

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, December 15, 1918



The best-known trade-mark in the world

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

The Highest Class Talking Machine in the World



WITH the resumption of the normal peace-time production of phonographs, the wide-awake dealer will immediately try to secure the agency for the wonderful Sonora, internationally famous for winning the highest score for tone quality at the Panama Pacific Exposition.

With largely increased factory facilities we shall be able to take care of more dealers than we have in the past, but we desire particularly to emphasize, that the Sonora is distinctly a phonograph *of the very highest grade and its matchless tone and improved features of construction are our first thought; quantity manufacturing is never given precedence or placed on a par with quality maintenance.*

Sonora sets the highest standards and upholds them.

Write us regarding an agency in your territory. We offer an unequaled line of standard upright and period models at prices ranging from \$50 to \$1000.

Sonora Phonograph Sales Company, Inc.

GEORGE E. BRIGHTSON, *President*

Executive offices: 279 Broadway, New York

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

Philadelphia: 1311 Walnut Street *Canadian Headquarters:* Ryrie Building, Toronto

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

*To get the best results use only the
new Sonora Semi-Permanent Silvered
Needles with Steel Needle Records*

CAUTION: Beware of similarly constructed needles of inferior quality.

The Talking Machine World

Vol. 14. No. 12

New York, December 15, 1918

Price Twenty-five Cents

HOW THE TRADE MAY PROFIT FROM LESSONS OF THE WAR

The War Has Been a Wonderful Though Strict Teacher—Has Brought About Improvements in Selling Methods, Developments in the Matter of Economies, Elimination of Trade and Other Evils—Editorial Comments in This Connection That Are Proffered With Best Intentions

It has been said frequently for generations, but will still bear repeating, that "experience is the best teacher"; but some people, including a goodly proportion of business men, cannot even learn through experience, due not so much to lack of intelligence as to carelessness in taking due stock of the lessons thus learned.

For the men in the peace-time industries in America, the war has been a wonderful, though strict teacher, for war conditions brought about overnight, practically, improvements in selling methods, great developments in the matter of economies, and likewise the elimination of trade evils, all of which have been discussed for years with a full realization of their importance, but regarding which nothing was done in normal times.

In the talking machine trade, for instance, as a result of the war there was a general shortening of terms in the retail field and an insistent demand for cash, due to two reasons: first, that the dealer must have cash with which to discount his bills and secure a larger percentage of the limited supply of goods, and, secondly, because the limited supply of goods developed a buyer's market and made it possible for the dealer, to insist upon cash or terms that approximated cash, with the assurance that he could get it without any great difficulty.

Revolution in Selling Methods

The war has also brought about some other revolutions in selling methods. We have had real salesmen and saleswomen in the trade since its inception, and their work stands out clear, but there was, unfortunately, too great a proportion of those who found that talking machines and records, due to the tremendous advertising and exploitation campaigns of the manufacturers, came close to selling themselves. This proportion of dealers and their help therefore were inclined to let nature take its course, seeing that they could do a sufficient volume of business without exerting themselves to any great extent.

While the popular models of machines and the most popular records were plentiful, this system worked out fairly well, but when war conditions came the careless ones found that they really had to sell their goods, particularly records. They had to delve into their racks and bring forth records that had not seen the light of day since first taken from the shipping case. They had to study those records and describe them so alluringly that the customer simply had to buy. Many of them found for the first time that intensive salesmanship really had a place in the talking machine store. The result has been that throughout the country there are smaller stocks of what may be termed "slow-selling or dead records" than ever before in the history of the trade.

Lessons That Should Not Be Forgotten

These lessons of proper terms and energetic selling have been learned at considerable expense and under the goad of necessity. The dealer had to get cash and move his old stock, or shut up his shop, because he could not depend for his turnover on new goods entirely, as in normal times. Are these lessons going to be forgotten or ignored with the return of normal conditions? Are the dealers going to neglect this great opportunity for putting their businesses on the healthiest basis possible in the history of the industry? Having learned to clean house, are they going to let their books be given over to long-time contracts and their shelves given over to stock that sticks simply because it isn't sold and the customers don't demand it? It is safe to say that some dealers

will forget this lesson, but equally safe to say that so many of them will take it to heart and will continue to practice the first-class selling methods in vogue in other industries, where selling is a necessity rather than an accomplishment, that the followers of the old-time methods will be put to the test to hold on.

Elasticity in Supply Situation Helps

The loosening up of the supply situation will, of course, be welcome, but it is going to be a gradual loosening up. The material markets in the first place must be adjusted, so that manufacturers can get their normal supplies under normal conditions, and this work can not be done overnight. Then it is going to take time to return war workers to the pursuits of peace; to fit them into place in talking machine factories before all the machinery of production is running smoothly again. This may take several months or a year or more. Therefore, complete relief cannot be expected on the first of the year or shortly thereafter. The observance of cash in short-time selling must therefore be continued as a matter of self-protection. Likewise the practice of real salesmanship must also be continued to keep stocks adjusted and to prevent tying up of essential capital in the store-room or the record shelves. After that, the

MONTHLY MEETINGS OF DEALERS

Frank E. Bolway, Edison Jobber, Adopts That Plan in Preference to the Annual Convention—Salesmen Demonstrate Their Methods

"Frank E. Bolway, of Syracuse, is trying out a new substitute for the annual convention this year," says the Edison Diamond Points. "He holds monthly meetings of the dealers in his district for the purpose of comparing notes, giving suggestions and keeping everyone in touch with the splendid ideas which any of the others may have acquired. These monthly meetings are held in the Syracuse jobbing establishment, and the addresses are by members of the staff of the Rochester and Syracuse stores. Several dealers are invited each month as guests of the establishment. The subjects under discussion cover all sorts of problems of the Edison trade, and are dealt with by Mr. Bolway's expert salesmen.

"J. G. Brown, Mr. Bolway's right-hand man, who was in the office the other day, informs us that all their salesmen are A Number 1. If they are not it is not Mr. Bolway's fault, nor Mr. Brown's. They are two of the most wideawake, up-to-date, enthusiastic salesmen who ever went out after business. They give every man in their employ full opportunity to benefit by the combined experience of all their colleagues. Co-operation is the keynote of the establishment. The understanding between the salesmen and their superiors and among the salesmen themselves is complete. Mr. Bolway has arranged frequent meetings among the staffs of the different stores to provide for this understanding. At any time in the course of one of these meetings any salesman may be called upon to demonstrate his method of handling a certain problem, illustrated by another salesman who takes the part of a difficult customer. Mr. Brown informs us that the men are keen for these 'rehearsals,' and derive a great deal of benefit from their effective presentation.

"T. J. Leonard, who attended the 'Bolway Syndicate Meeting' in Syracuse on October 1, is very enthusiastic about the monthly meeting idea. 'The dealers are not frightened off from attending by being asked to make talks or read papers; that is done by various members of the

dealer who has learned his lesson thoroughly is going to find that he will view every record in stock as a liquid asset, not simply carried for the sake of saying that he has a complete line of records, but carried because he expects to sell it with proper effort, and likewise expects to put forth that proper effort.

Value of Cash Business

In the matter of terms, it can be said that the foresighted dealer has learned the value of cash. It has been a bitter lesson to some, but, nevertheless, it has been learned. The public, too, has without doubt received a new impression of talking machine values; has learned that the instruments are worth something in actual cash and must be bought on terms that will enable the retailer to clean up the sale quickly. There is no reason in the world why credit of eighteen months or more should be given on a sale totaling approximately \$100. The customer who demands that much credit had better buy a lower-priced machine or wait until such time as he is financially in a position to assume the obligation in proper form. Likewise, machines selling at \$30, \$50 or even \$60 in these days of high prices should not be sent out on terms that represent little more than bank interest on the dealer's money.

Let the lessons of the war be kept in the forefront. Make the cost of the lessons pay dividends. It will mean a cleaner, healthier trade as well as more profits, quicker assets and a local business life for the dealer.

sales staff, and the papers that I heard were brief and pointed. There were no long and wearisome talks. In consequence, things moved with a snap, and the evening passed very quickly," he comments.

"The guests at the latest meeting were T. J. Leonard, general sales manager, Thomas A. Edison, Inc.; L. S. Wright, of the Sheldon School of Salesmanship; E. A. Agens, dealer at Lowville, N. Y.; A. Stettenbenz, of the Utley Piano Co., Inc., dealer at Buffalo, N. Y.; C. J. Hereth, dealer at Buffalo, N. Y.; W. C. Morgan, dealer at Fulton, N. Y."

NEW VOCALION REPRESENTATIVES

Important Retail Houses Take Agency For This Instrument—Arrangements Made By Aeolian Co.'s Branch Located in St. Louis

ST. LOUIS, Mo., Dec. 8.—F. F. Stevenson, manager of the wholesale Aeolian Vocalion department in the Aeolian branch in this city, stated this week to a representative of The World that a number of important deals had been closed during the past few weeks whereby the Aeolian Vocalion line will be handled by representative dealers in this territory. Among these new Vocalion representatives are the following: Parker Dry Goods Co., Charleston, Ill.; J. W. Milligan, Carbondale, Ill.; Lehman Music Co., East St. Louis, Ill.; Tuxhorn Bros. Hardware Co., Edwardsville, Ill.; Feraud Bros., Granite City, Ill.; Gemlich & Schmidt, Boonville, Mo.; John N. Taylor, Columbia, Mo.; George Porth, Jefferson City, Mo.; Park's Music House Co., Louisiana, Mo.

Mr. Stevenson also stated that new dealers for the Vocalion line have been appointed in Kansas, Oklahoma and Arkansas, and the new Vocalion record is meeting with an enthusiastic reception from Vocalion representatives throughout this territory.

SECURES SONORA AGENCY

The Fortune-Ward Drug Co., of Memphis, Tenn., has secured the agency for the Sonora talking machine, and will devote the entire second floor of its establishment to its exploitation.

Maintaining the Efficiency of the Mailing List By Eliminating All the Deadwood

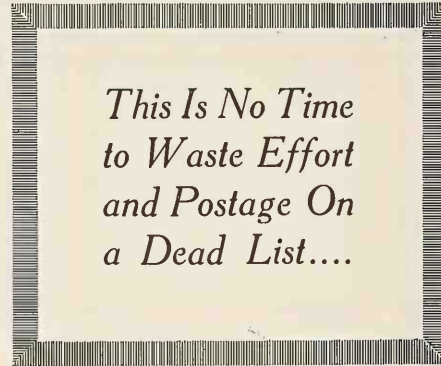
The advantages accruing to the talking machine dealer through having a live, up-to-date mailing list have often been manifested, but never in the history of the trade has it been so necessary as now for the dealer to see that his list is actually live, and that the deadwood is eliminated so far as it is possible to do so. In normal times the waste that comes from carrying dead names on the mailing list is to be condemned, even though often winked at, but in these days of paper shortage, increasing overhead expenses, and the request of the Government for conservation all along the line, to carry a mailing list that is not up-to-the-minute is little short of criminal. Mailing costs have gone up, especially on first-class matter, and printing is more expensive. The literature for mailing is costing from 50 per cent. to 100 per cent. more than formerly and every factor connected with keeping the mailing list going has grown more costly.

It must be remembered, however, that the mailing list will not keep itself free from deadwood automatically. It must be watched, and watched carefully, and thinned out at frequent intervals. The dealer who keeps no record of his mailing list, and the direct results it brings, can tell almost offhand those names on the list which represent live customers—those who make use of the lists and other matter sent to guide them in their regular purchases. These names must, of course, stay on, and be carefully guarded. Then there are those who make purchases semi-occasionally, and of a nature to indicate that some particular piece of literature has appealed to them, and has induced them to buy. By carefully checking up the purchasers of this class, the dealer is likely to find he can save a considerable part of his postage bill by sending to them only literature regarding records and other items in which experience tells him they will be most likely to be interested.

Next separate the old customers—those who have been more or less regular in their buying in the past, but who, for one reason or another, have fallen by the wayside. By removing them from the regular mailing list and giving them special attention the dealer can either rejuvenate their interest in their machines and put them back in the live class, or learn definitely if their interest has waned entirely, which, under the circumstances, means that as a matter of fact

it will be real economy to let them severely alone.

To the doubtful names—and every list contains dozens or hundreds—send a return postcard enclosed in a circular, or folder, explaining that the dealer's list is being revised; that he wants to put into it information that will assist him in sending to the customer, or prospective customer, material that will prove most interesting, and asking that the card be returned with that information. The general rule is to have the name of the prospective customer



already written on the return card, leaving space for the present address, make and type of machine, and class of records in which the prospective customer is most interested. Those who do not return the cards can be taken off the list. A careful survey of the information contained on the cards that are returned will permit the conservative dealer to eliminate even some of these names from his list, to allow room for some liver prospect.

Return postcards, together with a circular letter and envelope, and the first cost of mailing, may appear to be an expensive proposition, but it will be found that the number of names that can be cut off the list after this work is done will represent, in the saving of expensive exploitation literature, a sum many times the cost of the campaign.

Under present conditions the dealer finds that he cannot afford to let his salesmen waste time on doubtful prospects, for as a rule he has not sufficient stock to take care of the live customers. His mailing list is a salesman, and it should have on it only the names of those who

are ready and willing to do business. The other kind can wait until stock is more plentiful, and salesmen have more time.

CANCEL INCREASED PRICE LIST

Columbia Graphophone Co. Issue Important Announcement Regarding Cut in Curtailment—Restore Old Prices on All Machines

The Columbia Graphophone Co. sent out on November 16 to their dealers a copy of a telegram sent to Columbia business managers announcing the fact that the new and increased price list for Grafonolas which went into effect on November 1 had been canceled, and that all November shipments since November 1 will be rebilled at the old prices. The telegram to Columbia branch managers, which was signed by George W. Hopkins, general sales manager, read as follows:

"Due to the announcement to-day of the War Industries Board of the Government that the curtailment of the production of phonographs is cut from 60 per cent. to 30 per cent., we are glad to be able to reinstate prices as in force prior to November 1, 1918, with instructions to you to rebill all November shipments at the old prices."

BELIEVES IN VALUE OF SERVICE

M. B. Silverman, of the Mandel Mfg. Co., of Chicago, Ill., whose talking machine business has been steadily expanding throughout the country, was recently in New York on one of his periodical visits. Mr. Silverman is of a keen, analytical mind, and he has many constructive and advanced ideas regarding the talking machine business, particularly the sales end, which have proven of great interest and advantage to dealers handling the Mandel line.

GOOD SALESMANSHIP

It is not good salesmanship to sell a customer what she doesn't want—or can't use. It is not good advertising to sell goods by misrepresenting. Good salesmanship is making the customer realize the merchandise will add to comfort, or enjoyment, or convenience. Good advertising is telling the truth about goods so attractively that readers will feel the urge to buy.

LEGERDEMAIN and VICTOR SERVICE

D **W** **S**
I **T** **S** **O** **N** **E** **V** **I** **D** **E** **N** **T** **S** **E** **R** **V** **I** **C** **E**
 WE have no Magician's Bag of Tricks—
 We Cannot Pull Machines and Records
 Out of Empty Hats—But We Are Here to
 Give the Victor Dealer the Best Service Pos-
 sible and With the Spirit of Sincerity Always
 Evident.

DITSON'S

The Wartime Service

BOSTON

VICTOR EXCLUSIVELY

NEW YORK

ALL RECORD CUSTOMERS ARE ALBUM CUSTOMERS



MAKING THEIR SELECTION

A Place for Every Record and Every Record in its Place

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

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

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

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



THE PERFECT PLAN

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

GENERAL PROSPERITY NOW REIGNING IN THE SOUTHEAST

Talking Machine Dealers in Atlanta and Vicinity Look for Heavy Business With More Liberal Supplies Available—Change in Control of Veteran House—Some Recent Happenings

ATLANTA, GA., December 8.—Dealers in talking machines in this city report a very satisfactory business for the month of November. While there is undoubtedly some curtailment in the volume of business on account of the shortage of goods in nearly all leading lines, there is still quite a large volume of business moving.

In general it can be said that the whole Southeast is in a most prosperous condition. While cotton planters and those closely connected therewith have made money this year, still Georgia, Alabama, Mississippi, and the Carolinas are not as dependent on cotton as they once were, and the diversification of crops has helped wonderfully. The city of Atlanta has made the most wonderful strides financially, having come from about seventeenth place in the weekly bank clearings during 1917 for the whole United States, to tenth place at present. The weekly clearings are now around \$75,000,000 and exceed such places as Cleveland, Minneapolis, Buffalo, Detroit and other cities of from two to three times the population.

It is regarded as probable that Camp Gordon, the local cantonment, will be continued as a permanent camp, and this will have a beneficial effect on all the territory near Atlanta.

The move to place all business, wholesale and retail, on a cash or nearly cash basis is being watched with interest by merchants and bankers all over the country. It seems passing strange that the South, the home of long-time credits, should become one of the leaders and pioneers in this movement.

The Atlanta Talking Machine Co., the oldest Columbia dealers in Atlanta, also Aeolian-Vocalion dealers, announce through Geo. P. Howard, owner of this business since 1915, that they have sold their stock and transferred their tenancy, good-will, etc., to other parties, who are abundantly able to continue the business, and no doubt will do a substantial volume.

Manager Salter, of the Victrola department of the Cable Piano Company, reports that they have had quite as large a volume of business as they could accommodate with their supply of goods. Their cash business, cash record trade,

first payments and monthly terms are in more satisfactory shape than ever before. They are expecting a very brisk winter and holiday trade. Mr. Salter reports that they have exceeded 1917 business in his department every month during 1918 except one, and the difference in this one month and that of 1917 was small.

Phillips & Crew Piano Co., the oldest Victor dealers in Georgia, report an active demand for all types of Victrolas, and the outlook to be exceedingly bright. They are fortunate in having set aside a certain portion of their jobbing stock for their retail demand, and are thus in good position to supply the local call for Victrolas and records.

The Haverty Furniture Co., Mr. Wilson, manager of the talking machine department, announces that E. E. Thornton, for the past two years in charge of their talking machine department, has resigned to go with the Columbia Co. as traveling salesman for the Atlanta branch. Mr. Wilson, his successor, was formerly with Phillips & Crew Piano Co., and is a thoroughly competent and able phonograph man. Everyone in the local trade wishes him well in his new position. The Haverty Co. report a large and increasing volume of business as each week passes. Their stores in Alabama, South Carolina, Tennessee, other Georgia cities and in Texas all say that their talking machine departments are doing nicely.

I. M. & R. D. Bame, Victor and Sonora dealers, are quoted as booking a substantial volume of business, and while they are, as are most dealers in standard lines, suffering somewhat from the difficulty in getting stock, they anticipate a large Christmas and winter trade. They are receiving more cash in first payments, cash sales and collections on installment accounts than at any time in the past.

The feature of the month was the advance in the price of the Columbia line on November 1, and the corresponding reduction about ten days later. This move is explained by the fact that the War Industries Board had ordered such a drastic reduction in the output of talking machines for 1919 that it was absolutely neces-

sary for even the largest manufacturers to advance prices in order to get the same profit as heretofore. The moment word was received that the Government would allow a considerably larger production than had been expected, this being as soon as the armistice was declared, the Columbia Co. set the figures back to the old prices.

The local Edison stores, Phonographs, Inc., and The Diamond Disc Shop are continuing a satisfactory and aggressive business. The new Edison has become well established here, and is very popular with people who appreciate "classy" goods. The Edison popular price record is now \$1.15 and those of higher prices have advanced proportionately.

Now that the war is at an end Phillips & Crew, Victor distributors in this city, are most optimistic regarding the business outlook. They feel that the Victor Co. will soon be able to make increased deliveries, and this, of course, will mean that the dealers in this territory will be better provided with stock.

The talking machine dealers and all interested in the industry in this city and section wish the proprietors of the Talking Machine World and all subscribers a Merry Christmas and a Happy New Year. Surely we all have more to be thankful over this year than at any time in this generation, the end of the Great War.

Don't judge a man's loyalty by his inability to sing the national anthem. Many a real patriot is tone-deaf!



Ideal for Holiday Sales

In that period of uncertainty as to what to give, show your customers the

CORTINA Phone-Method

Sell them the records, the talking machine and the text books. The Cortina Military French-English course is especially adapted for those going "over there."

Send for full information. Advertising matter and window displays.

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



Extends to the Trade Sincere
Wishes for a
**Merry Christmas
and a Happy New Year**



We are preparing for the biggest phonograph year in history, and expect to give our dealers maximum service in handling their album requirements

New York Album & Card Co., 23-25 Lispenard St., New York



Victrola IV, \$25
Oak



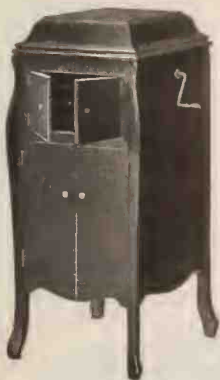
Victrola VI, \$35
Mahogany or oak



Victrola VIII, \$50
Oak



Victrola IX, \$60
Mahogany or oak



Victrola X, \$90
Mahogany or oak

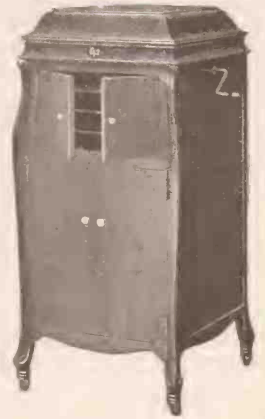


Victrola XI, \$115
Mahogany or oak

Victor Supremacy

The enormous public demand for the Victrola, the unparalleled success of Victor retailers everywhere unmistakably tell of Victor supremacy.

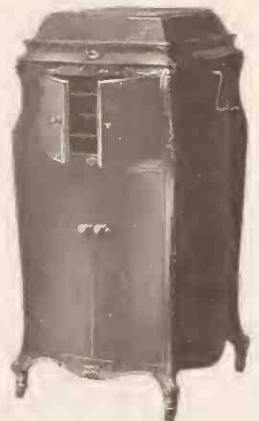
Victor Talking Machine Co.
Camden, N. J., U. S. A.



Victrola XIV, \$175
Mahogany or oak



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



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

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

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

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



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For the makers & sellers of talking machines

PUBLISHED BY EDWARD LYMAN BILL, Inc.

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Published the 15th of every month at 373 Fourth Ave., New York.

SUBSCRIPTION (including postage): United States, Mexico, \$2.00 per Year; Canada, \$2.25; all other countries, \$3.75. Single copies, 25 cents.

ADVERTISEMENTS: \$4.50 per inch, single column, per insertion. On quarterly or yearly contracts a special discount is allowed. Advertising pages, \$125.00.

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

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

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

NEW YORK, DECEMBER 15, 1918

THE end of the war has brought relief to the talking machine industry in more ways than one. Just as The World went to press last month there came the news of the lifting of certain restrictions regarding the use of metal in talking machine manufacture. Since then all restrictions covering curtailment of output, or priorities in steel supplies, have been removed. This removal of all restrictions has meant that manufacturers can now with perfect freedom carry on their business under normal, pre-war conditions, although, of course, there will exist for some time the question of sufficient labor and other problems that go with the period of readjustment and which affect other lines of industry.

The trade as a whole is to be congratulated on the manner in which it has withstood the stress of war and how the various factors have surmounted tremendous difficulties and kept things going even when the outlook was most unfavorable. The attitude taken toward the industry by the Government officials has been largely due to the educational campaign conducted by members of the trade showing the essentiality of music during wartime. The cries of the radicals and the unthinking that all industries not actually engaged in the making of war munitions or clothing, or in distributing food, should be eliminated for the period of the war, were fortunately not heeded, or even taken seriously in Washington. The curtailment of production in non-war industries was recognized as a matter of prime necessity, for the winning of the war was the nation's first business, but curtailment orders were issued only after careful investigation, and were designed to affect industries only to such an extent as was absolutely necessary in the view of the officials. The idea was not to cripple one industry at the expense of others, but endeavor so far as possible to allow all industries to carry on and keep going even though on a limited scale.

The importance of the talking machine in maintaining the morale of our fighting forces, as well as of the civilians at home, during the dark hours was fully recognized by both civilian and military authorities, and that had much to do with the consideration shown the industry, and the arguments presented by those elected to represent it in Washington. A number of plants as a patriotic duty turned a large percentage of their facilities over to direct war work, which was the proper thing. This fact, coupled with the observance of certain curtailment orders naturally reduced the output both of machines and records to a considerable degree, but the more serious curtailment orders that would have still further reduced the output of the manufacturers had hardly been promulgated before the sign-

ing of the armistice with Germany made possible their withdrawal.

The action of the Government officials in lifting restrictions at the first possible moment is to be accepted as an indication of the attitude of the Federal authorities toward industries generally, among them this of ours, and an indication of what may be expected in the matter of Government assistance during the reconstruction period.

FROM Washington comes the good news that the Senate Finance Committee in redrafting the War Revenue bill has fixed the war excise tax on talking machines and records at 5 per cent., as compared with the 10 per cent. tax provided for in the original House bill. This reduction in tax on talking machines follows the removal from the bill of the sections providing for a floor tax on talking machines and records, as well as other musical instruments in the hands of manufacturers, wholesalers and also retailers at the time the law became effective. As the measure now stands the manufacturer will be called upon to pay what means an actual increase of only 2 per cent. over the tax provided for in the existing law—a much more equitable increase than was originally proposed.

The various representatives of the industry have worked faithfully in Washington to bring about the reduction of the proposed tax on talking machines and records, emphasizing particularly the importance of those products to the nation, as a force for the building and maintenance of morale, and also pointed out that the 10 per cent. tax as originally proposed would prove ruinous to the trade as a whole. The Senate Finance Committee has finally accepted these arguments at their full worth, due perhaps in some measure to the change in the war situation, and the belief that the amount of revenue originally intended to be raised by the new bill will not be necessary.

Members of the trade, however, must still keep on their guard until such time as the new War Revenue bill in its final form and as agreed upon by both the House and the Senate reaches the President for his signature. It is still possible, although not at all probable, that the bill may again be changed perhaps to the disadvantage of the industry, and this possibility must be guarded against.

The elimination of the floor tax represents a genuine victory, for it has been frequently stated that a goodly number of dealers who have gathered together substantial stocks of machines, and particularly records, as a matter of precaution, straining their resources to finance the purchase of stock, would be unable to meet the Government's demands for the payment of 10 per cent. tax over and above the purchase price of the goods. It is doubtful if any attempt to reinsert the floor tax provision, or a similar tax, will be made in the final draft of the bill.

SALESMEN often overlook opportunities not only to secure new prospects, but to develop their business along new and profitable lines by failing to call upon customers to whom they have sold talking machines and records. In normal times, of course, this would be to some extent impossible, but in these war days, when a shortage of certain types of talking machines is prevalent, and there is a little time to spare, advantage should be taken of this condition by dealers and salesmen to visit owners of talking machines, and ascertain whether the machines and records purchased are giving satisfaction—in other words, seek to find out what might be done to further enhance the pleasant relations that should exist between the dealer and the customer.

This display of interest on the part of the salesman, or the dealer, is certain to bring its reward in the near future, when sufficient stock is procurable, and when trade will be resumed in a vigorous way. It is a move that will result not only in friendships, but in sales. For the man or house who puts into force this policy of "service" is destined to have news of his good will and service progress spread broadcast among relatives and friends of those called upon, with the result that as a purely advertising proposition it will be found profitable as well as business of the most approved kind.

THE great world war with its heavy drain upon the resources of this country, and for that matter upon practically all the countries of the world, in the matter of men and material, is now at an end, and with the coming of victory there comes also the period of reconstruction—of readjustment, as it is more popularly termed, and the problems that arise in connection therewith.

These problems will necessarily affect business men in all lines with the gradual return from war to peace pursuits. The reallocations of hundreds of thousands of skilled and unskilled workers; the replacing in the industrial field of some hundreds of thousands of erstwhile soldiers and sailors, and the turning of great industries now engaged in war work over to the manufacture of peacetime merchandise, cannot be done offhand or hurriedly without creating the danger of a crisis of some sort.

There will be some scurrying, of course, to get back to normal, or as close to normal as possible. Those who have had their businesses curtailed or partly eliminated are going to expand, or try to expand, and resume their pre-war status. They are going to try to make overnight work of a two-year task, and it is going to be a difficult achievement—one in which the weakling has a small chance of success. How are the talking machine manufacturers, wholesalers and retailers going to fit into the scheme of things when this adjustment is going on?

The time to plan and the time to work is not after peace is formally declared at the international conclave, but right now, so that plans will have been prepared and the foundation will have been laid along proper lines when the thoughts and activities of the nation are fully turned to peace channels.

The concern, whether engaged in manufacturing, wholesaling or retailing, that has kept its name before the trade and the public constantly during the war period, and continues the same policy, perhaps on a bigger scale, for the coming months, is going to be in a position to jump ahead of competitors who have not been so farsighted. The constant advertising may not have produced tangible results in full measure, but it has nevertheless served to mould opinion, to impress the name of the company and the product upon those who will be in a position to go out and buy. It is going to help that concern garner business while the fellow who has laid down is scratching around to get acquainted again, for it will be discovered that rebuilding a business is as hard, if not harder, than establishing a new business. It is a little point worth thinking over.

Then comes the biggest and most important question of them all—the question of credit. During the period of the war there have been many manufacturers and retailers who have absolutely forced a rearrangement of the credit system, and terms, both wholesale and retail, have been shortened materially in many cases. After the war neither manufacturers nor retailers can go back to the old system, and the ones who do are lost. The period of readjustment—of reconstruction—is more than likely to be also a period of financial adjustment. The high wages of to-day are going to become a thing of the past, particularly as they affect war workers. Men must seek new fields and at the same time accept less compensation. This is going to have a decided effect on the general financial situation.

Then there comes the redistribution of capital, the return of billions from war plants into the normal channels of business. That

in itself is going to have its effect on the money market. It means that the credit obtainable either by the manufacturer or retailer is going to be limited, possibly just as limited as it is to-day. It means that both divisions of the trade must be able to finance themselves to a great degree, and to finance themselves means to get cash, or what approximates cash, for the goods they sell.

Without doubt the loosening up of the material market will bring with it a reduction in manufacturing costs and a subsequent reduction in the price of manufactured products. So much the better from the selling viewpoint, for more reasonable prices will mean a broader field of distribution.

There will be many material benefits to business as a result of the end of the war, aside from the victory which we have achieved. Let the trade hold on to a sound credit system as representing one of these lasting benefits.

THERE ought to be no more doubt as to a business man's duty when he hears false business doctrines presented than there is about the physician's duty when he hears a man putting false notions into the minds of the untutored regarding, we will say, the germ theory of disease.

Everybody is interested in business, and, if they only knew it, not simply in the innumerable details which enter into business transactions, but in the principles which underlie these transactions, principles which the vast number have no grasp of.

Our time is so mortgaged to the succession of events that we fail to realize what significance there is in them, with the result that when things go wrong we make a hit and miss guess at the cause and probably lay the blame on some incident having no more relation to the wrong results than gold buried 400 fathoms under the sea has to the high cost of living.

Every decision in business based upon prejudice is helping to build up the mountain of obstacles in the progress of business toward a stable position. Therefore is it not the duty of business men to shake men out of their prejudices, not roughly, nor with that air of superiority which always defeats good purposes, but perhaps humorously, always good-naturedly, through that power of persuasion which comes by studying men's whims?

Many are all the while letting slip the opportunity to give a new or wider vision. In other words, to lead the men prejudiced by narrow outlook into a rational view. If a man has a lazy streak in him, the temptation is to let the fellow with the false notions wallow in them. Sometimes life is too short to put reason into him, but the lazy streak tempts some into this thought too frequently, and if we were perfectly frank it would be admitted that it was sheer laziness which decided many against action.

Cultivate the fine art of persuasion. There is no art finer or, in the hands of a rational man, better calculated to get the affairs of business on a sound, progressive basis.



A Merry Christmas

- to our Brave Boys who made even Germany unhealthy for the world's human cootie.
- to Pearsall Dealers who have had a successful year regardless of drawbacks.
- and to those dealers who will use Pearsall Service for the first time in 1919—the Pearsall Kid.

Silas E. Pearsall Co.

Wholesale Distributors of Victrolas and Records

10 East 39th Street

NEW YORK

Starr Policy for 1919

The Starr Piano Company announces herewith its policy for 1919.

Prices will be restored at once to the figures which prevailed before Starr production was restricted by governmental order.

Decreased output resulting from governmental curtailment necessitated an increase of price on all Starr models of pianos, player-pianos, grands and phonographs. This increased price is now removed on the entire Starr line, readjusted prices to be in effect as of 12 o'clock midnight Tuesday, December 31, 1918.

It must be remembered that The Starr Piano Company has been on an exclusive war basis. Deliveries will naturally be increased as the factory is being restored to a peace footing. The respect in which The Starr Piano Company is held the world over has been greatly emphasized by its splendid performance in war service and by its products being exclusively adopted as standard for the U. S. Army observation balloons.

The capacity of the Starr factories has always been swiftly absorbed, but in view of the facts cited above, together with the introduction of the improvements devised by our experimental department in the last eighteen months, prospective buyers will do well to be forewarned against a demand without precedent.

We assume that peace will shortly follow the signed armistice. In that event the entire capacity of our factory will be devoted to the production of Starr-made pianos, player-pianos, grands and phonographs.

In spite of that fact, we do not believe it will be possible to build during 1919 all the Starr products the world will want.

The Starr Piano Co.

Richmond, Ind.

“A Joy too Deep for Words” —but music can express it. These are joyful days—and music plays its proper part.

**Columbia Graphophone Co.
NEW YORK**



GREAT EDUCATIONAL CAMPAIGN

Princess Watahwaso Gives Concerts Under the Auspices of Educational Department of Putnam-Page Co. for Purpose of Creating Money Surplus to Buy Victrolas and Records

In a letter from Putnam-Page Co., of Peoria, Ill., they write of the successful work of Princess Watahwaso in connection with their educational department. In a tour of three weeks afternoon and evening concerts were given in cities of Illinois and Iowa and always to capacity houses. It was interesting to see 2,000 children sit for an hour listening intently and enjoying every minute, and in response to their enthusiastic applause number after number was repeated, to their great delight. It was an event



Listening to Princess Watahwaso

in their lives never to be forgotten, for a real Indian Princess told them fascinating stories of the forest, sang for them the songs little Indians sing and danced the ceremonial dances of her tribe. A truly wonderful day for them and Princess Watahwaso enjoyed it quite as much as they.

Great interest was manifested by both teachers and pupils and their co-operation was all that could be desired. The concerts were given under the direction of the music department in each city, assisted by the local Victor dealer, and both should be justly proud of their work. Too much cannot be said in praise of their effort, interest, co-operation and management. Assisting them were the teachers and pupils of the entire school force. Such a combination insures success! The proceeds were placed in the hands of the dealer, at the disposal of the teachers to be used for Victor educational records and school machines, the records selected to be suggested by a committee consisting of the supervisor of music and several teachers appointed by her.

In deciding upon Princess Watahwaso for this work the Putnam-Page Co. had the desirable combination of one interesting in an educational sense, a soloist of ability and great personal charm; instructing and giving a most unusual entertainment. They feel they were very fortunate in having Princess Watahwaso with them for this work. Everyone was delighted—felt repaid for their efforts and would like a return date at some future time. Princess

Watahwaso feels it a great privilege to give to the world the songs of the Indian and to help the pupils know their customs, traditions and legends, which in this day of modern civilization she regrets to say are fast disappearing.

Her program included songs collected and harmonized by Thurlow Lieurance. Among them “By Weeping Waters,” “Waters of Minnetonka,” “Sioux Serenade,” etc. These songs

have been recorded by the Victor Talking Machine Co. and are now in great demand everywhere.

Victor dealers are enthusiastic over the results of the concert and the Putnam-Page Co. is now planning to further assist its dealers in making definite the work in the schools—a feature of the work which should not be neglected in the educational department.

HOW HANDSHAKING CAN BE MADE TO HELP SALESMANSHIP

The Art of Shaking Hands Properly and at the Right Time Worthy of More Than Casual Study —Practice Appeals Differently to Various Classes of Customers

Shaking hands with customers often helps to develop in them a friendly attitude. It has a tendency to bring seller and buyer closer together. It is a good plan, however, to shake hands only with people who will be favorably affected by the action. Now and then a patron or a prospect comes around who is sort of offish or uppish or crusty or crabbed, and such a person needs to be handled at arm's length and no attempts made at familiarity. If the customer is not going to come half way on the hand shake pass it up.

Of course everything is going to depend upon the way you shake hands. If you merely stick out a limp paw for the other fellow to waggle up and down, you can't expect him to enjoy it very much.

First, learn how to shake hands. Learn the happy medium between the college freshman wrench and the lifeless cemetery flop. Shake hands quickly, firmly, as if you meant it. Shake hands as you know or imagine a man like Theodore Roosevelt would do it—with a hearty grip and a look in the eyes, not a limp wiggle and a glance at the other man's necktie. And don't hang onto the other's hand—whether man or woman. Shake it and be done.

Then, learn when to shake hands. Don't crowd the act upon the unwilling. Don't put out your hand and hold it there until the other fellow is shamed into taking it. Shake hands as if it were the natural thing for both of you to do. If you shake hands when you greet a customer, don't offer your hand again when you part a few minutes later. If the prospective customer is met as a stranger, leave the handshaking until you part, unless it is expected at

the outset. Make the action an indication of an acquaintance that has advanced during your meeting. Handshaking will help salesmanship if you use it in the right way.

TRIBUTE TO MEMORY OF T. T. GELDER

The National Publishing Co., manufacturers of talking machine record albums, Philadelphia, Pa., have just sent out a very gracious tribute to the passing of Tolman T. Gelder, who died suddenly some time since while on a visit to St. Louis. Mr. Gelder joined the forces of the National Publishing Co. November 4, 1899, and it is pointed out that during his nineteen years with them he proved himself of marked ability. Being a true and square man, his friends could be numbered by the hundreds. He was a great thinker and possessed an unusual reasoning faculty. He had most excellent judgment in sizing up a business situation. Mr. Gelder was held in high esteem by all who knew him, and his passing is greatly regretted.

PAYS TO TURN OVER STOCK QUICKLY

It is the man who turns his stock over quickly and often who makes the successful merchant, but to do this the credit end of his business must be well taken care of. Wisely made credits mean prompt collections, and prompt collections mean that cash is always ready without borrowing to start the cycle of purchases for another quick turnover. Good credits and prompt collections also mean the golden profit of cash discount, the basis every profitable business must be on.

THE REGINAPHONE



Style 900

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.

"The Day" HAS COME

*Thank God, the War
is over—including
the shouting.*

But during the period of reconstruction and readjustment the man of vision foresees events that cast their shadows before them.

For instance, he sees that it will be many a day before the Steel Needle business will again be normal—that everything that has to do with the manufacture of needles, including American Labor, is not going down in price—that the demand for High Quality Steel Needles for at least the next few years is going to be enormous.

The entire world for more than four years has been living a life without gaiety. This same world now wants to feel the full enjoyment that music will give them. Hundreds of thousands of new marriages will take place. These new homes will want music. Every home in which there will be a Talking Machine will need an endless supply of Steel Needles.

The market is practically oversold today. What it will be a month, three months or a year from now, is for you to judge. Some dealers will be in a position to supply their customers with Steel Needles.

As a dealer with foresight, we advise that you immediately anticipate your next years requirements

Made in America by Americans

BRILLIANTONE STEEL NEEDLE CO. OF AMERICA
INCORPORATED

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

B. R. FORSTER, President

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



Developing a Retail Talking Machine Business Along Practical Lines

By Warfield Webb

Dealers who fail to realize the importance of combating competition with practical plans and clever ideas often wonder why others make a success that is worth while, and they only eke out a fair living. What they lack in their ideas of salesmanship are practical suggestions to the trade. They fail to arouse that keen interest that is the best possible argument for making sales to customers who come again.

A study of the successful dealers in talking machines and records proves that the men or concerns who have made a striking advance have done so from the very fact that they proved themselves to be men with ideas that were of value. Competition is a vital factor to-day in the talking machine industry. This single item has done more to develop the sale of these machines—the records follow as a natural consequence—than many of the after-effects and the plans that have been laid for the betterment of business. The dealer who does not fully value this part of his industry is overlooking a very significant element. It is doubtful, in fact, if he ever makes good.

In coping with this matter of competition what can the dealer do to offset it? What can he plan in the method of his sales or in the display of his stock or in the publicity ideas that he evolves, that will prove that he is a live man? Theories are of little value in a case of this kind. What is demanded now are facts. He must adhere to helps that will induce the public to seek him, and this can only be done in a profitable way by making his place of business a magnet. The people are not coming to him from sentiment altogether. But this, too, will prove a help when rightly distributed.

Practical helps are made up of displays, both in the windows and in the sales section. Care in arranging the stock. Rapidity with which the machines can be shown and a careful knowledge in the placing of the records. There must be a reason why the trade will seek you when other concerns are not overlooking the need for giving the trade all that that service implies. Poor displays are not going to help you. Lack of some practical sales system in giving your customers what they want quickly is not going to encourage them to buy now or to come back later. They are after that quality of service that is the ready-to-see brand.

Now what is your live competitor doing to increase his sales? What has been the reason for his success? Go to his store and ascertain. How? Will you ask him to explain this to you? No. If you did he would refuse you. You must find out for yourself. This is sometimes an easy matter and at others it is a difficult one. But you can ascertain some things by painstaking observation. However, as imitation is a very bad quality of flattery, you will doubtless refuse to play the second part in this sales game.

Then you will be compelled to modify his plans and to improve upon them if you can, and therein lies the secret that will be your most logical argument for better sales. The best way to prove that you are a capable man is to take a careful inspection of yourself. Begin with your individual self. Go over your own ideas of salesmanship, of display, of stock and of customer reception. Then make a note of the value of your employees. What percentage of them are making good? Have you watched their sales plans and have you noted the reason as to why sales were often lacking?

Perhaps they have been lacking on account of their inability to make good. They were ignorant of the first qualifications of salesmanship. They did not know how to receive a customer intelligently. This is not to be wondered at. There are a great many inferior salespeople. Cheap help, while not always a drawback, is likely to be an asset to your competitor.

He might become aware of this, for people are going to comment at times, you know, of things that do not directly concern them.

It may be that your stock is lacking in the number and character of the machines offered or in the records shown. This is sure to create unfavorable comment, and when the public becomes aware that you are a failure in this way they are not going to give you very much consideration. In buying records, particularly, they want to have the pleasure of making a selection from a number of pieces. They want to be

*Development Work
Cannot be Carried
on Successfully in
Haphazard Manner*

given a practical demonstration of your ability to show them that you have the stock to meet their whims.

You may think that this is a foolish idea. It is, if we look at it in one way. But we must look at it in a broad way and cater to the public's whims. The same rule applies to the editor of a magazine. He must give his readers something that will please them regardless of what his personal opinion might be. The practical dealer is a man who caters to the public taste. He forgets his own ideas and tastes. He is seeking to sell the public, and he stands ready to combat competition with this striking argument.

The live dealer values this to the limit. He does not permit his tastes to interfere with the public's and he pleases them by this large idea. It is a practical one. He serves them with that care that is an insurance that they can get

what is wanted. They may be selfish, and they may be exacting and they may prove to be annoying at times. The dealer who is keen to these notions overlooks them. The important part that he sees is in making the customer a satisfied one. He will pass up his own ideas when he finds that they are incompatible with the customer's.

What is competition doing for you that you cannot make capital of? What is that live dealer over the way doing now that makes his trade so good? Well, he does advertise. Yes, and he backs up his publicity statements with facts. Otherwise his advertising is a deception and the public is not going to be deceived for very long. But he makes good because he proves that he is a practical dealer. That is the sum total of what this means.

His window displays are attractive. They prove that he is fully alive to the needs of the public. They are in touch with anything that is the order of the day. It might be a national celebration or it might be a local affair. It might be an opera celebrity or a musical artist who is to give a recital in his city. He makes this one feature a practical help to the customers. If there is a popular song or a hit in the musical world he places these records in the forefront. It proves to the public that he is a man who is in touch with the world, and that it is to their interests to deal with a man of this type.

How are you a practical dealer? Are your ideas based on a foundation that does inspire the public with the belief that you are a capable dealer? If your competition is keen well and good, you have a stronger reason then to work all the harder that your store will become the trade mecca of your locality.

IMPORTANCE OF PROMPT PAYMENTS

When a customer begins to be slow in his payments, then look out for scattered purchasing. The experienced credit man does not need to be told that big permanent relationship between creditor and debtor will come generally only through insistence upon recognition of terms of sale and promptness in meeting them.

*Announcing the
removal of*

The DOMESTIC
Talking Machine
Corporation to

L A T R O B E
P E N N S Y L V A N I A

“Domestic” on talking machines stands for the highest quality of product at the retail prices of \$17 to \$135.

Three Big Values—Three Big Sellers

Model No. 3
\$125.00



Model No. 6
\$90.00



Model No. 5.
\$75.00



MANDEL PHONOGRAPHS—made by one maker—backed to the limit by the manufacturer, mean a service that guarantees your success.

The MANDEL embodies massiveness in cabinet design, efficiency in mechanical construction and richness in tonal quality. These three factors are the making of a good talking machine. And the MANDEL is a good machine.

The three models here illustrated are producing big results for MANDEL dealers. Three popular-priced phonographs — each model giving the consumer greater value for his money than he could ordinarily obtain.

And to the dealer we offer a wonderfully attractive proposition—a co-operative plan that makes it pay him to sell MANDEL Phonographs.

Write for full details—today

A Letter from Missouri—Name and Address on Request

MANDEL MFG. CO.,
Chicago, Ill.

Gentlemen:

Please book my order for immediate shipment by freight, the following:

Two Style No. 3 MANDEL Phonographs, Oak finish.

Two Style No. 3 MANDEL Phonographs, Mahogany finish.

Each purchaser of the MANDEL is delighted with the rich tone value and each sale draws more sales. I sold the last MANDEL today, so please rush out this shipment. I want to keep the MANDEL on my floor. (A MANDEL DEALER)

**MANDEL
MANUFACTURING CO.**

501-511 So. Laflin Street, Chicago, Illinois

Getting After The Talking Machine Trade of The Returning Soldiers

By Courtenay Harrison

Many talking machine dealers have been using in their advertising the slogan, "Keep the Home Fires Burning—with a talking machine by the fireside to play the tunes that your boy loves to hear on the battlefield across the sea." This was good business, and it helped to sell some machines.

Now, however, that the boys have put over the job laid out for them and are about ready to return to their homes in America, the slogan quoted above is out-of-date. The thing for the talking machine dealer to do now is to advertise AT the soldier boys instead of ABOUT THEM.

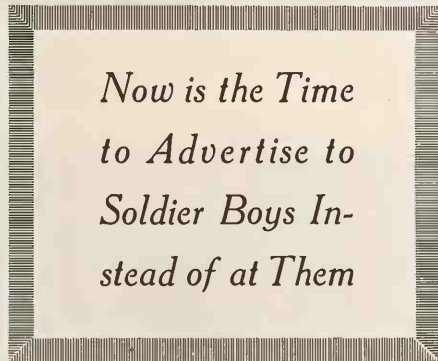
This brings us down to the main point of this article—that the talking machine business is going to be unusually good from now on, and returning soldiers are going to be among the best purchasers. This is true for a good many reasons.

In the first place, it is generally agreed that out of the melting pot of our army organization will come an army of civilian-idealists. Men who were poolroom loafers on one extreme and men who were society-idlers on the other extreme are coming back from Europe with a new conception of what constitutes a happy existence. They are going to want to get to work doing something useful. They will get married, build homes for themselves and they will want to stay in these homes. This is not a mere prophecy by one individual. The greatest thinkers and students of economy in the country say that such a condition will prevail.

With the desire for a home comes the desire for the things that make home life really worth while. Music is one of them, it is an essential, and the soldiers have learned to appreciate this fact. Many of them, yes thousands of them, listened to talking machines when in from the front line for a rest, and learned for the first time how cheering good music can be, what a source of inspiration it is. These men will all want a talking machine in their homes, and if the dealer advertises to them in the right way selling them will be an easy task. Besides the unmarried men who will come back and take wives and build homes, there are thousands of others who will be talking machine prospects when they get back into civilian life. These last mentioned are the soldiers who married on

the eve of departure for the front, and who will set up homes of their own as soon as they return. They, too, will have learned that a home is not complete without a talking machine.

Naturally soldiers who have been over there fighting for their country will feel a pride in their achievement, and will be interested for a long time in anything that calls to mind their fight on the other side. For this reason the best kind of advertising to get the business of the returned soldiers will naturally be advertising that refers to their life as soldiers. The



idea here is the same as that used for advertising to the parents of the boys while the war was on. Everyone is familiar by this time with the way in which thousands of ads coupled up selling goods with winning the war.

The thing to do now is to couple up the peace era with renewed activity in selling. Headlines like this would be good for advertising talking machines to soldiers: "The songs you heard over there can be heard in your home over here, on the Blank talking machine; start your home right; put music there the first thing"; then give terms, etc. Or: "You remember how much fun you got out of that talking machine in the Y hut in France; come to us, and let us tell you how you can have an instrument in your own homes on easy terms." These two suggestions are just to give the idea. Any dealer who is awake can frame up attractive ads that will get the attention of soldiers starting new homes as they get back into civilian life.

Some dealers may contend that not enough

soldiers will be released in his town to make such advertising pay. Many thousands of soldiers will be released each month from now on, from all sections of the country. Some of them in your town are bound to respond to the kind of advertising mentioned. Besides, such advertising will be read by others than soldiers, because it will appeal to the popular taste, and hence it will sell machines to many persons not soldiers. It's good publicity.

Such ads as those mentioned can appear over a period of several months from the present time on. The soldiers will not all be back for at least a year, or two years, perhaps.

Speaking of soldiers being good purchasers, there is another thing in this connection to remember, and that is that soldier-civilians will be good "risks." They have learned the value of economy and have been taught discipline and a sense of duty which will make them desire to meet their obligations promptly.

It has been stated that the soldiers will not be the only ones to whom the kind of advertising spoken of will appeal. Another class that will read these ads and buy talking machines is the Liberty Bond holders. During the war it was patriotic to hold on to bonds, but now that the war is won many people who have wanted things like talking machines, but who never could save up enough to buy them, may be inclined to dispose of their Liberty Bonds and purchase things for their pleasure that they have long wanted. A different "twist" can be given to advertising to cover appeals to this class.

All things considered, it looks as if the dealer in talking machines had the greatest opportunity ever to "do business" for the next year or so with so many new homes being started. If he is alive, advertises in the right way, and gives his prospects the proper attention, he simply can't help getting the business. It's here, and the live dealer will get it.

INCORPORATED

Among the incorporations filed with the Secretary of the State at Albany, N. Y., recently was that of the Emerson Record Sales Co., Manhattan, with a capital of \$25,000, by E. Ennisson, H. T. Leming and V. H. Emerson.

Don't Lose the Business Momentum

It's Harder to Start and Gain Speed Than It Is to Keep Going—Don't Put on the Brakes

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

Columbia Grafonola



Columbia Dealers Get This January Window Display

We've sent this big January Window Display to Columbia Dealers throughout the United States.

Use it—now! and make your windows work overtime.

The new Columbia Record List is one of the finest we've ever made up. The records fairly sell themselves. Give them a chance—show them!

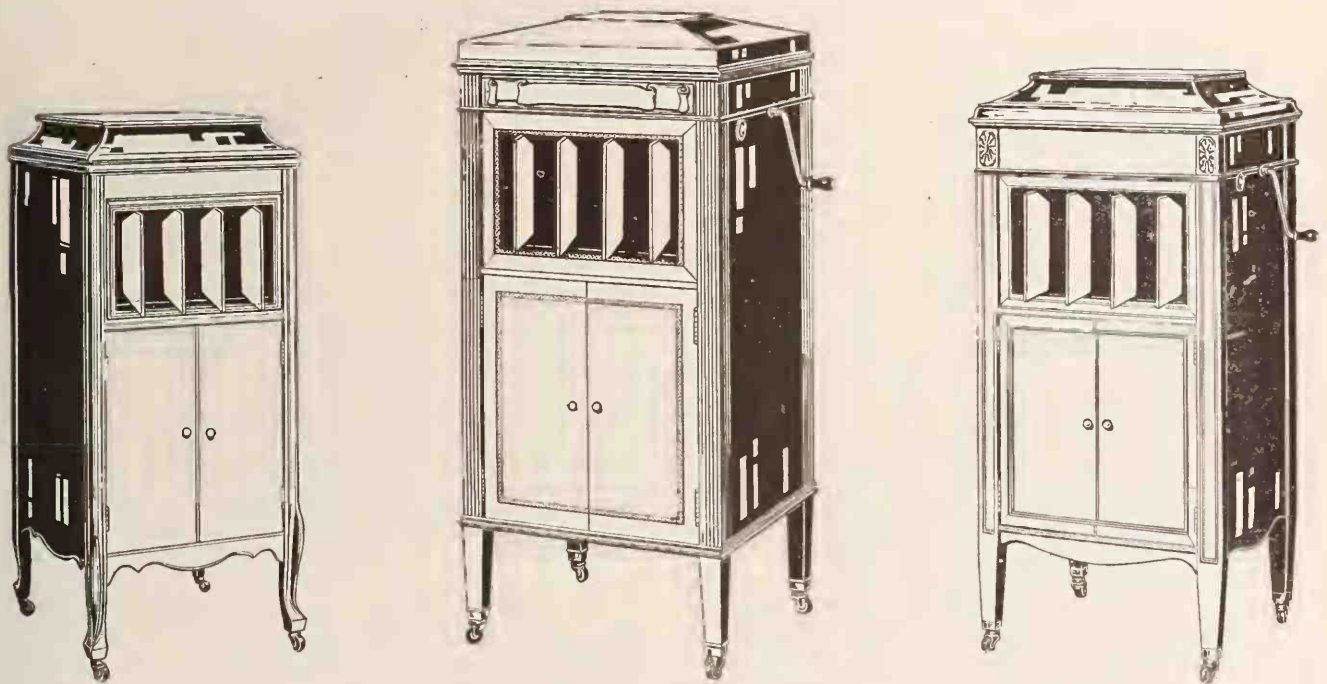
*This is a good time to feature Foreign Language Records.
Why not put in a line? The cost is small—profits big.
Write for particulars. 102 West 38th St., New York City.*



COLUMBIA GRAPHOPHONE COMPANY

NEW YORK

Columbia Grafonola



Make This Your Biggest Year!

The war is over. After years of retrenchment and "doing without" the world is swinging back to the piping times of peace.

People want relaxation, amusement. And the New Year is here! Never was there such a combination for good phonograph business.

If Grafonolas were essential in war-time, how much greater is their need in the joyful celebrations of peace. Now is the time for folks to buy that Grafonola they meant to get "when the war ends."

Make this the biggest year ever.

If we can help you with special advertising material, sales suggestions, etc., let us know—quick.

COLUMBIA GRAPHOPHONE COMPANY

NEW YORK



Explaining the Value of Veneered Cabinet Work to the Talking Machine Customer

Although veneer is now used on practically all cabinet work, and the solid mahogany, or walnut, of other days has practically disappeared, the average talking machine salesman should use great care in apprising customers of the fact that the case, or other part of the instrument, is built up of veneer, and avoid having the question as to wood construction put to him if possible. Those who are acquainted with modern woodworking methods appreciate the fact that a veneered cabinet properly made is generally stronger and more to be desired than one of solid wood. There are still people, however, who believe that to describe a piece of furniture, or a talking machine cabinet, as mahogany, is to imply that it is built of solid wood, and accept any instrument that is veneered as a confession of guilt in the matter of trying to deceive the buyer.

When the salesman is called upon to state that a case is veneered he should not stop until he has shown to the customer just what advantage built-up veneer possesses. Arguments made in favor of veneer work that the salesman may do well to study have been set forth ably by C. D. Crain, Jr., in an article that appeared recently in "Veneers." "The fact that veneered rather than solid work is used throughout high-grade cabinets suggests some interesting lines of thought," says this writer. "Of course, the same general considerations which have led to the bulk of the furniture output being of glued-up stock apply to the manufacture of cabinets for talking machines; that is, permanence, strength and attractiveness of appearance, which are to be secured by this means, make it a logical thing to specify laminated woods. The cabinet is a piece of furniture just as much as it is a musical instrument, and its possibilities from the standpoint of beauty are such as to warrant the manufacturer in taking advantage of the attractive features of veneered work.

"In the larger cases, the broad surfaces which are exposed give a splendid opportunity for the use of handsomely-figured woods, and mahogany and oak veneers of exceedingly attractive appearance are regularly used. Walnut and figured gum are coming to the fore in some

of the cabinets, and before the war Circassian walnut was largely employed; but up to the present the greatest emphasis appears to have been put on mahogany, with oak coming next. In view of the desire of the manufacturer to have a case that is attractive to the eye, it is not anything to be wondered at that veneered work has been used.

"The thing that is worth pondering, however, is the undoubted fact that better effects, musically, can be secured by the use of veneered work than if solid material were employed. There seems to be no doubt that this is the case, and, in fact, it is an assumption that is generally found to exist in the talking machine trade; the reasons for this are not generally understood, however, and it does not appear that much effort has been made to analyze the situation from this standpoint, though undoubtedly the engineers of the big companies have made complete studies of the subject. That these concerns continue to buy panels for their cabinets indicates that their results have not been unfavorable to veneered work.

"Ever since the beginning of musical inclinations on the part of human beings wood sounding boards have played a part. The rudest instruments—of which the now famous ukulele of the Hawaiians is an excellent example—have sounding spaces enclosed by light pieces of wood. The reason for this is to enable vibrations, which cause sound, to be carried most readily. The heavier the wood, the more difficult it is to cause it to vibrate, of course; while in the case of metal the vibration is likely not to be of a musical quality.

"It is therefore reasonable to suppose that the musical quality of a phonograph would be increased just to the extent to which the responsiveness of the cabinet to the musical vibrations is developed. If the cabinet were made, for example, of inch boards, it would be difficult to use it as a medium for the production of sound.

The actual problem, as far as the sounding chamber of the phonograph is concerned, is to make it immediately responsive to the vibrations set up by the mechanism, so that they

may be transmitted to the exterior with the proper tone.

"It is the wood which is responsible for the tone, and the difference in quality between one phonograph and another, just as in the case of violins, is a difference in tone quality. While the mechanical features of the machines are credited by the manufacturers with responsibility for this difference, it is really the result of the manner in which the sounding chamber has been constructed. The constant experiments which have been made by the manufacturers along this line show clearly how the importance of this feature of the talking machine is appreciated.

"The difference has come about because instead of sending the sound through a tin horn, it is now brought out through a wood sounding chamber. This chamber is enclosed with light, veneered sides and top, and the material is so responsive to the vibrations introduced into it that a mellow, rich tone is developed, just as a beautiful tone is brought out of a fine violin. The fact that built-up material is employed enables lighter material to be used than would be possible otherwise, and as suggested above the lightness of the material is what makes it responsive.

"Sound waves are created by molecular vibrations, and it is easy to understand why heavy bodies are not easily set to vibrating and why light materials are employed in all stringed instruments where sound reproduction is involved. It is true that other considerations are passed on here, such as the weight of the instrument, but the reason thin wood is employed in stringed instruments is the same reason back of the use of laminated woods in talking machines—greater ease in securing musical vibrations.

"Since musical tone demands mathematical accuracy of the parts, it is also highly important that every feature of the instrument be true as to line and dimension. This would not seem to be so important in the case of a talking machine as an instrument which is played upon by the musician, since the former is used for the reproduction, instead of the production of the sound. But those who are making talking machine cabinets realize that in order for the machine to be permanently acceptable, and to do its best work at all times, the materials which go into it must be of a kind which will not warp, shrink nor pull apart.

"The rift in the lute' was simply a broken place in the body of this ancient musical instrument, forerunner of the violin, which interrupted the vibrations produced by the plucking of its strings, and destroyed the musical quality of its tone. A 'rift' or defective part of any kind in a talking machine would immediately result in the destruction of the tonal character of the music, and would substitute sounds far from pleasant.

"Realizing that every part going into the sound chamber, as well as other sections of the machine, must therefore be not only light enough to respond perfectly to the vibrations produced by the mechanism, but so manufactured as to resist temperature and climate and use, and to remain right for an indefinite period, designers of these machines have seen to it that veneered work be installed. And that is why the manufacturer of glued-up panels is being given the job of making the materials for the machine which is taking its place as the world's most popular product."

A GOOD RESOLUTION TO MAKE

To make this year one of the best you've ever had in "making good"—is a good resolution to make!

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.

Grade "D", medium size, \$6.00
 Grade "D", large size, \$6.50
 Grade "K", medium size, \$8.00
 Grade "K", large size, \$9.00

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

ORDER SAMPLE COVER ON APPROVAL

With Name of Machine silk embroidered on any Cover; extra, .30c.
 With Dealer's Name and Address. First Cover; extra, \$1.15
 Same on additional Covers, each extra, .60c.

Write for booklet

THE C. E. WARD CO.

(Well-known Lodge Regalia House)

101 William St., New London, Ohio

Also Manufacturers of Rubberized Covers and Dust Covers for the Wareroom

DEALER SERVICE

In Connection with

VOCALION PUBLICITY

ON the two pages following are reproduced examples of the special advertising service now being extended to Vocalion dealers.

On the left-hand page is a reproduction of a full-page color advertisement—one of the series of such advertisements appearing monthly in the "Saturday Evening Post." Opposite is the newspaper reproduction in line of the same advertisement.

Proofs of these newspaper reproductions are sent to dealers with the information that mats of the advertisements set in four columns will be furnished in time to run in local newspapers simultaneously

with the appearance of this advertisement in the "Post." In this way the local merchant is enabled to "tie-up" with the Vocalion national campaign and direct its influence towards more specifically building his own individual business.

This is the most modern merchandising practice, the advantage of which is today fully recognized. Coupled with the unquestioned superiority of the Vocalion itself and the unapproached character of Vocalion publicity, it furnishes one more of the many weighty reasons why the most substantial music dealers throughout the country are Vocalion representatives.

Catalog and complete information sent upon request

THE AEOLIAN COMPANY

AEOLIAN HALL, NEW YORK



The Perfected Phonograph of Today
THE AEOLIAN-VOCALION

THE production of the Aeolian-Vocalion, four years ago, signaled the entrance of a *great music house* into the field of *phonograph manufacture*. Before that time, phonograph development had been in other hands. Resourceful inventors and skilful mechanics had done wonders—had brought the phonograph from an ingenious toy to a mechanical marvel.

But wonderful as it unquestionably was mechanically, there was left much to be done in the way of developing its *musical possibilities*. Originally designed as a "TALKING MACHINE," its perfection as a **MUSICAL INSTRUMENT** could only be accomplished by skilful mechanics who were also trained musicians.

The staff of the Aeolian included such men—men possessed of this unusual combination of musical knowledge and mechanical talent and experience. It is

these men who have produced such instruments as the Aeolian Residence Pipe-Organ—the most ambitious and costly instrument ever made—the marvelous Pianola, the superb Steinway Duo-Art Pianola, and many others.

In the Aeolian-Vocalion, product of the Aeolian staff, the musical world was introduced to a new and superior phonograph, which was a true *musical instrument*. This instrument corrected defects of tonal reproduction, and substituted for the slightly metallic tone which has always been a characteristic of the phonograph, a clearer tone of great richness, depth and beauty.

In addition, it added to the phonograph the Graduola, an entirely new device for *controlling tone*, thus giving individuality to the phonograph and enabling the performer to participate, when he desired, in the actual playing of records.

Hear the Vocalion Record of "Annie Laurie" as sung by **MAY PETERSON**

PRIMA-DONNA SOPRANO OF THE METROPOLITAN OPERA COMPANY

May Peterson's career has been a phenomenally brilliant one. Following a number of years' study in Italy, she created a profound sensation in Paris as prima-donna soprano of the Opera Comique. Her success abroad has been followed by a no less notable triumph at the Metropolitan Opera House.

This great artist sings exclusively for the Vocalion Record, and her delightful rendering of this appealing old ballad discloses the beauty and flexibility of her voice as well as the extraordinary qualities of the Vocalion Record.

VOCALION ADVANTAGES

TONE—The Aeolian Company's wide experience in tone production through various mediums—strings, reeds, pipes, etc.—have enabled it to construct a phonograph with a tone of unrivaled depth, richness and beauty.

TONE-CONTROL—The exclusive and revolutionary "Graduola" makes the Vocalion the only phonograph affording means for artistic and instinctive expression control. This new feature enables anyone to participate in the playing of the records, and adds immeasurably to one's enjoyment of the phonograph.

CASE-BEAUTY—The regular upright models of the Vocalion reflect the experience of its makers as fine-art instrument designers. In both outline and finish these established an entirely new standard of beauty, while the Period Styles, though inexpensive, are the most unusual and artistic phonographs ever displayed.

MECHANICAL PERFECTION—The Automatic Stop on the Aeolian-Vocalion—at once the simplest and most effective device of its kind—is an example of the degree of perfection manifest in every detail of the Vocalion's construction.

And the extraordinary new

UNIVERSAL TONE-ARM—This wonderful new feature enables the Vocalion owner to *play every make of record*—to hear *all* the great bands and orchestras. Without requiring any change of reproducer or parts and in the most direct and simplest way, it supplies what is now recognized as an essential to the up-to-date phonograph. Moreover, so scientifically is this Universal Tone-Arm constructed, that the Vocalion will not only *play all* records, but will play them *at their best*.

VOCALION PRICES

Conventional Models, equipped with Graduola, are priced from \$115 upwards; without Graduola from \$50. Many beautiful Period Models, priced from \$240.

THE AEOLIAN COMPANY

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

AEOLIAN HALL

In MANHATTAN
29 West 42nd Street

In THE BRONX
367 East 149th Street

In BROOKLYN
11 Flatbush Avenue

In NEWARK
895 Broad Street



STYLE 300
In Figured Mahogany
Veneer or Circassian
Walnut



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11 Flatbush Avenue

In NEWARK
895 Broad Street



STYLE 800
In Figured Mahogany
Vener or Circassian
Walnut



The Famous
Belgian 'Cellist

MAURICE DAMBOIS
WILL MAKE
VOCALION RECORDS EXCLUSIVELY



MANY critics have pronounced this distinguished young artist the greatest 'cellist of our day. Certain it is that the Vocalion Records of his art are the most beautiful phonograph reproductions of 'cello music ever heard. Appealing and sympathetic as the 'cello is always, the Dambois Vocalion Records bring out in perfection the natural beauty of the instrument and present a wonderful tone-picture of the playing of this master 'cellist.

MAURICE DAMBOIS was born in Liege, Belgium, in 1889. Like most musical artists who are entitled to be called "great," his extraordinary talent became evident at a very early age. He made his debut before Her Majesty Queen Marie-Henriette of Belgium at Spa, playing the Saint-Saens Concerto in A Minor, and at the age of fifteen was acclaimed a virtuoso. Dambois' tone is unsurpassed in its purity and depth, and his interpretations are characterized by a wealth of poetic feeling.

The AEOLIAN-VOCALION

A phonograph of broader musical powers



Style 400
Price \$115

THE Vocalion is in itself a phonograph of highest quality. It has several special and unique advantages, moreover, which will interest anyone contemplating the purchase of a new phonograph.

The Vocalion lends itself to the playing of all standard records—imparting to each the full musical quality of which it is capable.

With the fascinating tone-controlling device, the Graduola, the listener becomes at will a performer and artistically varies the

tone-color and accents of the recorded music.

