown, manager. Mr. Moorey, who has for several years been a member of the auditing division, is now preparing to join one of the Columbia branches, and his definite assignment will be announced later.



Made
UP to a
Standard

Not
DOWN
to a
price



Ready for
Immediate
Delivery

THE BEST TALKING MACHINE NEEDLE

On the Market—Packed in Counter Salesman



50 Needles to a box and they retail at 10c. per Box.
60 Boxes to a package \$6.00.
This package costs you \$3.90 net.

Your profit is \$2.10 and your customer gets a needle that will give satisfaction.

The Fred. Gretsch Mfg. Co. 60 Broadway
Manufacturers of Musical Instruments
Canadian Wholesale Agent, H. A. BEMISTER
10 Victoria St., Montreal, Can.
Western Distributor: WALTER S. GRAY
530 Chronicle Bldg. San Francisco, Cal.

Prices
Range
from
\$80
to
\$160
Four Styles

Territory
open for
Agents

Send for details and
dealers' discounts
Helpful booklets
furnished to
Culstone dealers
free

Culp
Phonograph
Co.

240 Broadway
New York City

THOS. J. LEONARD'S RAPID RISE

General Sales Manager of Musical Phonograph Division of Thos. A. Edison, Inc., Climbed the Business Ladder Rapidly

Thomas J. Leonard, the general sales manager of the musical phonograph division of Thomas A. Edison, Inc., was originally an accountant, later an assistant advertising manager, next an assistant sales manager in another line of business and for the past six years in the musical



Thomas J. Leonard

phonograph division, first as assistant sales manager and later as general sales manager.

Tom Leonard, according to Mr. Maxwell, is "better liked by Edison jobbers and dealers than any other man in the musical phonograph division. Not that he tries to curry favor with any of them, but because he is always reasonable and considerate, and if there is any misunderstanding goes out of his way to make everything clear."

Mr. Leonard has a taste for politics, which his duties as general sales manager do not permit him to indulge except in occasional arguments with Mr. Maxwell, who professes to regard him as the most benighted Democrat of the age.

Tom Leonard is also celebrated as a practical joker. "He breaks out every so often," says Robert Michie, manager of the order and service department. "About once in two months you can count on him to pull some kind of a joke on somebody. Mr. Kipp, the president of the Edison Jobbers' Association, will testify that there is frequently considerable finesse to Mr. Leonard's jokes."

ATTENTION!

We make a specialty of **PERSONAL RECORDS** at a reasonable cost

AMERICAN RECORDING LABORATORIES

56 West 45th Street

Tel. Vanderbilt 3728

New York City

FOUND THE WEST PROSPEROUS

Adolf Heineman Gratified With General Business Outlook as Noted in Recent Trip

Adolf Heineman, vice-president and assistant general manager of the Otto Heineman Phonograph Supply Co., New York, accompanied by John M. Dean, of the company's Dean needle division, visited the Western trade last week, calling upon the manufacturers and jobbers as far west as Kansas City and in the Northwest section. In a chat with *The World* he commented upon the fact that the talking machine trade in the West is enjoying an unprecedented era of prosperity that gives every indication of continuing for some time to come. The manufacturers are working to capacity, and the jobbers state that their business is limited only by the merchandise received from the factories.

The situation in the needle field is very encouraging, and Mr. Heineman found that "Dean" needles are gaining in popularity with the trade day by day. While on this trip Mr. Heineman also inquired regarding the progress of "OkeH" records and was gratified to find that without exception the jobbers and dealers handling this line are closing a business well ahead of all expectations.

ROSA RAISA IS FEATURED

The Aeolian Co., New York, carried an artistic full-page advertisement in colors in last week's *Saturday Evening Post*, devoted to the Aeolian-Vocalion records made by Rosa Raisa, the famous prima donna soprano of the Chicago Opera Co., who records exclusively for the Aeolian-Vocalion library. This advertisement gave a brief resumé of Mme. Raisa's accomplishments and achievements in the operatic world, and called attention to a concert given last year at the Hippodrome in New York, when Mme. Raisa received a tremendous ovation from a capacity audience, and remarkable encomiums from the musical critics of the leading local newspapers. This advertisement combined prestige talk with sales arguments that made the page unusually effective and interest compelling.

CLARK MUSIC CO. EMPLOYEES DINED

SYRACUSE, N. Y., February 10.—Twenty-five employes of the Clark Music Co. were the guests of the company last Tuesday night at a banquet at The Onondaga, in celebration of the enlargement of the talking machine department.

NEW MODEL PLEASURES DEALERS

Sonora "Trovatore" Model Recently Placed on Market Proves a Success

The Sonora Phonograph Sales Co., New York, has been advised by its dealers throughout the country that the new "Trovatore" model retailing at \$100 is proving a signal success, and that the demand for this instrument is far beyond expectation. They place emphasis on the fact

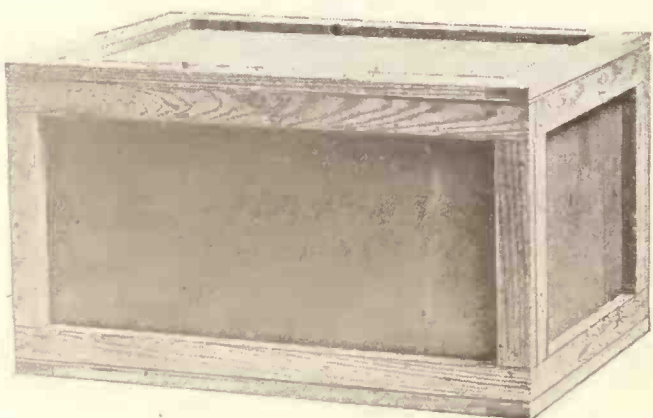


Sonora "Trovatore"

that this model has all the distinctive constructional and tonal features and the graceful lines in cabinet design that make a particular appeal to discriminating music-lovers. It is equipped with the usual Sonora automatic stop, tone modifier, etc., and is made in golden, fumed, Early English or mission oak, brown mahogany and mahogany.

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.

SECRETARY REDFIELD SAYS COMMERCE MUST BE RESTORED

Tells Members of Foreign Trade Council of the Work Ahead of the United States in Rehabilitating Both Foreign and Domestic Commerce—Work Must Be Done in an Unselfish Spirit

Secretary of Commerce Redfield told the members of the Foreign Trade Council at a dinner held at the Hotel Astor recently that the United States, facing the possible necessity of turning from a war on autocracy to a war on the anarchy of Bolshevism, must plan its foreign trade in a spirit of service to the afflicted nations of Europe and not in one of selfish exploitation. The council, made up of members of the Secretary's official family and heads of leading business and banking houses, heard Mr. Redfield explain in detail the augmented service his department is prepared to give to the commerce of the nation, which he did to emphasize the need for the threefold appropriation he is asking of Congress this year in order that the expanded need of the reconstruction period may be met.

Many of the department's trade commissioners in foreign countries, and other agents, recently returned, told in detail of the latest trade conditions in the countries they had left. In general they advocated slow and careful proceeding on the part of American business men, whom they urged not to rush abroad to sell goods before they were amply fortified with information.

Gerhard M. Dahl, vice-president of the Chase National Bank, was applauded heartily when he told the gathering that the greatest of all essentials for American business is co-operation on the part of the Government, a sympathetic attitude on the part of the public, and a willingness on the part of business itself to become a large importer of foreign securities.

"As far and fast as we may we must set our commerce free from all restrictions and look toward a great and growing domestic and foreign trade," Mr. Redfield said in his address. "The viewpoint of the Department of Commerce toward this matter is shown in the fact that at its request it is to receive, in a pending bill, double the funds for commercial work it has ever had. This is not all it asks, but it will help. Business men, whether public or private, must, however, consider actual facts in planning both the time and the extent of their trade efforts.

"There are those who seem to think that the commerce of the United States has two distinct parts which have little in common. They speak of foreign commerce and of domestic commerce as separate and even at times as almost antagonistic.

"One cannot in truth promote foreign commerce without thereby aiding domestic commerce. Nations do not, indeed cannot, live unto themselves alone, any more than men can and do. The man, or the nation, that is self-centered fails of his high calling. We may not in foreign trade or in domestic policy be keepers merely of ourselves. Experience and economics as well as ethics answer affirmatively the question, 'Are nations their brothers' keepers?'"

"It was characteristic of American energy that when the President announced the close of active military operations through the signing of the armistice many in our land jumped to the conclusion that the war was over and that all that was necessary was to take up the threads, go ahead and readjust quickly, 'get busy,' get results.

"A program of readjustment was suggested, and we were to push ahead with business as usual. These ardent spirits—whose energy is not to be abused, for it is that which has created America and won the war—forgot, however, certain facts which made their ardor unpractical. In the sense of military operations the war was over; in the sense of war problems, war limitations, war difficulties, war responsibilities, it was not over, is not over yet.

"Consider well the problem of credits. We are the greatest unexhausted reservoir of finance, but if we are at one and the same time to

finance a greater revival of trade at home and a large part of the necessary reconstruction abroad, may there not be a question whether this tool of trade will be overstrained to do all the work required of it? The apostles of hurry should remember that conditions seem to be such that we who would trade must also furnish the means to pay the bills, and this not for ourselves alone but for others as well. This is a new problem, a war problem, a novel responsibility, but very real. Our brethren overseas are doing their best to care for themselves, and we should aid them in every way which lies within our power."

FEATURING PERIOD DESIGNS

The Widdicomb Furniture Co. Have Prepared a Very Large Line of Phonographs to Appeal to the Purchasing Public in 1919

GRAND RAPIDS, MICH., February 10.—A very active campaign, both of production and exploitation, has been prepared for the coming year by the Widdicomb Furniture Co., manufacturers of the Widdicomb phonographs, instruments which have won considerable success as a result of the attractiveness of their case designs, which is the result of long experience in the production of fine cabinet work.

The Widdicomb Furniture Co. is one of the very largest manufacturers of art furniture, and their entrance into the phonograph field naturally aroused great interest among those familiar with the artistic achievements of the company. The line, which has been gradually augmented since the start, now consists of eleven beautiful art models, including six console type and five uprights, the designs covering the prevailing styles in fine furniture, such as Chippendale, Queen Anne, Sheraton, Adam and Early American. The line ranges in retail prices from \$110 to \$275 and as a result of the rapid development in demand for their products arrangements have been made to greatly increase their phonograph output this year. J. G. Griswold, the vice-president and sales manager of the company, and M. A. Guest, the secretary, give their personal attention to the phonograph division and are extremely gratified with the class of dealers who have taken on the line and the progress they have made with it.

GENUINE ECONOMY IN SIGNS

W. C. Meinhardt, of Independence, Kan., Mixes Ingenuity, Paint and Old Packing Cases Together With Excellent Effect

W. C. Meinhardt, Edison dealer of Independence, Kan., is one of those enterprising gentlemen who do things different from "the other fellow." He has worked out a plan of economy in signs, which utilizes material that usually either goes to waste or is sold by the dealer for little or nothing. Mr. Meinhardt's completed sign is manufactured out of the packing case in which the New Edison is delivered. Mr. Meinhardt is always careful in unpacking an Edison that he does not destroy the packing case. He has found that the ends and sides of these cases can be turned to very good use in the form of signs. He has over 150 of these signs prominently placed at cross-roads, and other places in his neighborhood on the country roads leading to Independence, and they have brought him many a sale. The body of the sign he gives three coats of pure white lead paint, and around the edges, or "frame," he coats with three coats of the best carriage gloss black paint. After this is thoroughly dry he stencils the wording with the same black paint, which wording stands out in bold relief, and can easily be seen a good distance away. The stencils he made himself, with the exception of the word "Edison," which he had a tinner cut for him at a very slight cost. In order to exclude the weather, as far as possible, he coats the back of the signs with common red barn paint. He paints these signs at odd times when not pressed with other matters. He finds that they cost him about 22 cents apiece. In large batches he can bring the cost down to 20 cents each. In other words, he painted 129 of these signs, seventy-six large ones (sides of cases) and fifty-three small ones, at a total cost of \$22 35.

