

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, October 15, 1919



The best-known trade-mark in the world

A Sign of Superiority

THE trade-mark Sonora on a phonograph is a guarantee that its tone is of magnificent beauty, that its design lines and appearance are wonderfully handsome and pleasing, and that it has more important constructional features than any other phonograph. Comparison will convince you without a shadow of a doubt that the

THE INSTRUMENT OF QUALITY
Sonora
CLEAR AS A BELL



is

The Highest Class Talking Machine in the World

LOOK at the Sonora models. These splendid instruments are unequalled.

Hear the Sonora. Its *tone*, you will agree, has a matchless purity, richness, loveliness, and charm of expression.

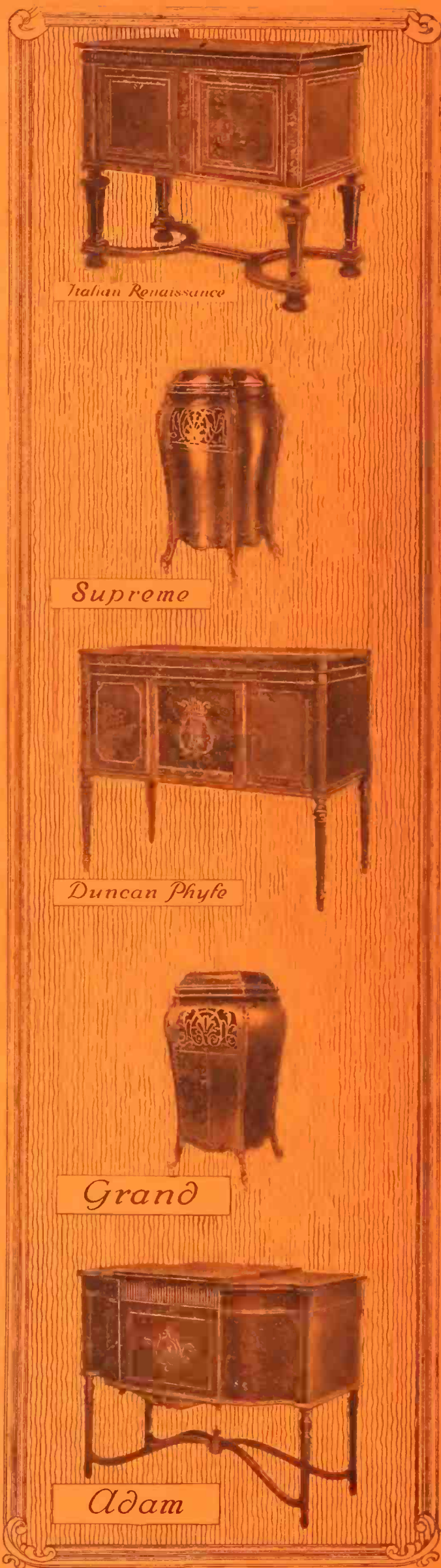
Study the Sonora. Observe the extra-long-running, powerful, silent *motor*, the all-wooden *tone passage* (exclusive with Sonora), the *motor-meter* which tells how many more records can be played before rewinding is necessary (exclusive with Sonora), the "*bulge*" design lines of the upright styles, characteristic of the finest furniture and produced by patented processes (exclusive with Sonora) and the perfection of the *fittings*, *automatic stop*, *tone modifier* at the sound source, *convenient filing system*, etc., etc.

The Sonora plays ALL MAKES of disc records perfectly without extra attachments and the Sonora is invariably the leader in developing and offering notable improvements.

A matchless line of upright and period styles is available at prices

from \$50 TO \$1000

If you wish to handle these superb fast-selling, easy-selling, cash-selling phonographs, write us for information.



Italian Renaissance

Supreme

Duncan Phyfe

Grand

Adam

Sonora Phonograph Sales Company, Inc.

GEORGE E. BRIGHTSON, *President*

279 Broadway, Dept. Y, New York

Toronto Branch: I. Montagnes & Co., Ryrie Bldg.

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

The Talking Machine World

Vol. 15. No. 10

New York, October 1919

Price Twenty-five Cents

WORKING FOR THE ADVANCEMENT OF MUSIC IN WISCONSIN

What the Music Dealers in That State Did During the Recent State Fair to Impress the Trade and the Public with the Importance of Music and the Industry

MILWAUKEE, Wis., October 6.—Milwaukee and Wisconsin dealers combined in a great music advancement effort during the recent annual Wisconsin State Fair, held at Milwaukee. Besides introducing real community singing on the fair grounds and holding a music memory contest for children, there was a meeting of the Wisconsin Association of Music Industries, organized in May of this year, to talk over plans for pushing music during the fall and holiday season. This was called the first annual fall convention and is to be repeated each year during the State Fair, which event is to be the occasion of highly concentrated music promotion in the future.

The music festival reached directly more than

Standing, left to right: Adam C. Schroeter, Puritan; R. H. MacKenzie, Janesville, Brunswick; E. J. Sweeney, Puritan; O. B. Lindner, New Holstein, Victor; Paul F. Netzwow, Brunswick; Leslie C. Parker, Victor; Fred D. D. Holmes, Columbia; L. E. Meyer, chairman press and publicity committee.

W. G. ABORN WITH COLUMBIA CO.

W. G. Aborn, formerly administrator for the National War Labor Board, has been placed in full charge of the departmental committee system of the Columbia Graphophone Co.'s plant in Bridgeport, Conn. Mr. Aborn has discussed the



Round-table Conference on Advertising at Wisconsin Convention

250,000 state fair visitors, the attendance at the exposition this year breaking all records.

The state convention was graced by the presence of George W. Pound, general counsel and manager of the Music Industries Chamber of Commerce, who made a stirring address in behalf of greater local, state and national organization activities to take advantage of the wonderful opportunities for doing business which have been created by the war and the reconstruction period, in which music has received recognition as never before in history.

C. L. Dennis, secretary of the National Association of Music Merchants, who is a Milwaukee man and secretary of both Milwaukee and Wisconsin in Associations, took a leading part in the convention. There was much rejoicing over the fact that the Victor Talking Machine Co. had just signified its intention to give the Chamber of Commerce its thoroughgoing support.

The president of both state and city associations is Richard H. Zinke, who is president and general manager of the Record Needle & Mfg. Co., and the Record-Lite Co., Milwaukee. At a great sacrifice to his own business, President Zinke worked almost incessantly for several weeks on arrangements for the State Fair Music Festival, the State convention, and other activities of fair week. Secretary Dennis acted as executive committee chairman, co-operating with Mr. Zinke in the great work.

The talking machine trade was practically well represented in all the activities, especially at the round-table conference on advertising held during the State convention. The accompanying photograph of the group meeting on advertising shows the following:

Seated, left to right: Charles J. Orth, Puritan distributor; Edmund Gram, Aeolian-Vocalion; Oscar C. Schefft, Victor; H. M. Hahn, Sonora; Ralph E. Wilson, Oshkosh, Victor; Adam J. Schneider, Kenosha, Edison; Fred Leithold, La-Crosse, Columbia; Clarence C. Warner, Victor; W. R. Winter, Sonora; Mrs. George H. Eichholz, Victor and Edison; C. L. Dennis, secretary; Richard H. Zinke, president.

details of the new plan with all of the employees, and the results of the meetings have won the commendation of the factory staffs.

PRICE MAINTENANCE LAWS TO CUT HIGH LIVING COSTS

Legislation Designed to Maintain Fixed Prices and Prevent Price Cutting Will Also Tend to Prevent Profiteering, Declares Official of American Fair Trade League

WASHINGTON, D. C., October 9.—Joseph E. Davis, the former Commissioner of Corporations and later chairman of the Federal Trade Commission, who is now counsel for the American Fair Trade League, in a discussion to-day of the proposed legislation affecting the problem of the high cost of living, said:

"The principle of the Stephens Bill is the shortest road to the prevention of profiteering. The Stephens Bill is a guarantee against profiteering in that it prevents a distributor from charging a cent more than the standard uniform price filed with the Federal Trade Commission just as well as it prevents a distributor from using such articles as advertising bait.

"The Stephens-Ashurst Bill is a constructive step forward in that it is a recognition by law of the economic benefits flowing from the maintenance of resale price by contract. It is surprising to me that a few organizations interested in trade-marked articles are inclined to oppose the measure. The Colgate decision has, of course, gone far to establish the right of the manufacturer to maintain prices by refusing to sell to dealers who unfairly cut prices, but in practical effect, that decision operates almost entirely to the benefit of the largest manufacturers who by reason of their large capital can sell direct to the retail trade, and by reason of the large consumer demand for their product can compel the dealer to refrain from unfair price-cutting merely by refusing to deal with him. The smaller manufacturers whose size makes it economical and necessary for them to distribute through the wholesaler and who are fighting to establish a good will for their trade-marked products need protection far more than

BUYS GATELY-HAIRE RETAIL STORE

Albert Edelstein Takes Over Retail Department of Albany Wholesalers—Will Be Known as "The Strand Temple of Music, Inc."

ALBANY, N. Y., October 1.—The Gately-Haire Co., the prominent Victor wholesalers of this city, have disposed of their retail department to Albert Edelstein, of New York, and will in the future wholesale exclusively.

Mr. Edelstein has been connected with the talking machine trade in and about the metropolitan district for about fifteen years, mostly as representative of various Victor jobbers. He resigned his position as representative of the G. T. Williams Co., Inc., Brooklyn, to come to Albany. His wide experience should insure his success as a retailer.

Mr. Edelstein is now arranging for the entire remodeling of the Gately-Haire retail quarters, which will be known in future as "The Strand Temple of Music, Inc." The store, which is 91 feet long by 30 feet wide, has a mezzanine along one side, and is most attractively laid out and equipped. When the alterations are completed there will be a battery of ten demonstrating booths available for customers.

NEW FACTORY FOR MADISON, WIS.

MADISON, Wis., October 6.—It is reported that an eastern manufacturer is now carrying on negotiations with the Association of Commerce of this city with an aim of purchasing or erecting a plant at Madison for the manufacture of an automatic motion picture machine and phonograph combined. It is said that all the features of this combination machine are entirely new. The factory desired by the manufacturer is one equipped for the manufacture of talking machine cabinets. No further details are given.

the large manufacturer from excessive price-cutting. They cannot control the situation by refusing to sell their product.

"It is unfortunate that any organization should take the selfish and unfair attitude of opposing the Stephens Bill which corrects this situation. The Stephens Bill places the small manufacturer on an equal basis with the large manufacturer by authorizing any manufacturer of trade-marked articles to make binding, lawful contracts prescribing the uniform price at which his article shall be sold.

"The bill does not relate in any way to the exercise of the right to refuse to sell; it does not encroach in the slightest degree upon the Colgate decision. It places all manufacturers on an equal competitive basis, enabling them all to make price-maintenance contracts, protecting themselves from the recognized injury following from unfair price-cutting, and merely preserves to the Federal Trade Commission the right to require the termination or change of a contract if its terms are against public interest.

"There could be no more desirable time for the enactment of this legislation than now. To give to the manufacturer the right to maintain prices by contract under proper governmental supervision would aid in the prevention of profiteering by enabling the manufacturer to control the price down to the ultimate consumer. The Stephens Bill gives the manufacturer this power, protecting the public and the legitimate merchant and at the same time protecting the manufacturer from unjust accusations for the existence of unreasonable prices for which he may be in no wise responsible but which react to injure his business and reputation."

Dealers Should Hook Up Their Advertising With the Manufacturers' National Campaign

Talking machine manufacturers have for years spent millions of dollars in advertising in all its various forms not alone to influence immediate business, but to impress upon the public the name of particular machines, making the impression so strong that if a purchase was made in the future, the names of those particular makes of machines would be foremost in the prospect's mind.

All these millions of dollars spent in general advertising, however, would to a large extent have been wasted had not there been local agencies in practically every city and town in the country where the prospective purchaser could go to see the advertised machine, the distributing organization being the factor that made the advertising profitable.

The majority of the dealers, it is well to say, fully appreciate the name value of the machine and records they are carrying, and trade upon that name value in building business, but there are still some apparently who prefer to be classed as plain talking machine dealers rather than the local agents of one or more particular makes. The dealer who takes this point of view has two problems that under other circumstances he would not be called upon to face. One is the strong competition of the other dealer who realizes the name value of the product, and puts that name even before his own in bidding for local business. The second is the necessity of selling his own reputation in addition to selling the machine.

The dealer who hooks up his own advertising with the national advertising of the manufacturer, who puts forth the name of the product he handles at every opportunity, and representing himself as the authorized distributor of that product, cashes in on every dollar of the manufacturer's advertising that comes into his territory. He may perhaps suffer a little in personal pride occasionally by keeping his own name in the rear, but the public soon learns to know that his store, regardless of who runs it, is the place where the advertised machines and records can be obtained, and that is the main idea. He can, if he so desires, and it is a good plan, link up his own name with the name of the product he handles, chiefly for identification purposes, but to just such an extent as he permits his name to dominate does he lose some of the value of the publicity back of the product.

The best evidence in the world of the appreciation of advertised name values among prominent merchants is found in the case of the department stores, for instance, which, although naturally putting forth their own name for identification purposes, never fail, where the opportunity offers, to feature strongly the special name of any product they may have to offer at an attractive price. This has been particularly true in the case of talking machines, as the trade well knows.

The dealer who simply qualifies as a seller of talking machines, who handles machines and records simply as so much merchandise, to be offered

Pride in Name is a Powerful Factor in Influencing Sales of Many Talking Machine Products . . .

on a dollars and cents basis solely, is not building for the future, no matter how hard he works, because he is not identifying himself with any one line, or any group of lines. No matter what product he may handle, whether it is new or old-established, it will pay him to feature the name, to endeavor by every means in his power to impress that name on the people in his territory, together with any points regarding the machine's construction, that may prove factors in its salability.

Pride in name is a powerful factor in influencing sales of many products. Let a man or woman come into possession of anything of standard manufacture with a name, and that article takes a distinct value unto itself. There are many kinds of muslins, for instance, yet the average woman looks upon the brand called "Fruit of

the Loom" as something just a little better—something with a name in which she has confidence. A man buys a safety razor, and if it is a Gillette, or an Auto-Strop, then he does not hesitate to mention the name to his friends.

So it is with a talking machine. If the name is generally known, then the new purchaser finds pride in announcing that the new machine is of that particular make. Of the fine points of the mechanical or tonal qualities the new owner may know nothing, but he or she will have that confidence in the product bred through familiarity with the make.

It is this fact of pride in name that makes it worth while for a dealer to keep his own cognomen in the background for a bit in order that the better known and more generally recognized name of the product may have a chance. It is the logical line of least resistance.

NEW STEIN-BURN REPRESENTATIVES

Geo. N. Anderson and J. W. Richardson, Formerly with Emerson Record Sales Corp., Made Sales Representatives for Iowa and Ohio

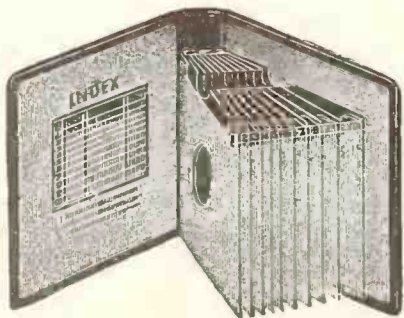
Geo. N. Anderson, formerly with the Emerson Record Sales Corp., has been made sales representative of the Stein-Burn Corp. in the State of Iowa, where he will look after the interests of the Stein-Burn phonograph. J. W. Richardson, who was also with the Emerson Record Sales Corp., in the past, has been made sales representative for the State of Ohio. The main office of the Stein-Burn Corp. is at 29 East Madison street, Chicago, Ill.

TO MANUFACTURE INSTRUMENTS

The Mortone Corp. has been incorporated in Wilmington, Del., with a capital stock of \$50,000, to manufacture and deal in musical instruments. The incorporators are M. M. Lucey, E. V. Darlington and M. Bulter.

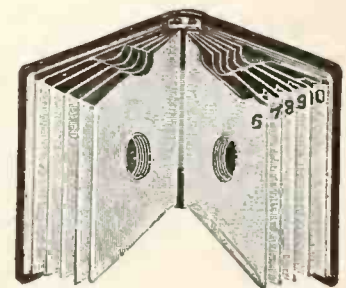
The Resonant Phonograph Co., of Manhattan, was recently incorporated at Albany, N. Y., with a capital stock of \$10,000. The incorporators are E. L. Ginsberg, Max B. Goldberg, 86 Williams avenue, Brooklyn, N. Y.

HAVE WE ACCOMPLISHED AN ALBUM THAT WILL SATISFY THE TALKING MACHINE TRADE



Here it is. The first quality is apparent upon opening the book—the pages lie perfectly flat.

Other qualities are, green fibre press board, the best paper for album pockets. Pockets secured by braces and brackets of one metal piece, which are in turn fastened securely to solid wooden back, made firm by latest improved machinery. The solid wooden back also firmly holds ring puller and back covering.



The one piece hinge opens at angle which precludes ripping when album is full.

Through the installation of machinery, operating three times as fast as the old model, we are able to offer this quality album at the lowest figure on the market.

Samples and prices submitted on request.

New York Album & Card Co., Inc.

New York Factory & Executive Offices: 23-25 Lispenard St., New York

Chicago Factory: 411-419 S. Jefferson St.



Chicago, Ill.: **CULLEN, MARSH & CO.**

21 East Van Buren St., Middle West Rep.

San Francisco, Cal.: **WALTER S. GRAY**

Chronicle Bldg., Pacific Coast Rep

Victor Supremacy

The Victor has earned its supremacy by the great things it has actually accomplished.

The large measure of success enjoyed by Victor retailers is in keeping with Victor supremacy.

Victor Talking Machine Co.

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

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

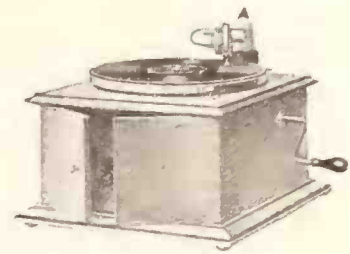
Warning: The use of the word Victrola upon or in the promotion or sale of any other Talking Machine or Phonograph is misleading and illegal.

Important Notice. Victor Records and Victor Machines are scientifically co-ordinated and synchronized in the processes of manufacture, and should be used together to secure a perfect reproduction.

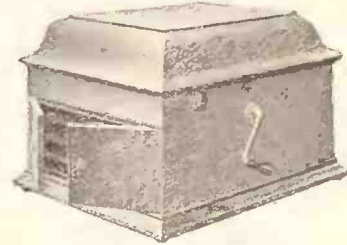
Victor Wholesalers

Albany, N. Y.....Gately-Haire Co., Inc.
 Atlanta, Ga.....Elyea Company.
 Phillips & Crew Piano Co.
 Baltimore, Md.....Cohen & Hughes.
 E. F. Droop & Sons Co.
 H. R. Eisenbrandt Sons, Inc.
 Bangor, Me.....Andrews Music House Co.
 Birmingham, Ala..Talking Machine Co.
 Boston, Mass.....Oliver Ditson Co.
 The Eastern Talking Machine Co.
 The M. Steinert & Sons Co.
 Brooklyn, N. Y.....American Talking Mach. Co.
 G. T. Williams.
 Buffalo, N. Y.....W. D. & C. N. Andrews.
 Buffalo Talking Machine Co., Inc.
 Burlington, Vt.....American Phonograph Co.
 Butte, Mont.....Orton Bros.
 Chicago, Ill.....Lyon & Healy.
 The Rudolph Wurlitzer Co.
 Chicago Talking Machine Co.
 Cincinnati, O.....The Rudolph Wurlitzer Co.
 Cleveland, O.....The W. H. Buescher & Sons Co.
 The Collister & Sayle Co.
 The Eclipse Musical Co.
 Columbus, O.....The Perry B. Whitsit Co.
 Dallas, Tex.....Sanger Bros.
 Denver, Colo.....The Knight-Campbell Music Co.
 Des Moines, Ia.....Mickel Bros. Co.
 Detroit, Mich.....Grinnell Bros.
 Elmira, N. Y.....Elmira Arms Co.
 El Paso, Tex.....W. G. Walz Co.
 Honolulu, T. H.....Bergstrom Music Co., Ltd.
 Houston, Tex.....Thos. Goggan & Bro.
 The Talking Machine Co., of Texas.
 Indianapolis, Ind...Stewart Talking Machine Co.
 Jacksonville, Fla...Florida Talking Machine Co.
 Kansas City, Mo...J. W. Jenkins Sons Music Co.
 Schmelzer Arms Co.
 Lincoln, Nebr.....Ross P. Curtice Co.
 Los Angeles, Cal...Sherman, Clay & Co.
 Memphis, Tenn.....O. K. Houck Piano Co.
 Milwaukee, Wis...Badger Talking Machine Co.
 Minneapolis, Minn..Beckwith, O'Neill Co.

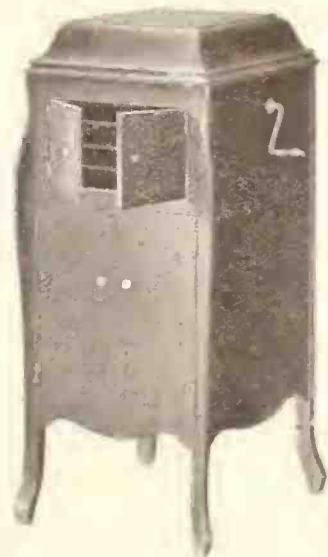
Mobile, Ala.....Wm. H. Reynalds.
 Newark, N. J.....Collings & Price Co.
 New Haven, Conn..The Horton-Gallo-Creamer Co.
 New Orleans, La...Philip Werlein, Ltd.
 New York, N. Y....Blackman Talking Mach. Co.
 Emanuel Blout.
 C. Bruno & Son, Inc.
 Charles H. Ditson & Co.
 Knickerbocker Talking Machine Co., Inc.
 Landay Bros., Inc.
 Musical Instrument Sales Co.
 New York Talking Mach Co.
 Ormes, Inc.
 Silas E. Pearsall Co.
 Omaha, Nebr.....A. Hospe Co.
 Mickel Bros. Co.
 Peoria, Ill.....Putnam-Page Co., Inc.
 Philadelphia, Pa...Louis Buehn Co., Inc.
 C. J. Hepp & Son.
 The George D. Ornstein Co.
 Penn Phonograph Co., Inc.
 The Talking Machine Co.
 H. A. Weymann & Son, Inc.
 Pittsburgh, Pa....W. F. Frederick Piano Co.
 C. C. Mellor Co., Ltd.
 Standard Talking Mach. Co.
 Portland, Me.....Cressey & Allen, Inc.
 Portland, Ore.....Sherman, Clay & Co.
 Providence, R. I...J. Samuels & Bro., Inc.
 Richmond, Va.....The Corley Co., Inc.
 W. D. Moses & Co.
 Rochester, N. Y....E. J. Chapman.
 The Talking Machine Co.
 Salt Lake City, U..Consolidated Music Co.
 The John Elliott Clark Co.
 San Antonio, Tex..Thos. Goggan & Bros.
 San Francisco, Cal.Sherman, Clay & Co.
 Seattle, Wash.....Sherman, Clay & Co.
 Sioux Falls, S. D...Talking Machine Exchange.
 Spokane, Wash....Sherman, Clay & Co.
 St. Louis, Mo.....Koerber-Brenner Music Co.
 St. Paul, Minn.....W. J. Dyer & Bro.
 Syracuse, N. Y....W. D. Andrews Co.
 Toledo, O.....The Toledo Talking Machine Co.
 Washington, D. C..Cohen & Hughes.
 E. F. Droop & Sons Co.
 Robt. C. Rogers Co.



Victrola IV, \$25
Oak



Victrola VIII, \$50
Oak



Victrola X, \$110
Mahogany or oak



Victrola XVI, \$250
Victrola XVI, electric, \$312.50
Mahogany or oak



AN IMPORTANT ACCESSORY—ALBUMS FOR FILING DISC RECORDS

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



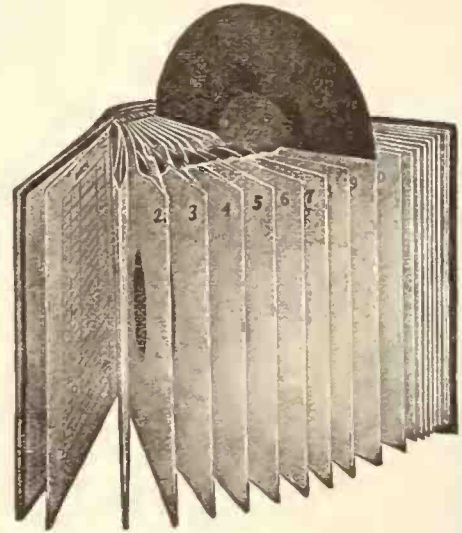
MAKING THEIR SELECTION

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



THE ALBUM

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



THE PERFECT PLAN

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

A PLACE FOR EVERY RECORD AND EVERY RECORD IN ITS PLACE

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

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

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

WE MAKE ALBUMS TO CONTAIN VICTOR, COLUMBIA, EDISON, PATHE' AND ALL OTHER DISC RECORDS

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

CHICAGO OFFICE: 508 S. Dearborn Street

HIS MASTER'S VOICE ON THE WIRE

Indianapolis Talking Machine Co. Arranges a Phone Concert Room Where Records Are Played While Customers Listen at Telephone

INDIANAPOLIS, IND., October 4.—The Indianapolis Talking Machine Co., of this city, formerly the Stewart Talking Machine Co., has developed a decidedly novel feature in the advertising of their Victor machines and records. In a recent advertisement in the local papers, under the title of "Over the Wire, but Still His Master's Voice," the idea was clearly outlined to the public. It is now possible for the music lovers of this city to enjoy a concert over the phone any time they so desire. By calling the phone concert room of the Indianapolis Talking Machine Co. and specifying any record whatsoever they can hear the number played without stepping outside their own room.

A special soundproof booth with a special dictagraph and telephone has been installed in the

talking machine department, thus combining two of the greatest conveniences of modern life and making them add another item to the long list of personal comforts now possible. At one corner of the newspaper ad there is an attractive paster which is to be cut out and pasted on the individual telephone directory. On this paster is the special number of the concert room, which is entirely separate from the regular phone system of the store and so arranged that many people may hear the same concert at once. This plan offers many possibilities to those who wish to select new records, for they may be heard over the phone and ordered without a trip to the store.

ADD NEW DEMONSTRATION BOOTHS

OMAHA, NEB., September 22.—The Unico Outfitting Co., Pathé dealers of this city, have recently installed two new demonstration booths in order to properly handle their increasing business, which is growing steadily.

REED CO. REPRESENTATIVES MEET

Exchange of Views on Stock Supplies to Meet the Demands of Holiday Trade

PITTSBURGH, PA., October 4.—Representatives of the sales organization of the Reed Co. in this city, together with M. A. Carpel and Mr. Chalet, of the Regina Co., New York; John Fletcher, manager of the Operaphone Co., Long Island City, and Messrs. Miller and Coulson, of the Reed Co., met at an important business session in this city recently, when the matter of deliveries on the new Regina phonographs and Operaphone records was discussed, and full assurance given the salesmen by representatives of both manufacturing companies that the Reed Co. would be able to meet the holiday demands.

Among the salesmen present were: Jos. P. Miller, of Eastern Ohio; O. T. Lytle, West Virginia; P. J. Canavan, So. Western Ohio; Geo. P. Semmer, Eastern Pennsylvania; James Olds, N. West Ohio; J. J. Cretic, Western Pennsylvania; J. A. Rummell, Michigan and Indiana; J. R. Daly, Virginia; J. R. Hall, New York; H. C. Hornberger, New York, and W. C. Willis, Pittsburgh district.

Previous to this meeting President Reed and Mrs. W. H. Reed, Jr., entertained those present at the meeting at their summer home at Lake Chautauqua over the week end.



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

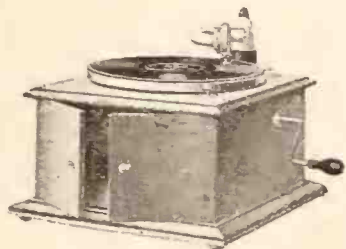
Kirkman Engineering Corporation
237 Lafayette St., New York

SAPPHIRE NEEDLES
for Edison and Pathe

DIAMOND NEEDLES
for Edison

Highest Quality — Best Prices

FAVORITE MFG. CO.
1506 DeKalb Ave., Brooklyn, N.Y.



Victrola IV, \$25
Oak



Victrola VI, \$35
Mahogany or oak



Victrola VIII, \$50
Oak



Victrola IX, \$70
Mahogany or oak



Victrola X, \$110
Mahogany or oak



Victrola XI, \$130
Mahogany, oak or walnut

Victor Supremacy

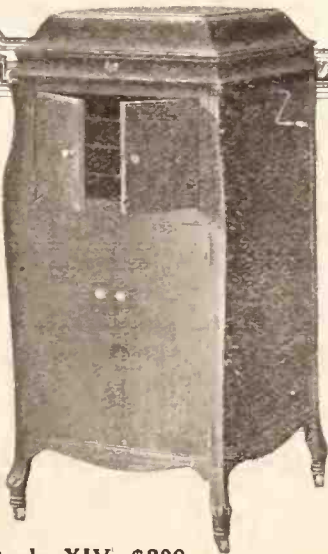
The enormous public demand for the Victrola, the unparalleled success of Victor retailers everywhere, unmistakably tell of Victor supremacy.

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

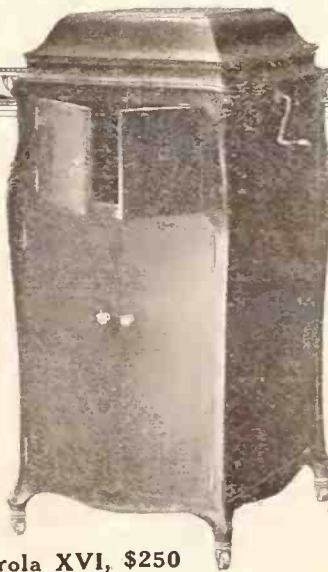
"Victrola" is the Registered Trade-mark of the Victor Talking Machine Company designating the products of this Company only.

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Victrola XIV, \$200
Mahogany or oak



Victrola XVI, \$250
Victrola XVI, electric, \$312.50
Mahogany or oak



Victrola XVII, \$300
Victrola XVII, electric, \$365
Mahogany or oak

The TALKING MACHINE WORLD

For the makers & sellers of talking machines

PUBLISHED BY EDWARD LYMAN BILL, Inc.

President and Treasurer, C. L. Bill, 373 Fourth Ave., New York; Vice-President, J. B. Spillane, 373 Fourth Ave., New York; Second Vice-President, Raymond Bill, 373 Fourth Ave., New York; Assistant Treasurer, Wm. A. Low.

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NEW YORK, OCTOBER 1919

SOME years ago a bard of Broadway produced a couplet: "Little puffs of powder, little dabs of paint, make chorus ladies look like what they ain't," which, as the saying goes, "was a good joke in them days."

In an endeavor to develop new ideas in talking machine cabinet construction, some manufacturers have sought in a measure to emulate the example of the chorus ladies, and in their efforts to camouflage the appearance of their machines have brought forth and placed on the market some weird and wondrous contraptions, though there is no question but that there is room for development in talking machine cabinet construction, along artistic lines.

For years there have been established forms—fixed styles—that in themselves identified the products as talking machines. There were so many other matters demanding the attention of the manufacturers—matters connected with the improvement of the mechanical construction of their products and the musical qualities of their records that the cabinet was allowed to be sidetracked in a measure. Then came the cry for the ornate—the unusual—which resulted directly in the creation of period styles in cabinets and, following these period styles, the creation of freak models.

Period styles for the most part have been accepted, even though many of them serve to hide completely the fact that the cabinets contain talking machines. That these styles have been purchased in goodly quantities indicates that the buyers are content to keep the instrument hidden until time as they desire to play it. It may even be that the incorporation of talking machines in tables, buffets, and even davenport, is to be condoned as offering novel ideas. The question at stake is just how this tendency towards camouflage affects the status of the talking machine itself.

The talking machine is a musical instrument, and should be accepted as such. It has been advertised widely, adopted generally, and requires no apology. We do not see pianos cased as folding beds, mantelpieces or chiffoniers. We do not see violins in the form of jewel cases or hat-racks, except perhaps on the stage. Even the humble harmonica is presented in public "as is." Just why the talking machine should be hidden is a question. It is true that the cabinet can, and in cases should, be embellished, for it lends itself particularly to artistic treatment. But why let this embellishment hide the fact that it is a talking machine—a musical instrument? In short, it is an instrument that can be made attractive without being hidden.

AN attractive store proves a strong factor in building business, as the live talking machine dealer long ago recognized. He has found that there is a certain element who, in search of a desired record or a particular model of machine, will go into almost any store for it, but to develop these transients into permanent customers the environment into which they are first introduced must be sufficiently attractive to make them desirous of returning regularly to make their subsequent purchases. In other words, first impressions count most.

An attractive store is one of the best investments that a retailer can make, aside from the amount of money spent in advertising the store and in rendering further service therein. If the surroundings are such that customers are impressed, and the furnishings of the booths calculated to make them feel comfortable and at ease, then much of the selling has already been accomplished. If the store is so attractive that customers leave it with a pleasant impression then it is a certainty that that impression will be sufficiently strong to move them to come back to the store again and again.

It is this spirit that makes for business building. The dollars that are spent in attractive furnishings and pleasant surroundings not only bring direct dividends in sales, but save many dollars that otherwise would be spent in the future for the creation of new transient trade. The customers who must be solicited each time are a liability rather than an asset. It is those who come back time and time again without direct solicitation that build up profits for the business. The store that appeals to them strongly enough to make them feel at home when buying their machines and records is the store that is building trade and with it profits.

The majority of the live talking machine dealers recognize this fact, as the elaborate character of the stores indicates. New dealers are constantly being converted, as is proven by the large number of stores now being remodeled. Those who are asleep to opportunities—who feel that records and machines will sell themselves in a barn as well as in a palace—will progress just so long as the present condition of supply and demand exists. When real competition for business again materializes this class of dealer is going to be out of the running. A comparatively few dollars spent now will save the situation.

THE fact that Government reports show a substantial increase in the exports of talking machines and records is to be regarded as significant, not alone as indicating that the talking machine interests are doing their part in the building up of American foreign trade, but that the products of this country are gaining a foothold in foreign markets. Talking machine exports to America in the past have been somewhat of a negligible quantity, and the question of production alone right now helps to hinder the development of that trade to a considerable extent. The building up of export trade, however, is a long, tedious process in many instances and what sacrifices may be made now to enter foreign markets should bring returns in the future through the medium of an established trade abroad.

Before the war Germany controlled the great volume of foreign trade in talking machines and records, just as she controlled the markets for many other products. It is this German competition that talking machine men must expect to face in the future. If there is not sufficient interest taken in the development of the export business right now to entrench it so strongly that it can resist European competition then it is best to drop the whole matter. If the export trade is to be forwarded it must be developed energetically and perhaps at the expense of the domestic market.

THAT the talking machine will be strongly represented at the forthcoming National Music Festival and Exhibition to be held at the Grand Central Palace, New York, in February, is indicated by the fact that an imposing number of the leading manufacturers of machines and of supplies have already signed up for liberal display spaces, many of them occupying prominent positions on the ground floor, where the visiting public cannot possibly overlook them. The time was when Music Shows were for the most part simply piano exhibitions, but some few years ago talking machine men took a direct interest in the matter, and the result has

Owing to the general strike and "vacation" of the members of the printing trades in New York, which came at a time when this issue of *The World* was about half completed, coupled with the difficulty in finding a printing establishment with facilities for handling a paper of this size, the October number has been somewhat delayed in getting into the mails. It is expected and hoped that the November issue will be mailed as per regular schedule and reach our readers by the fifteenth of the month or thereabouts as usual.

been an increasing number of talking machine displays on each succeeding occasion.

The 1920 show is going to break all records in this connection. Not only are the talking machine interests to display on a liberal basis, but without question the talking machine artists will play a prominent part in making the concerts successful, and talking machine publicity will play a big part in swelling the attendance at the exhibition. It all indicates that the talking machine trade can no longer be considered a thing apart. It is a part and a very important part of the music industry as a whole, and each succeeding year sees it coming closer to dominating the industry as a whole.

The fact that the Victor Talking Machine Co. and other talking machine companies have become members of the Music Industries Chamber of Commerce emphasizes still further that this branch of the trade plans to take a more active part in the affairs of the music industry as a whole. It is a healthy sign and will be welcomed by those who have looked upon music and music-producing instruments as one big concentrated force.

THE educational and cultural force exercised by the talking machine becomes more apparent every day. As a factor in school life it is recognized by the most eminent pedagogues as an absolute essential, while in the studios of teachers of singing it has assumed a place that may be termed indispensable by reason of its value in illustrating the vocal methods of singers of international fame.

In the church it is being used not only to replace, but augment the choir, inasmuch as an extensive program of records of solos by eminent singers is provided. It is also being used to good purpose in the pulpit, owing to the fact that noted clergymen have made records of their sermons which, transmitted through the talking machine, are most influential in bringing people to a better comprehension of their spiritual needs and duty.

There can be no question but that a sermon by an eminent divine, delivered through the "talker" is far more enjoyable than listening to a mediocre speaker in the flesh—ofttimes a man who possesses narrow conceptions of faith and the questions of the day.

As a civilizing force in a small town or farm, the talking ma-

chine has attained unusual recognition and prestige. It has brought a knowledge of the great music of the world into the lives of people who hitherto had no conception that they could ever enjoy high-class music. It is only necessary to visit the homes of our farming population to ascertain what a tremendous influence the talking machine has exercised on the musical culture of the people. It is all very well to say that the music hall songs and so-called jazz records are in greatest demand, but the fact remains that there is a rapid increase in appreciation of good music, thanks to the wonderful achievements of the makers of records. Songs of the operas, standard ballads and folk songs of the nations of the world are steadily growing in favor, and to-day the farmers and their sons and daughters appreciate even more strongly than city folks the value of good music. They have the time to listen and to think—at least a part of the year.

This is a most significant development in connection with the cultural power of the talking machine. It has brought joy and music into the home of countless millions in all walks of life who have been enabled to get a new conception of life, thanks to the wonderful power for good which music weaves over the mind.

ONE of the fundamentals of successful merchandising, whether in the wholesale or retail field, is that of knowing the field thoroughly—the class of people to be reached—the quality and type of products that they are most likely to be interested in—their buying limit from a financial viewpoint—the arguments that will most likely appeal to them, and other facts of like character. With this information on hand, the manufacturer or merchant can achieve desired results quicker and more economically by far than were he to conduct his campaign at random and in the dark.

Talking machine men generally make more or less extensive study of their respective fields, for the most part locally. Especially in the selling of records has this analyzing of conditions been necessary. It is rather difficult to sell Chinese records in an Italian neighborhood, or Italian records in a locality where the Poles have settled. The attempts to canvass the national market for talking machines, with a view to determining just what the selling conditions are in the various sections of the country, have been very few and it remained for the Sonora Phonograph Sales Co., Inc., to go into this matter thoroughly and to offer the result of its findings for the benefit of the trade as a whole through the columns of *The World* this month.

Studying the questions propounded by the Sonora Co. in the carrying on of its quest, and then studying the answers thereto, offer much food for thought. An appreciation of the facts presented in the report will unquestionably save many retailers, particularly, time and money in wasted effort. The situation in every section of the country is presented clearly and precisely, and the retailer can gauge his selling arguments and his entire sales campaign with more or less accuracy.

In making the survey of the trade, and the conditions existing therein, the Sonora Phonograph Sales Co. has rendered a distinct service to the industry.

EXCLUSIVELY WHOLESALE

VICTROLAS---RECORDS---REPAIR PARTS CONVERTO CABINETS---SUPPLIES



The Toledo Talking Machine Co.
Toledo, Ohio

Profitable to Pay Attention to "Lookers" and Their Essential Needs :: :: By Courtney Harrison

Prospective customers, like opportunities, when they are once passed up, very seldom present themselves again. Therefore it behooves every talking machine dealer to see to it that every single customer or prospective customer who enters his doors gets the utmost in attention and also that no such prospective customer be allowed to leave until the store, as an institution, has offered to the customer in the right way every bit of merchandise for making a selection and everything that the store has in facilities for creating a buying interest.

Now I can hear you saying that this is old stuff. So it is fundamentally, but I am going to try to give you some pointers from the angle of both the man behind the counter and the customer, who very often throws out the silent challenge to "sell me if you can." I have been in the shoes of both these parties. I have sold talking machines at retail, and since then circumstances have worked around so I have had to buy many of them at retail. But more often I didn't buy, not until I had shopped around considerably, for the simple reason that I always believed I was doing the merchant a favor when I made a purchase of him, and hence deserved the utmost in courtesy and attention. In fact, I have always warmed right up when I found the salesman was anxious to please me, anxious to neglect nothing that might convince me of his sincerity, and that he had the machine—in fact just a little bit afraid I might go out without buying. It is human nature to feel this way. You may not think so, but try it; put the plan to the test and see if a lot of other people do not think the way I do about shopping.

I was speaking to several retail merchants at a convention recently along the above lines, and after I had finished one of them got up and said: "Perhaps the merchants you know back East may be inattentive to customers, but out here (it was in the West) we know how to treat people."

My reply was: "The next time you are in

Constructive Pointers From the Angle of Both the Man Behind the Counter and the Man who Buys Goods

your neighboring town across the river, go into some of the stores in your line, just put yourself in the place of a regular customer; see how long it takes to get waited on, how you are handled and whether or not the salesman or saleswoman lets you get out without doing everything possible to make your return certain and without selling you everything that the opportunity and leads you might give would justify. I think if you will do this you will go back to your store with something to think about. You might even come down from your office up on the balcony

a bit oftener (I knew my man and his store) and ginger up and advise with the sales-people—keep in closer personal contact with their activities to see that they are doing everything possible to make friends and are losing not even a small chance of making a sale."

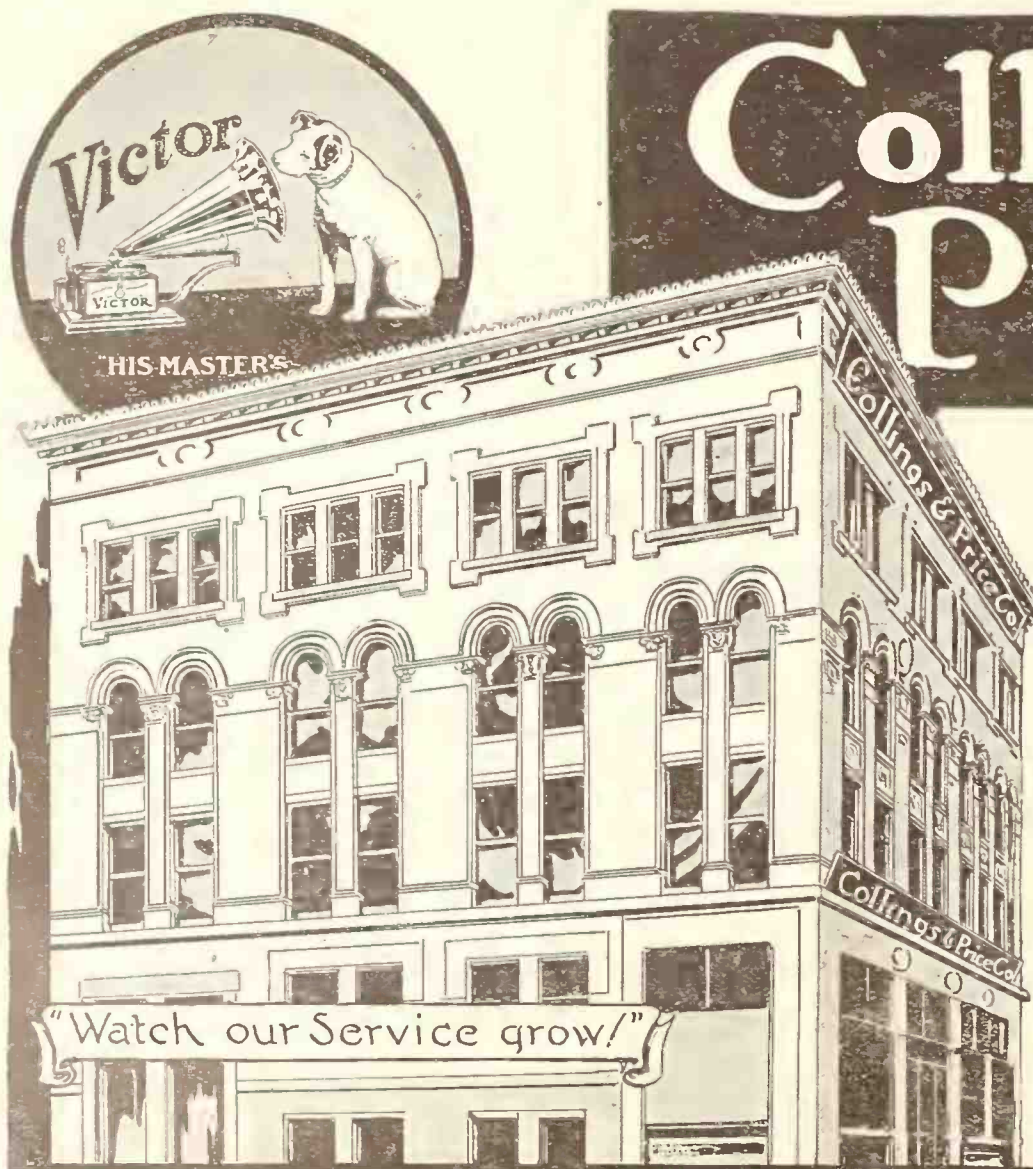
A couple of months after my friendly set-to with this merchant I had the pleasure of receiving a letter from him saying that he had taken my advice and followed through in his own store, and had gotten a great deal of good out of it.

Of course, we all know or should know the stock rules about courtesy, but many of these even are overlooked, and in a surprisingly large number of up-to-date stores too.

When customers come into your store how long do they have to wait for attention? Even if your sales people are all busy some one of them should excuse himself or herself long enough to go over and say "Good morning, will you have a seat, some one will take care of you in a few minutes," or something of the kind. Never let a customer "wander around" for an instant. It distracts him from whatever definite purpose he may have had in mind when he came in, it gets him nervous and makes it much more difficult to sell.

If you are in an industrial center—any town or city that has a foreign population—do you pay proper attention to catering to these people? Not long ago I was in a Mid-west industrial city and a woman came in dowdily dressed and with an old shawl wrapped around her head. This store

(Continued on page 11)



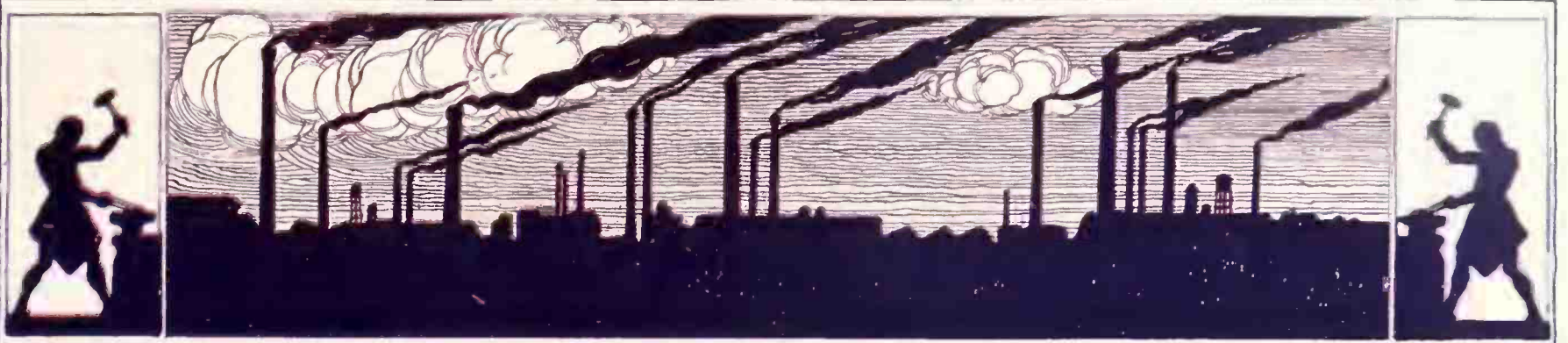
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OKEH RECORDS



Announcement

On and After October 1st, 1919,
THE OTTO HEINEMAN PHONOGRAPH SUPPLY Co. INC.

Will be known as the
GENERAL PHONOGRAPH CORPORATION

25 West 45 Street New York City

Our Trade Mark: Quality
Our Watchword: Service

Otto Heineman
President



had a 'horseshoe' display of machines opposite the front door and the woman after hesitating a moment began examining them all, apparently with child-like interest. Everyone on the main floor was busy except the salesman I was talking with, and I said to him: "Isn't there a chance for a sale up there?" "Oh, no, she's Polish," was his answer, "we have lots of them come in and wander around that way. They can't speak English very well, and most of them you can't get anything out of, they go out without buying."

I then asked him to let me have a try. He grinned and said "Go to it." I did. At first I could get little out of this old woman, except a child-like grin, and some gibberish about "much pretty music box," but by patience and serious attention and attempts to get her interest I finally conveyed to her the prices, convinced her that the store was on the level and wanted her business and I sold her a \$200 size Victrola. She had the money with her. The foreign element have the cash, and if you can get their confidence will dig it up on the spot. Any merchant who is making a study of this class of business will tell you I am right. However, you have to have patience with these people. Often a supercilious smile at some break they make or lack of tact in stating the price will kill a sale. Many of them are not yet entirely conversant with our up-to-date American way of doing business, they are suspicious of everything that is going to take a nickel more than is necessary of their bank-roll, but they will spend freely if they want what you have and can be convinced that they are getting 100 cents worth for a dollar.

Speaking of callers of all kinds dropping in "just to wait for someone" or "look around a little," do your sales people evidence interest in playing some records for such people, and make them feel, not just tell them, but convey the feeling that they are not under obligation. Are the names of these people secured in a tactful manner, and are they followed up to see if they can be secured as machine or record customers?

Another thing. How is your credit man, or if you haven't a man employed especially for that purpose, how tactful and alert to opportunities, how good at sizing up human nature, is the man or woman who does look after your credits? Here is what I mean: A couple of months ago I was visiting in a Massachusetts town, and one day strolled into a live-looking talking machine and piano store. The proprietor was his own credit man. We were standing near the front door, when a Swedish girl, about twenty-four I judge, came in and asked to see a certain record which had caught her eye as she passed the window. The dealer pulled it down himself and on learning the price she said, "I take it." However, after looking into her purse and scrambling around in the pockets of her coat, she flushed and stammered out the fact that she didn't have change enough, left her money on her table in her room at home. The dealer without hesitancy said: "Here, that's all right, go ahead with it, and it will be all right to bring me the 65 cents in the morning. She took the record and went out. The next afternoon I was downtown and dropped in to ask my friend how his Swedish credit test, for so I called it jokingly, came out.

He was all smiles: "Say," he told me, "you know there are lots of those Swedish girls working as maids around here; she looked honest, and I presumed she must be a reliable girl working as maid somewhere and that anyway I could afford to take a chance for sixty-five cents for the business she might bring or send me later among her friends. Well, what do you think. This morning she came in, paid me the sixty-five cents and said she and her husband, who works in the steel mills and has a good job, were coming down and buy a talking machine, a big one, next Saturday. In fact, she has already picked out the machine and paid \$20 on it. Ain't that great? But say, suppose I had had a bum credit man on the job; gosh, I hate to think of it."

There you are; that's a true incident. You may say it is an unusual case, but such things do happen; only you very often don't realize that they're happening. Perhaps you must run your credits by a system. Well and good, but see to it that the man is running the system, and not

the system the man. Nothing can beat the good old rule of being human; discretion is the better part of valor, in the trenches of the battlefield or in the trenches of the fields of business.

FORM PLYMOUTH PHONO PARTS CO.

The Plymouth Phono Parts Co. has been incorporated in Plymouth, Wis., to manufacture phonographs and parts. The incorporators are Harry W. Bolens, George C. Trotter and W. H. Thammen. The new company has a capital stock of \$50,000.

ORGANIZED TO MAKE CABINETS

The Haag & Ressix Co. has been incorporated under the laws of the State of Delaware to manufacture talking machine cabinets and other parts. The capital is \$50,000 and the incorporators are A. H. Haag, Nantierth, Pa.; Sydney G. Swain, Richmond, Va., and George Ressix, of Philadelphia.



FEDERAL ELECTRIC SIGN



- 12 MONTHS TO PAY

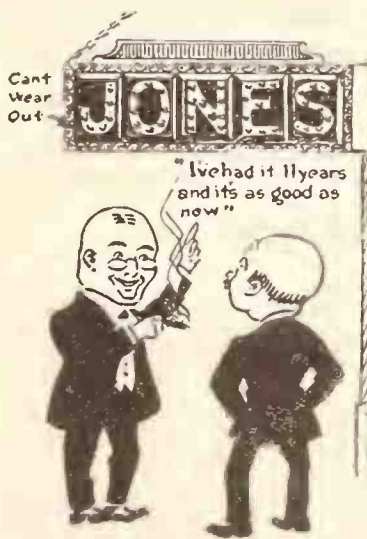
The first payment brings you the sign—you have the 12 months to make the final payments. Pays for itself many times over.

**Won't Rot, Rust or Fade
Never Needs Painting**

Being made of porcelain enameled steel by a special baking process, rain, hail, snow and even fire have no disastrous effect upon the sign at all. It is practically indestructible. An occasional washing is all that is needed to keep it sparkling like new. It is a sign of which you will always be proud, and which will always favorably impress new as well as old customers.

The only expense in operating this sign is a few cents a day for electricity. The clean white letters stand out plainly and distinctly in the day time as well as night time. It acts as a cheerful salesman inviting customers to trade with you—it attracts them to your store from blocks in each direction. It creates the impression that your store is distinctive. Pays for itself many times over. Give new customers a chance to find you—put a beautiful porcelain enameled steel sign in front of your store. Brighten up for the dark winter days coming. Send for full information—no obligation.

TEAR OFF AND MAIL COUPON NOW



FEDERAL ELECTRIC COMPANY

representing

Federal Sign System (Electric), **Lake and Desplaines Sts., Chicago, Ill.**

Please send me full information on Porcelain-enameled Steel Sign for my business Explain your 12-months-to-pay Plan.

Name City State

Street and No. Business

Store Frontage No. of Floors

(T. M. W.-10)



ACME-DIE
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 Boston Rochester Brooklyn, N.Y. Detroit Chicago

I' Artiste

THE ARTIST IN REALITY



ANNOUNCEMENT

WE are pleased to inform the Eastern trade that we have been so fortunate as to secure for our representatives the Philadelphia Show Case Company, with offices at No. 123 North 13th Street, Philadelphia, and 2002 Jenkins Arcade, Pittsburgh.

The requirements of this firm will absorb a large portion of our production during the remainder of this year.

Notwithstanding this new connection we desire to add dealers who can give us adequate representation in all parts of the country.

GRAND RAPIDS PHONOGRAPH CO.

GRAND RAPIDS, MICHIGAN

The Philadelphia Show Case Company

Eastern Distributors

123 N. Thirteenth St.
PHILADELPHIA

2002 Jenkins Arcade
PITTSBURGH

The Talking Machine Business and Its Relation to the Piano Business :: by Frank Goosman

One of the particularly interesting papers read at the recent convention of the Piano Merchants' Association of Ohio from the viewpoint of the talking machine man, and there were a number of members of the trade present, was that presented by Frank Goosman, of the Goosman Piano Co., Toledo, on the subject of "The Talking Machine Business and Its Relation to the Piano Business". That Mr. Goosman has found the relationship to be a most satisfactory one is indicated by his paper which read as follows:

A number of years ago I was employed in one of Cleveland's piano houses and our greatest and most trying question was to get people into our store. In those days the volume of any store's business depended upon the number and quality of its solicitors or canvassers, as "drop-ins" were scarce, and no store could live on this business.

We tried special sales and contests with good results, but there was invariably a lull after the special sale or contest, so we were again obliged to resort to the canvassers. Consequently it was a continued grind to get enough customers in the store to make any showing whatever.

When the player-piano became a success we tried concerts, both public and private, with the same idea that if we could get people into our store there was always the chance of making a prospective buyer.

When I moved to Toledo and opened a store the same problem presented itself and we worked the same old methods. We were continually canvassed by talking machine salesmen, and I distinctly remember the salesman representing a popular talking machine manufacturer saying after we had refused to consider his proposition, "You will think differently in a year and you will want our line when it is too late to get the agency." We did and tried repeatedly to get the agency later without result. We styled ourselves "piano men" and did not want to be bothered with such a thing as the talking machine; however, shortly after we took on a line and after the public became acquainted with the fact we commenced to have a few more calls and our salesmen had opportunities of talking with a new class of people deeply interested in music; and realized that it was a coming factor in the music business.

At that time we did not think much of the record business, but after a number of sales we were forced to put in a complete stock of records to take care of the increased demand. Since then there has been no time when we were lonesome for want of callers; in fact, it has been necessary for us to treble our sales force, besides adding extra help to take care of the record business.

Talking Machines Bring Piano Trade

A piano salesman is always on the floor, and practically all callers are questioned regarding their musical needs and requirements, and we can credit innumerable piano and player-piano sales to the talking machine business. We have sold a great many talking machines that have later been taken in again as part payment on either a piano or player-piano, and our business in this regard alone pays for the handling of the talking machine business.

We get more prospects than our force can take care of, and as far as we are concerned the day of the canvasser is past. Our store is visited by scores of people each day to listen to the latest records, which, as you know, are widely advertised by the manufacturers twice each month, and up-to-date salesmen take advantage of this to talk piano.

To me the fact that this talking machine business has created an interest in music and keeps one's store force busy is about the most important improvement in the selling end in the music

industry, though there is still an angle that should not be overlooked as it pertains to the financial end of the business.

When we were doing the canvass, contest and special sale "stunts" there was practically no limit as to the time allowed a customer in which to pay for his piano. If he only had \$5.00 or \$10.00 in his pocket and a horse to put a piano into he could buy most anything in the store. During these days I have seen contracts that extended from five to six years. This made it

How the Talking Machine Has Brought More Customers and Better Methods into the Piano Business.

hard for the dealer to finance, as he was continually borrowing or selling paper, and there is little wonder there were so many failures and arrests of dealers who were charged as embezzlers owing to their being obliged to spend the money received on accounts that had been sold either to the piano manufacturer, banker or some other third person.

Shortening Piano Terms

The talking machine business, in my estimation, has been largely responsible for the change that has taken place on this end. After the dealer put in a few machines and sold them on as short time as six to eight months, besides many cash deals, he began to realize that he was turning his investment twice and sometimes three times per year, compared with one turn in about two years on his piano business. He immediately commenced to use his talking machine profits and cash to help finance his piano business and in a short time some of the better dealers who required

a long time account with the piano manufacturers were shortening their time and in many cases developing into cash buyers.

The piano manufacturers, on the other hand, were quick to see this change and they commenced to demand shorter time from the dealer. This, in turn, caused the dealer who was purchasing his stock on time to either sell on shorter time or be forced out of business on account of his inability to turn his accounts, and there were any number of dealers who were not strong enough to change their habits and were obliged to discontinue business.

To my mind the retail piano business is healthier than it has been for years, and one of the direct causes has been the combining of the talking machine business with it.

The talking machine business has been one of the means of creating a desire for music in the home. The prices of the machines and records are within the reach of all, and by the unlimited supply of the selections of records of all classes of music it has supplied all tastes. The education thus supplied demands more, and usually the next step is a piano.

To sum up, the talking machine has supplied our stores with customers, it has provided a way to cut down our overhead expense, shortened the time on leases, which means much larger payments and quicker turnover, and is the source of a larger cash revenue than most piano dealers dreamed of, for a well-managed talking machine department has put many a piano dealer on the path of success.

RUMMEL JOINS REED CO. FORCE

J. A. Rummel, of Saginaw, Mich., has joined the sales force of the Reed Co., Pittsburgh, Pa., distributors of the Regina phonographs and talking machine accessories. He comes to the Reed Co. from the Herzog Furniture Co., having represented this concern in Michigan and Indiana for twelve years. He returns to cover the music trade in this same territory.

Pathé Superior Quality

coupled with

Fischer Superior Service

Makes Dollars for Dealers

ASK us for Agency proposition NOW

THE FISCHER COMPANY

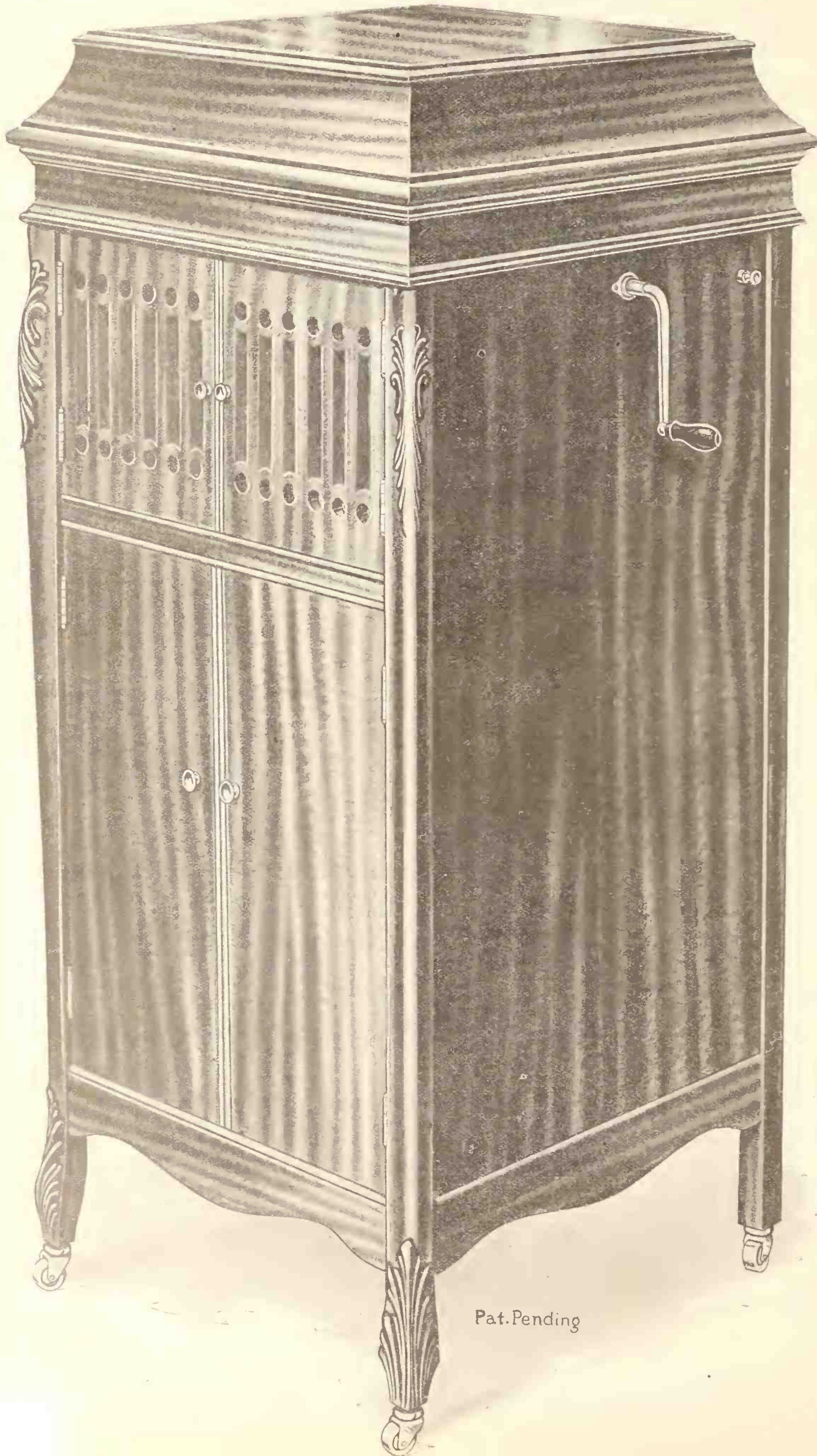
OLDEST PATHE JOBBER

CLEVELAND
943-947 Chestnut Avenue



CINCINNATI
44-46 Vine Street

WORLD PHONOGRAPHS



are always interesting in regard to distinctive and tonally meritorious equipment, and in case design. The Style 175 shown herewith is covered by design patent. Dealers say it is the best selling "World" they have ever had and that is saying a good deal! Model 175 is made in Adam brown mahogany, walnut and golden oak finishes---height 50 inches, width 21 1/2 inches, depth 22 1/2 inches; motor, multiple spring, constant speed, non-vibrating and mounted free from contact in resonating parts; equipped with "World" patent horn and "World" improved tone arm and sound-box. Price \$175.00, including war tax. For gold trimmings add \$10.00 to net price.

*The only
come-backs on
"World"
phonographs
are satisfied
customers.*

Pat. Pending

**World
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Company**

736 Tilden Ave.
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Another "World" Beauty



World No. 375

Georgian :: in Mahogany

Height 34 Inches Width 45 Inches Depth 24 Inches

The grace, charm and refined richness characteristic of the Georgian period of furniture and decorative design live again in this superb World art model. The cabinet work, in design and execution, is true to the finest traditions of old world craftsmanship. The beautiful selected woods used in the cabinet enhance its artistic appearance. The Georgian model would add to the beauty of the finest home.

*The only
come-backs on
"World"
phonographs
are satisfied
customers*

**World
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736 Tilden Ave.
CHICAGO, ILL.

Pays to Feature the Talking Machine for Hallowe'en Entertainments, :: :: By W. B. Stoddard

Hallowe'en is a night for mirth and music, for dancing and singing, and what better for all of this than the ever-ready phonograph? Between the dances and during the refreshment hour the best kind of entertainment can be had through the rendition of songs and marches appropriate to the season. It is well, then, for the dealer in talking machines to play up his records and instruments for the night of the witches' revel.

An excellent method of doing this was adopted by the DeMoll Co., of Washington, D. C. They encouraged the trade of the school children, and through them that of their elders, by having printed a large number of orange cards, adorned with silhouettes of a witch or a cat, and having printed on the reverse side:

Come to DeMOLLS for the best Hallowe'en records. See our window for the latest hits. Look at the witch and make a wish.

These cards were distributed at recess, and the way in which they were phrased naturally caused all the youngsters to make it a point to see those windows on their way home from school. So striking were they that all the children mentioned it at home, and soon the whole city was talking of the wonderful witch windows—and the talking machine displayed in connection with same therefore came in for an immense amount of effective publicity. The most prominent display was the dancing witch. In the center of the window was a mound strewn with branches of oak leaves, on which was the life-size figure of a dancing crone, in flame-color skirt, black bodice, broad orange girdle, flowing cape of yellow and orange and tall peaked cap of orange and black. She had a red, pointed nose, and long straggling white locks, while on her upraised skinny hand was perched a black bat. From the ceiling were hung branches of red and yellow autumn leaves, and some were banked in the background. At one side was a Victrola, and among the autumn leaves were scattered a number of records, which were listed in a card down front. At the base of the mound on which the witch stood was an art card: "Look at the Witch and make a wish."

Another window showed a little, old, bent witch standing in the center gaudily attired in orange, red and black, with tall peaked hat and straggling gray locks. There are two Victrolas on either side of her, and she held in her hand twisted strands of red and yellow paper which extended to each of the instruments. A long-stemmed chrysanthemum and spray of red leaves lay on each of the talking machines, and on one of them

was perched a big white owl. Above his head was a card:

WHO-O-O! WHO-O-O! WHO-O-O!
WHO IS WISE?
Who ever buys a Blank talking machine and supply of records for a jolly Hallowe'en Entertainment.

A third window, with heavy curtains of mouse-colored velvet, showed a talker in the center, on a mound of dead leaves, and by it the crouching figure of a witch, one hand to her ear, listening to the music, and the other stretched out towards a number of records scattered among the leaves while a card advised:

Music Hath Charms to Soothe the Savage Breast. The strains of a Victrola enchant even the malevolent witch.

An Effective "After-Supper" Sale

The tendency of the age is towards shorter rather than longer hours for business, yet in the small towns, especially those in agricultural districts, it is almost impossible to close the stores every evening. On Saturday evenings, in particular, the farmers and miners come into town in great numbers. They are at leisure, they have time and money both to spend, and the merchant who makes them the best offer is the one who is going to be patronized. By "the best offer" is not necessarily meant the lowest price—but the merchandize which will afford the greatest all-around satisfaction.

In order to corner this valuable trade Lairs, Charleston, Mo., recently had some hand bills printed and put in every vehicle that came to town during the week:

MEET ME AT LAIRS
Saturday Night,
7:00 o'clock
SPECIAL AFTER SUPPER ATTRACTIONS
Everybody seems to come to Charleston on Saturday night, hence we have prepared a store program for Saturday evening which we know will be profitable to all who attend, and interesting as well.
The prices named on these musical instruments will hold good for Saturday evening only—from 7:00 to 11:00 o'clock.
There will be plenty of GOOD SEATS, ICE WATER, MUSIC and MERCHANDISE, from start to finish.
Meet your friends here after the first show if not before.
Take your time to see and hear demonstrated all grades of our TALKING MACHINES and RECORDS.
You will not be urged to buy—BUT YOU WILL BUY.
Don't Forget the Date.
LAIRS

The concert was held in the main salesroom, an abundance of camp chairs being in readiness so that there were seats for all comers. There were really two concerts instead of one, the first lasting

from 7:30 to 8:30, and the second from 9:30 to 10:30 (to catch the crowd who streamed out of the movie theatres at nine o'clock). Each concert was divided into two parts, one being devoted to popular, and the other to classical music, so as to suit all tastes. Set about the room were a number of talking machines and between the formal concerts—for which printed programs were given—the salesman demonstrated the different instruments, and played any of the records the crowds desired to hear.

They arranged a fascinating window to call special attention to their evening sale and concert. Cardboard cuts of the leading singers and instrumentalists are easy to obtain, being sent by the record manufacturers on request. Placed on a table, tilted at such an angle that it could be easily read from the outside, was the program for the evening concert. From each name on the program there extended a narrow red ribbon to a cut-out of that artist fastened to the wall or placed on an easel, while at the base of the table was a card: "Note the galaxy of stars we have assembled for your evening's entertainment."

FUND TO BUY TALKING MACHINE

Kentucky Newspaper Starts Fund to Furnish Tuberculosis Patients with Music.

PADUCAH, Ky., September 30.—A movement has been started in this city by The Sun to aid in the fight against the white plague which has stricken returned soldiers, sailors and marines. In the fight against tuberculosis the mental attitude of the patient is of prime importance and music has been one of the essential factors in helping to keep up personal courage. Realizing this, a fund has been started to purchase talking machines and records, known as the Ex-Service Men's Phonograph Fund. One hundred citizens have been called upon to contribute one dollar each to make up the fund and give the men a machine on which they can enjoy the latest music. This fund is being rapidly subscribed and in a short time the boys who have become victims of tuberculosis while in their country's service will be helped and cheered on their way to health.

CABINET CONCERN INCORPORATED

The Badger Cabinet Co., Plymouth, Wis., has been incorporated to manufacture woodenware, household furniture and cabinets for musical instruments. The capital of the new concern is \$100,000 and the incorporators are J. E. Curtiss, G. W. Brickbauer and A. B. Elmer.

Represents BEAUTY and TONE Combined

The "VICSONIA" Reproducer

(MODEL A)

Designed to PERFECTLY play Edison Disc Records on "Victrolas" or "Crafonolas." Easy to attach—slips on—a child can do it. The Vicsonia is recognized as the BEST reproducer for its particular purpose. ORDER NOW.

ATTENTION!!!

Model B Vicsonia now ready. Plays all hill and dale records—Pathe, Edison, OkeH, Lyric, Aeolian, Vocalion, etc.

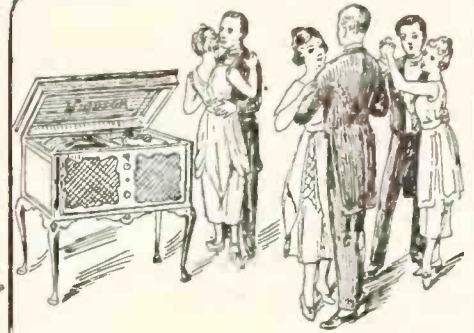
A sample reproducer Model A or B will be sent on receipt of \$4.50 Retail price \$7.50.



VICSONIA MFG. CO., Inc., :: 313 E. 134th St., New York, N. Y.



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



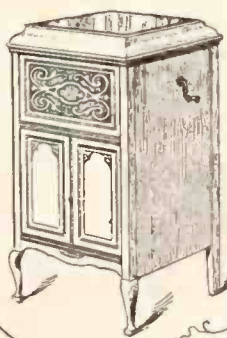
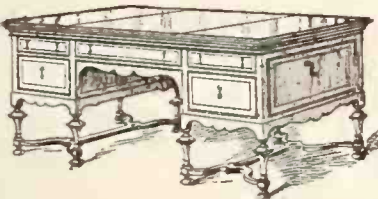
**THE ORIGINAL
CONSOLE PHONOGRAPH**

WINDSOR dealers are not offering imitations of the original Console Phonograph.

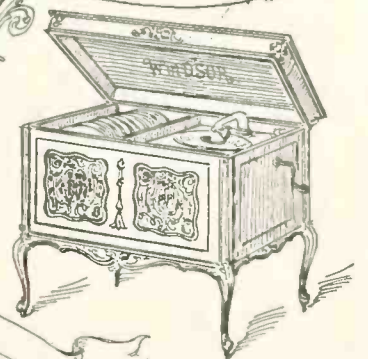
The U. S. Bureau of Patents, after careful investigation, decided that the Windsor was the original Console Phonograph and awarded it Patent No. 1,279,743.

The Windsor is a Phonograph De Luxe built by experts for people of discriminating taste who desire an instrument of quality and not a mere talking machine. Write for our new catalogue.

The Windsor Furniture Company
1420 CARROLL AVE. CHICAGO, ILL.



*The Windsor
Phonograph*



LIST OF THE WINDSOR PHONOGRAPH CABINET PATENTS

48122
49654
49655

50478
50479
50480

50481
50482
50483

50484
129743



Rosa Ponselle in "O Patria Mia" from "Aida" gives the soul as well as the sound of this aria. Be sure to order a big supply. Columbia 49557.

**Columbia Graphophone Co.
NEW YORK**

THREE PRACTICAL SALES IDEAS

Put Forth by Peptinist, Published by the Columbia Co.—Worth Reading and Applying.

I. This Idea Makes Sales.—Here's a good one. Give it to your small dealers. The incident comes from a jeweler who had his Grafonola department in the rear of his store. A customer entered to buy a collar-button. Asked if he wished to buy anything else he replied, "Not to-day," and started for the door. At that moment a record was started on the Grafonola at the rear of the store. The customer turned back, was interested, and bought a complete Grafonola and record outfit. That dealer tells us by keeping records "going" he has sold any number of people who have only come in for small articles of jewelry.

II. This Idea Makes 'Em Quick.—One handicap in a small Grafonola shop is the length of time it sometimes takes for a customer to buy a record. They often listen to a record two or three times to "get the words." Overcome this difficulty by purchasing the sheet music of popular numbers each month and hand a copy to customer while records are being played. This helps sales, and helps make them quickly.

III. This Idea Makes More of 'Em.—Keep a record of the individual selections purchased by customers. As each new Supplement appears write a personal letter to customers mentioning a certain new record which is along the lines

of the ones recently purchased by them, which you are sure they will enjoy. This idea can also be applied to moving overstock records.

HANS KRONOLD RECORDS FOR PATHE

Widely Known 'Cellist Signs Three Years' Contract to Make Records for Pathé Frères Phonograph Co.—Announce Four Initial Recordings

An interesting announcement emanates from Pathé headquarters, Brooklyn, N. Y., to the effect that Hans Kronold, the celebrated concert 'cellist, has recently signed a three years' contract with the Pathé Frères Phonograph Co., by which he will record exclusively for them. He has recently made four excellent records, "Berceuse" from Godard's Jocelyn, the orthodox version of Kol Nidrei, the Hebrew song "Eli, Eli," and "Irish Airs," the latter arranged by Mr. Kronold himself.

Among the recent visitors to Pathé headquarters in Brooklyn was A. B. Stode, manager for Wm. Volker, Pathé distributors of Houston, Texas; the general manager of John A. Futch & Co., Pathé distributors of Jacksonville, Fla., and W. O. Ainslee, of Hallet & Davis, Pathé distributors of Boston, Mass.

Charles H. Long has opened a new talking machine store in the rooms over Balmut's Shoe Store on South Main street, Winchester, Ky. It is attractively arranged and decorated.

NEW BUILDING FOR C. H. RANDOLPH

Cleveland Bush & Lane Representative Erecting New Two-story Building

CLEVELAND, O., October 6.—C. H. Randolph, proprietor of Randolph's House of Good Music, is building a two-story building, 44 x 110 feet, adjoining his present location at 1010 St. Claire avenue, N. E., to which he will move his business as soon as it is completed. The building is splendidly designed and will be beautifully decorated. The basement will be used for storage purposes, the first floor for talking machines and records and the second floor for pianos. Mr. Randolph handles the Bush & Lane line of pianos and players and the Pathé, Columbia and Bush & Lane phonographs.

SPECIAL VICTOR CO. DIVIDEND

The Victor Talking Machine Co. last month declared a special dividend of 15 per cent. on the common stock, in addition to the regular quarterly dividend of 5 per cent. The usual quarterly dividend of \$1.75 on the preferred stock was also declared. All are payable October 15 to stockholders of record.

NEW AUTOMOBILE TO HELP TRADE

BENSON, NEB., October 2.—C. O. Hurd & Sons, Pathé dealers of this city, have just added to their Pathé department a new automobile for use in serving their Pathé patrons, as well as for soliciting new business in the rural districts. Mr. Hitchcock, well-known in this city, will take charge of the department and outside work. C. O. Hurd & Sons anticipate a very large and substantial fall machine and record business, and are well prepared to take care of all of it.

LUDDEN & BATES HANDLE COLUMBIA

Ludden & Bates, who conduct one of the largest and most popular music houses in Atlanta, Ga., and who have long represented the Chickering piano, have now taken over the agency for the Columbia Grafonola, which will be sold in a new department on the first floor at 18 North Pryor street.

H. J. SMITH LABORATORIES

Jewel Manufacturer

EXECUTIVE OFFICES,
FINISHING and
RECORDING
LABORATORY JEWELS

Plant No. 1
833 Broad Street
Telephone 2896 Market
NEWARK, N. J.

SAWING
GRINDING
ROUGHING
ROLLING and
EXPERIMENTAL
LABORATORY

Plant No. 2
54½ Franklin St.
NEWARK, N. J.

Manufacturer of

Phonograph Diamond and Sapphire Reproducing Points—Recording Laboratory Jewels—Rough Diamond—Diamond Powder—Experimental Work. Jewels manufactured for all talking machine records. Consulting Specialist on all experiments relating to any new recording grooves. Recording problems satisfactorily worked out.

DECALCOMANIA

Name Plates for Talking
Machines, Pianos, etc.

High Class Workmanship

Write us for further information

National Decalcomania Co.
220-230 N. 60th St., Philadelphia, Pa.

STRADIVARA

" KNOWN FOR TONE "

YOU DEALERS

*Who are looking for
Something Better —*

A real Quality Phonograph built up to a standard — Not down to a price.

In the long run you cannot afford to sell anything but the Best. It is the only road to permanent profits and success.

The Stradivara embodies—seven-eighth inch case stock — selected veneers — faultless finish—exquisite designs—positive automatic stop — supersensitive soundbox and tone arm — trouble proof quality motors—spruce sounding board — tone that has made the Stradivara world famous.

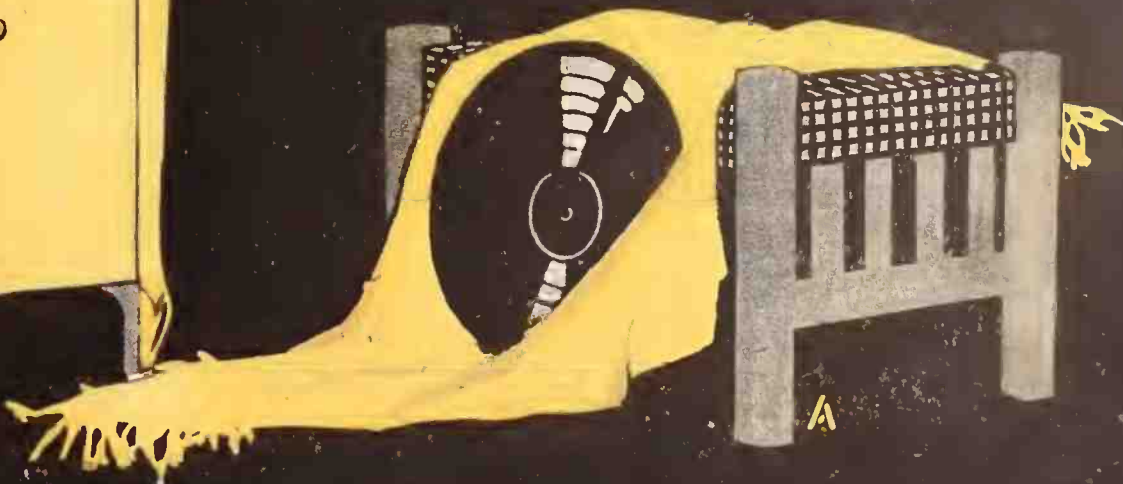
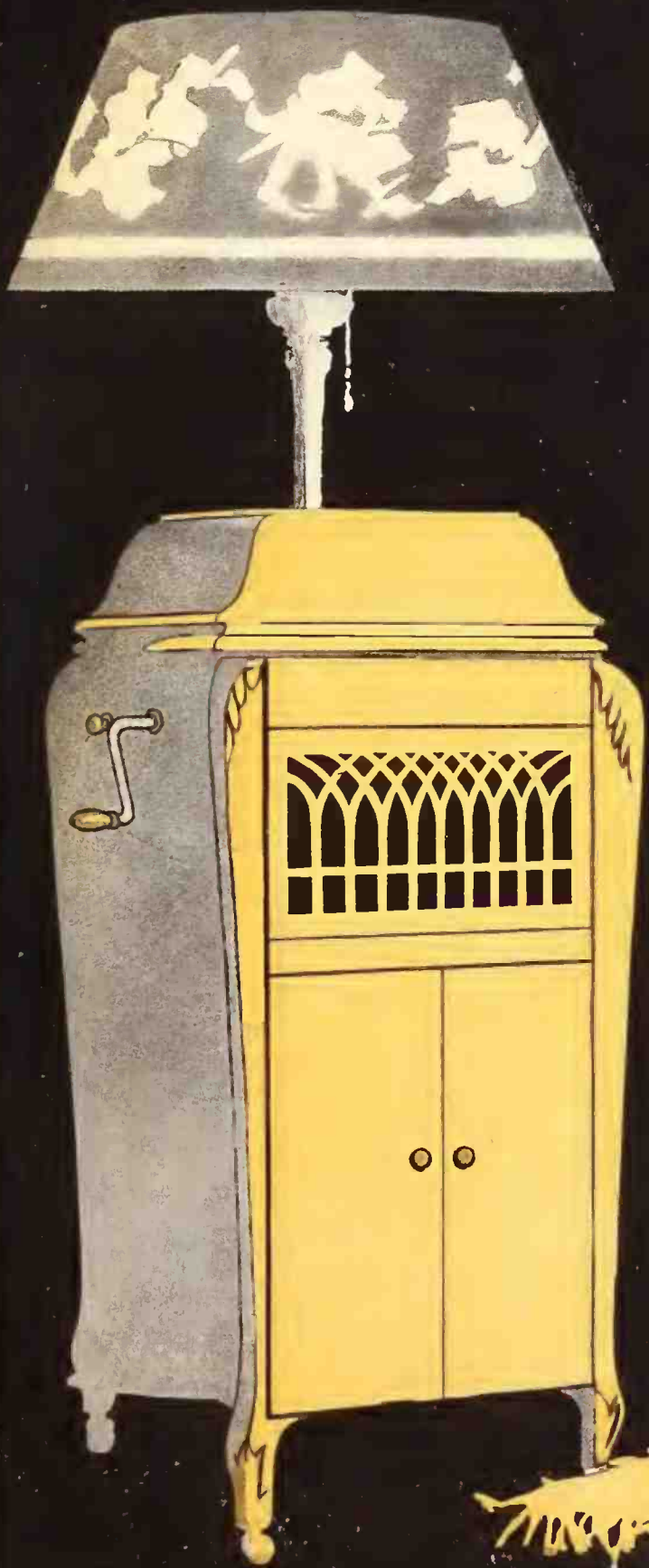
Stradivara dealers are the most enthusiastic family of satisfied and profit-taking men in the retail trade today. You belong with us if you are looking for something better.

A complete line — liberal discounts — advertising service.

Write Today — It Will Pay You

The Compton-Price Co.

Coshocton, Ohio



IMPORTANCE OF THE DIAPHRAGM

Most Trouble in Connection With Accurate Reproduction Lies in the Diaphragm, According to N. A. Kurman—Some Interesting Thoughts in This Connection Presented

New York City, September 28, 1919.

Editor, Talking Machine World,

Dear Sir—In your August issue there is an excellent article by Mr. Mapes upon the relative value of the needle to the problem of humanizing the talking machine. I hardly care to take issue with Mr. Mapes upon the importance of proper needle selection, yet I feel that he throws the burden of many mechanical sins upon the lowly stylus, whose sole mission in its short life is but to humbly follow in the musical tracks that were made by others.

The modern talking machine represents the combined efforts of many brainy men and shares with the motion picture the glory of being one of the most powerful factors in adding to the sum of human happiness. Perfect as it is today, yet we strive and will continue to strive for even better reproduction, purer tone and the elimination of those qualities we consider objectionable.

To my mind the seat of most trouble in connection with accurate reproduction lies in the diaphragm. It is certainly true that at the present stage of the art there is nothing like mica. No other material possesses the resonance, the lightness and the resilience. But mica varies, it develops inequalities, it is mechanically delicate, it does not readily lend itself to research upon the correct shape of thickness graduation.

Theoretically, all any diaphragm does is convert, by causing a series of compressions and decompressions, the mechanical vibrations of the stylus to air waves. Practically, the diaphragm superimposes upon these air waves its own inherent resonant qualities, with the familiar resultants, tone modifications and false harmonics. This accounts for the tonal differences between mica, aluminum, fibre and other materials. Then, again, like the waves that radiate from the spot where a stone has hit water, the mechanical vibrations tend up at the center of any flat diaphragm to radiate in circles to the edge. This has been recognized by many inventors who have endeavored to do away with this objectionable feature by one method or another, mostly by making rings or fluting in metal diaphragms to break the radial passage of these waves.

I have gone to some trouble to determine that while in themselves these circular radiations are comparatively unimportant in the transmission of tones of ordinary magnitude, yet they destroy to a great extent the more delicate over-tones on which we depend for musical quality and tonal recognizability.

The natural periodicity, or point of resonance of any diaphragm, depends upon its structure, size and thickness, the usual point being about 900 cycles per second, which is well within the range of those frequencies used vocally. It is readily seen, therefore, that when a note that is approximately of the same resonance point as a diaphragm is thrown mechanically on that diaphragm there is undue distortion and our old enemy, General Blast, shrieks his contempt of our efforts and spoils another sale.

The ideal diaphragm must be one that has a point of resonance above that of vocal and instrumental vibrations. It must possess the necessary resilience to transform the delicate over-tones without distortion, at the same time stiff enough to carry the loudest tones without over-vibration—one that will never vary, but stand like Gibraltar, a musical rock upon which we can base our artistic and financial hopes. Thanking you for your courtesy,

Very truly yours, Nathan A. Kurman.

The May Co., Cleveland, O., has been remodeling its talking machine department in preparation for expected increased business next season.

SHORTAGE FELT IN OWENSBORO

Dealers Lament Inability to Secure More Goods —Great Demand for Machines and Records— Dealers Plan Numerous Edison Tone Tests

OWENSBORO, Ky., October 2.—The demand for talking machines and records in this section of the South continues stronger than ever and dealers who could make many sales if they could receive their shipments from the factories are hoping for better times in the matter of production. Victor and Edison dealers especially complain of a shortage of stock and the September records were disposed of almost as soon as they arrived.

The Geo. H. Cox Co. handles the agency exclusively for the Edison phonograph while the George Steitler and the R. C. Hardwick jewelry stores are the agents for the Victor line. The Samuel Bittel Music Co. sells the Pathé and Columbia, R. S. Thornberry the Brunswick, and

Jago's Book Store the Wilson and Columbia. This enterprising list of dealers have boomed the trade of all lines of machines to the point where they are forced to decrease their efforts on account of shortage of stock to sell.

Records are in special demand because there are a number of musical collectors in this city who pride themselves on their fine library of records. This has brought about a large demand for the classical music as well as the popular song hits. During the holiday season there will be several Edison tone tests held here if sufficient stock can be obtained to warrant it. Red Seal records are selling fast since the recent reduction.

Dealers say that many sales are being made to farmers, who owing to increased prosperity are eager to provide their homes with music.

The Phonograph Motors Corp., Chicago, Ill., has been incorporated with a capital of \$200,000. The incorporators are Jay M. Johnson, A. Foss and Ernest E. Meyer.

Profitable Move to Make the Shortage in Records an Excuse for Special Service

A well-known talking machine dealer was observed recently checking up carefully a new shipment of badly needed records and with the assistance of a clerk going carefully over a special card file and addressing postcards to a selected group of customers. Upon inquiry the dealer did not hesitate to tell the reason for his activity and therein was offered a hint to some other retailers who may desire to hold trade, even though they may not be able to meet all demands.

"The record scarcity that has prevailed for a couple of years has taught me a number of new lessons in merchandising," said the dealer. "When the shortage first began to make itself felt I was content to explain to prospective customers that I did not have the desired records in stock, but would endeavor to get them for them and then proceed to try and sell some other records that I did not have on the shelves. I felt, however, that the majority of them were customers who were inclined to shop about in an endeavor to get desired records rather than wait for me to obtain them and a comparatively small number of them could be induced to buy other records for which they had not inquired.

"After thinking the matter over carefully I came to the conclusion that the situation afforded an excellent opportunity for a possible follow-up and have adopted a system whereby the name and address of every inquirer for a record which I cannot supply is recorded. With our regular customers this is a comparatively simple matter and it is not difficult in one way or another to get the name and address of the transients if only on the appeal that I desire to send them

some special literature in the future. I established a card file on the following system: When the first call came in for a record of a popular number which we had not yet received, or of which we were sold out, a card was made out for that record and on this card was written the name and address of all subsequent customers who inquired for that record and went out unsatisfied. Naturally the file became quite well filled. As each new set of records were received from the factory the cards were taken from the file and all those who had previously inquired

Special Service Never Fails to Make Friends for a House.

for the record received a postcard from us announcing that a supply had been received and that one was being reserved for them, and that we also had a number of new records that might prove interesting, several of the new numbers being listed on the card.

"I am frank to say that the majority of those to whom we had sent postcards had already purchased the desired records somewhere else, but the service implied by the sending of the card proved an immediate hit and I was surprised to see the number of people who took occasion to drop in and express their appreciation of my

courtesy in advising them of the receipt of the records and reserving one for them. The reservation, of course, was a matter of form. I put half a dozen or a dozen records to one side for a week or ten days in case some of the customers called my bluff and then found no difficulty in disposing of them to other visitors. The number of those who came in to thank me for my attention and who remained to buy records from the new or old lists more than repaid me for any trouble taken to keep them in mind of my store and to show them that I had kept them in mind.

"This inquiry follow-up system is now a regular part of the establishment. It may be that in the near future the record situation will change so that all inquiries for records can be answered with the delivery of the goods, but until such time I am adding materially to my mailing list and am building up friends who are going to prove a distinct asset in the future. In fact, they have already proved assets in holding the trade that I have already established. Any buyer naturally likes to feel that he is considered worthy of special attention and is always impressed by such attention. A man or woman may come into a store for a record, go out without it and forget the incident. To receive three weeks or a month later a postcard indicating that their request has been made a matter of record and is still in the dealer's mind naturally flatters them whether or not they may want a record at that time.

"The talking machine business is in a large sense a matter of service and I find this little idea of special service proving one of the best innovations I have ever introduced."

The latest, most intelligently constructed lateral record in the world

Lateral Phonograph Record

made by

THE LIBERTY PHONOGRAPH CO.

is manufactured for the discriminating—for those who appreciate and cherish the fine and beautiful things of life.

DISTRIBUTORS—WRITE

The only true lateral record on the market without a machine tied to it



EVERY LIBERTY RECORD IS A Masterpiece! The superiority of the Liberty Record is the result of infinite pains. It is produced because of our belief that the vast majority of music lovers desire the best that human minds and hands can produce.

This is not a record for people who like the cheap, tawdry, the commonplace—but is for those who appreciate and cherish the fine and beautiful things in life.

We solicit inquiries from Distributors. We urge prompt action. Your plans should be made at least six months in advance if you wish to handle this new Lateral Record.

The Liberty Phonograph Co.

Executive Offices: 1836 EUCLID AVE, CLEVELAND, O.

Laboratories: 16-18 West 39th St., New York

Records don't wear out, they scratch out!

A needle which does not fit the groove scratches down the sound engravings until the groove looks like an old worn down road, with nothing but tracks and ruts.

Torringtons don't scratch because they fit the groove perfectly.

They are worth more because they do more. And needles that do more must make you more money.

Needle profits don't stop with your direct gain on the sale of needles; they begin when they assist you in selling records.

There's bigger profits for you when a superior product reaches your customer through you.



Uniform Needles

The above is a photograph of a Torrington UNIFORM needle placed in a record groove (cross section) both enlarged 100 diameters.

Note how perfectly it fits the record groove.

- UNIFORM in point**
- length
 - finish
 - and quality
 - of steel

What happens

when a sharp needle point, only 1/36000 of a square inch, weighing exactly one-quarter of a pound, bears down on the record?

The ordinary sharp point needle, with this weight, the equivalent of 9000 pounds per square inch, must dig into the groove and wear an indentation, or track, each time it is used.

It cannot fail to do otherwise as the surface of the groove is but 1/75 of an inch thick.

The figures are Mr. J. B. Taylor's, General Electric Co., Schenectady.

Tracks and indentations, which produce scratch, keep forming so long as you continue to use the ordinary sharp point needle.

But while your records are becoming scratched in your store you are making money on their sale.

Your customer, however, buys records *solely* for pleasure, and your customer takes pleasure out of his talking machine outlay until his records begin to scratch. Then good-bye pleasure—and good-bye customer.

Did you ever hear a customer say he was tired of his machine? Of course, you did.

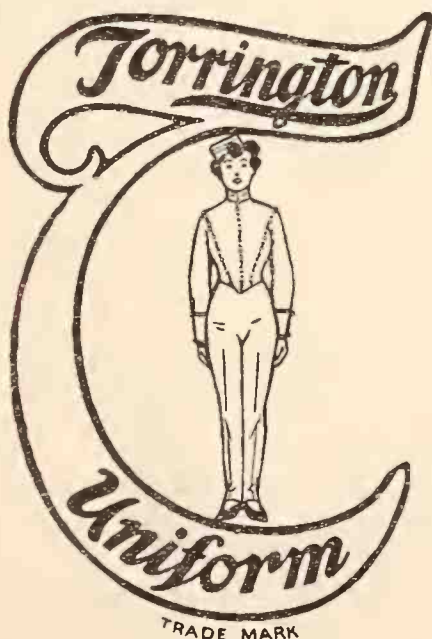
But it's a misapplied expression. Actually he was tired of the scratch. His musical longing is still just as pronounced. His desire for music is by no means satiated.

Keep your customers by keeping their records free from scratch. And you keep records free from scratch when you use a needle that has not a sharp point. Torringtons are the only needles made with a nicely rounded point, and are the only needles that fit the groove perfectly and bring out the complete definition of the record. Anything will wear out with use—Torringtons prevent records from scratching out.

The suggestion in Plan K will make money for you. Will you write today for a copy?

Don't put it off until to-morrow, your record business is too important.

President



CONDON & Co., Inc., *Sole Agents*
Fifth Avenue Building, New York City

Uniform Needles

VITANOLA POPULARITY IN EAST

National Advertising Booms Sales of Vitano-la Line and Inspires Dealers With Confidence—M. M. Roemer Sales Corp., New York Agents

The M. M. Roemer Sales Corp., distributors of Vitano-la talking machines, are now established in their temporary headquarters at 400 West 23rd street, New York City. In spite of the fact that these temporary quarters are somewhat outside the acknowledged wholesale talking machine district in New York City, their out-of-the-way location does not seem to be a detriment to their doing business. In discussing the matter with *The World* recently, M. M. Roemer, president of the company, said in part:

"It would seem that we are more or less in an out-of-the-way place and that it would be a hard proposition to have dealers in various sections of New York call upon us. We have found it, however, the direct opposite. Talking machine merchants from every part of New Jersey, Manhattan, Bronx and Brooklyn have been coming in.

"Business has never been better than it is right now and it is only a question of a very short time when we will have to stop soliciting new accounts. We have to date opened accounts with some of the finest class of merchants in this territory and I can say without exaggeration that the dealers have been pleased with the Vitano-la product and they all predict that it will be a valuable adjunct to whatever lines they are at present carrying.

"I will say," continued Mr. Roemer, "that the extensive advertising now being carried on by the Vitano-la is a big help in doing this large amount of business, but more than all the other aids to the selling of the Vitano-la talking machine is the fact that the Vitano-la itself is distinctive. The dealer wants an instrument that he can handle and know that when he sells it he can be sure of the fact that there will be no come-back. He satisfies himself and his customer and the advertising done in such publications as *Literary Digest*, *Collier's*, *Saturday Evening Post*, backed up by the campaign also being taken care of in the *New York Times*, tends to bring the customer into the store for a Vitano-la. This instrument sells itself and for the time being we are making prompt deliveries which we trust we will be able to continue for the balance of the year."

NEW CABINETS FOR PATHE MACHINE

A. P. Emerson, purchasing agent of the Pathe Phonograph Co., recently visited Grand Rapids, Mich., in the interests of the new cabinets which it is said the Pathe Co. is planning to bring out. These cabinets represent an entirely new idea in construction and a large contract is expected to be given to a Grand Rapids concern.

The early bird would go breakfastless regularly if it weren't for the earlier worm.

SALESMEN ARE CRANKS ON TONE

They have tried every needle on the market—but now they are perfectly happy with the perfect needle.

THE DE LUXE STYLUS

It plays 100 to 300 Records

Three for 30 Cents

They are enthusiastic about it because it does not scratch or hiss.

It brings out the perfect tone.

Used once always enjoyed.

You can't afford to be without The DE LUXE

The Duo-Tone Co.

Manufacturers of Talking Machine Needles

ANSONIA, CONN.

TRADE ACTIVITY AT PROVIDENCE

Dealers Feeling Fall Rush and Making Preparations for Increased Business—Veale Joins Kennedy & McKay Furniture Co.

PROVIDENCE, R. I., October 4.—The fall rush is already being felt in this city and talking machine dealers are redoubling their efforts to secure large stocks of machines and records. A general spirit of optimism prevails and many firms are expanding and increasing their sales forces. The Tilden-Thurber Corp. is planning to double the size of its talking machine department, owing to the increased business in Victor, Aeolian and Brunswick lines.

William Veale, who for several years was a traveler for the Eastern Talking Machine Co., and at one time manager of the talking machine department of the Outlet Co., has been added to the force of the Kennedy & McKay Furniture Co., which is entering the trade more actively than ever before. Additional booths are being installed and the whole department transferred to the second floor.

The Edison Club established by the J. A. Foster Co. is proving very popular and the results have been beyond expectations. This is the first time an Edison Club has been tried out here and its success is gratifying. Representatives of the Meiklejohn Co., Edison and Starr dealers recently gave an Edison recital at the South Seekank,

Mass., Grange, at which many new prospects were secured. H. W. Fildes, formerly with the Vocalion Co. here and later manager of the Tilden-Thurber piano department, has joined the sales force of the Meiklejohn Co.

A SUGGESTION FOR WINTER DAYS

The weather man has predicted a long winter ahead of us and the C. J. Schmidt Piano Co., Tiffin, O., makes the following suggestion to prospects: "Pick out your machine to-day and we will put it away for you, to be delivered whenever you are ready. Then when winter winds begin to blow and you want to be amused in your own warm home you will not suffer the keen disappointment of not being able to secure the type you want, at the time you want it." This is seasonable advice.

Hartman's, St. Joseph, Mich., recently put over some large sales by taking advantage of race week in that city. Among the devotees of the race track were many music lovers who were reached by the clever publicity of this progressive music house.

During the Blue Grass Fair in Lexington, Ky., the E. C. Christian Music Co. made a special drive among the many visitors to that city and many sales were made at the warerooms at 205-207 East Main street.

Public approval of the album has resulted in a tremendous demand for the completed selling proposition—phonograph and record albums combined.

The largest talking machine manufacturers have recognized this by equipping their most expensive models with handsome albums—most of them using the Peerless.

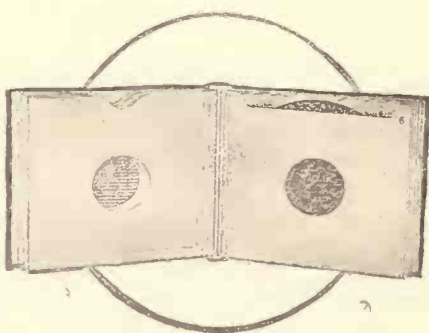
Have you ever stopped to think what a beautiful and exclusive Peerless Album would do towards putting your machine in the supremacy class?

Let us furnish samples and quote you prices—today.

Peerless Album Company

PHIL RAVIS, President

43-49 Bleecker Street



C. W. Halder, Grand Rapids

W. A. Carter, Chicago

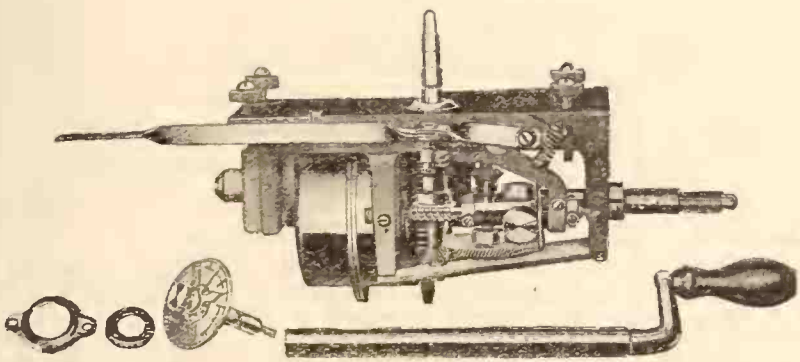
NEW YORK

Taylor C. White, Portland, Ore.

L. W. Hough, Boston



A View of the Assembling Dept.
of the Krasberg Plant



New Standard Krasberg Motor No. 2 A

The Krasberg Motor

Quality with Quantity Production

Krasberg's New Standard motors operate as noiselessly as it is mechanically possible to make them. Proper design, accurate workmanship and rigid inspection—each contributes its share toward the creation of a line of phonograph motors which have made the trademark KRASCO the synonym for quality and leadership. Silent power—abundant, efficient, always under control—is Krasberg's contribution to the phonographic world.

Quantity production is now in full blast at Krasberg's. With twenty-five years of manufacturing experience behind it and a new plant under construction adding 130,000 additional square feet of floor space, users of Krasberg motors are assured not only of quality but quantity production. See that your machines are KRASCO equipped.

**Krasberg Engineering &
Manufacturing Corporation**
536 Lake Shore Drive Chicago Illinois U.S.A.

Krasberg

Edison Message No. 48

Theodore Roosevelt once said that every man owes some of his time to the upbuilding of the profession to which he belongs.

The dealer in Edison Phonographs is something more than a mere merchant. He is engaged in selling a musical instrument which has practically no limitations as a means of developing musical culture. The Edison dealer belongs to the "profession of music."

What are you doing for the upbuilding of your profession? A determination to sell the Official Laboratory Model is a determination to upbuild the profession of music.

THOMAS A. EDISON, Inc.

ORANGE, N. J.

Those Who Buy Talking Machines and Records—and Why—An Analysis of the Field

A most complete and thorough investigation of the retail talking machine trade, or at least the most complete ever published for the purpose of trying out just what practice proves strongest in the selling of machines and records, what class of people do most of the buying, types of machines most in demand, etc., has just been completed by the Sonora Phonograph Sales Co., and the Crowell Publishing Co. The results of the investigation, which are generously offered to the trade as a whole through the medium of The Talking Machine World, are deeply interesting and afford an excellent guide for the man who is about to enter the field, or who, being in the field, has not been able to gauge conditions sufficiently well to win a suitable measure of success.

The investigations conducted by the Sonora Co. covered twenty-eight States in practically all sections of the country, with the larger cities, such as New York, Boston, Chicago, Indianapolis, Philadelphia, Cleveland, Portland, Ore.; Seattle, San Francisco, etc., all being considered. Then, too, the situation in the smaller cities, such as Lowell and Pittsfield, Mass.; New Rochelle and Portchester, N. Y.; Paterson, N. J., and Shamokin, Pa., also received careful attention. The investigation was conducted along a definite line and the questions confined to nine distinct groups, covering practically every phase of the retail business. The questions and answers, which are offered complete herewith, afford a treatise that should prove of inestimable benefit to talking machine retailers and their salesmen generally for the information, based upon actual facts, serves to discount many of the pet theories.

The questions and answers thereto, as collated by the investigators, were:

1. What brands of phonographs does your store carry? (Replies from 148 stores.)

Aeolian	Mandel	Ideal
Ampliphone	Meteor	Independent
Artiste	Pathe	Kimball
Brunswick	Peerless	Stodart
Cheney	Polliphone	Talotone
Cleartone	Rishell	Victor
Columbia	Sonora	Vitanola
Crescent	Steger	Widdecomb
Culptone	Edison	World
Lincoln	Humophone	

2. What percentage of your total sales of phonographs are made to men alone? To women alone?

To men and women together? (Replies from 136 stores.)

Average percentages for all stores:

Sales to men.....	20.4%
Sales to women.....	42.5%
Sales to men and women.....	37.1%

Sales to men:

- 44 stores said 10% or less
- 55 stores said 10 to 20% (incl.)
- 33 stores said 20 to 30%
- 11 stores said 30 to 50%
- 3 stores said over 50%

Sales to women:

- 4 stores said 10% or less
- 17 stores said 10 to 20% (incl.)
- 29 stores said 20 to 30%
- 55 stores said 30 to 50%
- 31 stores said over 50%

Sales to men and women together:

- 15 stores said 10% or less
- 27 stores said 10 to 20% (incl.)
- 25 stores said 20 to 30%
- 43 stores said 30 to 50%
- 26 stores said over 50%

3. Is the first inspection made more often by men or women?

7 stores said "Men" (4.7%)
135 stores said "Women" (91.2%)
6 stores said "50-50" (4.1%)

4. Do men or women show the greater knowledge of musical instruments?

66 stores said "men" (46.8%)
60 stores said "women" (42.6%)
15 stores said "about equal" (10.6%)

5. Approximately what per cent. do the following influence the sale of phonographs (men and women):

(Average of percentages given)

Well-known brand.....	41.1%
Quality of tone.....	31.1%
Exterior design and finish.....	18.1%
Mechanical improvements.....	9.7%

6. Are men or women more impressed by:

- (a) Well-known brands?
 - 50.6% of the stores said "men"
 - 49.4% of the stores said "women"
- (b) Quality of tone?
 - 44.5% of the stores said "men"
 - 55.5% of the stores said "women"
- (c) Appearance?
 - 9% of the stores said "men"

91% of the stores said "women"
 (d) Mechanical improvements?
 94% of the stores said "men"
 6% of the stores said "women"

Who Makes the Final Decision

7. Who makes the final decision to buy—the man or the woman when both are in the store together? (Answered by 132 stores.)

102 stores answered "women" (77.3%)
 30 stores answered "men" (22.7%)

Comments by stores answering:

- "The man buys what the woman likes."
- "The man says 'go ahead and get it if you want it.'"
- "The man puts it up to the woman."
- "As a rule the man considers the woman's choice—I think the woman dominates."
- "The man closes the final decision, though, of course, influenced by woman."
- "The man gives final O. K. on account of price feature."
- "Money involved makes man give final decision."

8. What sales arguments are used with greatest effect for men and women?

Arguments Used for Men

(Number of stores mentioning each)

Tone Quality.....	51
Mechanism.....	39
Brand.....	22
Price.....	11
Quality.....	7
Design.....	3
Durability.....	3
Provide music for the home.....	5
Relaxation from business.....	2
Victrola for Victor records.....	2
Guarantee.....	2
Naturalness of Tone.....	1
Power of Tone.....	1
Easy payments.....	2
To please their wives.....	1
Versatility.....	1
Service.....	3
Ability to play all makes of records.....	1
Reputation of store.....	3
Size.....	1

(Continued on Page 26)

**DITSON
VICTOR
SERVICE**



VICTOR GOODS ARE COMING
ALONG FASTER. THE FACTORY
IS CATCHING UP WITH ORDERS
—STEADILY AND SURELY.

**FOR NEW
ENGLAND
DEALERS**

This is the time when service counts most
in taking advantage of conditions.
Ditson Service has been tried and proven.

OLIVER DITSON CO.
BOSTON

CHAS. H. DITSON & CO.
NEW YORK

WHO BUYS TALKERS AND RECORDS

(Continued from Page 25)

Arguments for Women
(Number of stores mentioning each)

Beauty of design.....	60
Tone quality.....	63
Brand.....	15
Mechanical features.....	2
Pleasure in the home.....	7
Service.....	2
Education.....	3
What their neighbors have.....	4
Entertainment of friends.....	5
Dancing.....	2
Easy payments.....	4
Expression of tone.....	1
Prestige.....	3
Quality.....	2

Note.—Tone demonstration and playing the right record is the important sales argument for both men and women.

9. How do customers become interested in your

makes of phonograph? Percentages of customers interested in the following ways:

(Average of all stores)

- 15.6% by window display
- 26.1% by advertising of store
- 20.7% by magazine advertising of manufacturer
- 11.6% by newspaper advertising of manufacturer
- 26.0% by recommendation of friends

Other ways:

- “By personal touch of salesmen.”
- “By outside salesmen.”

Comments:

- “A great deal to magazine advertising of manufacturer.”
- “Our experience is that women read national advertising—men local advertising.”
- “Magazine advertising of manufacturer a great medium.”

Several New York stores commented on the value of advertising in women's magazines in interesting their customers.

ILSLEY'S GRAPHITE PHONO SPRING LUBRICANT

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

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

EUREKA NOISELESS TALKING MACHINE LUBRICANT

Write for special proposition to jobbers.

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

Conclusions From Foregoing Facts

Figures showing sales to women, etc., appear to be about the same for large cities and small cities, and there is no material difference in various sections of the country.

There is no material difference in the reports from department stores and music stores.

Women influence sales in music stores in the same proportion as they do department stores.

In the department store field it is significant to note that a large proportion of the leading stores do not have phonograph departments. Stern's, Altman's, Saks' and Hearn's in New York do not have phonograph departments. The same condition prevails in many leading stores in other cities.

A demonstration of tone and the ability of the salesman to select the right record is the most productive selling method in the majority of stores.

From 95 to 100 per cent. of the phonographs sold are for the home. The balance goes to clubs, institutions, Y. M. C. A.'s, etc.

Women buy phonographs not only for their musical or entertainment value, but for placing the finishing touch to the furnishings in their homes. Therefore, the phonograph as an artistic piece of furniture appeals to them strongly. This point is widely used as a selling argument reaching the woman.

CREATED SENSATION AT FAIR

ST. PAUL, MINN., October 5.—G. Sommers & Co., Pathe distributors of this city, occupied one of the choicest locations in the big Minnesota State Fair held recently. Their booth measured 14 feet by 18 feet and was situated in the Varied Industries Building, which seemed to be one of the most popular among those attending the fair, which number is estimated at 600,000. The “Actuelle” created a great sensation, and through the entire day hundreds of people crowded around the Sommers booth to see and hear it. G. Sommers & Co. also made a large and interesting exhibit at the State Fair in Huron, S. D.

The Petoskey Housefurnishing Co., Petoskey, Mich., when advertising its ability to furnish the home completely, makes the point in its publicity that no home is completely furnished without a talking machine and a good collection of records.

The Jarvis-Estes Co., Lansing, Mich., carries a large stock of Pathe phonographs and records and pushes this line by continued advertising.