As artistic in appearance as it is in musical quality, a Vocalion may be chosen to harmonize with any room decoration, for, besides the handsome standard models, there are sixteen exquisite Period Styles at moderate prices.



The Vocalion records of Maurice Dambois will be played for you at any time.

THE AEOLIAN COMPANY

Makers of the Famous Pianola. Largest manufacturers of musical instruments in the world

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29 West 42nd Street

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A. J. PALMER ADVERTISING MANAGER FOR EDISON CO.

Succeeds Leonard C. McChesney, Whose Death Was Announced Recently—His Thorough Training in Publicity and Phonograph Fields Eminently Fits Him for This Important Post

Announcement is made by Thomas A. Edison, Inc., of the appointment of Arthur J. Palmer, formerly assistant advertising manager, to the position of advertising manager, made vacant by the recent death of Leonard C. McChesney.

Mr. Palmer began his business career as copy boy for the American Press Association, New York. He became in succession exchange editor, news editor, special writer, and editor of The American Press, a trade paper for newspaper men and the house organ of the American Press Association. Following that he went South, holding for three years the position of publicity manager for the Montague Mailing Co., of Chattanooga, Tenn. His next position was that of sales and advertising manager of the Brand Mfg. Co., of Brooklyn, N. Y.

Mr. Palmer became connected with Thomas A. Edison, Inc., in November, 1915, as assistant advertising manager. His work for the past three years in that capacity has made him well known in the phonograph world. He brings to his new duties a thorough knowledge of the phonograph business not only from the advertising standpoint but from every other angle as well. He comes peculiarly fitted for his position. He can judge advertising copy because he can write it himself. He has demonstrated that in the past by writing some of the most "pulling" copy ever put out by Thomas A. Edison, Inc. Added to his knowledge of the technique of advertising Mr. Palmer has a thorough and most practical

knowledge of all the printing, engraving and allied arts. His comparative youth for so re-



Arthur J. Palmer

sponsible a position (he is thirty-four years of age) makes his future a most promising one.

MUSICAL IMPORTS INTO AUSTRALIA

Total \$1,765,000 in Year Ending 1917, of Which a Large Proportion Came From the United States—Exports to New South Wales

The growth of business between the United States and Australia, and particularly the growth in exports from this country to Australia, is indicated by the fact that for the fiscal year ending 1916 the total imports of musical instruments were \$1,604,337, and during the fiscal year ending 1917 the imports of musical instruments amounted to \$1,765,230. In the State of New South Wales alone musical instruments during the years 1916-17 to the value of \$604,871 came from the United States, divided as follows: graphophones and records, \$180,060; pianos, upright, \$424,811. The figures would seem to indicate that there still remains an opportunity for increasing our exports of musical instruments to the Australian States.

BAN LIFTED FROM TRAVELERS

The executive order issued by the President on August 8, 1918, forbidding any person registered or subject to registry for military service in the United States to leave the country without the previous consent of the Secretary of War has been revoked. This act is of special interest to traveling men entering Canada, who will thus be able to make their trips into that territory without wading through considerable red tape.

DEATHS OF THREE DEALERS

LeRoy Williams, of Dillon, S. C.; Mr. Sasser of Sasser Furniture Co., Mount Olive, N. C.; and H. L. Land, of Hamlet, N. C., three Edison dealers, recently died of influenza and pneumonia according to announcement made by The C. B. Haynes Co., Inc., Edison distributors of Richmond, Va.

The Talking Machine World
Extends to Its Readers
Best Wishes
For a Merry Christmas
And a Prosperous New Year

FEATURE SALES ARGUMENTS

Three Artistic Car Cards Bearing on Pathé Records Just Issued

The Pathé advertising department has just issued for the use of its dealers three artistic car cards that feature different sales arguments. One of these cards calls attention to the new Pathé demonstration record that has met with a phenomenal sale. This record has on one side a quartet selection and on the other a group of instrumental and vocal demonstrations that give the dealer an opportunity to emphasize the distinctive characteristics of Pathé recording.

Another card in this series features the Pathé Sheraton model, an art model phonograph that has met with a ready sale throughout the country. The third calls attention to the round Pathé sapphire ball, which is used on Pathé phonographs instead of sharp needles. On this card there is also presented an illustration of the Model 7 Pathéphone.

OPENS SILVER GRAFONOLA SHOP

On the first of the month, the Silver Grafonola Shop opened a handsome establishment at 22 Delancey street, New York, which promises to be one of the most successful retail phonograph establishments in that part of the city. This store handles the Columbia and Victor lines, and Irving A. Silver, head of the concern, is leaving nothing undone to give his patrons efficient service. Mr. Silver is also the head of the Marconi Phonograph Co. at 106 Delancey street, and the experience that he has gained during the past twelve years has been utilized to excellent advantage in the decoration and furnishings of the new Silver Grafonola Shop. There are twelve sound proof booths in this store, and an indirect lighting system is used that adds to the beauty of the interior.

WISE TO CLASSIFY ONESELF

No man is indispensable, but some are more useful than others. It is a good idea to figure out your own classification once in a while, then try to find a way to improve it.



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

PEACE!

Every nation of the Earth is thrilled with the joy of Peace! The wonderful Paean of Liberty's Victory is ringing 'round the world! They are singing the "Marseillaise" in the streets of Berlin.

The dull, dread pain of war is lifted at last from the hearts of our people. An era of rejoicing, of loosened purse-strings, of preparation for the homecoming of our boys, is at hand.

Edison dealers must see it as their duty to use their every effort in furthering music's place in these rejoicings. Music in the home must be part of the preparing welcome for the returning soldier. It has been our greatest solace; it must be now our greatest inspiration for the new and better world-life before us.

THOMAS A. EDISON, Inc.

ORANGE, N. J.

The Application of Period Decoration to Talking Machine Cabinets—The Henry IV Style

The exploitation of period styles in talking machine cabinets, which threatened for a time to be hindered or stopped entirely as a result of the wartime conservation orders issued by the Government officials, is again possible through the welcome fact that the war has drawn to a close and industries can again turn their attention to peacetime pursuits, and the normal problems of business.

As is generally known, the Government order limited the number of styles to be produced by each manufacturer to six, but with the restriction removed, there is now no limit to the number of special case designs which the manufacturer may produce and offer to the public. This freedom of movement, however, should be accepted in a business way. An unlimited number of cabinet designs in any one line does not of necessity indicate manufacturing efficiency. In fact, it means quite the contrary. The more styles the greater the manufacturing expense, and likewise the greater selling expense, because the dealer, if he features a complete line, must tie up that much more capital in his sample and regular stock. The thing, then, is to design a comparatively few period cabinets of such authenticity and excellence that they will prove readily salable.

As the various manufacturers present new models patterned after leading French, English and Italian decorative styles, the value of originality in the designing of period cabinets becomes more pronounced, for duplication effort

and sameness of design is not to be introduced under ordinary conditions, and is, in a measure, to be condemned in the case of period designs.



The Henry IV Style Fits Modern Requirements

There are a large number of accepted period styles that are most attractive and offer a wealth of detail, but with which the public as a whole is not familiar. In the French school, for instance, practically everybody who is at all well informed knows of the various Louis styles, particularly the Louis XIV, XV and XVI, as well as the Empire style. There are other periods of French decorative art that bespeak as great,

if not greater, consideration from the cabinet designer of to-day. There is, for instance, the style of Henry IV of France, during the course of whose peaceful reign the arts and sciences in France prospered to an unprecedented degree. Henry IV is better known perhaps as the famous Henry of Navarre.

Henry IV became nominal King of France in 1589, upon the death of Henry III, but it was not until 1594 that he was crowned. In 1600 he married Marie de Medici, and the progress in the decorative arts during the succeeding ten years of his reign was due primarily to her influence. Marie de Medici was thoroughly Italian, and she introduced a touch of Baroque into the purer Renaissance style of France which led the way ultimately to the creation of the Rococo of Louis XV. It was during the reign of Henry IV that the great work of extending the Tuileries, and the completion of the long gallery connecting the Louvre and the Tuileries was completed. Next in line was the addition to Fontainebleau of a great court to the eastward. Many furnishings for the buildings proper and for the additions were imported from Italy, but French artists put forth their efforts so successfully as to supplant the importations and rise to supremacy.

During this reign the shell was first introduced in France as a decorative motif in woodcarving. At first it was confined to finials of chairs and cabinets, where it was extremely effective, but it soon passed into more general use and led eventually to the Rococo.

In many of the details given in the accompanying cut, there is a noticeably close resemblance to the forms used in our Colonial style. This is because the Henry IV style in a large measure followed the Greek quite closely; but a closer study of the style will show that while the details may be similar the spirit that governed their use was far different from our Colonial spirit. In color and elaboration the Henry IV was far more regal, as befitted a style that had its origin and development in a court and may be said to be, in a sense, the application to the palace of details that in Colonial days were adapted to the home.

The contemporary English styles were the later Elizabethan and Early Jacobean, and the decorative style of both France and England was distinctly the trend of the classic influence.

In the details shown herewith, the designer of talking machine cabinets should be able to find much material with which to embellish his work. There is a richness about the Henry IV style that fits in well with modern ideas of decorative treatment, for the style is actually the forerunner of modern decorative styles.

AUTOMATIC COVER SUPPORT No. 1287

OPERATED WITH ONLY ONE HAND

SIMPLE — SUBSTANTIAL — ECONOMICAL

FINISHED IN GOLD OR NICKEL PLATE

Accomplishes all that any other type of one-position support does—at about half the cost.

We manufacture hardware for all styles of cabinets

Lid Supports
Needle Cups
Needle Rests

Door Catches
Sliding Casters
Continuous Hinges

Sockets
Tone Rods
Knobs, etc.

BEST QUALITY

LOWEST PRICES



No. 1265

WITH AND WITHOUT COVER

FURNISHED IN ANY FINISH

WRITE TO-DAY FOR QUOTATIONS

WEBER-KNAPP COMPANY

Jamestown, N. Y.

THE TRADE IN BOSTON AND NEW ENGLAND

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

BOSTON, MASS., December 2.—Business is very good everywhere. The cessation of hostilities on the other side has created a new atmosphere which is felt by trade generally. The ban is being lifted in all lines of activity, and while factories are allowed a more normal output of goods the real results of this good intent are not likely to be felt until long after the holidays, as factories, so it is stated in the local trade, will not be in a physical position to meet the increasing demands for goods until well into the new year. The result is that many Christmas orders will go unfilled. One compensating feature of the situation that the trade has been facing is the fine attitude of the dealers, who, for the most part, have accepted an unpleasant condition gracefully. Along with all other departments of business the talking machine houses took a holiday on the day the armistice was signed, and the following day was officially declared a holiday by the Governor, so here the workers virtually enjoyed two days' respite from business.

G. A. Dodge Enters Talking Machine Business

It will be interesting news to the local trade to learn that George A. Dodge, widely known in Boston business circles, has entered the talking machine business. Mr. Dodge, who has been identified with the hotel business, and whose name has for several years been associated with Paragon Park and the Palm Garden at Nantasket Beach, has purchased a controlling interest in the Eastern Talking Machine Co., having acquired the holdings of the estate of Elton F. Taft, president of the company, who it will be recalled died quite suddenly several months ago.

Mr. Dodge brings to the business large experience, a keen sense of values, a knowledge of men and a mind always receptive to new ideas. It is a part of his plan to make a physical separation of the wholesale and retail departments, and if the present plans are carried out it is likely that by the first of the year the wholesale business will be moved to 18 Oxford street, where the Eastern Co. has long maintained a large storage plant for its Victor line. Mr. Dodge has met several of the leading Victor officials and his policy, which he has mapped out in considerable detail to them, has met with their approval, and they have been quick to see in him a man of progressive ideas, one who would be able to push the Victor proposition to the greatest success. In the meantime William

J. Fitzgerald, who has made himself a necessary factor in the Eastern Co.'s business, is cordially co-operating with Mr. Dodge in all his plans which he has on foot to develop the business of this company, which is one of the few houses in the city exclusively handling the Victor line and no other line of merchandise.

Thomas W. Hindley Married

Thomas W. Hindley, manager of the Vocalion Co., was married on the evening of Tuesday, November 26, to Miss Ethel H. Hayden, of Watertown. The ceremony was performed at the First Baptist Church of that town by Rev. C. H. Day. The bride was gowned in white satin and carried bride roses. She had three attendants, while Mr. Hindley's brother, Edward Hindley, was the best man. Of the quartet of ushers two of them, Charles T. Foote and Amos E. Russell, are members of the Vocalion staff. Mr. and Mrs. Hindley started off on a wedding trip to New York, and they are to make their home at 10 Radcliffe road, Allston.

Returns to Civil Life

Amos E. Russell, of the Vocalion staff, did not have much of a chance to see service, for he had not been at the officers' training camp at Camp Lee, Virginia, before the armistice was signed, and shortly after the camp was demobilized, and the candidates sent back into civil life, Mr. Russell returning to his Vocalion duties in time to eat his Thanksgiving dinner with his family.

Demand Largely Exceeds the Supply

R. O. Ainslie, of the Pathé department of the Hallet & Davis Co., reports that there are fully ten dealers for every machine that can be had, and it is a vexing problem how to supply the trade so that there are no hard feelings. Ainslie further states that the very Monday the armistice was signed business began to pick right up, and dealers who hesitated to place orders hesitated no longer. Mr. Ainslie, by the by, is the proud father of a bouncing baby daughter, Elinor Virginia by name, who came into the world on All Hallowe'en.

Business Expands Since Armistice Was Signed

At the Columbia headquarters one learns that the dealers are reporting increased business, which became conspicuously noticeable, so one of the local officers stated, the very day that the armistice was signed. In view of the scarcity of goods the wholesale house has been reluctant to take on any new connection but one which

has been signed up is the Pilgrim Talking Machine Co. in Cambridge street, Cambridge. Edward Lanigan, one of the employes of the Columbia who was with the K. of C. at Camp Devens, Ayer, has lately been transferred to Camp Mead, Virginia. C. E. Sheppard, of the field force of the house, spent Thanksgiving with relatives in Philadelphia.

To Exploit the OkeH Records

George J. Krumscheid, lately with Herbert L. Royer, where he was active in pushing the Cheney proposition, and C. R. Johnson, formerly with the Brunswick, have associated themselves with Richard M. Nelson, local manager of the Electric Supply & Equipment Co., of Hartford, Conn., and will travel through Maine, New Hampshire and Vermont in the interests of the OkeH records and the Vocalstyle rolls. The Electric Supply & Equipment Co., which is the distributor for the OkeH records for the entire New England, has been meeting with marked success in placing this line, as many as 150 dealers now carrying these records, many of these same dealers also being phonograph enthusiasts. H. E. Page, president of the Electric Supply & Equipment Co., was a recent visitor in this city.

Many New Emerson Dealers Take Hold

H. L. Coombs, since taking hold of the local offices of the Emerson Co., has been able to distribute a very large number of records and the business is growing fast in this territory. The Iver Johnson Sporting Goods Co., whose talking machine department is managed by Arthur W. Chamberlain, has just taken on the Emerson ten-inch line, samples of which have just arrived at Manager Coombs' offices. Three new dealers who have just taken on the nine-inch line are Lionel Fontaine, Inc., of Manchester, N. H., and Fred W. Gardner and Oscar E. Messier, both of Lawrence.

Columbia Monthly Meeting a Success

There was a large company of Columbia dealers at the meeting held at the Columbia's wholesale headquarters in Federal street the evening of November 26. Manager Fred E. Mann presided, and gave the dealers an excellent talk bearing on business methods, and O. F. Benz, of the general sales department, was here from New York to enthuse the boys over the prospective lists, many of which are sure to be popular. Special interest centered in the appearance of Charles W. Harrison, one of the Co-

The Signing of the Armistice

While not immediately clearing up the obstacles to the resumption of normal conditions throughout the trade, does shed a light on the good business that can be expected in the future.

The same hearty co-operation that we have extended in the solution of war-time problems will be continued in the still greater period of expansion that is ahead.

EASTERN TALKING MACHINE CO.

177 Tremont Street

BOSTON, MASS.

Victor Distributors

THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 22)

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.

lumbia artists who sang a number of the selections put out by the company. Looked at from every angle the meeting was productive of great good for both the Columbia and its many dealers, who are fed through Manager Mann's department. Mr. Mann, by the bye, had the honor that same day of meeting Major-General Clarence R. Edwards, who led the gallant Twenty-sixth Division across in France, and for whom there was a luncheon given that same noon at the Boston City Club, of which Mr. Mann is a member.

Will Get Back Into the Fold

F. H. Walter, who lately was with the Brunswick line has been heard from at the Pelham Naval Station, whither he went several weeks ago. From a letter The World correspondent received from him it is evident that it will not be long before the camp breaks up and already he is laying plans for getting back into the game, preferably in the wholesale end of the talking machine business. Mr. Walter made quite a success with the Brunswick proposition while in this territory.

Joins the Chickering Talking Machine Dept.

Manager Ralph W. Longfellow, of the Victor and Edison department of Chickering & Sons, is putting in some hard work these days, but is handicapped through the difficulty of getting adequate help for his warehouses. The latest acquisition to his staff is Miss E. D. Wynott, who formerly was with the Rosen shop in School street. Mr. Longfellow reports that there is a good call for both machines and records.

Report a Large Volume of Business

The Victor department of the Oliver Ditson Co. has been having a splendid business, and Manager Henry Winkelman seems able by tact and unflinching good nature to satisfy the trade. Now that the epidemic is over the retail department is the focal point of lovers of Victrola music.

Hearty Welcome for John Alsen

George Lincoln Parker and his staff are looking forward expectantly to the return of John Alsen, who has been in France since a year ago last September. It will be recalled that Alsen was wounded several months ago and for some time was in a base hospital, but at last accounts

MANUFACTURERS— JOBBER—DEALERS



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



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

Our PERFECTION line of tone arms and reproducers are now complete and are attachable as follows:

No. 3 tone arm and PUR-I-TONE reproducer plays Victor and Columbia records on Edison Disc Machines.

No. 4 tone arm and Nos. 4, 7 and 8 PUR-I-TONE reproducers play Victor and Columbia records on Edison Disc Machines.

No. 5 tone arm with PUR-I-TONE reproducer plays all makes of hill and dale records on Edison Disc Machines.

No. 6 UNIVERSAL tone arm and PUR-I-TONE reproducer plays ALL makes of records on Edison Disc Machines.

Nos. 3 and 7 PUR-I-TONE reproducers are fitted to Columbia machines for playing Victor and Columbia records.

No. 7 PUR-I-TONE reproducer is fitted to Victor

machines for playing Victor and Columbia records.

No. 11 PUR-I-TONE reproducer plays all makes of hill and dale records on Victor machines.

No. 11-A PUR-I-TONE reproducer plays all makes of hill and dale records on Columbia machines. No. 11 and 11-A reproducers are especially fitted to Victor and Columbia machines, and are easily the finest built in the world. Guaranteed not to blast on any record, and will reproduce Edison Disc records with perfect clarity of sound, also with excellent volume and resonance of sound.

No. 9 PUR-I-TONE Reproducers fitted to Brunswick machines that have tone arms with detachable reproducers.

First-class big-grade product, finely plated and carefully assembled, making this line the leading phonograph accessory line of the world.

Phonograph dealers write us from all over the country, saying that they have tried all makes of reproducers, and are greatly bothered with various makes of reproducers blasting. Particularly, on high pitched soprano records.

FLEXI-TONE and PUR-I-TONE reproducers do not blast.

Send for a sample and you will find this statement to be a fact.

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.

Write for prices and information as to how these accessories are attached and used on the leading makes of phonographs

was making good recovery and was expecting to get back to the front. Alsen is the manager of the Edison and Victor department in Mr. Parker's establishment.

Some Steinert Changes

News from the Victor department of M.

Steinert & Sons Co. include the fact that Russell L. Steinert, the general manager of the house, who left for Washington several weeks ago to engage in aircraft construction, has received his commission as second lieutenant. Robert Stein-

(Continued on page 24)

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

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

THE TRADE IN BOSTON AND NEW ENGLAND (Continued from page 23)

ert, the younger brother, who has transferred his office from the Arch street store, which is the Victor headquarters, is taking up Russell Steinert's duties. In Russell Steinert's place is Kenneth E. Reed, who as manager of the wholesale department reports that, owing to inability to procure the popular-priced instruments, the retail staff is devoting its energies and success to the higher-priced lines.

Joins Forces With H. L. Royer

Clinton W. Royer has entered the employ of his brother, Herbert L. Royer, and will push the Cheney proposition for all it is worth in this territory. C. F. Wing, of New Bedford, is the latest house to be signed up for the Cheney.

Attractive Harvey Window for Christmas

An enormous Santa Claus dressed in red fills the rear of the window of the C. C. Harvey Co., and as suggestions for Christmas gifts are some handsome models of Edison and Victor machines, together with collections of records. The window decoration is the work of Vesper L. George, the well-known artist.

Congratulations for D. A. Ingalls

Traveling Associate D. A. Ingalls, who covers Vermont for the Columbia Co., and who occasionally gets to this city, is receiving the congratulations of his many friends. He is the father of a son, born on October 24, and the youngster is doing nicely.

New England T. M. Co. Expansion

Finishing touches are being placed by a force of carpenters and painters on the new quarters to be occupied by the assembling department of the New England Talking Machine Co. This is in addition to the already large quarters occupied by this firm at 16-18 Beach street. The steadily and fast increasing popularity of the "Perfection" line of reproducers and ball bearing tone arms has made this enlargement an absolute necessity.

"October has been a record month," reports President Chas. P. Trundy. "It has eclipsed all monthly records for four and one-half years."

A PROGRESSIVE NEW ENGLANDER

Columbia Grafonola Being Featured in Springfield, Mass., by Frank Yahn

SPRINGFIELD, MASS., December 6.—Frank Yahn, who conducts the talking machine department of Poole's Court Square store in this city, has been carrying some very attractive announcements in the illustrated sections of the local papers in which he has been featuring the Columbia Grafonola art designs to very excellent advantage. Mr. Yahn is an old-time talking machine man, having been connected with the Columbia store in this city. When that business was closed he organized the talking machine department of Albert Steiger's Holyoke store, where he first developed the "Frank Yahn Service" idea for the sale of talking machines in department stores, a business of which Mr. Yahn is the owner and manager. A department was opened in the new Steiger-Cox store in Fall River in September, 1917, followed soon by a similar department in the Court Square store in Springfield, and a third department was opened last November in the Steiger-Dudgeon store in New Bedford.

EXPANDING HIS PLANT

BOSTON, MASS., December 4.—Frank B. Curry, manufacturer of the "Curry" soundproof demonstration booths and store fixtures of 19 Wareham street, this city, reports an increasing number of installations. The steadily increasing business has made it necessary for Mr. Curry to make plans for an early extension of his plant. The Curry booths are giving satisfaction in some of the foremost and most attractive talking machine shops in this country.

Bailey's music store, Burlington, Vt., has enlarged its Victor and Edison departments, increasing its stock of machines and records to meet growing demands.

"THE PEPTIMIST" FOR NOVEMBER

Many Interesting Articles in This Publication Covering Varied Columbia Activities

The November issue of "The Peptimist," the snappy house organ published monthly by the Columbia Co. for and about Columbia men, contains many interesting articles regarding the activities of the members of the Columbia sales staff in different parts of the country. This house organ is meeting with remarkable success, and every Columbia salesman awaits with interest the receipt of each issue.

On the back cover of the November issue of "The Peptimist" there are reproduced various sections of the Columbia dealer service window displays that emphasize the timeliness and effectiveness of this service. It is suggested that Columbia salesmen call the attention of their dealers to the value of these displays, which can be utilized to splendid advantage in developing record business.

On another page of the November issue there is visualized the tremendous scope of Columbia national advertising by means of a composite illustration of the large number of magazines that carry the Columbia message to the public. The circulation of these magazines is enormous, and this illustration emphasizes the dealer cooperation that is represented in this publicity.

NATIONAL TOY CO.'S NEW QUARTERS

BOSTON, MASS., December 1.—The National Toy Co., of this city, manufacturers of toys and specialties for the talking machine trade, have removed to larger quarters at 167 Oliver street. Ragtime Rastus, the Boxers and Uncle Sam and Kaiser Bill are three novelties in their line that have received nation-wide reputation.

Trade building, like house building, depends just as much upon the mortar as upon the bricks. Good merchandising demands skill in placing the cementing material.

The Duo-Tone

(LASTS A LIFETIME)

Equipped with tungsten needles
Each needle plays 100 to 300 records

Soft or Loud
without changing Needle

(Enlarged View)



DEALERS: It might not be any bother for you or your salespeople to change needles, possibly because you are accustomed to it by changing them day after day and week after week, but have you ever taken into consideration the wants of your customers, who possibly only play their instrument an hour or two an evening one or two evenings a week?

To your customers the changing of needles is a bother and many of them have so informed you.

The Duo-Tone eliminates this bother and a record can be played loud or soft without releasing thumb screw and shifting needles.

Your discount is 40%

"Cranks on Tone"

Say

The De Luxe Stylus

Loud or Soft

Is the best semi-permanent Needle on the Market

With reasonable care it plays 100 to 300 Records

Does not Scratch or Hiss. 30c per package of three

The secret of their success is
PERFECT POINTS

Sold and indorsed by many of the Big Jobbers and Dealers

Your discounts on the De Luxe are 30 and 10%

With your initial order for 12 Duo-Tones and 50 packages of De Luxe Needles we furnish besides descriptive circulars for your mailing list an attractive Counter Display Stand or Silent Salesman, containing the Duo-Tones and De Luxe needles properly displayed.

Samples and circulars sent on request

REPRESENTATIVES:

Pacific Coast
WALTER S. GRAY, 508 Chronicle Bldg.
San Francisco, Cal.

Southern
PHILLIPS & CREW PIANO CO.
Atlanta, Ga.

THE STARR PIANO CO.
Birmingham, Ala.

Middle West
J. W. JENKINS' SONS MUSIC CO.
Kansas City, Mo.

THE STARR PIANO CO.
Richmond, Ind.

THE W. H. BUESCHER & SONS CO.
Cleveland, O.

THE WHITNEY CARRIER CO.
Toledo, O.

New England
M. STEINERT & SONS CO., Boston, Mass.
OLIVER DITSON CO., Boston, Mass.
J. SAMUELS & BROS., INC., Providence, R. I.

Others
THE STARR PIANO CO.
11 East 37th Street
New York, N. Y.
THE STANDARD TALKING MACHINE CO.
Pittsburgh, Pa.

PLACE A TRIAL ORDER NOW WITH YOUR JOBBER OR MAIL IT TO US

The Duo-Tone Company, Ansonia, Conn.



**THE WINDSOR
FURNITURE COMPANY**
1420 CARROLL AVENUE
CHICAGO, ILLINOIS
ESTABLISHED 1885,



Consider the Windsor

WHEN you are making your plans for next year, bear in mind that all the Windsor designs are patented and don't include infringements in your line.

The Windsor cabinets are the result of our thirty years' experience in making art furniture of the highest quality. The Windsor Phonograph is a perfect musical instrument, designed, built, and finished by experts, for people of discriminating taste, who want something more than a mere talking machine.

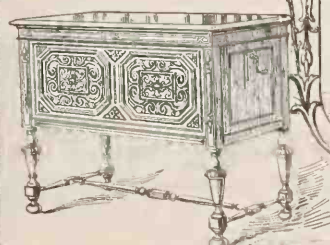
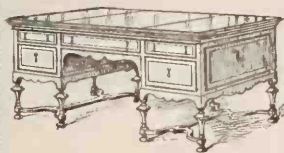
Retail Prices range from \$80 to \$800.

Write for a Catalogue.

Windsor Furniture Company

1420 CARROLL AVENUE

CHICAGO, ILL.



*The Windsor
Phonograph*



LIST OF THE WINDSOR PHONOGRAPH CABINET PATENTS

48122

50478

50481

50484

49654

50479

50482

1279743

49655

50480

50483



Not too late to change that window trim again before Christmas. Make your windows work overtime from now until the 25th.

**Columbia Graphophone Co.
NEW YORK**

NASHVILLE A BUSY TRADE CENTER

Bond's Graphophone Shop Tells of Expansion—Houck Co. Doing Well With Victrola—Urban Prosperity Helps Industry Generally

NASHVILLE, TENN., December 6.—Bond's Graphophone Shop, 38 Arcade, this city, E. E. Hyde manager, reports that their 1917 business is three times larger than during 1918. Mr. Hyde says that the first half of November was larger than all November last year and that the month was the best this year. His record business is exceedingly fine, and he is selling all goods as rapidly as they can be received, unpacked and placed on display. Their Grafonola sales have increased phenomenally, and a considerable part of this business is undoubtedly due to the fact that the big powder plant near Nashville, employing at one time 40,000 men and women, has turned loose a world of money in Nashville. At the same time all classes of people seem to have more money to spend than ever before and the talking machine dealer has profited thereby. Mr. Hyde is very optimistic for the future, and is planning some big things for the year 1919.

The O. K. Houck Piano Co., Victor jobbers and retailers, have been and are doing a most satisfactory business. The Houck Co. are Victrola specialists and are so well known, well equipped and managed, and keep at all times such a complete stock of Victrolas and Victor records that their business is always good.

H. Brown & Co., dealers in the Grafonola exclusively, have been and are doing a large and satisfactory volume of business. Herman Stelzer, firm member and who has the department under his immediate jurisdiction, is pleased with the way things are going, and is replenishing his stock to the limit of the jobber's ability to supply, in anticipation of a record holiday trade.

The high price of tobacco which is raised in considerable volume around Nashville, the fine prices for mules, hogs, cattle, poultry, cereals and all other crops and the universal employment of everyone who wants to work at good wages have contributed to the general prosperity of this city and throughout Middle Tennessee generally.

Nashville is to be congratulated on the magnificent parade here on Monday, November 11, Peace Day. It was equal in volume and in attractiveness to anything that your correspondent has seen for a long time. The city and district far exceeded their quota in the War Work Campaign for The Red Cross and allied causes, and much of the success is due to Vernon Tupper, chairman of all committees to raise funds.

GERMAINE SUCCEEDS FOSTER

Albert St. Germaine has succeeded I. W. Foster as the traveling representative of the Montana Phonograph Co., Edison jobber of Helena, Mont.

SOSS FACTORY NEARLY COMPLETE

Soss Mfg. Co. Preparing for Post-War Activity—New Plant Will Have Every Modern Facility for Making Soss Invisible Hinges and Die Castings for Player Actions and Talkers

Preparations for post-war activities are being made by the Soss Mfg. Co., 435 Atlantic avenue, Brooklyn, who are now erecting a new factory at Grand avenue and Bergen street, Brooklyn. The building, which is three stories in height, of brick and concrete construction, comprising 20,000 square feet, is being built under the supervision of Joseph Soss, head of the company, who for many years was one of the leading builders of the State of Montana.

The first floor will be equipped with fifty various kinds of stamping presses, while the second floor will be devoted to the tool and die casting department, as well as plating, finishing, packing and shipping. On the third floor will be located the die casting department. The cleaning and assembling departments will also be located on this floor. The company is also erecting directly next to the factory a thoroughly modern garage in which three auto trucks will be kept.

With the new equipment at its disposal, which it is hoped will be immediately after the first of the new year, the company will be in a position to take care of a greatly increased volume of business.

For many years the company has been well known, owing to its manufacturing the Soss invisible hinges, which are universally used on pianos, player-pianos and talking machines. In the last few years a die casting department has been developed, as well as a splendid business in this line for the die casting of metal parts for player actions and talking machines, as well as those for other commodities. The new factory will be thoroughly modern in every respect, and has been planned so that the processes of manufacture will be done in a most progressive manner.

TRADE CONDITIONS IN CHATTANOOGA

Templeman Co. Doing Best Business in History—Sterchi Bros. Tell of Good Prospects in All Their Stores—All Retailers Optimistic

CHATTANOOGA, TENN., December 9.—The Templeman Piano Co., this city, Miss Edna Burchfield, manager of the Grafonola department, are doing the best business in their history in talking machines and records. The cantonment at Chickamauga Park near here has contributed considerably to the volume of business, especially in records. Miss Burchfield says that they are selling phonographs as fast as they can get them, and expect the largest holiday business in their history. Their store, fully stocked with all types of Grafonolas and records, is on Market street, the principal shopping center in Chattanooga, and they are active and wide-awake in the conduct of their Grafonola department.

Sterchi Bros.' Furniture Co., which firm conduct a chain of stores in Tennessee and Georgia, and handle locally the Grafonola and the Edison, Mr. Johnson, manager, of the talking machine department, have just closed a most satisfactory month. Mr. Johnson says that in general, considering volume of sales, cash sales, monthly terms and cash business on both phonographs and records, his department is doing finely, and with the hope that in the near future the difficulty in getting stock will be materially lessened, he expects some really big things for the future.

The Stulce-Yarnell Furniture Co., Columbia dealers, exclusively, have been doing for some months past, so Mr. Stulce, the senior member of the firm, says, a highly satisfactory business. Mr. Stulce is enthusiastic over the outlook and is preparing for a record December trade, and is even now laying his plans for 1919.

Rhodes-Mahoney Co., who have the Victrola and the Brunswick lines, are enjoying a well-balanced and satisfactory volume of business. They expect a prosperous holiday trade.



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



VICTORY MUSIC

WILL WELCOME "THE BOYS"

ORDER A FRESH STOCK OF "SMILES" AND THESE OTHER BIG HITS

1101—SMILES, Slow Fox Trot.
Djer Kiss, Waltz.

1074—OH, HOW I HATE TO GET UP IN THE MORNING.
Good Morning, Mr. Zip, Zip, Zip.

1072—I'M SORRY I MADE YOU CRY.
I Hate to Lose You.

1107—TELL THAT TO THE MARINES, Irving Kaufman.
Ring Out, Liberty Bell, Sterling Trio.

1096—EVERYTHING IS PEACHES DOWN IN GEORGIA, Collins and Harlan.
Lovin', Ada Jones.

1110—MY BELGIAN ROSE, Henry Burr.
Dreaming of Home, Sweet Home, Miriam Fink.

1086—SMILES, Vocal Duet, Ruth Lenox and Franklin Kent.
Since I Met Wonderful You, Sam Ash.

1073—WHEN YOU COME BACK, Sterling Trio.
Hearts of the World, Chas. Hart.

1108—OH, HOW I WISH I COULD SLEEP UNTIL MY DADDY COMES HOME, Henry Burr.
What a Wonderful Message from Home, Henry Burr.

1099—THE MISSOURI WALTZ.
I'm Gonna Pin a Medal on the Girl I Left Behind, Fox Trot.

1106—I AIN'T GOT WEARY YET, Arthur Fields.
K-K-K-Katy, John McDermott.

1112—DEAR OLD PAL OF MINE, George Lambert.
I'm Gonna Pin a Medal on the Girl I Left Behind, Harry Ellis.

10 Inch Double Discs

Immediate Delivery

Otto Heineman Phonograph Supply Co., Inc.

25 West 45th St., New York





WHO WAS PLAYING HOOKEY WHEN WAR WAS TEACHING?

The Fellow Who Wasn't Paying Attention to the Lesson Has Been Wasting His Tuition Fee and Will Be Sorry When He Grows Up and Finds the Good Students 'Way Ahead

Jed was sitting at his desk pondering deeply over the events of the night before and it was not a grand and glorious feeling. Some days previously he celebrated mildly on the strength of the false report of peace. Then when the real news came he grabbed the spare change out of the till, put the bars up against the shop door and proceeded to show just how sorry he was that Kaiser Bill had yelled "kamerad."

As he sat there, a rather confused mental motion picture passed in front of his mind, the last scene of which showed him calling a big policeman "dearie" and battling hard to pass a night stick barrier in order to kiss the minion of the law fondly on the cheek. Jed had not even shifted his seat on the water wagon for a decade or more, and he had simply celebrated like he handled his talking machine business. The results from a general standpoint were successful. Hence the headache and that "never again" feeling.

When the mental moving picture had ended, however, Jed didn't sit waiting to see the next feature, but started to take stock. The war was over, or practically so, business was in a comparatively short time going to return to a normal peacetime basis, and there he was with a depleted stock, but a surplus of good ideas. Now was the time to figure on the next move.

Jed looked at his bank book, and it was in pretty good shape. He looked at his bills receivable and his list of outstanding instalment paper, and they both represented a negligible quantity, because he had been selling for cash and discounting his bills. Then he looked at his stock, and ye gods what vacancies. "Well," said Jed, "when I seem to be doing fine they sic the war on me. They cut down my stock, soak me with taxes, and boost my cost of living, but I'm still doing business at the same old stand. If I can stick to the ship and come

out clean with a bankroll to boot, with all the cards stacked against me, what can't I do when I get a chance at an even break! Oh, boy.

"I didn't know what selling was until the factories, through necessity, began to give me explanations instead of goods. When my popular stuff got low I just naturally had to go out and sell what I had or stop eating, and I love to eat. Why, man, I learned more about my stock of goods in the last year than I knew after twelve years in the game. There were records I forgot I had that I dug up and praised so loudly I was almost tempted to keep them myself and refuse to sell them. I had to dig out records that hadn't seen the light of day in four years, and urge customers to buy them quick, because they were so popular that they couldn't be supplied fast enough.

"I proved to people who came in to spend a hundred or a hundred and a quarter, and who ordinarily would have gone out with just the machine they came in to buy, that in matters musical they were awful pikers, and what they wanted to do was to tack on a hundred more and get the real machine that I had been saving for them. I boasted this artistic stuff until I got so I believed it myself. They tell us down in Greenwich Village when a short-haired Jane writes a crazy poem that she got the 'urge.' Well, boy, I got the 'urge' to sell the goods that I had; to sell them for cash, because I needed the money, and talked my head off not only to keep the customer from going out of the store clean, but to sell him about twice as much as he came in to buy.

"The old days of waiting for the victim to blow in after he had read the ads for a year or so, and then just take enough time off to wrap up all he insisted on buying, are gone, so far as little Jed is concerned. When I get some more goods at the rate I used to get

them before the war I will raise more dust than a wagon train on the Painted Desert. I'm going to sell some of the stuff I got. After putting out the records I had on my shelves when the bad news broke, and making a living on them, you are going to see me clean up some real money when the limit is taken off. These dollar-down-and-a-dollar-a-week babies don't appeal to me at all any more. I'm not asking a fortune for the goods I sell. In fact, compared with the prices of many other musical instruments, all I request is a little bit of small change, and I'm going to get that small change all at once, or in mighty big lots.

"The last year has been a liberal education to me—an education that has cost me money. I can see myself some months ago looking over my instalment paper and trying to kid myself into the belief that the landlord would take it for the rent. Then I had to learn how to collect on that paper. Now I'm going to collect at the start. It saves trouble.

"Some of the guys in my territory will begin to ease up now. They are going to be so anxious to sell stuff that they will give the customer all the edge he wants. They are going to get back to the old system of letting the manufacturers advertise to bring the customers to the store, and then let the customers sell themselves. Meanwhile, I'm going to sell some stuff. I'm going to get money for it. Then I'm going to tuck away a little bankroll to buy out some of these birds when they hit the skids. I've graduated from one war and I don't want to go back to the same school."

WEGMAN CO. INCORPORATED

The Wegman Talking Machine Co., of Rochester, N. Y., has been incorporated for the purpose of engaging in a general talking machine business by Harry M. and Edward E. Wegman.

The best thing for anyone to say who has nothing to say is to say nothing whatever and then stick to it.

NEW MODEL "B" DUSTOFF Record Cleanser

Beautifully made and finished.

A Money and Trade-Maker for every Talking Machine Dealer.

Keeps the tone of the Record Pure & Clear
A Necessity to all owners of Records



Thoroughly removes the dust from the minute grooves

Now Ready for Immediate Delivery

Write for Sample

Name Your Jobber

Jobbers and Distributors Now Handling "DUSTOFFS"

- Atlanta, Ga. Elzea-Austell Co.
- Austin, Tex. The Talking Machine Co. of Texas
- Baltimore, Md. Cohen & Hughes
- Bangor, Me. Andrews Music House Co.
- Birmingham, Ala. Talking Machine Co.
- Boston, Mass. Oliver Ditson Co.
- Brooklyn, New York The Eastern Talking Machine Co.
- Brooklyn, New York The M. Steinhert & Sons Co.
- Brooklyn, New York American Talking Machine Co.
- Buffalo, New York G. T. Williams
- Burlington, Vt. W. D. & C. N. Andrews
- Chicago, Ill. American Phonograph Co.
- Chicago, Ill. Lyon & Healy
- Cincinnati, O. Chicago Talking Machine Co.
- Cleveland, O. The Rudolph Wurlitzer Co.
- Cleveland, O. The Collister & Sayle Co.
- Columbus, O. The Eclipse Musical Co.
- Columbus, O. The Perry B. Whitsett Co.
- Dallas, Tex. Sangor Bros.
- Denver, Colo. The Next Music Co.
- Des Moines, Ia. The Knight-Campbell Music Co.
- Des Moines, Ia. Mickel Bros. Co.
- Detroit, Mich. Grinnell Bros. Co.
- Elmira, New York Elmira Arms Co.
- El Paso, Tex. W. G. Walz Co.
- 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.
- Kansas City, Mo. Schmelzer Arms Co.
- Lincoln, Nebr.
- Little Rock, Ark. O. K. Houck Piano Co.
- Memphis, Tenn. O. K. Houck Piano Co.
- Milwaukee, Wis. Badger Talking Machine Co.
- Montreal, Canada Berliner Gramophone Co., Ltd.
- Newark, N. J. Price Talking Machine Co.
- New York, N. Y. Emanuel Blout
- New York, N. Y. C. Bruno & Son, Inc.
- New York, N. Y. I. Davers, Jr., Inc.
- New York, N. Y. Charles H. Ditson & Co.
- New York, N. Y. New York Talking Machine Co.
- New York, N. Y. Ormes, Inc.
- New York, N. Y. Sitas E. Pearsall Co.
- Omaha, Nebr. A. Hospe Co.
- Omaha, Nebr. Mickel Bros. Co.

- Peoria, Ill. Putnam-Page Co., Inc.
- Philadelphia, Pa. Louis Buehn Co., Inc.
- Philadelphia, Pa. C. J. Heppo
- Philadelphia, Pa. Penn Phonograph Co., Inc.
- Philadelphia, Pa. The Talking Machine Co.
- Philadelphia, Pa. H. A. Weymann & Son, Inc.
- Pittsburgh, Pa. W. F. Frederick Piano Co.
- Pittsburgh, Pa. C. C. Mellor Co., Ltd.
- Pittsburgh, Pa. Standard Talking Machine Co.
- Portland, Me. Cressley & Allen, Inc.
- Richmond, Va. W. D. Moses & Co.
- Rochester, N. Y. The Talking Machine Co.
- Salt Lake City, Utah. The John Elliott Clark Co.
- San Antonio, Tex. Thos. Goggan & Bros.
- St. Louis, Mo. Koerber-Bremer 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
- Washington, D. C. E. F. Droop & Sons Co.
- Washington, D. C. Rohn, C. Rogers Co.
- San Francisco, Cal. Walter S. Gray
- Chicago, Ill. The Brunswick-Balke-Collender Co.
- Chicago, Ill. Aeolian Co.
- Cincinnati, O. Alms & Doepke Co.
- Decatur, Ill. Borhman Bros.-Martin Co.
- Kansas City, Mo. Phonograph Co.
- Richmond, Va. Craft Star Phonograph Co.
- Boston, Mass. C. & C. Sales Co.

The New Model "B" Dustoff is made of a high velvet nap, which removes every particle of dust from the minute grooves of the record—mounted on finely finished labeled handle block. Packed one dozen in counter display cartons.

WM. I. SCHWAB
Manufacturer Minute Shine Products
Providence, R. I., U. S. A.

WILL RESUME THEIR VISITS

Three Members of Pearsall Sales Staff Resume Calls on Trade in Metropolitan Territory

Victor dealers in Metropolitan territory will be glad to learn that after the first of the year three popular members of the sales staff of the Silas E. Pearsall Co., New York, Victor wholesaler, will resume visiting the trade in their former territories. These three travelers, all of whom are popular in the local trade, are S. W. Schoonmaker, Lieut. M. P. Fitzpatrick and C. R. Hutchings.

During the past few months Lieutenant Fitzpatrick has been stationed at Camp Green, N. C.; Mr. Schoonmaker has been filling an important post in a nearby shipbuilding plant, and Mr. Hutchings has been a member of the Army Commissary Department, stationed at Hoboken. They all "did their bit" to help Uncle Sam win the war, and they are now ready to co-operate with and assist Victor dealers in metropolitan territory in making 1919 a banner year.

25,000 SLACKER RECORDS SECURED

Great Collection of Excellent Records Made for Benefit of Fighting Men in St. Louis

St. Louis, Mo., December 3.—About 25,000 slacker records were collected here for the soldiers in the recent drive. At the Kieselhorst Music Co., the headquarters of the drive, it was said that only two records were objectionable because they were German and that only twenty-five or thirty were discarded because they were too much used for further service. The morale of the records, it was stated, was excellent. No estimate was made of the new records received, but a large number came in sealed packages from the various stores that sell such records and a large number of others showed no evidence of use, if the records had been used. During the drive a number of the records were kept on display in the Kieselhorst window and this proved quite an advertisement.

The influence of the "knocker" is growing beautifully less.

ILSLEY'S GRAPHITE PHONO SPRING LUBRICANT
 Ilesley'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

INTRODUCE NEW "BUBBLE BOOK"

Third of This Series Is a Happy Combination of Words, Music and Pictorial Illustrations

In line with the different sales campaigns conducted by the Columbia Co.'s educational



Pages of Third Bubble Book

department, the success achieved by "The Bubble Book" is indicative of the thoroughness of this department's campaign and the practicability of its co-operation with the dealers. While other mediums, such as the Thornton Burgess series of Bedtime Stories on Columbia records, have an appeal to children between the ages of six and twelve, the "Bubble Book" fills the requirements for a medium that reaches the children of kindergarten age or even younger.

The third "Bubble Book" will soon be placed on the market to meet the demand of dealers for another book in this series. In this new book there is a happy combination of words, music and pictorial illustrations. The jingles have been revised by Ralph Mayhew and Burgess Johnson, and there are Mother Goose rhymes with descriptive records that cannot fail to make a favorable appeal to children. The illustrations in "The Bubble Book" are by Rhoda Chase, and are filled with human interest, telling at a glance the story that each record presents.

TOTAL OF 7,085 DEALERS

Now Selling the Brilliantone Line of Talking Machine Needles

Byron R. Forster, president of the Brilliantone Steel Needle Co., New York City, in going over his sales statistics for the past year, found that Brilliantone needles are sold not only in every State in the Union, but in almost every county of every State, and that a total of 7,085 dealers are now selling the Brilliantone line.

VALUE OF ETERNAL VIGILANCE

Ten Minutes' Inspection of a Plant Each Day Will Decrease Fire Loss

Isn't your plant worth enough to you to give it ten minutes of inspection every day? If every business man, every owner of a business or principal in a corporation, gave ten minutes a day to the consideration of inspection against fire loss, how much smaller than \$250,000,000 do you think our annual fire loss figures would be? Would a \$75,000,000 reduction be an extravagant guess? Remember, a \$10 improvement, determined upon as a result of one of these inspections by one of these principals, might save a loss of \$1,000,000 in one fire, and a general adoption of the system very likely might prevent several million-dollar fires each year. Are we overestimating the value of eternal vigilance? asks the Credit Man's Bulletin. Has any man ever overestimated it?

FAULTLESS CASTERS

Perfect construction and inviting in appearance—**FAULTLESS** Casters are still more pleasing in actual use, in moving phonographs.

The Weight Rests Here

Their gentle, easy moving qualities are most essential and agreeable.

Send for Samples

"Move the **FAULTLESS** Way"

Full Size C-16-5

FAULTLESS CASTER COMPANY
 Evansville, Indiana

BUFFALO LOOKS FOR INCREASE OF PROSPERITY IN 1919

Members of the Talking Machine Trade, Irrespective of Line Handled, Are Most Optimistic Regarding the Future—Christmas Trade Promises Well But Shortage of Machines Hurts

BUFFALO, N. Y., December 8.—Buffalo's talking machine dealers are of the opinion that they will enjoy a larger measure of prosperity in 1919 than they had during the past year. There are no signs of pessimism in the trade. During the present "reconstruction period," following the ending of the world-war, a new source of patronage is that of conservative citizens who delayed the purchase of talking machines until peace had been declared. Now that strict, war-time economy is no longer urgent, this class of customers is ready to make substantial down payments and pay their monthly amounts promptly. The sale of talking machines for gift purposes is in full swing. At the request of the Buffalo Retail Merchants' Association, of which some of the talking machine dealers are members, Christmas trade began more than a month earlier this season than was the custom in former years.

The propaganda had the backing of the Council of National Defense. Even if many talking machines, intended as Christmas presents, were bought in November and early this month, it is expected that there will be no let-up in the business right up to the Yuletide holiday.

"Business is very fine and everything that comes in is sold as soon as we get it," said F. A. Denison, manager of the local Columbia branch. "We have many thousand dollars' worth of unfilled orders."

Marion Dorian, chief auditor of the company, paid a two-days' visit to the local branch. C. M. Wall, road representative, has recovered from an attack of the "flu" and is again calling on his customers.

B. E. Neal, of Neal, Clark & Neal, was chairman of the "musical instrument division" in the United War Workers' campaign. This section "went over the top," its quota being \$7,500.

Talking machine records referring to such im-

portant topics as peace, victory and the home are in demand here.

As most of the local industrial plants are keeping up production at full speed, factory workers and others continue to spend liberally at the talking machine stores. Most of the plants are now turning their attention to the making of products which they featured before the war. It will be some time before they fill their accumulation of orders so that most of their employes may be retained in their present positions indefinitely. No industrial upheaval therefore is in sight.

Charles Kellogg, nature singer, who makes records for the Victor Co., was a recent visitor.

A heavy trade in talking machines and records was a feature at the local stores during Thanksgiving week. Even reports that high-salaried jobs during the "reconstruction period" may not be so plentiful as they have been in the past year did not deter the factory and other workers from offering worth-while patronage to the stores. The ending of the war gave a special impetus to this year's Thanksgiving celebration and the expectations of the talking machine merchants that Thanksgiving trade would be excellent were fully justified. Many Canadian men, who during the war were not permitted to cross the border on account of Dominion draft regulations, celebrated Thanksgiving and the day previous here. The presence of considerable Canadian money at the local stores proved that the visitors bought many records.

Twenty-five teams recently canvassed Lockport, N. Y., for talking machine records for soldiers. In the first day of their campaign they received 1,150 records and some talking machines.

A. F. Koenig, of the Koenig Piano Co., who handles the Pathé line, reports that his trade

last month was four times that of November last year.

C. N. Andrews, of W. D. & C. N. Andrews, recently visited the Victor factory. His trip also included New York and Washington.

Pathéphones are played up prominently in the extensive holiday stock of Victor & Co.

William Henry Hotchkiss, a wealthy Buffalonian, died at his home here recently. He was one of the former owners of J. N. Adam & Co.'s department store, which has a complete Victrola section.

LIVE NEW BOOK FOR BUSINESS MAN

"How to Handle and Develop Your Own Business" Just Published by A. W. Shaw Co.

A book that should prove of great value, particularly during the after-war period, and with business development the topic of the hour, has just been issued by the A. W. Shaw Co., Chicago, under the title "How to Handle and Develop Your Own Business." The 140-odd pages of the book are filled with valuable ideas and suggestions tending to simplify and improve business methods generally; ideas that have proven successful through actual application. There are charts showing how to handle accounts; how to lay out the work of the day; classify credit ratings; make collections, and also how to advertise most effectively. Some valuable hints are given as to selling methods, with a view to eliminating waste time and effort, and what is perhaps the most interesting chapter in the volume is entitled "How to Make Your Banker See It Your Way." It is a book worthy of a resting place on the desk of any business man, and should have a wide circulation among those who are interested in improving their business methods.

He is a fortunate man who can find the difference between being high-minded and being stuck-up, and then make the proper use of that difference.

ANNOUNCEMENT

Emerson Record Sales Company^{INC.}

366 Fifth Avenue, New York

has been appointed distributors for the metropolitan district for

Emerson Gold Seal Records

(LARGE SIZE)

The company is organized for efficient and prompt service and will carry a substantial stock of all releases for immediate delivery.

Now on Hand at Our Offices



- | | |
|---|--|
| <p>997 { Oh! How I Wish I Could Sleep. Patriotic Ballad.....Henry Burr
Watch, Hope and Wait, Little Girl. Tenor Duet.....Gordon and Bruce</p> <p>995 { Tell That to the Marines. Baritone Solo.....Irving Kaufman
Why Do They Call Them Babies. Contralto Solo.....Edith King</p> | <p>982 { Smiles. Baritone Solo...George Beaver
You Keep Sending 'Em Over. Patriotic Solo.....Eddie Nelson</p> <p>979 { When You Come Back, and You Will Come Back (Geo. M. Cohan), Eddie Nelson
When I Get's Out in No-Man's Land. Character Song.....Arthur Collins</p> |
|---|--|

Pathé



"The Quality Phonograph"



An Enlargement of the Pathé Sapphire Ball and Pathé Record Grooves

The best selling point is better than ever today!

EVER since its origin, the Pathe Sapphire Ball has been the best phonograph selling point for the dealer. Because it is *exclusive*, permanent—does away with needle changing altogether—produces pure natural tone and gives long life to records.

Today, with needles rising in price by the minute and rapidly disappearing from the market, this big exclusive Pathe feature is not alone a better selling point than ever before. It insures the dealers against a possible future stoppage of his phonograph sales.

Right now, when we can assure you immediate and full deliveries of Pathe Phonographs, get in your orders.

Do you know what "The Other 20%" is? Write for book "The Other 20%" and it will tell you plainly and convincingly.

No Needles to Change

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

Long Life to Records

(Pathé Guarantee)

We guarantee every Pathé Record to play at least *one thousand times* with the Pathé Sapphire Ball, without impairment to the unexcelled beauty of tone and without showing any perceptible wear on the record.

The Pathé Controla

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

Plays All Records

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

Pathé Frères Phonograph Company

20 Grand Avenue

Brooklyn, N. Y.

The Pathé Frères Phonograph Co. of Canada, Ltd., Toronto



Sheraton Model

Satin Mahogany Finish
\$215

Other Models \$32.50 to \$1000



MURATORE

Principal Tenor
Chicago Opera Company



"The Quality Records"

At Least one thousand times

"What! *Guaranteed* Records?"

Well, that certainly means "easier to sell" Records, doesn't it?

Especially when—

It further means the latest American music before out on other records and a complete selection of the "old world's" music never out on other records.



ALL MURATORE'S Records are Pathe Records

Read the Pathé Guarantee :

"We guarantee every Pathe Record to play at least *one thousand times* with the Pathe Sapphire Ball, without impairment to the unexcelled beauty of tone and without showing any perceptible wear on the record."

And don't miss any more of the sales this Guarantee alone makes for the dealer. Write for Pathé Dealer's proposition today!

Pathé Frères Phonograph Company

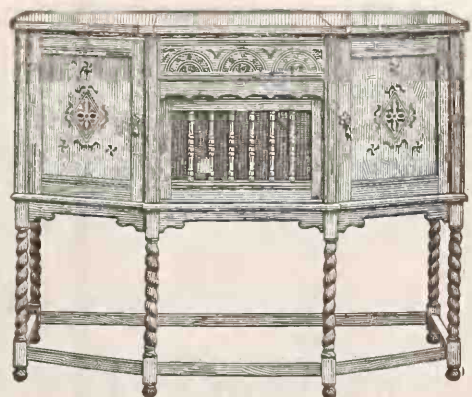
20 Grand Avenue

Brooklyn, N. Y.

The Pathé Frères Phonograph Co. of Canada, Ltd., Toronto



An Enlargement of the **Pathé Sapphire Ball** and Pathé Record Grooves



Jacobean Model



"O Sole Mio"—the greatest Neapolitan folk song; and Stracciari sings it on Columbia Record No. 78097.

**Columbia Graphophone Co.
NEW YORK**

NEW DISTRIBUTING FACTORS

The Emerson Record Sales Co., Inc., Will Act as Distributors in Metropolitan Territory for the Large Sized Emerson Records

Announcement has been made that in the future, Emerson large size records will be distributed in the metropolitan district through the Emerson Record Sales Co., Inc., with offices at 366 Fifth avenue, corner of Thirty-fourth street, New York. This arrangement has been made in order to effect important improvements in service for the dealers of the district.

The central location of the distributing offices will assist materially in the quick distribution of the popular hits immediately after they are released. A special telephone service has been installed in order to handle this important branch of the business, and several of the salesmen formerly visiting the trade in local territory for the Emerson Phonograph Co. have been transferred to the Emerson Record Sales Co. The Emerson Record Sales Co. will handle exclusively in local territory Emerson large size seventy-five cent records.

In a chat this week with *The World*, H. T. Leeming, vice-president and general manager of the Emerson Phonograph Co., stated that negotiations are now pending in Boston, Chicago and other important territory with the view of establishing distributors so that the dealers at all times will have the least possible delay in getting their goods in a satisfactory quantity.

RAIMUND WURLITZER AN ENSIGN

Son of Howard E. Wurlitzer Receives His Commission as Naval Officer

Raimund Wurlitzer recently received his commission as an ensign in the United States Navy. He expects to pursue the maritime life as an officer in the navy for the next four years, and before setting out on the high seas has been spending a furlough at the home of his father, Howard E. Wurlitzer, head of the Rudolph Wurlitzer Co., Cincinnati, O.

Previous to enlisting in the navy Raimund Wurlitzer was a student at the University of Wisconsin. He has been stationed at Newport, and at the Naval Training Station at Pelham Bay, where he finally completed the by no means simple task of rising from the ranks to the position of ensign.

A certificate of incorporation has been issued to the Phonograph Atelier, Inc., by the Secretary of State at Wilmington, Del., for the purpose of manufacturing talking machine records. The capitalization is \$15,000.

COTTON FLOCKS

.. FOR ..

Record Manufacturing

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

VICTOR TALKING MACHINE CO. ISSUES THIRD STATEMENT

Prospects for Rapid Resumption of Pre-War Conditions Outlined in Interesting Statement Made Public Last Week—Reduction of Government Restrictions Will Aid Trade

Under date of November 16, 1918, the Victor Talking Machine Co., Camden, N. J., issued the following statement to the trade:

"On October 30, the date under which our War Statement No. 2 was mailed, it hardly seemed possible that two weeks thereafter the restrictions enumerated therein would be modified to the great advantage of the entire trade.

"However, since the glorious victories of the Allied armies, which culminated on Monday morning with the signing of the armistice, the Priorities Commissioner of the War Industries Board has addressed to the War Service Committee of the Talking Machine Industry the following telegram:

"Account favorable war developments restrictions on Talking Machine Industry, including motors and accessories embodied in circular No. 39, Priorities Division, are hereby so modified that for last four months of 1918 the consumption by said industry of iron, steel, copper, brass and aluminum used in the manufacture of its products will be on basis of not exceeding 70 per cent., or four-twelfths of its 1917 consumption instead of 40 per cent., as provided in said circular. In all other respects rules and regulations remain in full force and effect. Please notify at once all the members of your industry."

"While the above modifying order does not remove all restrictions nor permit of an immediate return to operation at full capacity, it is quite positive evidence that the officials of the War Industries Board are keenly alive to the commercial interests of the country, and realize the necessity and justice of as early a return as possible to normal conditions.

"The trade will realize there are many readjustments that must be made to meet the new conditions, but you may be assured that taking all things into consideration, our return to quantity production will be as rapid as the circumstances will permit. In the meantime, we ask all those who have shared with us our war responsibilities to be as patient as possible with the realization that their future prosperity will recompense in full for the past shortage of Victor product.

"Congratulating the trade in the sacrifices they have made to help win the war, and sharing with you the happiness of our complete victory, we are, yours very truly,

"VICTOR TALKING MACHINE Co.,
"Louis F. Geissler, General Manager."

System—that's a word to remember and tack over the door of any business enterprise so that every employe may see it.



It's a Pretty Good Idea to always keep in mind the fact that a



SCHUBERT PHONOGRAPH

will bear the closest inspection; its particular qualities warrant investigation, and hundreds of friends everywhere loudly extol its superiority.

SIX MODELS \$60.00 UP

**SCHUBERT
RECORDS**

A \$30 investment starts you with complete, up-to-date list of Popular, Vocal and Instrumental selections; 20 to 30 new selections monthly; 10-Inch Double Disc. Write for details.



The BELL TALKING MACHINE CORPORATION

Offices and Show Rooms:
44 West 37th Street, New York

Factory:
85 Southern Boulevard, Bronx, New York

Export Department, 498-504 Broadway, New York, N. Y., E. U. A.
Smith-Woodward Piano Co., 1018 Capitol Ave., Houston, Tex., Local Distributor
Special Australian Representative, B. LESCHHAU, 350-2 Flinders Lane, Melbourne

Happenings in Dominion of Canada

PEACE CHRISTMAS IN MONTREAL TO BE DULY CELEBRATED

Already There Is Evidence of Large Purchases of Talking Machines for Gifts—The Trade as a Whole Most Optimistic Regarding the New Year and Rejoice That Restrictions Are at an End

THE SPIRIT OF CHRISTMAS

I am thinking of you to-day because it is Christmas, and I wish you happiness. And tomorrow, because it will be the day after Christmas, I shall wish you happiness; and so on through the year. I may not be able to tell you about it every day, because I may be far away; or because both of us may be very busy. But it makes no difference. The thought and the wish will be here just the same. Whatever joy or success comes to you will make me glad. Without pretense and in plain words, goodwill to you is what I mean in the spirit of Christmas.

HENRY VAN DYKE.

MONTREAL, CAN., December 8.—A number of dealers have planned for larger stocks, which is substantial evidence of their confidence in business conditions generally, as well as their faith in the future of the talking machine trade. On account of war times many a person has often held back their natural inclination to give something in keeping with war conditions and now with an equal regard for the fitness of things they instinctively turn to something that shall adequately commemorate what will be known as the "Peace Christmas." No doubt phonographs and pianos will be included as gifts which are not only lasting but ones worthy of the occasion.

Miss Vezina, in charge of Almy's Limited Grafonola departments, reports an exceptionally heavy volume of cash business with a spirited call for individual cabinets in golden oak and mahogany.

Geo. Davies, advertising manager of the Berliner Gramophone Co., Ltd., has relinquished that position for that of purchasing agent of the company and has been replaced by J. B. West.

A. C. Skinner, Sherbrooke, Que., has taken the representation of the Columbia Grafonola and Columbia records.

H. S. Berliner, vice-president of the Berliner Gram-O-Phone Co., Ltd., subscribed personally \$60,000 to the Victory Loan.

The visit of Hipolito Lazaro, the Spanish tenor and exclusive Columbia artist, had a marked effect on the sale of Columbia records of the noted artist's productions. All Columbia dealers report a heavy run of purchases prior to and subsequent to his recital.

In the recent Victory Loan drive the keenest competition existed among the workers in the various Montreal plants to win the honor flag which was distributed by the employes committee of the Victory Loan. Among the companies which exceeded their quota and were entitled to the Governor General's honor flag was the Berliner Gram-O-Phone Co., Ltd., and C. W. Lindsay, Ltd.

The Berlind Phonograph Co. have incorporated as a limited liability company. This firm report Brunswick business as splendid for the past month and are looking forward to an extra large volume of holiday trade.

Alex Comotois has registered as a dealer in talking machines, etc.

Leon Coemen has opened up Pathé parlors at 211 Sherbrooke street West, where he intends featuring the Pathéphone and Pathé records.

J. N. Archambault, 949 St. Denis street, is making a leader of the Pathéphone and is stocking Pathé records in a large variety of numbers.

So great has been the demand for Sonora and Columbia machines that C. W. Lindsay, Ltd., have had to draw from the stock of their various branches to meet the call for these makes in order to fill local orders.

"Wholesale business with the Canadian Graphophone Co. in Columbia products," said Manager Depocas, "is observingly good and we

are well pleased with the orders on hand. With the declaration of peace we anticipate an immense demand for holiday goods which should prove a big stimulus to the trade inasmuch as 'Music in the Home' will be the real thing this Xmas to those who have relatives returning from the front."

"Victor machines of various models together with Victor records have been in splendid vogue the past thirty days," said J. Donat Langelier, "and we are already laying aside numerous models chosen as Christmas gifts to be delivered Xmas eve."

Charles Curloss told your correspondent that trade could not be better and remarked that everything is bristling with success. The orders on his books showed a substantial increase over the corresponding period of last year. Sonora and Aeolian-Vocalion machines are going big.

N. G. Valiquette, Ltd., reported sales and inquiries as never better, the demand for the Pathéphone and Pathé records keeping up and increasing daily.

The Berliner Gram-O-Phone Co., Ltd., have experienced a great rush of business during the past month in all of their retail stores, preference being given in most instances to the larger and more expensive cabinet models, whilst goodly prominence as usual has been due Victor records.

Dupuis Freres (Miss Didier) opine that this year's holiday trade will eclipse anything in the previous history of the talking machine industry and in this regard she anticipates getting her full share of prosperity in the sale of Pathé-phones and Pathé records.

"Pathé Growth proves Pathé Quality," said Manager Geo. S. Pequegnat of the Phonograph Shop of this city and the large demand testifies to Pathé Quality. Aeolian-Vocalions are also well represented in sales by this house during November, and have started off well for this month.

Tom Cowan, of the Cowan Piano and Music Co., is enthusiastic over his Brunswick sales for November.

"'Busy' is the word that best expresses our voice for the past month's business," said Mr. Gagnier, of the Canadian Graphophone and Piano Co., who represents Columbia Grafonolas and records.

TORONTO DEALER ON EDUCATIONAL VALUE OF TALKER

Recent Talk by W. Mason on "Making Sales Outside the Store" of Interest—Toronto Phonograph Shop Opens New Parlors—Dealers in This Territory Pleased at Ending of War

TORONTO, ONT., December 8.—"I consider the man or woman who is engaged in selling musical instruments should feel that his or her position is just as honorable as any of the great professions or the great missionaries, as we are always trying to place an instrument in homes for the education of the young and the pleasure of the old," said W. Mason, manager of the Lindsay branch of the J. M. Greene Music Co., Ltd., Peterboro, Ont., at the convention of Canadian Edison dealers held in Toronto recently.

Mr. Mason, who was on the program for a talk on "Making Sales Outside the Store," quoted Rev. E. van Tilton, now of Lindsay and formerly pastor of one of Vancouver's largest Methodist churches, who, in a sermon in August, 1918, said that he thought that there should be a phonograph and piano in every school and public library and a teacher paid by the municipality so that the children of the poor could have the advantage of music. Telling of his sales methods he said in part: "In selling on the outside, I think the first and most important thing is to make the very best of our position. The next very important part, in my mind, is a pleasant good-morning for both rich and poor. Where you are meeting the same people almost every day, it goes a long way in helping to sell an instrument when you call at their homes.

"Another point is not to get sore if you put an Edison Disc in a home and have to take it out without making a sale. I had to do this about three years ago. This man later bought another make and comes to us occasionally for

records. We always used him nicely, and I always met him with a good-morning. Last week I sold this same man a player-piano for almost cash. I also sold this month a William and Mary model to a party in whose home I had a C-250 two years ago, but could not sell at that time.

