

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, January 15, 1918



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

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



The Highest Class Talking Machine in the World

THE INSTRUMENT OF QUALITY

Sonora

CLEAR AS A BELL



From the New York Globe

CANNED MUSIC MAKES ROUNDS

Plays the Whole Day Through for Our Men and the Wounded French.

By JUNIUS B. WOOD.

(Cable to the New York Globe and Chicago Daily News. Copyright, 1917.)

THE AMERICAN ARMY IN FRANCE, Dec. 11.—In a certain unnamed spot a few miles back of the French front are the long one-story frame barracks of a regiment of American railroad engineers. These buildings, with those of a French hospital, near which is a cemetery that is daily growing larger, form a mushroomlike military city. Day and night the Americans take trains up under fire and return to sleep and rest in the barracks.

Every morning, and sometimes oftener, according to how the fighting goes, they bring in a long train which stops at an equally long platform, while its load of helpless, suffering, and bandaged humanity is carried into the wards of the adjoining hospital. Each one who is more seriously wounded is taken farther to more comfortable and better equipped permanent hospitals in southern France. The wounds have been bandaged in the temporary field dressing stations, but only in a few cases has there been an opportunity to wash off the dirt of the trenches before the patients are hurried to this evacuated hospital. Then starts the fight to fan back the flickering flame of life.

In that war born city is one phonograph. Grand opera singers, amusing actors, and entertaining speakers do not come to that hospital in the war zone. A single box of "canned music" is all they have to relieve the monotony of the puffing locomotives, the stifled groans of their fellow wounded and their own gnawing pain. Occasionally German bomb dropping machines seem reluctant even to permit these fragiles of humanity escape.

It is Never Silent.

One thoughtful New York mother sent this ray of brightness to her son, a captain in a railroad regiment. He turned it over, records and all, to the hospital so that all might use it. Now it is never silent day or night until taps sounds. Early in the morning it starts on its rounds through the

hospital wards and by evening it reaches the Y. M. C. A. hut and finishes the night on a rough pine board table in the officers' quarters grinding out the old, familiar homesick tunes.

Occasionally when work is slack the owner goes himself to run the machine. Here is his description of a Sunday afternoon in that strange city sight:

"I spent an hour and a half playing the machine in a ward where two men carried in the records. There were from sixty-five to seventy-five men in the ward. Some were suffering from pneumonia and still others were terribly burned by mustard gas. Nearly half of the remainder had not seen daylight for a long time. All eyes seemed to be bandaged and there was an everlasting coughing.

"I started off with the "Marsellaise" and every last man who had an ounce of strength left in his system sat up on his cot at salute and tried to raise a bandaged hand if one was left. After that we had some American marching songs, comic opera, grand opera, and everything left on the worn out records.

Records Nearly Worn Out.

"We have used these records until they sound like the proverbial tin can. I wrote to America a couple of months ago for more, but they never materialized. The machine works all day in the hospital and we use it only when the patients have gone to sleep. It would be a calamity if they were deprived of its solace."

For military reasons I am not permitted to give the name or location of this American regiment which, in addition to its war work of carrying forward ammunition and supplies and bringing back the wounded and dying is also spreading the good samaritanism of music. However, anybody who wishes to answer the appeal can send them to me and the American post-office here will see that they are delivered. Anything in the line of music is a balm in the ears of the wounded, even of the French Polu, who does not understand English. Send them in care of Junius B. Wood, war correspondent American Expeditionary Force in France.

IN the trenches and battle zone of Europe 25,000 Sonora Portable Style Phonographs, distributed by our London representatives, are with the British army.

In thousands of American homes the beautiful Sonora is cheering those left behind, while the pride of the household is serving in training camp, cantonment, or over seas.

The man leaving for war should buy a Sonora for his family because, especially for the women and children, it is *needed* for the maintenance of confidence and optimism, for entertainment and restful pleasure, and as a conqueror of loneliness, worry, and "the blues."

\$50	\$55	\$60	\$85	\$105
\$110	\$140	\$160	\$180	\$200
\$275	\$375	\$500	\$1000	

The above are stock models.