Service means doing the thing the customer wants, before he has time to ask you why you haven't.

FAULTLESS

PIVOT BEARING

CASTERS

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

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

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



Full Size —C.65

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

FAULTLESS CASTER COMPANY

EVANSVILLE, INDIANA

“Move the **FAULTLESS** Way”

Eastern Sales Office:

Geo. Mittleman, 487 Broadway, N. Y.

ROTTEN STONE

We are the only miners and manufacturers in this country of Rotten Stone for use in Phonograph Record making. Our product is now in use by practically every record manufacturer in this country. We are also headquarters for all other minerals for record making and everything we handle is made especially for this purpose and absolutely guaranteed. Expert advice given upon any formula.

KEYSTONE MINERALS CO.

41 Union Square, New York City



OUR LATEST MOVE!

The New

LATERAL CUT

 **OKEH**

RECORDS

Which Play On All Machines
NO ATTACHMENT NEEDED

LATEST BROADWAY HITS
BEST KNOWN STANDARDS

Write Your Nearest OkeH Jobber For Details

General Phonograph Corporation

OTTO HEINEMAN, *President*

FACTORIES: ELYRIA, OHIO, NEWARK, N. J., PUTNAM, CONN., SPRINGFIELD, MASS., KITCHENER, ONT.

BRANCHES: CHICAGO, SAN FRANCISCO, TORONTO, CANADA

The first two records of Charles Hackett, the sensational new tenor of the Metropolitan Opera Company, are out! They are songs from the always popular "La Boheme" and "The Barber of Seville." Some combination! Columbia 49645 and 49604.

Columbia Graphophone Co.
NEW YORK



GENERAL PHONO. CORP. PURCHASES POLLOCK FACTORY

Secures Immediate Possession of Large Plant in Canada, Which Will Manufacture Motors, Tone Arms and Sound Boxes for Canadian and British Trade—A. B. Pollock General Manager

Otto Heineman, president of the General Phonograph Corporation, New York, announced recently that the company had purchased the factory of the Pollock Mfg. Co., Kitchener, Ont., Canada. The factory passed into immediate possession of the company and Arthur B. Pollock, who was the head of the Pollock Mfg. Co., will remain as general manager.

The Kitchener, Ont., plant of the General Phonograph Corp. will manufacture a complete line of motors, tone arms and sound boxes for the consumption of the company's Canadian trade and for shipment to the British Empire. The motors that will be manufactured will be partly the Heineman type and partly a new design made especially for the Canadian trade. Quantity deliveries will start approximately January 1, 1920. A new building has already been started and the plant will be considerably enlarged to take care of the demands of the Canadian trade.

The tremendous demand for Heineman products in the Dominion of Canada influenced Mr. Heineman to purchase the Pollock factory so that Canadian manufacturers may receive enhanced service and co-operation. The Canadian office of the company, which is under the management of C. J. Pott, has achieved remarkable success, and new contracts are being signed daily whereby the leading phonograph manufacturers in Canada will be able to secure Heineman motors to meet their requirements.

The purchase of the Pollock factory at Kitchener, Ont., gives the General Phonograph Corp. an imposing chain of manufacturing plants that includes Elyria, O.; Newark, N. J.; Putnam, Conn.; Springfield, Mass., and Kitchener. Every factory is working to capacity and the output is increasing.

ORISON SWETT MARDEN SAYS

Ask Yourself Whether You Are Doing Everything Possible to Improve Your Ability

Am I hitched up right, or am I a round peg in a square hole?

Do I feel every drop of blood and every fiber in me tugging away at my ambition, saying "Amen" to my work?

Am I backing up my chance in life in every possible way, or am I sliding along the lines of least resistance?

Am I keeping myself fit to do the biggest thing possible to me every day of my life?

Am I working along the line of my talent, or am I getting my living by my weakness instead of my strength?

If you can answer the above questions in the right way you will bring out a hundred per cent. of your ability instead of the fifty per cent. that the majority of young men are content to develop; you will attain your ambition and be what you long to be.—New Success.

HARVESTS BOOM DENVER SALES

Money Coming in and Business Picking Up—Edison Receiving Much Publicity—Concerts Aid Dealers in Securing Numerous Prospects

DENVER, COLO., October 3.—With the advent of the harvest season business conditions are decidedly easier in this section and money is coming in in large measure. The talking machine trade is feeling the beneficial effects of this condition and dealers all over the city report increased business in both machines and records. The Edison machine is receiving especial publicity through the Denver Dry Goods Co., which does both wholesale and retail trade. The McKannon Piano Co. has also featured the Edison, as have the many Edison dealers in this section.

The W. A. Hoover Co., which was formerly wholesale distributor for the Pathe, has given up this business on account of the growth of its drug interests and in the future the wholesale end of the Pathe distribution will be looked after by William Volker & Co., 1628 Fourteenth street. The retail agency will remain with the Daniels & Fisher Stores Co.

The Darrow Music Co. will double its talking machine department and has secured the store next to its present quarters and the two will be connected and made into one large department. The Columbia-Grafonola and records are carried.

The Home Furnishing Co., Kalamazoo, Mich., claims to have the largest stock of talking machines in that city. The Columbia Grafonola and the Brunswick are carried.



MODEL 130
Plays all Records without Extra Attachments.

SONA-TONE

NOTICE: A special model, not catalogued, the surplus supply of which is limited, will be available to the general trade for delivery October 27, 1919. List price, \$137.00.

This model is of SONA-TONE standard construction and finish, in solid mahogany, and is offered as an exceptionally salable Holiday instrument.

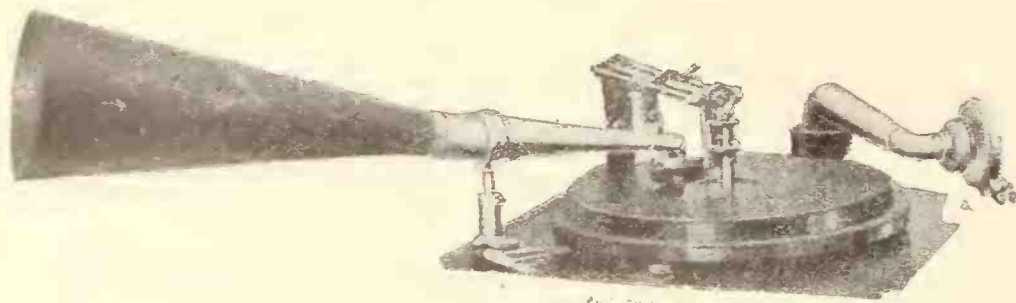
Not sold in lots of less than ten.

Specifications furnished on request.

SONA-TONE PHONOGRAPH, Inc.

Executive Offices
Worlds Tower Building
110-112 West 40th Street
NEW YORK

Demonstration Rooms
Bush Terminal Sales Building
132 West 42d Street
NEW YORK



Acme

RECORDOPHONE

A Home Recording Machine

Trade Announcement

Since the introduction of the **ACME PRODUCTS, ACME MOTORS, ACME TONE ARMS, ACME REPRODUCERS,** the demand for the same has grown so rapidly that our manufacturing facilities at once became inadequate to cope with the requirements of our trade. We had to find new manufacturing capacity and had to find it at once. So we decided to buy the entire plant and manufacturing facilities of the **Audion Phonograph Co. in Boonton, N. J.,** one of the most up to date and most efficient phonograph parts plants in this country. We shall continue to manufacture the well-known **Audion** products along with our own and will also manufacture the **ACME RECORDOPHONE,** that ingenious little home recording machine that can be attached to absolutely any phonograph, permitting the owner to make his own records right in his home. The **ACME RECORDOPHONE** is **NOW READY FOR IMMEDIATE DELIVERY.**

Look for the name **ACME** for anything that goes into a phonograph and
—Watch us Grow.

Acme Phonograph Corporation

NEW YORK
46 Murray Street
Telephone
Barclay 7633

CHICAGO, ILL.
431 S. Dearborn Street
Telephone
Harrison 8021

Dealers

The Acme Recordophone is now ready for immediate delivery in any quantity. It is the greatest novelty the Phonograph trade has experienced the last 10 years. It will be a prodigious money maker for you. It will be sold as an attachment to go on any phonograph and also with a complete cabinet. Our plans for marketing this wonderful little device include a strong advertising cooperation on our part. Wire For Your Territories Now.

Talking Machines in Churches to Take the Place of Preachers—New Educational Work

When the Presbyterian New Era Conference recently proposed to fill the 3,000 vacant Presbyterian pulpits in this country with "phonograph pastors" many persons and several editors took occasion to allude to the absurdity of the thing, declaring it to be a fantastic idea and not in keeping with the ideals of the church. If these same people had taken time to think seriously about the matter or if they had kept abreast of the times they would not have scoffed so readily, for it is apparent to men and women conversant with the music of to-day that the talking machine has now reached a stage of perfection where it is worthy to occupy a place in any walk of life. This is proven by the tremendous increase in the number of talking machines used in public schools and other institutions of learning and even in the churches themselves. Educators have recognized the almost unlimited educational possibilities of the talking machine and in many places it is a necessary part of the elementary and secondary educational system.

The pulpits throughout the country and the ministers who occupy them are a great force in educating and molding public intelligence and opinion. Good preachers are scarce in spite of the fact that they are needed as never before. The announcement that out of the 10,000 Presbyterian pulpits in the United States some 3,000 were vacant on account of this shortage shows that something ought to be done. The action of the conference in advocating talking machines for these churches without a pastor shows recognition of the worth of the talking machine and the present-day records. Consider for a moment the advantage of having sermons delivered by a machine, especially in the small rural communities.

There is nothing so monotonous and lacking in appeal as a poor sermon by a poor preacher. And yet so many small pastorates which can not afford to pay a good man a living wage for his work must suffer from the lack of good preaching. Would it not be infinitely better to hear the inspiring sermons of the greatest preachers in the country than to listen to the halting attempts of a novice? To secure such sermons by great men is a simple thing, for all that is needed is a talking machine and a few records. Half a dozen five-minute records would make a sermon that would be worth listening

to. And the advantages of having such a sermon would be many. In the first place the words would be clear and distinct and perfectly audible to everyone in the congregation, which would be a decided improvement over many speakers who do not have the qualities of good delivery. To those who say that such records are not to be had, we may cite the presidential campaign records which are being used at the present time. These records are five-minute records and the rendition is remarkably clear and distinct. Anyone who has had the opportunity of hearing one of these records can have no further doubts as to the possibilities of using similar records in church preaching.

The famous English novelist, H. G. Wells, predicted just such a use for the talking machine in his book "The Sleeper Awakes," a story dealing with conditions which are imagined to be 200 years in the future. He now has the chance to see his prophecy fulfilled 200 years ahead of time! The present move by the Presbyterian Conference is a measure of economy also, for the best sermons of a \$20,000 preacher could be had in any church for the cost of a machine and a few records. Can anyone imagine that a congregation would not prefer to listen to the voice of a great minister, representing the highest intellect and the finest expression of religious thought to be found in the church, rather than the hackneyed phrases of a man who struggles along in martyrdom trying to eke out his \$70 salary with preaching ability of the same worth. The talking machine has brought into the home better music than can be found on the concert stage in the large cities and today it is destined to solve the problem confronting many small congregations without ministers to preach to them.

Take, for example, the case of the circuit preacher who makes his rounds of a certain section of the outlying districts giving sermons at as many churches as is possible in his limited time. Some communities get a visit only once in two or three weeks and between visits they are without any means of providing for some one to fill the pulpit. If a talking machine were placed in these churches it would be possible not only to have first-class sermons every Sunday, but also as many times as desired during the week. A library of records could easily be established and a regular supply system arranged so that new sermons could be supplied to each com-

munity at stated intervals.

Prominent men would gladly co-operate in the making of these records, as is evidenced by the discussion on the subject at the recent conference. Their work would take on an added interest for them, for they would prepare their sermons with the consciousness that they would be heard all over the country by thousands of people and not only by their own pastorate. Within a short time we may expect to see this proposed plan in full operation and will have an opportunity to see if the expectations are fulfilled. When talking machines in churches in every part of the country are taking the place of ministers and doing their work as it ought to be done the doubters will have their doubts removed, for they will then have to believe the testimony of their own eyes and ears.

"SEASONS" IN RECORD SALES

Salesman Psychologist Tells How Taste for Certain Type of Records Changes

An observant talking machine salesman, who is psychologically inclined, recently remarked that the taste for certain talking machine records frequently changes as styles in clothes do. In winter people buy mostly grand opera selection, while in summer they ask for dance records and other popular music. This salesman believes that he can usually tell in advance the kind of records his customers are going to ask for. "The tall man with slender fingers and a bow tie," he declared, "is nearly certain to ask for a violin or piano solo by some great artist, while the young girl in a tight skirt is after popular dance music. Elderly people generally ask for old songs like 'Swanee River' and 'Home, Sweet Home.'"

NEW SOUTHERN INCORPORATION

The Southern Supertone Talking Machine Co., Selma, Ala., has been incorporated under the laws of that state to engage in the sale of talking machines and phonographs. The capital stock is \$50,000 and the incorporators are W. H. Plant and others.



427 : 1492 : 1919

In 1492—Columbus Service.

In 1919—Pearsall Service.

One WAS an important discovery; the other WILL BE profitable if you use Pearsall Service. Up to the minute in ideas, suggestions and help.

To discover P. S. use a letter, order or phone call. We'll do the "shipping."



SI AS E. PEARSALL COMPANY

DISTRIBUTORS

WHOLESALE ONLY

Victrolas and Victor Records

10 East 39th Street, New York

BRINGING THE ARTISTS TO ATLANTA

Evans-Salter Musical Bureau to Conduct Elaborate Series of Recitals During Season Featuring the Leading Record Artists in the South

ATLANTA, GA., October 2.—Just as the talking machine, in the course of its rapid development, has served to attract noted artists into the realms of commercial art, as it were, influencing them to make records and thereby send their voices into the homes of the country, so has come the reaction, and the attraction into the realms of art of men who have started their career in the business end of the game.

Among those who have gone into the artistic side is Jack Salter, for fourteen years in the talking machine business, and for the past eight years manager of the Victrola department of the Cable Piano Co. this city. Mr. Salter has become a member of the Evans-Salter Musical Bureau, which has arranged to bring some of the foremost record artists to Atlanta for recitals and concerts during the coming season.

The series of light recitals began on October 20 with the appearance of Amelita Galli-Curci, the noted soprano. Then at short intervals will come Carolina Lazzari, contralto; Charles Hackett, tenor; John McCormack, Mary Garden, Toscha Seidel, the violinist; Josef Hofmann, pianist; Emmy Destinn, soprano; Randolph Ganz, pianist, and Pasquale Amato. According to present plans the season will run until March 15.

Atlanta long ago proved itself to be a distinctly musical city, and as such offers strong support to concerts and recitals given during past years. The interest already shown in the coming "All Star Concert Series" is pronounced, and the expectations are that the commodious Auditorium-Armory will be filled to capacity at each concert. The prices asked for seats at the various recitals are particularly moderate, running from \$1 to \$2.50, with liberal reductions when season tickets are purchased. This new organization will do much for the advancement of music in this city.

NEW JOBBERS IN SAN FRANCISCO

C. W. Shumway, of Western Jobbing & Trading Co., to Develop Emerson Record Business in That Territory—Big Trade Anticipated

Wm. H. Shire, who has been visiting Emerson jobbers in the Far West, has forwarded to the executive officers excellent reports of the business situation on the Pacific Coast. He states that C. W. Shumway, manager of the Western Jobbing & Trading Co., San Francisco, Cal., has opened up a jobbing office there and will handle a large stock of Emerson records, including international and foreign records. He is making plans to give the dealers in Northern California effective service in handling Emerson products. The main branch of this company is located at Los Angeles; this branch serving the Southern California trade.

Mr. Shumway has already placed the Emerson line with many of the leading accounts in his territory, and looks forward to an enormous business. Both branches are carrying complete stocks in anticipation of a record-breaking trade.

\$1,000,000 INCORPORATION

The Arto Co., East Orange, N. J., has been incorporated to make phonographs, rolls, etc., with a capital stock of \$1,000,000. The incorporators of this big concern are Harry H. Picking, Charles O. Geyer and Stanley L. Gedding, all of East Orange.

NEW INDUSTRIES IN OSHKOSH

OSHKOSH, Wis., October 6.—The Wilson Music Co., formerly located at 169 Main street, Victor dealer, recently moved into its new double store building at 178-80 Main street, opposite its former location. The new store has approximately 12,000 feet of floor space. The opening was marked with a special musical program arranged for the entertainment of its visitors.

BECOMES ADVERTISING MANAGER

R. E. Meyer Assumes This Important Post With The Reed Co. of Pittsburgh—Well Qualified to Give Dealers Efficient Service.

PITTSBURGH, PA., October 6.—R. E. Meyer, who has been prominent in advertising circles for the past twelve years, has been appointed advertising manager of The Reed Co., 237 Fifth avenue, this city. Mr. Meyer has already assumed his new duties, and is enthusiastic regarding the possibilities for developing and expanding the company's publicity plans. He expects to give the dealers efficient and intensive co-operation, and has asked the trade to make any suggestions that will assist him in carrying out this idea.

The Reed Co. has achieved exceptional success, and W. H. Reed, Jr., president of the company, is leaving nothing undone to help the company's dealers attain record-breaking sales totals this year. The company was recently appointed distributor for the Regina phonograph in the states of Pennsylvania, West Virginia, Virginia and Ohio, and it has already established a chain of aggressive dealers throughout this important territory. The company also features to excellent advantage Reed record racks, record demonstrating booths and Universal player rolls, and is also a distributor of Operaphone records. In fact, it handles a complete line of talking machine accessories, and is admirably equipped to give the dealers in this territory excellent service.

KNICKERBOCKER RECITAL ATTRACTS

An invitation was extended to Victor dealers in New York City and vicinity to attend the regular monthly record recital held by the Knickerbocker Talking Machine Co. in their concert hall at the Knickerbocker headquarters, 138 to 140 West One Hundred and Twenty-fourth street, on Monday morning, September 29. A very interesting program was arranged, which started at 9:30 a. m., and included a luncheon at the close of the recital.

THE LAST WORD
IN TONE REPRODUCTION

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

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



BUSH & LANE PIANO CO.
HOLLAND, MICH.



"VITANOLA TEN"

The vast majority of Phonograph sales are decided by tone—the most important quality of any musical instrument — which accounts for the unusual success of

VITANOLA

The Phonograph of Marvelous Tone

Of course VITANOLA Cabinets, in keeping with VITANOLA tone are superbly beautiful, too; and the VITANOLA Motor is unsurpassed in its dependability.

Because of these, and its many other superior qualities; because of its high prestige; because of the spirit of service and co-operation that permeates the great organization behind this great instrument, the VITANOLA is the *preferred* phonograph of discriminating dealers who cater to a discriminating patronage.

Such dealers will be interested in the chart of our present National Advertising Campaign, which may be had upon application.

Vitanola Talking Machine Co.
508 West 35th Street, Chicago, Illinois

METROPOLITAN SALES REPRESENTATIVES:
M. M. ROEMER SALES CORPORATION
400 West 23rd Street, Suite 508-09
NEW YORK, N. Y.
Tel. 6323 Chelsea

BOSTON DISTRIBUTORS:
S. W. SHARMAT & SON
5 Bromfield Street
BOSTON, MASS.

Confidence and Enthusiasm are Fundamental Factors to Success in the Sales Field

A great deal of theoretical "bunk" is being written these days concerning the various essentials which a salesman must possess in order to be a success. Many of the theories advanced by these so-called experts on salesmanship have little practical usefulness outside of filling up pages of otherwise perfectly good white paper. The fact remains, however, that both theorists and practical men are agreed that no salesman can achieve lasting success unless he is imbued with confidence—confidence in himself and in the line he is representing.

There is a difference between confidence in one's self and egotism. The egotistical person is obsessed with the idea that whatever he does is right, simply because he is the one who is doing it. He believes that he excels in all the virtues and graces, and that like the king he "can do no wrong." This belief is a dangerous one, and has wrecked many an otherwise promising career. Confidence in one's self, on the other hand, is an asset of almost incalculable value, especially to the young salesman who has his career before him. Confidence consists of the belief that the job which lies before the individual is not too great for him to accomplish successfully, and this, applied to the selling of talking machines, means that the salesman who has confidence in himself believes thoroughly that he knows how to sell, and that he can overcome all of the many difficulties which stand between him and the closing of a sale.

Not alone is it necessary for the successful talking machine salesman to have confidence in himself, but it is equally essential that he have confidence in the line of instruments he is selling.

A salesman may have every confidence in his own ability, may believe, and, in fact, may have proven, that he can sell anything with a motor, a sound box, and a case, but if he is selling an instrument concerning the superiority or at least the fair value of which he is not convinced he will not be half as successful as will his possibly less experienced competitor, who nevertheless is enabled to sell the same kind of an instrument because he absolutely believes that he is giving his customer a talking machine that is absolute value for every dollar which the customer pays.

Confidence in the line he is selling enables the talking machine salesman to overcome successfully most of the defensive arguments which every talking machine prospect advances. Furthermore, if the salesman has absolute confidence in his instrument, believes thoroughly that it compares favorably with any other instrument of similar class on the market, believes that it will give satisfaction and pleasure to the customer, he will be able to impart unconsciously, but nevertheless certainly, some of this confidence to the customer, who will gradually find himself becoming more and more favorably impressed with the instrument he is considering purchasing.

The enthusiastic salesman, who is able to enthuse his customer in turn, finds not only that his selling difficulties diminish to a large extent, but finds also

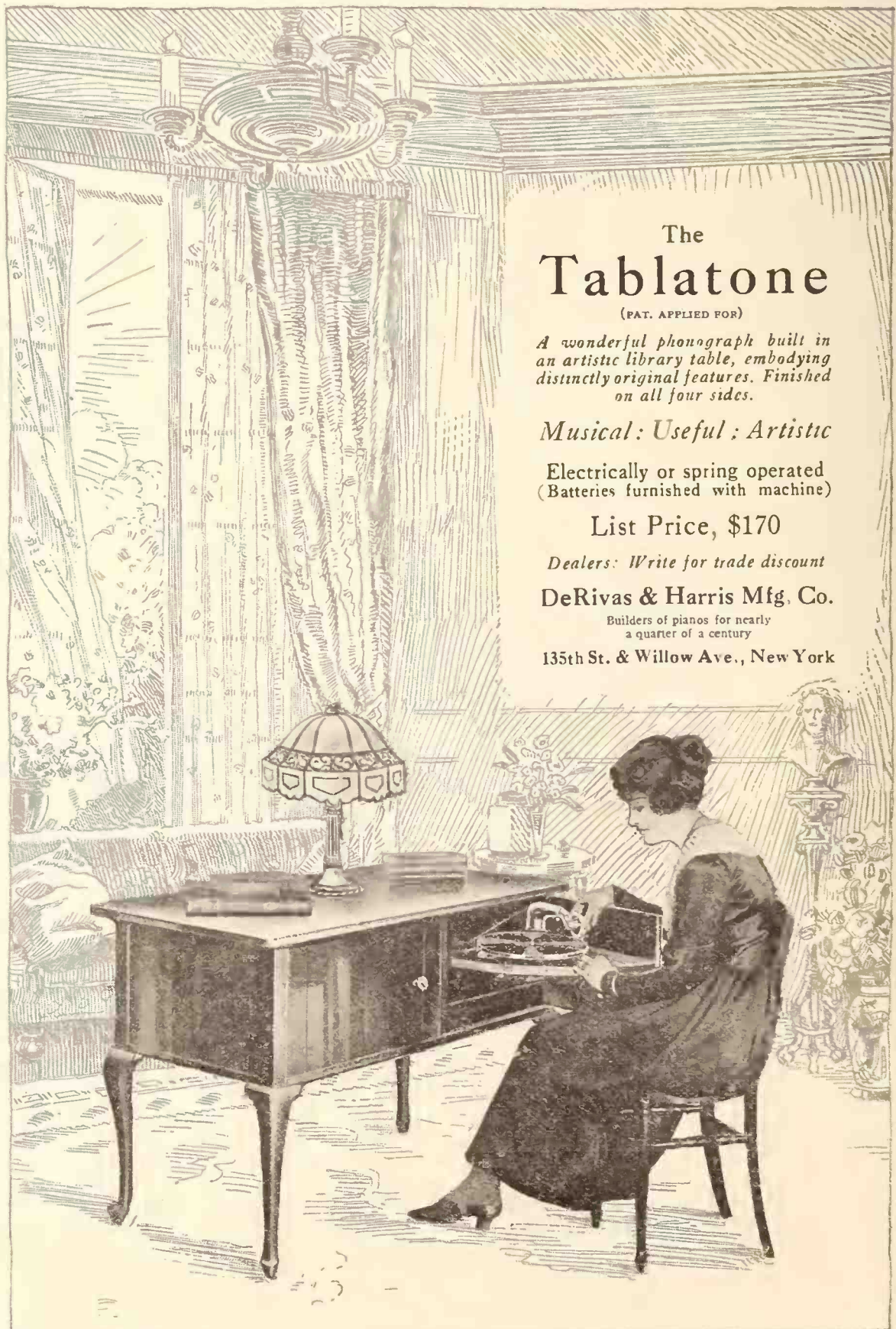
that the confidence and enthusiasm which the customer has absorbed from him do not die out with the closing of the contract, but rather continue and increase as the customer becomes more familiar with the instrument he has purchased. This in turn means that the customer becomes a satisfied one, and is a booster for the salesman, his line and his house, and, while the statement that a satisfied customer is a profitable one may be a bit bromidic, it nevertheless is true.

Many a man has achieved what seemingly was impossible of accomplishment merely because of his unbounded confidence in himself and in the merit of the thing he attempted to achieve. History is full of incidents which prove this statement irrefutably. Therefore the best advice that can be

given the young salesman who is starting out on his career is that he should acquire confidence in himself and his ability to achieve success in his chosen line, and, having done this, gain a similar confidence concerning his store and especially in the line he is selling. Confidence is the foundation of success in selling, and the salesman who learns this fact at the beginning of his career has made a long start towards the goal of success.

"C & D" tone arms are now ready for immediate delivery. Write for catalog and prices.

COLE & DUNAS MUSIC CO.
54 W. Lake St. Chicago, Ill.



The
Tablatone
(PAT. APPLIED FOR)

A wonderful phonograph built in an artistic library table, embodying distinctly original features. Finished on all four sides.

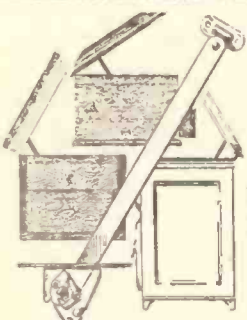
Musical: Useful: Artistic

Electrically or spring operated
(Batteries furnished with machine)

List Price, \$170

Dealers: Write for trade discount

DeRivas & Harris Mfg. Co.
Builders of pianos for nearly
a quarter of a century
135th St. & Willow Ave., New York



New Automatic Cover Support

Practical—Inexpensive
Fool Proof

Made in two different styles

- No. 1 Fit Cover at any angle
- No. 2 Hinge Plate bent to Fit Cover

Samples on Request
Quantity Discount

AUTOMATIC COVER SUPPORT MFG. CO.
54 JONES STREET NEWARK, N. J.



We Spread All Our Cards
on the Table ~
We've
No Trade Secrets,

No Favored Nation Clause, and No Way of knowing the *exact increase* in the cost of Steel Needles this Fall, but we do know they will surely be higher in price, and we likewise know that Buying Brilliantone Needles **NOW** will later prove a money-saving investment to you.

Therefore, we earnestly advise you to anticipate your requirements for the next three to six months.

BRILLIANTONE
TWO-TONE-FOUR-RECORD-NEEDLE

COMBINATION
Flat Side, Parallel with the Record, producing Loud Tone

BRILLIANTONE
TWO-TONE-FOUR-RECORD-NEEDLE

COMBINATION
Flat Side at Right Angle to the Record, producing Soft Tone

For Intermediate Tones, Use Intermediate Angles

Are you selling
BRILLIANTONE
COMBINATION TONE NEEDLES

All First-Class Distributors have them. Ask Yours for samples.

We also Manufacture
THE GENUINE
PETMECKY
MULTI-TONE, SELF SHARPENING
NEEDLES



Made in America by Americans

BRILLIANTONE STEEL NEEDLE CO. OF AMERICA
INCORPORATED

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

WALTER A. CARTER
57 East Jackson Blvd.
Chicago, Ill.

Metropolitan District: EMERSON RECORD SALES CO., 6 West 48th St. N. Y. City
WALTER S. GRAY
530 Chronicle Bldg.
San Francisco, Cal.

ELMIRA ARMS
COMPANY
Elmira, New York

MUSICAL MERCHAN-
DISE SALES CO., Ltd.
Excelsior Life Bldg.
Toronto, Canada

BOURGETTE & WOODS
16 McGill College Ave.
Montreal, Canada

Foreign Export: CHIPMAN, Ltd., 8-10 Bridge St., N. Y. City



Nora Bayes in a bit of brogue!—"Jerry."
 Nora Bayes in a beautiful Southern Song!
 —In "Miami." That means Nora Bayes in
 hundreds of homes! A-2785.

Columbia Graphophone Co.
 NEW YORK

PHONO-FANCIES BY DON HEROLD

Cartoonist Finds Humor in Latest Inventions in the Talking Machine Field—Suggests New Ideas Which May Be Developed in the Future if Civilization Can Be Further Perfected

Don Herold, the well-known cartoonist whose pictures are appearing in the magazine section of the Indianapolis Star, seems to have an interest in the latest developments in the talking machine field and also evidently has some inside dope on some innovations which will perhaps be sprung upon the startled world some time in the near future. His series of cartoons in a recent issue of the above paper are interesting and amusing to all who are familiar with the talking machine industry and on second thought the ideas are not so impossible as they may seem at first glance.

He pictures the T. B. M. reclining upon a luxurious davenport at the close of a strenuous day listening to the songs which are played by the machine which is a part of the bed of repose itself. In the compartment containing the box spring a talking machine is installed with everything within easy access of the hand of the aforesaid T. B. M. so that he can have the world's greatest artists at his bedside without an effort.

Another feature is a suggestion for housewives in the matter of dining room decoration. The stock of records is displayed on a special plate rail running around the room. With a practical eye

(which leads us to suppose that he has children of his own) this rail is raised to a sufficient height to insure the records from the prying hand of infancy. Another touch, which also confirms our opinion as to his matrimonial status, is a warning not to allow the children in the room above to cavort too uproariously about the floor lest some record be dislodged from its place and meet with an untimely death. In the cartoon the heroine is bemoaning the fact that poor John McCormack was lost to them the previous week from just such an accident.

For the library he suggests a lamp phonograph, advising light records for dark days, no doubt. A large stock of records is a decided aid to a quiet little game and when a neighbor has inconsiderately borrowed your poker chips you can remedy the lack by a stack or two of records. In this way the game takes on an added zest, especially when you have hooked that full house and your friend declares his rash intention of raising you a Harry Lauder. You can confidently counter and bump the pot with a couple of Alma Glucks!

He tells the story of the Stitsenby's who were such phonophiends that they have had rubber wheels attached to their talking machine and have made it into a trailer which trots obediently along after their car when they go on picnics and long auto trips. In case of accidents a spare wheel is thoughtfully provided for the phono-trailer!

Among other things he adds another touch of delightful domesticity, the phono-cradle. He pic-

tures the child rocking gently to and fro while the talking machine in the lower part of the cradle gives forth its soporific strains, lulling the infant away from its daily round of care. Strict watch of the baby's health can be kept by this wonderful phono-cradle for by tabulating the number of records required to put the child to sleep each night you can tell at once if there is anything wrong with its insides, thus forestalling the bawling outbursts by which it tries to explain to you that it would like a little touch of pepsin after meals.

The war is over but martial styles remain. The machine gun record-feeding attachment which plays twenty records without reloading is, according to Don Herold, the greatest invention since the seedless peanut. Records are placed on an endless band and are fed into the machine as rapidly as needed. At the last he advocates a mammoth record which plays twelve hours and gets its motive power from a huge electric motor. We might suggest more things of interest along these lines but will leave them for Don Herold.

FULLER LEAVES THOMAS A. EDISON

Former Sales Promotion Manager Becomes Director of Ampico Division of American Piano Co., in Charge of Comparison Concert Campaign—Has Had Extensive Experience

Verdi E. B. Fuller, who for the past five years has been a prominent figure in the industry as the director of sales promotion of Thomas A. Edison, Inc., has been appointed director of the Ampico division of the American Piano Co. In his new position Mr. Fuller will work along the lines to which he has been accustomed, for he will have charge of the Comparison Concert Campaign now being carried on in the interests of the Ampico. During his connection with Thomas A. Edison, Inc., he had charge of the tone-test recital plan for featuring Edison "Re-Creations" throughout the country. Mr. Fuller has had a wide experience in selling and distributing and his pathway in the music trade field will be an easy one.

THE HOUSE OF HOSPE
FOR VICTOR DEALERS
"Out Where the West Begins"

FASTEST SERVICE TO OUR RETAILERS

SERVI
SERVI
ICE
ICE
VICTOR

Location—Organization—Stock
Have You Tried Us?

A. HOSPE CO. 1614 Izard St.
OMAHA, NEBR.

LANGUAGE RECORDS



Progressive Dealers sell

LANGUAGE
Phone Method

and **ROSENTHAL'S**
Practical Linguistry

The courses are so simply arranged that the demonstration satisfies the prospect. An excellent line for high-class dealers. We especially want to hear from dealers with good store locations.

Write for dealers proposition, booklet and advertising matter.

THE LANGUAGE PHONE METHOD
 992 Putnam - 2 West 45th Street, - New York



HEINEMAN



Announcing the

OKEH

MOTOR

¶ We are preparing to offer the trade the finest motor in the phonograph industry. It will embody every improvement and refinement that has given merit and satisfaction. The OkeH MOTOR will represent the last word in motor perfection, and will prove a revelation to phonograph manufacturers.

Order Now for January 1st Deliveries

GENERAL PHONOGRAPH CORPORATION

OTTO HEINEMAN, Pres.

25 WEST 45th STREET, NEW YORK

FACTORIES: Elyria, Ohio Newark, N. J. Putnam, Conn. Springfield, Mass. Kitchener, Ont.

BRANCHES: CHICAGO SAN FRANCISCO TORONTO, CAN.

Crystal Edge MICA Diaphragms

THE STANDARD OF QUALITY AND SERVICE

PHONOGRAPH APPLIANCE CO.

109-113 West Broadway, New York

PLAN SCHOOL OF FOREIGN TRADE

Endowment for Training at Georgetown University Backed by Foreign Trade Council—J. A. Farrell Heads Movement, Which Will Fill a Long-felt Want in the Trade World.

James A. Farrell, chairman of the National Foreign Trade Council and president of the United States Steel Corporation, has begun a movement to endow a great School of Foreign Service at Georgetown University, Washington, D. C. The school will be established on a broad, nation-wide basis of sound, liberal, economic principles and American ideals. Mr. Farrell has headed the subscription list with a gift of \$20,000.

This is in line with the policy in support of commercial education for foreign trade pursued by the Council since its inception in 1914. The school will be the first of its kind to be endowed by any organization of business men.

In the curriculum special attention will be paid to teaching foreign languages as a flexible, rather than as a mechanical, instrument. Japanese and Russian, as well as French, Spanish and Portuguese, are to be taught from the outset, and more will be added as America's world markets unfold.

Besides the language group of studies, there will be three other groups—the economic and commercial, the law and political science, and the shipping.

A special faculty of twenty men has been secured from the exceptional commercial personnel now available at the National Capital. The location of the school in Washington affords an advantage because of the proximity of dozens of educational and commercial organizations, such as the Pan-American Union, the Chamber of Commerce of the United States, the Congressional Library, the Federal Trade Commission, and the Department of Commerce.

In a letter, explaining the project, Mr. Farrell says:

"As the first step toward filling the long-felt want of a specialized form of commercial education, a scientific programme for systematic and sustained training for foreign service has been formulated and, in fact, applied by Georgetown University, working in close co-operation with governmental bureaus and practical business men.

"A provisional half-year was begun on February 17, 1919, and closed on June 23, 1919. Twelve members of the first class have already been placed in the foreign service of the Government and with private corporations engaged in export trade. For the next session, which begins October 2, 1919, so many applicants are already in sight that the chief difficulty will be that of finding adequate space.

"The overhead expenses of the school might readily be met without a wide appeal, but the ultimate purpose for which it has been established cannot be fulfilled on the broad, nationwide basis desirable unless a large endowment is provided.

"Not less than \$500,000 will be required at the outset as the endowment necessary for the proper conduct of a school conceived on such broad lines.

"The secretary of the National Foreign Trade Council, O. K. Davis, will receive and deposit all funds donated for the purpose of furthering the endowment of the School of Foreign Service. Checks should be made payable to the Georgetown School of Foreign Service and forwarded to Mr. Davis at India House, No. 1, Hanover Square, New York City."

WISCONSIN INCORPORATION

The Racine Phonograph Co., Racine, Wis., has filed articles of incorporation. The capital stock is \$25,000, and the objects are to manufacture and deal in phonographs and other musical instruments and cabinets. The incorporators of the new company are F. F. Blandin, S. W. Blandin and Peter J. Meyers.

Herbert Thiele is planning to open a Victrola Shop in Brooklyn at 914 Flatbush avenue. This store will be one of the handsomest in Brooklyn and the fixtures will include French ivory lighting, with woodwork in blue and gold.

COMPLETE NEW DEPARTMENT

Rosentreter & Nimmer, New London, Wis., have completed a talking machine department on the ground floor and have several sound-proof demonstration booths.

AMERICAN

IN the AMERICAN line you have a model for every prospective buyer. Seven models. Mahogany, Golden Oak, and Fumed Oak finishes.

The AMERICAN remains sold when delivered. Plays all records. Made in Grand Rapids. Guaranteed Throughout Meisselbach equipment.

One dealer in a town. Can make deliveries.

It would take an entire page to tell about the various particular feature of the sound chambers, tone, motor, sound boxes, etc.

Try a sample, then you will know all about it,

American Phonograph Co.

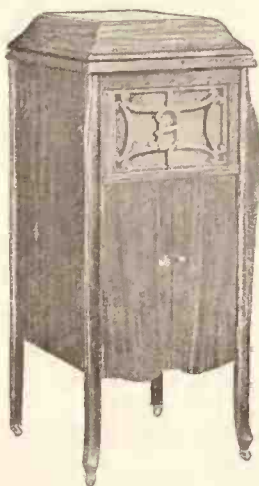
17 N. Ionia Ave., Grand Rapids, Mich.



No. 5
Height—40 in.
Width—17½ in.
Depth—18½ in.



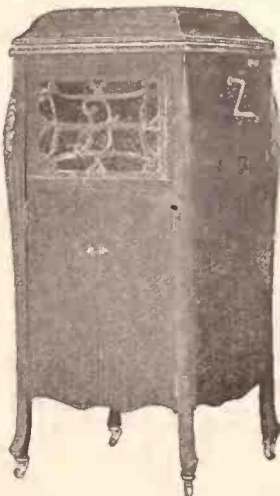
No. 8
Height—43 in.
Width—19 in.
Depth—20 in.



No. 9
Height—45 in.
Width—20 in.
Depth—21 in.



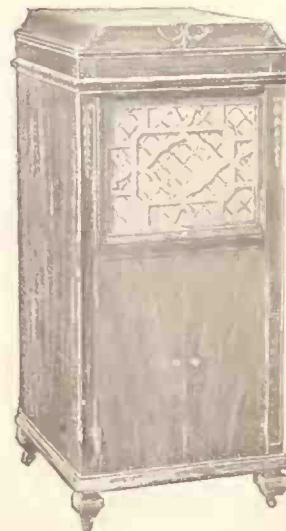
No. 10
Height—48 in.
Width—20½ in.
Depth—22 in.



No. 11
Height—51 in.
Width—23 in.
Depth—24 in.



No. 14
Height—46½ in.
Width—19½ in.
Depth—20½ in.



No. 22
Height—50 in.
Width—22 in.
Depth—23½ in.

ATTENTION

Kent Attachments

For Edison Disc Machines
WITH OUR C SOUND BOX

\$2.50 complete

FAVORITE MFG. CO.

1506 DeKalb Ave., Brooklyn, N. Y.



Sonora Phonograph Co.
 616 MISSION ST
 SAN FRANCISCO, CAL.
 Washington, California, Oregon,
 Arizona, Nevada, Hawaiian Islands,
 Northern Idaho.

**Strevell-Paterson
 Hardware Co.**
 SALT LAKE CITY, UTAH
 Entire States of Utah, Colorado,
 Wyoming, New Mexico and Southern
 Idaho.

Minneapolis Drug Co.
 MINNEAPOLIS, MINN
 States of Montana, North Dakota,
 South Dakota, Minnesota.

C. D. Smith Drug Co.
 ST JOSEPH, MO
 Nebraska, Missouri, northern and
 eastern part of Kansas and five
 counties of Northeastern Oklahoma.

Walthall Music Co.
 DALLAS, TEXAS
 Western part of Texas

Southwestern Drug Co.
 WICHITA, KANS
 Southern part of Kansas, Oklahoma
 (except five northeastern counties)
 and Texas Panhandle

Southern Drug Co.
 HOUSTON, TEXAS
 Southeastern part of Texas

Yahr & Lange Drug Co.
 MILWAUKEE, WIS
 Wisconsin, Upper Michigan.

C. J. Van Houten & Zoon
 MARQUETTE BLDG.,
 CHICAGO, ILL
 Illinois, Kentucky and Iowa.

Kiefer-Stewart Co.
 INDIANAPOLIS, IND.
 Entire State of Indiana.

Ohio Sales Co.
 BECKMAN BLDG.,
 409 SUPERIOR ST.,
 CLEVELAND, OHIO.
 State of Ohio

Hessig-Ellis Drug Co.
 MEMPHIS, TENN
 Arkansas, Louisiana, Tennessee, Mis-
 sissippi.



Invincible



Baby Grand

THERE was a time not so many years ago when it was necessary to explain that Sonora signified a phonograph, a phonograph of wonderful and matchless value.

As was natural in introducing a new product this statement was sometimes doubted by dealers who were not acquainted with Sonora's merit.

But times have changed. Sonora is now internationally famous. It is recognized by the public as being peerless for tone, for design, for important features of construction, and for dignified sales methods.

We distributors have had our hands full attempting to fill the tremendous orders our dealers have placed with us, and in many instances we have been obliged to put on a waiting list dealers desiring to handle this superb phonograph.

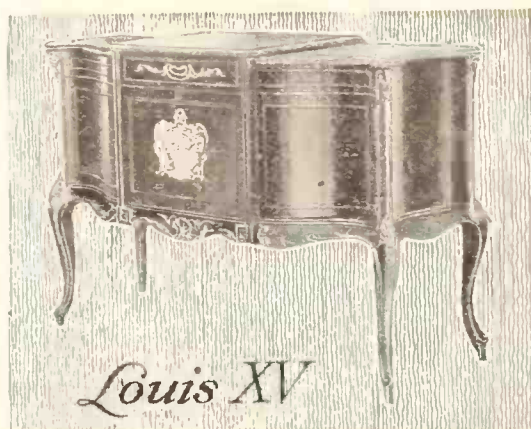
THE INSTRUMENT OF QUALITY

Sonora

CLEAR AS A BELL



Gothic



Louis XV



Chippendale





Supreme



Grand

IT is our business to see that the dealers in our territories are successful. We do our utmost to see that shipments are made promptly and that the desired models are secured.

There always seems to be a shortage of Sonoras and this is due not to the fact that these instruments are unavailable (1919 production is over *triple* 1918), but *because the demand for Sonoras is growing with tremendous speed.*

Here are a few of the many magnificent Sonora models. You at once perceive their beauty. Their tone invariably wins against all competition. Their workmanship and exclusive features are unrivalled.

With large factory capacity we will be ready soon to care for new dealers. Write your nearest distributor (see lists on these pages) for information.

Southern Sonora
Phonograph Co.
SELMA, ALA.
Alabama, Georgia and Florida.

Rountree Corporation
RICHMOND, VA.
No Carolina and So Carolina.

Griffith Piano Co.
605 BROAD ST., NEWARK, N. J.
Northern New Jersey

Smith, Kline & French Co.
PHILADELPHIA, PA.
State of Pennsylvania, Maryland, Delaware, District of Columbia and New Jersey, south of and including Trenton.

M. S. & E.
221 COLUMBUS AVE.
BOSTON, MASS.
Connecticut, Rhode Island and Eastern Massachusetts.

Gibson-Snow Co.
SYRACUSE, N. Y.
State of New York with the exception of two towns on Hudson River below Poughkeepsie and excepting Greater New York.

W. B. Glynn Distributing
Company
SANTONS RIVER, VT.
States of Maine, New Hampshire, Vermont and part of Massachusetts.

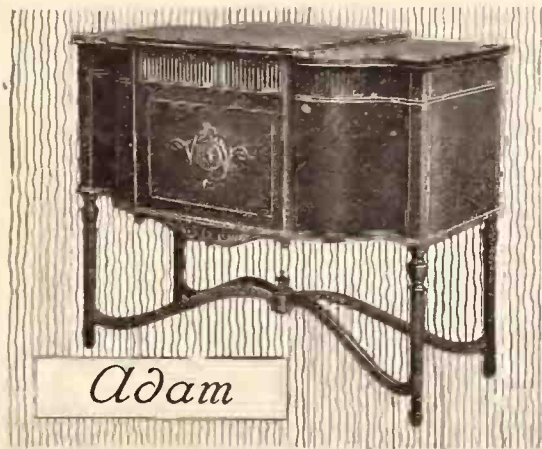
Hillman Phonograph Co.
WHEELING, W. VA.
Virginia and West Virginia.

C. L. Marshall & Co.
82-84 GRISWOLD ST.,
BUTLER BLDG.,
DETROIT, MICH.
State of Michigan.

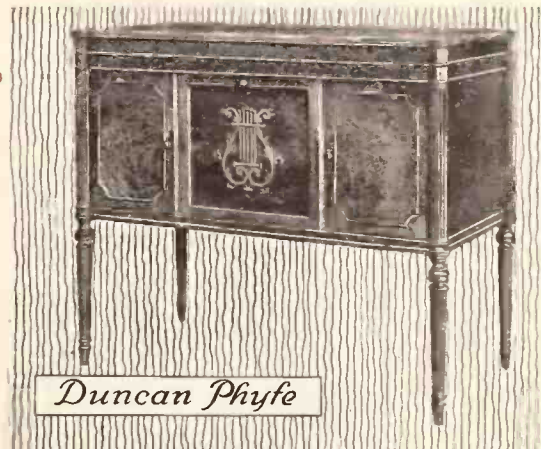
I. Montagnes & Co.
RYRIE BLDG.
TORONTO, CANADA.
Canada.

Sonora Phonograph Sales
Co., Inc.
279 BROADWAY, NEW YORK
Distributors for Greater New York.

The Highest Class Talking Machine in the World



Adam



Duncan Phyfe



Italian Renaissance





Don't Be Content With Selling "Only A Few" Fibre Needles

Only a few isn't enough. It's distinctly to your interest to get your better-class trade in the habit of using Fibre Needles *exclusively*.

A gentle "hint" dropped here and there should be sufficient.

"Did you know that with Fibre Needles you CAN'T wear out your records? And have you heard how sweet and pure the tone is when you use them?"

That will start folks thinking at least. And finally, realizing they are *safe* in buying costlier records, they will get in that habit, too.

So try, for your sake as well as ours, to sell more than merely a few Fibre needles now and then. Make *every* sale of records count as an opportunity to sell Fibre Needles. And incidentally increase your record profits.

B & H FIBRE MFG. Co.

33-35 W. Kinzie Street, Chicago

Van and Schenck in a Berlin hit!—"Mandy" from the "Follies of 1919! That's a combination that means much coin! A-2780.

Columbia Graphophone Co.
NEW YORK



JULIA HEINRICH KILLED BY TRAIN

Gifted Soprano and Edison Star Victim of Railroad Accident at Hammond, La.—Had Been Giving Tone-tests in Southern States

The music world mourns the loss of a gifted young singer of the highest order in the tragic death of Miss Julia Heinrich in a railroad accident at Hammond, La., on September 18. While waiting for the arrival of an Illinois Central train for New Orleans she was struck by a flying piece of wreckage from a baggage truck which was hurled across the station platform by the incoming train.



Miss Julia Heinrich

She had just finished giving a tone-test recital under the auspices of Thomas A. Edison, Inc., and had but recently returned from Canada, where she had been the soloist at a reception given to the Prince of Wales at Prince Edward Island.

Miss Heinrich was born in Philadelphia and inherited her exceptional musical traits from her parents. Her father, Max Heinrich, was a figure of nation-wide repute as a singer, teacher and composer. Max Heinrich, a musician of broad taste and decided ability, instructed his daughter in the thorough knowledge of the requirements of lieder singing—by far the most exacting branch of vocal art. Her voice in those days was a contralto of charming quality. After completing her education under the direction of her father she appeared in the principal cities of Europe, attaining great success, and then returned to America to fill a two-year contract with the Metropolitan Opera Co.

She sang with consummate success such roles as Fidelio, Elsa, Elizabeth, Seneca, Elvira, Leonora and Mimi. For a number of years she has been featured as an Edison artist in concert recitals throughout America.

Many letters have been sent to the Edison Co. paying high tribute to the musical abilities of Miss

Heinrich and several newspapers, especially those of the Southern States through which she was giving a tone-test recital tour for the New Edison, published the story of her success in the music world. Olin Downes, music editor of the Boston Post, said of Miss Heinrich:

"She had a superb voice, a noble organ of exceptional range and power and fresh and beautiful throughout its registers and capable of all shades of dramatic and emotional expression. Not only this; Miss Heinrich, coming honestly by her gift, was one of the most intelligent and talented of the younger singers that we have heard. Few singers who are habitués of opera houses showed such authority and versatility of style on the concert stage."

UNITED T. M. CO. MAKES ADDITION

The United Talking Machine Co., Brockton, Mass., has just completed an addition to its present quarters, two large display rooms being opened in the basement for the display of Victrolas and Columbia Grafonolas. The main floor contains the demonstration rooms. The addition was made necessary by the growing business of this concern, which also operates stores in Willimantic, Conn., and Plymouth, Mass.

INCORPORATED

The Royal Phonograph Co., Bronx, has been incorporated under the laws of New York State with a capital of \$7,000.

TALKING MACHINE EXPORTS GROW

Exports, Including Records, for Seven Months Ending July 31, 1919, Total \$3,037,051

WASHINGTON, D. C., October 3.—In the summary of exports and imports of the commerce of the United States for the month of July, 1919 (the latest period for which it has been compiled), which has just been issued, the following figures on talking machines and records are presented:

The dutiable imports of talking machines and parts during July, 1919, amounted in value to \$540,028, as compared with \$20,209 worth, which were imported during the same month of 1918. The seven months' total, ending July, 1919, showed importations valued at \$255,254, as compared with \$216,162 worth of "talkers" and parts imported during the same period of 1918.

Talking machines to the number of 4,081, valued at \$177,623, were exported in July, 1919, as compared with 3,257 talking machines, valued at \$119,021, sent abroad in the same period of 1918. The seven months' total showed that we exported 31,311 talking machines, valued at \$1,057,218, as against 45,229 talking machines, valued at \$1,359,798, in 1918, and 47,163 talking machines valued at \$1,196,637, in 1917.

The total exports of records and supplies for July, 1919, were valued at \$191,329, as compared with \$267,671 in July, 1918. For the seven months ending July, 1919, records and accessories were exported valued at \$1,979,838 in 1919, \$1,334,070 in 1918 and \$1,074,368 in 1917.



CABINETS

For Victrola VI's

We have taken over the entire stock of cabinets from a large wholesaler which enables us to offer, subject to immediate acceptance, this high class cabinet for the Victorola VI in mahogany only and with shelves

at **\$11.00**

Monthly recitals are held at the Knickerbocker Hall, 138 W. 124th St. Dealers in New York and nearby are invited to attend.

Knickerbrocker Talking Machine Co.
138-140 WEST 124th STREET
NEW YORK CITY
Victor Wholesalers

INDUSTRY AIDS PRESIDENT WILSON

Sound Magnifying Inventions Used to Carry Chief Executive's Speech to Thousands in San Diego—Talker Horn Principle the Basis

The talking machine industry came to the aid of President Wilson when he spoke in San Diego on his tour advocating the League of Nations and made it possible for the thousands of persons gathered in and around the large stadium to hear every word he spoke with perfect clearness. The invention, which has been described in previous stories in *The World*, and has been used in the various Liberty Loan drives in New York, is familiar to members of the trade and is fast becoming well known to the general public. The press dispatches from San Diego tell the story and say:

"The entire stadium, which rises twenty tiers above the ground, was filled with people, and its pinnacles, towering above the topmost seats, were black with the figures of boys and men.

"He talked beneath two black funnels, similar to phonograph horns in appearance, and they, aided by the magical power of electricity, took us his words and hurled them to the farthest points of the vast arena. The President's voice had a hollow and somewhat unnatural tone, however, to those near the platform.

"It was uncanny, after he would strike some patriotic note in his address, to follow the mystical way of his words and to hear the applause a second or two later roll up from his hearers, some of whom were seated five blocks away."

MR. DOOLEY HAS A WORD TO SAY

Confides His Feelings Regarding the Talking Machine to His Friend Hennessey

"After all, Hinnissey," observed Mr. Dooley, "there's wan thing we c'u be thankful fer. Naw matter how bad things may be comin', we e'n ol-ways turn to the phona-graph fer comfort."

"Oi haven't wan," remarked Hennessey. "And fer why, now?" demanded Mr. Dooley. "Far bitter is it to spind yer money on a phono-graph than on booze. That is, sometimes," he added hastily. "Wiu ye e'n hear all the wor'ld's music whiniver ye take a fancy to, sure ye e'n say the millinyum has come. Sure, there's naw finer way uv spindin' a eveniu' than wid music."

"Oi like jazz too," said Hinnissey. "Will ye be listinin' to him?" rasped Mr. Dooley. "Who heard me say 'jazz?' Whiniver ye hear me mintin music, Hinnissey, ye e'n remember oi'm spakin' of op'ra. All min who like jazz, and winmin, too, for that matter, like murder. Gimme a good lullaby by this here, now, Eyetalian, Caruso, au' ye e'n have all yer shimmy-music and the loikes uv that. Jazz will be the roo-iation oi'm tellin' ye," said Mr. Dooley, now visibly affected.

"Gimme a song by McCormack, like," Mr. Dooley's eyes assumed a far-away expression, "like Ah-ee-der, an' ye e'n have all the jazz in the world. Faith, man, it disgusts me."

"Well, then, enough uv that," said the mild Hennessey. "Oi-ve got a raffle ticket here, fer a blind man wid two childer. Will ye buy wan fer fifteen cints?"

"Oi will," said the beuevolent Mr. Dooley patronizingly, "if ye'll take wan uv these tickets to the Dimicratie dance. On'ly a dollar each, and Rafferty's Jazz Band will be there."

"Sure, Oi thought—" began Hennessey. "Ye thought yer gran-mither," cut in Mr. Dooley. "Use some discretion."

PATENTS EQUALIZING DEVICE

The National Piano Mfg. Co., Grand Rapids, Mich., has patented an equalizing device for electrically driven talking machine motors and has sold the rights to a Chicago concern on a royalty basis.

At twenty, our photographs never "do us justice." At forty, we're mighty glad if they don't.



Operaphone

NOVEMBER, 1919

LATEST POPULAR SONGS

21126	When You Hold Me in Your Arms (Buchanan-Klickman). Duet, Orch. Accomp. James and Hart
	Girl of Mine (Freeman). Tenor, Orch. Accomp. Lewis James
	Oh! What a Pal Was Mary (Leslie-Kalmer-Wendling). Tenor, Orch. Accomp. Henry Burr
21127	Your Eyes Have Told Me So (Kahn-Van Alostne-Blaufuss). Tenor Orch. Accomp. Sam Ash
	If You Don't Stop Making Eyes at Me (Cunningham-Rule). Baritone, Orch. Accomp. Arthur Fields
21128	In Miami (Mitchell-Fields-Gottler). Baritone, Orch. Accomp. Arthur Fields
	That Lullaby of Long Ago (Kahn-Egan-Whiting-DeSylva). Baritone, Orch. Accomo. Ernest Hare
21129	I'll Be Happy When the Preacher Makes You Mine (Lewis-Young-Donaldson). Orch. Accomp. Sterling Trio

DANCE SELECTIONS

31119	Chu-Chu-San (Samuels). Fox-trot. Royal Society Orchestra
	Taxi (Kaufman). One-step. Royal Society Orchestra
31120	The Big Show (Jerome Kern). Fox-trot. Royal Society Orchestra
	My Desert Fantasy (Reid). One-step. Royal Society Orchestra
31121	Jerry (Baskette). Fox-trot. Royal Society Orchestra
	Cairo (Freed-Weeks). One-step. Royal Society Orchestra

SACRED SELECTIONS

71103	Stand Up for Jesus (Webb). Tenor, with chimes and organ. Stanley Mackey
	Rock of Ages (Hastings). Unaccompanied. Shannon Four Quartet

INSTRUMENTAL SELECTIONS

51117	Mignonette (Savino). Intermezzo. Operaphone Concert Orchestra
	Hoka-Hama (Savino Thiele). Intermezzo. Operaphone Concert Orchestra
51118	The Song of the Bells. Serenade. Operaphone Military Band
	March Turque (Ellenberg). March. Operaphone Military Band
51119	Neapolitan Medley of Tarantellas. Accordion Ouet by Delenti Bros.
	Danube Waves Waltz (Ivanovic). Accordion Ouet by Delenti Bros.

HAWAIIAN SELECTIONS

61107	Ellis March (Kalani). Hawaiian Troupe
	Kawalhau. Hawaiian Troupe

RECORDS

OPERAPHONE CO. INC., LONG ISLAND CITY, N. Y.

24 NEW TITLES EVERY MONTH

Operaphone Records Play on All Talking Machines Without Attachments

OPERAPHONE DISTRIBUTERS

New York City
Philadelphia, Po.
Pittsburg, Pa.
Chicago, Ill.
Selma, Alabama

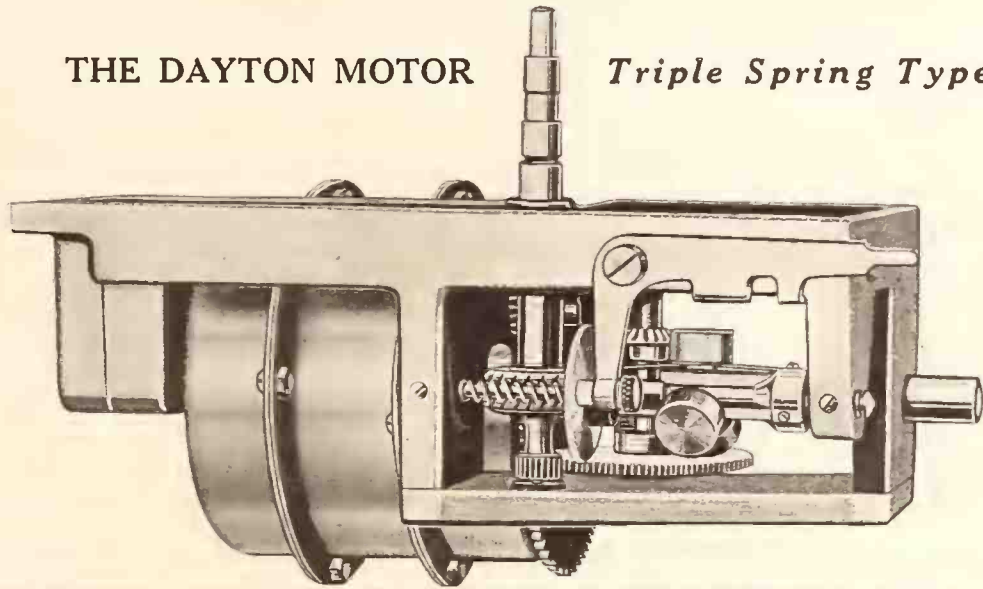
CRESCENT TALKING MACHINE CO.,
LARK TALKING MACHINE CO.
REED CO., Inc.
OPERAPHONE SALES CO.,
SOUTHERN SUPERTONE CO.,

109 Reade St.
3560 No. Marshall St.
237 5th Ave.
190 No. State St.

Write for Your Nearest Distributor

OPERAPHONE CO., Inc., Long Island City, N. Y

THE DAYTON MOTOR

Triple Spring Type

Success Depends on Service

In its final analysis, there is one and only one real cause for permanent success—absolute reliability and honesty of permanent Service.

No measure of worthy Service can be omitted from any Talking Machine without detracting from its Prestige, Reputation and Ultimate Success. With an inferior motor it is impossible to make a superior product.

And the few cents saved on a compromise are soon lost in the trouble and subsequent expense that comes from the dissatisfaction of a "bargain" motor.

Service is the yardstick by which men and institutions are measured. The talking machine maker, whose first thought is of Service to the Dealer and User alike, is the man whose farsighted judgment and vision will lead to the use of the DAYTON Motor in his machines.

Dayton Motor success has been Progressive. Each year finds it as Regular Equipment on many new and high-grade machines. From the first the policy of this Company has been steady and consistent—never ambitious to make ALL the motors, but only the BEST, for mere quantity is secondary in our plans.

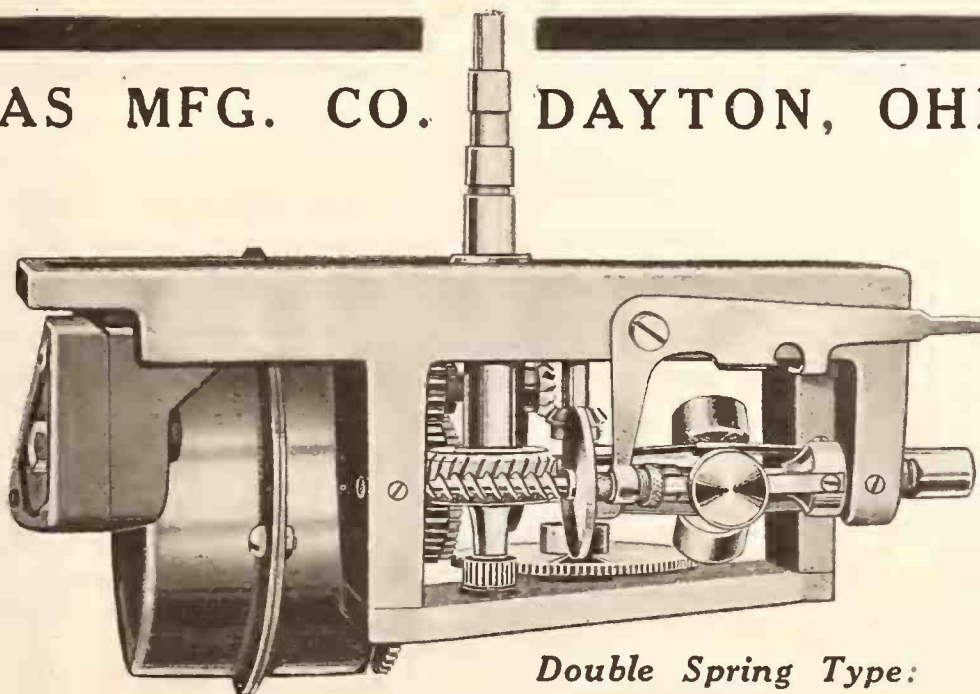
We never have and never will make more Dayton motors than we can make and feel sure that each Motor will be as good as the best that ever left our plant.

Adhering to that Policy we feel confident that Dayton Motor Success will continue in the future as a well-rounded, well-deserved success—based on the fundamental principle of Permanent and Lasting Service to the talking machine Builder, the Dealer and the User.

There is a Dayton Motor to exactly fit YOUR requirements.

THE THOMAS MFG. CO.

DAYTON, OHIO, U. S. A.

*Double Spring Type:*

THE DAYTON MOTOR

Made in various sizes for full line of Cabinets from the lowest priced to the highest grade Talking Machine

VISTA PUBLICITY CAMPAIGN

National Publicity in Behalf of the Vista Phonograph Helps Vista Jobbers and Dealers

What will mark the start of a large national advertising campaign featuring the Vista phonograph made its appearance a few weeks ago in the shape of two full-page advertisements in the "Wisconsin Farmer" and the "Iowa Homestead." Full and half-page advertisements will continue to appear in these publications every other week, and Vista dealers in these States have already received direct results from the first advertisements.

The Wisconsin Chair Co., Port Washington, Wis., manufacturer of the Vista line, states that the E. R. Godfrey & Sons Co., Milwaukee distributor of the Vista phonograph for the State of Illinois, Wisconsin, Iowa, Michigan and Indiana, has purchased over twenty carloads of Vista phonographs since June 1. Deliveries are now being made of the new style 225 Vista, which attracted considerable attention at the Godfrey Vista display during the Wisconsin retail furniture convention in Milwaukee.

ROARK OFFERS SITE FOR HOSPITAL

Victor Dealer in Muhlenberg, Ky., Will Give Land for War Memorial Hospital

Orien L. Roark, Victor dealer in Muhlenberg, Ky., has been actively interested in the subject of war memorials for the soldiers who went from his city and has offered to donate a site for a hospital building. The following statement sent out by him outlines his views and says:

"As this country recovers from its activities of war, among the many features of reconstruction and recognition work are general plans for suitable memorials of the nation's support and sacrifices, so generally and freely given in this great struggle. Instead of monuments, the American people are planning community center buildings, libraries, hospitals, vocational schools and like structures. The hospital is being largely favored, and where there is no such building this is one of the most practical and worthy for patriotic and humanitarian expression. Such a structure has long been needed in Muhlenberg, and could be easily and properly maintained. Our prosperous, progressive, thoughtful people could build no more enduring and beneficial monument. To encourage such action I will donate an adequate site for such a building, on either Hopkinsville or Paradise street, and otherwise aid in the movement."

BILL BOARD SIGNS THAT ATTRACT

Yahr & Lange Drug Co., of Milwaukee, Using Some Great Sonora Signs in Their Territory

MILWAUKEE, WIS., October 6.—Two of the largest billboards in the country advertising the Sonora phonograph have recently been erected by the Yahr & Lange Drug Co., of this city, distributor of the Sonora in Wisconsin and upper Michigan. The colossal sign boards, standing twelve feet high and spreading away to 250 feet along the roadside, are located at two of the principal entrances and exits to and from Milwaukee.

One of the signs is located at the southern entrance, at Cudahy, a suburb of Milwaukee, where it instantly attracts the attention of the traveler on the electric lines, steam railways and the Sheridan Drive Speedway to Chicago. The other billboard greets traffic from the west and north, standing on the county loop road near Wauwatosa, also a suburb of Milwaukee, along the main line of the Chicago, Milwaukee and St. Paul road to Minneapolis and St. Paul, and also the interurban electric to Watertown and other points close to Milwaukee.

COTTON FLOCKS

.. FOR ..

Record Manufacturing

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

W. H. MAXWELL VISITS PORTLAND

Vice-President of Thos. A. Edison, Inc., Entertains Company's Representatives at Banquet While in Oregon City—Tone-tests Planned

PORTLAND, ORE., October 8.—William H. Maxwell, vice-president of the Thomas A. Edison, Inc., and general manager of the phonograph division of the Edison laboratories, with his wife and daughter, and J. W. Robinson, chief accountant, were Portland visitors last week. Mr. Maxwell gave a dinner at the Multnomah Hotel on September 23 for about sixty representatives of the Edison Co. who reside in the Portland territory. At the dinner Mr. Maxwell gave an informal talk and explained the fine points in regard to selling. He has written a number of books on the subject, which have been published by Lippincotts.

Mr. Maxwell was here to meet the dealers and to confer with H. L. Marshall, local manager of the Edison Phonograph Co., Ltd.

A Columbia River highway trip was very much enjoyed by the visitors. They went up the highway

as far as Eagle Creek, where a picnic dinner was held. From Portland the party went to Seattle, where a meeting will be held at the Hotel Washington, and from there to Spokane, where they met the dealers at the Davenport.

Tone tests of the Edison will be given in Portland this month by Miss Ida Gardner, contralto, and by Harold Lyman, flutist. A very attractive program has been prepared.

COMMERCIAL FAIR AT BRUSSELS

The first annual commercial fair of the City of Brussels will be held from April 4 to April 21, 1920. Only allied and neutral countries, according to Consul General Henry H. Morgan, will be allowed to participate. The name "Official forwarding agents and official travel representatives of the Brussels Fair 1920" has been given the American Express Co. There should be exhibited, the Consul states, American goods which would interest buyers of most European countries as well as goods suitable for Belgian Congo buyers.



The Stodart Phonograph

made by the makers of the STODART Piano, has won the same splendid reputation for itself as that borne by the STODART Piano for nearly a century.

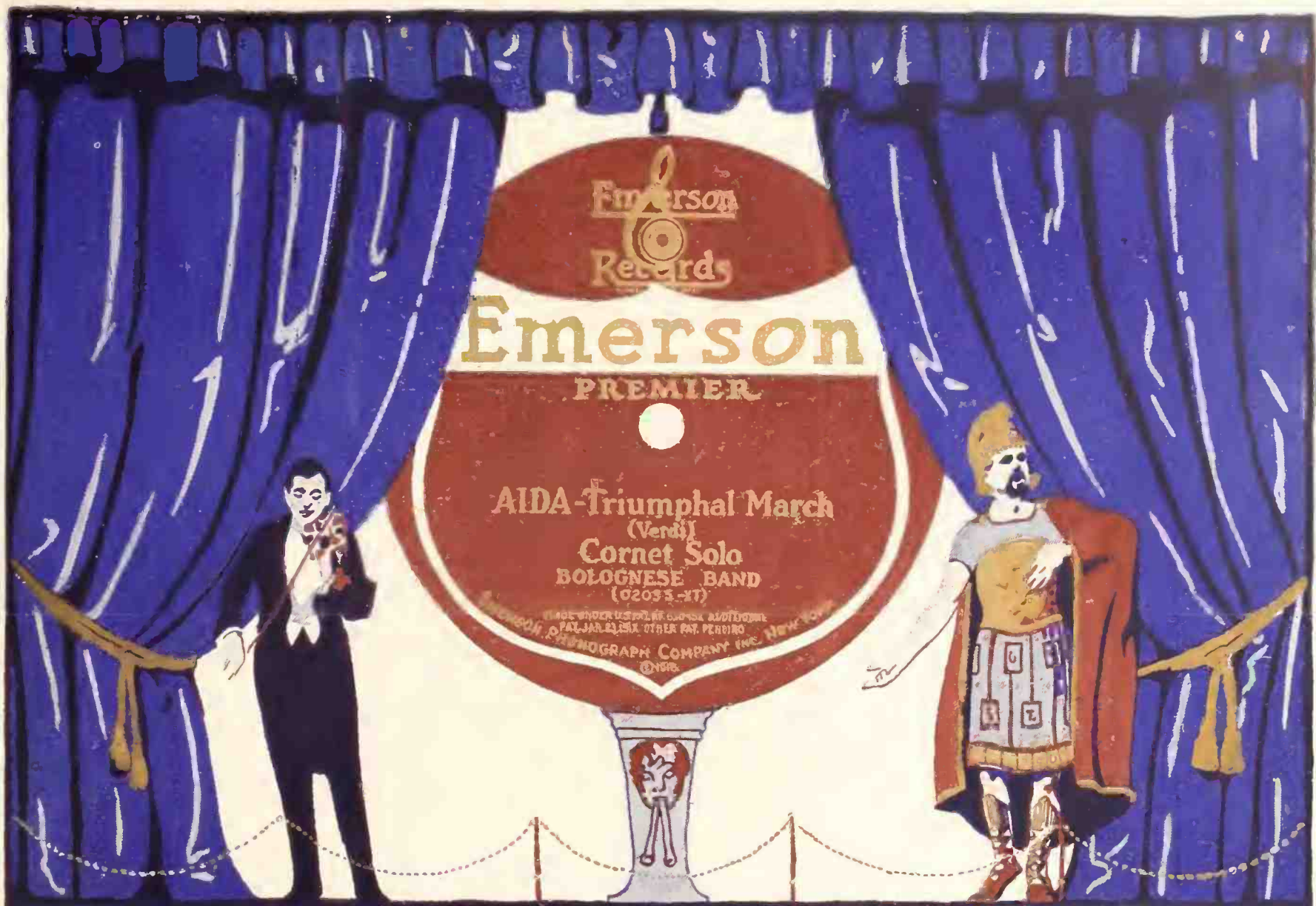
Its equipment throughout is the best. Its tone is rich and mellow. It has what the critics declare to be the most perfect reproducing device ever conceived. Universal tone arm, plays any record,

*Made in mahogany
in most artistic
models, beautifully
finished. In every
range of price.*



Stodart Phonograph Co., Inc.

119 West 42d Street :: New York



A Quality Double Record

Greatest Talent Remarkable Selections
The World's Music Correctly Interpreted

A FEW SELECTIONS FROM THE NEW EMERSON PREMIER CATALOG

Menotti Frascona, Tenor
 10 inch
02034-XP { TOSCA—E lucevan le stelle (Puccini)
 \$1.00 (Double Rec.) GIOCONDA—Cielo e mar (Ponchielli)

Stanislao Berini, Tenor
 10 inch
02033-XP { RIGOLETTO—La Donna è mobile (Verdi)
 \$1.00 (Double Rec.) LA BOHÈME—Che gelida manina (Puccini)

Carlo Ferretti, Baritone
 10 inch
02028-XP { 'O SOLE MIO - (Capurro-Capua)
 \$1.00 (Double Rec.) FUNICULÌ-FUNICULA (Denza)

Eva Leoni, Coloratura Soprano
 10 inch
02027-XP { DINORAH--Ombra leggiera (Meyerbeer)
 \$1.00 (Double Rec.) BARBIERE—Una voce poco fa (Rossini)

Maximilian Rose, Violinist
 10 inch
02029-XP { LARGO—(Handel) with Saxophone Obligato
 \$1.00 (Double Rec.) MINUET IN G (Beethoven)

Thaviu Band
 10 inch
02039-P { MARCH—Tannhauser - (Wagner)
 \$1.50 (Double Rec.) WALTZ—Blue Danube - (Strauss)

Many other Beautiful Vocal and Instrumental Records—Ask for Complete Illustrated Catalog

DEALERS—This is an opportunity for BIG BUSINESS

Emerson International, Inc.
 43-45 WEST 34TH STREET NEW YORK
 Export Office—160 Broadway



EMERSON PREMIER RECORDS
 ARE THE
 SYNONYM OF PERFECTION

Why Talking Machine Dealers Can Handle Music Rolls Profitably :: :: :: ::

By Arthur A. Friestedt

Secty. & Treas. United States Music Co.

Player-pianos today furnish 80 per cent. of the output of all pianos. The output of pianos is estimated for the year of 1919 to be 300,000 instruments. With this large output of player-pianos there is naturally created a correspondingly large demand for player-piano rolls. Player music rolls are sold everywhere. They're in demand everywhere. Music rolls and talking machine records are kindred lines. They both serve the same purpose, which is to put life into their respective instruments. Without them the instruments are valueless. It is, of course, a fact that talking machine dealers have to demonstrate their records, but piano dealers who handle music rolls have to do the same. On the other hand the talking machine dealer can sell music rolls without demonstrating them and handle them exactly like cigarettes in a cigar store. Music rolls are a staple. The customer knows what he wants because he has already been sold on the music through hearing it in a cabaret or other public place. There is really nothing to demonstrate about a "popular" music roll, because any standard make of roll is arranged competently and in good taste. The appeal is in the music itself. The customer knows the music, as was said above, through the efforts of the song boosters, through publishers' publicity, and so on. The sale is therefore made in advance. Another proof that music rolls do not have to be demonstrated is found in their sale by the mail order houses, who are actually at present the largest distributors of music rolls. If it were necessary to demonstrate music rolls mail order

houses couldn't handle them. A talking machine dealer can take on music rolls as a clean-cut merchandising proposition and handle them as the mail order houses do—without demonstration.

Talking machine records help to sell music rolls, because they serve as a medium of demonstration. At present a great quantity of music rolls is already



Arthur A. Friestedt

being handled and sold by specialty shops which have no facilities for demonstrating; as for example, stores handling postal cards, souvenirs and similar

goods. Business men in the metropolitan centers haven't the time to listen to what they have heard the night before, and they drop into those places, because they are handy, ask for what they want, get it, and get out again. The big thing for the talking machine dealer to bear in mind is that "popular" music rolls are absolutely standard. They are not sold on the strength of their arrangement or on the name of the pianist who recorded them if they are of the hand-played variety. The talking machine dealer must bear in mind that most player-piano owners are prospective talking machine owners. If a talking machine dealer can get a player-piano owner, who doesn't possess a talking machine, into his shop, more than 50 per cent. of the task of selling him a phonograph is accomplished. Player-roll hits are available each month even earlier than the corresponding titles can be obtained in talking machine records. There is real service behind the dealer in his music roll sources of supply. It is most unusual for a manufacturer of music rolls to be a week behind his orders. Music rolls also provide a pleasing margin of profit while trade discounts are graduated at a liberal percentage off retail or list prices.

In conclusion, let me say that I do not propose that a talking machine dealer should carry anywhere near a complete line. He can always take orders for standard sellers, because the numbers are not whimsical; while the hits, which are few in number, are the money makers and constitute the volume of trade.

get set for Fall business NOW

Ready to do a big Fall business in Emerson Records? Well, Fall is here. Better get started now.

Everybody is now clamoring for merchandise. Protect yourself by getting in line before the big rush begins.

You will want the popular song and dance hits which Emerson advertising is telling folks about in the New York papers.

These Emerson dance hits are now available in the 10-inch size—a brand-new double-disc Emerson Record that will play on any phonograph. It's not too soon to call Bryant 1656 if you want hits and want them quick.

Emerson Record Sales Company, INC.

Exclusive Metropolitan Distributors

6 West 48th Street, New York City



POPULAR TRIO OF SINGERS TO RECORD FOR THE EMERSON

Arthur Fields and Irving and Jack Kaufman Contract to Make Records Exclusively for That Company—All of Them Well-Known Favorites With Vaudeville Audiences

On September 18 the Emerson Phonograph Co., New York, closed one of the most important recording contracts of recent years, when it made arrangements whereby Arthur Fields, Irving Kaufman and Jack Kaufman will sing exclusively for the Emerson record library for a period of three years. These well-known artists met in the office of Arthur Bergh, recording manager of the Emerson Phonograph Co., and affixed their signatures to contracts which run into many thousands of dollars.

In addition to arranging to sing individually for the Emerson library exclusively the agreements also provide for the same exclusive rights to the services of both Irving and Jack Kaufman in duet singing and also for the Kaufman Brothers to sing in conjunction with Arthur Fields in the popular combination known as "The Three Kauffields."

Perhaps no group of singers is better known in the popular phonograph world than these three artists. Their effective rendition of character and popular songs has placed them in the front ranks of present-day recording artists and millions of their records have been sold in recent years. The Emerson Phonograph Co. regards the accomplishment of signing these "stars" to exclusive Emerson contracts as of great importance and believes that it will give impetus to the country-wide popularity already accorded Emerson records.

Arthur Fields is well known from coast to coast, as he has appeared on every big-town vaudeville stage in the United States and Canada. He will soon start an extensive tour which will bring him into the leading vaudeville houses in the Eastern States, where he is a prime favorite. While Mr. Fields first appeared in vaudeville, he always manifested a keen interest in talking machine records. He studied faithfully and tirelessly and his records have reflected his many years of study.

Irving Kaufman, who for several seasons was one of the famous "Avon Comedy Four," which toured all over the United States and British Isles with phenomenal success, started his career as an entertainer when only eight years of age. He was then a boy tenor with the "Jenny Eddy Trio," and a few years later was the principal soloist with Merrick's Band of fifty pieces, which accompanied the celebrated Forepaugh and Sells Circus. In recent years he appeared as one of the leading principals in the Winter Garden production, "The Passing Show of 1919." Irving, together with his brother Jack, has been engaged to appear in leading roles in the forthcoming "Ziegfeld Follies of 1920."

Jack Kaufman's start was in amateur minstrel shows as a youngster. Apart from his activities in singing for well-known talking machine companies, Jack Kaufman attained success on the vaudeville stage and the records that he has made in conjunction with his brother Irving have won the commendation of the dealers and the public.

"The Three Kauffields," composed of the two Kaufman brothers and Arthur Fields, is a combination that resulted from experiments in the musical laboratory of the Emerson Phonograph Co. Their first record was an instantaneous suc-



Signing up Kaufman Bros. and Arthur Fields for the Emerson

cess and each succeeding record by this trio has met with a ready sale

BUSINESS IS STEADILY EXPANDING

Thomas Kirkman, general manager of the Kirkman Engineering Corporation, reports the steadily increasing demand for the K.-E. automatic stop. This stop has been before the trade for many years. Greatly increased demand for this product is a strong tribute to its efficiency, and proves it a recognized success. Mr. Kirkman reports that in addition to the large number of dealers on his list, the Kirkman Engineering Corporation are selling over two hundred active manufacturers of phonographs the K.-E. automatic stop. Large orders are in hand and it is expected that this firm will equip a half million talking machines with this device before the summer of 1920.

NEW MANHATTAN INCORPORATION

The New York Band Instrument Co., Inc., has been incorporated with a capital of \$50,000 to manufacture phonographs, band instruments and orchestra instruments and the like. The incorporators are L. Ortlieb, 55 Cooper square; A. V. Peterson, 1 Madison avenue, and C. Swanson, 84 Broadway, New York City.

Unless you believe your own selling argument, why expect others to autograph the dotted line?

It brings crowds of customers!

Each month this wonderful needle grows in popularity. It is now used regularly by thousands and everyone who tries it, quickly decides that it is the very best needle made!



Semi-Permanent Silvered

NEEDLE

replaces steel needles, is used on ALL MAKES of steel needle records, plays many times, increases record life and is more convenient and economical. It attracts scores of new customers to your store, brings repeat business and splendid profits.

Three needle grades: Loud, Medium, Soft.

Write today for counter display holding 6 needle cards.

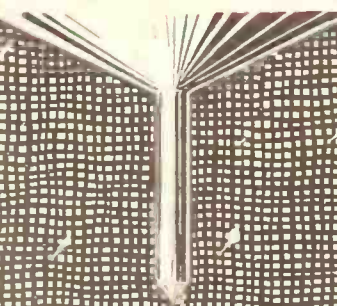
Each needle card retails for 25c or \$1.50 set of 6.

Sonora Phonograph Sales Company, Inc.

GEORGE E. BRIGHTSON, President
279 Broadway, New York City

Toronto Branch:
I. Montagnes & Co., Ryrie Bldg.

CAUTION! Beware of similarly constructed needles of inferior quality.



"MAGNET" DECALCOMANIE NAMEPLATES

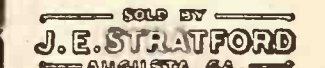
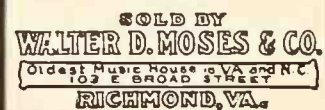
FOR TALKING MACHINE CABINETS ETC.



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

SMITH-SCHIFFLIN CO.

126 Liberty Street New York City



THE CHARMAPHONE

The Quality Machine At Popular Prices



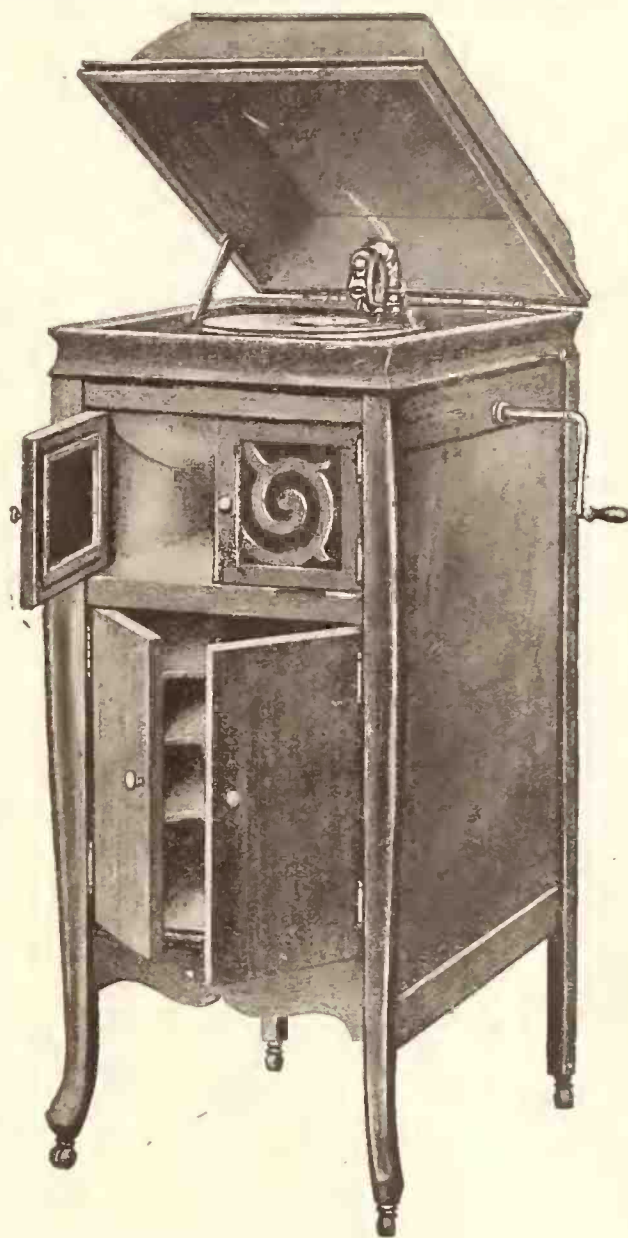
MODEL 10
48 in. high, 18 in.
wide, 20 in. deep,
Charmaphone tone-
arm and sound-box,
Heineman No. 33, dou-
ble-spring motor.
Wholesale Price \$62.50
Plus War Tax
F. O. B. Pulaski, N. Y.

3% 10 days

Net 30 days

THE CHARMAPHONE LINE IS EQUIPPED WITH UNIVERSAL TONE ARMS — SOUND BOXES OF THE BEST QUALITY. THE CABINETS ARE OF FINE VENEERED WOOD WITH QUALITY MAHOGANY FINISH

HEINEMAN DOUBLE SPRING MOTORS IN ALL MACHINES. ALL WOOD TONE AMPLIFIER — NICKEL TRIMMED THROUGHOUT



MODEL 8
44 in. high, 18 in. wide, 20 in. deep, Heineman No. 33 motor, Charmaphone Universal tone-arm and sound-box, tone modifier, casters.
Wholesale Price \$45.00
Plus War Tax
F. O. B. Pulaski, N. Y.

3% 10 days

Net 30 days

Write to-day---secure the agency of the best popular - priced machine on the market. A sample sent on order.

Charmaphones invite comparison with the best machines.



MODEL 6
42 in. high, 18 in.
wide, 20 in. deep,
Heineman No. 36 mo-
tor, Charmaphone
tone-arm and sound-
box.
Wholesale Price \$37.50
Plus War Tax
F. O. B. Pulaski, N. Y.

3% 10 days

Net 30 days

You are going to be Short of Machines
ORDER NOW—ORDER NOW

THE CHARMAPHONE COMPANY

Executive Offices and Show Rooms

39-41 West 32nd Street, New York, N. Y.

WE MANUFACTURE ALL OUR PHONOGRAPHS
AT OUR FACTORY, PULASKI, N. Y.

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

Clearstone

SPEAKS FOR ITSELF



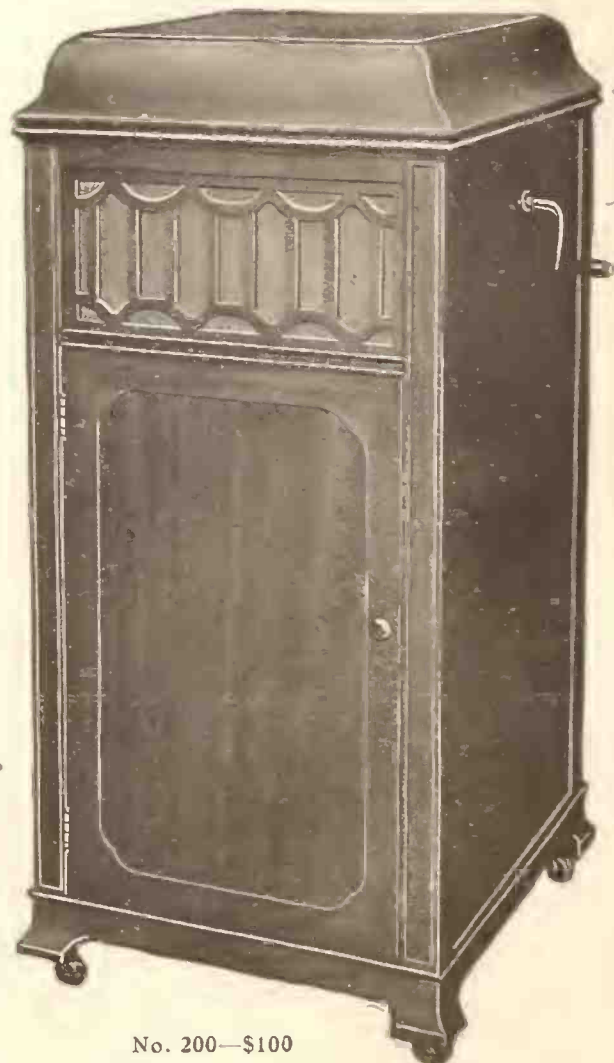
No. 250—\$125



No. 150—\$85



No. 100—\$75



No. 200—\$100

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, cast iron frame, \$6.85; No. 9, double-spring, 12-inch turntable, plays 3 10-inch records, castiron frame, bevel gear wind, \$7.85; No. 10, double-spring, 12-inch turntable, plays 4 10-inch records, castiron frame, bevel gear wind, \$9.85; No. 11, double-spring, 12-inch turntable, plays 7 10-inch records, castiron frame, bevel gear wind, \$10.75.

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

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

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

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

GENUINE DIAMOND POINTS, for playing Edison records, \$1.95 each.

SAPPHIRE POINTS, for playing Edison records, 22c each.

Special prices on sapphire points, balls, and diamonds for quantity buyers.

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

NEEDLES, steel, 45c per thousand in 10,000 lot; 42c per thousand in half million lots.

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

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

Write for our \$4-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.

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

BAILEY'S EXHIBIT MAKES PROSPECTS

Booth at Washington Court House Fair Shows Grafonolas and Jesse French Pianos

The illustration herewith shows the exhibit of Fred Bailey, proprietor of the Fred Bailey Music Store of Washington Court House, Ind., at a fair



Fred Bailey's Booth at Recent Fair held recently in this town. Mr. Bailey is a Jesse French & Sons dealer and states that the fair brought him good prospects, all of which made purchases. In addition to the Jesse French line of pianos and players the illustration shows Columbia Grafonolas, which also are handled by the Fred Bailey Music Store.

RECORDS FROM AUSTRIA RECEIVED

Cleveland Talking Machine Men Puzzled Regarding Status of Products of Late Enemies—Ban on "Interned" Records Lifted

CLEVELAND, O., October 4.—The first Austrian-made talking machine records received in Cleveland since the United States declared war on Germany and Austria came through the United States Custom House last week. The records were of comic songs.

This lot of "canned goods," as Joseph Pelsinski, in charge of the custom office, put it, was somewhat of a musical curiosity here, inasmuch as members of the Talking Machine Dealers' Association of Northern Ohio during the war period interned, as it were, all phonograph records reproducing German language songs. The same rule was applied to records reproducing selections from orchestras directed by pro-Germans like Carl Muck, of Boston. This ban has been lifted. About 1,000 titles were included in the list of records which came under the ban during the war.

"Does It Play All Records?"

Certainly MAGNOLA does; and without any extra attachments, too. This is only one feature, albeit a most important one, in the thoroughly up-to-date equipment of the MARVELOUS MAGNOLA.

MAGNOLA "Built by Tone Specialists"



Watching the Music Come Out

May we send you our handsome illustrated catalog chock full of information concerning the wonderful construction system of Magnola and the beauties of its musical results, its artistic appearance and its moderate price?

Send your name and let us tell you more!

MAGNOLA TALKING MACHINE COMPANY

OTTO SCHULZ, President

General Offices 711 MILWAUKEE AVENUE CHICAGO
Southern Wholesale Branch 1530 CANDLER BLDG. ATLANTA, GA.

A. J. BALCOMB IN NEW YORK

British Representative of General Phonograph Corp, to Make Plans for Featuring Heineman, Meisselbach and Dean Products in Great Britain During the Coming Year

A. J. Balcombe, Great Britain representative for the General Phonograph Corp., manufacturers of Heineman, Meisselbach and Dean products, arrived in New York recently for an extended visit to the executive offices.

Mr. Balcombe has been in conference with Otto Heineman, president of the company, regarding plans for the coming year and during the course of his visit has placed large orders for Heineman and Meisselbach motors to meet the requirements of phonograph manufacturers in the British Empire.

In a chat with The World Mr. Balcombe commented enthusiastically upon the remarkable progress being achieved by the General Phonograph Corp.'s products in this country and abroad. He stated that Heineman and Meisselbach motors are enjoying great popularity in England, and while in New York Mr. Balcombe placed an order for three carloads of these motors for shipment to England, this order constituting one of the largest motor shipments that ever left the United States for England.

Mr. Balcombe, who is one of the veterans of the talking machine industry and has been associated with the trade more than twenty years, expects to return home some time this month. In the meantime his organization in London is sending excellent reports of business activities in Great Britain.

ATTRACTIVE VITANOLA ADVERTISING

Full Page in New York Times and National Publications Open Large Campaign

The Vitanola Talking Machine Co., Chicago, carried in the New York Times of September 21 a full-page advertisement, which appeared also in several national magazines and which is an attractive bit of advertising. A large picture of the Vitanola Ten has a prominent place in the ad, which was designed to put over the selling points of the machine at a glance. This was a part of a series of ads in leading publications which the Vitanola Talking Machine Co. is using to push the rapidly growing sales of its product.

NEW FOLDER ON WARD COVERS

The C. E. Ward Co., New London, O., well-known manufacturers of khaki moving covers for talking machines and pianos, have just issued an attractive folder illustrating and describing their various styles of covers, and containing a complete price list. The Ward covers have proven distinctly popular, particularly with talking machine dealers, who find them most valuable for protecting machines from scarring and other damage while in the course of delivery.

FACTORY WAGES AT MAXIMUM;

ALBANY, N. Y., October 7.—Factory workers' wages in New York State made a new high record for August, according to statistics of the Industrial Commission, made public to-day. The weekly amount paid to employes averaged \$23.85, or 67 cents more than the previous high mark, which was for December. The August average was 3 per cent. higher than in July, while the advance in food prices was said to have been only 1 per cent.

Have you heard "The Vamp" on the Gennett lateral cut record?

Write for our record proposition to dealers.

COLE & DUNAS MUSIC CO.
54 W. LAKE STREET CHICAGO



WHY

Mr. Dealer

Are Your Competitors Selling So Many

Phono-Grands



Simply Because They Know That



PHONO-GRAND

Fills a Long Felt Want

This little compact combination of a splendid Phonograph and an electrically controlled Reproducing Piano is just the thing for ice cream parlors, restaurants, cafes, etc. It fits in nicely and takes up no more room than an ordinary talking machine.

Want particulars? Write today

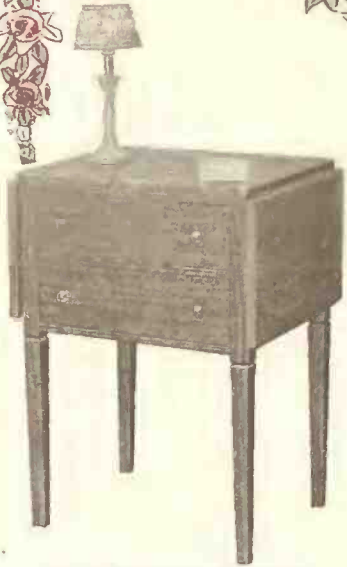
J. P. Seeburg Piano Co.
419 W. Erie St. Chicago, Ill.

WADDELL PHONOGRAPHS

"The Phonograph with a secret"

ONE AGENCY IN
A TOWN

WILL THAT BE
YOURS?



THE MUSIC STAND

Outside Dimensions:
24 in. long, 32 in. high, 19 in. deep.

Unlike a great many phonographs, they have an individuality

Five new features and a Secret

The secret is the wonderful tone produced

Patented Staggered Filing System of Double Capacity

Balanced lid, automatically balances drop-leaf or shutter

High grade, double spring, precision built motor

Tonearm and Reproducer produce marvelous depth and warm richness of tone; brought out with pure, crystal-like clearness



**THE MUSIC STAND
Ready to Place Record**

Plays all records. No attachment; no detachment

Thirty years' experience in cabinet building

Finish of superior quality

List prices \$50.00 to \$75.00 less than many other phonographs NOT SO GOOD

State Agencies already established; THE COLLEY-SWISHER CO., 502 Orear-Leslie Bldg., Kansas City, Mo., for Kansas, Missouri, Nebraska, Oklahoma

THE SCOTT REGISTER CO., New Bern, N. C., for North and South Carolina

Don't miss this opportunity to buy and sell Waddell Phonographs



**THE MUSIC STAND
When Playing**



THE MUSIC CABINET

Outside Dimensions:
48 in. high, 22 1/2 in. wide, 22 1/2 in. deep.



**THE MUSIC CABINET
Ready to Place Record**



**THE MUSIC CABINET
When Playing**



THE MUSIC TABLE

Outside Dimensions:
36 in. long, 32 in. high, 22 in. deep.



**THE MUSIC TABLE
Ready to Place Record**



**THE MUSIC TABLE
When Playing**

MANUFACTURED BY **The MUSIC TABLE CO.** GREENFIELD, OHIO

BABY'S CRIES START TALKER

Inventor Perfects Device That Enables Talking Machine to Play Lullabies Automatically as Soon as Baby Starts Crying

For some years now there has been on the market what is known as the "wireless pup," an ingenious contrivance whereby a wooden dog can be caused to emerge from a wooden house at the whistle of its owner. The startling result is brought about by means of a special diaphragm arrangement which responds to any unusual vibration such as that caused by whistling or the sudden clapping of hands, causing the dog to be released from a special catch and to spring into view.

The success of the wireless pup evidently proved the source of inspiration for a Western inventor who claims to have invented an automatic device for starting talking machines by the sudden crying of a baby. It is believed that the device will prove a boon to mothers, and that once placed upon the market the demand for it will be very great.

A series of highly sensitized diaphragms are installed in a special case, the control lever of which, in turn, is connected in a clever manner with a special brake on the talking machine. When the baby is placed in its crib for the night, and the room is quiet, the regular brake is released, and the special brake placed in position. If the child suddenly starts the whining the more sensitive of the diaphragms serves to release the tension on the mechanism, and as the cries develop into lusty yells the full force of the special mechanism is exerted, and the brake is released, thus permitting the talking machine to start playing some suitable lullaby. As the cries of the child subside and it is lulled to sleep again the tension of the springs exerted by the diaphragm is reduced as they have ceased to vibrate, and stillness again reigns.

The inventor claims for his device not only that it will serve to keep baby quiet, while the parents are out of the room, but that it will act as an alarm when marauders enter the child's room, as heavy footfalls are likely to start the mechanism and release the brake, thus giving warning that all is not well in baby's room. When the parents have finally retired for the night, and would rather be interrupted by the child's cries than by a sudden flood of music, the regular brake can be again sprung into position against the turntable.

If the new invention is finally put on the market, the big question will be whether to place it on sale in the regular baby department of the store, or offer it in the talking machine department.

MAKING TOUR THROUGH MEXICO

The Columbia Graphophone Co., New York, recently received interesting news regarding Sascha Jacobson, the well-known violinist, who records exclusively for the Columbia library. Mr. Jacobson has been making a very successful tour through Mexico, and his friends were glad to learn that his tour in that country is giving him keen enjoyment and satisfaction. In a letter addressed to one of his New York friends, Mr. Jacobson said:

"First of all they have a tremendous advertising campaign, and I've been interviewed and cartooned in every paper. On Saturday evening we gave our first concert, and it was a complete triumph. People cheered and stamped, and what not. After the concert, the crowd gathered in the lobby of the theatre and gave us a remarkable reception. We gave our other concert yesterday with similar success. This morning I am going to be photographed for 'The Review of Reviews.'"

DIFFERENCE IN VIEWPOINTS

The optimist sees a better world through all the smoke; the pessimist only notes the destruction of the flames.

Tilman Bros., La Crosse, Wis., make a specialty of caring for the musical wants of the foreign-born citizens of that city and carry a large stock of records in Italian, Greek, Polish, Norwegian, Swedish, Assyrian and German.



PRESTIGE!



HUNDREDS of leading merchants are now selling the Steinburn. They well know the advantages of handling a quality line, artistically and mechanically superior. It is our policy to take care of our existing dealers, giving them every possible co-operation, so that they will win and ever hold local predominance.

Ask about our local Adv. co-operation.

OPPORTUNITY!

So rapidly is our dealer-organization growing that we will soon be obliged to decline new business until after January 1st. If you want the Steinburn we strongly advise you to telegraph for particulars, photographs or a sample order.

STEIN-BURN CORPORATION
General Offices and Display Rooms for Dealers
Heyworth Building, Cor. Wabash Ave. and Madison St.
CHICAGO



Riccardo Stracciari has made a record of Von Tilzer's "When the Evening Bells Are Ringing" which will bring in record receipts. Columbia 78407.

**Columbia Graphophone Co.
NEW YORK**

ACTIVITY IN BIRMINGHAM, ALA.

Why Dealers Are Optimistic—Emerald Co. Entertains Vocalion Dealers—Butler in Charge at Cain's—Seals Co. Takes on Columbia Line—Southern Phonograph Supply Co. Organized.

BIRMINGHAM, ALA., October 2.—Whenever the fall rush in the talking machine trade makes itself apparent it will find the retailers in this section well equipped to handle the business so far as their quarters are concerned, for many of them have spent the summer in putting their houses in order, and have made improvements in their stores calculated to enable them to handle increased business expeditiously.

Seals Piano Co., recognized as one of the leading piano houses in this section, has embarked in the talking machine business with a substantial Columbia department.

Reid Lawson, a well known local jeweler, has also opened a talking machine department in his quarters on the fifth floor of the National Bank

Building. He has taken the agency for the Player-Phone, and is also acting as distributor for OkeH records.

Both N. R. Boone, general manager of the Talking Machine Co., Victor distributors, and Benjamin Hammond, manager of the Victrola Department of the Clark & Jones Piano Co., have recently visited the Victor factory in Camden, attending various meetings there. Before returning home Mr. Hammond visited Grand Rapids and Chicago, as well as New York.

The Cable-Shelby-Burton Piano Co. reports an exceptional demand for Victor records, which they handle exclusively. There is an especially strong call for the Red Seal records since the recent price reduction.

The Southern Phonograph Supply Co., under the management of "King" Doty, has recently been formed. The company will do a wholesale business only and will distribute the Wilsonian phonographs.

The Emerald Co., Vocalion distributors, entertained the various Vocalion dealers at dinner

recently. The object was to organize the Vocalion dealers in this territory for the purpose of cooperation and betterment of trade conditions generally.

John M. Gandelock has again rejoined the forces of Clark & Jones Piano Co. after an absence of several months.

Frank Butler has taken charge of the phonograph department of J. E. Cain. This house handles the Brunswick and Emerson lines. Mr. Butler has been long connected with the phonograph business, he having been connected with E. E. Forbes & Co. for years.

WATCHING ADVERTISED ARGUMENTS

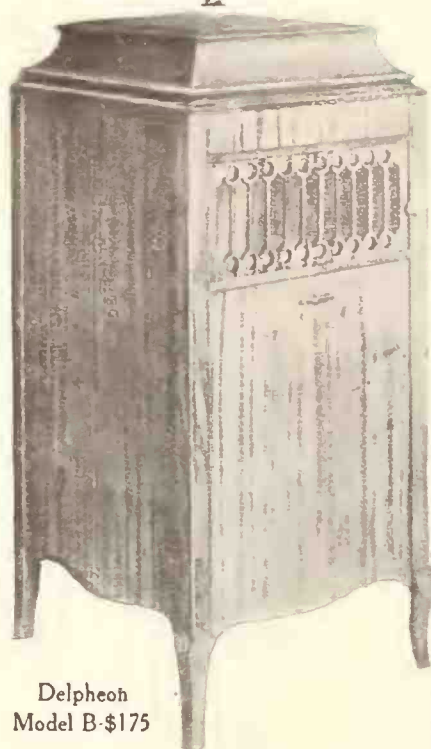
How the Progressive Dealer Can Hook His Publicity Up With National Advertising

The progressive dealer who gets the most out of the manufacturer's advertising is the one who studies the character of that advertising, appre-

Delpheon
the
Incomparable

*A tone that is ineffably
exquisite—not phonographic*

STEADILY INCREASING
PRODUCTION ASSURES
DELIVERIES.



Delpheon
Model B-\$175

THE DELPHEON COMPANY
Bay City, Michigan

The Delpheon Sales Co., 25 Church St., New York
Rosen Phono. Sales Co., 28 Court Square, Boston, Mass.
Walter Verhalen, 703 Bush Building, Dallas, Texas



Duncan's Striking Window Display

ciates the point made and hooks up his own arguments with those offered in the national publicity. How this hooking up of national advertising can be brought about most effectively was brought about recently in the case of M. W. Duncan, Victor dealer of Albia, Ia., who, when the Victor Co. was advertising the fact that to "look inside the lid" offered assurance of the instrument being a genuine Victrola, made the same point in his local publicity and especially in his window displays, as will be seen by the accompanying photograph.

OVERCOMES METALLIC NOISES

Omaha Inventor Claims New Device Eliminates Surface Noises in Talking Machine Needles

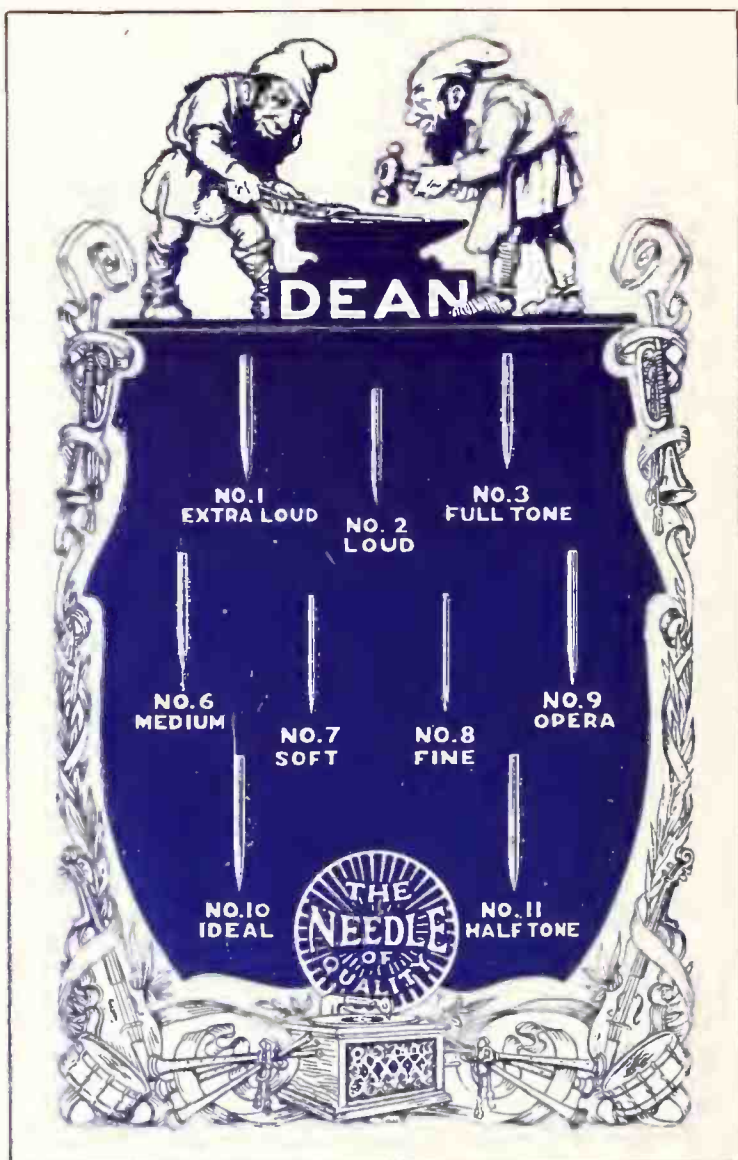
OMAHA, NEB., September 30.—An invention which he claims will eliminate practically all metallic noises from talking machines using interchangeable needles, has been devised by Geo. A. Adams, of this city. The attachment is a composition of metals, wax, rubber and other ingredients in the shape of an S, and is composed of several different layers. Patents have been applied for at Washington, Canada and England.



DEAN



For nearly a quarter of a century this name has stood for the highest quality of Phonograph Steel Needle.



One Needle with three different tones
LOUD — MEDIUM — SOFT

Petmecky Multitone Steel Needle

Petmecky Multitone Steel Needle Plays Ten Records Perfectly

Three Different Tones

1. For **LOUD TONE**—Play with flattened side facing record.
2. For **MEDIUM TONE**—Play at intermediate angles.
3. For **SOFT TONE**—Play with edge facing record.

GENERAL PHONOGRAPH CORPORATION

25 West 45th Street **OTTO HEINEMAN, Pres.** New York City, N. Y.

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

The Trade In Boston And New England

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

BOSTON, MASS., October 4.—Retail trade suffered a great deal this past month by reason of the wholesale desertion of the policemen, who contrary to the orders of Commissioner Curtis formed a union and joined the American Federation of Labor. The details of the unfortunate affair are now too well known to everybody to be repeated here and the talking machine trade, too, knows full well—quite too well, in fact—that there was a slump in business, beginning with a riot on the night of September 9, which was the immediate cause of keeping timid people at home for a number of days. It was a situation unparalleled in the history of the city, but the loss occasioned to the talking machine business was shared by practically every branch of business carried on in a retail way. Today one sees instead of the blue-coated guardians (?) of the peace—deserters they were called by Governor Coolidge—one sees the khaki-clad soldiers comprising the State Guard with guns over their shoulders and ready for action at the least provocation. The city's traffic at congested sections is handled by the Motor Corps, whose members have been admirably trained. Today the city is better protected than in many years. As it is taking some time to recruit a new police force the soldiers are likely to remain on duty in the city at least until Christmas.

Stores Protected Against Riots.

During the first night of the riots the talking machine stores—some of them at least—took great precaution to save their property. A few stores had a special guard the first night the policemen were off duty and thereby saved themselves much broken glass and theft; but others did not take such precautions until after

that memorable September 9, but the very next day not only were guards stationed in front of the stores, but heavy barricades were put up against the windows. In many cases it was a full week before they were taken down.

Steinert Men Attend Victor Sales Course

Robert Steinert, head of the Arch street establishment of the Steinert Co., was over at the Camden factory of the Victor Co. toward the latter part of September, having gone over to "brush up" on the salesmanship course which the Victor Co. has been making so much of these days, and very properly, too. Over at Camden at the same time was Hermann Fleischman, one of the Steinert wholesale representatives, and Francis Doyle, of the Steinert Providence store.

For the women's class, which is to be held October 6 at the factory, those in the Steinert employ who are going over are Miss Estelle Samuels, of the wholesale department; Miss Thelma Cohen, of the retail force; Miss Florence Arnold, of the Portland store; Miss Lena Heid, of the New Haven store, and Miss Ruth Pimer, of D. S. Marsh & Co., of New London.

Still another class is being planned for October 20, and those to attend this will include James Graham, one of the Steinert wholesale representatives; Jerry Spillane, of the Springfield store, and Ed. Welch, of the New Bedford store. There is still another class being made up for November 3 to include Miss Agnes Prince, of the Arch street retail store; Miss Martha Kay, of the Boylston street retail store; Miss P. E. Doucet, of the Fall River store; Miss M. Widgheimer, of the Bridgeport store, and Miss M. E. Cuddy, of the Waterbury store. These classes all continue two weeks and the Steinert Co. has been quick to appreciate the advantages

of the excellent and thorough training which they afford.

To Resume Columbia Dealers' Meetings

Manager Fred E. Mann is planning to resume the Columbia dealers' meetings which were so popular the last two seasons and which all last winter were held in the Swiss room at the Copley-Plaza. The tentative date for the first one was October 8 and Manager Mann has other arrangements pending to be announced later.