"Occasionally we go to the country and we do not always find the lady good natured. I had this experience some time ago. I had sold a country merchant a new Edison and he told me to call on this party. Of course, this I was glad to do. The lady nearly ordered me off the farm and said she thought the merchant had more sense than to pay that price for a talking machine. I asked her to go in and hear the merchant's Edison the first time she went to the store. I told her she would want one like it. This she soon did and today these people are among our greatest boosters.

"On another occasion I was asked by the management of the Presbyterian Church if I would furnish the music for an informal reception for new members who had recently moved to town. I went with this instrument myself, got acquainted with a number of people I did not know before and sold the wife of the sheriff a C-200 model. We have found that demonstrations in the home, at entertainments and church and society gatherings are excellent opportunities to get to the attention of the public."

All local dealers are practically a unit in declaring that this season's holiday business

(Continued on page 34)

Talking Machine Supplies and Repair Parts

SPRINGS, SOUND BOX PARTS, NEEDLES

THE RENÉ MANUFACTURING CO.

MONTVALE, NEW JERSEY



What are you doing with the List of Christmas Records? It's full of good sales suggestions. Look it over.

**Columbia Graphophone Co.
NEW YORK**

TRADE CONDITIONS IN CANADA

(Continued from page 33)

should eclipse all former years. It is expected that a large number of men from the front will reach Canada in time to spend Xmas at their own fireside and this is one of the reasons advanced that the sale of talking machines and records will soar high in volume of business to be closed.

Mahood Bros., His Master's Voice dealers in Kingston, Ont., the day the armistice was announced ran good-sized copy in the local dailies advocating the purchase of patriotic Victor records to commemorate the victory.

Victor dealers all over the country report a splendid demand for Ho Frenchy both in vocal, instrumental and otherwise.

The Toronto Phonograph Shop, 123 Yonge street, Toronto, has opened up new music parlors and is featuring the Pathéphone and Pathé records and a complete line of gold medal phonographs, a new Canadian made instrument.

TRADE NEWS FROM EDMONTON

Hudson Bay Co. Secure Representation of Pathéphone—Reed & Robinson Expansion

EDMONTON, ALTA., December 5.—The Hudson's Bay Co., of this city, announce that they have further increased the facilities of this store and have extended the Hudson's Bay service to their patrons by the addition of a well equipped talking machine department. They have secured the representation of the Pathéphone and are carrying a complete line of models as well as Pathé records. They have been appointed sole licensees for Edmonton. Impressive large-

sized copy has appeared in all the local newspapers announcing the opening of their exclusive Pathéphone parlors.

Reed & Robinson, of this city, are making preparations to extend their talking machine department to include a number of soundproof booths so that customers may listen to Brunswick phonographs in quietness and comfort in these comfortable quarters.

The Lodge Piano House, of Edmonton, has taken the representation of the Gerhard Heintzman phonograph. A heavy demand for Victor records is reported by this house. The sales include both popular and patriotic records.

The third prize in the Winnipeg Telegram want advertisement contest consists of a Columbia Grafonola and twenty-five records purchased from Stanwood's, Ltd., of that city.

CLIFFORD R. ELY'S NEW POST

Has Become a Member of the Wholesale Pathé Traveling Force

Announcement has been made that Clifford R. Ely, one of the best-known members of the wholesale traveling fraternity, has joined the Pathé traveling forces and will visit the trade throughout the country. For many years Mr. Ely was a member of the Columbia traveling staff and he numbers among his personal friends dealers from coast to coast. As a Pathé wholesale travel-



C. R. Ely

er Mr. Ely's long and successful acquaintance with the industry will be utilized to excellent advantage, as he is in a position to render Pathé dealers efficient service and co-operation.

NEW AUSTRALIAN CUSTOMS RULES

Exporters making shipments to Australia should prepare immediately to comply with the requirements concerning invoices and customs declarations which go into force on January 1, 1919. After that date all invoices for goods dutiable at an ad valorem rate of duty from all countries other than China and Japan must contain a separate column showing the fair market value for home consumption in the country of export, at the date of invoicing to Australia, of similar goods in similar quantities.

"THE SUCCESSFUL SALESMAN"

This Is the Title of a New Volume by Frank Farrington Which Is of Exceeding Merit

A most excellent and interesting new book on salesmanship entitled "The Successful Salesman," by Frank Farrington, has just been published by Laird & Lee, Inc., Chicago. There have, of course, been other books on salesmanship—too many of them by theorists whose profession was writing and not selling. Mr. Farrington, however, in his latest volume shows an accurate knowledge of the science of salesmanship, based on actual experience, and offers much material of practical value.

It may be that salesmen are born and not made, but even the born salesman can find much material in Mr. Farrington's new book that will make his selling easy.

Mr. Farrington is a recognized authority, and his name is familiar to many trade journal readers and business men generally as the author of numerous books and articles on selling, advertising, store management, etc. Some of the thirty-two chapters are: "What Makes a Salesman?"; "Salesman and Salary"; "Understanding the Customer"; "What Customers Want"; "Showing the Goods"; "Putting Punch Into Salesmanship"; "The Morning After"; "The Salesman and the Catalog"; "The Value of System"; "It Can't Be Done"; "The Art of Selling Yourself." The price of the book is \$1 net.

CONTAINED VALUABLE SUGGESTIONS

J. I. Carroll, Emerson sales manager, has received many interesting letters from the dealers throughout the country referring to the excellent article written by him for the November issue of *The World* entitled, "Keeping Good Help Should Be a Prime Consideration With the Live Dealers." These dealers informed Mr. Carroll that his article contained valuable suggestions that they are utilizing in their own establishments.

H. L. WILLSON ONE OF THE GUESTS

H. L. Willson, general manager of the Columbia Graphophone Co., was one of the prominent guests at the luncheon of the American Manufacturers' Export Association at the McAlpin Hotel, New York, the other day, when an address was made by the Italian Ambassador inviting American capital and enterprise to center attention on Italy in connection with the development of export trade.

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

THE INSTRUMENT OF QUALITY

Sonora

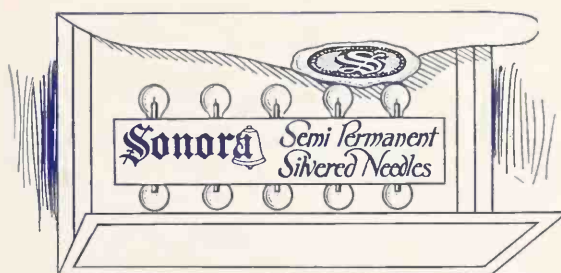
CLEAR AS A BELL



Semi-Permanent, Silvered Needles

THESSE new needles fill a long felt want and are so superior that, once tried, they will be used permanently, because of their

- 1 *Improved Tone:* They mellow the tone and eliminate harshness.
- 2 *Greater Economy:* They play 50 to 100 times before wearing out, and outlast any other multi-playing needle.
- 3 *Increasing Life of Records:* The record engaging point does not enlarge as it wears, having the same diameter throughout.
- 4 *Convenience:* They save constant needle changing.



Three Grades
LOUD MEDIUM SOFT

30c. for package of FIVE

Sonora needle sales run into volume quickly, and it will pay you to handle this splendid product which is meeting with popular favor.

Suitable matter describing this needle will be forwarded on request. **Send in your order today for sample shipment.**

Sonora Phonograph Sales Co., Inc.

GEORGE E. BRIGHTSON, President

Executive Offices: 279 Broadway, New York

Demonstration Salons: NEW YORK: Fifth Avenue, at 53rd Street
PHILADELPHIA: 1311 Walnut Street

50 Broadway (Standard Arcade)
TORONTO: Ryrie Building

Export Department: 417 West 28th Street, New York

CAUTION: Beware of similarly constructed needles inferior in quality!



Sonora Phonograph Sales Company, Inc.

GEO. E. BRIGHTSON, PRES.

279-281 BROADWAY

NEW YORK

To the Phonograph Dealers of America:

WITH the coming of Peace, America is entering the greatest period of activity and prosperity in its history.

That part of the public which held up its purchases of phonographs during war time is ready to buy now. The year 1919 will undoubtedly see all phonograph sales records broken and it is at the beginning of this new reconstruction era that we wish to state that the *Sonora will demonstrate its supremacy even more convincingly in the future than in the past.*

Setting the highest of standards, maintaining a wonderful quality and improving its already magnificent tone, the new Sonora will continue firmly to uphold its reputation as being The Highest Class Talking Machine in the World.

With the government restrictions lightened we anticipate a large increase in production and excellent deliveries.

Our hearty greetings and best wishes are extended to you, this most joyful of all Christmases.

Sincerely yours,

SONORA PHONOGRAPH SALES CO., INC.

GEORGE E. BRIGHTSON, *President*

TWIN CITIES EXPERIENCING FAMINE IN TALKING MACHINES

Jobbers Have Immense Orders on Books Which They Are Unable to Fill—More Hopeful Now That Peace Has Arrived—Foster & Waldo Secure Sonora Agency—What Leading Jobbers Report

ST. PAUL and MINNEAPOLIS, MINN., December 5.—Writers on talking machine subjects will hail the reincarnation of Noah Webster or the birth of a new lexicographer. We need some synonyms for "famine," "shortage," "dearth," "inability to obtain," "lack of" and other words and phrases meaning that it is difficult to fill orders. Such words have been so used over and over again in attempting to depict the plight of the talking machine dealers of Minneapolis and St. Paul that they become meaningless and some new phrases must be coined very soon or some critic will remark that we lack originality and imagination.

Well, as has been noted in these columns for thirty-six consecutive months, the only limit to the talking machine trade in the great Northwest is the ability of the dealers to obtain goods—both instruments and records. It must be that they are without ability, for they are obtaining neither.

"We have orders for about 3,000 Victrolas on our books," remarked W. J. Dyer, with a beaming smile. "We hope to fill the orders, but my personal conviction is that quite a number of Northwestern dealers will be disappointed. Some would say that the present situation is much more desirable than to get tied up with a surplus of 3,000 machines.

"Well, if that is any consolation, we must make the best of it, for that is all the consolation there is, except that Dyer & Bro. are shattering all their former records for Victrola sales. Our young men are coming back from the war and this is lifting some anxiety from our burden of cares."

A prominent phonograph dealer in the twin cities is somewhat envious and at the same time somewhat resentful over a scheme played by a contemporary dealer. The latter, it is averred, was interested in a number of houses, which nominally were operated as independent concerns, but as a matter of fact were branch houses. Excessive orders were sent in from all branch houses and while the orders only were partially filled, the head house had quite a stock to draw from, thereby placing all competitors at some disadvantage. No, it is impossible to divulge any names—it wouldn't be polite.

"We could place 1,000 machines next Monday could we get them," declared E. L. Kern, director of the Brunswick-Balke-Collender Co., manufacturers and distributors of the Brunswick phonographs. "We have been getting some machines, but certain popular styles are not easy to get."

R. N. Cardozo & Bro., one of the oldest furniture houses in the city of St. Paul, has taken on the Brunswick line and expects to push it with much vigor. Boutell Brothers in Minneapolis are making a distinct success with their Brunswick business, and at the present rate of progress soon will be distributing a carload a week in a straight retail way. Style 35 is proving a fine seller.

There are two Cheney shops in the Twin Cities, one in each twin. The managers express themselves as fully satisfied with the results of their efforts. They have obtained, they

believe, a firm foothold in the face of keen competition and already may be said to be on a profitable basis. Earl C. May, general manager of the Cheney interests, finds time to get up into these parts about once a month and help in spreading propaganda for his wares.

Orders for Pathé machines and records are coming over the long distance telephone lines to G. Sommers & Co., St. Paul, distributors for the Northwest. Jay H. Wheeler, in charge of the Pathé interests, testifies that he has all that he can do to fill orders. The home factory must turn out a greater number of the No. 7 and No. 12 models priced at \$95 and \$140, or some desirable business will be lost. Already these models are scarce. The record racks with a capacity approaching 200,000 are losing their contents quite rapidly.

Even the sample models in the Columbia headquarters in Minneapolis have had to go in order to supply the incessant demand for instruments. There is not a single instrument between the \$47 and the \$750 models on the floor, and Manager Sprague is due for a brain storm if the machines don't come presto.

W. E. Smith, head of the Dictaphone branch, returned last week from a staff meeting in New York. The November sales record tops all monthly records since the machine entered the Northwestern territory.

Foster & Waldo have added the Sonora line of machines to their stock and now handle four makes of talking machines. The house began some years ago with the Victor line, then added the Edison. Later it was found necessary to take on the Columbia line in order that patrons should not be disappointed. Even with three factories to supply instruments the demand remained unsatisfied, and hence the classy Sonora machines were placed on the Foster & Waldo floors.

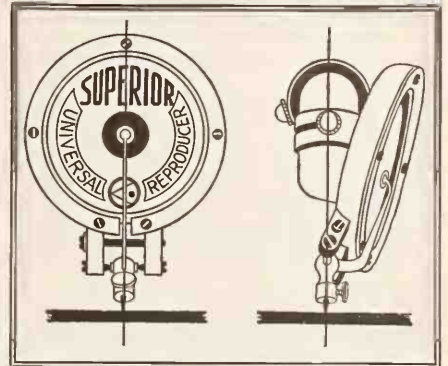
It is wholly impossible for the Victor jobbers in the Twin City territory to even approximate the demand for machines and records. W. J. Dyer & Bro., St. Paul, report that they have on hand orders for 3,000 machines. Whether they will be able to fill them or not is a matter of mere speculation. Beckwith-O'Neill Co., Minneapolis, never have been in such straits as they are now.

MORE THAN A HINT HERE

Army life is not only developing our young men physically, but the mental side gets attention, too. There is a series of what are known as "nut" tests, in which many surprising and freak questions are asked for the purpose of determining quickness of wit, mental balance, logical reasoning, etc. There is more than a hint in this for the industrial world.

One of two editors in a town who had always slandered one another in their newspapers died one day in a bathtub. The other, endeavoring to curb his pen as he wrote the report of the death, contented himself by saying that his colleague came to his death "while trying an experiment."

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, \$5.25 Gold, \$6.50
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

FROM THE **DORAN CO.**
45 MICHIGAN AVE.
DETROIT

SOLE BY **HURTEAU WILLIAMS & CO. INC.**
MONTREAL OTTAWA

Kunkel Piano Co.
BALTIMORE

FROM THE **THE PHONOGRAPH CO.**
1240 HURON ROAD (Inter. Term. Road)
PHONES—PROSPECT 2-40-41 42 43 44
CLEVELAND

SOLE BY **WALTER D. MOSES & CO.**
101 DEPT. MUSIC HOUSE 10, VAUGHAN ST.
RICHMOND, VA.

SOLE BY **J. E. STRATFORD**
AUGUSTA, GA.



To Our Good Friends,
To Those who know
the "B & H" Fibre
Needles and the
"B & H" Repointers,



To all who have helped us make our
success and who know the true value of
our goods in building up Sales of Talking
Machines and Records, we heartily and
sincerely wish

A Very Merry Christmas

and

**A Most Happy and Prosperous
New Year**



"B & H"
Fibre Manufacturing Co.

33-35 W. Kinzie Street, Chicago, Ill.



LOOKED LIKE REAL BUSINESS

Why the Police Got Suspicious of "Doings" at the Aeolian Co.'s Bronx Store

Early Thanksgiving morning, 2.30 a. m., to be precise, says the Bronx Home News, "Moe" Stein, the Bronx manager of the Aeolian Co. on East 149th street, between Third and Courtlandt avenues, looking the worse for wear after a strenuous day's business, was just about to light out for home when two "cops" and a sergeant stepped into the store, and in a tone of voice that presaged trouble, said, "What's going on in here?"

"Nothin' going on in," replied "Moe." "All goin' on out. Fifty Aeolian-Vocalions and a flock of pianos. Suspicious of those hired trucks backed up there? Had to get 'em; hadn't enough of our own to go around. Folks sitting up now waiting for promised deliveries."

Sheathing their night sticks the "cops" departed, while one remarked: "It's a h— of a business that keeps a man up this hour."

There's a moral to this news story.

A PATRIOTIC SOUVENIR

The New York Talking Machine Co., Victor wholesaler, has sent to its many friends in the trade an artistic 1919 calendar, which presents a handsome portrait of General John Joseph Pershing, commander-in-chief of the American Expeditionary Forces in France. This calendar, which is entitled "To Make the World Safe for Democracy," will undoubtedly meet with a hearty welcome from the Victor dealers who are fortunate enough to receive a copy, as General Pershing's portrait is remarkably effective, being an exact reproduction from the original painting by Lotave. The New York Talking Machine Co. mailed these calendars well ahead of the Christmas rush, so that its friends could receive their copies promptly and in perfect condition.

AN EXPERT IN THE SALES FIELD

Miss M. E. Dorr Has Achieved Success as Manager of the Talking Machine Department of the Up-the-State House of W. T. Crane Co.

SYRACUSE, N. Y., December 4.—Miss M. E. Dorr, manager of the talking machine department of the W. T. Crane Co., of this city, has been achieving pleasing success in developing



Miss M. E. Dorr

business for this well-known house, which handles the Columbia and Victor lines.

Miss Dorr has had nine years' experience in the sales division of the talking machine field, having been associated with the W. T. Crane Co. for the past six years. She is considered an expert in her field of endeavor, having inaugurated many ingenious and successful sales plans in connection with the conduct of her department. She has a thorough knowledge of record catalogs, and her musical experience has been a vital factor in her success.

Nothing will starve to death much quicker than enthusiasm unless it is properly nourished.

EXCISE TAX FIXED AT 5 PER CENT.

Senate Finance Committee, In Redrafting the War Revenue Bill, Eases Up Burden Placed on Talking Machine Men By the House

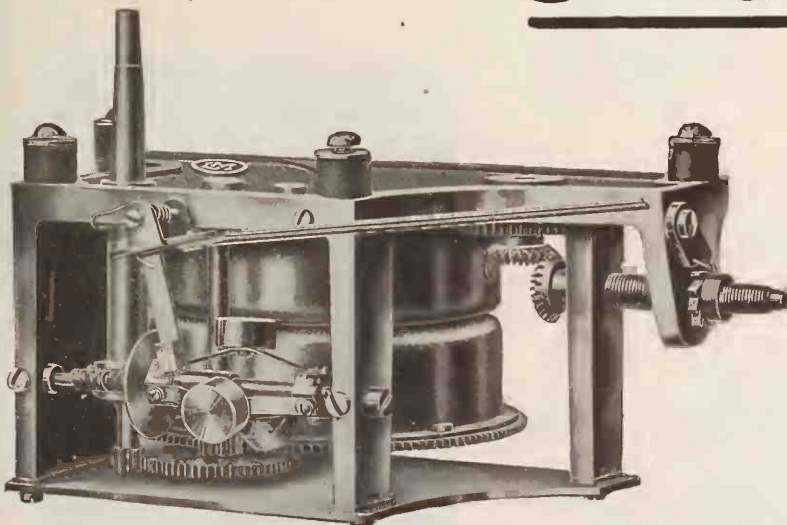
It was announced late last month that the Senate Finance Committee, in carrying on its work of redrafting the War Revenue Bill, had given further consideration to the section covering excise taxes on talking machines, records and piano players, and had fixed the tax on such articles at 5 per cent. This proposed tax is just half of the 10 per cent. tax provided for in the War Revenue Bill as it left the House, and only 2 per cent. more than the excise tax at present being met by the talking machine trade under the old bill. It is believed that this reduction in tax, even though it follows some strong and effective arguments presented before the Senate Finance Committee by representatives of the talking machine industry, is really due in a large measure to the sudden change in the war situation, and the belief that the amount of income provided for in the House bill would not be necessary.

The War Revenue Bill will, of course, have a long and troublous journey before it from the time it leaves the hands of the Senate Finance Committee until it passes from the President's desk as a law, but it is firmly believed that there is little likelihood of further changes being made in the bill in the future, as far as it affects musical instruments, unless such changes are made with a view of reducing the burden placed on the trade.

TO HANDLE THE AEOLIAN-VOCALION

The Bissell-Weisert Piano Co., maintaining warerooms in the Fine Arts Building, Chicago, have just taken on the Aeolian Co.'s lines of Vocalion phonographs and Aeolian records. They also carry the Victor line and are Chicago representatives of Chickering & Sons pianos.

The Leonard Markels **BUTTERFLY MOTOR**



Specifications

- Beveled gear noiseless winding.
- New ratchet device that prevents clicking.
- Bakelite intermediate gear—absolutely silent.
- Plays seven 10-inch or five 12-inch records at one winding.
- Cast iron nickeled frame.
- Powerful, durable, compact, accessible.
- Built especially for the highest-grade machines.
- Guaranteed in every minutest detail.

The Leonard Markels Jewel Bearing Butterfly Motor

has revolutionized the motor industry. It is silent running and silent winding and represents the acme of perfection in motor construction.

This motor has achieved phenomenal success, and is being used exclusively by leading phonograph manufacturers in all parts of this country and Canada.

Write today for a copy of our New Butterfly folder

LEONARD MARKELS - 165 William St., New York

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

Clearstone

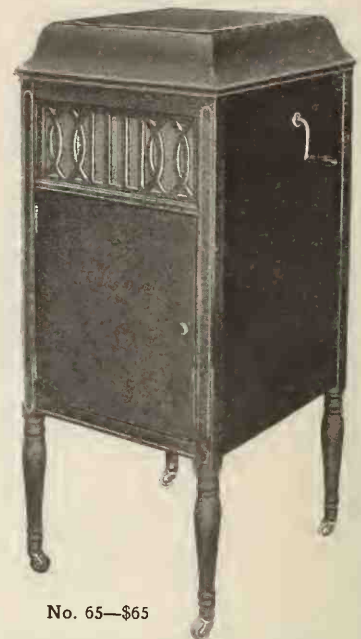
SPEAKS FOR ITSELF



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.

TOPE ARMS AND REPRODUCERS—Play all records—No. 2, \$1.45 per set; No. 4, \$3.95 per set; No. 6, \$3.75 per set; No. 7, \$3.75 per set; No. 8, \$3.75 per set; No. 9, \$3.25 per set.

MAIN SPRINGS—No. 00, $\frac{5}{8}$ in., 9 ft., 39c. each; No. 01, $\frac{7}{8}$ in., 7 ft., 29c. each; No. 1, $\frac{3}{4}$ in., 10 ft., 49c. each; No. 2, $\frac{1}{2}$ in., 10 ft., 49c. each; No. 3, $\frac{1}{2}$ in., 11 ft., 59c. each; No. 4, 1 in., 10 ft., 59c. each; No. 5, 1 in., 11 ft., heavy, 75c. each; No. 6, $1\frac{1}{4}$ in., 11 ft., 95c. each. 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.

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.

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

NEEDLES, steel, 75c. 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., 3 and 46 East 12th St., New York

Lashanska—Stracciari—New York Philharmonic—Toscha Seidel—Josef Hofmann—just a few of the bright stars that shine in Columbia Christmas Records.

**Columbia Graphophone Co.
NEW YORK**



TELLS OF HIS WAR EXPERIENCES

Major Noyes, Former Andrews Traveler, Conveys an Idea of Strenuous Times for American Boys at the Front in Recent Letter

BUFFALO, N. Y., December 8.—Even before many Americans at home, up to a few weeks ago, were quite sure when the war would end, the Yankee boys overseas were pretty well convinced that "the big show" would soon be over. Among those who predicted the early termination of hostilities was Maj. Hal H. Noyes, who formerly was traveling representative for W. D. & C. N. Andrews, talking machine jobbers of this city. Major Noyes is attached to the motor dispatch riders, and in a letter to Mr. Andrews, he said: "Well, it looks as though this show is almost over, doesn't it? And I can't say that I'm sorry. I have just been attached to the Second Army and am leaving here shortly for the front, where I hope to be in at the finish. I just left the First Army and saw a good part of that show in the Argonne. It was tough work. The country is much like that of Northern Pennsylvania, and is awful country to fight over, especially the kind of warfare that is waged now. I'm going over it. One wonders how an advance was ever made. The Hun had 'pill boxes' machine gun nests everywhere, and there is hardly a square yard of it for miles that isn't pitted up by shell fire. In the woods, or what is left of them, the German machine gunners would stay as long as possible in hundreds of instances, until the gun crews were wiped out or captured. Then the Hun would shell the place, using plenty of gas, which will stay in the woods sometimes for days, making it extremely dangerous for our

men and always mighty uncomfortable. It is no picnic to have to wear a gas mask for hours at a time, and mustard gas is particularly nasty.



Major H. H. Noyes

If it gets on your clothes, it soon works through and spreads and makes a nasty burn.

"I've seen some mighty bad cases of mustard gassing, and the funny thing is that in many instances the men don't know when they got it. Thank Heaven, I never got a dose of that, and I hope I don't. I went over a road built across what had been No Man's Land forty-eight hours before. This road was built, four miles of it, in fourteen hours, which in itself

is remarkable enough, but stop and think that most of it was done after dark. They had no grading machines—just men with shovels and picks and sand bags, practically all that time under shell fire, and they built a good, hard road, capable of sustaining heavy and continuous traffic. In fact, the stream of traffic was twenty-four hours long, and every day. Oh, it's some army we are building over here.

"Some of our youngsters in that show were green at this war game, green as grass, but they would go over the top with a yell and a laugh, and the task of the famous 'Six Hundred' was a lawn party compared to what these huskies had to do. When they learn from experience not to take so darn many chances, we won't have so many casualties, but they just won't 'keep their head down.' I came through that show in good shape, although I was air-raided and shelled a few times. They didn't get me, but several times I just knew they were after—only me. One feels that way, especially at night, when they drop those damn bombs. Lord, they do shake things up! Scared? Sure I was scared; why, I couldn't even climb under my blankets. They dropped twenty of those darn things about 150 yards from where I had been sleeping—too close. He missed his target by a mile and a half. Too careless of him! You see, he was after a dump of ammunition. Well, you feel better when they're gone, but you don't know when his cousin or brother is coming back. You don't suffer from ennui much when you're up there.

"Well, as I said before, some of us will soon be thinking of starting for home, as this show is nearly over, and I hope I'll be in the first bunch. Was one of the early birds over here."

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

THE TRADE IN PHILADELPHIA AND LOCALITY

PHILADELPHIA, PA., December 7.—The talking machine business during November in this city resolved itself into a sale of everything that was procurable—that is, so far as the Victor dealers are concerned, and yet it did not show a volume any way near that of November of 1917. Beginning with the first of December the Victor men were all cleaned out, and with little reason to expect a much better condition during the balance of the month. There are going to be a great many disappointed people, as well as dealers and jobbers, it is apparent, for the Victor jobbers cannot see but that it will take the Victor Co. at least until spring before they will be able to ship the enormous number of machines and records that will adequately fill the demand.

There seems to be a great scarcity in other lines also, and only a few factories have been able to keep their dealers supplied in November, and to start them on the last month of the year with assurances that they are going to get plenty of goods.

Having a Wonderful Season

The Columbia Graphophone Co., 210 North Broad street, have been having a wonderful season, their November practically cleaning them up on stock. Manager Heath states that they have received a small shipment of machines this week, but they have others on the road, and he hopes that they will get enough Grafonolas to at least satisfy the dealers, although he does not hope to be able to nearly supply demands. The record condition is somewhat better, although on the most popular of the recent numbers there is a considerable shortage. E. A. Manning, of the Columbia Co., who has been seriously ill for some time, has so far improved that there is now assurance of his recovering, for which all his friends in this city are very glad.

Just Marking Time

A representative at the Louis Buehn Co. says: "The whole situation is simply this, we are going along selling all we are receiving from the Victor Co., which is not very much. From present indications it will be only a comparatively short time before the Victor Co. will be able to get back to normal, but when they do, I think they will be able to produce more than they

ever did in the history of their business. We have received a partial shipment of the new Style VI Victor, in mahogany, and it is a very fine machine for the price. The probabilities are that there will be no more of this particular type—mahogany finish—shipped again until next year."

The Buehn firm have received letters the past week from E. P. Bliss, Jr., and R. C. Carpenter, former employes at their store, to the effect that they hope shortly to be back from France and to again get "into the harness."

Among out-of-town talking machine men in Philadelphia the past week were C. N. Andrews, of Buffalo, N. Y., and L. C. Wiswell, manager

of the Victor department of Lyon & Healy, Chicago.

In Good Shape for Holiday Trade

Manager Bates, of the Victor department at the Wanamaker store, has his quarters in very fine shape for the holiday trade, but unfortunately, like all other Victor dealers, he is shy of stock, but hopes, with a little more assistance from the factory, to make the usual holiday showing. He is a little pessimistic regarding this, however, but is optimistic to the extent that he believes the Victor people will very shortly increase production so that in a few months all their dealers will have very clear sailing.

Able to Meet Trade Demands

Herbert E. Blake, of Blake & Burkart, the big Edison dealers at Eleventh and Walnut streets, says that they are plugging along and doing a very good business. Mr. Blake says: "We had a very nice month last month and it looks good for this month." We had plenty of stock and there is plenty demand for it. We had to dig for the stock, but we dug, and we are now being repaid. All the other Edison dealers in Philadelphia seem to be in the same shape. We have more machines on hand now than we had to start last month, and our business in November was more than double that of November a year ago."

Mr. Blake says that they are also in fine shape on records, and the twenty-four new records which they placed on sale on the thirtieth are of a high class and he believes they are going to be popular with the public. They have two large shipments on the way now, of machines and records, which they believe will see them through the holiday period.

The Blake firm were very much honored as well as pleased when recently a representative arrived from the Edison Co.'s factory to write up their system here to be used in the Edison official magazine, "Along Broadway."

R. N. Stults in Charge at Presser's

Robert N. Stults, for many years identified with the piano trade in this city as salesman, has accepted the position of manager of the new talking machine department at the Theodore Presser store. The Presser firm handle the Victor and the Brunswick. The department was opened some time ago and has already ob-

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

A Good Time To Lay In Your Supply of Accessories

Lundstrom Cabinets—One of the best selling propositions in the Talking Machine business today.

Record Cleaner Brushes—A neat plush brush, leather back—finds a ready sale.

Record Lites—A necessity for every talking machine with a lid. Makes a fine Christmas gift.

Needle Cutters—Lyon & Healy and the Record Lite Fibre Needle Cutters. Best cutters on the market.

His Master's Voice—A Plaster Paris Miniature. Four inches high. Sells like hot cakes. Order a sample dozen.

Wall-Kane Needles—Well known to the trade. Medium, loud and extra loud grades.

Heineman Needles—in medium and loud tone.

Penn Phonograph Co., Inc.

913 ARCH STREET

PHILADELPHIA

Victor Wholesalers Exclusively

For 1919



We pledge to our Dealers a continuance of fair and helpful Victor Service. The war's end, bringing better conditions and increased factory shipments, should mean a wonderful year of MUTUAL PROSPERITY.

The Louis Buehn Company, Philadelphia
Victor Wholesalers

tained a firm footing, and Mr. Stults will no doubt put much energy into the department.

Advertising Campaign Brings Results

The local Pathéphone Co. report that November was the biggest month they have ever had. This is true both in retail and in wholesale. Mr. Eckhardt believes that December will unquestionably again break all records. They recently entered into an extensive advertising campaign which has been bringing big results. This campaign was conducted not only in the newspapers, but also on billboards all about the city. The Pathé Shop name is in evidence all about the city.

Mr. Eckhardt says the Pathé Co. has been able to supply them with all the goods needed so

far in the way of machines, and record shipments have been coming in in splendid shape. E. A. Widmann, president of the Pathé Co., was a visitor in Philadelphia during the month.

Weymann Boys Meet in France

This Thanksgiving meant much to H. W. Weymann, in charge of the wholesale department of H. A. Weymann & Son, Victor distributors, Philadelphia, Pa. The mail that morning brought the pleasing announcement that his two sons, who are both serving their country in different branches of the service, had met in France. H. Power Weymann, the eldest of the two boys, went to France in Company E, 315th Infantry. In the capture of Sedan, in which the American troops played such a valiant part, young Weymann was wounded by a shell and was later transferred to a hospital in Bordeaux. Herbert Weymann, the other son, is serving as chief yeoman in the United States Navy, and is quartered at Croix d' Huis, which is within a few miles of Bordeaux. Herbert Weymann visited his brother in the hospital, and in a letter home told of the happy reunion, and the equally cheering news of his brother's rapid recovery.

New Pathé Representatives

The big furniture store, Stern & Co., in this city, have opened a Pathé department, and thus far their campaign has been most successful. They have been doing a land office business. Other firms in the State that have taken on the Pathé are: The Scranton Talking Machine Co., of Scranton, Pa.; the Cameron Piano Co., of

Cameron, Pa.; G. C. Aschbach, a large musical instrument dealer of Allentown, Pa., and the Goodenough Piano Co., of Bethlehem, Pa.

Frieda Hempel Scores in Opera

Frieda Hempel was the star of the opera last week—"L'Elisir d'Amore." This artist sings exclusively for the Edison, and consequently the Edison dealers outdid themselves here for publicity. Blake & Burkhart had an attractive Hempel window, with a big poster of Miss Hempel as "Marie" in "The Daughter of the Regiment." The first record she made for the Edison was the Proch Theme and Variations interpolated in this opera. They also had various photographs of her, and the Edison poster of all her records. Pictures and posters of Miss Hempel were also displayed by W. A. Murdock, manager of the Edison department of the Ludwig Piano Co., N. Stetson & Co., the Girard Phonograph Co., etc.

H. A. Weymann & Sons Are Optimistic

H. A. Weymann & Sons, in spite of a very heavy Victor business in November, enter the December month in better shape than the majority of Victor dealers here. They lack machines to a considerable extent in comparison with the demand, and their record shelves seem very skimp, but H. W. Weymann is optimistic as to the outcome and believes the Victor people are going to give them at least a liberal supply of both machines and records to meet the heavy demand, but of course not sufficient to nearly supply the wants of their rapidly increasing roster of customers.

THE BEST TALKING MACHINE NEEDLE
 On the Market—Packed in Counter Salesman

VIOLAPHONE
 PHONOGRAPH NEEDLES
 EACH NEEDLE WILL PLAY 10 RECORDS

50 Needles to a box and they retail at 10c. per Box.
 60 Boxes to a package \$6.00.
 This package costs you \$3.90 net.
 Your profit is \$2.10 and your customer gets a needle that will give satisfaction.

The Fred. Gretsch Mfg. Co. 60 Broadway, Brooklyn, N.Y.
 Manufacturers of Musical Instruments
 Canadian Wholesale Agent, H. A. BEMISTER
 10 Victoria St., Montreal, Can.
 Western Distributor: WALTER S. GRAY
 530 Chronicle Bldg. San Francisco, Cal.

AUSTRALIAN AND NEW ZEALAND TRADE

Well established firm now manufacturing and dealing wholesale in Cabinets and Disc Filing Cases is desirous of embarking further in the Talking Machine business and invites quotations and details of Motors, Voice Boxes, etc.

Buying Agents: Messrs. Henry W. Peabody & Co., New York
 Address all correspondence to—
RECORDER
Messrs. Henry W. Peabody & Co., Box 932 G. P. O. Wellington, New Zealand



Dance Music for Christmas—of course. And there is no dance music like Columbia Records.

**Columbia Graphophone Co.
NEW YORK**

WITH PEACE SECURED PITTSBURGH LOOKS FOR BIG TRADE

Marked Activity in All Branches of Business—Kaufmann's Victrola Department—Columbia Line With Joseph Horne Co.—Buehn Co. Tell of Edison Tone Tests—Demand for Starr Phonographs

PITTSBURGH, PA., December 5.—Marked activity is noted in talking machine circles, due to the pre-holiday season publicity methods that are being utilized by the various dealers in machines and records. On all sides it is conceded that the amount of business that will be transacted in talking machines and records will only be limited by the amount of merchandise that the dealers can obtain.

This view is shared by all of the leading jobbers who are confident that had not war conditions intervened the 1918 holiday season would have been the most successful and notable in the history of the trade as far as the Pittsburgh territory dealers are concerned. This is mainly due to the outstanding fact that the varied industrial enterprises of the territory in and about Pittsburgh are working full time and the thousands of workers are able to earn excellent wages. Much of this money finds its way to the sellers of talking machines and records, as it is an established fact that the Pittsburgh district toilers have a decided partiality for talking machines as well as player-pianos.

One of the largest Victrola departments in western Pennsylvania is that conducted by Kaufmann's, one of the biggest department stores in the United States. This department is under the direction of Edward F. Harwood, who is music merchandise manager of the store, while the immediate direction of the department is in the hands of Mrs. C. H. Walrath. The department is located on the eleventh floor, and there are thirty-five demonstration booths as well as a number of display rooms where the various styles of Victrolas are on show. Another feature of Kaufmann's is the "Instant Record Service" bureau, which is located on the main floor. This has been established for the busy man or woman who wishes to get a Victor record promptly without taking the elevator to the eleventh floor. This new bureau since its inception has been very successful.

Special attention is also given to the foreign record department, which is located in the basement, and is in charge of Arnold Haas, a linguist of note, who stated that hundreds of

foreign records were being sold weekly through his department. This is due, he said, to the fact that the foreign speaking patrons of the department are liberal buyers and seemingly do not hesitate at buying a record that they like.

The Joseph Horne Co. have placed on sale a full line of Columbia Grafonolas as well as Columbia records in addition to the Victor line, which they have handled for years. The department is in charge of A. R. Meyer, who is also secretary of the Pittsburgh Talking Machine Dealers' Association. Mr. Meyer stated that the demand for Victrolas had reached so large a volume that it was impossible to fill all orders placed in time for Christmas delivery.

A. N. Ansell, manager of the Victrola department of McCreery & Co., reported sales as very brisk and, although he found it difficult to supply his patrons with the particular style of Victrola they wished, he often was able, he said, to make a compromise and place a Victrola of either a larger or smaller size than wanted, so as to keep the customer in line for the Victor wares. Sales of records Mr. Ansell said were very large.

Assistant Manager A. B. Smith, of the local Columbia branch, stated that the trade for November both in Columbia records and Grafonolas were much larger than that of November a year ago. Thus far in December, he said, sales were brisk and orders were being placed in large volume by the retailers.

"Our sales are showing a marked increase over any similar period prior to the holidays," said H. J. Brennan, manager of the Pittsburgh Pathéphone Co., "and I am sanguine that our Christmas sales will eclipse those of last Christmas, which, by the way, was a record-breaker for this establishment.

J. A. Endres, sales manager of the Brunswick phonograph in the Pittsburgh district, is enthusiastic over the notable sales of the Brunswick in his territory. He stated that the Brunswick methods of reproduction have brought about an increased volume of sales for the retail dealers.

Mr. Brennan made a business trip to New

York the latter part of November and visited the Pathé factory.

J. W. Helbling, one of the roadmen of the Pittsburgh Pathéphone Co., was quite ill with influenza. He has recovered sufficiently to resume his route.

Miss Lillian A. Wood, director of the Victor educational department of the C. C. Mellor Co., was off duty for several weeks, due to the influenza epidemic. Miss Wood is planning a big campaign this season in the Pittsburgh schools with her educational work, which has been in operation for some time and is highly approved by educators who have seen its practical results. The Victrola department of the Mellor Co. is in charge of John Fisher, who is well known to the trade.

The Dauler-Close Furniture Co., who are the Pittsburgh agents for the Cheney phonograph, are carrying on an extensive advertising campaign in the newspapers directing the attention of the public to that line. The firm report sales as very satisfactory and in keeping with their expectations.

The Buehn Phonograph Co., Edison distributors, report a very brisk season in Edison phonographs and records. Much of this new trade is ascribed to the recent series of very successful Edison tone tests which were held in the territory covered by the Buehn Co. The retail store of the company is attractively fitted up with handsome demonstration rooms for both the Edison phonograph and the Amberola. Two new additions have been made to the staff of the retail sales force, they being Misses Z. Rohrkaste and Marie Kenney. W. S. Rippey, a member of the traveling salesmen force, has resigned.

Gray & Martin, distributors of the Sonora phonograph, are enjoying a brisk sale of this talking machine. The firm in their newspaper advertising direct attention to the fact that they accept Liberty Bonds for cash in the purchase of machines.

H. C. Niles, secretary of the Starr Phonograph Co. of Pennsylvania, stated that he was only limited in his willingness to fill orders for Starr phonographs and Gennett records by the receipt of shipments from the factory at Richmond, Ind. Frequently, he stated, when a carload of phonographs reaches Pittsburgh they are immediately reshipped to retail dealers without being taken to the local stockrooms.

The Aeolian-Vocalion is being featured by the Kaufmann & Baer Co., who are the exclusive agents for that instrument and the Vocalion records in Pittsburgh. Considerable newspaper publicity has been used the past month in directing the attention of prospective buyers to the Aeolian-Vocalion. The Kaufmann & Baer Co. have commodious showrooms for the instruments as well as for the Victrolas and Columbia Grafonolas, which they also handle.

A. Hamberger and the Goldsmith Furniture Co., who handle the Vitanola in this city, report an excellent demand for these popular instruments.

CRYSTAL EDGE MICA DIAPHRAGMS

**M
I
C
A**

Let us send you samples *today* of our diaphragms and you will readily understand why the best talking machines are equipped with *Crystal Edge Mica* diaphragms exclusively.

We use only the very finest selected mica, the best diaphragm material in the world.

PHONOGRAPH APPLIANCE CO., 109 West Broadway, NEW YORK



Otto Heineman Phonograph Supply Co.

INCORPORATED

25 WEST 45th STREET, NEW YORK

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

CHICAGO

ATLANTA

SEATTLE

CINCINNATI

TORONTO



Tone Reproduction

Buy only the highest grade HEINEMAN-MEISSELBACH Tone Arm Combinations.
Your machines will then be unexcelled in tone quality.



HEINEMAN TONE ARM No. 12
HEINEMAN IDEAL SOUND BOX No. 2



HEINEMAN TONE ARM No. 11
HEINEMAN IDEAL SOUND BOX No. 2



MEISSELBACH TONE ARM No. 97
MEISSELBACH No. 2-C SOUND BOX



MEISSELBACH TONE ARM No. 97
MEISSELBACH No. 2-C SOUND BOX



MEISSELBACH



TONE ARMS

MOTORS

SOUND BOXES

HOW RIDGLEY "DOES HIS BIT"

Well-Known Talking Machine Dealer, Organizer of 69th Regiment Band, Handles OkeH Records—Big Factor in Musical Matters

Clifford E. Ridgley, head of Ridgley's Music House, 859 Third avenue, New York, which handles "OkeH" records, is not only well known



C. E. Ridgley

For his good work, Band Leader Ridgley, who entered the regiment as a private, has been promoted to the rank of lieutenant. This rapid promotion is no

in the local trade circles, but is also conductor of the famous Sixty-ninth Regiment Band. When this popular regiment was called for overseas duty, Mr. Ridgley immediately enlisted and organized another band in the place of the one that had left for France. Under his able leadership the band soon attained a high degree of success, and it is now playing numerous engagements.

surprise, however, when it is realized that Lieutenant Ridgley has played under the batons of Sousa, Pryor and Innes, and that he is consid-

business in new and used instruments, and it is interesting to note that until the "OkeH" records were placed on the market Lieutenant



Ridgley's Sixty-ninth Regiment Band

ered an authority on band instruments and band music.

The Ridgley Music House does a very large

and he is featuring to excellent advantage the patriotic and popular numbers enumerated on these lists.

Ridgley would never consent to handle phonograph records. Referring to the "OkeH" records he says: "Speaking as a band leader, and a judge of musical instruments, I must say that the tone quality and the musical value of 'OkeH' records must please the most critical. It is a record for musical ears." Lieut. Ridgley is particularly enthusiastic regarding the recent OkeH supplements,

MANY CONSTRUCTIVE IDEAS

To Be Found in the November Issue of the "Emerson Spotlight"

The November issue of the "Emerson Spotlight," the house organ published monthly for and by Emerson record dealers, contains many timely items regarding these records, the opening article consisting of an interesting talk by Louis D. Rosenfield, manager of the Emerson international record department, who is achieving pleasing success with this new department. Mr. Rosenfield gives the dealers some idea of the problems which confront the international record department in its efforts to secure adaptable talent, and he also pays a well-deserved tribute to Harry Marker, chief recorder of the Emerson Phonograph Co., who has been an important factor in the production of these international records.

J. I. Carroll, sales manager of the company, contributes a timely article entitled "Morale," and there are the usual number of interesting items from Emerson dealers referring to the sales possibilities of these records. On the last page of this issue of the "Spotlight" there is presented a portrait of George Hamilton Green, well known in musical circles as one of the leading xylophone players of the present day. Mr. Green has recorded several Emerson records which have been well received by the dealers.

STIMULATING CHRISTMAS TRADE

In accordance with its annual custom the New York Talking Machine Co., Victor wholesaler, has been sending to its dealers different suggestions for stimulating Christmas business. Recent literature includes the usual Victor gift certificates which have achieved signal popularity in past years, and post cards that the dealers may send to their clients extending them the greetings of the season. On these cards there is reproduced a Victor record which makes this souvenir a timely one and an effective sales help for the dealers.

The Cheney Talking Machine Co., of Illinois, has registered in New York State, with P. L. James, 1107 Broadway, as representative. Capital \$100,000.

The Phonograph You Will Eventually Handle

To improve our models at the minimum cost we have decided to concentrate our efforts of production upon the marketing of but T-W-O popular-priced models. This we feel is the most advisable course in face of the difficult manufacturing conditions to-day.



Model I

Height 42 inches, Width 17 inches, Depth 19 inches.

Retail Price, \$70.00

Model Number II is similar to model Number I in construction differing in dimensions only, the same being: height 46½ inches—depth 21 inches—width 19 inches.

Retail Price, \$85.00

We positively believe that the fruits of our efforts are absolutely the best that can be produced for the money. We do not offer our product to the trade as a "bargain," but as greater value for the price than any other machine on the market. We invite the most careful and deliberate inspection and comparison.

Our stock is so complete at all times as to insure prompt and immediate shipments. However, transportation is so uncertain it is advisable to order as far in advance of your needs as possible to avoid delay and disappointment.

Distributors of Lyric Records and Wall-Kane Steel Needles

Write Immediately for Unusual Liberal Discounts and Territory

ORDER YOUR SAMPLE NOW

OPEROLLO PHONOGRAPH COMPANY

54 W. Lafayette Blvd.

DETROIT, MICH.



PEACE!

Demand for Emerson Records

now CAN BE FILLED



You can now fill the wonderful demand in your territory for Emerson 35 and 75 cent discs! With the return of our boys from abroad, a new era of record prosperity opens before you.

Not only can we now guarantee quantity deliveries, but you can rest assured that the superior standard of the Emerson product, due to new and splendid features, has been vastly improved.

Go after this big record opportunity with

Emerson Records

See *all* owners of machines, without exception.

Emerson Records are *first* out with the big popular song and dance hits, and first over the top with all the worthwhile numbers.

Emerson Phonograph Company INC.

3 West 35th Street, New York

Chicago, 7 E. Jackson Blvd.

Boston, 80 Boylston St.



CLEVELAND TRADE IN OPTIMISTIC MOOD ABOUT FUTURE

Members of Trade Without Exception Optimistic Over Prospects for Business During Holidays and New Year—Heavy Orders for Goods Placed, But It Is Still Difficult to Get Machines

CLEVELAND, O., December 5.—With the war at an end Cleveland talking machine distributors and dealers feel like "relaxing" as it were, and all the members of the Talking Machine Dealers' Association of Northern Ohio, during their November meeting, expressed confidence in the future.

Practically all of the dealers weathered the severe conditions imposed by the war and the recent Spanish flu epidemic. With these great handicaps removed dealers see new daylight and are very optimistic over the prospects for business during the early months of 1919. Charles K. Bennett, president of the association, is among the genuinely optimistic of the group of wide-awake dealers and distributors.

Dealers hope to obtain more stock than they have received. While they admit the removal of war restrictions will not materially affect factory output for several months, these dealers see some relief in the prospect of better transportation facilities, particularly where long hauls are concerned.

Holiday decorations never were more varied and more prolific in the show windows of Cleveland music, piano and talking machine dealers. Evergreen decorations are entwined with American flags and the colors of the nations allied in defeating Germany. Patriotic music, records and music rolls, these and other evidences of "Victory" are seen everywhere.

Musically Cleveland is making bigger strides than she ever did, and in the forefront of the new movement are found talking machines, which are finding new places almost daily as drawing attractions in furniture stores, cafes and other places of business. The talking machine is no longer a mere side line with several of the big furniture houses of the city. The machine stands on its basis and is displayed prominently along with furniture.

The Harmony Music Shoppe, in The Arcade, has one of the prettiest Christmas show window displays in the city. Recent renovations and improvements in the shoppe have made its interior very inviting to the tens of thousands of people who pass through The Arcade daily.

James G. Donald, representing a Cincinnati music firm, was a visitor among Cleveland talking machine dealers this week.

The Talking Machine Dealers' Association of Northern Ohio is again planning a big concert in which singers whose songs are reproduced on records will be featured. The concert has been twice postponed and its date is now set for some time in January, depending upon the singers.

At the November meeting of the association members the concert was discussed and a committee instructed to correspond with John McCormack and others, with a view of having them appear. The date of the concert will depend largely upon the convenience of the artists sought.

The proceeds of the concert are to go to Y. M. C. A. and Knights of Columbus recreation centers in military training camps.

Association members show no disposition to lift the ban on records reproducing German songs or selections of orchestras directed by pro-German directors. These records were withdrawn from sale by the association members last summer and none have been offered for sale in Greater Cleveland since the records were interned for the war period. The probabilities are this class of records will remain under the ban until a peace treaty is signed.

Henry Dreher, of the B. Dreher's Sons Co., will spend his winter in Florida, as usual, and enjoy much of the time playing golf. He is one of the best golf players in Cleveland.

The Starr Piano Co., which recently absorbed the talking machine and record merchandise of the J. T. Wamelink Sons Piano Co., is still making a drive in selling the instruments purchased. Many appeals are being offered for early holiday buyers.

The May Co.'s piano department, managed by Dan J. Nolan, president of the National Association of Piano Merchants, reports a big gain in business during the past few days. With the war at an end and the flu ban on early closing lifted the company's patrons have greatly increased, particularly buyers of musical instruments.

The Eclipse Musical Co.'s retail store, in Euclid avenue, is offering a wide variety of Victor machines and records. Charles K. Bennett, manager of the company's distributing department, reports an increase of sales and says the prospects for better business early next year are very flattering.

WILL STIMULATE HOLIDAY TRADE

The December issue of the "Columbia Record," the house organ published monthly by the Columbia Co. for the use of its dealers, contains a number of interesting and timely articles that can be used to excellent advantage to stimulate holiday business. One of these articles depicts the use of a Columbia Grafonola in the children's barber shop of the Wm. Filene's Sons Co., of Boston. This is probably the first time that a Grafonola has been used for this unique purpose.

In this issue of the "Columbia Record" there are the usual number of sales helps together with illustrated articles showing some of the new plans that have been inaugurated by different departments of the Columbia Co. in order to render its dealers efficient service. Among the novelties featured in this issue are the "Bubble Book," distinctive window displays and other timely sales helps.

MACOUN WITH CHAMBERS CO.

Albert Macoun, well known in the local retail trade, who was formerly associated with the Columbia Co.'s Fifth Avenue Shop, is now a member of the sales staff of the Chambers Music Co., New York, which handles the Columbia line exclusively. Mr. Macoun is closing an excellent business, and is enthusiastic regarding the future possibilities in his new post.



**It
Beats the
Band how
Phono-Grand
keeps Growing—
GROWING
in
DEMAND
!!!!**

Look! Here It Is!



Neat, Compact; Small, isn't it?

This wonderful combination of a modern talking machine and up-to-date Reproducing Piano.

It plays all makes of Records and the piano is adapted for playing the famous Q R S expression player-piano rolls.

**Don't Delay
Write to-day
Get More Biz
The Seeburg Way!**

J. P. Seeburg Piano Co.

209 S. State St.
419 W. Erie St. **Chicago, Ill.**

"The Music Without the Blur!"

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

MARVELOUS MAGNOLA "Built by Tone Specialists"

"Magnola's Tone Deflector eliminates the scratch"



Watching the Music Come Out

We want to show you how to make money with MAGNOLA; and how MAGNOLA is the best buy on the Talking Machine Market to-day. Send us your name and let us send you some real Talker Tips.

MAGNOLA TALKING MACHINE COMPANY
OTTO SCHULZ, President
General Offices Southern Wholesale Branch
711 MILWAUKEE AVENUE 1530 CANDLER BLDG.
CHICAGO ATLANTA, GA.



Victory

Peace

The Indomitable Courage of the American People
Prevailed in Crushing the Hellish Hun

Victory and Peace have been won by Sacrifice
Sacrifice of Life, Money and Personal Interest

UNICO SERVICE

was dedicated to

The Cause of Victory

for the period of the War

Day and Night our entire facilities were devoted to
the requirements of the Aeroplane and Hydroplane
Program of Army and Navy

With the World at Peace we again turn to the Pursuit of Prosperity and Happiness

The Eyes of the World are turned towards this Nation

First: In Ferbor of Gratitude for Deliberance

Secondly: In appeal for every commodity required for the reconstruction of devastated Europe

Every phase of our own internal Commercial and Industrial Activity, temporarily arrested by the Call to Arms, will be resumed with greatly increased vigor.

This country may well anticipate unprecedented prosperity for years to come.

THE UNIT CONSTRUCTION COMPANY

RAYBURN CLARK SMITH, President

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

Unico



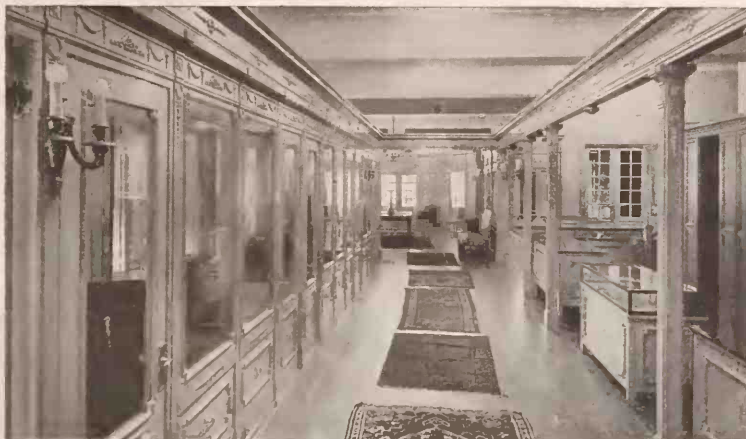
Designs and Construction
Patented

System

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
- D** 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.

COLUMBIA DEALERS HOLD IMPORTANT MEETING

Recent Monthly Gathering at Waldorf-Astoria Proves Interesting—Miss Maurel Makes Debut—R. W. Knox Outlines Advertising Plans

During the past few months Columbia dealers in Metropolitan territory have attended regular monthly meetings for the purpose of hearing the new midmonth records, and in order to become acquainted with many of the new additions to the Columbia recording library. These gatherings have been remarkably successful, but the meeting held recently at the Waldorf-Astoria Hotel was by far the most successful and most important that has yet been held.

As usual, Lambert Friedl, manager of the



Miss Barbara Maurel

local Columbia wholesale branch, sponsored this meeting, and arranged the many details incidental to the successful program that was offered to the dealers. It was suggested that the dealers bring the members of their sales staffs if possible, and quite a number of the local Columbia representatives accepted this suggestion

MICA

NO STAINS IN OUR DIAPHRAGMS OF BEAUTY

THE INTERNATIONAL MICA COMPANY
Factory, 37th and Brandywine Streets Philadelphia
Office and Sales Department, 1228 Filbert Street PHILADELPHIA

and gave their sales people an opportunity of attending this meeting.

In his address of welcome Mr. Friedl called attention to the splendid outlook for business during 1919, commenting upon the fact that the Government has recently permitted talking machine manufacturers to double their production, and also called attention to the announcement sent out by the Columbia Co. to the dealers canceling the price increase which went into effect November 1. In addition to this cancelation, the dealers were notified that all the Grafonolas which they had purchased since the first of the month on the new basis would be subject to the old prices, and a credit charge be entered on the books.

Mr. Friedl played the various midmonth records. Ralph W. Knox, advertising manager of the Columbia Graphophone Co., who has been responsible in a considerable measure for the splendid Columbia publicity that has appeared recently, gave the dealers an intensely practical and informative resumé of Columbia advertising plans and policies. Mr. Knox pointed out how the dealer could tie up his local establishment to this mammoth advertising campaign, and visualized this campaign by the use of charts and drawings. Mr. Knox's address enabled the dealers to gain an intimate idea of the aims and ideals of the Columbia Co.'s advertising plans, and Mr. Knox pointed out that the foundation of this campaign is a desire on the part of the company to assist and co-operate with Columbia dealers in every possible way.

As the "star" event of the afternoon Mr. Friedl introduced to the dealers Miss Barbara Maurel, the gifted mezzo-soprano, who has recently joined the Columbia recording library and who will make Columbia records exclusively. It has been said of Miss Maurel that she has a "perfect voice for recording purposes" and

musical experts who have heard her Columbia records unanimously endorse this opinion.

At this meeting Miss Maurel rendered a number of selections which were enthusiastically received by the dealers. She was obliged to give several encores, and every one present commented upon the beauty and culture of her voice and her rare gift of perfect interpretation. Miss Maurel has specialized to a considerable extent in the singing of old-time ballads, and her



Ralph W. Knox

Columbia records are excellent reproductions of her splendid voice.

Miss Maurel's accompanist at the meeting was Sig. Romano Romani, who directs all the Italian work at the Columbia recording libraries. Sig. Romani is an artist of exceptional ability, having composed a number of selections that have attained considerable success.

During the course of the meeting an interesting announcement was made to the effect that Nora Bayes, the popular comedienne and exclusive Columbia artist, will in the near future make ten-inch Columbia records, retailing at 85 cents. These records will be issued very shortly.

The next speaker on the program was F. W. Gibson, who was the father and originator of the idea which resulted in the production of the new book, "The Lure of Music," which is being presented by Columbia dealers throughout the country and which is meeting with a ready sale. Mr. Gibson gave the dealers an interesting resumé of his experiences in the preliminary work incidental to the production of this book, and then introduced Olin Downes, musical critic of the Boston Post, who wrote "The Lure of Music." Mr. Downes favored the dealers with a valuable talk on music from a practical viewpoint, and at the close of his address the dealers present versed the opinion that "The Lure of Music" cannot only be offered to their patrons from a literary and musical standpoint, but that it can be utilized by the dealers to develop sales.

Following Mr. Downes' address Mr. Friedl announced that an open forum would be inaugurated at this meeting at which the dealers could discuss at length any ideas and thoughts which occurred to them as important in the conduct of Columbia business. Irwin Kurtz, well-known Columbia dealer, presided as chairman at this meeting, and the many suggestions and ideas which were offered during the course of the open forum served to demonstrate conclusively that this feature should be included regularly in every meeting hereafter.

Mr. Phonograph Manufacturer:

How are you planning to hold the largely increased Phonograph business you have secured due to war conditions?

Soon real competition will start again.

Have your Phonographs been boosting or knocking your future?

Your claims for tone superiority will now have to be proven.

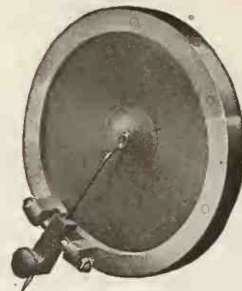
THE "BLISS" REPRODUCER, with its treated silk diaphragm, can positively prove its tone superiority.

As tone specialists, may we not aid you more effectively in meeting the coming competition?

Every standard make of Phonograph can be improved if fitted with a "BLISS" Reproducer.

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

Prospects in the Talking Machine Industry During the Period of Readjustment Discussed

The reconstruction or readjustment period following the war, and upon which we may be said to have now entered, presents many problems for the earnest consideration of the manufacturer and the merchant in every line of business. The reconstruction period will bring with it a new situation that must be met in new ways and without precedent to act as a guide, just as the war itself forced a general revolution in industrial methods. Members of the talking machine industry had the satisfaction of feeling that any industry that has weathered the trials of war as successfully as has this of ours should have little difficulty in getting back on a peace basis as rapidly as conditions will permit and then enter into what is expected to be a remarkable period of development to make up for the time lost.

The thinking members of the industry, however, realize that relief cannot be expected instanter, but must come gradually because the turning over of the industries of the nation from a war to a peace basis cannot be accomplished over night. Restrictions on materials and output have been lifted by the Government, but there still exists the natural question of supply and demand which will mean that all industries will be in a rush to get materials and must be content for a while to accept a fair share of the available supplies rather than expect to have all their requirements met without delay. Then there comes that very important question of labor, and this is the big problem that will probably delay quantity production for some little time, or until mechanics can be brought back from war work.

The coming reconstruction period finds the talking machine entrenched more strongly than ever in the hearts of the American people, who, during the war, have had manifold opportunities for learning the real importance to the nation at large, of the music as furnished by talking machines and records of all the various types, forms and names.

We enter into the period, therefore, with a buyers' market awaiting us, for there are thousands of talking machine owners and would-be talking machine owners who have been unable to have their demands met owing to shortage of output. These demands are still active and insistent, and simply to take care of the business that is waiting apart from the business that will be developed, is a problem.

That the prominent men of the industry are as one in holding optimistic views regarding developments in the immediate future is evidenced in the following expressions of opinion:

COUNTRY IS ALREADY LAUNCHED INTO THE TRANSITION OR RECONSTRUCTION PERIOD

By Henry C. Brown, Sales Manager, Victor Talking Machine Co.

While any predictions regarding the immediate future, so soon after cessation of hostilities and before the organization and assembling of the peace convention, might in all reasonableness be generally accepted as premature—yet the almost instantaneous action of the Government in modifying conservation orders, canceling and readjusting war orders, makes it plainly evident that we are already launched into the transition or reconstruction period.

I have absolute confidence in the American people and their ability to meet new conditions. Particularly is this confirmed when we review what has just been accomplished after only nineteen months' preparation. When the United States became an active belligerent and joined the Allied cause our country faced conditions far more threatening and vastly more serious than now. That such a responsibility was entered into so willingly and heartily and I might say on the part of many so blindly, without regard to future consequences, convinces me that the transition or reconstruction process will be even more safely and expeditiously carried out.

Preparation for war and its vigorous prosecution naturally signified violent disturbances to all established economic processes. It necessitated the almost immediate scrapping of all the fundamental ideas of personal or individual prerogatives; it required almost revolutionary reorganization of the manufacturing facilities of the country along entirely new and untried lines; it compelled a dislocation in the labor market beyond the reckoning of the wildest theorist; it commandeered raw materials almost to the limit of our country's resources and it taxed business and the individual far beyond what anyone thought possible to absorb. These things were only a few of the serious problems met and overcome in the move from peace to a war footing.

Now, the entire process is reversed—everything is being given back, returned. Victory has been won and the menace of the Hun no longer threatens. All uncertainty is over.

Anyone who will seriously review our experiences of the past four and one-half years, and particularly the last eighteen months, must be convinced that our problems of the future are simple in comparison. We must not lose sight of the fact that all our efforts will have a definite objective, and each individual manufacturer or

merchant is or should be prepared to handle his own particular problems with prompt decision and in thorough accord with the new ideas born of the Great War.

The talking machine industry should and prob-



Henry C. Brown

ably will be among the first to return to and even surpass pre-war factory production, and with normal or increased output will find a market that has been greatly expanded by its widely recognized service to all branches of the army and navy, Red Cross, Y. M. C. A., and other governmental agencies, in providing recreation and entertainment to the boys at the front, on board ships, in the cantonments, hospitals, trenches, dug-outs, huts and in the mil-

lions of homes throughout the United States.

Up to early in the Spring of 1918 the Victor trade showed a constant and substantial increase over each preceding year, but when at the request of the Government we undertook the manufacture of aeroplanes, gun-stocks, gas shells and other intricate mechanical parts for the ordnance and navy departments, our output of Victrolas and records began to fall off and the trade consequently and very naturally were obliged to suffer many disappointments and some losses, in attempting to meet the demand for our product. These losses, however, it should be understood, were even more serious to ourselves, as the war work undertaken by us was in no sense a profitable substitute for our regular line. Our losses have aggregated millions and the compulsory relaxation in our sales promotion plans must be overcome by renewed and redoubled effort for some time to come.

During the summer just passed knowledge of insidious rumors, greatly exaggerating our curtailment and the reasons therefor, first began to reach us, and it was not until September 13 that we felt privileged to advise the trade in our war statement No. 1 of the situation at the factory and the conditions responsible for our reduction in output. This was supplemented by war statement No. 2 on October 30, which only preceded the signing of the armistice by twelve days. Now it is all over and everyone may look forward to the prosperous days that are bound to come with confident assurance that there will be returned to them full recompense for all the sacrifices they have made—which were slight indeed compared to the sacrifices of those men who fell in France and to the crippled ones who return to our shores after having done their utmost to make the world a decent place in which to live.

WHAT THE WAR HAS ACTUALLY ACCOMPLISHED FOR THE BENEFIT OF THE PHONOGRAPH INDUSTRY

By William Maxwell, Vice-President and General Manager, Thos. A. Edison, Inc.

I am very glad indeed to tell what I think the war has done for the phonograph industry. I was too old to go "over there" as a soldier and too poor to go in any other capacity. Accordingly, I can speak only from hearsay of the part that music has played in the war on the other side of the ocean. I need not repeat what General Pershing and others have said about music and in particular about the phonograph. It is sufficient to say that music—and perhaps the phonograph most of all—has come to be recognized as "a munition of war."

While I could not go on the witness stand and testify what music and the phonograph have done in France, I know something of what they have accomplished in this country. The war has put music into the souls of the American people. Thousands of unpublished poems have been written in our hearts and millions of untrained voices have joined in noble choruses of patriotism. Always intense feeling seeks to translate itself into music. Those who have the gift compose music; those who can sing instinctively

(Continued on page 50)

PROSPECTS IN TALKING MACHINE INDUSTRY DURING PERIOD OF READJUSTMENT—(Continued from page 49)

burst into song; those who cannot make music love to listen to it in times of stress. The phonograph has been the great music maker. No household is so humble that the phonograph cannot bring to it the best there is in music. During the war the phonograph, while comfort-



William Maxwell

ing the heartsick and strengthening the resolution of the irresolute, has also elevated the musical culture of the American people. The war has made the public recognize the phonograph as a practical essential to modern existence.

In the past there has been a class of people which did not regard the phonograph seriously. This class was aptly characterized by Mr. Edison in a letter which he wrote to a United States Senator, from which I quote as follows:

"It occurs to me that men like yourself and

your colleagues, with your time fully occupied and welcoming a moment of leisure instead of wondering what to do with your spare time, can scarcely appreciate what the modern phonograph means in the average American home. Comparatively few people have the mental initiative to employ their leisure hours in purposeful study. The bulk of knowledge and practically all culture are derived by a gradual process of more or less unconscious absorption. The phonograph in its modern state of perfection has, in my opinion, during the past five years done more to develop an intelligent appreciation of music on the part of the American people than all other agencies combined."

I am very happy to say that the class of people which Mr. Edison describes has been largely converted as a result of the war. The phonograph industry enters upon peace with the phonograph recognized not only as a musical instrument of equal dignity with the piano and violin, but as the greatest of all musical instruments, because it imposes no limitation of skill in operation. It is the only instrument that is always ready to give every member of the family exactly the kind of music he desires and exactly as much as he desires.