H. C. NAILL VISITING THE TRADE

H. C. Naill, secretary of the George A. Long Cabinet Co., Hanover, Pa., was a recent visitor to New York, and from there journeyed southward to Baltimore and Washington, where he called upon a number of talking machine dealers and others interested in his line. Mr. Naill reports great activity in his plant, and is quite optimistic regarding the trade outlook.

Progressive jobbers advertise in The Talking Machine World. Consult their announcements.

TRADE MARK
BEE CROFT

RECORD CABINETS

Made under Beecroft's patent No. 1,244,944
and other styles

Record Envelopes
ALL KINDS

Write for prices

CLEMENT BEECROFT
309 West Susquehanna Avenue, Philadelphia

WORLD'S CLASSIFIED ADVERTISING

Any member of the trade may forward to this office a "Situation" advertisement intended for this Department to occupy a space of four lines, agate measure, and it will be inserted free. Replies will also be forwarded without cost. Additional space will be at the rate of 25c. per line. If bold faced type is desired the cost of same will be 25c. per line.

WANTED—Reliable and capable man to represent a prominent record manufacturer in Eastern territory with headquarters in New York. Offices and best co-operation will be furnished. A rare opportunity for the right man. Address "Box 607," care The Talking Machine World, 373 Fourth Ave., New York.

Talking machine salesmen will find an exceedingly interesting proposition in an absolutely silent electric motor, cheaper and more satisfactory than any motor on the market. The spring motors may be replaced easily in old machines. Retail price, installed, \$35. Apply "Electricity," care The Talking Machine World, 373 Fourth Avenue, New York.

POSITION WANTED—Gentleman having a good knowledge of the retail phonograph business desires position as salesman with a first-class retail house or department store. Age 37 years, tall, good appearance, speak French fluently. Address, Ransom, 146 First Ave., Long Island City, L. I.

RECORDING EXPERT, with extensive experience in record making in America and abroad, seeks opportunity with a substantial concern; has thorough knowledge of every process in making records, planning and installing equipment, managing factory, etc. Address "Box 597," care The Talking Machine World, 373 Fourth Ave., New York.

SALESMAN WANTED—If you cover the phonograph trade in any section of the United States and are interested in a live proposition, either as a side line or as your main line, we have an interesting offer. In answering state territory now covered. Address "Box 522," care The Talking Machine World, 373 Fourth Ave., New York.

WANTED—New and second-hand Victor and Columbia talking machines and records. Spot cash paid for them. Deninger Cycle Co., Rochester, N. Y.

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.

SUPERVISORY CABINET DRAFTSMAN—Thorough knowledge woods, veneering, shop methods, working drawings, manufacturers' specifications and inspection, desires permanent connection where conscientious work and ability are appreciated, salary dependent on future prospects. Address "Box 598," care The Talking Machine World, 373 Fourth Ave., New York.

WANTED—Production manager to supervise the manufacture of spring-driven phonograph motors in a Chicago plant. Must understand every detail of motor construction and be able to produce in large quantities. Address "Box 599," care The Talking Machine World, 373 Fourth Ave., New York.

PRACTICAL phonograph factory superintendent seeks position where extensive knowledge of phonograph manufacturing in all its branches and economical production is required. Thoroughly familiar with cabinet construction, finish, designing, motors, etc. Only position with first-class company willing to pay for such services considered. Forty-two years old. Highest reference. Address "Hustler," care The Talking Machine World, 373 Fourth Ave., New York.

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.

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 "F. N. 15," care The Talking Machine World, 209 South State St., Chicago, Ill.

POSITION WANTED—High-class talking machine man with seven years' experience as salesman and manager has just been honorably discharged from the army, and wishes to connect with a large-sized concern carrying standard makes of machines. Prefer town of not less than 50,000. Twenty-seven years old and married. Can furnish the best of references. Address "Sergeant," care The Talking Machine World, 373 Fourth Ave., New York.

WANTED—Young man or woman clerk for Victor department. One that speaks Italian preferred. Must be familiar with the Victor catalog. Steady, fine position. Salary \$25 a week to begin. Apply in own writing to Hunt's Leading Music House, Inc., 114 Main St., White Plains, N. Y.

TRAVELING representative promoting an educational work of high merit and thoroughly acquainted with the talking machine business wishes to connect with manufacturer or producer for handling line through Southern territory. Address "Box 588," care The Talking Machine World, 373 Fourth Ave., New York.

RECORDER and wax maker, etc., wants position. Able to handle any branch of manufacturing in the record line. Address "Box 589," care The Talking Machine World, 373 Fourth Ave., New York.

POSITION WANTED—Experienced Edison salesman and manager desires a situation on the Pacific Coast. Age thirty-one, married. Address "Box 590," care The Talking Machine World, 373 Fourth Ave., New York.

A **LIVE** salesman calling on phonograph and furniture trade; we have a good side line proposition. Reliable Purchasing Co., 133 Mercer St., 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.

SITUATION WANTED—Experienced wholesale piano and phonograph man desires change. Well acquainted with trade in Middle West. Can manage retail store. Reference A1. Prefers position east of Chicago or a retail manager position in New York State or New England. Address "Box 592," care The Talking Machine World, 373 Fourth Ave., New York.

YOUNG married man (thirty-two) just released from Government work, who has had several years' experience in Victor retailing, is open for position in Victor line. Ability to handle all details of business and with good record in building successful business on permanent basis. Address "Box 593," 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.

SALESMAN wanted to carry as side line talking machine repair parts and accessories on commission basis. State territory and references. Address "Box 591," care The Talking Machine World, 373 Fourth Ave., New York.

FOR SALE

10,000 two and four minute unbreakable cylinder records at \$.05 each; 12,000 seven-inch \$.35 double-faced disc records, mostly bands and instrumental, \$.06 each.

Large stock of Edison, Victor and Columbia machines and records selling out. Walcer, 144 Ludlow St., New York. Telephone 6668 Orchard.

SALESMEN WANTED to sell nationally advertised phonograph accessory to all dealers. Will give exclusive rights. Attractive commission proposition. Excellent territories now open. May allow as side line. State full particulars.

JONES-MOTROLA, INC.,
29 West 35th St., 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.

WANTED
Experienced salesman wants to purchase Victrola Agency.
Address "Box 604," 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

BUSINESS OPPORTUNITY

WANTED—Distributors and agents for State territories by manufacturer of latest designed and most up-to-date phonograph on market. Applicants must be financially able to handle territory and push same. A good paying proposition for live, active men. Address "J. N. 3," care The Talking Machine World, 209 South State St., Chicago, Ill.

SALESMAN WANTED to cover New York metropolitan district with high-grade lateral-cut records. Applicants must be thoroughly experienced and show successful record in similar line. Drawing account and commission. State full details and present connection. Address "Box 603," care The Talking Machine World, 373 Fourth Ave., New York.

WANTED SALESMAN

Calling on the talking machine trade to carry as a side line the All-In-One attachment for Victor and Columbia machines.

THE ALL-IN-ONE COMPANY,
401 Isabella Bldg. Chicago, Ill.

MANUFACTURERS ATTENTION

Englishman with many years' Canadian and English experience in the manufacturing phonograph business is returning to England and desires to get in touch with concerns manufacturing complete machines, motors and general hardware, who are looking for export trade connection. Only first-class firms entertained. For the American manufacturer England offers a good sound market. Write "Advertiser," 739 Broadview Ave., Toronto, Canada.

WANTED.

Columbia and Victor Records. Large quantity. State what you have and what discount.

VICTORY MUSIC SUPPLY CO.
1431 Broadway New York

WANTED RECORDS

Edison standard two-minute records.
Edison Blue Amberol records.
Will pay cash for any amount, old or up-to-date.

WEILS CURIOSITY SHOP,
20 South Second St. Philadelphia, Pa.

FOR SALE

Self-cleaning record brush patent No. 1,244,170. Fits on Edison Disc Reproducer. Apply to James I. Buffa, 51 Geary St., San Francisco, Cal.

FOR SALE

Twelve-inch stamped steel turntables and flat motor springs. Address "Box 582," care The Talking Machine World, 373 Fourth Ave., New York.

A UTAH DEALER WHO CAN SELL

A visitor this week at the offices of the Columbia Graphophone Co., New York, was J. Auerbach, Columbia dealer at Richfield, Utah, who handles this line exclusively. Mr. Auerbach, although established in a city whose total population is only 4,000, has achieved remarkable results in developing Columbia business, and his energy and aggressiveness have enabled him to close a business that compares very favorably with the sales totals of dealers in "first-class" cities.

In one small town adjoining Richfield, where the population comprises seventy-five families, Mr. Auerbach has sold Grafonolas to thirty-three families, and the majority of these sales called for the higher-priced instruments. He is planning to sell the remaining forty-two families upon his return from the East, and in line with other Columbia dealers throughout the country his only complaint is a shortage of merchandise.

FROM OUR EUROPEAN HEADQUARTERS

2 GRESHAM BUILDING, BASINGHALL STREET E. C., LONDON, W. LIONEL STURDY, MANAGER.

Return of British Industries to a Peace Basis Depends Largely Upon Progress of Demobilization Plans, the Effect of Which Is of Necessity Slow—Withdrawal of Restrictions Encourages the Trade—Efforts of Engineers Devoted to Improvement of British-Made Gramophone Parts—General Items of Interest That Denote Trade Progress—New Year Message From the Association President—"Bachelor of Commerce" a University Degree

LONDON, E. C., ENGLAND, January 31.—Since the Christmas rush musical instrument and gramophone trade has eased up somewhat. It is, however, thought to be but a passing phase due to the general disorganization of our industries consequent upon the many difficulties to be overcome in connection with the by no means light task of diverting output from war to peace articles. The change over is being accomplished fairly well, at least as rapidly as circumstances permit. It must be remembered that technically the Allies are still at war with the Central European powers, and until the peace is actually ratified the British Government is proceeding cautiously in the demobilization of official and controlled establishments, of which there are close upon 6,000, and of the services. To impose the Allies' terms at the Peace Conference, and for the purpose of carrying out those terms in their entirety a big army is necessary, especially in view of the conditions prevalent in Germany. These facts appear to be partly overlooked or greatly minimized by those who so light-heartedly advocate immediate and total demobilization of the engine of war. Within the bounds of reason, the foregoing facts considered, officialdom is acting

fairly, with a full realization of the urgent need for rebuilding the destroyed social and industrial fabric. Such a gigantic undertaking is of course open to criticism in more directions than one, and although there is plenty of it, constructive and useful criticism is sadly lacking. For the general view, however, it must be said that some dissatisfaction exists over the slow manner in which factory and labor demobilization is proceeding, the argument being that even given the possibility of a resumption of hostilities, a much reduced war output and army would be all-sufficient to cope with the demoralized enemy. For that opinion there is of course much to be said. Various explanations put forward by the Government, some good, some bad, fail to altogether appease commercial institutions anxious to resuscitate their fast disappearing trade. As a result of strong representations, it looks as though a speeding-up process will be operative shortly. The exercise of patience for a little while yet is the best advice that one can give, especially in view of the huge aggregate of problems which demand official solution.

In other directions, matters which closely affect the musical as well as other industries are making a welcome move. I refer particularly to the withdrawal of restrictions in regard to the use of metals, advertising literature, etc., which, in the case of metals, for the most part automatically abolishes the need for rationing. True, it does not greatly help us in the supplies of gramophones, of which there has been such a shortage during the war period. Until British production is au fait accompli, and the immediate prospects are not over bright, by the way, we shall remain dependent upon Swiss and

American imports, at least, of motors. That in turn, as we know to our cost, is regulated by the availability of shipping space, of which there will be no increased amount to spare for some months to come, having regard to the urgent need of replenishing the depleted food stocks of all the European nations.