The Puritan Making Progress

The Bates-Ellsworth Piano Co., New England wholesale and retail distributors of the Puritan, has been able to interest a great many persons in this talking machine, which is one of the latest to be introduced to Boston and New England. This concern is located at 68 Chauncy street, and to dealers who are anxious to handle this machine exclusive territories are offered. In featuring this machine the company calls especial attention to its deep acousticator, which is a characteristic feature of the Puritan. The Bates-Ellsworth Co. has placed the Puritan with a great many dealers throughout this territory, and the demand is rolling up at a surprising rate. In its advertisements the company announces that it is planning to inaugurate an intensive sales campaign in behalf of the Puritan line and will assist the dealers wherever possible.

Shoemaker Visits the Dealers

Herbert Shoemaker, manager of the Eastern Talking Machine Co., spent several days during September in making a tour of some of the dealers in western and central Massachusetts, visiting in particular such centers as Worcester, Springfield, Holyoke and Greenfield. Early in October he plans to go to Providence, R. I., and

(Continued on Page 52)

ANNOUNCEMENT

The Eastern Talking Machine Co.

Takes pleasure in announcing to the Victor Dealers
in New England that it is now

WHOLESALE ONLY

with Headquarters at

85 ESSEX STREET

BOSTON

THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 51)

meet the dealers of that city. In this way Manager Shoemaker hopes ere long to be closely in touch with the trade which the Eastern serves.

Introduces New Dealers' Service Ideas

Manager Shoemaker is constantly making changes in the Essex street headquarters of the company, always with a view to better serving the dealers. Lately he has introduced a number of new ideas which have not only been approved, but which have shown to be thoroughly practical. It has been his aim to make the dealers' service department something worth while.

Barite Co. Holds Formal Opening

The Barite Talking Machine Co., of which mention was made in last month's issue of *The World* as one of the new concerns to begin business in Boston, was formally opened for business about the middle of September. "Billy" Fitzgerald was on hand at the new store in the Garden Building, Boylston street, near Church street, to give his old friends a welcome, but he was not able to remain there long, as he had arranged with the owners to give them enough of his time so that the store might get well started, for Mr. Fitzgerald has other plans in view. John Alsen, who has returned to Boston from Springfield, is now in charge, and as he is an experienced man in handling both the Victor and the Edison lines he is sure to prove a valuable man in this post. Associated with him are several who are familiar with the business, including Byron Dudley, who has been with George Lincoln Parker and the Eastern Talking Machine Co.; Thomas E. Taylor, who formerly was with Chickering & Sons; William Albrecht, who was with the Rosen Talking Machine Co., and Miss Martha T. Held, late of the Eastern's Tremont street retail shop. The new establishment carries a large line of machines and records, and a long line of booths gives ample opportunity for patrons to play over records.

Edison Artists in Recital

Miss Marie Morrisey, contralto, and William Reddick, pianist, were heard in a concert on the evening of September 19 at Jordan Hall under the auspices of the F. H. Thomas Co., which handles the Edison line for the Back Bay section of the city. An Edison machine was used for the recreations and a large audience was present to enjoy the evening.

Walter S. Gray a Visitor

A recent visitor to the Boston trade was Walter S. Gray, the well-known Pacific Coast jobber of talking machine accessories. Mr. Gray spent several days

here, calling on the manufacturers whose products he handles on the Coast. He spoke very optimistically of business conditions, stating that the 1920 outlook was very satisfactory, with the dealers closing a banner business.

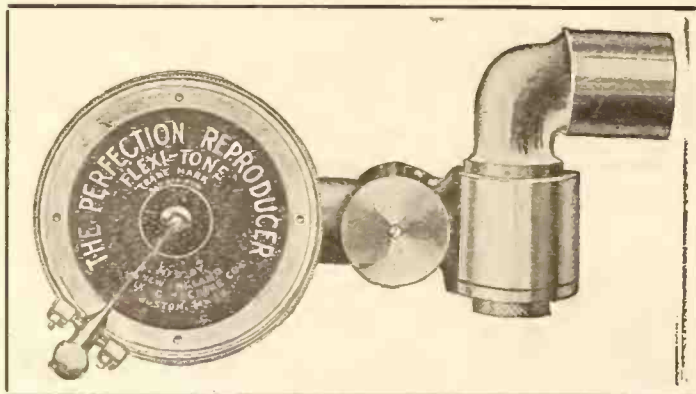
Occupying Increased Space

Having taken over the lines controlled for the past six months or more by the Emerson New England, mention of which was made in last month's issue of *The World*, the Musical Supply & Equipment Co. has had to take on more space

at its headquarters at 221 Columbus avenue. Soon after taking over the Emerson's business here Manager J. H. Burke, of the Musical Supply Co., called a get-together meeting of his own people and the Emerson branch staff, including one or two of the Emerson men from New York. This conference was to map out a new plan of procedure, looking to handling the larger line of products in the most advantageous manner.

New Lines for the Bon Marche
Manager Burke has just placed the Sonora

PERFECTION BALL-BEARING TONE ARMS PERFECTION FLEXI-TONE REPRODUCERS



**MANUFACTURERS—
JOBBER—
DEALERS—**

The Perfection Flexitone reproducer No. 7 attached to the Perfection ball-bearing tone arm No. 4 plays all lateral cut records on all types of Edison Disc Machines. Made in nickel and 24 carat gold finish, extra fine quality disc.

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

IN STOCK FOR IMMEDIATE SHIPMENT—WRITE FOR QUANTITY PRICES

Manufactured by

New England Talking Machine Co.

The Largest Manufacturers of Phonograph Accessories in the World

16-18 BEACH STREET

BOSTON, MASS.

Pacific Coast Distributor: WALTER S. GRAY
942 Market St., San Francisco, Cal.

Phoenix Trading Co., 1265 Broadway, New York

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

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

TRADE NEWS FROM BOSTON

(Continued from page 52)

line and other accessories carried by his company with the Bon Marche, in Lowell, which is one of the largest department stores in New England. Other concerns which have taken on the same lines are John C. Miner & Co., of North Attleboro, and E. S. Brown, of Lynn.

Attend Emerson Jobbers' Meeting

Manager Burke and eight of his staff went over to New York about the middle of September to attend a convention of Emerson jobbers. The convention lasted two days and was held at the Hotel Claridge. Among those who attended besides Manager Burke were C. D. McKinnon, A. J. Delauries, F. J. Degunee, George J. Krumschied, R. V. Keyes, R. G. Powers and J. E. Burke, Manager Burke's brother.

Wm. R. Fleming Promoted

William R. Fleming, heretofore assistant bookkeeper for the Columbia, has been advanced to the post of cashier for the company at its Federal street headquarters.

Emmet Ryan Back With Steinert

Emmet Ryan, in the employ of the Steinert Co. before the war, was married September 28 to Miss Gertrude Gauham, of Brighton. While in service Ryan was in France for two years and earlier he saw two years' service on the Mexican border. On his return from his honeymoon trip he resumed relations with the Steinert house, for whom he is now wholesale representative in Greater Boston territory.

Planning Get-together Meetings

Now that Manager Hindley, of the Vocalion, is back on the job following his enjoyable vacation in the provinces, he is arranging for the first of his get-together meetings, which on several occasions last winter brought all his sales force and office staff into pleasant social conference. For the present attention is focused on the Vocalion recitals, which take place every afternoon and Saturday evenings and for which a \$3,000 Sheraton machine is used. Manager Hindley and his retail staff have made some excellent sales of high-priced instruments lately.

G. F. Blaldelli With Steinert Co.

G. Frank Blaldelli, formerly with Landay Bros.' Fifth avenue, New York store, has come over to Boston and has been placed in charge of the retail warerooms of the Boylston street store of the Steinert Co.

Two-minute Service a Hit

The C. C. Harvey Co.'s "two-minute service", lately inaugurated, is proving a great hit with the public. To give this quick service to the patrons it was necessary to install a record rack on the ground floor and this is supplied with all the latest records.

New Front to Eastern Co. Store

Passers-by on Tremont street would scarcely recognize the Eastern Talking Machine Co.'s retail store, for the entire front has been so charmingly made over. Plate glass windows now extend down to the street level and inside for a depth of fifteen feet or so there is a beautiful salon handsomely furnished, with the actual store back of this. Manager Batchelder, of this store, lately entertained his staff at a local hotel and after a good dinner there was a helpful exchange of views as to business methods to be pursued, along with many helpful hints looking to the advancement of the Eastern's interests.

Concentrate on Brunswick Line

Now that Kraft, Bates & Spencer have eliminated the piano stock and gone out of that business they are better able than ever before to concentrate their attention on the Brunswick line, which Harry Spencer took on a number of months ago. The house has now a number of good concerns on its books and they are making such heavy demands for shipments of Brunswick instruments that Mr. Spencer has decided to consider no more propositions, else they could not be properly taken care of. With the departure of the piano line the large mezzanine story toward the rear of the store can now be used for a salon for the better demonstration of the Brunswick.

Steinert Service Serves

M. STEINERT & SONS CO.

35 ARCH ST.



BOSTON

WHOLESALE HEADQUARTERS

INDIVIDUALITY

Our modern principles in distribution assure to each New England dealer personal attention in solving their Victor problems.

Tremont Talking Machine Co. Organized

The Tremont Talking Machine Co. has been organized in this city to take over the retail Victrola business heretofore conducted by the Eastern Talking Machine Co. The latter concern, as announced, will hereafter conduct an exclusive wholesale business in Victor products in the New England territory, with headquarters at 85 Essex street. Manager Warren Batchelder will continue to steer the destinies of the Tremont Co.

TWO PROGRESSIVE CITIES

Bloomington, Ill., and Detroit, Mich., are two progressive cities in the field of public school music. Each now has a special supervisor of music appreciation. The Victrola and records are an integral part of their work. In Detroit the platoon system is being used to great advantage in presenting music appreciation to great numbers of school children.

PROVE TRADE STIMULATORS

President Douglas, of the National Co., Tells How Dancing Novelties Reach the Parent Through the Child, Hence Help the Trade

BOSTON, MASS., October 5.—The National Co., manufacturers of "Ragtime Rastus," "Boxing Darkies" and other novelties for the talking machine trade, are advising talking machine dealers to reach the parent through the child during the coming Christmas season. R. L. Douglas, president of the company, in speaking to The World, stated: "We have had dealers tell us that on account of our toys dancing in their windows children have induced their parents to come into the store, which has in most cases resulted in the sale of a machine or records, as well as the toy. Certainly children exert a big influence and our dancing toys are one of the finest novelties a

(Continued on page 54)

The THREE BEST SELLING PROPOSITIONS

The
Brunswick
ALL PHONOGRAPHS IN ONE

"**Jonofone**"
SEMI-PERMANENT NEEDLES

JONES...

MOTROLA

KRAFT, BATES & SPENCER, Inc. 156 Boylston St.
BOSTON, MASS.

NEW ENGLAND DISTRIBUTORS

Steel Needles Jewel Points Albums Record Brushes Khaki Covers

CRESSEY & ALLEN
 Portland
COVERS
 New ENGLAND
 CONN.

**NEW ENGLAND
 VICTOR DISTRIBUTORS**
CRESSEY & ALLEN
 534 Congress Street, Portland, Maine

TRADE NEWS FROM BOSTON
 (Continued from Page 53)

talking machine dealer can have to attract children and thereby the parents at Christmas. Dealers in every other line of business think it most necessary to have something for the children. We believe the dancing toys fill this want for the talking machine dealer."

Visits Old Home In Vermont

John E. White, a member of the Musical Merchandise Sales Co., Toronto, sole Canadian distributors of the Brunswick phonograph and records, has just returned from spending a vacation in St. Albans, Vt., his home town.

NEW DEPARTMENT IN LOWELL

Bon Marche Department Store Handles Several Leading Lines

LOWELL, MASS., October 4.—The Bon Marche in this city has lately opened a new and enlarged talking machine department which is one of the finest of its kind to be found in New England. The department is on the fourth floor and occupies nearly all of the space with the exception of what is used for office purposes. Charles Martin is the manager. The booths are all of Union construction, and with a good competent staff, business promises to be rushing this fall. The department carries a

Lansing Khaki Moving Covers

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

QUALITY

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



No. 3 Carrying Strap Shown in Cut

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

Write for prices and descriptive catalogue

E. H. LANSING

611 Washington St., BOSTON

San Francisco Representative: WALTER S. GRAY

912 Market Street

ATTENTION To Dealers Everywhere

We are the largest jobbers in New England for the **VITANOLA Talking Machine**



If you are looking for **QUICK SERVICE LIBERAL DISCOUNTS** Get in touch with the most progressive house in the East

S. W. SHARMAT & SON

Wholesale Distributors

5 BROMFIELD ST. BOSTON, MASS.

large line of Columbia, Victor and Edison goods, and a few days ago it took on the Sonora line so that patrons have a wide field from which to make a selection.

EDUCATING THE DEALER

Why Managers of Wholesale Houses Should Get Close to the Dealer and Acquaint Him With Trade Conditions

BOSTON, MASS., October 5.—Kenneth E. Reed, wholesale manager of the Victor department of the M. Steinert & Sons Co., is pronouncedly of the opinion that every manager should make a careful study of every dealer with whom he comes in contact, so that he may know in an instant his likes and dislikes, for by this knowledge he will be much better prepared to satisfy his needs at all times.

"When dealers begin to complain about not getting all the goods they want," says Mr. Reed, "they do not take into account the fact that all the leading companies were engaged in war activities and that it takes some little time to catch up and that there is an unusual demand for the goods. What they do need impressed upon them is that despite the war and all its demands the Victor Co. has made considerable progress in meeting the demand. That there has been a marked improvement in Victor conditions, especially throughout New England, goes without saying.

"With some of the doubting Thomases it is nothing short of actual figures that will convince them of the real strides that the Victor has taken. One reason why it is hard to appreciate the development is because the goods are so quickly absorbed, but those who are the closest to the trade are the first to see the development which in the case of records alone is something phenomenal.

"One thing that has done a lot to stimulate record business is the reduction in the price of Red Seal records and there has been an entirely new field created for these goods since that reduction, a field that couldn't have been touched under the old conditions. Loyal Victor dealers, therefore, will do all they can to educate their special following in Red Seal purchases to the end that the greatest success possible may be attained."

Send for Descriptive Circular

Curry DEMONSTRATION BOOTHS AND RECORD CASES IN STOCK OR TO ORDER

"SOUND PROOF"

FRANK B. CURRY
 72-74 Dedham St. Boston, Mass.

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

CAVANAUGH OPENS NEW SHOP

Well-known Talking Machine Man to Handle Victrolas and Records Exclusively in Handsome Store in Brooklyn, N. Y.

J. J. Cavanaugh, formerly in charge of the Victrola department of A. I. Namm & Son, Brooklyn, recently opened an exclusive Victrola shop at 60 Court street, Brooklyn, which is most modern in appearance and is tastefully fitted up in Adam period design. The ceiling and paneling are of ivory tint, while the walls are covered with a rich blue and gold Adam design tapestry paper. The



J. J. Cavanaugh

furniture is mahogany, which is in keeping with the period and also blends harmoniously with the Victrolas on display.

As the photograph shows, the main showroom is tastefully arranged with tables, lamps and chairs, so that an atmosphere of dignity and refinement presents itself as one enters the store.

Toward the rear extends a battery of fourteen

booths comfortably furnished and decorated in such a manner that on entering one feels at home. Within easy access to all the booths a record filing system has been installed which will take care of from 15,000 to 20,000 records.

The Cavanaugh establishment occupies four floors. A shipping room is located in the basement, which is accessible by an elevator to the street so that shipments of machines going in or out do not have



Partial View of the Main Showroom

to obstruct the showrooms. On the second floor a well-equipped repair shop is located, while on the two upper floors stockrooms are located.

Mr. Cavanaugh has employed as assistant manager Wm. H. Bishop, who has formerly served for long periods with the Trinity Talking Machine Co., of New York, and the Victor Co., of Camden, N. J. Mr. Cavanaugh, on leaving A. I. Namm & Son, received a very cordial letter from B. H. Namm which read:

"Let me congratulate you heartily upon the opening of your new business and wish you all the success that I am sure will result from such fair dealings as characterized your efforts during the ten years that you spent in charge of the Victrola department of our store.

"I am more than sorry that our change in policy prevents the continuance of this department under your charge, but I am confident that the people of Brooklyn will get the same satisfaction in purchasing Victrolas and records from you in the future as they did from us in the past, a satisfaction which was pretty well evidenced by the remarkable success that the department enjoyed."

**Any Standard Phonograph
and
The Bliss Reproducer**



"A Wonderful Musical Combination."

A Reproducer with a super-sensitive silk diaphragm that eliminates the thin, raucous, ear-straining "Talking Machine" effect.

The "BLISS" Reproducer plays all records with greater volume, less scratch, better tone balance, and a wonderfully human, natural quality. THE MUSIC IS PROJECTED INTO THE ROOM.

The "BLISS," used on any standard Phonograph, will not only help sales of instruments, but will increase your record trade through its extraordinary tone quality.

Send sample order and make your own tests with your favorite demonstration records. Give make and style of tone arm.

BLISS REPRODUCER, Inc.

80 FIFTH AVENUE
NEW YORK CITY

Only 7 Weeks
TO
CHRISTMAS

AND LESS THAN THAT
UNTIL THE
HOLIDAY RUSH BEGINS

WHAT ARE YOU
GOING TO DO TO
GET YOUR SHARE
OF THE CABINET
TRADE?

From 25 to 40 per cent. of your customers are prospects for Record Cabinets. They can be turned into Cabinet Buyers without fail if you can offer them

**UDELL
CABINETS**

instead of "just" cabinets.

And the ultimate profit and satisfaction are positive.

One of our popular styles:



No. 1105
(Horizontal Shelves)
For New Victrola IX-A

Height, 36 1/4 in. Width, 19 in. Depth, 22 1/2 in. Holds 10 Victor albums. Mahogany Front or Quartered Oak Front. Average weight, 90 pounds.
[If vertical interior is desired, order No. 405.]
[If felt interior is wanted, ask for No. 405F.]

Catalog on Request

THE UDELL WORKS
1205 West 28th Street
INDIANAPOLIS, IND.

"A new Gennett"

An Artistic Masterpiece

created for the appreciation of discriminating music lovers, is each **Gennett** Record.

Try **Gennett** No. 4548. You'll be charmed by the melody of "Tell Me" and "Can You Imagine?" played by Duane Sawyer, saxophone, with piano accompaniment. Price 85c.

Send for complete record catalog

THE STARR PIANO CO., Richmond, Ind.

Los Angeles, New York, Birmingham, Ala.,
London, Canada



Service is the Root of Successful Record Merchandising

By J. I. Carroll
Mgr. of Sales Emerson Phono Co.

Service! Much is said about it everywhere. Business magazines are cluttered with articles dwelling on its necessity. Manufacturers use it as a watchword. Dealers are ever clamoring for it. No one denies the truth of its considerable importance. All profit by its operation, from the ultimate purchaser back to the manufacturer.

Reflecting on the benefits to be derived from "smooth service" one is confronted with the "poser"—why is a thing, admittedly good, not universal? Why do manufacturers, distributors and even dealers fail in perfecting that by which they can give satisfaction to their trade and thus open the flood gates for the inrush of largely increased demand and oil the wheels for greater production? It is conceded greater production means less "overhead" charges and more profit.

To the above question there seems but one answer—lack of co-operation among all concerned. If a distributor desires the highest form of "service," it is essential he co-ordinate his efforts toward that end with those of the manufacturer, and the dealer in turn necessarily must work with the distributor in making it possible for the manufacturer to lay out his production program so that the merchandise can be produced in quantities sufficient to supply both of the latter in a way to enable them to extend the much-desired "service" with the least probability of risk.

Co-operation, then, is the very basis of "real service," and herein is where the dealer can do most, if he will, to make it feasible for the manufacturer to extend the "service" which means so much to the dealer. This is particularly true in the making of talking machine records, and of this special field I shall speak.

In order that the manufacturer may make goods at a profit it is essential that he be able to figure ahead how to keep his presses busy the longest periods in the pressing of the same numbers; in other words, to press out, at the one time, all the records of a certain number that will be required by all the dealers to supply all their trade for the entire period the number will be popular. This method of production will solve the problem—if not entirely, as nearly as it can be done. While this idea of pressing all of a number at the one time is not always practicable, yet the fewer times the "stampers" (plates from which records are pressed) are changed in the machines; that is, taken out and again placed back for further production, the better service for the dealer will result.

The dealer, most of all, needs service. Then it is for him to give the manufacturer all the aid he can. Here is how he can do it. Each dealer knows by experience, or should know, just about how the demand for records of each month's releases average. He is acquainted intimately with his customers and the music they like, therefore it should be a comparatively easy matter for him to figure conservatively so as to be able to increase his "standing or preferred order" to an amount sufficient to cover him on the demand made upon him for all such releases during the following two or three months, at least. What would be the result? The dealer would have a full stock. He would always have records on hand when called for. He would never lose sales by being out of certain numbers.

His trade would be pleased. They would advertise the service he was giving. They would buy records from him instead of being driven elsewhere because of poor service.

The dealer profits considerably. He does a bigger business. He turns over his stock more frequently. Having no dead stock on hand there is no need of making returns. The increase profits from stimulated sales permit him to finance his store to better advantage and to benefit his general credit.

To sum up, it is far more sensible and commer-

cially more advisable, to figure out one's requirements in advance so that if a dealer knows by practical experience he can use fifty of a number to order the full quantity at once rather than require ten now, fifteen later, five still later, ten again and then another ten.

Co-Operation Is The Very Basis of Real Service--Why Dealer and Manufacturer Should Join Forces

Let the dealer anticipate his requirements in this way, and the distributor in turn can place bulk orders in advance. However, if the dealer fails to do his share and continues to place his orders in an indifferent, irregular, hand-to-mouth fashion, he is shutting the door on the "service" which means dollars and cents to him. There is no way out—the dealer must co-operate. Service starts and ends with him.

I submit, the dealer cannot always order at one time sufficient of a number to take full care of the demand, but by practical application of this suggestion he can the more nearly approximate it and thus simplify the earnest effort of the manufacturer to give him the attention he craves.

On the other hand, the manufacturer must lay out his work to keep all presses busy. Once a set of stampers is taken out of a press—and this operation consumes time and is expensive—it may be several days, in truth, weeks, before they can be put back again economically, since there may be—and it is frequently the case—other numbers for which there are considerably more orders on the manufacturer's books. Naturally the greater volume has to be given preference.

Approaching a conclusion, permit me to impress upon distributor and dealer alike that a manufacturer has to arrange his production layout according to "orders on hand." They control the situation. Therefore, it behooves every dealer to do his part through proper method of placing orders, toward simplifying the troubles of the manufacturer. The distributor will, in turn, place his substantially increased orders, as a matter of course.

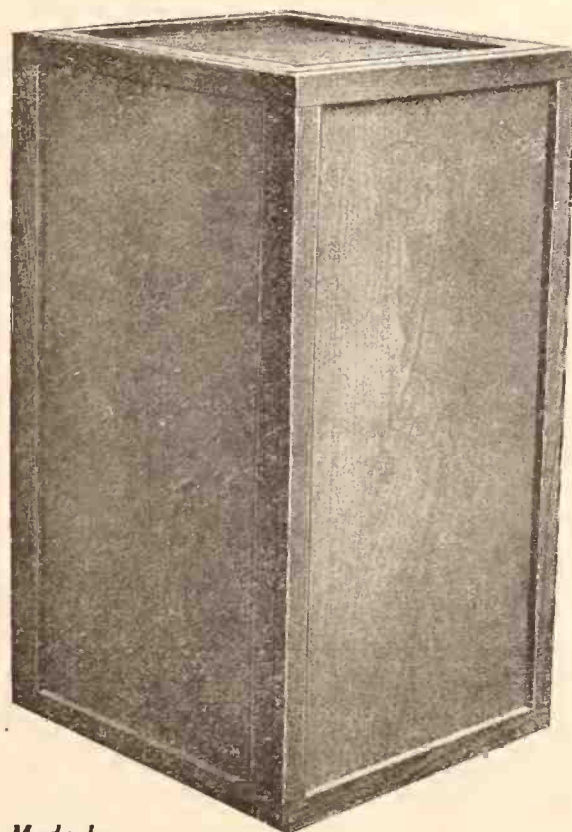
"Mr. Dealer," you hold the golden key to the service gates. Why not open them?



The Universal Cabinet Co.
Delineators and Builders of Phonograph Cabinets
Greenville Ohio

PHONOGRAPH CASES

Reinforced 3 ply veneer
THE STANDARD CASE
for Talking Machine and Records



and
Plywood Cases

ARE SYNONYMOUS

For 10 years phonographs have travelled in plywood cases and have reached destination in perfect condition.

Our capacity and experience in manufacturing insure you getting good service and well made cases.

We build cases suitable for export.

Let us figure on your requirements.

Made by

PLYWOOD CORPORATION

GOLDSBORO, N. C.

8 Mills in Va., N. C., and S. C.

New York Office, 103 Park Ave.

Chicago Office, 111 Monroe St.

THE DEMAND KEEPS AHEAD OF SUPPLIES IN MILWAUKEE

Efforts of Dealers to Build Up Some Stock Reserve For Holiday Season Futile—Some Recent Changes In the Trade—New Owner For Bradford Co.—Other News

MILWAUKEE, WIS., October 13.—Business among retail talking machine dealers in Milwaukee during the past month has far exceeded the expectations of even the most optimistic. The same conditions that have surrounded local dealers for several months past, namely, the inability to obtain sufficient merchandise to fill the demand, exist to an even more pronounced extent today. While it is true that some dealers are gradually accumulating a small reserve for holiday business, others are less fortunate, and the situation is regarded by them as particularly acute, considering the nearness of the holidays and the unusually depleted conditions of stocks in salesrooms and warehouses. Yet, while this shortage exists and this hand-to-mouth selling prevails, the industry was never on a firmer basis, and never looked more promising.

Manufacturers in Milwaukee and throughout Wisconsin are applying every feasible means to increase their production for the holiday season. Some wholesalers and distributors declare that similar action put to play several months ago by their factories has already brought an appreciable increase in machines obtainable, which they hope will be swelled within the next month or two, enabling them to supply their dealers with less difficulty.

Harry A. Goldsmith, secretary of the Badger Talking Machine Co., wholesalers of the Victor in

Wisconsin and Upper Michigan, asserts that business continued at an unprecedented pace, and that while machines are obtainable in slightly increased numbers, Victor dealers generally will have to content themselves with a comparatively limited supply.

Thomas J. Kidd, manager of the Brunswick-Balke-Collender Co.'s local branch, believes that even though it will be impossible to furnish dealers with all the machines they can sell, reasonable shipments which are coming in continually will enable them to keep a fair selling stock for the holidays.

Chas. J. Orth, exclusive distributor of the Puritan in Wisconsin and Upper Michigan, returned recently from a motor trip through Ephraim, Sturgeon Bay and other points in Northern Wisconsin, calling on Puritan dealers. Fortunately Mr. Orth is one of the local jobbers who has procured an ample supply of machines for the holiday rush, having at this time four warerooms stocked with instruments. Adam C. Schroeter and E. R. Sweeney, representatives of the Orth house, are on an extended trip, calling on all Puritan dealers throughout the state.

A. G. Kunde, wholesaler and retailer of the Columbia, reports that instruments are now available in greatly increased numbers. Mr. Kunde reports that several shipments have already been received, and the outlook is that Columbia dealers will be better able to meet the demand during the holiday

Specialized Manufacturing Production for
the Phonograph Trade

H.K. Lorentzen

"They buy at a place where prices compete, where Quality must always excel."
Only one of the reasons our business is growing. "We serve all our customers well."

NEEDLE CUPS, BRAKES, COVER
SUPPORTS, REGULATOR DIALS, etc.

What Is Your Need ?

Correspondence invited—

Orders promptly attended to

60 Grand Street

New York City

season than for the several months previous.

William A. Schmidt, manager of the Phonograph Company of Wisconsin, distributors of the New Edison, reports that even though instruments are coming through from the factory in growing quantities, the supply is entirely inadequate to satisfy the demands from established dealers, to say little about opening negotiations with new dealers.

The demand for the Aeolian-Vocalion instruments has been tremendous, which has quickly absorbed the small shipments that have come through recently, is the report of Miss Julia Wolf, manager of the talking machine department of the Edmund Gram Music House, wholesale and retail distributor.

The Plymouth Phonograph Co., Plymouth, Wis., manufacturers of the Plymouth phonograph, has opened Chicago headquarters at 1550 Dayton street to accommodate its rapidly increasing business.

The Kesselman-O'Driscoll Co., Victor and Edison retailers, is experiencing considerable difficulty in obtaining furnishings and fixtures for its new and permanent home in the Plankinton Arcade, which it was hoped would be ready for occupancy about October 1. In view of these difficulties the store will possibly be delayed slightly in moving into its new home, which will be one of the largest ground-floor music shops in Wisconsin.

Leslie C. Parker, president and general manager of the Badger Shop, exclusive Victor dealer, on his return from a recent trip to the Victor factory at Camden, N. J., stopped at New York, Buffalo and Detroit, where he called on some friends in the trade. It is gratifying indeed, says Mr. Parker, to notice that people are gradually getting away from the jazz and rag-time music and are again elevating their desire and taste to the better class of records.

Henry Roepke, formerly with the Lyric Music Co., is now with the Flanner-Hafsoos Music House, Edison and Columbia dealers, and one of the largest general music stores in Wisconsin. Harold Boone, returned from over seas, is also employed by the Flanner-Hafsoos house.

Luray J. Kinnel, manager of the Rudolph Wurlitzer Co., featuring the Victor line, reports a very favorable business, and particularly so of the higher priced instruments. To handle its rapidly expanding business and allow greater sales space, the rear left wing of the store, formerly used as a wareroom, has been remodeled and redecorated and is now being used for display and demonstration.

Felix Baader, manager of the Music Shop, dealer in the Starr and Columbia lines, recently had, without question, the strangest of strange callers in the form of a baby alligator, two feet long. The animal they killed the intruder. All sorts of weapons were used in the killing, from a piece of tile to a snow shovel. Mr. Baader is unable to explain the presence of the animal in the basement.

(Continued on Page 60)



No. 10
FOR VICTOR
PRICE 35c

NEEDED

ON EVERY

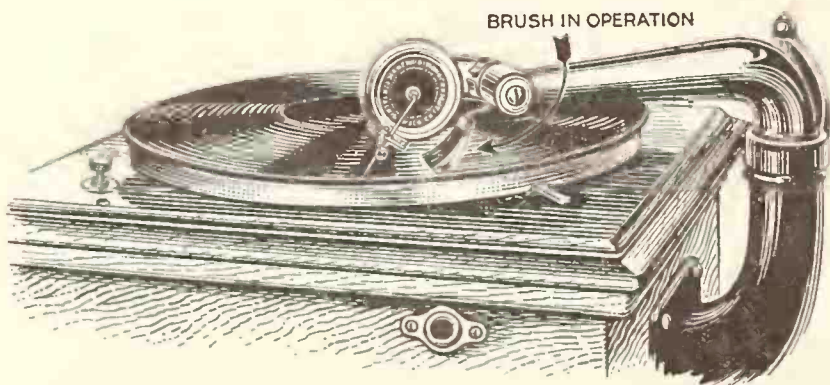
Victrola and Grafonola



No. 20
FOR COLUMBIA
PRICE 25c

The *Cleanrite* RECORD BRUSH

MOST EFFECTIVE RECORD CLEANER ON THE MARKET



Saves
Records

and
Labor
of
Cleaning

It does the work automatically and once
attached requires no further attention

Every Dealer Should Carry Them
Circular and Price List Mailed on Request

Manufactured by

Blackman
TALKING MACHINE CO.

81 Reade Street Near Church St. New York

Victor Distributors



Phonograph Manufacturers, have you seen
the new Cole & Dunas one-hand cover sup-
port? It's a winner. Write for sample and
prices.

COLE & DUNAS MUSIC CO.

54 W. LAKE STREET

CHICAGO

WHEN COMPARISON IS THE SINCEREST FORM OF FLATTERY

ANYTHING is good enough until something comes along that's better. A good imitation pearl gains admiration until compared with the genuine. Then the difference is readily seen.

Likewise with phonographs. The market is flooded with many makes. Extravagant claims of performance run riotous. By the expertly trained musical ear, however, quality is quickly detected. To the average buyer only comparisons will tell.

The
Brunswick
ALL PHONOGRAPHS IN ONE

Compare the Brunswick Phonograph with other makes, and its superiority is noted immediately.

There are many good reasons underlying and responsible for its world-wide success. Behind it is the House of Brunswick—established before the Civil War. Building it are a corps of expert craftsmen excelling in phonograph construction. Made in designs and woods that captivate artistic eyes, it enhances surroundings. It plays any make record. There are no limitations as to selections. Also, there is the Brunswick Method of Reproduction that enriches tone.

These and the nation-wide advertising campaign in the most influential publications are why dealers everywhere are so enthusiastic about handling The Brunswick.

THE BRUNSWICK-BALKE-
COLLENDER COMPANY

General Offices: Chicago and New York



The BRUNSWICK Method of Reproduction

THE Brunswick Method of Reproduction gives color, richness and purity to tone. Its advent into the world of music was sensational. Tones hitherto lost are now restored by it.

In no other phonograph are the records of all artists interpreted with so great fidelity. Even the most critical give their hearty approval.

Two features—both scientific creations—comprise the Brunswick Method of Reproduction. They are the marvelous Ultona and the Tone Amplifier.

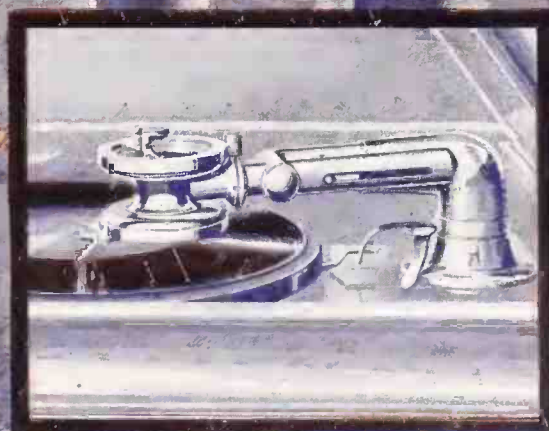
The
Brunswick
ALL PHONOGRAPHS IN ONE

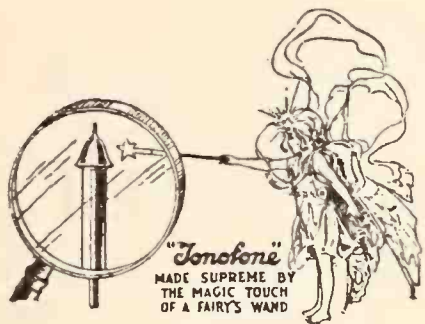
The ULTONA—plays all records truer, finer, sweeter. It is not a makeshift contrivance but involves a genuine principle of sound. A slight turn of the hand presents the right needle, diaphragm and weight for playing any record.

The TONE AMPLIFIER — is an oval shaped vibrant tone chamber. Like the sounding board of a fine piano or violin, it is made entirely of wood and free from metal. Thus it gives the exquisite tonal volume and eliminates all harsh, thin, metallic sounds. It meets all advanced acoustical and musical laws.

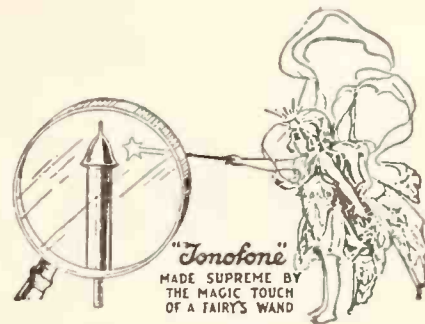
THE BRUNSWICK-BALKE-
COLLENDER COMPANY

General Offices: Chicago and New York





THE TRUTH WRONGS NO
MAN AND NO PHONOGRAPH
IS RIGHT IF THE NEEDLE
ISN'T RIGHT



"Tonofone"

Is the Universal Talking Machine Needle Supreme!

It plays all Machines and Records, regardless of name, kind or cost. It is recognized, THE WORLD OVER, as the NEEDLE OF QUALITY. It is THE MASTER NEEDLE.—If you doubt it, INVESTIGATE.

ITS TONES ARE MARVELOUSLY PURE! ITS ARTICULATION IS AMAZINGLY CLEAR! The finest Machines ever made and the most wonderful Records are better when played with a Tonofone Needle. It has set a new Standard in "Phonography"

STRIKE for your Rights!! If you are not selling TONOFONE NEEDLES you and your customers are not getting A SQUARE DEAL.

If your jobber does not handle Tonofone, send your orders to our nearest distributor. You will get quick service and we are back of them.

U. S. DISTRIBUTORS

REVISED LIST TO DATE

THE REED COMPANY, 237 Fifth Ave., Pittsburgh, Pa.
WORLD PHONOGRAPH CO., 736 Tilden St., Chicago.
W. A. CARTER, Cable Building, Chicago.
OKEH RECORD DISTRIBUTING CO., OkeH Building, Grand Rapids, Mich.
ARCADIA MUSIC CO., INC., 33 Peachtree Arcade, Atlanta, Ga.
ROE-BROWN COMPANY, 662 South Fourth St., Louisville, Ky.
WALTER S. GRAY, 942 Market St., San Francisco, Calif.
M. D. SWISHER, 115 S. Tenth St., Philadelphia, Pa.
ASSOCIATED FURNITURE MANUFACTURERS, 1209 Washington St., St. Louis, Mo.
A. C. McCLURG & CO., Chicago.
ALEXANDER DRUG CO., Oklahoma City, Okla.
E. R. GODFREY & SONS CO., Milwaukee, Wis.
MURMANN PHONOGRAPH CO., 1318 Olive St., St. Louis, Mo.
RICHARDS & CONOVER HARDWARE CO., Kansas City, Mo., and Oklahoma City, Okla.
LYRE-OLA MFG. COMPANY, INC., 2108 Olive St., St. Louis, Mo.
M. SELLER & CO., 5th & Pine Sts., Portland, Oregon.
HOEFFLER PIANO MFG. CO., 304 W. Water St., Milwaukee, Wis.
BALDWIN-MILLER CO., 304 State Life Bldg., Indianapolis, Ind.
ARMSTRONG FURNITURE CO., 59-61 N. Main St., Memphis, Tenn.
KRAFT, BATES & SPENCER, 156 Boylston St., Boston, Mass.
W. L. WEAVER, Sumpter Bldg., Dallas, Texas.
SMITH-WOODWARD PIANO CO., Houston, Texas.
PLAZA MUSIC CO., 18 W. 20th St., New York City.
WADE TALKING MACHINE CO., 18-20 N. Michigan Ave., Chicago.
JESSE FRENCH & SONS PIANO CO., Montgomery, Ala.
BOND'S GRAPHOPHONE SHOP, 38 Arcade, Nashville, Tenn.
C. C. BAKER, 43 South High St., Columbus, Ohio.
THE L. C. PENN CO., Mt. Vernon, Ohio.
THE KRUSE & BAHLMANN HARDWARE CO., Pioneer St., Cincinnati, Ohio.
THE DAY DRUG CO., 35 South Howard St., Akron, Ohio.
CONSOLIDATED TALKING MACHINE CO., 227 West Washington St., Chicago.

FOREIGN DISTRIBUTORS

REVISED LIST TO DATE

A. TARTIKOVER, Sydney, Australia (P. O. Box 2318).
QUEVEDO & CABARGA, 5 O'Reilly, Havana, Cuba.
HAVANA TRADING CO., 19 Obrapia, Havana, Cuba.
GENEVA CUTLERY CO., LTD., Old Sergeant's Inn Chambers, 5 Chancery Lane, London, E. C.
HERBERT F. SOLLY, LTD., 12 Hatton Garden, London, E. C.
M. I. BENDERSKI, 15 Rue de la Reynie, Paris, France.
GIOVANNI ALBERTINI, 10 Via Carducci, Milan, Italy.
WILLIAM JOEL, Apartado 230, Tampico, Mexico.
ALFREDO KRAUS, Apartado 573, Tampico, Mexico.
NICHOLAS OUDIE, Apartado 2020, Mexico City, Mexico.
ARNALDO SALGUEIRO, Rua Dr. Souza Viterbo, 42-20 Oporto, Portugal.
PEDRO SUNER RAFART, Alta San Pedro, 59, Barcelona, Spain.
PHILIP GOODMAN, 1-2-3 Anglo African Bldgs., Johannesburg, South Africa.
JOSE A. AEDO, Avenida de Mayo 560, Buenos Aires, Argentina.
JOHN S. de FREITAS & CO., Georgetown, Demerara, British Guiana.
ANTONIO PUERTO, Bogota, Colombia, S. A. (P. O. Box 331.)
HENRY BETTENCOURT, Rio de Janeiro, Brazil.
ARTHUR K. KEMPTON, 205 Drummond Bldg., Montreal, Canada.
CONNELL BROS. COMPANY, Shanghai, Hong Kong, Manila and Singapore.
COLOMBIA TRADING CO., Barranquilla, Columbia.
COLOMBIA TRADING CO., Cartagena, Colombia.
HERMAN DAREWSKI, LTD., 148 Charing Cross Road, London, England.
DESOUCHES, 148 Ave. Malakoff, Paris, France.
GARISCH & CO., Via Lazzaretto No. 3, Milan, Italy.
LOUIS VELAZQUEZ, San Juan, Porto Rico.

NOTE.—People everywhere ask—what is the secret that brought Tonofone into such wonderful, universal popularity in so short a time? No secret at all! Just a persistent campaign of publicity, backed up by absolute sincerity, based on positive merit.

EASTERN AND EXPORT DEPT.
160 BROADWAY
NEW YORK CITY
U. S. A.
TEL. CORT. 8586

MADE for THE TRADE by
R. C. WADE CO.

HOME OFFICE AND FACTORY
110 SO. WABASH AVENUE
CHICAGO, ILL.
U. S. A.
TEL. RANDOLPH 2045

WITH THE TRADE IN MILWAUKEE
(Continued from Page 58)

The J. B. Bradford Piano Co., 411 Broadway, also operating a branch store at 596 Mitchell street, is now owned solely by Hugh W. Randall, who recently purchased the interests of the Bradford estate. To accommodate the rapidly increasing business the capital stock of the company was also increased from \$90,000 to \$200,000, making the Bradford Co. one of the largest retail piano and talking machine houses in Wisconsin. The Bradford Co. specializes in the Victor and Sonora. S. S. Patchin is manager of the Victor department, and Miss Ruby Knox manager of the Victor record department.

Hugh W. Randall, president and general manager of the J. B. Bradford Co.; H. M. Holmes and C. C. Hayes, also of the Bradford Co.; C. E. Oerding, of the Boston Store, and F. L. Norton have recently been appointed as the music committee to actively engage in managing this end of the campaign as part of the city-wide "Own Your Own Home" movement now being waged in Milwaukee.



PERSONAL SERVICE

The members of our Company are always available and will gladly see you personally or write you at any time we can possibly serve you.
Why not communicate at once with us?

EXCLUSIVELY WHOLESALE

BADGER TALKING-MACHINE CO.

135 Second Street
MILWAUKEE, WIS.

VICTOR DISTRIBUTORS

Richard H. Zinke, president and general manager of the Record Needle & Mfg. Co., an active civic and commercial association worker, recently organized an Elks' band for Milwaukee Lodge No. 46, which played at the State convention of the B. P. O. E. held at Manitowoc this summer and more recently at a public concert at the Alhambra Theatre, Milwaukee, for the Elks' benefit. Mr. Zinke had also for many years been active in the Tripoli Shrine band and previously managed a musical act

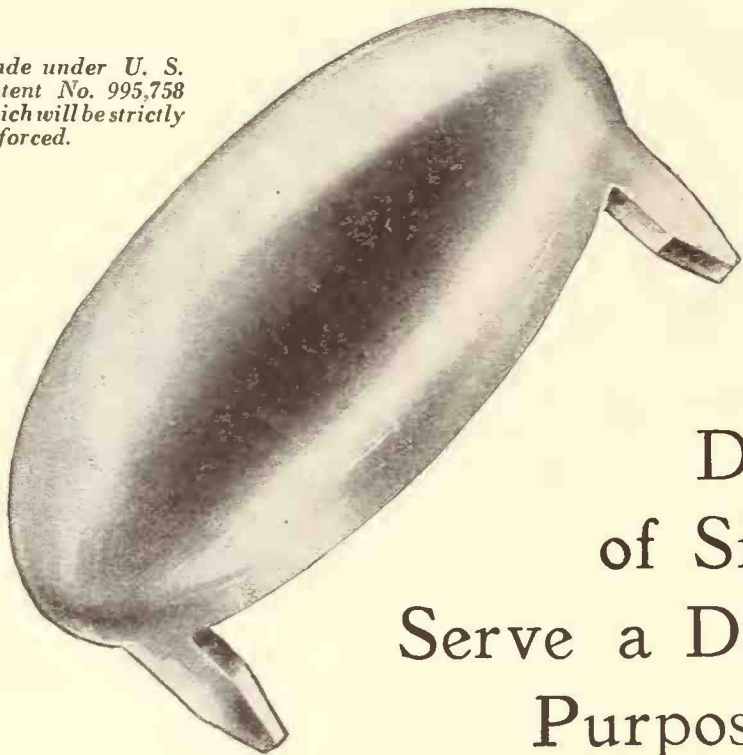
on big-time vaudeville circuit. He is also president of the Wisconsin Association of Music Industries and the Milwaukee Association of Music Industries.

Mrs. George H. Eichholz, owner and manager of the George H. Eichholz Co., dealer in Victor and Edison instruments and records, is creating considerable favorable comment in local advertising circles as her distinctly personal appeal in recent car card advertising, is consistently bringing forth the exclusive "Eichholz Service" idea. Mrs. Eichholz, who assumed control of the business upon the death of her husband over a year ago, is a staunch believer in dignified advertising.

Several local dealers had displays at the Wisconsin State Fair held in Milwaukee the week of September 8 to 13, and report most favorable returns in the form of lining up prospective customers, to say nothing of some cash business transacted by several of the exhibitors. Among those exhibited at the fair were: Victor department, by the Boston Store; Aeolian-Vocalion, by the Edmund Gram Music House; Empire, Rich-Tone and Mandel, by the Wisconsin Piano & Phonograph Co.; Victor, by Ed. Schuster & Co., and the Pathé, by the Gether Piano Co. In most every instance the exhibitors have again leased space for next year's fair. It can be safely said that the public, both in Milwaukee and throughout the state, never displayed greater interest in the Wisconsin Fair, which resulted in the smashing of all records of previous years. Total attendance this year was 242,554 as compared with 188,522 in 1918, with gate receipts this year of \$88,306 as compared with \$64,201 in 1918.

The Albert E. Smith Music Co., Madison, Wis., recently received a carload of Bruuswick phonographs. It is acclaimed the largest shipment of phonographs to enter Madison, the state capital.

Made under U. S. Patent No. 995,758 which will be strictly enforced.



Domes of Silence Serve a Double Purpose

NOT only in the home have these shiny little domes become so useful but in factories as well—where the use of Domes of Silence on the bottom of furniture legs from the very first stages of assembling, becomes an important factor toward speed in production.

Equipped with Domes of Silence, these unfinished units can be moved about quickly, easily, noiselessly—even heaviest pieces will slide about with ease.

THAT means lighter work for the factory hands and enables them to work more rapidly and smoothly—no more scratched floors or burred ends on your furniture legs—and most important of all these little Domes of Silence will add a big selling point to the finished product by insuring comfort, saving and satisfaction to your customers.

Domes of Silence have become in great demand because of our advertising in the biggest national magazines.

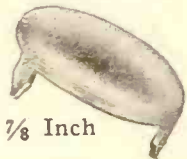
See your supply jobber today

Henry W. Peabody & Co.
17 STATE STREET NEW YORK

This is how you can get full benefit from our advertising in the big national magazines. Labels like this furnished at no charge, ready to paste on furniture equipped with Domes of Silence. Tell your supply jobber how many you can use.



SIX SIZES



WALTER S. GRAY'S

JOBBER'S BULLETIN OF
PHONOGRAPH ACCESSORIES

The best of everything my policy and the best of service my practice.

Albums; Attachments for Edison Machines to play all records; All in One and plays all attachments to play all Records on Columbia and Victor Machines; Corrugated and Wooden Packing Boards; Diaphragms-Mica; Edison Diamond Points; Edison Sapphire Points; Fibre Needle Cutters; Harmonicas; Lansing Khaki Covers; Literature Hangers; Easels and Monthly Supplement Displayers; Monthly Supplement Envelopes; Needles, Steel and Semi-Permanent; Pathé Sapphire Balls; Ready Files; Record Cleaning Brushes, Printed and Unprinted; Record-Lites; Record Stock Envelopes for all sizes Victor, Columbia, Pathé; Reproducers; Record Delivery Envelopes, 11 1/2 x 11 1/2 and 13 1/2 x 13 1/2; Seals and Stickers for Envelopes and Packages; Sticker Moisteners; Violin Strings.

WALTER S. GRAY
942 MARKET STREET
SAN FRANCISCO

NICHOLSON

Talking Machine
RECORD CABINETS
the kind that talk
VALUES and SALES

K. NICHOLSON FURNITURE CO., Chase City Virginia
Record Cabinets, Sect. Bookcases and Ladies' Desks
Line permanently shown by Eph. Feig, 33 E. 20th St., New York, N.Y.

The Modernola

*A Home Delight
to Ear and Eye*

Tone + Beauty

It is the combination of both in fullest measure that wins for the wonderful new Modernola. Its marvelous clearness, evenness, richness, fullness and accuracy of tone is unsurpassed. While for home beautifying the circular Modernola with its lamp attachment has no competitor.

Modern ingenuity has almost perfected sound reproduction—has almost standardized it. But you will find highest achievement along this line in *Modernola Tone*. It has been worked out in this circular instrument according to the latest established facts in the science of acoustics. The Saxophone Horn Chamber is original with The Modernola.

There is joy in hearing The Modernola—a doubled joy when you see it as it plays old and new songs of sentiment and love. Placed in any home the Modernola adds to the pleasure of the eye no less surely than it enraptures through the sense of hearing. The softened lighting from the colorful lamp gives indescribable "atmosphere" to music room, library or living room.

To You, Mr. Dealer

We emphasize an unmistakable preference on the part of the buying public for this more beautiful member of the Phonograph family. Prospective customers turn away from popularized instruments of conventional design to admire The Modernola. *And they buy it!*

Modernola sales rights are proving to be of more and more value. United States Government Patents granted on the designs and exclusive Lamp Shade feature individualize it as a selling proposition. The Modernola creates its own market—a non-competitive one. Now is the time to acquire territory.

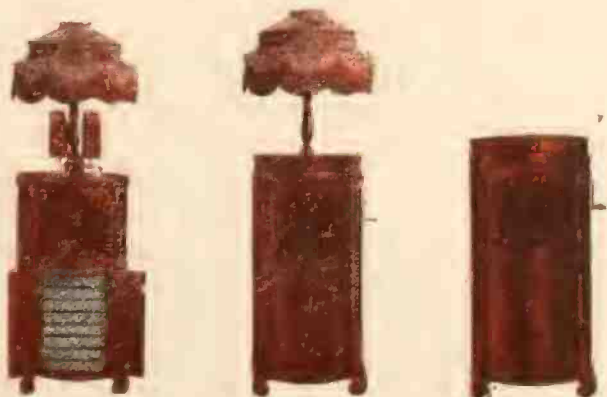
Write About It—NOW!



The Different, Distinctive,
Circular Machine

The Lamp Feature

It gives life and color to the dealer's window and floor displays. It makes the salesroom cheerier. In the home it brightens and cheers—when silent as well as when entertaining. The lamp is detachable.



THE MODERNOLA CO.
JOHNSTOWN, PA.



Eddy Brown's violin speaks a language everyone knows in "Rondino" and "To a Wild Rose." A=2778.

Columbia Graphophone Co.
NEW YORK

THE SELLING OF AN IDEA

A Lesson Worth Noting Derived From the Great Work Accomplished by Clemenceau

Talking machine men, particularly those interested in salesmanship, will read with interest the following tribute which we clip from "Peptimist." It is cleverly written, and not only pays a tribute to the great Premier of France, but points a moral that is as correct as it is timely:

THE GREATEST SALESMAN OF THE AGE

Four men saved France—Deleassé, the diplomat; Joffre and Foch, soldiers; Clemenceau, the creator of morale.

Clemenceau sold France her spirit!

The greatest sales feat in the world is the selling of an idea. The simple fundamental human characteristics of the great Premier are the characteristics which will put any salesman of any line at the top of his profession. They are very simple. They are beyond no man's attainment. They are yours for the reading.

Clemenceau saw Germany as she was. Earnest, clear thinking put him in position to know what should be done and how to do it. You must study and know your problems before attacking them. This is the first rule of successful salesmanship.

The German plan was to make men machines; Clemenceau pitted spirit against mechanics. No salesman will long succeed who only sells goods. He must develop and sell the spirit, the ideals, the future of his goods and his company. You must sell your organization as well as your product.

Clemenceau had vision and determination. France turned to her leader because she knew he would stick by his guns and communicate his energy to others. The salesman of to-day must communicate to his prospects a promise of inflexible support. That way only co-operation lies. Time and again the old gray cap of the Premier was seen in the front-line trenches. He knew it was the trench

holders who would win the war. They needed him as well as the Council Table. No salesman can spend his time in conferences or at the office expecting dealers to win his battles for him. Get out with your men and stay with them. They will be with you when you are with them.

And when the great day came when victory was won Clemenceau stayed on. The guarding of the Peace and the assurance of its continuance were problems calling for equal labors to those that won it. A sale is an incident. Keep it sold. Perfect it, increase it, double it. The only way to keep success is to "carry on." Stay with it.

We cannot all be the Premier of France, but why be a lesser salesman?

ARE YOU A SUCCESSFUL DEALER?

Grand Forks Man Tells Why Few Men Are a Success in Managing Their Music Stores

Talking machine dealers are given a few hints on how to run their stores by "Si" Poppler, of Grand Forks, N. D., who says that few dealers are really successful for the following reasons:

"Firstly, they are unfamiliar with the details of the business and in consequence are often forced to handle inferior instruments purchased at long prices.

"Secondly, they are in many cases improperly financed to handle all classes of purchasers.

"Thirdly, they do not realize the obligation they owe the public through the very nature of their business, for it is the business of every real music dealer to help along all those activities of a musical nature for which there is such a demand in every community."

OPENS ANOTHER STORE

The K. H. Nelson Music Co., of Dowagiac, Mich., operating a chain of music stores in Wisconsin and Michigan, has opened another store at White-water, Wis.

MOST ATTRACTIVE PUBLIC SIGNS

Sonora Publicity Utilized by Dealers to Good Purpose Throughout the Country

The Sonora Phonograph Sales Co., Inc., has arranged to supply its dealers with wooden signs, thirty-six inches by nineteen inches, which are ideally adapted for use in public places, on trees along automobile highways, on fences, sides of buildings and other advantageous places where they are seen by a large number of people.



New Sonora Dealer Signs

These signs are conspicuous and attractive and give excellent publicity to the dealer who puts them up. They are proving extremely popular and there are many hundreds to be seen all over the country. Each dealer can have his name and location painted on these boards.

TALKING MACHINE NEWS IN PAPER

Boston Sunday Advertiser Conducts Interesting Department for "Talking Machine Fans"

An interesting feature of the Boston Sunday Advertiser is the section devoted to "News for the Talking Machine Fans." in which interesting items regarding noted recording artists, new types of machines and records, and some trade happenings are presented. The department occupies about four full columns, and is well handled.

Wholesale

Victor

Service

for Southern Dealers

**Band and Orchestra Instruments
Player-Piano Music Rolls
Musical Merchandise**

**Complete Stocks, Quick
Shipment, Right Prices**

Make Our Store Your Headquarters When in Richmond

The Corley Company

Richmond, Virginia

THE TRADE IN PHILADELPHIA AND LOCALITY

PHILADELPHIA, PA., October 9.—The talking machine business this month showed a most satisfactory condition, running considerably ahead of last year, and with indications that this condition was going to be duplicated in November. There is a general feeling of optimism all along the line, in spite of the fact that there is still a considerable shortage of goods. Promises from the manufacturers, however, hold out the hope that conditions are going to be rectified as rapidly as possible.

New Lines at Wanamaker's

The leading event of note in the trade during this month was the announcement that came from the John Wanamaker store, that they had taken the agency of no less than eight different talking machines—the Victor, which they have had for many years; the Edison, the Columbia, the Pathé, the Brunswick, the Cheney, the Sonora and the Vocalion.

Wanamaker's will give each of these machines a distinct representation in their department in their thirty-two demonstrating rooms. Besides these they will handle five different firms' records, the Victor, the Columbia, the Pathé, the Edison and the Vocalion. The record department is being built in the center of the talking machine section, and about these record racks are the different hearing rooms of the eight machines. No special attention will be given to any one machine, but all will be treated alike, and from time to time the house will give individual exploitation to the various machines and records handled. The public are to be allowed to judge for themselves of the merits of the various machines.

Columbia Wholesale Branch in New Home

Of equal interest in the talking machine "game" in Philadelphia is the new Columbia wholesale branch, which has just been moved from North Broad street to their new quarters at Sixth and Fil-

bert streets. The Columbia branch will occupy the second story of the building, which has a floor space of 27,000 square feet. Aside from this new home being devoted entirely to the Columbia, it will also be the home of the Dictaphone, which has been

quartered at 924 Chestnut street. There will be ample space for both departments. The department is easy of access by means of a large front elevator, while in the rear there are four large

(Continued on page 64)

WE adhere absolutely to the principle which has governed this business since 1864. Every article must be of superior quality—better value than the average manufacturer is willing to supply the trade at the same price.

You will greatly increase your sales if you let the public know you sell our special "W & S" Brand Musical Merchandise, which includes the Weymann "Keystone State" (our own make) Musical Instruments:

"W & S" Three Star Brand Violins

"W & S" Keystone State Strings

"W & S" La Brillante Violin Gut Strings

"Italian System"

"W & S" Herculelle Violin E Silk Strings

Send for our Special Stock List Order Blank

H. A. WEYMANN & SON, Inc.

Victor Wholesalers

Q R S Rolls Distributors

1108 CHESTNUT STREET, PHILADELPHIA

We Believe

You will find this present tremendous musical demand but the beginning of a still greater Musical America.

Out of this present reconstruction period the Victor Company will rise supreme in quantity production, as it is now absolutely in quality.

Through years of substantial effort and experience—with a distribution policy assuring fair and dependable treatment to our dealers—we can promise constructive aid to our clientele in helping them to realize fully the profits which must inevitably come through the sale of Victor merchandise.

THE LOUIS BUEHN COMPANY
PHILADELPHIA

THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 63)

elevators, either one of which is large enough to hold a touring car, and adequate for all needs in handling machines, no matter how large the business may grow.

The new Columbia warerooms are admirably proportional. As you enter the warerooms you find yourself in a large reception room which will be furnished with handsome rugs and comfortable chairs. To the left, across the reception hall, is a series of handsomely arranged offices, elaborately furnished. The first one is the private office of Manager Wilcox. Next to his office is another large office which will be occupied by Mr. Gardner, his assistant, and along this south side of the building are the other offices, the bookkeeping department and the space for the secretarial force. In the rear the stock rooms are quite ample to handle, as it would appear, sufficient stock to supply a whole city the size of Philadelphia, with most attractive rooms for the records, equipped with fine steel racks of the most modern construction.

The Dictaphone quarters are to the north of the building, and they will be in charge of Mr. Malliet. The most attractive feature of all is the room within a room which is arranged to show to the handlers of the Columbia line how to decorate their display windows, whether square or concave, for both windows are shown. Although this room is not yet completed, it will eventually be furnished as an up-to-date talking machine parlor, which will be of great service to the Columbia trade to give them a good idea as to the decorating of their own warerooms.

R. Paul Henninger, of the Strawbridge & Clothier talking machine department, has resigned to accept a position to take charge of a talking machine store in Manayunk. He recently returned from active service over seas.

New Agencies for the Brunswick

The local Brunswick manager, C. P. Chew, notes that business is unusually good. They have made several recent connections, including the placing of

the machine in the piano store of Ludwig & Co. at Wilkes-Barre. They have a number of applications for the placing of the machine, but Manager Chew says he does not feel justified in placing any more agencies for the present, until he feels that conditions will better warrant him doing so. Already the shortage of Brunswick machines is felt, and the demand is greater than the output. The entire second floor of the Brunswick-Balke Building is to be given over to the phonograph department, and the offices will be located on that floor. A number of new booths are now being erected for that purpose.

Sonora Progress Evident

There is an evidence that the Sonora output is speeding up somewhat, says Wholesale Manager White, of Smith, Kline & French, but it is not yet reaching the point where he is free to feel that the machine can be placed with any other dealers, or that he can give the present dealers the hope that they will be fully supplied. Among the recent visitors to the local offices were Frank J. Coupe, the Sonora sales manager, and J. Wolfe, the treasurer of the company, of New York.

Big Increase in Edison Trade

Herbert E. Blake, the Edison dealer at Eleventh and Walnut streets, says that his business in September ran 100 per cent. over the business done during the same month of last year. During the month he has completely rearranged his service record racks so as to save time for his salesmen. Shipments, Mr. Blake reports, have been most satisfactory during the month, and they are getting all the machines they need in Edison and Columbia, but do not have as many Cheney machines as they might desire. They have been doing a good business with the Cheney, in spite of the fact they have not advertised these machines thus far.

T. J. Leonard, the sales manager of the Edison, called on Mr. Blake during the month.

The Edison dealers in Philadelphia were going to hold a convention at the Bingham House on the first Tuesday of October, but this has been postponed until the time of their regular monthly meeting in November.

Many Victor Men in Town

Leading among the recent visitors to the offices of the Penn Phonograph Co. were Mr. Alexander, of the Indiana Talking Machine Co., of Indianapolis; George Mickel, of Mickel Bros. Co., Victor wholesalers with stores at Omaha, Neb., and Des Moines, Iowa; Arthur Trostler, the general manager of the Schmeltzer Arms Co., Victor wholesalers of Kansas City, Mo., and Jack Fisher, representing the C. C. Mellor Co., of Pittsburgh, Pa. The latter states that the Mellor Co. is making extensive alterations in their wholesale department, and he was in this section trying to secure ideas. John Eagan, of the Robelen Piano Co., of Wilmington, Del., and Frank Tolson, a dealer of Chester, Pa., also were visitors.

Mr. T. E. Barnhill, of the Penn, took his family this week to Galen Hall, Wernersville, to remain a week. H. F. Miller, his partner in the Penn, continues his enthusiasm as a golfer, and is spending six mornings of the six of the week on the new golf course of the Roxborough Golf Club, a club which he helped to organize and in which he is deeply interested. Victor Moore, of the office force of the Penn, last week was on a trip to New York and Boston, looking over the trade conditions of the Penn. E. E. Hipple, Jr., of the Penn traveling

The FRANKLIN

The Phonograph of No Regrets



STYLE REVOLVING RACK—\$150
(PATENTED)

Are you hunting for a phonograph or a big discount?

Remember you always pay for what you get.

An excessive discount means cheaper equipment and excessive repairs.

A fair discount means good equipment and few repairs.

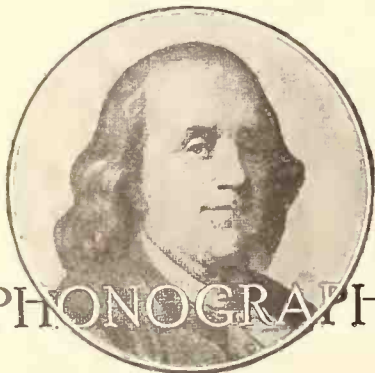
Which do you want?

You will never be ashamed to show the Franklin in a comparison test.

We can still guarantee delivery before Christmas on all orders accepted by us.

The Franklin

is different



FRANKLIN PHONOGRAPH COMPANY

INCORPORATED

10th & Columbia Ave.

PHILADELPHIA, PA.

NEEDLES

WE MANUFACTURE

Diamond needles for Edison
Sapphire needles for Edison
Sapphire needles for Pathe

in stock ready for delivery

MERMOD & CO., 874 Broadway, N. Y.

when we get
a letter from
Harrisburg
or
Wilkesbarre

—ordering this Emerson song hit or that Emerson dance hit, the order is put in the works without a minute's delay. The wanted records are delivered in "record" time.

Emerson service doesn't stop with merely *supplying Emerson hits to Emerson dealers.* It means *getting the hits on the dealer's shelf in the shortest time possible.*

What do you need for immediate delivery?



Emerson Philadelphia Co.

Parkway Building

BROAD and CHERRY Streets -:- PHILADELPHIA, PA.

Distributors of EMERSON RECORDS

THE TRADE IN PHILADELPHIA AND LOCALITY— (Continued from page 64)

force, will bring his family up from Atlantic City this week, where they have been spending the summer since the early part of May. They will locate in a new home which Mr. Hipple recently purchased at Mt. Airy, Philadelphia.

Talking Machine Stores Expanding

W. L. Hurley, the Camden talking machine dealer, is adding six rooms for demonstrating purposes to his already extensive talking machine parlors at Broadway and Pine streets. Howard J. Dudley,

also of Camden, 1127 Broadway, is tearing out the talking machine department in his large furniture establishment and is remodeling it. He is adding eight hearing rooms.

The J. R. Wilson Co., of 929 North Broad street, this city, is putting six new hearing rooms in his talking machine warerooms on the second floor of the building, including an extensive waiting room and smoking room for customers. He wants to give his customers, he says, all the comforts of home.

Becomes Jobber in Montana

The Penn Phonograph Co. has appointed the Orton Brothers, of Butte, Mont., their representatives in that section for their miniature Victor dogs.

The increased talking machine business of Geo. B. Davis & Co., the prominent department store in West Philadelphia, has necessitated the addition of seven spacious sound-proof hearing rooms and a large and beautiful demonstrating salon. The hearing rooms are all of golden oak and the salon is finished in French gray. (Continued on Page 66)



A Victor Dog in Every Home

Victor dealers in every section of the United States have ordered the Penn-Victor Miniature Plaster Dog.

We want Victor dealers in every city and town to order it and help distribute it in every home in the United States.

It is to your interest to further this Victor propaganda, whether you give the dog as a souvenir, use it as a window feature or sell it.

Your co-operation contributes to your success. Order at once—the Penn-Victor dog.

DISTRIBUTORS:

Pacific Coast Representative.
San Francisco, Cal.....Walter S. Gray
Baltimore, Md.....Cohen & Hughes
Birmingham, Ala.....Talking Machine Co.
Boston, Mass.....Oliver Ditson Co.
Butte, Mont.....M. Steinert & Sons Co.
Cleveland, Ohio.....Orton, Bros.
The W. H. Buescher & Sons Co.
The Eclipse Musical Co.

Denver, Colo.The Knight-Campbell Music Co.
Honolulu, T. H.....Bergstrom Music Co.
Milwaukee, Wis.....Badger Talking Machine Co.
Mobile, Ala.....Wm. H. Reynolds
Newark, N. J.....Collings & Price Co.
New Orleans, La.....Philip Werlein, Ind.
Portland, Me.....Cressey & Allen, Inc.
Washington, D. C.....Robt. C. Rogers Co.
If you are not located in the district covered by the above distributors we will serve you direct.



Half Size

Penn Phonograph Company

913 Arch Street, Philadelphia, Pa.

Victor Distributor

Wholesale Only

TRADE NEWS FROM PHILADELPHIA

(Continued from page 65)

Complete models of Victor, Columbia, Sonora and Widdicomb talking machines are on display, which places this department in a position to satisfy the most critical buyer. Their stock of Red Seal records is one of the most complete in the West Philadelphia section.

Expansion of Cheney Demand

G. Dunbar Shewell, the local distributor of the Cheney, is well satisfied with the business he was able to do during the month of September. He states that he has not been able to get machines through as rapidly as he would like to receive them, but that every day conditions are getting better. Charles S. McCoy, the president of the Cheney Co., was recently a Philadelphia visitor.

Reports an Active Business

H. Power Weymann, in charge of the wholesale Q. R. S. player roll department of H. A. Weymann & Sons, Inc., of this city, reports brisk activity in his department and the fact that numerous dealers have taken on the line in the territory during the past month. Charles Bahls, in charge of the wholesale Victor department, also reports busy conditions everywhere.

Handled by Philadelphia Show Case Co

In a recent issue of *The World* an article appeared stating that the agency for the L'Artiste line of phonographs in this city had been secured by the Smith, Kline & French Co. This item should have read that this well-known line of phonographs is now being handled in Philadelphia by the Philadelphia Show Case Co., not the Smith, Kline & French Co.

Pleased With Business Month

The Perfektone, with headquarters in Philadelphia at Heywood Brothers & Wakefield's, 244 South Fifth street, report, through their manager, Mr. Store, that their business has been going along very nicely, not only in this city, but in New York, in the South and in the West. The factory is being worked at a normal basis, and their business is pushing ahead considerably more than they had anticipated.

Pathé With Snellenburg

Walter T. Eckhardt, the proprietor of the Philadelphia Pathé Shoppe, is highly elated over the business he was able to do in September. Mr. Eckhardt has just placed the Pathé in the department store of N. Snellenburg & Co. He feels that this is the last big account he will be justified in taking for the present, as he is not able to handle any more.

D. D. O'Neill in Charge at North's

D. D. O'Neill, formerly of the firm of Conner & O'Neill, has been engaged by A. North & Co. to take charge of their talking machine department.

QUAKER CITY VICTOR DEALERS MEET

Philadelphia Association Listens to Address by Anne Shaw Faulkner on Connecting Business Movements and Musical Forces

PHILADELPHIA, PA., October 9.—The officers of the Philadelphia Victor Dealers' Association, J. R. Wilson president, B. B. Todd vice-president, W. G. Linton secretary and G. W. Huver treasurer, directed a very interesting and worth-while meeting at the Bellevue-Stratford late last week. This meeting, the opening one of the season, was attended by a substantial gathering of Victor dealers from this section. Credit for the interesting program for the occasion is due to Wm. H. Nolan of The Louis Buehn Co.

During the course of the evening a short recital was given by Jerry Swinford, who appeared recently at Keith's Theatre with his U. S. Navy Glee Club as a headliner. Mr. Swinford has a rich, resonant baritone voice, and many of the dealers who heard him predicted his return to Victor work again as a possible recording artist.

The speaker of the evening was Anne Shaw Faulkner, who spoke in a broad and convincing way on the musical opportunity which this country is now enjoying. This musical authority illustrated in pointed ways how the Victor dealer could connect up with these business movements and musical forces, for the further development of his own business and to this profitable advantage. It was a business talk of compelling interest and real value.

The dealers heartily agreed that this meeting was one of the most profitable and interesting meetings that they have had.

FRANKLIN PHONOGRAPH CO. EXHIBIT

Philadelphia-Made Goods Exhibition Scores Hit With Music Lovers of That City

PHILADELPHIA, PA., October 9. — The Franklin Phonograph Co., manufacturer of the Franklin line of phonographs, of this city, had an attractive exhibit at the Philadelphia-Made Goods Exhibition held at the First Regiment Armory September 8 to 13. The exhibit was well attended, and much interest was manifested in the line. Philadelphians have always evidenced much civic pride in the various high-class products of their native city, and the



Franklin Exhibit at First Regiment Armory

Franklin Phonograph Co.'s initial exhibit at this year's exhibition proved a valuable addition to Philadelphia's list of high grade products. The exhibit was in charge of J. R. Rose, of the Franklin sales staff, and H. F. Thornell, general sales manager of the company, who appear in the accompanying photograph of the exhibit.

The Brooks Automatic Repeating Phonograph

is justly termed The Wonder Instrument. It has all the good

Dealers

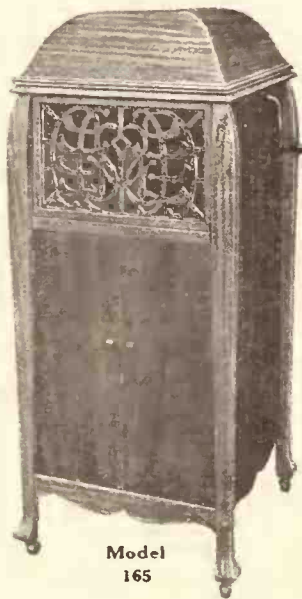
There are some communities where the Brooks is not represented effectively as yet. Perhaps yours is one of these. There is as much profit and satisfaction in selling the Brooks as there is in owning it.



Model 145

The Repeating Device

The Brooks Automatic Repeating and Stop Device is an exclusive Brooks feature. It gives this phonograph a broader scope than any other make and requires no attention beyond setting the needle and turning a little knob.



Model 165

qualities of other high grade makes, but is completely put in a class by itself by virtue of the inbuilt Repeating Device, which enables the operator to play any make of record, any desired number of times.

There are three Brooks models, of different sizes, all beautifully carved and finished. Each style may be had with electric motor, if desired.



Model 250

Brooks
The
Wonder
Instruments

Automatic Repeating
Phonographs

BROOKS MANUFACTURING COMPANY, SAGINAW, MICH.



ORDER NOW

OCTOBER BULLETIN

Ready for Delivery the Early Part of November

- | | | |
|--|--|---|
| 1263 } Sweet Hawaiian Moonlight (Waltz)
My Swanee Home (Waltz) | 1271 } Golden Gate (Open For Me) (Vocal Duet)
My Sweet Allana (Vocal Trio) | 1277 } Foreign Folk Dances (Instrumental)
Romance (Instrumental) |
| 1264 } Where The Lanterns Glow (Fox Trot)
Drigo's Serenade (Waltz) | 1272 } When A Feller Needs a Friend (Tenor)
I've Got My Captain Working For Me Now (Tenor) | 1278 } Serenade De Milenka ('Cello)
Song Of The Soul ('Cello) |
| 1265 } Everybody Calls Me Honey (One Step)
My Golden Rose (Fox Trot) | 1273 } Uncle Josh and Aunt Nancy Put Up The Kitchen Stove (Comic Duet)
Uncle Josh and The Soldier (Comic Monologue) | 1279 } Good-Bye, Sweet Day (Contralto)
'Tis the Last Rose of Summer (Soprano) |
| 1266 } Some Party (One Step)
I've Been Waiting For You All the Time (Fox Trot) | 1274 } From My Life (Instrumental Quartette)
Menuetto (Instrumental Quartette) | 1280 } Trio and Finale From "Faust" (Vocal Trio)
Toreador Song From "Carmen" (Baritone) |
| 1267 } Tee-Oodle Um-Bum Bo (One Step)
Southern Memories (Fox Trot) | 1275 } Espana Waltz (Accordion)
Old Folks At Home (Mandolin Solo) | 1281 } Nearer My God To Thee (Vocal Quartette)
Inflamatus (From "Stabat Mater") (Cornet) |
| 1268 } Tell Me (Tell Me Why) (Fox Trot)
Peter Gink (One Step) | 1276 } Poupee Valsante (Xylophone)
The Butterfly (Flute and Clarinet) | 1282 } Almost Persuaded (Vocal Duet)
Face To Face (Baritone) |
| 1269 } Dear Old Daddy Long-Legs (Baritone)
Broken Blossoms (Tenor) | | |
| 1270 } When You Hold Me In Your Arms (Vocal Duet)
Sometime It Will Be Love Time (Tenor) | | |

SIX SPECIAL RELEASES

(Ready For Delivery the Early Part of November)

- | | | |
|---|--|---|
| 1283 } I Used To Call Her Baby (Tenor)
Whoa! January (Tenor) | 1285 } Tulip Time (Tenor)
I Might Be Your Once In a While (Tenor) | 1287 } Mandy (Vocal Quartette)
Oh, What A Pal Was Mary (Tenor) |
| 1284 } He'd Say Oo La La, Wee, Wee (Tenor)
Ereeze (Blow Back My Baby To Me) (Vocal Duet) | 1286 } Oh, What A Girl (Tenor)
First Rose Of Summer (Tenor) | 1288 } Pretty Little Rainbow (Waltz)
In Your Arms (Fox Trot) |

General Phonograph Corporation

OTTO HEINEMAN, President

FACTORIES; ELYRIA, OHIO, NEWARK, N. J., PUTNAM, CONN.
SPRINGFIELD, MASS., KITCHENER, ONT.

BRANCHES: CHICAGO SAN FRANCISCO TORONTO, CAN.



STEADY DEMAND PROVES EMBARRASSING IN CINCINNATI

Talking Machine Trade Starting to Worry Over Coming Holiday Troubles—Vitanola Enters the Field—Columbia Branch Employees Hold Pow-Wow—What Various Concerns Report

CINCINNATI, O., October 9.—General shortage of goods, mainly due to the incessant buying power of the people this year, is the story of the trade in the Middle West just now. None of the houses appear to be able to accumulate a surplus and a continuation of existing conditions will certainly bring about a peculiar holiday situation.

The Vitanola, one of the new recruits in the phonograph line, has already found an entrance into Cincinnati, the agency having been taken on by Theo. Heck & Co. "Glad to have it" is the way the officers of the local house greeted the new arrival, adding, "It is a fine instrument."

L. H. Ahans, about one of the best known managers in the retail line in Cincinnati, is back in the field and has charge of the department of Otto Grau & Son, which includes Victors, Columbia and Brunswick machines. Mr. Ahans was but recently discharged from the army. He was in the medical corps and was stationed at Camp Sherman at the time of his release.

Manager F. F. Dawson, of the Columbia Graphophone Co., made a visit recently to Bellefontaine, Springfield and Urbana, Ohio, calling on the various dealers in the above mentioned towns.

Recently the employers of the local branch enjoyed a pow-wow and luncheon held at the local office on the fifth floor of the building. Every member of the branch attended and also assisted Mr. Dawson in celebrating his birthday. A beautiful birthday cake was presented by the girls with the proper number of candles.

Among the various visitors to the branch this past month were H. S. Crossfield, Lawrenceburg, Ky.; Mr. Van Doren, of the Hamilton Outfitting Co., Hamilton, O.; Paul Burling, of the Samuel Horchow Co., Portsmouth, O.; J. J. Davis, Seaman, O.; Mrs. Phoebe Anderson, of the Anderson Piano Co., Hamilton, O.; Mr. Threlkeld, of the

Threlkeld Piano Co., Flemingsburg, Ky.; Mr. Shannon, of the Louisa Furniture Co., Louisa, Ky.; G. Murphy, of Maysville, Ky.; Mrs. Jeff Thompson, Lebanon, O.; E. P. Schunck, Minster, O.; A. B. Simpson, Hillsboro, O.; Chester Fisher, Harrison, O.; E. Riker, Reiley, O.; A. W. Polasky, N. J. Bowermeister, Bowersville, O.; F. R. Follis, of the Rike-Kumler Co., Dayton, O.; C. C. Baker, Columbus, O.; Mr. and Mrs. G. M. Rice, Wilmington, O.; Mr. and Mrs. Stevenson, Circleville, O.; Elmer Woodhead, Falmouth, Ky.; A. F. Hibbard, Athens, O., and others.

The Cincinnati, Pittsborough, Cleveland, Detroit, Buffalo and Indianapolis branches attended a convention in Indianapolis Thursday, September 25. George W. Hopkins, general sales manager; R. F. Bolton, manager of the International record department; H. L. Tuers, manager of the dealers' service department, and O. F. Benz, of the general sales department, from the executive office at New York, attended the convention.

A meeting of the Columbia dealers in the Cincinnati territory was held in the local offices on the evening of September 29. November samples of records were played and discussed. This is the first meeting since the summer season.

The Huss Bros. Phonograph & Piano Co., makers of the "Re-call" phonograph, as usual, are alive to the situation. This progressive company is pushing their new model table phonograph to supply the great demand for these machines throughout the country. Having had numerous inquiries and requests for this style machine from various parts of the country, especially Southern States, they decide to turn their energies toward supplying the holiday trade with this style phonograph. Their new model is being sought after by dealers everywhere.

Manager T. Sigman, of the Rudolph Wurlitzer

Co., said: "With the cool weather setting in the increase in the demand for Victor Victrolas and records is quite noticeable. The continued demand for Red Seal records that were recently reduced in price is very gratifying. The shortage of records in general, however, is very acute and from all reports record stocks are very much depleted. The demand for records is so great and allotments of records so small that there is hardly a chance to stock any records, as they are sold before they can be put in the bins. This condition has prevailed for quite some time.

"The \$35 mahogany Victrola proved a large seller in September with the dealers. This attractive little instrument placed in a Converto cabinet to match was sold with great success by many dealers. Victor needles, both steel and tungsten, which have been so scarce for such a long time, have been coming through from the factory in greater quantities and incidentally there was a noticeable increase in the sale of them. Shortage considered, the past month was excellent."

CLOSED A BIG MOTROLA BUSINESS

LOS ANGELES, CAL., October 10.—Charles H. Yates, of this city, who handles a complete line of accessories, featuring the Jones Motrola particularly, has just returned from a trip to the Northwest, bringing with him excellent reports of the business situation. In Seattle Mr. Yates secured orders from the leading retail stores in that city to equip all of their demonstrating rooms with Motrolas. In Portland he also received large orders, and in San Francisco the Wiley B. Allen Co. placed an order for 180 Motrolas to equip all of their branches.

The local branch of the Wiley B. Allen Co. is closing a very active Motrola business, and Mr. Jackson, manager of the talking machine department, states that the Motrola is a valuable stimulant to trade. Mr. Yates also succeeded in securing good-sized orders for the Sterling reproducer.

Service

Service

Service

Service

Remember—

ALBANY

"for Capital Service"

THE GATELY-HAIRE CO., Inc.

Victor Distributors

121 N. PEARL ST. JOHN L. GATELY, Pres. ALBANY, N. Y.

Seven Railroads
Two Barge Canals
One River
FROM US TO YOU

The Principle of the Pipe Organ

PEOPLE may differ about their liking for other musical instruments, but the pipe organ seems to have universal admiration.

Its tones are so full, so mellow, that everyone loves them.

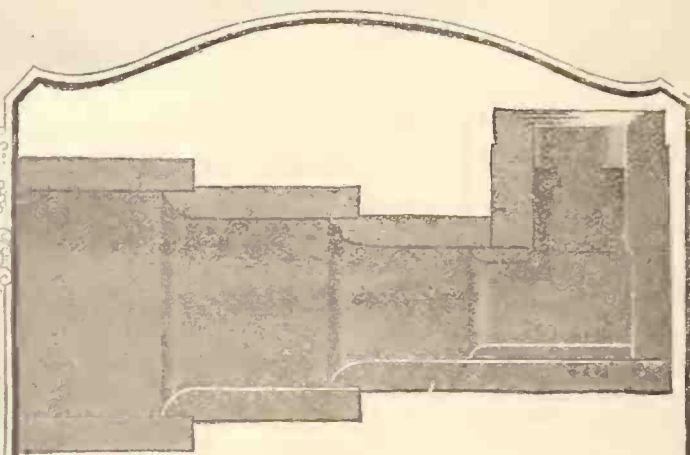
That is a most important fact—for one of the outstanding achievements of the Cheney Phonograph is the utilization of the underlying acoustic principles of the pipe organ.

They give that marvelous fullness of tone and purity of reproduction which accounts for the growing popularity of the Cheney.

The Cheney reproducing system is covered by basic patents.

CHENEY TALKING MACHINE COMPANY

831 Marshall Field Annex Bldg.
24 North Wabash Ave.
CHICAGO, ILL.



CHENEY Orchestral chambers, which adapt the acoustic principles of the pipe organ

The CHENEY PHONOGRAPH



Style Six
Queen Anne Design

CLEVELAND TRADE HELPED TO CELEBRATE "SAFETY WEEK"

Various Retailers Make Special Window Displays for the Event—Steel Strike Has Distinct Effect on All Lines of Business—Some Sales Records Broken During the Month—Other News

CLEVELAND, O., October 9—Talking machine dealers shared in the gaieties of "Safety Week," which ran from October 1 to 4. The annual convention of the National Safety Council was the biggest event its promoters have ever staged since the organization began its activities. Headquarters for the executive officers and many of the sectional meetings were at the Hotel Statler and the principal exhibits were in Gray's Armory, but sectional gatherings, lectures and demonstrations and dinners were held in several downtown hotels during the week.

Piano, player-piano and talking machine dealers took advantage of the week to make some unusually good window and salesroom displays of merchandise. Several of the talking machine dealers took an active part in the week's program.

Following, as it did, "Style Show Week," when the city's fashionable shops, including musical instrument retail stores, turned the retail thoroughfares into show places, the "Safety Week" meeting proved a boon to business.

Splendid outlooks for October trade loomed ahead of dealers until the steel strike started, September 22. About 25,000 Cleveland workers were involved, many of them good wage-earners and good patrons of musical instruments.

The steel strike and attitude of the miners has temporarily depressed business conditions and the outlook. To add to the situation chiefs of the big railway brotherhoods whose headquarters are in Cleveland have given their support to the miners in their demands for better wages and working conditions and shorter hours of work.

Cleveland's Advertising Club is proud of the distinction accorded Edward L. Greene, secretary of the Better Business Commission of the club, because he won the Baltimore silver trophy during the national convention of the Associated Advertising Clubs of the World, in New Orleans, Sep-

tember 25. The award was made for the most constructive work for the preceding year.

The commission of which he is the secretary has been of much benefit to members of the Cleveland Music Trades Association and Talking Machine Dealers' Association of Northern Ohio in eliminating fraudulent advertising of musical instruments. The commission has co-operated with "Tony" Maresh, ad censor of the piano men's organization and will aid Rex C. Hyre, of Cleveland, recently elected secretary and ad censor of the Piano Merchants' Association of Ohio.

The May Co. announces that its September sales of talking machines was the best for many months. The firm is unable to fill orders for machines and records. The Brunswick is a big seller with this house.

The Caldwell Piano Co., branch of the Wurlitzer Co., East Ninth street and Prospect avenue, has more than a dozen talking machines in the show window displays this week. This firm has show window space on two streets in addition to a very large first floor salesroom. New talking machine booths were recently installed on the ground floor to accommodate the increasing number of patrons.

The Glidden Co., varnish manufacturers, has added another big plant to the firm's assets, President Adrian D. Joyce recently announcing the acquisition of the Heath & Milligan Mfg. Co., Chicago, the purchase price being \$1,700,000. This plant covers eleven acres of floor space. Along with the announcement Mr. Joyce said the Glidden stockholders had voted an increase of \$1,000,000 capital stock, making the Glidden's capital \$4,500,000. During the last eighteen months the Glidden concern has taken over other plants valued at more than \$2,000,000. The concern supplies large quantities of varnish to talking machine manufacturers.

The Fischer Co., 25-7 Taylor Arcade, announces the receipt of another big consignment of Pathé talking machines, but the sales manager says the supply on hand will not meet the ever-increasing demand for machines. The outlook is excellent.

"The demand for Victor machines never has been as brisk as it is with us at present," said Charles K. Bennett, general manager of the Eclipse Musical Co., distributors for the Victor.

Herman Wolfe, president of the Talking Machine Dealers' Association of northern Ohio, was an interested spectator during the annual convention of the Piano Merchants' Association of Ohio held in this city recently. Other talking machine dealers who "looked in" on the meeting included Charles K. Bennett, Henry Dreher, Harlan H. Hart, manager of the musical instrument section of the May Co.; managers and sales managers of the Bailey Co., the Wurlitzer Co., the Harmony Music Co. Shoppe, the Caldwell Piano Co., the Starr Piano Co., W. W. Wirth, G. M. Ott, of the Ott Piano Mfg. Co., and Walter Logan, manager of the McMillen Music Co.

Charles Daniels, a talking machine dealer of Columbus, O., was a Cleveland visitor last week.

The Collister & Sayles Co., Victor dealers, are featuring Victor dogs, along with a big window display of the latest records this week, making the best of "Safety Week" for displaying merchandise.

The Vincent-Barstow Co., one of the city's largest and most fashionable furniture stores, is making a drive on Brunswick phonographs.

Manager Young, of the Cleveland branch of the Brunswick-Balke-Collender Co., reports that the demand for Brunswick machines is greater than the supply.

Harry Williams, of Cincinnati, was mingling among Cleveland talking machine dealers last week.

The National Piano & Talking Machine Co. has opened a retail store at 2628 Milwaukee avenue, Chicago, Ill.

THE PHONOMOTOR

Trade Mark Registered U- S. Pat. Office

THE FIRST AND MOST PERFECT ELECTRICAL EQUIPMENT

Interchangeable

Standard

Simple

Universal

110-20 A. C. or D. C. also
Adapted for 220. V.

Silent Absolutely

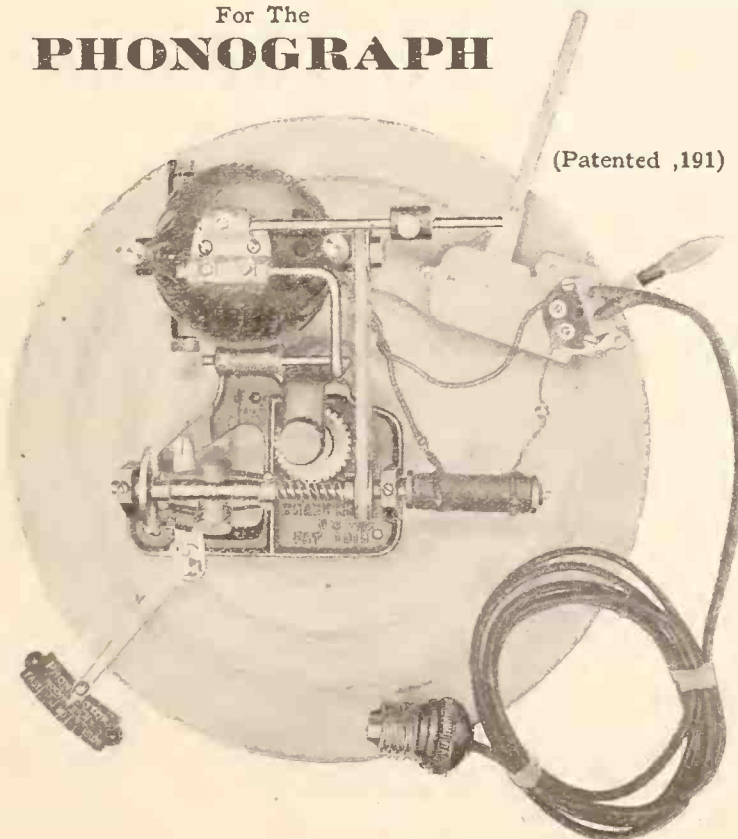
Regulation Perfect

Everlasting

Guaranteed

Patented in U. S. and
Canada

For The
PHONOGRAPH



Spring Motors

Also if you must have them. To the trade requiring the most perfect spring motor, suitable for the highest class of equipment, we have developed a spring motor of excellence equaled by none; longest, heaviest and best made springs obtainable; perfect regulation; fewest parts, and interchangeable. Guaranteed satisfactory. Your correspondence earnestly solicited, and samples submitted to reliable companies upon request. The design of this motor is beyond criticism, approved by competent engineers, manufactured under our personal supervision and no expense spared to make this motor the most perfect, in conception, materials and workmanship.

Automatic Stops

supplied on all Phonomotors and Spring Motors, an approved, reliable stop.

THE PHONOSTOP
Supplied the Trade

WRITE for QUANTITY
PRICES NOW

Discard your old Spring Motor, have our representative install a Phonomotor in *your* Phonograph

G. CLAY COX

73 State Street

Rochester, N. Y.

Lundstrom

CONVERTO

PATENTED DEC. 11, 1917

Talking Machine CABINET

Proven

a quick seller

a help to Victor Sales

It has been the experience of many highly successful dealers that the Converto not only represents a good profit of itself, but also provides a means of effectively meeting the competition of low-priced cabinet machines. The well-known Victor IV or VI and a Standard Converto are more salable and cost the consumer less than the average unknown cabinet machine.

Furthermore, every portable Victor that is in use today, without a Converto, represents a prospective customer for a Converto.

THE C. J. LUNDSTROM MFG. CO.

LITTLE FALLS, N. Y.

Lundstrom "Converto" cabinets are broadly covered by patents. Infringements will be promptly prosecuted



Converto

Wholesale Distributors

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| Atlanta, Ga. . . . Phillips & Crew Piano Co. | Denver, Colo. . . . The Knight-Campbell Music Co. | Omaha, Neb. . . . Mickel Bros. Co. |
| Baltimore, Md. . . . Cohen & Hughes | Des Moines, Ia. . . . Mickel Bros. | Peoria, Ill. . . . Putnam-Page Co., Inc. |
| E. F. Droop & Sons Co. | Elmira, N. Y. . . . Elmira Arms Co. | Philadelphia, Pa. . . . The Geo. D. Ornstein Co. |
| Birmingham, Ala. . . . Talking Machine Co. | El Paso, Tex. . . . W. G. Walz Co. | Penn Phonograph Co., Inc. |
| Boston, Mass. . . . The Eastern Talking Mach. Co. | Houston, Tex. . . . The Talking Machine Co. of Texas. | H. A. Weymann & Son, Inc. |
| Oliver Ditson Co. | Kansas City, Mo. . . . J. W. Jenkins' Sons Music Co. | Pittsburgh, Pa. . . . W. F. Frederick Piano Co. |
| Buffalo, N. Y. . . . W. D. & C. N. Andrews | Schmelzer Arms Co. | C. C. Mellor Co., Ltd. |
| Burlington, Vt. . . . American Phonograph Co. | Memphis, Tenn. . . . O. K. Houck Piano Co. | Standard Talking Mach. Co. |
| Butte, Mont. . . . Orton Bros. | Milwaukee, Wis. . . . Badger Talking Mach. Co. | Portland, Me. . . . Cressey & Allen, Inc. |
| Chicago, Ill. . . . Lyon & Healy | Mobile, Ala. . . . Reynolds Music House | Providence, R. I. . . . I. J. Samuels & Bro., Inc. |
| Cincinnati, O. . . . The Rudolph Wurlitzer Co. | Newark, N. J. . . . Collins & Price Co. | Richmond, Va. . . . The Corley Co., Inc. |
| Cleveland, O. . . . The Collister & Sayle Co. | New York, N. Y. . . . Emanuel Blout | W. D. Moses & Co. |
| The Eclipse Musical Co. | C. Bruno & Son, Inc. | San Francisco, Cal. . . . Walter S. Gray |
| Columbus, O. . . . The Perry B. Whitsit Co. | The Cabinet & Accessories Co., Inc. | Sioux Falls, S. D. . . . Talking Machine Exchange |
| Dallas, Tex. . . . Sanger Bros. | Knickerbocker Talking Machine Co. | St. Paul, Minn. . . . W. J. Dyer & Bro. |
| | | Syracuse, N. Y. . . . W. D. Andrews Co. |
| | | Toledo, O. The Toledo Talking Machine Co. |
| | | Washington, D. C. . . . Cohen & Hughes. |
| | | E. F. Droop & Sons Co. |

PORTLAND TRADE VERY BUSY BUT THINKING OF FUTURE

Dealers Worried Over Scarcity of Shipments From Factories—Hyatt Co. Gets Generous Order From India—Changes Among the Various Staffs—General News of the Month

PORTLAND, ORE., October 9.—Business during the month has been very satisfactory. Many are looking forward to the Christmas trade and wondering what they are going to do about it. While the factories are apparently doing their best to fill orders, dealers are anxious and disappointed when the very conservative orders they send in are cut down more than half. The public does not seem to realize the difficulty dealers are having in filling orders and is impatient. Some of the dealers have sold instruments that are not to be delivered until Christmas.

During the recent visit of President Wilson talking machine dealers did a big business, the visitors from out of town being the most frequent customers. It is almost a general report from among the houses that big and expensive machines are selling faster than the lower priced ones.

The G. F. Johnson Piano Co. has one of the most beautiful exhibits ever seen at the Oregon State Fair, which was held at Salem recently. J. F. Matthews, of the sales force, designed and constructed the booth, in which were placed Cheney and Victor machines.

No talking machine has ever been more beautifully displayed than the one on exhibit in a show window of the Bush & Lane Piano Co. In the center of the window, which has a rich and beautiful background, is a handsome model in a large gold frame upon which electric light falls intermittently. Nothing more artistic or a display that has attracted more attention has ever been seen in Portland.

The Hyatt Talking Machine Co. had an unusual order a few days ago. The order came from Bombay, India, and was for a \$275 Edison and \$100 worth of records. A young man, who had been a customer of Hyatt's and an enthusiastic admirer of the Edison, was with the army in France and made the acquaintance of a gentleman who at one time lived in Portland, but whose home was in India. Upon his return to India he corresponded with his soldier friend, who mentioned the Edison in his letters, and the result was that the man in Bombay sent the order to Hyatt's.

Miss Jessie Meighen has resigned as manager of the record department of the Hyatt Talking Machine Co., owing to ill health. She has been with the company five years, and before the war was with the Columbia Co. for six years.

The McDougal Music Co. has followed the example of other music houses by going into the talking machine business. They have added four demonstration rooms, and are featuring Pathé machines and records.

Bert S. Pease, salesman for the Pacific Accessories Supplies Co., exclusive Northwest jobbers of the Jones Motrola, has been visiting leading points in Southern Oregon, and had a very successful trip. G. C. Cook, manager of the company, is delighted with the success that has attended their venture. This concern has also taken over the Sterling line of reproducers.

A. C. Cook, mechanical expert of the Columbia Co., has been two months in Portland. While here he spent his time with the dealers instructing them in everything pertaining to the mechanism of the Grafonola.

Foley & VanDyke's talking machine department is doing exceptionally well. The Pathé Actuelle, which they carry, is very popular. They are also selling all the Victors and Mandels they can get hold of.

H. E. Hard, of the Wiley B. Allen talking machine department, says the Brunswick talking machine is a splendid seller.

When it comes to real energetic hard work there are few men who surpass C. Guy Wakefield, manager of the Wakefield Music Co. An instance of what he can do in fourteen working days: He interviewed fourteen dealers in fourteen different towns, established thirteen agencies. He has also established two agencies in eastern Oregon, one in Astoria and one in Centralia, Wash.

The Wax-Wilson Co., distributors of "Tone Clear," are receiving orders from practically every State where The Talking Machine World is read. The call for "Tone Clear" is so great that it can hardly be supplied, but the factory is growing in size and equipment, and the output will in a short time be sufficient to meet the demand.

The talking machine business at Edwards' Furniture Store is a big asset at that establishment. M. W. Davis, in charge of the department, and who, incidentally, is the compounder of "Tone Clear," which the Wax-Wilson Co. is putting on the market, sold nine Brunswicks in five hours on last Monday, and expected to sell more before the day was over. Jobbers are distributing "Tone Clear" in seventeen or eighteen States, and the demand is growing.

J. F. Travers and wife were Portland visitors last month. Mr. Travers is the Pacific Coast representative of the Sonora phonograph, and visited Portland in order to look after the business in this city.

CENTRALIZED CREDIT INFORMATION

With the formal launching of the Foreign Credit Interchange Bureau of the National Association of Credit Men this week emphasis was made that it marks a milestone in the safe and systematic clearance of foreign ledger experiences, thereby facilitating one of the most important phases of exporting. There is no intention on the part of the bureau to compete with the foreign credit service rendered by the mercantile agencies, but on the contrary it was pointed out that the new bureau is intended to supplement the information compiled by the agencies and do away with the random foreign inquiries and duplications of effort by centralizing all foreign credit data for members of the National Association of Credit Men.

FEATURING THE BRUNSWICK

The Kieselhorst Piano Co. and Field-Lippman Piano Stores Exploit That Instrument Most Effectively in the St. Louis Territory

The Brunswick line is very effectively represented in St. Louis, Mo., by the Kieselhorst Piano Co., at 1007 Olive street, and the Field-Lippman Piano House, at 1122 Olive street. Both these



Kieselhorst Piano Co.'s Window

concerns feature that instrument strongly in connection with their other lines, as the accompanying illustrations show. The upper section of the Kieselhorst display window is given over entirely



A Corner of Field-Lippman Store

to the exploitation of the Brunswick, while the Field-Lippman Co. give that instrument a prominent place in their first floor display.

Through co-operation with the service department of the Brunswick-Balke-Collender Co. retailers of Brunswick talking machines throughout the country are featuring those instruments strongly in window and wareroom display. A particularly effective arrangement shows the "Brunswick Girl" deeply interested in the Ultona sound box,

Let's get together

And talk over the Veeco motor proposition. The possibilities of this efficient drive for talking machines are most attractive. A large majority of homes today are equipped for electricity, and the owner of a phonograph in such a home is an excellent prospect for the dealer. Think of the thousands of owners who would be interested in having their machines electrically equipped at a small cost and in a few moments' time. Any dealer has dozens of prospects on his lists, and these prospects mean an increase in his bank account.

The Veeco motor is a large asset to the manufacturer as well, being particularly effective in the period models. For both manufacturer and dealer the Veeco motor is a money-making proposition. The motor runs on any 100-125-volt current. Special motors for other voltages. Furnished mounted on 12 or 12½-inch mahogany board, or unmounted without board. Let us hear from you. Write us now, to-day.

THE VEECO COMPANY 248 Boylston St.
BOSTON, MASS.

THE ORIGINAL PRODUCERS OF A COMPLETE ELECTRIC DRIVE
FOR TALKING MACHINE MANUFACTURERS' USE

Get our prices on sapphire points,
needles, Columbia, Victor and Edison
attachments. Immediate delivery.

COLE & DUNAS MUSIC CO.
54 W. Lake St. Chicago, Ill.

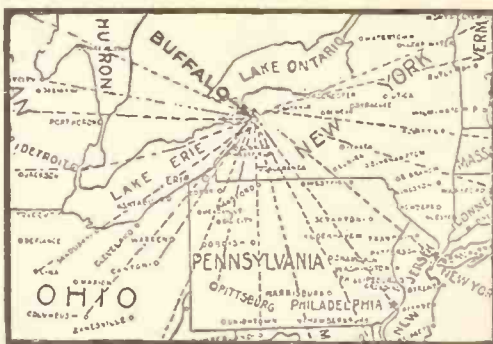
IROQUOIS SALES CORPORATION

TALKING MACHINES, RECORDS AND ACCESSORIES

10-14 NORTH DIVISION ST. WHOLESALE DISTRIBUTORS BUFFALO, N. Y.

“Buffalo Means Business”

Our
Central Location
Insures
Prompt Deliveries



Our
Complete Stock
Guarantees
Efficient Service

Avoid Regrets

Make Comparison

Hear the New

“MASTER-TONE”

Let Your Ear Decide

SOME CHOICE DISTRICTS IN THE ABOVE TERRITORY STILL OPEN

“Vitanola”
Phonographs

“OkeH Records”

“All-in-One”
Attachments

Sound Boxes

Needles

Accessories

WRITE TODAY FOR CATALOGS AND FURTHER INFORMATION

BELLE BAKER WITH PATHE

Noted Comedienne and Singer Now Recording for This Company

Pathé dealers generally will welcome the announcement that Belle Baker, famous headliner, is now recording for Pathé-Freres Phonograph Co. Miss Baker is without doubt one of the most pop-



Belle Baker

ular comedienues on the Keith Circuit, and her personal following in every city where she appears always assures a packed house.

As a singer of dialect songs she is said to be without a rival. A product of New York's lower East Side, Belle Baker excels in her characterization of Jewish and Italian types, and many an audience has rocked with laughter as they hear her inimitable impersonations.

"The Music Without the Blur!"

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

MARVELOUS MAGNOLA
"Built by Tone Specialists"

"Magnola's Tone Deflector eliminates the scratch"



Watching the Music Come Out

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

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

MAGNOLA TALKING MACHINE COMPANY

OTTO SCHULZ, President

General Offices 711 MILWAUKEE AVENUE CHICAGO
Southern Wholesale Branch 1530 CANDLER BLDG. ATLANTA, GA.

GET LARGER DISTRIBUTION DISTRICT

E. R. Godfrey & Sons Co., of Milwaukee, Now Have Exclusive Distributing Rights for the Vista Phonograph in Illinois and Indiana, as Well as Wisconsin, Iowa and Michigan

MILWAUKEE, Wis., October 6.—The E. R. Godfrey & Sons Co., of Milwaukee, announce that they have obtained the exclusive distributing rights for the new Vista phonograph in Illinois and Indiana, which now gives them five States as their territory, as they previously had Wisconsin, Iowa and Michigan. This house is also distributor for the new lateral Paramount record for this same territory, and reports a tremendous demand for these products.

D. J. Godfrey, who covers Wisconsin, states that the 125 Vista and Paramount dealers in this State are closing an excellent business and are well pleased with Godfrey service. V. L. Kelly, the Iowa representative, is also meeting with gratifying success, and the list of dealers in this State is growing rapidly. Mr. Boehmer, who travels Michigan for the house of Godfrey, though a newcomer in the field, is attaining splendid results and is signing new dealers steadily.

EMERSON PREMIER RECORDS

First Group Just Ready Includes Numbers by Many Well-Known Singers

Louis D. Rosenfield, sales manager of Emerson International, Inc., announced this week that the company was placing on the market a series of Emerson Premier records, comprising operatic and classical, vocal, band and instrumental selections. All of these records are double-faced; the 10-inch size retailing at \$1.00 and the 12-inch size at \$1.50.

The first group of records in this library is now ready, including selections by Millo Picco, tenor, of the Metropolitan Opera Co.; Eva Leoni, well-known coloratura soprano, and Carlo Ferretti, a new baritone. Rigo, the famous gipsy violinist, will record exclusively for the Emerson Premier library, and records by Rigo and his orchestra appear in the first list. Mr. Rosenfield states that this library is issued to meet the demands of the public for the best musical compositions at a moderate price.

MUCH NEEDED CONTRIVANCE

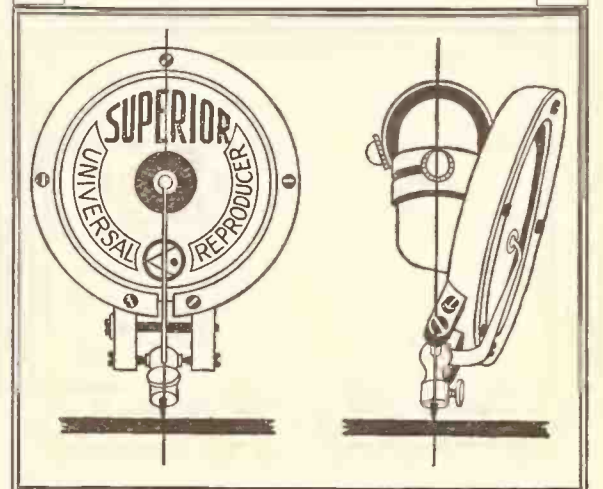
GRAND RAPIDS, MICH., October 8.—The Vanderstel Invisible sound box lock has just been invented by John Vanderstel, an expert mechanic and talking machine repair man of this city. Mr. Vanderstel worked many months to perfect this device, which is designed to protect Victor dealers from the loss of Victor sound boxes through theft or carelessness. The device consists of a compact lock which is attached in less than two minutes to any Victor sound box and can only be removed by the special tool provided with each lock. When in place it is invisible, and does not impair the operation of the sound box. The lock is made in two styles; one for the exhibition type and the other for the number two sound box.

RETURNS TO WORK

Chas. Gilmore, the Victor and Edison dealer at Kenton, Ohio, is now back on the job at his store and feeling fairly good again. Mr. Gilmore has been sick and away from his store for over a year.

MAIN SPRINGS
for
PHONOGRAPH MOTORS
Highest Quality — Best Prices
FAVORITE MFG. CO.
1506 DeKalb Ave., Brooklyn, N.Y.

The Scotford Tonearm and Superior Universal Reproducer
The Ideal Combination
Plays All Makes of Records as they should be played
Price of Sample Prepaid
Nickel, \$6.25 Gold, \$7.75
Adjusted for Cabinet measuring 8 1/2 inches from center of Tonearm base to center of Turntable shaft



Distinctive Features

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

Barnhart Brothers & Spindler
Monroe and Throop Streets—Chicago

NEW SONORA CALENDARS

Will Be Supplied to Sonora Dealers for the New Year—Will Be Handsomely Produced

It has been arranged to supply all Sonora dealers with a beautiful calendar for the New Year. This calendar is entitled "Joyful Hours With a Sonora," and is handsomely printed in many



colors, and mounted on a marbled-effect background. A brown silk cord at the top enables it to be hung on the wall.

There are few prospects who will not gladly receive a calendar from the dealer in their vicinity in December. These calendars will have the dealer's name and advertisement printed thereon, thus his name is kept before the prospect for an entire year, and the calendars have exceptionally good advertising value.

MAJOR DICK WITH LYRAPHONE CO.

Major C. P. Dick, son of ex-Senator Dick, of the State of Ohio, who recently returned from overseas, has been elected treasurer of the Lyraphone Co. of America and assumed his duties early this month.

CAPTAIN BOYLE'S HAUNTED TALKER

Talking Machine Mutters to Itself and Plays Weird Music Without Records—Refuses to Be Silenced by Ordinary Means and Plays On

Suppose you had a talking machine which was haunted. Suppose this haunted talking machine talked to itself all night and kept you from your well-earned sleep. What would you do? Captain Michael Boyle, of Engine Co. No. 16, Boston, has such a machine, and its weird and uncanny mutterings at all hours of the night are the subject of neighborhood gossip and scandal. As for Michael, he is getting tired of leaving his warm bed many times at night to silence his unruly music box. He has threatened to use his fire axe next time as an aid to moral persuasion and see how that will work.

Just the other night the Captain had returned home late and a few moments later was sleeping the sleep of the just when he was awakened by a ghostly melody sounding, to use his own words, like "sweet bells jaugled out of tune." The music stopped after a moment and the talking machine began to mutter to itself in erratic words as if under the influence of liquid rather than spectral spirits. The Captain jumped out of bed, dashed to the offender and shut the machine off. He was amazed to find no trace of any record whatsoever. He went back to bed, but no sooner had he touched the sheets than the noise began again and would not stop until Michael had gotten a choice load of somewhat uncomplimentary remarks off his chest. It was only after a severe lecture that the obstreperous machine finally subsided into incoherent murmurings, gradually fading away into silence. For several nights the same thing happened, the uncanny talking continuing until morning. Captain Boyle is not a believer in ghosts and is inclined to think that the phenomenon was due to some action of an electrical storm on the diaphragm.

Knowing Boston as we do, especially since Bos-

ATTENTION

If you are looking for quick service and right prices, get in touch with us on the following lines:

Q R S Rolls
Emerson 7 inch Disc Records
Wall Kane Needles

Complete line always on hand.

Write for monthly bulletin, catalog and prices

Enterprise Music Supply Co.

145 West 45th St., New York City

MAURICE RICHMOND, Gen'l Mgr.

We are the largest jobbers of sheet music and music books in the U. S.

Save time and money by ordering all your supplies from one house

tonians indignantly deny that anything alcoholic is sold within the city walls, and since the many friends of Captain Boyle affirm that he is a model upholder of the law and is neither a movie fan or otherwise afflicted with these ultramodern fads and fancies, we find it impossible to offer the solution to the mystery. But even a talking machine is a sensitive instrument and might well be affected by some of the fire horrors through which the doughty captain has passed unmoved. So, as the saying goes, "Quien Sabe?"

Vassar College at Poughkeepsie, N. Y., has recently purchased a Victrola for classroom use in the study of music and music appreciation.

AMERICA'S GREATEST PHONOGRAPH SERVICE

"Satisfied—
so will you be"

THE NEW

VISTA

does more than please. It is the kind of phonograph you've wished for, and our service is the kind you've long desired. You above all others must be satisfied.



LATERAL CUT

E. R. GODFREY & SONS CO.

Exclusive Distributors

MILWAUKEE, WIS.

ILLINOIS, WISCONSIN, IOWA, MICHIGAN and INDIANA



Talking Machine World, New York.



General Phonograph Corporation

25 West 45th Street

OTTO HEINEMAN, Pres.

New York City, N. Y.

FACTORIES: ELYRIA, O.
SPRINGFIELD, MASS.

NEWARK, N. J.

PUTNAM, CONN.

KITCHENER, ONT.

Branch Offices: Chicago, Ill.