I understand the cigarette people are thanking the war for putting the O. K. on cigarettes

and that they expect to reap a great peace-time harvest. Certainly if the war established the cigarette in public esteem it has done ten times as much for the phonograph. I hope every phonograph dealer in this country will bring himself and his sales force to the realization that everybody now wants a phonograph. That conviction means millions of dollars in additional sales and it means additional comfort and happiness in thousands of homes. People want phonographs. Phonograph dealers should make it hard for anyone to avoid buying. Salesmanship is partly the art of making people want to buy and partly the art of making it difficult for them not to buy. The public is already half sold. To do the rest will be easy if we strike while the iron is hot.

As for production, that prosaic thing which after all is going to determine the amount of sales during the next twelve months, I can of course speak only for ourselves. We are literally turning ourselves inside out to regain the manufacturing momentum we lost because of the governmental curtailment order. Of course it is too late to accomplish much before Christmas. However, we hope to have an adequate supply of our entire line of phonographs shortly after the first of the year and we feel certain that we shall have a copious supply of records.

THE DEMANDS OF THE FUTURE AND THE OPPORTUNITIES FOR 1919 ARE ABSOLUTELY UNLIMITED

By H. L. Willson, Vice-President and General Manager, Columbia Graphophone Co.

America's part in the world war and its successful outcome is a matter of pride to every American. Likewise the phonograph's contribution to this success is justly a matter of pride to every individual associated with our industry. We have the right, as an industry, to a feeling of complete satisfaction that we have given immeasurable and incalculable aid to our Government, and pleasure and comfort to our soldiers

and sailors. The splendid part played by the phonograph in the world's crisis has proved it an essential thread in the fabric of our nation's well being, and therein are we proud to be associated with the phonograph industry.

Little need be said of the demand for phonographs and records during 1918. That has been obvious to manufacturers, dealers and users.

(Continued on page 51)

A Post War-Time Problem—

Its Solution

The overhead expense of the average dealer has risen greatly during the past two years and in addition to this a scarcity of machines has somewhat curtailed his sales volume. A reluctance has sometimes been shown to taking on a competing line.

The Eject-O-File Solves It

It sells easily. Its many advantages are instantly apparent to your customers. As easy to sell with a machine as the records. Each sale means an extra profit with no additional expense.

Eject-O-Files Are Built to Fit: Columbia Style 75. Vocalion Styles F, G, H, I, J, K, and Edison Styles C150 and 100.

Retails at \$10. In beautiful oak or mahogany finish. Polished, wax or dull finish.

Write for descriptive circular and details so that you may see the opportunities this line holds for you.

EJECT-O-FILE SALES CO.

216 W. SARATOGA STREET :- :- BALTIMORE, MD.

THE FIRST ANNIVERSARY

of the Introduction of Vallorbes Semi-Permanent Needles,
with Recent Perfections Obtained, Suggests a New
Era of Ever Increasing Demand for this
Eminently Superior Type of Needle,

especially because of its one piece construction, more sturdy Needle Points and the recently developed and perfected operation of correctly chamfering corners of Extreme Needle Points, thus eliminating the necessity of first few grooves of Records to accomplish this, with its somewhat destructive influence to that portion of Record.



If you have a sincere desire to serve the interests of your customers in a constructive way—which,—in this case amounts to supplying needles that are not destructive, are one hundred per cent perfect in reproducing qualifications, are a real convenience and economy, decide for yourself, test and prove it for all times, obtain a Microscope and some other Types of Needles, especially the two piece point insert type of Semi-Permanent Needle, then compare them microscopically with one piece type of Semi-Permanent Needles, then play them and we will be well content with your decision, following such tests.

Vallorbes Semi-Permanent Needles for Playing Lateral Cut or Steel Needle Type Records at Present Supplied in Soft-Medium and Loud Tone, with the Possible Addition of Extra-Loud Tone Being Added Ere Long.

DEALERS should not omit to write us at once for Samples ; if you are a legitimate Phonograph Dealer and will write under Letter Heading confirming this fact you will receive Samples free.



LANCASTER, PA.

JOBBERS in territory not already well represented will do well to communicate with us and make early association with a line of ever-growing permanence that will celebrate many Anniversaries, each more glorious than the one just passed.

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PROSPECTS IN TALKING MACHINE INDUSTRY DURING PERIOD OF READJUSTMENT—(Continued from page 50)



H. L. Willson

The demand for the future—the opportunities for the industry in 1919—are unlimited. We

are on the threshold of the greatest days in our industry. From a manufacturing standpoint, labor will be more stable, material more plentiful, and a larger and better output a natural consequence.

With the termination of the world war, a feeling of optimism has spread over the entire country, and while the reconstruction period must not be one of extravagance, thousands of people who have been practising the strictest economy and devoting their money and time to war work will now seek relaxation, entertainment and amusement. It is in this direction that the phonograph has had such a splendid opportunity to prove its worth. To the fighting men "over there" and to those left at home, it has filled a great national need and has been the source of comfort and cheer. It has proved its merit in camps and at home and has made a place for itself in the hearts of thousands who never before realized its value. All this spells demand to me.

So, with the assurance of improved manufacture and service, enlarged uses and multiplied users, it is the conviction of the writer that, notwithstanding the perplexities attending the readjustment period, the phonograph industry will find in 1919 a year of great business opportunity, growth and prosperity.

flected in the steady growth of our export business in the future.

While it is true that the phonograph industry has been obliged to face unprecedented conditions in the past year, the industry as a whole has undoubtedly gained in prestige as a result of its hearty support of every movement that aimed to better the Government's interests and to help win the war. Last year I offered as a trade slogan the phrase "A Phonograph in Every Home," and this prediction would certainly have materialized, if it had not been for the unusual conditions that confronted us in 1918. However, I firmly believe that 1919 will be the greatest phonograph year in history, and the slogan "A Phonograph in Every Home" can again be offered to the trade with the assurance that it will be fulfilled during the next twelve months.

WAR PROVES PHONOGRAPH A NECESSITY IN WAR TIME

By George E. Brightson, President, Sonora Phonograph Sales Co., New York

The services of the phonograph in the war have been varied. For instance, over 25,000 portable style phonographs were shipped by us via England for the boys in the trenches. From New York we have sent instruments to the big

WHY THE TALKING MACHINE INDUSTRY CAN LOOK FORWARD TO AN ERA OF PROSPERITY

By Otto Heineman, President, Otto Heineman Phonograph Supply Co., New York

Fundamentally I have always been an optimist, for I have consistently maintained that the optimist creates trade, while the pessimist discourages it. In other words, the optimist is constructive, while the pessimist is destructive. During the past year and a half I have endeavored to spread the doctrine of optimism throughout our trade, and even when our problems became most serious I felt that the outlook was not so dark as many members of our industry honestly believed. I will admit that I am considerably pleased with the optimistic spirit the trade has evidenced, for it seems to me as though the talking machine industry has "weathered the storm" and can now look forward to an unprecedented and extended era of prosperity.

To my way of thinking, the outcome of the war has placed America in a position where she has tremendous possibilities to develop every trade channel. America is to-day the greatest

financial power in the world, and, in addition, has strengthened in all directions her supremacy and prestige as the greatest industrial country in the world. I believe that there will be wonderful opportunities for America's industries during 1919, and the years thereafter. These opportunities will not only exist in the expansion of domestic trade within this country's limits, but the possibilities in the export field are almost beyond conception and will continue to develop enormously.

Judging from the opinions expressed by the industrial leaders of this country, America is going to take advantage of her export opportunities during the coming year and a careful study of the export situation will convince every American business man that this country, in a comparatively short while, will control the vast export trade formerly controlled by European countries.

For many years I have been in close touch with the developments in the export field, and I have noted with pleasure the practical assistance and co-operation extended by the various American associations that have been formed for the purpose of stimulating the interests of America's industries in their export activities. These associations have rendered invaluable co-operation to all industries, including our own, and this co-operation will undoubtedly be re-



George E. Brightson

boats plying across the Atlantic, to hospitals, cantonments, camps, etc., etc.

A Leslie's Weekly photographer several months ago snapped a picture of some of the gallant lads at the front enjoying their wine and bread in front of a dugout on the Western front.

(Continued on page 53)

DOEHLER DIE-CASTINGS

Have been an important factor in the development of the most successful talking machine attachments on the market.

This, together with the fact that the greatest number of instruments produced are equipped with tone arm and sound box of Doehler manufacture, is a tribute to the uniformly high quality of our product and the all around dependability of our service.



The Success attained by the "Perfection" reproducer and tone arm is due to the popular recognition of a device of more than usual merit.

DOEHLER DIE-CASTING CO.

MAIN OFFICE AND EASTERN PLANT BROOKLYN, N.Y. WESTERN PLANT TOLEDO, OHIO. NEW JERSEY PLANT NEWARK, N.J.

Plan and Prepare Now for 1919

The PRESTIGE of SUCCESSFUL MERCHANDISE JOBBING for over 50 CONTINUOUS YEARS Should COMMEND our PHONOGRAPH PROPOSITION TO YOU as a "SAFE ONE TO TIE TO"

TELEPHONE

• (Reg. U. S. Pat. Off.)

"The Soul of Music Dwells Within"

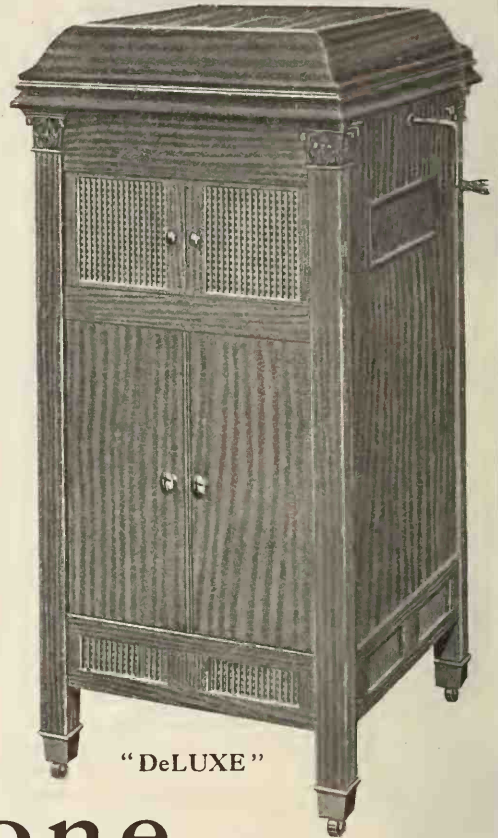
PERSISTENT DEMANDS on the major part of a *great Music-loving People*, calling for a more faithful, lifelike and satisfying reproduction of original Tones and Sounds than has heretofore been possible from any of the existing Sound Reproducing Mediums, has been the incentive for the Attainment of a Cherished Ideal.

It is a pleasure to proclaim this as an Accomplished Fact, and submit with pride, the Tone Sensation of the Century.

THE ONLY
PHONOGRAPH IN THE
WORLD IN WHICH
THE TONE IMPROVES
WITH USE AND AGE



"STANDARD"



"DeLUXE"

Home of the Tel-o-Tone

WHOLESALE
DISTRIBUTORS
are invited to
GET IN TOUCH
with US for
ANTICIPATED
OUTPUT
for
1919
OUR
PROPOSITION
is
VERY
ATTRACTIVE
May we send it to
YOU?



RETAIL DEALERS
find OUR Line
a REAL
"Musical Find" with
ENORMOUS
SELLING
POSSIBILITIES
May WE assist
YOUR NEEDS
for
THE COMING
YEAR?

CATALOG with FULL
PARTICULARS for LIVE
WIRE DEALERS ONLY
WRITE TODAY

THE WESTERN NEWS COMPANY
21-29 EAST AUSTIN AVENUE, CHICAGO

PROSPECTS IN TALKING MACHINE INDUSTRY DURING PERIOD OF READJUSTMENT—(Continued from page 51)

Though the surroundings were only desolate ruins a little phonograph perched atop a box apparently was keeping everyone cheerful.

Before the war started we hardly knew the meaning of the word morale, but to-day it is understood and its importance is appreciated.

Whether it is to cheer a homesick doughboy attacked by the "blues," to lighten the pain of the wounded, to assist in restoring to normal health the shell shocked, to bring new vigor to weary bodies and new hope to the downcast in spirit, the phonograph, convenient, capable of being played by anybody and needing no expert's hand, has been of priceless value in helping the workers at home and the fighters "over there" during the great struggle for right and

justice which we have victoriously concluded.

Some people have been surprised that the demand for phonographs continued without cessation throughout the war. They have been under the impression that the phonograph is a luxury and all luxuries must be left severely alone during economical periods.

However the phonograph now is not in the luxury class, but is to-day a necessity for the home.

The perfection of the musical qualities of the talking machine has been steady and noteworthy, and the phonograph to-day is recognized as the peer of its older brothers, the piano and violin especially, as a means of enjoyment and entertainment.

TRADE STARTS NEW YEAR WITH RENEWED COURAGE

By E. A. Widmann, President, Pathé Frères Phonograph Co., Brooklyn, N. Y.

In looking back over the last twelve months and reviewing all the difficulties and hazards experienced, it is with a sigh of relief that the merchant looks to the future knowing that it must be better than has been the past. So he will start the new year with renewed courage and renewed determination to overcome any obstacle that he might encounter.

There is no question at the present time that orders are much more abundant than are supplies—that this is a seller's market and will be a seller's for a long long time to come. Supplies

that go into manufacture are still enormously high while the finished product has not advanced commensurate with the advance of raw material, labor and overhead—the dealer's profits remain practically the same except of course it costs him proportionately more to do business, but if he will buy what goods he can get no doubt he will be able to sell and sell more than he ever sold before.

There is bound to be a shortage in labor for a number of years to come. The migration of labor to this country has practically ceased during the war, and it is going to take some years for us to catch up and make up the deficiency that exists now irrespective of the fact that our own boys will be coming back. So that I look for a high labor market and consequently prosperous conditions for the phonograph industry for some time to come.

LEADING JOBBERS OF THE COUNTRY TELL OF LOCAL CONDITIONS AND PROSPECTS

An Interesting Symposium, Giving the Views of Many of the Leading Talking Machine Jobbers, That Will Be Read and Studied With Profit by Readers of The World

HARGER & BLISH, Des Moines, Ia.

Iowa and South Dakota, in which we are interested, are, as you know, the great food-producing States of the Union, and with a Government guarantee to the farmer on the price of the 1919 crops it seems to us that business prospects for next year are such that our sales volume will be limited only by the manufacturers' ability to supply us with sufficient instruments. We are pleased at the inclination on the part of the public to relax and get into a pre-war normal state of mind and an attitude of again indulging their tastes and desires for luxuries and the good things of life, and we are sure that 1919 presents unlimited possibilities to our particular trade.

W. E. KIPP, Kipp Phonograph Co., Indianapolis, Ind.

As president of the Edison Disc Jobbers' Association, I am happy to inform you that all of the Edison Disc Jobbers seem to be unanimous that their business is as good as the factory can make it. By this I, of course, mean that the business is controlled entirely by the amount of goods that we jobbers can get.

I feel sure in saying to you that all of the Edison jobbers look to the future with a spirit of optimism and that they fully intend to take every advantage of their opportunities and in every way apply themselves to the suggestions set out in Mr. Edison's recent letter. As far as our zone of operations is concerned, we feel confident that our business will continue to show a steady growth and also I am sure that our dealers will prove themselves worthy of the opportunity that is ahead of them.

BECKWITH-O'NEILL CO., Minneapolis

The Northwest, being fundamentally a producer of food and raw material rather than an industrial center, will be but little affected by any economic and labor adjustments in the immediate future. The copper, iron ore, lumber and farm products of this section, upon which our prosperity so largely depends, run no risk

sells goods rather than terms, and who aggressively carries his selling policy into the homes of the people rather than he who waits for the public to seek him out. We feel that the abnormal growth in prosperity and demand in the Northwest will more than care for any increased production in our own or other lines of merchandise that may be in demand.

E. F. DROOP & SONS CO., Washington, D. C.

We are looking forward optimistically into the future. Of course we will pass through a period of reconstruction that will be more or less trying, but this country is too enterprising, prosperous and efficient in every direction to lie down in the face of trouble (and, for that matter, in the time of trouble, as we have recently witnessed).

As far as the policy of the house is concerned we intend to purchase liberally and conservatively; we shall also be careful about extending credit terms—shall insist upon well-proportioned cash payments in connection with our instalment sales and will keep a sharp lookout on our collection department. If every dealer will do this and maintain an intelligent advertising campaign, he need have no fear or worry.

F. R. ERISMAN, Columbia Co., Dallas, Tex.

The cessation of hostilities means to Texas a still greater increase in the sales of talking machines and records. The high prices which the farmers of Texas are sure to get on crops and the new developments, especially in the oil industry, will bring a greater wave of prosperity to Texas than she has ever known before. Although we will realize in the year of 1918 a greater sale for talking machines and records than ever before, yet I look for the year of 1919 as a record year.

Texas, being purely an agricultural State, will not be affected by cancellations of contracts in munition plants. A scarcity of labor will prevail, thereby keeping up the high wages. It is up to the dealer to stock up on both talking machines and records in order to meet the demand that is sure to exist in the year of 1919.

MICKEL BROS. CO., Des Moines, Ia.

Indications point to the fact that the year of 1919 will be the biggest and most successful year in the history of ourselves as jobbers, and our dealers. The State of Iowa has always shown a steady increase in the amount of Vic-

(Continued on page 54)

PRESS THE BUTTON— THE MOTOR STARTS

No Winding, No Noise, No Spring Trouble
THAT IS

THE VEECO WAY

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.

Send for a sample NOW and place your order at once for early delivery.

THE VEECO COMPANY
248 Boylston St. Boston, Mass.
THE ORIGINAL PRODUCERS OF A COMPLETE ELECTRIC DRIVE
FOR TALKING MACHINE MANUFACTURERS' USE

PROSPECTS IN TALKING MACHINE INDUSTRY DURING PERIOD OF READJUSTMENT—(Continued from page 53)

trolas and records distributed and resold; in fact, during the year of 1914 the State of Iowa showed an increase of 125 per cent. over and above any other State in the Union in the distribution of Victor products. This remark can be demonstrated by reference to the Victor Co.'s files, at which time a circular letter was sent out to the trade in general.

Business has never let up since that period, and although the increase may not reach that magnificent proportion, due solely to the inability of the factory, through war conditions, to increase their output, we still feel that our increase year by year has steadily grown, and had conditions been normal during the year of 1918 we would have unquestionably closed one of the biggest years in our history as jobbers.

Relative to the general clientele of dealers in the State of Iowa, they all show magnificent increases, especially regarding the record situation, as they have awakened to the idea that the sale and promotion of records is as important as the promotion of the sale of Victrolas.

In conclusion let us state again that we have every confidence that the year of 1919 will be the biggest year in the history of the talking machine business in general. As far as the State of Iowa is concerned it will be the biggest and most successful year in the distribution of Victor products.

LOUIS BUEHN CO., Philadelphia, Pa.

We hesitate to make any forecast regarding prospects for 1919, for the reason that any development is so entirely controlled by factory conditions.

We are firmly convinced, however, that prospects for business are the best that we have ever had in the section where we sell goods, and if the Victor Co. can come through with a production of machines and records greater than at any time in the history of the business, they will be purchased by the dealer and sold

to the general public without a shadow of doubt.

The writer is of the opinion that a tremendous increased production on the part of the Victor Co. will be readily absorbed by the public for several years to come.

LAMBERT FRIEDL, Local Manager Columbia Co., New York

On the very day of Germany's surrender the phonograph industry has won. Expansion on the greatest imaginable scale is ahead of the New York territory, in which intelligent effort and willingness to do things the "new way" will count.

WILLIAMS-DAVIS-BROOKS & HINCHMAN SONS, Detroit, Mich.

At this time we are having a heavy demand for phonographs and records and, while a certain number of the large manufacturing concerns in this vicinity, on account of the cancellation of war contracts, have been obliged to lay off a large number of employes, we believe this will be but temporary, and in our opinion after the few weeks have elapsed which it will necessarily take for the manufacturers to rearrange their plans, we look for a large increase in business. As a matter of fact, the amount of our total volume this year depends entirely upon our ability to obtain the goods, as we have no difficulty in disposing of all that is shipped us.

PENN PHONOGRAPH CO., INC., Philadelphia, Pa.

It would seem that the sudden termination of the war caught business off its guard and unprepared for the quick change. Such factories as were engaged in war work will necessarily be slower to resume their normal stride than those industries whose business was only curtailed.

As relating to our business, we expect a quick recovery to normal deliveries in records, perhaps in six months. Regarding machines, we

believe it will take a year to secure enough machines to fill dealers' orders and give them some floor stock.

To Victor dealers we can say we believe their future business will make that of the past look like a "piker's game." With the factory going at top speed, the jobbers having improved and expanded their facilities, the dealer more alive to the possibilities and greater accommodations for handling the business, and a waiting, buying public with plenty of money and a desire to spend it, what else can be expected but prosperity. Mr. Dealer, the golden days are coming.

W. TERHUNE, Columbia Co., Atlanta, Ga.

To say that we are going into 1919 with prospects for the biggest and best business in the Southeastern States that the Columbia Graphophone Co. has ever known is a conservative statement. Business conditions in our territory are on a sound foundation. There is every reason to believe that this section of the South will suffer less from whatever temporary reaction takes place in transferring business from a war to a peace basis than any other section of the country. The South is more nearly on a self-sustaining basis than ever before. Its principal crop, cotton, is needed by the entire world. There is every reason to believe that it will command a good price for a number of years. What is even more important, Southern merchants and Southern farmers have paid up their debts, and I do not believe that they will ever go back to the old system of doing business on long terms.

CRAFTS-STARR PHONOGRAPH CO., Richmond, Va.

From observations and from the experience of the present year, which is drawing to a close, we cannot help but be enthusiastic as we approach the new year and the new conditions which we are facing.

There are no jobbers of standard talking ma-

(Continued on page 56)

STRADIVARA

Art Phonograph

PATENTED

"KNOWN FOR TONE"

The Phonograph you expect to sell with satisfaction must have tone, artistic cabinets, thorough workmanship inside and out, mechanical perfection, and an organization back of it to inspire confidence. We have built into our Instruments all that is good, but Tone cannot be built, that is the creation of genius not mechanics.

From \$60.00 to \$250.00 with substantial discounts on a strictly one price policy, fully guaranteed.

Full advertising service, of course.



No. 95 — List Price \$95.00

The Compton-Price Company, Ltd.

Coshocton, Ohio



THE volume and character of a dealer's talking machine trade depend on the character of his product.

There is a quality and character to Nightingale phonographs that is distinctive and unmistakable. These attributes apply to both tone and case.

The Nightingale equipment is the best that money can buy. The Stephenson precision made motor and the Scotford tone arm and re-producer constitute trouble-proof, correct tone-producing features that commend themselves to discriminating buyers.

The cases are made in our own factory by skilled cabinet workers. Perfection in detail and finish is always insisted on.

1919 is going to be a big year for the talking machine trade. I should like personally to discuss with a limited number of A1 dealers the advantages of the Nightingale as a result producing, profit making, prestige increasing line for 1919.

Harry B. Wolfen
President

Nightingale Mfg. Co.
422-426 North Armour St., Chicago, Ill.

PROSPECTS IN TALKING MACHINE INDUSTRY DURING PERIOD OF READJUSTMENT—(Continued from page 54)

chines and phonographs who have been able to take care of their orders with any degree of satisfaction. Virginia, North and South Carolina are in excellent shape financially. There is much money in circulation and the people as a whole of these respective States are better able to buy that which they desire and will do so during 1919.

The possibilities for doing business profitably are indeed encouraging. The retail trade must be good, if we are to judge from the manner in which orders are being received by us, though we are not in the retail phonograph business.

As an indication that the coming year will see good business, we have received orders from many of our best dealers for January deliveries. We are already booking orders for 1919 and I believe that the talking machine trade will have seen the greatest year in its history when it will have passed through the coming year.

No doubt there will be a number who will venture into the manufacture of the cheap talking machines during the coming year. Many have gotten this "bug," but that will only have a tendency to increase the sale of the higher class machines, and the dealer who sticks to the standard lines will eventually win out in the long run. There may be a little more profit in the selling of the assembled phonograph, but the ultimate results are disastrous to the dealer, for in the majority of the cases the dealer sooner or

later is unable to obtain the parts by reason of the assembler having dismantled his plant and having become extinct.

The reports which we receive from our representatives on the road indicate that the new dealers who have qualified this year and have tried the phonograph business like the game, and they are going to make a greater effort during the coming year. All of this will have a tendency to create a greater demand, and with peace in sight we see nothing but prosperity facing the talking machine trade during 1919.

G. E. MICKEL, MICKEL BROS. CO., Omaha, Neb.

To say that I am optimistic over conditions that exist in our territory at the present time and future prospects puts it mildly, for I believe any merchant in any line, situated in the Central West, cannot help but view the future in the same way.

This section of the country was the least interrupted of any because of war conditions. While the building of our national army and those who were taken into the service have made labor scarce, yet the return of this labor will affect us only in the most favorable way, as we have places for all who left and more, too.

In Wyoming, Iowa, Kansas, the Dakotas, Missouri and Nebraska, the garden spot of the world, the people have had, during the last few

years, immense crops and the farmers to-day are well-to-do, and when you stop to consider that in Nebraska alone the normal wheat crop this year will be from eighty to one hundred million bushels; that the normal corn crop is from two hundred to three hundred million bushels, with prices that were unheard of heretofore (and these will be harvested in the next few months), that the prices of hay and alfalfa, of which we are big producers, are tripled; that we have a beet sugar industry that produces normally one hundred million pounds; that Omaha, which is the center of this territory, has the largest butter producing industry in the world, which, of course, is attributed directly to the farms in Nebraska; that 80 per cent. of the potash, an article of such moment to our people (and is being produced by the United States at the present time in quantities equal to Germany in the pre-war period); that 80 per cent. of this is being produced in the State of Nebraska.

All this coming at a time when our farmers are stockholders in the national banks, and in many instances owners of the banks, it gives you an idea of the possibilities for the marketing of our particular product—Victrolas.

Assuming that the factory will be able to produce goods in sufficient quantities we will have the greatest talking machine year that we have ever dreamed of.

I know of a farmer in the western part of the State who has 320 acres of land and he told me that his thirteen-year-old boy, with three or four cows and a small cream separator, made the entire living for the family and raised last year 6,000 bushels of wheat, with the help of one man part of the time, and 3,000 bushels of corn, besides two carloads of cattle and a bunch of hogs.

Imagine what that means to a man, with the present prices of produce and his living all provided. He has no place to spend his money except in the improvement of his home. This offers a wonderful market for anything that will add to the pleasure and comfort of living, and music, which adds so much to the education and pleasure of home life, will have first call.

So in face of all this, how could any man, connected with the talking machine trade in this section, be anything but optimistic?

THE OHIO SALES CO., INC., Detroit, Mich.

What dealers we have had expressions from are very optimistic and the outlook in Michigan and Ohio for 1919 for the talking machine business is very encouraging. Labor conditions will govern business to quite an extent, but these are good in this section and the general impression is that they will continue so. During the war period the demand far exceeded the supply, and we are satisfied there will be as great or more of a desire to buy, but sales will be governed by the purchasing ability of the public.

PHONOGRAPHS, INC., Atlanta, Ga.


We believe the prospects for the phonograph business for next year are better than ever before. We have not been in this territory long enough to be able to give an accurate statement of conditions, but we are preparing to do double the volume of business next year we will receive during the year just ending.

Of course, in our section much depends on the cotton crop, as to the outcome of the crop itself, and then as to the prevailing prices in the fall, but we do not think there is much chance for a great reduction in price of cotton for several years to come.


ELECTRIC SUPPLY & EQUIPMENT CO., Albany, N. Y.

To interpret our views correctly you would have to run them in rose-colored type, as we believe that the retail dealer who has an established agency for a good quality talking machine and a good record will be in position this coming year to at least double his business of previous seasons.


All high-grade talking machines and records have been exceedingly hard to get for the past



THE IMPROVED No. 10



RECORD BRUSH



GOLD PLATED 75 CENTS

NICKEL PLATED 35 CENTS

Patented Sept. 26 and Oct. 2, 1906
Sept. 10, 1907, and Nov. 27, 1917
Others Pending

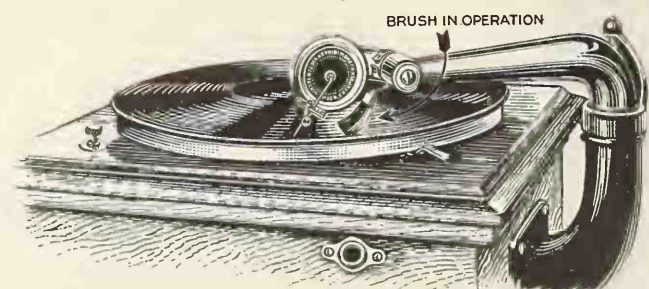
For Victor Victrolas

Automatically

CLEANS RECORDS

and insures

A CLEAR REPRODUCTION




BRUSH IN OPERATION


An article needed by every Victrola owner

Order a Supply from Your Distributer

Manufactured by



Blackman
TALKING MACHINE CO.
97 CHAMBERS ST. NEAR CHURCH ST. NEW YORK



Victor Distributers

Christmas—and Peace! What a combination of ideas that strike deep into the desire of the human heart for expression in music.

**Columbia Graphophone Co.
NEW YORK**



PROSPECTS IN TALKING MACHINE INDUSTRY DURING PERIOD OF READJUSTMENT—(Continued from page 56)

two years. Dealers have taken finishes, styles and selections that were not needed by their trade, and have sold designs that the general public did not care for but accepted, merely because they could get nothing else.

With the economic change to peace conditions and the lifting of the Government's ban on the manufacturers, most talking machine companies will produce better and more attractive instruments than ever before. We also know that many millions of dollars will be spent by the leading companies in advertising.

We have always found it to be our experience that the more live dealers there are in a town the more each individual dealer sells. We do not believe that any real agent need have any fear of too much clean competition in his locality, providing he is handling a machine and a record that sell on quality instead of price.

The public is fast being educated in quality goods in talking machines—the day is past when any manufacturer can put out a box and a horn and sell it as a phonograph.

W. G. WALZ CO., El Paso, Tex.

As to present conditions in our territory we can say that since the war our orders for Victrolas and Victor records have been better than we have ever seen before. The general shortage of Victor merchandise with the unusual demand, of course, is making a decided shortage, and we are able to fill only a small proportion of the orders offered us. The general outlook is all that we can ask, and we believe our dealers will take many times the amount of Victor goods we expect to be allotted in the next several months.

F. F. Davidson, COLUMBIA CO., Cincinnati, O.

The outlook for the talking machine business for next year is to be measured by one's own attitude and plans for activity. Plans cannot be too big if backed up by intelligent action. I

know nothing of the plans of the manufacturers, and speak only of the sales outlook. I think the demand for phonographs will depend more upon educational activity in the future than it has in the past. The first demand was based upon either curiosity or a sort of pride that led one to desire something that others did not possess. This demand has passed, and a new condition obtains.

This new condition brings us face to face with a most promising era. The advantage will be in a drive for better business and the sale of better types of instruments. The tendency toward better types the past few months has been very marked. This will grow, and is growing rapidly. The dealer who continues to play at the game in the same old way is going to become more and more discouraged. He must have plans for systematically and aggressively pushing to the front musical instruments of the first rank instead of just phonographs. It is time to stop playing at the game and get in "teeth and toe nails" and "play the game."

The possibility for record business next year and in the future is even more in the direction of better records, and the need for record sales girls instead of record clerks is far greater than ever. Popular records are sold through general publicity, but good records are sold through intelligent demonstration. This is the need for the future, so business in 1919 will be more what our own activities make it than otherwise.

Music as an avenue to human hearts will grow as human beings are brought into touch with it, therefore prospects are bright indeed for the dealer who knows the records and can make the application. Cincinnati Columbia interests are very happy over the wonderful prospects for next year.

THE PHONOGRAPHS CO., Kansas City, Mo.

I look for the greatest period of holiday buying during the month of December which this

country has ever known in its history. Our November business in Kansas City was very wonderful and December promises to be still better. Regarding the next year we would say that business in my estimation will depend entirely upon our ability to get goods.

TALKING MACHINE EXPORTS GROW

Exports, Including Records, for Nine Months Ending September 30, Totals \$3,197,610

WASHINGTON, D. C., December 6.—In the summary of exports and imports of the commerce of the United States for the month of September, 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 September, 1918, amounted in value to \$1,186 as compared with \$14,135 worth, which were imported during the same month of 1917. The nine months' total ending September, 1918, showed importations valued at \$250,575, as compared with \$344,975 worth of talking machines and parts imported during the same period of 1917.

Talking machines to the number of 2,364, valued at \$58,744, were exported in September, 1918, as compared with 6,437 talking machines, valued at \$191,157, sent abroad in the same period of 1917. The nine months' total showed that we exported 51,389 talking machines, valued at \$1,535,966, as against 63,659 talking machines, valued at \$1,606,555 in 1917, and 45,210 talking machines valued at \$1,128,602, in 1916. The total exports of records and supplies for September, 1918, were valued at \$175,453, as compared with \$150,554 in September, 1917. For the nine months ending September, 1918, records and accessories were exported, valued at \$1,661,644, as compared with \$1,330,759 in 1917 and \$823,858 in 1916.

EXACT SIZE



WHY NOT ORDER A SAMPLE

FLETCHER Reproducer and HEAR the improvement it makes in tone and detail of your records? :: ::

Samples \$4.00. Satisfaction guaranteed or money refunded

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

OVERCOMING INFLUENZA EFFECTS

C. W. Lindsay & Co., Ltd., Montreal, Adopt Clever Advertising Scheme to Keep Business Going Along During the Quarantine Period

MONTREAL, CAN., December 2.—During the recent influenza epidemic in this city C. W. Lindsay & Co., Ltd., overcame in a large measure the effect of the epidemic on their business by running a special, and most interesting series of advertisements in the local papers. The series, which ran for a week, was entitled "The Adventures of the 'Average' Family."

The first ad represented the cover of a book with the title plainly displayed. Then there was a chapter devoted to each night of the week, the first showing the family seated around listlessly and irritable with no form of amusement available. Next was shown the introduction of the phonograph into the house and the family much interested. Tuesday night the young people had a dance. On Wednesday the father stayed home from his lodge to enjoy the music. Thursday night was another hop, and Friday night was spent in making up a list of desired records.

The advertisements occupied a space of about twelve inches deep, three columns wide, attracted a great deal of attention, and, most important of all, brought real business.

RECORDS FOR CHRISTMAS SEASON

The Victor Record Supplement for December reflects to the fullest extent the holiday spirit and is made up entirely of a list of "best sellers" for the Christmas season. The records listed are not by any means confined to Christmas carols, or similar music, but also include standard records of particular interest by prominent artists, such as, for instance, the "Minuet in G," played by Paderewski; "Harlequin's Serenade," played by Zimbalist; "Adeste Fideles" and "Keep the Home Fires Burning," by McCormack, and scores of other numbers of actual interest. There are also special lists of dance, instrumental and vocal records for the consideration of Christmas buyers.

Have You Tried This New Tungsten Stylus?

The Liberty Stylus

This semi-permanent needle which is a scientifically perfected tungsten stylus, and not an ordinary steel needle, plays from 100 to 300 records *perfectly*. It is manufactured in full, medium and soft-tone, and is marketed in packages of three needles to a package; 50 packages in a box.

The Liberty Stylus is the only semi-permanent needle that can be used, removed at any time, and replaced in the needle holder, without lessening the tone quality or damaging the record.

Immediate Deliveries Guaranteed

Free Samples to the Trade

LIBERTY STYLUS CO., 149 Kirby Ave., West DETROIT, MICH.

KEEPING THE CUSTOMER INTERESTED

George S. Dales, Victor dealer, of Akron, O., recently instituted a scheme that has netted him unusual business returns, especially in record orders. He sent a post card to a large mailing list, offering to oil and inspect Victrolas free of charge. Within a few weeks his force had not only oiled some five hundred machines, but had repaired a large number at proper charges. In this way they brought the owners of these idle Victrolas back into the record market, says The Voice of the Victor.

INTERESTING VIEW OF STOCKROOM

The Otto Heineman Phonograph Supply Co. recently received from one of its patrons an interesting photograph showing a view of its



Shows Stock of Heineman Motors

stockroom and one of the company's expert mechanics testing the Heineman motors which this company uses exclusively. This manufacturer makes it a point to carry on hand at all times a good-sized stock of motors, and the thorough tests that its experts make enables the company to offer their machines to the public with the assurance that the motors will give absolute satisfaction in every detail.

APPOINTED ASSISTANT MANAGER

George H. Williams, formerly manager of the Seattle branch of the Columbia Graphophone Co., New York, has been appointed assistant manager of the company's Cincinnati branch. Mr. Williams will bring to his new post an invaluable knowledge of the company's merchandising plans and policies, having been for a number of years associated with this company. He has a host of friends in the trade and in his new position will undoubtedly render important assistance to F. F. Dawson, manager of the Cincinnati branch, who is achieving splendid results in that city.

FOREIGN RECORDS IN ONE BOOKLET

There has recently been issued a special folder of the best sellers among the Victor records in a number of foreign languages, including Bohemian, Hebrew, French, Greek, Portuguese, Italian, etc. Each page in the booklet is devoted to from four to a half dozen records in some foreign language, and having them listed in one volume should prove a genuine convenience to the dealer. The usual descriptive matter follows the title of each record.

Delpheon
the
Incomparable

A tone that is ineffably exquisite—not phonographic



Delpheon \$150 Model

THE DELPHEON COMPANY
BAY CITY :: :: MICHIGAN
OR WRITE TO DISTRIBUTORS



**A Talking Machine
Needle Without a Fault
Rush Coupon for FREE SAMPLE!**

Something brand new! Something infinitely more pleasing and satisfying! A real scientific discovery. A graphophone needle that draws forth such beauty and clearness of tone as has never been equalled. A needle that *doubles* the value of the phonograph—that *trebles* sales of needles! records!—machines!—that *quadruples* your profits! That will make your

store stand first and foremost in your locality. Don't put off! Send coupon NOW for *free* samples and price of the latest sensation—the greatest of all phonograph needles, the *Tonofone!*

BETTER STILL: Order a supply today. Increase your *Christmas* Sales of machines and records. We will give you the right wholesale price. Our *money-back*-guarantee protects you **ABSOLUTELY.**

“*Tonofone*”

The Talking Machine Needle That Puts Magic in Music

The Tonofone is made on entirely new principles, of entirely different materials. Instead of skipping or jumbling many of the finer microscopic undulations vibrated into the groove when the record was made, the smooth, resilient, platinum-like Tonofone point gets them all.

Nor does this wonderful needle dig into and mutilate the walls of the groove and so impair the record itself and the volume and quality of the reproduction. On the contrary, it preserves and prolongs the life of the record.

It transmits each separate tone in all the fullness and quality of the original rendition. It loses nothing—confuses nothing. It marks a dis-

tinct advance in phonograph music—a new epoch in the phonograph world.

Gone is the scratch—the twang—the squeak. Gone is the last lingering blemish to phonograph music! All is eliminated by the Tonofone. All is replaced by a beauty, a clearness, a matchless and mysterious *purity* of tone that has amazed listeners everywhere—that can be produced, positively, by *no other needle.*

Tonofone needles play all records, both vertical cut and lateral cut. Can be used on all modern phonographs and talking machines. Each needle plays from 50 to 100 records *faultlessly!* Sell at retail—4 for 10c in attractive package, 100 packages in a display carton.

**Don't Be Hide-Bound by Precedent!
Blaze New Trails—Sell What the People WANT!**

Be progressive! Be alive to fresh opportunities! Get in at the *beginning*—when ideas are *new*—when sales and profits are *luscious.* Put Tonofone needles in stock and sell the people what they want. One demonstration will suffice! Manufacturers, dealers, critics and public all crazy about Tonofone results. Send the *Coupon* and see for yourself.

Money-Back Guarantee If, for any reason, you do not find Tonofone needles as represented, and entirely satisfactory, you may return them at our expense and we will refund full purchase price.

PROMPT DELIVERIES No sales-losing *delays*—no profit-losing *waits*—not when you order TONOFONES. Immediate deliveries anywhere.

FREE Show-Me-A-Tonofone Coupon

Name.....
Address.....
Gentlemen:—Without obligation to us, send to above address samples of TONOFONE Needles prices and full details of selling plan.
R. C. WADE CO.
29 S. La Salle St.
CHICAGO

Mail
the
Coupon!

Mail
the
Coupon!



Christmas records for the kiddies! Remember the little folks in your selling. Every tree ought to have some Columbia Children's Records.

**Columbia Graphophone Co.
NEW YORK**

KANSAS CITY TRADE HANDICAPPED BY STOCK SHORTAGE

Demand Greater Than Ever Before in History Is Report of Leading Jobbers and Dealers—Everyone Pleased at Lifting of Restrictions and Possibility of Getting Increased Stocks

KANSAS CITY, Mo., December 5.—November has been a record month in the talking machine business, in so far as demand is concerned. The demand has been greater than ever before in the history of the talking machine is the report of nearly every dealer. On the other hand, the supply is more limited than ever before. With Christmas nearly a month away, nearly every machine in stock has been sold or put away for Christmas delivery. December is generally considered the biggest month in the whole year, but there is no stock left to sell this year.

A. A. Trostler, manager of the Victrola department at the Schmelzer Arms Co., reports a very fine business, but finds a serious handicap through the shortage of merchandise. "We are willing to wait, however, and let conditions adjust themselves," said Mr. Trostler. "We cannot expect any relief before Christmas, but I believe that at least by February we can expect to receive some new merchandise, and as soon as it is received we will do some real business again."

The Victrola department at the Jones Store Co. has had a wonderful November business, although there has been the same shortage of merchandise. "Practically every machine we have is sold for Christmas delivery," said Miss Williams, who has charge of the department.

Miss Gladys Etherton has been added to the salesforce in the department.

"It is hard to tell whether the demand is so much greater this year than previously at Christmas time, because there is such a shortage of stock among all the dealers," said Mr. Hall, manager of the Hall Music Co. "For instance, there are several dealers who handle Victor records, say six. If a customer wants a certain record, he will try each place in an effort to get the one he is looking for. Thus the demand is increased six times at each place. Had the stock been complete, only one store would have been visited. We have had many times the number of calls for both records and machines this season, but we attribute it partly, at least, to this fact. We have several other machines besides the Victrola, but it seems that because there is such a shortage people are demanding it more than ever."

"If we had merchandise on hand to supply the wants of every customer, we couldn't possibly handle all the trade," said J. B. Pierce, manager of the Victrola department at the J. W. Jenkins' Sons Music Co. "People are demanding musical instruments this year as never before, and they are demanding the very best grade of merchandise in almost every case. The main reason for this is because the average man

is making more money now than ever before and is in better circumstances, in spite of the fact that all prices are higher and there have been so many calls for war funds."

Charles K. Haddon, vice-president and treasurer, and Ralph L. Freeman, secretary, of the Victor Talking Machine Co., were visitors to the trade recently in Kansas City.

Miss Marion Biscoe, of the record department of the J. W. Jenkins' Sons Music Co., is very seriously ill with influenza at her home in Camden Point, Mo.

"It is very difficult to make any statement as to business conditions at present," said Miss Surendorf, manager of the Kansas City branch of the Starr Piano Co. "If we had about four hundred times as much merchandise, enough to satisfy the demand, we could report a very excellent business. Our wholesale business has been very good, but of course handicapped by shortage of merchandise. We are expecting a relief some time after the first of the year, as soon as the factory can get back on a before-the-war basis."

E. Robinson, salesman for the Mandel Talking Machine Co., was a visitor to Kansas City last week.

George D. Standke, manager of the Victrola department at the Geo. B. Peck Dry Goods Co., reports a very fine business and says people have bought exceptionally early for Christmas this year in accordance with the Government's request.

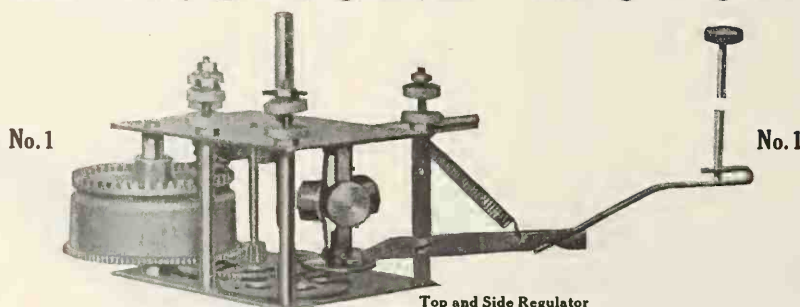
Business at the Brunswick Shop has been exceptionally good. November was a record month and December promises to be even better. Though the demand is very great and increasing, Mr. Chestnut, manager, does not anticipate any serious handicap through lack of goods.

J. W. Watson, manager of the Edison Shop, reports a very fine business. November business was better than ever before in corresponding months. An increase of nearly 40 per cent. was realized. "There has been a noticeable increase in the number of cash sales, too," said Mr. Watson. "It has always been our policy to employ only experienced help. I believe it pays in the long run, although we do have to pay them better wages. When we hand a customer over to one of our salesforce, we are confident that if it is possible to make a sale it will be made in a most satisfactory manner. We can absolutely depend on our force and I attribute the greater part of our success to this very fact," continued Mr. Watson.

Among the five new sales persons added to the force at the Edison Shop are the following: I. W. Foster, formerly with the Phonograph Co. of Helena, Mont.; Mr. Hightower, of the Phonograph Co. of Oklahoma City, Okla., before accepting this position; and Weed Heind, formerly traveling salesman for the Phonograph Co. Miss Pointer, who had been ill since last February, has returned to her position in charge of the record department.

C. W. Burgess, traveling salesman from the Edison factory, was a visitor to the Kansas City trade recently.

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

DOMESTIC CORP. IN LATROBE, PA.

Well-Known Philadelphia Institution Makes Change of Location—Joseph S. Truitt the New President of This Company

PHILADELPHIA, PA., December 4.—Announcement is made by the Domestic Talking Machine Corp. of the removal of their headquarters from this city to Latrobe, Pa. An entirely new personnel is directing the destinies of the corporation



Joseph S. Truitt

and many plans for the future of this well-known line are being made.

The new president is Joseph S. Truitt, a mechanical engineer, who has given much attention to the development of sound instruments. As consulting engineer with one of the large talking machine motor manufacturers he specialized on the talking machine and its problems.

Mr. Truitt is an executive of high ability, and, with the assistance of E. Bauer, who was connected with the Domestic Talking Machine Corp., under its former management, and who is well and favorably known through his connection with the talking machine industry for a period, the future of the Domestic Talking Machine Corp. is very promising.

TRADE NEWS FROM INDIANAPOLIS

Dealers Deeply Concerned Over Record Stock to Meet Holiday Demands—Increasing Employment of Women—The News of the Month

INDIANAPOLIS, IND., December 5.—Local talking machine dealers are looking forward to the holiday business with only one apprehension, that they will not be able to get enough records and machines to supply the demand. Even those dealers who were far-sighted enough to order heavily last spring say their reserve stock will not hold out against such demands as they have received the last two months.

W. E. Pearce, manager of the talking machine department of the local branch of the Brunswick-Balke-Collender Co., says that the Brunswick dealers all over the State are reporting good business.

Ben Brown, manager of the Columbia wholesale branch, reports that the biggest worry is to satisfy the demands of the dealers for goods. Sam Lemberg, of the foreign record department of the Columbia Co., was in Indianapolis for several days last week. O. A. Wilkinson, manager of the Dictaphone department, attended the conference for the Columbia Dictaphone men in New York last Monday.

J. L. Peter, manager of the Columbia retail store, says that the November business showed a remarkable increase over previous records.

C. P. Herdman, manager of the talking machine department of the Baldwin Piano Co., reports that the Columbia business for the last two months has been three to four times as large as last year's business for the same period. The Windsor talking machines in the art models, which the Baldwin store has recently begun to

sell, are also meeting with a strong demand.

At the Stewart Talking Machine Co. store business is only limited by the amount of machines and records that come in from the factory.

A. J. Kendrick, of the Brunswick-Balke-Collender Co., visited the Brunswick Shop last week.

H. E. Whitman, manager of the talking machine department of the Pearson Piano Co., reports that business in the Cheney, Victor, Edison and Vocalion machines is good.

A. H. Snyder, manager of the Edison Shop, says that his experiment in "salesladies" for the Edison machines has proved successful. Mr. Snyder says he was skeptical about employing women when the war took away his men, but that the records made by his saleswomen have changed his mind.

Miss Ida Gardner, assisted by Harold Lyman, gave an Edison tone test in the Riley room of the Claypool Hotel here November 15. The concert was under the auspices of the Edison Shop and the large audience showed its appreciation of the wonderful demonstration of the quality of the Edison machine.*

BUYS OUT PREMIER CO.

Independent Talking Machine Co. Purchases Premier Talking Machine Co., of Williamsport, Pa.—Plan a Policy of Expansion

The Independent Talking Machine Co., New York, has purchased the Premier Talking Machine Co., of Williamsport, Pa. No announcement has been made as to the amount involved, but the Premier Co. was a large organization and was well known in the field. It is understood the Independent people contemplate several other moves in the near future, which will place them in a fine position to handle a greatly increased business after the first of the year. They just recently leased space at 325 Lafayette street, which adds a substantial addition to their New York floor space.

TIME FOR RESOLUTIONS

Isn't it time for members of the talking machine industry to be considering those resolutions for the New Year?

"SMILES"

Sells itself doesn't it?

Doesn't require any exertion at all. Don't need salesmanship for that.

There are many so termed "slow sellers" that are good records and do not move because no effort is made to sell them.

Money lost to you

Perhaps your competitor is getting these profits.

You can get them if you push these records.

The people don't know about them. It's up to you to tell them.

Ask us about these records and we will help you sell them and make more money.

C. BRUNO & SON, Inc.

351-353 FOURTH AVENUE :: :: NEW YORK

Victor Wholesale Exclusively

Paramount Records

REG. U.S. PAT. OFF.

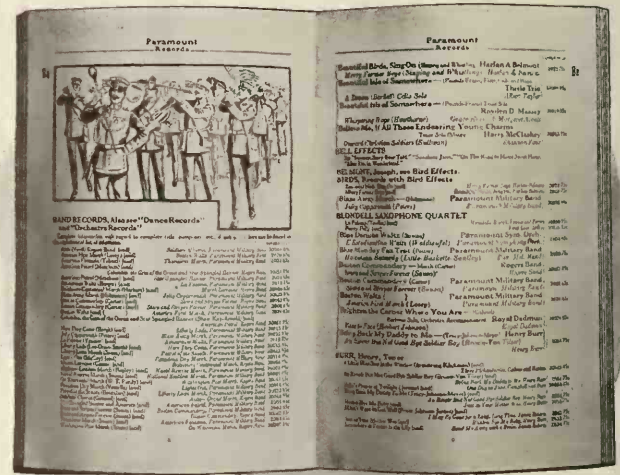


The New Complete Catalog Is Now Ready

Contains a range of the most popular selections of the day.

A catalog of up-to-the-minute all-hit combinations.

No doubtful, dead-stock numbers.



The outstanding feature of Paramount Records is the POPULARITY of the selections offered. There are no weak combinations—both selections on each record are winners. The Paramount catalog comprises only the choicest gems of standard popular sellers in operatic numbers, standard songs, band and orchestra selections, latest dance music, instrumental solos and musical comedy hits especially picked for their ready-selling qualities.

Get your full share of the big record profits. Build a growing trade. Be one of the first to cash in on this live record proposition. Establish your store as Paramount headquarters in your locality.

Send Today for this New Complete Paramount Record Catalog

The New York Recording Laboratories, Port Washington, Wis.



Jobbers—Manufacturers
Attractive Proposition
Write for further details

Name _____
Address _____
Phonograph we handle _____

Dealers—
Big Profits—Prompt Deliveries—Quick Sales
Write for full information

Name _____
Address _____
Phonograph we handle _____

BUMPER HOLIDAY BUSINESS LOOKED FOR IN DETROIT

Orders Already in Hand Give Substantial Indication of This Tendency—Record Trade Breaks All Precedents—Hope to Increase Sales Force Soon With Disbandment of Army

DETROIT, MICH., December 2.—A bumper holiday business is talking machine records, and everything connected with the talking machine industry is not only assured but is conceded by Detroit dealers based on one point—ability to get goods. Unless some concerns find some way to increase their stock of machines they are going to be cleaned out of their present stock at least a week before Christmas, and in this connection we refer to some of the largest dealers in Detroit. Their stocks are absolutely depleted—they are right down to rock-bottom and just trusting to luck that something will happen to bring them more goods. Whether or not some of the talking machine companies can get their factories in shape to increase production, make shipments by express and get goods here in time remains to be seen—it is very questionable.

C. H. Grinnell, of Grinnell Bros., Victor jobbers, recently made a trip to the factory and called on some of the big Eastern jobbers in search of talking machines, but without any results. He came back with no encouragement so far as machines are concerned. He says he has a good supply of records on hand. Grinnell Bros. are the only exclusive Michigan jobbers for Victor goods, but they are supplying the majority of Victor dealers in the State besides their own chain of twenty-four stores.

Ed Andrew, of the J. L. Hudson talking machine department, was away the last week in November, visiting the leading jobbing centers in the Middle and Central West in the hope of getting his hands on a large stock of machines. He came back with only slight results. Everywhere he met the same fate—a shortage. The Hudson store is now retailing Victrolas, Cheney and Sonora phonographs, but Mr. Andrew says he has not been able to get enough of anything so far as machines are concerned. The Hudson talking machine department, including records, has shown a tremendous increase and the quota will be smashed to smithereens if the merchandise is available.

Record business is splendid—exceptionally good—and it seems that everything is selling. Patriotic airs, popular songs, dance numbers, comedy selections, and the high-grade records by well known soloists are selling unusually well. Detroit has had an unusual number of world-famed artists in recital since October 1st, and before and after each artist's appearance there has been a brisk demand for their records. Each record manufacturer has received a good share of the business. Among the best known artists were Caruso, Victor artist; Lazaro, Columbia artist, and Anna Case, Edison artist. Besides, there have been a half dozen others, all of whom have a big following. By the crowds attending these recitals, people seem more interested in high-class

music than ever before—even the impresarios admit this.

All of the talking machine stores have been short on salesmen and record girls, but now that the armistice is signed, dealers look for an improvement in the help situation. Already some of the dealers have had letters from former salesmen in service asking for their positions back as soon as they are discharged from the army. The dealers will gladly give them back their positions, as they are sorely needed—the sooner the better.

Roy Dupraw, sales manager for the Clough & Warren Co. store, 84 Broadway, which is a division of the Manophone Corporation, is anticipating a big holiday trade, even greater than last year, which went way beyond his expectations. As shipments are made from the factory at Adrian, Mich., only a short distance away, Mr. Dupraw does not look for any trouble in getting all the goods he can sell.

The H. N. Ness Co. operate the only exclusive Pathé phonograph shop in Detroit. It is located at 73 Broadway, and is about 40 by 125 feet in size, attractively fitted up with sufficient demonstrating booths to handle a big business. The store is open Monday and Saturday evenings regularly and trade is much better than at the former location on Griswold street. Pathé phonographs and records have been coming to the front surprisingly well during the past year.

The Edison Shop, Detroit, some weeks ago inaugurated the biggest newspaper advertising campaign in its history, and needless to say that the money spent has produced good results, as shown by the increased number of sales. Now that the Government is demobilizing its army, we look forward to an early arrival home of R. B. Alling, general manager of the Edison Shop and the Phonograph Co. of Detroit, who sometime ago enlisted and was accepted into one of the officers' training camps in the South.

M. C. Rush, of the Walker-Rush Co., West Jefferson avenue, is developing an excellent Columbia trade among the foreign element of that section. Mr. Rush was for a number of years manager of the talking machine department of the Cable Piano Co. store here before engaging in business for himself and is widely known and popular.

Wallace Brown, exclusively Brunswick dealer, is combining his publicity between billboards and full-pages in the newspapers. And by the way, the Brown emporium is one of the busiest in town. It is certainly doing a lot of business, and Mr. Brown is proving that three things count for success in this business—an attractive store, a good selling organization and proper advertising.

The Henry S. Doran Co., on Michigan ave-

nue, is enjoying the best December business in its history. The Doran store, in all its advertising, emphasizes that "this is the record store." And it is a fact that it does one of the largest businesses in town on records. Bruce Carpenter is manager of the store, Mr. Doran being busy most of the time with other varied interests.

J. H. Goldberg, of the Goldberg Phonograph Shop on Gratiot avenue, who handles both Victor and Columbia goods, continues to specialize on foreign records, carrying as many as 10,000 to 15,000 records in stock at all times of foreign numbers. While some other shops have awakened to the possibilities of getting foreign business, Mr. Goldberg reports that he is doing to-day a greater foreign business than ever before.

Max Strasburg, of the Max Strasburg Co., has a large stock of some numbers on hand and is carrying a larger stock than ever of records, so that he looks for the best holiday business in years.

W. R. Woodmansee is now nicely located in his new store at 936 Grand River avenue, and is practically the only Victor and Columbia dealer on that thoroughfare.

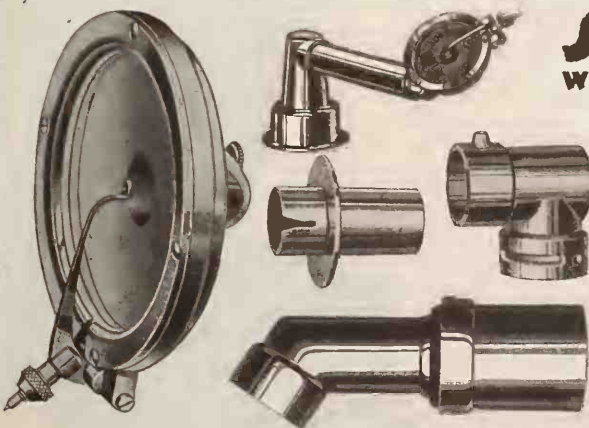
IMMENSE CONTRACT FOR RECORDS

William Filene Sons Co. Store in Boston Contracts for the Purchase of a Quarter of a Million Emerson Records

BOSTON, MASS., November 4.—What is perhaps the largest single contract for records to a retail house ever put over in this country has just been consummated in this city. The credit for this big deal belongs to H. L. Coombs, local manager of the Emerson line, who has sold a quarter of a million Emerson records to the big store of the William Filene's Sons Co., more commonly known as Filene's, which is in the center of the retail section of the city, corner of Washington and Summer streets. The trade will quickly recognize the size of such a transaction when one stops to consider what 250,000 records actually mean when sold to a single retail establishment.

These records are to be advertised immediately in the what is known as the Filene Bargain Basement, and with the reputation of the Emerson back of them they are likely to be quickly disposed of. The Filene house already has a 15,000-lot consignment and the remainder of the order will be shipped immediately. These records represent a large list of popular numbers.

Mr. Coombs has been local manager of the Emerson only about three months, though he had traveled for the company in the New England territory more than a year ago, and a large number of accounts in these six States were opened up by him. He is a man of fine business acumen, keen perception, has a convincing manner and knows human nature, all essential qualities in business.



Superior Die Castings will Cut Your Costs and Increase Your Sales

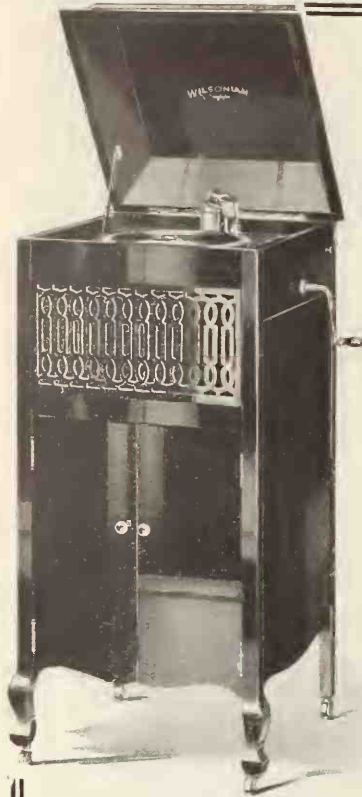
Tonearm and Reprodncer Parts, Attachments, Turntable Hubs, Motor Governor Discs, Knobs, Piano Player Parts—accurately cast in Aluminum, White Brass, White Metal Alloys or Zelco Metal—ready for nickel or gold plating. We employ a large force of die makers especially skilled in this class of work and operate 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



There Is A

WILSONIAN PHONOGRAPH

For Every Home

Wilsonian Phonographs are made in seven new and wonderfully improved models

Retailing at \$45.00 to \$165.00

Each instrument, regardless of its price, is of the highest quality in every detail of appearance, construction and tone refinements.

Each instrument, regardless of its price, is absolutely guaranteed by both this company and our parent concern—Wilson & Co.—the great Chicago packers.

*You Do Not Have to Turn Customers Away
If You Handle the **Wilsonian** Line*

In the complete line of **Wilsonian** Phonographs there is a special instrument to suit every home and to fit every purse. Every prospect who enters your store can be satisfied in every particular if you have the complete assortment of Wilsonian machines ready for his inspection.

*Exclusive **Wilsonian** Selling Features
Will sell Your Customers and keep them Sold*

The **Wilsonian** has many refinements and individualities of style and construction that will appeal instantly to the most critical buyer.

The **Wilsonian** renders the most difficult and intricate musical and vocal selections with wonderful clearness and beauty of tone.

The **Wilsonian** plays all makes of disc records without it being necessary to make annoying changes.

The **Wilsonian** is shown in seven different models, all in conventional designs; famous for their simplicity, elegance and real piano finish.

The **Wilsonian** is absolutely guaranteed. Both this firm and our parent organization—Wilson & Co.—vouch for the dependability of the Wilsonian.

*We are also National Distributors for, and always carry a complete Stock of,
Paramount Records.*

Write To-day For Our Dealer Proposition
It Means Money To You

Main Plant
701 North
Sangamon
Street
Chicago



Eastern
Office
25 West
45th Street
New York

Wilson & Co. branches are in all principal cities including:

Pittsburgh	Buffalo	Denver	Kansas City
Boston	Detroit	Omaha	Charleston
Philadelphia	Rochester	Dallas	Memphis
Baltimore	Cleveland	Atlanta	Spokane
Salt Lake City	New Orleans	Los Angeles	Minneapolis



CINCINNATI FACING GREAT PROBLEM OF STOCK SUPPLY

Jobbers and Dealers Striving to Lay Hands on Unexpected Supply of Machines and Records—Optimism Reigns Supreme, Owing to Great Demand, Which Promises to Continue Into New Year

CINCINNATI, O., December 8.—Never in the history of the trade in the Middle West have the jobbers and dealers been wishing the impossible as is the case just now. To the last man they are hoping to lay their hands on an unexpected supply of machines and records, so prosperous was the business in November. Naturally the trade hereabouts expects the demand to hold out until after the holidays.

Take the case of the Columbia house. F. F. Dawson, manager of the Cincinnati district, just back from New York city, knows that he will face a shortage of 2,000 machines by January 1. He has orders in sight and, basing on what the home office will allow him, Mr. Dawson figures that his district will be shy that many machines. During the past few weeks he has had opportunities of taking on exceptionally good accounts, but has been compelled to turn these down because of conditions beyond the control of his office. Mr. Dawson, who took charge of the Cincinnati office last January, is to be aided hereafter by G. H. Williams, former manager of the Seattle branch, who arrived in the city last Friday. His successor on the Coast is Frank Dorian, of the New York City executive office.

Working overtime in order to try to meet the demands is the story of the Crystola Co., of this city. President Alfred Swing this morning stated he was receiving requests for machines from every known method except the aeroplane route plan. "Our success of the past few months," he said, "leads us to believe we are on the road to a prosperous future."

T. Sigman, manager of the Victor department of the Rudolph Wurlitzer Co., is surely happy over the results obtained during the past month. In speaking of the trade developments from a Victor standpoint in the Middle West, he said: "November was an exceptional though excellent month in several ways, due no doubt to the shortage of both Victrolas and records, which is more acute than we have ever experienced. Small Victrolas with cabinets sold remarkably well, and records that we never could have sold during normal times sold almost as good as the best selling numbers ordinarily sell. Cincinnati was the mecca for talking machine dealers this month, and Ohio, Kentucky, West Virginia and Indiana were well represented.

"Jascha Heifetz paid Cincinnati a visit and his two wonderful performances pleased the large, enthusiastic audiences, and it is needless to say that his visit naturally boosted the sale of his records, both wholesale and retail.

"The Victor Talking Machine Co.'s little Vic-

trola folders have created quite a stir amongst the trade, and we look forward to December as being a very productive month (considering the shortage), both in our wholesale and retail departments."

Just a few odd finishes comprise the total stock of the Phonograph Co., Cincinnati, at this writing. F. H. Oelman, manager, stated the local office would make a showing which was beyond the best hopes of the company at the beginning of 1918.

Two tone test recitals are now engaging the interest of the Edison dealers. Glen Ellison, who is making a tour of Ohio, jumped over to Charleston, W. Va., this evening and will return to this State in the morning. Marie Morrisey, assisted by Jacques Glockner, appeared at Dayton, O., to-night.

EXPLOITS STRADIVARA PHONOGRAPH

New Catalog Issued By Compton-Price Tells How This Machine Is Built Like Piano and Violin—Very Artistically Conceived

The new catalog of the Stradivara phonograph, recently published by the Compton-Price Co., Coshocton, Ohio, contains many interesting arguments regarding the merits of this machine. The catalog is highly attractive and has been produced along the most refined and artistic lines. There are illustrated in it the various models of the Stradivara machines, the measurements and other specifications of each model being given on the opposite page to the one on which the machine is reproduced. A copy of the guarantee, given with each machine, is also shown, as well as illustrations of the Compton-Price factory.

Regarding this instrument it is stated in the introduction: "The Stradivara is the very first phonograph to recognize the fundamental value of the basic tone principles of those kingly instruments—the piano and violin," and in another place, "the superiority lies in the new and wonderfully improved tone chamber. True, the sound box of the Stradivara and the perfectly balanced and designed tone arm are superior to others. But we do not stop there * * * but right there at the end of the tone arm—where others leave the tone to shift for itself—the Stradivara begins to differ radically. Instead of using the ordinary metal throat and metal horn, the Stradivara is constructed scientifically in the form of a genuine tone chamber. All metal is eliminated. Instead the tone proceeds down through a perfectly designed and surfaced throat—built of seasoned wood and insulated with felt so as to eliminate all scratching, rattling and other foreign noises. And next the air vibrations are awakened in the patent sound board tone chamber. Instead of just an ordinary metal or wooden horn, you find a scientifically constructed tone chamber. The base or floor of this tone room is a big square sounding board—built of the choicest of old Norway spruce—seasoned and mellowed just the same as you find it in the most expensive pianos of to-day. Open the doors in front of the Stradivara cabinet, stoop and look up at the construction of this marvelous invention, and note its similarity in construction to that of those two world old favorites—the piano and the violin."

Special paragraphs in the booklet draw attention to the tone modifier, automatic stop, ball bearing tone arm, motor and other features of this phonograph.

U D E L L



No. 1415 [Horizontal Shelves] For Victrola IX-A.

Height, 31 in. Width, 19 in. Depth, 22 in. Mahogany or Quartered Oak. Holds 5 Victor Albums. Average weight, crated, 60 pounds.

[If vertical interior is wanted, order No. 415.]

[When felt interior is desired, order No. 415F.]

CABINET BUSINESS IS PLUS

Properly handled it adds to the volume of the first and develops record sales.