Anent the Gramophone Mechanism Output

In regard to the prospects of British gramophone mechanism output, my inquiries go to show that while a certain amount has been marketed over the last few months or so, it has met with considerable dissatisfaction mainly as a result of imperfect manufacture or assembling. This of course is very much to be regretted. Every patience should be exercised, and at such a difficult time as the present I cannot help saying that every encouragement, short of financial loss, should be given to engineering firms grappling with a serious attempt to produce an all-British motor. Even to an experienced engineering firm the initial difficulties of motor construction consequent upon the need for extremely limited work call for much experimental industry in the tool room, and only through the hard school of practical experience of the precise nature of the work can success be assured. These are perhaps elementary points, I know, but they are often lost sight of by gramophone firms accustomed to the highly skilled products of men who have been at the job for a score of years. Broadly speaking, there is no finer workmanship in the world than British, and I have every confidence that with the freer availability of metal supplies British firms can produce satisfactorily as many motors as the market can handle. At the

(Continued on page 132)



"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, Frihavnen, Copenhagen.

FRANCE: Cie. Française du Gramophone, 115
Boulevard Richard Lenoir, Place de la Répub-
lique, Paris.

SPAIN: Compañia del Gramófono, 56-58 Balmes,
Barcelona.

SWEDEN: Skandinaviska Grammophon-Aktie-
holaget, Drottning Gatan No. 47, Stockholm.

RUSSIA: The Gramophone Co., Ltd., 45, Nevsky
Prospect, Petrograd (Petersburg); No. 1
Solyanka, Solyanoi Dvor, Moscow; 9, Golovinsky
Prospect, Tiflis; Nowy-Swiat 30, Warsaw; 11
Michailovskaya Ulitsa, Baku.

INDIA: The Gramophone Co., Ltd., 139, Bal-
lghatta 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, 103, Pitt Street, Sydney.

NEW ZEALAND: Gramophonium, 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 86, Queens-
town; Handel House, Kimberley; Laurence &
Cope, Post Box 132, Bulawayo; The Argus Co.,
Salisbury.

EAST AFRICA: Bayley & Co., Lourenzo
Marques.

HOLLAND: American Import Co., 22a, Amsterd
Veerkade, The Hague.

ITALY: A. Bossi & Co., Via Orefici 2, Milan.

**EGYPT (Also for the Soudan, Greece and the
Ottoman Empire):** K. Fr. Vogel, Post Box 414,
Alexandria.

EDISON BELL


WINNER
 TRADE MARK
GRAMOPHONE RECORDS

 CABLE
 "PHONOKINO,
 LONDON"

ARE THE GREATEST VALUE FOR MONEY PRODUCED IN GREAT BRITAIN

TEN INCH

DOUBLE SIDED

NEEDLE CUT

PLAY ON ALL GRAMOPHONES
Catalogue contains 4000 Titles by the Premier Artistes, Instrumentalists, Orchestras and Bands of the British Empire

DEALERS PREPARED TO DO BUSINESS ARE INVITED TO COMMUNICATE WITH

 Proprietors and Manufacturers, **J. E. HOUGH, Ltd., 62 Glengall Road, London, S. E. 15, England**
FROM OUR LONDON HEADQUARTERS—(Continued from page 131)

same time there is room for greater enterprise than has so far been displayed by our factory officials, whose attitude towards the production of a new article is so often hedged with impossible conditions. On this point I hope to say a few words in my next report.

Notes of General Interest

In announcing that a January supplement will not be issued, the "His Master's Voice" company draw the attention of dealers to the many good records of popular items previously published, and listed in the main catalogue, which are often overlooked when twenty to thirty new records are issued each month. It is a welcome and timely reminder.

The Winner Record Co., Ltd., is now prepared to reconsider the recording of suitable songs or musical items suggested by gramophonists, who are invited to submit a list of their special favorites on a postcard. A special program of old songs and ballads is contemplated for issue in due course.

I have received an inquiry from a firm well known in the trade, who are desirous of handling for exclusive sale a disc record of the phono-cut type. The sale of this class of disc offers a good scope in Great Britain. Anyone interested should address offers to the London office of this journal; they will be placed in the right quarter.

Louis Young, who claims to have seen longer service in the trade than any present member thereof, tells me that his business has been registered as a public company under the style of The Louis Young Manufacturing Co., Ltd. According to arrangements already made, the prospects of the new concern are particularly good. More anon.

Official advice has been received of the abolition of the permit system for dispatch abroad of mail matter, photographs, etc. Certain postal matter is still subject to censorship.

Apropos the "flu" or pneumonia epidemic, I learn that so many of the staff were involved at the "Guardman" record factory that output was for a time very seriously restricted. Four employes succumbed, unfortunately, and I regret to say that Mr. Simmonds, of the executive staff at headquarters, is still on the sick list. He is, however, on the mend and will doubtless be able to resume his duty within a few weeks.

Trading Restrictions Removed—Official Notices

It is announced that for the Indian mail dispatched from London every Thursday the overland route has been resumed, the period of transit to Bombay now being twenty-one days.

It is now permissible to register and use abbreviated addresses for foreign telegrams.

The Minister of Blockade advises that bankers are now relieved of the formalities previously required before financing exports from England to neutral European countries.

No permits are now required for dealing in timber in the United Kingdom, and the restrictions are removed in the buying and selling of hard woods (as distinct from soft woods) from other countries.

A new list of firms of enemy nationality or association with whom we must not trade is available at the British Stationery Office.

While the rationing of paper must continue until more shipping space becomes available for imports of this necessary commodity, a revival of mail order and other business enterprise in the use of lists and circulars is anticipated as a result of the removal of some of the many regulations under the Paper Restrictions Order.

It is no longer necessary to obtain permits to purchase musical instrument parts from America.

The British Gramophone Association announces that facilities have now been granted to those importers from U. S. A. who came under the original allotment to ship musical in-

strument component parts. A certain amount of space has been placed at the disposal of the steamship lines in which to carry commercial cargo, and those members and any others entitled to do so should approach the shipping companies at the port from which shipment is desired.

A certain amount of shipping space is now free for private consignees of goods to Italy. Applications for shipment should be made through the usual channels.

Firms wishing to extend their factory plants will be glad to hear that with the withdrawal of permits for the purchase and sale of machinery a general license has been issued, valid until March 1 next, permitting the importation of machine tools.

Records may now be exported to European neutral countries, free of all conditions as to license or re-export.

Association President's New Year Message

The Secretary of the Association of Gramophone and Musical Instrument Manufacturers and Wholesale Dealers writes:

"The officers and general committee desire to convey to every member of the association their cordial wishes for happiness and prosperity in the New Year. Trade prospects are exceedingly bright and propitious, and it is hoped by means of this association and with the cooperation of all its members to maintain and extend the spirit of mutual help and friendship engendered by the difficult times through which we have recently passed, so that the branches of the music industry represented may never again be threatened by the state of egoism and unpreparedness revealed on the outbreak of the great war.

"Reconstruction"—a New Year's message from your president: We have all, many times, spoken this word and thought of the time when the war would be over—when we should be


THE "POPULAR" RECORDS

 Double-Sided
 Superb Needle Cut
 "Lateral"

LONDON'S LEADING VALUE!!!
"OUR POINTS" }
 SET OUT BELOW

Have Attracted Keen Overseas Houses

 from SCANDINAVIA to PATAGONIA
 AND THE PRINCIPAL
 EAST and WEST MARKETS of the WORLD

REMEMBER You Can Have CLOSE QUOTATIONS

 For 5,000 Lots and up "Your Selection" or a Sample 1,000,
 made up with "One Example" of Every Catalogued Pairing.

 Address: **SOUND RECORDING CO., Ltd.**
 EXPORT DEPT., 18-19 Swallow Street
 Piccadilly, London, England

 CABLES "Grammavox"
 London
 QUOTATIONS CABLED FREE

POINTS

- ➔ Repertoire Approx 2,000 Titles
- ➔ Superb Selection, Bands and Orchestras
- ➔ Lightning Shipments under Government Export License
- ➔ Packing by Experts
- ➔ **Rock Quotations "Always"**
- ➔ F. O. B. London
- ➔ We attend to all Insurances "if Requested" to Buyers A/c
- ➔ Our Shipping Services, this Side **FREE**

FROM OUR LONDON HEADQUARTERS—(Continued from page 132)

J. Stead & Co., Ltd.*Manor Needle Works***SHEFFIELD, ENGLAND**

MANUFACTURERS OF

Talking Machine**Main Springs***Best Prices—Best Quality
Inquiries Solicited*

called upon to deal with reconstruction. The actual signing of the armistice has brought us face to face with the necessity for action.

"I am not quite certain that I like the word. It means so little in itself—to construct again. Well, we could construct again to the pre-war plan, but that is not nearly enough. Our plain duty is to construct a commercial edifice that will be a glory to Britain forever—something that future generations will be hard put to to beat and something that will cause them to look upon the work of the business men of Britain to-day with the same veneration as they will look back upon the gigantic and glorious victory of our Navy and Army.

"The country called upon the men of the Navy and Army to lay down their lives so that Britain might live, and to-day she calls upon the business men and women to plan and work to build such a property, the like of which the world has never seen. It must be done; we must find employment for all our brave defenders, plus the women who so nobly entered the arena and attained to a skill that nearly approximates to that of the 'skilled man.' It can be done, but not by the old methods. We must scrap all these and work only on a scientific basis in every phase, and then, and only then, will our merchandise command the home and the overseas markets; and because our products will be the best and the cheapest, quality for quality, competition will be at the top mark. It will not do for us to rely on sentiment for support; we have got to make such good goods at such a price that buyers will have to purchase.

"And in this new era every workman, workwoman, shopkeeper, clerk, salesperson, manager, director, will have to put every ounce of their brains and energy into working on the most scientific lines possible: it is now a case of making £3 of sales where we made £1 in pre-war days.

"When we have achieved this, we shall have the right to call Britain ours.—M. E. Ricketts."

Good News for "Popular" Record Buyers

As announced in my last report the "Popular" record people have planned to double the output for 1919 as against last year, and there should be ample supplies for oversea buyers requiring to carry good stocks of the latest hits from London town. Excellent progress is be-

ing made in the direction indicated, and I learn that it will not be long before a full output of these competitive priced records is assured. It is mainly now a matter of securing additional labor, and that is but a matter of time now that the war, to all intents and purposes, is over. This latter fact, by the way, will early react beneficially as regards shipments.

Getting "The Boys" Back Again

Our service men have been backwards and forward, some of them several times, from the various battlefields, but all are now looking eagerly towards the great day when they will return for good. In that heartfelt wish all employers of labor will subscribe. Though it be a few months yet before final demobilization can take place, application should be made as early as possible by giving effect to the official procedure requiring employers to furnish full particulars of their old employes—name, battalion, regimental number, etc., with a view to insuring for them a position to which they can return when discharged.

To those men not already communicated with the Gramophone Co., by public advertising, request them to send in such particulars as will enable the company to apply for their early discharge.

Artistic Testimony to Winner Record Value

The Winner Record Co. is in receipt of a number of opinions concerning the recording quality of their records from leading artistes. Stanley Kirkby vows that of all the hundreds of records he has made for other companies none have given him greater satisfaction than the Winner! Fine tribute is also paid to Winner recording by Ivor Foster, Charles Tree, Ernie Mayne, Rita Squire and Harry Hudson, all of whom are represented in recent Winner programs.

Special attention is drawn by the company to some 1919 favorites, records of music and songs mostly of the very latest class, by the Band of H. M., First Life Guards, the Irish Guards, Royal Court Orchestra, John Ansell and His Band, Miss Lee White and Clay Smith, Charles Tree, Stanley Kirkby, Billy Merson, the Two Bobs, the Elliotts and Herbert Cave. Most of these instrumentalists and vocalists record only for the Winner Co. and their eminence in the world of music speaks volumes for the great popularity which the Winner record enjoys among all gramophonists.

There is some difficulty in keeping the supply up to the demand line, but as a result of special efforts and the expected return to something like peace conditions within the near future, the company avow they will be in a position to meet all home and export demands upon their output at no very distant date.