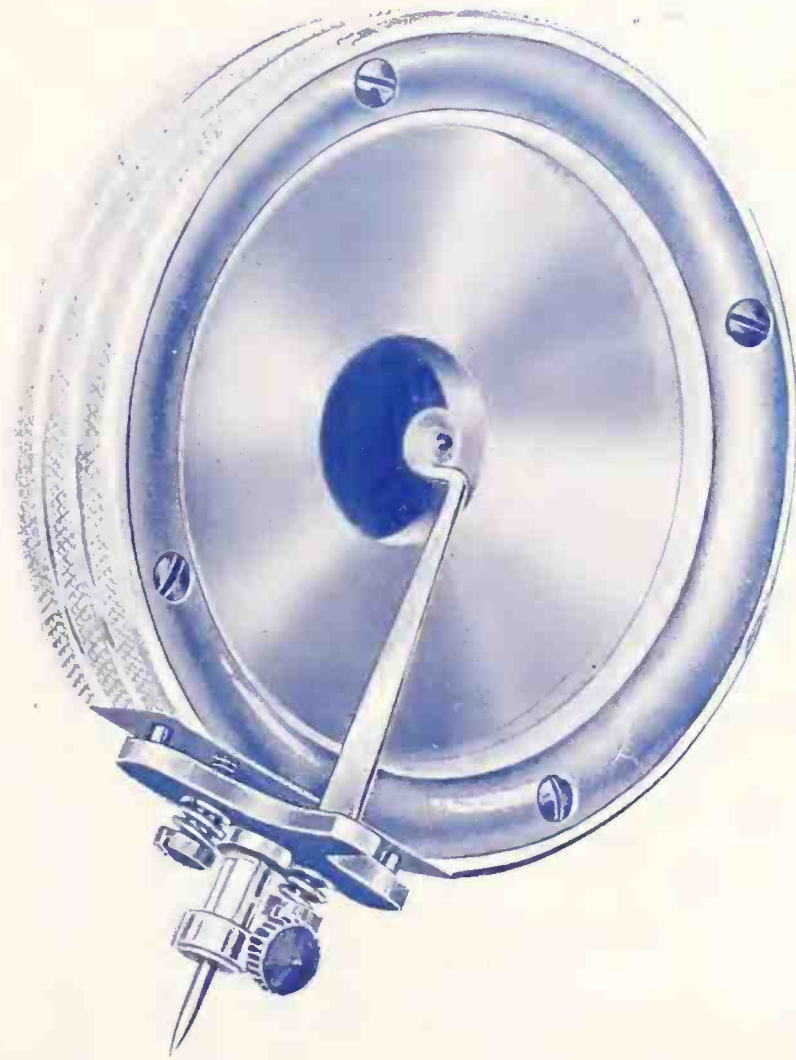
San Francisco, Cal.

Toronto, Can.

Will You Try Our New

OKEH

ALUMINUM SOUND BOX



The Sound Box for 1920 Models

Write for Sample

COWS PREFER CLASSICAL MUSIC

**Give More Milk When Music Is Played for Them—
Actual Demonstrations at Electrical Show Bring
Forth Some Interesting Facts**

When a cow shows her appreciation of the phonographic music of Beethoven, Mozart and other masters by giving more precious milk to her owners she surely is showing her gratitude in a very concrete way. And the talking machine has won a place in the dairy barn where it will do a service as great as any other whether it be in parlor, bedroom or bath. At the Electrical Show held at Grand Central Palace in New York, H. M. Harvey, a veteran dairyman of Poughkeepsie, was in charge of the electrical dairy exhibit and carried on some interesting tests with thoroughbred Holstein and Guernsey cows.

Some cows of each breed were milked dry and then induced to give more milk under the influence of the music. Others with music from an electrically operated phonograph playing continuously during the milking period gave from 10 to 12 per cent. more than their average volume. Mr. Harvey selected classical music of a slow, measured cadence, which, he says, he has found to be most effective, and asserts that music is a regular feature of the large successful dairies.

One of the Holstein cows at the Electrical Show, under the influence of the best compositions of Mozart, Beethoven and Richard Strauss, gave forty-five quarts of milk in a twenty-four hour period. She was milked every six hours during the test.

All of the milking at the dairy exhibit is done by electrical milking machines and the butter and cheese made and milk bottled also by electrically operated machinery. Most of these products from the dairy exhibit to go to the model apartment, where a staff of expert domestic scientists holds forth and demonstrates how variously and helpfully electricity can be used in the household.

NEW LINES AT WANAMAKER'S

**New York Store Announces Seven Lines of
Talking Machines as Represented in the De-
partment—Follows Philadelphia Move**

Following the announcement made by the John Wanamaker store of Philadelphia, to the effect that eight lines of talking machines with several lines of records were now being carried by that store, the list including the Victor, Columbia, Edison, Vocalion, Sonora, Pathé, Brunswick and Cheuey, the Wanamaker store in New York on October 1 began using substantial space in the daily papers to make almost the same announcement in Gotham. The lines now handled in New York are identical with those featured in the Wanamaker store in Philadelphia, with the exception of the Brunswick phonographs. In the New York Wanamaker Store the seven lines of machines, and the five lines of records, are separated for demonstration and sales purposes in the talking machine department, no one line being given any more prominence than another.

For many years the Wanamaker Store held a license as Victor wholesalers and confined their efforts to the handling of that line. Following the recent relinquishing of the jobbing license, there came the expansion of the department and the adding of the new lines.

OLD TIME TALKING MACHINE MAN

**Thos. Wardell, of Lowell, Mass., in Retail Field
for Past Twenty-five Years**

A recent visitor to the offices of The World was Thomas Wardell, 110 Merrimack street, Lowell, Mass., who handles the Edison and Victor lines. He is one of the veterans of the talking machine industry, having been associated with the trade for twenty-five years. During this entire period he has handled the Edison line and for the past twelve years has also been a Victor dealer. He

states that the demand for these products in his territory is growing steadily, and that it is not so much a matter of merchandising at the present time, but a problem of securing sufficient goods to supply his patrons. Mr. Wardell, speaking reminiscently of the days of the talking machine industry, commented upon the great changes and improvements that have taken place in the past quarter of a century, and expressed the opinion that the phenomenal increase in the demand for talking machine and records is but the forerunner of many years of similar prosperity and activity.

WANTED QUART OF "COTTON GIN"

**Eight Victor Artists Have Some Interesting Ex-
periences During Texas Trip**

Some interesting stories are told of the recent visit of the eight famous Victor artists to Texas recently, where between concerts the singers were elaborately entertained by local talking machine men on hunting and fishing trips, and in other ways. Their singing was better apparently than their fishing ability, for when the entire eight accompanied Lester Burchfield, of Dallas, on a fishing trip, the total result was one small fish. It was the first trip to the Southwest for some of the singers, which may explain why John Myers, when asked if he had seen the cotton gin, replied, "No, get me a quart."

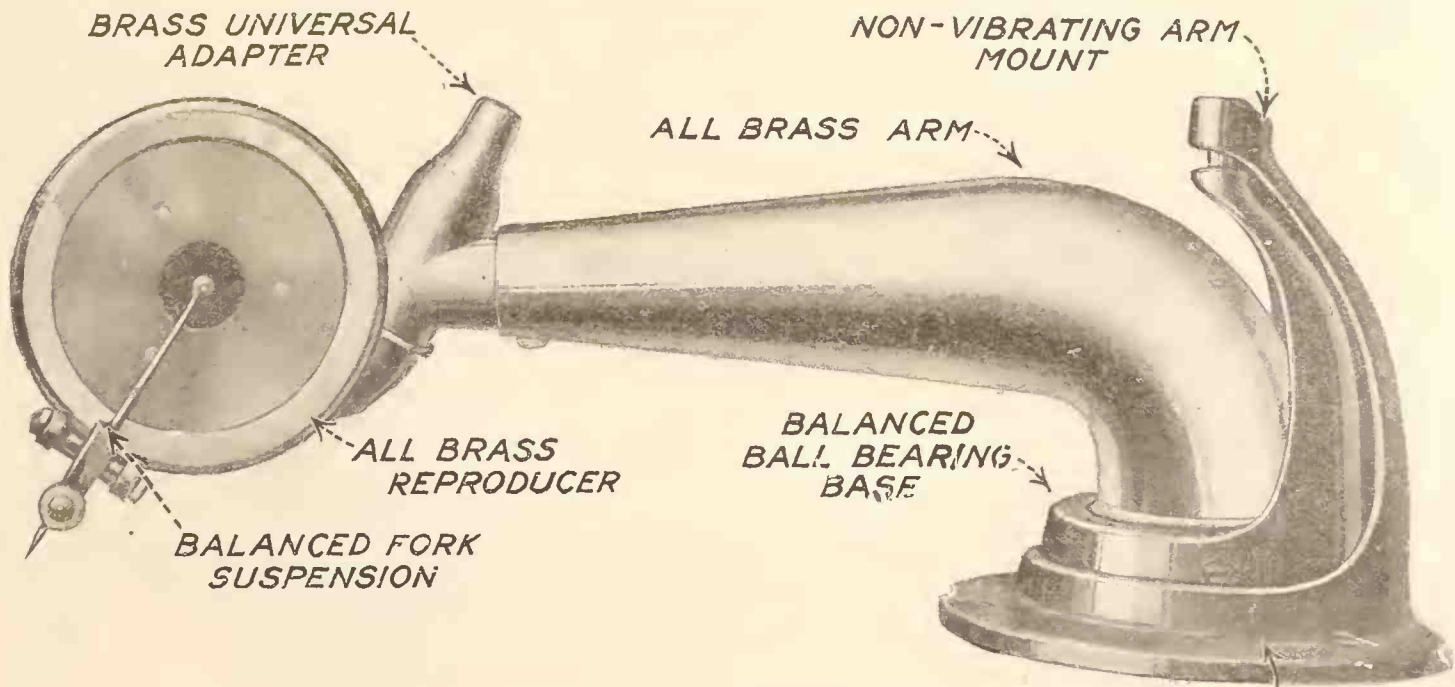
The singers won the hearts of the people of San Antonio by appearing without charge at a benefit for the relief of the storm sufferers. They also appeared in Dallas, Waco, Port Arthur and several other cities.

TO HANDLE REGINAS IN LOCKPORT

Brown, McManus & Co., distributors of Regina phonographs in New York and New Jersey, announce that Burt Bros. will represent them in the sale of Reginas in Lockport, N. Y.

THE UNIVERSAL TONE ARM SUPREME

There are features to this new universal tone arm and reproducer that will be immediately recognized and enthusiastically endorsed.



UNOBSTRUCTED TONE PASSAGE

"PRESTO" UNIVERSAL TONE ARM No. 11

This all-brass tone arm must be seen and heard to be appreciated.

PRESTO PHONO PARTS CORPORATION
124 PEARL STREET BROOKLYN, NEW YORK

READY NOW

TELEPHONE

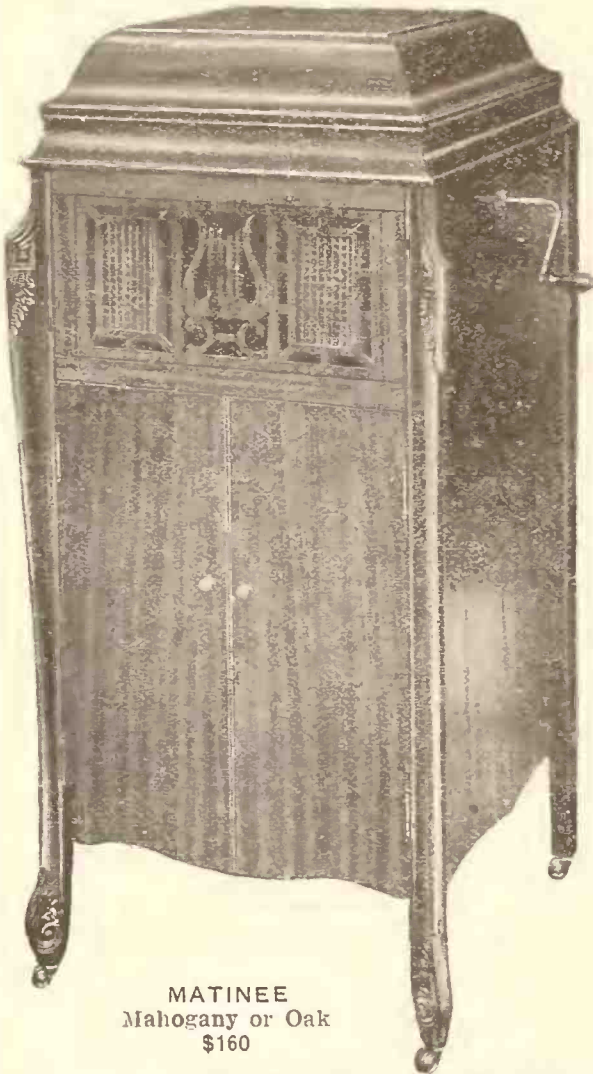
Reg. U. S. Pat. Off.

Prompt Deliveries
Exclusive Territory
Powerful Co-operation

Enormous Output

Exclusive Features

Musically "In a Class by Itself"



MATINEE
Mahogany or Oak
\$160



ETUDE
Mahogany or Oak
\$135



STANDARD
Mahogany or Oak
\$100



ENCORE
Mahogany or Oak
\$195



PREMIER
Figured Mahogany
Gold Plated
\$250

WE
INVITE DEALERS
Alike to
REAL OPPORTUNITY
to get
INSIDE INFORMATION
about this biggest Selling Sensation
of the Industry—and to join our
ENORMOUS OUTPUT PLAN
Write Us To-day, we'll gladly tell
you Full Particulars in a personal
letter by return mail. Illustrated
Catalog.

The Tel-O-Tone

The Most Talked About Phonograph in America

The WESTERN NEWS COMPANY, 21-29 East Austin Avenue, Chicago, Ill.

NEW QUARTERS IN NEWARK, N. J.

Collings & Price Co. to Have a Model Victor Wholesale Establishment in That City

The recently organized Collings & Price Co., which took over the interests of the Price Talking Machine Co., Victor wholesalers in Newark, N. J., will, at a very early date, occupy new quarters at the corner of Clinton and Beaver streets, Newark. Careful attention has been given to the arrangement of the new quarters, and it is declared when



L. W. Collings

completed it will be among the best equipped of any Victor wholesale establishment in the country. Both Messrs. Collings & Price have had wide experience in the trade, and as a result they have incorporated a number of original ideas that will revert to the direct benefit of the talking machine dealer through improving the service.

The officers of the company feel that Newark is ideally situated for a wholesale Victor business. The shipping facilities provided in that city are exceptionally good, and the company will make

much of this fact. A strong campaign of dealers' service is also being developed. It will include advertising matter of all kinds, specially prepared, together with some strong sales helps.

Malcolm G. Price, president of the company, for many years headed the Price Talking Machine Co., and is well known to the trade throughout

the East. L. W. Collings, of the company, was connected with the Victor Talking Machine Co. for over twenty years in an official capacity, and had much experience in the trade service department of that organization. He will act as general manager of the Collings & Price Co.—a position for which he is admirably equipped.

NINE DISTINCT TYPES OF TALKING MACHINE PROSPECTS

Some Timely Suggestions by B. J. Munchweiler

1. The Good-Natured Prospect: Not so easy to close as the title implies. They smile at your efforts and laugh at your work. Smile with them and laugh at your own expense. It helps the sale along.

2. The Doubting Prospect: The one who questions and doubts every statement you make. Printed facts and figures go a long way toward silencing this skeptic. Arm yourself with documentary evidence.

3. The Disputive Prospect: Near kin to the "argumental" type. Welcomes a dispute so he can prove his cleverness. A mild form of combat pleases him. Use care not to overstep the mark.

4. The Taciturn Prospect: One of the hardest types to handle. You have no way of telling by word of mouth if you have succeeded in arousing interest. Watch the eye of this person and be less talkative than with the usual type.

5. The Technical Prospect: Usually a professional man. To "guess" and "think" spell ruination when making your plea. You must KNOW and be SURE with this kind.

6. The Impolite Prospect: Rarely, if ever, encountered by the polite salesman. To the polite and gracious all people smile, but with the grouch every close has to pass through a wrangle.

7. The Price Prospect: The person who buys price first and a talking machine afterwards. This type is easily closed with by asking him to recall some previous purchase where price was the only factor. Call attention to the well-known fact that

"the memory of quality lingers long after price is forgotten."

8. The Comparative Prospect: Compare, and compare is the maxim of this type. When you note the comparative prospect at work, use the same tools. Compare tone, finish and other strong points with the other fellow's, just as this prospect does and likes to be done by.

9. The Prospect Who Cannot Say "Yes": A great many folks are sold, but cannot say "yes." To this type you must act as both salesman and buyer. Soon as you observe sufficient interest aroused hand out the order blank

But before you are capable of all this you must be able to answer this.

Self-Questionnaire

Am I aggressive? Am I optimistic? Am I pessimistic? Am I enthusiastic about my job?

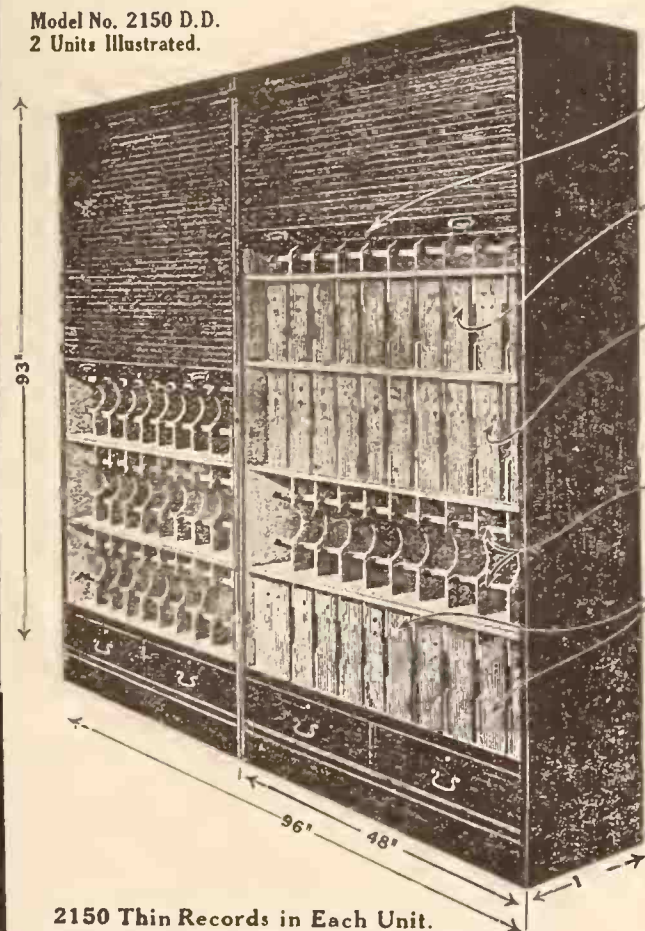
Do I work hurriedly? Do I know it all? How can I get closer to my work?

NEW "VICTOR DOG" JOBBERS

PHILADELPHIA, PA., October 8.—The Penn Phonograph Co. of this city announce that among the new distributors of the miniature plaster Victor Dog added to the already large list during the past week are E. F. Droop & Sons Co., in both their Baltimore and Washington headquarters; the Frederick Piano Co., Pittsburgh, Pa.; Lyon & Healy, Chicago, Ill., and Cohen & Hughes, Baltimore, Md., and Washington, D. C.

GUARANTEED

Model No. 2150 D. D.
2 Units Illustrated.



2150 Thin Records in Each Unit.
4300 Records in These 2 Units Illustrated.
2150 Edison's in These 2 Units.

WRITE FOR CATALOGUE

Ogden Sectional Cabinet Co., Inc.
LYNCHBURG, VA.

Locking Roll Top Prevents Dust and Theft, also supplied with Spanish Leather Curtain.

350 10" or 10 1/2" Records on each shelf. Filed in Sales System Covers and with Index Guides.

350 10" or 10 1/2" Records on this shelf, also 3 shelves above.

Soft Flat Supporting Springs Prevents Warping (Patented). Holds 350 10" or 12" records.

10 and 12" Records Filed on same shelf. Held Flush at the front by Patented Adjuster.

Prices Models No. 2 and 62

(CAP. 300 10 and 12" RECORDS)

Sections . Oak \$6.75, Mah. \$7.00
Base . . . Oak 5.50, Mah. 5.75
Top . . . Oak 3.00, Mah. 3.25
Roll Curtain for complete Unit, 3.00

File Your Records So You Can Sell Them

This System pays for itself in six months. Automatically Re-orders All "Sold Out" Records. Every Record Located Instantly as Simple as 1-2-3.

Prices in Effect Sept. 15th

NEW STYLE MODEL No. 2150 D. D.

Oak. With Leather Curtain	\$70.00
Oak. With Locking Wood Roll Cur.	80.00
Bir. Mahg. With Leather Cur.	75.00
Bir. Mahg. With Locking Wood Roll Cur.	85.00
Enamels " " " "	95.00

(White, Ivory and Gray)

Sectional Models Fit Any Size Stock and Help You Grow.



Models No. 1 and 31

The Ogden Sales System Is Equivalent to an Extra Clerk and Increases Sales. Prices \$2.25 to \$9.75 a Section.

TALKING MACHINE DEALERS

Entertain a covetous interest in the Music Roll trade. The demand is immense and rapidly increasing; they can be handled without additional selling expense, the margin of profit is greater than records and most owners of Player Pianos are Talking Machine prospects. "BUT" --- reasons the Talking Machine Dealer, "it's a new line --- it's strange, there's the initial investment in stock, I'll need a player piano or two for demonstrating and a sound-proof room or more because customers will want to hear what they buy --- it's a big risk."

LISTEN TO THIS

If we remove every element of speculation --- assume the risks, start you without demonstrating pianos and sound-proof rooms--prove to you that such appurtenances will never be necessary, that Music Rolls can and should be sold like cigarettes in a cigar store, that their profits are singularly large, the popular hits are issued months before the same titles are ready in Records and that your orders receive genuine service--will you still turn a deaf ear?

PLAYER ROLLS ARE A STAPLE

The customer buys what he knows he wants --- heard it in the theatre --- maybe at a cabaret; if he doesn't know what he wants he asks what's good and if you are a U. S. dealer, he'll get it and there'll be no back-fire, for our service embraces only hits and best sellers. We don't want Talking Machine Dealers to handle our complete line --- only the cocksure sellers, so the turnover will be quick and the investment small by comparison. And the best example in support of our contention that you don't need to demonstrate, is the mail order houses who are the largest individual sellers of Music Rolls --- their customers don't even see them, let alone hear them.

WE'LL START YOU

With fifty rolls, i. e., one carton of five each of our ten "Best Sellers," including appropriate display materials, with the understanding that you may return at our expense, any unsold rolls of this introductory offer within sixty days of billing date.

WHO TAKES THE RISKS?

DETACH AND MAIL THIS COUPON

United States Music Co.1919
 2934-2938 W. Lake St. Chicago

Ship your Introductory Order per October issue of The Talking Machine World.

Our jobber is:.....

(Name)

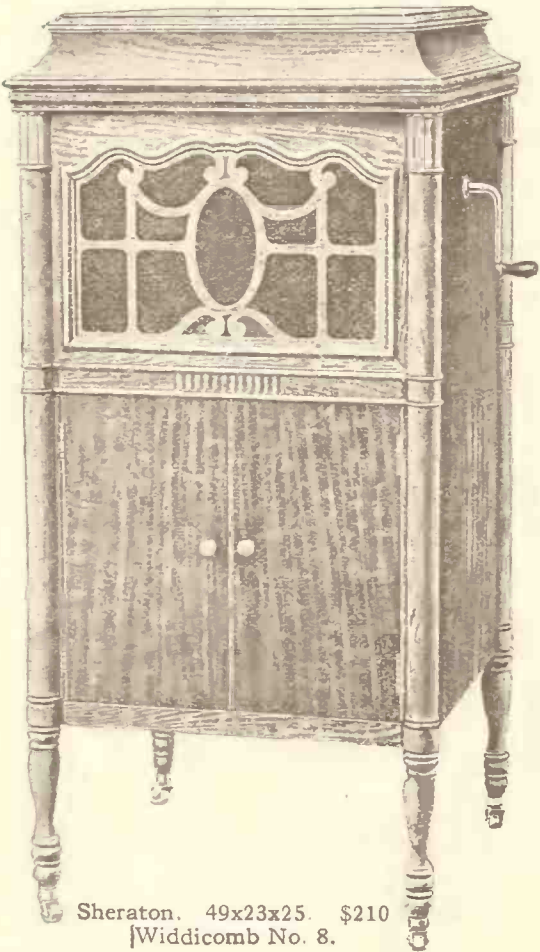
(Address)

In the Holiday Rush

for talking machines of every kind *Widdicomb* dealers will feel that satisfaction which invariably goes with the *consistent* sale of *Widdicomb* Phonographs.



Queen Anne. 48x22x24
£185.
Widdicomb No. 6.



Sheraton. 49x23x25. \$210
Widdicomb No. 8.

The Widdicomb
A FINISHED
PRODUCT

is distinctly a quality Instrument calculated to enhance the reputation of reliable merchants whose clientele is made up of discriminating music lovers.

Made for the dealer who wants bigger, better value, more substantial profits and a steady flow of come-back sales.

PHONOGRAPH DIVISION

THE WIDDICOMB FURNITURE CO.

Grand Rapids, Michigan

Barrientos and Stracciari singing the "Vengeance" duet from "Rigoletto" will bring in receipts with a vengeance! Columbia 78363.

Columbia Graphophone Co.
NEW YORK



MISSION OF THE VICTROLA IN PUBLIC LIBRARY WORK

Interesting Paper Read by Branson M. DeCou at the Recent Victor Educational Convention

For a great many years the Victor Co. has been directing its educational influence along the lines of work regularly adopted as curricula for schools. It has sought to dovetail into the daily work of the classroom the signal efficiency of the Victrola. In that it has been, as you know, eminently successful. No other method could have succeeded as well.

The public library, being an integral part of our educational system, has naturally come in for some thought and consequently considerable action. The time has now come when we can offer a public library an equipment, instantaneous in service and, moreover, absolutely necessary in the line of development. The great public library systems of St. Louis, Evanston, Ill., Newark, Los Angeles and Kansas City have already either adopted or are preparing to adopt our plan. Numerous other libraries throughout the country have installed Victrolas and libraries of records for the purpose of—and now we must know the plan!

In an article in "Public Libraries," the official library magazine, May, 1919, I pointed out to librarians throughout the United States that one of the war activities of the camp libraries was well worth continuing—the practice of using the Victrola for Sunday afternoon concerts and study classes, and the direct use of the "Victrola Book of the Opera" and "What We Hear in Music," which, being adopted by the A. L. A., were on the circulating shelves of all camp libraries. This is only a meager part of the mission of the Victrola in library work. At the University of Illinois Summer Session, 1919, we explained in a series of lectures in the School of Library Science the scope of our activities within school and city libraries.

The plan subdivides itself into four separate and distinct activities. First, the equipment of a sound proof room with Victrola and a reference library of choice Victrola records; second, the use in the public concert and the study classes; third, the use in the story hour for children, and, finally, the classification and indexing of records and record analysis material.

The equipment of a sound-proof room with Victrola and a reference library of Victor records is advocated as a direct aid in presenting the real music as well as the printed score in libraries maintaining music departments. In no other way can the world's best music—opera, oratorio, symphony—be actually studied within the walls of a library. In libraries maintaining no music department at all a more limited equipment is advised, an instrument and a library of records, sufficient only unto the needs of the public concert, study classes and story hour. To be sure, this need may develop a very large library of records. A type of equipment recommended to the Newark Free Library was a XVII Victrola and \$225.00 worth of selected recordings, a total expenditure for the library of \$500.00, they already having a sound-proof room and an improvised set of record cabinets. The new prices on the Red Seal list allow Mr. Dana, in Newark, to nearly double their reference library of records.

In the public concert and study classes in music, conducted by so many libraries during the winter season, programs are suggested in the "New Correlation" and the regular course of study outlined in "What We Hear in Music" have been used. In giving operative programs the "Victrola Book of the Opera" is an invaluable aid. Ingenuity on the part of a librarian has resulted in

individual programs of a diverse nature, such as many of the so-called "popular" symphony programs include.

The "Story Hour for Children," so popular in libraries, is augmented considerably by our stories in word and in tone, not to mention the vast amount of correlation music available for the most of the spoken stories. The Educational Department has been fortunate in possessing such famous story-tellers as Cora Mel Patten, Sara Cone Bryant, Georgeue Faulkner and Sally Hamlin—Sally, the little girl "reciter." Descriptive music, tone pictures, songs and instrumental gems become familiar to children through the story hour and "Pan and His Pipes." No library can afford to neglect the children.

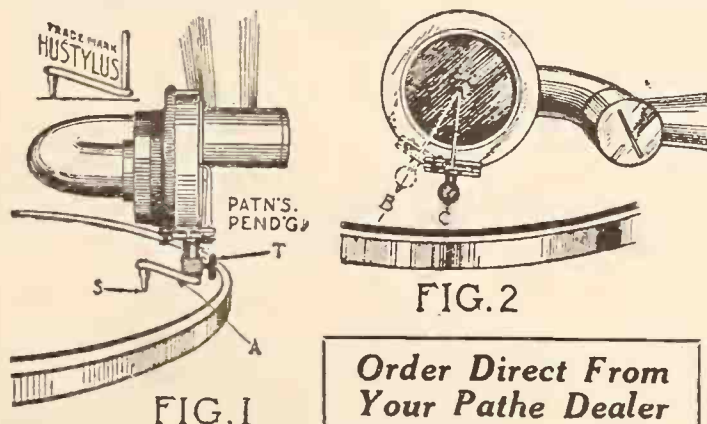
The filing and classification of records and record analysis material is a big part of the larger libraries' work, but reduces itself to simplicity in a small library. Two reference files are maintained, one as an index to the records owned, arranged under the Dewey Decimal plan and cross-indexed to the file (Victor) numbers, and another, a file of record analysis, either for the records owned or for a greater number. This file is arranged by file or Victor number in a library maintaining a music department, cross-indexed to the Dewey Decimal or Score number.

All the Victor publications have a place in the record analysis library; the monthly supplement, the general catalog, "What We Hear in Music," the "Victrola Book of the Opera" particularly. They are indexed under the Dewey Decimal plan.

To learn the approach to the public library it is first necessary to learn the plan. Convince the librarian he or she should have Victrola equipment. This department exhibited at the National Convention, the A. L. A. meeting at Asbury Park, this June. I personally met hundreds of librarians who heartily endorsed the plan. I met just one who was dubious of its success. She said that we would have great difficulty convincing library

(Continued on Page 82.)

With the HUSTYLUS the PATHE RECORD Can Be Played On Any MACHINE



Order Direct From
Your Pathe Dealer

Here is the most practical and the simplest device ever introduced to Pathe Dealers.

It is designed for playing the beautiful PATHE records on Talking Machines and phonographs that now play lateral cut records only.

The Hustylus instantly gives any machine a Universal Tone-arm.

RETAIL PRICE, \$1.

BIG MARGIN OF PROFIT FOR THE DEALER—Absolutely Guaranteed

HERBERT & HUESGEN CO., 18 East 42nd St., N. Y.

VICTROLA IN THE PUBLIC LIBRARY

(Continued from Page 81)

boards. I explained we did not want to convince library boards now.

The approach is through the librarian to the public. Get one of your Victor enthusiasts interested in what your local library needs. Give a concert or series of them at the library as a benefit for a Victrola, any model the situation demands. Let the local music club present the program. Get your advertising out of advertising the library and music club. Do not conduct the benefit, but co-operate in it. The librarian will find a means of getting the records once the instrument is in. The record-demonstrating booth of your store will have been projected into the public library, the greatest single agency for educating the adult in this country. You will be rendering the community a service. Many dealers have asked me, "Won't the Victor Co. let me see that the library is presented with a Victrola?" and I said, "Why lose the best part of the game?" The direct advertising that comes from the effort on the part of the community to get a Victrola and the exultant joy which comes in possessing something hard-earned.

Go out after the library. We are convincing your librarian in our advertising and through our department. Co-operate with the Victor Educational Department in everything it does. That is the only way we can so pool our resources as to win.

PURCHASE RETAIL BUSINESS

WASHINGTON, D. C., October 8.—The retail store of Cohen & Hughes, Inc., has been purchased by Ansell, Bishop & Turner, who will devote their efforts exclusively to Victor products and purpose to give representation of the highest class. Cohen & Hughes have been actuated in thus disposing of their interests in this city by the same motives that prompted a similar action in Baltimore, namely, that of extending to their dealers the full measure of service and consideration to which they were entitled.

"A Million A Year"

MICA DIAPHRAGMS OF BEAUTY

—Phonographically Speaking—They Talk for Themselves—
Manufactured for over ten years for the larger consumers by the

INTERNATIONAL MICA COMPANY

Factory and Sales Dept. { 37th & Brandywine Sts. W. Philadelphia, Pa. Mines, Amelia Co., Va. Executive Dept. { 1228 Filbert St., Philadelphia, Pa.

Send for samples and quotations now and eliminate your diaphragm difficulties

Immediate delivery of small quantities can be made in the following districts.
SAN FRANCISCO, CALIF.—WALTER S. GRAY
CHICAGO, ILL.—LAKESIDE SUPPLY COMPANY
MONTREAL, CAN.—ARTHUR K. KEMPTON

SCHLOSS BROS. INCREASE CAPITAL

Cabinet Manufacturers Take First Step in Plans for Business Expansion

Schloss Bros., Inc., the well-known talking machine record and music roll cabinet manufacturers, have increased their capital stock from \$15,000 to \$50,000 for the purpose of carrying out some ambitious plans for the expansion of their business. The present plant of the company is located at 637 West Fifty-fifth street, New York. Myron Schloss is president of the company, and Edwin G. Schloss treasurer and general manager.

WADDELL LINE PROVING POPULAR

GREENFIELD, O., October 5.—The Music Table Co. of this city, manufacturers of the Waddell line of phonographs, report strong demands for their product. Their policy of "One agency in a town" is proving very profitable to the dealer, and reservations for agencies are coming in fast. Announcement is made from headquarters that they expect to have ready for November delivery a new design in an upright cabinet machine to be known as the Waddell Music Cabinet, Style 2, to be listed at a popular price.

SECURE C. STEWART AND E. CANTOR

Well-Known Favorites Will Make Records for the Emerson Library

The Emerson Phonograph Co. announced recently that arrangements have been made where-



Cal Stewart

by Cal Stewart and Eddie Cantor will make records for the Emerson library. Cal Stewart is well known to music lovers throughout the country, for he created the character of "Uncle Josh,"



Eddie Cantor

and monologues by this kindly entertainer have provided amusement for many years.

Eddie Cantor, who is the star of "Ziegfeld's Follies," has won international popularity on the vanderbilt stage, and his Emerson records reflect his individuality and distinctive art. He will make Emerson records exclusively.

Phonograph Manufacturers!—We have hardware in stock ready for immediate delivery. "Service" is our motto. Write for catalog and prices.

COLE & DUNAS MUSIC CO.
54 W. Lake St. Chicago, Ill.

Ward's Khaki Moving Covers

Distributors

BRISTOL & BARBER, INC.
111 E. 14th St., New York City

YAHN & LANGE DRUG CO.
207-215 E. Water St., Milwaukee, Wis.

COHEN & HUGHES, INC.,
Washington, D. C.

BECKWITH-O'NEILL CO.
Minneapolis, Minn.

STREVELL-PATTERSON HARDWARE CO.
Salt Lake City, Utah

OHIO SALES CO.
Beckman Bldg., Cleveland, Ohio

THE REED CO., 237 Fifth Avenue
Pittsburgh, Pa.

CHAS. H. YATES
311 Laughlin Bldg., Los Angeles, Cal.

W. D. & C. N. ANDREWS
Buffalo, N. Y.

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



Grace "D" Cover with No. 3 Straps.



OKEH RECORDS

The Most Popular Records on the Market

- 1.—Immediate Delivery of Song and Dance Hits
- 2.—Superior Tone Quality
- 3.—Made and Guaranteed by the World's Largest Manufacturers of Phonograph Supplies
- 4.—The Most Successful Popular Artists
- 5.—Jobbers Who Co-operate With and Assist their Dealers
- 6.—A Library of the World's Best Music

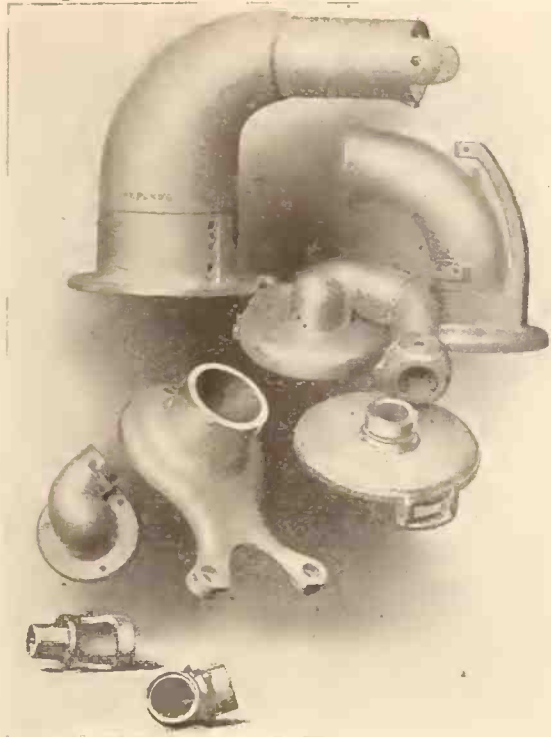
Liberal Discounts to Dealers

General Phonograph Corporation

OTTO HEINEMAN, *President*

FACTORIES: ELYRIA, OHIO, NEWARK, N. J., PUTNAM, CONN., SPRINGFIELD, MASS., KITCHENER, ONT.

BRANCHES: CHICAGO, SAN FRANCISCO, TORONTO, CANADA



DOEHLER DIE-CASTINGS

are produced by the leading and largest concern of its kind in the world; by an organization whose sole and undivided efforts are devoted to the manufacture of Die-Castings exclusively.

Doehler Die-Castings are produced from virgin metals of our own alloying, and as a result of formulas especially developed for their use all talking machine parts of our manufacture are readily plated in Nickel or Gold in a most satisfactory manner by the usual electroplating methods.

Our resources and facilities enable us to offer to die-casting users the advantage of a Quality Product, an unfailing Service at an attractive Price.

DOEHLER DIE-CASTING CO.

MAIN OFFICE AND EASTERN PLANT
BROOKLYN, N.Y.

WESTERN PLANT
TOLEDO, OHIO.

SALES OFFICES IN ALL PRINCIPAL CITIES

OCCUPY NEW PLANT OVER NIGHT

Milwaukee Talking Machine Mfg. Co. Sets a Record in Getting New Factory Into Operation—Facilities Greatly Increased

MILWAUKEE, WIS., October 4.—A remarkable instance of plant expansion has come to light in the case of the Milwaukee Talking Machine Mfg. Co., which has just occupied its new mill at 241 East Water street, this city. The completion of this new

unit of manufacturing facilities of the company was accomplished on schedule time, and in order that there might be no lost motion the entire equipment of the old factory was moved to the new plant and installed over night, being supplemented by considerable new equipment, sufficient to provide for an output of at least 300 high-grade cabinets every working day.

The employes left the old mill at the completion of their work one night and reported at the new factory in the morning to find the material in place

and ready for operation. The factory force was increased materially to insure greater output. The new plant, illustrated herewith, is seven stories high, and is completely equipped with the most modern and up-to-date machinery.

The Milwaukee Talking Machine Mfg. Co. was established in 1915 with C. F. Romadka as president, and has met with a full measure of success, its product, the Dalion, being handled to-day by some



Milwaukee T. M. Mfg. Co.'s new factory of the most important jobbing houses of the country. According to the Milwaukee Talking Machine Mfg. Co.'s system, the Dalion jobbers do not handle the product in a haphazard manner, but install complete competent phonograph departments in their organizations, and are prepared, with factory trained men, to render what is practically factory service in their local field. The company itself maintains a dealers' service department co-operating with jobbers to give retailers the utmost support.

TRIMMINGS AND PARTS

for

Phonograph and Cabinet Manufacturers

We carry a complete line of trimmings and parts, and can make reasonably prompt deliveries of

Catches, Sockets, Pulls, Knobs, Escutcheons, Sliding Shoes, Lid Supports, Automatic Stops, Tone Rods, Needle Cups, Etc., Etc.

Write for samples and prices

GRAND RAPIDS BRASS COMPANY
GRAND RAPIDS, MICHIGAN

We distribute at Wholesale

THE TOURIST PORTABLE PHONOGRAPH

A real high grade Phonograph in a convenient, compact form. Retail price \$35.00. Write for illustrated circular.

COLEMAN MERCANTILE CO.

4421 Manchester Ave.

St. Louis, Mo.

Morning World-Tribune
WILSON SAYS PACT AIDS INDUSTRY
 25 CLEVELAND ENGINES, NEEDED TO HAUL COAL, WASTED ON PASSENGER TRAINS

The Cleveland Press
SECRET WILSON IRISH DEBATE TOLD IN

HERALD EXAMINER
GIRL KILLS EMPLOYER

The Boston Sunday Globe
WILSON REPORTS TO CONGRESS

The Salt Lake Tribune
WILSON BEGINS PACT APPEAL TOUR

The Evening Bulletin
LEIPZIG RETAKEN BY GERMAN TROOPS, ANOTHER BIG CUB BRINGS 27TH MEN

Chicago Sunday Tribune
27TH MEN SEE BROADWAY TO-DAY DIVISION CASUALS TOTAL 7

THE SUN
ST. LOUIS HEARS WILSON PLEA

The Boston Post
REPORT PLAN TO AVERT A STRIKE

The New York Times
'ADOPT PACT OR BETRAY YANKS' - WILSON

The Atlanta Journal
HITCHCOCK DEFENDS PEACE TREATY

THE CHICAGO DAILY NEWS
ST. LOUIS HEARS WILSON PLEA

THE PITTSBURGH PRESS
RAILROAD MEN WILL NOT STRIKE

The Tribune
WILSON WARNS HE WILL NOT AID IN A 'PEACE OF LOOT'

NEW YORK JOURNAL
HOUSE CLOSE ON TRAIL OF MRS. WILKINS' SLAYERS

The Detroit News
REVISIT TREATY UP TO SENATE

ST. LOUIS POST-DISPATCH
CONFERENCE OPENS; CLEMENTE, NOMINATED BY WILSON, IS UNANIMOUSLY CHOSEN FOR CHAIRMAN

The Buffalo Evening News
BLOCKING TREATY IS BOLSHIEVISM IF NO SUBSTITUTE OFFERED, SAYS WILSON

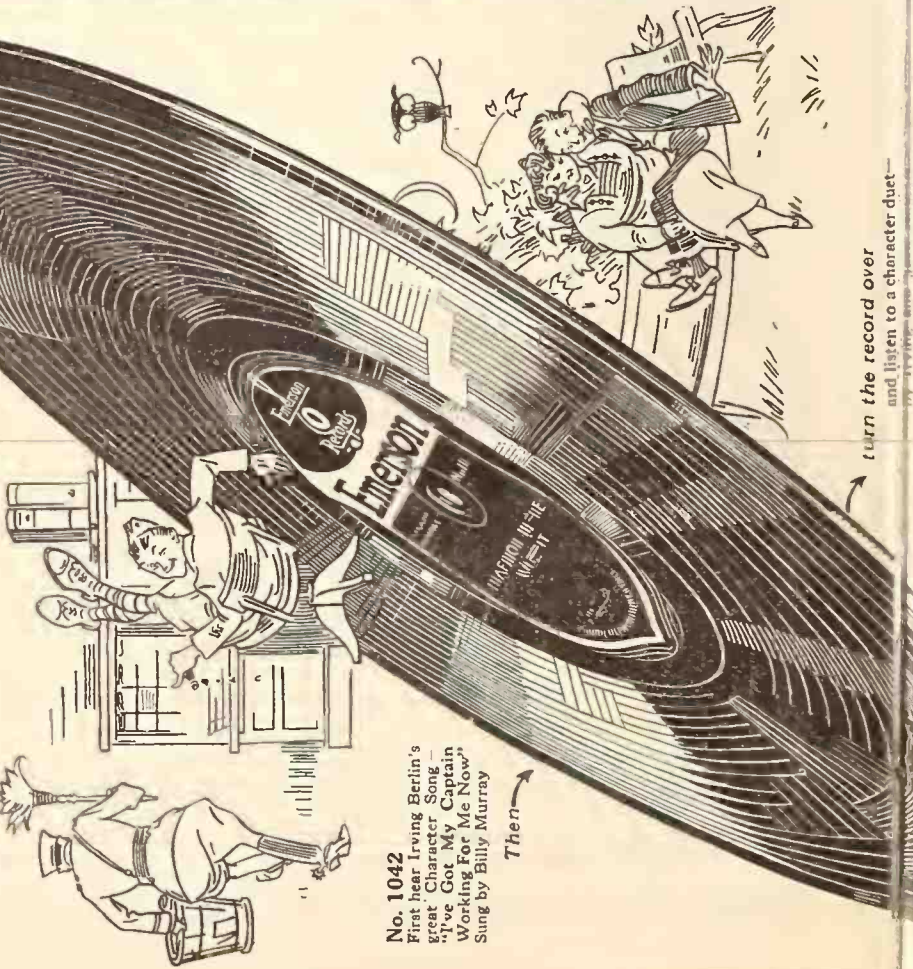
THE MINNEAPOLIS JOURNAL
GERMANY REFUSES TO MEET ALLIES' DEMAND

The Evening Star
WILSON'S TOUR OPENS WITHIN TWO WEEKS SECRET STRIKE VOTE BEGUN BY

The Commercial Appeal
WILSON'S TOUR OPENS WITHIN TWO WEEKS SECRET STRIKE VOTE BEGUN BY

The New York Times
WILSON'S TOUR OPENS WITHIN TWO WEEKS SECRET STRIKE VOTE BEGUN BY

An Irving Berlin-Emerson
 Song Hit — "I've Got My Captain Working For Me Now"



No. 1042
 First hear Irving Berlin's
 great Character Song —
 "I've Got My Captain
 Working For Me Now"
 Sung by Billy Murray
 Then →

THE SATURDAY EVENING POST

WIFE SATURDAY



turn the record over and listen to a character duet

"My Captain's" selling very fast—we ask you please to note it. It's popular beyond compare—no wonder!—look who wrote it! The music gets you right away—the words will make you roar; if you haven't heard it, hear it—at any Emerson Store

And be sure you hear these Emerson Song Hits—all new! Any Emerson dealer will gladly put them through their paces.

- Give Me a Smile and Kiss
Character Song—Watson-Slaters
You Can't Get Lovin' Where There Ain't
Any Love
Character Solo—Fanny Watson
Oh! What a Pal Was Mary
Tender Solo—Sam Ash
Let Me Dream
Tender Solo—Henry Burr
Carolina Sunshine
Tender and Baritone Duet—Burr and Meyers
The White Heather
Tender Duet—Burr and Campbell

Talk about "sure-fire" dance records!

- Put on these Emersons
- Yearning—Emerson Military Band
Fox-Trot—Emerson Military Band
Dreamy Amazon
Waltz—Emerson Dance Orchestra
- Tell Me
Fox-Trot—Emerson Military Band
Mammy O' Mine, Medley. Intro: "Idol"
and "Loving"
- Fox-Trot—Emerson Military Band
The Alcoholic Blues, Some Blues
Fox-Trot—Emerson Military Band
Western Land
Fox-Trot—Emerson Military Band



EMERSON Phonograph Co., Inc Makers of Large-Size Gold Seal Records

Emerson Records

PLAY ON ALL PHONOGRAPHS—NO ATTACHMENTS

Some Emerson Business-Getters

Here you will see how Emerson records will be advertised—nationally—through the great dailies, (see above) tapping the big city populations, and through the Saturday Evening Post which, you know, reaches into every nook and corner of the country.

If you are not yet handling Emerson Records, but see which way the wind is blowing, we suggest you write to the nearest Emerson jobber for an outline of our proposition.



This record has been approved and photographed by Tom Brown for the original Six Brown Brothers.

Get this Emerson Six Brown Brothers record today.

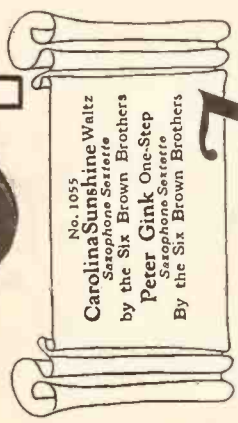
THE Six Brown Brothers, known to fame, have joined our growing ranks—we called them on the Saxo- "phone", and said, "Your merry pranks made one big hit—no doubt of it!—with Freddie Stone in "Chin Chin." We want you now to play for us—to say No would be sin-sin!"

And they said they would! This is the first of our Six Brown Brothers records. Get this 10-inch Emerson today. You can almost feel the individuality of these famous laugh-makers. And how you can dance to it. Emerson takes the latest songs and dances the day they become hits and brings them out on the instant—a quick flowing, year-round stream of the music eight out of ten Americans love to hum and whistle.

Ask your dealer to play the latest Emerson hits for you—without charge. If the record bears the Emerson label you will be listening to a hit the country will soon be dancing to and singing.

EMERSON PHONOGRAPH COMPANY, Inc. Makers of large-size Gold Seal Records

DEALERS tired of not having on hand what people want, and when they want it, and at the right price, are invited to get in touch with our Head Office, 3 West 35th Street, New York.



No. 1055 Carolina Sunshine Waltz Saxophone Sextette by the Six Brown Brothers Peter Gink One-Step Saxophone Sextette By the Six Brown Brothers

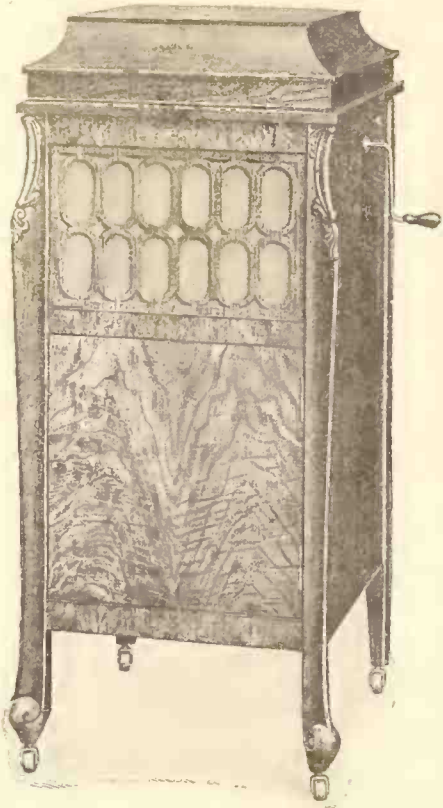
Emerson Records

PLAY ON ALL PHONOGRAPHS—NO ATTACHMENTS

Look for above advertisement—first of series—Saturday Evening Post, October 4th, 1919

THIS Emerson Broadside has gone to the Trade to show some of the advertising Emerson is doing. Did you get your copy? Notify us, if not.

NEW YORK 3 West 35th Street
CHICAGO 7 East Jackson Blvd.



Style A

Dulcitone

Dulcitone Figured Walnut, Rich Mahogany, red or brown

Nothing Else Like The Dulcitone In Walnut!—

*Ready for Prompt
Shipment*

In the Dulcitone you are offered not only a phonograph that measures up to the highest of musical and mechanical perfection, but you are assured prompt deliveries which do away with disgruntled customers and protect your sales and profits.

Owing to our recently increased manufacturing facilities we can ship the Dulcitone in any reasonable quantity with promptness and with the certainty that you and your customers will both be pleased.

The Dulcitone reproduces with the accuracy and fullness of the costliest machines; but it possesses a unique charm in its wonderful figured walnut finish. This finish is the result of years of specialization in the matching and finishing of walnut veneers, and it cannot be duplicated elsewhere.

Price? Same as mahogany. But ever so much more attractive—unusual—salable. Other finishes too!

Prices and Particulars Mailed On Request

Dulcitone Phonograph Company

SOUTH HAVEN, MICH.

Chicago Office: 404 Republic Building

BECOMES WHELPLEY & STARR CO.

On October 1 the talking machine store of E. D. Whelpley, Oneida, N. Y., changed to Whelpley & Starr. Mr. Whelpley having taken his son-in-law, Philip D. Starr, into partnership. Mr. Starr was formerly an accountant with the Brown-Lipe-Chapin Co., Syracuse, N. Y. The new firm purchased the block in which the store is located and plan extensive improvements.

CHEAPER SOUTH AMERICAN RATES

WASHINGTON, D. C., October 9.—A reduction of approximately 30 per cent. in freight rates from Atlantic and Gulf ports to the East Coast of South America, effective October 1, was announced by the Shipping Board.

The new rates include: Rio de Janeiro, \$18.50 per ton, landed, or \$17 free freight alongside; Santos, \$17 landed; Pernambuco, \$19 landed and \$17 free freight alongside; Montevideo and Buenos Aires, \$17 landed.

A proportionate reduction is made in the rates on specific commodities in bulk cargoes.



Prompt Deliveries

This attractive Singer Cabinet and a few other models of equal excellence are always in work, assuring prompt shipments.

Recently we have increased our manufacturing facilities. This was made necessary on account of the growing recognition of Singer cabinet quality.

Be ready for the brisk holiday business. Write or wire for illustrations and prices.

Singer Talking Machine Co.
579 Market Street
MILWAUKEE WISCONSIN

VICTOR PRESIDENT DENIES RUMORS

Eldridge R. Johnson Declares That Controlling Stock of Victor Co. Has Not Been Transferred, Nor Is Consolidation Planned

Persistent rumors have permeated the trade for some time past to the effect that controlling stock in the Victor Talking Machine Co. had been transferred to the DuPout interests or that the Victor Co. was about to be consolidated with the Columbia Co.

When asked regarding the rumors Eldridge R. Johnson, president of the Victor Co., denied them most positively and emphatically. He stated that there have not been any negotiations for the purchase of the controlling stock of the Victor Co., or any suggestions to that effect, and expressed the opinion that the rumors were circulated by interested parties who have stock for sale.

W. S. FILE'S SUCCESSFUL TRIP

Secretary of F. C. Kent Co. Has Some Interesting Comments to Make on Conditions

W. S. File, secretary of the F. C. Kent Co., Newark, N. J., has lately returned from a flying, handshaking business trip through the Middle West. Although the primary object was to renew old friendships and make new ones several important business deals were consummated and many new jobbers and dealers were added to the ever-growing list of Kent patrons.

In talking to The World Mr. File stated: "I found many excellent competitors, but we welcome them all. Competition is the stimulant and tonic which every business requires in order to insure a healthy growth and to prevent stagnation. In view of this competition we can take a just and honest pride in the remarkable success which has accrued to the Kent products. Not only are we selling to the principal Edison dealers and jobbers all over the country, to whom our goods are peculiarly adapted, but there is also an ever-increasing and gratifying demand for the Kent Master Adapter from dealers and jobbers who are handling Victor, Columbia, Pathe and OkeH records. This demand proves our contention that the Kent Master Adapter will increase the sales of these records. Yes, I had a very pleasant and profitable time. My interviews gave me a great deal of valuable data and information which we shall endeavor to put to good use. The dealers and jobbers' viewpoint is very interesting and should help us a lot in solving some of our problems." The cities visited were Cleveland, Detroit, Chicago, Milwaukee, Kansas City, St. Louis, Indianapolis, Cincinnati, Pittsburgh and Williamsport.

The F. C. Kent Co. expects to double its floor space on November 1. Greatly increased business makes such addition imperative.

VICTOR SALES HELPS FOR OCTOBER

Sousa Band Anniversary Celebration Made Feature of Dealer's Advertising Matter

The October list of sales helps sent out by the Victor Talking Machine Co. to its trade with the view to helping dealers put their business on a better foundation by developing monthly record customers contains some valuable display matter which can be used by the dealer to good advantage. The list includes two October hangers, two window streamers, one foreign hanger listing new foreign records, copies of newspaper and magazine advertising advising the dealer of the progress of the national advertising campaigns, numerical posters for the dealer's books and a Sousa Band poster to give added publicity during the celebration of the twenty-fifth anniversary of this famous organization.

Make your record trade the coming holiday season the greatest ever.

Always Original

Art Series Delivery Envelopes



VICTOR RECORDS

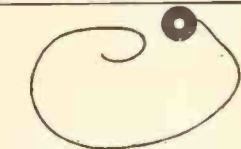
We Will Be Pleased to Play Any of Them for You

1000-10	Some Friends across the Sea	Victor	45
1001-10	Some Friends across the Sea	Victor	45
1002-10	Some Friends across the Sea	Victor	45
1003-10	Some Friends across the Sea	Victor	45
1004-10	Some Friends across the Sea	Victor	45
1005-10	Some Friends across the Sea	Victor	45
1006-10	Some Friends across the Sea	Victor	45
1007-10	Some Friends across the Sea	Victor	45
1008-10	Some Friends across the Sea	Victor	45
1009-10	Some Friends across the Sea	Victor	45
1010-10	Some Friends across the Sea	Victor	45

Well Selected Lists of Records

Order now for Holiday needs and be sure and get them on time.

Special Lists Ready November First



VICTOR RECORDS

We Will Be Pleased to Play Any of Them for You

1000-10	Some Friends across the Sea	Victor	45
1001-10	Some Friends across the Sea	Victor	45
1002-10	Some Friends across the Sea	Victor	45
1003-10	Some Friends across the Sea	Victor	45
1004-10	Some Friends across the Sea	Victor	45
1005-10	Some Friends across the Sea	Victor	45
1006-10	Some Friends across the Sea	Victor	45
1007-10	Some Friends across the Sea	Victor	45
1008-10	Some Friends across the Sea	Victor	45
1009-10	Some Friends across the Sea	Victor	45
1010-10	Some Friends across the Sea	Victor	45

CLEMENT BEECROFT

309 W. Susquehanna Ave.
Philadelphia

Hallet & Davis Piano Co.
146 Boylston St.,
Boston, Mass.

Bristol & Barber
111 East 14th St.,
New York

Pathé Frères Phonograph
Company
City Sales Department
18 East 42d St.,
New York

National Piano Co.
305-307 N. Howard St.,
Baltimore, Md.

Interstate Phonograph Co.
1026 Chestnut St.,
Philadelphia, Pa.

Pittsburgh Talking Ma-
chine Co.
963 Liberty Ave.,
Pittsburgh, Pa.

Rochester Phonograph Co.,
Inc.
41 Clinton Ave. North,
Rochester, N. Y.

Buffalo Wholesale Hard-
ware Co.
317 Washington St.,
Buffalo, N. Y.

Weaver Piano Company
York, Pa.

M. Seller & Co.
Fifth and Pine Streets,
Portland, Ore.

M. Seller & Co.
Spokane, Wash.

Wm. Volker & Co.
Main, 2d and 3d Sts.,
Kansas City, Mo.

Wm. Volker & Co.
Houston, Texas

Wm. Volker & Co.
Denver, Colo.

Armstrong Furniture Co.
59 N. Main St.,
Memphis, Tenn.

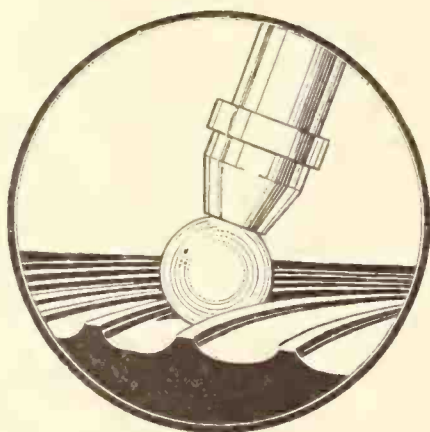
John A. Futch Co.
630 Washington St.,
Jacksonville, Fla.

Gray & Dudley Co.
Nashville, Tenn.

Harbour-Longmire Phono-
graph Co.
1001 Elm St.,
Dallas, Texas

DISTRIBUTORS

for



THE PATHÉ SAPPHIRE BALL

IS ONLY ONE OF THE
MANY EXCLUSIVE
AND BEST FEATURES

OF THE

PATHÉ PHONOGRAPH

NO NEEDLES TO CHANGE

Harbour-Longmire Phono-
graph Co.
311 W. Main St.,
Oklahoma City, Okla.

The Fischer Company
940 Chestnut Ave.,
Cleveland, Ohio

The Fischer Company
44-46 Vine St.,
Cincinnati, Ohio

Churchill Drug Co.
Burlington, Ia.

Churchill Drug Co.
Peoria, Ill.

Churchill Drug Co.
Cedar Rapids, Ia.

Fuller-Morrison Co.
540 W. Randolph St.,
Chicago, Ill.

Hellrung & Grimm
904 Washington Ave.,
St. Louis, Mo.

W. W. Kimball Co.
Jackson and Wabash Aves.,
Chicago, Ill.

Mooney, Muller & Ward
Company
101 S. Meridian St.,
Indianapolis, Ind.

Salt Lake Hardware Co.
Salt Lake City, Utah

G. Sommers & Co.
Park Square,
St. Paul, Minn.

Williams, Davis, Brooks &
Hinchman Sons
26 Congress St.,
Detroit, Mich.

Wright & Wilhelmy Co.
Tenth and Jackson Sts.,
Omaha, Neb.

Western Phonograph Co.
985 Market St.,
San Francisco, Cal.

Western Phonograph Co.
820 S. Broadway,
Los Angeles, Cal.

Morley-Murphy Hardware Co.
Green Bay, Wis.

Pathé Frères Phonograph Co.

E. A. WIDMANN, Pres.

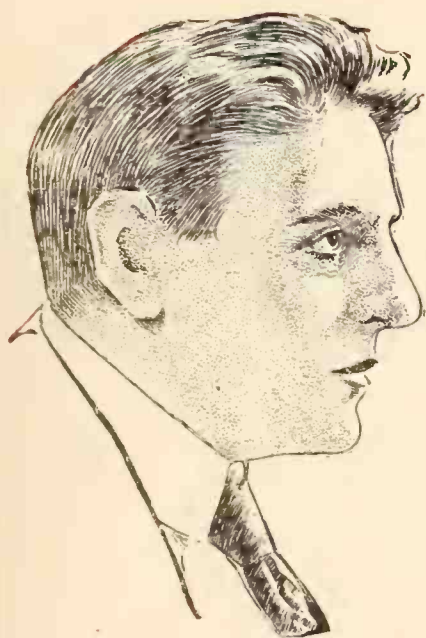
10-56 Grand Avenue

Brooklyn, N. Y. U. S. A.

and London, England

The Pathe Freres Phonograph Co. of Canada, Ltd., Toronto

THE PATHÉ ROOSTER CROWS AND GROWS



**TITO
SCHIPA**

LYRIC TENOR
CHICAGO OPERA



**YVONNE
GALL**

COLORATURA
SOPRANO
CHICAGO OPERA

EXCLUSIVE PATHÉ ARTISTS

These Operatic sensations of two continents, South America and Europe, are preparing for their conquest of this country the coming season. The wonderful voices of Tito Schipa and Yvonne Gall are EXCLUSIVELY AND FAITHFULLY DUPLICATED ON PATHE RECORDS.

PATHÉ FRERES PHONOGRAPH CO.

E. A. WIDMANN, Pres.

10-56 Grand Avenue
and London, England

Brooklyn, N. Y. U. S. A.

The Pathe Freres Phonograph Co. of Canada, Ltd., Toronto

“Allenruby”

STANDS FOR THE BEST IN

MICA DIAPHRAGMS

FACT I —Brazilian and Indian Ruby Mica cannot be surpassed for diaphragm purposes.

FACT II —Ruby Mica Diaphragms produce maximum volume and superior tone-quality.

FACT III—Allenruby Diaphragms are best because

We use Ruby Mica Exclusively—

Our Diaphragms are cut by experts—

Our selection system is most rigid—

You are assured of consistent high quality—

Our prices are right—

We aim to serve your wants efficiently—

We can supply all sizes of diaphragms in Super-Selection, First Quality, Second Selection, and Third Selection

Submit your specifications to us for prices.

ALLEN MICA CO.

23 WEST 19th ST.

NEW YORK CITY

INDIANAPOLIS DEALERS LOOK FOR IMMENSE FALL BUSINESS

Enlargements and Improvements the Order of the Day—Progressive Policy Permeates Talking Machine Business—If Manufacturers Can Meet the Demand Trade Will Be of Enormous Volume

INDIANAPOLIS, IND., October 5.—Fall business is getting under way with every indication of being the biggest season in the history of local talking machine dealers.

The Indianapolis Talking Machine Co., Victor dealers, scored a big hit when they inaugurated a system of selling records by telephone. The company, as referred to elsewhere, has specially equipped booths in which records are played for customers over the telephone. Carl Anderson, manager, says that the new system is producing a big number of sales and is proving popular.

The Baldwin Piano Co. has enlarged its talking machine department by adding four large booths. C. P. Herdman, manager, feels that the enlarged department will make it easy to take care of the ever-increasing business.

The Edison Shop has completed the redecoration of its entire shop and has added three additional booths by transforming the recital hall into two beautiful booths and by installing a booth in the space on the mezzanine floor formerly used for the office. A. H. Snyder is manager.

The talking machine department of the Pearson Piano Co. featured the record "Tulip Time" with an extraordinary window display that caused much favorable comment. A scene in Holland was depicted with dykes and windmills with gardens of tulips of all colors. Under the direction of Mrs. J. E. Fish, manager, the A. M. Club of the department, composed of the saleswomen, has put in some of the most beautiful display windows in the city.

The demand for Starr phonographs and Genett records keeps steadily ahead of the supply, T. H. Bracken, manager of the Starr Piano Co., reports.

Frank Carlin, of the Carlin Music Co.; Edgar Eskew, manager of the Pathé Shop; The Fuller-Ryde Music Co., Victor dealers; H. E. Whitman, of the Circle Talking Machine Shop, and The E. L. Lennox Piano Co. are all anticipating a big Fall business in machines and records. E. L. Lennox has stocked his basement and warehouse full of machines to avoid a shortage in the holiday rush.

Ernest Arthur, manager of the Sonora department of Charles Mayer & Co., is pleased with the results the extensive billboard and newspaper advertising campaign is bringing. Mr. Arthur has contracted to handle the Emerson records and he looks for them to prove big sellers.

George Standke, manager of the Brunswick Shop, says that business was better this September than last. He has just completed a new office in his shop.

C. O. Mueller, of Mooney-Mueller-Ward Co. Pathé distributors, reports that the national Pathé advertising, together with the local advertising, is bringing fine results. The D. N. Foster Furniture Co. of Indianapolis has signed a Pathé contract. Frank S. Buttweiler, manager of the Brunswick-Balke-Collender Co., says that the demand for Brunswick machines is increasing as fast as the supply increases.

The Kipp Phonograph Co., Walter E. Kipp, president, is planning a campaign on Edison Amberolas. The company is now featuring tone tests with Edison artists throughout this zone.

George Stewart, of the Stewart Talking Machine Co., Victor distributors was one of the eleven delegates of the Indianapolis Advertising Club which succeeded in landing the 1920 convention of the Associated Advertising Club of the World for Indianapolis.

Mr. Stewart reports that the sales on Red Seal records have been unusually brisk and that numbers which normally have been slow sellers are in strong demand. The Stewart Co. is installing an "idea room" for its dealers in which samples and suggestions to dealers will be shown. Mr. Stewart, who recently visited the Victor factory, informs his dealers that the outlook for the future of Victor machines and record shipments is very encouraging.

Miss Caroline Hobson, who has had a great deal of experience in educational work, and who is now director of the educational department of the Stewart Co., is planning to make the new department a feature of the company's service to dealers.

The Banner Furniture Co., of Muncie, Ind., a Columbia dealer, has installed a children's booth, decorated in white, with Peter Rabbit, and other nursery rhymes, which is making a big hit with the kiddies. L. E. Wanke, of the Wanke Music Co., Vincennes, Ind., has put on an additional truck to sell Columbia machines and records.

F. W. Fromm, manager of the talking machine department of the Baldwin-Miller Co., distributors of the Dalion machine and of Paramount records, reports that the Paramount records are making a hit with the dealers.

G. B. Loomis, a member of the famous Saxa-

phone Sextet of the Rainbow Division, is back in the harness as a talking machine salesman at the Circle Talking Machine Shop. Before he went to war he was a talking machine salesman. H. E. Whitman, manager of the Circle Shop, grabbed Mr. Loomis when he returned to civilian life. The Saxophone Sextet is still playing and many points in Indiana are being visited on week-ends by the famous army aggregation.

Ben Brown, manager of the local Columbia branch, points to the Craycraft Dry Goods Co., of Noblesville, Ind., as indicative of what a live merchant in small towns can do with a Columbia Grafonola department. The Noblesville Co. took on the Columbia line in March, 1918. It has devoted its main display window to display Columbia machines and records and it has by its progressive methods built up a fine business.

SHIP VOCALIONS TO OHIO DEALER

The Chicago office of the Aeolian-Vocalion Co. recently made its initial shipment of machines to the Otto B. Heaton Co., of Columbus, Ohio.

Speedy Service

For the famous

LYRIC

DOUBLE DISC

RECORDS

Famous for the

"Hits That Get Home First"

TO Dealers already handling Lyric Records who want each month's list as soon as possible, we promise prompt service.

Phonograph and Music Dealers not acquainted with the Lyric Records should look into this line—many song hits are constantly being put over far in advance of other makes. A valuable asset to any dealer.

Be sure to put in early your order for the exclusive records of the famous

SISTINE QUARTETTE

The first who order will get the benefit of the big demand.

Write today for our interesting proposition to dealers.



Sole

Distributors

IN

New York

New Jersey

Maine

New Hampshire

Vermont

Massachusetts

Connecticut

Rhode Island

Eastern Pennsylvania



Brown, McManus & Co.

51 East 42nd St.

Opposite Grand Central Station

NEW YORK

The Cardinal

The Phonograph with a Personality



For Bigger Business This Christmas

The month of December will usher in the biggest phonograph selling season your territory has ever seen.

Go after the lion's share of this Christmas business. Offer your trade something new, something different and distinctive. In Cardinal Phonographs they will find that irresistible charm of tone and appearance that makes big sales for you.

Cardinal Phonographs are instruments of real merit, built up to a high standard of quality that none have surpassed. In appearance and performance they hold their own with any instruments on the market today.

With prompt deliveries, big selling points, a liberal sales policy and a complete dealers' advertising service, Cardinal Phonographs offer a most profitable representation.

Write today for detailed information of
a better phonograph proposition

The Cardinal Phonograph Company

Newark Ohio
Factories at Zanesville Ohio

Makers of the Best in Phonographs - The **CARDINAL**

SAN FRANCISCO CONTINUES TO BE A BUSY TRADE CENTER

Dealers Anxious Regarding Stock for Fall and Winter—C. T. Edwards in Charge of Kohler & Chase Departments—Expansion the Order of the Day—Larger Columbia Quarters—Other Items

SAN FRANCISCO, CAL., October 1.—“Busy as a phonograph shop” is a new phrase which certainly is apropos to the San Francisco situation. There was hardly a dull moment in September and the activity for the Fall season promises to surpass all previous records. The dealers sigh when you ask about supplies, but they have not lost hope that standard goods will be forthcoming in time for the holiday rush. New makes of machines claim much attention and are finding ready purchasers, but even with some of the new goods it is impossible to obtain adequate supplies. That the people are becoming educated to the idea of judging talking machines upon their individual merits is manifest by the glibness with which they speak of tone arms, sound boxes, motors and other mechanical parts. It is a pleasure to do business with discriminating people, say the dealers, if they are not too all-fired discriminating.

New Machines in the Offing

Speaking of new makes of machines L. Gruen, Pacific Coast manager for the Otto Heineman Phonograph Supply Co., remarks: “There has been hardly a day recently that some one has not come to me inquiring about phonograph parts with the idea of starting in the business of manufacturing talking machines. Some of the people have sound ideas and some have ideas which I hesitate to designate. But there is no doubt that there will be many new machines tried out during the coming year.”

Mr. Gruen reports many large orders placed by Pacific Coast manufacturers and jobbers for goods to be delivered in 1920. There is a specially strong demand for the two new tone arms recently put on the market. One of these is made by the Meisselbach factory and the other by the Heineman factory. The Coast trade receives supplies on short notice from the San Francisco stock room if the quantity needed is not large, but otherwise shipments are made direct from the factories.

Wiley B. Allen Co. Store in Fresno

The new store of the Wiley B. Allen Co. at Fresno was opened for business this week. The store is one of the most attractive of the whole chain of Allen establishments and the talking machine department is a model of convenience in arrangement and good taste in decorations. Furthermore an ideal manager in the person of Miss Hazel Layton has been placed in charge. Miss Layton is well known to the San Francisco fraternity as a former manager of the talking machine departments of the Eastern Outfitting Co. and the Hauschildt Music Co.

The remodeled talking machine department of the San Francisco store of the Wiley B. Allen Co. is about completed and Manager Corcoran is delighted with the new arrangements. With fourteen new soundproof demonstration rooms and a record department conveniently located and equipped with

the handiest racks ever invented it is possible to give the best service with a minimum of footwork.

McCarthy and Clay in the East

Andrew G. McCarthy and Philip T. Clay, of Sherman, Clay & Co., have gone East on a business trip. They stopped en route at Seattle and there renewed the company's lease on the store which they have occupied for twenty years. The talking machine and other departments will be remodeled somewhat.

C. T. Edwards New Kohler & Chase Manager

C. T. Edwards, formerly with the Wiley B. Allen Co. and the California Phonograph Co., has been appointed manager of the talking machine departments of the San Francisco, Oakland and Richmond stores of Kohler & Chase. The company as yet handles only machines and at present is specializing on the Symphona, a beautiful machine manufactured in Los Angeles. A new store will be opened early in October in the Mission district of San Francisco and the talking machine line featured.

The San Francisco Talking Machine Co., Ltd., is a new corporation organized here. The capital stock is \$10,000 and the directors mentioned are J. Disbrow Baker, Raymond Wilcox and E. K. Beck.

The talking machine stock of A. G. Prouty, Napa, Cal., has been purchased by Williams & Schlieper, who will conduct a business in Napa. Mr. Schlieper was formerly manager of the talking machine departments of the Jackson Furniture Co. in Oakland. Miss O. Voight has been placed in charge of the Jackson department.

More Space for Columbia Branch

The Columbia Graphophone Co. has taken over the entire second floor of the “Daylight” Building on Sutter street and is having extensive alterations made. More space will be given both to the offices

and to the stockrooms. September business was more than brisk, says Nathan Milnor, the San Francisco manager.

Barker Bros. Open in Fresno

Barker Bros., of Los Angeles, are opening a phonograph store on Kern street, Fresno, and the manager is H. W. Pasley, who was with the firm in Los Angeles. The new shop will have three demonstration rooms for a starter.

California Phonograph Co. Expands

The California Phonograph Co., on Market street, San Francisco, is being remodeled to provide for greater space and efficiency. When the improvements are completed there will be twenty-four demonstration rooms, sixteen on the main floor and eight on the second. The show windows will be extended down to the floor level and there will be no back to them.

A stag picnic was enjoyed at Half Moon Bay by the force of the California Phonograph Co. two weeks ago. The trip was made by automobile and the party was treated to broiled steak a la Levy and mussels captured near at hand from their native haunts.

Some Live Personals

Miss Dorothy Alcaley has been appointed manager of the talking machine department of the Eastern Outfitting Co. to replace Mr. Hively, who recently resigned.

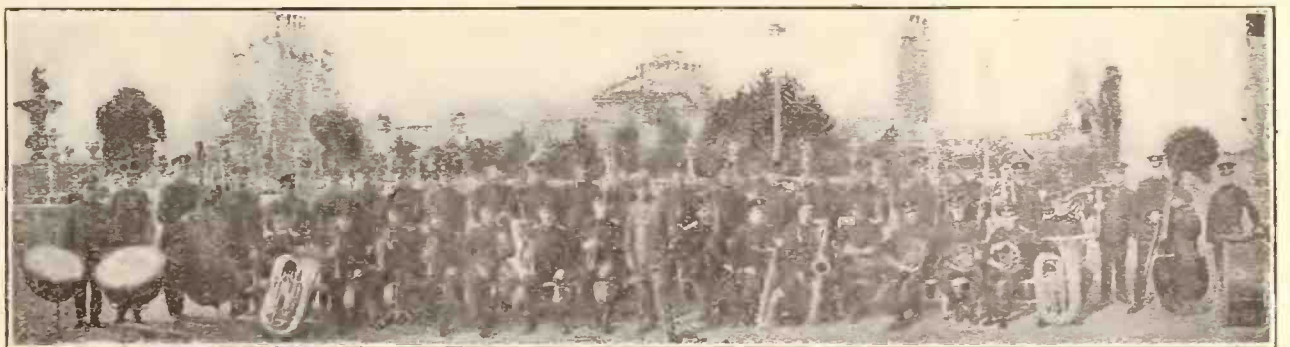
E. C. Johnstone, manager of the Sonora Phonograph Shop, San Francisco, spent a delightful vacation at Lake Tahoe this month and is now expending a fund of accumulated energy devising new methods for educating the public to the merits of Sonora machines.

Omer Kruschke, manager of the Western Phonograph Co., San Francisco, and John C. Dorser, of Sacramento, co-operated with the Kimball-Upson Co. in making the exhibit of the Pathé line a distinct success at the California State Fair held in Sacramento early in the month.

THAVIU'S BAND TO RECORD EXCLUSIVELY FOR EMERSON INTERNATIONAL

Emerson International, Inc., announced a few days ago that arrangements have been completed whereby Thaviu's Band, conducted by A. F. Thaviu personally, will record exclusively for the company's li-

brary. The band has made several records which have already been announced as part of the Emerson Premier catalog. It is well known throughout the country, having won signal honors at the Panama-Pacific Exposition in San Francisco, where it appeared at the opening and closing of the Exposition; being the only band that played at two dif-



Thaviu's Band Conducted by A. F. Thaviu

ferent periods during this famous event. This organization has also been heard recently at notable expositions and fairs throughout the country.

Beware of Sound Box Thieves

The Vanderstel INVISIBLE Sound Box Lock for Victrolas Defies Theft

Hundreds of Sound Boxes Are Stolen from Demonstrating Machines During the Holidays

The Victrola Sound Box Lock

This ingenious Lock is for use on Victrolas used as demonstrating machines by Victor Dealers. The presence of the Lock is never suspected but it positively defies removal of the Sound Box. Does not mar the machine in the least, cannot be seen and is easily removed if machine is sold. Special tool to install accompanies each Lock. State whether for Exhibition or No. 2 Sound Box when ordering.

Protect Your Machines With These Locks and All Loss By Theft Will Cease

Price \$1.50 Each (Cash with Order). Order Sample on Approval. If Not Satisfactory Money Will Be Refunded on Return of Lock.

Sold Only by the Maker

John Vanderstel

207 Bond Avenue Grand Rapids, Michigan



Al Jolson wants to know "Who Played Poker with Pocahontas When John Smith Went Away?" So will everyone else. A-2787.

Columbia Graphophone Co.
NEW YORK

COLUMBIA BRANCH MANAGERS MEET IN INDIANAPOLIS

Representatives from Pittsburgh, Buffalo, Detroit, Cleveland and Cincinnati Branches of the Columbia Co. as Well as Columbia Dealers Discuss Campaign Plans for Fall and Winter

INDIANAPOLIS, IND., October 10.—A general conference of the branch managers and salesmen of the Pittsburgh, Buffalo, Detroit, Cleveland and Cincinnati branches of the Columbia Graphophone Co., as well as a dealers' convention was held here at the Hotel Lincoln to discuss the Columbia campaign for the fall and the winter.

George W. Hopkins, general sales manager of the company; R. F. Bolton, sales manager, international record department; H. L. Tuers, manager of dealers' service department; O. F. Benz, record specialist of the general sales department, attended the meeting.

The Branch managers who attended were: S. H. Nichols, Pittsburgh; F. A. Dennison, Buffalo; J. L. Du' Breuil, Cleveland, and F. F. Dawson, Cincinnati. The visiting salesmen were as follows: Buffalo branch, A. H. Dankman, D. W. Peace and G. R. Kuesner; Cleveland branch, William H. Lawton, Charles P. Kennedy and Samuel Mirkin; Detroit branch, Wm. H. Oaten and Emil F. Sharp; Pittsburgh branch, Harold L. Ireland, James P. Kelly, Samuel W. Lukas and Harry L. Fields; Cincinnati

branch, J. D. Bright, Carl Kramer, E. B. Shiddell and Mrs. Janet M. Furniss; Indianapolis branch, George L. Schnetz, Robert D. Duffy and J. E. Henderson.

The forenoon was taken up by a conference of branch managers and salesmen. The dealers' conference occupied the afternoon and evening. Ben L. Brown, manager of Indianapolis branch, had charge of the dealers' conference, which was opened with a short, instructive talk by R. F. Bolton, sales manager of the international record department, outlining the wonderful possibilities for the sale of Columbia international records, even among the American trade. Mr. Bolton brought out the sales value of the international flag decalcomania, as the different nation's flag would assist the dealer in locating customers that would be interested in records of the different nationalities, and dwell at length on the sales possibilities of the novelty record bearing the green label, which is something different from the "A" and "E" series records, and which is bound to have great sales value.

O. F. Benz, record specialist of the general sales department, also gave a very interesting talk, out-

lining the difference between order taking and selling merchandise. He referred to the making of classified lists of records, making a drive on band, dance, sacred records, etc., using the window display, specially printed lists, and at the same time using self-service record racks, specially prepared self-service record tables in promoting this special sales plan. Another good thought brought out was the old idea of attaching a coupon to all advertising a dealer will do to secure out-of-town business.

H. L. Tuers, manager of the dealers' service department, brought out the fact that the Columbia Graphophone Co. was the only manufacturer of phonographs and records that goes direct to the dealer, through its local branches, with product and dealer service helps to sell the goods. He further stated that the helps brought to the dealer through branch managers and salesmen were all plans that have been tried out and proven practicable at other points. The dealers' service material that is furnished the dealer is bought in quantities to cover the requirements of the entire organization, which minimize the cost. On one fixture alone the expense to the company was \$1,500, but the fixture, when perfected, was bought at a quantity price.

George W. Hopkins, general sales manager, gave a very inspiring talk, the main subject of which was retail merchandising, and the manner in which the dealer should educate his sales force to better merchandising. The big thought brought out by Mr. Hopkins was that the company is always working in the interest of the dealer, and the dealer, by co-operating with the company, can be greatly benefited. He also brought out the importance of putting sales effort behind the product the dealer can get, instead of worrying about what cannot be obtained. At the banquet William B. Hill, of Bowling Green, Ky., played the record "Beautiful Isle of Somewhere," made by himself, which was recorded in the personal record laboratory of the Columbia Graphophone Co., singing with the record. He afterward sang with the Hawaiian instrumental record, "Until We Meet Again." The after-dinner talks were by J. L. DuBreuil, manager of the Cleveland branch, who remarked about the loyalty of Columbia dealers; O. F. Benz, who described how a record was made, and some of the difficulties of the recording of records; F. F. Dawson, manager of Cincinnati branch, gave a short talk on the value of dealers' service material. George W. Hopkins was again prevailed upon and gave another talk on retail merchandising, emphasizing the value of placing personality foremost in retail merchandising.

The dealers attending the convention were as follows: Mr. and Mrs. L. B. Finke, Evansville, Ind.; Mr. and Mrs. Edward McGinness, Evansville; Miss Helen Bowman, Evansville; C. W. Damm, Brazil, Ind.; H. A. McClure, Litchfield, Ky.; F. M. Baker,

AUTOMATIC COVER SUPPORT

No. 1287

SIMPLE—SUBSTANTIAL
ECONOMICAL

Continuous Hinges
Automatic Stops

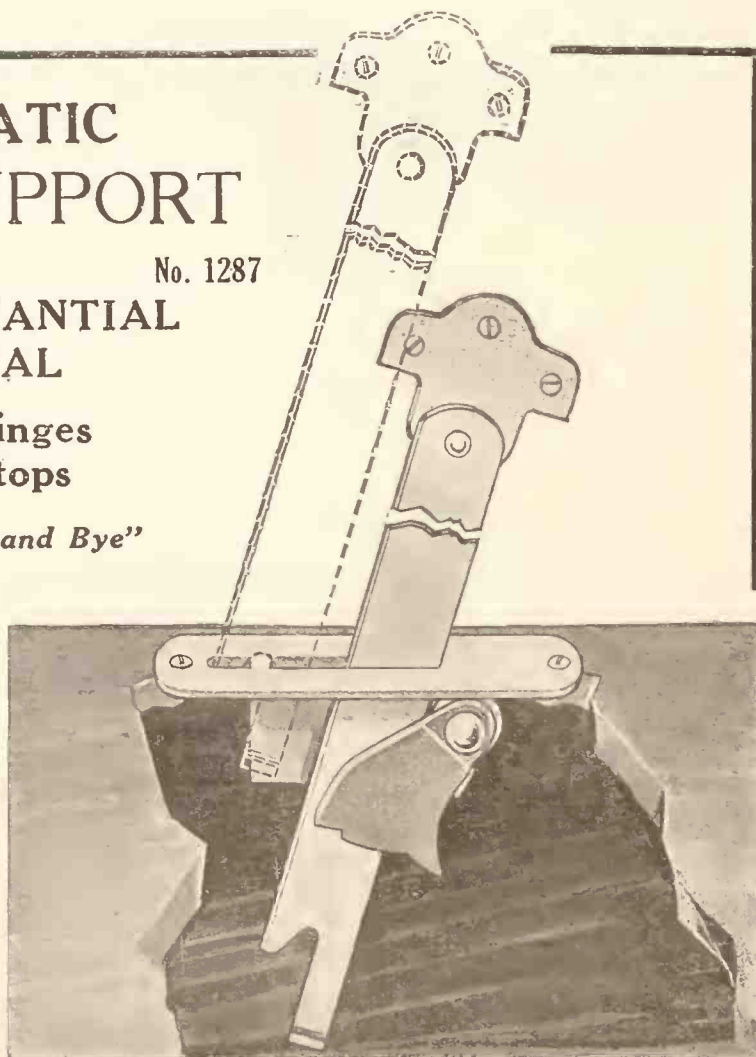
"Buy Now, Not Bye and Bye"

Finished in

GOLD
SILVER
NICKEL
COPPER
BRASS

Write for New Catalogue.

Weber-Knapp Co.
Jamestown, N. Y.



WHAT HAVE YOU TO SELL?

We purchase in any quantity, anything you have for sale in the talking machine industry. The larger the quantity the better we like it. We can use cabinets, motors, tone arms, reproducers, springs, tabulators, micas, machine screws, wood screws, etc., etc., in job lots, or regular merchandise if the price is satisfactory. Get in touch with us on anything you have to sell.
LUCKY 13 PHONOGRAPH CO.
46 East 12th Street, New York



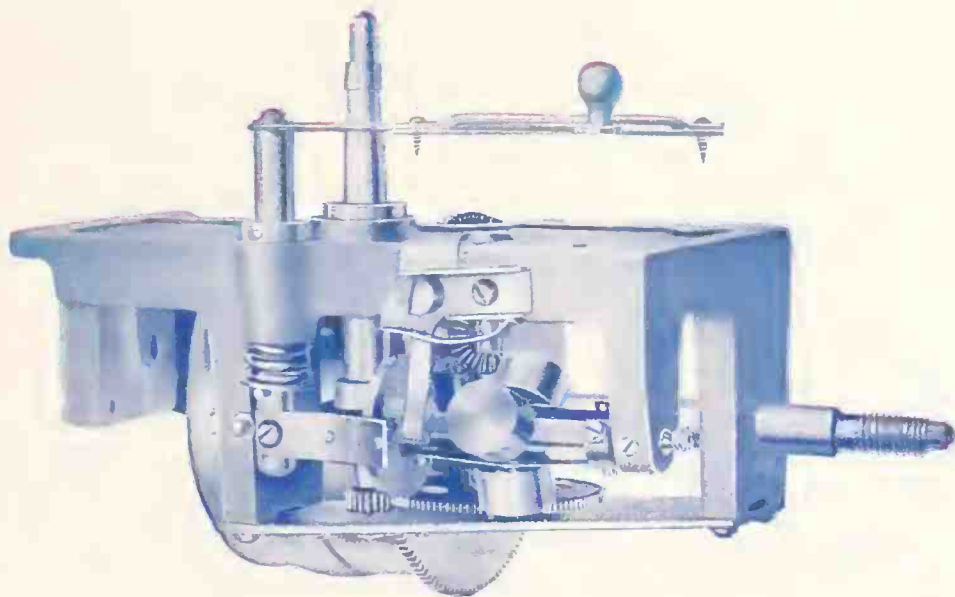
MEISSELBACH



IMITATION—THE SINCEREST FORM OF FLATTERY

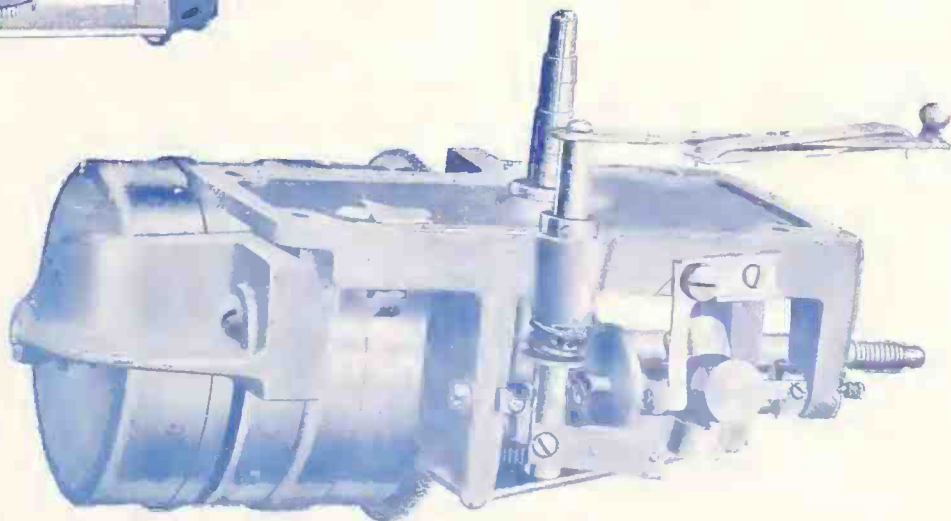
Phonograph manufacturers have undoubtedly noticed that there are several motors on the market that are IMITATIONS of the famous MEISSELBACH MOTOR. For your own protection, therefore, be sure that you use the ORIGINAL—

The Meisselbach: A Quality Motor



Double Spring
Meisselbach
Motor No. 16

Triple Spring
Meisselbach Motor
No. 17



General Phonograph Corporation

OTTO HEINEMAN, *President*

FACTORIES: ELYRIA, OHIO, NEWARK, N.J., PUTNAM, CONN.
SPRINGFIELD, MASS., KITCHENER, ONT.

BRANCHES: CHICAGO SAN FRANCISCO TORONTO, CAN.

Shoals, Ind.; Mr. Wilson, of Grafonola Shops, Indianapolis; Mr. Fantal, of Grafonola Shops, Cincinnati, O.; Harry A. Keach, Hopkinsville, Ky.; M. A. Hutson, Parker, Ind.; C. S. Engle, Winchester, Ind.; J. C. Wilson, Mooresville, Ind.; P. B. Smith, Jamestown, Ind.; R. Haag, Evansville, Ind.; C. H. Droit, Evansville, Ind.; Leslie A. Lyons, Crawfordsville, Ind.; C. C. LaFollette, Thorntown, Ind.; Frank Kaiser, of Craycraft Dry Goods Co., Noblesville, Ind.; F. W. Shireman, Croydau, Ind.; George Ellensohn, French Lick, Ind.; Ben L. Loventhal, of Grafonola Co., Louisville, Ky.; Wm. B. Hill, Bowling Green, Ky.; F. B. Deterling, Bell Bros. Piano Co., Muncie, Ind.; L. E. Wanke, Vincennes, Ind.; Miss Henry, of Kaufman-Strauss Co., Louisville, Ky.; J. L. Smith, C. F. Vehling, C. D. Herdman, Mrs. Johnson, of D. Sommers & Co., Miss D. Ranshaw of Lennox Piano Co., J. Wade, of Re'sbeck Pharmacy, all of Indianapolis, Ben L. Brown, manager of the Indianapolis branch was the very efficient toastmaster.

OPEN NEW YORK OFFICES

The Phoenix Trading Co. Open Offices in New York Under the Management of J. Staal

The Phoenix Trading Co. has recently been formed to become representatives for many of the leading manufacturers in the talking machine industry. Offices have been opened at 1265 Broadway, New York City, and the active management of the company will be in charge of J. Staal. Mr. Staal's former connections with a prominent Victor dealer in Chicago have given him a very valuable and intimate knowledge of the needs and problems of the talking machine dealer. In his new connection Mr. Staal will devote this knowledge in providing the many dealers with whom he will come in contact with service in the various lines the Phoenix Trading Co. represents. The business of this new firm has already begun in an auspicious manner, and the representation of many lines in the industry has already been secured. A sales campaign is now completed, and will be in full swing this month.

WILL DISCUSS MANY VITAL TRADE PROBLEMS EACH MONTH

Two evenings each month are set aside by the executives of the New York Talking Machine Co. Victor wholesalers, for the study and discussion of problems vital to the business. These sessions are attended not only by the salesmen, but also by the executives of the company and department heads. Through this interchange of ideas the element of doubt is pretty well eliminated and the decisions reached have proven themselves to be exceptionally sound. Snap judgment is taboo.

A. D. Geissler, president of the New York and Chicago Talking Machine Co., has fostered and

the local demand for each record is given consideration; comparisons with other similar numbers are made, and the influence of the artist on the sales value of each selection—or vice versa—is argued, so that guess work in ordering is reduced to a negligible quantity.

These meetings, Mr. Geissler contends, qualify the salesmen to assist their trade by proper advice in deciding upon the proportionate quantities in which new selections should be purchased. The same care which is exercised by the wholesaler must be practised by the retailer, because upon



One of the Regular Meetings of the New York Talking Machine Co.'s Retail Staff

perfected this idea to a high plane of efficiency in both his companies. His foresight, experience and counsel do much toward eliminating the "guess" and arriving at the "fact."

One meeting is devoted entirely to ordering the new monthly records from the factory. The selections are not only played, but are discussed from every conceivable standpoint. Several days before the meetings the new records are played for as many retailers as possible by the salesmen. The opinions of these dealers are of great value in deciding upon the sales quality of the new monthly selections. In addition, reports from publishers and opinions of music critics are read;

intelligent ordering depends the success of all merchandising.

The second evening in the month is confined to a round table on new sales and advertising ideas, accounting methods, stock keeping systems and all matters intended for the betterment of the business and of interest to the retailer.

At each of these meetings a complete opera is discussed—and the records played—under the leadership of some member of the organization. These opera discussions are assigned in rotation among the sales staff so eventually every salesman will have had an opportunity to conduct a meeting.

WHY, MAN, SAKES ALIVE!

The



Was Made For You!

¶All the adjectives in the world couldn't prove to you how fine an instrument the VITANOLA really is. We can't explain it to you here—its marvelous tone, its exquisite cabinet and its powerful silent motor.

¶But to hear it and to see it means—that you will sell it.

¶In fact it sells itself.

¶The tremendous publicity campaign in such publications as the Saturday Evening Post, Collier's, Literary Digest and the advertising placed with the country's leading newspapers, such as The New York Times, makes the VITANOLA a rapid fire seller.

¶You satisfy your customer.

¶And yourself.

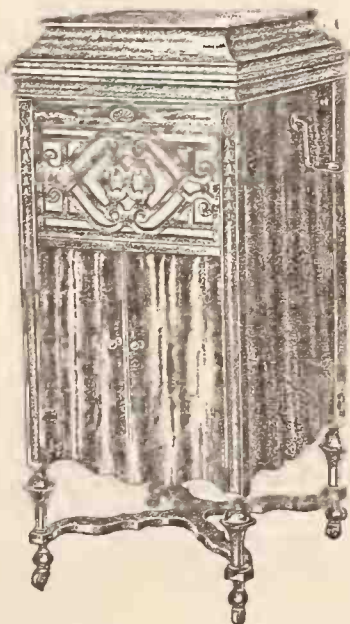
¶A few more dealers can still be taken care of in this territory.

M. M. ROEMER Sales Corporation

400 West 23rd St.

New York

METROPOLITAN SALES AGENTS



¶Have you received our booklet "Making a Phonograph Department Pay"?

Van Veen "BED SET"

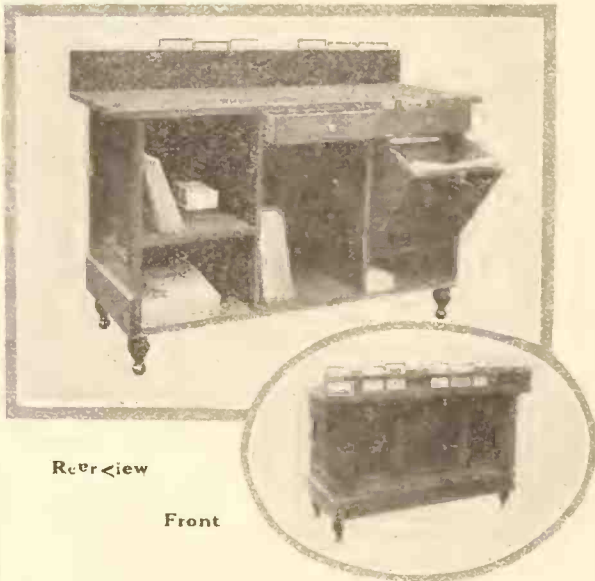
Booths Sectional Record Racks Record Sales Counters

Did you sell that record, Mr. Dealer? Of course not. How could Mr. Jones appreciate a beautiful violin solo with a crashing band record going at the other side of your store? What is the answer? Booths, the best you can buy, as many as you can place. We have the booths, let us help you find the space. No more lost sales.



Illustration above shows Van Veen standard record rack, 8 ft. high, 3 ft. wide. Order as many sections as required for your present needs, and add sections as your stock increases. They are a handsome addition to your store and match the booth sections. Space for 1350 records, 10-in. and 12-in. size, also contain drawers for accessories. Will pay for themselves in a short time by saving breakage. Records well kept are half sold.

Below we illustrate Van Veen Dealers' Service Counter, a handsome piece of furniture, all wrapping and shipping facilities at one point, compact arrangement for needles, brushes and small accessories. Note the rack along the front edge for folders and catalogues. Will keep them neat, clean and orderly; 5 ft. long, 3 ft. wide and 2 ft. deep.



Rear view

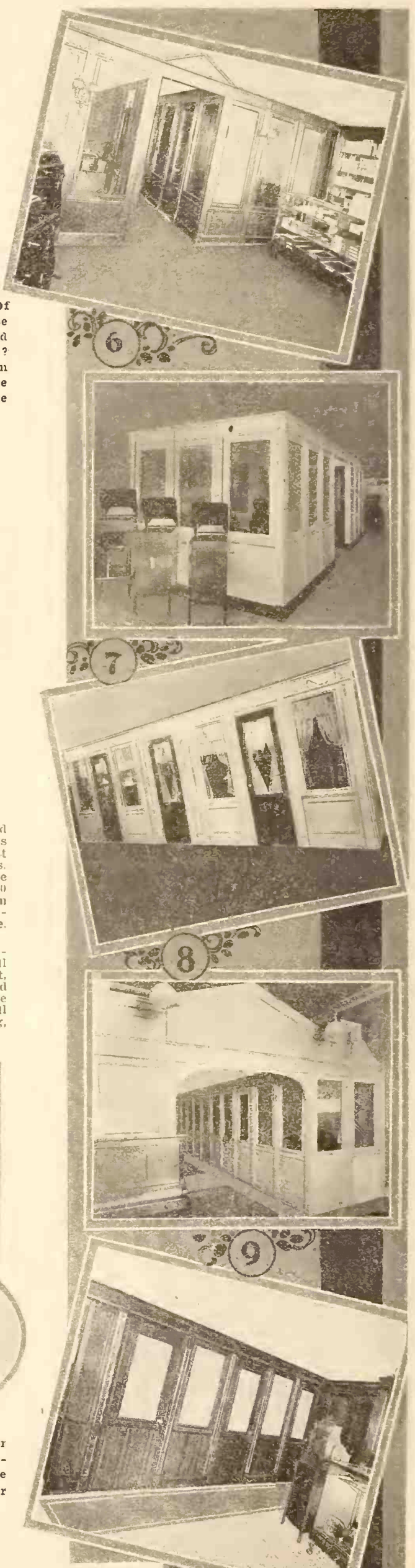
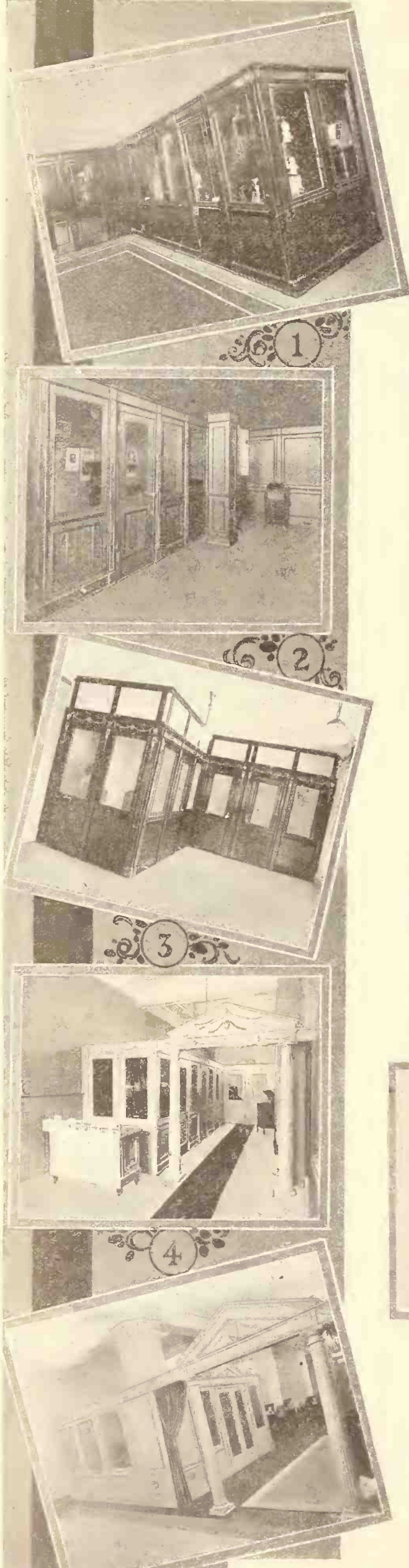
Front

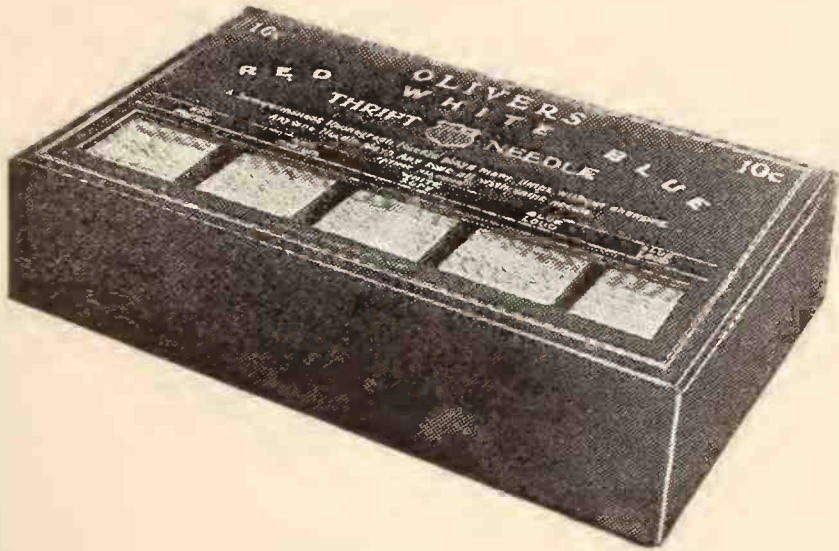
We design and build complete interiors for musical merchandise shops, and maintain Dealers' Service Department for those who desire assistance in store planning. Write, wire or phone.

ARTHUR L. VAN VEEN & COMPANY

47-49 West 34th St., NEW YORK

105 West Monroe St. Chicago





OLIVERS RED-WHITE-BLUE THRIFT NEEDLE

WHY CHANGE NEEDLES CONTINUALLY?

Use this Semi-Permanent Phonograph Needle which plays from 50 to 200 records without changing and is more economical and satisfactory than the ordinary steel needle. Plays any tone.

These needles are fast selling and will mean continuous repeat sales. They offer you a profitable addition to your line.

Write for full information to the distributor nearest you

NEW YORK
The Cabinet and Accessories Co., Inc.
145 East 34th St.

New England Distributors
Iver Johnson Sporting Goods Co.
Boston, Mass.

PHILADELPHIA
Interstate Phonograph Co.
1026 Chestnut St.

CHANGES MADE IN EDISON STAFF

Edward E. Davidson Made Sales Promotion Head and Arthur Walsh Director of Recital Department—Both Well Known

Thomas A. Edison, Inc., recently announced the appointment of Edward E. Davidson as manager of the sales promotion department, and Arthur Walsh as director of the recital department.

For the past twenty-two years Mr. Davidson has been employed continuously at the Edison labora-



E. E. Davidson and Arthur Walsh, who hold important Edison posts

tories. His first position at the Edison Laboratories was as a stenographer in the sales department of the former National Phonograph Co. During recent years he was manager of the agreement department in the musical phonograph division.

Arthur Walsh is one of America's leading younger violinists and first appeared on the concert platform for Thomas A. Edison, Inc. He was the first instrumentalist in the world to give a tone test and greatly aided in the promotion of the tone test department, which he now manages. He was recently discharged from service. During the war he was stationed as a drill sergeant at Paris Island, So. Carolina, training camp of the United States Marines. Previous to the war he was assistant to the director of the tone test recital department. This year he has been instrumental in booking more concerts for this department than have been given in any previous year.

RECORDS BY SISTINE QUARTET

Lyrphone Co. of America Announces Eight Records by These Singers From the Vatican

The world's famous quartet from the Sistine Chapel of the Vatican, Rome, which is now touring the country giving over a hundred concerts, is, according to the reports of the daily newspapers throughout the territory visited, playing to capacity audiences everywhere.

The Lyrphone Co. of America, manufacturers of Lyric records, who have an exclusive contract for the recordings of these famous artists, have already announced eight double faced records of their work, four of which appear in the list of October releases and four to be released in November. Considering the position in the musical world of this quartet, the records are being sold to the public at a very popular price.

The dealers in Lyric records have placed many advance orders with the Lyrphone Co. and it is thought by the executives of the concern that owing to the unusual publicity the Sistine Quar-

ter is receiving everywhere that the total amount of sales will probably reach as high a point as anything of similar artistic standard has ever before accomplished.

ARE MAKING RAPID PROGRESS

Brown, McManus & Co. Now Acting as Distributors for Some Prominent Lines

Brown, McManus & Co. of 51 East 42nd Street, New York City, who announced, in our last issue, their appointment as distributors of Regina phonographs in New York and New Jersey, have not only made exceptional progress with the Regina, but have completed arrangements for the distribution of Lyric records in New York, New Jersey, East Pennsylvania and all of the Eastern States. Also, the jobbing of the Globe music rolls in the same territory.

Many dealers who have called at the office of Brown, McManus & Co. are enthusiastic about their entire line, and all have pledged hearty cooperation in the sale of these products.

IOWA DEALERS LOOK US OVER

We are the Iowa Distributors of

Vitanola Phonographs

"THE PHONOGRAPH OF MARVELOUS TONE"

AND

Story & Clark Pianos

"MANUFACTURED SINCE 1857"

We Are Equipped To Give You Service

E. H. JONES PIANO CO.

DES MOINES

Shops Building

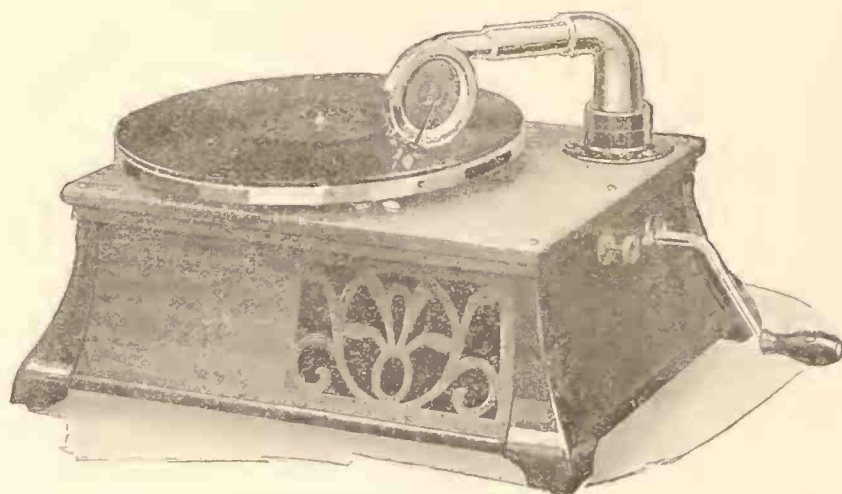
IOWA

The New Model "E" Garford Phonograph

The Greatest Value on the Market

Immediate Deliveries in Any Quantity

*High in
Quality
Low in
Price*



*High in
Quality
Low in
Price*

New Model "E" Garford Phonograph

The New Model "E" Garford Phonograph has every desirable feature of the high price phonograph.

- 1 Plays all makes of records without an attachment.
- 2 Superior Tone Quality.
- 3 Standard Motor of Recognized Merit.
- 4 Artistic Appearance.
- 5 Guaranteed to give Excellent Service.

Order Now For Immediate Delivery

Sells like "Wild-Fire" during the Holiday Season

We have an Attractive Dealer Proposition

The GARFORD MFG., CO.
ELYRIA, OHIO

"DEALERS' HELP" WORTH THE PRICE

Manufacturers' Service of the Proper Sort Fully Appreciated by Live Dealers

Retail merchants of the progressive type are willing to pay a part of the cost of producing "dealer help" literature, and other helpful supplemental advertising matter prepared by the manufacturer to help the retailer sell his product. Such was the conclusion of Earl S. Dickens, sales and advertising manager of the O'Brien Varnish Co., of South Bend, Ind., in addressing the Direct Mail Advertising Association, a branch of the Associated Advertising Clubs at the New Orleans convention recently.

Mr. Dickens quoted a number of persons on the subject, including both manufacturers and retailers. "Keep in mind," he said, "that the progressive dealer is not one who accepts anything and everything that is given to him, but the one who makes the best use of the assistance and service offered to him. Surround your advertising and selling helps

with what I would term an atmosphere which will place them above the common level, and then make them somewhat difficult to secure. I have no doubt but that it will require tact and judgment to bring every dealer to a common point of view, but if these suggestions are carefully considered in planning the dealer helps of the future, I am convinced in my own mind that the average dealer will be glad to respond to our requests to assume a part of the burden of the cost.

"One of the first steps is to decide whether or not your dealer helps are useful to the average dealer, and whether they are used because they are useful to him. Will they, in his opinion, not ours, sell the merchandise? He knows his trade—what they like and dislike—and he knows, too, what arguments for and against the goods will appeal to his customers.

"My experience is that the average dealer is alive to the necessity of using intelligently the selling helps offered by most manufacturers, but the trouble has been that too many selling helps have been pre-

pared and distributed without first acquiring a reliable knowledge of the actual needs of the dealer. If we could have gathered together all of the packages of expensive booklets and printed matter that were lying around under dealers' counters, covered with dust and grime, there would never have been a time during the period of the war when there would have been a shortage of paper. And I venture the opinion that if the truth were known, those same dealer helps were not used, either because of their inefficiency, or because the manufacturer's salesmen had not properly 'sold' them to his trade. If it does one thing, the present increased cost of materials used in the manufacture of selling helps for dealers will not be an evil unmixt with good. If manufacturers generally can see the necessity of supplying fewer and better helps to their trade and succeed in making the dealer see the value in their intelligent use, the present conditions will have aided materially in increasing the efficiency of an important part of the entire selling plan. This is a point well worth considering.





The Machine that Plays any Record



Clear and pleasing on all phonographs Require no extra attachments

Empire
REG. U.S. PAT. OFF.
Records
SUPREME IN QUALITY

Come in and hear them



The Machine that Plays any Record



Model XA
Mahogany or Walnut

If it were possible to improve the quality of the Empire we would do it—

The Empire is built on honor, and our dealers testify that they make many sales on the recommendation of enthusiastic owners of Empire machines.

The lowest priced Empire phonograph which sells for \$40.00 has the same high grade tone arm and reproducer as the highest priced Empire selling for \$250.00. The price of an Empire does not affect its quality.

There are 10 models—prices \$40.00 to \$250.00 at retail.