UDELL CABINET BUSINESS

will mean more profits and new friends for every dealer who takes proper care of it during 1918. The Udell name means no regrets for either dealer or customer.—Think this over.



TRADE MARK

THE UDELL WORKS

1205 W. 28th Street
INDIANAPOLIS INDIANA

DEALERS

Offset the Record Shortage! Keep Your Sales-Force Busy! Sell Our Language Records!



French Spanish Italian

ALSO

F.M.C. FRENCH MILITARY CONVERSATION

Cash in now 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. The French Military Course, 5 Double Discs, and Military Manual (Retail \$10.00) is ideal for Army, Navy, Red Cross

Our Display Signs Sell the Goods
Send for Particulars—Prompt Delivery

THE LANGUAGE PHONE METHOD
992 Putnam Bldg., 2 West 45th Street, New York

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.

TALKING MACHINE RECORDS AID ART OF GREAT SINGERS

This Subject Discussed Illuminatingly by Miss Spaulding in an Article Specially Written for a New York Paper—Facts Disclosed That Are Not Often Considered by Musicians

Under the heading of "Records Improve Art of Great Singers," there appeared recently in the New York Evening Mail an excellent article written by Miss Pearl Spaulding, of the Aeolian Co., New York, which read as follows:

That the talking machine of to-day is a great teacher is the universal opinion of broad-minded musicians. It is equally true that unbelievable benefits to a singer are being constantly derived from making the records themselves.

Unfortunately, the opportunity of hearing one's voice reproduced is not given to every one. But to the artist who has arrived—and the promising young vocalist whose talent warrants experimenting along recording lines, no course of vocal instruction or coaching is of more practical value than the modern art of singing for records.

It is not an easy thing to make a record. There is something indescribably disconcerting about the blandness of a small horn coming out of a blank wall and waiting like an indiscreet eavesdropper to repeat every sound you make

At some recording laboratories it is suggested that time in experimenting may be saved by practicing into an imitation horn at home, to accustom one to this means of transmission to the recording machine "behind the scenes."

In singing into the horn the proper distance must be observed. One may not yield to an exuberance of temperament and deliver his song with the abandon that ordinary singing permits.

Unless the head is drawn back from the horn during the singing of a high note, which registers greater vibrations than those in the middle register, there will be a disagreeable "blast" on the finished record.

The recording machine is a pitiless critic and reproduces the singer's voice exactly as it

sounds. It is as if the voice were seeing itself in a mirror, or having its picture taken by a too truthful photographer. A voice record admits of no flattering "retouching."

Every little error of tone placement, any characteristic peculiarities of pronunciation or unsteadiness of breath control are brought back to the performer with discouraging fidelity.

At the same time the favorable points are given an equal chance. If there is the slightest reason for the singer's belief that he or she has a good voice, the recorded impression of it will be an infallible witness.

And that is where the great opportunity comes to improve the voice in every way by record-making.

This refers to even the greatest artists, who because they are more human than most mortals are prone to carelessness in their art by reason of the fancied security of their fame.

The bigger the artist the more anxious he is to perfect himself in this particular branch of artistic commercialism—particularly as it means leaving imperishable imprints of a glorious voice that will vanish with the years.

Consider the shock that comes to a noted singer upon hearing his initial attempts at making records to detect subtle little faults of diction which had remained undiscovered during many years of success on both the operatic and concert stage.

There follows temperamental excitement on the part of the celebrity and the resolve to go back to the A B C's of vocal principles in a sincere endeavor to project his voice into the recording horn with the greatest degree of naturalness.

Frequently, in his eagerness to learn the rudiments of correct recording, the mighty one has been an interested speculator and listener of popular records being made by an experi-

enced "low-brow" performer, whose years of practice have enabled him to "put over" each word of the song with the necessary clear-cut precision.

For days and weeks the artist may experiment with simple tone tests in front of the horn to establish the proper distance to accomplish the best results for his individual voice.

As greater progress is made the importance of record making is impressed upon him. While records by other singers had always been helpful for purposes of comparison, the test records of his own voice were like so many upward steps toward the goal of a vocal ideal.

And then "one fine day" he steps up before the inscrutable horn, and bearing in mind the lessons he has learned during his course of record study, is able to create a record of his voice with all its natural beauty that satisfies the most severe critic of them all—himself.

ATTRACTIVE DISPLAY SIGNS

Passersby Corner of Riverside Drive and 78th Street, New York, Reminded of Sonora

On the corner of Riverside Drive and Seventy-eighth street, in the heart of the high-class residential district, there is presented for the attention of passersby a beautiful Sonora painted



Sonora Sign on Riverside Drive sign, which is shown in the accompanying illustration. This sign is designed in several colors, and, as may be seen by the illustration herewith, is well calculated to attract the attention of passersby.

AMERICAN

In the **AMERICAN** line there is a model for every prospective buyer, seven sizes in mahogany, and five made in oak. The **AMERICAN** remain sold when delivered. Become an exclusive dealer in your town and your business will be a growing asset to you.

Standard and proven equipment throughout. Unsurpassed in tone qualities and artistic design and built by men who are artists in their respective lines. The **AMERICAN** is not an experiment and is fully guaranteed.



No. 8



No. 9



No. 10



No. 11

Catalog upon request.

AMERICAN PHONOGRAPH CO.

39 FOUNTAIN ST.

GRAND RAPIDS, MICH.

NEEDLES

Manufactured by the

DEAN DIVISION

of the

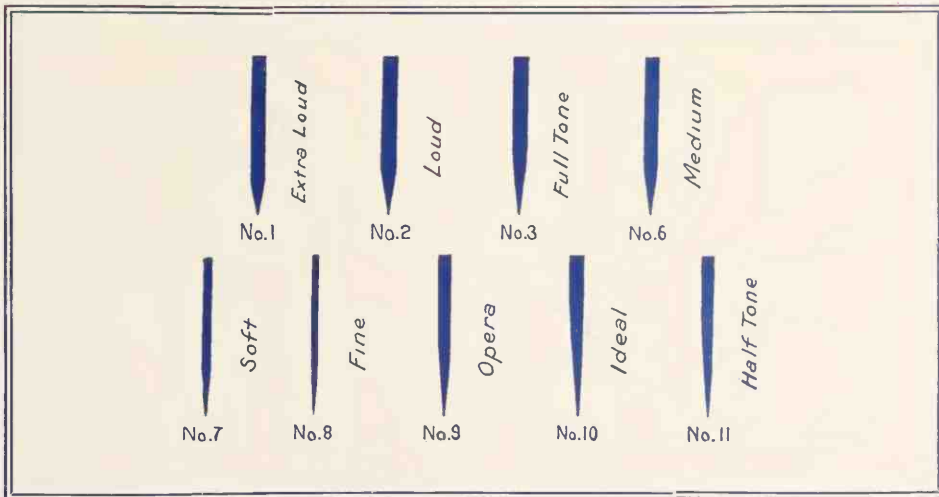
OTTO HEINEMAN PHONOGRAPH SUPPLY CO.

INCORPORATED

25 WEST 45th STREET, NEW YORK

FACTORIES: Elyria, Ohio	Newark, N. J.	Putnam, Conn.	Springfield, Mass.
BRANCH OFFICES:	Chicago, Ill.	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



J. W. DESBECKER WITH SONORA CO.

Will Have Charge of Company's Advertising Service and Publicity

John W. Desbecker, formerly connected with the Redfield Advertising Agency, New York, is now associated with the Sonora Phonograph Sales Co., Inc., New York, and will have charge of the advertising service and publicity of this company.

After graduating from Cornell University in 1906, Mr. Desbecker was for six years in the sales departments of several large manufacturing corporations, and later entered the advertising field in the copy departments of several large New York advertising agencies. While connected with Frank Presbrey and the New York City Car Advertising Co. Mr. Desbecker had extensive experience in the handling of plan and copy for many important and successful firms.

For the past three years he has been asso-



John W. Desbecker

ciated with the Redfield Advertising Agency, and during that time has been responsible for the writing and preparation of all Sonora copy which has appeared. This copy has won commendation from the phonograph trade and advertising experts.

The Sonora Co., by securing Mr. Desbecker's entire time, will be in a position to give their dealers the benefit of the services of an experienced advertising man, as he has not only been active in the general advertising and merchandising fields, but has specialized and concentrated on musical lines as well.

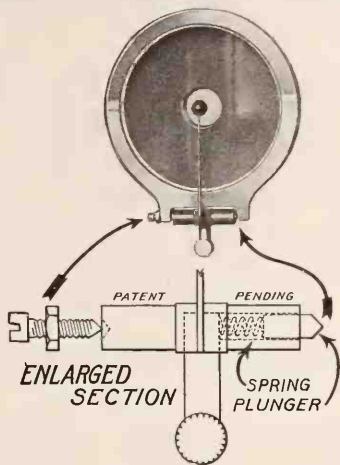
Mr. Desbecker will work in close co-operation with Frank J. Coupe, advertising and sales director of the Sonora Phonograph Sales Co. The latter, who was recently elected a director of this company, is devoting the greater part of this time to the sales end of the business, and will act in an advisory and directing capacity in the advertising and publicity departments.

PENNSYLVANIA DEALERS MEET

SCRANTON, PA., November 30.—The Edison dealers in northeastern Pennsylvania held their first convention at the Hotel Casey, this city, last week for the purpose of discussing the general trade situation and plans for future development. Representatives from the factory of Thomas A. Edison, Inc., in Orange, were present at the convention, and addressed the dealers, who plan to hold their meetings during the coming year.

SELLING FORCE ENLARGED

Manager Tincher, of the talking machine department of the Scott & Hart store, Terre Haute, Ind., has added Mr. Galmoris, formerly of the Dennis Music Co., and Mr. Barnhart, formerly connected with the Chicago music trade, to his corps of assistants, thus preparing for increased activities.



The New "Thin Model"

Fulton Reproducer

Considered by all who have heard it superior in TONE VOLUME and "QUALITY" to any heretofore produced.

Its use makes the ordinary phonograph a 25 per cent to 100 per cent better machine.

The simplicity of construction and adjustment precludes any annoying and expensive "comebacks."

Manufacturers are invited to send for sample on selection (when requesting sample specify tone-arm used).

Testimonials (unsolicited): One Manufacturer says: "It's Wonderful"; another: "Your reproducer beats them all"; another: "I shall use it on all models," etc.

This Cut illustrates the

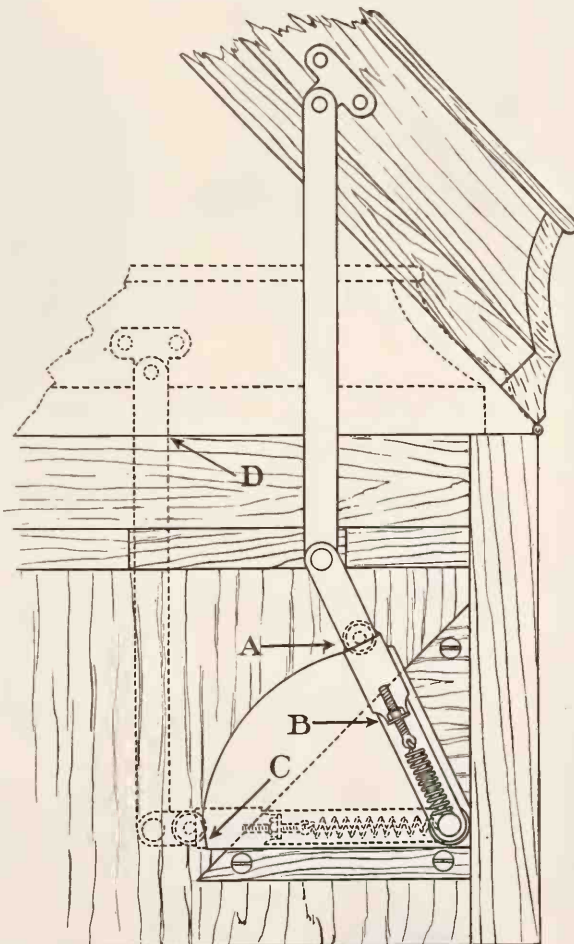
Fulton

balanced cover lift.

Note Construction—

B—adjustable screw for any weight cover.

C—position of lift when cover is closed—giving a reverse "pull," counteracting the common tendency of all other lifts to warp cover.



Sample gladly sent upon request.

FULTON-ALDEN CO.

Factory and General Offices, WAUKEGAN, ILL.

CHICAGO Warerooms and Offices,

Rooms 308-309, No. 20 E. JACKSON BOULEVARD



1919



Will Be A Profitable
Year for You If You Will
Handle and Push

The Product Of This Factory

WHERE
QUALITY
REIGNS
SUPREME

*The Home of the
"World"*



*Jobbers Are Invited to
Come and See*

HOW
WORLD
Phonographs
ARE MADE

The 1919 line of **World Phonographs** will surpass even the perfection of the present year's product.

We announce for 1919 *our own* **Motors and Tone Arms**
as well as *our own* **"WORLD" Line of Records**

Write for Details



WORLD PHONOGRAPH CO.

736 Tilden Street

Chicago, Ill.



ST. LOUIS TRADE PLAN AGGRESSIVE SELLING CAMPAIGNS

With the Opening of the Year and the Receipt of Needed Stocks of Machines and Records the Trade Intend to Bring Their Products to Public Attention in an Impressive Way—News of Month

St. Louis, Mo., December 6.—Talking machine dealers here are beginning to plan for aggressive selling campaigns. The plans are being laid for the future, the more optimistic dealers talking of February 1 and some of later dates, by which time they believe there will be a supply of machines obtainable that will justify aggressive merchandising. Most of these plans are somewhat different from the former systems, but, naturally, those who are making them are not yet willing to discuss new features because it is so long before they can be put to a test.

The Christmas business already has set in here and is going nicely. In fact, it started some time ago because a great many people have heard of friends who had trouble getting the kind of a machine they wanted. Not a dealer was found who believed that he had enough stock to meet all demands of his trade on all models. Jobbers are almost in despair. Some of them say they have very good customers who have not placed an order since early September, because that order is not all filled as yet.

There is much less talk of a record shortage than of the machine. Most dealers believe they are going to meet demands made on them in this line and this is based on the lively record trade that already has begun. A good many purchasers are taking liberal numbers of records and are having them wrapped and put aside until nearer the holidays.

The maximum of terms offered in present advertising is fourteen months, even in combinations of machines and records, and the dealers say that much less than half of their sales are on the long terms. One dealer was holding some models at cash.

A feature of the opening of the holiday season has been the new advertisers of talking machines. Furniture houses that have handled talking machines for years but have never pushed them have been using liberal space in promoting this trade. Some of the machines so advertised are not at all well known locally.

The Barthel & Dusenberg Music Co. (Concordia Music House), on Pine street, just south of Piano Row, has recently been the most liberal advertiser of Edison Disc phonographs. This firm had not recently figured in newspaper publicity, but recently the lease on the present quarters were renewed and the advertising began to be a feature of the newspapers, being more liberally spaced than any other talking machine advertising for the period. With the first of December, a number of the old-line firms again came into line. Aeolian Hall enlarged

the space recently used in featuring of the Vocalion. The Silverstone Music Co., too, returned to the advertising lists with liberal space.

Manager Roose of the Columbia Co. spent a part of late November in New York, having gone to the home office to be present at any conferences that might take place on enlarged distribution. When he returned he said that while he looked for an increased flow of machines in the near future he thought the chief Christmas trade problem would be that of distribution.

The Artophone Co. warerooms have been completely redecorated and the work was done in advance of the beginning of the early Christmas trade. President Robert Cone says the beginning of this trade has been excellent and the terms obtained in the retail store are excellent. But more encouraging than this even are the prospects of getting cabinets in larger numbers.

"Following the release of the cabinet shops from war work the owners are seeking to take on our old contracts for talking machine cabinets and some of them already are busy on this work, but of course we will not begin to get their output until after the first of the year," said Mr. Cone. "The Christmas stock will be limited to the cabinets already made. But after January 1 we expect to resume taking large jobbing orders, which we could not handle for several months past. We are in excellent shape as regards motors and other important parts and once we get the cabinets coming through again we anticipate no trouble in handling the orders."

The Mozart talking machine, one of the oldest machines made in this city, has been taken over by the American Fixture and Showcase Mfg. Co., following the failure of the Colonial Cabinet Co. The American Co. has been advertising the machine and has been selling some at retail, but chiefly the effort has been to fill the jobbing orders. At the office of the American Co. it is said that the company has not yet made definite plans for the future, but after January 1 a plan of action will be decided upon. It was intimated that the manufacture of the machine would be continued in large quantities. The American Fixture & Showcase Co. is a substantial and well-organized concern that has not heretofore been identified with the talking machine business, although it has been making some cabinets.

Another influenza ban which extends to all business meetings has postponed the annual meeting of the Tri-State Victor Dealers' Association until after the first of the year. There is no prospect that the health department will permit meetings in this city until after the holidays now and, besides, there was an inclination on the part of the directors of the association to postpone the meeting until after the busy season. It was felt that owing to stocks, etc., each dealer would feel that he could hardly be spared while the Christmas sale is on.

The business hours of most talking machine stores now are from 9.30 a. m. to 6 p. m., these hours having been fixed by the Retailers' Association to meet the requirements of the influenza situation and to aid in the local traffic situation. This brings store clerks down later than other workers and keeps shoppers off the cars during the rush hours.

ENLARGE EDISON DEPARTMENT

The C. F. Murray-Smith Co., Edison dealers in Wilkes-Barre, Pa., have found business increasing to such an extent that it has been necessary for them to increase materially the space devoted to that department. The additional space will be devoted to the Edison Disc phonograph line, while some of the space formerly devoted to the disc department will be utilized for the handling of Amberola records.

1919—

A Big Year for the Talking Machine Trade

Make your plans now but be sure your cabinets are right



Harponola

Our Cabinets are exceptional in

Appearance
Individuality
Finish
Strength

built by a furniture house of long standing.

Whether you are a dealer, manufacturer or jobber send Now for our proposition for you.

Our Cabinets will help make the new year a prosperous one for you.

We will be glad to send you all information

CELINA FURNITURE CO.
CELINA OHIO

The VIVITONE

Gives New Richness of Tone to Your Favorite Records

This Tone Controller is the 1919 wonder of the Talking Machine World.

Insert Vivitone in the needle post of the sound box. You will be delighted with the vivid, pure, vibrant tone that results.

Shut your eyes and you imagine you are hearing the living voice of the singer or the actual music of the instrument.

The Vivitone can be used with all phonographs that use either ordinary steel or Tungsten needles.

Each package contains four tubes, playing thousands of records. Retail for 50 cents per package.

Sample free to Dealers who write for proposition on their letter head.

Vivitone Controller Company

400, 401, 402 Bell Block, Cincinnati, O.

*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.



TWO NEW VOCALION ARTISTS

Nellie and Sarah Kouns Now Entertaining Soldiers in France to Make Records for the Aeolian-Vocalion Record Library

The Aeolian Co., New York, has announced the addition to its staff of artists recording for the Aeolian-Vocalion record library of Nellie and Sara Kouns, young American sopranos, who



The Kouns Sisters

have achieved signal success on the concert, musical comedy and vaudeville stages. These two artists will record for the Aeolian-Vocalion library exclusively, and their first recordings will be announced very shortly.

The Kouns Sisters, as they are popularly known in musical circles, are the daughters of C. W. Kouns, of Topeka, Kans., for many years general manager of the Santa Fe Railroad. Their voices are identical as to quality and range, and this unusual combination has been responsible in a considerable measure for the unique position which they have created for themselves in musical circles.

The two girls received their musical education abroad and during their stay in Europe gave concerts before many of the most prominent musical patrons in the different European countries. They were received with enthusiasm everywhere, and their ability was recognized by an offer from the directors of the Munich Opera Co., who desired to "star" the young American sopranos. Mr. Kouns objected, however, to his daughters entering the operatic world and visited Europe to bring them home.

Arriving in America, the Misses Kouns overcame their father's objections to their appearing in public, and started on an extended concert tour through the Middle West—appearing as solists with the leading symphony orches-

tras in the United States, and duplicated in their native land their European successes. After their last annual recital held at the Playhouse, Chicago, they received offers from prominent managers in all parts of the country to appear in a varied assortment of musical productions, and decided finally to accept a lengthy vaudeville engagement. During this engagement they appeared as "headliners" at the leading theatres on the "big time" circuit and also appeared in several well known musical comedy successes.

At the present time the Kouns Sisters are singing for the boys in France, having left for the other side of the Atlantic last month, in order to entertain the boys in the trenches.

ATTRACTIVE WINDOW DISPLAY

The Columbia Window for January Specializes on One Artist

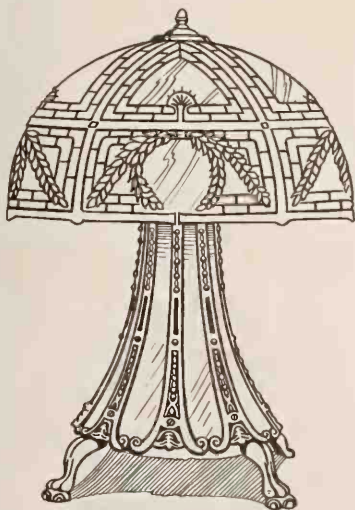
There is shown herewith the centerpiece of the Columbia Co.'s monthly window display service for January, which follows a new plan on the part of the company to feature special artists each month and thereby furnish its dealers with window material of a more permanent nature which may be used in connection with the artists' appearance in the various towns throughout the country.

Much of this brilliantly lithographed window display material can be used to excellent advantage as interior store decoration, and it is with this thought that every month a number of the units are designed to be of a permanent nature. Many of the smaller cards can also be used effectively as both decorations and cut-out record holders placed on counters and over shelves about the shop will also stimulate record sales. Each display has a direct tie up with current Columbia advertising of that particular month. Newspaper ads, magazine copy, supplements and bulletin hangers all bearing a similar illustration and copy are reproduced on the displays and in the dealers' window service,



Centerpiece Columbia Window for January thereby serving to concentrate an interest in the store and on the part of the buying public in that market place of the Grafonola.

The Lampograph



PATENTED

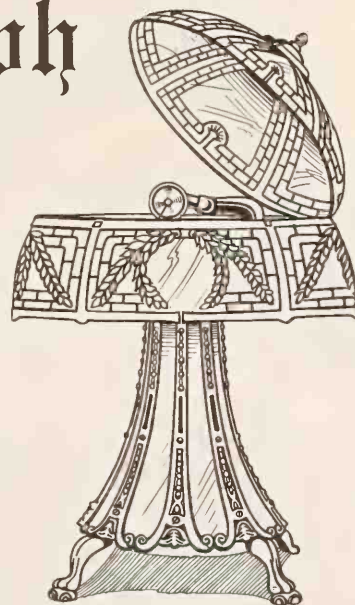
The greatest invention in the phonograph industry during the last twenty years.

To turn a piece of clumsy furniture into an article of virtu has been the dream of many bright minds. This is now realized. Although it is still a phonograph it is now also a fine decorative feature in the home.

Thousands of people will like to have a high price phonograph but they have not the space for a bulky cabinet. Thousands of dealers are in the same fix.

The LAMPOGRAPH will save all these troubles and they will be handled by the best dealers and most exclusive jewelers as well. When furnished in gold and

silver set with rubies, sapphires and other fine jewels they will make most magnificent gifts and many will discard their old machines in order to secure this new jewel. It does not take much space and will facilitate express services, thus enabling factories to make better deliveries. Other big features to be announced later.



PATENTED

Applications from first class dealers will be considered in order received, also applications from first class manufacturers as well and business men of constructive ability

FRANK H. FERAUD, 1911 State Street, Granite City, Ill.



Never was such a time for selling Grafonolas and Records. Are you getting your share of the business?

Columbia Graphophone Co.
NEW YORK

FEDERAL COMMISSION STUDYING PRICE FIXING PROBLEM

Special Report Made by the Federal Trade Commission Recommends Legislation Which Will Tend to Protect the Manufacturer, and Yet Prevent Unfair Prices to the General Public

WASHINGTON, D. C., December 3.—"It would be unwise to vest with the manufacturers of articles the right, without check or review, both to fix and to compel the maintenance of resale prices," the Federal Trade Commission declared in a special report to Congress on the question of whether or not a manufacturer of standard articles, in interstate commerce, identified either by trade-mark or trade practice, should be permitted to fix by contract, express or implied, the price at which the purchaser can resell them.

"It is true," the Commission continued, "that business practice inclines producers to fix the lowest possible retail price in order to secure the greatest possible sale of their product, but in the complex commercial organism functioning between the production of an article and its final sale, for actual consumption, both the

wholesale and retail merchants are entitled to just compensation for useful service performed.

"The question has been continuously before the Commission since its creation. It has been the subject of study, investigation and hearing and constantly recurs in various form in complaints filed with it by business concerns.

"The Supreme Court has made it clear, it was said, that, in the present state of the law, the maintenance of a resale price by the producer is a restraint of trade and is unlawful.

"Such being the judgment of the Supreme Court, the Federal Trade Commission has enforced the law, even though it may have appeared to operate inequitably in some cases. In its enforcement of this rule the Commission has been mindful that the cutting of a recognized resale price on well-established and iden-

tified articles has been, at times, indulged in for unfair trade purposes. When so unfairly used such price cutting is attempted to be cloaked as lawful competition and justified by the Supreme Court decisions.

"Thus, both price maintenance and price cutting under certain conditions are found to be unfair and business men are perplexed. It is with the desire that this perplexity may be terminated that the Commission addresses the Congress.

"It is similarly urged that manufacturers should be protected in their good will created by years of fair dealing and of sustained quality of merchandise.

"The consuming public does not enjoy benefits by unfair price cutting to compensate it for the injuries following demoralization caused by price cutting. This for the reason that, in the long run, unrestrained price cutting tends to impair, if not to destroy, the production and distribution of articles desirable to the public.

"There must be a common ground wherein the rights of producer, purveyor and consumer may each be fully secured and equity done to all. The search for such a ground has been a task of the Commission and results in the following conclusions:

"That producers of identified goods should be protected in their intangible property right or good will.

"That the unlimited power both to fix and to enforce and maintain a resale price may not be made lawful with safety.

"That unrestricted price cutting is not in the public interest.

"Bills now pending before Congress may well be made to meet the difficulties of the situation if amended to provide for a review of the terms of resale contracts and a revision of resale prices by a disinterested agency.

"Therefore, it is recommended that it be provided by law that if the manufacturer of an article produced and sold under competitive conditions desires to fix and maintain resale prices, he shall file with an agency designated by the Congress a description of such article, the contract of sale and the price schedule which he proposes to maintain and that the agency designated by the Congress be charged with the duty, either upon its own initiative or upon complaint of any dealer or consumer or other party in interest, to review the terms of such contract and to revise such prices and that any data and information needful for determination be made available to such agency.

"Such legislation would seem to be in accordance with the spirit of the times in that it is designed, by removing this perplexity, to promote the efficiency of manufacturing and commercial institutions and so serve the interest of the consuming public."

J. R. Smith, the well-known salesman in other lines of trade, has joined the staff of the talking machine department of the Stewart Dry-goods Co., Louisville, Ky.

The Parr Central Universal Tone Arm



(Patent Applied for)

IMPORTANT and EXCLUSIVE Features of the Parr Central Universal Tone Arm

Height Adjustment

The clearance of reproducer over record is obtained by turning and locking the small screw under large elbow. This clearance should be about 1/16 inch when reproducer is in the inoperative position for playing the lateral cut type of record.

Automatic Change of Weight

In turning the reproducer so as to play the vertical type of record, the weight of reproducer on record is automatically increased, sufficiently to give greater weight for properly playing such records. 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 when it is desired to play hill-and-dale records. In playing the lateral-cut record, the weight on record is that of reproducer only.

Durability

All parts have been properly designed with the view of compensating all wear. There is no possibility of the development of loose joints or connections as all such wear is automatically taken up.

Other Important Features

The Parr Tone Arm is adjustable to any length required. The design of the tone arm permits perfect playing of either type of record without additional attachments.

The needle always rests in the same point, setting in the direct center in playing either position.

The sound box can be turned, allowing the needle to be changed with ease, and by a reverse movement the box returns to its normal playing position.

The Parr Central Universal Tone Arm and Magnetic Reproducer form a combination which makes for superior reproductions, attractiveness and utility.

PARR MANUFACTURING CORP.
ONE UNION SQUARE - - - NEW YORK



Featuring the Musical Possibilities of the Talking Machine

By William Braid White

[Note.—This is the twenty-second in a series of articles on the general subject of the musical possibilities of the talking machine. The aim of the series is to develop these possibilities from all angles, thus opening up fields for sales expansion oftentimes neglected wholly or in part.—Editor.]

DIVAGATION—NEW PATHS

It was under this title that Schumann opened that revolutionary musical essay in the pages of his own periodical, which first heralded the music-loving Europe the coming of young Brahms. Without hesitation I speak here of these two great musicians, mauger their birth in the land of the modern Hun, for neither of them had the faintest idea of the extraordinary and hideous materialism which has been the gospel, and the ruin, of Germany. They belonged to another era, to the days of a Germany of which it was once said that, while England had conquered the sea and France the land, she had conquered the clouds. Germany since 1870 is not the Germany whose music we shall want to hear during coming years, Wagner indeed wrote his greatest work before 1870 and was once no lover of Prussia or Prussianism, having been a red revolutionary, hunted by the police in 1848. Yet, even Wagner could be guilty of the cheap vulgarity of "Fine Kapitulation," a disgusting and typically Prussian sneer at France after the surrender of Paris in 1870; not to mention that he was memorized into the writing of the very bombastic and empty Kaiser, in glorification of the first Emperor William, of which, amusingly enough, the old man, whose musical ideas were as rudimentary as those of all Prussians, took not the slightest notice. We shall have to do without Wagner for some time to come, if not permanently. And why not? Certainly we shall have to do without the banalities, the brutalities and the mechanicalities of Richard Strauss, Max Reger, Georg Schumann and others of the modern Kultur tribe. It is strange, is it not, how the poison of modern pan-Germanism has forced its way through the veins of every limb of German life. When the ninety-three German intellectuals signed their amazing circular letter, gravely asserting, and no doubt thoroughly believing, that the highly superior and moral German soldiers simply had not been guilty of burning down the fair city of Louvain (or at least, had gone about their "necessary" work of destruction with tears streaming down their cheeks) they revealed with blinding clearness the extent to which the German intellectual mentality can, upon occasion, be mesmerized. Among these ninety-three names were those of Richard Strauss and Felix Weingartner, then newly ennobled and made a "von" by the (once called) All-Highest. Somehow we feel we can get along without the modern German music for awhile.

Getting Back

But this is a digression, and rather a long one at that. I began to talk about new paths, meaning the new notions the talking machine men will have to imbibe and digest for the better prosecution of their business, and the new directions they will have to take, now that the war is over. The temptation to "strafe" the Hun a bit was, however, too timely and far too fascinating to be thrown overboard, and I confess I went to it with much joy. But it is time we should return to our muttons.

In these articles I have frequently pointed out, and still more frequently implied, that the talking machine, or phonograph, as a musical instrument pure and simple, is still in its infancy, and as yet has realized scarcely any of the manifold possibilities inherent in it. It would be wrong to suppose that even the most completely accepted features in the modern machine are settled to remain as they are forever: The fact is that the musical possibilities of the talking machine are just beginning to be appre-

ciated to-day, and that in consequence a much more critical attitude towards tone production and the presence of mechanical or musical imperfections is being adopted by everybody. When I say everybody I mean that public which buys our goods, those ultimate consumers whom we have finally to please; these quite as much as ourselves of the trade. Yes, the truth of the matter is that we are growing gradually more critical. What other explanation is to be found for the constant emergence of new and improved tone arms, sound boxes and other accessories intended to refine reproduction and eliminate scratch? How otherwise are we to explain the experimental work recently brought to a climax by the Eathé people? We are becoming more critical, and a very good thing, too.

The Musical Side

Now, if this be true, as it certainly is, then by all means is it true that the retailing of the talking machine is bound to become more and more a matter of emphasizing the purely musical side of the business. It is just here our educational work is needed, both among the trade and with the people. It is just here we shall make or mar our future.

The talking machine has made its success solely because it has brought the purchaser into indirect but acute contact with all kinds of music as rendered by all sorts of musicians. In spite of a thousand and one minor defects in recording and reproduction, the underlying and determining fact is that the singing, playing or speech of a certain specific known artist is being represented. This it is which has made the talking machine the wonderful success it is. It is here we find the really logical and direct path towards the further logical development of the talking machine. Here we must devote our efforts to refining methods of bringing the artist and the home into mutual contact. That is the big secret: to bring the personal musician into the home.

Demonstration

But whilst we are trying to do this we must also remember that the talking machine is an instrument of fair cost, and one which is not bought as one would buy a paper of pins. It has to be "sold," and in these days with many

conflicting claims of many makers it is not always the easiest thing in the world to show the prospect that one really has the goods. It is just here the principle above enunciated comes into play most effectively. So much depends upon the demonstration made to the prospective purchaser that the best machine made will not stand a chance with one actually inferior if the second be demonstrated in such a way as actually to put before the prospect acutely and persistently the idea that the same music in his or her own home will sound just as beautiful as it does during the demonstration.

Moreover, with so many different machines to choose from what is the use in bothering the prospect with technical claims? It would not be unjust to say that the greater part of all the technical talk is wasted. The physical basis of sound is too vague and misty a matter to the majority for any salesman to expect to make it clear. And if he cannot do this what is the use of his trying to sell on talking points?

The Home Contact

The big selling argument for the talking machine must be the bringing of the home into contact with the musical artist or entertainer. When you have got a prospect to realize that he can hear Galli-Curci, Lashanska, Caruso, McCormack or Anna Case sing at home you have him started on the right path. If he buys then he will only be doing the expected. And if he ever loses his interest in new records this will be because you did not make a selection for him in the days when he was unable to choose for himself intelligently, or for some similar reason.

The whole art of selling a talking machine is comprised in finding out the prospect's taste in music or entertainment, seeing that the prospect hears the sort of thing he wants to hear in conditions as nearly as possible paralleling those of the home itself, and leading him on to realize that many more fields of musical pleasure and entertainment lie beyond him. If a talking machine is sold on the basis of letting the prospect buy it on the terms advertised because it is a talking machine, for which a vague desire has been created through advertising and

(Continued on page 74)

7th Floor

229 Fulton Street

Clifford A. Wolf
MANUFACTURER OF
Diamond and Sapphire
Phonograph Points

New York City

Phone, 1678 Cortlandt

Lundstrom CONVERTO

Patented December 11, 1917

TALKING MACHINE CABINETS

Designed to accommodate the
VICTROLAS "IV" and "VI"
have already demonstrated to thousands of
VICTOR DEALERS

a way in which they can dispose of their smaller type machines and do it quickly. THE COMBINED COST of the VICTROLA and "CONVERTO" CABINET affords the DEALER one of the strongest selling propositions in the Talking Machine line, at an opportune time, as there is a great demand for cabinet type machines. CAN YOU IMAGINE a prospective purchaser buying an unknown cabinet type machine, providing you can offer A GENUINE VICTROLA WITH ALL OF THE ADVANTAGES OF THE CABINET TYPE at a LOWER PRICE? By meeting competition in this manner there is one result. YOUR SALES INCREASE, and YOUR PROFITS DOUBLE on each combination sold.

By circularizing your "retired list of customers" in connection with your monthly record list you will find PRESENT OWNERS of the smaller VICTROLAS will readily appreciate the merits of the "CONVERTO" CABINET, which provides protection for Machine and Records from dust and incidentally adds a handsome piece of furniture to the home. "Converto" sales will result in increased Record sales.

JANUARY is a big month for the VICTOR DEALER. Why not prepare now by consulting with your WHOLESALER?

The C. J. Lundstrom Mfg. Co., Little Falls, N. Y.

LUNDSTROM "CONVERTO" CABINETS are broadly covered by patents. Infringements will be promptly prosecuted.

STRONG SELLING POINTS

Lundstrom "Converto" cabinets are made in OAK and MAHOGANY FINISHES and convert the smaller Victrolas into handsome cabinet types, without affecting the portability of the machines.

Protects machine and records from dust.

Provides receptacles for new and used needles.

Places 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.



Setting Victrola into Cabinet

Sound Doors Open for Playing

Converto Wholesale Distributors

Atlanta, Ga. Phillips & Crew Piano Co.
Austin, Tex. The Talking Machine Co. of Texas
Baltimore, Md. Cohen & Hughes
E. F. Droop & Sons Co.
Birmingham, Ala. Talking Machine Co.
Boston, Mass. Oliver Ditson Co.
The Eastern 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. Walk Co.
Kansas City, Mo. J. W. Jenkins' Sons Music Co.
Schmelzer Arms 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.
S. B. Davega Co.
Omaha, Neb. Mickel Bros. Co.
Putnam-Page Co., Inc.
Peoria, Ill. The George D. Ornstein Co.
Philadelphia, Pa. Penn Phonograph Co., Inc.
H. A. Weymann & Son, Inc.
W. F. Frederick Piano Co.
C. C. Mellor Co., Ltd.
Pittsburgh, Pa. Standard Talking Machine Co.
Cressey & Allen, Inc.
The Corley Co., Inc.
W. D. Moses & Co.
W. J. Dyer & Bro.
Portland, Me. W. D. Andrews Co.
Syracuse, N. Y. The Whitney & Currier Co.
Toledo, O. Cohen & Hughes
Washington, D. C. E. F. Droop & Sons Co.

DIVAGATION—NEW PATHS

(Continued from page 73)

through hearing the neighbor's machine, then you may be sure the sale will not be of the best type of machine, and that the purchaser will not be a good record buyer in later days. The whole basis of all intelligent selling must be this bringing music into direct contact with the home. You are not, in a word, selling machines, you are selling means for musical enjoyment in the home.

The "new paths" of which I spoke above are open before us. It is our business to tread them firmly. Their foundation is this recognition of the talking machine as a musical instrument and of music as the reality for which the prospect really searches and which alone the wise salesman will try to sell him. No prospect, be it remembered, ever started out with the idea of buying a "machine," but every prospect was thinking of "music." To sell talking machines we must sell "music at home," and not only that but "musicians with you at home." This is the new path and the true salesmanship. Wishing you one and all a Merry Christmas and a Happy New Year!

JOIN IN RUNNING VICTORY AD

Thirty Piano and Talking Machine Houses Co-operate in Publishing Announcement

The special Victory advertisement by C. M. Tremaine, drafted immediately after the announcement of the armistice, as a feature of the co-operative advertising campaign now being carried on by piano merchants in various sections of the country, was featured in the New York Times on Tuesday morning of this week, a number of prominent piano and talking machine houses co-operating in running the advertisement, and having their names underneath. Those houses listed in the advertisement were the Aeolian Co., the Autopiano Co., Behning Piano Co., Bogart Piano Co., Brambach Piano Co., Christman Sons, Chas. H. Ditson & Co., Jacob Doll & Sons, Estey Piano Co., Edison Shop, J. & C. Fischer, E. Gabler & Bro., Hallet & Davis Piano Co., Hardman, Peck & Co., William Knabe & Co., Kranich & Bach, Krakauer Bros., Mason & Hamlin Co., Mathushek Piano Co., Paul G. Mehlin & Sons, N. Y. Talking Machine Co., Pease Piano Co., John A. Schaff, Steinway & Sons, Story & Clark Piano Co., Wm. Tonk & Bro., Inc., Wessell, Nickel & Gross, Winterroth & Co., Otto Wissner, Inc., and the Rudolph Wurlitzer Co.

The advertisement occupied a full seven columns in the Times, and made a most impressive showing, being most timely in character.

HEINEMAN CO. AIDS WAR FUND

Contributes \$1,500 to United War Work Drive—Employees Do Good Work

As usual, the Otto Heineman Phonograph Supply Co. went "over the top" in the United War Work drive, which recently ended, and the company contributed to this fund \$1,500, which was credited equally to the New York, Newark and Putnam plants. Otto Heineman, president of the company, also made a large personal subscription, and many of the employees worked indefatigably in the interests of this loan in their home localities. This company has an admirable record in connection with the various war drives, as 100 per cent. flags for every Liberty Loan and Red Cross drive have been awarded to the Otto Heineman Co.

TALKER DEPARTMENT MOVED

Robert H. Barwid & Co., 3008 Lincoln avenue, Chicago, has rearranged his store and moved the Victrola department to the first floor in order to take proper care of the growing trade.

Sanders & Stayman, Baltimore, Md., are experiencing quite a demand for the period designs of Aeolian-Vocalion.



Otto Heineman Phonograph Supply Co.

INCORPORATED

25 WEST 45th STREET, NEW YORK

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

CHICAGO

ATLANTA

SEATTLE

CINCINNATI

TORONTO



OKEH RECORDS

Music on both sides.
Sapphire or steel needle.
Popular and standard selections.

Full particulars regarding the distribution of this record will be given to any dealer or jobber upon application.



This label guarantees quality

We guarantee service. Quality and service guarantee success.

You get prompt delivery of Latest Broadway Hits

on

O K E H RECORDS

10-Inch Double Disc

JOBBER
DEALERS

OKEHRECORDS are of special interest to you.

A remarkable proposition.

Get in touch with us today.

Have you heard an OKEH Record?

OTTO HEINEMAN PHONOGRAPH SUPPLY CO., Inc.
25 West 45th Street, New York.
Gentlemen:-

I am interested in your OKEHRECORDS
Please put me on your mailing list.

Name.....
DEALER OR JOBBER

Street.....

City..... State.....

LET YOUR EAR BE YOUR JUDGE

Foreign Language Records sell splendidly around Christmas. Why not lay in a stock? For particulars, write

**INTERNATIONAL RECORD DEPT.
102 West 38th St., New York**

**Columbia Graphophone Co.
NEW YORK**



DECIDEDLY BETTER CONDITIONS EXIST IN SAN FRANCISCO

Talking Machine Dealers' Association Elect Officers—Conditions With Sherman, Clay & Co.—New Brunswick Dealers—Columbia Renovations—Hauschildt Expansion—New Columbia Representation

SAN FRANCISCO, CAL., December 4.—The trade in San Francisco is experiencing decidedly better conditions this month than it has for some time. The signing of the armistice was the occasion for general rejoicing, and the influenza has practically disappeared. Lack of machines has been a handicap to the dealers, who can sell all available machines easily. The holiday trade started early and many stores have found it necessary to make additions in their departments to take care of the business. Record sales are brisk, and the dealers are fortunate to be able to fill the standing orders.

The offices and salesrooms of the Columbia Graphophone Co. have been entirely done over. The stockrooms have been enlarged, and the offices redecorated. Nathan F. Milnor, the Pacific Coast manager, says the only things the salesrooms need now are a few more machines. He received word from the factory that a re-statement of prices will be arranged immediately, and with deliveries more frequent the future looks very bright for this company. H. Warren Coster, formerly of New York, has been made the Columbia representative in the bay cities. Frank Dorian visited the San Francisco office on his way to Seattle, Wash., where he will assume charge of the company's branch in that city. While here Mr. Dorian and his family were the guests of Nathan F. Milnor.

An attractive display of Pathé machines is the feature of the new phonograph department of Kohler & Chase in San Francisco. At present this is the only line the house carries. In their branch store at Vallejo, Cal., opened since the 15th of the month, the Pathé has received favorable recognition.

A meeting of the Talking Machine Dealers' Association was held in San Francisco on the 26th of the month. The following officers were elected: F. A. Levy, of the California Phonograph Co., president; F. L. Valentine, manager of the Hauschildt Music Co., vice-president; A. A. White, of the White Music Co., in Berkeley, and W. F. Morton and Bent Scott will take charge of the entertainment committee. This was the first meeting since February, and the members of the association are looking forward with pleasure to the resuming of the regular monthly gatherings.

Business in the Victrola department of Sherman, Clay & Co. has been materially affected by the lack of machines. All available stock has been sold, and the department is waiting for a change for the better in the matter of shipments from the factory now that the Government restrictions have been lifted. The record department is reported as being in fairly good shape, and lately several shipments have reached the Coast. The sales are good in this line, especially since the beginning of the holiday season. Andrew G. McCarthy, manager of the talking machine department, is very optimistic over con-

ditions for the next year, and is making preparations for the long-desired shipments of machines. Captain William Mallatrat, son of Commodore Mallatrat, connected with the wholesale department of the Victrola, cabled his father news of his recent promotion to the rank of major. After a year with the Canadian Aviation Forces, Archibald Orr is back in the Victor department of this firm filling his old position.

The Hauschildt Music Co. has been giving special attention to its phonograph department recently, with exceedingly gratifying results. F. L. Valentine, manager of the local store, has been busy with improvements and additions, which were ready in time for the Christmas trade. Two stockrooms have been added, with extra space for records, and on the second floor one side is fitted up with sample models of the different phonographs on display. All the latest record shipments are arriving by express, to insure prompt delivery for the holidays.

Clark Wise, of the Clark Wise Music Co., is elated over the size of his Victrola stock. He has been on the lookout for machines for several months past, in anticipation of the shortage experienced here on the Coast. In consequence, he expects to have enough machines to carry the department over the season.

F. A. Smith, manager of the San Francisco offices of the Brunswick-Balke-Collender Co., reports the success of a new Brunswick model known as No. 35. This company has recently arranged an agency with the Palace Drug Co., with stores in Monterey, Pacific Grove, and Carmel, Cal., where the Brunswick is fast becoming popular. A. B. Wilson, a prominent dealer in Martinez, Cal., has also added the Brunswick to his stock.

The Century Music Co., which handles talking machines, has moved from Stockton street to larger quarters on Market street.

Walter S. Gray, the "Needle King," has a fine stock of Brilliantone needles and other specialties on hand, and is so situated that he can fill all orders promptly.

F. B. Travers, manager of the Sonora Phonograph Co., is back in San Francisco after a successful trip in the Northwest.

The Pfeifer Music Co., of Stockton, have added a complete line of Columbia graphophones to their stock.

The trade in San Francisco mourns the death of H. J. Curtaz, for many years connected with the music business in this city. He died early last month, leaving a son and daughter, as well as sisters and brothers.

Omer N. Kruschke, of the Western Phonograph Co., has taken up his usual travels after the abatement of the epidemic. His firm is the distributor for the Pathé machines and records in California, Nevada and Arizona. He looks forward to booking some big orders.

THE VANOPHONE



VANOPHONE MODEL C
Manufactured by a company of
country-wide prestige.

The Leader in Its Field

RETAILS AT

\$15

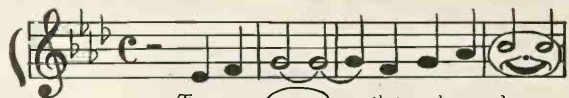
and is guaranteed to give
absolute satisfaction


The VANOPHONE Model "C" plays all records on the market. It is constructed of the best materials that can be secured and is a ready seller

Arrange Today for a 1919 Vanophone Agency

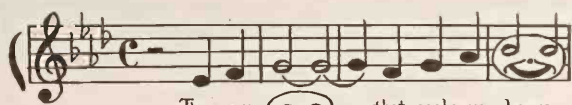
WE ARE GENERAL DISTRIBUTORS FOR THE OKEH RECORD
A SPLENDID 10" DOUBLE FACE HILL AND DALE RECORD

THE GARFORD MFG. CO., Dept. B, ELYRIA, OHIO



There are  that make us happy,

WHY NOT! WAR'S OVER
Christmas coming — Business
going to be better than ever.
Chicago Talking Machine Co.



There are ☺ that make us happy,

WHY NOT! WAR'S OVER
Christmas coming — Business
going to be better than ever.
New York Talking Machine Co.

MILWAUKEE SEES NEW ERA WITH END OF WAR

New Life in Business—Stock Shortage Troubles
—Views of H. A. Goldsmith—New Sonora
Dealers—Co-operative Advertising Wins Out
—Association Grows—News of Interest

MILWAUKEE, Wis., December 11.—There now seems to be not the slightest obstacle remaining in the way of Milwaukee and Wisconsin talking machine dealers to make their holiday business this year the best in volume and turnover of goods of any Christmas season they have ever experienced. The shortage of merchandise, a bugaboo that has existed for several months, is being overcome by various ways and means. While it still is an imposing deterrent, dealers in the main feel certain that they will be able to fill requirements fairly well and in this manner will enable them to pile up a record-breaking volume, even disregarding the extent to which increased prices, compared with a year ago, enhance the volume.

The end of the war a month ago seemed to put new life into both dealers and customers. As irksome restrictions were revoked by governmental agencies, which imposed them upon retail merchants to meet the needs of wartime conditions, trade accelerated until at this time it is probably more active than it ever has been. The appeal to the public to shop early has been answered to a satisfactory degree. Early December trade this year showed such appreciable increases over the same period of 1917 that dealers feel they have made much headway in extending the holiday shopping period from the last few days before Christmas to the first of December, and even the middle of November.

If more merchandise were available before Christmas, doubtless a much more pleasing increase in business could be shown, as the demand is such that stocks on the floors of retailers on January 1, 1919, will be by far the smallest of all time. Although talking machine industries that of necessity were converted to a greater or lesser extent to the urgent direct necessities of war are rapidly increasing their outputs toward the pre-war goal, production will hardly be brought to a level with trade demands for several months to come, is the opinion of local jobbers and retailers as well.

"Conditions in respect to stocks were very unfavorable prior to the time of the collapse of



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

the German war machine and its unconditional surrender, but since then demands from our dealers have increased so largely that it has become a matter of fight, fight, fight, for goods," said Harry A. Goldsmith, secretary of the Badger Talking Machine Co., Victor jobber, 135 Second street, Milwaukee. "Our floors are practically bare of merchandise, for as soon as we are able to obtain fresh goods the dealers are at our doors clamoring for them. This is not due so much to the general shortage of goods as the enormous demand for talking machines."

The Yahr & Lange Drug Co., of this city, distributor of the Sonora in Wisconsin and Upper Michigan, is establishing the record of marketing approximately seventeen carloads of these goods during 1918. In a little more than ten months' time the company received fourteen carloads, containing something more than 2,200 machines. At the beginning of December three more cars were in transit to Milwaukee, and the entire shipment had been spoken for by dealers before the goods left the factory. The Yahr & Lange Co. now has twelve dealers in the city of Milwaukee, and four dealers in the county. Recent additions to the city list include the Kunzelmann-Esser Co., 460 Mitchell street; Winter Piano Co., 375 Grove street; Noll Piano Co., 460 Muskego avenue, and A. Kittelmann, 1819 Center street. The recent decision of the Federal Court at Chicago against infringers of the Sonora name and trade-mark has been given wide publicity by the Yahr & Lange Co.

A development in the local retail trade of the past few weeks that is notable is the appointment of the Kesselman-O'Driscoll Co., 258 West Water street, as retail distributor of the Edison in the downtown district of Milwaukee. The Kesselman-O'Driscoll Co. up to this time has been an exclusive Victor dealer, and will continue to represent this line. For the time being at least the Edison Shop, 213-215 Second street, the retail store of the Phonograph Co. of Wisconsin, Edison jobber in Wisconsin and Upper Michigan, will continue as such, but it is believed that eventually the wholesale house will concentrate its entire attention to the jobbing business, making the Kesselman-O'Driscoll Co. the exclusive downtown retailer of the Edison.

Clarence J. Orth, distributor of the Puritan in Wisconsin and the Upper Peninsula, and exclusive retail representative in Milwaukee, is doing the best business of his long career as a music merchant. Mr. Orth is one of the heaviest advertisers among local talking machine men and the results have more than justified the effort. Mr. Orth during the present holiday season has been devoting much attention to the publication of the expressions of prominent local musicians concerning the Puritan, and these "home" endorsements have counted for much in the sales he is piling up. Mr. Orth recently took practically a week off late in November and attained the thirty-second degree of Scottish Rite Masonry, and thereupon was made also a Noble of the Mystic Shrine, which adds another well-known musician to the ranks of Wisconsin Consistory and Tripoli Temple.

Brunswick dealers in this city and throughout the entire territory embraced by the local branch of the Brunswick-Balke-Collender Co. are reaping a harvest this holiday season, according to Manager T. W. Kidd.

Not the least important factor in the splendid advance of retail talking machine business in Milwaukee and environs is the co-operative ad-

vertising campaign which the Milwaukee Association of Music Industries is conducting at this time. It is the third drive of this nature, the first having been undertaken a year ago, and the second last spring. The present campaign, which began early in November, will last until after January 1. While the upright player and grand piano is by no means being neglected, the talking machine looms up in this campaign as the feature. The campaign embraces two large display advertisements each week for ten weeks, and about one-half of the "copy" relates principally to the phonograph. Stress also is laid upon talking machine records and music rolls as a broad influence in selling machines by pointing out the wonderful array of talent that is available to music-lovers, once they are possessed of the instrument. The results of this and the previous two campaigns have firmly convinced the Milwaukee trade that co-operative advertising is without doubt the best trade stimulant that has ever been invented.

Milwaukee dealers have not been satisfied to merely participate in the general co-operative campaign, but supplement and re-enforce the collective advertising with individual displays.

Miss Helen Gunnis, manager of The Music Shop, 312 Grand avenue, representing the Starr and the Columbia, recently was made a member of the Milwaukee Association of Music Industries. Another new member is Mrs. Peter P. Piasecki, 441 Mitchell street, who is conducting her husband's Victor business while he is in France, serving as a lieutenant-colonel in the Thirty-second Division, now called "Les Terribles" by the French. Mrs. George H. Eichholz, head of the George H. Eichholz Co., 551 Twelfth street, has been a member of the association since the death of her husband last May. This trio of talking machine merchants regularly attends every meeting and contributes much of benefit to the discussions.

A. P. Kunzelmann, head of the Kunzelmann-Esser Co., representing the Sonora and Brunswick, was elected president of the Mitchell Street Advancement Association at its annual banquet and meeting on November 23.

The Squier Shop, Rhinelander, Wis., a leading Victor dealer of northern Wisconsin, has been purchased from Mrs. Carrie Squier by J. D. Shumway, formerly of Ladysmith, Wis. The latter is primarily a jeweler but has had wide experience in retailing the Victrola.

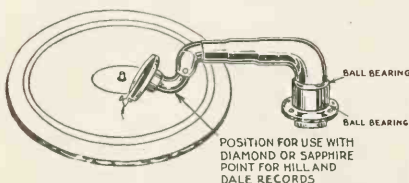
Henry L. Sorenson, Neenah, Wis., finds that the talking machine and piano department which he established several years ago has grown to such proportions that he has leased a store building adjacent to his furniture and undertaking store and early in December opened a complete music store, distinct from his other interests.

The National Phonograph and Record Exchange, recently opened for business at 520 East Water street, in this city, buys, sells and exchanges talking machine records and player-piano rolls and features a plan of exchange at 10 cents each.

Miss Julia Wolf, since early summer manager of the Aeolian-Vocalion department of the Edmund Gram Music House, is building up a splendid reputation in that capacity. Miss Wolf is the first young woman to have charge of the department and has brought many new and novel sales methods into play, with the result that the Vocalion phonograph and record-to-day rank with any other make in popularity and selling power.

TONE ARMS

Immediate Deliveries



F. C. KENT & CO.

Manufacturers of
**Phonograph
Accessories**

Cor. Mulberry & Chestnut Sts.

NEWARK, N. J.

HOW THIS INDUSTRY HELPED THE NATION'S WAR PROGRAM

Unit Construction Co., of Philadelphia, Took Notable Part in the Manufacture of Thousands of Aeroplanes for Army and Navy, Using Famous Unico Trade-Mark

While not generally known to the public, the talking machine and piano industries have been very actively connected with the air program of this country since its entrance into the world

construction and quality of workmanship and materials are absolute requirements. That the Government exercised the most rigid inspection over aircraft production is demonstrated by

propellers, wings, flying boats, etc., being continued under supplementary contracts as fast as the original contracts were completed.

The entire Unit organization was imbued with an intense spirit of patriotism born of the fact that everyone, from the executives down, realized that every propeller, boat or wing sent over by this company would bring the war to an earlier termination.



Flying Boat Leaving Unit Co. Plant



100 Mahogany DeHaviland Propellers

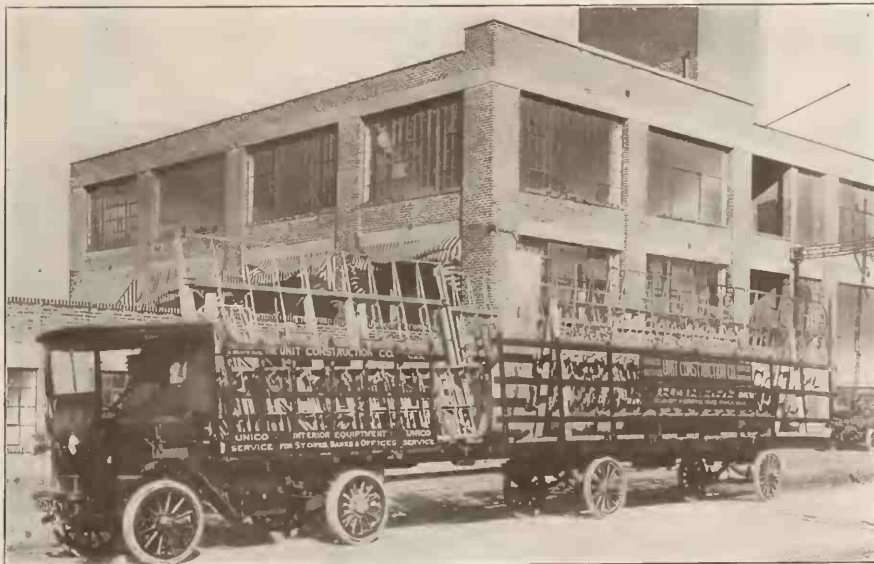
conflict. Practically 75 per cent. of the entire aeroplane propellers required by the Bureau of Aircraft Production and the navy department have been furnished by manufactories allied with the piano and talking machine trades, these concerns including the following: Hallet & Davis, Hardman, Peck & Co., Shoninger Co., Starr Piano Co., Packard Piano Co., Unit Construction Co. The Victor Talking Machine Co. devoted a very large percentage of their facilities to the production of metal parts and aeroplane wings for the navy department. The Unit Construction Co., of Philadelphia, turned its entire manufacturing facilities over to Government production, while their new plant, which covers a city block in area, was still in course of construction. During the past year the Unit Co. has produced over 25,000 propellers of various types in addition to large contracts for flying boats and aeroplane wings, each one of which carries the "Unico" trade-mark. The Huns have therefore had a very practical demonstration of "Unico Service."

the fact that more than thirty inspectors were stationed at the Unit plant. In addition to this governmental inspection the Unit Co. maintained a complete inspection force of its own.

The large production demands of the Unit

The following is typical of the service asked from and given by the Unit Co.: On July 25 a contract was placed for 6,000 propellers of a special type, with the advice that General Pershing had requested a shipment of 500 by August 1, or within just one week. While it appeared at first impossible of accomplishment, a special double shift was at once organized, working twenty-four hours a day and before 12 o'clock midnight of August 1 the 500 propellers were completed, boxed and ready for shipment, each one having the official governmental acceptance stamp.

As the Government's program necessitated the commandeering of practically all available cabinet woods, including mahogany, walnut, quartered oak, birch and spruce, production of pianos, talking machines and furniture has been for the past year necessarily curtailed by lack of materials as well as shortage of labor. Now both material and labor are again abundant and with the demand many times in excess of the supply the coming year will witness a volume of business in talking machines and pianos that will make the record of previous years insignificant in comparison.



Unit Construction Co.'s Truck and Trailer Loaded With Aeroplane Wings

In the manufacture of propellers, as well as all other aeroplane parts, accuracy, dependable

Co. by the Government necessitated working day and night, Sundays and holidays, and the employment of hundreds of skilled artisans. That they were able to render exceptional service is indicated by the fact that they were kept in continuous production to maximum capacity by the Government, every class of production,



Partial View Unico Propeller Department



Hydro-Planes in Course of Construction at Unico Plant

It Fascinates! Sells the Records You Have in Stock!



**Lyon & Healy
Silent Salesmen**
Height 13 inches
Width 14 inches
Weight 4 1/4 pounds

MADE of metal. Finished in black equipped with 6 revolving double faced panels — 12 sides. Panels are artistically printed in 4 attractive colors with a sketchy illustration at the top.

Placing several of these **Silent Salesmen** in your Record Department will enable you to sell more records to every customer.

Price complete with two extra changes of cards \$9.00.

LYON & HEALY

Victrola Distributors

CHICAGO

FROM OUR CHICAGO HEADQUARTERS

E. P. VAN HARLINGEN,
Manager

World Office
Republic Bldg., 209 South State St., Chicago
Telephone: Wabash 5774

CHICAGO, ILL., December 9.—With all restrictions taken off the talking machine industry, the manufacturers are tearing into the work piled high before them and trying to dig themselves out from under the heaps of orders on file. In many instances manufacturers in Chicago have managed to get enough help to enable them to put on three shifts. Other manufacturers are not quite so fortunate; nevertheless, they are working and turning out as much goods as they possibly can.

Regardless of make or fame, the talking machines are being manufactured and sold in Chicago in quantities which a year ago would have seemed preposterous or far beyond the wildest dreams. Of course, quite a number of the machines being turned out in large numbers merely have the looks, but the conscientious manufacturer is turning out goods in which looks are only a secondary consideration, quality being primary.

The wholesale dealers are still doing their level best to apportion their goods with judicious care, and whether or not an order comes in from a "best" customer, all are handled the same way; that is, "first come first served."

There is no way of even beginning to estimate the amount of machines that could be sold during the holiday season. It seems that everyone who has the price wants a talking machine and is willing to pay for it, regardless of terms or initial payments. Although the curtailments are off, the time between the final announcement of this and the holiday rush has been too short to enable the wholesale men to get the goods and deliver them.

The present indications are that the trade will not be back to its normal status much before the latter part of February or the first of March. That is to say, the wholesale man will not be able completely to clear up his books and have all dealers satisfied before that time. Even this looks doubtful at present in some cases.

The same situation applies to records. Although record shipments have increased materially in the last two weeks, they are by no means coming in in sufficient numbers to take care of the demand.

Orders being received for records by the wholesale men indicate that the so-called popular numbers or war songs are on the decline.

However, several of the war songs are still in big demand, and consensus of opinion among the wholesale men is that from present indications these numbers are in a fair way to become known as standard selections.

The Retail Situation

"You may rest assured that just as soon as we get the goods your orders will be taken care of." The above is a stereotyped paragraph with which retail dealers are now well acquainted. They have begun to expect this somewhere in all the wholesale man's replies to their letters asking for goods.

The retail man, in turn, has been using the above paragraph as an affidavit when his customers ask why they cannot have certain types of machines or certain records. In Chicago especially, and it is safe to assume the same applies to other parts of the country, the dealer's activities have been largely confined to making excuses for the shortage of goods, and dates for future deliveries. He has been sorely put to it to keep on the good side of his trade.

The dealer has developed mightily during recent matters along diplomatic lines. By that it meant that he has somehow or other managed to keep on the good side of his customer, and has managed to sell the customer something that he didn't in lieu of something he did want.

Then, again, he has learned good business. Formerly, when he had plenty of goods, he was tickled to death to have the customer state his own terms. Since the shortage of goods he has changed. He now tells the customer that this article can be had for so much down and so much per month, and it is safe to say that his terms have increased amazingly when compared with those in vogue formerly. In many instances he has had the nerve to ask for cash down, and has got it.

Another good thing that the curtailment did for the retailer was to compel him to go through his stockroom and dig up records that had been laying there for years. A great many of these so-called "dead" records, with the least bit of pushing, were quickly sold. The only thing the matter with them was that they had been "lost in the catalog," that is, forgotten. They were good numbers, and those who bought them were well pleased with them.

Inside of a couple of months it is believed the

record situation will be back to normal, and Mr. Retailer will have his shelves full again. It is also safe to believe that the record troubles the trade has just gone through have taught the retailer something about pushing records, and the former practice of forgetting what was kept in stock will be a thing of the past. In the future a "lost in the catalog" record will be an unheard-of thing.

Effective Window Displays

The Talking Machine Shop has a Christmas window installed, which is at once simple and effective. The background of the window is taken up by a plain drape of mahogany-colored velvet. On either side of this background is a potted Christmas tree, which is used in the same manner as a pilaster; that is, the Christmas tree is cut lengthwise, so that there is a flat side placed immediately against the drape. There are no decorations on the Christmas tree other than some long streamers of silver and white tinsel. Immediately in the foreground is placed a pedestal, draped with a mahogany-colored velvet throw. Upon this stands a large model of a Victor talking machine in mahogany finish.

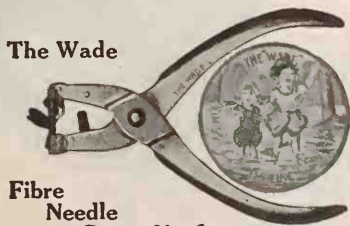
Another window that is exceptionally effective and causing much comment is that of the Brunswick Shop. This window is built so as to effect a stage setting of "The Midnight Sun." Immediately in back of the proscenium arch on either side is placed a setting that depicts rocky, stormbeaten cliffs. In back of this is a drop painted in the effect of a skyscape and at the extreme right of this drop is painted the sinking sun. The floor of the set is composed of a large mirror which reflects back the towering cliffs, the sun and the clouds. In the foreground is a light trough, wherein are placed ruby-colored incandescent lamps, which throw a warm, subdued red glow over the entire setting.

Much Timely Propaganda

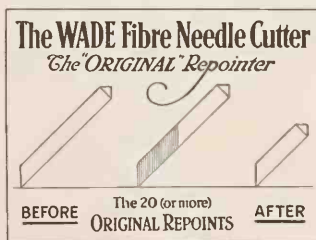
A great deal has been accomplished in the last few months by the Chicago branch of the Columbia Co. in the way of propaganda. All kinds of advertising stunts have been pulled off and no expense has been spared in promoting this educational work.

R. H. Walley, who has been spreading Columbia propaganda locally, has been pulling some
(Continued on page 83)

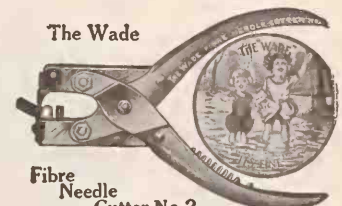
NEW PRICES ON THE "WADE" FIBRE NEEDLE CUTTER



The Wade
Fibre
Needle
Cutter No. 1
Price \$2.00



Write for samples and Trade Discounts
or Order from your regular Distributor



The Wade
Fibre
Needle
Cutter No. 2
Price \$2.50

WADE & WADE, 3807 Lake Park Ave., Chicago, Ill.

Two Great Selling Features Every Brunswick Dealer Appreciates

1



The Ultona—

a unique feature of The Brunswick Method of Reproduction. Now you can play all makes of records at their best.

THE Brunswick Method of Reproduction has brought about an increased volume of sales. Dealers everywhere join in praising this great idea.

Most dealers realize the drawbacks to old methods of reproduction, and the public, in becoming acquainted with The Brunswick Method, is losing interest in yesterday's standards.

The House of Brunswick is educating the music-loving public to make comparisons. In its advertising in national publications The House of Brunswick is stating compelling facts—which few purchasers care to ignore.

The current advertising campaign spotlights two

features of The Brunswick Method of Reproduction: [1] The Ultona and [2] The Brunswick Amplifier.

A description of the Ultona is enough to make the average buyer anxious to see this new all-record player.

In speaking of The Brunswick Tone Amplifier, we state how The Brunswick attains superior reproduction by complying with acoustic laws, and how we avoid old conceptions.