First New Year List of "Guardsmen" Records

The January supplement of the above records just issued comprises ten discs (twenty titles) bearing a variety of "hits" by artistes of repute like Robert Carr, Will Thompson, Messrs. Fan-

Soundboxes

IF you are after a genuine offer of soundboxes, you'll do well to communicate with us immediately. We have tens of thousands of perfect soundboxes, fitted with the best quality mica. Confidently recommended for cheaper machines, absolutely reliable and give excellent reproduction. Price to clear \$50 per gross, F. O. B. London.

*Orders for less than gross lots not accepted**Wire "Knotaslepe, London".***W. H. Reynolds (1915) Ltd.****45, City Road, London, E. C.****Write for new illustrated
Complete Catalogue**

ning and Fortune, in addition to the Band of H. M. Scots Guards, J. H. Squire's Orchestra, etc. The class of selection presented is, broadly speaking, of the up-to-date order, but I observe that due attention is given to the inclusion of a few evergreen acceptables, as, for instance, "Bells of St. Malo," "Weymouth Chimes," "Dream of Delight Waltz" and "Nights of Romance Waltz." Two of the best "As You Were" hits—"If You Would Only Care" and "I'm the Great Big Pot of Potsdam," as sung by Robert Carr, baritone—will find a hearty welcome awaiting them, this musical play being a general favorite. An all round good list!

"Master of Commerce"

It is a sign of the times that among the degrees which may be granted by the London University are those of Bachelor and Master of Commerce. This university's direct association with trade is welcomed as a move in the right direction.

The Performing Rights Society

It is stated in connection with a dispute over performing rights between the Amalgamated Musicians' Union and the Performing Rights Society that the latter has issued a writ against the dance committee which arranges the dances at the Grafton Galleries. The complaint alleged is that the band at these dances has been playing, without a license, music of which the society holds the performing rights. This question of performing rights has again been the subject recently of considerable acrimonious correspondence in the London press.

Columbia's Optimistic "New Year Message"

In a brief review of the current situation the Columbia Co. point out that after more than

*(Continued on page 134)***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 133)

four years of war, during which the music of records has filled a place in human wants never before satisfied, we stand at the dawn of a greater era than history has yet seen.

In that way the tendency unquestionably has been towards the uplift of recorded music, and the Columbia Co. assure us that with the return of more normal conditions that policy will be extended in a progressive manner.

A New Year Removal

M. Hirst & Co., the enterprising talking machine merchants of Willesden, advise me that they have acquired suitable premises in Gt. Sutton street, Clerkenwell, in order to offer a

better new year service to their increasing clientele, and in particular to develop the manufacture of British sound boxes. Messrs. Hirst specialize in tone arms, needles, gears and many other gramophone parts in which they hope to maintain this year an even larger output than last.

New Zonophone Records

New records issued by the British zonophone people, supplement No. 5, comprise a remarkable variety of vocal and instrumental music of the usual high standard of quality for which this make of record is so well known.

of a master. Of the vocal records, mention should be made of the excellent contributions of Harry Lauder, Robert Radford, Sydney Coltham, George Parker, Florrie Forde, George Formby, Harry Fay, Chas. Penrose, etc., who, by the way, regularly figure on the Zono programs. It is a sales list that should delight the hearts of dealers everywhere!

Captain Nathan's Return

Captain Louis J. Nathan, of the well-known New Zealand firm of wholesalers, A. J. Nathan, Ltd., who came to England early in the war to take part in the fighting is returning to his native land in the course of a few days.

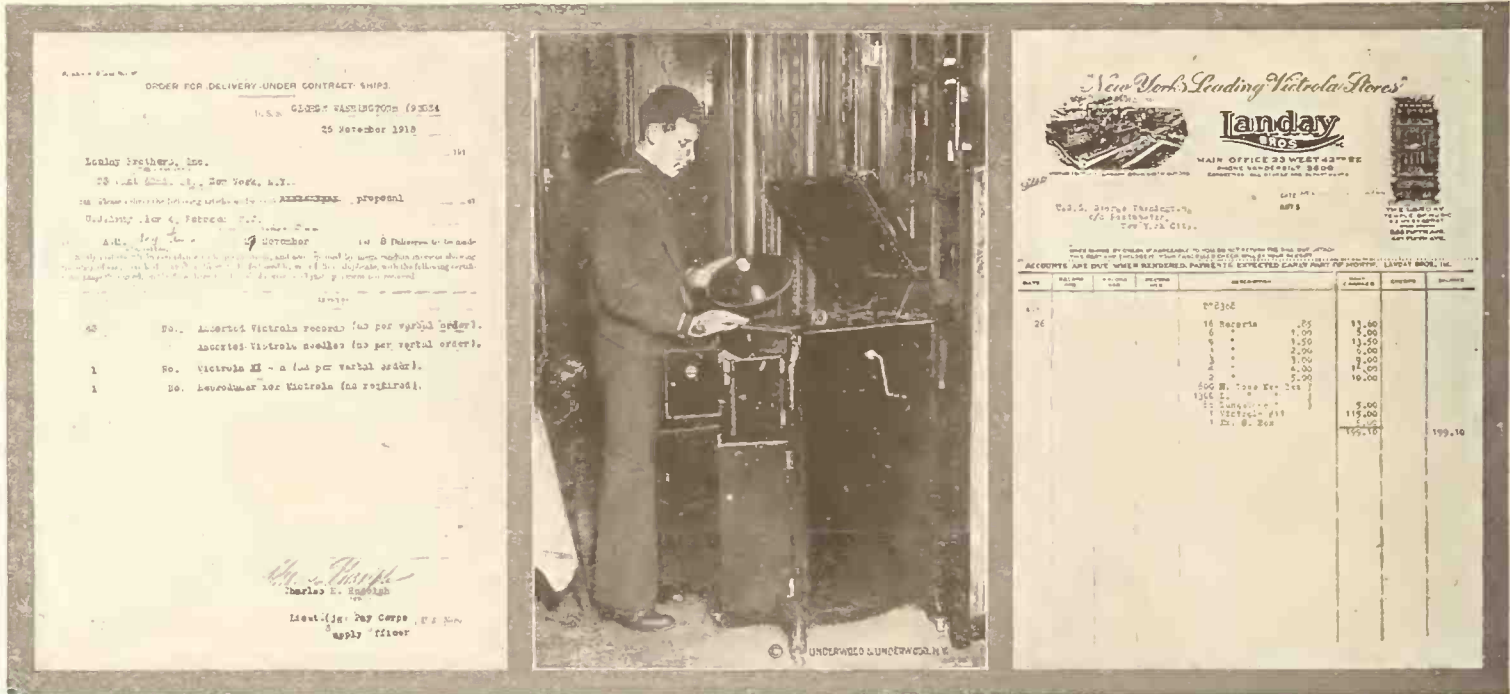
VICTROLA AND RECORDS BOUGHT FOR PRESIDENT'S SHIP

Naval Officer Buys Nearly \$200 Worth of Victor Products From Landay Bros. for Use on the U. S. S. George Washington, Which Carried President Wilson to France

Just before the U. S. S. George Washington sailed for France bearing President Wilson to the Peace Conference, a naval supply officer went to the store of Landay Bros., Inc., on West Forty-second street, New York, and, evidently fully informed as to what he was to purchase, placed an order for a Victrola XI, over forty records of various kinds, and a liberal supply of needles, amounting in all to nearly \$200, with instruction that the machine and records be delivered to the George Washington and placed in the lounging-room of the ship for the entertainment of the President and other members of his party during the voyage.

A particularly interesting feature of the transaction was the fact that Underwood & Underwood secured a picture of the Victrola in the lounging-room of the ship and featured

of state en route to France on the George Washington, rest and solace was sought in the quiet of the evenings by the President with his Victrola. At the request of Mr. Wilson, the instrument was installed in the music-room of the ship. The entire entertainment program of the voyage was in the hands of the Victrola. Nothing more was needed. Instrumental numbers, operatic selections and popular jazz pieces



Victrola in Music Room of U. S. S. George Washington and Copies of Order and Bill

it in their Photo News Service. The regular bulletin attached to the photograph read: "President Wilson Entertained by the Victrola In Voyage to France on George Washington" "While the executive mind busied with affairs

all did their bit in the varied program. The President could always be found near his Victrola. This photograph, taken in the lounging-room of the George Washington, shows the Victrola that was installed."

URGES DRUGGISTS TO GET IN LINE

MINNEAPOLIS, MINN., February 6.—The Minneapolis Drug Co., of this city, distributors of Sonora phonographs, received recently the following letter from a Minnesota druggist:

"Just a few words about the Sonora as a business proposition in the drug store, and it is not an easy task to say the helpful thing for the other fellow, but here goes: First—let me say that the Sonora phonograph is all that is claimed for it. This I have amply demonstrated in my store, after taking on some of the other

'best sellers.' Secondly—my success with the Sonora was so far ahead of my wildest dreams that I cannot boost it too high to the other fellow who wants to get into the game. Finally, I find that it is only necessary to put in a stock, give the ordinary selling talk and the Sonoras do the rest. My advice to any druggist who is considering going into the phonograph business is—'Don't be afraid to try the Sonora out. It will not fail.'"

whereby he will represent the Cheney line in Minnesota, North and South Dakota and Wyoming.

Among the callers at the Columbia offices last week was Fred E. Yahn, successful Columbia dealer, who conducts retail establishments in Springfield, Fall River and New Bedford, Mass. Mr. Yahn was very optimistic in discussing the business situation in New England, and stated that his Columbia sales totals were large.

TO REPRESENT THE CHENEY LINE

Edward G. Hoch has made arrangements with the Cheney Talking Machine Co., Chicago, Ill.,

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

Record Delivery Envelopes Safe - Swift - Secure



The heavy paper means protection; the button and cord mean speed—you can wait on more customers. Bring out YOUR OWN NAME. Every time an envelope leaves your store, let the advertisement on it take your name to the homes and bring new trade. The advertising more than pays for the envelope. Write for samples and prices. Lewis C. Frank, 694 Book Bldg., Detroit



LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

WASHINGTON, D. C., February 8.—TALKING MACHINE.—Shular Baum, Utica, N. Y., assignor to the Century Cabinet Co., same place. Patent No. 1,284,988.

This invention relates to appliances for talking machines and refers particularly to the tone arm and means for allowing the movement thereof.

One object of the invention is a device in which the tone arm has a free vertical and horizontal movement.

Another object is a device in which the moving parts of the tone arm are subjected to a minimum of frictional wear.

Another object is a device in which the stylus may be removed from, and introduced into, the sound groove of a record with a minimum danger of injuring the undulations therein.

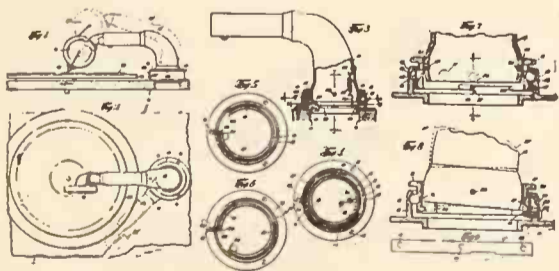
Another object is a device in which the horizontal and vertical movements of the tone arm are limited.

In the operation of talking machines, it is essential that the tone arm carrying the sound box and the stylus have free and unrestricted horizontal and vertical movements in order that the stylus may correctly follow the sound undulations in the sound groove. This can be obtained only by reducing the frictional movement to a minimum and by obviating the inherent weight of this portion of the machine.

As experience has shown that the least injurious effect is produced upon the sound undulations by removing, or inserting, the stylus during the revolution of the record, it is essential that the stylus be removed, or inserted, in such a direction and in such a manner that the point of the stylus will not mar or scratch the undulations at their point of contact with the stylus during this operation.

It is further essential in machines of this character that it be possible to remove the stylus from the sound groove and then swing it away from the record in order to remove or replace the record upon the turntable, and to maintain the tone arm from descending too far and injuring the stylus and sound box by the contact of the stylus with some part of the machine.