The great popularity of Empire universal cut records is shown by the fact that we are selling twice the amount of these records now than when we first announced the release of them. See our list of November records in the record bulletin of this paper. Send us a trial order for a dozen and get our supplements.



Model B
Mahogany Walnut or Oak

WRITE FOR OUR CATALOG AND AGENCY PROPOSITION

EMPIRE TALKING MACHINE CO.

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



THE WORLD FAMOUS QUARTET OF SOLOISTS FROM THE
SISTINE CHAPEL CHOIR
 OF THE VATICAN, ROME

Now touring the United States and Canada, and whose arrival as well as their public appearances have attracted universal attention record exclusively for

LYRIC RECORDS

FIRST RECORDINGS BY THE SISTINE QUARTET

October Releases

6146	"Panis Angelicus" (Iannacconi)	Sistine Chapel Quartet
\$1.25	"Cor Meum et caro mea" (G. Capocci)	Sistine Chapel Quartet
6147	"L'ora vespertina" (Antolisei)	Sistine Chapel Quartet
\$1.25	(a) "La Canzone de Follone" (Lasso)	Sistine Chapel Quartet
	(b) "Rondo Azzurra" (Cordora)	Sistine Chapel Quartet
6148	"O vos Omnes (Vittoria)	Sistine Chapel Quartet
\$1.25	"O Sacrum Convivium" (Perosi)	Sistine Chapel Quartet
6149	"La fontana di Caraouet" (Letorey)	Sistine Chapel Quartet
\$1.25	"Il ritorno del gregge" (Muller)	Sistine Chapel Quartet

November Releases

6150—A—	"Alleluia" (Jomelli)	Sistine Chapel Quartet
\$1.25—B—	"Exultate Juste (Viardano)	Sistine Chapel Quartet
6151—A—	"Specioso Facto Es" (G. Capocci)	Sistine Chapel Quartet
\$1.25—	"O Sacrum Convivium (G. Capocci)	Sistine Chapel Quartet
6152	"Madrigale (Perosi)	Sistine Chapel Quartet
\$1.25—A—	"Brindisi Romanesco	Sistine Chapel Quartet
	B—"Conzone Popolare Toscana	Sistine Chapel Quartet
6153—A—	"Mi levia per S. Giovanni	Sistine Chapel Quartet
	"Divine occhi sereni" (Verdelot)	Sistine Chapel Quartet

The above announcement gives added prestige to a line already recognized and accepted as the most artistic and one of the most successful of all records.

LYRAPHONE CO. of AMERICA

117 Mechanic Street, Newark, N. J.



Featuring the Musical Possibilities of the Talking Machine

By William Braid White

[Note.—This is the 31st of a series of articles on the general subject of the musical possibilities of the talking machine. The aim of the series is to develop these possibilities from all angles, thus opening up fields for sales expansion oftentimes neglected wholly or in part.—Ed tor.]

WHAT OF THE NEWSPAPER?

When a Chicago newspaper the other day printed a quite just, truthful and laudatory article on the talking machine, apropos the death of Adelina Patti-Nicolini, Baroness Cederstrom, every talking machine man who read it was surprised. That the surprise was agreeable is nothing to the point. That surprise should have been the immediate, nay, the quite inevitable, feeling, is what gives one pause.

A Question

Why on earth is it that such an industry as ours, in which millions of dollars are invested, which is progressing by leaps and bounds, which is to-day outstripping every other branch of the great music trade, should be no better off in the way of newspaper treatment than the clarinet and flute repairing trade or any other of which no one ever hears? Why is it that though scarcely a day can pass without a newspaper mentioning either pianos or phonographs impersonally, no newspaper ever mentions the name of a piano or of a talking machine? When an automobile is mentioned, its name is invariably given if it can be ascertained. Why the discrimination?

Our Newspapers

The inquiry is worth making, for it is the clue to much which is puzzling in the merchandising of talking machines. As things stand the modern newspaper represents, generally speaking, the average tendencies of the masses. The American newspaper, whatever else it may undertake to accomplish, certainly never dreams of taking an attitude of leadership. The race for circulation which occupies the minds of its proprietors to the exclusion of all ideal considerations, necessarily involves, in their opinion, a constant appeal to the most frivolous elements in the community. Automobiles, with all their many virtues, lend themselves readily to this sort of exploitation. Musical instruments, for some reason, do not.

"Canned Music"

Now, if anyone will think over these matters carefully, he will plainly see that the expansion of the talking machine industry is most closely bound up with the prosperity of music and musical feeling in this country. The more our people love music, the more they will certainly love the talking machine. The "canned music" sneer, powerful though it still is, nevertheless would have no power at all in a really musical community. It is only the half-baked who sneer at the

talking machine, and whenever you hear the sneer you may be sure that the person who utters it is not a true broad-minded musician or music lover. It is not true for a moment that a very highly cultivated musical community would not buy talking machines. On the contrary, nothing is more certain than that the more highly cultivated such a community is, the more it will appreciate the talking machine. Indeed, only a musically cultivated person can appreciate it as it should be appreciated.

How important, therefore, it is that for the sake of our business, we should realize the prime necessity of obtaining a better public feeling towards the whole question of music? The newspaper represents average public feeling; never very accurately, but never quite falsely. So if we are to improve newspaper treatment of our industry and of music we must improve public ideas about music in general.

How can we, in a word, feature the musical possibilities of the talking machine so strongly as to make a definite impression on the public greater than we have ever yet been able to make?

Our Publicity Problems

Does not this at once bring up the whole question of our newspaper publicity, and of the many exploitive ideas which the great talking machine manufacturers are so tirelessly and constantly producing for our application and use? It is surely evident to every observer that, whatever may be the momentary condition of our market, we are not building for permanent demand until we have begun to sow in the hearts of the people a true love for music. It is this feeling for music, as a food of the affections, as the sweetest thing of life, which we have to cultivate, and here we have the best and the most fruitful opportunity to profit by the labors of those who have studied the advertising problem of the talking machine in its every element.

I only wish I could make every dealer realize that he ought to think of every home where he sells a talking machine as one home which can and may be turned into a circle of music lovers. It is the greatest of mistakes to suppose that the present high-class record, fine though it be, by any means measures the limits of musical possibility in the talking machine. The art of recording and reproducing sound has not reached perfection; it has indeed hardly reached maturity. Discoveries are yet to be made and developed into practical application, grander than any which have yet been brought to light. The sale of records cannot be measured for the future by any yard-stick which may span the requirements of to-day. Yet all the demand, all the prosperity

of the future depends upon a constant cultivation of musical feeling in the people.

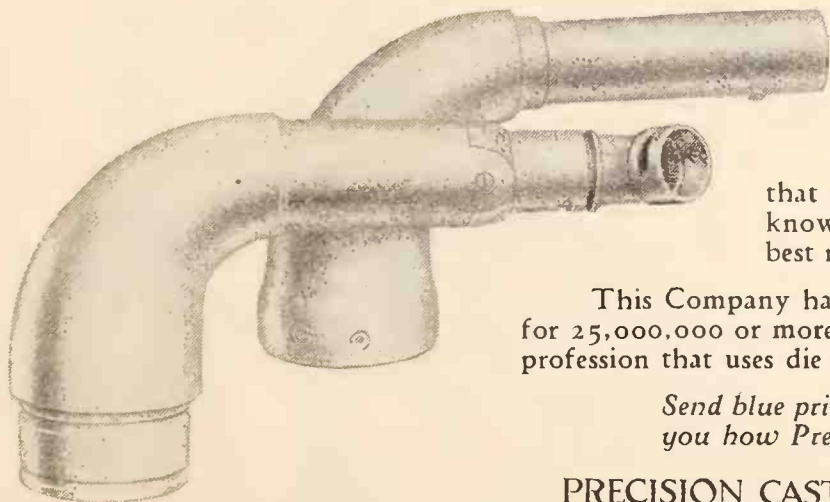
Demanding a Square Deal

Our newspapers mean well. Such work as has been done so nobly by the National Bureau for the Advancement of Music, in bringing about a clearer understanding by newspapers of the need for treating music and things musical with the respect due them, has already laid foundations that will endure; but there is much more to be done. A preliminary to any better musical understanding on the part of the people is, necessarily, better treatment of musical matters by the local newspapers. Up to the present time things musical have been presented to the newspaper either in the guise of dubious advertising of piano bargains, or of still more dubious puffery of artists. Small wonder that the newspaper man thinks not much of musical art! But to-day the musical business is hugely bigger. It is so big that it can by no possibility be laughed at when once its size is apparent. Whenever the talking machine, piano and sheet music dealers in any community unitedly demand decent treatment of the music which is their stock in trade, they can obtain their desire. Yet let them remember that they can hardly expect that the newspapers shall do what they wish without a suggestion from them as to ways and means. There are many ways in which such suggestions may be made. That objectionable advertising be censored, that the names of musical instruments be given, not hidden; that musical criticism be handled intelligently; that silly jokes about "canned music" be "canned" in fact; that occasional editorial mention be intelligently made of matters musical: These are all practical points and can all be won if intelligently urged. Meanwhile the wise dealer will not neglect to associate himself judiciously with all worthy musical effort in his community, and so prove that the man who lives by music is not unwilling to lend her a helping hand.

CHICAGO OFFICES NOW OPENED

Wm. Phillips, general manager of the Mutual Talking Machine Co., Supreme Phono Parts Co., and the Manhattan Phono Parts Co., reports that all three companies are enjoying exceptionally fine business. Mr. Phillips believes that 1920 will probably exceed the exceptional business of the present year in the talking machine trade, basing his prediction upon the exceptionally large contracts now being placed for tone arms and sound boxes.

The Supreme Phono Parts Co. are working on a new model of a tone arm which is to be added to their general lines.



Every Die Casting You Buy Reflects Back to the Maker

Every die casting you buy reflects the experience of the organization that made it. Each requires a special die; one particular alloy; special knowledge and experience and a desire to serve the customer, to get the best results.

This Company has made many millions of die castings. Orders have been completed for 25,000,000 or more pieces. We have made castings for almost every known trade or profession that uses die castings.

Send blue prints or models and let our engineering department show you how Precision Castings can serve economically and efficiently.

PRECISION CASTINGS COMPANY, INC.
SYRACUSE,  NEW YORK.

Die Casting Plant, Syracuse, N. Y.

Brass, Bronze and Aluminum Foundry, Pontiac, Mich.

THE VISION

Devoted to the Interests of the Educational Work Being Conducted by the Talking Machine Dealers and Jobbers

Mrs. Agnes Moore Fryborger, special supervisor in the schools in Minneapolis in charge of music appreciation, has arranged her programs in the schools with the Minneapolis Symphony Orchestra so that each pupil is given adequate preparation in understanding a musical composition before the Children's Concerts are attended. This is only possible by means of the full equipment of talking machines and records in the Minneapolis schools.

Miss Grazella Puliver, new educational director of the Cleveland Talking Machine Co., wholesalers, in Cleveland, Ohio, plans a tour of Ohio cities as part of the company's educational service to dealers this fall.

Bentley Ball, the exponent of American Folk Song, who conducts a concert tour throughout the public school systems of the country each year, has arranged a "Song-a-logue of America" for the Columbia Graphophone Co. in new recordings of Indian and cowboy songs and negro spirituals. This is another new feature of the progressive educational department being conducted by the Columbia Graphophone Co. as service to its dealers.

University courses in music appreciation were conducted by the educational department of the Victor Talking Machine Co. in some twenty colleges of standing during the summer session, 1919. University credit for these courses was given in many instances. Mrs. Frances E. Clark, director of the Victor Educational Department, postponed her vacation in order to personally direct this work.

An ingenious device for holding the educational

page advertisement issued by the Victor Talking Machine Co. each month has been devised by the educational department of Landay Bros., New York City. It consists of a narrow black frame with an insert slip at the top to admit of the "ad" which is pasted on the cover of a 12-inch stock record box. It is hung in a prominent place and calls immediate attention to the latest thing being done by the parent company.

Princess Wahtawaso, daughter of the chief of the Penobscot Tribe, Old Town, Maine, who sings the Lieurance Indian melodies for Victor records, is Mrs. Thomas Frances Gorman in real life. Captain Gorman is the son of Senator Gorman, of Illinois. The Princess is to give a series of concerts under the patronage of Victor dealers in all large cities of the United States this season.

Mrs. Laura H. Meeker, supervisor of music appreciation in Detroit, has a record library of more than three thousand numbers, many numbers, however, being duplicated for use in the various grades.

"The 5th Bubble Book," the latest publication of the Harper-Columbia Children's Books, contains the story in song of the pie-party, featuring "Little Jack Horner," "The Queen of Hearts" and "Good King Arthur." The popularity of these books for children does not wane by any means as the publications increase. They are used effectively in kindergartens.

Miss Elsa Stein, educational director, Lyon & Healy, is giving daily recitals in the recital hall of the Lyon & Healy Building, Jackson Boulevard and Wabash Avenue, Chicago.

Professor J. Lawrence Erb, director of the School of Music, University of Illinois, Champaign-Urbana, has arranged for complete talking machine equipment in the history and appreciation courses, as well as in public school music classes, in the new \$500,000 Smith Memorial Hall of Music. Putnam-Paige Co.,

Victor jobbers, of Peoria, Ill., have taken care of the equipment for the Leslie Co., Victor dealers, Urbana, Illinois.

Baroda (India) curator of State Libraries, has written to Public Libraries, an official magazine of libraries, requesting complete lists of all records published by the various talking machine companies, for use in the "Children's Story Hours," conducted by the library system of India. The message passes around the entire globe.

Miss Blanche Roseburg, educational director, the Scruggs, Vandervoort & Barney Co., Victor dealers, of St. Louis, Mo., has made arrangements to give a series of concerts in the St. Louis Public (Central) Library, beginning in October.

Branson M. DeCon's Dream Pictures appear as part of the program to be presented at Columbia University Institute of Arts and Science this season. Mr. DeCon has a country-wide reputation as lecturer, traveler and entertainer. For many years he was connected with the educational department of the Victor Talking Machine Co. He is now manager of Landay Bros., Newark, N. J.

"The Lure of Music" (Harper's), by Olin Downes, listing Columbia records, is being introduced successfully into the home circle by all progressive Columbia dealers.

The music supervisor at Moberly, Mo., announces that a complete course of music appreciation given in conjunction with the Victrola and Victor records is being installed in every grammar and high school in that city.

Contributions to this column covering activities of various educational departments conducted by wholesalers and dealers and news of what educational institutions are doing for music are solicited and should be addressed, Vision Editor, Talking Machine World, 373 Fourth avenue, New York City.

Quality Plus Quantity PRODUCTION

Unexcelled facilities enable us to manufacture phonographs on such a scale as to interest the largest jobbers in America. Our phonographs have quality stamped all over them, our cabinet work is superfine—the mechanism and reproducer are the kind our long experience has prompted us to use for proper tone reproduction.

RETAILERS: We have a jobber in your territory who can supply you with the best phonographs manufactured at the price.

5 Models—Retail Prices \$85. to \$200.—Liberal Discount.

TWO LARGE FACTORIES

Recordeon Phonograph
Company
NO. MILWAUKEE, WIS.

General Mfg.
Corporation
MILWAUKEE, WIS.

Makers of Pool and Billiard Tables Since 1882



OUR
PHONOGRAPHS
PLAY ALL
RECORDS CORRECTLY



The Ferro-Stop

At last a perfect automatic stop. See its position under the turntable as shown in the picture above. Note its simplicity. Has only two working parts. Guaranteed to be the strongest and most simple automatic stop in existence. Built with microscopic accuracy.

The Ferro-Stop Stops Where You Want It to Stop

It works every time. It performs properly—accurately.

After you have set the stop, you may step out of the room and rest assured that the motor will stop when the needle reaches its pre-determined stopping place.

Solves all Automatic Stop Troubles

Phonographs that are equipped with the Ferro-Stop will speak well for the instrument. It is made of high grade steel. No loose fitting joints. No wabby mechanism. Each bearing is accurately fitted within a two thousandth part of an inch. Its accuracy is like a high grade watch, yet it is strong, rigid, and acts quickly at precisely the right instant. The accuracy with which each working part is made is a guarantee of insurance against trouble. The Ferro Stop is the only stop of accurate scientific design and workmanship. When you adopt the Ferro Stop for your phonographs, you solve all of your troubles with automatic stops and brakes.

To all Manufacturers, Jobbers and Assemblers of Phonographs

The FERRO-STOP is designed to fit all makes of phonographs. Let us send you one for inspection. Send us your motor, turntable, winding crank, tone arm, and reproducer. We will mount them on a demonstrating board with the Ferro-Stop properly installed. You may give it a rigid test. If the Ferro-Stop doesn't work accurately, you may return it.

Your Mechanical Equipment will be mounted on Demonstrating Board FREE. We will charge for the Stop only.

Can Also be Used as a Hand-Brake

The FERRO-STOP is a combination hand brake and automatic stop—all-in-one. Works positively either way. This combination feature is another good reason why progressive phonograph makers will adopt the Ferro-Stop.

CHICAGO FERROTYPE CO. PHONOGRAPH PARTS DIVISION
1455 CONGRESS ST., CHICAGO, ILL.

List Price

\$250

Guaranteed

For

5

Years



**It Stops
Where You
Want It
to Stop**

Write for
Price
in Quantities

COLUMBIA BUYS CANADIAN PLANT

Canadian Aeroplanes, Ltd., Taken Over by Columbia Co.—Machines and Records to Be Made in Same Factory and Output Increased

More than 235,000 feet of factory space in Toronto is to be devoted to the manufacture of Columbia Grafonolas and records. The Columbia Graphophone Co. has bought from The Imperial Munitions Board the plant of Canadian Aeroplanes, Ltd., on Dufferin street. With the single exception of the Massey-Harris Works, this is the largest plant under one roof in Toronto. It occupies twelve acres of ground and consists of eight large permanent buildings and three smaller frame buildings, together with the railroad sidings, which run directly into the largest structure.

This extensive purchase was made, according to officials of the Columbia Graphophone Co., to take care of the rapidly and consistently expanding demand in Canada for their product. Both Grafonolas and records are to be made under the same roof, and the company will take advantage of the drying kilns installed for the manufacture of aeroplanes to make their own cabinets for the Grafonolas. The company officials state that the support of the trade in Canada has justified this big development and made it possible.

The construction of this modern plant was begun in February, 1917. It began operations in May of that year, and continued under high pressure until the close of 1918. The exterior walls of the eight large buildings are faced with red pressed brick, and their frames are of steel. The windows all have steel sashes and all the build-

ings except the garage are protected by means of an automatic sprinkler system.

The largest structure of the plant is that lying along the south boundary of the property, formerly used as the fusilage building. It is 680 feet long, and has a total floor area of 42,570 square feet. The next largest structure, formerly the Hill Building, lies along the north boundary of the property. It is 420 feet long and has an available floor space of 39,190 square feet. Between these two rises the former wing building, 580 feet long, with a floor area of 35,200 square feet.

The two-story structure at the east end of the property has a total available floor space of 44,350 square feet, and the storage building just behind it 27,600 square feet. The former propeller building between this and the Hill Building, has two floors and an area of 18,880 square feet. In addition to these buildings, there are the boiler house and the kilns, the garage with storage space for twelve cars, and a repair shop large enough to hold three motor trucks, a lumber shed, an experimental building and a time office.

The time office building in which the employment office is also located, was designed to handle more than two thousand employes, out and in, and did so successfully during the war. This factory conducted by the Columbia Graphophone Co. will offer employment to at least an equal number.

Fred C. Kloefer, who has just bought the music store of Mr. August Roelle, at Bucyrus, Ohio, is remodeling the whole store. He is using Unit Construction for his hearing rooms. The whole store is now looking fine and new, and will be known as Kloefer's Music Shop.

MICKEL BROS. CO. OPEN SCHOOL

Training of Salesmen Now a Part of Mickel Bros. Service to Victor Dealers

DES MOINES, IA., October 12.—Mickel Bros. Co., Victor jobbers, will open a school for the training of Victor retail salesmen on October 20. This school will be under the direction of Miss Mayme A. Jardine, who is one of the most competent women in the country to handle work of this kind. She has not only studied salesmanship under the tutelage of the Victor Co., but has also been called upon by that company to give lectures to the educational department.

In working out this school on a practical plan, it was decided to cover such subjects as personal appearance; store department; knowledge of records; how to present records to customers; general sales instructions, etc.

Geo. E. Mickel, general manager of Mickel Bros., has for a considerable time devoted his energy to securing suitable sales people for Victor departments in the stores in his section of the country. He believes the times demand experienced sales people, hence the formation of this school. The instructions will be given in the Mickel Building, corner Fifteenth and Harney streets, this city. The tuition is free, as Mr. Mickel wishes his school to be known as only a part of what he believes constitutes service to the dealers. That the dealers in his section of the country are appreciating such an opportunity is proved by the fact that to date many applications for the course have been received, although no official announcement has been made before this time.

The 'Motrola' way is the only way to wind your phonograph.

Hence the reason why the following phonograph jobbers are acting as Motrola Distributors.

VICTOR DISTRIBUTORS

- Cohen & Hughes, Washington, D. C.
- Florida Talking Machine Co., Jacksonville, Fla.
- Lyon & Healy, Chicago, Ill.
- Cohen & Hughes, Baltimore, Md.
- E. F. Droop & Sons Co., Baltimore, Md.
- Eastern Talking Machine Co., Boston, Mass.
- Beckwith O'Neil Co., Minneapolis, Minn.
- J. W. Jenkins' Sons Music Co., Kansas City, Mo.
- Schmelzer Arms Co., Kansas City, Mo.
- W. D. & C. N. Andrews, Buffalo, N. Y.
- Perry B. Whitsit Co., Columbus, Ohio.
- Penn Phonograph Co., Philadelphia, Pa.
- Badger Talking Machine Co., Milwaukee, Wis.
- Stewart Talking Machine Co., Indianapolis, Ind.
- Eclipse Musical Co., Cleveland, Ohio.
- Reynolds Music House, Mobile, Ala.
- Talking Machine Co., Birmingham, Ala.
- H. A. Weymann & Son, Philadelphia, Pa.
- Geo. D. Ornstein Co., Philadelphia, Pa.

EDISON DISTRIBUTORS

- Denver Dry Goods Co., Denver, Colo.
- Pardee Ellenberger Co., New Haven, Conn.
- Phonographs, Inc., Atlanta, Ga.
- Diamond Music Co., New Orleans, La.
- Pardee Ellenberger Co., Boston, Mass.
- Lawrence H. Lucker, Minneapolis, Minn.
- Silverstone Music Co., St. Louis, Mo.

All Columbia Wholesalers Everywhere

CANADIAN DISTRIBUTOR—His Masters Voice, Ltd., Toronto, Canada

29 W. 35th St.,
New York

JONES-MOTROLA, Inc.

315 So. Broadway,
Los Angeles

57 E. Jackson Blvd., Chicago

PHOENIX TRADING CO., 1265 Broadway, New York City

Jobbers—Write us—We have a wonderful proposition to offer you

PATHE DISTRIBUTORS

- John A. Futch Co., Jacksonville, Fla.
- Fuller Morrison Co., Chicago, Ill.
- Hallet & Davis Piano Co., Chicago, Ill.
- W. W. Kimball Co., Chicago, Ill.
- National Piano Co., Baltimore, Md.
- Hallet & Davis Piano Co., Boston, Mass.
- Wm. Volker Co., Kansas City, Mo.
- Wright & Wilhelmy Co., Omaha, Nebr.
- Pathe Freres Phonograph Co., New York City.
- Fischer Co., Cleveland, Ohio.
- Philadelphia Pathephone Co., Philadelphia, Pa.
- Pittsburgh Pathephone Co., Pittsburgh, Pa.
- Buffalo Wholesale Hardware Co., Buffalo, N. Y.
- R. B. Broyles Furniture Co., Birmingham, Ala.

BRUNSWICK DISTRIBUTORS

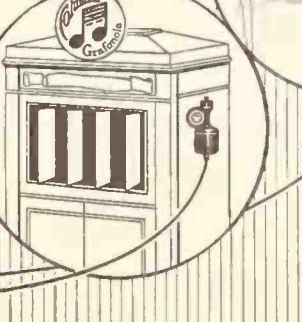
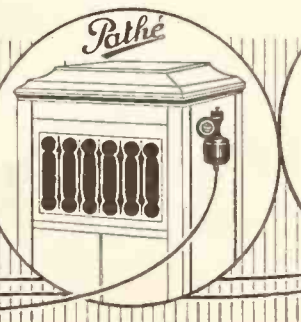
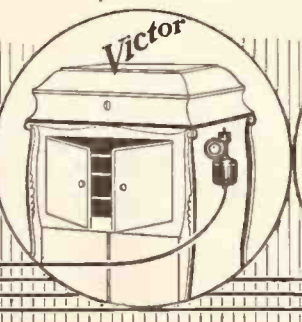
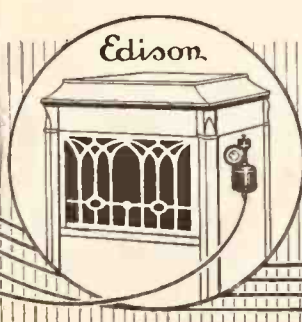
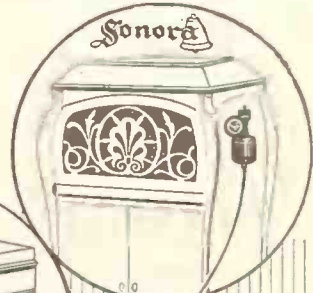
- Kraft, Bates & Spencer, Inc., Boston, Mass.
- Butler Bros., Chicago, Ill.
- Brunswick Balke Collender Co., Seattle, Wash.
- Starr Piano Company—All Branches and Distributors

SONORA DISTRIBUTORS

- Western Jobbing & Trading Co., Los Angeles, Cal.
- Minneapolis Drug Co., Minneapolis, Minn.
- Smith, Kline & French Co., Philadelphia, Pa.
- Yahr & Lange Drug Co., Milwaukee, Wis.
- Hessig Ellis Drug Co., Memphis, Tenn.

MISCELLANEOUS

- A. C. Becker Co., Chicago, Ill.
- Empire Talking Machine Co., Chicago, Ill.
- A. Burdwise, Baltimore, Md.
- F. C. Henderson Co., Boston, Mass.
- National Phonograph Co., Pittsburgh, Pa.
- Hoeffler Piano Co., Milwaukee, Wis.
- Harbour Longmire Phonograph Co., Oklahoma City, Okla.
- Salt Lake Hardware Co., Salt Lake City, Utah.
- Strevell-Paterson Hardware Co., Salt Lake City, Utah.
- American Phonograph Co., Burlington, Vt.
- E. R. Godfrey & Sons Co., Milwaukee, Wis.
- Gilbert Bros. Mfg. Co., Wichita, Kansas
- B. J. Sheppard Co., Savannah, Ga.
- Associated Furniture Manufacturers, St. Louis, Mo.
- Wiley B. Allen Co., San Francisco, Cal., and branches.
- Pacific Accessory & Supply Co., Portland, Oregon.
- Brooks Mfg. Company, Saginaw, Mich.



Columbia

"A System and a Service"

Christmas Is Coming

THE holiday rush season almost here will bring Columbia dealers this year the biggest business in history.

Get ready *now* to meet the rush and break all records in sales.

To help you we are offering "Built-to-dealer's-order" service, with *sales* as the first consideration.

Prepared by a corps of *practical selling experts with actual retail experience of all kinds*, this service is anything but theoretical.

Exclusive for Columbia dealers, this service helps *every department in your shop*.

The best brains that we could secure have studied your problems for months to make this selling service *scientifically, mechanically, and artistically perfect*.

Every selling device we offer has been *proved in actual practice*.

All the risk of investment is ours; the reduced price due to quantity manufacture is yours, however small your requirements.

Efficient selling saves expense. Our most progressive dealers know it. They are using this *exclusive Columbia service*, and constantly come back for more.

Get aboard! Every Columbia dealer can save time and trouble and multiply sales by using this co-operative service which benefits all.

Place your holiday sales requirements for Columbia Dealer Service Helps immediately with your regular Columbia distributor. Be sure to make imprint and shipping instructions clear.



These beautiful exclusive Columbia Christmas Record Boxes, printed in eight colors, and 3/4 inch deep inside, are made to hold both 10-inch and 12-inch records.

Christmas Boxes in your window will give a holiday atmosphere to your display that will solve many a shopper's last-minute problem.

You can make his problem still simpler by putting sets of \$5.00 or \$10.00 worth of selected records in these boxes and suggesting the sets as gifts. Your business card can accompany each package. Orders for Christmas boxes must come at once for early December delivery.

Cost to Dealers

F. O. B. from New York, Denver, Omaha, St. Louis, San Francisco, Chicago, Philadelphia, Baltimore, Toronto, or nearer points:

(In lots of 100 or more)

10-in. Boxes . . \$.10 each, net
12-in. Boxes . . .12 each, net

(In lots of less than 100)

10-in. Boxes . . \$.11 each, net
12-in. Boxes . . .13 each, net

* * *

This Columbia Exterior Record Sign "looks" Columbia Records up and down the street, and will direct the holiday rush to your door. Porcelain enameled in four bright colors on both sides, on rust-resisting Armco Iron, it is 28 inches in diameter. The 40-inch T-iron bracket is galvanized and baked. Price to dealers, complete with bracket, f.o.b. Coshocton, O., \$5.82 each, net.



Dealer Service

"Selling Sales for Columbia Dealers"



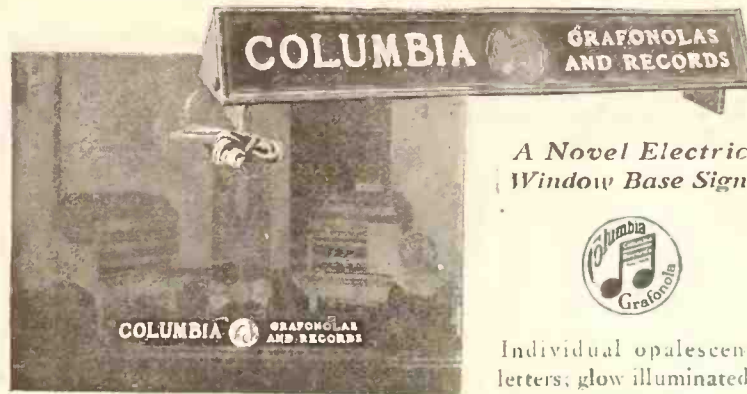
The varying shades of red in this Columbia Christmas Window Display, contrasting with just sufficient other colors to give them strength, secure a bright and rich effect. The layout of the display lends itself to the inclusion of practically the entire December list, and makes special appeals to all types of buyers. Altogether you get twenty pieces, all for \$2.00 f. o. b. your regular distributor—a complete Christmas set-up that you couldn't duplicate for \$200.00.



These time- and money-saving Columbia Record Delivery Bags are an absolute necessity during the Christmas rush. Made of pleasing green quality paper in four designs. Obtainable only in multiples of 500 of a size. Price without imprint: 10-inch—\$9.50 net per 1000; 12-inch—\$11.50 net per 1000, f. o. b. New York City. Imprinting at cost price.



Give full selling efficiency to all your Record Demonstration Rooms by featuring the records that you have. This silent salesman—Service Fixture No. 7—displays both sides of six records—twelve titles—at once. It is suggestive—attractive—efficient—economical. Packed 2 in a carton with operating plan and 21 caption-plate inserts, \$3.50 each, net, f. o. b. St. Louis, Mo.



A Novel Electric Window Base Sign



Individual opalescent letters; glow illuminated.

Get ready for the holiday rush. Put this Columbia Electric Window Base Sign in the foreground of your window. The surging after-supper shoppers cannot obscure it from the view of those close by. It takes up no valuable space, and tells all passers-by at a glance that you sell Columbia Grafonolas and Records. 42 inches long, adjustable height, complete with cord and sockets: \$18.75 each, net, f. o. b. New York City.

This artistic Columbia Calendar, printed in eight colors on strong stock, is 9 1/4 by 12 1/4 inches. It will be a constant salesman in the homes of your customers, at a cost to you of less than a quarter of a cent per week per home! Price with your imprint, f. o. b. St. Paul, Minn.:



100—\$9.75	750—\$65.50
250—22.75	1000—87.00
500—44.00	Over 1000—85.50 per M

This Columbia Record Catalog Cover, imprinted in gold leaf with your name, completes the convenience of a Columbia Grafonola outfit for Christmas. Made of best quality black imitation leather. Prices to dealers, with brief three-line imprints, f. o. b. Philadelphia, Pa.:



\$17.00 per 100
41.25 per 250
80.00 per 500
150.00 per 1000

REPUBLIC

SINGING RECORDS HAND PLAYED

"The Liberty Bell



Trademarks the Republic"



The Best Arrangements
The Best Hit-Picking
The Best Service
The Best Ideas
The Best Player-Rolls
plus
Republic Originality

These features will bring you the best player-roll business in your territory.

Stock Republic hand-played rolls because they put you in the wise merchant's class. Only Republic dealers are able to offer these arrangements which are making Republic rolls famous. Wire direct for trial shipment today.

If more convenient, however, any of these jobbers can introduce you to Republic supremacy: Plaza Music Co., 18 West 20th St., N. Y. City; Plaza Music Co., Toronto, Can.; A. Burdwise, 11-13 No. Howard St., Baltimore, Md.; Yahr & Lange, Milwaukee, Wis.

REPUBLIC PLAYER ROLL CORPORATION
651 West 51st St. Paul B. Klugh Pres. New York City

A VISITOR FROM NEW ZEALAND

Thomas Ritchie, of Chas. Begg & Co. Ltd., Receives a Hearty Welcome From the Trade

Thomas Ritchie, of the prominent firm of Chas. Begg & Co., Ltd., Dunedin, New Zealand, with branches in Wellington, Invercargill, Oamaru, Timaru, Ashburton and Nelson, has been spending some time in the United States, making calls on prominent members of the trade on the Pacific Coast, as well as in Chicago and New York. While in the West he closed arrangements whereby he secured the representation for New Zealand of the Cheney phonograph and the Jesse French pianos.

In the course of a chat with *The World* Mr. Ritchie stated that business conditions in New Zealand were excellent and that they were suffering but little, if at all, from labor disturbances which seem to be a feature of the reconstruction period following the great war throughout the world.

Mr. Ritchie was exceedingly interested in the development and progress of the talking machine industry in America and was very complimentary regarding the stores, as well as sales methods in vogue in this country. In the course of his conversation he commended very highly *The Talking Machine World*, and its constructive work for the industry as a whole. Modesty forbids giving his opinion of *The World* in detail—suffice that it was very flattering, and from his viewpoint thoroughly merited. He feels that if every dealer and salesman throughout the world could read *The Talking Machine World*, the industry would be on a higher plane everywhere.

The big institution of which Mr. Ritchie is representative is one of the old-time music houses of New Zealand, handling pianos, folio and sheet music, in fact all forms of musical instruments, as well as talking machines. Apart from his standing in the music trade field, Mr. Ritchie is a musician who stands high among his conferees

in New Zealand. He is connected actively with a number of musical organizations, and has played a rather important part in the development of musical knowledge and appreciation in that country.

TO WHOLESALE EXCLUSIVELY

Cohen & Hughes, Inc., Washington, D. C., Disposes of Retail Store and Will Sell Victor Line Only at Wholesale—To Occupy New Building.

WASHINGTON, D. C., October 18.—Cohen & Hughes, Inc., Victor wholesalers of Baltimore and this city, have announced the sale of their retail store at 1221 F St., N. W., thus placing all their factory shipments and entire facilities at the service of the Victor dealers.

To further increase that service a modern three-story building is being erected in the heart of the business section of this city, especially designed for their particular purposes. The new building will be equipped with every convenience for efficient wholesale merchandising, and will include a nicely appointed office for the dealers' exclusive use—a place where business appointments may be made and mail directed. Dealers may consider these offices their Washington headquarters.

Until this new building is completed, which will probably be about January 1, 1920, Cohen & Hughes will operate from their present headquarters at 1251 F St., N. W.

PLANS FOR BUSINESS EXPANSION

The new building erected in Reno, Nev., for the J. D. Mariner Music House will be ready Nov. 1, according to the present plans. This house handles everything in the musical line and has an extensive business, both in Nevada and surrounding states. J. D. Mariner says that he is not dependent upon San Francisco for his supplies, as he buys directly from the factories.

FIRE IN TALKING MACHINE PLANT

Factory of Milwaukee Talking Machine Mfg. Co. Badly Damaged by Blaze on Oct. 11th—To Fill All Orders From Other Factory

MILWAUKEE, Wis., October 15.—Plant No. 1 of the Milwaukee Talking Machine Mfg. Co., at 416-418 Fourth street, was badly damaged by fire of unknown origin late Saturday evening, October 11th. The loss is variously estimated at \$25,000 to \$50,000, and it is believed that the damage would have been much greater but for the fact that an engine company is stationed directly across the street from the plant, and the work of fighting the flames was started at once. It required an hour to bring the fire under control.

The Milwaukee Co., which manufactures the "Dalion" phonograph, recently established a No. 2 plant on East Water street in a seven-story building, and will, therefore, be able to fill its orders despite the interruption caused by the fire in the other factory.

PRICE HAS BEEN INCREASED

The Souora Phonograph Sales Co., New York, announced on October 1st that the price of the "Nocturne" model had been increased from \$140 to \$150, and the price of the "Elite" from \$260 to \$275. This increase was absolutely necessary to partially offset the tremendous advances in the cost of labor and raw materials.

MURATORE IN SOUTH AMERICA

A cable from South America brings the news that Lucien Muratore, the famous lyric tenor and celebrated Pathe artist, is having a remarkable operatic season at the Theatre Colon. The cable states that his appearances are immense personal triumphs. Muratore has made some wonderful recordings on Pathe records.

YOU DON'T KNOW WHAT THE REAL POSSIBILITIES
ARE FOR MONEY MAKING

Until After You've Placed Your Order With Us

for

Broadway
Hits in
Song-
Dance



OKEH

Quality
and
Volume
in Tone

RECORDS

NOTHING TO LOSE—ALL TO WIN

Drop a line and leave the rest to us

The Steinola Company, Inc.

1113 WALNUT STREET

KANSAS CITY, MO.



ECLIPSE SERVICE AND ACCESSORIES

Every progressive and successful Victor dealer should carry a complete line of up-to-date, guaranteed accessories. A well established accessory department not only creates a substantial profit in itself, but brings new customers to your store who, in many instances, become valuable Victrola and Victor record prospects.

Recognizing the importance of the accessory department in the modern Victor establishment, we have installed a special department devoted exclusively to the best accessories the market affords for Victor dealers.

ECLIPSE VICTOR SERVICE is carried out in this accessory department in every detail. We bestowed careful and painstaking attention upon the selection of our accessory lines, and offer you only accepted products guaranteed to give a high degree of service and satisfaction.

Our sales staff has made a thorough study of the accessory field, and is in a position to co-operate with you along practical, efficient lines. Their experience is at your service, and we are sure that they can assist you in developing a profitable and permanent accessory business.

May we not send you further details regarding our ACCESSORIES for Victor dealers?

SERVICE HEADQUARTERS
THE ECLIPSE MUSICAL CO.
VICTOR WHOLESALERS
CLEVELAND

WHY WALL-KANE NEEDLES ARE SUPERIOR

The highest grade steel needle of American manufacture, and playing only one record, is put through a complicated, scientific, chemical process, by which the point of needle is greatly improved. The popular explanation of the method is as follows:

An ordinary steel needle is made of wire, which consists of long, parallel running grains on the inside. This wire is inserted in automatic machines, which automatically cut off the steel needles.

The friction of the revolving record grooves will gradually flatten out the point of the needle, so that more and more grain of the steel will reach the record grooves. The WALL-KANE needle will eliminate the grain of the steel coming into contact with the grooves by a process which is accomplished as follows:

The steel needle is first dipped into a chemical solution which will take out most of the charcoal, making a closer unit of the needle. While in this process the needle looks all black like illustration. (Cut 1.)



Then the needles are dipped in several solutions, which place three different coatings on the top of the point, so that an entirely separate unit is created on the point, which unit is 25 to 30 per cent. softer than an ordinary steel needle's point. While in this process the needle point looks like illustration. (Cut 2.)



More than three thousand revolutions are required to take off these three coatings by the friction of the point with the record. The playing surface of more than ten records do not amount to 3000 revolutions—that is why WALL-KANE needles will play at least ten records perfectly, and will make less surface noise, and by the distribution of the solution into the grooves of the record, the record itself will be greatly benefited, and its life prolonged.

THE WALL-KANE NEEDLES

GUARANTEED TO PLAY TEN (10) RECORDS ON ANY PHONOGRAPH

EXTRA LOUD	50	MEDIUM	50	LOUD
154	154	154	154	154

THIS NEEDLE IS PRODUCED BY AN ENTIRELY NEW PROCESS

THE Tenth RECORD WILL PLAY AS CLEAR AS THE FIRST

BEWARE OF IMITATIONS

This handsome colored metal enameled display stand holds: 60 packages, 24 extra loud, 24 loud and 12 medium packages and costs the dealer \$4.60, (\$4.90 in the Far West) and retails for \$9.

JOBGING TERRITORIES OPEN

Progressive Phonographic Supply Co., Inc.

145 West 45th Street, New York

GREAT ACTIVITY IN BIRMINGHAM

Distributing Organizations Being Expanded—Mme. Schumann-Heink's Generous Act—New Stores and Departments Opened

BIRMINGHAM, ALA., October 10.—One of the most important events to Victor dealers in this city was the recent visit of Madame Schumann-Heink on the occasion of her concert which she gave here for the benefit of the Dowlings Industrial School for Girls at Brewton, Alabama, under the auspices of the Birmingham Civic Association. Several weeks ago Madame Schumann-Heink was traveling in the East and she met a man who told her of the destitute condition of the school. Madame Schumann-Heink immediately suggested that she give a concert in some Southern city for the benefit of the school. Birmingham was chosen and the Madame then announced that she would defray all of her own traveling expenses as well as the expenses of her accompanist, Frank LaForge, in order that the entire proceeds might go to the school. The result of this arrangement was a packed house for the concert, which was given on the afternoon of September 26th. While in the city Madame Schumann-Heink and Mr. LaForge visited all the Victor shops and very graciously posed before the Victrolas of the different dealers. In one of the shops the Madame purchased a Victrola XI, which she gave to one of her friends. Birmingham music lovers will long remember her visit.

Jeffry B. Schiff, secretary of the Vitrola Talking Machine Co., was a visitor in Birmingham for several days during the past week. Mr. Schiff related to friends in the talking machine business that his company was greatly oversold without a chance to take care of its orders for the holiday season.

Westerveldt Terhune, district manager Columbia Graphophone Co., was a visitor in the city one day last week. Mr. Terhune's headquarters are in Atlanta and he frequently gets over to Birmingham to keep an eye on the company's interests in this city.

The Ben M. Jacobs Furniture Co., oldest furniture house in Birmingham, have recently embarked into the talking machine business. They have put in the Aeolian Vocalion and Wilsonian. Three handsome booths have been erected and the prestige of the house is sure to result in success.

It has been reported that Bromberg & Co. have recently closed a contract with the Columbia Graphophone Co. to handle its line in this city. This house already handles the Edison and Aeolian-Vocalion. Victor Wan is in charge of the department and reports a steadily growing business.

A. D. Doty recently organized a company for handling the Wilsonian in Alabama and Georgia. The style of the new concern is the Southern Phonograph Co.

The Ellis Jewelry Co. in Ensley have outgrown their present quarters and it was recently decided to conduct the talking machine business separately and for this reason one of the best locations in Ensley was secured and now the talking machine department of this house will have plenty of room for growth and expansion. The storeroom has been fitted up beautifully and aside from the Victor line they now handle the Aeolian-Vocalion and the Wilsonian.

Mr. Giles, wholesale representative of the Emerson Co., spent a few days in the city during the month. Mr. Giles reports a tremendous growth throughout the entire United States for the products he represents.

A. R. Boone, manager of the Talking Machine Co., Victor distributors, spent several days in South Alabama during the past week and during his trip he visited with dealers in New Orleans.

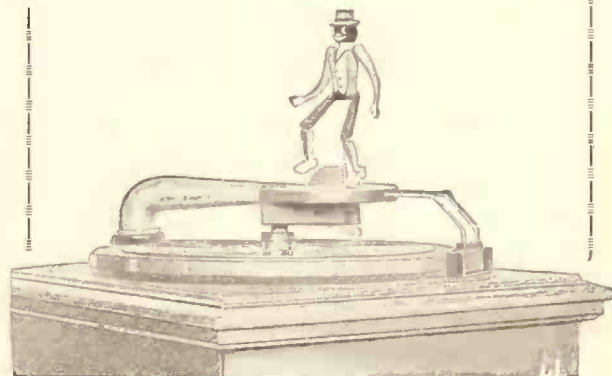
INCORPORATED IN RICHMOND, VA.

The Ramos-Eubank Phonograph Mfg. Co., Richmond, Va., was recently incorporated and the following officers were elected: John S. Ramos, president and treasurer; E. C. Ramos, secretary; Chas. L. Eubank, vice-president.

TOYS For CHRISTMAS

Something for the Children at Xmas That Brings in the Parents and Makes You New Customers

It will pay you to show these toys dancing in your windows from Thanksgiving to Christmas.

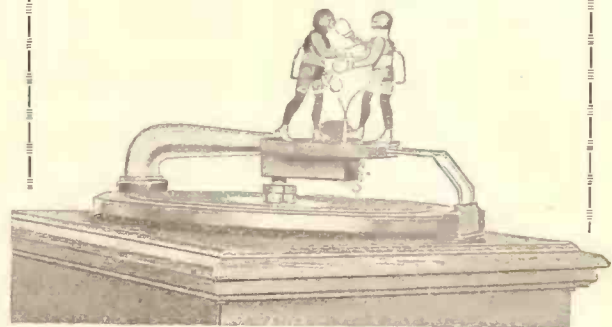


RAGTIME RASTUS
PATENTED MARCH 16, 1915.

An Automatic Dancing Ducky Doll for Disc Talking Machine (except Edison)

Rastus does one hundred different steps while the music is playing. Delights children and amuses the older people, too. The funniest dancing toy ever made. Attractively painted in four colors.

Item 100A \$1.50



THE BOXERS
PATENTED MARCH 16, 1915.

An Amusing Novelty for Talking Machines

These little Boxers are very realistic and create lots of fun. They do all the different blows and steps known. Put on a good lively record and these little figures box away in lively fashion.

Item 100B \$1.75

COMBINATION RASTUS AND BOXER

Dancing Rastus and Boxing Darkies, the two sets of figures combined with one mechanism. All in one box. Two toys in one. Very popular.

Item 100AB \$2.00

NOTE: These toys fit standard machines (except Edison) and can be put on or taken off in five seconds and do not injure record or mar machine. Fit all Columbia and Victor models.

Wholesale and Export discount in dozen lots of one kind or assorted 33 1/3%. In 3 doz. lots of one kind or assorted 40%.

NATIONAL COMPANY
Mechanical Specialty Manufacturers
171 Oliver Street, Boston, Mass., U. S. A.

ANNOUNCEMENT

VICTROLAS

CHAS. J. SCHMELZER, PRES. & TREAS.

ESTABLISHED 1857.

HARVEY J. SCHMELZER, V-PRES. & SEC.

Schmelzer Arms Co.
DISTRIBUTERS FOR THE
VICTOR TALKING MACHINE Co.

KANSAS CITY, Mo.

September 10, 1919.

In Your Reply Refer To

TO OUR VICTOR CUSTOMERS:

We take pleasure in advising you that we have discontinued our Victor Retail Department. From and after this date we will be exclusive jobbers of Victor Talking Machines, Records and Sundries. We are now in a position to serve the trade far better than in the past and to give the dealer every dollar's worth of goods we receive from the makers as promptly as received at our warehouse.

We have sold our demonstrating rooms, furniture and fixtures and everything pertaining to our Retail Department to Mr. N. R. Boice who has established himself as an exclusive retail dealer in Victor Talking Machines, Records and Sundries at 1104-1106 Walnut Street, Kansas City, Missouri.

We feel sure our many friends among the trade will appreciate the importance of this move, for we can assure you the benefits will be mutual. We want to take this opportunity to again thank you for your past favors and to guarantee you our very best efforts to merit your continued confidence.

Yours very truly,

SCHMELZER ARMS COMPANY.


PRESIDENT.

PRONOUNCED ACTIVITY PREVAILS IN KANSAS CITY TRADE

Demand Is So Insistent That Stocks of Machines and Records Are Moving Continuously—Schmelzer Arms Co. Now Wholesale Exclusively—Interesting News Budget

KANSAS CITY, Mo., October 10.—The past month has brought a decided increase in demand for talking machines and records on this market, particularly to the wholesalers and jobbers. It is the common report that the retailers are demanding all of the machines and records that it is possible for the various jobbers and wholesalers to furnish, but the distributors are loth to declare that a shortage really exists. As the manager of one of the larger establishments puts it, it is not a shortage, but a demand that keeps the stock moving continuously; for shipments are coming in well and while a big business is being done in this territory there is little that is being lost because of inability to supply the dealers. The jobbers and wholesalers, however, are in a position to discriminate in regard to the sale of machines and records, and there is no effort to clothe the fact that they are doing so. The small dealers in the small towns, which in themselves are not music establishments, are no longer a desirable asset to the trade, and it is these dealers that are being dropped, not by one or two concerns, but by all of the companies doing business on this market.

C. Mayer, manager of the Victrola department of the Jones Store Co., declares that the business during the past month has shown almost an unmusic establishments, are no longer a desirable reinodeled the talking machine department, giving the company a larger space for demonstrating machines and records.

Mrs. Myrtle M Paul, who for several years has been connected with various music establishments in Kansas City as a saleslady, recently secured an exclusive Grafonola agency, and will open one of the most attractive and unique establishments in this section of the country at 1112 Main street.

Mrs. Paul has a very small establishment, but has utilized every inch of floor and wall space

to good advantage. The new establishment will be known as The Paul Shop and will handle the Columbia Grafonola and the Columbia records exclusively.

The Schmelzer Arms Co., jobbers of the Victrola and Victor records, recently announced the closing of its retail Victrola and record department. The company, under the direction of Arthur A. Trostler, who for several years was manager of the talking machine department and who is now general manager of the company, completed the new arrangement the first of the month. Mr. Trostler is giving almost his entire attention to the jobbing of the Victor products.

The Columbia Grafonola Co. held a dealers' meeting Friday afternoon, October 3, at the Hotel Baltimore, which brought to the city some one hundred and twenty-five dealers from Missouri, Kansas, Arkansas and Oklahoma. The meeting was called by E. A. McMurtry, manager of the Columbia Co. here. The afternoon brought with it a demonstration of the new Columbia records for November and a complete entertainment by Cal Stewart of Pumpkin Centre; Henry Burr, Billy Murray and accompanist Frank Banta, Harry Coe, local representatives of the Leo Feist Music Publishing Co., with a group of local singers, gave a recital of some of the latest Feist songs which have been made for Columbia records, which included "The Vamp," "Jerry" and "Hawaiian Lullaby." Mr. McMurtry gave a short talk on the policy of the Columbia Co., the co-operation it is extending to the dealers in this territory, the prospects of the coming year's business and the best methods of securing the very largest percentage of business obtainable through complete co-operation. Mr. McMurtry's address was succeeded by a talk by C. R. Smith, his assistant, who spoke on advertising. Mr. Smith directed his remarks to the smaller dealers in this terri-

tory and explained the results that could be obtained through the use of the daily and weekly papers, as well as through use of circulars and other forms of retail advertising.

On Saturday, October 4, the sales staff of the Columbia Co. was called to a meeting at the Baltimore Hotel, at which the policy of the company was explained to the salesmen by Mr. McMurtry. He said "It is through these meetings with the sales staff that I keep right in touch with the dealers throughout the territory and by such discussions I come into personal contact with each. It is a personal way of sending a little message to the dealer, even though that message may in a way be limited almost to sending 'best regards.' It is the result of these meetings that has brought our business up to 100 per cent. standard."

C. V. Bissell, manager of the Starr Piano Co., recently announced that A. J. Robinson, formerly of the Thiebes Co. of St. Louis, Mo., had succeeded Fred C. Comer as retail manager of the local branch of the Starr Piano Co. Mr. Comer resigned his position to give his entire attention to his new medical business which he recently entered.

The J. W. Jenkins Sons' Music Co. reports that the business during the past few weeks has brought an unusual increase in the demand for talking machines and records. The company secured a large trade when it was announced that the Victor Red Seal records would be redneed.

Schumann-Heink will sing in Convention Hall November 11, giving a Red Seal concert. The records which this notable singer has produced during the past years are having an extremely good sale, which should be greatly augmented by the concert considering the fact that her song selections for the concert are almost exclusively those she has made for the Victor Co.

R. V. Cusack, manager of the Richards & Conover Hardware Co., recently announced that his company was carrying a complete line of Vitrolas and Okeh records. The company does one of the largest jobbing and wholesaling businesses in the Southwest territory and is beginning an extensive advertising campaign in this territory.

Bringing Berlin to Beaver, Pa.

Of course we mean IRVING BERLIN: His latest song hit, "I've got my Captain working for me now," has got the folks in Beaver and Bradford and Butler fairly shaking their sides with laughter.

Wherever Emerson Records are sold, this Berlin-Murry hit is setting a pace.

It's partly due to the timely advertising Emerson is putting out. A long list of newspapers is carrying the Emerson

message, with full pages and double pages in the Saturday Evening Post.

Emerson hits are out in record time—and quick deliveries help to make Emerson representation mighty attractive to dealers in the Pittsburg territory.

If you are interested in handling Emerson Records, ask us to give you full particulars.



Emerson Sales Company

4018 JENKINS ARCADE BLDG.
PITTSBURGH, PA.

COOPER'S CLIPPING SERVICE

Ad of G. Schirmer
Appeared in N.Y. Times Oct 5, 1919

... are strong...
... returned to college and weight
... events, H. D. Costigan, and D. H. Wor-
... in the distance runs: D. E. O'Con-
... and W. H. Goodwin. In the mid-
... die-distance races: E. O. Gourdin, in
... the 440-yard dash, and R. W. Harwood,
... in the pole vault.

The Largest and Most
Luxurious Victrola
Salesroom in New York
Entire Second Floor



Absolutely Sound-Proof. Dain-
tly Appointed Rooms, (not
booths) insure the greatest sat-
isfaction in selecting records.

Announcement

IF The Victor Company could supply
the demand for the VICTROLA (the
world's greatest musical instrument) there
would be no other make sold to any
appreciable extent.

We sell the VICTROLA exclusively, because we know
it to be the best and our clientele must have the best.
The lure of greater profit cannot induce us to sub-
stitute other makes.

Prices \$25 to \$500
Convenient terms arranged if desired.

Personal service in our Record Department reflects the reputation of G. Schirmer's for
musical discrimination. Let us acquaint you with the fine art of VICTROLA playing for it is a
most versatile instrument.

G. Schirmer's
A house that for
over half a cen-
tury has served
the best musical
elements of this
and other coun-
tries.

Central Victrola Shop at
G. Schirmer's
3 East 43rd Street, Adj. Fifth Ave

Machines
bought now
may be held
for
Xmas
delivery.

Vertical text on the left margin, including words like 'RECEIVED', 'NOV 11 1919', and 'G. SCHIRMER'S'.

"Ripped out of a N. Y. Paper
 and run again here as an ad"
 You have to hand it to
 this dealer, as an Exclusive
Victrol Retailer!



That's why we are Exclusive
Victrol Wholesalers!

A. D. Seisler
 President

NEW YORK
 TALKING
 MACHINE
 COMPANY

119 West 40th Street

CHICAGO
 TALKING
 MACHINE
 COMPANY

12 North Michigan Ave.

AUGUST THE MONTH OF RECONSTRUCTION IN CALIFORNIA

Increases Over Corresponding Periods of Former Years Tell the Tale—Record Stocks Short—Welcome For William Maxwell—Some Important Trade Happenings

LOS ANGELES, October 5.—The remarkable sales reported by every talking machine department in Los Angeles is astonishing. Increases over the corresponding month in former years amount to one hundred to three hundred per cent., and should the same average of increase be maintained during the next three months, figures will reach heights undreamed of. These figures, however, are dependant upon supply of stock; and every effort is being made to obtain enough machines and records to meet the big demand anticipated.

Record stocks are still sadly in need of "shorts," these "shorts" generally consisting of the most popular selections and those most called for. It has been found, however, that salesmanship can overcome these difficulties to a much greater extent than might be supposed, and, when effort is properly exerted, customers can be induced to buy records which are in stock, and are replenishable. Self-Service tables and racks are also proving excellent aids, and their indirect suggestive salesmanship has justified their establishment in practically all up-to-date departments.

General Manager Maxwell, of Edison Co., Visits

William Maxwell, vice president and general manager, and John W. Robinson, secretary of Thos. A. Edison, Inc., were visitors in Los Angeles during the latter part of September. After visiting the Edison dealers here, and expressing satisfaction at the large increase of sales of Edison phonographs in this territory, Messrs. Maxwell and Robinson were entertained as guests by J. T. Fitzgerald, of the Fitzgerald Music Co., at the latter's beautiful country home, "Seven Hills Farms."

It is rumored that the Edison Co. is seriously considering the establishment of factories in California, for the manufacture of phonographs and records, in order to overcome the excessive cost of freight from the East. Mr. Maxwell was very favorably impressed by Los Angeles, and the hope is expressed that a site may be chosen here for an Edison plant.

E. A. Geissler Goes East

General Manager Geissler, of the Geo. J. Birkel Co., left Los Angeles for the East on September 30th. He expects to be away about three or four weeks. Mr. Geissler will visit piano and talking machine manufacturers in Chicago, New York and other points, with the avowed object of obtaining goods for Birkel company's depleted sales and stock rooms.

Vernon Music Co. Changes Hands

E. M. Ershoff has purchased the Vernon Music Co. from Mrs. E. Hollands, who has carried on the business since the death of her husband last Spring. Mr. Ershoff has already made several improvements and has commenced an aggressive sales campaign. In addition to his knowledge of the phonograph business, Mr. Ershoff is a noted baritone, and has sung extensively in opera in Russia and other European countries. He recently took part, with marked success, at a concert at the Hotel Alexandria, where he sang three songs.

Public Spirited Firm Enjoys Good Trade

"Chandler & Wallace of Santa Ana are certainly doing a wonderfully fine business," reported Salesman N. I. Hancock of the Columbia Co. "They deserve it, too. Frequently when Victory Bonds and Thrift Stamps needed selling, I found their doors closed while they and their whole sales force were away, busy, devoting their entire time to the patriotic duty of serving their country in this way."

Annual "Grape Day" in Escondido

The great event of the year in Escondido is "Grape Day." This took place last month and

was celebrated by a big parade. E. D. Young, Columbia dealer, was awarded first prize for his float of Grafonolas and records.

Barker Bros. Open in San Diego and Fresno

General Manager Booth, of the music department of Barker Bros., has just returned from Fresno and San Diego, where branch phonograph stores were recently opened. He reports excellent business at both points. E. S. Dible, well known in San Diego, has been appointed their manager there.

Hamburger's Will Enlarge Department

The phonograph department at Hamburger's will be enlarged considerably in the near future, Manager Humphrey states. The business in this department has shown such a remarkable increase in the last twelve months that expansion has become necessary. Manager Humphrey was formerly

in charge of the talking machine department of the Byron Mauzy Piano Co. of San Francisco. Previously he was engaged in the impresario business and was himself a tenor singer who scored a big success in opera and concert.

NOW WHOLESALING EXCLUSIVELY

Gately-Haire Co., Albany, N. Y., Victor Wholesalers, Make Important Announcement

ALBANY, N. Y., October 10.—The Gately-Haire Co., Inc., the prominent Victor wholesalers of this city who recently sold out the retail department of their business to the Strand Temple of Music in the carrying out of the company's plan to wholesale exclusively. The Gately-Haire Co. announce that their business in future will be conducted from the premises at 356-358 Broadway, this city, where exceptional facilities are provided for prompt shipment of machines and records, either by express or freight.



Record Demonstrating Booths

(Please Write For Photographs)

UNFORTUNATELY, LABOR TROUBLES
MADE IT IMPOSSIBLE FOR US TO SE-
CURE THE ILLUSTRATION WHICH WE
HAD PREPARED FOR THIS SPACE

The Reed System of Record Demonstrating Booth Construction and erection is the simplest, cheapest and most practical yet devised.

Standard interchangeable panel units or door units, all three feet wide, are used exclusively. The booths can contain any number of doors without proportionately increasing the cost.

Send us a rough sketch of your floor plan—we will be pleased to submit a detailed layout with our proposition—whether it be for a single booth or a more extensive arrangement.

We are in position to make immediate deliveries.

THE REED COMPANY INC.

W. H. REED, President
(General Manager)

237 Fifth Avenue

PITTSBURGH, PA.

"WHAT ARE YOU SHORT?"

Get in touch with us. We have everything in the phonograph line. Needles, Tone Arms, Motors, Cabinets, all kinds of accessories and repair parts. We specialize on Main Springs, Bettertone phonographs. Let us do our repairs.

PLEASE SOUND PHONOGRAPH CO.,
204-206 East 113th St., New York.



Arthur Fields, Irving Kaufman and Jack Kaufman signing the contracts which will make them exclusive Emerson artists and will put "exclusive" money in the pockets of Emerson dealers. Are you in line for the big coin?

Congratulations!

Dealers handling Emerson Records are to be congratulated.

The photograph shows why. Arthur Fields and the two Kaufmans, Irving and Jack, are seen putting their signatures to Emerson contracts.

Not mere "part time" contracts, mind you! These particular contracts give to Emerson exclusive right to the services of these popular artists.

We don't need to remind you how this will benefit dealers handling the Emerson line.

The demand for song hits rendered by the versatile Fields and the equally versatile Kaufman Bros., is, as you know, enormous.

And hereafter all Fields-Kaufman recordings will be available only through the medium of Emerson Records.

If you are handling Emerson Records, a new cash register or two should now be in order.

If you are not profiting by Emerson representation, get in touch at once with our New York or Chicago office.

EMERSON PHONOGRAPH COMPANY, INC.

NEW YORK

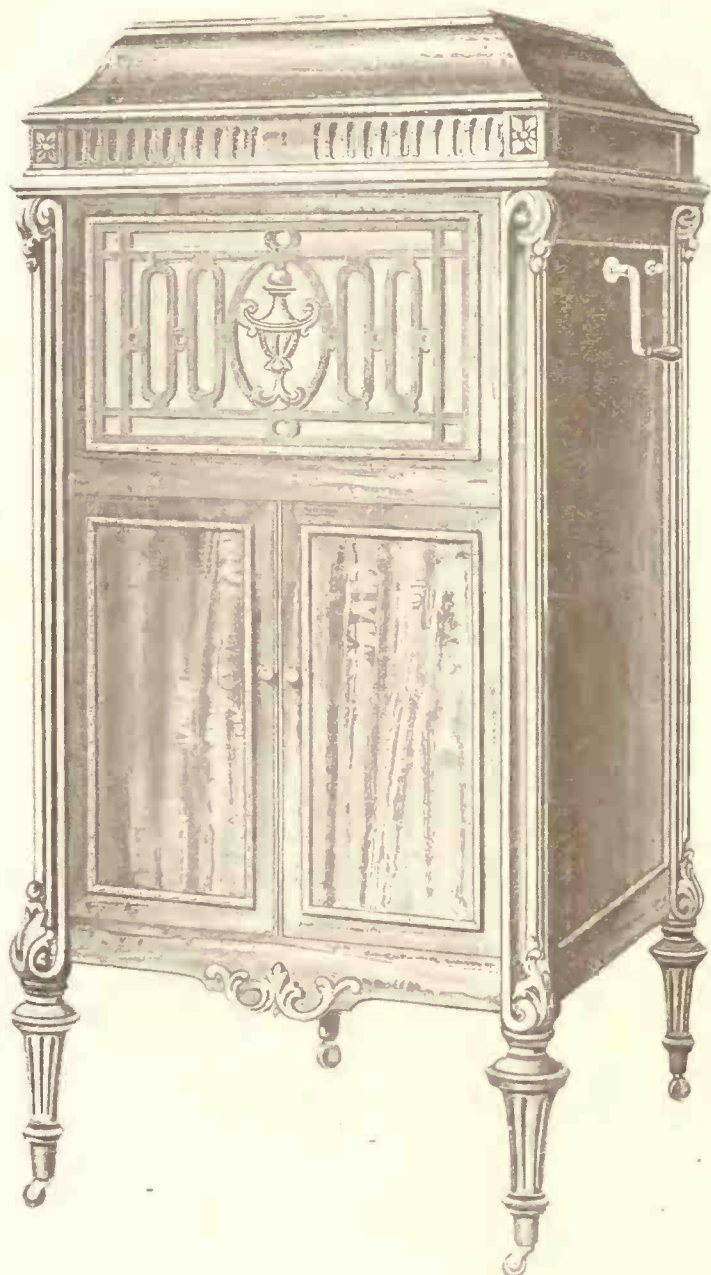
3 West 35th Street

CHICAGO

7 Jackson Boulevard

Emerson Records

There Is Every Advantage In An Immediate Connection With the



THERE will be more phonographs sold this season than during any preceding season in the history of phonograph merchandising.

The profits are going to those dealers who sell a phonograph of real quality backed by the forceful, hard-hitting sales promotion that is necessary in a highly competitive industry.

Consider the many strong and exclusive advantages that are yours as a Dalion dealer.

Unique Merchandising Standards That Insure Success

The Dalion dealer is closely connected with a responsible near-by wholesaler—a concern that, in effect, carries his reserve stock of instruments, enabling him to do large business on small shipment turnover; and backs him with the co-operation of factory-trained phonograph merchandising men. The strength of this plan is shown by the fact that *from coast to coast the Dalion is handled by the largest number of great wholesale institutions that have ever adopted a single make of phonograph.*

And back of the wholesaler stands the manufacturing organization: an organization that is not content to make a superfine instrument with exclusive sales features, but is bending every effort to *help the dealer sell the instruments.*

Another Dalion National Sales Campaign Starts in the November Magazines

The first guns of an intensive all-year sales campaign will boom in the November *Cosmopolitan*, *Literary Digest*, *Motion Picture Magazine* (all full pages) and a select list of strong farm publications. Combined with the added increase that this advertising will give to DALION sales, consider the fact that—

Christmas Selling Starts Soon; a Mighty Sales Impulse That Will Establish Continued Success

There is just enough time to make connections with the DALION: secure a stock and cash in on these sales forces—the intensive DALION campaign and the buying impetus of the Christmas season. If you are open for a new line, if you are dissatisfied with the slowness of your present line—*now* is the time for action.

Scores of manufacturers make instruments for DEALERS to sell—but few put forth any effort to sell them FOR THE DEALER. If you are interested in our offer of an instrument of greatest merit backed by the strongest, soundest sales co-operation, write us AT ONCE.

Here Is a Real Exclusive Selling Feature

IN ADDITION to the many refinements of the DALION — the instrumentalized tone throat, the orchestra-shell tone chamber, the adaptability to play all makes of records—is one feature that stands out as the strongest exclusive selling point on any instrument. The Dalion Auto-Record File is the most startling innovation of modern phonographic development.



Not only is it the neatest and most compact of record filing devices, but it makes it totally impossible to misfile or misplace your records, no matter how hurried the operation is. By a marvelously simple and ingenious device, every record must go back to *its correct individual compartment before another can be taken out.*

The Auto-File is furnished with every DALION model. Properly demonstrated by the salesman, the Auto-File *makes the prospect want the Dalion—and the Dalion alone—for no other instrument is equipped with it.*

Milwaukee Talking Machine Mfg. Co. FACTORY AND OFFICES AT MILWAUKEE, WIS.

CICCOLINI WEDS NEW YORK GIRL

Celebrated Edison Artist Marries Miss Gladys Sutphin, of Oyster Bay—Leaves for Canada to Take Up Concert Work for Coming Season

Guido Ciccolini, the celebrated Edison artist and leading tenor of the Chicago Opera Co., was recently married to Miss Gladys Sutphin of Oyster Bay, N. Y. The couple were married at the Manhattan License Bureau, New York City, the bride's



Guido Ciccolini

parents being the witnesses. After the wedding the bride and groom left for Winnipeg, Can., where the artist will continue his concert work for this season.

Ciccolini was born in Rome and early chose singing as his life work. He has had a long and distinguished career in Europe and became famous in America through his singing for Edison records.

EXPANSION OF NEEDLE TRADE

President Forster, of the Brilliantone Steel Needle Co., Tells of Developments

B. R. Forster, president of the Brilliantone Steel Needle Co., reports heavy demands for the Brilliantone needles from all sections of the country. Dealers are finding the Brilliantone counter display case a valuable "silent salesman" in the needle end of their business.

Among recent visitors to the Brilliantone headquarters were Fred Yahr of the Yahr & Lange Drug Co., Sonora distributors, of Milwaukee, Wis., and C. R. Marshall, of C. L. Marshall & Co., Sonora distributors, of Detroit, Mich. Both Mr. Marshall and Mr. Yahr report excellent conditions existing in their respective territories, and both have had exceptional success with the Brilliantone line which they carry.

The Yahr & Lange Drug Co. entered the talking machine field some two years ago, and their present volume of business has increased 1,200 per cent. over their first year's business. Mr. Yahr also reports that they are doing a large business among Wisconsin talking machine manufacturers and in record albums and other equipment.

MOVED INTO NEW QUARTERS

C. F. Lehman, of Delphos, Ohio, has just moved into a new store at the main corner of town. He has an ell-shaped room—this gives him an outside door entrance for the talking machine department and also another for his piano, sheet music, player rolls and small musical merchandise. Both entrances open on business streets. The store and talking machine rooms and office are all finished in oak. Mr. Lehman has both Victor and Edison lines.

SONORA JOBBERS GET TOGETHER

Hold Informal Discussions During Week—Golf Tournament at Garden City Proves Pleasant Affair—Sonora Convention for 1920 Planned

By chance quite a number of Sonora jobbers were in New York during the week of September 29th to October 6th, and the Sonora Phonograph Sales Co. took advantage of this opportunity to hold informal gatherings and entertain their jobbers. Frank J. Coupe, director of sales of the Sonora Phonograph Sales Co., was in charge of the details and acquitted himself admirably.

Informal business discussions were held at the executive offices of the company during the week and a dinner was given at the Waldorf-Astoria Hotel. One of the enjoyable features of the week was a golf tournament held at the Garden City Club, of which Mr. Coupe has been an active member for several years. Handsome prizes were offered to the Sonora jobbers submitting the best cards, and after eighteen holes of excellent golf,

the following Sonora jobbers were returned the winners: Sewall D. Andrews, Minneapolis Drug Co., Minneapolis, Minn., first prize; Walter Hamlin, C. J. Van Houten & Zoon, Chicago, Ill., second prize; G. B. Moxley, Kiefer & Stewart, Indianapolis, Ind., third prize

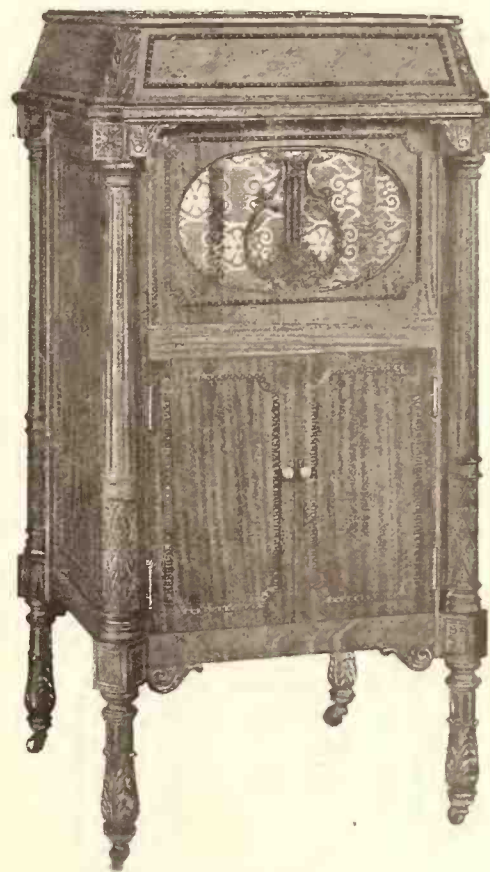
Every jobber present during the week stated that Sonora business for 1919 was establishing record-breaking totals, and that the outlook for 1920 was equally as pleasing. The business sessions were so interesting that it was decided to hold a Sonora jobbers' convention in 1920 at which all the jobbers will be present

In addition to those mentioned above the following Sonora jobbers were present during the week: Fred E. Yahr, Yahr & Lange Drug Co., Milwaukee, Wis.; C. L. Marshall, Detroit, Mich.; Nelson J. Snow, Gibson-Snow Co., Syracuse, N. Y.; J. O. Morris, Musical Supply and Equipment Co., Boston, Mass.; Chas. Vastine, C. D. Smith Drug Co., St. Joseph, Mo.; Graham French, Smith, Kline & French, Philadelphia, Pa.; T. M. Griffith, Griffith Piano Co., Newark, N. J.

We Are Making Immediate Shipment of All Models



Japanese Lacquer—Style H



Louis XVI—Style K

LAUZON Phonographs

THERE ARE SO MANY phonographs on the Market that conscientious dealers find it difficult to choose the make they can best depend upon to bring them steady profits and the lasting good will of their customers.

It is with existing conditions in mind that "LAUZON" phonographs are manufactured. They afford a secure foundation for the building of a big profitable business.

"LAUZON" motors and mechanical equipment are of the very highest class—the most expensive made.

"LAUZON" cabinets are in themselves works of art. The Period styles harmonize perfectly with the better types of period furniture.

9 Models—\$90 to \$400

The Michigan Phonograph Company

Phonograph Division of the Lauzon Furniture Company

National City Bank Building

Factory, Monroe Ave. and Sixth St.

GRAND RAPIDS, MICHIGAN

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.

A Work of Art



Scientifically Constructed

The "FAIRY" Phonograph Lamp

"looks" and "speaks" for itself. In appearance, its luxurious refinement is immediately apparent. But it achieves its greatest triumph in its tone.

A newly patented sound amplifying chamber, radically differing from the conventional designs, constructed of correctly jointed and suspended WOOD gives a true mellow tone of a volume equalling that of the best and most expensive instruments.

Electrically operated and equipped with a specially designed invisible switch, regulator and tone modifier.

Permit us to tell you how sales of the "FAIRY" have required our maximum output ever since its appearance in 1918.

ENDLESS-GRAPH MANUFACTURING COMPANY

4200-02 W. Adams St., Chicago, Ill.

FROM OUR CHICAGO HEADQUARTERS

Edward Van Harlingen Eugene F. Carey
 William Braid White Arthur E. Nealy
 A. Snyder

World Office
 Republic Bldg., 209 South State St., Chicago
 Telephone: Wasbash 5774

CHICAGO, October 10.—In spite of the fact that many adverse conditions, such as scarcity of skilled labor and supplies affect the production of talking machines, there is a constant increase in the number of new companies coming into the talking machine field each month. It would seem that at least one member from every other industry in the country now has his finger in the pie. For example, we hear of railroad companies, clothing companies, drug companies and others too numerous to mention, who are going into the talking machine business as a side line. As a general rule these new companies are producing high grade goods, but there are others, we are sorry to say, who believe in coming out with any kind of talking machine, regardless of grade, just so long as it will play a record. We are happy to say that these latter companies, which are coming to be known as "mushrooms," do indeed justify their nicknames, for they grow today and disappear tomorrow. The other companies, however, desire to do business in a strictly business way and turn out an instrument that will stand upon its own merits.

This is the condition of the talking machine industry today in Chicago territory, which is in fact bringing this city to a point where it can be rightly classed as the center of the talking machine industry. When speaking of the Chicago territory, we have come to include anything within a radius of one hundred miles of Chicago. In this locality we have more cabinet and furniture factories than in any other place in the country.

Only two things are holding Chicago back today, and these, as we have said before, are the supplies of raw material and of labor. In the raw material, the main factor is the panel situation, which as everyone knows, is a bug-bear to the manufacturer. It seems that every wood-working plant in this section is tied up in some way or other in the manufacture of panels, working at top speed to take care of orders; but even at that it is safe to say that the output is not more than 60% of the amount required. Another bad thing about panels is that most of the makers are located far outside this territory. The shipping situation therefore tends to keep things from moving on schedule time.

As for the labor situation, the main difficulty here lies in the fact that cabinet makers are hard

to get. Polishers are not so scarce. A few months ago, it was the other way around. Cabinet makers then could be had easily, and for a time it looked as though the polisher was going to be a very scarce article. Needless to say this game of hide-and-go-seek, is getting on the manufacturer's nerves, which had already been wrecked by the clamors of his dealers. Today, in fact, one may say that his goat is running around like a wild bull.

Orders for talking machines are pouring in to the manufacturers till they wonder what is the cause of it all. Are dealers such wonderful salesmen, or has the country gone talking machine crazy? We don't pretend to be able to answer this question, but we do know that talking machines are being sold in Chicago today by men who a month or so ago hardly knew what a talking machine looked like. These men as a general rule do not know one motor or one tone arm, or one sound box from another, but they do know enough about a talking machine to dwell upon its cabinet construction and finish. This is what is bringing about their success.

Construction and finish are the big features noticed by retail customers here. The women are the purchasers of the talking machines, and it seems that very few of them know anything concerning tone, or give it the slightest consideration. The tone and mechanical parts are left for the man to judge. Whether he picks out the best equipped instrument or not, that machine is not purchased unless it is a handsome piece of furniture; for when the actual selection takes place, Friend Wife always steps forward and either closes or rejects the deal. Friend Wife is also coming to a point where she is not only looking at the exterior finish of a machine, but is looking at the interior finish as well, and the machine that has the best finish and will permit her oil mop to get in all of its corners is the thing that is selling. Therefore, it would be well for the manufacturer of talking machines to look to it that his instruments have the best possible finish. At the same time he is not to neglect his tone or equipment, for Mrs. Housewife will sooner or later get next to herself and begin to demand both.

Opens Chicago Office.

H. Engel, formerly with Landay Bros., but now

Chicago representative of the Mutual Talking Machine Co., the Manhattan Phono Parts Co., and the Supreme Phono Parts Co., has finally secured office space and is now located at 1432 Republic Bldg. Mr. Engel has been in Chicago for a little over a month now, and in the short time he has been here, he has succeeded in establishing several nice accounts for the firms he is representing.

A great deal of time was spent since coming here in trying to locate a desirable office, and until about two weeks ago, he had temporary headquarters at the Illinois Athletic Club. Now, that he has established himself, he is losing no time in letting the trade know that he is on the job.

Complete Handsome Decorations

Decorations are now complete at the new music center, known as the Chorister Phonograph Co., located at 336 W. 63rd St., Chicago. The new store is fitted out with the most modern of furnishings and demonstration booths and is one of the most attractive talking machine ware-rooms on the south side. Seemingly no expense was spared in making these warerooms appropriate for the display of the de-Luxe line of eight models of cabinet instruments, which retail from \$35 to \$350. The warerooms provide for both wholesale and retail business. The wholesale facilities of this new company enable them to take anything up to carload lots.

Stanley Fritz, manager of this new concern, is well known to the Chicago manufacturing trade.

Lakeside Happenings.

While it was believed by a great many talking machine manufacturers of this city that the present steel strike would in no way affect the wholesale talking machine business, such was not the case. One place in particular that showed reaction as a result of the steel strike was the Lakeside Supply Co., 416 S. Dearborn St. This company, as is customary, carries an immense line of talking machine hardware, and it seems as though when the Chicago manufacturers took note of the strike, they began rushing orders into the Lakeside Co. for metal parts, especially two and three spring motors.

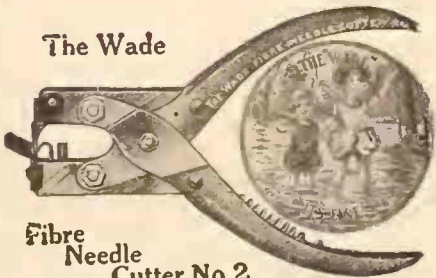
One thing that will interest the trade is the
 (Continued on Page 121)

THE "WADE" FIBRE NEEDLE CUTTER

IS THE CUTTER OF COMPLETE SATISFACTION

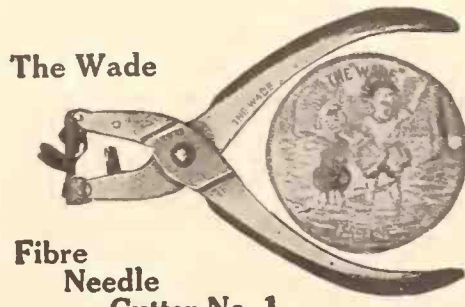
OUR MOTTO:

"Not how Cheap but how Good"



The Wade
 Fibre
 Needle
 Cutter No. 2

Price \$2.00



The Wade

Fibre
 Needle
 Cutter No. 1

Price \$1.50

We use only the very best of materials and workmanship that money can procure.

Place orders early as the demand this fall far exceeds all previous years.

WADE & WADE, 3807 Lake Park Ave., Chicago, Ill.



**LYON
& HEALY**

Fibre Needle Cutters

Every Victrola owner should have one of these necessary accessories.

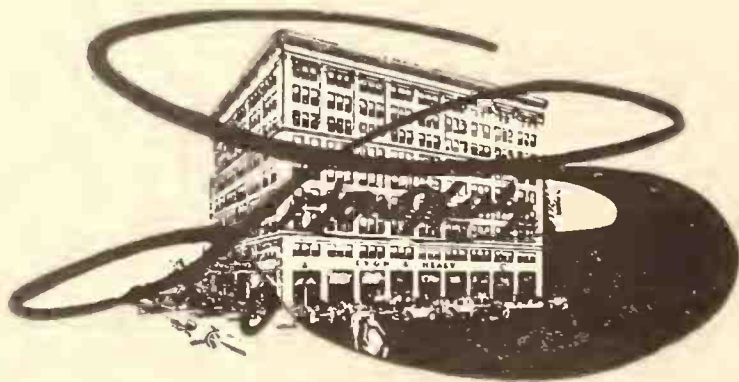
Tens of thousands of them are in daily use. We endorse them unqualifiedly.

If you are not acquainted with the Lyon & Healy Fibre Needle Cutter write at once for sample.

The action is simple and the machine cannot get out of order.

\$1.50 Retail

Are you urging your customers to use fibre needles? They will be better pleased if you do, as fibre needles not only help the records to last longer but give a more pleasing reproduction indoors. Place an order for a liberal amount of fibre needles.



**VICTOR DISTRIBUTORS
CHICAGO**

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 119)

announcement that will soon be made by the Lakeside Co. that they have completed the dies for their new small tone arm as well as their tip back arm.

New Jewel Tonearm.

In order to meet the steadily growing demand for tone arms with which to equip minimum priced cabinets, the Jewel Phonoparts Co., of this city, announce that within thirty days they will be ready with their new Jewel tone arm and reproducer, which will be known as Number three. This tonearm will be an exact duplicate and will follow the lines of their now well known product. However, the dimensions will be small in both the arm, sound box and diaphragm.

Receive Many Letters of Praise

The Windsor Furniture Co., has received many complimentary letters in praise of its console type of talking machine which has become so popular of late. H. C. Moyer, president of this concern, was an originator of the console type, and was the first to see the possibilities of this improved design in cabinets. As in the case with so many modern inventions, the first console cabinet was made by Mr. Moyer without any idea of going into that business in a commercial way. His own words tell the story. He says: "My mother had a machine in her home and one day asked me if I could not make a new cabinet for it so that it would harmonize with the Louis XVI. style furniture in her living room. I got working on the idea, and, as a result, we built our first console type, which was the progenitor of this now popular type."

Since that time the Windsor Co. has been granted numerous patents on console types of machine, and one covering the location of the record file inside the machine itself was granted in September, 1918.

Sustain Fire Loss.

The building of the Nightingale Manufacturing Co., makers of the well-known "Nightingale" talking machines, located on Kinzie St., figured

in a spectacular blaze in the latter part of September in which three firemen nearly lost their lives. The building was one used by the Nightingale Manufacturing Co., to store cabinets, preparatory to assembling, and while the manufacturing facilities of the company were not impaired in the least, great numbers of talking machines almost ready for delivery were destroyed.

President Harry Wolper of the Nightingale Co., announces that a new plant at 404 S. Racine St., has been obtained and will take the place of the destroyed building. The plant at 422-426 N. Armour St., used for the manufacture of cabinets continues to produce at its full capacity. As a consequence of the fire, the Nightingale Manufacturing Co. will, of course, be handicapped by the loss of so many completed cabinets, but is also fortunate in having its principal manufacturing machinery in a separate building.

Ads Please Empire Dealers.

John H. Steinmetz, president of the Empire Talking Machine Co., announces that the booklet of retail service issued to Empire dealers last month, has met with the unqualified approval of the entire Empire clientele everywhere. The ads were mentioned in a little analysis of the booklet last month in the Talking Machine World as containing merit, both the copy and the illustrations being of a snappy, attention-compelling type in accordance with the best principles of retail advertising.

Introducing the "Watrola."

The Wartell Phonograph Co., manufacturers of the "Watrola" line of talking machines, although new to the readers of the Talking Machine World, have been producing for some time past. They have lately increased their factory facilities and are producing at full capacity in expectation of a large Fall and Winter demand. This concern manufactures nine cabinet and one period console types. Samuel Wartell and Gerald Wartell are the owners of the business and recently moved their headquarters from the Auditorium Bldg.,

where they have been located for months, to 178 W. Randolph St.

Secure Foreign Representatives.

The R. C. Wade Co., manufacturers of the well-known "Tonofone" needles have within the past few weeks secured the following new foreign distributors of their product. The Colombia Trading Co., of Barranquilla and Cartzena, Colombia; Herman Darewski, Ltd., 148 Charing Cross Road, London; Bernard Desouches, 148 Avenue Malakoff, Paris; Garisch Co., Via Lazzertto 3 Milan; Luis Velasquez, San Juan, Porto Rico. Interest in this product grows throughout the world.

"Tel-o-Tone" in South.

From the Western News Co., manufacturers of the "Tel-O-Tone" line of talking machines comes word of a greatly increased demand for their product in the southern states. Orders from their agencies in this territory have steadily grown during the past two months. According to officials of the Western News the business here has not been due to unusual activities of southern jobbers, but to spontaneous demand for talking machines throughout the South.

Acme Co. Increases Capital.

The Acme Engineering Co., manufacturers of the well-known "Acme Speed Indicator," announce that they are incorporating for \$75,000, in order to permit greater facilities in manufacturing and taking care of their increasing business. Joseph Brandstetter, president of the corporation, has had wide experience in the talking machine field and also is well known as a camera man, being formerly connected with the Comney Camera Co., of Rochester, Minn. Geo. Chatfield, in charge of the finance and sales of the Acme Engineering Co., joined the company some four months ago and has since that time had his hands full in the discharge of his new duties.

Stafford Co. Issues New Folder.

E. H. Stafford Mfg. Co., manufacturers of the Stafford line of talking machines, have mailed

(Continued on Page 122)

Your Account With Us



**Will Be an Insurance Policy Against
EMPTY RECORD SHELVES LOSS OF CUSTOMERS
LOSS OF PROFITS**

**Record Dealers Reach the Acme of Wisdom
WHEN THEY STOCK UP WITH POPULAR HITS ON**



No Waiting for Delayed Shipments When You Order From Us

MAGNOLA TALKING MACHINE COMPANY
711 Milwaukee Avenue OTTO SCHULZ, President CHICAGO, ILL.

A NAME-VALUE OF HALF A CENTURY'S STANDING

For forty-nine years, the name NEWMAN BROS. has been seen on the fall-boards of very fine pianos. Forty-nine years of the best piano making formed a worthy prelude to the entrance of this company into the manufacture of HIGHEST GRADE TALKING MACHINES

Announcement is now made of FOUR highly attractive models of NEWMAN BROS. PHONOGRAPHS, each standing upon the same basis of sincerity and technical excellence which has characterized the eminent piano-making of the house.

FOR PERTINENT FACTS "drop a line to"

Newman Bros. Co.

Makers of Newman Bros.; Pianos, Players and Phonographs

Chicago Ave. and Dix St.

ESTABLISHED 1871

CHICAGO

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 121)

to their jobbers and dealers a new eight page folder, describing four of the Stafford instruments. Those shown are the "Mozart," "Colonial," "Grand," and "Adam." The two Krasberg motors used in these models are also illustrated in the folder, as well as the tone arm and reproducer used by this concern.

Open Retail Department

The E. H. Stafford Co. have opened a retail department on the fifth floor of the McClurg Building. Mr. McElroy, in charge of the wholesale sales, is also acting in capacity of supervisor of the retail department.

Falls Heir to \$30,000

F. W. Aylesworth, salesman of the Mandel Bros. talking machine department, recently was the recipient of fortune's favor to the extent of \$30,000 which was left to him by an aunt. Mr. Aylesworth, however, is too much interested in the talking machine business to let a little matter like \$30,000 interfere with the day's work, so he's going to keep right on telling people about the merits of the Aeolian-Vocalion, which he has been marketing for quite some time. Mr. Aylesworth has been connected with the talking machine business for a number of years, being with the Julius Bauer & Sons Co. as manager of their Sonora department.

Brunswick Wins With the Doughboys.

From the Burgess Carpet Co. of Wheeling, W. Va., comes a tale of how a Brunswick talking machine in the late war was carried right up to the German trenches by advancing American doughboys. The following letter, published in the "Wheeling News," was written at the battle front by Claude Bonar, a local newspaper man and a member of the 314th Regiment and told how the boys took care of the instrument purchased from the Burgess Carpet Co. He said in part:

"I am writing this as the West Virginia

Brunswick phonograph plays 'Dixie,' for we still have the machines with us and the 'Huus' will be compelled to wreck our battery to stop its tune, for it has stood the salt of the sea and mud and dust of France and is still in the running. Tell Charlie Burgess that it has our endorsement as the best on earth. We have had the bloomin' machine so close to 'Heinie's' front line trenches that he could possibly in the dead of night, while stealing over no man's land hear the tune of the 'West Virginia Hills' or the 'Star Spangled Banner.'

"We hope to even take it with us when we go over the top for the final count and if there is a place close to St. Peter's throne for the machine we will use it instead of the golden harp, for a fellow does not need to be an angel to play the Brunswick."

Complete Enlargement.

Plans for the remodeling and enlargement of the Mandel Bros. talking machine department as announced in these columns some time ago have now been completed and this progressive store is now equipped with one of the finest, most comprehensive departments in the city. Several demonstration booths have been added for the purpose of accommodating the increase in Fall business which is already making itself evident. O. C. Searles, manager of the department, is to be congratulated for the success he has won in marketing the Aeolian-Vocalion and Columbia lines of talking machines and records.

Establish Many OkeH Agencies.

H. L. Coombs, assistant manager of the Otto Heineman Supply Co., of Illinois, and in charge of the OkeH record department, has opened a great many new accounts with western concerns who will hereafter job OkeH records. His latest trip took him through the Northwestern and Southwestern part of the country, and it is in these sections that the new jobbers are located.

The names of some of the more prominent jobbers are as follows: John Hoffman & Sons Co., Milwaukee, Wis.; Orgill Bros., Memphis, Tenn.; Noyes Bros. & Cutler, St. Paul, Minn.; J. M. Bennett Co. Minneapolis, Minn.; Carson, Pirie Scott & Co., Chicago; Moore & Evans, Chicago; C. D. Peacock & Co., Chicago; Oklahoma Book Co., Oklahoma City, Okla.; Hornick, Moore & Portfield, Sioux City, Ia.; Bruce Co., Springfield, Ill.

Gets "Cardinal" Agency.

A. W. Bush, formerly piano man of Chicago, will represent the Cardinal Phonograph Co. in this city and surrounding territory. A Chicago service station has been established here for the benefit of "Cardinal" dealers and purchasers and it is expected that the company will get their share of holiday business in middle-western territory, despite the fact that the "Cardinal" has been on the market but a few months, and is new to Chicago merchants.

Cable Company Visitors.

During the past month the Cable Company has received the following noted personages in their warerooms at Jackson Blvd. and Wabash Ave.: Constantine Nicolai, of the Chicago Grand Opera Co.; Edna Dorch, of the Chicago Grand Opera Co. and Joe Burman of pugilist fame.

Moves Downtown.

The Majestic Phonograph & Cabinet Co., formerly located at 2100 W. Van Buren St., have moved their headquarters to the Loop and have established offices at 57 E. Jackson Blvd. H. S. Weil and W. H. Wickersham are in charge of the downtown offices. The change of location was made in order to more centrally locate the business of the Majestic Phonograph & Cabinet Co.

Vaudeville Tone-tests.

A very interesting series of tone tests are now being carried on at three of the local downtown
(Continued on Page 124)

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

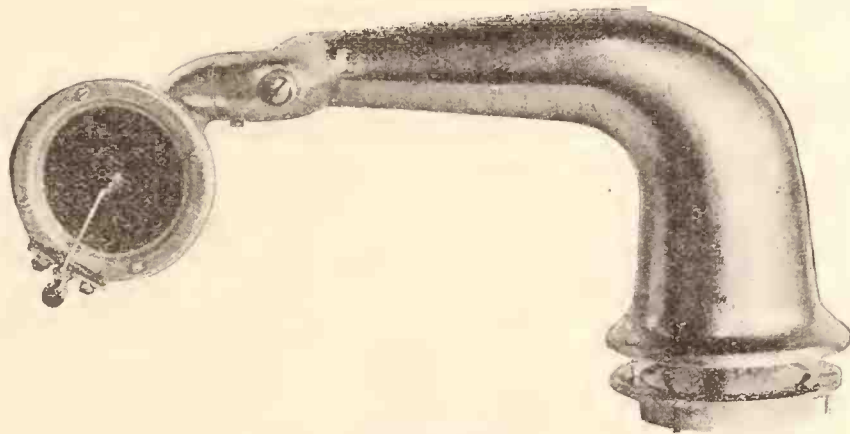
DECALCOMANIA

Transfer Name-Plates

You Owe It To Yourself To Investigate The PHOENIX

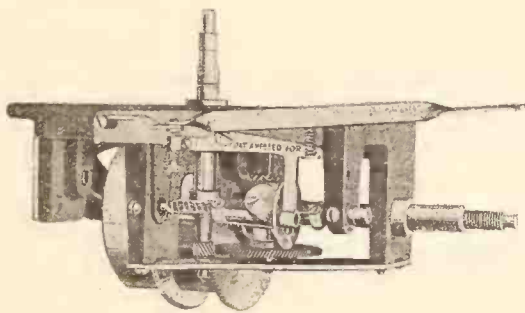
Why?

do some talking machines after being sold become permanent advertisements, selling themselves over and over again with the most lucrative results to the retailer.



TONE ARM

Universal turn-back tone arm makes changing and adjusting needles easy. Finished in high-grade trimmings.



MODEL C MOTOR

All spiral gear, noiseless, 18 ft. spring; brass governor disc and bearings; universal joint on winding stem; large diameter worm drive, insuring steady running; balanced governor balls; best trimmings; micrometer governor adjuster.

Because—

they combine perfect sound rendition and consistent performance on all types of records, with

**mechanically
perfect
vital
Parts!**

Such a line is the

PHOENIX

There are no "come backs," no dissatisfaction, because the equipment is the best obtainable.

Our increased output still enables us to offer a few machines for

**IMMEDIATE
DELIVERY**

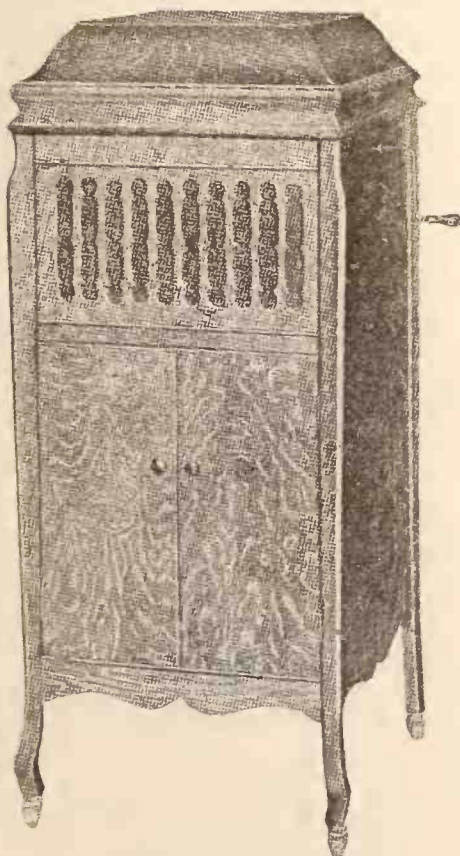
But you will have to Act Now!

Phoenix Phonograph Co.

(SAMPLE AND SALES DEPT.)

2504-6 West Van Buren Street, Chicago, Ill.

Telephone, Seeley 4320



MODEL "B"

H—48 inches
W—19½ inches
D—22½ inches



MODEL "C"

H—50½ inches
W—22 inches
D—24 inches

The Oro-Tone

QUALITY FIRST

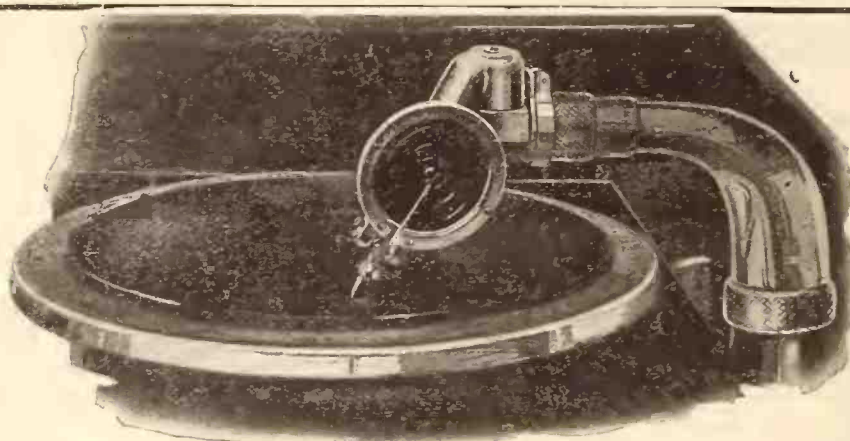
FOR THE PERFECT REPRODUCTION OF ALL DISC RECORDS ON THE SUPERB EDISON

DO THIS—Try the ORO TONE in comparison with other Edison attachments and be convinced that it is the one perfect attachment for the Edison.

Ask your jobber or
May we send sample on approval?

Retail Price, Nickel Plated, \$8.50 Highest Grade Gold Plating \$12.50

Mfrs. of highest grade tone arms, reproducers, attachments for phonographs for playing all records. Diamond and Jewel point needles, motors, supplies, etc.



The Oro-Tone Co.
QUALITY FIRST

Successors to COMBINATION ATTACHMENT CO.
1808-10 IRVING PARK BOULEVARD, CHICAGO, ILL.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 122)

vaudeville houses in connection with the Edison phonograph. "Frisco," the well-known xylophone artist, is appearing at the Majestic, the Palace and the State and Lake theatres during the month and uses the Edison at the very commencement of his act in demonstrating how perfectly the talking machine can reproduce his selections. W. C. Eckhardt, of the Phonograph Co., local Edison jobbers, attended one of Frisco's performances and had the following to say concerning it:

"It was one of the most remarkable performances I ever witnessed. While the tests were being carried on one could have heard a pin drop. 'Frisco,' from time to time, would ask his audience to close their eyes and attempt to distinguish between the original music and the reproduced. The comedian is a past master at holding the close attention of the audience in whatever he does and as a 'popular' tone-test, nothing I have ever seen equals it."

Mr. Eckhardt mentioned that with the coming of October the Edison concert hall would be reopened and the usual fall and winter series of Edison concerts held.

A New Use for Talking Machines.

A Chicago knitting concern has conceived the idea of advertising the fact that talking machines are used in their warerooms when using space in the help wanted columns of the newspaper. In an advertisement for girls this company offered eighteen dollars a week with bonuses for those who would operate sewing machines and

at the end of the ad was attached the following: "Big, bright sunny rooms to work in and a Victrola to make things lively at 'lunch time.'"

Six Best Sellers.

Difficulty is still being experienced in securing sufficient of the more popular "hits." Record sales have increased to some extent during the past thirty days, but within the last week or so the largest sales have been reported. This promises an excellent business for the remainder of October and November. The best sellers in the various makes are as follows:

Victor: "Sweet Hawaiian Moonlight" and "Hawaiian Lullaby," "Oh, What a Pal Was Mary" and "Dear Heart," "Coo-Coo" and "Who Did It," "Everybody Shimmies Now" and "My Cairo Love," "I'm Forever Blowing Bubbles" and "Yearning," "La Traviata," by Galli-Curci.

Columbia: "Dear Old Pal of Mine" and "Serenade," "Everybody Wants a Key to My Cellar" and "It's Nobody's Business But My Own," "The Vamp" and "Behind Your Silken Veil," "Ting Ling Toy" and "Where the Lanterns Glow," "The Music of Wedding Chimes" and "Dear Old Sue," "Oh, How She Can Sing" and "And That Ain't All."

Pathe: "Carolina Sunshine" and "Oh, What a Pal Was Mary," "I'll Be Happy When the Preacher Makes You Mine" and "Give Me a Smile and Kiss," "Taxi" and "Chu-Chu San," "Big Chief Blues" and "Somebody's Heart Is So Lonely," "My Baby's Arms" and "Trousseau Ball," "Granny" and "When You Hold Me in Your Arms."

Edison: "Believe Me if All Those Endearing Young Charms" and "My Ain Folk," "Elephant and the Fly" and "Nadine," "Henry VIII. Dances," "My Cairo Love" and "The Vamp," "Eyes That Say I Love You" and "When the Bees Make Honey," "Air for G String" and "Minnet in G."

Okeh: "Bubbles" and "Red Lantern," "Beau-

tiful Ohio," "The Vamp" and "Shake Your Shoulders," "Jazz Baby" and "You Can't Blame the Girlies at All," "Granny" and "Tears," "Eyes That Say I Love You" and "Music of the Wedding Chimes."

Emerson: "Blues My Nanghty Sweetie Gives to Me" and "I Ain't en Got en No Time to Have the Blues," "Chong" and "You're the One," "Mother Machree" and "Little Grey Home in the West," "Tell Me, Tell Me Why" and "Mammy o' Mine," "Mammy's Lullaby" and "Hawaiian Moonlight," "Beautiful Ohio" and "I'm Forever Blowing Bubbles."

Gennett: "The Red Lantern" and "Medley Fox Trot," "The Vamp" and "Just Leave It to Me," "I'm Forever Blowing Bubbles" and "When You See Another Sweetie Hangin' Around," "Daddy Long Legs" and "My Sugar-coated Chocolate Boy," "And He'd Say Oo-La-La-Wee-Wee" and "Dixie Is Dixie Once More," "I Ain't en Got en No Time to Have the Blues" and "Take Your Girlie to the Movies."

Empire: "I'm Forever Blowing Bubbles" and "Hearts," "Will You Remember" and "Spring Song," "Bullets and Bayonets" and "The Nightingale and the Frogs," "Sweet Lei Lehua" and "Stephanie Gavotte," "Mandy" and "Some Beautiful Morning," "That's Got 'Em" and "Tell Me."

Vitanola Advertising.

The Chicago Tribune of Sunday, September 21, contained a full-page advertisement of the Vitanola Talking Machine Co. in one of the most prominent display pages of the paper. "The phonograph of marvelous tone" was the heading, directly beneath which appeared an illustration of a retail salesman in the act of demonstrating a Vitanola "Ten." The ad is one of a large number appearing in different large cities of the United States and is a part of the Vitanola Talking Machine Co.'s present nationwide publicity campaign in the behalf of Vitanola dealers. The

Phonograph Hardware



Always In Stock

- Needle Cups
- Cup Covers
- Modifier Rods
- Cover Supports
- Automatic Stops
- Tone Arms
- Motors
- And other accessories.

Write for Descriptive Folders

MIDWEST SPECIALTIES COMPANY
108 WEST LAKE STREET, CHICAGO

AMBEROLA SERVICE

As the Edison Cylinder products are not controlled by zone system, dealers anywhere can take advantage of LYONS' SERVICE, which is efficient, skilled, and up-to-date.

Contrary to the general impression, the cylinder line IS NOT A THING OF THE PAST. It is absolutely the best value offered the public today.



J. I. LYONS
17 W. Lake St. Chicago

Equip Your Phonographs With Perfect Automatic Brakes

Samples \$1.00 Each
Cash with order
State make of tone arm used



Also made with long brake shoe for 1 inch offset

Patented Aug. 28, '17

Simple construction and easily attached. Made in four styles to fit any make of tone arm.

Write for attractive quantity price

PERFECT AUTOMATIC BRAKE CO.
Room 400, 425 S. Wabash Ave., Chicago.

The **Blood** Tone Arm and Reproducer

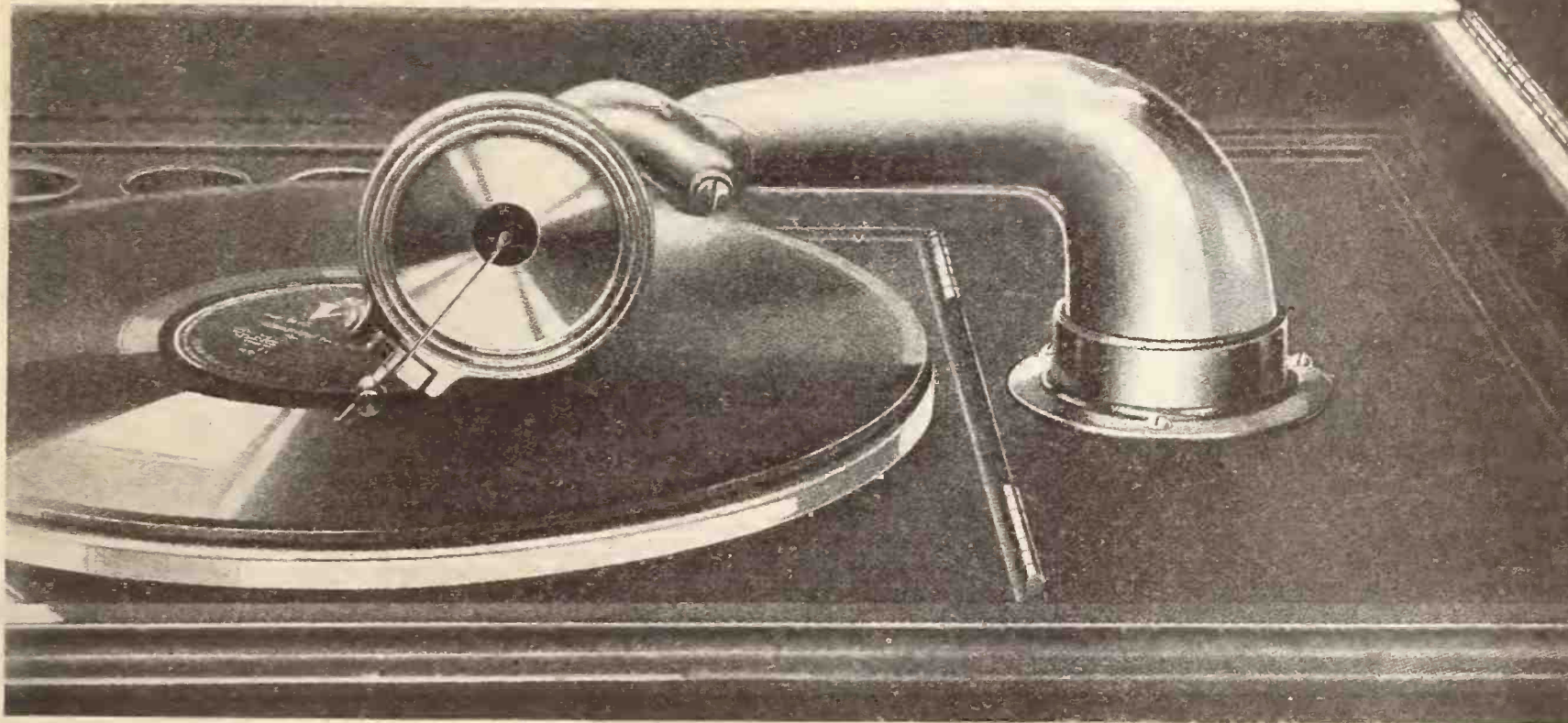
Sales volume is the ultimate proof of success. We have proved the success of the *Blood Tone Arm and Reproducer*. *It Sells*. Dealers all over the country asking for machines with the Blood equipment. If your machine is not so equipped it should be.

Won't you write—today—for our proposition? Besides adding selling quality to your machine, our dealers advertising will prove valuable to you

The Jewel Phonoparts Co.

59 East Van Buren St., Chicago, Ill.

TONE is
what SELLS



FROM OUR CHICAGO HEADQUARTERS (Continued from page 124)

ads have attracted a great amount of favorable criticism and undoubtedly are doing much to build up Vitanola prestige among prospective talking machine purchasers.

Noted Retailer Dies.

Solomon Klein, president of the West Side department store of that name, located on Halsted street, died during the month at the Michael Reese Hospital from a hemorrhage of the brain. The Klein Bros. Department Store, in addition to selling talking machines in their main stores, maintain an exclusive music establishment, where an excellent business has always been done in talking machines. Mr. Klein is survived by his widow, Mrs. Etta Klein, one son and two daughters.

Building Reoommences.

Chicago's striking building unions have won another victory and have gone back to work at their own figures. One dollar per hour has been granted the men. The strike had its effect upon the music industry of the city, as well as on other industrial lines, but now that it is over a number of talking machine concerns will be able to carry out plans for additions to their present plants. In spite of the long strike, however, one or two of Chicago's talking machine concerns have effected changes and improvements within the past month or two.

Chas. H. Green Here.

Chas. H. Green, manager of the National Music Show, which is to be staged in New York next winter, was in Chicago during the latter part of September at the Congress Hotel. Mr. Green was here for the purpose of looking after the Western music people who are contemplating exhibiting at the New York show.

Marketing the Federal.

The Commonwealth Edison Co., now marketing the Federal and Pathe talking machines, is

going hard after the electric machine business of the city. The Commonwealth Edison Co. have upon their books the names of some half-million odd families using electricity in their homes, a very small percentage of whom now possess electrically operated talking machines. They are all prospects therefore and the prestige of the Commonwealth Edison name, together with the two excellent instruments handled by this company, ought, undoubtedly, to produce many sales. This firm advertises nationally, so that Federal and Pathe machines electrically driven will obtain publicity enjoyed by few talking machines.

Pathe at Exposition.

The W. W. Kimball Co. will exhibit a Pathe Actuelle model at the Electric Exposition at the Coliseum in October. The instrument is of Gothic design and of great beauty. Besides an exhibit of electric talking machines the Kimball Co. will show and demonstrate Pathe records.

Visit Emerson Factory.

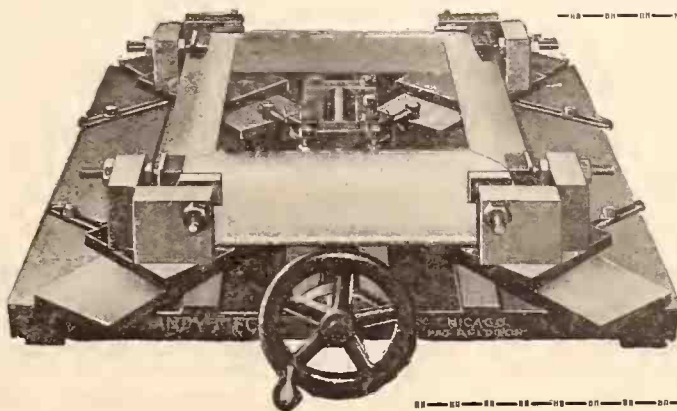
During the latter part of September F. W. Clement, manager of the Emerson Phonograph Co. of Chicago, accompanied by the Western sales force, J. C. Fraser, C. J. Woodward and G. W.

Marquis, visited the New York headquarters of the Emerson Co. and attended the sales conference of the assembled Emerson traveling men. The factory was inspected by the four from Chicago, together with other members of the Emerson organization. "Altogether," said Mr. Clement, "we had a most profitable time of it. Our factory output is larger than it has ever been before and is being continually increased."

The Chicago Emerson office started a fall advertising campaign on Friday, October 3, with advertisements in the four large local dailies. Other ads will follow right through the fall, winter and spring months. The Emerson national advertising campaign in magazines started with the October 4th issue of the Saturday Evening Post and will also continue through the spring.

Supply Business Booming.