Art Models made to Special Order.

1917 was the greatest in the history of Sonora. Each New Year finds this wonderful phonograph established more firmly in the public's esteem.

The Sonora is of unequalled quality. It is easily sold and offers to you the opportunity for splendid profit and the development of a substantial valuable business.

Some territories are still open. Write us for details.



Elite \$180

Sonora Phonograph Sales Company, Inc.

GEORGE E. BRIGHTSON, President

Executive Offices: 279 Broadway, NEW YORK

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

The Talking Machine World

Vol. 14. No. 1

New York, January 15, 1918

Price Twenty Cents

LIMIT FREE DELIVERY OF RECORDS

Dealers Inclined to Fix a Limit on Number of Records That Will Be Delivered Without Extra Charge to the Customer—Cuts Into Profits

Retail stores throughout the country, particularly the big department stores, have at the suggestion of the Federal authorities, and as a result of the labor shortage, been making every effort to cut down the volume of free delivery of goods, and at the same time much of the expense of the system by educating the public to carry away with them all small parcels. A number of talking machine men have fallen in line with the campaign, with a view to cutting down the volume of record deliveries. In St. Louis, for instance, the talking machine retailers have entered into an agreement to refuse to deliver free less than six records. In other words, a customer buying five records must carry them home himself or pay additional delivery charges. It would seem to be a move in the right direction. Taking all factors into consideration, the net profit on an individual record, particularly of the popular type, is comparatively small, and to pay out as much as 50 per cent. or more of that profit to cover delivery doesn't smack of good business. The practice has been carried on in the past under the broad term of service, it being felt that the customer would carry away enough records personally to balance it, but a definite rule on deliveries, and the minimum set on the number of records that will be delivered without charge, eliminates the element of chance. It gives the dealer what is due him as profit. It is just one of the trade improvements that can be laid directly to wartime conditions.

WOULD MAGNETIZE NEEDLES

One Writer Believes That It Would Prove Convenience to Talking Machine Owner

A writer in "System" makes the following suggestion regarding the handling of needles that might prove of interest to some members of the trade. He says: "I would magnetize my steel reproducing needles so that instead of lying flat in a tray and scattering all over its surface they would bunch together. This would make them much easier to pick up and would prevent them from rolling out of the tray at every jar.

"When any of them fell into the top of the phonograph, instead of being compelled to pick them out one by one, my customers could easily brush them into a corner and remove them all at once. The same would be true should the tray containing them be upset."

ON "GOING AFTER BUSINESS"

"Only about one sale in ten is a floor sale—the other nine are accomplished almost entirely by outside effort, by carrying the instruments out for home demonstration," remarks W. H. Stoakes, Edison dealer at Grinnell, Iowa.

"There is more than a grain of truth in what Mr. Stoakes writes," says the Editor of Edison Diamond Points. "There are many of them. We have long preached home demonstrations and outside canvassing. The man who stands behind a counter all day and waits for customers to come to him will wait a long time. You should leave your counter and go after business.

"Time was when the dealer did not find it necessary to go after business. Times have changed.

"I hauled out eleven instruments into the country and sold nine of them inside of two weeks," writes Chris Verwers, of Keota, Iowa.

"If you have a Ford all the better. As George Silzer puts it 'Crank her up and hit the highway for those sales that won't come to you.'" This suggestion is well worth considering.

BERLINER'S LATEST INVENTION

Canadian Talking Machine Man Produces Flying Dirigible Torpedo Usable on Land or Sea Which Has Attracted Considerable Attention

Emile Berliner, widely known through his inventions in the talking machine trade, and whose improvements in the telephone made long-distance talking over a wire practicable, is now the inventor of a flying "dirigible torpedo," utilizable on land as well as on sea.

Dr. Berliner's contrivance is in effect a small aeroplane—a monoplane in miniature—run by a little gasoline engine and motor and carrying a propeller and a rudder that is set before launching. It has other means of automatic control, with a gyroscope to keep it level.

The machine is nothing more nor less than an artificial bird that holds a torpedo in its beak. More definitely speaking, the torpedo, carrying a heavy charge of high explosive, is held by spring arms in front of the little aeroplane, so as to be set off on striking the target.