Figure 1 is a side plan view of one form of the device, the dotted lines indicating the tone arm in a raised position. Fig. 2 is a top plan view of Fig. 1, the dotted lines indicating the tone arm in a horizontal revolved position. Fig. 3 is a broken side view of the tone arm, with parts broken away and parts shown in cross-section. Fig. 4 is a cross-section through the line 4—4 of Fig. 3. Fig. 5 is a cross-section through the line 5—5 of Fig. 3. Fig. 6 is



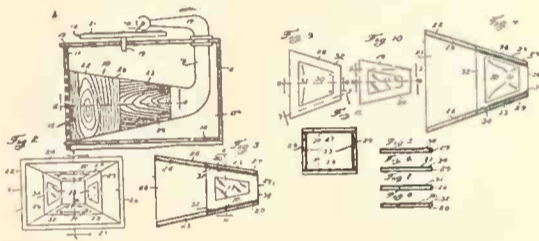
a cross-section similar to Fig. 5, the tone arm being in the revolved position indicated by the dotted lines in Fig. 2. Fig. 7 is a cross-section through the line 7—7 of Fig. 3. Fig. 8 is a cross-section through the line 8—8 of Fig. 7. Fig. 9 is a broken development of the ball cage.

SOUND AMPLIFIER FOR PHONOGRAPHS.—William C. Freeman, Nashville, Tenn. Patent No. 1,285,668.

This invention relates to sound amplifiers for phonographs and the like, and more particularly to phonographs of that kind commonly known as the cabinet type and wherein the sound chamber or amplifier is inclosed within the cabinet and is located below the turntable for a record of the flat disc type.

In carrying out the objects of this invention there is provided in general a hollow sound chamber or amplifier of the tapered type, and provided within such chamber, adjacent the end communicating with the conduit of the tone arm, a plurality of oppositely disposed plates of glass or like sound-conducting material, so as to increase the strength of the tone of the sound conveyed to such chamber through the tone arm. In order to present the greatest possible amount of resonance and volume to the sound there are provided several metallic plates arranged opposite each other and located one on each side of said glass plates, and, furthermore, surround each of such plates with resilient material, such as rubber, which material serves to deflect the sound waves within the sound box and neutralize the abrasive, nasal, and other foreign sounds likely to be produced in the playing of a record, to such an extent as to make the same not audible and thus completely eliminate the same.

In the accompanying drawings Figure 1 is a vertical sectional view taken through the cabinet of a phonograph and showing therein, in elevation, a hollow sound chamber or amplifier constructed in accordance with the invention; Fig. 2 is a view looking into said sound cham-

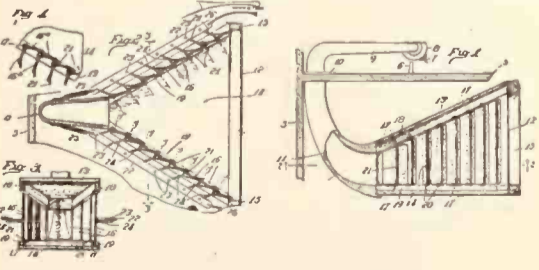


ber or amplifier from the outer or larger end thereof, the cabinet and other parts of the phonographs, being omitted for the sake of clearness of illustration; Fig. 3 is a vertical sectional view taken on line 3—3 of Fig. 2; Fig. 4 is a horizontal sectional view taken on line 4—4 of Fig. 1; Figs. 5 and 6 are longitudinal sectional views taken on lines 5—5 and 6—6, respectively, of Fig. 10; Figs. 7 and 8 are like views taken on lines 7—7 and 8—8, respectively, of Fig. 9; Fig. 9 is a top plan view of one of the walls of the sound amplifier; Fig. 10 is a like view of another of such walls; and Fig. 11 is a vertical sectional view taken on line 11—11 of Fig. 3.

PHONOGRAPH HORN.—Frank J. W. Weiser, Elmhurst, Ill. Patent No. 1,286,459.

This invention relates to phonograph horns, and its object is to provide a sound-control to eliminate the metallic character of the tone of the sound-waves issuing from the throat of the phonograph and to control the volume of sound of the waves.

In the accompanying drawings Figure 1 is a side view of a phonograph with the horn in vertical section to better illustrate the features of the invention; Fig. 2 is a top view in longitudinal section on the line 2—2 of Fig. 1 through the horn and showing the closed and opened



positions of the shutters in full and dotted lines respectively, Fig. 3 is a sectional view on the line 3—3 of Fig. 2, and Fig. 4 is modification.

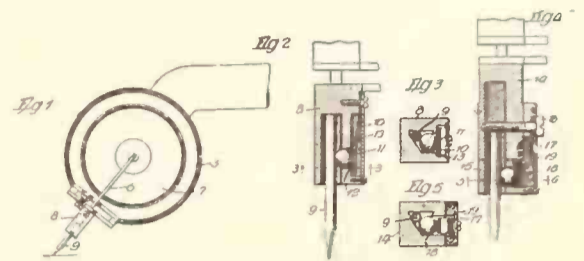
STYLUS HOLDER.—Raymond Paul, Chicago, Ill., assignor to Gainer & Koehler, same place. Patent No. 1,286,759.

This invention relates to talking machines and has for its object the provision of means on the sound box or reproducer whereby the stylus

may be readily inserted and removed without the necessity of manipulating screws or other fastening means.

A further object of the invention is the provision of means whereby the improved stylus holder is readily adaptable to sound boxes of usual construction without interfering with or modifying the structure thereof.

Figure 1 is a side elevation of a sound box embodying the invention; Fig. 2 is an enlarged detail in section of the invention; Fig. 3 is a sec-



tion on the line 3—3 of Fig. 2; Fig. 4 is an enlarged detail in section of a slightly different form of the invention, and Fig. 5 is a section on the line 5—5 of Fig. 4.

STYLUS HOLDER.—Walker Booth, Collingswood, N. J. Patent No. 1,287,199.

The invention as used in connection with talking machines has for an object to provide a holder for the stylus of the sound box. It comprehends, among other features, the provision of a simple holder for securing the free end of the stylus arm with relation to the sound box proper, the invention being of a form which will enable the same to be made very cheaply, and readily applied, and also permit of securing the stylus arm to the desired degree of rigidity, so that the most effective sound results can be obtained, and whereby further adjustment of the connection can be obtained.

Figure 1 is a side elevation of the sound box showing device applied thereto. Fig. 2 is a face view of the structure shown in Fig. 1.

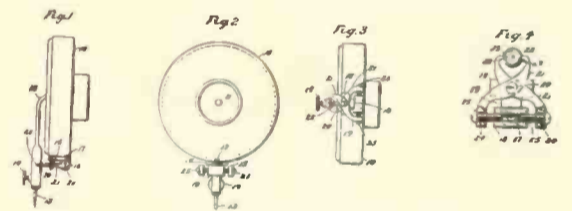
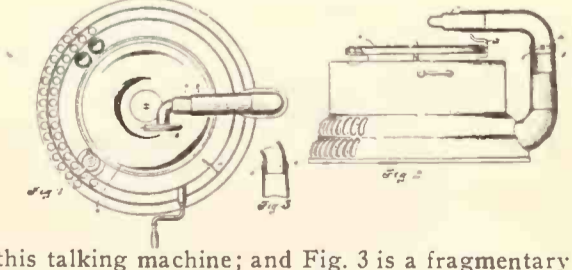


Fig. 3 is a bottom plan view, and Fig. 4 is a fragmentary bottom plan sectional view.

TALKING MACHINE.—Mark Jay Samuels, New York, assignor to the Lyraphone Co. of America, Washington, D. C. Patent No. 1,287,763.

This invention relates to talking machines and particularly to the means for connecting the reproducer or sound box to the sound amplifier or horn. Some of the objects are to eliminate the false and impure sounds sometimes experienced in phonographs of ordinary construction; to provide a simple means for attaching and detaching the tone arm from the amplifier, to permit easy motion thereof in all directions, and to effect a more perfect contact of the needle and record.

Figure 1 is a plan view of a talking machine, to which the improved tone arm is applied; Fig. 2 is a side elevation, partly in section, of



this talking machine; and Fig. 3 is a fragmentary sectional view, showing the means for attaching the tone arm to the amplifier.

SOUND REPRODUCING MACHINE.—Forest Cheney, Chicago, Ill., assignor to the Cheney Talking Machine Co., same place. Patent No. 1,287,881.

This invention is concerned with certain improvements in sound reproducing machines that are designed to make the adjustment of the

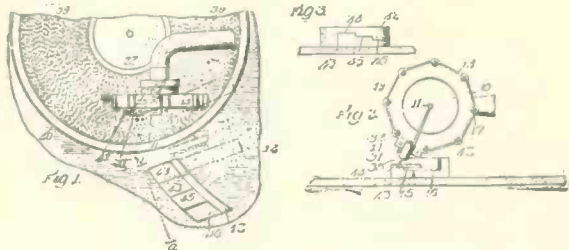
(Continued on page 136)

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS—(Continued from page 135)

needle easier than is possible with these devices as they are now constructed.

This improved machine includes a breech-loading needle-holder, together with a gage by which the needles can be accurately adjusted without any expert knowledge of how the adjustment should be effected. Referring to the drawing:

Figure 1 is a top plan view of a portion of a machine embodying the invention; Fig. 2 is a

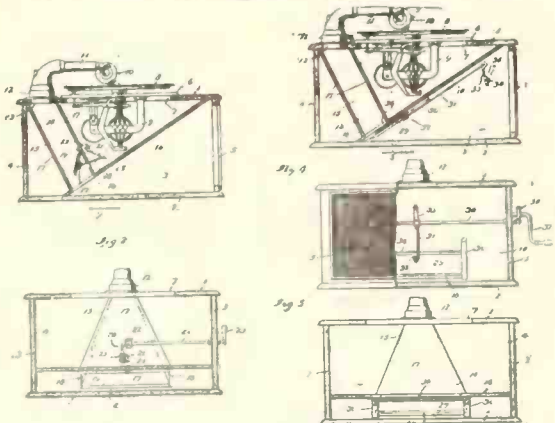


side elevation of the sound box resting upon the needle-adjusting gage; Fig. 3 is a detail in section on the line A—A of Fig. 1.

SOUND REPRODUCING OR TALKING MACHINE.—Adolph P. Gustafson, Chicago, Ill., assignor to the M. Schulz Co., same place. Patent No. 1,287,585.

The invention relates to sound reproducing or talking machines and seeks to provide an improved arrangement of the sound amplifying and modifying devices.

In the drawings Figure 1 is a vertical section



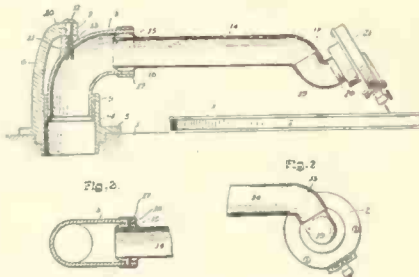
from front to rear of the preferred embodiment of the invention. Fig. 2 is a cross section on line 2—2 of Fig. 1 with the turntable, actuating motor and sound box omitted. Fig. 3 is a view similar to Fig. 1, illustrating a modification. Fig. 4 is a front view, with parts broken away, of the form shown in Fig. 3. Fig.

5 is a section on the line 5—5 of Fig. 3 with the turntable, actuating motor and sound box omitted.

MOUNTING FOR TONE ARMS OF TALKING MACHINES.—James J. Phillips, Rochester, N. Y. Patent No. 1,288,168.

The present invention relates to mountings for tone arms of talking machines, and an object thereof is to provide a simple and inexpensive construction which will permit the tone arm to swing across the record and, at the same time, have a movement toward and from the record.

Figure 1 is a sectional view through a tone arm showing the connection of the latter with



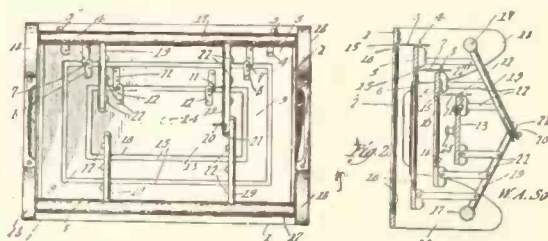
the reproducer at one end and with the horn or amplifier of the talking machine at the other end, the reproducer being adjusted for operating upon talking machines of the hill and valley type; Fig. 2 is a detail view showing the reproducer adjusted for operating upon records of the lateral wave type; and Fig. 3 is a sectional view on the line a—a, Fig. 1.