One of the best barometers of the wholesale trade at any time is the condition of the supply business. No single talking machine manufacturer can be taken as reflecting general business conditions, for the very obvious reason that any particular concern may enjoy prosperity or the
(Continued on Page 126)



We illustrate the

"Handy" Dome Clamp

Quick action for clamping domes and frames on Talking Machine Cabinets.

Write for Catalogue of clamping machines for Cases and for all purposes.

VENEER PRESSES AND CLAMPS

HANDY MFG. CO.

27 E. Madison St., Chicago, Ill.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 125)

reverse, independent of prevailing conditions. But the supply house, catering to wholesalers and retailers both, best expresses the fluctuations of the talking machine market in their own state of prosperity.

Cole & Dunas, one of Chicago's principal supply houses, just at present is enjoying a greater degree of prosperity than ever before in its history. Not one line, but every line handled by the house, is selling remarkably well. Perhaps the greatest demand is for talking machine hardware, particularly tone arms. Cole & Dunas are now manufacturing their own tone arms at their downtown headquarters and are finding difficulty in meeting the present demand. The usual September, October and November scramble for every metal part that enters into the manufacture of a talking machine is fully under way, if we are to judge from the orders and activity of this particular supply house. In fact, the indications are that the small surplus of stock now on hand will vanish very shortly, and that manufacturers of cabinets and independent assemblers of talking machines will have to be satisfied with the limited supply regulated by the production capacity of manufacturers making the various metal parts of talking machines.

To Market the "Virginia."

W. P. Mertens Co., of Charlottesville, Va., who have made a success in the South with their "Operaphone," have added to their force Walter H. Shirley, formerly of Shirley & Brown, Buena Vista, Va., and will shortly place a new talking machine on the market to be known as the "Virginia." While W. P. Mertens will devote himself entirely to the selling end of the business, Mr. Shirley, who is the vice-president and treasurer of the reorganized W. P. Mertens Co., will be in charge of the service department and will see that the company's customers are promptly and efficiently served.

The W. P. Mertens Co. is incorporated at \$30,000 and now occupy the entire building at 107 West Main street. Since Mr. Mertens started in business for himself a year ago his company has experienced great prosperity.

Feature Records Available for Delivery.

The Chicago Talking Machine Co., local Victor jobbers, mailed out a folder to their trade early in the month upon which they listed 550 records available for immediate delivery.

Reorganizes Sales Force.

B. G. Oppenheim, Jr., has been appointed sales manager of the Tone-o-graph Corp. and is now reorganizing the complete sales force. Mr. Oppenheim is an experienced talking machine man and will shortly have a number of additional

KAUMANNNS & CO.

Manufacturers and Importers

21 E. Van Buren St.

Chicago, Ill.

"ALL-IN-ONE" Attachment for Victor and Columbia, the attachment you don't remove for playing ANY MAKE of Disc Record in one Position.

"ALL-IN-ONE" Victor Reproducer, the best of all Reproducers for Victor Machines to PLAY ANY MAKE of Disc Records.

"ALL-IN-ONE" Edison Reproducer and Attachment for playing any make of Disc Record on the Edison—it's the big brother of the Victor Reproducer.

"ALL-IN-ONE" Speed Indicator. Registering 78 and 80 Revolutions of the Turn-Table.

Genuine Sapphire Balls

Genuine Sapphire Points

Genuine Diamond Points

EVERY ARTICLE IS BACKED BY OUR GUARANTEE

salesmen out in the interests of "Tone-o-graphs." M. Florsheim, president of the company, announces that the factories at Rockford, Ill., are now producing full capacity.

Announce Price Reduction

The United States Music Co. announce that the list of their popular hand-played (green label) rolls have been reduced to 50 cents. Officials of the company believe that there is an enormous market for a hand-played roll at this price and are making a reduction accordingly. In an announcement made to their dealers they say: "These rolls are not cheaply made to meet competition, but are our green label rolls, with the same musical arrangement as corresponding word-roll titles—they are our answer to a universal want."

Visitor From Switzerland.

Mr. Jacobi, of the firm of Burger & Jacobi, one of the big music concerns of Switzerland, was a visitor to the Chicago trade on September 23. Mr. Jacobi was here with other members of the Swiss Economic Commission, which is studying business conditions in the United States and Canada.

Jack Grows Curious—The Sequel.

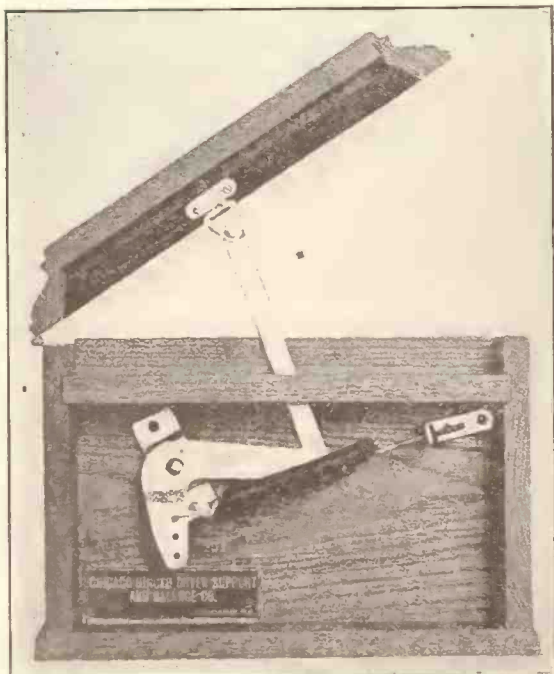
Little Jack Coombs, son of H. L. Coombs, the well-known OkeH record representative in Western territory, like George Washington, "couldn't tell a lie." The

picture shows Jack bringing to his father a broken OkeH record, together with one that is still in good condition. Father Coombs has just asked Jack who broke the record in the young man's right hand. Jack 'fessed up, declaring



Jack Coombs "on the Job"

that he had been making experiments in sound and had sought to discover the origin of the pretty music in an operatic record by breaking the same in a number of pieces. Jackie is still puzzled as to just where the sound comes from.



Cover Balance No. 1

ANNOUNCEMENT

A few short months ago we placed Chicago Cover Balance No. 4 on the market. It was the successor of Balance No. 1 and was so superior to its predecessor that manufacturers in all parts of the country congratulated us. Its demand grew steadily. However, in the meantime, we got busy and perfected Balance No. 1 to such an extent that today

CHICAGO COVER BALANCE No. 1

is acknowledged to be "head and shoulders" over anything like it on the market. Don't take our word for it. Ask any of the 97 manufacturers of high grade talking machines who are using it.

Samples sent FREE to Manufacturers

Send for our new catalogue just off the press

Chicago Hinged Cover Support and Balance Company

2242-44 W. 69th Street

Telephone Prospect 250

CHICAGO, ILLINOIS

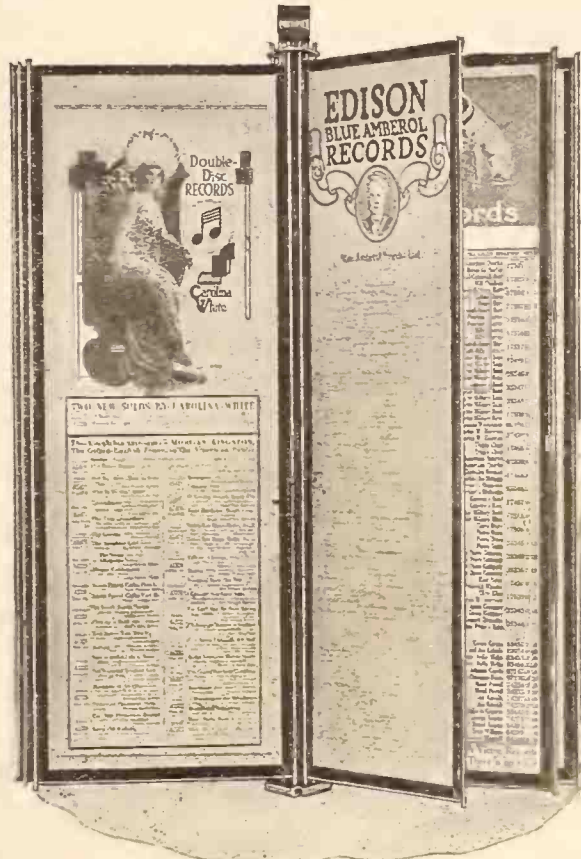
Wade Talking Machine Co

WHOLESALE DISTRIBUTORS.

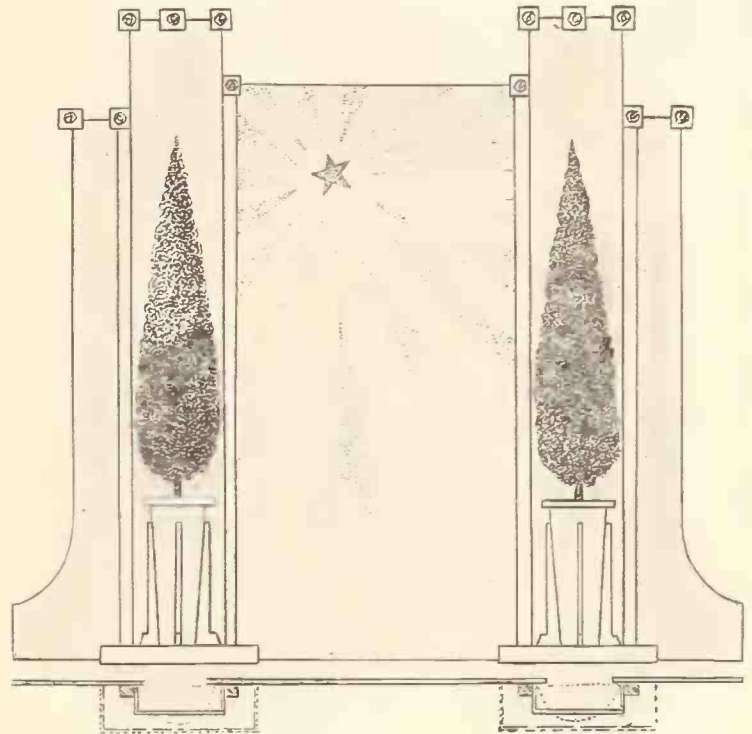
DEALERS' SUPPLIES

EVERYTHING USED OR SOLD IN
A TALKING MACHINE STORE

for
Victor
Edison
Columbia
Pathé
or
OkeH
Hangers



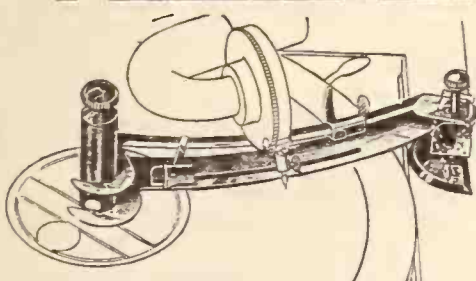
12
hangers
in the
space of
1



No. 520. Size 7 Feet High, 11 Feet Wide.
Large variety of window backgrounds, artificial flowers and decorations.

Complete line of store and window advertising fixtures.

REPEATOGRAPH



Repeats automatically on Victor, Columbia or World, and never fails.

UNIVERSAL ATTACHMENT



SPECIAL FEATURES
Concealed Stylus Ear;
No Crooks or Turns;
Free Passage of Tone;
Graceful Lines; Sweet
Tones.
Changes any Victor or
Edison to play all records.



COMPLETE STOCK—QUICK SERVICE
DEALER'S ADVERTISING SERVICE WITH A
RECORD THAT SELLS

CHANGEABLE WHITE TILE SIGNS WITH BLACK LETTERS IN FRAMES

CHANGED IN A JIFFY

NEVER FADES—ALWAYS CLEAN



No. 848

No. 848. With 1 1/8-in. letters \$3.75
No. 850. With 2-in. letters... 4.75
No. 852. With 3-in. letters... 5.75
No. 854. With 4-in. letters... 8.75

Prices include frame and font of
50 letters and spaces enough for
12 monthly changes.

SUNDRIES	
Steel Needle (loud tone, 200 in tin boxes).....	\$.45 per 1000
B. & H. Fibre Needles	\$3.00 per 1000
Rite-Tone Needles	\$9.00 per Carton
Tusko Needles (soft tone, play 50 records).....	\$9.00 per Gross
Violaphone Needles (play 10 records).....	\$3.90 per Carton
Wade Tonofone Needle (semi-permanent)	\$4.50 per Carton
Wade Fibre Needle Cutters, No. 1	\$ 9.72 per Doz.
Wade Fibre Needle Cutters, No. 2	12.96 per Doz.
Wade Talking Machine Oil	1.08 per Doz.
Wade Talking Machine Grease	1.08 per Doz.
Albums, 10-in.—12 pocket	7.50 per Doz.
Albums, 12-in.—12 pocket	8.70 per Doz.

ASK FOR OUR NEW CATALOGUE

Wade Talking Machine Co

WHOLESALE DISTRIBUTORS.

12-20 NORTH MICHIGAN AVE., CHICAGO

MANDEL PHONOGRAPH SALESMEN HOLD CONVENTION

Great Gathering of Salesmen at Which Plans For 1920 Were Discussed Among Other Important Topics—Many Interesting Speeches Made by President Mandel and Others

CHICAGO, ILL., October 10.—On Saturday and Sunday, September 27th and 28th, a convention of phonograph salesmen was held at the local office of the Mandel Manufacturing Co. Nearly the entire sales force of salesmen were present, and this aggregation represented men from every section of the country. The convention was called for the purpose of discussing matters of importance in connection with Mandel phonographs and the announcement to the salesmen of the plans for 1920, and to display the new line of Mandel phonographs which will shortly be presented to the trade.

It was originally intended to hold this convention late in December, but since the output of the factory was practically sold up by September, the Mandel Manufacturing Co. decided to hold its convention early in the fall and adopt its plans and policies for 1920, so that the salesmen might get an early start for the 1920 campaign.

Saturday morning, the 27th, the men were taken through the Chicago factory into the various departments and shown the method of construction of the Mandel motors, tone arms, reproducers, and all of the other mechanical equipment which enter into the phonograph. It was universally conceded that this tour was most instructive, and the men learned more about the details of the article they were selling than they knew before.

Luncheon was provided at the College Inn at the Hotel Sherman, to which place they were taken at 12:30, returning to the factory at 2:00 P. M., when the convention was formally opened by an address of welcome by M. B. Silverman, the sales manager, who proudly proclaimed the aggregation as being the best crew of talking machine salesmen that ever assembled under one roof, and expressed his gratification at being privileged to head a sales organization of that caliber. He

thanked the men for the co-operation they had given him during the year and for their indulgence during the periods of storm and stress when it became necessary to change the policies on account of conditions brought about by the unsettled market.

The new 1920 line of Mandel phonographs were then displayed and the merits of each individual model discussed pro and con, with suggestions offered by each man as to its possible improvement. This discussion lasted well into the afternoon and a recess was called for the day. Dinner had been arranged for at the Winter Garden restaurant, after which the party wended their way to the Princess Theatre, and after the performance the out-of-town salesmen were escorted to their respective hotels.

On Sunday morning, the 28th, the meeting was resumed at the office, and this meeting was given over principally to the problem of service to the customers. Many valuable suggestions were made with a view to giving prompt service to the dealers and looking after those numerous small requests that are made by the dealers from time to time.

After luncheon the meeting was again resumed and the final plans for the 1920 campaign were discussed and adopted. Mr. Hupp, manager of the credit department, gave a very interesting lecture on credits and collections and told the salesmen some things they never knew existed in a credit man's life. He dwelt upon the need of co-operation between the salesmen and the credit department, and assured the men that he was just as anxious to approve an order as the salesman was to take it. He pointed out many methods by which a salesman can assist the credit manager, before the order gets to the house.

Louis Mandel, president of the company, and

Manuel Mandel, secretary and treasurer, took the salesmen into their confidence by telling them something of the trials of the manufacturer and reciting many problems with which he must contend.

Mr. Bell, superintendent of the mechanical parts division, gave a lecture on the construction of the motor, tone arm, sound box and reproducer, and from his lecture the salesmen learned a great deal more than they knew before concerning the mysterious inerts of the phonograph.

Jack Mandel, the Benton Harbor factory superintendent, had much to say concerning the cabinet division. He told of the tremendous strides that were made in Benton Harbor in increasing the production so as to take care of the ever-increasing business. In mid-afternoon a recess was called and a trip around the boulevards of Chicago was then taken and the party wound up for dinner at the "Chateau Des Plaines," Riverside.

The final meeting broke up at about 11:00 P. M., and every salesman that attended this convention expressed himself as having been greatly benefited by the valuable information gleaned through discourse and association with one another.

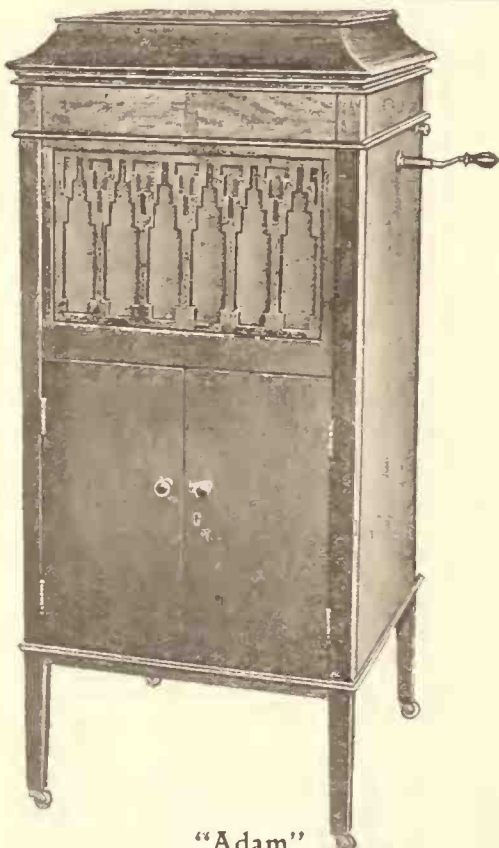
VICTOR CO. BRINGING TWO SUITS

File Bills of Complaint in U. S. District Court at Chicago Against the Harmonola Co. and the Columbia Phonograph Cabinet Co.

CHICAGO, ILL., October 4.—The Victor Talking Machine Co., on October 2, filed its bill of complaint in the United States District Court here against the Harmonola Talking Machine Co., Sidney Schrayner & Co., Isadore Kalven and others, for unfair competition and for infringement of the two Johnson tone-arm patents Nos. 814,786 and 814,848 and the English amplifier patent No. 947,227, and has made motion for preliminary injunction, which the court has set for hearing on October 27, 1919.

(Continued on Page 130)

Stafford Phonograph For Immediate Shipment



"Adam"

THE STAFFORD PHONOGRAPH

Produced by the
STAFFORD
Organization in
their own work-
rooms

THE PHONOGRAPH EMBODIES
THE SAME STANDARD OF
EXCELLENCE MAINTAINED
THROUGH CAREFUL SERVICE TO
OUR CUSTOMERS FOR A PERIOD
OF OVER THIRTY YEARS.



"Grand"

Phonographs of Quality. Made to Win and hold Dealer's business. We are in business to stay and to market our product through dealers

We have a warehouse filled with reserve phonographs so as to have ample stock to take care of those who depend upon us for supply. We have the goods. Arrange at once—the demand is unusual. Don't delay.

Dealers to handle our line are desired. Ask for terms, prices and advise us as to your requirements. We have large manufacturing facilities and will be able to supply all who complete arrangements at once.

Selling Agents and Distributors are wanted in different parts of the country. Don't forget we say Immediate Delivery.

We are also offering for prompt shipment cabinets not equipped — car load lots only.

E. H. STAFFORD MFG. CO., 218 S. Wabash, CHICAGO



This is the Electrical Age

Wherever one goes—into the largest city or the smallest hamlet—Electricity is in evidence. Electricity is the modern "Slave of The Lamp." The significance of Electricity's power is self-evident. Industry, in all of its branches, is making use of it in innumerable ways.

In this phenomenal industry of ours, in the development of the talking machine, **Electricity** is gaining an ever stronger foothold. Progressive manufacturers are aware of this and are taking advantage of it.

So, when you, Mr. Manufacturer, decide to equip your instrument with electrically driven motors; remember that:

The most satisfactory driving power ever devised for talking machines is the **JOHNSON MOTOR**, "The Motor of Continuous Efficiency." Ask us for significant facts.

Johnson Motor Co.

341 N. Crawford Avenue

Chicago, Ill.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 128)

A similar bill of complaint for unfair competition and infringement of these three patents was filed on the same date in the same court by the Victor Talking Machine Co. against the Columbia Phonograph Cabinet Co. of Chicago, Alex Nordlund and others, and motion for preliminary injunction made, which has also been set for hearing by the court on October 27, 1919.

THE OUTLOOK FOR THE PHONOGRAPH INDUSTRY

By R. Krasberg, President Krasberg Engineering and Manufacturing Corporation.

There are many things in common between the talking machine business and the automobile busi-



President Krasberg

ness. Like the automobile, the talking machine has developed from a luxury into a necessity. Like the automobile, it has called upon the best manufacturing talent, the cleverest designers and the



Repair Parts

For All and Every Motor That Was Ever Manufactured

WE can supply any part. The largest and most complete assortment of repair parts—in the United States—on hand, for old, obsolete and present-day motors. If your order cannot be filled from stock, we will make it up special. Special prices on main springs, governor springs, micas, repair parts, motors, tone arms, steel needles, etc., in quantity lots. Expert repairing on all makes of phonographs and motors.

INCORPORATED UNDER THE LAWS OF ILLINOIS

Consolidated Talking Machine Co.

SUCCESSORS TO:
Standard Talking Machine Co.
United Talking Machine Co.
Harmony Talking Machine Co.
O'Neill-James Co.
Aristino Co.

High Grade Talking Machines, Disc Records, Talking Machine Supplies, Etc



TRADE MARK
"CONSOLA"
CABLE ADDRESS
CONSOLA

best production engineers in the country, making it possible for the man in most moderate circumstances to own one.

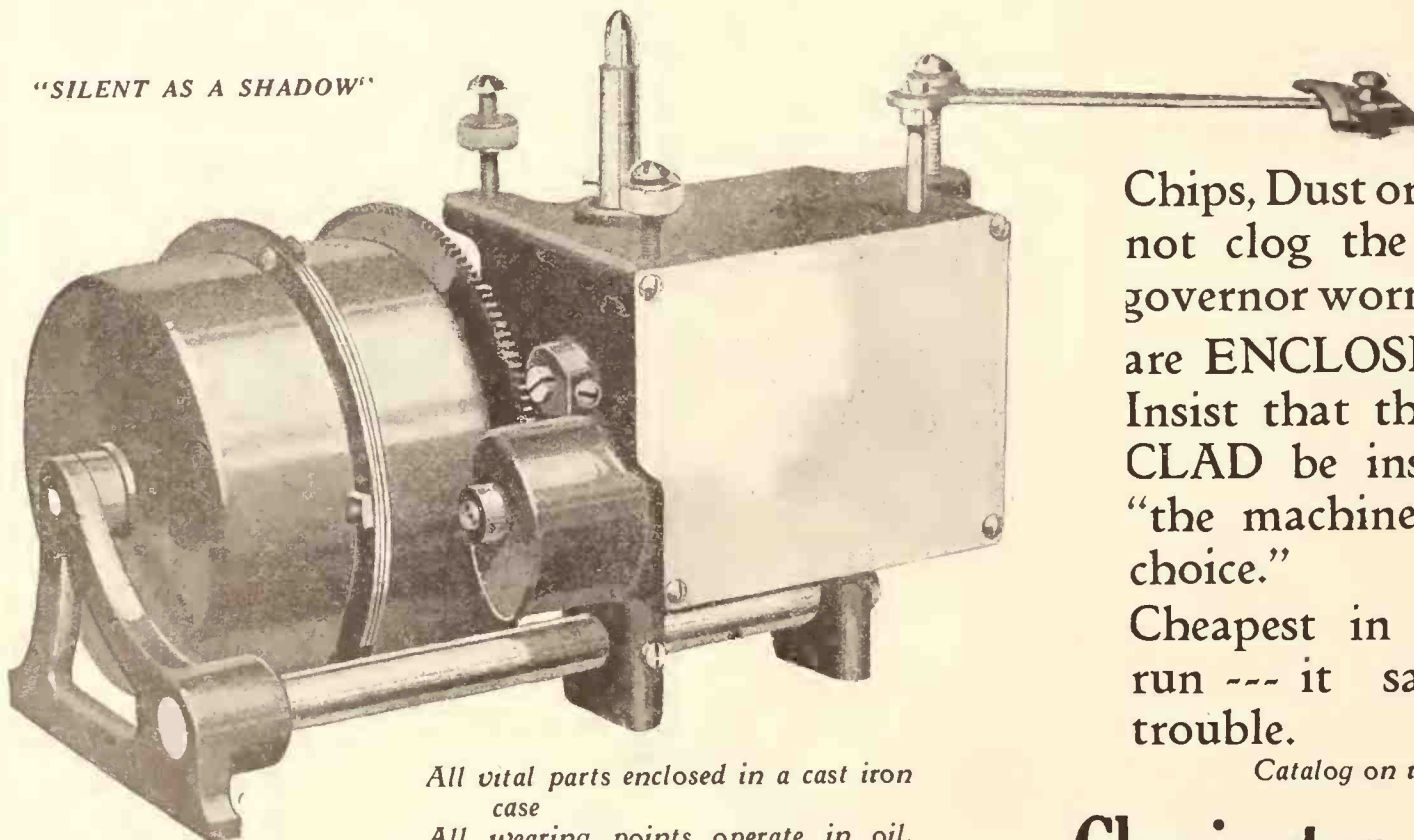
In these days of startling inventions and engineering achievements, we are inclined to become hardened to the wonders that surround us, but I doubt very much if any invention can compare with that of the phonograph, which makes it possible to bring the spoken word or the music of voice or instrument from the four corners of the

earth and reproduce them accurately in the humblest home at a cost that brings it within the range of all.

Not so many years ago only the wealthy could own automobiles. Then as manufacturing methods advanced and as advertising created the demand, new and practical uses were found. The automobile became a necessity and the demand became greater than quantity production could

(Continued on Page 132)

"IRONCLAD" ENCLOSED MOTORS



"SILENT AS A SHADOW"

"Not a kick in a carload"

Chips, Dust or Dirt cannot clog the gears or governor worms---they are ENCLOSED.

Insist that the IRON-CLAD be installed in "the machine of your choice."

Cheapest in the long run --- it saves you trouble.

Catalog on request

All vital parts enclosed in a cast iron case
All wearing points operate in oil.
No troublesome bevel gears.

MORE POWER
Six Sizes. Plays 4 to 14 Records

Cherington Mfg. Co.
SALES OFFICE
108 WEST LAKE STREET
CHICAGO
Factory, Waukegan: Ill.



A Mandel Agency is a Franchise

A phonograph must sell on its merits. It must perform to the satisfaction of the prospective owner. And it must continue to perform after the sale is made. The MANDEL has the "stay-sold" qualities. It creates additional sales right in the owner's home. That is why a MANDEL Agency is a franchise to every dealer who is fortunate enough to get the MANDEL line.

The MANDEL stands every rigid test. Its quality endures. Men who know phonograph values have pronounced it the best machine for the money.

MANDEL Phonographs are backed by the makers. A real talking machine factory is the first home of the MANDEL. It is not merely an assembled instrument, but built from the ground up by the makers, who guarantee satisfaction to every ultimate owner.

More than 3500 dealers and agents are selling MANDEL Phonographs. This fact alone is overwhelming proof that MANDEL machines satisfy.

Your territory may be open. Write today for our proposition and for a copy of the new MANDEL Portfolio.

MANDEL MANUFACTURING CO., Inc.

501-511 South Laflin Street

CHICAGO, ILL.

CABINETS

of all styles at all prices: a 46" cabinet, birch, mahogany finish, at \$17.50; a very high class cabinet 48" high, genuine mahogany, golden oak and walnut, ranging in price from \$32.50 to \$36.00. Other cabinets at reasonable prices to jobbing trade only.

My factories are making cabinets for the biggest operators in the United States. Samples will be sent on approval to jobbers of good commercial rating. Write at once for illustrations and best prices.

GREAT EASTERN MANUFACTURERS ASSOCIATION

316 So. Wabash Ave., CHICAGO, ILL.

NAT KAWIN, Director of Sales

NOTE: Motors and tone arms, also hardware supplies of all kinds, furnished at guaranteed factory prices. WRITE AT ONCE FOR FULL DETAILS

FROM OUR CHICAGO HEADQUARTERS—Continued from Page 130

deliver. The man who at first bought a small cheap machine, had so cultivated his taste and appreciation that his next machine was of better grade. The cheap machine no longer satisfied. There had been so many improvements in automobiles since he bought it that his machine was a back number. The same development is taking place in the talking machine world. A man usually buys according to his means and the initial purchase is usually of an inexpensive make. As the lasting qualities of a cheap machine are usually limited the buyer is soon up against the problem of replacing it or of getting something better, and the chances are he will get something better.

With the changes and improvements that are continually being brought out, even the better machines of the present will soon be back numbers. Hence, between the demand for the improved machines as they are offered to the public and the replacements of old machines made necessary through wear and tear, I look forward to a big bright future for the talking machine industry.

There is another factor which we must not overlook. The world is going through some big changes. History is being made rapidly. Men are doing more thinking and studying than ever before. The public is being educated to know the reasons why one thing is better than another, whether that thing is an idea or a commodity. Advertising and the newspapers, the moving picture and the phonograph are simplifying the processes of education so that the child of fourteen to-day is better posted on most things than was the man of mature years twenty years ago. As these educating forces exercise their power, the desire for better things, better methods, better conditions becomes a dominant factor in our lives, and it is in this idea that I see unlimited future growth for industries of all kinds, where improvements are possible to make. Convince a man that you have something better and he im-

mediately plans to get it and he will get it at the very earliest opportunity.

Better phonographs and better phonograph motors and other accessories will always be warmly welcomed by the public and the responsibility of the manufacturer lies in producing the better things to satisfy the ever-growing need for quality.

NEW MID-WEST SUPPLY HOUSE

Wade Talking Machine Co. Enters Field—Take Over Old Quarters of Columbia Co.

CHICAGO, ILL., October 9.—W. H. Wade, president of the Wade Talking Machine Co. and proprietor of the Grafonola Shop on Michigan boulevard, has taken over the space formerly occupied by the Columbia Co. at 12 North Michigan boulevard, where he is jobbing a complete line of dealers' supplies and talking machines. Mr. Wade is a well-known figure in the Chicago music trade, having been connected with the talking machine industry for a great many years past, and his entry into the wholesale branch of the industry will be noted with pleasure by his many trade acquaintances.

The present excellent business of the Grafonola Shop has been largely due to Mr. Wade's own judicious advertising in Chicago newspapers, and he now proposes to give other dealers the benefit of his accumulated experience along this line. He has been a stickler for service in its application to a retail business and this also will doubtless stand him in good stead in the larger field. One of his mottos which is particularly pertinent at the present time is "The things we do today must be with some regard to how well today's action will serve tomorrow and the days to come."

The Wade Talking Machine Co. job the World line of talking machines and numerous accessories, among which are Okeh records, Wade needle

cutters, Tonofone needles, Violaphone needles and a number of other supplies and attachments. The Simplex line of store fixtures is also handled by this concern. A catalog listing the specialties handled by the Wade Talking Machine Co. has been prepared for distribution to dealers. The use of the catalog in mail orders, especially during the fall rush season, is of great advantage to the dealer, believes Mr. Wade, time being the most important item at just this time of the year.

INVENTS MUSICAL LAMP

Perfector of Movie Machines Brings Out Electrically Operated "Talking" Lamp.

CHICAGO, ILL., October 8.—From experimenting with moving picture machines to experimenting with talking machines and lamps seems a rather long step, but that is precisely what the gentleman in the accompanying photo has done. P. R. Gonsky, who is the inventor of the "Fairy" phonograph lamp, is known as an authority on motion picture machines; in fact, it was only a few years ago that he brought to perfection one of the best-known makes of these machines. Since 1917, however, he has been devoting time to his pet theory of producing an artistic lamp and talking machine combined. During the latter part of 1918, he placed his first product upon the market and since that time has continued to make improvements upon the original invention until he now believes he has attained complete satisfaction in both appearance and sound.

The story of Mr. Gonsky's development of his "lamp" is highly interesting. Facing the problems of bulkiness on the one hand and a metallic sound reproduction on the other he found it necessary to evolve entirely new methods of sound

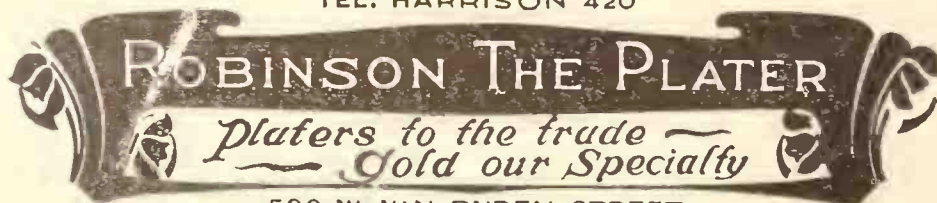
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J. E. ROBINSON

ESTABLISHED 1879
TEL. HARRISON 420

M. J. DECKER

Platers
to the
Trade



500 W. VAN BUREN STREET
CHICAGO

Gold
Our
Specialty

THE largest gold, silver and nickel platers in the Middle West, satisfactorily handling the work of foremost talking machine houses, announce that expanded facilities now permit the taking over of additional accounts.

Ready Ready Ready

For Immediate Delivery

About Two Thousand Completed Phonographs
750 in Finest American Walnut
1250 in Standard Red Mahogany

45" High
(Less Casters)

20" Wide

22" Deep

No Better
Cabinet
Ever Built



All Solid
Mahogany
and Walnut
except the
Legs

Equipped
with Highest
Grade
Two Spring
Motor and
your Choice
of Tone Arm

Live Dealers will welcome this buy for the Holiday Trade. These Machines are actually ready and can all be shipped within six weeks time. Without a doubt the best opportunity ever offered the Phonograph Trade.

All Inquiries Welcomed Large or Small. Write Wire or Phone for Particulars.

LAKESIDE SUPPLY COMPANY Inc.

416 So. DEARBORN ST

Telephone Harrison 3840

CHICAGO, ILL.



Sterling Reproducer and attachment for Edisons in position for playing Victor, Columbia or other lateral records.

Large Edison Dealers Selling Hundreds of Sterling Reproducers

Orders are pouring in for Sterling Reproducers for sale to the Christmas trade. Large numbers are ordering Sterlings with the intention of selling one to every buyer of an Edison Phonograph.

When you hear the Sterling play you will order and recommend it to your customers. It

Plays All Records, Improves All Playing

A wonderful improvement, you'll say. Plays Victor, Columbia and other lateral records with more fulness and naturalness of tone. Plays Edison Records beautifully with less surface noise. Changes instantly for playing different records without changing elbows. Everything complete in the most handsome and durable reproducer and attachment ever produced.

Guaranteed for All Time Sterling reproducers are guaranteed not for one year or any other limited time, but **Guaranteed for All Time** against defects in workmanship or material. Order one—hear it play—and you'll recognize that it offers you an additional profit on every sale of a phonograph you make.

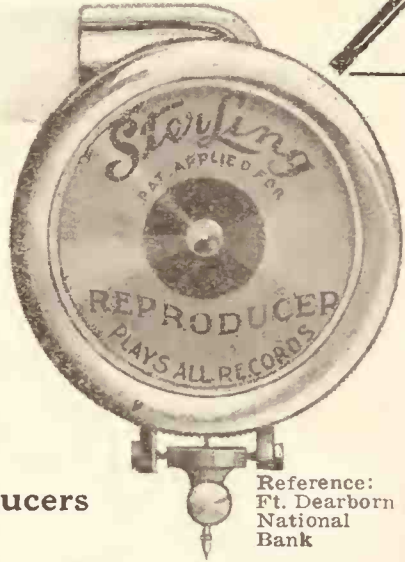
STERLING DEVICES CO.
469 E. Ontario St.
CHICAGO

JUST OUT

Sterling attachment for Victors. Permits Victor users to enjoy the gems among Edison and Pathé records. Plays Victor or Columbia records exquisitely.

Just send for one at dealer's price and hear the

Sterling Reproducers for Victors



Reference: Ft. Dearborn National Bank

INTERESTING STORY OF THE FIBRE NEEDLE

Some of the Manufacturing Details Involved in the Search for Quality and Softness of Tone Told by the Scientific American

The following most interesting description of the making of the B. & H. Fibre needles, by the B. & H. Fibre Mfg. Co., Chicago, appeared recently in the "Scientific American," New York, in the form of a special article. The article and the illustrations accompanying it are reproduced herewith through the courtesy of that publication. The article read:

The true inventor is never satisfied with anything that is; he is driven by his every impulse to seek ways of improving everything with which he comes in contact. The phonograph, in its infancy some 10 or 15 years ago, might by all good rights have seemed to the layman a sufficiently wonderful development of the mechanical arts, and anyone might well have been excused from trying to make its reproduction of the human voice better than it was. But such a point of view would be quite out of the question on the part of a person with the inventive instinct.

So when F. D. Hall, of Chicago, became interested in the talking machine to the point of installing one as a feature of his domestic establishment, he immediately asked himself whether he could not do something to make it work better. And from his point of view, this query was a just one. Those of us who remember the phonograph of 15 years ago, if we are frank with ourselves, will have to admit that its tone left a good deal to be desired. It was tinny and harsh; it was unduly loud. Noises of mechanical origin appeared unnecessarily audible. And surely there ought not be such wear on records that were so fragile and so costly.

Mr. Hall did not concern himself with the instrument. He realized that radical advances could and doubtless would be made here; but this would take time, and a very large amount of experience and familiarity with the instrument and its workings. But he asked himself, might not something be done at once to better the connection between the soundbox and the record? The tone must somehow be improved; could it not be done by substituting, for the metal stylus, "some fibrous substance of less natural harshness?"

First thoughts, as might be imagined, revolved entirely around wood. One variety after another, shaped this way and that, was experimented with, and each in its turn developed shortcomings that resulted in its rejection. Finally the inventor turned to bamboo and with this material he scored his first success.

Bamboo is not properly speaking a wood. It is a grass, native to the Orient, and best cultivated in China, Japan and India. Its tough, cellular composition and its glassy exterior surface eventually led to its adoption as the best material for

(Continued on Page 135)

FROM OUR CHICAGO HEADQUARTERS—Continued from page 132

amplification and lamp design. Electrically driven motors went far toward making for compactness and a specially designed amplifier and sound-con-



P. R. Gonsky

ducting means solved the difficulty of tonal reproduction.

Since the placing of this product upon the market early in the year the Endless-Graph Manufacturing Co., manufacturers of the "Fairy" lamp, have been forced to increase their factory facilities. Although the rights for the sale of the lamp have only been given in two States, these have sufficed to keep the company manufacturing at top speed at all times. Mr. Gonsky states that his company has recently increased the capitalization from \$125,000 to \$500,000 in order to permit of necessary expansion.

WESTERN TRADE IS VERY ACTIVE

The Chicago factory of the New York Album & Card Co., which was recently opened, is now reported to be in full operation and is already proving of great value in the matter of prompt delivery and saving of freight charges to a large number of Western manufacturers equipping their talking machine cabinets with Nyacco albums. Max Willinger, president, and N. J. Potomack, vice-president and general sales manager, divide their time between their New York and Chicago headquarters, and the co-relation of these two factories is a decided factor in largely increasing their output.

Service means doing the thing the customer wants, before he has time to ask why you haven't.

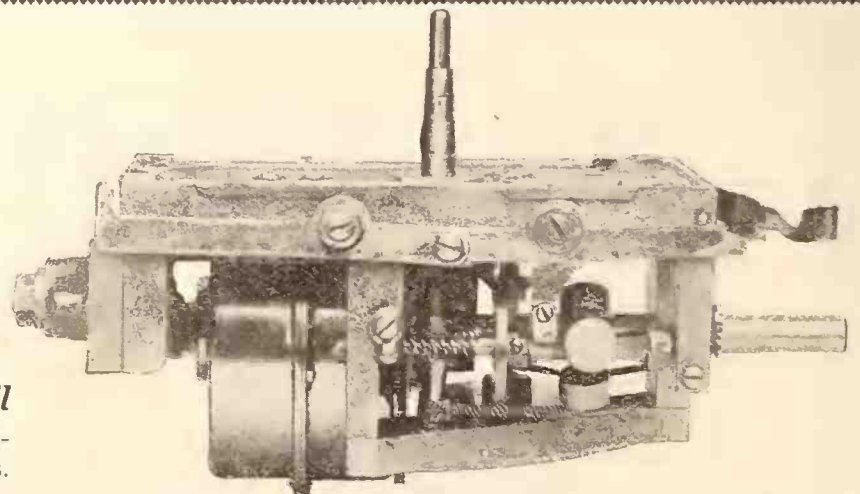


Tone Arms Large and Small

Any Quantity Large and Small

We manufacture our own Tone Arms, and are now in a position to take on a few more large contracts. Write for particulars.

We can supply you with Johnson Electric Motors, also Phonograph hardware and accessories.



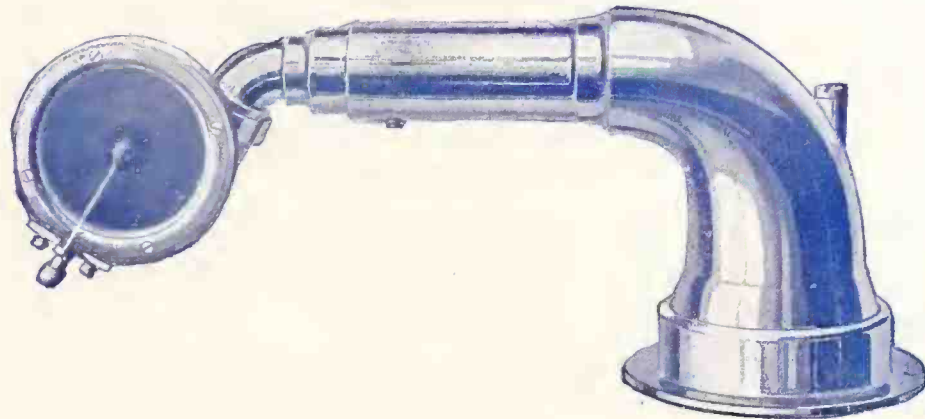
2 Spring Lakeside, No. 55 Motors. 3 Spring Lakeside, No. 56 Motors
We Can Make Prompt Deliveries. Large or Small Orders.
Write for Particulars.

LAKESIDE SUPPLY CO., Inc., 416 So. Dearborn St., Chicago, Ill. Telephone Harrison 3840

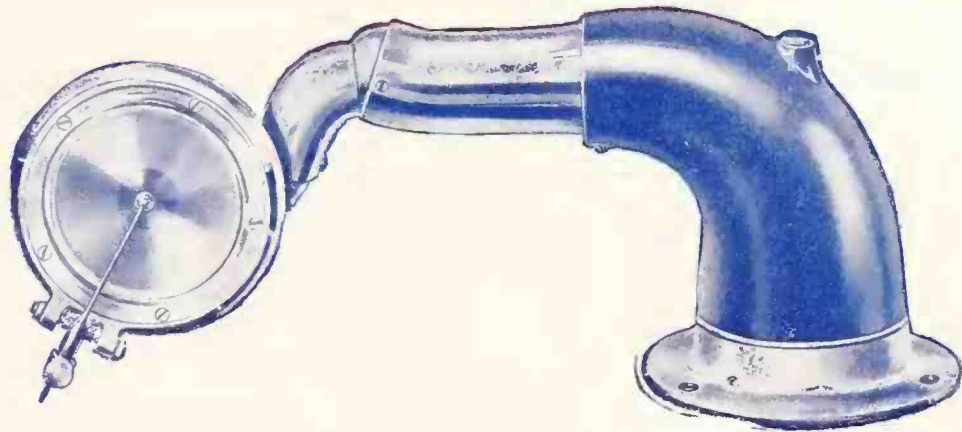


HEINEMAN AND MEISSELBACH TONE ARMS

You Know
The Tone-Arm is the Musical Throat
of a Phonograph



HEINEMAN TONE ARM No. 11



MEISSELBACH TONE ARM No. 97



NEW MEISSELBACH TELESCOPE TONE ARM No. 297

Gold and Nickel Plated

Immediate Delivery

GENERAL PHONOGRAPH CORPORATION

OTTO HEINEMAN, Pres.

25 WEST 45th STREET, NEW YORK

FACTORIES: Elyria, Ohio Newark, N. J. Putnam, Conn. Springfield, Mass. Kitchener, Ont.

BRANCHES:

CHICAGO

SAN FRANCISCO

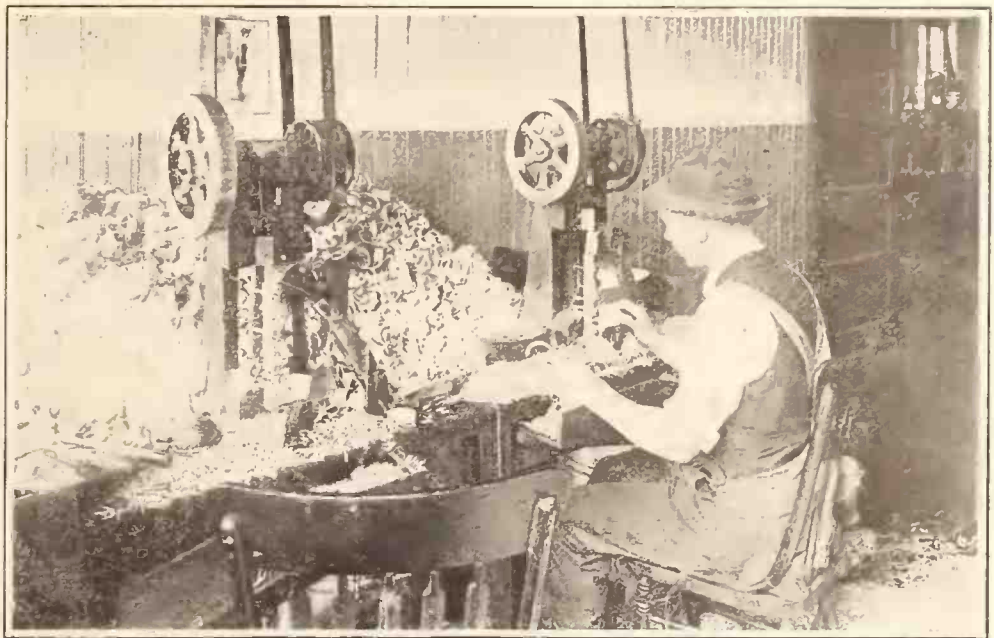
TORONTO, CAN.

CHICAGO NEWS—(Continued from Page 134)

the newly conceived stylus. And the problem of the rightful shape for the needle was at once solved by the bamboo's nature.

Only by keeping the enameled cortical surface outside at the point of the needle could the requisite degree of hardness be secured. Plainly splitting was the easiest and most effective method of thus dividing the substance, with its long even fiber. What then could be more logical, more economical, than triangular splits, each a section of the naturally cylindrical, section-sawed bamboo? And so, when experiments had demonstrated the correctness of bamboo as a material, the wisdom of the prism shape and the general soundness of the fiber needle as a whole, patents were obtained and manufacture begun.

As is so often the case with small things, the fibre needle of to-day is deceptively simple in appearance. There are many details, surprisingly involved in some cases, that come to light on a trip through the factory. To begin with, the



Splitting large bamboo sections into triangular blanks for phonograph needles

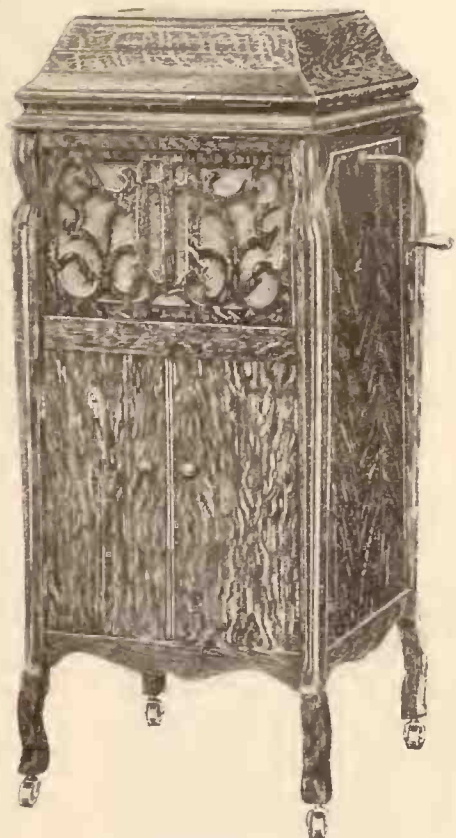


Feeding the needles, one at a time, into the pointing machine

selection of the material is a matter of no small importance. The poles must be 20 feet in length and from 2½ to 3½ inches in diameter—about four times the size of the ordinary fishing pole. They must be of relatively flawless exterior. Even the packing is closely supervised, to guard against mishaps to the delicate surfaces in transit across an ocean and half a continent.

The first step in the manufacturing process is the sawing of the poles into sections about an inch long, which in turn are split in two. These are placed in specially devised machines and further split into crude blanks for single needles at the rate of from 125 to 150 per minute. Each blank is forced up by the splitting of the succeeding one, and conveyed ultimately through a gravity chute to a bin below. In this process the inner or pithy part of the bamboo is eliminated, only the outer shell going into the manufacture of the needles.

Bamboo is by nature a peculiarly "live" type
(Continued on Page 136)



Model 95
Mahogany or Oak, 47x19x19 in.
Retail Price, \$95

Our new, modern equipped factory,
now producing at full capacity,
permits of

IMMEDIATE
DELIVERIES

of

"Federal"
Phonographs

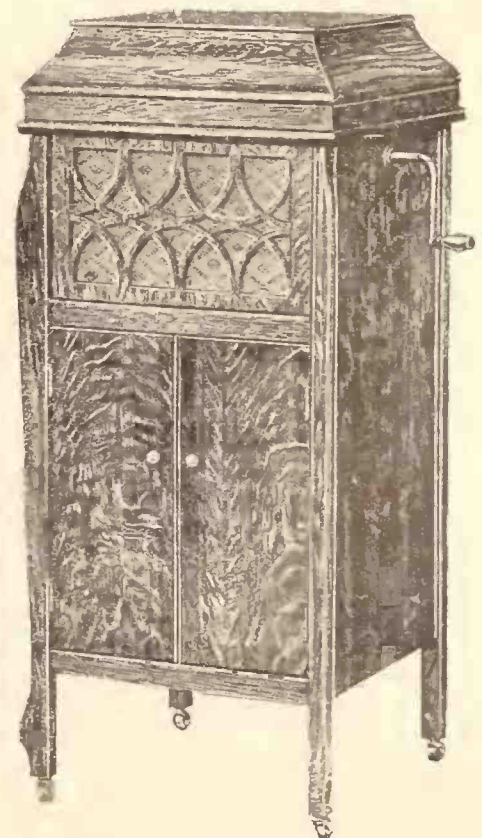
(Plays all records)

The construction and finish of these, together with our other popular priced models, are such that they will stand up successfully in competition against the highest grade machines made.

Their perfect tonal reproduction has invariably attracted attention in the homes in which they have been placed with the natural consequence of

COME-BACK SALES

Write for Catalog and Full Particulars



Model 115
Mahogany, Oak or Walnut
48x19x20¼ in.
Retail Price, \$115

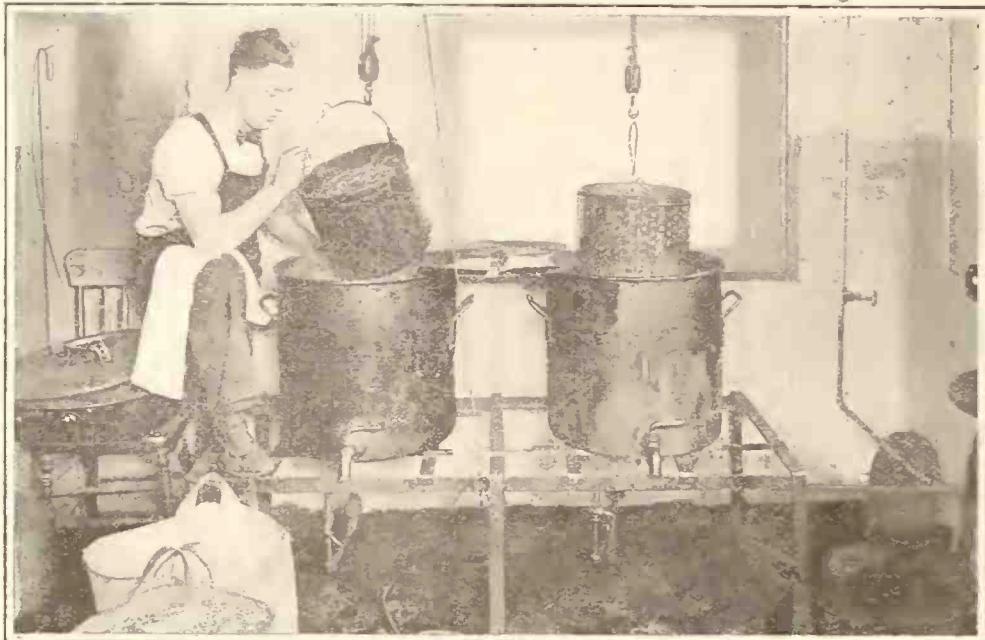
Federal Phonograph & Supply Co.

8 S. Dearborn St., Chicago, Ill.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 135)

of vegetable growth. Its myriad canalicular cells are filled with sap, or honey, as the natives call it. This must be forced out and replaced with essential oils and waxes, in order to render the bamboo impervious to the harmful action of moisture. Drip-kettles are laden with needles,

And still the needles are not really needles—they lack, as yet, their points. Each of the little bamboo shafts must be pointed by hand. The prism-shaped pieces are inserted into a triangular bushing on a cutting machine of original design, placed so as to insure a perfect point running out



The seasoning process. Each drip-kettle holds 100,000 needles

and slowly lowered on block and tackle into vats of a scientifically prepared oily mixture heated to some 340 degrees Fahrenheit; and this bath is continued intermittently for about 40 minutes. The blanks are then transferred into tumbling barrels for the purpose of cooling, absorbing excess oil, and with the further object of polishing. The barrels contain hardwood sawdust, which has been carefully screened and sifted to a rather coarse texture. Were the finely pulverized wood flour not thus eliminated from this polishing medium, it would adhere to the tiny splits whenever the cooling process was accelerated a trifle beyond normal.

to the cortex side of the bamboo. Each of these machines has a capacity of some 30,000 needles per day. After this final operation, the needles are inspected, counted (by weight) and packed into the envelope containers in which they are sold.

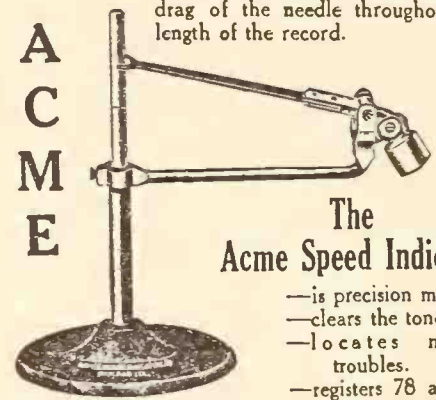
AN ENTERPRISING HOUSE

S. N. Vincent & Son, of Lapeer, Mich., now have one of the finest small town Victrola departments to be found anywhere. They have had Victor for a number of years, but have found it necessary to build record and Victrola rooms in order to take care of their increasing business.

"Guesswork Won't Do"

The ACME allows a test with the drag of the needle throughout the length of the record.

A
C
M
E



The Acme Speed Indicator

- is precision made.
- clears the tone arm.
- locates motor troubles.
- registers 76 and 80 revolutions.

"The repairman's stethoscope."

Made by

Acme Engineering & Mfg. Co.
1622 Fulton Street CHICAGO

NEW EXPRESS PACKING RULES

Regulations Authorized by United States Railroad Administration in Interests of Shippers Go Into Effect December 10

Preparations are being made to put the new express packing rules into effect on December 10, the date authorized by the United States Railroad Administration, which recently approved the new requirements. This is regarded by express traffic officials as one of the most effective steps taken to safeguard merchandise in transit by express since the unification of the various lines into the American Railway Express Co., which is agent of the Government in handling the express business of the entire country.

The new rules were put into effect to induce shippers to turn their business over to the carrier so that it can, with reasonable care on the part of the express company, be handled properly. The rules will not permit the use of paper wrapping for packages over twenty-five pounds, nor of ordi-

USONA

Hold a conference with yourself! Decide whether or not you are getting and selling as many \$100.00 machines as you might. Remember you can't sell them all high priced models. Here's your chance to install a wonderful BIG money maker that will show immediate results.

★ USONA ★

- 47 inches
- 19 by 19 inches
- Heineman No. 33 Motor
- Heineman No. 11 Tone
- Arm and No 2 Sound Box
- Fumed Oak
- Waxed Oak and Birch Mahogany



Model AX Price \$100

There are four USONA models, the retail prices range from \$100 to \$200. Every USONA is guaranteed. They play all records.

A trial order is subject to return if not perfectly satisfactory. Get your sample now and arrange to handle the USONA exclusively in your town. \$41.50 including 5% war tax will bring you a sample of the USONA model AX; we will talk about the regular wholesale price on future orders after you are satisfied with the instrument. Let us get acquainted. We will both profit by the acquaintance. The above offer is made for prompt acceptance. We know you will represent our line when you see sample.

Usona Talking Machine Co.

1977-79 Ogden Avenue :: Chicago, Illinois

Phone Seeley 674

nary paper boxes, wrapped or unwrapped, when the weight of the contents is over that limit. For shipments over twenty-five pounds, wooden containers, or fibreboard, pulpboard or corrugated strawboard containers of specified test strengths, are required.

This standardization of express rules will place the express service on the same basis as freight, so far as the character of the cartons used is concerned. In fact, the new express rules were modelled on those of the railroads and require the same kind of containers, except that in the express service a wider latitude is permitted in the size of the carton used. The new regulations are embodied in Supplement No. 5, to Express Classification No. 26, copies of which may be secured at any express office.

The regulations were authorized by the Railroad Administration to meet present day conditions, when the express traffic has reached abnormal proportions without a substantial increase in the car facilities available for handling it. Express traffic supervisors are of the opinion that the stronger containers required will very perceptibly help to improve the express service and to protect the miscellaneous commodities shipped by express from damage or interference enroute. It is calculated that the time remaining before December 10, will be sufficient to enable express shippers to adjust themselves to the new packing requirements.

ATTEND ENTHUSIASTIC MEETINGS

Messrs. Hopkins, Bolton, Benz and Tuers, of the Columbia Co., Visit Important Trade Centers and Get in Touch With Salesmen

George W. Hopkins, general sales manager of the Columbia Graphophone Co., returned to New York a few days ago after visiting the company's Canadian headquarters and the branches at Chicago, Indianapolis, St. Louis and New Orleans. At the last three cities Mr. Hopkins inaugurated a new plan of salesmen's meetings which met with



Phonograph Supremacy

with the "leader of them all"

The CHORISTER

These instruments, owing to their excellent equipment, will enable your trade to enjoy the music of any record to the fullest extent.

A De Luxe proposition made possible by this De Luxe line is now open to responsible agents.

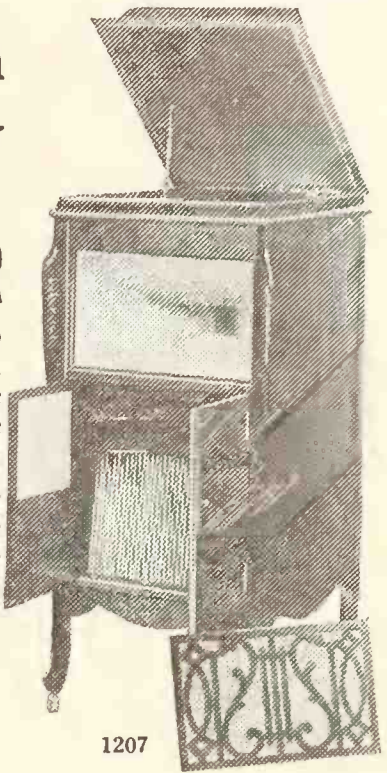
Write for particulars

Our facilities enable us to supply complete machines in large quantities

Chorister Phonograph Co., Inc.

336 West 63rd Street CHICAGO, ILL.

Phone Englewood 1979



signal success. The managers and members of the sales organizations of the Columbia branches in the territories adjacent to Indianapolis, St. Louis and New Orleans gathered at these three cities, and district sales conventions were held under Mr. Hopkins' direction.

Accompanying Mr. Hopkins on this successful trip were R. F. Bolton, sales manager of the International record department; O. F. Benz, of the record promotion division, and H. L. Tuers, head of the dealers' service department.

The managers and salesmen were so enthusiastic

regarding the practical value of these meetings that Mr. Hopkins spent two days in Boston, accompanied by Messrs. Bolton, Benz and Tuers, where the managers and salesmen of the New Haven and Portland, Me., branches convened at the Boston headquarters of the company. On Monday the sales staff of the New York branch assembled at the Hotel McAlpin, where Mr. Hopkins and Messrs Bolton, Benz and Tuers addressed the New York salesmen. Lambert Friedl, manager of the New York branch, presided at this very interesting meeting.



INCREASED PRODUCTION

NOW MAKES POSSIBLE

IMMEDIATE DELIVERIES

OF

"WATROLA"

GUARANTEED PHONOGRAPHS



The beauty of our nine cabinet models, together with their perfect tonal reproductions, style and individuality, containing the highest grade motors and reproducers (playing all records), has always made repeat orders from Watrola dealers.

Be the first to handle and display these extraordinary "Watrolas" in your town. They will make you money because they are FIRST Sellers.

Get our catalog and price list at once We are prepared to make immediate deliveries

WARTELL PHONOGRAPH CO.
MAKERS AND DESIGNERS

178 West Randolph Street CHICAGO, ILL.

The PARLEPHONE

"A MODERN PHONOGRAPH"

Perfect in Tone—Excellent Workmanship—Embodies Many Novel Features.

CHICAGO OFFICE
218 SOUTH WABASH AVE.
ROOMS 402-403
Francis S. Moore, Vice-Pres. & Mgr.

IF NO JOBBER IN YOUR TERRITORY
WRITE THE FACTORY DIRECT

THE PARLEPHONE COMPANY
SAINT JOSEPH MISSOURI

MUSICALES HELP DEVELOP TRADE

F. E. Harmon Co., who sell Victors and Edisons at Lima, O., have for several years conducted a musicale during the winter. Mr. Harman has had some of the best at Lima. He believes that it is a big thing for his talking machine department, and also feels that he is helping the city of Lima greatly to appreciate the better things in music. For this Fall and Winter he has already closed with the following artists: Sousa and His Band, October; Galli-Curci, January; Detroit Symphony Orchestra, February; Carolina Lazari, Rudolph Ganz, March. This should be a very good idea for talking machine dealers in towns, as it is profitable as well as an education in music for the people.

OPEN MANY NEW ACCOUNTS

BUFFALO, N. Y., October 10.—Lionel M. Cole, sales manager of the Iroquois Sales Corp. of this city returned a few days ago from a very successful trip up states. He states that he has opened up a number of new accounts for the Master Tone phonograph for which the company is sole distributor, and that judging from all indications this machine will meet with a ready sale through New York state. He also established several Vitanola agencies, and found that the demand for Okeh records was increasing rapidly. Through his long experience in the trade Mr. Cole was able to offer the dealers practical suggestions for handling their fall business, which promises to be the greatest in history.

Majestic "The Master Phonograph"

We are pleased to announce that we have completed our factory organization to such an extent that we are enabled to supply this beautiful line in any quantity. Remember, the

Majestic Phonograph

is an *Antidote for Business Uncertainty.*

That means---we are offering an instrument that will not only add prestige to any dealer's business, but will also prove a profitable investment.

The MAJESTIC comes in popular sizes and is furnished in all woods.

Notes For the jobber or the retailer. We have a mass of interesting evidence that will prove our claims. Write for it to-day.



Style B (Retail price \$175)
Height 52 in. Width 22 in.
Depth 22 in.

Majestic Phonograph and Cabinet Company

Gen. Offices and Sales Rooms
Suite 601 Cable Building

Factory
2100 to 2108 West Van Buren St.,
CHICAGO, ILL. Phone Harrison 4182

ESTABLISHED 1897

NEARLY a quarter of a century serving the public. Who of you—Carpet or Furniture dealers—have not heard of "Strickler of Keokuk"—the Fixture Maker?"

The Strickler Carpet Racks, Rug Racks, Linoleum Racks, Mattress Racks, etc., are now being used by over 10,000 dealers in the U. S., and our experience as manufacturers puts us right in line for High Grade Phonographs.

None made better than the "Strickler."

Then there are three other things, viz:

Our List Prices are the lowest, quality considered. Our Dealers' Discounts are most liberal, and we have the stock to deliver now.

Futhermore, ask us for a sample machine on five days' approval, that you may **Know** the workmanship, **See** the finish and **Hear** the tone.

Try this one, MODEL XXI, mahogany, list \$150.00. **PLAYS ALL DISC RECORDS CORRECTLY.**

Other models range \$75.00 to \$200.00. Finish: Mahogany, Golden or Fumed Oak.

It's your move now. Risk a 2c. stamp.

STRICKLER MANUFACTURING CO.

434 W. Chicago Avenue

CHICAGO, ILL.



MODEL XXI

The Phonograph which ranks with the foremost in volume of sales, makes a hit everywhere—Produces a constant flow of profit for Claxtonola Dealers.

OVER 4000 DEALERS ARE SELLING THIS PHONOGRAPH

Claxtonola Agencies are established all over the United States. Arrangement of States in accordance to the number of agencies now in evidence. The largest number of agencies in one state is 203, the smallest 12.

- California
- Iowa
- Indiana
- Illinois
- Texas
- Wisconsin
- Georgia
- Missouri
- Kansas
- Minnesota
- Kansas
- Nebraska
- Oregon
- Idaho
- Alabama



The New Day Phonograph

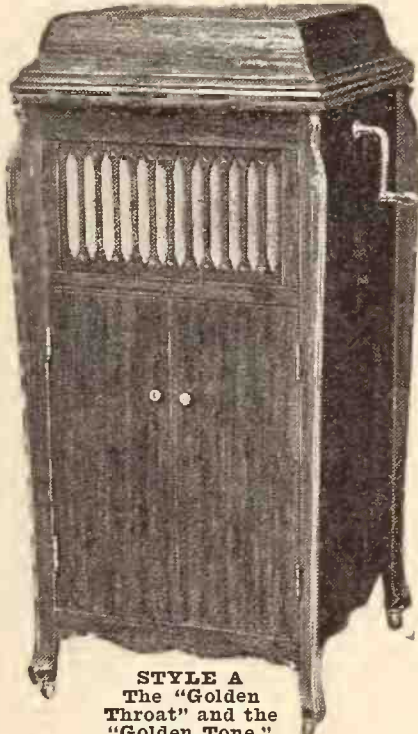
When you secure the "Golden-Throated" Claxtonola you will make your Phonograph Department PAY. We offer the following advantages:

- Five Distinctive Models, Latest Improvements, Such as
- the "Golden Throat"
- a new automatic stop
- perfected silent motors

- Superior Tone Quality
- Solid Construction
- Superior Workmanship
- Large Returns in Profit
- Popular Prices
- A Winner in Competition
- A Phonograph that Sells and Stays Sold

- Exclusive Territory
- Generous Advertising Co-operation

- Ohio
- Utah
- Michigan
- North Dakota
- Pennsylvania
- Oklahoma
- North Carolina
- Montana
- Colorado
- South Carolina
- New York
- Tennessee
- South Dakota
- Washington
- Virginia
- West Virginia
- Arkansas
- Arizona
- Louisiana
- Maryland
- Florida
- Kentucky
- Wyoming
- Nevada
- New Mexico
- Delaware
- Massachusetts
- New Jersey



STYLE A The "Golden Throat" and the "Golden Tone." (Pat. Applied For)



STYLE C The "Golden Throat" and the "Golden Tone" (Pat. Applied For)



STYLE D "The Golden Throat" and the "Golden Tone" (Pat. Applied For)

Due to our long and expert experience we can offer you the BEST AGENCY PLAN in America.

It is not yet too late to secure deliveries for Christmas selling if you act without delay.

Write or wire for full particulars, photographs or literature. Arrange for our representative to see you.

THINK THIS OVER: 4000 merchants throughout the United States have taken on the Agency for the "Golden-Throated" Claxtonola and they are making money.

If you want to handle a phonograph— If you want to know how to make a phonograph department pay— If you want expert advice and help in establishing a profitable phonograph agency—

WRITE US An inquiry will receive prompt attention

BRENARD MANUFACTURING COMPANY IOWA CITY, IOWA

Established 1892

YOUR CHANCE TO BE INDEPENDENT

IMMEDIATE
DELIVERIES

*Unable to
advertise for
7 months because
monthly
production of
3,000, was
literally
"gobbled up."*



IMMEDIATE
DELIVERIES

*INCREASED
PRODUCTION
now permits
us to add
to our
list of live
and
happy dealers.*

Model No. 90

A Music Marvel 45½ inches High; 19½ inches wide; 20½ inches Deep. GENUINE MAHOGANY.
Unexcelled Motor, Patented, Independent Universal Tone Arm and Sound Box.

RETAILS AT \$90

*Equal to any and better than many at a
much higher price.*

Distinctive Design, Superior Construction, Remarkable Tone,
Flawless Equipment and **IMMEDIATE DELIVERIES**

Attributes of Success Which Make Our Dealers
INDEPENDENT

INDEPENDENT TALKING MACHINE CO., Inc.

12 East 42nd Street

NEW YORK CITY

FORMATION OF WORLD'S LARGEST MANUFACTURERS OF PARTS

Otto Heineman is President of General Phonograph Corporation—Now Completely Organized—Control Vast Manufacturing and Selling Resources—Brief History of Company's Phenomenal Growth in Talking Machine Industry—Executives Include Well-Known Talking Machine Men

As announced exclusively in the September issue of The Talking Machine World, the General Phonograph Corp. has been organized to take over the business of the Otto Heineman Phonograph Supply Co., Inc. Formal notice of incorporation was filed on September 29 and on October 1 the new company came into existence as the largest manufacturer of phonograph parts in the world. Otto Heineman, who was president and founder of the company bearing his name, has been elected president of the new corporation and the board of directors remains the same with the addition of Joseph W. Harriman, president of the Harriman National Bank, and Charles E. Merrill, of Merrill, Lynch & Co., prominent bankers. The company starts business with 90,000 shares of capital stock of no par value and \$1,500,000 in gold serial notes.

The formation of the General Phonograph Corp., which is one of the most important concerns in the industry to-day, marks another step in the remarkable career of its president, Otto Heineman. In a short period of five years Mr. Heineman has won national renown and prestige as an executive, organizer and leader in the talking machine field. He has devoted tireless energy and zeal to the development of the industry, and through his thorough familiarity with every phase of the trade and his willingness to co-operate with newcomers in the talking machine field, Mr. Heineman has won the esteem and friendship of manufacturers from coast to coast.

Evolution of the Company

In 1914 Otto Heineman established offices at 45 Broadway, New York, in company with his brother Adolf. Possessing a detailed knowledge of conditions in the phonograph industry abroad Mr. Heineman's first efforts in this country were directed towards the importing of merchandise from European countries. He quickly realized, however, that there was a tremendous demand for motors in this country and that if this demand could be adequately handled the phonograph trade would enter upon a new era of activity. This opinion was influenced by the fact that Mr. Heineman soon after he arrived here received many inquiries from prominent manufacturing institutions regarding the possibilities of entering the talking machine industry.

During 1915, after making a study of the motor situation, Mr. Heineman completed manufacturing arrangements with A. G. Beau, vice-president of the Garford Mfg. Co., Elyria, O., whereby this company would manufacture motors, according to Mr. Heineman's plans and specifications. These motors attained instantaneous success and "independent" manufacturers started to place machines on the market which met with a ready sale. Mr. Heineman then spent the greater part of his time at Elyria personally supervising the production of his motors.

Recognizing that his product should have a trademark which would convey to the manufacturers and to the dealers a definite symbol of his aims and

ideals, Mr. Heineman called his motor the "Motor of Quality," and this trade-mark during the past five years has found its way into every corner of the globe. It is one of the most valuable assets of the new corporation and has been featured in every conceivable form of trade publicity.

street, New York. The Garford Mfg. Co. had been obliged to steadily increase the factory facilities devoted to the production of the "Motor of Quality," and from every part of the civilized world orders had been received calling for Heineman equipment. Nineteen hundred and sixteen sales were far beyond expectations and indicated that the company was on the threshold of an unprecedented era of prosperity and activity.

Purchases the Meisselbach and Dean Factories

In April, 1917, one of the most important deals in the motor industry was consummated when the



Otto Heineman, President General Phonograph Corporation

The business grew so rapidly that in December, 1915, the Otto Heineman Phonograph Supply Co., Inc., was incorporated and an entire floor was leased in the Central Building at 25 West Forty-fifth

Otto Heineman Phonograph Supply Co., Inc., became the owners of the Meisselbach factory at Newark, N. J. The latter company had for a num-

(Continued on Page 143)

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

WILSONIAN Phonographs

For Southern Dealers

If you are a dealer in Alabama, Florida, Georgia, Louisiana, Mississippi or Tennessee, this advertisement will interest you.

YOU are interested in shipments, not promises. When your order for Wilsonians is received, it is shipped *promptly*

Dealers in the states named above should place their orders now for Wilsonian Machines. It is a satisfaction during these uncertain times to know that you can depend upon the maintainance of a high quality standard.

The Wilsonian trade-mark is *your* guarantee that the sterling quality of the new Wilsonian will never be lowered.

Wilsonian III \$100.00

43 in. high, 18 in. wide, 20³/₄ in. deep.
Mahogany, Golden and Fumed Oak.

Wilsonian IV \$125.00

45 in. high, 20¹/₄ in. wide, 21¹/₄ in. deep.
Mahogany, Golden and Fumed Oak.

Wilsonian V \$150.00

47 in. high, 21¹/₄ in. wide, 22¹/₄ in. deep.
Mahogany, Golden and Fumed Oak.

Wire or write your order at once.

Southern Talking Machine Distributors
300 North 8th Street, Birmingham, Alabama



WILSONIAN III

WILSONIAN IV

WILSONIAN V

GENERAL PHONO. CORP. ORGANIZED
(Continued from Page 141)

ber of years been manufacturing the Meisselbach motor, which had won a high degree of favor and popularity among discriminating manufacturers. A F. Meisselbach became a vice-president and a director of the Otto Heineman Co. and the manufacture of the Meisselbach motor proceeded under added and forceful impetus.

Six months later Mr. Heineman completed negotiations for the purchase of the John M. Dean factory at Putnam, Conn. Dean steel needles had for many years been prominent in the talking machine field and the company had also manufactured a complete line of textile pins. As soon as the Otto Heineman Phonograph Supply Co., Inc., had purchased the plant arrangements were made for the erection of a new building and the enlargement of factory facilities in every department. Important contracts for textile pins were received from the United States Government and the output of steel needles reached tremendous figures.

Introduces the OkeH Record

With three factories busily devoted to the production of motors, tone arms, sound boxes and needles, Mr. Heineman found unlimited opportunities to exercise his signal executive ability and month by month every division of his organization attained record-breaking sales totals. At the same time, however, he was not quite satisfied, for he felt that there was a link missing in the chain of products which his company was placing on the market.

This link was a record line and in 1918 Mr. Heineman purchased the record laboratory controlled by Messrs. Hibbard and Hager, New York City. The mechanical equipment was immediately tripled and shortly afterwards the trade was advised of the birth of the OkeH record. Jobbers were immediately established throughout the country and the record was enthusiastically received by the dealers everywhere. A firm believer in the value of an efficient executive and sales organiza-

tion, Mr. Heineman secured as general sales manager of his company John Cromelin, one of the best-known members of the industry here and abroad. Mr. Cromelin has been concentrating the greater part of his activities upon developing OkeH record business and the results to date have been most gratifying.

Coincident with the introduction of the OkeH record the Otto Heineman Co. purchased a plant at Springfield, Mass., which is not only handling various phases of record manufacture, but is turning out thousands of items connected with the electrical field.

Secures Control of Garford Mfg. Co.

Continuing this steady program of development and expansion the Otto Heineman Co. in the early part of 1919 secured control of the majority of the stock of the Garford Mfg. Co., which had been manufacturing the Heineman motor continuously since 1915. Mr. Heineman was elected chairman of the board of directors and Mr. Bean became president of the company. Every department in the factory was enlarged materially and new machinery and equipment was installed throughout the plant. The daily output at Elyria is averaging 3,500 motors, but notwithstanding this vast production the supply is far behind the demand and the company has thousands of unfilled orders on its books.

A few months ago ground was broken in Newark, N. J., for the erection of a \$650,000 factory for the Meisselbach division. The factory is now rapidly nearing completion and when finished promises to be one of the finest manufacturing plants in the industry. The popularity of Meisselbach motors, tone arms and sound boxes had increased so rapidly under Heineman direction that the construction of a new plant was absolutely imperative in order to partially cope with the requirements of the manufacturers.

Buys Plant in Canada

Rounding out his manufacturing organization Mr. Heineman announced last month that the company had purchased the factory of the Pollock Mfg. Co.,

at Kitchener, Ont., Canada. At this plant there will be manufactured a complete line of motors, tone-arms and sound boxes, intended for the Canadian trade and for shipment to the British Empire.

Considering the achievements that he has accomplished in a period of only five years, Otto Heineman can well be regarded as a foremost figure in this industry. He brings to the General Phonograph Corp. a chain of efficient manufacturing units in Elyria, O.; Newark, N. J.; Putnam, Conn.; Springfield, Mass., and Kitchener, Ont. The company has an extensive sales organization in Chicago under the able direction of S. A. Ribolla, assisted by C. W. Neumeister. A San Francisco office is under the management of L. Gruen, and the Canadian business is being handled to splendid advantage by C. J. Pott and a corps of assistants. R. C. Ackerman is at the head of a fast growing export department

Associated with Mr. Heineman in the executive direction of the General Phonograph Corp. will be the same able men who have co-operated with him in his activities the past five years. Among these are Adolf Heineman, vice-president; W. G. Pilgrim, assistant general manager; Miss F. Aufrechtig, cashier, and Paul L. Baerwald, eastern sales manager.

S. B. DAVEGA REORGANIZES

The S. B. Davega Co., the well-known New York Victor dealers, have recently filed a certificate of reorganization with the Secretary of State of New York. The active capitalization of the new concern is placed at \$100,000.

An interesting evidence of the very vital part the talking machine is assuming in the new education is shown in the County Educational Convention held during the week of October 6 in Cook County, Ill. Miss Margaret Streeter, of the Victor Co., made daily lectures on the Convention program. E. J. Tobin, County Superintendent of Schools, adopts for the slogan of his campaign "A Victrola in every school in Cook County."

Dear Santa Claus:

Please bring me lots and lots of those wonderful Talking Books.

Yours truly,
"Every Little Boy and Girl"

Old Santa's mail will bring you big profits this Christmas—provided you are ready.

Stock "Talking Books" for the biggest holiday demand in years. A Merry and Prosperous Christmas—the biggest ever

TALKING BOOKS

will come in for the lion's share of this increased business because they are what the children want.

Talking Books—Talking Dolls—Talking Animals

A phonograph record in a new guise. A storybook brightly pictured to delight the little ones. And the new semi-flexible record which tells its own tale is part of the book itself. Book, picture and all are put right on the Talking Machine.

Don't miss the great Christmas business in Talking Books! Special dealers' discounts according to quantity. Attractive display material goes with your shipment. Send today for catalog. Immediate delivery.

Talking Book Corporation

1 West 34th Street New York
Sole Distributors for the Dominion of Canada: Talking Book Company, Ltd.,
110-112 Church Street, TORONTO, CANADA
Exclusive Export Distributors: Emerson International, Inc.,
160 Broadway, NEW YORK CITY



The Mocking Bird—
a thrilling bird-song that brings happiness into the home.

A FEW OF THE HITS

- The Mocking Bird 25c
- The Talk'g Parrot 25c
- The Roaring Lion 25c
- Uncle Sam 25c
- The Dancing Girl 25c
- Watermelon Coon 25c
- The Tiger Hunt 25c
- Mother Goose \$1.00

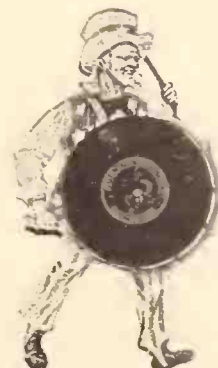


The Talking Parrot—
a droll record of squawky parrot-talk that takes the kiddies by storm.



SOME OF THE DEALERS

- John Wanamaker
- Marshall Field
- J. L. Hudson Co.
- LaSalle & Koch
- Hallet & Davis
- R. H. Macy & Co.
- Lord & Taylor



Built on Service



The New Home of
W. D. & C. N. Andrews
Buffalo, New York

It marks an epoch in the development of
SERVICE to Victor Dealers

For with new, better and larger facilities, the company realizes that the keynote of its success, **SERVICE**, can be increased.

W. D. & C. N. ANDREWS
BUFALO, N. Y.

FORMAL ANDREWS "OPENING" IN BUFFALO A GREAT SUCCESS

Prominent Dealers and Notable Personalities Extend Congratulations to W. D. & C. N. Andrews, Exclusive Victor Distributors, on Opening of Handsome New Quarters

BUFFALO, N. Y., October 6.—The formal opening of the handsome new quarters of W. D. & C. N. Andrews, the prominent Victor wholesalers, who now occupy the entire building at Court and Pearl streets, this city, formerly the Builders' Exchange, was held on Thursday of last week, and proved an affair notable in Buffalo music and trade circles.

From early in the forenoon until late at night Victor dealers and others from Buffalo, and a number of surrounding cities, called at the Andrews establishment to inspect the new quarters, where special preparations had been made for their entertain-

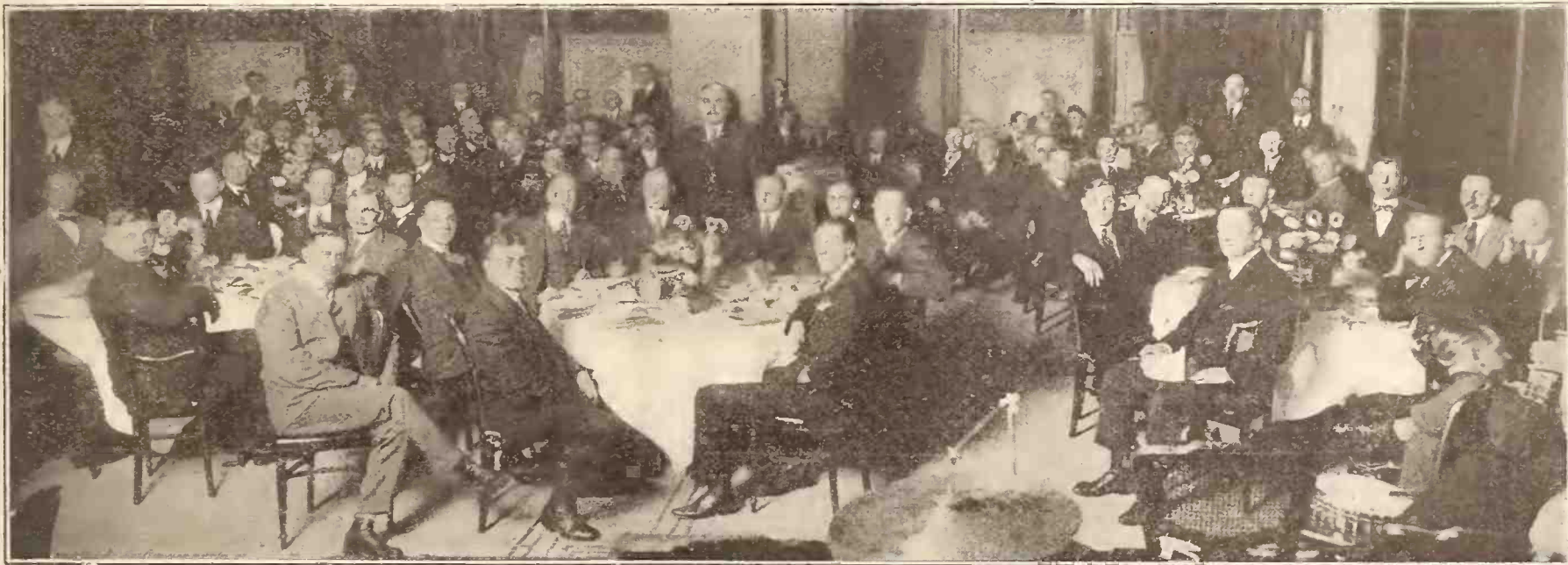
he said, were of the purest type of the Louis XV period.

Edward Lyman Bill's Address

Mr. Andrews next called on Edward Lyman Bill, of The Talking Machine World, who took for his theme the selling of small models of talking machines. Mr. Bill pointed out that although there is a distinct shortage of the more expensive models of machines, the smaller types were to be obtained more readily, and that by placing them in the homes of customers, the way was open for the installation of a larger machine when the stock situation made

that had made for Victor success, including workmanship, and the incorporation of new scientific principles as they were developed. He said in part: "Whether you realize it or not your first attraction to Victor merchandise was because that merchandise was stamped not with commercialism, not necessarily with an attractive trade mark, but was stamped with that which you felt intuitively and saw through your spiritual eyes more than your physical eyes,—the stamp of a high ideal, an ideal which seeks not remuneration but perfection as its goal."

The speaker told how President Johnson of the Victor Co. had left a profitable business to engage in the manufacture of talking machines and records, and had devoted himself to the perfection of the product as more or less idealistic work. Mr. Paine told interestingly of the early days of the talking



Guests of W. D. & C. N. Andrews at banquet at Lafayette Hotel, Buffalo

ment. They were taken over the building from roof to basement, and without exception marveled at the elaborate character of the furnishings and equipment. Entering the main floor was like going into a conservatory, with costly and handsome floral pieces from business friends throughout northern New York almost filling the central open space.

Banquet at Lafayette Hotel

After the general inspection of the building during the afternoon, the guests, to the number of 150 or more were escorted to the Lafayette Hotel, nearby, where an elaborate banquet was served to the accompaniment of the jazziest of jazz music played by the Franklin Club Jazz Band. A private dining room had been provided and the menu was of a length and character that indicated that C. N. Andrews, as master of ceremonies, had not in any sense been influenced by the high cost of living when he placed the order.

After the banquet the guests adjourned to the Andrews Building, in order that they might listen to the array of speakers who had graced the occasion by their presence.

Harold D. Smith on Andrews' Progress

After a few selections by the orchestra, C. N. Andrews welcomed the guests officially, with a few well chosen words, and then called upon Harold D. Smith, traveling representative of the Victor Co. Mr. Smith touched on the rapid development of the Andrews business, and paid a high tribute to the company for the purchase and occupancy of the new building. As to the Victor dealers, Mr. Smith advised that they make their establishment as attractive and serviceable as possible through the installation of a sufficient number of booths, the organization of a good sales force, and the installation of a system for the rapid handling of records. Advertising by window displays, a good sign over the door, and space in the newspapers, was also possible, he stated.

Ehlers Talks on Cabinet Construction

The next speaker was H. C. Ehlers, of the H. C. Ehlers Co., Dunkirk, N. Y., who spoke on the quality and style of Victrola cabinet work. He stated that having had considerable experience in the furniture field he felt qualified to say that Victor cabinets are made of the best wood, properly seasoned, and admirably put together. The designs of the cabinets,

such a move possible. The selling of the smaller machine, he said, not only tied up the customer with the product, so far as the machine went, but opened the way for the building up of more record sales.

Paine Tells of Idealism in the Trade

The next speaker was John G. Paine, of the Legal Department of the Victor Talking Machine Co. Mr. Paine based his talk upon the fact that many dealers had been associated with the Victor product so long and so intimately that they had in a certain measure lost their full appreciation of the wonderful character of their product, the gains that had been made, and the opportunities that the handling of Victor machines and Victor records had offered to them. Mr. Paine outlined the various qualities

machine, of the problems met and overcome, of what the Victor talking machine had done and was doing for the cause of music—better music.

Geo. W. Pound on Importance of Music

After Mr. Paine's address, Mr. Andrews spoke of the importance of music in national life and then introduced George W. Pound, general counsel and manager of the Music Industries Chamber of Commerce. Mr. Pound, who by the way, is a native of Buffalo, told how before the war the value of music was not fully appreciated in America, and how it was necessary to conduct a strenuous fight to prevent the Government from ranking it as a non-essential at the outbreak of the war. The high

(Continued on Page 149)

THE DIRECT LINE

PHOENIX TRADING COMPANY
1265-69 BROADWAY, NEW YORK CITY

Quality Merchandise *Service the Best*

Manufacturer's Representatives

Import Domestic Export

Representing

Jones Motrola, Brilliantone Steel Needles, Repeatograph, Pla-rite Needle, Ever Ready File for Victrolas, Peerless Record Album, Wall Kane Needle, National Toys, Violaphone Needle, Haag Files for Edison Phonographs, Lansing Covers for Piano & Phonographs, Gilbert Record Brushes, Reincke-Ellis Delivery Bags & Supplement Envelopes, New England Talking Machine Co., "Perfection & Universal" Tone Arms for Edison Phonographs, Globe Decalomanie Supplies and Diamond Points.

FRANKLIN PHONOGRAPHS

America's Newest Talking Machine

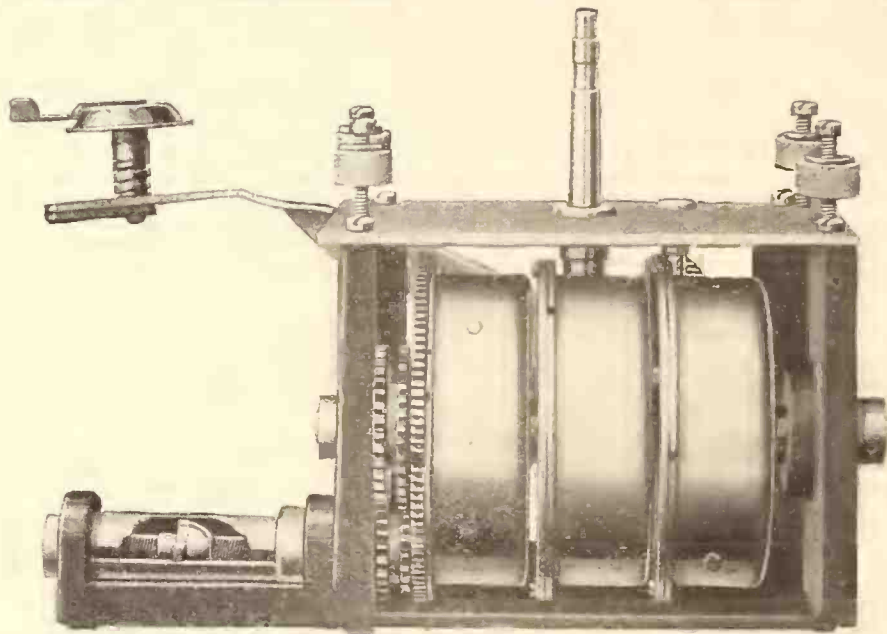
“Standard Troubles!”

Are You Tired of Them?

We were; and that is why
we designed and built the

FULTON

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TYPE 3-MW
Showing Safety Winding Device

How many times has the experienced phonograph manufacturer been heard to utter the phrase “Standard Troubles?”

Grown familiar with the faults and defects of talking machine motors, he classes all chronic troubles as “standard” and philosophically lets it go at that.

But the elimination of “standard troubles” is merely a matter of correct mechanical design, no more—no less.

The Fulton motor is different not merely because being different is advantageous, but because it had to be DIFFERENT to be BETTER.

FULTON BROS. MFG. CO.

Remember This:—

Although

There Is No Shortage in Quantity!
There Is Shortage in Quality!

Quality is the end to which we have aspired, and it is quality we have attained. There is a valid reason for every feature of the Fulton spring motor.

It is as near fool-proof as any mechanism can be.

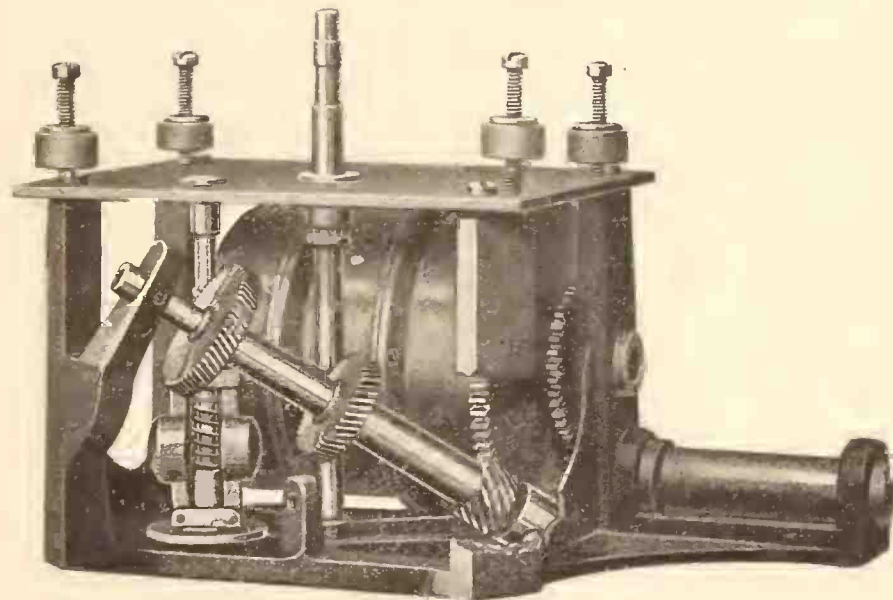
It is impossible to overwind.

There are no governor springs to work loose.

Noiseless operation, true spiral gears, constant speed, vertical governor shaft, *no adjustments*; these are only a few of the distinctive features of the

FULTON

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TYPE 3 MP
Without Safety Winding Device

Furthermore, the Fulton is sold under the following

GUARANTEE

"ALL FULTON products are made by expert workmen in a shop properly equipped. All material is purchased with full knowledge of the requirement of each part. Therefore, the Fulton Bros. Mfg. Co. unhesitatingly guarantee all their products against any defect in material and workmanship and will replace any part returned to the factory and found by them to be defective.

This guaranty does not cover the wear from long use, accident or abuse which will result inevitably in any mechanism. This guaranty does not cover spring breakage, although the use of our winding device, if undisturbed, will prevent the breakage of springs unless the material is defective. Therefore, it is our policy to be much more liberal in the matter of spring replacement than any other manufacturer can afford to be.

Owing to our standard of excellence in equipment, material and personnel and our established superiority in design it is our intention that this guaranty shall cover everything that is implied in our claim as follows:

THE FULTON MOTOR IS THE BEST PHONOGRAPH MOTOR MADE."

It costs no more; it gives better service. Then—will it pay you to INVESTIGATE?

WAUKEGAN, ILLINOIS

Have You Ever

heard a direct tone comparison between a low-priced Edison Diamond Amberola and a high-priced "talking machine"—the higher-priced the better?

If you have not, the musical merits of the Diamond Amberola, and its infinite superiority over "talking machines," will be a revelation to you.

An interesting little pamphlet entitled "Jack the Giant Killer" tells the unembellished facts. May we send you a copy? It will prove entertaining reading. A post card request is sufficient.

THOMAS A. EDISON, Inc.

AMBEROLA DEPARTMENT

ORANGE, N. J.

ANDREWS OPENING NOTABLE EVENT

(Continued from Page 145)

position now held by music as a result of the benefits that offered during the period of hostilities was also emphasized by the speaker, who further told of the value of organizing for the spreading of music propaganda. He explained how different musical organizations had brought opera into their communities and music into the schools, and declared in closing that the value of educating the people to the part that music plays in life, would make life more worth living.

After the various speakers had concluded, there was another concert by the orchestra after which the various guests departed for their homes fully impressed with the general progressiveness of the Andrews organization and with the bright future before it.

Booklet Sets Forth Andrews' History

Each guest before leaving was presented with an elaborate and most attractively gotten up booklet, telling something of the history of the Andrews establishment, which was founded in Syracuse by W. D. Andrews in the early 90's. The Buffalo house was established by C. N. Andrews in 1906, and its progress during the intervening years has made possible the maintenance of the building just purchased. In the booklet was shown views of the building itself, and the various departments included therein, the pictures serving to prove more emphatically than words the effort that had been put into the laying out of the building to render the best service possible for Victor dealers. Among those present were: C. R. Anderson, Indianapolis Talking Machine Co., Indianapolis; C. N. Andrews, C. Wright, G. W. Blanck, F. P. Desser, A. W. Eiseus, C. M. Logan, J. H. Wills, of W. D. and C. N. Andrews, Buffalo, N. Y.; W. D. Andrews and Roy Seroxton, W. D. Andrews Co., Syracuse, N. Y.; C. C. and S. H. Andrus, C. C. Andrus, N. Tonawanda, N. Y.; E. E. and F. A. Armstrong, F. A. Armstrong & Sons, Athens, Pa.; J. A. Bartholomew, Ashtabula, O.; C. Bellanca, C. Bellanca & Son, Buffalo, N. Y.; J. A. Bement and H. W. Brooks, Bement & Brooks, Springfield, N. Y.; J. A. Benjamin, W. F. and J. A. Benjamin, Rushford, N. Y.; C. K. Bennett, Eclipse Musical Co., Cleveland, O.; K. A. Berlin, Buffalo Music Co., Buffalo, N. Y.; A. V. Biesenger and E. R. Burley, Burley & Biesenger, Buffalo, N. Y.; Edward Lyman Bill, Talking Machine World, New York; H. T. Bramer, Attica, N. Y.; W. J. Bruehl and B. E. Neal, Neal, Clark & Neal, Buffalo, N. Y.; C. L. Burkhardt and G. J. Mitchell, Mitchell Hardware Co., Ashtabula, O.; E. J. Cannon, Niagara Falls, N. Y.; A. G. Clark and H. A. Smith, Jr., Clark Music Co., Buffalo, N. Y.; H. B. Clark, Buffalo Talking Machine Co., Buffalo, N. Y.; J. C. Cottrill, Cottrill & Cottrill, Arcade, N. Y.; R. W. Crowell, Bradford, Pa.; J. D. Daniels, Albion, N. Y.; W. H. Daniels, C. H. Heinike and J. E. Huber, Denton, Cottier & Daniels, Buffalo, N. Y.; C. Fred Danielson, Danielson Music House, Jamestown, N. Y.; G. W. Deetz, Temple of Music, Scranton, Pa.; H. C. Ehlers, H. C. Ehlers Co., Dunkirk, N. Y.; A. W. Erion, Erion Piano Co., Buffalo, N. Y.; W. C. Erion and F. C. Kraft, F. Erion Co., Buffalo, N. Y.; E. C. Emens and A. D. Houck, Houck & Emens, Buffalo, N. Y.; C. R. Fales, E. T. Bates Co., Union City, Pa.; F. C. Fawcett, Hammoudsport, N. Y.; J. J. Federmau, Clifton Furniture Co., Cleveland, O.; E. A. Friedlander, Bailey Co., Cleveland, O.; C. C. and P. Froehley, of J. Froehley & Sons, Angola, N. Y.; G. A. and T. A. Goold, Goold Bros., Inc., Buffalo, N. Y.; W. F. Gould, Buffalo, N. Y.; G. H. Graf, Geo. H. Graf & Co., Dunkirk, N. Y.; J. Hackenheimer and H. N. Wahl, C. Kurtzmann & Co., Buffalo, N. Y.; W. P. Hall and E. H. Overton, Overton & Hall, Westfield, N. Y.; C. H. Hammond, Richardson & Hammond, Middleport, N. Y.; Glad Henderson, New York; W. B. Herbert and C. E. Siegusmand, Buffalo, N. Y.; V. B. Holcombe, Dushore, Pa.; A. C. Hollenbeck, Akron, N. Y.; H. W. Hutchens, Hutchens Piano House, Lockport, N. Y.; A. Jenks, A. H. Jenks & Son, Mt. Morris, N. Y.; C. and M. J. Kaepfel, Kaepfel Piano Co., Buffalo, N. Y.; N. Koskie, Koskie Music Co., Hornell, N. Y.; H. B. Kurtz, Conneaut, O.; J. C. Langeland, M. Doyle Marks Co., Elmira, N. Y.; C. Liske, Buf-


falo, N. Y.; S. D. MacDowell, Addison, N. Y.; A. Maisel, Buffalo, N. Y.; B. F. Marks, Barker, N. Y.; D. J. McGuire, Tuttle & Rockwell, Hornell, N. Y.; I. and L. Melzer, I. Melzer & Co., Inc., Buffalo, N. Y.; V. W. Moody and O. L. Neal, Buffalo Talking Machine Co., Buffalo, N. Y.; J. Ohlin, O. Stranburg, Stranburg Music Co., Jamestown, N. Y.; R. D. Owen, Mansfield, Pa.; J. G. Paine and H. D. Smith, Victor Talking Machine Co., Camden, N. J.; G. W. Pound, Music Industries Chamber of Commerce, New York; J. M. Quirk, Batavia, N. Y.; J. M. Rae, G. & J. M. Rae, Niagara Falls, N. Y.; C. and H. A. Reinhardt, H. A. Reinhardt & Son, Buffalo, N. Y.; C. R. Richardson, Richardson & Hammond, Middleport, N. Y.; L. M. Rumsey and A. R. Watrous, Watrous & Rumsey, Perry, N. Y.; F. E. Russell, J. N. Adams & Co., Buffalo, N. Y.; J. W. Russell, Stranburg Music Co., Oil City, Pa.; A. F. and S. J. Schwegler, Schwegler Bros., Buffalo, N. Y.; L. K. Scott, Wm. Hengerer Co., Buffalo, N. Y.; C. E. Smith, Tonawanda, N. Y.; G. Steffen, Steffen's Music Store, Lockport, N. Y.; L. W. Steuler, H. Steuber & Son, Leroy, N. Y.;

L. F. Stevens, Friendship, N. Y.; H. D. Towne, Robert L. Loud Co., Buffalo, N. Y.; G. H. Van Keuren, East Aurora, N. Y.; George J. Veach, Oil City, Pa.; C. Willard, Willard Music House, Olean, N. Y.; G. J. Winter, Winter Piano Co., Erie, Pa.; and W. L. Zinner, Clifton Furniture Co., Cleveland, O.


C. K. WOODBRIDGE HONORED

C. K. Woodbridge, sales manager of the Dictaphone division of the Columbia Graphophone Co., New York, was elected secretary-treasurer of the National Office Appliance Manufacturers' Association at the annual meeting held recently at Atlantic City. Mr. Woodbridge has been associated with the Columbia Co. for the past year, and prior to that was for many years with the Oliver Typewriter Co.

For advertising purposes in street crowds a Frenchman has mounted a phonograph in a case resembling a camera.



UNIVERSAL TONE ARM





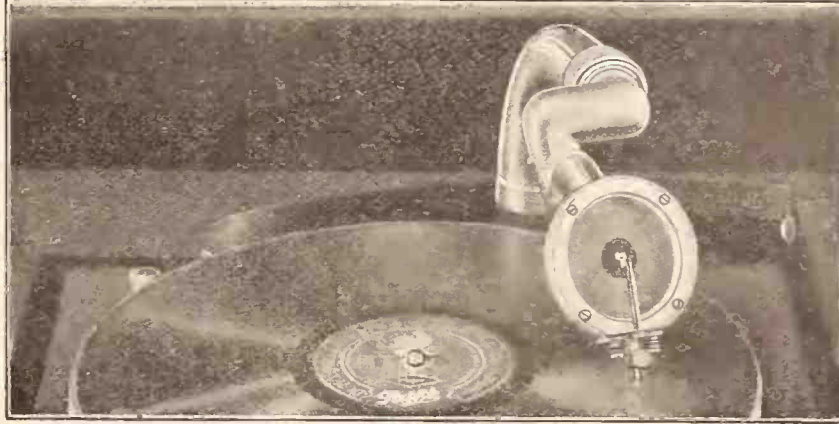
Patented May 13th, 1919

Talking machine manufacturers should anticipate their tone arm needs early to insure prompt delivery. The demand for phonograph this Fall will be very large, and it is the manufacturer who places his order early that will be given the benefit of Empire service. Get in touch with us at once and secure our quantity prices on this splendid equipment.

WRITE FOR FOLDER AND PRICES

We are in a position to make immediate Deliveries

Empire Universal Attachments FOR EDISON PHONOGRAPHS



Makes any disc record playable on the new Edison Disc Phonograph. Write for folder and attractive quantity prices.

Address All Inquiries to Chicago Office

EMPIRE PHONO PARTS COMPANY

Sales Office—429 S. Wabash Ave.—CHICAGO, ILL.
Factory—1108 W. 9th St.—CLEVELAND, OHIO



Free! Any or all of these leaflets will be sent to you in answer to a request on your business letterhead. There are no secrets about our terms to the trade.

Grey Gull Records are made attractive to you, *not* by unusually large discounts; nor by special concessions of *any* kind. They are made attractive to you because you are certain that *nobody* is buying them on better terms than those published; because they are beautifully recorded and cleanly printed; because they are made by a responsible, strongly financed concern; because you can be sure of getting your monthly quota promptly and regularly, this year, next year, five years from now and twenty years from now. Write us today, at 693 Tremont Street, Boston.



“Tell Me” is a fascinating fox-trot rendered by the Waldorf-Astoria Singing Orchestra. You’ll tell us to send you more when you hear it. A=2783.

Columbia Graphophone Co.
NEW YORK



ST. LOUIS BELIEVES IN PUBLICITY

Sales Grow in Volume Because of Advertising— Bonus for Famous & Barr Employees—New Pathephone Distributors—Miss Merritt New Manager of Scruggs, Vandervoort & Barney Co.’s Victor Department—Other News.

St. Louis, Mo., October 10.—After spending all of August and most of September in building up their stocks to meet the anticipated big fall and early winter business, St. Louis talking machine dealers cut loose Sunday before last with a broadside of advertising which threatened to clean out their accumulated stocks in short order. It looked like a concerted move, but more likely each one thought to steal a march on the others and each of the others had the same thought at the same time. Or it may be that clever advertising men played one against another. However it came about, there was more talking machine advertising in one issue of the Sunday papers than there had been in weeks before. And the result was that the sales made such encroachments on the hoarded stocks that most of the dealers stayed out of last Sunday’s papers. The Aeolian Co. came to the front with a mid-week full page announcement of the Vocalion and the Vocalion record, in which the record, pictorially at least, overshadowed the machine, a huge record occupying the greater part of the page. Whether advertising is to be thanked for it or not the business in machines and records was heavy in the latter part of September and October followed without any diminution of sales. All dealers are faced with the certainty of not having enough stock to meet the demand between now and Christmas, notwithstanding that there has been an

improvement in the volume of the shipments. The chief lack is going to be in the finest and most costly machines.

Miss Lorraine Merritt has been appointed manager of the Victor department of the Scruggs, Vandervoort & Barney Dry Goods Co. She has been first assistant for the past six years. The appointment follows the resignation of C. S. Hammond, who was manager of both the piano and talking machine departments. The departments are now separate, with a manager over each. Russell Elam is the new manager of the piano department.

Mark Silverstone, president of the Silverstone Music Co., has returned from Mackinac Island, where he spent several weeks.

Employees of the talking machine department of the Famous & Barr Co. participate in a bonus distribution, which the house has announced to take place January 31. Those who have been there since 1918 will receive a month’s extra pay, those who have been there one year will receive three weeks’ extra pay, those who have been there since July will receive two weeks’ extra pay and those who have been there from October will receive one week’s extra pay. Most of the employees of the talking machine department have been there the maximum period.

M. I. Maier, formerly with the Smith-Reis Piano Co., has taken a position with the Tri-States Co., wholesale talking machines, in the Victoria Building.

R. R. Comor, formerly with the Aeolian Co., has taken a position with the Silverstone Music Co.

The distributing agency for the Pathephone has been changed from the Hellrung & Grimm Co. to the Rice-Stix Dry Goods Co. The department at the Rice-Stix store is in charge of William Heiner. The Hellrung and Grimm Co. will continue as re-

tailers of the Pathé line. O. M. Kiess, general field supervisor of the Pathé Freres Phonograph Co., New York, effected the change.

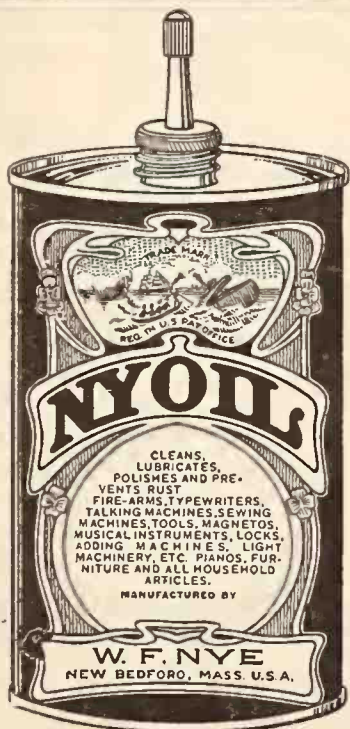
J. M. Dick, who travels in Kentucky, Tennessee and Mississippi for the Columbia Co., was married a few days ago to Miss Emily Topping of Grand Rapids, Mich. They will live in Memphis.

W. C. Reinhardt, former president of the Kirehmer Piano Co., Memphis, Tenn., which was sold recently to the O. K. Houck Piano Co., has opened an exclusive Columbia store in the Peabody Hotel Building, Memphis, under the name of Reinhardt, Inc. He has been in the music business for eighteen years.

ORGANIZE NEW COMPANY

Dr. R. E. Faldl, well known in the local talking machine trade, and Albert Gumble, prominent song writer, have organized a new company which will be known as the Allied Phonograph & Accessories Corp., with headquarters at 145 West 45th street, New York. The company will handle the entire output of three eastern manufacturers of machines, motors, tone-arms and other parts, and Dr. Faldl will be in charge of sales. Mr. Gumble is the composer of a number of popular hits, including “There’s a Little Lump of Sugar Down in Dixie” and “Alexander’s Band Is Back in Dixie Land.”

The Sawkins Piano Co., of Alma, Mich., have leased the store adjoining the one they have had for several years, and joined it with an archway to their room, giving them a fine double room for their talking machine, piano and sheet music business.



NYOIL is put up in the following sizes:
No. 32 (Can) 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

Metro
N.Y.C.
PHONOGRAPH CO.

THE PHONOGRAPH OF QUALITY!



The "Big 3" Sales Factors

Purity of Tone
Beauty of Design
Quality of Workmanship

Born only one month ago, the "Metro" is now being successfully marketed by a substantial number of dealers.

The experience of these dealers covers a wide range in the talking machine field and after having subjected the Metro to exhaustive tests they are enthusiastic over the exquisite reproduction of voice—the beautiful appearance of the cabinets—the fine workmanship—and last but by no means least, the reasonable prices and discounts.

The spontaneous success of the Metro has proved that our product is the genuine article—the cause of admiration to all who hear it.

Come and hear it now. Do not delay. Our salesrooms are conveniently located to the Hudson Terminal, all three of the New York subways, all of the elevated railroads and street cars. Perhaps you would prefer to make an appointment for a private demonstration. If so, call Beekman 2277.

You know of the shortage of phonographs—and with Christmas time ahead of us, now is the time to place your orders. We will guarantee shipment of machines before Christmas on all orders accepted within the next month.

Variety of styles retailing up to \$200.

Write for exclusive agency in your territory

SALES ROOMS
154 Nassau Street
(City Hall Sq.)

Metro
N.Y.C.
PHONOGRAPH CO.
NEW YORK CITY

FACTORY
55 Vesey Street

NORTHWEST NEEDS MORE GOODS

Early Closing Saturdays Advocated in Twin Cities—Larger Victor Shipments Reported—Sommers & Co. Take on Player Rolls—Edison Goods Arriving—Miss Rhetts a Visitor

MINNEAPOLIS AND ST. PAUL, MINN., October 8.—Early closing Saturdays is being agitated among the music merchants of Minneapolis, and the movement is likely to spread to St. Paul. Following a suggestion of the Minneapolis Retail Merchants' Association the department stores of Minneapolis have decided to close at 6 p. m. Saturday all the year around. This means that the Victrola departments of the L. S. Donaldson Co., Powers Mercantile Co., and the Dayton Co., will be closed every evening in the year. The Metropolitan Music Co., and the Minnesota Phonograph Co., have announced that they will get into the early Saturday closing without any more ado and put their intention into effect Sept. 25.