For use on the sea, the flying torpedo may be modified by attaching beneath it a small plane set at such an angle that the machine on striking the water will skip along over the waves toward an enemy ship, the difficulty of hitting it with gunfire being thereby greatly increased.

Dr. Berliner's latest invention has been the subject of considerable notice in leading papers.

MAKING THE TELEPHONE AID SELLING

Proper Use of Telephone Frequently Means Time and Money Saved for the Talking Machine Dealer Who Uses Some Originality in Work

With the price of printed matter still soaring skyward and with mailing costs materially advanced by the war tax, the telephone may come into more general use as a means of selling records. Merchants in a great many lines of trade outside of the talking machine field have been steadily placing greater dependence on the telephone as a means of keeping in intimate touch with their patrons. In fact, it seems logical to presume these merchants in other fields have broken the ice, so that the increased use of the 'phone by talking machine merchants will be cordially received.

A certain talking machine dealer has adopted the plan of mailing out the new record lists each month and then instead of following up his customer by mail, he calls each one by 'phone, runs over the list somewhat after the manner of a grocer enumerating household necessities, and, where the customer evinces interest, he places that record on the group to be sent up on approval. When the records are delivered on approval, a personal letter accompanies them, outlining the individual beauty of each record. Thus the dealer introduces a maximum of the personal element at a minimum cost.

SOLDIERS WHO ARE REAL ARTISTS AS WELL AS ARTISANS

Members of Company B, 306th Infantry, Make Special Case for Popular Priced Talking Machine Which They Find the Keenest Source of Pleasure and Entertainment in the Camp

The talking machine is undoubtedly the greatest comfort to the men in the camps, as it is to the men in the trenches at the front. No other musical instrument affords them such pleasure, because it brings into their lives the

placed it in a case which they specially built and decorated themselves, with the result that they have now something very unique in an outfit.

The outside of the cabinet shows as a decoration the great seal of the United States, and



© 1917, Underwood & Underwood, N. Y.

best in song and music, and enables them, when they are so inclined, to dance to its inspiring music. The men in the camps, however, are just as inclined to the good-looking talking machine as are their folks at home, and the picture herewith is of unusual interest in this connection. It shows how the members of Company B, 306th Infantry took a popular-priced talking machine,

Company B, 306th Infantry Enjoying Themselves

other decorations which emphasize that the men of this company are not only artisans but artists. Around this talking machine the members of Company B gather in the evening and spend hours listening to the music of the day, including very often music of the better type, for the men who are in camp do not leave their musical taste and inclinations at home.

Why 1918 Holds Great Possibilities For Every One In The Talking Machine Trade

FROM almost every angle 1917 has proven a most unusual year in the talking machine industry. It has been a year to test the stability and permanence of the trade and be it said that the trade has not been found wanting under the test. War has brought with it many problems for both talking machine manufacturers and dealers. Its effect has been first of all to curtail supplies and labor, and to hinder the transportation of peace products to an alarming degree. But, on the other hand, it has brought with it a wide recognition of talking machines and records as genuine essentials in the equipment of military units. The coming of the New Year sees the talking machine more firmly entrenched than ever in the hearts of the people, and as a result the future looks bright indeed.

Review of Holiday Business in Machines and Records

Despite the war and despite the high cost of living and other factors connected therewith, the holiday business in talking machines and records reached proportions that swamped the facilities of both producers and retailers. Conditions made it impossible for many of the manufacturers to keep their output up to a point reached the previous year. Transportation problems likewise have had their effect, and there really seemed to be something the matter with the dealer who could say he went through the month of December without suffering serious loss of sales in some manner and through no fault of his own.

It was a noteworthy fact that the big demand was for machines selling in the neighborhood of \$100, and therefore, the most serious shortage was in that type of machines. Machines retailing at from \$20 to \$40 were not such good sellers, and both jobbers and dealers had the experience of seeing these machines lie on their shelves without moving while at the same time they were turning down orders for the more expensive models, or at least endeavoring to install temporary substitutes.