By studying our advertising, you will note that it is pure selling copy, the exact arguments you and your salespeople can use to great advantage. It is straight from the shoulder, and presents compelling REASONS WHY.



The **Brunswick**
ALL PHONOGRAPHS IN ONE

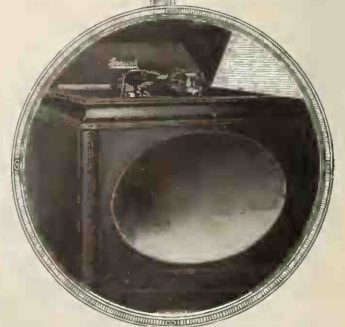
2

This super-phonograph, as hundreds of Brunswick Dealers will attest, has won high rank as a profit and friend-maker. And its popularity is ever increasing.

We are proud of its reception and of the fine dealer connections it has brought to The House of Brunswick. We have placed our faith and

our resources behind this phonograph and we know that an even greater future is attainable.

More and more The Brunswick is winning friends—everyone who hears it recognizes its worth. We intend to increase this appreciation of The Brunswick—and every Brunswick Dealer will profit thereby.



The Brunswick Amplifier

a new idea in tone reproduction, departing from old-time crudities. Tones hitherto lost are now brought out in rich clarity.

The Brunswick-Balke-Collender Company

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

General Offices:
Chicago and New York

Canadian Distributors
Musical Merchandise Sales Co.
Excelsior Life Building
Toronto

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 81)

very clever stunts lately that are attracting much attention.

His latest stunt is that being used throughout the Shubert circuit by the various "Seven Days' Leave" companies. In the last act of "Seven Days' Leave" is a churchyard scene, and the



The Columbia on the Stage

dedication of a monument to fallen heroes is in progress. Some words are said relative to the wonderful leadership and bravery of the fallen heroes, and the hero of the play is the major who makes the address. It is during this address that a Columbia talking machine is brought into action, and the Pershing record is used, always bringing forth thunderous applause.

Mr. Walley has also made arrangements for the coming War Savings Stamp drive in Chicago. He has had permission to place in the stamp booths a Columbia graphophone and Columbia records. There are nine booths located on principal corners in the loop and eighteen booths in principal downtown hotels.



Certificate for Doe & Bill Furniture Co.

The accompanying illustration is of a photograph of the first prize recently awarded the Brunswick department of the Doe & Bill Furniture Co., of Oklahoma City, at the recent Oklahoma State Fair. This company had a decidedly interesting Brunswick exhibit at the fair, which was the means of bringing about a marked in-

crease in the Brunswick business in this section of the country.

Much credit for the success of the fair must be given to M. E. Burton, who is in charge of the company's talking machine department. It was due entirely to Mr. Burton's work that the exhibit proved so successful. He engineered the scheme of exhibiting and made quite a number of good deals, as well as securing a long list of good prospects, which were eventually followed up and successfully closed by him.

The Silent Salesman

The title of this little item is enough to cause wonderment when one stops to trace back in his mind whether he has ever run across a silent salesman in the talking machine business. As a general rule, a talking machine salesman has a reputation of being other than silent. Nevertheless, the trade is becoming more and more familiar each day with the "Silent Salesman," that little stand which is becoming so popular lately, and is to be found on the counters of so many retail stores.

It is merely a little metal pedestal and stand, whereon is placed a dozen revolving panels, containing the monthly bulletins. This little arrangement was designed about a year ago, and first placed on display in the talking machine department of Lyon & Healy. It proved so effective for helping the customer select his records that Lyon & Healy decided to have it manufactured in large numbers and offered to the trade. This was done, and the demand has grown to large proportions.

The stand is made of metal with an ebonized wood base, equipped with rubber feet, so that it can stand on a glass or polished counter without doing any damage. It is made up of six double-faced metal panels, so that twelve display cards may be shown. The height of the stand is thirteen inches, and the diameter of the arc inscribed by the swing of the panels is fourteen inches. The whole stand complete ready for use weighs four and a half pounds.

Demand Steadily Grows

"There is a big demand for high-priced Columbia machines which cannot be filled in time for the Christmas business," says W. C. Fulhri, manager of the Chicago branch of the Columbia Graphophone Co. "We have plenty of small types, in fact, more than we need; but it seems that the laboring classes have more money this year than they ever had, and they are insisting upon higher-priced goods.

"The restrictions upon the manufacture of talking machines were called off a little too late to do any good for the Christmas trade," he con-

tinued, "and I don't believe that the factories will be in a position to take care of the orders on hand until probably early in March.

"I cannot recall a time in the history of the talking machine business since I have been connected with it where there was such a demand for records. The semi-classical numbers are in great demand, and the call for popular selections, while it has been immense, is still increasing. We regret exceedingly that we have not been able to make more prompt deliveries of our goods, but we have been very fortunate in taking care of our trade as well as we have.

Building New Addition to Plant

The Vitonola Co. in an effort to take care of their constantly increasing trade are putting up a new addition to their recently acquired big plant at Cicero. In order to have the addition in working order at the earliest possible moment the company has offered a bonus to the laborers at work on the building. The original contract for its completion is set for December 20, but from present indications, based upon the rapidity with which the working men are laboring, there is no doubt that the new part will be in working order long before that time.

The Vitonola Co. decided upon this new addition because the company's business has been growing to such proportions as actually to crowd them for room.

In the past few weeks they have been working on a ten to twelve-hour shipping basis, that is, they have been supplying the demand for Vitonola talking machines in from ten to twelve hours after the receipt of order. Of course, this company, like all others, has a large amount of orders on hand for future delivery, and they believe that they will be back to normal conditions within the next sixty days. The Vitonola Co. is one of the fortunate companies in so far as help is concerned. They have managed to get help to enable them to put on three eight-hour shifts and are, therefore, working twenty-four hours per day, including Sunday. Nevertheless, they are still far behind with their orders for future delivery, but believe they will soon be able to clear up.

Phono-Grand Demand Increasing

J. P. Seeburg Piano Co. have been obtaining much success with their Phono-Grand. This instrument, which is already well known to the trade, is a combination of an up-to-date talking machine with a modern reproducing piano. L. C. Hirt, who makes a specialty of Phono-Grand throughout the Kansas territory, has been sending many orders for this instrument lately. The instrument is of such a nature that better results are obtained when a salesman makes a specialty of it. Mr. Hirt has been doing this, and takes a sample from town to town, where he has been exhibiting it at all places, such as restaurants, confectionery stores, etc., where it fits in nicely. This method of specializing has more than repaid Mr. Hirt's efforts. He has

(Continued on page 85)



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.

Start the New Year by using the Empire tone arm and sound box on your machine—it will give your machine 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

A Great Sales Power

FOR EVERY

PHONOGRAPH DEALER

Every Hiawatha you sell means more sales.

They act as an endless chain.

Honest merchandise can always repeat.

Every Hiawatha Phonograph can be sold with your

stamp of approval and backed up with your business reputation.

Prepare for your Fall business.



Style 100



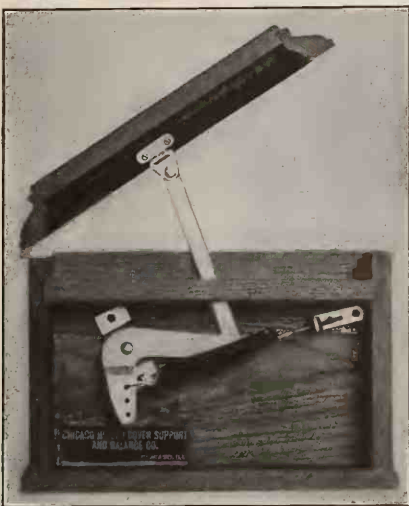
FIVE HIAWATHA MODELS: \$50, \$75, \$95, \$125 and \$175

IMMEDIATE DELIVERY

Hiawatha Phonograph Company

209 South State Street

CHICAGO, ILL.



(Pat. Applied For) COVER BALANCE No. 1

Wherever You Go

You are sure to find a dealer somewhere selling a talking machine "without a kick." His business is growing steadily. Why? If you investigate the instruments he handles you will find they are rightly *Equipped*. That's what counts! *Equipment*. Look over your machine's *Equipment* a second time and then just remember that

The Chicago Cover Balance Number 1

is one equipment feature that builds a dealer's business. Can your dealers say they are selling talking machines "without a kick"? If not, write us at once and we will help put your machines on the market—"Kickless."

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 83)

made a study of the instrument, and knows whereof he speaks when he is making a demonstration. The Phono-Grand is not only making itself known throughout Kansas, but confectioners, restaurateurs and various other people are especially well pleased with the instrument, and are sending in their orders.

Now Captain Kingwill

First Lieutenant H. S. Kingwill, formerly attached to the Chicago office of The Talking Machine World and The Music Trade Review, and who has been for several months overseas with the Fifty-eighth Infantry, has just been promoted to captain and with his regiment is reported to be somewhere in Luxemburg. This information was conveyed to his former associates in the Chicago office by his uncle a few days ago. Last reports show that Captain Kingwill is well and happy and having a very good time in Nancy, where he was on leave for a few days.

Tel-O-Tone Plans

The Western News Co. has every reason to be satisfied with the reception given the Tel-O-Tone phonographs. Not only the distinctive acoustic features of this instrument, but the attractive case designs have gained the highest approval of the trade. Although the machine has been on the market but a few months, it is already in very strong hands. Dealers and jobbers of progressiveness and natural strength the country over have taken hold of it, and are pushing it aggressively. The company is preparing for an increased output for 1919 with a view of filling promptly the increasing demand from their present connections and for supplying new ones in unoccupied territory.

Good News for Pacific Coast

From all indications the "flu" has not had any effect upon the talking machine business of the Wiley B. Allen Co. stores on the Coast. This company, who several months ago took over the

Far West Brunswick representation, has been making exceptional demands for immediate shipment of goods. When this company took over the Brunswick line they anticipated a certain amount of business, but this business has grown far beyond what they anticipated, as results on the Brunswick order book show.

Their artistic window displays indicate the manner in which they have been introducing the



Artistic Brunswick Window

Brunswick, and James J. Black, who manages the talking machine departments for all the Allen stores, has not been overlooking anything along the line of publicity stunts.

Tonofone Representation in Canada

Arthur K. Kempton, of Montreal, Canada, has been appointed by the R. C. Wade Co. to represent Tonofone needles exclusively throughout Canada. Mr. Kempton recently saw the Tonofone ad in The Talking Machine World and made a special trip to Chicago in order to consummate the deal with the Wade Co. Mr. Kempton is a specialist and handles nothing but needles of all kinds and descriptions. He not only does extensive traveling throughout the whole of Canada, but he constantly keeps his three travelers busy. They are always on the job.

Mr. Kempton has recently returned from the front, where he had been for the past three years actively engaged with the Canadian

forces. He received his honorable discharge a short time ago, and was invalided home, due to his being gassed with chlorine.

Mr. Kempton stated that to his knowledge there are no needles of any kind being manufactured in Canada, and it is for this reason that he makes a specialty of needles and handles every known make and kind.

Christmas Greetings!

The Chicago Talking Machine Co. has mailed out to its many friends in the trade new 1919 calendars. The calendars are illustrated by portraits of either Pershing, Joffre or Foch, and are printed in the new "oilette" process. The oilette process is a new wrinkle in the art of printery and very effective. The prints are made in such a way that the surface of the picture is roughened, following the artist's brush marks, and receives a final finish of a high gloss. The appearance from the distance is that of an oil painting, and cannot be detected from such save upon close inspection.

When the announcement was made by this company that they were sending out their yearly calendars, demands grew to such proportions that the large stock that they had on hand was completely exhausted within twenty-four hours. A repeat order was sent into the printing company for more of the calendars, but the printing company stated that it would be unable to fill the order, as the supply was completely exhausted.

Victor Visitors

Chas. K. Haddon, vice-president of the Victor Co., and R. L. Freeman, the secretary, recently paid a visit to Chicago. The visit of both of these officers of the Victor Co. created some comment in the Chicago trade, as their visit was a radical departure from the policy generally pursued by the Victor Co. Needless to say, their trip, which brought them to Chi-

(Continued on page 87)

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



VITANOLA 17, \$300.00
Brown Mahogany



VITANOLA 16, \$200.00
Mahogany or Oak



VITANOLA 14, \$180.00
Mahogany or Oak

THE NEW LINE OF
VITANOLA
TALKING MACHINES

VITANOLA
TALKING MACHINES

*continue to maintain their
high standard of quality*

A TALKING Machine to give satisfaction must in these days be very nearly perfect. The public demand much more of the machine than they did even five years ago. These demands, however, are fully met by the Vitanola. The new Vitanola stands now as an example of perfect performance.

¶ The big feature about the New Vitanolas is that they give you an almost unlimited range of new and improved selling points.

¶ There's the improved motor, the enlarged and voluminous tone chamber, the new tone arm and sound box, the exquisitely designed cabinets—really beautiful pieces of furniture.

WRITE FOR PRICES AND TERMS

VITANOLA
TALKING MACHINE CO.

501-509 West 35th Street
CHICAGO : ILLINOIS



VITANOLA 12, \$160.00
Mahogany or Oak



VITANOLA 10, \$120.00
Mahogany or Oak



VITANOLA 8, \$90.00
Mahogany or Oak



FROM OUR CHICAGO HEADQUARTERS—(Continued from page 85)

cago and north as far as Minneapolis and then south through the Central West States and back to Chicago, was of immense value to the Victor trade in general and also to the Victor Co., as they were able to gain a great amount of most useful information.

Accessory Business Steadily Expanding

The Lakeside Supply Co. have been receiving during the past month more material than they have had for some time; although material has not come in as yet in quantities sufficient to take care of the orders held on file. Bill and Gus Fricke, the heads of the concern, are both of the opinion that the accessory business is increasing far beyond their expectations. Many new companies have recently started or are about to start in the central and western territory; and from present indications it looks as though Chicago is going to be a main element in the talking machine industry. The greater number of the existing woodworking plants are located within a short distance of Chicago, especially in Michigan, and a great number of new concerns are either locating or have located here. This puts Chicago in a favorable position, as the East is beginning to look more and more to the West for its talking machines, although the West is dependent to some extent upon the East for metal parts.

The Lakeside Co. have been carrying out some careful experiments with tone arms and have therefore been able to add many new features to their well-known Jumbo line.

Both Bill and Gus have become well known to the Western trade as an information bureau. Carrying almost everything known in the accessory line, of all makes and brands, from needles to complete machines, they are filling a long-felt want, and usually can not only give proper information but supply any parts needed.

They have recently taken over a new machine shop and are at present looking around for another one to take care of their trade. At present they have four shops in operation.

Western Branch Increases

The Chicago branch of the Otto Heineman Supply Co. recently took over about five thousand feet of additional floor space in the building they occupy on West Jackson Boulevard. By comparison with the first office they had in this building, their present quarters are approximately twenty times as great. The new addition was taken over principally for the record department and extensive record bins have been installed for the carrying of a large stock of OkeH records.

S. A. Ribolla, who manages the Chicago office, believes that 1919 will be a banner year for the

talking machine industry. He says that the OkeH records are developing fast and he is constantly in receipt of numerous letters from the dealers throughout the country who commend the records highly. The record business is developing much more rapidly than his most optimistic expectations.

Otto Heineman, president of the company, spent the past week visiting the trade in Chicago.

Now With Wilson & Co.

A. J. Gosswiller, Jr., is now in charge of the retail talking machine department of Thos. E. Wilson & Co. Mr. Gosswiller is a man well known to the local trade and was for ten years connected with the talking machine department of the P. A. Starck Piano Co. After leaving the Starck Co., about a year ago, he went over with the talking machine department of the Kimball Co., but left there several months ago, due to the work or fight order and took a position in an ammunition factory at Dayton, O. At the ammunition factory he was assigned to the turning of 75-millimeter gas shells, and he broke the record one day by turning out 1,126 of these shells. Upon his release by the Government from further work in the munition plant he returned to Chicago, and two weeks ago became associated with the Wilson phonograph department.

Emerson Output Doubled

"Within the past two weeks the output of records by the Emerson Phonograph Co. has been approximately doubled," stated F. W. Clement, manager of the Chicago branch of that company, "and the good shipments we have been receiving recently have enabled us to take care of our dealers' wants for their Christmas trade. The lifting of the curtailment and the sudden termination of hostilities furnished means for opening the gates to the manufacturer and letting him increase his output. This had its effect on the dealer, who had been laying low and not pushing his goods. The reason the dealer didn't push his goods was because he didn't have much to push, and what little he did have he was reserving for his Christmas trade. Now that he has been assured he can have goods, he has been unloading what he had and sending in orders for more, and he is doing all the pushing necessary without any argument on any manufacturer's part. It is not a question of salesmanship any more. It is merely a question of having the goods on hand. For the first time in three months we have put our travelers back on the road. The number of orders they are sending in is surprising. It will, however, take some time to clear up the back orders, but everything looks good for the near future.

Six Best Sellers

The Columbia Co. announce the six best sellers for the month as follows: "Christmas Chimes" and "Cathedral Chimes"; "My Baby Boy" and "You're the Greatest Little Mother in the World"; "Oui, Oui, Marie" and "My Wild Days Are Over"; "They'll Be Mighty Proud in Dixie of Their Old Black Joe" and "If I'm Not at the Roll Call"; "Oriental" and "Texas"; "Beans, Beans, Beans" and "I'm Too Tired to Make Love."

The six best Edison sellers are: "Come Unto Him" and "There's a Beautiful Land on High"; "Hush-a-Bye, Ma Baby" and "Longing for My Dixie Home"; "Fantasie" and "Second Mazurka"; "There's a Long, Long Trail" and "Freedom for All Forever"; "I'm Sorry I Made You Cry" and "Daddy Mine"; "My Sunshine Jane" and "Mother's Old Sweet Lullaby."

Pathé announce the following six best sellers: "There's No Better Use for Time Than Kissing" and "Not You" and "Hit Medley"; "Hindustan" and "Frivolity"; "High School Cadets" and "The Liberty Bell"; "For Your Boy and Mine" and "Freedom for All Forever"; "On the Level, You're a Little Devil" and "That Soothing Serenade"; "A Little Birch Canoe and You" and "Garden of My Dreams."

The six best sellers for Victor records are: "Missouri Waltz" and "Kiss Me Again"; "Smiles" and "Rose Room"; "Oh! How I Hate to Get Up in the Morning" and "Oh, Frenchy!"; "I'm Sorry I Made You Cry" and "One Day in June"; "The Last Long Mile" and "K-K-K-Katy"; "Just a Baby's Prayer at Twilight" and "On the Road to Home, Sweet Home."

Emerson announce the following six best sellers for the month as follows: "Rock-a-Bye Your Baby With a Dixie Melody" and "Big Chief Killahun"; "Smiles" and "You Keep Sending 'Em Over"; "Blue Rose" and "Ful-o' Snap"; "Hindustan" and "Ange D'Amour"; "National Emblem" and "Gate City"; "Cleopatra" and "K-K-K-Katy."

A New Attachment for Edison Disc

The Combination Attachment Co., of 25 East Jackson boulevard, this city, announce that they have perfected an entirely new universal attachment for the Edison disc machine. It is simple to operate and perfect in construction. Being different from others, it can be operated with the Edison lever and tracks perfectly across the record. It can be turned in an upward position, the most convenient method for changing needles. The attachment actually looks like a part of the original machine, pre-

(Continued on page 88)

We Distribute at Wholesale the OKEH RECORDS

Hill-and-dale cut. Double face,
10-inch size. Retail at 85c.

We Can Fill Your Orders

Monthly Bulletin Mailed
Free for the Asking

Write Us Now!



A Full and Splendid Line of Patriotic Music, Popular Songs, Dance Hits, Musical Comedy, Grand Opera, Standard, Sacred.

GREAT ARTISTS!!

NOW READY

Magnola Talking Machine Company

General Offices

711 Milwaukee Avenue, Chicago

OTTO SCHULZ, President

CHICAGO

Southern Wholesale Branch

1530 Candler Bldg., Atlanta, Ga.

Greetings of the Season to all our Customers and Prospective Customers:

WE wish to thank all for their kind indulgence during our past trying months and hope now that Peace has been established to serve all better. Let us figure on your year's requirements on cabinets, motors, tone arms, hardware and accessories. Don't forget that we can supply ROTO-METERS from Stock.

We also Job the famous OkeH (Heineman) hill and dale records, played with sapphire ball or steel needle. No orders too small for our personal attention or too large for our organization.

Cordially Yours

For a Merry Christmas and a Prosperous New Year

LAKESIDE SUPPLY CO., INC.
202 S. CLARK ST., CHICAGO, ILL.
TELEPHONE, HARRISON 3840

Bill Fricke SEC.
Geo Fricke PRES.

FROM OUR CHICAGO HEADQUARTERS (Continued from page 87)

senting a very neat appearance, and the reproduction of all makes of records is satisfactory. Records having those disagreeable surface sounds, with the original reproducers can be played almost noiselessly and with a most perfect tone. You have the option of using the most suitable jewel or needle point on the record being played and any volume can be attained.

A Letter to the Trade

The J. P. Seeburg Piano Co., of this city, has mailed a letter to the trade setting forth very succinctly the merits and sales opportunities of the Phono-Grand made by them. The letter in part is as follows:

"We know positively the way to increase your sales—a good side line. A good side line will utilize every part of your spare floor space and will practically double your sales without materially increasing your overhead. A good side line for your store is one that adheres to the

music line. Our suggestion is the Seeburg Phono-Grand.

"The Phono-Grand is a combination talking machine and reproducing piano, both operating electrically. The instrument is of convenient size; its finish artistic, and its utility evident. The talking machine is high grade in every respect. The piano interprets hand-played rolls of world-famous masters. The music is standard. The feature of the piano music is the wonderful expression with which it interprets the selections. The handling of the Phono-Grand will enable you to go after the piano prospects, who heretofore you have been able to reach but to whom you had nothing to sell.

"You have had good customers on your books who always paid promptly, and who you almost disliked to see pay up in full. You can resurrect these customers by selling them a Phono-Grand and take in trade the instrument you formerly sold them. Furthermore, you can always sell them customers' records and piano rolls. The Phono-Grand will increase your scope of activity and double your profits. Its field is unlimited. Get all of the prestige this line insures and write to-day for prices and terms."

They Are Coming Home

President Harry G. Wolper, of the Nightingale Mfg. Co., of this city, is naturally jubilant over the fact that Harry Steiner, treasurer of the company, and Edward Spiro, the secretary, who early showed their willingness to serve their country by enlisting in the Great Lakes, will soon be back at their respective desks. They will find things going very nicely at the plant. Mr. Wolper states that they have every reason to be satisfied with the business done in 1918, in spite of the prevailing conditions. They have added a number of new dealers of the most satisfactory caliber, who are pushing the Nightingale product energetically and in a high-grade manner. He is very enthusiastic regarding the coming year, and is preparing for a notable expansion of their business.

A Christmas Letter

The R. C. Wade Co., which last month made its formal bow to the music industry, is sending out a very interesting little Christmas letter to its trade. The company's advertising propaganda have brought an avalanche of inquiries. In one short month their mailing list, which at the time of their announcement contained a few names, has jumped to hundreds. In order to become better acquainted with their new dealers they have decided to send out the following interesting Christmas letter, which we reproduce in part:

"Greetings—Tonofone, the talking machine needle supreme, is to every manufacturer and dealer in every branch of the phonograph business, and to every music-lover—a priceless boon. Why? Because Tonofone brings out beauties and charms hitherto unknown in the rendition

of 'canned' music, and therefore enhances the value of every talking machine and of every record in the world.

"Prior to November 15 Tonofone was unknown, except to a very few, yet to-day—one short month later—it is easily the sensation of the talking machine world, and it has come into eminence on pure merit—nothing else.

"The wonderful reproductions of Tonofone do not depend on any one of its several distinctive features. Tonofone is materially, mechanically, scientifically and musically correct. Without exactly the right material, treated in exactly the right way and unless that material be made up with the very extreme of accuracy possible in mechanics, this needle and every needle would fail—must fail—to reach the full measure of its purpose—must be a disappointment and a failure.

"Very few people comprehend the complex and composite character of the modern talking machine. Most of us are content to enjoy the delights of this wondrous master instrument, without giving even a thought to the why and how of it. This condition is a lamentable fact, because, to one with even a very limited knowledge of its workings, mere enjoyment becomes absorbing fascination.

"The record is the infinitely delicate storage battery—the heart and soul and source of sound impulse. The reproducer is the mouthpiece. The tone arm, the amplifier, the cabinet—each part, in fact, has its special, peculiar function—yet each and all are powerless in themselves—they lack the life-giving impulse.

"Tonofone is the master key that unlocks all these parts, the link that couples and combines all into one beautiful, harmonious whole and makes the modern talking machine what it is to-day.

"Furthermore, Tonofone is so nicely and pre-

"Orotund" and "Superior" Attachments, Tone Arms and Jewel Points for PERFECT TONE

Recommended by all expert dealers and manufacturers.

The "Best" because they will play all makes of records perfectly, with the least mechanical and surface noise, also most safely.

"Orotund" and "Superior" attachments are scientifically made and perfect in action. The only attachments which will give satisfaction when operated according to instructions.

All up-to-date dealers should handle attachments as there are many favorite records in the world's library made in both hill and dale and lateral cut lines.

Attachments made to fit all standard makes of talking machines.

New universal Edison attachment now ready. Plays all makes of records with perfect safety and less surface noise than when played with the original reproducers.

Write for prices and descriptive circular.

Combination Attachment Co.
20 E. Jackson Boulevard
Chicago, Ill.

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

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 88)

cisely adapted to its purpose that it not only gives a perceptibly and decidedly better rendition, but does it with the very least possible wear on the record. Which rides the more easily and injures the roadway least? The rigid, iron wheel or the soft, resilient pneumatic tire? Tonofone is flexible, elastic, resilient, musical. Rigid needles necessarily bounce along from wave to wave, skipping some and confusing others. Tonofone runs into and over each little undulation, wears them evenly and picks out and transmits, pure and unspoiled, each and every tone. That is why it is the needle supreme. Get a copy of the November or December Talking Machine World and turn to page 59—it tells how to find out about and secure this wonderful little newcomer in the music world."

Steger Phonographs Ready for Trade
Roy Hinman, manager of the wholesale sales

department of the phonograph division of Steger & Sons Piano Mfg. Co., announced this week that the company has now their productive capacity so organized that they can go after wholesale business in a way they have not been able to do in the past. Heretofore they have only been able partly to supply the demands of the regular and long established Steger piano dealers, but now they have a large number of instruments covering the entire line, coming through at the plant at Steger, and will be able to take on additional representation the first of the year. The line is a remarkable one, embracing no less than nine different models, all distinguished by a beauty and originality of case design, and perfect cabinet work that might be expected from a house of the Steger reputation.

Tonally, too, the instrument is one of distinction, and there are various original features

which deserve the consideration of the trade. One of the most notable is the arrangement by which the simple manipulation of a button in the tone arm regulates the various pressures necessary for the playing of lateral cut, Pathé or Edison records. Another notable feature is the patented sound chamber. It is built entirely of wood and the proportions have been carefully worked out, so that the chamber offers no obstructions of any kind to modify the tone quality.

Announce Their Complete Line

By means of an artistic and original folder, the Vitanola Co. are announcing their complete new line of talking machines. The instruments illustrated in their folder are of their new models, which contain many new and valuable improvements and are announced just in time for the holiday and winter season. The folder

(Continued on page 90)

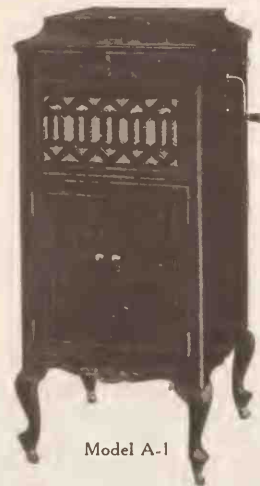
Performance Counts—

Think what "performance" means to you in the making of sales. To demonstrate to a prospective purchaser and close with him through the successful "performance" of the machine. That's what the Empire will do for you—enable you to sell your patrons quickly and build up a profitable phonograph department.

Let's get together now on the Empire proposition—start the year 1919 by taking up the Empire agency—it will enable you to command every class of trade and you will realize handsome profits on the sale of every machine.



Model CC



Model A-1



The Machine that Plays any Record



The Machine that Plays any Record



Model B.



Model D

You will have no trouble selling Empire records in your locality—we can supply you with all the latest "hits" and you will have a large variety to offer. Look over our January list in the Record Bulletin of this paper and then send us a trial order.

EMPIRE TALKING MACHINE CO.

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

PHONOGRAPH CABINETS

FOR THE TRADE

The Panels are of Mahogany. The balance of the
woodwork is of Selected Red Gum

OTHER FINISHES CAN BE SUPPLIED

Place Orders **NOW** for 1919 Delivery

LAKESIDE SUPPLY CO., Inc.

202 S. CLARK ST.

Phone, Harrison 3840

CHICAGO, ILL.



The specifications for
the three types we
offer are:

TYPE "A"

Height—Width—Depth
45" x 20" x 23 1/2"

TYPE "B"

48" x 22" x 24"

TYPE "C"

50" x 23" x 24 3/4"

We have a limited num-
ber of these Cabinets
for immediate delivery

Write for Particulars

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 89)

was recently designed by Sam Schiff, of the Vitanola Co. Its cover is a two-page affair, whereon is printed a pen-and-ink illustration of an elaborate doorway. Pasted over this doorway is a strip whereon types of Vitanolas offered are printed. Six models in all are shown, including one of their console type. The coloring of the machines is a soft black, and the background is of gold, surrounded by a narrow strip of red border. The illustrated strip is pasted over the aforementioned doorway, and the caption on the door reads "This door leads to greater opportunity."

Interesting Story of Progress

A. G. Kunde, of Milwaukee, celebrated his



View of A. G. Kunde's Warerooms
tenth year in the talking machine business in
November of this year. It was a decade of re-

markable progress. His entrance into the talking machine field was a little store on Fon du Lac avenue, in the outlying districts of Milwaukee. He made a success from the very start and in a year attracted the attention of the Columbia Graphophone Co. to such an extent that when they decided to discontinue their Milwaukee branch they immediately approached him on the subject. He took over the Columbia store on Grand avenue, and with it the jobbers' representation for Milwaukee county. A few months later he moved to his present location at 516 Grand avenue, and in a few months remodeled the store and added immensely to its attractiveness.

Not only does he do a retail business of very large proportions, but he has also established a number of new dealers in Milwaukee and nearby towns. Mr. Kunde has been assisted since the beginning of the business by his wife, a most charming and intellectual woman, who has developed into a saleswoman of distinguished ability.

Welcome Home

Wm. C. Griffith, who prior to his enlistment in the United States Army was assistant to G. P. Ellis, sales manager of the Chicago Talking Machine Co., has received his honorable discharge and will be back on the job at the company's offices by Monday of next week. Upon

enlistment, Mr. Griffith was sent to Camp Wheeler, Macon, Ga., where he received his training and was promoted to the rank of corporal. About three months ago he was selected as a candidate for the Officers' Training School at Camp Zachary Taylor, Kentucky, and since then has been receiving a thorough schooling.

Sympathy for L. C. Wiswell

L. C. Wiswell, manager of the talking machine department of Lyon & Healy, has the deep sympathy of his very many friends in the trade in the death of Mrs. Wiswell, which occurred on Sunday, November 16, at her home, 10534 South Seeley avenue. Mrs. Wiswell had been sick but a short time with pneumonia, succeeding an attack of influenza. The funeral services were held the following Tuesday afternoon at Mt. Hope Cemetery. Mrs. Wiswell is survived by her husband and four children.

Brunswick Activities

C. J. Carroll, who formerly looked after the Brunswick trade in Denver territory, has been released by the Government and is back at his old stamping grounds. For the past several months Mr. Carroll has been working in a Government ammunition factory in Tennessee.

A. J. Kendrick, general supervisor for the Brunswick Co., spent last week in Indianapolis, calling on Geo. F. Standke, manager of the Brunswick Shop in that city.

L. E. Blythe, formerly Kansas City representative for Brunswick, but now a member of Uncle Sam's forces, stationed at Ft. Sheridan, was in town for a few days recently.

Personals and Visitors

V. H. Nelson, manager of the talking machine department of the Wilbur Templin Music House, Elkhart, Ind., was a caller recently.

W. E. Shay, Elyria, O.; S. M. Field, of the George Gloss Dry Goods Co., Little Rock, Ark.; J. A. Hofheinz, of the Bry Bloch Mercantile Co., Memphis, Tenn., were among the recent visitors to the trade here.

A. W. Roos, manager of the St. Louis branch of the Columbia Graphophone Co., was in Chicago recently.

Chas. Kennedy, Columbia representative at Cleveland, spent a few days in Chicago.

Wallace Brown, the live wire Brunswick dealer of Detroit, paid Chicago a visit last week.

Our Repair Department

WE ARE EQUIPPED TO DO REPAIR WORK OF ALL KINDS

Our experts are men of 20 years' experience in the assembling and repairing of all the mechanical parts of a talking machine and are capable of repairing and adjusting any kind of a motor, sound box or any other part of any make of machine.

All work guaranteed to be satisfactory in every respect.

Efficiency and quick service at all times, with reasonable prices.

Send us your repair jobs and they will receive prompt attention

INCORPORATED UNDER THE
LAWS OF ILLINOIS

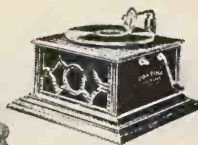
Consolidated Talking Machine Co.

Manufacturers of

SUCCESSORS TO
Standard Talking Machine Co.
United Talking Machine Co.
Harmony Talking Machine Co.
O'Neill-James Co.
Armino Co.

High Grade Talking Machines, Disc Records,
Talking Machine Supplies, Etc.

227 W. Lake Street, CHICAGO, ILL.



TRADE MARK
"CONSOLA"

CABLE ADDRESS
CONSOLA

REPAIRS

Correct Repair-
ing for the trade

Send your motors by parcel post

VAN DEMARK'S

15 Years at

305 E. 43d ST., CHICAGO

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 90)

NOW SUPPLYING "WORLD" RECORDS

Wide Selection of Numbers for Jobbers Being Furnished by the World Phonograph Co.—This Company Making Distinct Strides

CHICAGO, ILL., December 5.—Under the progressive direction of Ernest C. Cook, who assumed the secretaryship and general managership of the World Phonograph Co., of this city, a few months ago, that corporation has made distinct strides in the volume of output, quality of product and popularity with the trade. This is one of the comparatively few concerns in the coun-



Ernest C. Cook

try that can boast of producing its own product practically in its entirety.

A trip through the plant this week revealed every evidence of prosperity. A large number of the various styles of the World phonographs are in process, and the shipping floor was a busy spot indeed. It is a factory in every sense of the word. In the basement the company manufactures its own shipping boxes. The first floor constitutes an exceptionally well equipped mill room. The second floor is devoted to the general offices and the shipping room. On the third a large force of expert cabinet makers is busily engaged. The fourth floor is devoted entirely to assembling, while the top floor is devoted to the finishing departments.

In the drafting room designs for some very attractive new models which will make their appearance the first of the year were shown with justifiable pride to the visitor.

Mr. Cook also states that the company now has its own motors, tone arms and sound boxes in process of construction, and that they will be a constituent part of the entire 1919 product. The company is getting the distribution of its product in very strong hands, and its lists of jobbers comprises some of the largest, oldest and best financed houses in the country. The officers of the company are highly pleased with the notable advance made by this institution since Mr. Cook assumed the helm.

The company is now able to furnish their jobbers with "World" records. The catalog is a large one, embracing a wide selection of numbers by orchestras, bands and vocal artists of distinction. This will of course be supplemented by monthly bulletins. The label itself is a very distinctive one, being unconventional and tending to fix the attention of the prospective purchaser at once.

THE NEW FULTON-ALDEN MOTOR

Fulton-Alden Co. Expect to Make Shipments From Their New Plant at Waukegan Before January 1—New Motor Technically Described

CHICAGO, ILL., December 7.—Last month's issue of this paper contained the interesting news that the Fulton-Alden Co. had purchased the plant and equipment of the Metal Specialties Co., Benton Harbor, Mich., which has been devoted since its organization to the production of a new type of talking machine motor, as well as to other specialties of like kind.

The Benton Harbor factory has now been moved to the Fulton-Alden Co.'s new plant at Waukegan, which has a superficial area of about 15,000 square feet. Before January 1, according to present plans, the company will be shipping their motors on a regular production basis.

The new Fulton-Alden motor, which will be offered to the trade in this way, comprises many special mechanical features which have been specially worked out by its inventor, William R. Everett, who is well known to be one of the leading experts in the design of such mechanisms. "Its most striking feature," it is pointed out, "undoubtedly is to be found in the vertical governor, in which the centrifugal balls are hung on links instead of springs. It can readily be seen that a vertical governor must have definite advantages over the more usual horizontal design. In the first place, the tendency to twist out of line is wholly avoided, because the balls are held balanced around their shaft, when at rest, by simple force of gravity, and when in motion are compelled to travel at once in a perfect circle. On the other hand, when the balls are horizontally disposed, it is necessary to fasten them to springs instead of links, in order to keep them in place, and the wearing of the springs soon tends to become irregular, throwing one ball perhaps out of line with the others, and tending to give an elliptical instead of a circular path to the distorted ball. This produces noise and upsets the controlling action of the governor, leading to irregular turntable speed.

"The Fulton-Alden motor, in the second place, includes a new gear-train entirely. There is only one intermediate shaft, driven by the spring box gear, and this drives both the turntable shaft and the governor shaft. The latter shaft, in fact, is detached from the turntable shaft, which usually drives it. Thus the governor, the turntable and the spring box are in effect locked together permanently. No change in governor speed can fail to affect directly all the gears of the entire motor. Moreover, this type of construction permits the assembling of the motor with varying sizes or numbers of spring boxes, so that the production of a varied line for all kinds of talking machines is made possible very economically and satisfactorily.

"It must also be mentioned that spiral cut gears are employed instead of the usual spur gears with worm gearing for the governor. The inventor says that he did not desire to depart radically from accepted types of motor, but to eliminate mechanical faults and especially to improve the methods of assembly and production."

Several other features, including the new winding device, the back stop, etc., will be described, with illustrations, later.

R. E. Quinn & Co., Elizabeth City, N. C., has opened a large talking machine department, and has secured the Columbia agency.

COLUMBIA LINE IN ROANOKE, VA.

Hobbie Bros, Inc., the prominent music house of Roanoke, Va., has secured the agency for the Columbia Graftonolas and records, formerly held by the Huntley Furniture Co., that city. Hobbie Bros. have arranged to open a substantial department built with sound-proof rooms and other facilities.

TO MAKE TALKING MACHINES

The H. L. Main Furniture Works, Hagerstown, Md., has been purchased by Dr. Charles F. Anck, of Philadelphia, who is organizing a company for the manufacture of talking machines.

LOCATES IN DALLAS, TEX.

E. Keith Lyons, formerly manager of the talking machine department of Herman-Straus & Sons Co., Louisville, Ky., is now in the business with his father in Dallas, Texas.



The Cabinet of the Phonograph
That's to Be A Real Instrument

Must be more than
a Pretty Box.

SINGER
CABINETS

are handsome—see the design—and besides they're built to last, the qualities that preserve the handsomeness are built in. Without those qualities lasting satisfaction cannot be given.

We're Skillful Wood Workers

—and we know woods, we know what to use and what to avoid to insure maximum lasting qualities.

Cabinets Built from Your Blue
Prints or We'll Submit Designs

Prices fitted to your selling proposition.

Why Worry Along on a Hunch?
Our Knowledge is A SURE Thing.
Get In Touch With Us To-day.

Singer Talking Machine Co.
MILWAUKEE WIS.

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

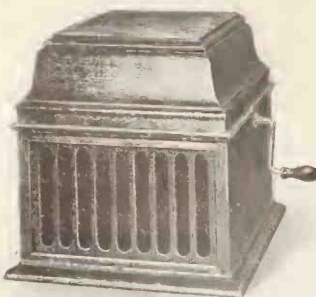
F. J. M. KAUMANN, Sole Representative, :: 405 Westminster Building, CHICAGO



The New Edison Diamond Amberola
Model 75

THE NEW EDISON DIAMOND AMBEROLA LINE

represents the
Highest Quality
at a
Popular Price
and offers
a Complete Selection
of Instruments



The New Edison Diamond Amberola
Model 30

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



The New Edison Diamond Amberola
Model 50

This Christmas it isn't a question of whether or not to buy a Grafonola—but what Grafonola to buy.

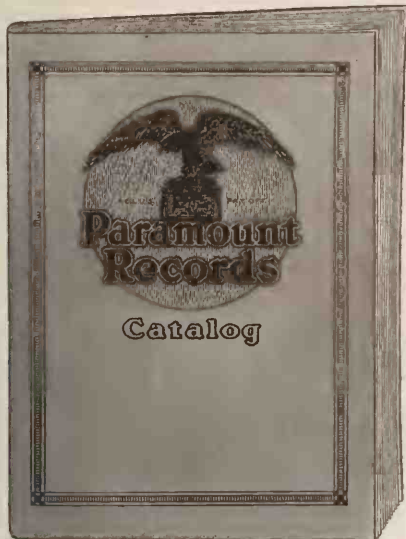
Columbia Graphophone Co.
NEW YORK



ISSUE NEW RECORD CATALOG

Complete List of Paramount Records Offered in Attractive Volume Just Off Press

There has just been issued a new and most attractive Paramount record catalog, copies of which are now being distributed to the trade. The new catalog is gotten up in an elaborate manner in keeping with the Paramount policy and is supplied with a cover of rich green, upon



Cover of New Paramount Catalog

which the Paramount trade-mark is printed in gold and black. The effect is decidedly attractive.

The reading matter consists of several pages of general information relative to Paramount records and the way to play them. Then follow some lists arranged to assist purchasers in their selections, a help that is often much appreciated.

Every record is listed alphabetically and again cross indexed under the name of the artist or organization producing it. Throughout the list free use is made of pictures of Paramount artists which add interest and variety to the many pages.

The size and contents of the catalog reflect the progress made by Paramount. The long list of titles comprises favorite popular and classic numbers, so paired as to make each record a live one. From late reports sales are climbing steadily, indicating that the records are making good.

IN NEW LOCATION

William H. Avery, piano and talking machine dealer of Concord, N. H., has moved his store from the old location at 5 Capitol Street, to larger and handsomer quarters at 18 Pleasant Street.

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.]

SOUND BOXES

(Continued)

The Edison Diamond Disc Sound Box

No doubt every dealer is familiar by sight with the Edison Disc sound box, but I think it would be safe to say that not over 10 per cent. of them have ever had the opportunity of looking inside of one, to see how it is made and what it is made of.

There are three points to consider about this sound box (so different from the usual lateral cut record sound box) that they command our attention at first glance.

The first important fact to consider is that the box is constructed of two main parts—the top, or cup, containing the diaphragm and tone tube connection, and the bottom, or floating weight—carrying the diamond point set in a swivel stylus arm. Second, unlike the lateral cut record sound box, the full weight of the sound box does not rest on the playing point, the weight of the sound box cup is borne by the sound tube, which is carried across the record surface by means of a spiral feed, leaving only the four-ounce floating weight to press against the record through the diamond point. Third, there is not a rigid connection between

the stylus arm and the diaphragm, the medium used is a silk or cotton thread.

The diaphragm is made of several layers of rice paper saturated with a chemical composition, heated and pressed to a thickness of five one-thousandth of an inch. To overcome blast a thin piece of cork is shellacked to the underneath side of the diaphragm. On the top of the diaphragm, over the center hole, is cemented a little ivory fixture to which the upper end of the flexible cord is fastened. The diaphragm is placed between two gaskets of solid rubber, which are tightened by a screw clamp ring.

The floating weight is attached to a loose screw at the back end of the sound box cup casting by a light, flexible spring. This arrangement of suspension allows of motion not only perpendicularly, but also laterally. Both motions are checked by means of a pin in the floating weight engaging the limit loop attached to the front end of the cup casting. When the sound box is raised from the record this limit pin and loop act as a support for the floating weight, taking away all pull on the diaphragm when the box is not in use.

When the sound box is lowered to the record for playing the floating weight pressing down on the stylus arm causes the flexible cord to be pulled taut and so permits the vibrations to be carried to the diaphragm.

The permanent diamond points carefully ground to fit exactly the groove of the record which is cut at 150 lines to the inch and is commonly called the hill and dale cut.

From the Repairman's Standpoint

From the standpoint of the repairman, about the only troubles he has to contend with are—the loosening of the ivory fixture from the diaphragm—a broken diamond point—broken swivel spring or the tightening of the swivel screw to which the floating weight spring is attached.

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.



PERIOD OF UNPARALLELED POPULARITY FOR PHONOGRAPH

That Is What the Future Holds for the Industry in the Opinion of John Cromelin, General Sales Manager of the Otto Heineman Phonograph Supply Co.

"The phonograph is about to enter on a period of unparalleled popularity as a national household article, and the phonograph industry is about to enter upon a period of unparalleled volume of sales," said John Cromelin, general sales manager of the Otto Heineman Phonograph Supply Co., Inc., in a chat this week with a representative of The World.

"During the period of the war the demand for phonographs and records was enormously in excess of the ability of the entire industry to supply. The war brought home to the entire world the importance that wholesome and inspiring songs and music have in maintaining the best efficiency of civilian and soldier alike, and it brought home, further, the fact that the incomparable vehicle for these songs and music is the phonograph. Every manufacturer was oversold far in excess of his capacity. The recognition of the importance of the phonograph as the universal entertainer and morale and efficiency-builder is shown not only in the tremendous and insatiable demand that came from the public, but also in the treatment of this industry by the Government. The restrictions which were imposed upon the phonograph industry were reluctantly and tardily imposed and they were nothing like so severe as restrictions on many other industries.

"Why was this? Because the Government recognized the great value of the phonograph in keeping the men in the camps and the men and the women in the factories and in the homes content and efficient. Because of this the restrictions on the phonograph industry were moderate and were imposed at such a late period that they in themselves did little to interfere with the production of phonographs and records. There was very substantial interference with production, but this came from the shortage of material and

labor, due to the enormous total production of all kinds of war and peace supplies.

"The laboring classes of the country during the war period made money at a rate that they never dreamed of, and the first thing that they



John Cromelin

turned to for the enjoyment of their new surplus was the phonograph.

"Now we are entering a situation where, owing to the enormous tasks to be performed by the world, the demand for labor will continue for an indefinite period to be nearly if not fully as great, as it has been; therefore the prosperity of the working classes will continue. This means that the purchasing power of the individual in the United States will remain high and

the demand for phonographs and records will therefore keep up the way that it has done in 1917 and 1918—but with this big difference—that now peace industries have come to have their turn in getting supplies of material and labor the phonograph industry will be able to make deliveries of the quantities of goods the public want. This, taking into consideration the great increase in demand, will mean an enormous volume of phonograph and record business as compared with any figures that the industry has ever experienced.

"One of the biggest factors that will contribute to the great broadening of volume of the phonograph and record business is the general interest being taken in this industry by successful and long-established companies in other lines of the mercantile world. A few years ago the phonograph trade in this country was in the hands of a few companies who had been established for a great many years. About that time the foundation was laid for bringing into existence a number of other manufacturers of so-called 'independent' machines. In the beginning, this industry was a small and precarious one. A few old concerns were firmly established in the public mind, and it was very hard for other concerns to get a start, but after a year or two a number of the best houses, who had started manufacturing their own phonographs, had laid a pretty good basis of success and finally, in the nearly two years that the United States has been at war, the best of the newcomers in this field have grown so rapidly and built up a turnover of such quantities as to exceed even our sanguine and optimistic expectations.

"I don't know whether you realize it, but it is a fact that one of these manufacturers, starting only two or three years ago, is selling one hundred thousand machines a year, and not cheap machines either. They are machines that average to the public between \$75 and \$90. There are three or four others that are selling between fifty thousand and sixty thousand machines each

The Veritone Phonograph



MODEL 100

A Quality Product

The Veritone Phonograph is not only mechanically efficient and artistic in appearance, but it assures the dealer a large margin of profit. The cabinets are of fine workmanship, and the equipment of the machine is of the best throughout.

Built in six styles retailing from \$55.00 to \$215.00. It plays all the makes of disc records, and is equipped with many individual features.

To Responsible Dealers

We know you are looking for a phonograph of quality combined with a profitable proposition. In order to prove to you that we have the best you have yet seen we will send you one of our machines on approval. Let us know where to send it.

Veritone Talking Machine Co.

145 West 45th St.

New York City

per year, and altogether know this newer branch of the phonograph manufacturing industry has already reached a stage where the number of machines turned over is not far short of the trade done by the old-established companies. This volume of business has been attained notwithstanding the severe handicap upon production in 1917 and particularly in 1918. All of these manufacturers could have sold between them hundreds of thousands more machines if they had only been able to produce them. They will do this in 1919, and finally and permanently establish the talking machine industry upon a broad foundation.

"An interesting feature of the growth of the phonograph industry is the development of the record business. This is evidenced in the phenomenal success achieved by the 'OkeH' record. Our company realized for a long time that the absence of a record supply available for the dealers handling the newer machines was a serious handicap to the business, and a few months ago we brought out our 'OkeH' record, which sprang into instant popularity, owing to the fact that it was, in our opinion, the first good record which had been offered to the dealers on a basis which enabled them to handle it without being obliged to carry a corresponding line of machines. We have been oversold on our 'OkeH' record from the beginning, but we are adding greatly to our facilities, and are getting into position to deliver 'OkeH' records in the unlimited quantity that seems to be demanded. This record supply will be of the greatest help to the dealers handling the newer machines and therefore to the manufacturers of these machines.

"In the very few months that the 'OkeH' record has been on the market, we have had assurances from many phonograph manufacturers

GRAFONOLA FOR THE PRESIDENT

Grand Salon of "George Washington" Has Type L-2 Grafonola for President Wilson's Pleasure During His Historic Trip to Europe

When the ocean liner, the U. S. S. "George Washington," left New York Wednesday morn-



Loading Grafonola for President's Shiping with President Wilson and the members of his party aboard, bound for the peace conferences, it was well provided with music, for in addition to a brass band for concerts on deck and an orchestra to play during meals, a Columbia Grafonola with a library of one hundred Columbia records was placed on board the liner.

The type L-2 Grafonola was the instrument honored by being chosen for use on this memorable trip across the Atlantic, and according to wireless advices received at the Columbia executive office this Grafonola and the Columbia record library are contributing materially to the enjoyment of the Presidential party. The instrument was placed in the grand salon, and the artistic beauty of this particular Grafonola design harmonizes completely with the magnificent furnishings and decorations of this salon. Included in the library of records furnished for the amusement of the President and his party were several Columbia records made by Miss Margaret Woodrow Wilson, daughter of the President, who records for the Columbia library exclusively.

A type L-2 Grafonola with a library of one

VAN VEEN "BED-SET" BOOTHS



Prepare for the Greatest Talking Machine Trade in History

WRITE FOR A COPY OF OUR NEW CATALOG

It will give you an idea of the attractiveness of Van Veen "Bed-Set" booths, and enable you to make plans for the great "after-war" business that the talking-machine industry will enjoy.

Arthur L. Van Veen & Co. 47 West 34th Street, New York
TELEPHONE GREELEY 4749

who are large users of our motors and tone arms that this record has been of substantial assistance to them in the sale of their phonograph.

"All in all, the future of the entire phonograph industry can only be described as mag-

nificently brilliant. I have been hearing the statement made 'the phonograph industry hasn't started yet' for so many years that it has become a hackneyed phrase, but I must confess I never felt that this phrase is so true as it is today."

hundred Columbia records was also placed on board the U. S. S. "Orizaba," which left Hoboken on Sunday with a party of three hundred and fifty newspaper men, press correspondents, photographers, etc., bound for the peace conferences at Brest. These newspaper men will undoubtedly be delighted with the entertainment afforded by the Grafonola and the Columbia records.

Parham Werlein, head of Philip Werlein, Ltd., the Victor wholesalers in New Orleans, La., heads a committee of Elks who are working for the "Times-Picayune" Christmas Doll and Toy Fund, to provide toys for the poor children.

REPORTS BIG VOCALION TRADE

CINCINNATI, O., December 8.—Manager Byars, of the local Aeolian store, reports the closing of the biggest November Vocalion business ever done in the history of the Cincinnati store.

Now that the armistice has been signed and the war is practically over, the public are no longer uneasy, and they seem to be in a splendid buying mood.

At the request of Miss Beth Lydy, the musical success of "Rainbow Girl," Mr. Byars placed at her disposal in the Hotel Sinton a Vocalion. Miss Lydy is a staunch admirer of this instrument and rents one in each city she visits.

SERVICE FOR THE JOBBER



Write today

Seven Patterns in stock
STYLE FOR EVERY DEMAND

Cabinets only
or completely equipped

SELL BEFORE YOU BUY

Send us Motors; we
install and ship
your

Customer Direct

No freight
No handling
Save you \$4.00 to \$5.00.
each Cabinet

Established 40 years

JOSEPH KNITTEL SHOW CASE CO. - - - Quincy, Ill.

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 **Mermod Freres** St. Croix
By 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

Are you featuring a Gift Box of Columbia Records? Many dealers are doing a big business with this idea.

**Columbia Graphophone Co.
NEW YORK**



THOS. A. EDISON SAYS PEACE WILL BRING PROSPERITY

Noted Inventor, on Laying Aside War Work, Calls Upon Business Men to Go Ahead With Confidence in the Future—Opportunities for Patriotic Service Are Still Before Us All

Thomas A. Edison, president of Thos. A. Edison, Inc., and honorary president of the Naval Consulting Board, in a statement to his business associates and friends, discusses the present situation and the outlook for the future as follows:

"I expect to be mustered out of Uncle Sam's



Thomas A. Edison

service before long and it will seem mighty good to be on the old peace job again.

"What does the first year of peace have in store for us? I have been asked to attempt to answer that question.

"There are those who fear a business depression. The surest way to bring on a depression of business is to nurture fears and act hesitatingly. We now have a national financial system which is capable of meeting practically any situation that can arise and we do not need to fear difficulties from that quarter. Our farmers have harvested an enormous crop, and the assurance of good prices, together with more plentiful labor, make certain a heavy planting

next year. The only thing needed to insure a year of great prosperity is a determination on the part of every business man, big and little, to go ahead with absolute confidence in the future.

"The business man of this country must see to it that employment is provided for our war workers and returning soldiers. There will be opportunities for patriotic service in this connection, and I hope all of you will do your part and encourage others to do likewise. We have shown our service stars and worn our Liberty Loan buttons with pride. Let us take equal pride in doing our share to make employment for the men who have worked and fought to win the war.

"Every business man should speed up his sales organization. The salesmen of this country can do more than anyone else to keep the wheels of industry turning at full speed. The salesman had to take a back seat during the war, but his time has now come. Give him a chance."

EFFECT OF FLU ON PORTLAND TRADE

Talking Machine Business Goes Right Along Despite Handicap of Epidemic

PORTLAND, ORE., December 8.—Although all stores closed at 3.30 p. m. during the "flu" epidemic, which happily is about over, nearly all dealers say it made very little difference in sales. Miss Hayes, in charge of the G. F. Johnson Co. phonograph department, says business was excellent all during the epidemic, and the volume of sales was not materially affected. Paul B. Norris, of the Wiley B. Allen Co., made some excellently good sales during the epidemic. J. H. Matney, of Meier & Frank Co., says business was never better. C. Guy Wakefield, himself a sufferer from the disease, was only absent from the store a short time, and during his absence business was normal and even better than it has been for some time before. Bush & Lane were moving during the epidemic, and Mr. Loder, in charge of the phonograph department, was ill with a slight attack of the disease for a week, but business went on as usual. The Seiberling-Lucas Co. did a fine business, and the general report is that during the epidemic business in the talking machine departments was better than ever before.

The psychological reason is easy to explain. Nothing dispels gloom like music.

"NICHOLSON"
New Catalog Showing New Styles
RECORD CABINETS

strictly high-grade construction at prices
BELOW COMPETITION

Write for a copy of the catalog and our special free advertising help for dealers.

K. NICHOLSON FURNITURE CO., Chase City, Virginia
Sectional Bookcases and Record Cabinets

WAR REVENUE BILL BEFORE SENATE

Senate Finance Committee Completes Work of Redrafting Measure—Strong Opposition Has Developed—Trade Should Be on Guard.

WASHINGTON, D. C., December 9.—The Senate Finance Committee on Friday reported the committee's draft of the New War Revenue bill which now goes to the Senate for discussion and passage. It is the general belief that the further progress of the bill will be a rather stormy one, inasmuch as great differences of opinion have developed as to its provisions.

The provisions of the bill as they affect directly the music industry are found in Section 900 under the heading of Excise Tax, and which reads in part:

That there shall be levied, assessed, collected, and paid upon the following articles sold or leased by the manufacturer, producer or importer, a tax equivalent to the following percentages of the price for which so sold and leased.

(3) pianos, organs (other than pipe organs), piano players, graphophones, phonographs, talking machines, music boxes, and records used in connection with any musical instrument, piano player, graphophone, phonograph or talking machine, five per centum.

As has been reported previously, the floor tax sections of the bill were entirely eliminated by the Senate Finance Committee, but those acquainted with the situation advise that trade members keep in close touch with the progress of the bill in order to guard against the possibility of the floor tax provisions being again inserted. Incidentally it might be well to keep an eye on the other sections of the bill to guard against any unfavorable action.

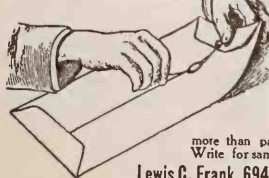
Walter S. Gray

Chronicle Bldg., San Francisco, Cal.

NEEDLES

Pacific Coast Jobber for the Best in
Talking Machine Trade Accessories

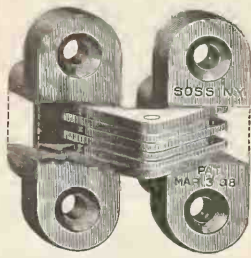
Record Delivery Envelopes
Safe - Swift - Secure



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



No. 103



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"

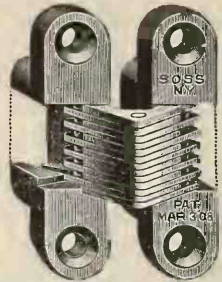
SOSS MANUFACTURING COMPANY, 435 Atlantic Avenue, BROOKLYN, N. Y.

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

PORTLANDERS GOOD ADVERTISERS

Most Talking Machine Dealers Firm Believers in Consistent Publicity—New Lines Enter the Field—Recent Changes Among Local Houses

PORTLAND, ORE., December 9.—Soule Bros. are advertising the Brunswick talking machine, and their advertisements are of a very attractive and interesting kind. It is noticeable that all the best and most reliable dealers of Portland advertise extensively in the local papers. G. F. Johnson advertises the Cheney in such a manner that the readers of the papers look for what he has to say and many Cheneys have been sold to people who were unacquainted with the talking machine before reading Mr. Johnson's interesting ads. Bush & Lane advertise the Sonora and have been so successful in placing the merits of this excellent machine before the Oregon public that a large number of these instruments has been sold in Portland and other towns in Oregon and the Pacific Northwest. The Wiley B. Allen Co. have always been a big advertiser. The Brunswick machine has been added to their stock and is being well advertised by the company with the usual good results. The Hovenden Co. is advertising the Stradivara, and this good talking machine is gaining the attention of buyers and sales are steadily increasing. The Gilbert Co. has very unusual advertisements. Harold C. Gilbert, manager of the company, advertises the Columbia graphophone in a very original manner. All dealers of the Columbia advertise constantly and intelligently. C. Guy Wakefield advertises the Brunswick and has made a big success of the machine, selling one carload after another. The Seiberling-Lucas Co., the Eilers Co., the Graves Music Co., the Reed-French Co. all use printer's ink to advertise their stock and all are well known reliable firms carrying good goods, which they are proud to advertise.

The Powers Furniture Store has added the Brunswick phonograph to their talking machine

department. W. B. Maxwell, manager of the department, is very well pleased with the machine and predicts big sales for the holiday trade.

The removal sale of the Bush & Lane Piano Co. was confined strictly to the piano department, the talking machine department did not participate in the removal sale. It is the policy of Bush & Lane not to accept other makes of talking machines in exchange for what they have in stock unless the instrument to be exchanged is under \$40 in price. A mistake occurred in advertisement which gave the impression that there would be an exchange in talking machines.

A fine stock of Victrolas, Columbias, Edisons, Stradivaras and Cowan Classiques can be found at Graves Music Store. The phonograph department of this store has been overhauled and is now very attractive looking. L. D. Heater, manager of the local Columbia Graphophone Co., has supplied the department with a good stock of Columbia records.

Miss Acevia Bennett, who was in charge of the record department of Eilers Music House, has just returned from San Diego, where she has been for a couple of months and is now with the Graves Music Co. on Fourth street.

The phonograph department of the Meier & Frank Co. has secured the services of Miss Olga Moreland, who has been for years with the Portland branch of the Columbia Co.

The display rooms of the Columbia Graphophone Co. are almost empty, and no machines coming this way, while the demand is unprecedented. A good supply of records is on hand though the demand for them is great.

The phonograph department of the Olds, Wortman & King department store has been discontinued.

The phonograph department of Meier & Frank Co. has done a very big business during the "flu" epidemic. The Edison phonograph is selling particularly well at this house. J. H. Matney, manager of the department, has just sold two of the higher-priced Edisons to members of the same family—mother and daughter.

Frey's Sporting Goods Store, of Baker, Ore., is extensively advertising the Brunswick, which is a prime favorite in eastern Oregon.

There is a fine supply of Pathé machines at Calef Bros. Furniture Store. One of the large show windows is filled with them. All styles are on display. Mr. Calef says business is excellent. The new Pathé records are specially good, and there is a great demand for them.

Trade is lively in the talking machine department of the Wiley B. Allen Co. The Brunswick, which has recently been added to the stock, is a notably big success.

Miss Anna Schuster and Mrs. Jordan have joined the sales force of the Hyatt Talking Machine Co. Business keeps on growing and this attractive and well-appointed store is a big factor in the talking machine trade of Oregon.

TALKING MACHINE MEN, INC., MEET

Suggestion Made That Monthly Record Releases Be Demonstrated Early Each Month—May Join Chamber of Commerce

The monthly meeting of the Talking Machine Men, Inc., the organization composed of dealers in New York, New Jersey and Connecticut, was held in the assembly rooms of the Merchants' Association, Woolworth Building, New York, on Wednesday afternoon, November 20.

M. Max, manager of Gimbel Bros. piano and talking machine departments, suggested that the organization have the large talking machine companies, including the Victor and Columbia Cos., demonstrate their monthly record releases on the first Wednesday of each month. Also that the meeting dates of the organization be changed to the first Wednesday of each month instead of the third, as at present, so as the following month's records could be heard. This idea was presented in the form of a motion and received unanimous approval.

Much consideration was given to the proposition of joining with the Music Industries Chamber of Commerce, a committee having been appointed at the previous meeting for the purpose of securing data in regard to the association's future, etc. E. G. Brown, secretary of the association, and Henry Mielke, of the legal committee, as members of the special committee appointed to inquire into the merits of joining the above body, spoke in favor of the action, and it was decided to appoint President J. T. Coughlin, Secretary Brown and Henry Mielke as a committee to follow up the matter with authority of joining the Chamber of Commerce. As usual, it was voted that the December meeting be eliminated.



See our ad on page 23

Manufacturers—Jobbers—Dealers

The new PUR-I-TONE reproducer No. 8 is now ready for delivery, and we wish to say to the trade that we have in this reproducer the finest mechanism of the kind that has ever been offered by any manufacturer for sale. The volume and clarity of sound surpasses all results of the past, and surface friction is now reduced to the least possible minimum. When attached to our PERFECTION ball-bearing tone arms, and used for playing Victor and Columbia records, on ALL types of Edison Disc Machines, the reproduction of sound in general from all lateral cut records will be all that the most exacting record buyer can demand. The new PUR-I-TONE model No. 8 will also be attached to our new UNIVERSAL arm No. 6 for playing ALL makes of lateral and hill and dale records on Edison Disc machines. Do not fail to place a quantity of these new accessories in stock if you want to place the finest reproducers and tone arms manufactured in the hands of your machine customer. Quantity price quoted on application, in gold, nickel and oxidized bronze finish.

Manufactured by

NEW ENGLAND TALKING MACHINE CO.

Largest Manufacturers of Phonograph Accessories in the World

16-18 Beach St. Boston, Mass.

MAKE YOUR SHOW WINDOWS PAY YOUR RENT

Record Display Stands, Hold any Size Record
Golden Oak or Mahogany Finish—5 Sizes

No. 341. 1 Record \$1.00 ea.	
No. 342. 2 Records \$1.25 ea.	
No. 343. 3 Records \$1.50 ea.	
No. 344. 4 Records \$1.75 ea.	
No. 345. 5 Records \$2.00 ea.	

THE OSCAR ONKEN CO.
No. 6651 4th St., Cincinnati, O.



A SMILE THAT EXTENDS FROM CHICAGO TO NEW YORK PROTEST AGAINST THE FLOOR TAX

Employees of the New York Talking Machine Co. and the Chicago Talking Machine Co. Express in No Uncertain Way Their Enthusiasm Over the Good Times Coming to the Trade

The feeling of optimism and confidence in the future that seems to be general in the talking machine industry at the present time is well exemplified in the splendid spirit shown by the New York Talking Machine Co. and the Chicago Talking Machine Co. in its publicity in *The World* this month. Arthur D. Geissler, president of these two prominent Victor wholesalers, has always been a firm believer in the idea of looking on the bright side of things, and even though the Victor industry has faced unprecedented conditions the past year and the wholesalers have been obliged to solve unusual problems, Mr. Geissler has never lost his faith in the industry and in the future, and he has installed this same spirit in the hearts of all of his co-workers in New York and Chicago.

Every employe of the New York Talking Machine Co. and the Chicago Talking Machine Co. has been instructed by Mr. Geissler to "smile," and they have followed out his instructions to the letter, with the result that there is a feeling of good cheer in both of these organizations that reflects the spirit of the Victor industry as a whole. It might be suspected, however, that the "smiles" of some of the executives are just a little forced—but at the same time the trade at least cannot help but smile with these companies. We do not know just how to interpret the general smiles of the New York and Chicago Talking Machine Co.'s employes, whether it is in anticipation of goods to come, and business better than ever, or a welcome smile to those employes about to return.

The Victor industry and the wholesalers in particular can well be proud of its record during wartimes, for the various firms and their employes have contributed more than their share to the many patriotic and financial movements sponsored during the past eighteen

months. They have subscribed liberally to the Liberty Loans, War Savings Stamps campaigns, and the different other funds, and in addition a full quota of talking machine men enlisted under Uncle Sam's banners to fight for democracy.

The New York Talking Machine Co. and the Chicago Talking Machine Co. are deserving of the unlimited commendation of the trade for the spirit in which their "boys" enlisted in the army and navy as soon as the United States entered the war. The service flag for these two companies contains no less than fifty stars, and a royal welcome is being planned for these boys in addition to the practical welcome of their old jobs back as soon as they are ready to resume activities in civilian life.