SOUND CONTROLLER.—William A. Sommerhof, Erie, Pa. Patent No. 1,288,726.

This invention relates to sound controllers for phonographs, one of its objects being to provide a novel form of shutter designed normally to close the outlet of the sound chamber but which can be shifted readily to bring the various members thereof into parallel planes one back of the other, thereby to provide outlets for the sound waves.

Another object is to provide a sound controller which, when open, will not project forwardly where it is likely to be hit against and broken, and which will conceal the interior of the sound chamber without, however, interfering with the escape of the sound waves.

A further object is to provide a device which can be partly closed to modulate the sound without, however, concentrating the sound waves in a restricted throat, but by reducing the area, simultaneously, of a series of homocentric outlets. Another object is to provide a modulating or sound controlling device which,



when closed, will serve effectively to exclude dust from the sound chamber of the instrument.

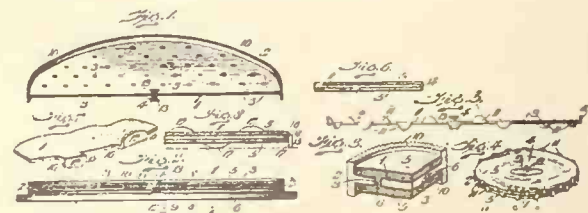
Figure 1 is a rear elevation of the sound controlling or modulating device. Fig. 2 is a central vertical section therethrough.

TALKING MACHINE RECORD.—Alva D. Jones (deceased), Philadelphia, Pa., assignor of part to Frank Lyster, same place. Patent No. 1,288,610.

This invention consists of a record for talk-

ing machines having a reinforcing support for the record material supporting and confining the same. It further consists of a duplex record in which two record surfaces are provided, so that one disc will carry two records which may each be reproduced by reversing the disc. It also consists of a reinforced record having a central hub or bushing adapted to engage the central stud of the turntable; a reinforced record having means for protecting the edges of the compound disc against injury, and also a record with means for insuring its true and uniform rotation with the turntable.

In the annexed drawings Figure 1 represents a perspective view of one-half of the reinforcing foundation forming a part of the improved record. Fig. 2 represents an edge view of a turntable of a talking machine and a diametrical



section of the record. Fig. 3 represents a perspective view of a broken-away piece of the record. Fig. 4 represents a perspective view of a record embodying the invention in a slightly different form. Fig. 5 represents an edge view of the foundation disc used in the form of Fig. 4, but on a larger scale. Fig. 6 represents a sectional detail view of a portion of a disc embodying another form of the invention. Fig. 7 represents a perspective detail view of a portion of a foundation disc embodying still another form of the invention. Fig. 8 represents a sectional detail view of the complete record embodying such form. Similar numerals of reference indicate corresponding parts in the figures.

AMPLIFYING DEVICE FOR TALKING MACHINES.—Joseph Wolff, Brooklyn, N. Y., assignor to the Sonora Phonograph Corp., New York. Patent No. 1,289,065.

This invention relates to amplifying devices for talking machines, and more particularly to that class of amplifying devices as are concealed within the talking machine cabinet. The object of the invention is to make the sound boards used in connection with the sound amplifying device resonant by placing the boards constituting the walls of the amplifying device under tension in order to cause the same to readily vibrate in sympathy with the air inclosed between the same.

Another object of the invention is to provide improvements in apparatus for reproducing sound; by means of which the quality and naturalness of the recorded sounds are reproduced with greater faithfulness, and to impart resonance to the reproduced sounds. Other objects of the invention are to so improve and construct the amplifying device that the resonance and quality of the reproduced sound will be increased, and intensified to provide means whereby the tension of the amplifier may be varied as desired.

S. R. Christophersen has resigned as manager of the Tri-City Piano Co., Davenport, Ia., to become salesman for the Sonora Phonograph Corp., in the Iowa territory.

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RECORD BULLETINS FOR MARCH, 1919

VICTOR TALKING MACHINE CO.

- POPULAR SONGS
18523 In the Land of Beginning Again, Charles Harrison 10
I Found the End of the Rainbow, Charles Harrison 10
18525 I'm Waiting for You, 'Liza Jane, Vernon Dalhart 10
Mummy Mine, Sterling Trio 10
DANCE RECORDS
18520 Oui, Oui, Marie—Medley One-step, Pietro Sweet 'n' Pretty—Fox-trot, All Star Trio 10
18521 Rockin' the Boat—Fox-trot, Joseph C. Smith's Orchestra 10
The Girl Behind the Gun—Medley One-step, Joseph C. Smith's Orchestra 10
18526—Till We Meet Again—Waltz, Nicholas Orlando's Orchestra 10
Beautiful Ohio—Waltz, Waldorf-Astoria Dance Orchestra 10
35682—Head Over Heels—Medley Fox-trot, Joseph C. Smith's Orchestra 12
I'm Always Chasing Rainbows—Medley Fox-trot, Joseph C. Smith's Orchestra 12
MISCELLANEOUS RECORDS
70119 There Is Somebody Waiting for Me, Harry Lauder 12
45158 Sérénade. (Pianoforte by Bourdon) (Violoncello), Fernand Pollain 10
The Butterfly (Le Papillon). (Pianoforte by Bourdon), Fernand Pollain 10
45161 Beautiful Ohio, Olive Kline and Marguerite Dunlap 10
Dear Little Boy of Mine, Elsie Baker 10
18519 (1) Old Folks at Home (2) Juanita, for community singing, Conway's Band 10
(1) Old Black Joe (2) Massa's in de Cold, Cold Ground, for community singing, Conway's Band 10
RED SEAL RECORDS
ENRICO CARUSO, Tenor—In Italian
88599 Pietà, Signore! (Lord, Have Mercy!), Attributed to Stradella, 1681 12
GIUSEPPE DE LUCCA, Baritone
64775 God Bless You, My Dear, Ariadne Holmes Edwards 10
MADEL GARRISON, Soprano
64795 Kiss Me Again, Henry Blossom and Victor Herbert 10
FRITZ KREISLER, Violinist
Pianoforte by Carl Lamson
64563 Songs My Mother Taught Me (Gypsy Song), Dvorak-Kreisler 10
GIOVANNI MARTINELLI, Tenor—In French
74573 Faust—Calut, demeure (All Hail, Thou Dwelling Lowly), Gounod 12
JOHN McCORMACK, Tenor
64796 My Irish Song of Songs, Alfred Dubin and Daniel J. Sullivan 10
EFREM ZIMBALIST, Violinist
74582 The Lark (L'Alouette) (Romance), Glinka-Auer 12

COLUMBIA GRAPHOPHONE CO.

- A6090 Sylvia Ballet (Cortege de Bacchus). (Delibes.) French Symphony Orchestra (Societe Des Concerts Du Conservatoire De Paris) 12
Sylvia Ballet (Les Chasseresses). (The Huntress). (Delibes.) French Symphony Orchestra (Societe Des Concerts Du Conservatoire De Paris) 12
A2675 Quand Madelon (Robert and Allier). French Army Band, under the direction of Capt. Gabriel Pares 10
Le Tram (Mougeot). French Army Band, under the direction of Capt. Gabriel Pares 10
A2673 Hawaiian Breezes (Macmeekin). Hawaiian guitar, Hawaiian banjo and ukulele trio, Louise, Ferera and Greenus 10
Kawaihau Waltz. Hawaiian guitar, Hawaiian banjo and ukulele trio, Louise, Ferera and Greenus 10
A7535 Spirit of Victory (March) (Cogswell). Prince's Band 12
Connecticut March (Massann)...Prince's Band 12
A6091 Old Black Joe (Foster). Orch. accomp., Barbara Maurel and Columbia Stellar Quartet 12
Carry Me Back to Old Virginny (Bland). Orch., Barbara Maurel and Columbia Stellar Quartet 12
77899 Traumerer (Dreaming) (Schumann). Violin solo, Louis T. Grunberg at the piano, Foscha Seidel 10
77843 Kiss Me Again (Herbert). Soprano solo, orch. accomp., Hulda Lashanska 10
A2678 Good-Bye France (Berlin). Nora Bayes, Comedienne 10
My Barney Lies Over the Ocean (Just the Way He Lied to Me) (Grant). Nora Bayes, Comedienne 10
A2677 Mother, Here's Your Boy! (Mitchell, Gottler, Morse). Male voices, orch. accomp., Sterling Trio 10
The Navy Will Bring Them Back! (Schuster). Baritone and male quartet, Arthur Fields and Peerless Quartet 10
A2679 Jim, Jim, I Always Knew That You'd Win (H. Von Tilzer). Baritone solo, orch., Arthur Fields 10
You'll Have to Put Him to Sleep with the Marseillaise and Wake Him Up With an Oo-La-La (H. Von Tilzer). Tenor solo, orch., Irving Kaufman 10
A2680 You're Some Pretty Doll (Williams). Tenor solo, orch. accomp., Samuel Ash 10
Sarah Come Over Here (H. Von Tilzer). Baritone solo, orch. accomp., Arthur Fields 10
POPULAR HITS
A2676 Kisses (The Sweetest Kisses of All) (Cowan). Tenor duet, orch., Campbell and Burr 10
I Found the End of the Rainbow (Mears, Tierney, McCarthy). Tenor solo, orch., Samuel Ash 10
A2674 Why Do They Call Them Babies? (Eagan). Character duet, orch. accomp., Van and Schenck 10
I Always Think I'm Up in Heaven (When I'm Down in Dixieland) (Abrahams). Baritone and tenor duet, orch. accomp., Van and Schenck 10
A2681 Have a Smile (For Everyone You Meet and They Will Have a Smile for You) (Rule). Tenor solo, orch. accomp., Louis James 10
Don't Cry, Little Girl, Don't Cry (Pinkard). Tenor solo, orch. accomp., Henry Burr 10
A2682 Bluin' the Blues (Ragas). Jazz fox trot, Wilbur Sweatman's Original Jazz Band 10
Ringtail Blues (Robinson and Williams). Fox-trot, Wilbur Sweatman's Original Jazz Band 10
A6088 Oui, Oui, Marie (Wee, Wee, Marie) (Bryan, McCarthy and Fisher). Medley one-step, Intro. (1) "I'm Goin' to Fight My Way Back

- to Carolina," (2) "Everything Is Hunky Dory Down in Honky-Tonky Town," Yerkes Jazarimba Orchestra 12
Stick in the Mud (Winne). Fox-trot, Yerkes Jazarimba Orchestra 12
A6089 Memories of the Past Waltzes. Part I. Prince's Orchestra 12
Memories of the Past Waltzes. Part II. Prince's Orchestra 12
E4133 Jewish Wedding Dance (Chupeh Tantz), Yiddisher Orchestra 10
Dance On, Dance On (Tantz, Tantz). Yiddisher Orchestra 10