Talking machine distributors are on beds of thorns these days. The retail dealers from every part of the Northwest are desperate through their inability to obtain machines and what they say to the distributors is not to be repeated in a high class trade paper.

Victor goods, are coming to the Northwest in more generous quantities than for some months. Doubtless the management of this big concern is well informed as to the conditions in the Northwest and are straining every nerve to afford relief, but if they could hear the wails and lamentations of the talking machine dealers of the twin cities they would strain another nerve or do something else. But it is some satisfaction to know that the shipments of Victor products are somewhat heavier and George Mairs, talking machine director for W. J. Dyer & Bro., and the Beckwith O'Neill Co. Minneapolis are increasing sales.

A distinguished Victor emissary was in the twin cities during the week of Sept. 20-26 in the person of Miss Edith Rhetts of the educational department. She was one of the principal speakers at the session of the Minnesota Federation of Women's clubs in Little Falls, giving the members of that organization some ideas of musical appreciation. Dudley Crafts Watson of Milwaukee, a noted art critic managed to put in some good words for the world famous Victrolas which no doubt was appreciated by Miss Rhetts, as she was not in position to "talk shop."

Manager Jay H. Wheeler of the phonograph department of G. Sommers & Co., Pathé distributors, recently has added a player roll department in order to keep more busy. George L. Ames, sales manager for the United States Music Co., recently visited the twin city player dealers and spent considerable time with Mr. Wheeler. He was followed by George W. Lyle, assistant to the president of the Pathé Co., who stopped in the twin cities a few days on his way East after making the grand rounds of the United States, around the rim as the aviators say.

Laurence H. Lueker distributor for the Edison has been somewhat appeased by the receipt of several heavy shipments of Edison goods. If the instruments will only come as they did for a little while, Mr. Lueker believes that he may pull through to the holidays without losing an irreparable number of friendships. It will be hard at the best.

Foster & Waldo, who are advertising heavily in the daily papers never fail to give due prominence to the Sonora lines. These instruments with the graceful and classy lines of their cases will continue to grow in popularity in this territory, in the opinion of F. & W.

W. L. Sprague, of the Columbia, is conducting a very active Columbia propaganda from his new headquarters, the largest and most modern phonograph distributing center in the entire Northwest. Like many others in the business he can't even keep a line of sample machines on his display floors, and must sell by catalogue illustrations. But then the dealers are so eager for Grafonolas that they are glad to take anything that the Columbia company is willing to part with.

For the Fall Rush



A New and Beautiful Line of Splendid Models that are ready for

DELIVERY NOW!

There are eight handsome designs, second to none. A sound box of unvarying quality, a tone arm that permits the playing of all records perfectly with an almost automatic adjustment.

Look into these and other strong selling features that make the Regina the most desirable Phonograph to handle.

And last but not least, you can be sure that your orders will be filled.

Don't forget the Regina is made not assembled, by the Regina Co. for over 25 years Manufacturers of musical instruments of quality.

Distributed in New York State and New Jersey by

BROWN McMANUS & CO.

51 East 42nd Street
New York City

Opposite the Grand Central Station



CLEANS REVIVES PRESERVES

MAKES OLD RECORDS PLAY LIKE NEW

TONE-CLEAR IMPROVES AND LENGTHENS THE LIFE OF ANY RECORD AND REDUCES THE CHANCE OF DAMAGE TO THEM BY 90%

TONE-CLEAR WILL MAKE MONEY AND FRIENDS FOR ANY JOBBER OR DEALER

It is easy to sell, simple to use and is absolutely fool-proof. Use it sparingly. One bottle will clean 250 or more records. It is a 100% article with a 100% guarantee.

Tone-Clear has been subjected to the most severe tests and proves our every claim for it. We guarantee it without reserve. Our list of customers already includes many of the largest jobbers and dealers in the United States. Be the first to introduce Tone-Clear in your territory.



Order from any of these Jobbers

CALIFORNIA
Walter S. Gray, 942 Market St., San Francisco
Chas. H. Yates, 311 Laughlin Bldg., Los Angeles.

IDAHO
Chastain's, Inc., Lewiston.

ILLINOIS
Arrow Supply Co., 57 E. Jackson Blvd., Chicago.

MICHIGAN
H. N. Ness Co., Inc., Detroit.

MINNESOTA
Beckwith, O'Neill Co., Minneapolis.

MISSOURI
K. C. Phonograph Service Shop, 1329 E. Eight St., Kansas City.

MONTANA
Orton Bros., Butte.

NEBRASKA
Mickel Bros., Omaha.

OREGON
Pacific Accessories & Supply Co., Portland.
M. Sells & Co., Portland.
Blumauer-Frank Drug Co., Portland.

PENNSYLVANIA
The Reed Co., Pittsburg.

WASHINGTON
Joy Manufacturing Co., Seattle.

WISCONSIN
Gether Piano Co., Milwaukee.

Sample bottle sent anywhere upon receipt of retail price of 50c. Price to dealers: \$4.00 per dozen—less 10% in gross lots. We pay half the freight to all points east of the rocky mountains from Portland. Special discount to jobbers.

WAX-WILSON COMPANY
204-5-6 Fenton Building
PORTLAND, OREGON

Exclusive distributors for the United States and Canada.

RITE-TONE NEEDLES and DIAPHRAGMS

Formerly

PLA-RITE



Rite-tone needles carry a name that means a lot to the consumer, dealer and jobber, that is when the needle in reality has the right tone. We have spent a lot of money to convince the people, and as a result we are now extending our line to the foreign countries.

We still have some open territory in the United States for jobbers and dealers and those who are looking for a money-making proposition are the ones we want to represent our line. Write us and we will communicate with you.

A Few Words About the Rite-tone Diaphragm

The inventor of the Rite-tone Diaphragm has spent seven years experimenting and it is just a few weeks ago since he pronounced it perfect. We are now manufacturing them in large quantities and are so satisfied with the results of the invention that we will ship you any amount under positive guarantee that they will meet your requirements or you may return them to us at our expense.

No cementing where the stylus connects. No blasting nor metallic sound.

PLA-RITE MFG. WORKS

Galesburg, Ill., U. S. A.

NEW ISSUE

\$1,500,000

General Phonograph Corporation**First Mortgage 7% Serial Gold Notes**

Interest payable semi-annually, April 1 and October 1. Principal and Interest payable in United States gold coin at The Harriman National Bank, New York City. Coupon Notes in denominations of \$1,000 registerable as to principal only. Due in five equal annual installments, October 1, 1920, to 1924 inclusive.

Interest payable without deduction of any Normal Federal Income Tax not to exceed 2%, and any State Income Tax not to exceed 2%.

THE HARRIMAN NATIONAL BANK, TRUSTEE

Redeemable in whole or in part at 105% and accrued interest at the option of the Company on not less than thirty days' notice.

The President of the Corporation, Mr. Otto Heineman, has summarized his letter to the bankers in reference to this note issue as follows:

Corporation: The General Phonograph Corporation will be the largest manufacturer of phonograph supplies in the United States. The Companies acquired by the Corporation equip with their motors, tone arms and sound boxes, the phonographs of not less than 75% of the independent American manufacturers of phonographs, of which there are about 1,200. The output of phonograph needles comprises more than one-third of the total sale of that article in the United States.

Security: These notes will be secured by a closed first mortgage on all the real estate, plants, machinery, and equipment, now owned or hereafter acquired by the Corporation, and by pledge of the capital stock of all subsidiary companies.

Net tangible assets as of July 31st, 1919, of the combined Companies after applying the proceeds from the sale of these Notes, but exclusive of patents, trade marks and good will, were \$3,426,683.

Earnings: Net profits for the period January 1st, 1916, to July 31st, 1919, were at an annual rate of over three and one-third times interest requirements on these Notes; for the seven months ended July 31st, 1919, net profits were at an annual rate of ten times interest requirements of this Note issue.

Purpose of Issue: Proceeds from the sale of this issue of Notes will be used to pay all mortgage indebtedness of the Otto Heineman Phonograph Supply Company, Inc., to complete the construction of the new factory, and to provide additional working capital.

MATURITIES AND PRICES

\$300,000 due October 1, 1920—100 and interest, yielding about 7.00%
 300,000 due October 1, 1921—99¾ and interest, yielding about 7.14%
 300,000 due October 1, 1922—99½ and interest, yielding about 7.19%
 300,000 due October 1, 1923—99¼ and interest, yielding about 7.22%
 300,000 due October 1, 1924—99 and interest, yielding about 7.24%

Legal proceedings in connection with the issue of the above Notes are being passed upon by Messrs. Chadbourne, Hunt & Jaekel and Messrs. Wesselman & Kraus for the Bankers and Messrs. Schechter & Lotsch for the Corporation.

Audit by Messrs. Price, Waterhouse & Co., Certified Public Accountants, of New York. Appraisal of the properties by Messrs. Ford, Bacon & Davis, Engineers, of New York.

Merrill, Lynch & Co.

Members New York Stock Exchange

New York Chicago
 Detroit Los Angeles

Kelley, Drayton & Co.

Members New York Stock Exchange

40 Exchange Place New York City

Harriman & Company

Members New York Stock Exchange

111 Broadway New York City

All statements herein are based on information which we regard as reliable, and, while we do not guarantee them, they are the data upon which we have relied in the purchase of these notes.

All of these notes having been sold, this advertisement appears as a matter of record.

A Record Line That Sells



OKEH RECORDS

The Most Popular of all Popular Records

OKEH RECORDS

Give the dealer an Excellent Opportunity to Develop a Profitable Record Business with Maximum Satisfaction.

OKEH RECORDS

Are doubled-faced and every record will "sell." The Okeh library has "hits" that your customers are asking for every day.

OKEH RECORDS

Retail for 85c. and we know from our experience that this line is by far the best selling record line in the industry.

CONSOLIDATED TALKING MACHINE CO.

227-229 WEST WASHINGTON STREET, CHICAGO, ILL.

Happenings in Dominion of Canada

CANADIAN MANUFACTURERS ORGANIZE AN ASSOCIATION

Twenty Talking Machine Manufacturers Meet in Toronto and Organize With W. D. Stevenson as President—Great Showing of Talking Machine Men Present at King Edward Hotel

TORONTO, CAN., October 5.—Following a dinner at the King Edward Hotel on September 25, a new industrial organization to be known as the Canadian Phonograph Manufacturers' Association was organized. Representatives of twenty manufacturers met and elected the following officers: President, W. D. Stevenson, of the Starr Co. of Canada, London, Ont. vice-president, O. C. Dorian, of the Pathé Freres Phonograph Co. of Canada, Ltd.; secretary, J. A. Fullerton; treasurer, S. L. Cooke, of the George McLagan Furniture Co., Ltd., Stratford, Ont. One of the most important committees appointed was that which will deal with exports, for a wide field is open to Canadian manufacturers within the empire. The annual dues have been placed at \$25.

The executive committee is to consist of the chairman of the standing committees, which are export trade, exhibition, nominating, finance, legislation and tariff committees, as follows:

Export Committee—Messrs. Montagnes, Pollock and Robson.

Exhibition Committee—Messrs. Ford, van Gelder and Teeple.

Finance Committee—Messrs. Hoarde, Merritt and Puckett.

Legislation and Tariff Committee — Messrs. Wright, Murray and Stanton.

The firms represented and those present were: R. G. Teeple, Geo. McLagan Furniture Co., Ltd., Stratford; T. Montagnes, I. Montagnes & Co.; E. H. Van Gelder, Minerva Phonograph Mfg. Co., Ltd.; O. C. Dorian, Pathé Freres Phonograph Co., Ltd.; A. E. Landon, Columbia Graphophone Co.; T. Nash, Berliner Gramophone Co., Ltd., Montreal; R. H. Murray, Berliner Gramophone Co., Ltd., Montreal; Jno. E. Hoare, The Cecelian Co., Ltd.; W. E. Worth, The Cecelian Co., Ltd.; J. D. Ford, The R. S. Williams & Sons Co., Ltd.; S. J. Cook, The Geo. McLagan Furniture Co., Ltd., Stratford; E. C. Seythes, Nordheimer Piano & Music Co., Ltd., Stratford; Claude A. McMurtry, Gold Medal Furniture Mfg. Co. Ltd.; James Pollock, Pollock Co. of Canada, Ltd., Kitchener; Jno. Robson, Masou & Risch, Ltd.; W. Coburn, Canadian Symphonola Co., Ltd.; J. C. Rennie, Curtiss Aeroplanes & Motors, Ltd.; W. H. Merritt, Imperial Phonograph Corp., Owen Sound; F. A. Trestrail, Musical Merchandise Sales Co.; W. D. Stevenson, Starr Co. of Canada, London; John A. Fullerton.

TORONTO A VERY BUSY TRADE CENTER THESE FALL DAYS

Period Designs Growing in Favor Throughout Ontario—Some Exhibition Aftermath—Prominent Columbia Men in Toronto—James P. Bradt Gets Great Send-Off—News Items of Interest

TORONTO, ONT., September 19.—J. E. Jarvis, of 399 Shaw street, and A. Plimstead, of Paris, Ont., were the winners of the two \$150 scholarships in the amateur singing contest at the recent Canadian National Exhibition.

In announcing the winners, Dr. Vogt paid high tribute to the enterprise of the talking machine companies which had inaugurated the competition.

Just what proportion of the sales in Canada are period designs is pretty hard to estimate. But there is no uncertainty as to the increasing demand for these types of instrument. Some dealers are enthusiastic over the prospects. They feel that in approaching a man who has spent several hundred dollars in furnishing a parlor in Queen Anne, Louis XVI, William and Mary, Sheraton or some other period, they have something worthy of his home from the standpoint of cabinet work as well as a musical instrument to offer him. Naturally as the

sales of period designs to the more prominent citizens of any town increase, other people in more modest circumstances will desire the same style.

The Record Lite and the Jones Motrola are now available to the Canadian trade through His Master's Voice, Ltd., Toronto, Ont., who are sole Canadian distributors.

A. J. Balcombe, of City Road, London, England, was a recent visitor to Toronto and New York. While in Queen City he was the guest of C. J. Pott, Canadian salesman of the General Motors Corporation, whose Heineman-Meisselbach motors Mr. Balcombe has the agency in England for. He expressed himself to your correspondent as being greatly impressed with the spirit and business activity of Canada. He was also of the opinion that a strong connection could be established for exporting phonographs and musical instruments to Britain, were it not for the high tariff and transportation costs.

Mr. Balcombe also referred hopefully to the settlement in the near future of the labor troubles in his country.

Mariou Dorian, treasurer of the Columbia Graphophone Co., New York, recently stopped off at Toronto on his return from a holiday trip down the St. Lawrence with Mrs. Dorian to visit their son, Otis C. Dorian, general manager of the Pathé Freres Phonograph Co. Mr. Dorian visited the Fair and was particularly pleased with the phonograph exhibits, which he considered very creditable to Canada and to the industry over here.

H. J. M. Gloeckler, music dealer of Saskatoon, Sask., visited this city during the exhibition. The Gloeckler Store features "His Master's Voice" records and Gerhard Heintzman phonographs. Mr. Gloeckler is very enthusiastic over the showing made by the talking machine branch in the demand for records of the better music.

When the boys at "His Master's Voice" stand at the Toronto Fair presented a canary choir they attracted a huge crowd which thoroughly enjoyed the startling and mystifying effect of six different Victrolas playing at once, each with a bird record. The canaries in cages that formed a part of the decorative scheme of the exhibit joined in. The records played were the numbers 45117, 45061, and 17735.

Employes and members of the Brunswick-Balke-Collender Co. of Canada, Ltd., makers of the Brunswick phonograph, recently held their first annual picnic at Grimsby Beach.

Arthur Mandy, formerly manager of the Phonograph Shop in Ottawa, Edison and Columbia dealers, is back again in his old civilian position. He was absent for the past three and a half years, having served for this period in the Navy, in which he was an officer.

F. S. Whitten, president of the Columbia Co., New York, recently spent a day in Toronto at the Canadian branch of this firm. This was Mr. Whitten's first visit to Toronto in his present capacity. He was accompanied by H. L. Wilson, general manager, T. C. Roberts, chief engineer, and Mr. Moore, head of the cabinet department.

H. R. Braid, of I. Montagnes & Co., Canadian distributors of the Sonora line, returned to Toronto from a trip West in time for the Exhibition opening. Mr. Braid went as far as Winnipeg, in Sonora interests, and was agreeably impressed with this go-ahead city and the energetic dealers who are making it so important a musical center.

The staff of the Musical Merchandise Sales Co., Canadian distributors of the Brunswick phonograph,

(Continued on Page 159)

SOME OF THE LARGEST MANUFACTURERS OF TALKING MACHINES ARE USING

The Mutual
TONE ARMS & SOUND BOXES

?

Send for Samples, Catalogue, Quantity Discounts, etc.

MUTUAL TALKING MACHINE CO., Inc.

145 WEST 45th STREET

NEW YORK

Chicago Offices, Republic Bldg., H. Engel, Mgr.

IMPORTANT NOTICE

TO THE AMERICAN TRADE

The Sterno Manufacturing Company
19 CITY ROAD LONDON, E. C. ENGLAND

Manufacturers of the world known COMPACTOPHONE—the most complete portable gramophone extant—beg to announce the conclusion of arrangements for the EXCLUSIVE SELLING RIGHTS IN THE UNITED STATES OF THE

High Grade Motors Manufactured By **Mermod Freres** St. Croix Switzerland

WONDERFUL MECHANISM

These motors represent the acme of workmanship and quality. Each part is made to the finest gauge limits and assembled to run with the precision of a watch—silent and true. Messrs. Mermod Freres is an old established Swiss manufacturer. Back of their motors are years of hard practical experience. The experimental stage was left behind a decade or more ago. Reliability and quality is therefore assured.

DIFFERENT MODELS

Mermod Freres motors comprise several types—single and double spring worm and pinion-gear drive, the very latest and scientific method of construction.

CONSULT US

Before placing your orders elsewhere consult us as to prices and terms of trading. We are out for quick shipments and prompt delivery direct from the factory to the buyer.

SPECIAL TERMS TO JOBBERS

Within the near future it is proposed to establish
A CENTRAL DISTRIBUTING DEPOT IN NEW YORK
Meanwhile trade enquiries should be directed to

THE STERNO MANUFACTURING CO.
19 CITY ROAD LONDON, E. C. ENGLAND

TORONTO A BUSY TRADE CENTER

(Continued from Page 157)

are now comfortably settled in their new quarters at 819 Yonge street. They report a good demand for Brilliantone needles, for which they have the agency.

I. Montagnes, of I. Montagnes & Co., Canadian distributors of Sonora lines, has returned to Toronto from a visit to Holland. Mr. Montagnes was accompanied by Mrs. Montagnes and their little daughter, and paid their first visit in five and one-half years to their old home in Antwerp.

C. A. Griffis, 911 Kent Building, Toronto, Ont., has been appointed Canadian selling agent for Triangle tone-arms, Magnedo needles, the new Dayton motor and the Supertone needles. They are also the Canadian representatives for the Plaza Music Co.

R. H. Murray, manager of the promotion and sales department of His Master's Voice, Ltd., Toronto, returned home in time for the fair from the second annual convention of the heads of the educational department of the Victor Talking Machine Co. which was recently held under the leadership of Mrs. Frances E. Clark, director of the educational department of the Victor Co. The convention from beginning to end proved most interesting and helpful to all who were in attendance, said Mr. Murray.

W. V. Ray, formerly of Heintzman & Co., Ltd., Brantford branch, has joined the selling staff of Musical Merchandise Sales Co., Toronto, Brunswick distributors.

J. C. Cornelius, manager of the phonograph department of Mahood Bros., Kingston, Ont., has been successful in impressing upon the faculty of the Louise School in Kingston the importance of music in the school and has sold a Brunswick phonograph to that educational institution.

Ed Findlay, of I. Montagnes & Co., died recently. He was a brother-in-law of H. R. Braid of the same firm. Mr. Findlay was well and favorably known to a wide circle of friends who deeply deplore his untimely passing. He is survived by a widow.

Charles S. Croyell, president of the Adams Furniture Co., Columbia dealers in this city, died recently.

It was recently announced that James P. Bradt had resigned from his position with the Columbia Co. Mr. Bradt has been with the Columbia Co. for the past twenty years and numbers a host of members of the trade among his friends. Mr. Bradt will remain with the company in an executive capacity, which will be decided later.

On the day before his departure from Toronto the staff of the local Columbia Co. surrounded their retiring manager and presented him with a hand-



WHY The RE-CALL?

Because it recalls with accuracy the Masterpieces of all the great artists as well as all the musical and song hits of the season.

It plays any record made without changing the soundbox. Furthermore, the excellence of its finish makes it an ornament in any home.

Manufacturers of high-grade cabinet work for more than forty years.

We make cabinets for dealers having special designs, our factory being well equipped for this purpose.

Territory being allotted to active dealers. Write for particulars

The Huss Bros. Phonograph & Piano Co., 6-8-10 West Canal Boulevard, Cincinnati, Ohio

some club bag. The presentation was made by Mr. Grayson. The genial Jimmie was for once completely lost for suitable words to express himself, but made a very feeling acknowledgement of the gift.

A party of Mr. and Mrs. Bradt's personal friends accompanied them to the Union Station to see them off. They were supplied with quantities of confetti, with which they showered the departing couple, and quite naturally the other passengers on the train carried a newly married couple off on a honeymoon trip.

Mr. Bradt received telegrams and letters from all sections of Canada expressing regret at the severance of business relations and wishing him all kinds of joys for the future. One admirer wrote:

"So Long, Jimmie!"

"We have wintered you and summered you,
And we've found you on the square;
When a little boost was needed
We have always found you there
There's a little way about you,
A way we're going to miss
When we have to do without you,
And that way is simply this:
There is nothing of you yellow,
Every inch of you is white;
You are nothing but a good fellow,
Every ounce of you is right,
God bless you by making your future bright."

A recent Western trade visitor to Toronto was T. A. Switzer, of Switzer Bros., Ltd., who just recently severed his connection with Fletcher Bros., Ltd., to open up business in Vancouver with his brother. They have secured "His Master's Voice" records and Sonora phonographs, with both lines of which Mr. Switzer is quite familiar.

EXPANSION OF THE LAYTON BROS. BUSINESS IN MONTREAL

Now Control Two Stores, One Devoted to Edison Goods, the Other to Columbia Grafonolas—N. F. Rowell's New Post—Brunswicks for Steamships—Souvenir Record for Prince of Wales

MONTREAL, CAN., October 10.—Trade in talking machines and records continues strong and expansion seems to be the keynote of business with all dealers. One of the most important moves is the addition to the Layton Bros. store, 522 St. Catherine street and is a tribute to the energy of Manager P. E. Layton, who began the business nine years ago.

In their new wing great care and thought has been given by the architect to the comfort of the patrons. Specially ventilated tone booths have been constructed, well-appointed rest-rooms erected, etc. In addition to the added space, which now makes twenty sound-proof record demonstration booths on the ground floor, where more customers may be accommodated, their show windows have been increased by an additional twenty-five-foot frontage on St. Catherine street, giving them one of the largest show windows devoted to musical merchandise in the Dominion of Canada.

A special reception marked the "openings," when souvenirs were distributed to visitors.

This now gives this firm two stores devoted to records, the new store being a fully equipped Columbia Grafonola salesroom and record department, while Edison products are well represented with demonstration booths and stock on the Stanley street side.

The McCaw-Bissell Furniture Co., Sherbrooke, Que., are most enthusiastic Aeolian-Vocalion boosters and are utilizing every legitimate mode of advertising, street car, newspaper, theatre programs, etc., to promote the interests of this make. To date their efforts have been most successful and they are looking forward to a nice business this winter.

A young blind man in Halifax, N. S., is working on a rather novel device that serves to carry the reproduced sound upward instead of downward, as in all the present talking machine models. This, together with the removal of all angles in the horn, will, it is believed, aid in a more faithful reproduction of sound.

Norman F. Rowell, well known to the Montreal talking machine trade through his long connection as manager of the phonograph department of C. W. Lindsay, Ltd., has associated himself with Brown's Talking Machine Shop. His intimate knowledge of His Master's Voice lines, coupled with his large following, should stand him in good stead in his new position.

Vernon H. Hooper has resigned from the Brunswick Shop to accept the position made vacant by the resignation of Norman F. Rowell. When interviewed by The World correspondent, Mr. Hooper said that everything points to a busy and profitable autumn and winter season in Columbia and Sonora machines and Columbia records.

"Tommy" Cowan, of the Cowan Piano & Music Co., of this city, has sold the Canada Steamship Lines two Brunswicks for their boats "Rapids Princess" and "Rapids King." This makes ten Brunswicks with which this steamship line has now equipped their boats.

It was fitting that the initial delivery of the souvenir record issued by Berliner Gramophone Co., Ltd., Montreal, commemorating the Prince of Wales' visit should be by aeroplane. This record, number 120410, was transported from the factory at Montreal to the Ontario Distributing house, "His Master's Voice," Ltd., via the aerial route.

Commenting on some of the conditions observed in a trip through the Maritime Provinces, S. H. O'Donnell, traveler for Brunswick, recently said to The World correspondent: "The small-town business men are waking up to the possibilities of phonographs and are beginning to give the standard lines a good representation in all towns and villages. One item which is worthy of mention is the number of automobile dealers down here who are going into the talking machine business."

Frieda Hempel, the Metropolitan star and Edison artist, who was an interested visitor at the warehouses of Layton Bros., Montreal, recently expressed her delight with the Layton Bros' phonograph salon.

Among the latest dealers to take on the Columbia line is R. M. Ross, who has just opened up at New Westminster, B. C.

Special on STEEL NEEDLES

We are contemplating closing a contract for **Thirty Million Needles** Per Month within the near future, and must arrange to sell them, and can quote prices as follows: *For Immediate Delivery*

10 thousand lots	45c per thousand
100 thousand lots	43c per thousand
500 thousand lots	42c per thousand
1 million lots	39c per thousand
5 million lots	33c per thousand

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

Talking Machine Supplies and Repair Parts

SPRINGS, SOUND BOX PARTS, NEEDLES

THE RENÉ MANUFACTURING CO.
MONTVALE, NEW JERSEY



Amparito Farrar sings Moszkowski's "Serenata" and Tosti's "Venetian Song." Thousands have flocked to hear her. Hundreds of thousands will want this record in their homes. A=2782.

Columbia Graphophone Co.
NEW YORK

ATTRACTIVE WINDOW DISPLAY

Arranged by Dealers' Service Department of Columbia Co. for Use of Dealers

The dealers' service department of the Columbia Graphophone Co., New York, has prepared for the use of Columbia dealers a very attractive window display for November. This display, which is built around Columbia "high-class" rec-



Suggestion for dealers' window display

ords, is designed to sell the recordings of such artists as Pouselle, Hackett, Barrientos and Straeciari.

All of these artists are recording exclusively for the Columbia library, and their appearances this fall and winter on the concert and operatic stage will be of wide and general interest the country over. In preparing this display the company is endeavoring to stimulate the public demand for the symphony records of a few particular artists to the end that a continuously renewed interest in the entire series will be created.

TONE TEST SELLS MACHINES

Scores of Sales and Inquiries Result From Appearance of Dalhart in Kansas City

Vernon Dalhart, a popular Edison tone test artist, recently gave seven short tone test recitals at the Newman Theatre, in Kansas City. According to Charles R. Lee, manager of the Edison Shop, of Kansas City, these tone tests resulted in the sale of twenty-one Laboratory Models during the week and twenty-five more sure sales were arranged for. Scores of inquiries which were made at the Edison Shop will result, Mr. Lee believes, in many sales.

"We believe that the Dalhart recital will be an important factor in the sale of \$75,000 worth of Edison instruments this year in our territory and a direct factor in sales in adjacent territory, for, we referred to other dealers fifty prospective customers who heard the recital, but who live outside of Kansas City," said Mr. Lee.

"We were greatly surprised by the direct sales resulting from the New Edison's demonstration," said Mr. Lee. "Vernon Dalhart and the New Edison sang seven nights before more than 75,000 persons. The program was an exceedingly brief one, Dalhart first singing a solo with orchestral accompaniment, and then he and the New Edison in unison and alternation sang 'Can't Yo' Heah Me Callin, Caroline?' Many skeptical ones in the audience were immediately convinced of the worth of the New Edison by the genuineness of the tone test demonstration.

"To advertise the tone test recital itself we ran a big newspaper campaign during the week and carried a double spread ad featuring Dalhart in the theatre program. The key line of the ad was 'Put Your Faith in Edison.'"

The Cable Piano Co., of Saginaw, Mich., has just changed managers. Mr. Pulfrey, who has been here for years, has gone to Toledo and taken charge of the Cable Company's store there, and Mr. Collier has taken the Saginaw store. Mr. Collier was with the Cable Co. at Detroit before making the change.

**Phonograph Repair Parts
Motors, Tone-Arms, Sound-Boxes, and Accessories**

Main Springs

No. 1— $\frac{1}{8}$ x8x.022	Each	\$0.30
No. 2— $\frac{1}{8}$ x11x.020	"	.30
No. 11— $\frac{1}{8}$ x11x.023	"	.39
No. 12— $\frac{1}{8}$ x9x.023	"	.35
No. 7— $\frac{1}{8}$ x10x.025, H. No. 2, 6, Mark, Sw.	"	.29
No. 14— $\frac{1}{8}$ square hole.	"	.41
No. 17—1x16x.026, Sonora, Meisselbach, Thomas	"	.65
No. 20—1x11x.027, Sonora, Meisselbach, Thomas	"	.60
No. 26—1 3/16x18x.027, Heineman No. 44	"	.75
No. 41—2x16x.025, Edison, Meisselbach	"	1.75
No. 3— $\frac{1}{8}$ x11x.020, Edison, Gem	"	.30
No. 30—1" Edison, Std.	"	.53
No. 34—1 1/4" Edison, Home	"	.65
No. 25—1 1/16x21x.030, Edison	"	1.15
No. 35—1 1/2" Edison-100	"	1.55
No. 36—1 9/16x16x.024, Edison	"	1.45
No. 6— $\frac{3}{8}$ x9x.022, Col. No. 5, Tr. Fl. Melo.	"	.42
No. 23—1"x8, Col. Harm.	"	.39
No. 19—1x10x.025, with loop or hole.	"	.53
No. 18—1x11x.025, Col. H. No. 3, 7	"	.53
No. 24—1x11x.025, Hook Ende	"	.53
No. 16—1x11x.022—Victor	"	.46
No. 21—1", Victor, N. S. with clip, short.	"	.58
No. 22—1", Victor, N. S. with clip, long.	"	.63
No. 31—1 1/4", Victor, Marine Ende.	"	.65
No. 32—1 1/4", Victor, New Style with clip, short.	"	.60
No. 33—1 1/4", Victor, New Style with clip, long.	"	.65

Governor Springs

For Victor, 1 1/2c each; per 100	\$1.00
For Victor—Bend Ends, 1 1/2c each; per 100	1.25
For Col., 1 1/2c each; per 100	1.00
For Hein, Mele, Thom., etc., 1 1/2c each; per 100	1.00
Governor Screws, Col., 1c each; per 100	.75
Governor Screws, Victor, 1c each; per 100	.75

Sound Boxes

Sound Box, Victor	Each	\$3.75
Needle Arm Exh.	"	.43
Diaphragm Mica Exh.	"	.19
Diaphragm Mica No. 2 Sound Box	"	.16
Rubber Backs Exh.	"	.39
Thumb—Needle Screw, Vic. or Col., 1 1/2c each; Per 100	1.00	
Sound Box, Columbia	Each	2.75
Needle Arm for Columbia	"	.41
Diaphragm Mica for Columbia	"	.23
Diaphragm Mica for Columbia, 1 1/4"	"	.13
Sound Box, Sonora	Each	1.75
Needle Arm for Sonora	"	.35
Diaphragm, Mica, 1 31/32	"	.18
Diaphragm, Comp., 1 31/32	"	.05

Tone Arms

Baby T. A. & S. B.	Each	\$0.85
No. 1—T. A. & S. B., Universal	"	1.90
No. 3—T. A. & S. B., Goose Neck and Universal	"	3.75
No. 5—T. A. & S. B., Universal	"	2.75
No. 6—T. A. & S. B., Goose Neck and Universal	"	4.50

Motors

Single $\frac{3}{4}$ Spr. 10" T.T. Top Reg.	Each	\$2.25
Single Cast Iron Frame, 10" T.T.	"	3.50
Double Spr. 12" T.T. Dial Reg.	"	5.25
Double Spr. Sw. Nickel Plated, 12" T.T.	"	6.25

Attachments, Felts, Sapph. Points, Etc.

Attachment to play Edison or Pathe Rec. on Vic.	Each	.25
Attachment to play Edison or Pathe Rec. on Col.	"	.25
Attachment, Permanent for Victor	"	1.15
Attachment to play Vic. or Col. Rec. on Edison	"	1.75
10" T.T. Felts	"	.10
12" T.T. Felts	"	.15
Sapphire Points for Pathe Records	"	.27
Sapphire Points for Edison Records	"	.27
Diamond Points for Edison Records	"	2.25
Needle Cups for 1 1/4" hole	"	.03
Needle Cups with cover for 1 1/4" hole	"	.04
Automatic Lid Support	"	.45
Automatic Stop	"	.60

Records

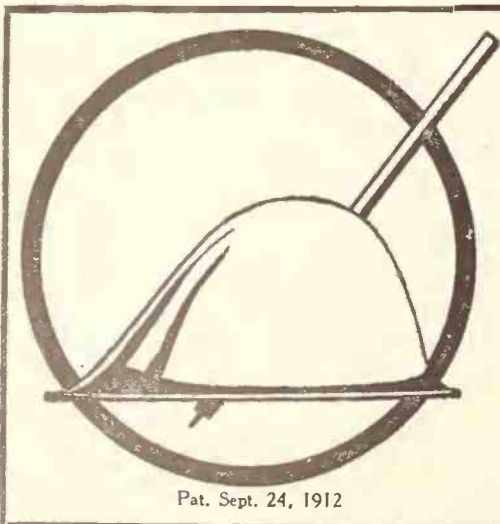
Columbia 10" Records, 100 selections to pick from	37 1/2c each; Per 100	\$35.00
Imperial and Rex Sapphire 10" Records, 200 selections to pick from	25c each; Per 100	22.00

Terms: Net Cash, F.O.B. N. Y.

Catalogue on request

We also specialize in high grade repair work.

Manhattan Phonograph Co.
75 East Fourth St. New York, N. Y.



Pat. Sept. 24, 1912

The Bell Hood Semi-permanent Needle

Plays 50 to 100 Records...Eliminates Scratching... Purifies and Harmonizes the tone.

Over 500 Dealers and Distributors are Agents for the Bell Hood Needle

Why not you? Write at once.

Retails one package of 3 needles 25 cts.
Dealer's Price, \$15.00 for 100 pkgs. Jobber's Special Prices.

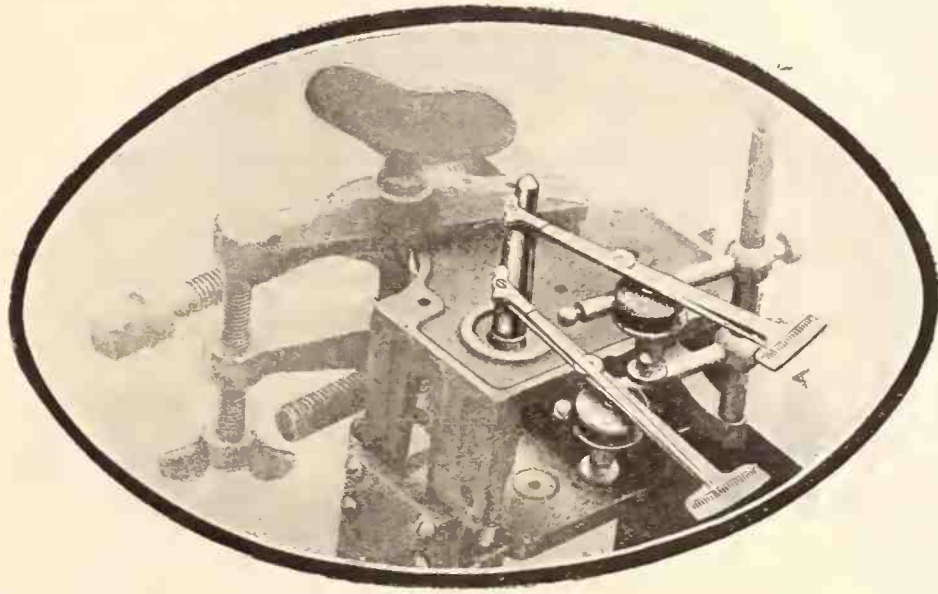
SOLE AGENTS THE WORLD OVER

NEW ENGLAND MUSICAL INSTRUMENT TRADING CO.
127 EAST 23rd ST. NEW YORK

Jobbers of complete line of Musical Instruments.

OHIO REPRESENTATIVE CHESTER A. BADGER

430 Republic Bldg. 647 Euclid Ave. CLEVELAND, OHIO



Rigid Inspection

EVERY turntable shaft used in a Stephenson Precision-Made Motor is tested by these indicators, which magnify any irregularity a hundred fold.

If the shaft is out-of-round beyond a tolerance of one and one-half a thousandth of an inch, plus or minus, such shaft is immediately discarded.

Rigid inspection of all parts after each operation, keeps the Stephenson Motor a Precision-Made Motor.

STEPHENSON
INCORPORATED
One West Thirty-fourth Street
New York City

WHEN we announced in this paper a short time ago advising dealers in records and rolls to plunge heavily on

MARY EARL'S big waltz number, "BEAUTIFUL OHIO"

we informed you it was going to be a big hit, and those wise dealers who stocked up heavily were the ones who had the tremendous sale; those who did not suffer from the tremendous shortage of this famous waltz.

WE now take pleasure in announcing MARY EARL'S new waltz, vocal and instrumental,

"DREAMY ALABAMA"

This number is fast becoming one of the most sensational hits this country has ever known, and as big as her "Beautiful Ohio." We advise every dealer in records and rolls to stock up heavily to meet the tremendous demand that is bound to come.

In addition to our usual exploitation, we will have a FULL PAGE ADVERTISEMENT in the November issue of the

LADIES HOME JOURNAL

announcing this composition, together with other extensive advertising in other papers and magazines.

The other numbers that will be very successful for records and rolls:

"Broken Blossoms"

"Hawaiian Smiles"

"I Wanna Go Back"

"Pleasant Dreams"

"Idol"

"Witching Waves"

"Ting Ling Toy"

PUBLISHED BY

Shapiro, Bernstein & Co., Inc.

MUSIC PUBLISHERS

BROADWAY & 47th ST.

NEW YORK, CITY

Gleanings From the World of Music

GROWTH OF RECORD SALES PLEASURES MUSIC PUBLISHERS

Royalties Welcome But Increased Demand for Records Tell of Bigger Opportunities in a Financial Way—Record Makers and Dealers Should Watch Public Trend Toward Popular Songs

The publishers of music look with pleasure on the ever-increasing volume of talking machine records being manufactured. Even the publishers of standard music who were the last to see any value to the trade in general from this source, are now appreciating the royalties accruing therefrom, and showing more and more interest in records.

While the royalties of successful songs have increased tremendously during the past few years, the fact that the more popular numbers are generally oversold at the height of their success, makes the publisher realize that even with the in-

creased royalties from mechanical reproduction sources the amount is probably small in comparison with the amounts that in the future will be derived from those sources.

As a matter of fact during the past two years there has been no time when the more popular selling records have been manufactured in sufficient quantities to care for the increased demands the talking machine dealer has felt for numbers of the "hit" variety. The publisher sees the sale of records constantly increasing and at the same time the sales of his songs still multiplying.

THE BIG SELLER

now on the

VICTOR OCTOBER LIST



Publishers who have been in the habit of co-operating with manufacturers, jobbers and dealers in records, by supplying publicity material have no intention of discontinuing such co-operation, but with the more popular records not being man-

(Continued on Page 164)

Watch It Grow



WORDS BY
WILLIAM LE BARON

MUSIC BY
VICTOR JACOBI

CHAPPELL & CO., Ltd., New York, Toronto and Melbourne



DEAR HEART



THE BALLAD SENSATION OF THE YEAR — THE MELODY YOU CAN'T FORGET

This song has created a sensation, but best of all it will live many months.
BE SURE to have the phonograph records and word rolls of this number in stock.

VICTOR RECORD
PATHE RECORD
EMERSON RECORD

Q. R. S. ROLL
CONNORIZED ROLL
UNIVERSAL ROLL

AND ALL OTHER RECORDS AND ROLLS

PUBLISHED BY

C. C. CHURCH AND COMPANY

NEW YORK

HARTFORD

LONDON

PARIS

SYDNEY

RECORD SALES PLEASE PUBLISHERS

(Continued from Page 163)

ufactured in sufficient quantities to meet the demands, the publisher is beginning to feel that it is a waste of money and material to go to extra expense where the number is a big success. Of course they realize that this shortage of certain types of records will not always continue to the extent that it is being felt at the present time. They know that the record companies are alive to the situation and are meeting the conditions, and that the situation will constantly improve.

That there will ever be a sufficient quantity of records to fulfill the demands when a song or instrumental number is at its height is a question, as the problem connected with the manufacture of records is much more complicated than that of producing sheet music. The publishers can turn out great quantities of music with a rapidity that probably will at no time be possible in record making, no matter how many improvements are made.

A case in point at the present time are such numbers as "The Vamp," "Tell Me" and "I'm Forever Blowing Bubbles," all numbers having big popularity as songs and dance selections. That it is possible for the record manufacturers to anticipate the demands for numbers of this class is open to argument for the simple reason that the publishers of the sheet music themselves are

Ask Your Manufacturer or Jobber for These Records

"Arizona Mona"

Indian Song and Fox Trot
—BY MILO REGA—

"Here's to the Waltz"

(That Dreamy Dance of Love)
Instrumental
By Lew Hays

Also on the Leading Player Rolls

Published by

Gabriel Music Co.

GILBERT DODGE, Mgr.

154 West 45th Street, New York

HERE ARE
BIG HITS—SALES!—PROFITS!
"You Can Sell More Than You Order"
RECORDS—PLAYER ROLLS—SHEET MUSIC

THE
BIG
SIX

"NOW I KNOW"
WILL SELL LIKE WILDFIRE

"KENTUCKY DREAM"
BEST LITTLE "REPEATER" IN THE WORLD

"YOU DIDN'T WANT ME WHEN YOU HAD ME"
(SO WHY DO YOU WANT ME NOW) "YOU KNO' ME AL"

"HONEYMOON WALTZ"
THE MORE YOU PLAY IT—THE MORE YOU'LL SELL

"BLUES"—MY NAUGHTY SWEETIE GIVES TO ME
IT'S IRRESISTIBLE—"A JAZZ FEET-SURE"

"SIPPING CIDER 'THRU A STRAW"
EVEN "FATTY ARBUCKLE" IS DOIN' IT



FREE!—Send your name and address to Dept. R. R. and we will mail you at once—Postage Paid—a complete handy reference chart of all the latest hits, giving their numbers and showing by which record and roll company they are made. A Big Time Saver.

JOS. W. STERN & COMPANY
102-4 W. 38th Street, New York

generally behind in their shipments of numbers of so great a popularity. The publishers' troubles in case of this kind are mechanical just as are those of the record manufacturers. The demands of sheet music like the demands of records have increased so greatly during the war and after war period that neither industry is able to cope with the situation at times.

The record manufacturers' problem in such cases will always be a more complicated one than that of the publisher. But with the present methods of popularizing songs and the co-operation the publishers will always offer to the record manufacturer, this problem will no doubt be lessened.

Meanwhile the jobbers and dealers, by watching the trend of public taste and the success of the leading songs of the moment and ordering records accordingly, will do much to assist the manufacturers in judging the quantities necessary to care for the demand. After all the manufacturer must make his decision after a certain minimum of records have been turned out on the advance and reorders from his jobbers and dealers.

With the popular publishers placing more of their numbers in their 30c catalogs, and this with as much success in regard to sales and certainly with more success in regard to revenue and profit, the manufacturer, jobber and dealer of records can look forward to seeing more and more money spent by publishers in publicity. Some of this publicity

will undoubtedly, as in the past, be prepared for talking machine jobbers' and dealers' use, and with the recognition that the publisher today gives the records, player rolls, orchestras, etc., as a means of assisting in the popularization of timely numbers they probably will in the future increase their co-operation in those fields.

CO-OPERATING WITH PUBLISHERS

Talks by Representatives of Music Publishers
Now Feature of Many Gatherings of Talking Machine Dealers—An Excellent Idea

A new feature is now being introduced at meetings of talking machine dealers in various sections—a feature that means much for the development of closer co-operation between the music publishing and the talking machine interests—through the presence at the meetings of representatives of prominent popular music publishing houses. These representatives have taken occasion to explain to the talking machine men the methods pursued by the publishers in exploiting their songs, how best the talking machine men can co-operate with these campaigns of exploitation, to their ultimate benefit in record sales, and what numbers are proving most successful at the moment or promise to develop into hits.

The progressive talking machine dealers have long ago learned that it pays to keep in touch with the sheet music trade, and accept sheet music

TRIANGLE TRIO OF SURE-FIRE SONG HITS

A Hit With Performers, Orchestra Leaders, Sheet Music, Player Rolls and Record Dealers

A
SWEET SOUTHERN RAG BALLAD
BY AL. BERNARD

SUGAR

PLAYED BY EVERY LEADING
DANCE ORCHESTRA AND SUNG
BY SCORES OF PERFORMERS.

WHY DON'T YOU DRIVE MY BLUES AWAY?
THE BEST "BLUES" SONG ON THE MARKET. FULL O' PEP

JUST SAY THE WORD

A Wonderful One-Step or Fox-Trot By Wheeler Wadsworth and Victor Arden of The All Star Trio. Famous Victor Artists.

TRIANGLE MUSIC PUBLISHING CO.

145 West 45th St. New York

ATTENTION! DEALERS!

Here are a few of the October releases from the catalog of
PACE & HANDY PUB. CO.

- "HESITATING BLUES," sung by Adele Rowland, Columbia A 2769
- "ST. LOUIS BLUES," Pathe B 22087
- "THE DANCING DEACON," Pathe 22167
- "HESITATING BLUES," Pathe B 22086
 Above Pathe records played by Lieut. Jim Europe's 369th U. S. Inf. (Hell Fighters) Band
- "BIG CHIEF BLUES," Pathe 22180
 (Introducing "A Good Man Is Hard To Find), Played by the "Master Saxophone Sextette
- "SLOW DRAG BLUES," Aeolian 12195
 Played by Dabney's Orchestra
- "THAT'S THE FELLER," Emerson 9227
 Sung by Al Bernard

Write for special rates on sheet music to Dealers. You will be interested. Mention THE TALKING MACHINE WORLD.

"A Good Man Is Hard To Find" is going big. It will keep your sales going up, up, up.

PACE & HANDY MUSIC CO., Inc.
 1547 BROADWAY, NEW YORK

sales as a guide to the popularity, or probable popularity, of the new talking machine records. While keeping in touch with the representatives of the publishers, and there is not a publisher of any prominence who has not a dozen or more representatives scattered throughout the country, the talking machine men can gain first hand information about the music of the day that should prove invaluable to them.

The music, after all, is the real basis of the talking machine record, and upon the popularity of the music depends the salability of the record. The retailer, therefore, cannot know too much about the music of the hour, if he wants to meet with the greatest success.

The Triumph Phonograph Co., Milwaukee, Wis., has been dissolved, according to advice from that city.

CAPT. KINGWILLS NEW POST

Former Associate Manager of The World in Chicago Will Represent E. L. Bill Publications With Headquarters in Cleveland

Capt. H. Scott Kingwill, former associate manager of the Western office of The Music Trade Review and The Talking Machine World in Chicago, recently received his release from active duty in the United States army. For nearly two years he has been serving with the famous Fourth division and saw much active fighting at the front with the infantry.

He has just rejoined the staff of Edward Lyman Bill, Inc., as manager of the Cleveland office, and will represent the E. L. Bill publications through the mid-west territory, including Ohio, Indiana, etc., making his headquarters in the city of Cleveland.



The HARPONOLA BOY Is Always Happy

This smiling "Harponola Boy" is a true symbol of the Harponola Talking Machine—that machine which is winning dealer friendship the country over. Harponola is the kind of machine that no catalog can correctly interpret.

A Harponola dealership is the kind of money-maker that can't be expressed in cold phrases.

So we put the happy "Harponola Boy" at the head of our announcement and let it go at that. If the symbol means anything to you—WRITE US. You will not be disappointed.

Ask for the Harponola Proposition

HARPONOLA COMPANY

By EDMUND BRANDTS, Sales Manager
 CELINA, OHIO

Remember, Harponola Cabinets are made by Mersman Brandts Brothers.

Our Okeh Record proposition is the best in the business for the independent dealer.



55 55

Everyone SINGS **FIFER SONGS** Everyone SELLS

WONDERLOVE

Waltz—Serenade

- "I've Got A Little Home in the Country"—Double Song. Fox Trot.
- "When You're Lonely, So Lonely, Just Drifting"—Beautiful Duet. Syn-copated ballad.
- "Clovertime"—A tingling tune.
- "There's a Time and Place For Everything"—Sung by Billy Beard in Field's Minstrels.
- "The Only Sweetheart I Ever Had"—The ballad hit of Field's Minstrels.
- "I'm a Dancing Fool"—By Al Bernard, "The Boy From Dixie," and J. Russel Robinson.
- "The Busted Blues"—A funny "no money" blues.
- "Just for a Place in Your Heart"—Waltz.
- "Sailing Down Manila Bay"—Oriental Fox-trot.

You'll be delighted with these songs in the sheet, on record or player roll. Order today

C. ARTHUR FIFER MUSIC CO., Inc.

Quincy, Ill., U. S. A.



Watch for Talking Machine Record and Player Roll of

"Tents of Arabs" "Wond'ring" "Romance"

All by LEE DAVID

HERE ARE NUMBERS THAT SELL

B. D. NICE & CO.

1544 Broadway New York

DISTRIBUTING RIGHTS FOR

*Supertone**"All That The Name Implies"*

TALKING MACHINES

ARE NOW AVAILABLE TO REPRESENTATIVE FIRMS

We offer the SUPERTONE TALKING MACHINE as a Distributing Proposition solely on its merits as a Quality Product.

In every detail of manufacture, the most scrupulous care has been taken to produce a product equal to the finest talking machines in the world.

The success and reputation of the SUPERTONE are evidence of the accomplishment of this standard.

A SUPERTONE agency, therefore, is synonymous with Quality, Profit, and Service.

THE TIME IS SHORT

Immediate Action Is Necessary

WRITE TO-DAY
FOR DETAILS

Supertone

Talking Machine Co.

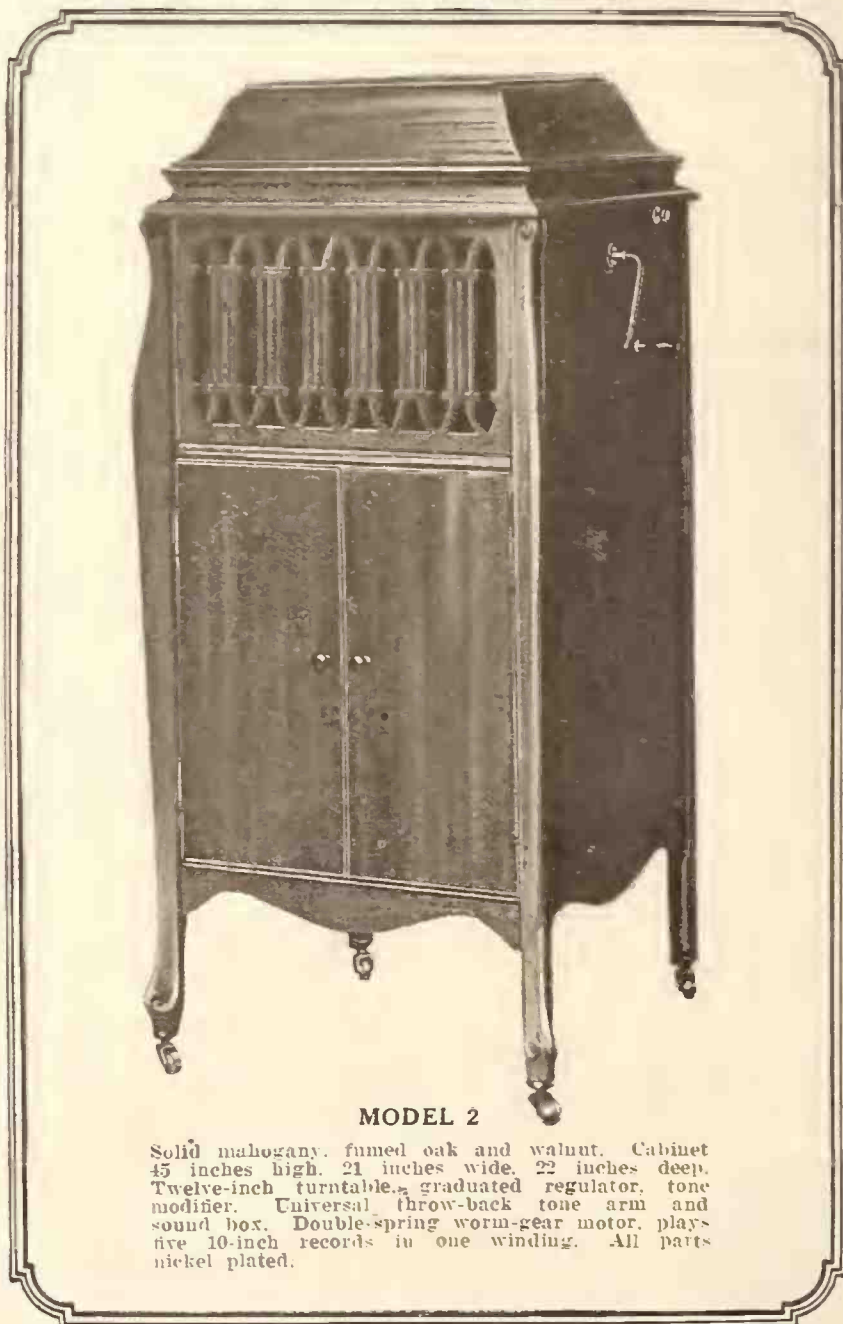
18 West 20th Street
NEW YORK

DISTRIBUTORS

THE ROUNTREE CORP., RICHMOND, VA.
Virginia West Virginia No. Carolina

SOUTHERN SUPERTONE T. M. CO., SELMA, ALA.
So. Carolina Alabama Georgia
Florida Louisiana Mississippi

SUPERTONE T. M. CO., NEW YORK, N. Y.
New York New Jersey Pennsylvania
Maryland District of Columbia



MODEL 2

Solid mahogany, fumed oak and walnut. Cabinet 45 inches high, 21 inches wide, 22 inches deep. Twelve-inch turntable, graduated regulator, tone modifier. Universal throw-back tone arm and sound box. Double-spring worm-gear motor, plays five 10-inch records in one winding. All parts nickel plated.

AMBEROLA ADVERTISING DRIVE

K. R. Moses, Recently Discharged from Service, to Push Amberola Extensively

To complete all arrangements with jobbers concerning extensive plans for making the coming year the banner year in Amberola sales, K. R. Moses, sales manager of the Amberola department of Thomas A. Edison, Inc., is making a tour of the United States in the interests of a national Amberola advertising campaign. Mr. Moses was recently discharged from service upon his return from France. When the United States entered the war Mr. Moses immediately resigned his position and enlisted as a private. He was discharged from service with the rank of first lieutenant.

Charles H. Long has opened a new talking machine store in the rooms over Balmut's Shoe Store on South Main street, Winchester, Ky.

JOINS THE CHAMBER OF COMMERCE

Columbia Graphophone Co. Applies for Membership in Music Industries Chamber of Commerce —Talking Machine Trade Now Well Represented in That Organization

The latest and a most important addition to the membership of the Music Industries Chamber of Commerce from the ranks of the talking machine trade is the Columbia Graphophone Co., who sent in its application for membership to the Chamber last week.

That such an important company as the Columbia has seen fit to take an active interest in the affairs of the Chamber of Commerce is significant as reflecting the growing interest in, and appreciation of the work of that body that has developed among talking machine men. In sending in the application of the Columbia Co., H. L. Willson, vice-president and general manager, wrote in part:

"From the literature I have read and from my general understanding of the organization, it seems to me you are promoting a general interest in music on a permanent basis, and in a constructive manner, and I feel, therefore, that inasmuch as our company is one of the largest and most active music organizations in the country, we should be associated with you."

The talking machine trade is now well represented in the Chamber of Commerce ranks, there having joined that body recently the Victor Talking Machine Co., the Sonora Phonograph Corp., Pathé Freres Phonograph Co., and other concerns.

Mc KINLEY TO JOB OKEHS

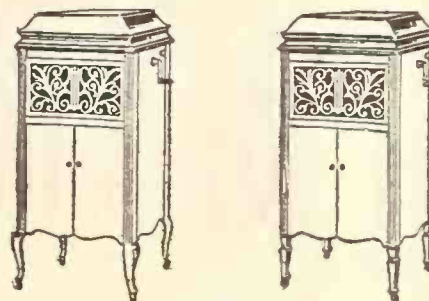
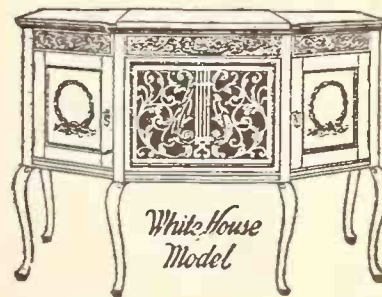
CHICAGO, ILL., October 10.—The McKinley Music Co. of this city, well-known music publishers with a large publishing plant on the South Side, announce that they will hereafter job the OkeH line of talking machine records. With its great facilities for distribution and its prominent position in the musical publishing business, this firm should become one of the largest OkeH distributors of the middle west.

JOINS COLUMBIA SALES STAFF

R. H. Woodford, well-known in the Eastern retail piano trade, has been appointed a member of the sales staff of the Philadelphia branch of the Columbia Graphophone Co. Mr. Woodford succeeds Charles S. Keyes, who recently resigned.

Announcing the New 1920 Playerphone

MANUFACTURED BY
PLAYERPHONE TALKING MACHINE CO.
D.W. MCKENZIE, CHICAGO, ILL. PRESIDENT
W.D. CALDWELL, TREASURER



The
GREATEST PHONOGRAPH IN AMERICA FOR TONE, QUALITY and BEAUTY. ELEVEN DIFFERENT MEDIUM SIZED MODELS. PLAYS ALL MAKES OF RECORDS PERFECTLY

Dealers desiring to handle a high grade phonograph for the big fall and holiday trade should communicate with us direct or with any of our jobbers listed below:

- Berry, Demoville & Co., Nashville, Tenn.
- John B. Bond, Little Rock, Ark.
- Chapman Drug Co., Knoxville, Tenn.
- Clawson & Wilson, Buffalo, N. Y.
- Day Drug Co., Akron, Ohio
- Des Moines Drug Co., Des Moines, Iowa
- L. S. DuBois Drug Co., Paducah, Ky.
- Hornick, More & Porterfield, Sioux City, Iowa
- Reid Lawson, Inc., Birmingham, Ala.
- Chas. Leich & Co., Evansville, Ind.
- A. C. McClurg & Co., 352 E. Ohio St., Chicago, Ill.
- Oklahoma Book Co., Oklahoma City, Okla.
- Orchard & Wilhelm Co., Omaha, Nebr.
- Twin City Talking Machine Co., Uhrichsville, Ohio
- Van Vleet-Mansfield Drug Co., Memphis, Tenn.
- Waco Drug Co., Waco, Texas
- H. W. Williams & Co., Fort Worth, Texas

Some Desirable Jobbing Territory Still Open
Manufactured by
PLAYERPHONE TALKING MACHINE COMPANY,
338-352 N. Kedzie Ave., Chicago, Ill.



REGINA Phonograph

New Exclusive Features

Made by manufacturers of musical instruments of the highest grade for over a quarter of a century

A GOOD PROPOSITION

Write for Territory

THE REGINA CO.

47 West 34th St. New York
209 S. State St. Chicago



Why Break Records? Just File Them!

That is if you have the wonderful *Record filing system* which is a feature of

The Marvelous **MAGNOLA**



Watching the Music Come Out

This is only one feature of many that will command your interest and attention. *Let us send you handsome illustrated catalog and information as to our plans for helping you to make money with MAGNOLA.*

MAGNOLA TALKING MACHINE COMPANY
OTTO SCHULZ, President

General Offices 711 MILWAUKEE AVENUE CHICAGO	Southern Wholesale Branch 1530 CANDLER BLDG. ATLANTA, GA.
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GEIER & BLUHM

MANUFACTURERS OF SCIENTIFIC AND MECHANICAL INSTRUMENTS

We have up-to-date manufacturing Facilities for the accurate quantity production of all mechanical Phonograph Accessories.

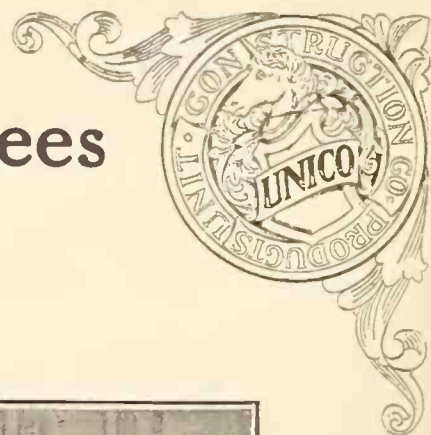
- Dies and Die Castings.
- Automatic and other Machine Work.
- Nickel Plating and Gold Plating .
- Assembling, Up-to-date systematic production, rigid Inspection.
- Accuracy and prompt service since 1906

We have a force of skilled Instrument Makers used to just your kind of work and we can beat price and quality of your own production. Let us figure on your requirements. Write to

James Geier
G. & B. PHONOGRAPH DEPT.
TROY, N. Y.



Unico Equipment Guarantees Big Holiday Business



LYON & HEALY, CHICAGO, ILL.

Your Unico Department can still be completed in season for Holiday Trade, but quick action is necessary.

With Unico Equipment your clerks can handle the "Rush Hour" with ease.

Unico Demonstrating Rooms, Record Racks and Counters enable you to give individual, satisfactory service to the greatest number of customers instantly. Such service insures maximum sales.

The leading music houses throughout the country have found Unico Equipment invaluable as an aid to their sales force, and as an impetus to business expansion.

Prompt shipment from stock in ten designs makes possible the completion of your improvements without delay, as Unico Equipment reaches you completely glazed, finished, ready for quick assembly and use.

*Wire, phone, call or write to our nearest office to-day.
The service and delivery of your requirements will surprise you.*

Address our nearest office

UNIT CONSTRUCTION COMPANY

Rayburn Clark Smith, President

NEW YORK
299 Madison Ave
Corner 41st St

58th Street & Grays Avenue
PHILADELPHIA

CHICAGO
Lyon & Healy
Building



Hulda Lashanska in Micaela's aria from "Carmen" is a surpassing singer in the sweetest melody Bizet ever wrote. Columbia 49516.

Columbia Graphophone Co.
NEW YORK



TWO VERY EFFECTIVE WINDOWS

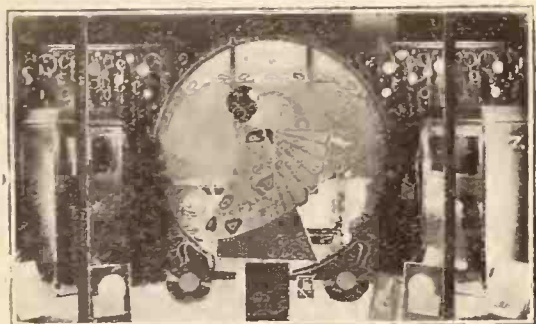
Victory and Chinese Motifs Afford Basis for a Pair of Fine Window Arrangements for the Central Talking Machine Shop, Inc.

One of the most attractive and artistic talking machine windows seen in New York or vicinity for months was that recently arranged for the



The Spirit of Liberty emphasized Central Talking Machine Shop, Inc., in the G. Schirmer store at 3 East 43rd Street. The display emphasized the spirit of Victory with the Victorious American eagle perched above a grouping of popular Victor records. The background represented a section of devastated France. The window was designed and arranged by the Triangle Studios under the direction of H. W. Hess of the Central Talking Machine Shop.

Another particularly effective window at the



Oriental window features "Chinese Lullaby"

Central Talking Machine Shop was designed for the purpose of exploiting the Victor record of "A Chinese Lullaby" as sung by Fay Bainter in the very successful production "East is West." The motif was distinctly Chinese and in addition to the records some sheet music was attractively displayed.

SCHMELZER ARMS CO. WHOLESALERS

KANSAS CITY, Mo., October 10.—The Schmelzer Arms Co., formerly Victor wholesalers of this city, announced recently that they had disposed of the retail talking machine department of the business, and in future will sell Victor goods at wholesale exclusively. The wholesale Victor business of the company under the capable management of A. A. Trostler has been expanding steadily, and the new move is made, it is said, for the purpose of enabling the company's staff to concentrate on the wholesale business.

The equipment of the retail department of the Schmelzer Arms Co. has been sold to N. R. Boice, who has opened an exclusive retail Victor store at 1104-1108 Walnut street.

TOM GRIFFITH AS A SOLDIER

Tom Griffith, sales manager of the Udell Works, Indianapolis, Indiana, has for some time been serving with the Indiana State Militia in the Gary strike region.

LEINBACH'S BIG PATHE DISPLAY

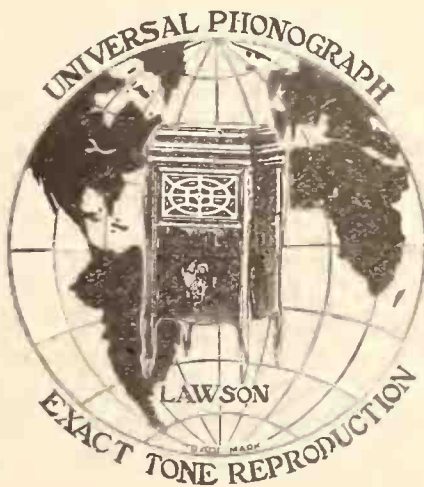
LANCASTER, PA., October 15.—At the Lancaster Fair, held at the Fair Grounds in this city from September 30th to October 3rd inclusive, Leinbach & Co., Pathé dealers of this city, had a very fine exhibit of Pathé phonographs. This annual affair is always well attended not only by the residents of Lancaster but from a great number of surrounding towns and cities of Canastota County. The Leinbach booth was one of the centers of attraction at the Fair and contained the complete line of Pathé phonographs. The Pathé Model No. 17 was awarded first prize among all phonographs displayed at the Fair.

APPOINTED MILWAUKEE JOEBEFS

MILWAUKEE, Wis., October 8.—John Hoffman & Sons of this city have become jobbers for "Okeh" records and are going after the record business of surrounding territory with decided "pep." They are also bringing out their own line of talking machines, which will be known as the "Hoffman."

Built for People Who Want the Best

LAWSON
UNIVERSAL
PHONOGRAPHS



Play All Disc
Records
BEST
with the
Lawson Wood
Tone Arm
(Patented)



Backed Up By

40 years' experience in manufacturing Musical Instruments. Also a "Gold Bond Guarantee" of satisfaction or money back.

PHONOGRAPHS THAT ARE GOOD
PHONOGRAPHS THAT SELL GOOD
PHONOGRAPHS THAT STAY GOOD

SOLD DIRECT TO DEALER AT JOBBER'S PRICES

LAWSON PIANO CO.

Executive Offices
372 East 140th St. NEW YORK
Factory
2572 Park Ave.

Have you heard "The Vamp" on the Gennett lateral cut record?

Write for our record proposition to dealers.

COLE & DUNAS MUSIC CO.
54 W. LAKE STREET CHICAGO



The Best Talking Machine Needle on the Market

PACKED IN COUNTER SALESMEN

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

THE FRED. GRETSCH MANUFACTURING COMPANY

60 Broadway

Manufacturers of Musical Instruments

BROOKLYN, N. Y.

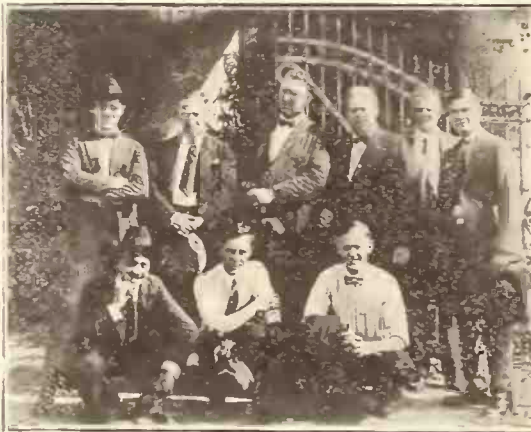
Canadian Wholesale Agent, H. A. BEMISTER, 10 Victoria Street, Montreal, Can.
Western Distributor: WALTER S. GRAY, 530 Chronicle Building, San Francisco, Cal.

VICTOR ARTISTS COMPLETE TOUR

Company of Eight Stars Gives Series of Concerts Through South From September 15 to October 1 — Warm Reception Everywhere

DALLAS, TEX., October 10. — The tour of eight celebrated Victor artists which ended in Muskogee, Okla., on October 1, proved a great success and at every point where concerts were held the public was loud in its demands for return engagements at some future time. The tour was arranged by Lester Burchfield, of Sanger Bros. of this city, and the artists making up the concert company were Henry Burr, tenor; Billy Murray, tenor comedian; Albert Campbell, lyric tenor; John Meyers,

baritone; Frank Croxton, bass; Monroe Silver, monologist; Frank Banta, pianist, and Fred Van Eps, banjoist. Their itinerary, beginning on Sep-



Victor Artists and Lester Burchfield

tember 15, was as follows: Texarkana, Ark.; Marshall, Texas; Shreveport, La.; Port Arthur, Texas; Houston, Texas; San Antonio, Texas; Austin, Texas; Waco, Texas; Fort Worth, Texas; Dallas, Texas; McKinney, Texas; Tulsa, Okla.; Oklahoma City; McAlester, Okla.; Muskogee, Okla.

Upon the conclusion of the main tour the artists appeared also in Kansas, Nebraska and Iowa, giving concerts at various centers for a period of two weeks. When this tour is ended the company will return East.

PAUL F. WIGGINS' NEW POST

The Emerson Phonograph Co., New York, manufacturers of Emerson records, announced recently the appointment of Paul F. Wiggin as advertising manager of the company. Mr. Wiggin is well known in advertising circles as a man of initiative, vision and ability, and is well equipped, through broad experience to measure up to the important work which will be under his supervision and direction. He will have complete charge of advertising of every description, including all printed matter connected with the promotion of the Emerson product.

One feature of his service right now, is to cooperate with the Blackman-Ross Co., the Emerson Phonograph Co.'s advertising agents in putting over the Emerson advertising campaign which is calculated to bring Emerson records to the attention of ten million families during the coming year.

BOOK SOME BIG ORDERS

The Rountree Corporation, of Richmond, Va., reports an exceedingly heavy demand for Emerson records throughout the southern territory in which they wholesale this product. An official of the

Rountree organization stated to The World that they have booked an order from one concern for more than 5,000 Emerson Gold Seal records. The members of the Rountree Corporation are especially pleased with the recognition given by the musical public in their territory to the Emerson records.

The New Resurrectone

So named because it really **RESURRECTS**
(Trade Mark Registered)

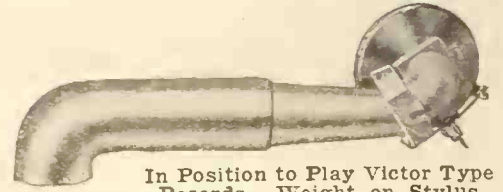


Adjustable to give at will loud or soft volume of sound.

One model fits Victor, Sonora, Aeolian Vocalion and attachments for Edison. Other model fits Columbia machines.

Retails for \$10 nickel-plated; \$12.50 gold-plated—either the Tuning Fork or the Single Prong Resurrectone. Send for quantity prices.

THE NEW AIRTIGHT tone-arm—exclusive equipment of the HOFFAY—the best toned machine on the market.



In Position to Play Victor Type Records. Weight on Stylus, 5 1/4 Ounces as Required.



In Position to Play Edison Type Records. Weight on Stylus, 4 Ounces as Required.

Tone arm may be equip with either Resurrectone model, as desired.

The VALUE of the HOFFAY AGENCY is becoming more pronounced. The newspaper and magazine advertising that is being done and which is growing bigger every day is causing our Dealers and Jobbers to dispose quickly and easily of all HOFFAY products, for the Hoffay sells on demonstration and it is simply a matter of letting the consumer get acquainted with it—we will do for you.

If you are a Jobber, better get in touch with us soon—exclusive territory and advertising are features of our proposition.

If you are a Dealer in a territory where we have no Jobber, we will take care of your wants.



Four Beautiful Machine Models
Hoffay Talking Machine Co. Inc.
3 West 29th Street New York City

FLEXIFILE

CHICAGO, U.S.A.

THE PERFECT RECORD FILING SYSTEM

FOR ALL STYLES OF TALKING MACHINES
MANY THOUSANDS IN USE

DEALERS AND MANUFACTURERS Desirous of supplying their customers with the best possible equipment should

FURNISH FLEXIFILE

It is a pleasure to use FlexiFile, because of its Simplicity, Ease of Operation, Perfect Indexing and Greater Capacity.

INFORM YOURSELF by writing immediately to

FLEXIFILE MANUFACTURING CO.
115-117 EAST SOUTH WATER STREET
CHICAGO

Sole Distributors of the Hoffay Airtight

—a really wonderful machine—

for the States of Utah, Idaho, Nevada, Montana, Wyoming and Colorado.

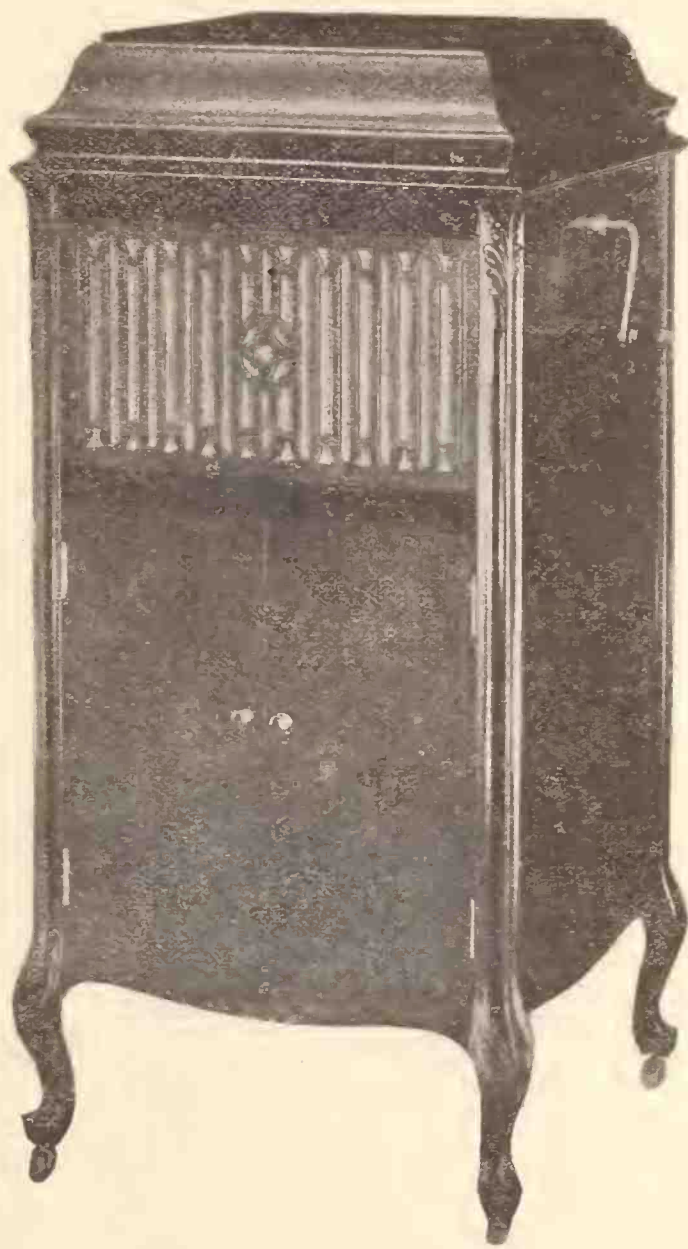
Geo. A. Lowe Co.
Ogden, Utah



GOLD PLATING of Tone Arms, Sound Boxes and Phonograph Parts OUR SPECIALTY

PRICES QUOTED ON REQUEST

Cliff Manufacturing Works, Inc. 20-22 JACOB STREET
NEW YORK CITY



This is **IMPORTANT** *only* if you are interested in the **Greatest Phonograph Value in the World**

The **VISTA** represents the biggest available sales proposition in its field

*E. R. Godfrey & Sons Co., Milwaukee, Wis.
Sole Distributors for Wisconsin, Iowa, Michigan,
Illinois and Indiana*

WRITE US

VISTA TALKING MACHINE Dept. "D"

PHONOGRAPH DIVISION

THE WISCONSIN CHAIR CO.
Port Washington, Wisconsin

QUALITY LEADERS IN THE CABINET FIELD



Style 71. — Mahogany, Golden Oak, Fumed Oak, Weathered Oak. Height 33 3/4 in. Top 17 1/2 x 17 1/2 in. Holds 168 12-in. Records. For Victrolas IV-A and VI-A; Columbia No. 25 and No. 35.



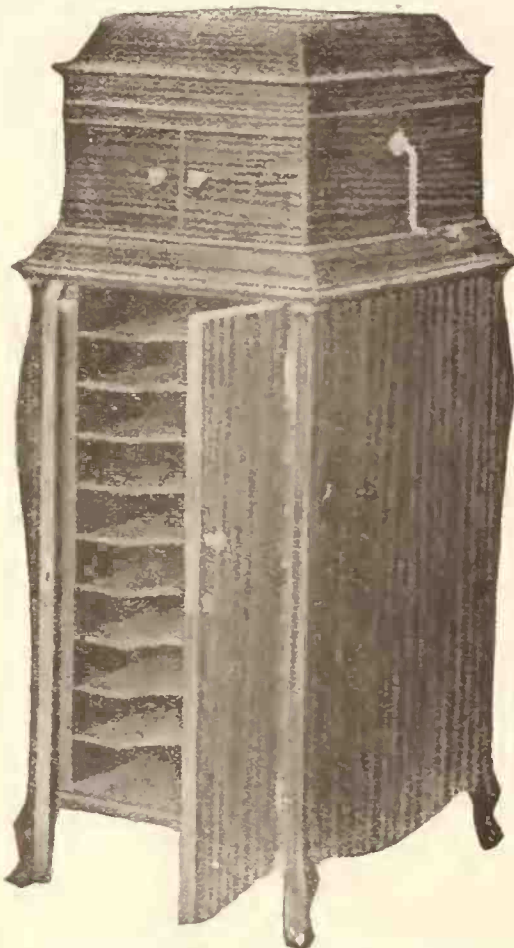
Style 24. — Mahogany, Golden Oak, Fumed Oak, Weathered Oak. Mahogany has Mahogany front door; Oak has Quartered Oak front door. Height 33 in. Top 17 x 17 in. Holds 168 12-inch Records. For Victrolas IV-A and VI-A; Columbia No. 15, No. 25, No. 35.



Style 72.—Golden Oak, Fumed Oak, Weathered Oak. Height 34 in. Top 16 1/4 x 20 in. Holds 180 12-in. Records. Made specially for Victrola VIII-A. Top has countersunk holes to accommodate rubber bumpers on machine.



Style 86. — Mahogany, Golden Oak, Fumed Oak, Weathered Oak. Height 30 in. Top 19 1/8 x 22 3/8 in. Holds 96 12-in. Records. For Victrola IX-A; Columbia No. 50; Pathé No. 50.



Style 79.—Mahogany, Golden Oak, Fumed Oak, Weathered Oak. Height 34 in. Top 19 1/8 x 22 3/8 in. Holds 96 12-in. and 96 14-in. Records. For Victrola IX-A; Columbia No. 50; Pathé No. 50.



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

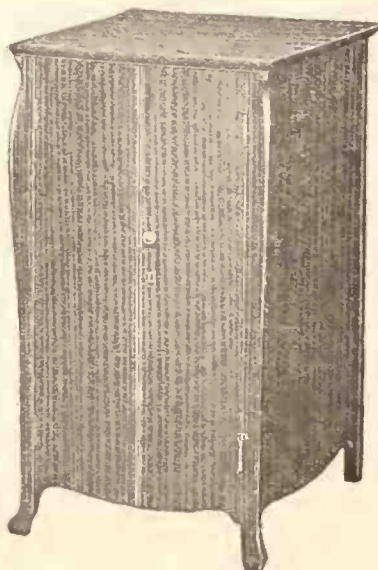
Prompt deliveries on all orders. Write for Illustrated Catalog of complete line

The Geo. A. Long Cabinet Company

HANOVER, PA.



Style 76.—Mahogany, Golden Oak, Fumed Oak, Weathered Oak. Mahogany has Mahogany front door; Oak has Quartered Oak front door. Height 34 in. Top 19 1/8 x 22 3/8 in. Holds 96 12-in. and 96 14-in. Records. For Victrola IX-A; Columbia No. 50; Pathé No. 50.



Style 77.—Mahogany, Golden Oak, Fumed Oak, Weathered Oak. Height 34 in. Top 19 1/8 x 22 3/8 in. Holds 96 12-in. and 96 14-in. Records. For Victrola IX-A; Columbia No. 50; Pathé No. 50.



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

It's no folly to lay in a big supply of "Tulip Time" from the "Follies of 1919"—the best "Follies" yet—played by Sherbo's Orchestra. A=6120.

Columbia Graphophone Co.
NEW YORK



COLUMBIA EDUCATORS CONVENTION

Members of Educational Staff of Columbia Co. Meet Under Direction of W. A. Willson—Many Schools and Colleges Interested

The members of the Columbia Graphophone Co.'s educational department held their first con-

manager of the educational department, who was responsible for the signal success of the gathering.

At the convention, in addition to many practical discussions relative to educational work in all its phases, interesting addresses were made by several members of the Columbia executive organization. Among these were Geo. W. Hopkins, general sales manager; R. W. Knox, advertising

ment gave practical demonstrations for the benefit of those present, and Mr. Willson's opening address was enthusiastically received.

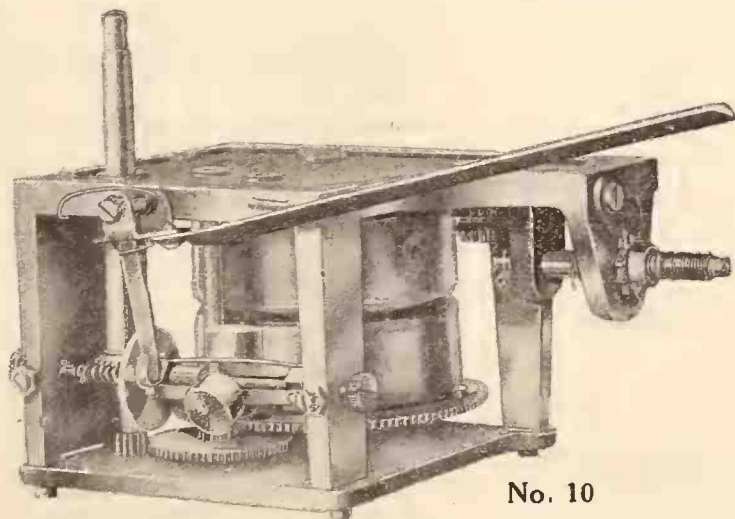
In the course of his address Mr. Willson commented upon the splendid results achieved by the department's summer school efforts. He stated that it was a matter of keen gratification that the department was able to reach such a large number of educational institutions during the summer. Requests were received from well-known universities and schools throughout the country who were desirous of having representatives of the department give their summer school program to their teacher student bodies. Among these State universities and normal schools were the following prominent educational institutions: The University of Kentucky, State University of California, University of Nevada, University of Oregon, University of Washington, University of Utah, University of Vermont, Valparaiso University, Ohio State University, Cornell University, Columbia University, Rutgers College, University of Missouri, Iowa State Teachers' College, University of Nebraska, University of Kansas, University of Oklahoma, University of Arkansas, University of Texas, University of Tennessee, University of Alabama, Johns Hopkins University, Indiana University, University of Chicago, Michigan State University, Oberlin College, University of Pittsburgh and the Carnegie Institute of Technology.

During the business meetings Mr. Willson and his staff discussed plans and policies for the coming year, there were present at this convention a number of prominent music supervisors from leading cities, normal school supervisors and supervisors of city physical instruction.



Delegates to First Convention of Educational Department of Columbia Co. convention recently at Widener's Columbia shop, 387 Fifth avenue, New York. The convention was held under the direction of W. A. Willson, manager, and Theodore E. Bauer, concert and operatic director. All of the members of the educational depart-

A MOTOR OF SUPERIOR QUALITY—No. 10
SILENT RUNNING SILENT WINDING
IMMEDIATE DELIVERIES IN LARGE AND SMALL QUANTITIES



No. 10

Read the Specifications and Order—NOW

- Beveled gear noiseless winding.
- New ratchet device that prevents clicking.
- Bakelite intermediate gear—absolutely silent.
- Plays five 10-inch or three 12-inch records at one winding.
- Cast iron nicked frame.

- Powerful, durable, compact, accessible.
- Built especially for the highest-grade machines.
- Guaranteed in every minutest detail.
- The perfection of mechanical genius as applied to the phonograph motor.

Ask for Specifications on No. 12 and 22

BUTTERFLY PHONOGRAPH MOTOR CORP., 243 W. 17th St. New York

CALIBRATING LABORATORY NEW IDEA

Thomas Manufacturing Co. Organize Plan of Expert Inspection and Testing That Is Along Lines of Creative and Manufacturing Efficiency

DAYTON, O., October 8.—“We’re spending a lot of money on expert inspection and testing at our plant these days,” said an official of the Thomas Manufacturing Co., manufacturers of the Dayton motor, in a recent chat with *The World*, “but it pays in money and satisfaction to know that you’re making a motor that’s right from every angle—let’s go down and watch these experts at their work, I want to show you an inspection and test that leaves no room for doubt.”

So we proceeded down through the big plant, past rows and rows of “automatics,” punch presses, multiple drills and giant machines that only a technical man could name, finally winding up at a door on which was a sign reading “Calibrating Laboratory.” In we went, at the invitation of my friend, who explained.

“You see,” he said, “here is something that we

**THE
“LEWIS” TONE ARM
Universal Feature
—Spring Balance**

Your tone arms—do the castings shows cracks—or perhaps poor nickel plating—Are they assembled in a haphazard fashion? If so, then try the “Lewis”.



THE LEWIS TONE ARM CO.

154 Nassau Street

New York City

learned while on Government production of tools with threads and graduations so small that you couldn’t see them with the naked eye. We learned to know the real meaning and significance of accuracy. Ordinarily a part that was within limits of a couple of thousandths of an inch used to be O. K., we thought, for a phonograph motor. But now, with the experience and training and the same experts that we had on such exacting Government

work, we have kept right on making the parts of motors by the same principles and practices we used to make the parts of optical instruments for naval guns, where a piece that was ‘out’ a fraction of a thousandth of an inch wouldn’t get past the Government inspectors.

“It’s easy to see that a graduation being out the thickness of a human hair on a long-range gun would affect the aim of a projectile by possibly several feet when fired at a target a mile or two away, and that’s why our work during the war had to be absolutely perfect. We had no ‘tolerance’ or ‘limits’—it had to be perfect, that’s all there was to it.

“So we figured that, with this training and equipment already in hand, we would be dropping our standards of manufacture by not following the practices which we learned in the trying exactitudes of war work. And after all we feel that this experience has been of untold value to us in producing a motor that for accuracy and refinement leaves nothing to be desired.”

“And so we learned that a “Calibrating Laboratory” was a place where tool and die experts did nothing but calibrate, test, constantly inspect and refine the special and costly tools that are used to make the different parts of the Dayton motor. Here were all kinds of machines for measuring distances with the aid of a magnifying glass, machines for balancing to a hair, machines for measuring the friction of bearings and gears, and a room full of serious looking experts, whose job is to see that the tools and machines that make the Dayton motor are perfect.

Passing on from the “Calibrating Laboratory” we went through the assembly, the inspection, the final inspection, and on to the playing test department, where each motor is tried out in sound-proof booths for any possibility of a “slip” in operation, capacity, regulation or anything else that might not be up to the standard. “We don’t leave anything to chance on these motors,” said our friend, “we can’t afford to risk the reputation of perfection for an instant, we’ve gained this reputation for Dayton motors and we’re willing to pay the price to keep it.”

ENGAGED IN EXTENSION WORK

The traveling representatives of the Educational department of the Victor Talking Machine Co. are now engaged in extension work throughout the Middle West, South, and West in state and district educational conventions.

**Get Into the Phonograph Business
Tremendous Demand - Great Opportunity**



Let us be your factory. We have long experience and the “Know How” in the construction of Phonographs. Our special construction of tone chamber produces a loud tone, clear and distinct, yet it comes from the bell of the horn perfectly soft and mellow.

Combine your selling ability with our knowledge of real Phonograph building and you have a business of unlimited possibilities.

MODEL D

46 In. High, 18 In. Wide, 20 In. Deep
Wholesale Price—Cash with Order \$64.50 or Part Cash, Balance C. O. D.
(We pay the war tax.)

PARAGON MFG. CO., Inc.

Hickory,

N. C.

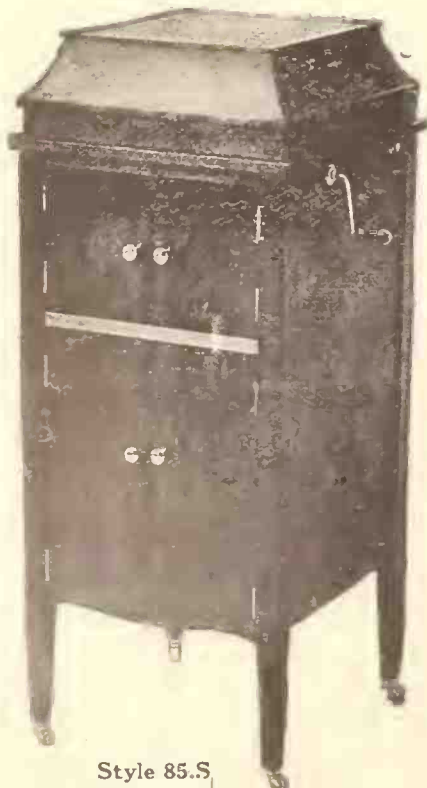
**Natural Voice Phonograph Co.
ONEIDA, N. Y.**



Style 175



Style 125



Style 85.S

Natural Voice is a splendid line of Talking Machines which will appeal instantly to our patrons. In fact, Natural Voice is as perfect as money can make it, and is worthy of its name and guarantee.

Natural Voice is the most remarkable musical instrument now before the public. For a full line of machines and price list, inquire.

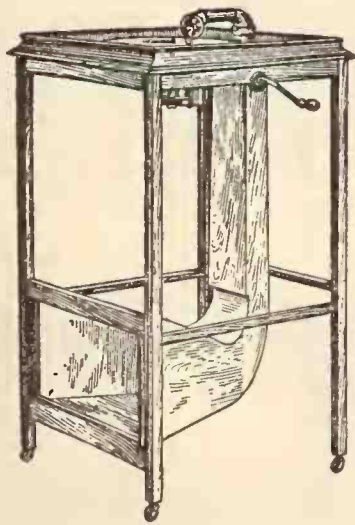
**Natural Voice Phonograph Co.
ONEIDA, N. Y.**

AT LAST—The Phonograph the World has been waiting for

Music without Blur, Scratch or Twang

The Greatest Musical Achievement of the Twentieth Century—INVINCIBLE—Plays all Records including Edison with steel needles. No attachments.

PURITAN



This is a skeletonized view showing the Great, Deep Acousticator (resembling the organ pipe) extending full length of the cabinet. This is an exclusive patented feature that no other manufacturer can make or use—a distinctive feature of the *Puritan Phonographs*.



THE PURITAN HAS a long wooden chamber, "deep Acousticator", constructed of violin wood. Clarifies the tone, removing foreign vibrations, allowing sound waves to blend harmoniously, giving a mellow effect remarkably perfect.

Facts and Figures

they are the only things that really count

The enthusiastic way in which nearly 3000 good dealers are selling the Puritan is a strong indication of its unusual tonal superiority.

All Puritans have a deep "acousticator" made of Violin wood, extending full length of Cabinet. Here is a fundamental scientific principle that has to do with tone waves and Tonal Qualities that are based on facts—this is a strong selling argument. 100% true.

The Puritan is not an assembled machine; all metal parts in addition to cabinets are made in Puritan factories, the largest plant of its kind in the world, with over 25 acres of floor area to conduct its business.

Puritan demand grows bigger every day.

Bates-Ellsworth Co., Inc.

N. E. Wholesale Distributors

Wareroom, 68 Chauncy St.

Boston, Mass.

Write to-day for Territory Arrangements

Don't Delay—Write At Once



Note These Special Features of Puritan Construction. Puritans come in nine models at popular prices.

Tone Control—Convenient and adjustable.

Tone Arm—Universal—plays all makes of disc records without the use of additional devices.

Tone Quality—Responds to the faintest and most delicate tones or sounds, and embodies the refinements of all the processes of sound reproduction.

Cabinet Work and design—Puritan Cabinets are exquisitely designed and finished.

Sound Box—This assists in the reproduction of the tone qualities in all their sweetness and clearness.

Automatic Stop—This attachment is most simple in construction and is unfailing in its service.

Motor—The motor with live moving parts like every other part of the Puritan is made in the Puritan Factory.

Acousticator—This amplifier is a distinctive Puritan feature. Like an organ pipe it gives refined expression to all sound reproductions. The acousticator extends down the entire length of the cabinet. It opens up like a big, full-throated trumpet.

OKEH Superior Quality

COUPLED WITH

GARFORD Superior Service

**MAKES DOLLARS
FOR DEALERS**



Ask us for Agency Proposition Now

THE GARFORD MANUFACTURING CO.

ELYRIA, OHIO

V. W. MOODY AS A FISHERMAN

Buffalo Talking Machine Man Slips Away Into the Wilds of Canada to Lure the Wiley Fish From Their Favorite Haunts.

BUFFALO, N. Y., October 10.—V. W. Moody, manager of the Buffalo Talking Machine Co., could



V. W. Moody as a Piscatorial Expert

no longer keep to the straight and narrow way, selling more talking machines than were ever made, and disappeared one day into Canada with his fishing tackle all set for action. Once upon a time he came back from the woods with a great mess o' fish and simply had to try his luck again to show that history really repeats itself.

As the accompanying picture shows he brought back the goods and made a good catch on at least one occasion. The picture was snapped at Rowan, Can., where he spent the greater part of his trip. He was accompanied by H. Hutchens of the Hutchens Piano Co., Lockport, who felt that it was necessary to have some one along to help carry home the fish or at least arrange for a special train to do the work.

C. V. BISSELL BACK FROM WAR

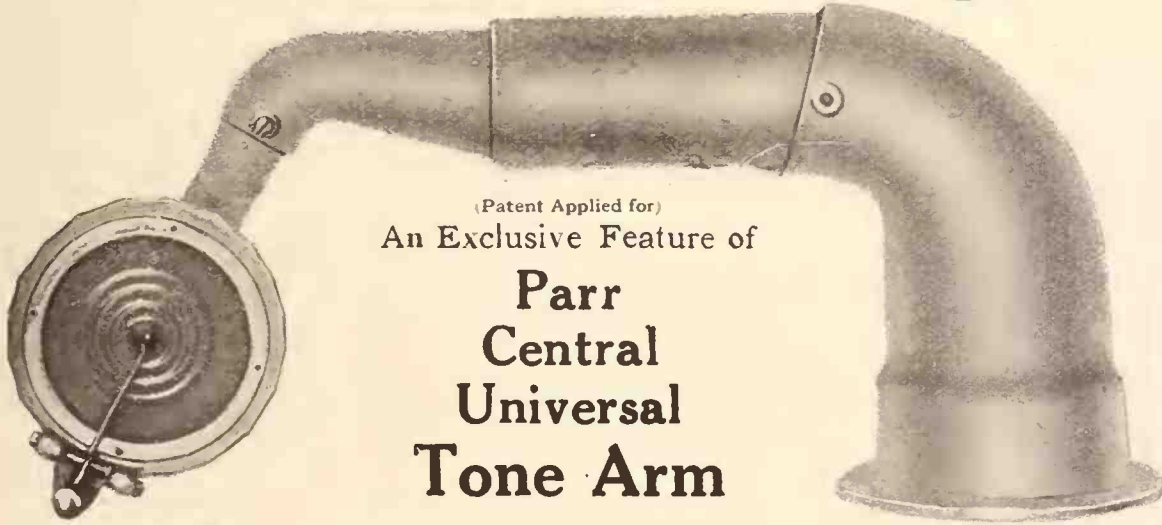
Manager of Kansas City (Mo.) Branch of Starr Piano Co. Had Some Strenuous Experiences at the Battlefront in France—Baek in Harness

RICHMOND, IND., October 12.—C. V. Bissell, formerly manager of the Kansas City branch of the Starr Piano Co., and who left his work there to join the army and do his bit in France, has returned. He enlisted on May 13, 1918, and within three months was in France as a member of the Thirty-fourth Infantry, Seventh Division. His regiment saw much strenuous action in the Puvonelle Sector, and at other points and aided in the capture of Hill 310.2, one of the dominating points in the Hindenburg line. Mr. Bissell saw action right up to the time the armistice went into effect, but with the exception of a little gassing returned none the worse for his experience. He brought with him some graphic descriptions of war conditions and of the part his particular regiment and division played in whipping the Germans.

Mr. Bissell, who has been with the Starr Piano Co. for seven years, acting as wholesale representative before taking charge of the Kansas City branch, has again taken up his old duties in Kansas City. He is the youngest branch manager in the Starr organization, being only twenty-seven years old. Since his departure the latest Starr achievements—Starr phonographs and records—made their debut and he is naturally pleased at their great popularity.

The Tremont Talking Machine Co., Boston has been incorporated with capital stock of \$150,000.

Automatic Change of Weight



(Patent Applied for)
An Exclusive Feature of
**Parr
Central
Universal
Tone Arm**

The Parr Central Universal Tone Arm marks a new departure in tone-arm construction and removes the principal objection heretofore existing in universal arms. The weight to play either vertical or lateral cut records is automatically and accurately changed. This is a very novel and important improvement in tone-arm construction and should appeal to those who have wanted a tone arm that would not require the make-shift arrangements for doing what this tone arm does automatically. The first scientifically constructed universal tone arm, and the only one having this very important improvement.

OTHER IMPORTANT FEATURES

Length of tone arm required should be specified when ordering.
Needle change is facilitated by rotating sound box, which returns to normal position.


Needle always takes same position in playing any type of record, setting in direct center.

Supplied with either mica or Vibratone diaphragm, but the latter is recommended if superior tone quality and volume are desired.

OTHER PARR PRODUCTS:

**Magnetic Reproducer Vibratone Diaphragm
PARR MANUFACTURING CORP.**

Main Offices: 100-108 West 23rd St., NEW YORK
Factories: New York City—Latrobe, Pa.



SOLD BY

HARRY W. KRIENITZ
MILWAUKEE

**ASSURANCE
OF
QUALITY**

may be urged in selling talk, and the goods perform as promised. What is to refresh the memory when new orders are placed? The safe and certain way is to affix a

**STANLEY
Metal Name Plates**

to the cabinet. That identifies the talking machine with the store that sold it, and gives the dealer the desired assurance that reorders will go to him. Stanley Name Plates are made in two types—gummed thin metal and heavier gauge, to be tacked or screwed in place.

We send samples free, and also submit to dealers sketches of suitable name plates for approval without obligation.

Write for ideas.

The Stanley Manufacturing Co.
Dept. T. W. Dayton, Ohio

DISTRIBUTE SUPERTONE IN SOUTH

\$50,000 Corporation Organized in Selma in Interests of Supertone Distribution

Nestor Roos, wholesale representative for the Supertone Talking Machine Co., reports the formation of a \$50,000 corporation in Selma, Ala., to distribute the Supertone talking machine and Operaphone records. The incorporators are five of the leading business men of Selma, as follows: Ed Kayser, president of Kayser's Department Store; Mr. Elebash, of Elebash Jewelry Co.; Henry Plant, of the Selma Stationery Co.; Mr. Fuller, lawyer, and Mr. Whiteside, of the local Chera-Cola Co. The style of the corporation is the Southern Supertone Talking Machine Co., Inc. They will represent the Supertone Co. exclusively in Alabama, Georgia, South Carolina, Mississippi and Louisiana. They have already placed in the field the following men: Mr. Patterson, who will cover Georgia and South Carolina; Emmett Hughes, who will cover Florida and Alabama, and Jeffrey Meyer, who will cover Mississippi and Louisiana.

GRAND RAPIDS A GREAT TALKING MACHINE CABINET CENTER

Many Noted Concerns Now Turning out Cabinets—Production Steadily Increasing—New Retail Houses Which Have Recently Taken on "Talkers"—Interesting Budget of News from a Busy Center

GRAND RAPIDS, MICH., October 6.—Manufacture of talking machine cabinets in Grand Rapids has grown to such an extent that at the present time talking machine manufacturing companies are finding a great deal of difficulty in placing more contracts for cabinets here, in fact, the Grand Rapids Association of Commerce, to which a number of both eastern and western manufacturers have appealed recently in an attempt to place contracts here, has been forced to call a halt, and these manufacturers have been informed that it will be practically impossible to make their cabinets in local factories.

The Pathé company recently let a contract here to the Stickley Brothers' Furniture Co., but no other big contracts have been let here by outside manufacturers recently, local cabinetmaking and woodworking concerns being absolutely unable to care for them.

As the situation lies the manufacture of cabinets already has seriously cut into the furniture manufacturing industry of the city, a number of plants previously engaged in the production of furniture now turning all their energies to the making of cabinets, and others giving a part of their equipment for the same purpose. The big semi-annual furniture shows here already have lost practically their largest exhibitor from outside, this exhibitor being E. V. Hawkins of the Connorsville, Ind. Furniture Co., whose plant now is given over exclusively to the manufacture of cabinets. Hawkins was in town recently placing contracts for the making of Pathé cabinets, and placed the Stickley Brothers' contract. It is announced that the more expensive grades of Pathé cabinets, especially the period styles, now will be made in Grand Rapids.

The latest innovation in the local field is the leasing by the Aeolian Co., of the four upper floors of the Nelson-Matter warehouse at the foot

of Lyon street, for an assembling plant. The cabinets for some time have been manufactured by a local factory and some of the assembling has been done at the plant, but the Aeolian Co. now will do the assembling here at least for the middle western trade.

The Foote-Reynolds Co., which is making Columbia cabinets, has established itself in the former Kindel Bed Co. plant, and now is operating the plant exclusively for the manufacture of Grafonola cabinets. The Kindel plant manufactured bed davenport and with the change Grand Rapids loses another of its furniture plants.

The C. S. Paine Co., Specialty Furniture Co. and Standardized Furniture Co. plants, controlled by Harry Schoenberger of this city, all have engaged in the making of cabinets for various talking machines manufacturing companies, while the plant of the Grand Rapids School Equipment Co. now is turning out L'Artiste machines for the Grand Rapids Phonograph Co., organized by business men interested in the school equipment company.

The Lauzon Furniture Co., and the Flottorp Manufacturing Co., the latter of which was organized during the war for the manufacture of airplane propellers, are making cabinets for the Belcanto Co., although the Flottorp Co. still turns out propellers for the Curtiss Airplane Co. The Macey Co., manufacturers of office furniture and filing systems, is turning out cabinets for the Aeolian Vocalion, while E. K. Pritchett & Co., are making cabinets for the Widdicomb machine which is turned out complete by the Widdicomb Phonograph Co. of this city.

The Cheney phonograph, manufactured by the Cheney Phonograph Co., with headquarters here, is being turned out with cabinets manufactured by the Berkey & Gay Furniture Co., of this city, and the Cheney company has bought out the Accounting Machine Co., which has been manufac-

What More Can You Ask

All the features that go to make a talking machine *Profitably Salable* you will find as regular equipment of *Magnola*: "Built by Tone Specialists."



Watching the Music Come Out

Complete description of all these features is to be found in our *handsome illustrated catalog*, which we should like to send you. May we? Ask us to tell you our plans for your benefit!

MAGNOLA TALKING MACHINE COMPANY

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

turing parts and an adding machine in its factory. The Cheney Co. now will manufacture phonograph parts in this plant.

The Grand Rapids Brass Co., the Grand Rapids Foundry Co. and the Rathbone Fireplace Manufacturing Co. have gone into the manufacturing of metal parts for talking machines, and special shipping cases for complete machines also are being made in Grand Rapids.

The National Piano Manufacturing Co. of this city has just completed a contract with the Krasberg Engineering & Manufacturing Corp. of Chicago, whereby the latter corporation gets the exclusive right to the manufacture of a speed equalizing device for electrically driven phonographs, this equalizer being an automatic attachment between the motor and the turntable mechanism whereby the turntable is made to run at a regular rate in spite of increasing or diminishing of the current flowing into the motor.

The Michigan Phonograph Co., with headquarters in the Ashton building are now displaying a handsome line of instruments.

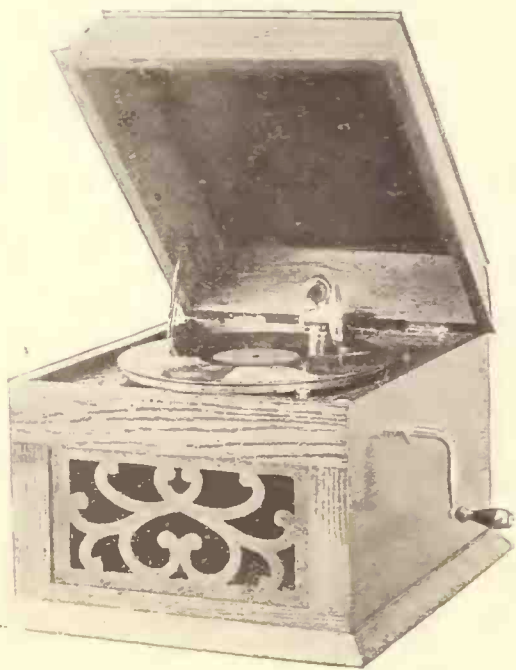
There are no phonograph records made in Grand Rapids at the present time, but the Boston Book Co. has established a branch here for the manufacture of albums in which to keep records, and the General Phonograph Corporation, makers of OkeH records have established a distributing branch in the Kliugman Retail furniture building on the Division Ave., side.

As to the retail trade in talking machines in this city, it may be said to be on the increase, all department stores having established such departments and several of the manufacturers having retail stores here, among these latter being the Brunswick-Balke-Collender Co., which manufactures the machines in a part of its big billiard and pool supplies factory at Muskegon, 45 miles west of the city.

Among the latest to establish regular talking machine parlors is the Friedrich Music House, which gives daily concerts. Among department stores now handling machines and records are Paul Steketee & Sons, the Wurzburg Dry Goods Co., and the Boston Store. Retail furniture establishments handling the machines and records include the Heyman Co., Winegar's, Wegner Bros., the Gezon Furniture Co., and the Young & Chaffee Furniture Co.

At present reports from the retailers show business to be satisfactory both in machines and records, this being due, in great measure, to the fact

A Max L. Goldbert Special



14 1/4" High
 17 1/4" Wide
 19 1/2" Deep

The woodwork, finish, construction and assembling of these machines are of the highest grade.

A scientifically constructed Tone-Chamber, in connection with Universal Tone-Arm and Sound Box (playing all records) truthfully reproducing all records, as to tone-quality and volume.

The highest grade nicked Swiss Motor made. Double spring—worm drive—exceptionally even and silent running. Plays over three 10" records with one winding; 12" Turn-table. All metal parts heavily nickel-plated.

Samples in Golden Oak \$22.50 WAR TAX PAID
 Fumed Oak 22.50
 Mission 22.50 TERMS, NET CASH
 Mahogany 25.00 F. O. B. NEW YORK CITY

WRITE FOR SPECIAL QUANTITY QUOTATIONS

MAX L. GOLDBERT 3 & 5 WAVERLY PLACE NEW YORK CITY

that machines may be purchased on the installment plan. The cheaper machines seem to be very little in demand as the sale of these machines has been comparatively slow, the high grade machines with their period style cabinets seeming to have the call.

At present, in spite of the scarcity of hardwood, local factories seem to be able to get enough supply to keep up with production, and, in fact it is planned to increase production. Plans already under way call for an output of 1,000 cabinets a day, and it is expected this output will be reached within a short time, especially as announcement is expected soon that one of the big furniture factories is to be given over exclusively to the making of cabinets.

Matters have come to such a pass in the local furniture trade that there has been some talk of pro-rating the furniture output to take care of the increased demand which has followed the world war. Recently representatives of retail stores have been in the city in an attempt to speed up delivery of furniture orders.

Hardwood deliveries are steady at present, but all dealers are stocked up with orders and what will happen during the winter is merely a matter of conjecture. Stocks at the northern mills are low, and according to hardwood men the mills are shipping in excess of their production. It has been predicted recently that there would be a shortage of dry hardwood lumber this winter.

But this seems to make little difference in the manufacture of cabinets here, as production is being speeded up to meet the constantly increasing demands of talking machine manufacturers.

STRADIVARA OUTPUT INCREASING

New Additions to Compton-Price Plant in Coshocton, O., Afford Facilities for Meeting Increasing Demand for These Machines

The Compton-Price Co., Coshocton, O., manufacturer of the Stradivara phonograph, took advantage of the summer months to increase the capacity of their factory 100%, in order that they may be better able to cope with the ever-increasing demand for the Stradivara. According to plans which have also been formulated, it is hoped to have the plant in such shape that the output can be increased another 50% between now and the holidays. The additional factory space which has been put in operation as well as the many improvements and more efficient methods which have been inaugurated assure Stradivara dealers that their requirements

will be well taken care of during the Fall and Winter months. Not only have the factory facilities been improved, but several new features are to be found in the Stradivara itself.

One of the machines which has been very popular is the "console" model No. 250. This machine has a very attractive cabinet design as well as the usual superior tone found in Stradivara machines, and has been the choice of the most cultured purchasers. Owing to this the company has made special arrangements to take care of a stimulated demand for this model. Within a short time a very attractive catalog will be distributed to the dealers handling the Stradivara which will be one of the most artistic booklets ever published by the company, and another addition to the free advertising service offered to their dealers.

BUFFALO ASSOCIATION MEETS

New Officers, With Chas. H. Heinike as President, Elected at Annual Meeting

BUFFALO, N. Y., October 9.—The Buffalo Talking Machine Dealers' Association held their annual meeting last night at the headquarters of W. D. & C. N. Andrews, and the event attracted an unusually large number of dealers from this city and vicinity who are members of that live organization.

After general business matters had been discussed the association elected an entirely new set of officers as follows: President, Charles H. Heinike, of Denton, Cottier & Daniels; vice-president, F. E. Russell, of J. N. Adam & Co.; secretary, C. E. Siegismund, and treasurer, Isadore Melzer, of F. Melzer & Co., Inc.

It was decided to have a buffet luncheon at the next meeting of the association, which is scheduled to be held on November 5th.