Factories Couldn't Turn Out Records Fast Enough

The record situation was similarly embarrassing. Aside from the call for standard vocal and instrumental numbers, it seemed that everyone who owned a talking machine or expected to own one, wanted records of "Over There," "Goodbye Broadway, Hello France" and the other hits of the day, and the result was that the record supply in no sense met the demand. Of course there were plenty of records, but while they were frequently accepted as substitutes, they were not just what the public were crying for. The factories could not simply turn out the required records fast enough. It was impossible, and the result was embarrassing.

In order to relieve the record situation and help clear up the jobbers' and dealers' shelves and to enable the factories to catch up with orders, several of the companies have shown an inclination to cut down on their monthly lists of new records. The Victor Co. has taken the first step in this direction, by including only fourteen new selections in its January record supplement, and it is stated that the same plan will be followed out for several months to come at least. Several other companies have arranged to adopt the same method, or are contemplating some such action, in an effort to clear the decks for the coming year.

The Industry on a More Permanent Basis

During the past year or so the industry may be said to have settled into more or less permanent channels, and this fact also augurs well for the future. In 1915, it will be remembered, there was a great influx of new concerns into the trade. Hardly a day passed without its group of new corporations setting forth their

intention of making machines or records. They apparently felt that there was great wealth simply waiting to be grasped. There were also many new concerns in 1916, but the number had dropped off materially from the previous year.

It is quite evident that many of these corporations were of the fly-by-night variety. Their object was to sell stock and plenty of it and to offer machines at retail far under established prices and for that matter far below established quality. Many of these concerns dropped by the wayside without delay; 1917 has seen the clearing out of others, while the companies properly organized, and with the correct appreciation of the status of the trade, have survived and established what may be looked upon as permanent positions in the industry.

That the trade condition in this particular is more or less settled is a matter of congratulation for both the trade itself and the public, for it acts as a protection to both sides.

Must Have Courage to Plan Ahead

From present prospects it is safe to assume that 1918 holds great possibilities for everyone in the talking machine trade, but to take advantage of the opportunity, the trade members must have faith in the future and the courage to plan ahead. If early ordering was ever necessary, it should be doubly necessary during the months to come. It is going to be harder than ever for the factories to keep up production to a high pitch, and with the war demands on the railroads, harder than ever for the wholesalers and retailers to get the goods within a reasonable time after they are shipped. It is only by working far ahead that even a fair measure of protection can be assured. In other words, the retailer who does not place his orders for holiday stocks in the spring at least, is simply taking big chances on the future of his business. It will mean tying up some capital, and perhaps a little financial strain, but the sacrifice will be worth while, if the trade members plan to stay in business.

Why the Talking Machine Is a Necessity

The big banking interests and some Government officials are preaching the doctrine of rigid economy by the general public, advising them to discontinue the purchase of anything not ranking as a necessity of life. This doctrine in itself should revert to the benefit of the talking machine trade. The fact that the Army and Navy have already absorbed thousands of talking machines of various types and thousands, if not millions, of records, and are at the same time appealing for more with the full endorsement of the officials, is the best indication that the talking machine is a recognized wartime essential. From the viewpoint of economy, it can also be viewed in a favorable light for it requires a minimum of outlay in proportion to what it has to offer. The machines themselves are comparatively low priced, and record libraries can be built up by the expenditure of only a few cents weekly. In fact, it can safely be asserted that the talking machine is one of the real "essentials" to the nation in war times.

New Year Going to Mark Important Era

From every viewpoint, it would seem that 1918 is going to mark a new era in the progress of the talking machine, as well as genuine prosperity for those members of the industry who have the courage to take full advantage of the opportunity that is there. Certain it is that the manufacturers are not letting the grass grow under their feet. While frankly able to meet only a percentage of the demand for their products, they have kept up their advertising to the full limit, and in some instances a

little stronger than ordinary, and plan to do so in the months to come in order that the public may be kept in close touch with talking machines and records until such time as the industry can take full advantage of all the selling opportunities that exist or will exist. It is this spirit of building for the future that is responsible for the present strong position of the talking machine.