EDISON AMBEROL RECORDS

- ROYAL PURPLE RECORDS
29019 Inno di Garibaldi (Garibaldi's Hymn). Tenor, in Italian, orch. accomp., Eduardo Ferrari-Fontana 10
29018 Our Little Home (Coates). Baritone, orch. accomp., Thomas Chalmers 10
29020 Smiles (Roberts). Soprano, orch. accomp., Marie Rappold 10
REGULAR LIST
3666 After You've Gone (Creamer-Layton). Soprano and tenor, orch. accomp., Rachel Grant and Billy Murray 10
3667 Arabian Nights (David-Hewitt). One-step, saxophone, xylophone and piano for dancing, All Star Trio 10
3678 Bring Back the Rose (Fisher). Counter-Tenor, orch. accomp., Will Oakland 10
3668 Clancy's Wooden Wedding (Simons). Comic song, orch. accomp., Edward Meeker 10
3671 Djer-Kiss Waltz (Ager). For dancing, Jaudas' Society Orchestra 10
3684 Dusky Lullaby (Gilberte). First soprano, second soprano and alto, orch. accomp., Homestead Trio 10
3663 Irish Washerwoman. Medley of jigs, violin, piano accomp. by John F. Burkhardt, Harold Veo 10
3681 It's Never Too Late to Be Sorry (Burke). Tenor, orch. accomp., Manuel Romain 10
3662 I Want a Doll (H. Von Tilzer). Tenor, orch. accomp., Billy Murray 10
3680 Jim, Jim, I Always Knew That You'd Win (H. Von Tilzer). Baritone, orch. accomp., Arthur Fields 10
3661 La Dance des Sorcieres (Losey). Sodero's Band 10
3672 Miss Trombone (Fillmore). New York Military Band 10
3682 Mollie Darling (Hays). Tenor and male voices, orch. accomp., Charles Hart and Chorus 10
3679 Mother—and Me (Cavanagh). Tenor, orch. accomp., George Wilton Ballard 10
3683 Passion Dance (An Oriental Fantasy) (Friedman). Peerless Orchestra 10
3665 Reilly's Reel. Medley of reels, violin, piano accomp. by John F. Burkhardt, Harold Veo 10
3677 Rose of No Man's Land (Caddigan-Brennan). Soprano, tenor and bass, orch. accomp., Moonlight Trio 10
3674 Simplicity—Intermezzo (Lee). Whistling, orch. accomp., Sibil Sanderson Fagan 10
3676 Some Day Waiting Will End—Girl Behind the Gun (Caryll). Soprano, orch. accomp., Leola Lucy and Chorus of Girls 10
3670 Till We Meet Again (Whiting). Soprano and tenor, orch. accomp., Gladys Rice and Vernon Dalhart 10
3664 When I Come Home to You (Grey). Orch. accomp., Lyric Male Quartet 10
3675 When You Look in the Heart of a Rose—The Better 'Ole (Methven). Baritone, orch. accomp., Edward Allen 10
3673 Worst Is Yet to Come (Grant). Comic song, orch. accomp., Billy Murray and Chorus of Girls 10
3669 You Don't Know What You're Missing (If You've Never Had a Kiss) (H. Von Tilzer). Tenor, orch. accomp., Vernon Dalhart 10
1957 Sheridan's Ride (Read). Talking, Edgar L. Davenport 10
2854 Answer (Robyn). Baritone, Thomas Chalmers 10
2939 The Italian Rosa (Cotton-Long). Recitation, Lester Bernard 10
3091 In Dear Old Napoli (Brockman). Tenor, Walter Van Brunt 10
3106 Good-Night, Dinny, and God Bless You (Gartlan). Tenor, George McFadden 10
3118 Mother—Her Soldier Boy (Romberg). Tenor, George Wilton Ballard 10
3131 Reminiscences of Ireland, No. 1 (Godfrey), Sodero's Band 10
3132 Reminiscences of Ireland, No. 2 (Godfrey), Sodero's Band 10
3144 Jesus Lives! Easter Hymn (Gauntlett). Mixed Voices, Calvary Choir 10
3145 Angels, Roll the Rock Away—Easter Hymn (Roper). Mixed voices, Calvary Choir 10
3209 Vera—Valse Lente (Lithgow). Sodero's Band 10

AEOLIAN CO.

- OPERATIC SELECTIONS
GIULIO CRIMI, Tenor—In Italian
54013 La Gioconda—Cielo e mar (Heaven and Ocean). Vocalion orch. accomp., Ponchielli 12
FLORENCE EASTON, Soprano—In French
54014 Herodiade—Il est doux, il est bon (He is good, he is kind). Vocalion orch. accomp., Massenet 12
STANDARD SELECTIONS
22018 Little Road of Dreams (Kramer). Tenor, Vocalion orch. accomp., Colin O'More 10
Dear Old Pal of Mine (Lieut. Gitz-Rice). Vocalion orch. accomp., Colin O'More 10
12078 Home Again (Pike). Orch. accomp., Shannon Four—Male Quartet 10
When I Come Home to You (Grey). Orch. accomp., Shannon Four—Male Quartet 10
INSTRUMENTAL SELECTIONS
32008 Aria—Pur dicesti (Lott). Piano accomp., Maurice Dambois 10
Aria for G string (Bach). Piano accomp., Maurice Dambois 10
12079 O Sole Mio (Di Capua). Louise Ferera and Greenus Trio 10
Aloha Oe—Trumpet Solo (Hawaiian Melody). Orch. accomp., Capodiferro 10
12080 Sabre and Spurs March (Sousa), Played by Rogers' Band 10
Madelon—French Marching Song (Roberts), Played by the Vocalion Military Band 10
POPULAR SELECTIONS
12082 "Some Day Waiting Will End" from "The Girl Behind the Gun" (Caryll). Soprano, orch. accomp., Nanette Flack 10
"Sometime" from "Sometime" (Friml). Orch. accomp., Nanette Flack 10
12083 "Your Boy's on the Coal Pile Now" (Ward). Orch. accomp., Arthur Fields 10
"How Are We Going to Keep Them Now" (Donaldson). Orch. accomp., Bryon Harlan 10
12085 I Found the End of the Rainbow (Means, Tier-

- ney, McCarthy). Orch. accomp., Irving Kaufman 10
On the Road to Calais (Al Jolson). Orch. accomp., Irving Kaufman 10
12086 Singapore (Gilbert-Friedland). Orch. accomp., Arthur Fields 10
Oh, Helen! (McCarron-Morgan). Orch. accomp., Arthur Fields 10
DANCE SELECTIONS
12086 The Better 'Ole (Dareski). One-step, Played by Aeolian Dance Orchestra 10
Kisses—Valse d'Amour (Zamecnik), Played by Aeolian Dance Orchestra 10
FEBRUARY MID-MONTH LIST
NOVELTY SELECTIONS
12081 Hindustan (Wallace-Weeks). Accordion, banjo and xylophone...Sensation Instrumental Trio 10
Beautiful Ohio (Shapiro). Accordion solo, Le Vaux 10
POPULAR SELECTIONS
12090 Won't You Be a Dear, Dear Daddy to a 'Itta Bitta Doll Like Me (Cramer-Layton). Accomp. by her "Five Kings of Syncopation," Sophie Tucker 10
I'm Glad My Daddy's in a Uniform (McCarron). Accomp. by her "Five Kings of Syncopation," Sophie Tucker 10
12084 Rose of No Man's Land (Caddigan-Brennan). Orch. accomp., Arthur Burns 10
To Madelon (Koemmenich). Orch. accomp., Reed Miller 10
12087 "Till We Meet Again. Orch. accomp., Harry McClasky 10
Don't Cry Little Girl, Don't Cry (Pinkard). Orch. accomp., Harry McClasky 10
DANCE SELECTIONS
12089 Kisses (Cowan). Fox-trot, Played by Aeolian Dance Orchestra 10
Pickin's One-step (Arr. by Kaplan), Played by Aeolian Dance Orchestra 10

PATHE FRERES PHONOGRAPH CO.

- POPULAR "HITS" OF THE MONTH
29231*Oh! Tomorrow Night. Baritone, piano accomp., Jack Norworth 12
Can You Tame Wild Women? (Von Tilzer). Baritone, piano accomp., Jack Norworth 12
22034*You'll Have to Put Him to Sleep With the Marseillaise (Von Tilzer). Baritone, Arthur Fields 10
Has Anybody Seen My Corinne? (Johnson). Baritone, Ernest Hare 10
22035*Sweet and Pretty (Creamer-Leighton). Baritone, Louis Winsch 10
Jim, Jim, I Always Knew You'd Win (Von Tilzer). Baritone, Louis Winsch 10
22036*You Don't Know (Roberts). Tenor, Harry McClasky 10
Till We Meet Again (Whiting). Tenor duet, Lewis James and Charles Hart 10
22033*Save a Little One for Me (Godfrey). Comedian, Billy Williams 10
I Must Go Home To-Night (Hargreaves). Comedian, Billy Williams 10
STANDARD BALLADS SUNG IN ENGLISH
25023 Sing! Sing! Birds on the Wing (Nutting). Soprano, Grace Hoffman 10
Joyous Love (Spencer). Soprano, Grace Hoffman 10
25024 Good-Bye (Tosti). Tenor, Craig Campbell 10
I Mind the Day (Willeby). Tenor, Craig Campbell 10
59066 Come Back to Erin (Claribel). Mezzo-Soprano, Eleonora de Cisneros 12
Ben Bolt (Kneass). Mezzo-Soprano, Eleonora de Cisneros 12
TWO FAVORITE IRISH BALLADS
29233 Irish Eyes of Love (Ball). Tenor, Desmond O'Connor 12
The Heart of Molly Malone (Shea). Tenor, Desmond O'Connor 12
PATHE "DANCE SPECIAL"
29230*Stern "Hit" Melody. Intro. (1) "I'm Glad I Can Make You Cry," (2) "Belinda," (3) Tishomingo, Blues," (4) "I'm Crazy 'Bout My Daddy," Fox-trot...American Republic Band 12
Contentment (Penn) Waltz, American Republic Band 12
22021*Rocking the Boat (Frey) Fox-trot, American Republic Band 10
Ching-A-Ling (Penn). Chinese One-step, American Republic Band 10
22032*The Laddies Who Fought and Won (Harry Lauder). Medley one-step. Intro. "I Love to Be a Sailor"...American Republic Band 10
The Canary (Berlin). Medley Fox-trot, Intro: (1) "I Wouldn't Give That" for the Man Who Couldn't Dance, (2) "Ding Dong," (3) "It's the Little Bit of Irish," American Republic Band 10
NEW DANCE FOX-TROT "BLUES"
22038*The St. Louis Blues (Handy). Fox-trot, Wadsworth's Novelty Dance Orchestra 10
Yellow Dog Rag (Handy). Fox-trot, Wadsworth's Novelty Dance Orchestra 10
NEW OPERATIC VOCAL RECORDS
54025 William Tell (Rossini). "Romance" in Italian. Soprano, Claudia Muzio 12
54006 L'Africaine (Meyerbeer). "O Paradis" (Oh, Paradise) in French. Tenor, Lucien Muratore 12
54007 Le Roi d'Ys (Lalo). "Aubade" (In Vain, Beloved) in French. Tenor, Lucien Muratore 12
59065 L'Africaine (Meyerbeer). "Choeur des Mateslots" (Chorus of Fishermen) in French, MM. De Poumayrac, Nansen, Danges and Belhomme 12
Aida (Verdi). "O Terra Addio" (Farewell), Oh, Earth...Mme. Lenzi and M. Venerandi 10
XYLOPHONE SOLOS
22040 Valse Classique, Adapted from "Humoresque" by Dvorak (Dabney)...George H. Green 10
One Fleeting Hour (Lee)...George H. Green 10
VOCAL GEMS
29228*What the Chimney Sang (Parks). Unaccomp., Hudson Male Quartet 12
Sunset (Vanderwater). Unaccomp., Hudson Male Quartet 12
29229 The Phantom Band (Thayer). Unaccomp., Hudson Male Quartet 12
The Mulligan Musketeers (Atkinson). Unaccomp., Hudson Male Quartet 12
NEW INSTRUMENTAL RECORDS
52031 Hungarian Dance No. 2 in D Minor (Brahms). Violin solo, piano accomp., Emily Gresser 12
Hymn to the Sun, from "Le Coq d'Or." Violin solo, piano accomp., Emily Gresser 12
59064 Liebestraum (Love Dream) (Liszt). Piano solo, Rudolph Ganz 12
I Love Thee (Grieg). Piano solo, Rudolph Ganz 12
22026 Keep Going Rag (Sak). Accordion duet, Peppino and Perry 10
Spring of Love (Waldteufel). Accordion solo, M. Perry 10
NEW BAND AND ORCHESTRA RECORDS
40149 Coppelia (Delibes). Ballet, Part I, Garde Republicaine Band of France 12
Coppelia (Delibes). Ballet, Part II, Garde Republicaine Band of France 12
(Continued on page 138)

Some Leading Jobbers of Talking Machines in America


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Silvered needles.