MISS WENDT WEDS MILLIONAIRE

Daughter of Brooklyn Talking Machine Dealer
Bride of Jesse L. Livermore

Miss Dorothy Fox Wendt, daughter of Louis A. Wendt, well-known talking machine dealer, 566 Nostrand avenue, Brooklyn, was married on December 3 to Jesse L. Livermore, known in financial circles throughout the country as "the boy plunger," and whose operations in the stock market are declared to have made for him a fortune of at least \$10,000,000. The wedding took place at the St. Regis Hotel. Mr. and Mrs. Livermore are spending their honeymoon at Atlantic City. The wedding was strongly featured on the front page of the New York newspapers.

L. A. Oakley has been appointed manager of the talking machine department of the Leader Store, Baltimore, Md., where the Columbia line is handled.

J. N. Blackman and L. F. Geissler Both Urge Members of Industry to Protest Against That Provision of War Revenue Bill—Floor Tax Eliminated From Latest Draft of Measure

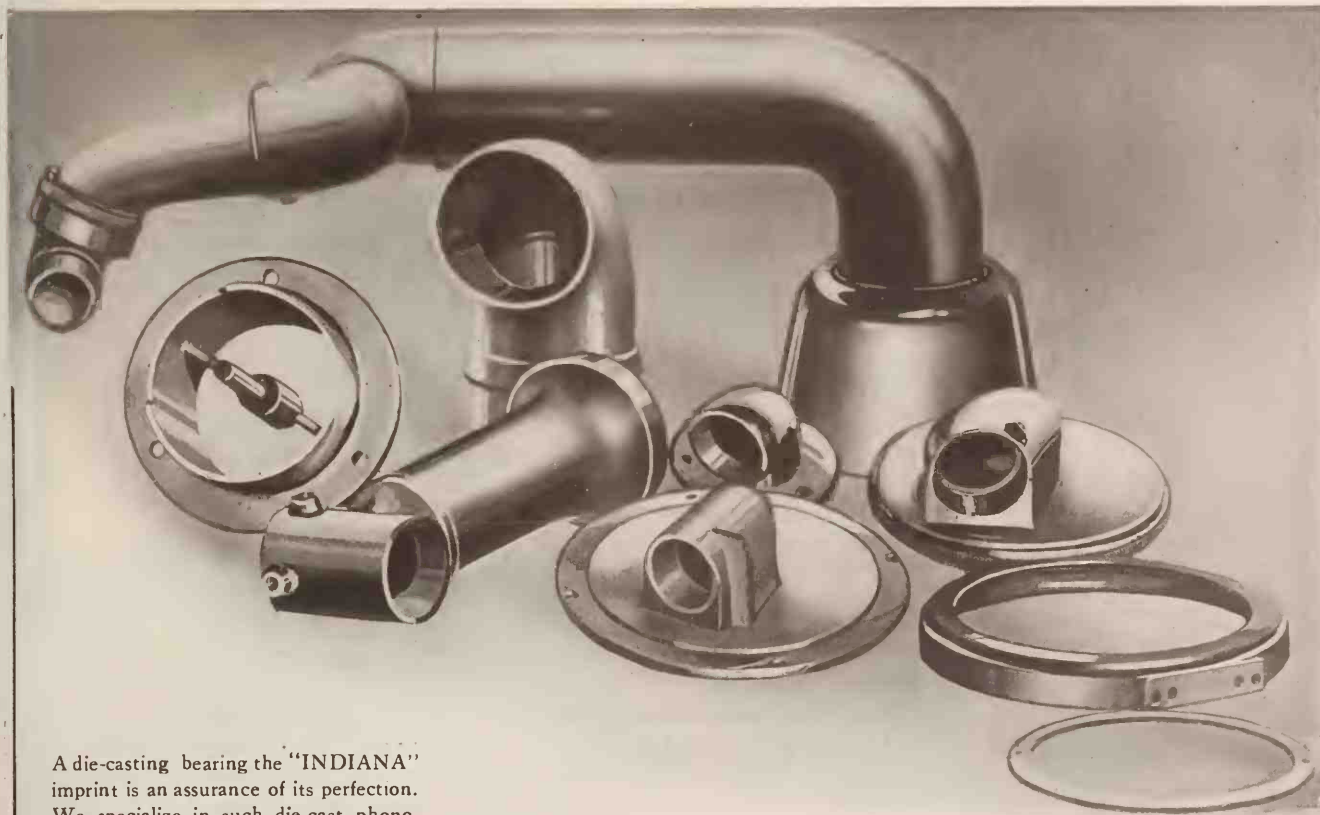
Several weeks ago while the War Revenue bill was still in the hands of the Senate Finance Committee J. Newcomb Blackman, president of the National Association of Talking Machine Jobbers, sent to the members of the committee a strong letter of protest against Sections 909 and 910 of the bill as it left the House, which sections provided for the collection of a floor tax on all musical instruments, covered by the bill, in the hands of manufacturers, wholesalers or retailers when the bill became a law. Mr. Blackman made the point in his letter that the Jobbers' Association, through its membership, represented fully 20,000 talking machine dealers in the country.

At the time the letter was sent Mr. Blackman urged all members of the association, as individuals, to protest against the floor tax to their Senators and Congressmen.

Under date of December 5 Louis F. Geissler, general manager of the Victor Talking Machine Co., sent a circular letter to the trade urging that wholesalers and retailers protest to their Senators and Congressmen against the sales tax covered by Section 900, and the floor tax covered by Sections 909 and 910 of the pending War Revenue bill.

Since Mr. Blackman and Mr. Geissler sent their letters the War Revenue bill has been reported out of the Senate Finance Committee, and is now in the hands of the Senate, as stated elsewhere in *The World*, and in the bill in its present form it is found that Sections 909 and 910, providing for the floor tax, have been entirely eliminated.

It is urged, however, that the members of the trade continue to watch the bill closely in order to protect their interests.



A die-casting bearing the "INDIANA" imprint is an assurance of its perfection. We specialize in such die-cast phonograph parts as shown above.

"INDIANA" DIE CASTING CO.

CORNELL AVE., at 11th ST.

INDIANAPOLIS, IND.



ANOTHER YEAR HAS ROLLED AROUND AND ANOTHER CHRISTMAS IS HERE. THERE ARE MANY MESSAGES I MIGHT SEND TO YOU BUT THE BEST WOULD FAIL TO EXPRESS THE MESSAGE WHICH IS IN MY HEART. AND SO, ON THIS CHRISTMAS DAY, I'LL JUST STRETCH MY HAND ACROSS THE MILES BETWEEN US, AND I'LL TAKE YOURS, AND I'LL SAY "MERRY CHRISTMAS TO YOU AND MAY THIS COMING YEAR BRING YOU MUCH OF LOVE AND MUCH OF WORK."

CORDIALLY YOURS,

Wm. V. Nutze

VICE-PRESIDENT

STEPHENSON, INC., 1 West 34th Street, New York
MAKERS of the STEPHENSON PRECISION MADE MOTOR

ATTENTION, DEALERS!!

If you are looking for quick service and the right prices, get in touch with us on the following lines:

STANDARD MUSIC ROLLS,
Perfection, Sing-A-Word, and Arto.
Complete line always on hand.

EMERSON 7-inch Disc Records

WALL KANE NEEDLES

Write for catalogues and prices

ENTERPRISE MUSIC SUPPLY CO., 145 West 45th Street, New York City

We are the largest jobbers of sheet music and music books in the U. S. Write for our monthly bulletin

The Wish Everybody A Merry Christmas and A Happy New Year

BUSINESS HARVEST IN BALTIMORE

Stock Situation Improving and Talking Machine Dealers Report Steadily Growing Volume of Sales—Liberal Advertising the Rule

BALTIMORE, Md., December 7.—This is the month of harvest for the talking machine dealers, and already there are signs on every hand that it is going to bring forth results that will please most of the dealers and jobbers. Of course, a great deal more money could be made by the jobbers and some of the retailers if there were more machines to be had in certain lines. While machines are lacking in these two lines the supply of records to date, if kept up, will make up in a large measure for the shortage of machines.

Advertising has been liberal on the part of the dealers. There were some very attractive Aeolian-Vocalion ads run in the newspapers by the Sanders & Stayman Co., the local representatives of the machine. Sonora came in for more advertising recently in Baltimore than for a long time, and this is no doubt due to the fact that the machine is being more generally placed about, the music department of The Hub and the Mann Piano Co being the latest firms to add that line to their others. The Hub now handles three lines, Victor, Columbia and Sonora.

Business with the Columbia branch here showed up well considering the fact that the branch was without any machines worth speaking of, except period models. These period models have been selling very well, according to William S. Parks, the local manager.

While the shortage of machines is just now as it has been for some time, Mr. Parks expects the situation to improve before the close of the month. To take care of the Christmas business Mr. Parks had a canvass made of all of his dealers and managed to obtain machines from some firms who believed they had more than they could handle and transfer them to less fortunate ones.

A big shipment of records arrived the first

of the month, and the force worked night and day to get them out to the trade. Mr. Parks spent several days in Richmond during the month. Harry B. Goodwin, chief of the educational department of the Columbia Co., spent some time in Baltimore and visited many educational institutions. His trip brought some good results to the dealers. F. K. Pennington, assistant general sales manager; O. F. Benz, of the general sales manager's office, and R. F. Bolton, of the international record department, all from the Columbia headquarters, held a sales meeting in Baltimore during the month.

W. C. Roberts, manager of E. F. Droop & Son Co., Victor distributors, reports a 25 per cent. increase in business in November. Mr. Roberts was one of the fortunate jobbers who happened to have a liberal supply of the small machines and they helped to bring up business for the month. The arrival of a liberal shipment of records also helped with the business.

Jesse Rosenstein, for the National Piano Co., Pathé distributors, reports an active degree of business. There has been a fair shipment of goods to this concern during the month, and he is hoping for another good shipment.

Miss Elizabeth Sterns has been placed in charge of the Victrola department of the Maryland Piano Co., and the business is showing very fine improvement.

E. J. Dingley, sales manager of the Victor Co., was in Baltimore during the month and visited the dealers and jobbers.

Baltimore was the haven for Southern buyers, especially from North Carolina and Virginia all looking for goods. Most of them sought to convince all of the jobbers that they should have preference over the other fellow when it came to a question of obtaining goods.

George D. Noonan, who recently came from Brooklyn, N. Y., to assume the management of the Victor department of the Anthony Furniture Co., Providence, R. I., is now confined to his home as a result of a nervous breakdown.

COURT DECISION IN RECORD SUIT

U. S. District Court in Action of American Graphophone Co. vs. Emerson Phonograph Co., and Victor H. Emerson Finds That Defendants Did Not Infringe Jones Patent

A decision was handed down December 9 by Judge Meyer in the United States District Court of New York in the suit of the American Graphophone Co. vs. the Emerson Phonograph Co. and Victor H. Emerson, in which the court finds that the Emerson Co. has not infringed the Jones Patent No. 688,739 in making the so-called Emerson universal cut groove record.

In his opinion Judge Meyer goes into the entire history of record manufacturing, and referring to the claim of the plaintiff that the vertical undulations in the Emerson record are inert and do not perform any useful function states as follows:

"The vertical or hill and dale undulations of Emerson are therefore real and do perform an active and useful function. Whether this conclusion is correct or not, it is at least apparent that the burden of proving the infringement has not been sustained by plaintiff."

In closing Judge Meyer says: "Finally, it is an important, outstanding and emphatic fact in this case that, whether well or badly done, the Emerson record may be played on either a hill and dale or zigzag type of phonograph—a result which was never before commercially attempted. The bill is dismissed with costs."

In the course of his opinion Judge Meyer also finds occasion to state that "so far as this record disclosed Emerson was not guilty of any wrongful or improper act. He availed himself of existing knowledge open to all the world and endeavored to devise a process different from that of the patent in suit. This he was fully entitled to do."

Ernest Damon has joined the sales staff of the talking machine department of the Shepard Co., Providence, R. I.



ED. USOSKIN, Inc.

VICTOR RECORD DISPLAY CARDS

The authorized monthly sign service that is in keeping with the high quality of Victor merchandise.

24 Beautiful Show Cards ONLY \$3.00 Per Month

Sold Exclusively Through Victor Jobbers

Imitation Records and Fancy Papers for Window Trimming Purposes.

ED. USOSKIN, Inc., 230 W. 17th St., NEW YORK

JOY REIGNS IN LOS ANGELES WITH HANDICAPS REMOVED

Coming of Peace and Lifting of "Flu" Ban Cause Talking Machine Dealers to Go After Business With Renewed Energy—Shortage of Goods Passing the Acute Stage

LOS ANGELES, CAL., December 4.—Joy reigns supreme in Los Angeles as the "flu" ban is to be lifted at twelve o'clock and the "lid" will be removed from all public gatherings. While Los Angeles has not suffered from the epidemic as much as other cities of the same size, the restrictions have been very severe and all places of amusement, etc., have been closed for seven weeks.

In spite of this apparent handicap the talking machine business has kept up and everybody in that line has been kept busy. Although many in the trade had the "flu" not one fatality occurred and at the present time all are back on the job again.

The opening of the Liberty Fair, which has been postponed from time to time since October 26, has finally been officially set for today. Several exhibits of talking machines are slated and nearly all the different makes handled by the local dealers will be represented.

The shortage on machines has passed the acute stage and now conditions are getting desperate. Many models are getting scarce and in fact some are entirely out at this time. All of the jobbers hold out very little encouragement as to machines during December, as what few they get will not go very far toward making up the shortage this year. Record stocks are in better condition but still far from being normal.

The exchange system originated by the local talking machine association seems to have worked out to the benefit of all. Of course, many of the standard records will be out of stock this Christmas and many people will be disappointed at not being able to get some of their old favorites. No one seems to be able to predict just when this shortage will be over, but most dealers do not expect to see much relief until the new year is well on its way.

Herman Beck, manager of the talking machine department for the George J. Birkel Co., reports the best November business in the history of the house and looks for another record-breaking month in December if his machine stock will only hold out. Mr. Johnston, who has been connected with this company for the last nine years, has left for Montana, where he will, try his hand in the ranching business. Mr. Beck now has an "all lady" record force and is very much pleased at results so far in that line.

C. S. Ruggles, local manager for Sherman, Clay & Co., has been on the sick list for the last two or three weeks. His many friends are glad to hear that he is on the road to recovery.

The Burnham Phonograph Co., located at Nineteenth and Los Angeles streets, are doing a rushing business at present and Mr. Burn-

ham, the president of the company, says he has had to put on extra help to catch up with his back orders.

Owing to the large number of tourists in the city at present there has been quite a demand for rental machines. Most dealers, however, are refusing to rent them because of the shortage.

B. S. Pittenger, who has been on the outside for the last three years for the Southern California Music Co., has accepted a position with them as floor salesman in the talking machine department. Mr. Pittenger is well known in the music trade, having been for fourteen years with the John Wanamaker house in Philadelphia, previous to his coming to California.

Harold Jackson, manager for the Wiley B. Allen Co., had a very unique window display last week. Twenty-five Victrola Xs in the original cases with the fronts removed were arrayed in a double tier semi-circle. Mr. Jackson had a "special drive" on this model during the week and says that most of them were sold during the "special."

COMMERCIAL FAILURES CUT

Fewer Insolvencies Reported Than in Any Month Since 1894

A continued decrease in the number of commercial failures in the United States is shown in the report of R. G. Dun & Co. for the month of November, when the total was only 570. This marks the eighth consecutive month in which a decrease has been shown. The failures of last month involved an indebtedness of \$13,-\$15,166.

These figures compare with 660 insolvencies for \$13,980,306 in October of this year, 981 for \$13,635,605 in November, 1917, and with 1,815 reverses for \$25,489,458 in November, 1914—the high point for the period. Last month's failures disclose a numerical decrease of 13.6 per cent. from those of October and one of 41.9 per cent. from those of November, 1917, while the falling off from the very heavy mortality of No-

vember, 1914, which reflected the dislocation of trade and industry caused by the outbreak of the war several months earlier, is 68.6 per cent. More than this, the November liabilities, although somewhat larger than those of November, 1917, are smaller than in October and September of this year, and are also less than in any November, with the exception noted, back to 1910. Of greatest significance, however, is the fact that so few insolvencies as the 570 of November have not previously occurred in any month since monthly returns were first compiled in 1894.

Over 10,000 talking machine records were collected in one week recently by the Providence Journal, Providence, R. I. The records will be sent to military camps here and abroad.

Walter R. Finigan, formerly manager of the Victor department of the Stewart Drygoods Co., Louisville, Ky., is now in France with the American Expeditionary Forces.

START

Send a trial order for GLO-RITE PIANO CREAM to your jobber, so you will have the goods to begin

THE NEW YEAR

Don't Neglect the Profit Longer

The ONE and Only POLISH CLEANER and REVIVER for the Musical Inst. trade in a CREAM form and packed in tubes.

ALL QUALITY
Not Quantity

"Not a Floor Oil"

PACKED IN
15c., 30c.,
50c. Tubes
also Larger Packages



Every Package
Guaranteed
to Give
Satisfaction

LIMITED
FREE OFFER

Should You Desire Sample, Communicate With
MASTER MFG. & SPECIALTY CO.
CAMDEN, N. J.

Special Representative—Clement Beecroft

NOTE.—No samples sent unless name of jobber you deal with accompanies the request.



RECORD CABINETS

Thirty desirable records. You may not have all of these selections
We will gladly play any record for you.

INSTRUMENTAL	VOCAL—Continued
4000 The Great March	4001 The Great March
4002 The Great March	4002 The Great March
4003 The Great March	4003 The Great March
4004 The Great March	4004 The Great March
4005 The Great March	4005 The Great March
4006 The Great March	4006 The Great March
4007 The Great March	4007 The Great March
4008 The Great March	4008 The Great March
4009 The Great March	4009 The Great March
4010 The Great March	4010 The Great March
4011 The Great March	4011 The Great March
4012 The Great March	4012 The Great March
4013 The Great March	4013 The Great March
4014 The Great March	4014 The Great March
4015 The Great March	4015 The Great March
4016 The Great March	4016 The Great March
4017 The Great March	4017 The Great March
4018 The Great March	4018 The Great March
4019 The Great March	4019 The Great March
4020 The Great March	4020 The Great March

Illustrations of record cabinets and envelopes.

Record
Envelopes
All kinds

Write for prices

CLEMENT BEECROFT
309 West Susquehanna Avenue
PHILADELPHIA, PA.

BUEHN MEN MAKE GOOD IN SERVICE

Ensigns Bliss and Callahan Show the Results of the Buehn System of Efficient Training in Their Progress as Naval Officers

PHILADELPHIA, Pa., December 7.—In the window of the Louis Buehn Co., this city, hangs a big Liberty Loan honor flag. Over Mr. Buehn's desk is a small silk service flag. Thereby hangs a tale.

Buehn is a tireless worker. He is as big in his energies and ambitions as he is in physique. At the outbreak of the war the first problem that presented itself to him was the extent to which he could sacrifice the services of those who had been instrumental in bringing the slogan "Buehn for Bigger Business" before the Victor trade. His was a small, hard-working organization and he could not well afford to sacrifice any of his men.

But within a few weeks he had given his two senior salesmen—Lucien D. Callahan and E. P. Bliss, Jr.—to the service. Both young men are now officers in the U. S. Navy. Then followed others, like popular young "Bob" Carpenter of the sales force, now with a machine-gun division in France; and Raymond Boldt, with the Army motor-transportation service; and record-clerks and shippers released for various duties.

It has been difficult to get along without these men and yet Buehn has been cheerful and optimistic through it all, and the occasions have not been infrequent when the vice-president of the company and even Buehn himself have peeled off their coats and dug into the shipping room.

With the constantly decreasing output of the Victor factory the sales of a month with Buehn began to look worse than the pre-war sales for a week. But Buehn did not grumble nor pester the Victor factory. Grumbling wouldn't win the war. So he took hold of the Liberty Loan work; the War Savings Stamp campaign; the Y. M. C. A., Red Cross, and War Chest drives. He worked tirelessly—in the downtown district

by day and in the suburbs at night. His family sacrificed and practiced rigid economy.

One of the results is the honor flag in the window, presented to Buehn for the greatest amount of subscriptions to the Liberty Loan in his downtown district. Just two or three weeks ago he was co-operating with the Penn Phonograph Co., H. A. Weymann & Sons, and the other Philadelphia jobbers in a campaign to help raise a million used records for the boys at sea and in the camps and hospitals.

Further credit has been reflected upon



Ensign
E. P. Bliss, Jr.



Ensign
L. D. Callahan

Buehn's leadership by the success of his men in the service. Take, for instance, Bliss and Callahan. Both men enlisted shortly after the declaration of war. All they ever knew about navigating was confined to manipulating a sputtering motor-boat or tipsy cat-boat along the Jersey coast. But they applied themselves diligently to their studies and in a few months passed their exams and won the coveted "anchors" of an ensign, a rank usually conferred only after four years at Annapolis. To-day Ensign Callahan is communication officer of the Fourth Naval District at the headquarters of Admiral Helm, and Ensign Bliss is communication officer at Bordeaux, France. Mr. Bliss formerly traveled for Lyon & Healy, Chicago, and Mr. Callahan traveled the Pacific Coast and Western States for the Victor Co.

It is leadership like this of "Lou" Buehn that

inspires big things—optimism, pep, ambition—and it is this spirit that has made America the winning factor in the war. And that spirit, with patience and faith, brings loyal dealers and ultimate success.

NOW COMES THE "LAMPOGRAPH"

Invention of F. H. Feraud of Considerable Interest and Originality

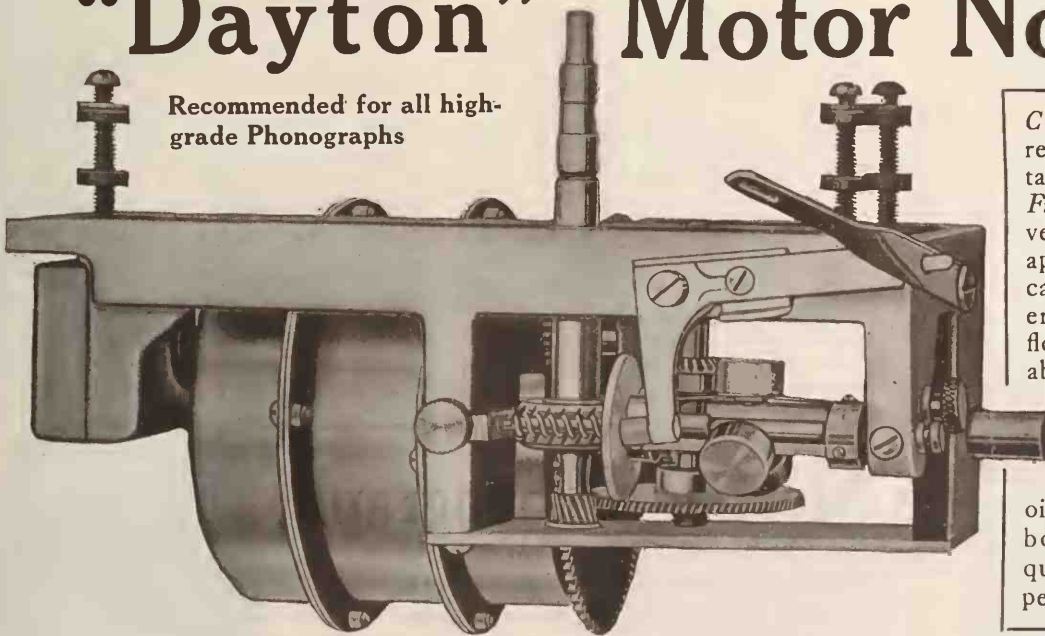
F. H. Feraud, of Granite City, Ill., is the latest inventor to offer something new for the consideration of the talking machine dealer and would-be talking machine owner, in what he calls the "Lampograph," which combines a lamp and a phonograph in a rather novel manner. There have, of course, been phonographs installed in lamps before this, but Mr. Feraud has incorporated a number of new features in the matter of sound control and other particulars, which add to the interest of his product. Instead of having the sound come direct from the lamp shade, using an amplifying horn, Mr. Feraud's device is designed to throw the sound downward against the table upon which the lamp stands, from which it is reflected and thrown into the room. The "Lampograph" is particularly designed for use as an art object, when set with precious and semi-precious stones and otherwise embellished. Several models have been perfected.

RETURNS TO CIVILIAN LIFE

Talking machine dealers in metropolitan territory will be glad to learn that Leon Tobias, formerly traveling representative for Arthur L. Van Veen & Co., and more recently a member of Uncle Sam's navy, has returned to civilian life and will resume his former duties next week. Mr. Tobias achieved signal success in the introduction of the Van Veen bedset system among dealers in this territory, and his many friends in the trade will undoubtedly extend him a cordial welcome upon his return from the navy.

"Dayton" Motor No. 31

Recommended for all high-grade Phonographs



Capacity over 1500 revolutions of the turn table to one winding. Frame finished in silver bronze. Easily applied to any form of cabinet. Springs powerful, triple, vertical, floating. Easily removable. Turn table drive shaft, high quality steel, especially tempered shaft, running in self-oiling bearings. Embodies the highest quality of mechanical perfection.

DAYTON MOTORS

Possess all the sterling qualities that go to build up a successful phonograph business. They are sold to builders of all high-grade talking machines—and give universal satisfaction to the user. Made of the finest grade of material by skilled workmen. Run without vibration, give long service and build permanent business.

Build satisfaction into your product by using the Quality Line. Dayton Motors, Dayton Tone Arms, Dayton Reproducers. It will bring you more business and satisfy the most exacting customers.



Write for full particulars

THE THOMAS MFG. CO., 322 Bolt St., Dayton, Ohio
CHICAGO OFFICE, 1500 REPUBLIC BLDG.



THE FISCHER CO.



Pathe Phonographs and Records

The Merriest of Merry Christmases
The Happiest of All New Years
To the Trade



THE FISCHER CO.

OLDEST PATHE JOBBERS

940-1030 CHESTNUT AVE., CLEVELAND, OHIO



EMPIRE BUSINESS ON INCREASE

Factory Working Overtime to Meet Demands—
Excellent Results Obtained by Trade Representatives Recently Appointed by Company

CHICAGO, ILL., December 7.—At the factory of the Empire Talking Machine Co. it was stated that the demand for machines and records made by that company was of unprecedented volume, and that in order to keep in sight of orders it was necessary to operate the production, shipping and other departments of the factory overtime. Letters are being received from Empire dealers in various sections of the country telling of their success in selling the line; how the machines and records pleased the customers, and in themselves influenced other sales.

A. R. Mitchell, of Williamsport, Pa., has been spending a few days in the local factory looking after shipments to his customers, and will visit the factory of the Empire Phono Parts Co. in Cleveland on his way home to look over that plant and its facilities for turning out the equipment used in Empire machines. Mr. Mitchell has been very successful in placing the Empire agency with prominent music and furniture houses in Pennsylvania.

The Empire Talking Machine Co. has recently engaged R. N. Oates, of New Albany, Ind., to represent them in the States of Indiana, Illinois, Kentucky and Tennessee, and Mr. Oates

has opened up some very fine accounts in the few weeks he has been on the road.

That there is a large demand for high-class phonographs in the South is evidenced by the orders that are reaching the factory from J. H. Stiff, who only recently started to cover the Southeastern States for the Empire line. Both Mr. Stiff and Mr. Oates have been connected with the piano business for many years, and enjoy the confidence of the trade they serve to the fullest extent.

EASTERN DEPARTMENTS DIVIDED

BOSTON, MASS., December 11.—Plans which have been announced for the separation of the wholesale and retail departments of the Eastern Talking Machine Co., Victor distributors, are rapidly becoming realities, and it is expected on December 15 the wholesale department will be removed to the building on Oxford street which the Eastern Talking Machine Co. have used for the storage of their Victor goods. Manager Fitzgerald and Chas. Urlass, assistant manager, will occupy general offices on the third floor of this building, which are rapidly nearing completion. The entire building has been thoroughly renovated and will provide exceptional facilities for their wholesale business.

The retail business will remain at the present Tremont street address, the location being most desirable.

COLUMBIA ANNUAL CONVENTION

Annual Gathering of Branch Managers to Be Held January 6, 7, 8 and 9 at Hotel McAlpin, New York—Elaborate Entertainment Planned

The general sales department of the Columbia Graphophone Co. announced this week that the annual convention of Columbia branch managers will be held on January 6, 7, 8 and 9 at the Hotel McAlpin. George W. Hopkins, general sales manager of the company, will preside at this conference, which will be given over to the discussion of important problems bearing on the reconstruction period that the country now faces. It is planned to have the conventions of the Grafonola and Dictaphone branch managers take place simultaneously, and, although there will be the usual banquet, theatre party, trip to the factory, etc., this meeting promises to be noteworthy for the practical value of the program which is now being prepared.

STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC., REQUIRED BY THE ACT OF CONGRESS OF AUGUST 24, 1912,

Of The Talking Machine World, published monthly at New York, N. Y., for October 1, 1918. STATE OF NEW YORK, COUNTY OF NEW YORK, ss.

Before me, a Notary Public, in and for the State and county aforesaid, personally appeared J. B. Spillane, who, having been duly sworn according to law, deposes and says that he is the Editor of The Talking Machine World, and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management (and if a daily paper, the circulation), etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in section 443, Postal Laws and Regulations, printed on the reverse of this form, to wit:

1. That the names and addresses of the publisher, editor, managing editor, and business managers are: Publisher—Edward Lyman Bill, Inc., 373 Fourth avenue, New York City. Editor—J. B. Spillane, 373 Fourth avenue, New York City. Managing Editor—J. B. Spillane, 373 Fourth avenue, New York City. Associate Editor—J. Raymond Bill, 373 Fourth avenue, New York City. Business Manager—None.

2. That the owners are: (Give names and addresses of individual owners, or, if a corporation, give its name and the names and addresses of stockholders owning or holding 1 per cent. or more of the total amount of stock): Edward Lyman Bill, Inc., 373 Fourth avenue, New York City; Caroline L. Bill, New Rochelle, N. Y.; J. B. Spillane, 373 Fourth avenue, New York City; J. Raymond Bill, 373 Fourth avenue, New York City; Estate of August J. Timpe, 164 Fifteenth street, West New York, N. J.; B. B. Wilson, 373 Fourth avenue, New York City; Carleton Chace, 373 Fourth avenue, New York City; L. M. Robinson, 373 Fourth avenue, New York City; E. P. Van Harlingen, 209 South State street, Chicago, Ill.

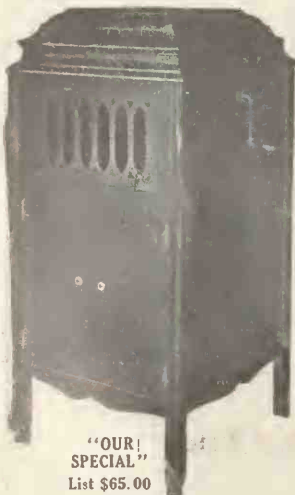
3. That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent. or more of total amount of bonds, mortgages, or other securities are: (If there are none, so state.) None.

4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest direct or indirect in the said stock, bonds, or other securities than as so stated by him.

5. That the average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the six months preceding the date shown above is..... (This information is required from daily publications only.)

J. B. SPILLANE, Editor.
Sworn to and subscribed before me this 30th day of September, 1918. (Seal) EUGENE R. FALCK, Notary Public, No. 6, New York City.

(My commission expires March 30, 1920.)



"OUR SPECIAL" List \$65.00

The Sterling Phonograph

Most attractive offer to live dealers
9 Models, Retail from \$65.00 to \$250.00

The Supreme Phonograph

For particulars write to

The Compacto Phonograph Corporation

31 East 12th Street

New York



STYLE "C" List \$135.00

GOVERNMENT LIFTS ALL RESTRICTIONS ON THE PRODUCTION OF TALKING MACHINES

Industry Now Free to Increase Output to Full Capacity of Factories and to Return to a Normal Business Basis—Announcement From Washington Gratefully Received

The welcome news was received from Washington on Tuesday of this week that all restrictions covering the production of talking machines and the use of metals and other materials for that purpose had been lifted, and that so far as Federal control is concerned the industry could go along under normal conditions.

The information was received by J. Schechter, secretary of the War Service Committee of the Talking Machine Industry, who said to The World: "This raising of all restrictions against the industry is the final step in placing the talking machine industry in a position to secure the full fruits of their work that the future appears to hold. The industry is now free to go ahead as in normal times, and to take care of the tremendous volume of business already booked and that which promises for the future. The Government has been very fair with the industry throughout the war period, and the lifting of curtailments at this time indicates that

the authorities want to see the industry back on a peace basis with as little delay as possible.

Immediately upon receiving word from Washington Mr. Schechter sent a letter to the members of the talking machine industry in which he said:

"It gives me great pleasure to quote below letter just received from Edwin P. Parker, Priorities Commissioner of the United States War Industries Board, advising that all restrictions affecting the talking machine industry are canceled.

"The letter reads as follows:

"Effective December 1, 1918, all restrictions promulgated by the Priorities Division of the War Industries Board affecting the talking machine industry are hereby canceled, and all pledges heretofore made and executed by any member of said industry are hereby revoked.

"Please notify each member of the industry and acknowledge receipt of this notice to me."

OCCUPYING NEW SALES QUARTERS

Pathé Frères Phonograph Co. Remove Their City Sales Offices to the Hallet & Davis Building, 1 West Forty-second Street, New York

The city sales department and the recording department of the Pathé Frères Phonograph Co. have been removed from 29 West Thirty-eighth street to the Hallet & Davis Building, 18 East Forty-second street, New York. In its new home the company is occupying two complete floors, one of which is given over entirely to the city sales division, which is under the direction of O. J. Valliere, and the other to recording purposes exclusively.

This new home of the Pathé Frères Phonograph Co. in New York is located only a few doors east of Fifth avenue, and is ideally situated from a transit standpoint. The building is a new one, and according to Russell Hunting, recording director of the Pathé Frères Phonograph Co., the fourth floor, which is occupied by the recording department, is acoustically perfect. W. H. Penn, general manager of the Pathé Frères recording laboratories, and W. H.

Rose, his assistant, are enthusiastic regarding the new recording department, which they state meets all necessary requirements, both musically and scientifically.

The city sales department of the Pathé Frères Co. distributes Pathé products to the metropolitan trade, and this branch of the business has grown so rapidly that this department was badly cramped in its old quarters at Thirty-eighth street, and additional space was found to be imperative. Mr. Valliere, who is assisted by a corps of competent salesmen, is planning to give the dealers in his territory maximum service in handling Pathé products, and the city sales department's new home will be at the disposal of Pathé dealers, who will be afforded every convenience when visiting New York.

LOCAL STORES IN NEW MERGER

Gotham Shops, Inc., Secure Interest in Business of I. Zion, Inc.—Both Stores to Be Continued at Their Present Addresses

The Gotham Shops, Inc., who handle the Columbia line at 49 Nassau street, and of which Irwin Kurtz is president, has secured an interest in the retail Victor business of I. Zion, Inc., at 2300 Broadway, but both the Gotham Shops and the Zion store will continue to operate under the present names. Mr. Zion will continue as president of I. Zion, Inc., and the store will be under the management of Maxwell Friedman, who has been elected treasurer of the company. Mr. Kurtz has assumed the office of vice-president and secretary. A camera and photographic department will be added to the Zion store.

The Litscher Lite Corp. has been incorporated under the laws of Delaware with capital stock of \$500,000 to manufacture electric light equipment and accessories. The incorporators are William Druke, W. R. Patterson, and others, of Grand Rapids, Mich.

The Robert L. Loud Music Co., Buffalo, N. Y., has been incorporated with capital stock of \$100,000 by R. L. Loud, A. J. Boland and R. W. Werner.

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

FINE OUTLOOK IN INDIANAPOLIS

Ben L. Brown, Manager of the Local Columbia Branch, Makes Good Report

INDIANAPOLIS, IND., December 7.—Ben L. Brown, manager of the local branch of the Columbia Graphophone Co., is enthusiastic regarding the outlook in this territory, and declares that prospects were never better than now.

"There will naturally be a slight reaction for a matter of thirty or sixty days, until the factories that have been making munitions can readjust their plants and get a start towards the manufacture of their regular line," he says, "but I doubt very much there being any noticeable let-up in the talking machine business, inasmuch as we have not been able to supply the demand for many months because of shortage of product.

"Dealers generally do not seem inclined to cancel orders they have for machines, some of these orders dating back to the early summer, which leads me to believe they are looking forward to, and expect more business than they have ever had."

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, cost the dealer 9½c.

JOBGING TERRITORIES OPEN

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

Dealers—Watch This Special Offer

FOR A SHORT TIME ONLY



Best quality American Steel Needles. The famous Truetone brand, packed 200 in a metal box at 65c per thousand, in any quantity. Cash with order. Order today, as offer is good only until January 15, 1919.

Maestrola Mahogany Cabinet Machines, Size 15x15x7½

Motor worm gear plays 2½ to 3 ten inch records, one winding. Prices \$4.50 in 100 lots, in dozen lots \$5.00 each, sample machine \$5.50. Cash with order

FULTON TALKING MACHINE CO.
640 Broadway New York, N. Y.

STEEL NEEDLES—U. S. MADE

NEEDLES **B** NEEDLES
S
BESTONE
 FOR USE **O** ON ALL
 DISC **N** E MACHINES

MADE IN U. S. A.

PROGRESSIVE PHONOGRAPHIC SUPPLY CO., 145 West 45th St., New York

Highest Grade Manufactured. Packed 100
 in an Envelope. Medium, Loud, Extra Loud

75c. per thousand
 60c. per thousand in quantities

Immediate Deliveries in All Quantities

HANDLING AN UNDECIDED CUSTOMER

Some Excellent and Timely Advice Regarding
 the Best Means of Selling to the Customer
 Who Has Difficulty in Making a Final Selection
 Offered in the Interesting Story Below

Some excellent and timely advice to the salesman on the handling of the undecided customer is offered in "The Voice of the Victor" for November. Just now salesmanship is of such great value that the advice is well worth studying with profit.

In the good old days, when you and a lot of other fellows went swimming, you will remember the fellow who stood shivering on the bank until some one shoved him in. He wanted that swim as badly as the rest of you, but couldn't decide to take the first plunge. And that's the way he goes through life; never acting on his own initiative—even when buying a Victrola—but always waiting for some one else to make the decision for him.

Physiognomists—those scientists who classify different types by their features—tell us that this sort of person bears the earmarks of the indecisive type. Close scrutiny, they claim, will generally show him to have flat brows and a long, narrow and weak chin. His head is apt

to be very narrow above and behind the ears and rather square in back, and their observations show that such people are generally dark complexioned and have small snub noses.

Maybe, maybe not, but if an approaching customer bears some of these marks and, when confronted by you, looks up in a timid, apprehensive sort of way and says: "I'm just looking"—it's safe to assume that he lacks initiative. Arrived at this conclusion it's up to you to make him decide then and there. For, left to decide for themselves, such people will generally leave you at the end of an hour with a smile and an "I'll come in again."

Big things always stagger this type of individual, so avoid the momentous question of buying the article, and don't mention the price of it. If you are trying to sell him a Victrola, sidetrack the main issue and interest him in records. Find out, if possible, his business—where he lives, what his favorite pastime is and whether or not he has children. Then select the type Victrola you think he can afford and sell the instrument to him piece by piece. Show him such things as the automatic stop, the flexible tone arm, the record filing system, and even tell him the best needle to use with each record you play for him. Be sure to lay aside all the records he professes a liking for.

Paint a picture of the Victrola in the home, dwelling on the enjoyment it will bring to his family and his friends. For the indecisive man is an idealist. Therefore, he is more liable to decide to buy a Victrola if he believes that he is doing some one else a service than he is if you merely tell him of the pleasure he will derive from his purchase. In a casual sort of way ascertain on what terms he would like to buy and how soon he would like the Victrola delivered if he should buy it. Then give him the final shove.

Hand him your pen and show him where to sign the contract—which you have already filled out as far as possible.

Tactfully, but forcefully, make him realize that he is not buying a Victrola for his own entertainment as much as he is for the entertainment and education of his family and their friends. Show him that he is taking advantage of your position if he doesn't buy after allowing you to spend so much of your time demonstrating the Victrola and playing records for him. Make it plain to him that it was only natural for you to conclude that he intended to buy and that therefore you have drawn up a contract which is ready for his signature.

If he is the indecisive person you thought him he'll sign, for he wants to badly enough, only, like the rest of his kind, can't decide to do so. And your conscience needn't trouble you, for you will really have done the poor fellow an inestimable favor. He wanted that Victrola just as badly as the reluctant swimmer wanted the swim, but needed a good strong shove.

The Davidson Co. has taken over the Victrola department of the James Black Drygoods Co., Waterloo, Ia., and has moved it to the front of their store. L. E. Cohen is in charge of the department.

The World Phonograph Shop is the title of a new concern at 1518 California street, Denver, Colo.

LONG CABINETS



No. 83

In all finishes. Specially adapted for use with Columbia 50, Model "D." Front posts made to follow lines of posts on Columbia 75, Model "F."

FIRST and FOREMOST

In the cabinet field.

Why? Because we've *specialized* in

**CONSTRUCTION
 FINISH and
 ADAPTABILITY**

Our supremacy in these essentials warrants your handling *the perfect line*.

That's why you should anticipate your wants **NOW**.



No. 79

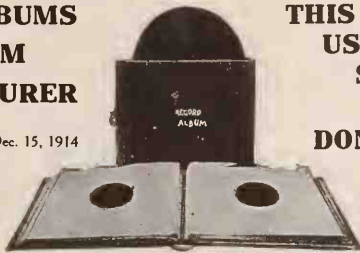
In all finishes. Shown with top moulding and shelves. Specially adapted for use with Victrola IX-A.

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

THE GEO. A. LONG CABINET COMPANY
 HANOVER, PA.

**BUY YOUR ALBUMS
DIRECT FROM
THE MANUFACTURER**

Pat. Dec. 15, 1914



**THIS ALBUM MADE
US FAMOUS BY
SELLING IT.
WHY
DON'T YOU TRY?**

BOSTON BOOK COMPANY, Inc.
43-51 Fourth Avenue, New York, N. Y.

The import and export statistics of the United States, which are compiled by the Bureau of Foreign and Domestic Commerce, will be revised and extended, according to a plan now being carried out. More than 1,500 new items will be added to the export classification, and the import items shown will be increased.

An important phase of the bureau's work is the collection of samples of goods sold in different parts of the world. These articles are exhibited in the New York Custom House.

CHANGE IN CHICAGO OFFICE

The Thomas Mfg. Co., Dayton, O., manufacturers of talking machine motors and parts, will move their Chicago office on January 1 from the tenth floor to Suite 1500 in the Republic Building. L. Baxter, formerly manager of their factory at Dayton, is now in charge of their Chicago interests.

The Schubert Phonograph Co. has opened new salesrooms at 705 Twelfth street, N. W., Washington, D. C.

**INTEREST GROWS
IN FOREIGN TRADE**

Firms Planning Selling Campaigns Abroad—Bureau of Foreign and Domestic Service Called Upon to Supply Data on Conditions in the Foreign Field for American Manufacturers

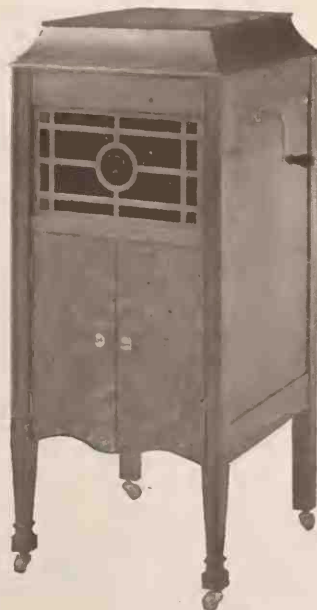
The signing of the armistice putting an end to hostilities in Europe acted as an immediate and powerful stimulant to interest in American export trade, according to information obtained at the district office of the Bureau of Foreign and Domestic Commerce, 734 Custom House. This active branch of the United States Government is now being called upon for a wide range of data concerning foreign markets for American goods by manufacturers whose war orders have prevented them from meeting the demands of the average foreign customer and who will soon be free to return to their normal export business.

The number of firms who are planning serious selling campaigns abroad is steadily increasing, and the local office of the Bureau of Foreign and Domestic Commerce is constantly in consultation with such houses. It is estimated that the number of requests for assistance has doubled during the past month. Although it will probably be six months or more before there is a material improvement in the shipping situation, the Government is facilitating in every possible way the conduct of our foreign commerce, and success in selling American goods abroad is going to depend largely upon the degree of co-operation which exists between the Government and private interests, but more particularly upon the extent to which our manufacturers and exporters utilize and encourage the Bureau of Foreign and Domestic Commerce. It is planned to make the New York office of the bureau the greatest foreign trade service station in the world, and this will be done if a sufficient appropriation is made by Congress for increasing the bureau's organization at home and abroad.

Our competitors in foreign markets have always made scientific accuracy a primary consideration, while, in the past, many American exporters have been too prone to depend upon guesswork and too willing to take unnecessary chances. It is the bureau's aim to place our export trade on a sound and scientific basis by collecting the most accurate and complete information about foreign markets that can possibly be secured. Additional commercial attaches are being appointed to cover certain

countries in Europe, and trade commissioners are being sent to Latin America and the Far East. These men will make a careful study of their respective fields, and millions of dollars' worth of business will come to the United States as a result.

**CABINETS and TALKING MACHINES
for WHOLESALERS, DEALERS, JOBBERS**



We can supply you with high grade talking machines to suit your every need. While we are cabinet makers we also manufacture complete machines.

We have a large stock prepared ready for shipment to meet the requirements of the trade.

Prompt Deliveries

Inquire for Catalog and Price List of

BEN FERRARA
ONEIDA, NEW YORK

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, strings, 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

EDUCATIONAL PUBLICITY

Attractive Hangers in Colors Just Sent to the Trade by C. Bruno & Son, Inc.

"Try These Victor Records" is the title of an attractive hanger that has just been prepared by C. Bruno & Son, Inc., Victor wholesalers, for the use of Victor dealers. This hanger, which is designed in two colors, is conveniently sized for insertion in the usual record fixtures and can therefore be presented by the dealers to excellent advantage.

In a chat with The World C. Bruno stated that this hanger was prepared with the idea of assisting the dealers in moving records which are not generally asked for by the public, because they do not know of them. Mr. Bruno found that quite a number of Victor dealers have stimulated an active demand for these records and other so-called slow-moving records by calling the attention of the customers to them, keeping the records handy in the booths, and playing them whenever the occasion presents itself. The use of this hanger will undoubtedly assist Victor dealers in developing a demand for these records.

PATHE LINE FOR BYRON MAUZY

SAN FRANCISCO, CAL., December 2.—The talking machine department of Byron Mauzy has just added the Pathé lines, placing an initial order of \$5,000 with the Western Phonograph Co., Pathé distributors in San Francisco. The first shipment the music house has received includes several art models and a few of the more expensive types. The department has also been promised a carload of Columbia machines for early delivery.

SELLING COMPANY ORGANIZED

The J. T. Ritley Selling Co., Denver, Colo., has been organized to distribute phonographs to certain Western States. The company's offices are in the Charles Building.

EVEN PHONOGRAPHS "CARRY ON"

Here is shown an interesting survivor of the great war. Though suffering from a jagged shell hole through its sound deflector, this Sonora style portable phonograph is by no means "hors de combat," for it still can play acceptably. The instrument here shown, after two years' service in France, was presented to the British National War Museum. Painted on its case



A Survivor of the War

are the names of the battles in which it has seen service.

The letter of acceptance sent to its donors is as follows:

"National War Museum, May 27, 1918.

"I am directed by the chairman of the National War Museum (the First Commissioner of Works) to thank you warmly on behalf of His Majesty's Government for your gift to the National War Museum which is much appreciated and will be carefully preserved for all time as a national relic."

MAKE MUCH PROGRESS DURING YEAR

Hoffay Talking Machine Co. Keeps Production at Excellent Average Despite the Numerous Handicaps Presented as Result of War

The Hoffay Talking Machine Co., Inc., have just made an announcement regarding the progress the concern has made during the past year—and despite war conditions. The reports show that they have made substantial advances not only in the output of their products, but in adding to their organization several very representative distributors in different parts of the country. The number of dealers that have also been made Hoffay agents has been quite large, and from present indications the president of the company, Joseph Hoffay, feels that during the coming year his organization will have such recognition in the talking machine field as he feels his product justifies.

"NEWT'S" FOR DECEMBER READY

The December number of "Newts," the monthly house organ by Stephenson, Inc., edited by Frank Nutze, is now in the mails, and, as usual, the contents is filled with stories of life and there is also much in the way of philosophy. According to reports the "Newts" is being received by the trade as a little magazine that is greatly sought.

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.

EMPIRE RECORDS FOR JANUARY

CHICAGO, ILL., December 11.—The advance list of records for January just issued by the Empire Talking Machine Co. is as follows:

- POPULAR HITS OF THE DAY**
- 6256 When You Come Back (And You Will Come Back) (Cohan). Baritone solo.....Louis Winsch
 - Three Cheers for the Army and Navy (Thompson). Tenor solo.....Ira Allen
 - 6257 That's What Ireland Means to Me (Hanley). Tenor solo.....Henry Burr
 - On the Road to Home, Sweet Home (Van Alstyne-Kahn).....Sterling Trio
 - 6258 There's Someone More Lonesome Than You (Von Tilzer).....Campbell and Burr
 - And I Am All Alone (from "Have a Heart") (Kern). Tenor solo.....Henry Burr
 - 6259 A Little Bit o' Honey (Bond). Tenor solo, Henry Burr
 - On Lake Champlain (Bryan-Gumble).....Sterling Trio
 - 6260 At the End of a Beautiful Day (Perrins). Tenor solo.....Henry Burr
 - Chimes of Normandy (Wells). Contralto solo Jean Sterling
- COMIC SELECTIONS**
- 6261 An Old Horse That Knows His Way Home (Oiman). Baritone solo.....Louis Winsch
 - He's Always Hanging Around (Sissle-Blake). Tenor solo.....Ira Allen
 - 6262 Miss Sirmantha Johnson's Wedding Day (Jackson). Tenor solo.....Collins and Harlan
 - Good-Night, Angeline (Sissle-Blake). Tenor solo.....Ira Allen
 - 6263 Cohen Telephones the Real Estate Office. Humorous monologue.....Morris Briel
 - The Coon Mariners. Golden and Marlowe, Comedians
 - 6264 From Here to Shanghai (Berlin). Collins and Harlan
 - Yukaloo (Van Brun-Von Tilzer).....Sterling Trio
- HAWAIIAN SELECTIONS**
- 6265 Southern Blues. Characteristic Hawaiian melody.....Louise and Ferera
 - Honolulu by the Sea (Jack Frost). Campbell and Burr
- DANCE SELECTIONS**
- 6266 Lights Out (McCoy). March or two-step, Empire Military Band
 - Liberty Lads (Smith). March or two-step, Empire Military Band
 - 6267 Dance With Me (from "The Grass Widow") (Pollock-Wolf-Hirsch).....Empire Band
 - Paddle Addie (Snyder). Medley fox-trot, Empire Band
 - 6268 Beale Street Blues (Handy). Saxophone, xylophone and piano.....Davies Trio
 - Lily of the Valley (Friedland). One-step, Empire Dance Orchestra
 - 6269 The Jazz Dance (Overstreet). Fox-trot, Blake's Jazzone Orchestra
 - Going Up (Harbach-Hirsch). Medley one-step, Empire Military Band
 - 6270 My Dough Boy (Frey). One-step medley, Klass' Accordion Dance Orchestra
 - Goulash (Egan). Medley fox-trot, Klass' Accordion Dance Orchestra

Fred Carton has been appointed sales manager of the D. W. Lerch Co., Canton, O., which concern in addition to pianos and players also handle Vocals and Grafonolas.



Made UP to a Standard

Not DOWN to a price



Ready for Immediate Delivery

Prices Range from \$80 to \$160 Four Styles

Territory open for Agents
 Send for details and dealers' discounts
 Helpful booklets furnished to Culptone dealers free
Culp Phonograph Co.
 240 Broadway New York City

SCHUBERT Double Disc RECORDS
 A \$30 Record Investment Starts YOU with complete, up-to-date list of Popular Vocal and Instrumental Selections
10-INCH DOUBLE DISC
 20 to 30 New Selections Monthly
 We guarantee you against loss of Record Investment.
 Liberal Discounts Send for Details
BELL TALKING MACHINE CORPORATION
 (Record Department)
 44 WEST 37th STREET, NEW YORK, N. Y.

NEEDLES
 WE MANUFACTURE
 Diamond needles for Edison
 Sapphire needles for Edison
 Sapphire needles for Pathe
 in stock ready for delivery
MERMOD & CO., 505 5th Ave., N. Y.

REPAIRS
 All Makes of Talking Machines Repaired Promptly and Efficiently
 TALKING MACHINE REPAIR AND SALES CORPORATION
ANDREW H. DODIN, President
 176 Sixth Avenue New York
 TELEPHONE, CHELSEA 8437

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.

GIRL EDITOR FOR 'ALONG BROADWAY'

Laura Scribner, Vassar, 1918, has been appointed associate editor of "Along Broadway," the bright little publication issued by Thomas A. Edison, Inc., and has already made good in her new position, indicating that Tom Leonard, general sales manager of the company, was right when he demanded a girl editor for that publication, of which Verdi E. B. Fuller is managing editor.

When he decided to get a college girl Mr. Leonard telegraphed at once to Vassar, and Miss Scribner arrived at Edison headquarters the next day.

PLANT IS TAXED TO CAPACITY

The Cleveland factory of the Empire Phono Parts Co. has been taxed to its capacity to keep pace with the demand for the high-grade tone arms and sound boxes that they are manufacturing, and W. J. McNamara, the president, is figuring on a large increase in the equipment of the factory as soon as the present rush subsides sufficiently to enable him to carry out the plans he has made to that end. The Empire tone arm and reproducer have been adopted as standard equipment by some of the highest class manufacturers of talking machines, and a number of others have signified their intention to adopt the Empire equipment for 1919. The fact that it pays to advertise in The Talking Machine World is strikingly attested by the returns that have come to the Empire Phono Parts Co. as a result of their advertising in that medium. Inquiries have been received from practically all over the world, including China, Japan, India, Australia and Africa, and practically all of the concerns now using Empire equipment were secured through inquiries in answer to ads in The World, as the company employs no traveling men, and the only representative they have is C. L. Stephenson, of 1765 Broadway, New York, who looks after the Empire trade in that territory, and has built up a very satisfactory volume of business with some of the leading Eastern manufacturers.

SPENDS FEW DAYS IN NEW YORK

I. A. Lund, who has been doing some very effective work for the Mandel Manufacturing Co., of Chicago, Ill., on the road, throughout central western points, was a visitor to New York last week, and was very buoyant over the immense demand for the Mandel phonograph in the territory which he controls. Mr. Lund is a practical efficiency expert and has done splendid work for the Mandel institution in the production end of this enterprise, and he is doing just as efficient work on the road. This change of operations gives him a chance of getting in thorough sympathy with the needs and demands of the traveling men and the talking machine trade generally.

Emerson New England, Inc., was recently chartered under the laws of New York with capital stock of \$75,000 to engage in the phonograph business in this State. The incorporators are M. D. Dewitt, H. M. Van Aken and M. C. Flanagan.

Nature won't stand for overdrafts any more than your bank.

A. P. BURNS AN ACTIVE FACTOR

Assistant Sales Manager of Thos. A. Edison, Inc., Full of Real Information

One of the active factors in the Edison organization is A. P. Burns, the assistant sales manager, who gained a first-hand insight into all phases of the business while on the road for that company, and is now looked upon as



A. P. Burns

an authority on transportation and the other problems of shipping and traveling. He knows. Incidentally, Mr. Burns has sales ability of no mean sort, and persistence back of it.

"Burns is a nuisance," Tom Leonard, his boss, insists. "He's so everlastingly persistent. Once let him get started after anything and nobody in the office gets any peace until it is accomplished—which is extraordinarily soon, by the way. He has a lot of correspondence with the dealers, and his follow-up letters must be their despair! Whatever he means them to do they do eventually, in self-defense."

Harold Orth, of the Denver Music Co., Denver, Colo., who was a member of the Officers' Training School at Camp McArthur, Waco, Tex., has received his discharge from the service and again taken up the threads of business.

The Phonographic Atelier, Inc., Wilmington, Del., was incorporated this week with the Secretary of the State for the purpose of manufacturing phonographic records, etc. Capital, \$145,000.

HOFFAY



Read the Trade Mark carefully, hear the machine, and you'll agree that it is truly
The World's Musical Instrument
 Improves All Records

"The World's Musical Instrument—not a phonograph"

MEANS QUALITY AND MONEY. THE GOOD PART OF IT IS THAT IT LOOKS WHAT IT IS



Our 1916 sales were nothing compared to those of 1917, while those of 1918 have increased many times over.

Our lately improved products, which we fully guarantee, together with our liberal proposition, make it a sure fact that 1919 will smash to bits our record of 1918.

A Happy Christmas and that you may enjoy with us the Prosperity of 1919 is our heartiest wish.

HOFFAY TALKING MACHINE CO., INC. 3 WEST 29TH ST. NEW YORK CITY

\$125



Height, 44
 Width, 20 1/4
 Depth, 20 1/4
 Other Models
 \$175, \$225, \$275

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.

PHONOGRAPH RECORDER WANTED, experienced, capable and enterprising. Will make good proposition for all or part time. Confidential. Address "Box 565," care The Talking Machine World, 373 Fourth Ave., New York.

RECORDING EQUIPMENT WANTED; new or second-hand, also shaver, tanks, dies, presses, lathes, rheostats, etc. Address "Box 566," care The Talking Machine World, 373 Fourth Ave., New York.

WANTED—By January first want to connect with large talking machine manufacturer who makes a medium-priced line, to sell through the South and Southwest in connection with line of pianos. Have strong following among the best rated piano and furniture concerns in this territory. Best of references furnished. Address "Box 567," care The Talking Machine World, 373 Fourth Ave., New York.

SALESMAN WANTED to take orders for standard article in great demand all over the country; sold in phonograph stores, drug stores, stationery, hardware, dry goods stores, etc. Steady employment and liberal remuneration. Address "Box 568," care The Talking Machine World, 373 Fourth Ave., New York.

DOUBLE PRICE is offered for Columbia Record A5116. Address A. O. Lamson, 216 Fulton St., New York.

A FEW shares offered, start at big discount, involving manufacture of new highly developed phonograph. Address "Box 574," 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.

LARGE Record Manufacturer desires services of high-class salesman for Middle West among jobbers only. An excellent opportunity to make big money. Address "O. C. 10," care The Talking Machine World, 209 South State St., Chicago, Ill.

WANTED—New and second-hand Victor and Columbia talking machines and records. Spot cash paid for them. Deninger Cycle Co., Rochester, N. Y.

SALESMAN wants to carry line of phonographs through the entire South on commission basis. Address "Box 569," care The Talking Machine World, 373 Fourth Ave., New York.

SITUATION WANTED—Manager of Victor store with eight years' practical experience in large Eastern city wishes to connect with firm on salary and commission basis. Has good education and genial personality. Address "Box 570," care The Talking Machine World, 373 Fourth Ave., New York.

WANTED—Phonograph shop. Victor shop preferred with or without Kodak agency. Complete details in first letter. Address "Box 571," care The Talking Machine World, 373 Fourth Ave., New York.

POSITION WANTED—Live-wire wants to hear from firms contemplating to extend business to Asia Minor (an excellent field), also Balkan States. Big opportunity. Address "Important," The Talking Machine World, 373 Fourth Ave., New York.

WANTED—Salesmen to carry line of well-known music rolls and phonograph accessories on commission basis. Address "Box 561," care The Talking Machine World, 373 Fourth Ave., New York.

POSITION WANTED—Talking machine salesman, five years' experience, expert repairman, can take full charge, can handle both American and foreign trade. Address "Box 562," care The Talking Machine World, 373 Fourth Ave., New York.

PHONOGRAPH recorder required, thoroughly experienced and able to install and operate. Replies confidential. Address "Box 558," care The Talking Machine World, 373 Fourth Ave., New York.

POSITION WANTED—City salesman or department manager—by man of twelve years' experience. Best references. State particulars. Address "Box 549," care The Talking Machine World, 373 Fourth Ave., New York.

SITUATION WANTED—Salesman (35) acquainted with every angle of the business. Phonographs, records and sundries. Vigorous result getter on road. Drawing account against commission. Address "Phonographs," 22 East 125th St., New York.

POSITION WANTED—Talking machine salesman, five years' experience. Inside position large city preferred. Familiar with all well known machines. References. Address "A. P. 2," Talking Machine World, 209 So. State St., Chicago, Ill.

WANTED—Thoroughly experienced, aggressive Edison, Victor and Columbia manager is open to manage department. Any location. Success guaranteed. Address "J. L. 8," care The Talking Machine World, 209 South State St., Chicago, Ill.

SITUATION WANTED—Trade builder open for position November 1. My record of sales will be of interest to manufacturers who wish to further their output. Address "Box 560," care The Talking Machine World, 373 Fourth Ave., New York.

To Phonograph or Record Salesmen or Dealers

If you think you could sell a brand new attachment, which goes on the Victor sound box and *remains there permanently*, which is so simple a child can put it on, which when used enables the Victor to play all records with equal beauty of reproduction without removing or turning the sound box and which is protected by *basic* patent applications, we would be glad to have you telling us in what territory and how you expect to sell the attachment. Address "Box 575," care THE TALKING MACHINE WORLD, 373 Fourth avenue, New York.

WILL YOU HIRE BRAINS?

I know the phonograph business thoroughly from the retailer's standpoint. I know his problems, and how to meet them, from actual experience. I started a store a couple of years ago with practically nothing and have built it up to be the leading store for both machines and records in its neighborhood.

My capital is limited, and keeps me from doing things in a big way. My initial success has been so great that I feel that I can take hold of a much larger proposition and build it up.

If there is some manufacturer or distributor of machines or records who needs an active young man, let us meet. Address "J. M.," 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 finest quality, 100 to envelope, 60 cents per thousand.

I. DECKINGER

3064 Albany-Crescent Ave. New York

RECORDER

Thoroughly experienced recorder, familiar with all departments of record manufacturing and wax making. Own complete lateral and vertical instruments, accessories, wax formulas, etc. Competent to efficiently handle any part of recording work. Desires permanent connection where conscientious work is appreciated. Address "Box 573," care The Talking Machine World, 373 Fourth Ave., New York.

WANTED

Victor talking machines and records. Highest cash prices paid. No quantity too large. Call, write or phone.

TERMINAL EXCHANGE

1208 Filbert Street, Philadelphia, Pa. Bell Phone, Locust 5716 Always Open

Pre-War Prices ON PHONOGRAPH PARTS

Motors, double springs cpt. with 12" T. T., each.....	5.00
Motors, single spring cpt. with 10" T. T., each.....	2.25
Tonearms, universal, with mica soundbox No. K-1, each.....	1.75
Tonearms, universal, No. H2, Sonora style, each.....	2.75
Soundbox, ft Victor tonearm, No. H-1, each.....	1.50
Soundbox, ft Standard tonearm, No. K-5, each.....	0.75
Main springs for Edison disc, 1 1/2", each.....	1.75
Main springs for Columbia disc, 1", each.....	0.60
Main springs, 3/4" oblong hole, each.....	0.35
Main springs for Columbia disc, 3/4" round hole, each.....	0.30
Main springs, 5/8" x 0.20 x 8", each.....	0.30
Main springs, 1 1/4", ft Victor, each.....	0.70
Governor springs for Columbia motor, each 2c.; per 100.....	1.20
Governor springs for Victor motor, each 2c.; per 100.....	1.20
Governor screws for Columbia motor, each 1c.; per 100.....	0.50
Governor shafts for Bllek or Wonder motor, each.....	0.15
Governor shafts for Helmenan No. 0 or 11, each.....	0.20
Steel needles, full-tone, in envelopes, per 1,000 needles.....	0.60
Sapphire needles for Edison disc, each.....	0.30
Sapphire needles for Pathé disc, each.....	0.30
Genuine Edison diamond for disc, each.....	2.25
Mica diaphragms, 1st for Victor soundbox, each.....	0.15
Mica diaphragms, 1st for Columbia soundbox, each.....	0.25
Mica diaphragms, 1st for all Standard soundboxes, each.....	0.22
Mica diaphragms, for Pathé and Brunswick, each.....	0.50
Turn-table, felt green, 10", each.....	0.15
Turn-table, felt green, 12", each.....	0.20
Barrels, assembled, for Bllek or Triton motors, each.....	0.60
Barrel, bottom gears, Bllek or Triton motors, each.....	0.15
Needle cups, ft on Columbia, per 100.....	2.25
Needle cups, with covers, for used needles, per 100.....	3.75

FAVORITE PHONOGRAPH ACCESSORY CO.

1491 DeKalb Avenue

Brooklyn, N. Y.

CABINETS

A few hundred cabinets of several different styles, all in excellent condition, are available for immediate shipment. Both quartered oak and birch mahogany finish.

McLANE MFG. CO.

Milford,

New Hampshire

BUSINESS OPPORTUNITY

Piano and Talking Machine Store for rent, account sickness. Splendid chance for live man to step into money making place. Location has been music store for years. Only one in city of 10,000. Rent \$40.00. Six months free. Sheet music department owned by another party.

THE DEMING MUSIC CO.

Deming Building

Redlands, California.

VICTORS

COLUMBIAS, EDISONS, SONORAS, PATHE AND OTHER MAKE PHONOGRAPHS FOR SALE, ENTIRE LOT OR SEPARATELY. MAKE YOUR OWN PRICE. QUICK ACTION REQUIRED. CHANCE OF A LIFETIME.

DEUTSCH BROS.

3rd Ave. and 133rd St.,

New York City

WANTED

By a progressive company a man who knows music and has mechanical ability and wishes to learn the art of recording. We will pay a good salary while learning. An opportunity for the right man. Please state fully in application all facts which would be of interest. Address "Box 576," care The Talking Machine World, 373 Fourth Ave., New York.

WANTED

Victor and Columbia records, new and second-hand. State condition.

PLAYER ROLL & RECORD EXCHANGE

901-903 Marquette Ave.

Minneapolis, Minn.

FOR SALE

On account of ill health am compelled to dispose of my business, Columbia Agency, and full line of records. Ideal location with 75,000 population to draw on. For further details address "Box 572," care The Talking Machine World, 373 Fourth Ave., New York.

HOW MANY SAVED MONEY

During the period of the war many concerns adopted the practice of saving all the twine, cord and string used to bind incoming parcels and packages, and in this way accumulated a large part of the necessary cord, etc., needed for binding outgoing packages. This is a plan which should still show a substantial saving if continued during peace times.

The
CHENEY
PHONOGRAPH
"Plays all records better"

Dealers are invited to inspect this instrument which is so distinctly different from all others.

Attractive agency proposition. Liberal advertising plans. Write for catalog and full particulars.

H. L. ROYER, New England Representative

77 SUMMER STREET, Room 59 - - - - - BOSTON

**LISTENING LIBRARY
A CHARACTER GAUGE**

Talking Machine Records Are to the Ear What Books Are to the Eye—Character of the Records in Library a Guide to Owner's Culture

Very constructive and helpful articles of value to the dealer, and of interest to the buying public, are being published in that section of the Chicago Evening American under the caption of "The Buying American." The subject of talking machine records was recently discussed in a manner that afforded some ideas that might be utilized by the retailer to good purpose. It was under the caption of "The Listening Library" and ran as follows:

"We call it our listening library," she said as she opened the doors of the talking machine and disclosed the rows of records compactly arranged in groups.