Talking Machine Hardware

We manufacture hardware for all styles of cabinets

Lid Supports
Needle Cups
Needle Rests

Door Catches
Sliding Casters
Continuous Hinges

Sockets
Tone Rods
Knobs, etc.

BEST QUALITY

LOWEST PRICES

WEBER-KNAPP COMPANY

Jamestown, N. Y.

Victrola VI-A, \$30
Oak



Victrola IX-A, \$57.50
Mahogany or oak



Victrola XI-A, \$110
Mahogany or oak



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

Victor Supremacy

Victor supremacy is a real asset for every music retailer.

Just how much of an asset depends upon the retailer himself—with no limit to the measure of his success.

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

Berliner Gramophone Co., Montreal, Canadian Wholesalers

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

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

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



Victor Wholesalers

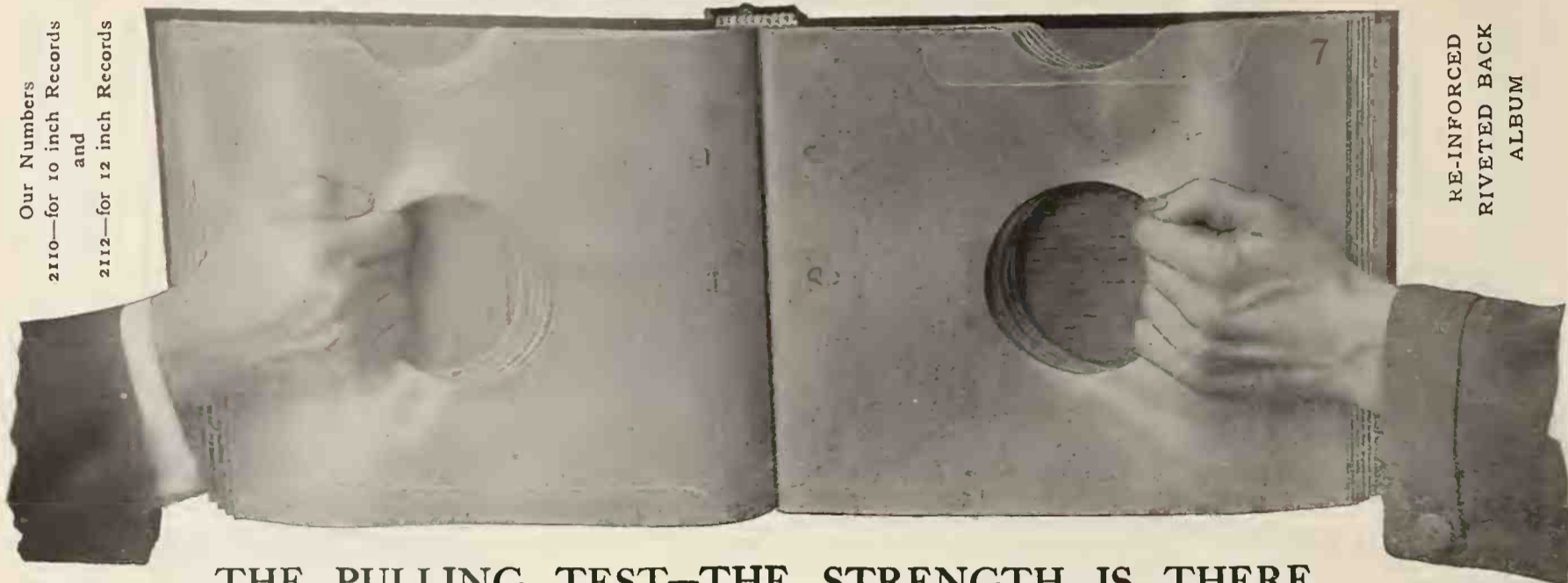
- Albany, N. Y.... Gately-Haire Co., Inc.
- Atlanta, Ga..... Elyea-Austell Co.
Phillips & Crew Co.
- Austin, Tex..... The Talking Machine Co., of
Texas.
- Baltimore, Md.... Cohen & Hughes.
E. F. Droop & Sons Co.
H. R. Eisenbrandt Sons, Inc.
- Bangor, Me..... Andrews Music House Co.
- Birmingham, Ala.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

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

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

AN IMPORTANT ACCESSORY—ALBUMS FOR FILING DISC RECORDS

The enormous demand for "National" Record Albums keeps apace 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.