RECORD BULLETINS FOR MARCH—(Continued from page 137)

- 22037 The Stars and Stripes Forever (Sousa). March, Pathé Military Band 10
- Old Faith March (Holzman), Imperial Military Band 10
- 40150 The Masquerade (Fletcher). "Valse Caprice," Imperial Symphony Orchestra 12
- La Biondina (Bord). "Waltz," Imperial Symphony Orchestra 12

All records in this list marked with a star () are for immediate release.

STARR PIANO CO.

- ART TONE RECORDS
- 15004 Aida—Celeste Aida (Heavenly Aida) (Verdi). In Italian. Orch. accomp. Andrea Arensen
 - Rigoletto, Duet in Act 2 (Verdi). Tenor and soprano, orch. accomp. Mme. Nadina Legat and Andrea Arensen
 - 13502 Reverie Helen Ware
 - Caprice Helen Ware
- GENNETT RECORDS
- 8540 For the Beauty of the Earth..... Conrad Kather
 - Ahide With Me..... Instrumental Choral
 - Jesus Lover of My Soul..... Instrumental Choral
 - Nearer My God to Thee..... Instrumental Choral
 - 8536 Rock-a-bye Your Baby (With a Dixie Melody). Tenor, orch. accomp. Vernon Dalhart
 - When a Blue Service Star Turns to Gold. Tenor, orch. accomp. Harry McClusky
 - 8537 Would You Rather Be a Colonel. Baritone, orch., accomp. Arthur Fields
 - My Friends, Morris and Max. Tenor, orch. accomp. Geo. Thompson
 - 8539 Jealous Moon. Fox-trot. Riley's Cabaret Orchestra
 - Watermelon Whispers Fox-trot. (Xylophone by Joe Green)..... Conklin's Novelty Orchestra
 - 8538 Djer Kiss Waltz..... Gennett Society Orchestra
 - My Hawaii (You're Calling Me)..... Hawaiian Troupe
 - 8541 Medley of Nursery Tunes. Dowry's Special Orchestra
- LATERAL RECORDS
- 4500 Blue Danube Waltz..... Dante's Band
 - Dolores Waltz (Amiel Waldteufel)..... Dante's Band

EMPIRE TALKING MACHINE CO.

- POPULAR HITS OF THE DAY
- 6286 The Navy Took Them Over and the Navy Will Bring Them Back (Johnson-Schuster). Baritone, orch. accomp. Ben Pilgrim
 - Jim, Jim, I Always Knew You'd Win (Von Tilzer). Baritone, orch. accomp. Louis Winsch
 - 6287 Oh! What a Lovin' the Girls Will Get When the Boys Come Home (Jentes). Baritone, orch. accomp. Billy Edwards
 - A Khaki Lad (Aylward). Baritone, orch. accomp. Ben Pilgrim
 - 6288 The Sunshine of Your Smile (Ray). Tenor, orch. accomp. Harry Lorraine
 - A Tear, a Kiss, a Smile (Motzan). Tenor, orch. accomp. Milton Bernard
 - 6289 Mother, Dixie and You (Santly). Baritone, orch. accomp. Louis Winsch
 - You Can Always Come Back to Me (Kerr). Tenor, orch. accomp. Charles Hart
 - 6290 Cheer Up, Liza (Hubbell). Baritone, orch. accomp. Louis Winsch
 - Sweetness (Honeysuckle of Mine) (Leonard-Stern). Baritone, orch. accomp. Billy Edwards
- STANDARD VOCAL SELECTIONS
- 6291 Auld Lang Syne (Burns). Unaccomp., University Quartet
 - The Bridge (Carew). Unaccomp., University Male Quartet
 - 6292 The Valley of Peace (Meredit). Unaccomp., Chautauqua Preachers' Quartet
 - Softly Now the Light of Day (Gottschalk). Unaccomp., Chautauqua Preachers' Quartet
- INSTRUMENTAL SELECTIONS
- 6293 Firelight Fancies (Loth). Violin, piano accomp., Alhert Faber
 - Serenade (Drdla). Violin, piano accomp., Jan Rubini
 - 6294 Salut d'Amour (Elgar). Violin, 'cello and harp, Symphonic Trio

- Forsaken (Fitzhugh) Amphion Brass Quartet
- HAWAIIAN SELECTIONS
- 6295 Kamawe (Shake Your Feet). Hawaiian guitars, Louise and Ferera
- Ninyso (Hilima). Hawaiian guitars, Louise and Ferera
- 6296 Kilima Waltz. Soprano, Hawaiian guitar and ukulele accomp. Irene Greenus
- One, Two, Three, Four (Alau). Soprano, Hawaiian guitar and ukulele accomp. Irene Greenus
- DANCE SELECTIONS
- 6297 Madelon (Roberts). One-step. Empire Military Band
- Lucille (Wadsworth-Arden). Fox-trot, Empire Military Band
- 6298 The Rose of No Man's Land. Medley Waltz. Intro.: My Belgian Rose and I'm Sorry I Made You Cry Empire Military Band
- Mary (Frey). Fox-trot. Empire Military Band
- 6299 Ching a Ling (Penn). Chinese one-step, Empire Military Band
- Hindustan (Wallace Weeks). Saxophone, F. W. Wadsworth; Xylophone, George Green; Piano, Victor Arden
- 6300 Twilight (Savino). Waltz. Society Dance Orchestra
- Ain't You Coming Back to Dixieland (Whiting). Fox-trot. Society Dance Orchestra

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 - In the Land of Beginning Again (Clarke-Meyer). Baritone solo, orch. accomp. Arthur Fields
 - 9125 Oh, Helen! (McCarron-Morgan). Character song, orch. accomp. Eddie Nelson
 - Every Day's a Holiday in Dixie (Will Tracey). Southern jazz melody, orch. accomp. Collins & Harlan
 - 9126 You Don't Know (Callahan-Roberts). Tenor solo, orch. accomp. Sam Ash
 - Everybody's Happy Now (Kendis-Brockman-Vincent). Baritone solo, orch. accomp. Ben Linn
 - 9133 Sarah! Come Over Here (Nelson-Conrad). Character song, orch. accomp. Irving Kaufman
 - That's What the Red, White and Blue Means (Levenson-Bagley). Baritone solo, orch. accomp. Warwick Williams
 - 9134 Down the Lane and Home Again (Leslie-Kalmar-Jerome). Tenor solo, orch. accomp. Henry Burr
 - City of Dreams (Wodehouse-Hirsch). Tenor solo, orch. accomp. George Gordon
 - 9127 Ring Out, Sweet Bells of Peace (Gardner-Roma). Male quartet, orch. accomp. Peerless Quartet
 - Norah Acushla (Cooper-Millard). Tenor solo, orch. accomp. Will Oakland
 - 9128 Madelon, I'll Be True to the Whole Regiment (Camille Robert). French war song, orch. accomp. Arthur Fields
 - The Statue of Liberty Is Smiling (Mahoney-Mohr). Tenor solo, orch. accomp. George Gordon
 - 9135 Satan, I'm Here; I Couldn't Stand for a Triffin' Man (Marshall Walker). "Blues" character song, orch. accomp. Ernest Hare
 - They've Gone and Stopped the War (Edward Laska). Character song, orch. accomp. Arthur Collins
 - 9136 Jazz Baby (Merrill-Jerome). Jazz character song, orch. accomp. Eddie Nelson
 - I've Got the Blue Ridge Blues (Mason-Cooke-Whiting). "Blues" character duet, orch. accomp. Jack and Phil Kaufman
- LATEST DANCE AND BAND HITS
- 9129 Pahjanah—Oriental Novelty (Henry-Onivas). One-step. Emerson Military Band
 - Singapore (Gilbert-Friedland). Fox-trot, Emerson Military Band
 - 9137 Madelon (Camille Robert). March and one-step, Emerson Military Band
 - Social Life (George Hamilton Green). One-step, Xylophone solo, orch. accomp. George Hamilton Green
 - 9138 Venice Blues (Intro. Vampire Blues) (Scibilia-Pinkard). Fox-trot. Emerson Military Band

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- Log Cahin Blues (George Hamilton Green). Fox-trot. Xylophone solo, orch. accomp., George Hamilton Green
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- Honolulu March (Pale Lua). March and one-step. Ukuleles and guitars, Biltmore Hawaiian Quintet
- 9131 American Patrol (F. W. Meacham). March, Emerson Military Band
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 - 7453 Come On, Papa (Leslie-Ruby). Character song, orch. accomp. George Beaver
 - When I Dream About That Southern Home of Mine (Ray Sherwood). Baritone solo, orch. accomp. George Beaver
 - 7454 Ev'rybody Shimmies Now (Blues) West-Gold-Porry). Character song, orch. accomp., Ernest Hare
 - Every Day's a Holiday in Dixie (Will Tracey). Southern jazz melody, orch. accomp., Collins and Harlan
 - 7455 The Statue of Liberty Is Smiling (Mahoney-Mohr). Tenor solo, orch. accomp. George Gordon
 - E-Yip-Yow! Yankee Boys, Welcome Home Again! (Sear-Brown). Baritone solo, orch. accomp. Eddie Nelson
 - 7456 Oh You La! La! (Brown-Moran-Tush). Character song, orch. accomp. D. (Bud) Bernie
 - In My Dusty Caravan (Gilbert-Lee). Oriental ballad, orch. accomp. Robert Rice
 - 7457 Ring Out, Sweet Bells of Peace (Caro Roma). Male quartet, orch. accomp. Peerless Quartet
 - I'll Change the Thorns to Roses (Lamb-Cheney-Fredericks). Tenor solo, orch. accomp. Geo. Gordon
 - 7458 As You Were When I First Met You, That's How I Want You To-day (Clarence Gaskill). Baritone solo, orch. accomp. Harry Evans
 - City of Dreams (Wodehouse-Hirsch). Tenor solo, orch. accomp. George Gordon
 - 7459 Has Anybody Seen My Corrine? (Blues) (Graham-Johnson). Baritone solo, orch. accomp., Ernest Hare
 - In a Little Sedan Chair (Cole-Johnson). A Japanese love song, orch. accomp. Robert Rice
- DANCE SELECTIONS
- 7460 Till We Meet Again (Richard A. Whiting). Waltz Emerson Military Band
 - United States Taps (Arthur N. Green). Fox-trot Emerson Military Band
 - 7461 Singapore (Gilbert-Friedland). Fox-trot, Emerson Military Band
 - Ringtail Blues (Robinson-Williams). Fox-trot, Emerson Military Band
 - 7462 Good-bye, France—Medley (Berlin-Leslie-Ruby). One-step. Banjo, piano and saxophone, Van Eps Banta Trio
 - 'Round the Town (John Victor Arden). Fox-trot. Banjo, piano and saxophone, Van Eps Banta Trio
 - 7463 The Better 'Ole—Medley (Knight-Darewski-Heard-Gideon). One-step. Emerson Military Band
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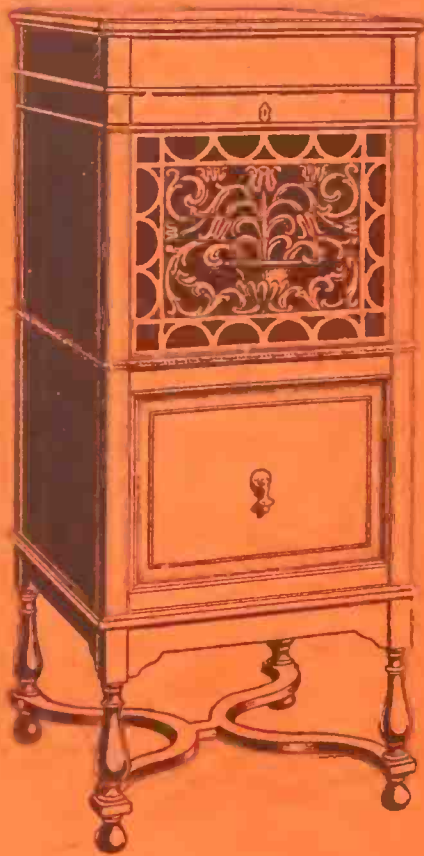
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