STARR POPULAR IN SOUTH

Dealers in Starr Phonographs and Gennett Records Unable to Fill All Their Orders

JACKSONVILLE, FLA., October 6.—The popularity of the Starr phonograph and Gennett records in this section of the country is growing steadily and the Starr factories and laboratories are hard put to keep up with the demand. Among the Southern dealers, especially, there is the feeling that they could carry on some very effective campaigns if it were possible to get sufficient goods from the

NUMBER	TITLE	WRITER
27318	PRETTY LITTLE RAINBOW (Novelty Waltz Song) Played by Adam Cunoll, assisted by H. C.	Plunkett
27518	WHEN THE PREACHER MAKES YOU MINE (Fox Trot) Played by Marion Scheit	Donaldson
27418	AND HE'D SAY, OO-LA! LA! WEE! WEE! (One Step) Pho ed by Herbert Clair, assisted by A. C.	Ruby
27718	AT THE Highbrown BABIES BALL (One Step) Played by Herbert Clair	Erdman
27818	LULLABY LAND (Nanumba Waltz Song) Played by Adam Cunoll, assisted by H. C.	Prival
27918	IN SIAM (Fox Trot) Played by J. Milton Delcamp, assisted by A. C.	Cooper
28018	ON THE TRAIL TO Sante Fe (Nanumba Waltz Song) Played by Nan Foster	Hess
28118	THERE'S A LOT OF BLUE EYED MARYS DOWN IN MARYLAND (Fox Trot) Played by J. Milton Delcamp	Meyer
28218	GOOD NIGHT DEARIE (Waltz) Played by Adam Cunoll, assisted by M. S.	Henry
28318	WONDERFUL PAL OF MINE (Fox Trot) Played by Victor Lane	Pinard
28418	POOR BUTTERFLY IS A FLY GAL NOW (Fox Trot) Played by Cal Adams, assisted by A. C.	Jerome
28518	FRISCO'S KITCHEN STOVE RAG (Jazz Fox Trot) Played by J. Milton Delcamp, assisted by V. L.	Morgan
28618	WHEN TWO HEARTS DISCOVER (See-Saw) (One Step) Played by J. Milton Delcamp	Hirsch
28718	A BUNGALOW FOR TWO (Roly Boly Eyes) (Fox Trot) Played by Victor Lane, assisted by C. A.	Brown
28818	NOW I KNOW (Fox Trot) Played by Cal Adams, assisted by N. F.	Henry
28918	IN YOUR ARMS (Fox Trot) Played by Nan Foster, assisted by M. S.	Floyd
29018	BYELO (Fox Trot) Played by J. Milton Delcamp, assisted by A. C.	Perkins
29118	SOME OTHER GIRL (Just A Minute) (Fox Trot) Played by J. Milton Delcamp, assisted by N. F.	Orlob
29218	I'VE LIVED, I'VE LOVED, I'M SATISFIED (Nanumba Waltz Song) Played by Nan Foster, assisted by V. L.	Von Tilzer
29318	I MIGHT BE YOUR ONCE-IN-A-WHILE (Angel Face) (Fox Trot) Played by J. Milton Delcamp	Herbert

MANUFACTURED BY
REPUBLIC PLAYER ROLL CORPORATION
651 West 51st St. Paul B. Klugh Pres. New York City

Fire Your Trouble Shooters

or put them to work on a profitable job.

You will have no use for them when you begin using phonograph motors equipped with the WILLSON SPRING MOTOR GOVERNOR.

Wouldn't it be fine for motor maker, phonograph manufacturer, jobber and retailer if he KNEW that there were no knocks, kicks or complaints coming back on his product? Sounds well? But it's easy. Proof? Sure, order a few motors and prove it yourself to yourself.

Write us—glad to show you how it's done.

WILLSON SALES CO.

Phonograph motors and specialties
Williamsport, Penn.



"The Liberty Bell Trade Marks
The REPUBLIC"

manufacturers. With the present allotment system dealers receive only a portion of their orders. A. W. Holdgate, district manager in this section, is hoping for an improvement in the matter of supply in the near future.

BUSINESS VOLUME IS VERY HEAVY

D. Tauber, of the Progressive Phonograph Supply Co., Inc., New York City, reports good orders coming in from all sections of the country for Wall Kane needles, which serves to indicate that the good retail conditions are general, and not confined to any one locality. A strong tendency has also been manifested on the part of the dealer in seeing that his stock is well kept up in anticipation of the fall and holiday busy season. Mr. Tauber reports that the volume of business thus far this year is far ahead of the same period of last year.

F. F. Bowman & Son, Edison distributors of Allentown, Pa., have just completed improvements to their store and a formal opening was held at which well known artists appeared. This store also handles the L'Artiste, Sonora and Emerson records.

PROSPERITY IN TOLEDO AND OHIO

Conditions in the Farming Community Mean Busy Times with Talking Machine Trade Throughout Ohio Territory—Budget of News Brieflets

TOLEDO, O., October 12.—Trade conditions are continually improving. This, with the immense crops the farmers around here are harvesting, means an unusual volume of business for merchants in all lines this Fall and Winter.

A. F. Maag, of the Cable Piano Co.'s talking machine department, feels that there is plenty of business, and his company will get their share. With the Victor artists who are appearing here this month, he looks for a large business in their records.

Miss Tucey, of La Salle & Koch's is very busy these days getting ready for the increased business that will come with the Fall season.

Mrs. McDonald, of the People's Outfitting Co., has just installed a department to take care of some of the Foreign record business of this city.

Arthur Pete, of the Lion Store, expects that his business will be better than ever this year. He is arranging to feature the Victor artists appearing here this month, and will give them fine window displays.

Fred W. Frame, of the Talking Machine Shop, says that business is very good, and all he needs now is more goods. Jacob Frame, who has made Victor trade marks for some time, is getting ready to put a much neater and better charm on the market.

Things at the J. W. Greene Co.'s store are certainly very busy these days, and everybody is working very hard to get the store in shape for the big Fall rush.

Robert Elwell, of Grinnell Bros., this city, is very optimistic as to the future. His is the universal complaint—shortage of goods.

We learn that a newly orgaured local concern is about to place on the market a repeater with certain novel features.

Mr. Womeldorff, of the Toledo Talking Machine Co., expresses himself as confident that the Victor Talking Machine Co. will before the year is over be shipping goods in much greater volume than now.

Out-of-town visitors at the Toledo Talking Machine Co.: Mr. Phillips, Mt. Gilead, O.; August Roelle, Bucyrus, O.; Dou C. Orwig, Napoleon, O.; Oswald Goldberg, Detroit, Mich.; Mr. Shortridge, Columbus, O.

Warren L. Kellogg, traveler for the Toledo Talking Machine Co., says that all of the dealers on whom he calls are doing everything possible to get their stocks in shape for Fall business. Prospects

SINGLE SPRING MOTORS

DIRECT FROM MANUFACTURER
RELIABLE MOTORS AT RIGHT PRICE
Fit Any Base or Cabinet

SINGLE-SPRING MOTOR
No. W-1

Cast-iron frame; worm gear; two adjustments running on ball-bearings; plays any 12-inch record; top regulator.

Furnished complete with 8 or 10-inch turn-table and all accessories.

SINGLE-SPRING MOTOR
No. WF-1

Pressed steel frame; worm gear; top regulator; plays any 12-inch record.

Furnished complete with 8 inch turn-table and all accessories.

Quantities at Once

LOWEST PRICE BEST MATERIALS
NEW IMPROVEMENTS

Wonder Talking Machine Co. Inc.

109 East 12 Street, NEW YORK CITY
Telephone: Stuyvesant 1666

are very good all over the territory, but he feels that there will be nowhere near enough Victor goods to go around.

TO DISTRIBUTE THE HUSTYLUS

Herbert & Huesgen, of New York, well-known Pathé dealers, have been appointed sole distributors for the Hustylus, a new device which has recently been placed on the market that permits of the playing of hill and dale cut records on machines that are not equipped with a universal tone arm. This device is distinctive for its extreme simplicity and practicability. The company has received numerous letters from Pathé dealers stating that the Hustylus is meeting with the hearty favor of their patrons, and that it has helped increase the sales of Pathé records materially. Pathé jobbers throughout the country are handling the device and are preparing to institute aggressive sales and publicity campaigns.

USING CARTOON ADVERTISING

Keller & Son, of Easton, Pa., Find That Method Effective in Local Publicity

William H. Keller & Son, prominent talking machine and music dealers of Easton, Pa., are using cartoons most effectively in their local advertising



Don't borrow—Buy a Victrola, the best gift for your home. A WORD TO THE WISE

THE OWL TEMPLE OF MUSIC

of Victor machines and records and are getting excellent results. The cartoons are specially drawn, to emphasize some special point that the company desires to drive home to prospects and, is believed, proved more convincing than straight text. The sort of cartoons used by Keller & Son is indicated by the accompanying reproduction. This particular cartoons being designed to appeal to the families and there appear to be a goodly number of them, who are inclined to enjoy their talking machine music at the expense of their friends.

The Allied Phonograph and Accessories Corp., Manhattan, with a capital of \$10,000, was incorporated last week by A. Gumble, R. E. Faldl, L. Morris, 97 Fort Washington avenue.

YAZOO RIVER RED GUM

For high grade cabinet work. Of soft texture and rich, dark color. Sawed from mature, thrifty trees. Specially manufactured and air seasoned.

Adapted to a variety of finishes---Satin Walnut to Dark Mahogany. Can furnish either in Plain or Quarter Sawed Stock.

SOME SPECIALS FOR IMMEDIATE SHIPMENT

- 10 cars 2 " Ones and Twos Quarter Sawed Red Gum
- 10 " 2 1/2" No. 1 Common & Better Plain and Quartered Red Gum
- 10 " 3 " No. 1 Common & Better Plain and Quartered Red Gum
- 5 " 1 1/3" Ones and Twos Plain Sawed Red Gum
- 6 " 1 " No. 1 Common Plain Sawed Red Gum
- 12 " 1 1/4" No. 1 Common Plain Sawed Red Gum
- 10 " 1 " No. 1 Common & Better Quarter Sawed White Oak

Send us your inquiries for all cabinet woods.

THOMAS & PROETZ LUMBER CO.

15 Angelrodt St., St. Louis, Mo.

DIAMOND POINTS and SAPPHIRES

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

OVER ONE HUNDRED COLUMBIA DEALERS MEET IN ST. LOUIS

Great Get-Together Gathering of Dealers from Missouri, Illinois, Arkansas and Kentucky Listen to Interesting Business Talks from Columbia Executives and Others

ST. LOUIS, Mo., October 12.—If get-together meetings of dealers are efficacious in increasing business Columbia dealers in St. Louis and in Missouri, Illinois, Arkansas and Kentucky ought to have more business this fall than they will know what to do with. Among get-together meetings there has not been one in a long time to compare with the one Wednesday afternoon and evening at the Statler Hotel. There were about 100 dealers present and most of them were accompanied by feminine members of their households. Forenoon and afternoon sessions were held at which talks were made by

record with a machine and had never failed to charge interest on deferred payments and had never been called upon but once to make good his offer to return the money to a purchaser of a Columbia who was not satisfied and he had the satisfaction of having that customer come back later and buy a higher-priced machine, saying that he had tried the others and wanted nothing but a Columbia. Mr. Kelly, of McLeansboro, Ill., told about his method of selling Columbia in connection with the drug business. Manager Hopkins made the closing talk, in which he emphasized the possibilities of the period

B. S. Bussey, Clinton, Ky.; Kleekamp Piano Co., St. Louis, Mo.; The Only McNichols Furniture Co., St. Louis, Mo.; Todd Jewelry Co., St. Louis, Mo.; F. H. Brandt, Aeolian Co., St. Louis, Mo.; Roesch Furniture Co., St. Louis, Mo.; F. C. Homeyer, St. Louis, Mo.; Grafonola Shops, Inc., St. Louis, Mo.; J. Ermantraut & Sons, St. Louis, Mo.; John M. Carroll, Boehl Furniture Co., St. Louis, Mo.; F. A. Behmyer, St. Louis, Mo.; D. S. Gregson, Gregson Furniture Co., St. Louis, Mo.; Roesch Furniture Co., St. Louis, Mo.; Chas. Kramp, St. Louis, Mo.; Mulvihill Furniture Co., St. Louis, Mo.; Roesch Furniture Co., St. Louis, Mo.; L. M. Schlude, National Talking Machine Sales Corp., St. Louis, Mo.; Frank Schangle, Jr., Home Phonograph Co., St. Louis, Mo.; J. Glaser, St. Louis, Mo.; H. A. Hampton, Hampton-Lane Drug Co., Benton, Ill.; Bachmann Bros., Salem, Ill.; C. W. Klar, Hillsboro, Ill.; W. S. Cluxton, St. Francisville, Ill.; Chas. E. Bevis, Waltonville Ill.; Fred P. Watson, Mt. Vernon, Ill.; J. O. Kelley, McLeansboro, Ill.; Eldon P. Fleming, Fleming Furniture Co., Fairfield, Ill.; L. A. Mifflin, Mifflin's Book Store, Herrin, Ill.; L. L. Parker, Harrisburg, Ill.; Lyman Fox, Pana, Ill.; Ohlendorf & Thomas, O'Fallon, Ill.; H. J. Henderson, Raymond, Ill.; W. I. McMullin, Lovington, Ill.; Phil A. Dallmeyer, Jefferson City, Mo.; I. N. Hamilton, De Soto, Mo.; Schirmer Bros., Madison, Ill.; J. R. Funk, Funk & Smith, Festus, Mo.; Childs & Anderson, Granite City, Ill.; W. E. Hamm, Andre & Andre, Jacksonville Ill.; Long & Sons, Belleville, Ill.; Otto J. Falk, Bowling, Mo.; McCauley & Kerns, Taylorville, Ill.



Some of those who attended Great Columbia Meeting in St. Louis

George W. Hopkins, general sales manager; O. F. Benz, record manager; R. F. Bolton, International Record Sales Manager, H. L. Tuers, manager of the dealers' service department, and John McKenna, manager of the St. Louis branch. Sales Manager Hopkins made a strong impression by his talks on the policy of the company. In the evening there was a banquet, at which Manager McKenna presided. After a talk by local Manager Fuchs of Leo Feist, Inc., the music publishers, and selections by Feist singers, who gave numbers that are reproduced on Columbia records, W. T. Wallace of Assumption, Ill., one of the successful Columbia dealers, told how he did it. He had no system, he said, and followed the rule that the best time to make a sale is when you have the opportunity. It was evident from his talk that when he did not have an opportunity he created one. Manager McKenna said that Wallace had an unbroken record of never bringing back a machine that he took into the country on his motor truck. If he can't sell them he trades them for anything that anybody has to trade.

Some Interesting Business Talks

L. L. Parker of Harrisburg, Ill., another successful dealer, told how he had succeeded by advertising and backing up the line. He sold his first consignment of Columbias on a half page advertisement in the local newspaper. He declared that he had never cut the price one penny, had never given a

design instrument, which he said was doing more to give the talking machine standing as a musical instrument than anything else. He said that the ending of the war released 2,000,000 boosters for the phonograph.

In honor of the visitors the following Columbia dealers made special window displays: May, Stern & Co., Mackey Furniture Co., the Grafonola Shop, B. Nugent & Bro., the Buettner Furniture Co. and the Hub Furniture Co.

As a result of Mr. Tuers' talk on dealers' service materials, C. R. Salmon, city salesman, took orders from nearly all the dealers for the Columbia calendars with record days in red.

Those Who Attended the Meeting

The following firms were represented at the banquet:

Lentz Furniture Co., Keuett, Mo.; O. D. McLaughlin, Paducah, Ky.; H. E. Backer, Fulton, Mo.; W. T. Wallace, Assumption, Ill.; J. H. Frerker, Jr.; Carlyle, Ill.; Wm. J. Bauer, St. Louis, Mo.; A. D. Forburger, Forburger Jewelry Co., Robinson, Ill.; J. Goldberg, Ideal Furniture Co., St. Louis, Mo.; W. S. Geitz, Geitz Furniture Co., St. Louis, Mo.; T. Ben Turnbaugh, Caruthersville, Mo.; Hugh R. Johnston and H. T. Moore, Woodward Hardware Co., Cairo, Ill.; Hosea Rich, Walnut Ridge, Ark.; R. J. Smith, The Music Shop, Alton, Ill.;

TIMELY PATHE NEWS ITEMS

Pathé artists are now appearing at recitals held at both the Biltmore and Commodore Hotels and as usual are scoring a big season of success.

Upon the request of several Pathé dealers, an attractive set of lantern slides of Paul Althouse, of the Metropolitan Opera Co.; Giacomo Rimini, of the Chicago Grand Opera Co., and Rosa Raisa, all Pathé artists, has been prepared. An example of Pathé service is to be found in the fact that these slides were prepared within twenty-four hours after the receipt of the request. An attractive Christmas slide is now in the course of preparation, which will be sent to all Pathé dealers making use of lantern slide advertising.

Ernest Davis, leading tenor of the Boston Grand Opera Co., and a Pathé artist, is on an extensive tour of the country.

The recitals of Rudolph Ganz in New York City on October 20 and 30, were heralded by extensive advertising in the metropolitan dailies by the Pathé Freres Phonograph Co.

M. Rapin arrived at Pathé headquarters from Paris on his way to Shanghai, where he will represent Pathé interests in that city.

A cablegram has recently been received from Lucien Muratore, popular Pathé artist, from Colon. Signor Muratore cables that his entire trip through South America has been a succession of triumphs. He will continue his tour through South America and expects to arrive in Milan, Italy, in April.

LOOKING AHEAD

Many of our progressive customers have taken Time by the fore-lock, and have begun to store SOLO-TONES against the fall demand. They appreciate that reserve stocks of phonographs guarantee that they will be able to deliver the goods at the time they make the sale. Prospective customers do not believe in "watchful waiting." Neither do we.

Freight rates from our Eastern factories are especially favorable to the Eastern dealer. This factor combines with our prompt deliveries and high quality to make an attractive proposition for the dealer. A letter written to-day will place our facilities at your command.

SOLO-TONE MANUFACTURING COMPANY

Executive Offices and Show Rooms

1727 CHESTNUT ST.

PHILADELPHIA, PA.

Factories: Philadelphia, Pa., and Lititz, Pa.

EDISON TONE TESTS THIS FALL

1,500 Tone Test Recitals Will Be Given by Fifty Prominent Artists Before Christmas—Telegrams Tell of Enthusiastic Reception

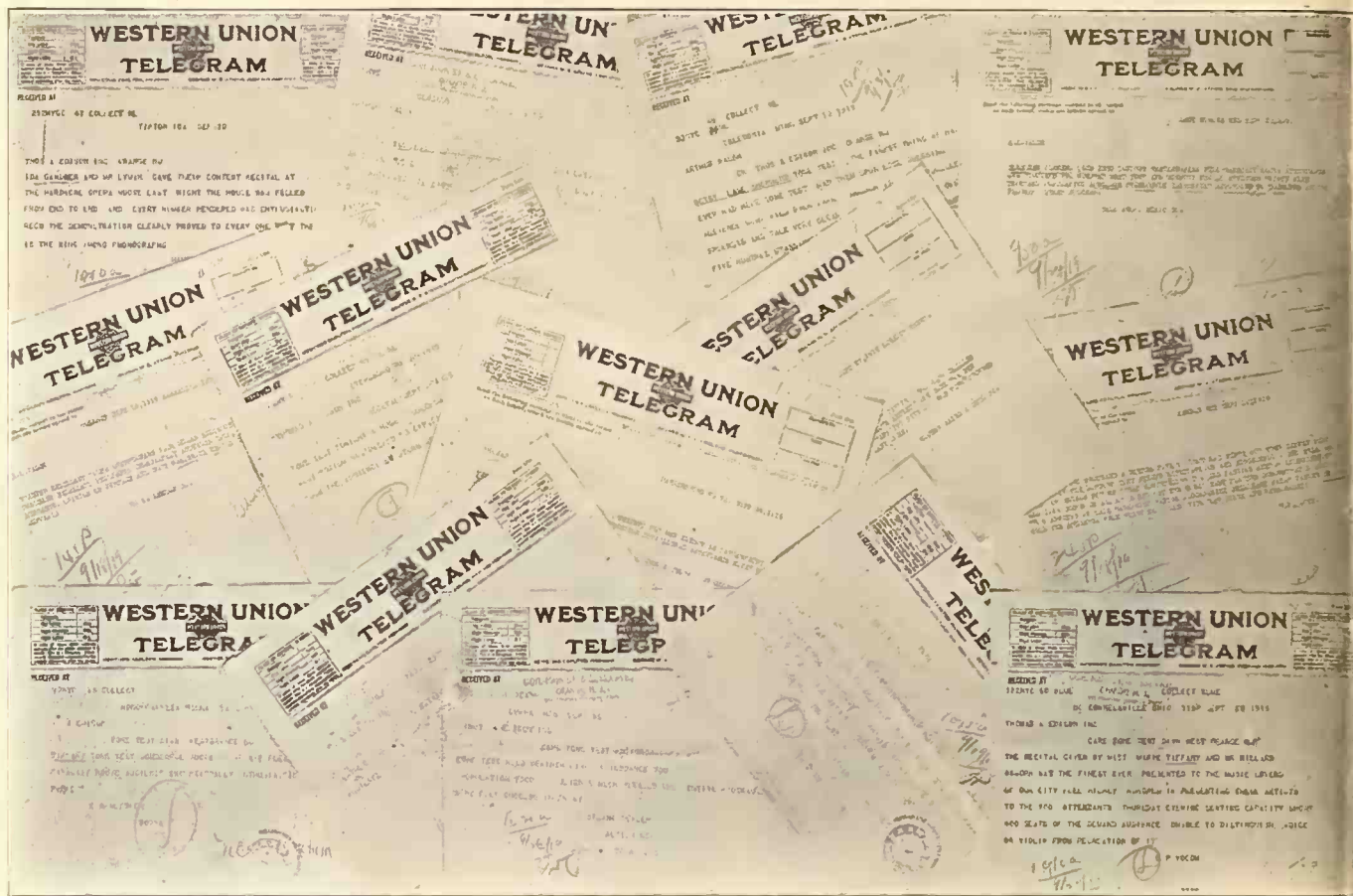
Music lovers throughout the country are taking great interest in the tone test recitals given by Thomas A. Edison, Inc., and before Christmas of this year many thousands of communities will avail themselves of the opportunity to have the New Edison in conjunction with prominent artists demonstrate the reproducing merits of the machine. At the present time fifty well-known artists are touring the country in the interests of the New Edison, and before the holiday season will appear in 1,500 recitals from the Atlantic to the Pacific. The popularity of these concerts is evidenced by the hundreds of telegrams and letters coming in from various centers where recitals have already been held.

The tone test idea was originated four years ago by the musical phonograph division of Thomas A. Edison, Inc., and the success which followed the first offering has justified a steadily increasing program of tone test recitals. In speaking of the new tone test recital plan, Arthur Walsh, director of the recital department of Thomas A. Edison, Inc., says:

"Not only dealers but patrons of the recitals are voluntarily complimenting us on the tone tests and are urging that more artists and more recitals be booked for their localities. Primarily, in evidence, is the tribute paid to the New Edison. Here are samples of the many telegrams we daily receive:

"'Ferrell-Wiedoeft recital at Newton, Iowa, was a tremendous success. The numbers with the phonograph were just great and immensely enjoyed, likewise the community singing.'

"'From Muncie, Ind.: 'Ellerman-Fleming tone test to-night a great success. Full capacity house with best town and country people attending. Audience thoroughly Edisonized according to comments.'



"Carleton, Mo.: 'Dalhart's tone test recital was a great success and the audience was carried away. Critics said this was the greatest performance they had heard in years and that they could not tell the difference between the voice of the living artist and the Re-Creation of his voice.'

OCCUPY NEW PLANT OVER NIGHT

A. W. Loser, manager of the Victor talking machine department of the Miller Music Co., Lebanon, Pa., is a strong believer in the value of effective window displays and the arrangement of special Victor records has on a number of occasions at-

"So wonderful is the success of this season's series of recitals," continued Mr. Walsh, "we are already making extensive preparations to greatly increase our number of tone tests for next year. Nothing in the history of the musical world can compare with these events."

tracted much attention. A particularly effective window display recently featured "Sand Dunes," the popular one-step on Victor records. In calling attention to the number a big record measuring a yard across was suspended in the window, with the title "Sand Dune" showing prominently on the label. A big arrow suspended at the opposite side of the window pointed to the record and bore the legend "a big dance hit." The public displayed much interest in the big record and the sales of the regular records of the featured number were excellent.

CLOSED BEST MONTH IN HISTORY

Otto Heineman, President of General Phonograph Corporation, Gives Excellent Report of September Business—All Divisions Sharing in Unprecedented Activity at Present Time

In a chat this week with The World, Otto Heineman, president of the General Phonograph Corporation, stated that the company had closed in September the best month in its very successful history. This gratifying report includes every division of the business, and judging from all indications the next three months will establish record-breaking figures for this organization.

Mr. Heineman states that the demand for Heineman and Meisselbach motors, tone-arms and sound-boxes is far beyond all expectations, and notwithstanding the increased facilities in every manufacturing department, the factories are far behind orders. The new Newark plant of the Meisselbach division is rapidly nearing completion, and will prove of invaluable assistance in increasing the output of Meisselbach products.

Okeh records and Dean steel needles are steadily gaining in popularity, and the new record supplements are meeting with the enthusiastic commendation of the dealers. The Conway Band records are being featured to excellent advantage by Okeh dealers everywhere, and have already attained signal success.

TALKING MACHINES

PHONOGRAPH PARTS

READY NOW FOR IMMEDIATE DELIVERY

Big Variety of High-Class Models in All Popular Styles and Finishes
Priced on a Business Basis for Wholesaler or Retailer

We can handle orders for Machines and Cabinets in any quantity.

Complete Stock of All Phonograph Parts and Accessories

Allied Phonograph and Accessories Corporation

145 West 45th Street

NEW YORK, N. Y.

FOR EDISON DEALERS:

We have a fair stock

PRESS BOARD FILING CARDS

made especially for the record compartments of
EDISON DIAMOND DISC PHONOGRAPHS

Special Prices—Quantity Is Limited—Order Now!

Envelopes of All Descriptions in Stock for Immediate Delivery

H. G. NEU & CO.

108 Worth St., New York

PAPERS

MICA DIAPHRAGMS (Best Imported India Mica)

Our Quotations Will Interest You

MAIN SPRINGS

STEEL NEEDLES

THE PHONOGRAPH SUPPLY CO., OF NEW ENGLAND

27-28 COURT SQUARE

BOSTON, MASS.

COURT REFUSES AN INJUNCTION IN VICTOR-STARR CASE

Judge Mayer, in U. S. District Court, Holds That Question of Alleged Infringement of Johnson Record Patent Is for Trial in Open Court—Places Case on November Calendar

A decision which is of great interest to the talking machine trade was handed down on October 14 by Judge Mayer in the United States District Court in the case of the Victor Talking Machine Co., against the Starr Piano Co. for a preliminary injunction to prevent further alleged infringement of Johnson patent No. 896059, dated Aug. 11, 1908. The motion for this injunction was denied by Judge Mayer, whose decision in full is as follows:

"This patent has nearly six years to run and yet this motion is reminiscent of the practice which prevailed prior to the new equity rules, which require inter alia trials in open court.

"It has been demonstrated in this district that equity trials can be had promptly and that motions for preliminary injunctions are rarely a short cut except in those cases where a patent has an expiring lease of life or where alleged infringers are of a class likely to disappear or to be incapable of responding to an accounting. The defendant in this case is a highly responsible business concern, well able to respond to any decree should plaintiff be successful. That other alleged infringers may be irresponsible is, by itself, no reason why this defendant should be subjected to summary treatment.

"The question which this court is called upon to decide upon this motion is comparatively simple. The court is not now required to determine whether defendant is right. It must, however, be clearly convinced that plaintiff is right in order to grant the preliminary relief asked for. In such circumstances, experience has demonstrated that it is desirable not to decide any more than is necessary for the purposes of the motion. Expressions of opinion, at this time, on the ultimate merits may tend only to embarrass the trial judge and it will be enough to state, in brief fashion, the main reason why this court entertains a doubt sufficient to preclude the granting of this particular motion.

"Ordinarily the court would accept the decision of Victor Co. v. American Graphophone Co., 189 Fed. Rep. 359 as the starting point and would hesitate long before it failed to follow the conclusion not only of the same court but of so experienced and able a judge of patent causes.

"Yet, I have not been able to escape the doubt expressed in Emerson Phon. Co. v. American Graphophone Co., 255 Fed. Rep. 574. In the Emerson case, supra, the so-called Johnson defense testimony was read into the record. In this case, there are affidavits by Haddou, Clark, Middleton and Royal. Johnson, being ill, was unable to furnish an affidavit. Thus, there arises the first question.

"1. Has Johnson's date of invention been carried back prior to the date of Jones; i. e., prior to November 19, 1897? That fact must be proved beyond a reasonable doubt. Assuming the recollection of the affiants to be accurate, that in the summer of 1896 Johnson had the conception, there is at least an arguable question as to whether this conception went beyond the experimental stage until the beginning of 1898, or, in other words, after Jones had filed his original application.

"Some of the features of the fact question as now presented were not before Judge Ray in the Victor case, supra. Memory as to dates when dealing with subject matter of this kind is as susceptible of error even by honest men, that a safe judgment ordinarily can be predicated only on seeing and hearing witnesses who have been subjected to examination and cross examination.

"On the record here made, I am not fully convinced that the date of prior invention is established, although that doubt may be completely resolved upon a trial.

"2. It is difficult to see a patentable distinction

between the Jones and Johnson inventions. That was the view of Johnson in his testimony before Judge Ray. Whether this view was correct or not, the question is at least debatable and thus the date of the Johnson invention is of vital importance.

"3. The foregoing renders unnecessary upon this motion an expression of opinion as to whether the Johnson patent, if first, discloses invention, in view of the prior art.

"4. As to the contention of the defendant that the patent is invalid because of illegal expansion and because of more than two-years public use before Johnson made application for a patent, I think it best to leave this and similar contentions for disposition at the trial when all of the questions can be presented and decided in such manner as to shape the entire controversy for complete review.

"5. I think it but fair, however, that plaintiff should have an early trial, if it so desires. I recognize that these talking machine records are easy to make and that a long delay may render difficult the pursuit of irresponsible infringers, if the plaintiff ultimately succeeds in its contentions.

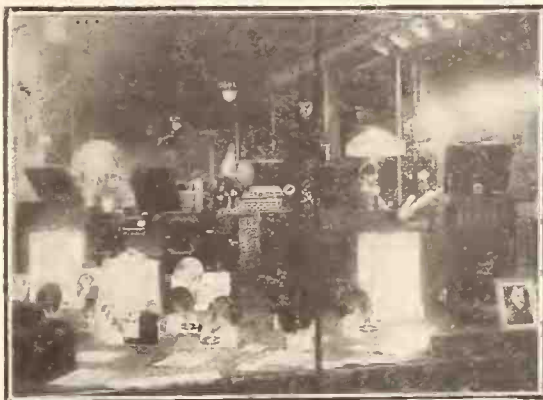
"To that end, the order may provide that the case may go on the calendar for November, 1919.

"Submit order in accordance herewith on three days' notice."

FEATURE PATHE DURING STATE FAIR

Attractive Window Displays by Benway Furniture Co. Interest Visitors

LINCOLN, NEB., October 2.—The Benway Furniture Co., Pathé dealers devoted their window display at their warerooms in this city to the



Benway display at Nebraska State Fair

Pathé products during the recent Nebraska State Fair. The display was very attractively arranged as shown in the accompanying photograph, and attracted much attention from the passing crowds. Various Pathé machines were featured, together with the month's records, using the Pathé display cards and easels. The Benway Furniture

Co., are doing a large business with the Pathé line in this city, and with steadily increasing figures, they report that the outlook for the future is very encouraging.

TALKING MACHINE MEN MEET

Long Terms and Sunday Closing Discussed at Monthly Session of Retail Organization

At the regular monthly meeting of The Talking Machine Men, Inc., the organization of talking machine retailers of New York and surrounding states, which was held recently in the recital hall of the Knickerbocker Talking Machine Co., New York, a number of important subjects were brought up for consideration, among them being the question of advertising small initial payments, and long terms on talking machine sales. The majority of dealers were strong in their condemnation of the practice, but definite action in the matter was put over until the November meeting.

The question of Sunday closing was also discussed at length, and the Legal and Grievance Committees of the Association were instructed to act in conjunction in an effort to find ways and means for compelling the talking machine retailers, especially in the lower East Side and in the Bronx, to keep their places of business closed on Sunday.

THE WOODEN TONE-ARM THE PROPER TONE-ARM FOR HIGH GRADE TALKING MACHINES



Patented March 5, 1918

The wooden tone-arm is a strong selling point in talking machine sales. The wood in Manhattan tone-arms is especially treated for bringing out the tonal values in the record. Made in all finishes.

Quantity Prices on Application

Exclusive territory—address

MANHATTAN PHONO PARTS CO., Inc.

145 West 45th Street

Chicago Offices, Republic Bldg., H. Engel, Mgr.

New York City

ARTISTIC CALENDAR FOR 1920

Demand for New Calendar Grows—Wins Favor From Dealers Everywhere

The Columbia Graphophone Co. dealers' service department reports a phenomenal demand for the Columbia dealers' 1920 calendar which was introduced a few weeks ago. This calendar has a human interest appeal that has been an important factor in its popularity with the dealers.

The principal illustration on the calendar shows a little child listening to her favorite Columbia bedtime story record played on the Columbia Grafonola in such a natural pose that it is difficult to resist the temptation of hanging it up on the wall. The Grafonola occupies the central back-



The New Columbia Calendar ground and is outlined in a pleasing glow from the fireside.

Appropriate seasonable appeals have been introduced to constantly renew the calendar's appearance and awaken fresh monthly interest in the dealer's message. The illustrations and the stories on the twelve calendar pad sheets are fittingly tied up to the season. In July patriotic music is the subject, in June vacation music is the theme. April features Easter music and December talks about Christmas music, and in Feb-

SOSS
INVISIBLE HINGES

Fine cabinet work has always demanded that hinges be as inconspicuous as possible.

Soss Hinges are Invisible

They are therefore ideal for beautiful cabinet work as the preservation of the beauty of unbroken lines in better grade cabinets is thus insured.

The leading manufacturers of the industry use Soss Hinges.

Soss Hinges are so accurately made and so easy to install that they save time and labor, as all mortising can be done by machine.

SOSS MANUFACTURING CO.
GRAND AVE AND PERCEN ST
BROOKLYN, N.Y.

ruary, March and May, when theatre going is the common entertainment, the calendar going is vaudeville, musical comedy and concert stage.

At the bottom of the calendar are the words, "New Columbia records on sale every ten days." By way of a strong tie-up and reminder, the figures 10 and 20 in each month are printed in red. The International record release date is the first of the month, and that numeral is printed in green. The dealer's imprint is placed directly above the monthly pages, thereby calling attention to his establishment whenever the calendar is consulted.

WALTER S. GRAY IN NEW YORK

Prominent Accessory Representative on Pacific Coast Visits Manufacturers Whose Lines He Handles—Enthusiastic Over Conditions

Walter S. Gray, Pacific Coast representative for some time of the most successful accessories in the trade, arrived in New York a few days

ago for a week's visit. Mr. Gray, whose headquarters are in San Francisco, made this trip primarily to become acquainted with the eastern manufacturers, whose products he is giving such able representation on the coast.

While in New York, Mr. Gray placed large orders for accessories and through his personal interviews with the manufacturers, arranged for excellent service for the dealers in the Far West. Mr. Gray spoke enthusiastically of conditions on the coast, stating that the dealers are closing a remarkable business; their sales being limited only by supplies of merchandise.

DISCUSSES MUSIC IN EDUCATION

BALTIMORE, Md., October 12. — On October 1st Mrs. Frances E. Clark, director of the educational department of the Victor Co., was the guest of honor at a ladies' day luncheon of the Advertising Club of this city. She addressed the Club on the subject "Music in Education."

HERE IT IS

The

FLETCHER UNIVERSAL TONE ARM and REPRODUCER

Gives Proper Playing Weights for all Records. No Adjustments Screws or Springs.
SAMPLES \$8.00

Specify 8½" or 9½" arm

FLETCHER-WICKES CO., 6 East Lake Street, Chicago, Illinois
THE GEORGE McLAGAN FURNITURE CO., STRATFORD, ONTARIO, EXCLUSIVE CANADIAN AGENTS

PITTSBURGH ASSOCIATION TO HOLD SERIES OF MEETINGS

Association Officers Elected—Conference of Edison Dealers—Mellor Launches Educational Campaign —Pre-Holiday Activity Already in Evidence—Rosenbaum Co.'s "Opening" — Interesting News

PITTSBURGH, Pa., October 10.—With the resumption of the monthly meetings of the Talking Machine Men's Association of Pittsburgh the members are planning to hold a series of meetings in the future that will be a source of benefit to the talking machine men and be the means of inspiring in them the high sense of loyalty that should dominate the trade at all times.

At the latest meeting the annual election of officers was held. The election resulted in the choice of the following: President, J. H. Phillips, Victor dealer, Northside; vice-president, Herman Lechner of the Lechner & Schoenberger Co., Victor, Columbia and Edison; secretary, A. R. Meyer of the Joseph Horne Co., Victor and Columbia; treasurer, Henry Wood of Boggs & Buhl, Victor and Columbia. The board of directors consists of: Joseph C. Roush, Charles L. Hamilton, George S. Hards, William J. Mullen, George H. Rewbridge, Leo Half, Clark Wright, F. C. Wampler; and the officers.

Under the auspices of the Buehn Phonograph Co., Edison distributors, a general conference of the Edison dealers in the Pittsburgh district was held at the Hotel Schenley on Tuesday, September 30. The meeting was largely attended and was enlivened by the presence of Thomas J. Leonard, general sales manager of the Edison Co., Edward Trautwein, mechanical engineer and A. J. Palmer, advertising manager. Addresses were made by Messrs. Leonard and Trautwein. After the conference those present were guests at dinner. There was no speechmaking there, but everybody had a good time. A. A. Buehn, president and general manager of the Buehn Co. and his staff of assistants made everyone feel at home. In the evening a "Miracle Concert" was held in Carnegie Music Hall with the principals being Marie Rappold and Mario Laurenti of the Metropolitan Grand Opera Co., as well as a new Edison phonograph.

The formal opening of the new talking machine department of the Rosenbaum Co., was held on Monday and attracted a large crowd. Manager P. W. Kline and his staff of able assistants were kept busy receiving congratulations and attending to the wants of the hundreds of patrons who called to view the new quarters of the Victrolas and Columbia Grafonolas.

Extensive alterations are being made to the retail Victrola department of the C. C. Mellor Co.

The first floor and basement floor booths have been moved and a general rearrangement made that will be of much benefit to patrons. John Fischer, manager of the Victrola department is

anticipating an extensive business this fall and winter in both the retail and wholesale branches.

Miss Lilliau A. Wood, of the educational department of the Mellor Victrola department has launched her campaign for the coming season and it is expected that her work will be demonstrated to many public schools and school teachers. Miss Wood gave a practical demonstration of the use of the Victrola and Victor records in the school room at the high school at McClellantown, Pa., and also at the teachers' institute which was held at the same place last Friday and Saturday.

George S. Hards, the well known Victor dealer of Dormont, is rejoicing over the advent of a little daughter to his family circle. The little newcomer will be known as Nancy Jane Hards and both she and Mrs. Hards are doing finely.

"Our business for September showed a marked increase over the same month a year ago and, in fact, was one of the best months in the history of the company here," was the statement made by S. H. Nichols, manager of the Pittsburgh offices of the Columbia Graphophone Co.

C. E. Willis, has joined the staff of roadmen of the Standard Talking Machine Co., Victor distributors. Mr. Willis was formerly with the W. F. Frederick Piano Co.'s wholesale Victor department.

The Dauler-Close Furniture Co. has started a boom for the Christmas trade and is advertising very extensively in the daily newspapers concerning the Cheney line, giving especial mention to the Sheraton and Hepplewhite styles. The Cheney phonograph is also sold by Gray & Martin, in the Jenkins Arcade.

H. Milton Miller, manager of the local offices of Smith, Kline, French Co., Sonora distributors, reports an unprecedented demand for Sonora phonographs, especially the high priced lines and so insistent have the demand become that he was compelled to secure a shipment of the L'Artiste phonographs made by the Grand Rapids Phonograph Co.

Anthony M. Jones, a well known tonor of the Brookline district of Pittsburgh has recorded several selections in Welsh, which are being advertised in the October list of Columbia records.

J. A. Endres, sales manager for the Brunswick, who recently returned from a tour of the Brunswick dealers in his territory finds the demand for his line so strong that the local office is making every effort to get more machines at once.

Jacob Hirsch, manager of the Emerson Sales Co., with headquarters in the Jenkins Arcade, is jubilant over the tremendous sales of Emerson

CHAS. H. YATES

311 Laughlin Bldg. Los Angeles, Cal.

Manufacturers' Distributors of High Grade Phonograph Accessories and Supplies.

Send for my new catalogue and price list. It will interest you.

TELL ME WHAT YOU WANT

"If I haven't got it, I'll get it for you."

This is part of my service.

Exclusive Pacific Coast distributor for the

JONES-MOTROLA

records in the Pittsburgh district. He stated that the question now was to be able to supply an adequate number of Emerson records to dealers owing to the increased demand.

H. C. Niles, of the Starr Phonograph Co., of Pennsylvania stated that the Starr line of phonographs as well as the Gennett records were having a very satisfactory sale.

Wallace Russell of the Standard Talking Machine Co. and R. H. Sayre, advertising manager of the S. Hamilton Co., dealers in Victrolas and Columbia Grafonolas attended the special course in "Salesmanship" given at the Victor plant at Camden, N. J.

H. C. Hornberger, one time manager of the talking machine department of Kaufman & Baer Co. is now connected with the Pittsburgh offices of the Brooks Automatic Repeating Phonograph, of which Newton B. Helms is manager. The offices of the company are on the third floor of the Jenkins Arcade.

O. M. Kiess of the Pathé Freres Phonograph Co., of Brooklyn spent several days at the offices of the Pittsburgh Talking Machine Co., Pathé distributors.

Jacob Schoenberger and A. O. Lechner, of Lechner & Schoenberger, the well known music house, who handle the Victor, Edison and Columbia lines, were recent visitors to the East. Herman Lechner, who is in charge of the talking machine department reports a very brisk trade. The firm have two floors partially devoted to the talking machine display and demonstration.

Talking machine trade in the large department stores is showing signs of pre-holiday activity and already some neat and attractive displays of talking machines and records are being made. This is especially true of the McCreery Co., A. N. Ansell, manager; the Joseph Horne Co., A. R. Meyer, manager; Kaufman & Baer Co., Hartley J. Pierce, manager; Kaufmann's, Mrs. C. H. Walrath, manager; Boggs & Buhl, Henry Wood, manager; Campbell's, B. C. B. Hewitt, manager; Spear & Co., J. J. Murray, manager and May, Stern & Co., J. J. Barry, manager.

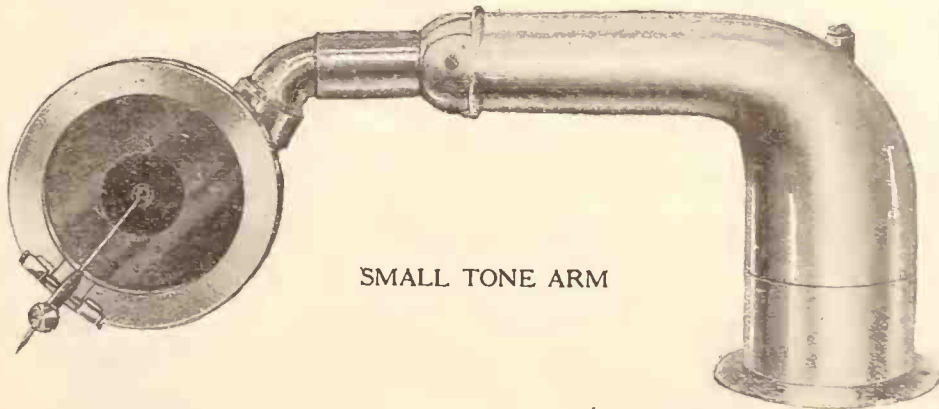
Supreme Tone Arms and Sound Boxes

A Large Tone Arm—8¾ inches centre to center—height 4⅛ inches.

A Small Tone Arm—8¼ inches center to center—3⅝ inches.

Both tone-arms scientifically constructed for perfect sound reproduction and finely finished in our own plating plant. They play all makes of records.

In Sound Boxes. We have the special No. 3 Hub.



SMALL TONE ARM

SUPREME PHONO PARTS CO., Inc.

145 West 45th Street
New York City

Chicago Offices—Republic Building—H. Engle, Manager

TRADE MOST ACTIVE IN BUFFALO

Prosperity Which Generally Prevails Has Had Beneficial Effect on All Branches of the Talking Machine Industry in Northern New York.

BUFFALO, N. Y., October 10.—The demand for talking machines in Buffalo continues at high speed. All classes of citizens are enjoying prosperity and are calling for the best machines obtainable. The strike at the Lackawanna Steel Co.'s plant—a part of the national steel tie-up—at first threatened to demoralize trade in this city, but at this writing seems to be losing its serious aspect. Thousands of men and women are drawing good money at the other local plants and many are freely indulging their taste for good music.

William Turner, 1401 Main Street, is making a successful feature of the new Pathé Actuelle.

John Schuler, Sonora dealer, recently returned from a three-weeks' vacation at the Berkshire hills. Henry Marsh of Mr. Schuler's sales force, is campaigning in the country.

Work is progressing rapidly at the Rudolph Wurlitzer Co.'s new building on the west side of Main Street, between Chippewa and Tupper. The formal opening of the store will be one of the big merchandising events of Buffalo.

There is plenty of work for live talking machine salesmen in Buffalo. It is said that a number of young men who made good in the business took advantage of their training and entered the automobile and other fields. One local firm recently hired a man and wife, who had sold sewing machines. Their salesmanship proved to be of the persistent kind and they are now making good at selling talking machines.

"The railroad men are among our best customers," remarked a local retailer of talking machines. "They are all drawing top-notch wages and are spending it freely for musical instruments. They like amusement and seem to class music among the essential things of life.

A typical theatrical style of advertising was recently used by Bricka & Enos, who said recently, "Matinee today and every day if you have a Columbia Grafonola."

Talking machine dealers who visit the county fairs of Western New York to meet old friends and make new ones and incidentally perhaps "talk talking machines" have been able to dig up some profitable sales in this field. Some of these dealers never fail to operate at the fairs. They say that this fall their sales from this source and the

WANTED

More Dealers to Sell the

"Best" semi-permanent Stylus

The Reasons for Our Wonderful Success Plays 100 to 300 Records

No Scratch

No Hiss

Its Tones are Marvelously Pure and it Makes All Records Better

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

The Ansonia Needle Co.

Ansonia

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Conn.

advertising benefits that accrue are really worthwhile.

Margaret Matzenauer, mezzo-soprano, recently sang at Elmwood Music Hall, here. The fact that this vocalist is a New Edison artist was not overlooked in the advertising of Edison dealers. The following firms united in special newspaper advertising in connection with her appearance in Buffalo: Bricka & Enos, Charles J. Nereth, Utley Piano Co. and Zittel-Kreinherder Co.

The J. N. Adam & Co., Victor dealers, are celebrating their 38th anniversary. Victrolas and records are getting a good share of window displays and other methods of powerful boosting during the celebration.

Another event, similar to that of J. N. Adams & Co., was recently celebrated by the William Hengerer Co., Victor dealers. The latter firm, however, has been in business eighty-three years.

Stewart's

-jobbery for the - Victor Talking Machine Company

Indianapolis

LESLEY'S PATCHING VARNISH

dries in 10 seconds, flows without showing the lap. With it damaged varnish can be repaired invisibly. New price 1 pt. \$1; 1 qt. \$1.90. Complete repair outfit \$3.50. F.O.B. Indianapolis, Ind. LESLEY'S CHEMICAL COMPANY, Indianapolis, Ind.

GOLD MEDAL BRAND Mica Diaphragms

Any Size and Thickness

Highest Quality — Best Prices

FAVORITE MFG. CO. 1506 DeKalb Ave., Brooklyn, N. Y.

THE CABINET & ACCESSORIES COMPANY 145 E. 34th STREET NEW YORK LUNDSTROM CONVERTO CABINETS Record Albums Phonograph Cabinets Record Delivery Envelopes Table Cabinets, All Kinds Motrolas Talking Machine Toys Record-Lites Brilliantone Needles Fibre Needle Cutters Velvetone Needles Red, White & Blue Needles Polishes & Oils Repeaters & Rotometers Wall-Kane Needles Record Cleaners Dust & Moving Covers ALL FROM ONE SOURCE IN THE HEART OF NEW YORK

C. N. ANDREWS

SYRACUSE

VICTOR WHOLESALE

Located in the center of the State, with the best of shipping facilities, the firm of C. N. Andrews is able to render the best possible service to *Victor Dealers*.

C. N. ANDREWS :: Syracuse, N. Y.

A. E. LANDON APPOINTED MANAGER

Succeeds James P. Bradt as Manager of Canadian Branch of Columbia Co.—Output of Plant to Be Increased More Than 500 Per Cent

A. E. Landon, formerly assistant Canadian branch manager of the Columbia Graphophone Co., has been made Canadian branch manager, succeeding James P. Bradt, resigned. Mr. Landon was formerly general sales manager of a big business operating in the United States and Canada. His experience with the Columbia Graphophone Co. covers selling in country and city territory,

assistant manager of the Philadelphia branch and assistant Canadian branch manager, Toronto.

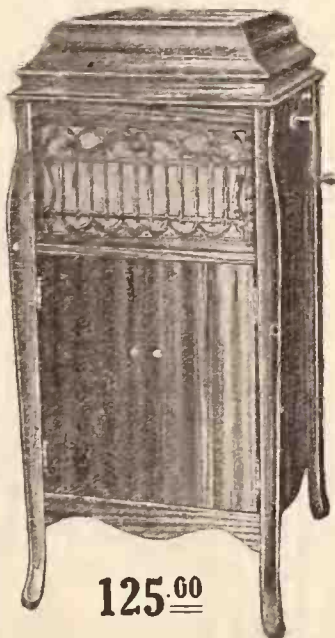
His qualifications are such that the Columbia Graphophone Co. feels safe in entrusting to him the direction of selling the output of the new big factory just bought by the company from the Imperial Munitions Board. This plant was formerly the Canadian Aeroplanes, Ltd., on Dufferin street, north of Lappin avenue. With the single exception of the Massey-Harris Works this is the largest plant under one roof in Toronto. It occupies twelve acres of ground and consists of eight large permanent buildings and three smaller frame buildings, together with the railroad sidings, which

run directly into the company's largest structure.

This plant will give Columbia increased yearly capacity of 500% in records and 400% in Grafonolas. This will not take care of the increase in Grafonola business and will necessitate an increased output from their present Canadian cabinet manufacturers.

Mr. Landon has made his permanent home in Toronto, moving his family over a year ago. Plans for future development of the sale of Columbia Grafonolas and records in Canada have been warranted by past performances and the outgrowing of the present factory of the company at 54 Wellington street, west, in Toronto.

TONE TELLS



125.⁰⁰

Size 42¼ x 19¼ x 21¼

SOUND TELLS

THE Gramola
PATENTS-PENDING
THE PERFECT TALKING MACHINE

Plays All Records—Perfectly

The phonograph that really reproduces. Superiority in tone can not be denied. Highest grade cabinet construction and finish. Silent motor — runs like a watch. Quality guaranteed. We invite comparison.

Jobbers and Dealers Solicited

PERFECTION TALKING MACHINE CO., Inc.

OFFICE:
200 Fifth Ave., N. Y. City

FACTORY
Brooklyn, N. Y.

WORLD'S CLASSIFIED ADVERTISING

Any member of the trade may forward to this office a "Situation" advertisement intended for this Department to occupy a space of four lines, agate measure, and it will be inserted free. Replies will also be forwarded without cost. Additional space will be at the rate of 25c. per line. If bold faced type is desired the cost of same will be 25c per line.

WANTED—A strong retail talking machine salesman to travel at wholesale and co-operate with our Pathe Dealers in developing their retail business; state age, references and salary desired. Weaver Piano Co., Inc., York, Pa.

WANTED—Two phonograph salesmen to travel in the State of Iowa; we have a good proposition for the right man. E. H. Jones Piano Co., 418 Shops Bldg., Des Moines, Iowa.

WANTED—A first class talking machine salesman on a salary and commission basis; we have a city and surrounding territory with a population of 250,000 people within a radius of 15 miles, surrounded by rich farming and oil production districts; exceptional opportunity for a bright young man who can furnish gilt edge references. Address "Box 695", c/o *The Talking Machine World*, 373 Fourth Ave., New York, N. Y.

POSITION WANTED—Married man, capable and reliable; ten years' experience in Victor line; first class repairman; knows the latest methods of keeping stocks of records, machines and accessories; qualified to act as assistant to wholesale manager or as service man; willing to travel; can also take charge of retail department; knows the latest ideas of selling the Victor line; can handle men and produce results; will go anywhere; references; prefer contract with salary and bonus or salary and commission. Write "Victor Man", c/o *The Talking Machine World*, 373 Fourth Ave., New York, N. Y.

SITUATION WANTED—A No. 1, high class, high price manager and salesman for piano or phonograph department or store; twelve years' experience; I must reject or accept a contract for another year with present employers before November 1st, so answer at once if you have a big, difficult position to fill. Address "Box 701", c/o *The Talking Machine World*, 373 Fourth Ave., New York, N. Y.

SITUATION WANTED—Would like position with reliable concern building, or desiring to build, a high-grade phonograph; am thirty-six years old, temperate and had about fourteen years in the construction of the phonograph; also have several good inventions which I would gladly turn over to the right parties. Address "Box 624", c/o *The Talking Machine World*, 373 Fourth Ave., New York, N. Y.

WANTED—Position as manager or assistant manager of a retail talking machine store or department. Thoroughly experienced and familiar with every phase of phonograph merchandising. Would also consider a wholesale proposition or would be interested in purchasing an established business. Send full details. "Box No. 682," care *The Talking Machine World*, 373 Fourth Ave., New York.

POSITION WANTED—A competent manager is open for an opportunity to take charge of retail salesrooms. In addition to his other qualifications he is an expert repairman. Those interested address "Box 683," care *The Talking Machine World*, 373 Fourth Ave., New York.

EXECUTIVE WITH SELLING ABILITY and experience, returning to California to live, desires connection with high-class manufacturing concern as representative for the West and Pacific Coast; the past four years connected with large concern in the East as manager of production and sales; high-class references. Address "Box 684," care *The Talking Machine World*, 373 Fourth Ave., New York.

EXPERT repairman wanted. One who is acquainted with all makes of motors, and would like to live in the best town in the United States. Must be a man capable of doing a little selling on the side. Send photograph with first application, stating experience and qualifications. R. H. Paulin, Santa Barbara, Cal.

HELP WANTED—Want a young lady or young man to sell Victor records in a very high-class retail store. Must be neat, obliging, and one who can produce results. In replying state former experience, with whom and how long, also age and nationality. Baumer Piano Co., New Rochelle, N. Y.

WANTED—Manager for Canadian phonograph and record plant. Must understand both lines and be capable of taking full charge. An exceptional opportunity for the right party. Paramount Phonograph & Record Co., of Canada, Limited, 200 Papineau Ave., Montreal, Canada.

WANTED—A record stock mixer, one who can also take charge of the presses preferred. Paramount Phonograph & Record Co., of Canada, Limited, 200 Papineau Ave., Montreal, Canada.

WANTED—High-class talking-machine salesman to sell jobbing trade and large retail dealers. Salary and commission basis. State age, married or single, experience and all with first letter. The Parlephone Co., St. Joseph, Mo.

WANTED—Position as superintendent of phonograph cabinet factory, understand all branches of the business. Would like to locate in or about Denver, Colo. Address "Box 614," care *The Talking Machine World*, 373 Fourth Ave., New York.

SITUATION WANTED—By phonograph sales manager now employed by very large manufacturers. Know Mique West trade. Prefer Chicago. Address "Box O. C. 2," care *The Music Trade Review*, 209 South State St., Chicago, Ill.

POSITION WANTED—By lady in Victor or Columbia Department. Six years' experience. New York or New Jersey preferred. Address "Box 696," care *The Talking Machine World*, 373 Fourth Ave., New York, N. Y.

POSITION DESIRED—Manager and salesman wants position with live dealer, where results will be rewarded with proper remuneration. Address S. P. 30, care *The Talking Machine World*, 209 S. State St., Chicago, Ill.

SITUATION WANTED—Manager, with thorough retail Victor, Columbia, Edison and advertising experience, will consider a change with privilege of investing later in business. State salary, yearly business and all particulars. Address "Box 697," *The Talking Machine World*, 373 Fourth Ave., New York, N. Y.

WANTED—Salesman wanted to sell best popular priced phonograph on the market as a side line, on commission basis only. See our advertisement in this issue for description of line of machines and prices. Charmaphone Company, 39 W. 32nd St., New York.

SITUATION WANTED—Man, 35 years old, married, four years office and ten years successful sales record; pianos and phonographs. Education, personality and experience at your disposal. Prefer association with manufacturer's sales rooms. Address "Box 698," care *The Talking Machine World*, 373 Fourth Ave., New York City.

POSITION WANTED—Man, 34, with eight years' experience as repair man, assembler, inspector and salesman, seeks connection with live concern. Address "Box 699," care *The Talking Machine World*, 373 Fourth Ave., New York City.

WANTED—Salesman on commission to sell exceptional values in phonographs. Address "Phonographs," care *The Talking Machine World*, 373 Fourth Ave., New York, N. Y.

SITUATION WANTED—Man who is thoroughly experienced in the manufacture of pianos, furniture and talking machine cabinets desires to connect with a talking machine manufacturing concern as superintendent. At present superintending the production of the highest grade talking machines in the country and can produce maximum quantity and highest grade work at a minimum cost. Address: George W. Thomas, Brooklyn Post Office, Brooklyn, N. Y.

WANTED—SPOT CASH PAID

Records in the following languages: Italian, French, Spanish, German, Jewish, Russian, Polish, Chinese, Japanese, etc.

VICTORIA RECORD EXCHANGE
2104 Third Avenue New York
Phone Harlem 7848

FOR SALE

Phonograph records, lateral cut, 10 and 12 inch standard make, a fine assortment of vocal and instrumental selections. Steel phonograph needles, finest quality, 100 to envelope, 60 cents per thousand.

I. DECKINGER
3064 Albany-Crescent Ave. New York

Phonograph Cabinets

I have 1,000 complete phonographs ready for Immediate Delivery: One small size, cabinet of Gum; finished in Mahogany and Fumed Oak; will retail for \$125. One larger size in Genuine Pauels, Mahogany and Fumed Oak; will retail for \$150. Tone chambers made of genuine White Pine from 75-year-old stock. All machines equipped with complete hardware. Heineman No. 77 Motors and Heineman Tone Arms. Twelve-inch Turntable.

First Come, First Served!

A. L. BEDEL,
1136 Syndicate Trust Bldg.
St. Louis, Mo.

BUSINESS OPPORTUNITY

WANTED—Distributors and agents for State territories by manufacturers of latest designed and most up-to-date phonograph on market. Applicants must be financially able to handle territory and push same. A good-paying proposition for live, active men. Address "M. S. 2," care *The Talking Machine World*, 209 South State St., Chicago, Ill.

FOR SALE

About 4,000 new Vocalstyle piano word rolls, all released within the last year. Discontinuing jobbership. Make offer whole or part of this lot.

MUSICAL SUPPLY & EQUIPMENT CO.
221 Columbus Ave. Boston, Mass.

PATENT FOR SALE

A valuable accessory to any make of talking machine. Is light on sound box that adds 2 to 3 points. Will bring large profits.

G. IVINS
2204 Ritter St. Philadelphia, Pa.

FOR SALE

Phonographs direct from factory. Attractive proposition for dealers. Write for prices.

SCHMIDT MFG. CO.
225 West 69th St. Chicago, Ill.

An old established house in New York City desires Manager (male or female) for Talking Machine Department. An unusual opportunity for a high grade person to make a desirable connection. Give full details as to qualifications, experience, salary, etc. All replies confidential. Address RM, care *Talking Machine World*.

FOR SALE

10,000,000 best American Steel Needles, Clear-tone, in packages of 100, to dispose at a low price. Address "Box 694," care *The Talking Machine World*, 373 Fourth Ave., New York, N. Y.

WANT TO BUY

The highest spot cash prices for any quantity, single or double motors, parts talking machines and records.

N. Y. PHONOGRAPH EXCHANGE
131 Orchard St. New York, N. Y.

CABINETS

All sizes and styles in stock. Send for circular.

EVERETT HUNTER MFG. CO.
McHenry Illinois

Heineman and Meisselbach
Motors and Tone-Arms at Factory
Prices
IMMEDIATE DELIVERY
No Order Too Large or Too Small
"Everybody's" T. M. Co., 38 No. 8th St.
Phila. Pa. (Authorized Distributors.)

CABINETS

One of the biggest lumber interests in the West (Cabinet makers, sash, door and interior finishers) is contemplating entering the talking machine cabinet business. In order to find out whether or not this step is warranted we should be pleased to hear from the trade regarding its wants. Whether you can use two or two thousand cabinets per week let us hear from you. All replies treated with the strictest confidence. Address A. U. 12, The Talking Machine World, 209 So. State St., Chicago, Ill.

IMMEDIATE DELIVERY

We have a quantity of popular priced cabinet phonographs which we will sell to dealers at less than our regular wholesale price. Must make room for our higher priced models.

ILLINOIS RECORD SERVICE
Commercial Bldg. Chicago, Ill.

WILL SELL

Talking machines and cabinets to the trade; any style made to order. Best possible grade at lowest prices.

DELAWARE TALKING MACHINE CO.
Elsmere, Del.
Main Office, 2616 N. 11th St., Philadelphia, Pa.

WANTED

Stroh Violins and Stroh Violas, new or second hand. Address "Box 702," care The Talking Machine World, 373 Fourth Ave., New York City.

WANTED VICTOR AGENCY

Will buy and pay cash for small or medium size proposition. Address "Box 000," care The Talking Machine World, 373 Fourth Ave., New York.

FOR SALE

100 genuine Mahogany Phonographs complete and ready to ship. A dandy instrument to retail at \$100. First come, first served. All quotations subject to prior sale.

AUBURN MFG. CO.
Auburn - - - - - Indiana

WANTED

Shaving Machine for recording laboratory, new or second hand. Address "Box 703," care The Talking Machine World, 373 Fourth Ave., New York, N. Y.

FOR SALE

Two record filing cabinets, ivory finish, capacity 2000 records. Also six mahogany phonograph cabinets, Columbia catalog racks, hanger holders, record delivery envelopes, record cleaners, etc. Low price to quick buyer.

MEARS & CO.
46 Cortlandt St. New York, N. Y.

Wanted—Men, travel in the South, Coast and Western States, handling jobbing trade only. Only high class men need apply. Address E. G. Cook, World Phonograph Co., 736 Tilden St., Chicago, Ill.

BILL REPEALS WAR EXCESS TAXES

Talking Machines Are Prominently Featured in the Very Complete Musical Section Conducted by the Fort Wayne (Ind.) Journal-Gazette

The latest attempt to overcome what is declared to be discrimination in the assessment of war excise and luxury taxes, and to grant relief to the several industries now suffering under such taxes is embodied in a bill recently introduced in the House of Representatives by Representative Jefferis, of Nebraska, to repeal section 628, 629; sections 700 to 704, inclusive; sections 800 to 802, inclusive; sections 900 to 907, inclusive, and section 1,002 of the Revenue Act of 1918, and substituting a tax in lieu thereof.

The idea presented by Representative Jefferis is to assess a general tax of one-half of one per cent. on all manufactured products, the tax to be paid by the manufacturer. At the time the War Revenue Bill was enacted, a strong but unsuccessful effort was made to have a one per cent. tax on the selling price of all manufactured commodities written into the bill as a substitute for the war excise and luxury taxes. The new bill cuts the amount of tax to one-half of one per cent., and by assessing it on the manufacturer overcomes the strong objection of business men and internal revenue officials to a tax on the sale price, and the consequent trouble and expense of collection.

It is urged that the representatives of all industries now coming under the war excise tax or luxury tax division of the War Revenue bill combine in supporting Mr. Jefferis' measure, and George W. Pound, general counsel of the Music Industries Chamber of Commerce, has called the attention of the piano and talking machine trades to the importance of getting behind the measure.

It is pointed out that only by supporting legislation such as that proposed by Mr. Jefferis can the trade expect to obtain relief from taxes for many months, inasmuch as the national legislators do not seem inclined to consider seriously any of the many protests against present excessive taxation that have been filed.

Spiegel's Sonora Shop in Fort Wayne, Ind., is making an attractive display of machines.



ECLIPSE—Mahogany, Columbia Tone-arm, 16 x 16 x 10 in., with double spring motor; \$35.00 model, sample \$15.00.

MELOTONE—Covered, 17 x 19 x 13 in. Sample \$13.75 with single spring motor, \$16.00 with double spring.

True-Tone and Clear-Tone Needles, in metal boxes or packages at lowest prices.

Universal double and triple spring motors, tone-arms, auto stops, etc.

Phono parts and accessories, as Motors, Tone-arms, Sound Boxes, Cabinets and Cabinet Hardware. Repair parts for all makes.

Records—Standard make, lateral cut, at \$40.00 per 100.

CASH WITH ORDER
FULTON TALKING MACHINE CO.
640 Broadway, New York, N. Y.

A line of LOW PRICED
TABLE AND FLOOR PHONOGRAPHS
\$60.00 Per Dozen and up
We stand good for our products.

We carry in stock Motors, springs, tone arms and sound-boxes of all kinds. Repair parts for any machine on the market. Let us know what you can use.

Wollman Talking Machine Nfg. Co.
560-2 Grand Street, Brooklyn, N. Y.
Established 1889 Telephone Stagg 918

From **\$85** To **\$225**



Made up to a Standard Not down to a Price

The Phonograph that plays all records. This is our model No. 125. Only made in genuine mahogany. Dimensions height 48" width 22" depth 23". One that will be appreciated in every home.

Investigate It is paying others Why not You?

CULP PHONOGRAPH CO.
298 Broadway New York
NOTE NEW ADDRESS

"TALKS" ARE FEATURED

Talking machines are prominently featured in the very complete Musical Section conducted by the Fort Wayne, Ind., Journal-Gazette. Two pages are devoted to this department.

Main Springs

- 1 1/4 in. x 0.22 x 17 ft., regular Victor, each..... 0.75
- 1 in. x 0.28 x 10 ft., for Columbia, each..... 0.50
- 3/4 in. x 0.23 x 10 ft., for Bilek motor, each..... 0.38
- 3/4 in. x 0.25 x 9 ft., oval hole, each..... 0.35
- 3/4 in. x 0.22 x 8 ft., each..... 0.27
- 3/4 in. x 0.25 x 11 ft., for Edison.

MICA DIAPHRAGMS

- 1-23/32 in., Victor Ex. Box, with or without center hole Each 0.15
- 1 1/4 in., for new Victor No. 2, very best, with or without center hole..... Each 0.18
- 1-31/32 in., for Sonora and all standard sound-boxes. Each 0.20
- 2-3/16 in., for Columbia No. 6, very best..... Each 0.25
- 2-9/16 in., for Pathé or Brunswick..... Each 0.45

SAPPHIRES

- Pathé, very best, loud tone, genuine sapphire..... Each 0.27
- Pathé, soft tone Each 0.27
- Edison, very best, medium tone..... Each 0.27
- Edison, very best, loud tone..... Each 0.27
- Edison, genuine diamond..... Each 2.50

ATTACHMENTS

- Kent attachments for Victor Arm..... Each 0.25
- Kent attachments for Columbia Arm..... Each 0.25
- Kent attachments for Edison, with C Soundbox..... Each 2.50
- Kent attachments for Edison, without Soundbox..... Each 1.60

REPAIR PARTS

- Columbia driving shaft, No. 1178..... Each 0.60
- Columbia cranks short..... Each 0.25
- Columbia Governor shaft, No. 3004..... Each 40c; per doz. 4.00
- Columbia Governor hearing, No. 11923..... Each 25c; per doz. 2.50
- Columbia Governor springs Each 2c; per 100 1.00
- Columbia Governor screws..... Each 1c; per 100 0.05
- Columbia barrel screws, No. 2621..... Each 1 1/2c; per 100 1.00
- Columbia soundbox thumb screws; No. 3943..... Per 100 1.50
- Victor soundbox thumb screw..... Each 1 1/2c; per 100 1.00
- Victor Stylus bar (needle arm)..... Each 0.9c
- Victor Governor springs..... Each 1 1/2c; per 100 1.50
- Victor Governor screws Each 1c; per 100 0.75
- Turn-table felts, 10 in. square..... Each 0.13
- Turn-table felts, 12 in. square..... Each 0.20
- Victor Governor balls, new style..... Each 0.10

FAVORITE MFG. CO.
1506 DeKalb Ave., Brooklyn, N. Y.

Some Leading Jobbers of Talking Machines in America

1856 **WURLITZER** 1916

VICTOR
DISTRIBUTORS
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

TEST IT. 

OUR VICTOR
Record Service

has a reputation for efficiency.
Suppose you try it.

E. F. DROOP & SONS CO.
1300 G. STREET, WASHINGTON, D. C.
231 N. HOWARD STREET, BALTIMORE, MD.



W. J. DYER & BRO.
DYER B'LD'G, ST. PAUL, MINN.
NORTHWESTERN DISTRIBUTORS
OF THE

VICTOR
Machines, Records and Supplies

 Shipped Promptly to all Points in the Northwest



Where Dealers May Secure
COLUMBIA
Product

STARR Phonographs and GENNETT Records
Complete Stock and REAL Service

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PHONOGRAPH CO.
Factory Distributors
218-220 NORTH SECOND STREET, RICHMOND, VIRGINIA
Write for Dealers' Proposition*

Mickel Bros. Co.

Omaha, Nebraska
Des Moines, Iowa

Victor Distributors

Ready, Full Stocks, and Prompt Deliveries from Convenient Shipping Centers all over the United States.

Southern Victor Dealers
Largest Stock VICTROLAS and RECORDS.
Prompt Shipment and Low Freight Rates.

WALTER D. MOSES & CO.
Oldest Music House in Virginia or North Carolina.
RICHMOND, VA.

Sherman, Clay & Co.

San Francisco, Los Angeles, Portland, Seattle, Spokane
PACIFIC COAST DISTRIBUTORS OF
VICTOR PRODUCTS

- Distributors**
- Atlanta, Ga., Columbia Graphophone Co., 63 N. Pryor St.
 - Baltimore, Md., Columbia Graphophone Co., 16 South Howard St.
 - Boston, Columbia Graphophone Co., 137 Federal St.
 - Buffalo, N. Y., Columbia Graphophone Co., 733-35-37 Main St.
 - Chicago, Ill., Columbia Graphophone Co., 325 West Jackson Boulevard.
 - Cincinnati, O., Columbia Graphophone Co., 427-429 W. Fourth Ave.
 - Cleveland, O., Columbia Graphophone Co., 1375 Euclid Ave.
 - Dallas, Tex., Columbia Graphophone Co., 1011 Elm St.
 - Denver, Colo., Columbia Stores Co., 1608 Glenarm Place.
 - Detroit, Mich., Columbia Graphophone Co., 401 Woodward Ave.
 - Indianapolis, Ind., Columbia Graphophone Co., 207-217 W. Washington St.
 - Kansas City, Mo., Columbia Graphophone Co., 1017 McGee St.
 - Los Angeles, Cal., Columbia Graphophone Co., 745 S. Broadway.
 - Minneapolis, Minn., Columbia Graphophone Co., 1820-22 North Third St.
 - New Haven, Conn., Columbia Graphophone Co., 206 Meadow St.
 - New Orleans, La., Columbia Graphophone Co., 517-525 Canal St.
 - New York City, Columbia Graphophone Co., 65 Warren St.
 - Omaha, Neb., Schmoller & Mueller Piano Co., 1311 Farnum St.
 - Philadelphia, Pa., Columbia Graphophone Co., 40 North Sixth St.
 - Pittsburgh, Columbia Graphophone Co., 632-640 Duquesne Way.
 - Portland, Me., Columbia Graphophone Co., 43 Exchange St.
 - Salt Lake City, Utah, Columbia Stores Co., 221 South West Temple.
 - San Francisco, Cal., Columbia Graphophone Co., 130-150 Sutter St.
 - Seattle, Wash., Columbia Graphophone Co., 911 Western Ave.
 - Spokane, Wash., Columbia Stores Co., 161 South St.
 - St. Louis, Mo., Columbia Graphophone Co., 1127 Pine St.
 - Tampa, Fla., Tampa Hardware Co.
Headquarters for Canada:
Columbia Graphophone Co., 54-56 Wellington St., West, Toronto, Ont.

OLIVER DITSON COMPANY
Largest VICTOR Talking Machine Distributors East of Chicago.
Creators of "The Fastest Victor Service." Let us tell you more about our service.

BOSTON

The PERRY B. WHITSIT CO.
Distributors of
Victrolas and Victor Records
COLUMBUS, OHIO

William Volker & Co. Kansas City, Mo.; Houston, Tex., and Denver, Col.

Pathé
DISTRIBUTORS
Complete Pathophone and Pathe Record Stocks.
The best proposition for the progressive dealer.

Have You Noted the Growth of this Department?

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.

Victor Exclusively
EASTERN TALKING MACHINE CO.
177 Tremont Street, Boston
VICTOR DISTRIBUTORS

Executive Office
COLUMBIA GRAPHOPHONE CO.
Woolworth Building New York

GREAT COLUMBIA DEALERS MEETING

Splendid Representation at Gathering Held at the McAlpin Hotel on October 17—Addresses by President Whitten, H. L. Willson and G. W. Hopkins—Lambert Friedl in Charge

On Friday afternoon, October 17th, at 2:30, about two hundred Columbia dealers of New York City assembled in the Blue Room of the McAlpin Hotel. This meeting was called by Lambert Friedl, manager of the New York branch of the Columbia Graphophone Co. After the opening of the meeting, Mr. Friedl presented to each one present an



H. L. Willson

announcement sheet of new dance records which are to be issued by the Columbia Co.

He then played several of these new selections on a Grafonola which was brought in for the occasion. The piece "My Baby's Arms" caused a stampede of applause by all those present, and to the surprise of all when the applause died down Sam Fox appeared in the rear of the room, and to the accompaniment of the piano sang the same song.

The Columbia Saxophone Orchestra was then ushered in and played a couple of the most catchy pieces of the season.

Mr. Friedl then introduced George W. Hopkins, general sales manager of the Columbia Co. In addressing the dealers he recalled to those present

the first meeting of the dealers in order to show the progress which the co-operative spirit of the dealers had brought about. He then spoke of the results from neglect, pointing out the fact that in many cases the dealer neglected the salesmanship of records. In many instances, where a customer came in and demanded a certain record, he was allowed to depart without the salesman trying to demonstrate other records to him. Such practice is sales neglect; the company, through its national advertising, having caused the sale of the record, there being no salesmanship on the part of the salesman. Any customer coming in and demanding a certain record should have other records demonstrated to him so that a sale of two records instead of one is made.

He then brought out the fact that the Columbia Co. appropriates a large sum every year in order to co-operate with the dealer, thereby making the dealer a part of the Columbia Co., enabling the Columbia Co. to have a financial and sincere interest in the Columbia dealer. The powerful sales helps which the Columbia Co. have developed, he said, are an example. The self service silent salesman record rack is an example of such help. The national advertising, the house organs issued by the Columbia Co., retail advertising suggestions, window displays, and other ideas, were services which the Columbia Co. extended in order to co-operate to the fullest extent with its dealers.

In closing, Mr. Hopkins mentioned the fact that sales ideas offered by the Columbia Co. could not always be adapted in their original forms, but with slight changes practically all the ideas could be adapted by any particular store with very noticeable sales increase as a result.

Mr. Friedl then introduced Messrs. Van and Schenck, Columbia artists, who sang, "Sweet Kisses," "Mandy," and other songs which were very catchy, and which caused the feet of all who were present to shuffle to the time of the music.

H. L. Willson, vice-president and general manager of the Columbia Co., was then called upon by Mr. Friedl. Mr. Willson in a short address gave some very interesting facts on the commercial side of the Columbia business and the talking machine industry as a whole. He stated he believed that the talking machine manufacturers advertised more than any other specific industry, and he believed that a better commercial proposition was allowed the dealer on talking machines than on any other advertised line of merchandise. His announcement, that Al Jolson had just signed up again on a new exclusive contract, was greeted with the approval of those present.

He announced that the Columbia Co. was the twelfth largest advertiser in the world. The Service Department of the Columbia Co., he stated, was second to none, and that such co-operation between the parent company and the dealers had brought better business is proven by the fact that it was necessary to enlarge the production to over two hundred per cent. more than the previous year.

A pleasant surprise to all was Mr. Friedl's announcement that Francis S. Whitten, president of the Columbia Co., was present. He then called on Mr. Whitten, who dwelt on the future of our trade. By contrasting present day conditions in the talking machine industry with those of a few years ago Mr. Whitten showed that there was every reason to expect the manufacturers of talking machines would expand into one of the greatest industries of the country. He expressed this belief that the Columbia Co., because of its foresight, would enjoy a large share of this future expansion.

Mr. Whitten's address closed the afternoon's program, although the representative of the American Patriotic Society was allowed a few moments in which to make known the principles and policies of that organization.

Jobbers and Dealers ATTENTION

This is the logical time to place your order for such of the F. C. Kent Company's Products as you will require for the Fall Rush. Order now to insure prompt service. Everything guaranteed. Money back if not satisfied. See list below.

The Kent Master Adapter (which includes Type S sound box) to play any make of disc record on the Edison Disc Phonograph.

The Kent Attachment No. 1 (arm only or fitted with either Type S or Type B sound box) to play lateral cut records on the Edison Disc Phonograph.

The Kent Universal Attachment No. 1 (arm only or fitted with either Type S or Type B sound box) to play both lateral cut and hill and dale cut records on the Edison Disc Phonograph.

The Kent Attachment No. 3-C (arm only) to play hill and dale cut records on the Columbia machine.

The Kent Attachment No. 3-V (arm only) to play hill and dale cut records on the Victrola.

The Kent Attachment No. 5-V (arm only) to play both hill and dale and lateral cut records on the Victrola.

Type B sound box (diaphragm of pure Brazilian mica 1 31-32 inches in diameter).

Type S sound box (diaphragm of pure Brazilian mica 2 1-16 inches in diameter).

Pathe Sapphire Balls, Edison Sapphire Points, Edison Diamond Points

Price list and special literature upon request



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FROM OUR EUROPEAN HEADQUARTERS

2 GRESHAM BUILDING, BASINGHALL STREET E. C., LONDON, W. LIONEL STURDY, MANAGER

Promising Outlook in the Gramophone Trade—Flood of German Goods Does Not Materialize—Mechanical Music Courses for Teachers—Multiplying Gramophone Ready Soon—Columbia Co. Signs up Prominent Artists for Records—Some New Products Offered to the Trade—British Motor Output on the Increase—What the Latest Record Lists Have to Offer—Recorders Very Busy—General News Items of Interest

LONDON, E. C., ENGLAND, October 6.—Business throughout the domain of the gramophone continues to make a remarkable showing. During the real hot weather the sale of records has been good, perhaps to a large extent due to the prolific issues of revue, jazz and other short-period-selling items of a light character. Within the next few months dance records will be much in demand and it looks as though jazzy discs may continue to hold the field for some time yet. For real good music of the standard class, operatic and concert, we look to the "His Master's Voice" and Columbia companies, who so consistently maintain the balance between the higher forms of music and that of the so-called "popular" taste. But, sad to relate, most firms find the latter class the more profitable, art being subservient to sordid commerce, and there it ends, unfortunately. They cannot be reproached for the shortcomings of the public taste. It's simply a fashion—jazz one day, something equally awful the next. The public can be influenced and educated to an appreciation of soul-satisfying musical works and in this direction much is expected from the recently established Federated Board of Music.

The season's prospects for machine sales are excellent. The demand is likely to overwhelm sup-

plies, there being still a great shortage of motors, in addition to which exceptional difficulty in obtaining cabinets is the experience of most firms. Cabinet makers will not touch gramophone cases while they can make huge profits on furniture, etc. No easing of the situation may be expected for some time to come.

German Firms Unable to Supply the Goods

The British trade movement for the exclusion of German goods, musical and otherwise, has yet to reach a successful culmination. The Government is loath to encourage it on the ground that to recover the indemnities agreed upon between the Allied and German governments it is necessary not to close our markets against German goods. We are reminded, too, that the British Government is pledged to the principles of free trade, if not its practice. The tariff remains. This would provide a sufficient margin of protection to our manufacturers were it not for the low value of German money in this market. It is this fear that animates British firms to renewed effort in their determination to secure by legislation or agreement among themselves additional protection against German and Austrian competition. It should be noted that the leading London newspapers are strong in support of the official policy, denouncing all movements to keep out foreign goods as the action of profiteers. In which there is sound logic, when applied to the boot, clothing, toy and many other industries. Exception must be taken to such a line of argument as regards the manufacturers of records and gramophones. Ten-inch double-sided records at thirty pence is the pre-war standard price and its margin of profit today is considerably less than five years ago, every ingredient and labor being so much more expensive. Indeed, it is no very great surprise that

an increase in price has been rendered necessary. Neither can it be said that prices of gramophones are exorbitant, though in some quarters there is certainly a suspicion that prices are ruling over-high, notwithstanding the very heavy costs of wood, cabinet making, motors, etc. If this be so a little healthy competition would be welcomed by the retail trade. More than one dealer has expressed himself as being anxious to sell only British goods, at the same time pointing out that our manufacturers themselves must take the lead in discouraging German competition by ever striving after better quality and lower selling prices.

But, according to various reports, this talk about German goods flooding our markets is all boggy. Some circulars received here offer German gramophone parts and accessories at prices comparing not unfavorably with British and Swiss, while, as a fact, the German manufacturer is scarcely in a position to encourage any very large export trade for many months to come. Their home demand for gramophones and other musical instruments can swallow the main part of their output, to say nothing of the many difficulties attendant upon export trading owing to the lack of railway and ocean transport. This condition of things is reflected in many letters received from German makers by a prominent talking machine man and in not one case was any prospect offered of immediate or near-future consignments. S. Sheinman, a London merchant, told The Star that he recently returned from a business tour in Germany, where he sold quantities of British goods, but "tried in vain at Hamburg, Berlin and Stuttgart to purchase gramophones . . . and found it impossible to secure any."

Enough has been said to show that there is little or no foundation at the moment for the high state



"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-Aktiesselskab, Frihavne, Copenhagen.

FRANCE: Cie. Française du Gramophone, 115 Boulevard Richard Lenoir, Place de la République, Paris.

SPAIN: Compañía del Gramófono, 56-58 Balmes, Barcelona.

SWEDEN: Skandinaviska Grammophon-Aktiebolaget, Drottning Gatan No. 47, Stockholm.

RUSSIA: The Gramophone Co., Ltd., 45, Nevsky Prospect, Petrograd (Petersburg); No. 1 Solyanka, Solyanoi Dvor, Moscow; 9, Golovinsky Prospect, Tiflis; Nowy-Swiat 30, Warsaw; 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: Gramophonim, 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. Haarbarger, Post Box 105, Bloemfontein; Frans Moeller, Post Box 108, East London; B. J. Ewins & Co., Post Box 86, Queens-town; Handel House, Kimberley; Laurence & Cope, Post Box 132, Bulawayo; The Argus Co., Salisbury.

EAST AFRICA: Bayley & Co., Lourenso Marques.

HOLLAND: American Import Co., 22a, Amsterd Veerkade, The Hague.

ITALY: A. Bossi & Co., Via Orefici 2, Milan.

EGYPT (Also for the Soudan, Greece and the Ottoman Empire): K. Fr. Vogel, Post Box 414, Alexandria.

EDISON BELL



CABLE
"PHONOKINO,
LONDON"

ARE THE GREATEST VALUE FOR MONEY PRODUCED IN GREAT BRITAIN

TEN INCH

DOUBLE SIDED

NEEDLE CUT

PLAY ON ALL GRAMOPHONES

Catalogue contains 4000 Titles by the Premier Artistes, Instrumentalists, Orchestras and Bands of the British Empire

DEALERS PREPARED TO DO BUSINESS ARE INVITED TO COMMUNICATE WITH

Proprietors and Manufacturers, J. E. HOUGH, Ltd., 62 Glengall Road, London, S. E. 15, England

of alarm manifested in some branches of the British musical instrument trade.

It is interesting to note from a perusal of the German trade journals, at least if the large number of advertisements they carry is any criterion, that home business is pretty brisk. Typical of their prosperity during the war is the remarkably big turnover of the Carl Lindstrom firm, as reported in my last notes from this side. Any and everything in the musical line is advertised and whatever their difficulties we may at least bank on the thoroughness of our late enemies to put their houses in order as quickly as the present unsettled state of the whole country permits. It is interesting to observe, by the way, that the Beechstein people give prominence in their advertisement to the one-time Paris and London addresses. They must know that these branches have been duly dealt with in the case of London under the Trading With the Enemy Acts and to all intents and purposes are no more. It is just an example of the general attitude of Germans that take no cognizance of five solid years of war, a sort of "as you were" policy, which assumes a convenient forgetfulness that the Allied peoples will find it difficult to accept. However, there it is. Sooner or later it is recognized that a resumption of commercial relations must come about, but if from no other standpoint than sentiment the process is likely to be a gradual one. Meantime the British manufacturer enjoys an opportunity of extreme value. From it we all hope he will secure the utmost advantage in the establishment of new trade on equitable lines.

Mechanical Music Courses for Teachers

Under the auspices of the Board of Education a number of music teachers from the secondary schools and students from the training colleges recently spent a useful time at the Royal College of Music, the object being a series of musical courses which would fit them to instruct their young scholars. Full advantage was taken of the available mechanical aids.

FROM OUR LONDON HEADQUARTERS—(Continued from page 194)

There were frequent demonstrations on the gramophone and the Pianola, both of which mechanical instruments proved of the greatest educational value. Between the lectures Mr. Reynolds, of the Aeolian Co., would play, say, Tschaikevsky's Fourth Symphony upon the Pianola, with a brief discourse from Forbes Milne, or would accompany a violinist in the Mendelssohn Concerto, while, in another room, Walter Yeomans, associated with the Gramophone Co., gave demonstrations of the new special educational course which that firm is preparing, or would play through some of the music that was to be heard at the evening's promenade concert.

An Eight-record Gramophone

This company, by the way, is shortly producing a new educational instrument, with a special sound box, to which an invention made in connection with wireless telegraphy during the war has been adapted. It is also introducing a new octagonal drum by means of which it will be possible to play eight records consecutively, the needle being shifted automatically from one to the other, so that with the aid of the new tungsten needle, which can be used over 300 times, it will be possible to play whole overtures and symphonic poems without changing the disc. The value of mechanical instruments in imparting a thorough knowledge of what is best in music was so conclusively proved that it is confidently anticipated that they will soon be used in schools throughout the length and breadth of the land.

Undoubtedly the course was an unqualified success, not only on account of the knowledge that was gained at it, but also because it brought teachers into closer touch with one another.

The above interesting disclosures formed (in part) the gist of a report in the London Daily Telegraph. Upon being approached in the matter the Gramophone Co. stated that "We are not able at present to answer any inquiries regarding the inno-

vation referred to." Informative details will be awaited by the whole trade with special interest.

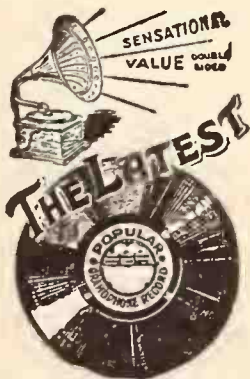
A Great Columbia Deal

What is probably the biggest deal ever arranged in the world of records is that just consummated by the Columbia Co., by which that house will enjoy exclusive rights of records by the original theatrical artistes in all the musical productions that matter.

The gramophone industry is still young and within the past few years has probably made greater progress than at any time in its history. This may be attributed in great measure to the policy of the Columbia directorate and was first shown when that company, with an enterprise all the more remarkable because it came in the middle of a great war, announced exclusive contracts with a host of celebrated artistes, with Clara Butt, Sir Henry J. Wood, Sir Thomas Beecham and many others.

Now we have reached another phase of progress. For a year or two past there has been an increasing tendency for the public to demand records of theatrical musical productions by the artistes whose names are identified with the theatres themselves. The popularity of "revue" intensified this and as the Columbia Co. recognized that to adequately fill the need of the public the gramophone must provide the best in popular music as well as in high-class repertoires they determined to give the public what it demanded. As a result we have had some twelve or fourteen musical plays and revues from Columbia during the same number of months, all by the original artistes, these including "The Maid of the Mountains," "Monsieur Beaucaire," "Kissing Time," "Joy-Bells," "As You Were," "Buzz-Buzz" and "The Lilac Domino," to say nothing of previous successes like "Business as Usual," "Push and Go," "Soldier Boy," "Joy-land," "Tails-up," "Oh, Joy," and others.

(Continued on Page 194)



THE "POPULAR" RECORDS

Double-Sided Superb Needle Cut "Lateral"

LONDON'S LEADING VALUE!!!

"OUR POINTS" SET OUT BELOW

Have Attracted Keen Overseas Houses

from SCANDINAVIA to PATAGONIA AND THE PRINCIPAL EAST and WEST MARKETS of the WORLD

REMEMBER You Can Have CLOSE QUOTATIONS
For 5,000 Lots and up "Your Selection" or a Sample 1,000, made up with "One Example" of Every Catalogued Pairing.

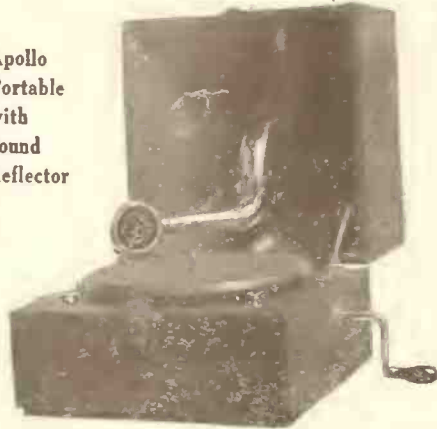
Address: SOUND RECORDING CO., Ltd. CABLES "Grammavox" EXPORT DEPT., 18-19 Swallow Street London Piccadilly, London, England "QUOTATIONS CABLED FREE"

POINTS

- ➔ Repertoire Approx 2,000 Titles—Covering
- ➔ Superb Selection, Bands and Orchestras
- ➔ Lightning Shipment!
- ➔ Packing by Experts
- ➔ Rock Quotations "Always"
- ➔ F. O. B. London
- ➔ We attend to all Insurances "If Requested" to Buyers A/c
- ➔ Our Shipping Services, this Side FREE

APOLLO GRAMOPHONES

Apollo
Portable
with
Sound
Reflector



Every type of instrument with Horn, Hornless, Table Grand, Pedestal and Portable.

FINEST BRITISH WORKMANSHIP

Motors, Tone Arms, Sound Boxes and Accessories

AGENCIES OPEN FOR CERTAIN FOREIGN MARKETS

Write for lists and full particulars to the makers

CRAIES & STAVRIDIS, 4 BUNHILL ROW, LONDON, E.C.1.

FROM OUR LONDON HEADQUARTERS—(Continued from page 193)

Under the new contract arrangements the Columbia Co. will have exclusive rights to record the original artistes in the musical plays or revues of the following: Sir Alfred Butt, George Grossmith, Edward Laurillard, Albert de Courville, Robert Evett, C. B. Cochran, J. L. Sacks, André Charlot, Oscar Asche, Gilbert Miller and many others.

Besides being, as suggested, probably the biggest deal in the history of the industry, this far-reaching proposal has many attractive features. What, for example, would not some of us give for a set of records by the original artistes in such old favorites as the Savoy opera, "The Geisha," and the like? That is what the Columbia is doing for the lighter music of to-day—making recording history.

New Price for Clara Butt Records

An announcement of special interest to record lovers is made by the Columbia Co., who intimate that their repertoire of grand opera records sung by Madame Clara Butt, and hitherto sold at twelve shilling six pence, are now reduced to seven shillings and will be included in the popular Purple Label series at that price.

The Renoplex Home Recording Apparatus

The above is an ingenious though simple contrivance recently marketed here. Undoubtedly a long-felt want, it has achieved quick popularity owing to the fact that, unlike previous attempts to produce a satisfactory home recording device, the Renoplex is easily attachable to any make of instrument and efficiently performs its highly entertaining service. The complete outfit, including six recording blanks, retails at two guineas.

The Vernon Lockwood Sound Box

In this trade newspaper are advertised many sound boxes of confusing variety and in connection with which some wonderfully diverse claims are made. In one other respect each is different. The poor reader is torn between such a confusion of ideas that one almost hesitates to introduce to his notice yet another medium of sound reproduction.

For so doing my only apology—if one be needed—is the fact that a really good sound box of British manufacture, at the right price, too (a big consideration these days), has been marketed by the Vernon Lockwood Mfg. Co., Ltd., this city. It is a pleasure to record the fact, especially having regard to our almost total dependence up to quite recently on foreign goods. This particular sound box is beautifully plated and finished and though made in four different grades in point of quality there is little to choose between each. I have tested one of the cheapest models with all classes of vocal and instrumental records and have no hesitation in stating that it takes without fault a bass or soprano, while reproducing with equal fidelity the light and shade of orchestral or band tone pictures as impressed on various records. The price, too, is tempting. It is a figure that will interest keen buyers in all parts of the world and demonstrates that at least one British house is enterprisingly awake to the need for stabilizing the exchange rate by cultivating a larger export trade. A fine British line for all out to strengthen the trading link with good old England!

On Trip to Switzerland

As agents for the Swiss motor manufacturers Messrs. Mermod Freres of St. Croix, the Sterno Mfg. Co. report an ever-increasing demand for this firm's mechanism, especially the new model, No. 6, which has achieved a big success. Supplies are good, but not good enough, and in order to stimulate consignments in larger quantities David Sternberg has planned a trip to Switzerland. He will visit the St. Croix factories and be away about six weeks. This period of time will afford Mr. Sternberg a long-delayed holiday, the state of his health demanding a rest after four years or more in harness without a vacation.

List of New Zonophone Instruments

The British Zonophone Co. announce the issue of a new instrumental catalog of four models—

No. 1, hornless, with single spring, £8 8s.; No. 2, hornless with double spring, 10 guineas; No. 3, horn model, double spring, 9 guineas; No. 4, horn model, double spring, 10 guineas. The cases are of waxed oak, the tone arm—of the famous goose-neck type—and the mechanism, made in the company's own factory, is one of the finest pieces of motor workmanship ever turned out in a British or foreign factory. All the machines are throughout British-made—workmanship, labor and capital. That's something of which the whole trade should be proud these days. For the present only model No. 1 can be supplied, but delivery of the other three models will follow as soon as possible, we hope, in time for the season's rush trade at any rate.

The British Gramophone Motor Co.'s Output

With the removal of import restrictions gramophone traders who are averse to handling foreign articles naturally look forward to the time when all British supplies of motors become available. To such it will therefore be good news that the above company promise a definite output from now onward. In the course of a chat with Edward Carter I learned that extra facilities of manufacture will result from the acquisition of an additional factory adjacent to the present one at Putney. "This will be used," said Mr. Carter, "mainly for assembling and testing. We have fitted up a special test room away from the noise and vibration of running machinery, so as to enable a careful test being made of each motor before it leaves our works. Yes, we have now quite overcome all difficulties and you may assure your readers that the output will increase week by week, working up to at least a delivery of 1,000 per week by the end of the year." As the result of further improvements upon the first models I am glad to say that the British Gramophone Motor Co.'s mechanism is both silent and reliable. Persistent effort triumphs over all setbacks!

T. C. Hallett Busy Recording New Pathé Records

During the course of a recent meeting with Mr. Hallett, the "recording angel" of Messrs. Pathé

The Sound Box That Has Beaten the Band

An All British Production of the Highest Grade; Marketed at Popular Prices

4—Models Only—4

*Export Quotations for Quantities at
Extraordinary Low Prices.*

LARGEST OUTPUT IN UNITED KINGDOM

HOME TRADE OUTPUT BOOKED UP FOR SEASON 1919-1920. WILL MAIL SAMPLE SET 4 MODELS B. C. E. F. (one only) TO ANY RECOGNIZED JOBBER IN RECEIPT DRAFT, \$5 DOLLARS



Vernon Lockwood
Manufacturing Co., Ltd.

76-78 CITY ROAD
LONDON, E. C. 1.

Soaring

with a burst of silver melody surpassing
"Sound of vernal showers on the twinkling grass.
Rain awakened flowers—all that ever was
Joyous and clear and fresh
—there is all the transcendent purity of the Singer in the
Blue wrought into "Songster tone."

SONGSTER NEEDLES

are a Sheffield product of best steel tapered to a very fine point. It's this sensitive point that gives such wonderful definition and volume to the reproduction. People will be asking for "Songster"—and the waxed wrapping sealed round each box is your guarantee that they get undeteriorated quality every time. Just here is your chance to get in line with the demand and build up profitable sales on "Songster" reputation.

Drop a card to-day—it brings you a free sample box and list of Price Quotations.

A. Waite & Co. Ltd.
15-17 Figtree Lane
SHEFFIELD

FROM OUR LONDON HEADQUARTERS—(Continued from page 194)

Freres, Ltd., I learned that some attractive new records calculated to create a special interest in retail trade circles are under way. There is no keener enthusiast in recording experience than our old friend, whose business life has been nothing but gramphonic, and is likely to remain.

The Great Army Hit on "Popular" Records

The Sound Recording Co. have achieved a great success with the first issue of the very latest hit, entitled "Abe, My Boy." This great army favorite, which is becoming equally popular with the general public, is coupled on record No. 970 with "What the Colonel Told the Adjutant," and on No. 971 with "I Want to Go Down the Dear Old Strand." Special window streamers have been issued with these big-demand numbers. The company tell me that "Abe, My Boy" is under heavy orders and nearly every press at the factory is at work on it. "Generally speaking, there is every prospect of an unprecedented demand for records from all quarters," states Mr. Chapman, the general manager of the company. "Our factories are looking well in advance for deliveries as fast as we can give them. Some over-sea customers have agreed to accept January shipments if we cannot dispatch earlier. Freightages and insurances are much more favorable to buyers, but there is room for great improvement in home rail traffic; apparently it is more disorganized than at any period during the war, and, combined with shellac at £485 per ton, it is giving us much trouble."

Complaints are general regarding the goods service of the railways. There is much delay in collecting, in transit and in delivery. Goods are not delivered under three or four times the normal rate. The main bulk of the company's servants have been demobilized, steel, wood and other supplies of material are getting easier. It takes time, but the com-

mercial public is getting impatient. There is room for a greater speeding-up of the goods service and we hope it will soon come about.

General Trade News Items of Interest

An amusing story of the wiles of a pseudo officer was disclosed in the courts recently, who drove up in a motor car to a London gramophone shop and "bought" an instrument and records "for the mess," as he explained. A cheque tendered in payment proved to have been a forged one. The manager explained to the magistrate why he accepted a cheque for £16 19s. from a man he had never seen before: "He took me off my guard somewhat when he selected two records—"Abide With Me" and "Rest in the Lord." It is recorded that the prisoner's humor did not save him from prison, nor save the salesman from kicking himself.

CHANGES MADE IN RECORD PRICES STIR BRITISH TRADE

The Gramophone Co., Ltd., and Other Concerns Announce Reductions on Some Records and Increases on Others—Cost of Production Has Made the Advances Necessary

LONDON, ENG., October 2.—News of great importance to the trade has just reached me from the Gramophone Co., Ltd. It refers to (A) big reductions in the price of their famous celebrity records, (B) an increased price for other labels. In the case of A, opinion inclines to regard it as a wise, if somewhat surprising, policy, the very heavy present-day cost of labor and materials considered, and B is looked upon as a step rendered more or less necessary because of the consideration as to cost of labor and materials. Weighed in the balance a comparison of the two moves really serves to demonstrate the company's one and only policy to give the best possible quality at the absolute minimum price. That is the spirit which animates mainly throughout gramophone trade circles to-day, though in some anticipated cases we might find it difficult to justify any increase in the price of records. However that may be, the fact remains that "His Master's Voice" has set the standard of equity by keeping price and quality at a level balance.

We are not told by what arrangement the company were enabled to so substantially reduce the price of their Celebrity discs. It could not have been an easy matter when to a good many of the "Celebrities" heavy royalties had to be paid, and for that reason it is all the more satisfactory. A tremendous extra demand for these grand records

The great shortage of piano actions, keys and other essential parts is holding up the output of pianos to such an extent that some piano firms are turning their attention to the manufacture, or rather assembly, of gramophones. The only part they will make is the cabinet, but we are promised something good, anyway.

Death of Prof. F. W. Moorman

The death is announced of Professor F. W. Moorman, a member of the academic staff of the Leeds University. He was a recognized authority on dialects and the thoroughness of his researches is indicated by the use he made of the gramophone for recording the words as sung or spoken of natives of different countries, thus gaining an extensive knowledge of the shades of intonation and variety of pronunciation.

Night Work at Factories

A glass needle of Japanese make has been introduced to this market by Messrs. Crajes & Stavridi. Glass as a reproducing medium will certainly receive a sympathetic trial by the trade, especially as, in this particular case, it is reported upon favorably.

Night work at the record factories may be expected at this period, but it is a little surprising to learn that a twenty-four-hour shift has been a daily experience at the great Peckham factory of the Winner Record Co. And I learn that the demand for Winners is up to such an extent as to make absolutely necessary additional facilities of manufacture. These facilities are well under way in the shape of alterations and additions to the present enormous building. So much for Winner value—still half a crown, by the way!

Wonderful War Work of "His Master's Voice"

In the course of a speech at Hayes, H. L. Buckle, factory manager of the Gramophone Co's works, said the war record of their output had been 4,000,000 fuses, 5,500,000 cartridge cases, 19,000,000 primers 127,000,000 rifle cartridge clips, 1,500,000 rifle pull-through weights, sufficient parts for 2,000 complete aeroplanes, 500,000 ammunition boxes, and other things, in addition to making the largest aeroplane in the world. By the way, war material made by the "His Master's Voice" suffered rejection to the small extent of 0.33 per cent. only. Truly amazing!

He Needed a Grammarphone

Extract from a schoolboy's letter to his father: "Well, to continue, Dad, I'm sorry to say that I have failed rottenly in grammar, as I told you I should, so now perhaps you'll send me that 'grammar-phone' along."—From The Voice.

J. Stead & Co., Ltd.

Manor Needle Works

SHEFFIELD, ENGLAND

MANUFACTURERS OF

Talking Machine

Main Springs

Best Prices—Best Quality
Inquiries Solicited

**Horn, Hornless and Table-Grand
GRAMOPHONES**

FOR

EXPORT

Please State Your Requirements

REX GRAMOPHONE CO. 2 Elizabeth Place
Rivington Street, LONDON, E.C. 2, England
Cable Address "Lyrecdisc, London"

GRAMOPHONES

Complete—Fittings—Sundries—Repair
Parts—Needles

Special Lines and Quotations for Export Trade

THE BRITISH POLYPHON CO.

Glasgow, Scotland
27 Jamaica St.

1, 2 and 3 NEWMAN STREET
LONDON, W. 1, ENGLAND

FROM OUR LONDON HEADQUARTERS—(Continued from page 195)

In conformity with the foregoing price reductions and advances which operate as from September 16 a suitable adjustment is to be decided upon in regard to stocks held by dealers as at the close of business September 13.

Columbia, Regal and Zonophone Prices Up

In each of the above cases the justification for an increased price is the same as the "His Master's Voice," that of heavy advances in the cost of labor and materials. Here are the details:

Zonophone—Ten-inch, from thirty pence to three shillings; Celebrity, from three shillings six pence to four shillings; twelve-inch, from four shillings to five shillings.

Regal Records—Ten-inch, from two shillings six pence to three shillings each.

Columbia—Dark Blue Label, ten-inch, from three shillings to three shillings six pence; twelve-inch, from five shillings to five shillings six pence; Light Blue, ten-inch, from four shillings to five shillings; twelve-inch, from six shillings to seven shillings six pence; Star Light Blue (Revue records), ten-inch, from four shillings to four shillings six pence; twelve-inch from six shillings to six shillings six pence; Purple Label, ten-inch, five shillings (no change); twelve-inch, from seven shillings to seven shillings six pence; Red Label, ten-inch, five shillings six pence, twelve-inch, eight shillings (no change); Pink Label, no change; Brown Label, no change.

Reduction in Price of Bonci Records

A list has been published comprising three twelve-inch double-sided and five ten-inch double-sided Columbia records by Alessandro Bonci, the renowned tenor, which have been transferred from the Pink Label (twelve-inch, twelve shillings six pence; ten-inch, 8 shillings) double-sided series to the Red Label (twelve-inch, eight shillings; ten-inch, five shillings six pence) double sided series. Under this price reduction the Columbia Co. generously arranged a free exchange scheme, by which their dealers were enabled to replace stocks of Bonci Pink Label records to equal value of the new Red.

No Increase in the Price of Winner Records

Following upon the alteration in the price of Zonophone and Regal records, speculation is naturally rife in trade circles anent the possibility of other companies co-operating along similar lines. Inquiry discloses that independent policies will operate, as even the price increases referred to came in the nature of a surprise to competitive manufacturers. Percy Willis, sales manager of the Winner disc, one of the most popular half-crown records this side, does not support any immediate price increase. "At the moment we have no intention of revising the price of Winner records," said Mr. Willis, "owing to our forethought in buying ahead, but if in the future the price of materials maintains its present high standard we shall have no option in the matter." This will be read as welcome news by Winner traders, who cannot fail to appreciate the company's abstention from raising prices at a time when they have every encouragement—if not actual necessity—so to do. The maintenance of the present retail price of thirty pence obviously depends to a great extent upon the future cost of materials. If the company finds itself unable to purchase at a lower rate than the present when stocks of material in hand are exhausted a rise in the price of Winner records may then become imperative. And, unfortunately, any very early reduction in the price of, for instance, shellac, the chief ingredient of records, which is costing over 600 per cent. more than the normal figure, is not contemplated. The market is a little easier at the moment of writing, but is against us with so many American, French, Dutch, Japanese and other foreign buyers in the field.

Other Makes Not Advanced in Price

Inquiry in manufacturing circles fails to reveal any present intention of passing beyond the thirty pence mark by other manufacturers of ten-inch double discs, or four shillings for the twelve-inch records. Apart from the Winner, the Columbia, the "His Master's Voice" and the Zonophone rec-

ords stand out in the matter of artistic merit as a class by themselves, without disparagement of the value of such good records as, for instance, the Scala and the Coliseum. It is, perhaps, for this reason that other makes of records will stand at their present selling price of thirty pence for the time being, though, to be sure, they are equally affected in the matter of constantly increasing manufacturing costs.

The Probable Effect Upon Sales

This is a matter which will be keenly debated by the retail trade section. A traveler for one of the records advanced in price averred that "it would have a bad effect upon sales, because the public were already up in arms against the exorbitant prices of everything in general and would keenly resent an additional charge for what, after all, was nothing but a luxury." Much the same thing was said upon a previous occasion when record prices were slightly advanced, and as then, so in the present instance, we shall doubtless find that the public fight shy for a week or so, afterward buying as merrily as ever. It is mainly a matter of explanation and that may safely be left to our retail friends, who have really to bear the brunt of the conflict, in which they are assured the hearty assistance and sympathetic co-operation by all the manufacturers concerned.

REPAIRS

All Makes of Talking Machines
Repaired Promptly and Efficiently

ANDREW H. DODIN

176 Sixth Avenue

New York

TELEPHONE, CHELSEA 8437

PEROPHONE—PERFECTION—PRODUCTS

PEROPHONES
SELL . . .
and carry with
them a reputa-
tion of sound
business for the
Agent. . . .

THE whole output of Perophone Machines is practically booked up month by month.

Watch the New Models we are introducing to the gramophone public during the present season. They will be found to be incomparable for quality, value, beautiful design and finish.

PEROPHONE LTD. (Lockwood's Branch) **76 & 78 City Road E. C.**
Cable Address—Perowood, London. A. B. C. Codes. Shipments, January 1920

IF

—you received from us each month a complete merchandising and advertising service—

If you received 17 live, wide-awake ads for your store, all ready to hand to the newspapers, complete with 17 cuts that would cost you at least \$25 apiece if you bought the original drawings exclusively for yourself—

If you received each month two Form Letters such as any expert would charge you fully \$25 to write, also two or more window display plans, and two or more merchandising ideas that will bring you more business—

If you could get all this exclusively in your city for just a few dollars per month—

Wouldn't it be a wonderful time saver and money maker for you?

THE TALKING MACHINE WORLD SERVICE, prepared by talking machine advertising and merchandising experts, is already being used by retail dealers in towns as small as 1,800 and cities as large as New York and Philadelphia.

Investigate it for **YOUR** town! Find out what it would cost in **YOUR** town! This service will help you be a big merchant instead of a small storekeeper!

Mail the coupon at once, and get full information!

Address **ROBERT GORDON**, Director,
The Talking Machine World Service
373 Fourth Avenue New York City

THE TALKING MACHINE WORLD SERVICE 373 Fourth Avenue, New York

The book that comes to life
More interesting than any novel is a book of records. Each page holds a different picture and new characters. First, perhaps, a love scene with moonlight and roses—then you turn the page and you are in a Broadway cabaret hearing the newest popular hit, and then—presto!
In the Emerald Isle you hear the song of some fair colleen as she goes over the meadows, or perhaps chance it is sunny Spain, with its fandangoes and castanets! Come in and read these new "chapters."

John Dough & Co.
221 Easy Street

N-U-RECORD
Your chance to shine

FONO-GRAMS
Follow citizens for the "machine" candidate—though

JOHN DOUGH & CO.
The phonograph parts began talking
If you want more record business, the ad is the new service fill in the name of your business, "N-U-RECORD," etc. Insert above good style on the dotted lines. Have a print of these name and address, near "John Dough & Co." your paper. Size of ad, 7 columns by 6 inches.

Dance-to-Records!
The phonograph parts began talking. You don't need to go to New York—bring Broadway to your home. You want them! Each one of these selected records is a joy and laughter that will pay big dividends in your business. They have all the brilliance and spirit of the original rendering. They like having the famous White Way dance orchestras right there in your parlour. They are the latest, ready to play.

Just Arrived
The Favorite Model
Ours a limited number of these beautiful records are available. Unusually low prices. Unusually high quality. Unusually good value.

Window Displays
The TALKING MACHINE WORLD SERVICE, 373 Fourth Avenue, New York

COMIC RECITATIONS
A laugh is good for you—and every one of these records is good for a laugh! Come in and hear them!

For Halloween High Jinks
CHILDREN sh-h-h! Can you answer this riddle? Tell me what it is that can play the fiddle, sing and crack jokes till you shout, "By jiminy!" and chase glooms and grouches right up the chimney? What is it gives the most fun you ever did hear? Give up! Then come close and I'll whisper in your ear—

Put this cut out of our machine
Use this cut of your machine in your window display. It solves the riddle of entertainment all the year round. Famous for its beautiful tone and accurate reproduction. Styles to match your furniture—terms to meet your ideas! Come tomorrow!

John Dough & Co.
221 Easy Street

MR. ROBERT GORDON
The Talking Machine World Service,
373 Fourth Avenue, New York City.
Dear Sir:—If you've got something really good, I want to know all about it. Send me your prospectus—send me samples of ads, cuts, letters, etc.—tell me the cost—let's hear everything you have to say about your service.

The population of my city is.....
I handle the following make or makes of machines.....
Firm Name.....
By.....
Street and Number.....
City and State.....

Don't drive children away—
—because there's "no fun" at home! Young folks will spend more evenings at home if you make home attractive with a

[Name of machine goes here]

Always ready for a dance when friends drop in; ready to sing you the newest popular hit or play your old-time favorites. Unequaled in tone, and easy to own—if you get it from us.

John Dough & Co.
221 Easy Street

N-U-RECORD
says—
Some "punkins," this new lot of records for October—but not a punk 'un among 'em! Here's one that'll make you sit up and listen:

John Dough & Co.
221 Easy Street

FONO-GRAMS
your fortune says happiness is coming—you will meet a strange man who will sell you a phonograph and some records. That's us.

John Dough & Co.
221 Easy Street

Children and young folks are among the best buyers a store can have. They invariably tell their parents about the interesting ads they see in the stores and windows about them. The grown folks will notice this ad—and neither will the grown ones. Don't forget to put the name of the machine you handle in the top in the middle of the ad, and give your name over "John Dough & Co." at the bottom. Size, 2 columns by 6 inches.

Surely, if 5 dealers in cities of more than 500,000—9 dealers in towns from 1,800 to 5,000—and any number of others in between, are using this Service right now and making it pay, YOU AT LEAST WANT TO INVESTIGATE! Mail the coupon!

When your stock is short—that's the time to pick and choose your customers through ADVERTISING! When you can't get machines, sell more records, through ADVERTISING! If you want to be ready to beat your competition when stock becomes plentiful, right now is the time to start ADVERTISING!

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