THE PULLING TEST—THE STRENGTH IS THERE

STRENGTH AT THE STRESS AND STRAIN POINT

PRACTICALLY UNBREAKABLE FOR REGULAR USAGE

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

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

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

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

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

WIDDICOMB PHONOGRAPH CATALOG

DEDICATES TOAST TO FIGHTING MEN

BARTLETT MUSIC CO.'S DISPLAY

Handsome Publication Illustrating and Describing New Products of This Company

Dr. M. Goldstein, of Boston Book Co., Writes Some Patriotic Verse

In Window Dressing Contest Conducted by Los Angeles Express and Tribune

The Widdicomb Furniture Co., of Grand Rapids, Mich., have just published their first phonograph catalog entitled "The Widdicomb, a Finished Product." It has been prepared in a very attractive manner and thoroughly describes and illustrates the eight Period models constituting this attractive line. They embrace examples of the Chippendale, Colonial, Adam, Queen Anne and Early American Schools. Fine coated paper is used throughout and perfectly prepared half-tone work reproduces in detail the fine architectural points of each model, which are most distinctive. On each page the slogan of the company appears. "Play it Yourself."

Herewith is reproduced a little New Year's toast dedicated to our soldiers and sailors, the work of Dr. M. Goldstein, who is connected with the Boston Book Co., the prominent New York manufacturers of record albums:

A Toast to our Boys in Khaki,
A Toast to our Boys in Blue,
A Toast to our Brave and Plucky.
A Toast to our Red, White and Blue.

A Toast to our Allies on Land,
A Toast to our Allies on Sea,
A Toast to those Heroes in Command,
A Toast to the Brave and the Free.

REFRAIN

Hurrah for our Boys in Khaki,
Hurrah for our Boys in Blue,
Hurrah for the Brave and the Plucky.
Hurrah for our Red, White and Blue.

JORDAN CABINET WORKS ORGANIZED

The Jordan Cabinet Works, of Brooklyn, was recently incorporated with a capital stock of \$25,000. Those interested are E. E. and E. B. Jordan, Jr., and A. B. Wilson.

The Phonograph Clearing House, Inc., of Manhattan, has been incorporated.

Los ANGELES, CAL., January 6.—The Los Angeles Express and Tribune recently conducted a window dressing contest which was unique in



Bartlett Music Co.'s Window Display

many particulars, and which scored an emphatic success. The contest embraced many industries, and each house participating presented its display in the window of the Los Angeles Express and Tribune. Herewith is shown the window display prepared by the Bartlett Music Co., Columbia dealers. During the week of this display a number of people called at the offices of the newspaper to inquire on what floor the phonograph department was located, as they wished to buy a Grafonola and records. These inquiries were directed to the nearest Columbia dealer, and the display thereby served a dual purpose.

We hear a lot of "necessary evils," but did you ever hear of an unnecessary good?

Announcing

"Music in the Home"

By ANNE SHAW FAULKNER, Author of "What We Hear in Music"

A book of the utmost importance to the trade at this time

Retail Price, \$1.25

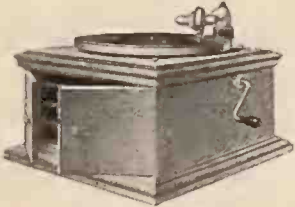
Dealer's Price, 65 cents

ASK YOUR DISTRIBUTOR REGARDING IT!