"Listening library is good," I replied. I had never thought of a collection of talking machine records in that way before.

"Talking machine records are to the ear what books are to the eye," she went on. "I try to carry the simile farther. I try to make our listening library just as well rounded, just as complete and just as up-to-date as our library of well-loved books. My father used to say, 'Tell me what you read and I'll tell you what you are.' A glance at your book cases was all he needed to size up your character. But I maintain that to-day your talking machine records are an even more accurate character-gauge than your books. And just as no library of books, even though it be but the "five-foot shelf," is complete without certain "classics," so is no library of records complete without its old-time favorites."

"Do you remember in William Dean Howell's masterpiece, 'The Rise of Silas Lapham,' how the paint manufacturer's family became wealthy and, moving into a fashionable Boston square, suddenly realized their lack of books? And how disturbed they were lest they buy the wrong ones, until an intellectual friend offered some helpful suggestions?"

"Neither the Silas Laphams of to-day nor any-

one else need have any fears in selecting their listening libraries. The test of the worth of a record is not in what some critic may have said about it. Nor is it in the endorsement of generations past.

"The simple test is. Do you like it yourself? 'Does it please you when you hear it?"

"There is this advantage, too, in selecting a listening library: When you add a book to your shelves, you must buy it before you read it—and until you read it, you cannot be sure it will please you. When you add a record to your collection you may hear it before you buy. Your satisfaction is guaranteed in advance.

"No pig-in-a-poke purchase, this. But just as the book library must be kept interesting and

fresh by the addition of 'best sellers' or 'some much-talked of new volumes from time to time, so must the record library be replenished frequently with the new productions.

"That catchy song, direct from the Winter Garden—that newest march of the march king—that patriotic air the bands are all playing and the boys in uniform all whistling—you need these to keep your listening library up to snuff.

"When folks come in for the evening, are you entertaining them with something new or boring them with 'old stuff?"

"When Joe Nextdoor asks, 'Oh, boy, have you heard the latest dance hit?' there's a barrel of satisfaction in answering, 'Listen, here it is!"

"When Mrs. Breeze prates about the opera, what a comfort to say, 'Oh, yes, we have it on our talking machine.'"

"Buy records as you buy books. You do not choose a book because it is cheap, but because you want it. Price doesn't count. 'Pay a little more for the good record,' is sound advice. Remember, you've got to live with it. You don't want your book shelves stuffed with trashy dime novels—nor your talking machine shelves with records that you'll hate to-morrow. The best music is the least expensive, no matter what it costs, because it wears best.

"One good record once a month is better than a bushel of 'cheap stuff' once a year. Buy monthly, buy carefully, discriminate, and your listening library will soon be, not only large, but worth listening to."

ATTRACTIVE DELIVERY CAR OF AN EDISON DEALER

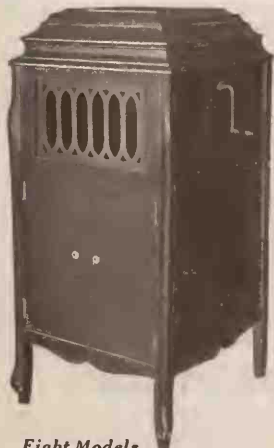


Edison Delivery Car Used by J. H. Gehring

The accompanying photograph shows a most attractive delivery car recently put in service by J. H. Gehring at Delta, O. The car is painted a bright lemon color trimmed with black and attracts a great deal of attention in its busy activities throughout the neighborhood. Mr. Gehring claims it is the only car in the county painted anything like it and that it "makes the people sit up and take notice."

S. Kann, Sons & Co., big department store in Washington, D. C., has secured the agency for the Sonora line for its talking machine department.

B. S. Porter & Son, Findlay, O., have formally notified the public that they have discontinued the practice of sending records out of the store on approval.



Eight Models Retailing from \$30 to \$275

A FRANK DISCUSSION

¶ There are more than a hundred phonographs that have been presented to the trade recently by different manufacturers. They ALL claim superiority of every detail—cabinet design, finish, motor, tone, etc. It is very clear that ALL these instruments cannot be BEST. Some of these manufacturers are at least mistaken.

¶ You recall many things that were seemingly satisfactory until BETTER ones appeared. That is exactly the case with phonographs—the instrument of yesterday "paved the way" and to-day there is but ONE best in phonographs, the SONA-TONE—it is the NEW PHONO-

GRAPH and BETTER, just the same as America is the NEW WORLD and BETTER.

¶ Mr. Thomas Dixon, of "Birth of a Nation" fame, says: "It is the sweetest and clearest toned instrument I have ever heard."

¶ You do yourself an injustice if you do not investigate the SONA-TONE, the last and FINAL word in phonographs. The only Over the Top.

¶ REMEMBER, the SONA-TONE sells on sight and it STAYS SOLD; no come-backs. Liberal trade proposition, immediate deliveries, and exclusive territory.

Write us to-day.

SONA-TONE PHONOGRAPH, Inc.

Office and Sales Room, 322 Livingston Street, Brooklyn, N. Y. Factory, 691 Bergen Street, Brooklyn, N. Y.

FROM OUR EUROPEAN HEADQUARTERS

2 GRESHAM BUILDING, BASINGHALL STREET E. C., LONDON, W. LIONEL STURDY, MANAGER.

Reasons for Real Christmas Feeling in the Trade This Year, Owing to the Signing of the Armistice—The Collapse of the Great German Empire Means That Trade and Commerce Will Again Be Resumed—Plans for Reconstruction Now Under Way—Gramophone Co. Hold Annual Meeting—Sales Break All Records—News of the Month Worth Recording

LONDON, E. C., ENGLAND, December 2.—The sacred significance of Xmas will this year be emphasized by the glorious result achieved in behalf of the ideals of civilization. There is a great and simple sincerity in the good old greeting—Peace on earth and good will to all men. Joy will reign supreme in the homes of the people, though in thousands tempered by the sorrowing thoughts of those left to mourn the loss of loved ones who have made the supreme sacrifice. Might now pays homage to Right; the world and men are advantaged thereby. This Xmas will witness an almost universal celebration of the Allies' glorious achievement. It is in a special sense therefore that I extend to all readers the compliments of the season, in the knowledge that circumstance lends itself to a real enjoyable time free from the strain and effects of war.

The collapse of the mighty German Empire and its allies—Austria, Bulgaria and Turkey—brings us to the consideration of those post-war commercial prospects about which reams of advice have been proffered by doughty newspaper and other scribes. Now we are really up against it, and the world is watching. The race for trade supremacy will shortly set in with a vengeance. The keynote of success is organization. Each country has to put its house in order on the basis of reconstruction. The British Government is alive to the situation and has put into operation machinery for bringing into effect the many plans for an early re-establishment of peacetime industries. A multitude of problems and difficulties present themselves, demanding the exercise of quick decisions by intelligent men of affairs and experienced statesmen. There is immediate need for a powerful progressive policy which will assure to British manufacturers a plentiful supply of labor and raw materials free of harassing restrictions. The question of tonnage, demobilization and the development of the resources of the Empire will receive priority of consideration. A reasonable control over demobilization of the services so as to prevent unemployment is to be exercised. Complete demobilization of the troops cannot take place under eighteen to twenty-four months. Discharge will be given according to a man's industrial value, and priority in this respect will go to key-industry men. The Government has dozens of committees at work dealing with these problems, and of various trade interests, and if it is not a case of too many cooks, etc., Great Britain should be in a favorable position to successfully grapple the great task of reconstructing the war-weakened fabric of industrial organization.

The difficulties confronting the musical instrument industry are many, but not all sections of the trade are identically affected. Being unsuitably equipped for war output, the gramophone record factories have largely escaped the Government's attention, and are therefore in a favorable position for normal activity once the labor question is overcome.

Minor restrictions regarding paper, certain record material, etc., remain, but as time proceeds a gradual improvement will come about, and it is not anticipated that these factories will be very greatly handicapped in their efforts to resume a normal output. On the machine side it is different. Such factories are engaged on

war work and will need time to finish up. This will be by arrangement with the Government, though in most contracts a termination clause exists agreeing a time limit upon the cessation of hostilities. The equipment of such factories will then need an entire rearrangement, probably the installation of balancing plant to secure an efficient mechanical layout for gramophone manufacture. We may rest assured that good plans exist for reconstruction in the foregoing respect and that no time will be lost in making the necessary change.

Most pianoforte factories are engaged, or partly so, on the manufacture of aeroplane parts. Here again, it will take a certain time to clear up, though in some cases it is rumored that manufacturers are in no hurry to resume pianoforte construction, owing to financial considerations. Evidently there is more money in aeroplane work than in piano output.

All things considered, there is every reason to believe that the labor claims of the trade and the question of raw material supplies will be strenuously pressed in official quarters for early consideration.

General Meeting of the Gramophone Co., Ltd.

At the ordinary general meeting of the Gramophone Co., Ltd., the chairman said that the trading profit this year was £218,749, and, adding the amount of £72,505 brought forward, made a total of £291,255. After deducting the usual items set forth in the report, amounting to £127,450, there was left a balance of £163,804 to be dealt with. The directors recommended the payment of a 10 per cent. dividend, less income tax on the ordinary shares, and a bonus of 5 per cent., less income tax, the setting aside of £50,000 for the equalization of future dividends, and carrying forward the balance of about £38,000.

He was in a position to state that during the year ended June 30 last the sales of gramophone goods in the United Kingdom had broken all records, and were larger than those of any previous year, either before or after the commencement of the war. To go a little further, he could inform them that the trade in the United Kingdom for last month (October) was also a record, being the largest sales of any month in the history of the company, and having regard to the change over from Government work to gramophone work, he was sure that that would be welcomed by all shareholders as an indication of the company's power to carry on. Dealing with a few of the principal items he pointed out that creditors on open accounts figured at £383,500 less than last year, and the stock-in-trade and work in progress also showed a decrease of £230,700.

Both these decreases were almost entirely due to a change of policy in the Government departments with regard to the financing of their large contracts. The cash item, £297,374, was less than last year by £50,266, due to the writing off of cash in enemy countries and in Russia. Trade investments were less by £87,300. The last four items on the liability side of the balance sheet totaled £520,125, and deducting the amount of dividend and bonus recommended they were left with a total of £445,125 accumulated cash working capital in addition to the issued capital of £600,000, and the debenture indebtedness of £300,000. How far all that capital was working capital in the true sense of the word was, in his opinion, the test of the value of the present balance sheet in face of the reconstruction period before them. The real working capital in their case was made up of three items, stock-in-trade and work in progress, the difference between debtors and creditors and cash. Those three items together, after deducting dividend and bonus from the cash item,

amounted to no less than £1,008,000. That was a very remarkable figure, and was a position which gave the directors confidence in the ability of the company to face the immediate future and the period of change-over with confidence, and enabled them to look forward to a glorious and profitable future.

Under New Management

The trade has been advised that W. H. Reynolds (1915), Ltd., has been placed under new management, and will continue business as heretofore at 22 City road, London, E. C. For the season's trade the firm are specializing on three types of hornless machines, each in its way being notable for careful workmanship and general all-round good value. In addition, a specialty is made of parts and accessories, of which a goodly variety is always in stock.

The Great Armistice Week

If we infringe the conventional rule of trade journals in making reference to other than strictly trade affairs, we make no apology; the great occasion being our best justification. Such a crowning victory as never before in the world's history! Four and a half years of patient faith, not always, we may now admit, without a measure of misgiving. The arms of civilization have achieved a glorious triumph over the dark forces of misapplied kultur, and it now remains a world duty to concentrate upon the reconstruction of the social and industrial fabric.

The armistice week was throughout one of wildly joyful excitement in England, and especially in London, where the news produced a remarkable expression of relief. Business was a secondary consideration and little could be done in view of the general feeling, to which of course the people had to give vent anywhere but in the office. One can yet scarcely realize that it is for all practical purposes a thing of the past.

New Winner Records

The latest Winners embody a number of titles which have found great favor among the masses on this side, and for which there should be a big demand from overseas. The Band of H. M. Irish Guards contribute two popular airs—"Over There" and "The Middy," both typical examples of good swinging marches, which naturally are much in vogue. The Winner exclusive, Ivor Foster, gives us a couple of attractive Irish items, and the famous Revue artists, Lee White and Clay Smith (who quite recently married), are down for two American songs, "In Alabama, Dear, With You," and "So This is Dixie." "Oshkosh" (whatever that may mean) and "Uncle Sam's Got a Great Big Stick," by The Two Bobs, should find a ready sale across the pond. Ernie Mayne, Ernest Rutterford, Kirkby & Hudson, artistes of renown on this side, also contribute popular songs to this fine Winner program. Selections I and II of "As You Were," the popular Revue now being played at the London Pavilion, go to the making of a splendid record by the Royal Court Orchestra. Of ten artistes who contribute to the list, it is a remarkable fact that no less than seven record only for the Winner Co.

The Death of Percy Dunlop

Just prior to the mailing of this month's report the sad news has been received of the death of Percy Alexander Dunlop, from the after-effects of malaria fever, in hospital at Salonica on October 28.

The deceased was well known in trade circles, where he was universally respected and esteemed

HARDWARE

Agent well in with best wholesalers in United Kingdom is prepared to take up American fancy and general lines at close of war. Mail particulars to G. Stewart, 111 Keith Road, Barking, Essex, England.

FROM OUR LONDON HEADQUARTERS—(Continued from page 112)

both on account of his kindly disposition and pleasing personality, as much as for the good work he never failed to undertake whenever an opportunity occurred so to do in the interests of the trade. Percy Dunlop joined the London Scottish in the early days of the war, and after seeing service in France was drafted to Salonica soon after the British and French troops took possession. His life has been given for his country, for he was a true patriot. We shall keep ever green the memory of his valued friendship. To Arthur Dunlop, the editor of our contemporary, *The Sound Wave*, with whom in pre-war days Percy was associated on the advertisement side of the journal, and to Mrs. Percy Dunlop, we offer our very sincere condolences in their irreparable loss.

Become Members

The following houses have recently been admitted to membership in the Association of Gramophone & Musical Instrument Manufacturers & Wholesale Dealers: M. Hirst & Co., 7a Grove road, Willesden, N. W. 2, gramophones and accessories; J. Stead & Co., Ltd., Manor Works, Sheffield, needle and spring manufacturers; West Bromwich Spring Co., Ltd., George street, W. Bromwich, spring manufacturers.

No Luxury Tax Legislation

In Parliament Bonar Law, the Chancellor of the Exchequer, recently informed an expectant House of the Government's intention to withdraw the proposed bill for the taxation of luxury articles, etc. But he was careful to express the hope that this source of revenue will not be overlooked when next year's budget is under consideration. The belief is general that this was Bonar Law's pet scheme for tapping an alleged spendthrift public of some of its surplus wealth. He didn't think it would act as a premium on reckless expenditure, or surely the bill would never have seen daylight, and so we are foredoomed by a quasi-official connivance to

another twelve months' financial freedom. The fact is that our dear Chancellor was reluctant to confess the failure of his proposal. It is more than doubtful whether he really cherishes the hope of introducing a luxury tax again. Nevertheless, the musical instrument trade appears to be somewhat nervous about it, for dealers and others have been exhorted to maintain pressure on local opinion with a view to collective action in official quarters if need be. It is as well to look both ways, but, all things considered, there seems to be little general apprehension of its revival, and indeed, it may truly be said that the trading community of this country has quite made up its mind that the Luxury Tax bill is dead.

Dealers Apprised of "H. M. V." Specials

Typical of this company's usual enterprising methods the following has been issued to all dealers:

"The November supplementary list is really a great collection of records, and it is difficult with such a magnificent list to choose any particular record as outstanding—they are all wonderful. However, we must point out the Elman String Quartet and would remind you of the huge success of the previous record issued, and Beatrice Harrison, Britain's greatest 'cellist, has made the finest 'cello record ever issued. Also listen to the 'Aida' selections by the Coldstream Guards Band. Make sure every customer hears these records and then—the biggest sales of the year. Yours faithfully, the Gramophone Co., Ltd."

Hough's Seventieth Anniversary Celebration

The speech made by J. E. Hough in connection with the celebration of his seventieth anniversary, when the trade gave him a luncheon and made him a presentation of silver, has aroused much favorable comment throughout all branches of the industry, for Mr. Hough is widely known and esteemed for his many admirable traits of character.

In his address he enlightened a great many of those present regarding the historical and technical aspects of phonograph expansion in this country, and dwelt on the developments of Edison, Bell and Tainter, and the various suits over patent rights, etc. He made interesting reference to the advent of the gramophone and Barry Owen's connection with it, and further enlightening data regarding the formation of the Gramophone Co. and the Edison Bell Co. He gave a lot of information regarding the latter concern, and his connection with it, leading up to the organization ultimately of J. E. Hough, Ltd.

Interesting American "War Records"

A striking feature of the new issues of Columbia records is an interesting series of American "war records" that should have a wide sale not merely among the "doughboys" over here, but also among their British cousins.

The war records are three in number, the first being an interesting vocal medley of the standard war songs of America such as "Yankee Doodle" and "Tramp, Tramp, Tramp." Another record is descriptive, first of the departure of the American troops for France, and, second, of the arrival of the American troops in France. The third record bears the song "Where Do We Go From Here?" and also a description of "Life in a Trench in Belgium."

New Records From Columbia

Unquestionably the best news the trade has had for some time is to the effect that the Columbia Co. issue new records this month. Out of seemingly insuperable difficulties coincident with the destructive fire at their Wandsworth factory, this company has come with flying colors, and once more the gramophone trade and the record lover may look with confidence to the continuance of that steady flow of records for all tastes. The new list of standard records is valuable and assuring evidence of the company's high intentions.

*"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-Aktieselskab, Frihavnen, Copenhagen.

FRANCE: Cie. Française du Gramophone, 115 Boulevard Richard Lenoir, Place de la République, Paris.

SPAIN: Compañía del Gramófono, 56-58 Balmes, Barcelona.

SWEDEN: Skandinaviska Grammophon-Aktiebolaget, Drottning Gatan No. 47, Stockholm.

RUSSIA: The Gramophone Co., Ltd., 45, Nevsky Prospect, Petrograd (Petersburg); No. 1 Solyanka, Solyanog Dvor, Moscow; B. Golovinsky Prospect, Tiflis; Nowy-Swiat 30, Warsaw; 33, Alexandrowskaya Ulitsa, Riga; 11 Michailovskaya Ulitsa, Baku.

INDIA: The Gramophone Co., Ltd., 139, Balighatta Road, Calcutta; 7, Bell Lane, Fort, Bombay.

Great Britain:

The Gramophone Company, Ltd.

HAYES - MIDDLESEX - ENGLAND

Agencies

AUSTRALIA: S. Hoffnung & Co., Ltd., Sole Concessionaries of The Gramophone Company, Limited, 163, Pitt Street, Sydney.

NEW ZEALAND: Gramophonium, Ltd., 118-120 Victoria Street, Wellington.

SOUTH AFRICA: Darter & Sons, Post Box 174, Capetown; Mackay Bros., Post Box 251, Johannesburg; Mackay Bros. & McMahon, Post Box 419, Durban; Ivan H. 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, Bnlwayo; The Argus Co., Sallshury.

EAST AFRICA: Bayley & Co., Lorenzo 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.

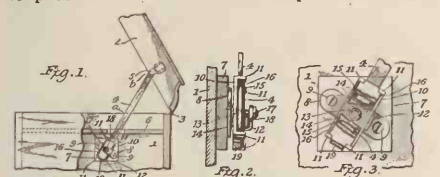
LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

WASHINGTON, D. C., December 8.—LID SUPPORT.—George W. Beadle, New Rochelle, N. Y., assignor to the American Graphophone Co., Bridgeport, Conn. Patent No. 1,280,637.

This invention is intended primarily for supporting the cover of the cabinet for a Grafonola or other talking machine; but it can be employed in other service, such as maintaining in desired position the hinged top of any box or chest or trunk, or any other movable closure or door. Among the objects of the invention are: to provide a contrivance by which the cover or closure can be opened or closed by one hand only; and, in case of a vertically-opening cover which, when lifted, would otherwise drop down by its own gravity, to prevent such unintended dropping of the cover; and to provide a device which will present the minimum obstruction in the angular opening of a hinged top or cover. Other objects and advantages of the invention will be apparent from the ensuing description.

The invention consists broadly of providing a pivoted guide-plate upon the box or stationary member, in combination with a rigid prop pivoted upon the lid or movable member, with suitable friction-means coating upon said plate and prop.

Fig. 1 is a vertical section through a Grafonola cabinet, with its lid in its raised position, to present a side-view of a simple form of the



invention employed therewith; Fig. 2 is a front elevation, on a larger scale, of the same form of the device; Fig. 3 is a side-view of the pivoted guide plate (partly broken away), and of its supporting-plate.

NEEDLE ATTACHMENT FOR SOUND REPRODUCING MACHINES.—Frederick W. Claybrook, Baltimore, Md. Patent No. 1,281,135.

This invention relates to attachments for holding the needle in sound reproducing machines with the object of absorbing the undesirable vibrations due to various causes and which result in harsh grating or screeching sounds; and also of reducing the wear on the record disc to a minimum.

As is well known, the channels in the record disc which are produced by the action of the needle in the sound recorder are undulating and vary in depth and steepness with the amplitude and pitch of the sound waves projected upon the diaphragm of the recorder. The needle of the graphophone, phonograph or other reproducing machine, following in these grooves or channels, is caused to vibrate in exact unison with the undulations, except for certain undesirable variations, and this, generally speaking, reproduces the same sounds in the horn or other sound transmitter.

Among the causes which contribute to undesirable sounds which interfere with the transmission of the true sound waves may be mentioned the following: When the undulations in the record channel are formed of gradual curves the needle follows faithfully all of the indentations, but if a very sudden or steep incline is encountered, the needle will be thereby thrown upward with greater rapidity or violence and may be caused to actually leave the record, immediately returning upon the rebound and not only producing a false tone or sound, but to a certain extent marring the record, many repetitions of this action resulting in wear and injury.

In order to accurately reproduce the sounds

or notes corresponding to the record, the vibrations of the needle must be caused solely by the recorded undulations. Like all bodies that are free to vibrate, the needle has a certain rate of vibrations of its own to which it will respond if that particular note or number of vibrations is impressed upon it. From this it follows that if perchance the needle encounters a certain number of undulations in the record to which it is attuned, or with which its natural vibrations are in synchronism, it will add its own vibrations thus produced to those caused by the record, thereby multiplying the amplitude of vibrations of the needle and producing a false note which is recognized as a screeching sound occasionally produced.

Undesirable sounds, such as the harsh grating sounds, are produced by the imperfections

in old or worn-out records. Foreign substances, such as particles of dust, encountered by the needle also produce false and undue vibrations which result in improper sounds. Certain of the causes above mentioned have been heretofore known and various attempts have been made to overcome the defects. Thus it has been proposed to surround the needle with a rubber sleeve and to interpose a rubber disc or block or a spiral spring, between the needle and the sound box in the endeavor to absorb undue vibrations; and also to remove the dust particles from the record by means of a separate brush holder clamped to the shank of the usual needle holder or to the casing of the sound box. Instead of analyzing the deficiencies of such prior devices it is deemed sufficient to point out the requirements and the manner in which they are embodied in the device disclosed herein.

In the accompanying drawings, Figure 1 is a side elevation of the usual sound box and needle holder of a phonograph together with a sectional view of a device embodying the features of the invention; Fig. 2 is a top plan view of the device; and Fig. 3 is an end view of the same showing the attachment of the brush.

WASHINGTON, D. C., December 5.—PHONOGRAPH.—Hans Brockmuller, New York. Patent No. 1,281,282.

This invention relates to a novel phonograph which is so constructed that its operative parts may be separately mounted upon and removed from an ordinary table or similar support, thus dispensing with the use of the cabinet heretofore generally employed. In this way the cost of the cabinet is saved, and the additional piece of furniture which it represents is entirely done away with, so that the device is available to persons of limited means or possessing but restricted dwelling accommodations.

In the accompanying drawing Figure 1 is a plan of a phonograph embodying the invention;

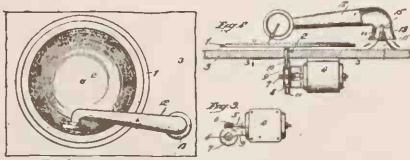


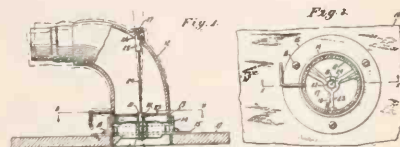
Fig. 2, a side view partly in section, and Fig. 3, a section on line 3—3 Fig. 2.

PHONOGRAPH.—Robert D. Schoonmaker, Plainfield, N. J. Patent No. 1,281,671.

The present invention relates to talking ma-

chines, and more particularly to the construction and mounting of the sound-conveying tube or tone arm employed on such machines. The main object is to provide a simple and inexpensive way of mounting a tone arm on the casing of the talking machine so as to give it the required freedom of movement in planes parallel and at right angles to the surface of the record.

Figure 1 is a side elevation, partly in section, of a tone arm constructed in accordance with

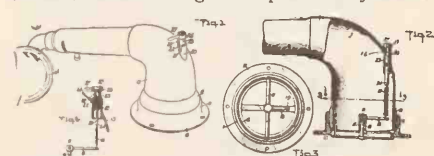


the present invention; and Fig. 2 is a section taken on line 2—2 of Fig. 1

TONE ARM ADJUSTMENT.—Samuel Hechler, New York. Patent No. 1,282,007.

This invention relates to sound recording and reproducing instruments and has particular reference to tone arm attachments. Among the objects of the invention is to provide a simple device whereby the counter balancing effect on a tone arm may be easily varied according to various types of records that are being played and without any danger of destroying the musical effect.

Figure 1 is a perspective view of a conventional oscillating tone arm having the improvement applied thereto. Fig. 2 is a vertical sectional view indicating more particularly the relational

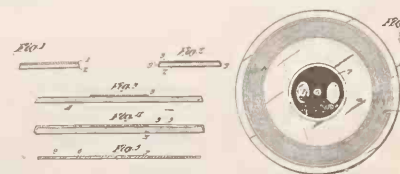


of the improvement to the known devices. Fig. 3 is a horizontal section on the line 3—3 of Fig. 2; and Fig. 4 is a modification of the adjustment means.

PRODUCTION OF SOUND RECORDS.—Jonas W. Aylsworth, East Orange, and Edward L. Aiken, Orange, N. J., assignors to the New Jersey Patent Co., West Orange, N. J. Patent No. 1,282,011.

This invention relates to the production of sound records; and the principal object is to provide a sound record having an improved label or other means of identification. This invention also contemplates the production of an improved matrix for forming the said record and also improved processes for making the record and the matrix. The production of an improved matrix for forming said record, referred to above, is described and claimed in copending application Serial No. 253,653, filed September 11, 1918, entitled Matrices for producing sound records, and the improved process for making sound records is described in copending application Serial No. 253,652 filed September 11, 1918, entitled Methods of producing sound records, both of which copending applications are divisions of the present case.

In accordance with the invention, we form a matrix containing a reversed facsimile of the



design to be reproduced on the record, this design being in half tone. When the matrix has been obtained, the same is pressed into or against the record composition, which is maintained in a plastic state during the pressing operation. The matrix preferably contains a reversed facsimile of the sound record impressions as well as of the label; so that the record and the label can be impressed into the record tablet by a

(Continued on page 116)

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS—(Continued from page 115)

single operation. By means of a matrix formed according to the invention, a label embodying the finest design may be satisfactorily impressed into the record tablet.

In order that the invention may be more clearly understood, reference is hereby made to the accompanying drawings in which Figures 1 to 4 inclusive are cross-sectional views illustrating diagrammatically various steps performed in carrying out the invention. Fig. 5 is a central vertical sectional view of a sound record embodying the invention; and Fig. 6 is a face view of the same.

TALKING MACHINE.—Andrew Haug, New York Patent No. 1,281,565.

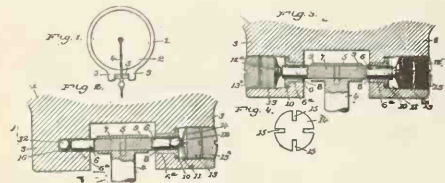
This invention relates generally to talking machines and has particular reference to the construction of sound boxes for use in connection with such machines.

The primary object of the invention is to obtain better tone quality of the reproduced sound, by constructing the sound box in a manner to give it freer action and greater sensitiveness, thereby rendering it more fully responsive, particularly to the finer vibrations of the record, which are ordinarily damped out and lost in the use of sound boxes now on the market, as a result of frictional resistance and pressure on the moving parts thereof.

It has been found by experiment and test that greatly improved results are obtained in tone quality, when the diaphragm and stylus arm of the sound box are operatively connected in such relation that normally or when the sound box is not in use, no pull or pressure is exerted by the stylus arm on the diaphragm and the latter, excepting its usual circumferential mounting, is entirely free of tension.

A second important feature of the invention consists in mounting the stylus arm so that it will be firmly held against lost motion or rattling and at the same time, free to vibrate with the least possible amount of friction.

In connection with the peculiar mounting of the stylus arm, an additional and even more important feature of the invention consists in the



provision of means for varying the pressure between the pivotal centers on which the stylus arm turns, to "tune" the sound box. That is to say, by increasing the pressure, the pitch of the box is raised and on reducing the pressure, the pitch is lowered. The important resulting advantages will be apparent.

Figure 1 is a face view of the sound box. Fig. 2 is a sectional view taken horizontally through the pivotal centers on which the stylus arm vibrates. Fig. 3 is a similar view of a slightly modified form, and Fig. 4 is a detail view of the spring disc shown in Fig. 2.

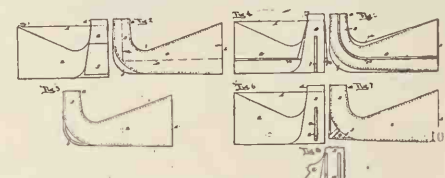
AMPLIFIER FOR TALKING MACHINES.—Joseph Wolf, Brooklyn, N. Y., assignor to the Sonora Phonograph Co., New York. Patent No. 1,283,007.

This invention relates to a sound amplifier for talking machines, and more particularly to such type of talking machines in which the amplifier is concealed within the cabinet containing the operative parts of the mechanism.

The object of the invention is to produce an amplifier, by means of which the purity and sweetness of the reproduced sound will be increased, and the reproduced sound will be a true reproduction of the sound as recorded.

Another object of the invention is to provide improvements in a sound amplifying device for recording or reproducing sound, by means of which the quality and naturalness of the sounds are recorded or reproduced with greater faithfulness and a more true reproduction of the original.

Figure 1 is a rear elevation of a wooden horn provided with the invention; Fig. 2 is a side elevation of the same; Fig. 3 is a side elevation showing a modification; Figs. 4 and 5 are views similar to Figs. 1 and 2, but showing a further

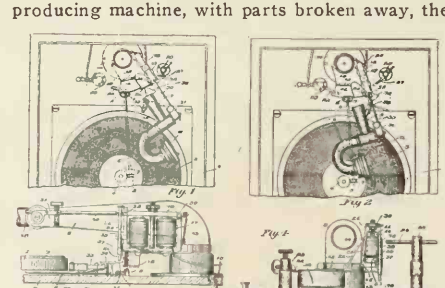


modification; Figs. 6 and 7 are similar views of a still further modification; Fig. 8 is a fragmentary rear elevation showing a still further modification.

SOUND-REPRODUCING MACHINE.—Hobart C. Niblack, Rochester, N. Y., assignor to Emanuel L. Miller, Cincinnati, O. Patent No. 1,282,916.

This invention relates to improvements in sound reproducing machines, with more particular reference to disc or flat record graphophones, and it has for its primary purpose to provide a novel construction and arrangement of parts for automatically effecting one or more repetitions of a record, and also for stopping movement of the record at the end of a plurality of complete operations.

Figure 1 is a plan view, showing the application of the invention to a flat record sound reproducing machine, with parts broken away, the



sound box appearing at the starting point on the record; Fig. 2 is a similar view, showing the position of the parts when the sound box is at the end of its movement on the record, and about to be lifted and carried back to its starting point; Fig. 3 is a side elevation of the repeating mechanism, and Fig. 4 is a vertical sectional view with parts in elevation.

PHONOGRAPH REPRODUCER.—Archie E. Parnell, Chicago, Ill., assignor to Frank W. Williams, same place. Patent No. 1,284,136.

This invention relates to an improved form of a phonograph reproducer wherein the inner end of the stylus arm is adapted to be securely fastened to the exact center of the diaphragm, by means of a resilient member secured between the diaphragm and the reproducer casing.

It is an object of this invention to produce a phonograph reproducer in which the diaphragm and the stylus arm are formed to insure exact centering of the inner end of the stylus arm with respect to the diaphragm.

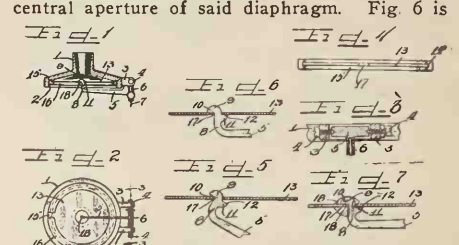
It is also an object to construct a phonograph sound box having a grooved gasket member adapted to hold a centrally apertured diaphragm exactly in the center of the sound box to permit the inner hooked end of a stylus arm to be securely fastened directly in the center of said diaphragm.

It is furthermore an object to construct a phonograph reproducer wherein the diaphragm is held exactly in the center of the reproducer to permit the inner end of a stylus arm to be secured exactly in the center of the diaphragm.

It is an important object of the invention to produce a phonograph reproducer of simple and effective construction wherein the stylus arm is insured of being attached to the center of the diaphragm.

Figure 1 is a central vertical section taken through a phonograph reproducer embodying the principles of the invention, with parts shown in elevation. Fig. 2 is a bottom plan view

thereof. Fig. 3 is an enlarged detail section taken on line 3-3 of Fig. 2, with parts broken away. Fig. 4 is a central vertical section of the reproducer diaphragm and its supporting and centering means. Fig. 5 is an enlarged fragmentary vertical section taken through the central portion of the diaphragm showing the inner end of the stylus arm partly engaged in the central aperture of said diaphragm. Fig. 6 is



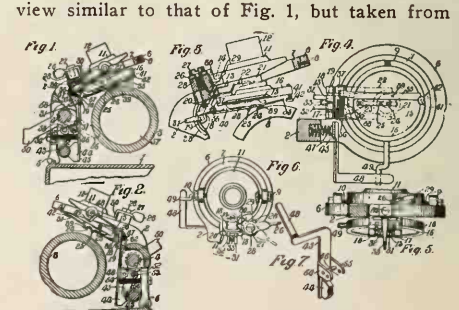
a similar section showing the next step in the operation. Fig. 7 is a similar view showing the stylus arm secured to the center of the diaphragm.

PHONOGRAPH.—Newman H. Holland, West Orange, N. J., assignor to the New Jersey Patent Corp., same place. Patent No. 1,283,771.

This invention relates to phonographs and more particularly to such phonographs as are suitable both for recording and for reproducing sound waves.

The principal object of the invention is to provide an improved device of this character in which a single sound box is provided with both a recording stylus and a reproducing stylus, the styli being preferably so mounted that the reproducer stylus is movable laterally when in operative position to permit the same to readily follow the record groove regardless of the lateral irregularities therein, whereas the recording stylus is firmly held against lateral movement when in operative position. The means for holding the recording stylus against lateral movement are preferably thrown into operation automatically when said stylus is moved into operative position. A further object of the invention is to provide the sound box with an improved device arranged to track the record blank when the recording stylus is in operative position so as to take part of the weight of the sound box off the stylus, this device being inoperative when the reproducer stylus is in position for engagement with the record and thereby permitting the full downward pressure of the sound box to hold the reproducer stylus in engagement with the record.

Figure 1 is a view partly in section and partly in side elevation of a phonograph embodying one form of the invention, the reproducing stylus being shown in operative position; Fig. 2 is a view similar to that of Fig. 1, but taken from



the opposite end of the phonograph and showing both styli in elevated or inoperative position; Fig. 3 is an enlarged view partly in side elevation and partly in section of a part of the apparatus shown in Fig. 1, the recording stylus being shown in operative position; Fig. 4 is a bottom plan view of the device shown in Fig. 3, the record cylinder being omitted; Fig. 5 is a rear elevation of the device shown in Fig. 3 with some of the parts omitted or broken away; Fig. 6 is a top plan view partly in section of the greater part of the apparatus shown in Fig. 1; and Fig. 7 is a perspective view of a detail of construction.

RECORD BULLETINS FOR JANUARY, 1919

PATHE FRERES PHONOGRAPH CO.

- 22005* I Can Always Find a Little Sunshine in the Y. M. C. A. from "Yip Yip Yaphank" (Berlin) Invinible Four 10
22006* Come Along to Toy Town, from "Everything," N. Y. Hippodrome Stage (Berlin) Invinible Four 10
22007* Where It's Peach Jam Makin' Time (Kendis-Brockman-Vincent) Collins and Harlan 10
22008* An Irishman Was Made to Love and Fight (Santley) Arthur Fields, Baritone 10
22009* Ch! How I Wish I Could Sleep Until My Daddy Comes Home (Wending), Harry McClaskey, Tenor 10
22010* The Trail of the Lonesome Pine (Garroll), Harry McClaskey, Tenor, with Invinible Four 10
22011* Waiting for You, from "The Maid of the Mountains" (Lieut. Gitz Rice) Lewis James, Tenor Dear Little Boy of Mine (Hall), Harry Gillette, Tenor 12
NEW PATHE "DE LUXE" DANCE RECORDS
22008* Kentucky Dreams (Henry-Onivas)-Waltz, American Republic Band 10
Mary (Frey)-Fox-trot, American Republic Band 10
22009* There's Life in the Old Dog Yet (Carroll)-Fox-trot, American Republic Band 10
Me-ow (Kaufman)-One-step, American Republic Band 10
22010* Feist "Hit Medley," Intro.: (1) "Everything Is Peaches Down in Georgia," (2) "I'm Sorry I Made You Cry," (3) "K-K-Katie," (4) "Mr. Zip, Zip Zip,"-Fox-trot, American Republic Band 12
Fu (Horward)-One-step, American Republic Band 12
STANDARD BALLADS SINGING IN ENGLISH
25021 Neath the Autumn Moon (Vanderpool), Grace Hoffman, Soprano 10
The Madcap (Marchesi), Grace Hoffman, Soprano 10
22924 Daddy (Behrend), Helen Clark, Contralto Fiddle and I (Goodeye), Helen Clark, Contralto 12
22923-3 Sussex by the Sea (Ward-Higgs), Frank Oldfield, with Peerless Quartet Be British (Shuttleworth), Frank Oldfield, Baritone 12
22003 Mother, My Dear (Treharne), William Simmons, Baritone 10
Love Me or Not (Secchi), William Simmons, Baritone 10
22010 Sweet and Low (Barnby), Big City Four, Unaccomp. 10
Rose Marie (Molloy), Lewis James, Tenor 10
NEW BAND AND ORCHESTRA RECORDS
40143 Finlandia, Part I (Sibelius), Tone Poem, Pathé Military Band 12
Finlandia, Part II (Sibelius), Tone Poem, Pathé Military Band 12
22013 Anvil Polka (Parlow), with Anvil Effects, American Regimental Band 10
The Whistler and His Dog (Pryor), with Whistling Effects, American Regimental Band 10
22014 Flags of Freedom (Souza)-March, American Regimental Band 10
Solid Men to the Front (Souza)-March, American Regimental Band 10
22015 Valse Mai (Godin)-Waltz, Imperial Symphony Orchestra 10
Valse d'Avril (Godin)-Waltz, Imperial Symphony Orchestra 10
NEW INSTRUMENTAL NOVELTIES
59063 Fruhlingsrauschen (Voices of Spring) (Sinding) Piano Solo, Rudolph Ganz 12
5th Mazurka in A (Godard)-Piano Solo, Rudolph Ganz 12
22011 Forsaken (Fitzhugh from "Koschat"), Haydn Brass Quartet 10
Hungarian Selections-"Medley," Ernest Hussa's String Sextet 10
25019 Polichinelle (Kreisler)-Violin Solo, Emily Gresser, Piano Accomp. 10
Mazurka in A Minor (Chopin-Kreisler)-Violin Solo, Emily Gresser, Piano Accomp. 10
22012 The Nightingale (Boccaccio)-Ocarina Solo, José Valdean, Piano Accomp. 10
The Turtle Dove (Demare)-Ocarina Solo, José Valdean, Piano Accomp. 10
NEW OPERATIC VOCAL RECORDS
27509 Il Trovatore (Verdi), "Home to Our Mountains," Kathleen Howard, Contralto, and Faust (Gounod), "When All Was Young," Kathleen Howard, Contralto 10
54022 La Traviata (Verdi), "Addio del passato" (Farewell to the Bright Visions)-In Italian, Claudio Muzio, Soprano 12
54014 Manon (Massenet), "Le Réve," (The Dream)-In French, Lucien Muratore, Tenor 12
54005 Carmen (Bizet), "Air de la Fleur" (Flower Song)-In French, Lucien Muratore, Tenor 12
All records in this list marked with a star () are for immediate release.

VICTOR TALKING MACHINE CO.

- POPULAR SONGS
18508 Dreaming of Home, Sweet Home, Charles Harrison 10
The Kose of No Man's Land, Charles Hart-Elliott Shaw 10
18509 After You've Gone, Marion Harris 10
I'm Glad I Can Make You Cry, Henry Burr 10
18510 When Tony Goes Over the Top, Billy Murray 10
Good Morning, Mr. Zip-Zip-Zip, Arthur Fields and Peerless Quartet 10
DANCE RECORDS
18499 Waters of Venice-Waltz, Violin and accordion, Bernie and Baker 10
Good-Bye, Alexander-Fox-trot, Violin and accordion, Bernie and Baker 10
18500 Mary-Fox-trot, Joseph C. Smith's Orchestra 10
Rock-a-Bye Baby-Fox-trot, C. Smith's Orchestra 10
BLUE LABEL RECORDS
45156 A Little Birch Canoe and You, Olive Kline and Orpheus Quartet 10
The Bluebird, Elsie Baker 10
45157 The Americans Come!, Reinald Verrenrath 10
I Can Always Find a Little Sunshine in the Y. M. C. A., Lambert Murphy and Orpheus Quartet 10
55092 Sounds of the Forest, Part I, Charles Kellogg 10
Sounds of the Forest, Part II, Charles Kellogg 10
RED LABEL RECORDS
FRANCES ALDA, Soprano-SOPHIE BRASLAV, Contralto In Italian
88597 Madam Butterfly-Tutti i fiori (Duet of the Flowers) (Act 2), Puccini 12
FRANCES ALDA, Soprano-IOHANNI MARTINELLI, Tenor In Italian
88598 La Bohème-O soave fanciulla (Thou Sweetest Maiden), Puccini 12
ENRICO CARUSO, Tenor-In Italian
87297 Garibaldi's Hymn, Mercantini-Olivieri 10
ELMAN STRONG, Quartet
(Mischa Elman and Messrs. Bak, Rissland and Nagel of Boston Symphony Orchestra)
74575 Andante Cantabile (From String Quartet, Op. 11) Tschalkowsky 12
ALMA GLUCK, Soprano-ERIK ZIMBALIST, Violinist In Hebrew
80296 Hatikva ("Our Hope"), Zionist Hymn JOHN MCCORMACK, Tenor 10
64791 When You Come Back, George M. Cohan 10
ERNESTINE SCHUMANN-HEINRICH, Contralto
87298 Onward, Christian Soldiers, Baring Gould-Sullivan 10

- A6082* Massa's in de Cold, Cold Ground, Oscar Seagle and Columbia Stellar Quartet 12
Old Folks at Home, Oscar Seagle and Columbia Stellar Quartet 12
A6081* My Belgian Rose-Medley Waltz, Intro.: "I'm Sorry I Made You Cry"-Prince's Orchestra 12
Beautiful Ohio-Waltz-Prince's Orchestra 12
A2649* Russian Rag Fox-trot, Earl Fuller's Rector Novelty Orchestra 12
Howdy, Earl Fuller's Rector Novelty Orchestra 10

EDISON AMBEROL RECORDS

- ROYAL PURPLE RECORD
5 Mira, di acerbe lagrime-Il Trovatore (Let my tears implore thee), (Verdi), Soprano and haritone, in Italian, orch. accomp., Marie Rappold and Taurino Parvis
REGULAR LIST
3628 Romance sans paroles (Ch. Davidoff), Op. 23, Violoncello, orch. accomp., Vladimir Dubinsky
3643 Keep the Home-Fires Burning (Ivor Novello), 1st soprano, 2d soprano and alto, orch. accomp., Harvostead Trio
3629 Barcarole-The Tales of Hoffmann (Offenbach), Creator and His Band
3631 God Be With Our Boys To-night (Wilfrid Sanderson), Mixed voices, orch. accomp.
3633 Just a Baby's Prayer at Twilight (M. K. Jerome), Violin, pianoforte by John F. Burkhardt, Herbert Soman
3632 Soldier Songs, No. 1, Chorus of Male Voices
3625 Mother, My Dear (Bryceson) Tenor, orch. accomp., Ralph Errolle
3623 I'm Waiting for You, Liza Jane (Creamer-Layton), Orch. accomp., Arthur Collins and Byron G. Harlan
3622 Oriental-Fox-trot (Vincent Rose), For dancing, Harvostead Trio
3626 Garden of My Dreams (Stamper-Hirsch), Soprano and tenor, orch. accomp., Gladys Rice, Vernon Dalhart and Chorus
3627 Yock-A-Hilo Town (Walter Donaldson), Tenor, orch. accomp., Vernon Dalhart
3634 Mandy-Yip-Yip-Yaphank (Irving Berlin), Tenor and male voices, orch. accomp., Billy Murray and Chorus
3630 If I'm Not at the Roll-Call, Kiss Mother "Good-Bye" For Me (George Boyden), Tenor, orch. accomp., George Wilton Ballard and Chorus
3635 When I Gets Out in No-Man's Land (I Can't Be Bother'd With No Mule) (Skidmore-Walker), Negro song, orch. accomp., Arthur Collins
3624 Just Blue-Fox-trot (Wadsworth-Arden), Saxophone-xylophone and piano, for dancing, All Star Trio
3639 Oh! How I Hate to Get Up in the Morning (Irving Berlin), Baritone, orch. accomp., Arthur Fields
3636 The Y. M. C. A.-Yip-Yap-Yaphank (Irving Berlin), Tenor and male voices, orch. accomp., George Wilton Ballard and Chorus
3641 Tell That to the Marines (Schwartz-Jolson), Tenor and male voices, orch. accomp., Billy Murray and Chorus
3642 I Ain't Got Weary Yet (Percy Wenrich), Baritone and male voices, orch. accomp., Arthur Fields and Chorus
3446 Kohala March, Instrumental trio, Ford Hawaiians
3505 A Little Bit of Sunshine (From Home) (Hanley), Tenor, Vernon Dalhart
3504 Day by Day the Manna Fell (Gottschalk), Contralto, Nevada Van der Veer
2844 Lorna (Newton), Tenor, Emory B. Randolph
2860 Recitativo et Cavatine, "Sous les pieds d'une femme"-La Reine de Saba (Gounod), Basso, in French, Foster Why
2996 In a Dusty Caravan (Gilbert-Lee), Tenor, Walter Van Brunt
3039 Poor Butterfly-New York Hippodrome-"The Big Show" (Hubbell), Soprano, Elizabeth Spencer
3088 Go Get 'Em-One-step (Manholz), For dancing, Jaudas' Society Orchestra
3096 In the Clock Store-Descriptive Fantasia (Orth), Sodero's Band
3217 I've Got the Sweetest Girl in Maryland (Donaldson), Male voices, Premier Quartet
3376 Divertimento-Il Convegno (Ponchielli), Clarinets, Antonio Giammatteo and Fred J. Brissett
3451 Silver Threads Among the Gold (Danks), Soprano, Elizabeth Spencer and Chorus

COLUMBIA GRAPHOPHONE CO.

- 49449* Caprice Viennois (Kreisler, Opus 2), Toscha Seidel 12
49447* Romance from Concerto No. 2 (Wieniawski, Opus 22), Toscha Seidel 12
78097* O Sole Mio (My Sun), Toscha Seidel 10
77719* Songs My Mother Taught Me, Hulda Lashanska 10
INSTRUMENTAL GEMS
A2653* Hungarian Dance No. 5 in G Minor, Philharmonic Orchestra of New York
Hungarian Dance No. 6 in D Major, Philharmonic of New York 10
A6080 A Roman Carnival-Overture-Part I, Columbia Symphony Orchestra 12
A Roman Carnival-Overture-Part II, Columbia Symphony Orchestra 12
A6078* Rondo Capriccioso, Josef Hofmann 12
Berceuse, Josef Hofmann 12
A2654 The Whistler and His Dog, Prince's Band 10
The Warbler's Serenade, Prince's Band 10
A2650 The Lost Chord, Edna White Trumpet Quartet 10
Nearer, My God, to Thee, White Trumpet Quartet
A2651 On the Banks of the Washbas Far Away-Medley, Intro.: (1) "My Gal Sal," (2) "When You and I Were Young, Maggie," Joseph Green, Xylophone 10
A Bunch of Roses, George Hamilton Green, Xylophone 10
GEMS FROM CATALOGS OF FOREIGN LANGUAGE RECORDS
E4600 Naval Cadets March, Bell Solo with Band Accomp. 10
Albinos Polka, Xylophone Solo, Band Accomp. 10
Oh, How She Could Spanish, Irving Kaufman 10
A2660 I Want a Doll, Irving Kaufman 10
A2659 Merrily We'll Roll Along, Peerless Quartet 10
Everything Is Hunky Dory Down in Honky Tonky Town, Peerless Quartet 10
A2658 On the Level You're Little Lovin' (But I'll Soon Make an Angel Out of You), Irene Farber and Lewis James 10
Any Old Time at All, from "Ziegfeld Follies 1918", Peerless Quartet 10
A2662* Mickey, Sterling Trio 10
Mickey, Sterling Trio 10
A2664 Come Along to Toy Town, from "Everything," Peerless Quartet 10
The Monkey-Man, Lewis James 10
A2661 Hindustan, Campbell and Burr 10
A2648* Ostrich Walk-Fox-trot, Guido Deiro 10
Jazz Band Ball-One-step, Guido Deiro 10
A2663 Has Anybody Seen My Corinne?-Medley Fox-trot, Intro.: (1) "Down on Bull Frog's Isle," (2) "Livery Stable Blues," Wilbur Sweatman's Original Jazz Band 10
Dallas Blues-Medley Fox-trot, Intro.: (1) "At the Funny Page Ball," (2) "Lovin' (I Can't Live Without It)," 10
A6079 On the Level You're Little Lovin'-Medley Fox-trot, Prince's Band 12
What Yankee Doodle Says He'll Do, He'll Do-Medley One-step, Prince's Band 12
DECEMBER MID-MONTH LIST ON SALE DECEMBER 10
These are the regular January records which go on sale December 10 and will go on sale again December 20. Watch your supplies of these popular numbers.
A2657* Tell That to the Marines, Al Jolson 10
You Can't Beat Us, Arthur Fields 10
A2655* A Little Birch Canoe and You, Sterling Trio 10
Light Your Little Lamp of Love, Campbell and Burr 10
A2652* O Death, Where Is Thy Sting?, Bert Williams 10
When I Return, Bert Williams 10
A2656 O How I Wish I Could Sleep (Until My Daddy Comes Home), Henry Burr 10
Watch, Hope and Little G (Until I Come Back to You), Sterling Trio 10
A2647* I Can Always Find a Little Sunshine in the Y. M. C. A., from "Yip Yip Yaphank," Peerless Quartet 10
Ding Dong, from "Yip Yip Yaphank," Peerless Quartet 10

EDISON RE-CREATIONS

- 80413 Silver Bay (Percy Wenrich), Mixed Voices, Metropolitan Quartet
Sweet Hawaiian Moonlight (Tell Her of My Love) (F. Henri Klickmann), Soprano and Contralto, Gladys Rice and Marion Evelyn Cox
80414 Anchored! (Michael Watson), Baritone, Thomas Chalmers
Land of the Long Ago (Lilian Ray), Tenor, Charles Harrison
80416 Church in the Woodland (Dr. Wm. S. Pitts), Male Voices, Apollo Quartet of Boston
Ninety and Nine (Ira D. Sankey), Contralto, Christine Miller
50478 Colored Recruits, Billy Golden and Billy Heins
Whistling Coon (Sam Devere), Edward Meeker and Empire Vaudeville Co.
83077 Synnove's Song (Kjerulf), Soprano, Anna Case
Will of the Wisp; and That's the World in June (Spross), Soprano, Anna Case
82547 Infelice e tu credevi (Unhappy One)-Ernani (Verdi), Basso, in Italian, Virgilio Lazzari
O caso fior del mio soprano-Re di Lahore (Massenet), Baritone in Italian, Taurino Parvis
82130 The Captive (Edouard Lalo), Utngli (Wilfrid Sanderson), Contralto, Caroline Lazzari
Two Roses (Hallett Gilbert), Contralto, Caroline Lazzari
80412 Cleopatro Polka (E. Demare), Corne Bohumir Kryl
Egyptia (Characteristic Intermezzo) (J. S. Zamecnik), Peerless Quartet
50484 Doughtie the Baker (Harry Lauder), Glen Ellison
Woe Deoch and Doris (Graff-Lauder), Glen Ellison
50486 Nation's Awakening March (Lucien Denni), New York Military Band
Volunteers March (Souza), New York Military Band
50487 In the Clock Store-Descriptive Fantasia (Chas. Orth), Sodero's Band
Nightingale and the Frog (Eilenberg), Piccolo and Bassoon, Weyert A. Moor and Benjamin Kohon
50488 Rag a-Minor-One-step (Julius Lenzberg), Jazzrimba Orchestra
Watermelon Whispers Fox-trot (Green), Xylophone, George Hamilton Green

STARR PIANO CO.

- ART TONE RECORDS
15003 Famous Variations (Proch), Sung in Italian, col. sop., accomp. by Florida's Concert Orch., Mme. Nadina Legat
Swiss Echo Song (Echert), Sung in French, col. sop., accomp. by Florida's Concert Orch., Mme. Nadina Legat
8531 Those Songs My Mother Used to Sing (H. Wakefield Smith), Tenor with orch. accomp., Harry McClaskey
The Sweetest Story Ever Told (R. M. Stults), Soprano with orch. accomp., Tonika Frese
11010 Aloha Oe (Farewell to Thee), Col. Sop., accomp. by Dante's Concert Band, Pietro Capodiferro
Coronation March (G. Meyerbeer), Dante's Concert Band, Dante himself conducting
8532 Cohen Telephones the Gas Company, Comic monologue, Geo. Thompson
Cohen in a Restaurant, Comic monologue, Geo. Thompson
11011 Berceuse from "Jocelyn" (Hoffman), Violinist-Gaaraugis, Piano-Longo, Flute-Laullacia, Gennett Trio
Tales of Hoffman-Intermezzo Elegante (Les Contes D'Hoffman) (J. Offenbach), Gennett Trio
8533 Wee Wee, Marie, Arthur Hall
I Ain't Got Weary Yet, Arthur Fields
8534 The Rose of No Man's Land, Henry Burr
Oh! How I Wish I Could Sleep Until My Daddy Comes Home, Henry Burr
11012 Some Lonesome Night Medley-Fox-trot Medley, Cody's Band
When You Come Back Medley-One-step Medley, Gennett Band
8553 Everything Is Peaches Down in Georgia (Ager and Meyer), Conklin's Novelty Orchestra
Motor Boat One-step, (Conducted by the composer), Italian Dance Orchestra
(Continued on page 118)

RECORD BULLETINS FOR JANUARY

(Continued from page 113)

N. Y. RECORDING LABORATORIES

LATE POPULAR SONGS

- 30078 A Khaki Lad—Baritone Solo.....Royal Dadmun
- Ring Out, Liberty Bell—Baritone Solo.....Royal Dadmun
- 30081 The Rose of No Man's Land—Tenor Solo.....Henry Burr
- A Little Birch Canoe and You—Vocal, Sterling Trio

A WONDERFUL DANCE RECORD

- 30082 I'm Sorry I Made You Cry—Medley Waltz. Intro. My Belgian Rose.....W. Roger's Band
- Cocoanut Grove—Fox-trot.

TWO NEW WHISTLING SOLOS BY MISS FAGAN

- 30080 Blue Bird Waltz—Whistling Solo, orch. accomp., Blondell Saxophone Quartet

The Boy and the Birds—Whistling Solo, orch. accomp., Sibly Sanderson Fagan

PIANO, XYLOPHONE, VIOLIN AND TRIO RECORDS

- 30079 Prelude (Rachmaninoff)—Piano Solo, Beryl Rubenstein
- Kammenoi (Ostrow-Mendelsohn)—Piano Solo, Beryl Rubenstein
- 30084 My Old Kentucky Home—Violin Solo, Samuel Gardner
- Believe Me If All Those Endearing Young Charms—Violin, Cello and Piano, Gondolier Trio
- 30083 The Rosary—Violin, Cello and Piano, Thiele Trio
- Ave Maria—Xylophone Solo.....George Hamilton Green

EMERSON PHONOGRAPH CO.

The New Large-Size Gold Seal Records PATRIOTIC AND POPULAR HITS OF THE DAY

- 9103 The Rose of No Man's Land (Caddigan-Brennan). Tenor duet, orch. accomp., George Gordon and Robert Bruce

Some Day Waiting Will End (Wodehouse-Caryl). Tenor solo, orch. accomp., Henry Fagan

- 9102 I'm Glad I Can Make You Cry (McCarron-Morgan). Tenor solo, orch. accomp., George Gordon

The Pickaninies' Paradise (Ehrlich-Osborne). Baritone and tenor duet, orch. accomp., Phil Kaufman

- 9109 Till We Meet Again (Egan-Whiting). Tenor duet, orch. accomp., Burr and Campbell

A Little Birch Canoe and You (Callahan-Roberts). Vocal Trio, orch. accomp., Sterling Trio

- 995 Tell That to the Marines (Schwartz-Jolson). Baritone solo, orch. accomp., Irving Kaufman

Why Do They Call Them Babies When They Mean Grown-Up Ladies? (Harriman-Egan). Contralto solo, orch. accomp., Edith King

- 9110 Oh! Susie, Behave (Rose-Ciman). Character song, orch. accomp., Eddie Nelson

I Love Her and She Loves Me (Rose-Glogau). Character song, orch. accomp., Eddie Nelson

- 996 I Ain't Got Weary Yet (Johnson-Wenrich). Baritone solo, orch. accomp., Arthur Fields

Belinda Open Up Your Window (McCarron-Morgan). Character song, orch. accomp., Irving Kaufman

- 997 Oh! How I Wish I Could Sleep Until My Daddy Comes Home (Lewis-Young-Wendling). Patriotic ballad, orch. accomp., Henry Burr

Watch, Hope and Wait, Little Girl, Till I Come Back to You (Brown-Clayton). Vocal duet, orch. accomp., George Gordon and Robert Bruce

- 9104 When Tony Goes Over the Top (Marr-Frisch-Fletcher). Character song, orch. accomp., Arthur Collins

He's Well Worth Waiting For (Kilgour-Von Tilzer). Baritone solo, orch. accomp., Greek Evans

- 998 Don't You Remember the Day? (Cliff, Hess). Baritone solo, orch. accomp., Eddie Nelson

My Friends, Morris and Max (Halman-Leslie-Ruby). Character song, orch. accomp., George L. Thompson

- 9105 Everything Is Hunky Dory Down in Honky Tonky Town (McCarthy-Tierney). Vocal duet, orch. accomp., Collins and Harlan

Coming Through the Rhine (Fields-Donovan). Baritone solo, orch. accomp., Bud Bernie

- 9106 Trinity Chimes Auld Lang Syne.....Chimes and Organ
- Trinity Chimes Come All Ye Faithful (Adeste Fideles).....Chimes and Organ

- Baritone solo, orch. accomp.....Arthur Fields

- 999 Departure of American Troops for France (Fred Hager). Descriptive Vocal Quartet, accomp. by Emerson Military Band. Peerless Male Quartet

- Arrival of American Troops in France (Fred Hager). Descriptive Vocal Quartet, accomp. by Emerson Military Band. Peerless Male Quartet

- 9106 Trinity Chimes Auld Lang Syne.....Chimes and Organ
- Trinity Chimes Come All Ye Faithful (Adeste Fideles).....Chimes and Organ

LATEST DANCE RECORDS

- 9100 Mary (Stoddard-Frey)—Fox-trot, Emerson Military Band

I Want a Doll Medley (Von Tilzer)—One-step, Emerson Military Band

- 9107 Russian Rag (Geo. L. Cobb) ("Prelude" by Rachmanninoff)—One-step, Emerson Military Band

Devil's Dance (Eugene Ratzmann)—Fox-trot, Emerson Military Band

- 9108 I Love You Truly (Carrie Jacobs-Bond). Contralto solo, accomp. by piano and violin, Alice Louise Mertens

Good bye, Sweet Day (Kate Vannah). Contralto solo, accomp. by piano and violin, Alice Louise Mertens

- 9101 Polish Dance No. 1 (A. Schwarwonka). Bolero Spanish Dance (Moszkowski). Emerson Military Band

EMERSON PHONOGRAPH CO.

The New Seven-Inch Records

PATRIOTIC AND POPULAR HITS OF THE DAY

- 7429 Till We Meet Again (Egan-Whiting). Tenor duet, orch. accomp., Rice and Rhodes

- 7430 I'm Glad I Can Make You Cry (McCarron-Morgan). Tenor solo, orch. accomp., George Gordon

- Oh Death, Where Is Thy Sting? (Clarence A. Stout). Baritone solo, orch. accomp., Ernest Hare

- 7431 The Rose of No Man's Land (Caddigan-Brennan). Tenor duet, orch. accomp., Gordon & Bruce

- 7432 I Ain't Got Weary Yet (Johnson-Wenrich). Character song, orch. accomp., D. Bud Bernie

- 7433 A Little Birch Canoe and You (Callahan-Roberts). Vocal trio, orch. accomp., Sterling Trio

- 7434 Watch, Hope and Wait, Little Girl, Till I Come Back to You (Brown-Clayton). Tenor duet, orch. accomp., Gordon and Bruce

- 7435 Oh! Susie, Behave (Rose-Ciman). Character song, orch. accomp., Eddie Nelson

- 7436 I Love Her and She Loves Me (Rose-Glogau). Character song, orch. accomp., Eddie Nelson

- 7437 Coming Through the Rhine (Fields-Donovan). Baritone solo, orch. accomp., Bud Bernie

- 7438 I Want a Doll Medley (Von Tilzer)—One-step, Emerson Military Band

- 7439 Arabian Nights (David-Hewitt)—Intermezzo One-step.....Emerson Military Band

- 7440 Parisian Rag (Branan-Lange)—Fox-trot, Emerson Military Band

- 7441 Flags of Freedom (Lieut. John Philip Sousa)—March.....Emerson Military Band

- 7442 Skip-a-Long Blues (W. T. Carroll)—Fox-trot, Emerson Military Band

DANCE SELECTIONS

- 7438 I Want a Doll Medley (Von Tilzer)—One-step, Emerson Military Band

- 7439 Arabian Nights (David-Hewitt)—Intermezzo One-step.....Emerson Military Band

- 7440 Parisian Rag (Branan-Lange)—Fox-trot, Emerson Military Band

- 7441 Flags of Freedom (Lieut. John Philip Sousa)—March.....Emerson Military Band

- 7442 Skip-a-Long Blues (W. T. Carroll)—Fox-trot, Emerson Military Band



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- Boston, Columbia Graphophone Co., 137 Federal St.
- Buffalo, N. Y., Columbia Graphophone Co., 737 Main St.
- Chicago, Ill., Columbia Graphophone Co., 14 N. Michigan Ave.
- Cincinnati, O., Columbia Graphophone Co., 427-429 W. Fourth Ave.
- Cleveland, O., Columbia Graphophone Co., 1376 Euclid Ave.
- Dallas, Tex., Columbia Graphophone Co., 1011 Elm St.
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- Salt Lake City, Utah, Columbia Stores Co., 221 South West Temple.
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Columbia Graphophone Co., 54-56 Wellington St., West, Toronto, Ont.

Executive Office

COLUMBIA GRAPHOPHONE CO. Woolworth Building New York

CARRYING ON BIG CAMPAIGN

H. R. Eisenbrandt Sons, Inc., Victor wholesalers and retailers, Baltimore, Md., are carrying on a strong campaign particularly through the medium of window displays, featuring the use of Victrolas and Victor records for educational purposes.

ATTRACT AUDIENCE OF 3,000

An Edison tone test in Infantry Hall, Providence, R. I., recently attracted an audience of over 2,000 people. The tone test was under the auspices of the J. A. Foster Co., local Edison dealers.

Jos. M. Mann, head of the Mann Piano Co., Baltimore, is emphasizing in his Victor and Sonora advertising the great part played by music in the winning of the war, and is getting results thereby.

OFFER SALES HELPS FOR DEALERS

A Feature of Paramount Record Service That Appeals to the Retailer

Dealers in Paramount records are finding that the handling of this line is made much easier for them through the co-operation of the New York recording laboratories in providing dealers' sales helps, the advertising department being steadily at work in devising new means of setting forth the attractive features of their records and helping the dealer keep his name and his product before the public. These new sales helps include a special set of four movie slides in striking design in Paramount green and black. The slides are carefully designed to show up well on the screen, and on each one is left space for the insertion of the dealer's name. They are furnished the dealers without charge.

OPEN TALKER DEPARTMENT

J. W. Lawrence & Sons, Winchester, Ky., have recently opened a new talking machine department, handling Claxtonola phonographs and Emerson records.

Moonlight Waltz
A New Marimba Record of Pleasing Qualities
NO. 30042-85
You Can Hear this Record at
Your Name here
Paramount Records
No. 1

Aloha Land and O Sole Mio
Hawaiian Selections You Will Want to Possess
Paramount Record No. 30069-85
Have You Received Our Latest Supplement?
Dealer's Name Here
No. 2

Have You Heard the New
All Have Music on Both Sides
They Play Longer and Cost Less
Paramount Records
DISTRIBUTED THROUGH
Dealer's Name
No. 3

December Records Now Ready
Get These Two Now
Smiling Paramount Record Orchestra
30074 Dier Kiez Paramount Record Orchestra, 85c
K.K. Katy
30076 When You Came Back and You Will Come Back
COME AND HEAR THEM
Dealer's Name
No. 4

How Dealers Are Helped to Sell Paramount Records

Some Leading Jobbers of Talking Machines in America

1856 **WURLITZER** 1916

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VICTORS EXCLUSIVELY

We make a specialty of getting the order out on time—every time.

The Rudolph Wurlitzer Co.
CINCINNATI AND CHICAGO

Two points of supply; order from the nearer

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Complete Stock and REAL Service

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and DELAWARE

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Wheeling, West Virginia

Exclusive Wholesale Distributors for West Virginia and Virginia

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and New Mexico

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Complete Stock on Hand at All Times
SALT LAKE CITY UTAH

C. L. Marshall & Co.
Wholesale Distributors
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Special Rates for Jobbers' Directory on Application

During the past six months this Jobbers' Directory has grown steadily in importance. It affords progressive jobbers an opportunity to keep their names before the dealers consistently and regularly, and provides representation in the Jobbers' Directory of the publication which is the recognized authority of the industry.

Join the progressive jobbers on this page next month.

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