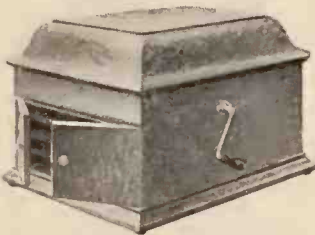
RALPH FLETCHER SEYMOUR, Publisher, Fine Arts Bldg., CHICAGO



Victrola IV-A, \$20
Oak



Victrola VI-A, \$30
Oak



Victrola VIII-A, \$45
Oak



Victrola IX-A, \$57.50
Mahogany or oak



Victrola X-A, \$85
Mahogany or oak



Victrola XI-A, \$110
Mahogany or oak

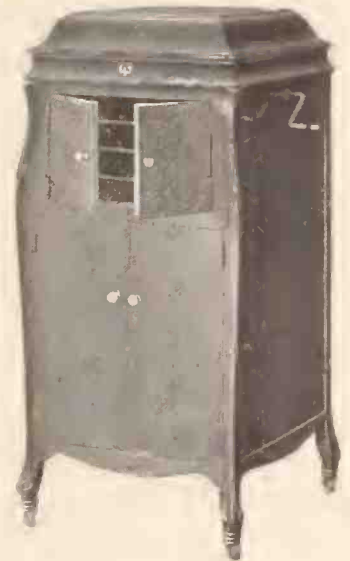
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It is built on the solid foundation of great things actually accomplished.

And the success of every Victor retailer increases with every new development of this wonderful instrument.

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

Berliner Gramophone Co., Montreal, Canadian Wholesalers



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Mahogany or oak



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The TALKING MACHINE WORLD

For the makers & sellers of talking machines

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NEW YORK, JANUARY 15, 1918

BUSINESS during the holiday season so recently closed more than exceeded the prognostications indulged in the early part of December. Christmas trade opened up slowly, but the closing days showed tremendous activity in the demand for machines and records. Reports from correspondents in different parts of the country vary considerably as to the volume of trade, for it was most uneven in many respects. Some States showed an activity that equaled the same period of last year, while others had quite an increased trade in records but a falling off in the sales of talking machines due to local conditions and the lack of stock. But taking the holiday business of the Nation as a whole, it was, in the face of war conditions, in the main satisfactory.

Record business has assumed formidable dimensions, and this was demonstrated not only during the holidays, but during the first weeks of the New Year. While the demand for popular numbers, and particularly patriotic numbers of all kinds was large, yet there is no question but that the demands for records of standard vocal and instrumental numbers, especially the standard operas, is becoming an increasingly important feature of the record business.

Leading jobbers and dealers inform The World that this aspect of the business is as marked as it is pleasing. The growth in popularity of records of high class instrumental and vocal numbers can be greatly aided if the dealers or salesmen concentrate on bringing these records to the attention of their customers. In this way they can help to move what is usually a slow moving section of their record stock and help to elevate the musical taste of the owners of talking machines. They can do this more effectively if they know something about these high-class songs or instrumental numbers themselves—if they know the composers and the character of their compositions and impart this knowledge to the buyers of these records. In this way they give these records an interest that would be lacking were the customer induced to buy one of the records without giving it the consideration which it would receive if the buyer was properly interested in the selection and its composer.

THERE is a big field to be developed here—one that unquestionably means much for the musical advancement of America, and one that will help in a trade way as well. The popular and patriotic records will always sell, because they are

seasonable, but the standard compositions, the classics so to speak, do not sell in as large numbers as they should, largely because of the lack of attention given them by a large army of salesmen. This neglect is entirely due to their lack of real knowledge of these numbers.

While the leading manufacturers of records tell something about the high-class records in their bulletins every month, yet the salesman should have a wider knowledge of the composers and of their compositions if he desires to appeal to high-class trade.

This is well worth while, for there is no question but that the artistic and musical merits of the talking machine are being more widely recognized to-day than ever before. Evidence of this fact is to be found in the records now on the market of the great symphony orchestras and of leading artists both instrumental and vocal, who are known and esteemed throughout the world.

The dealer and salesman should make a resolution this first month of the year to give more attention to their record departments—to learn more about the goods they are handling, not merely in a commercial way, but also to know the composers and their works. In this way they will be able to meet the requirements of their particular customers, and help educate a large number of people who are ambitious to expand their record library by including records of distinct and enduring musical merit.

AT no time in trade history was it so necessary to cultivate an optimistic viewpoint as far as business is concerned as to-day. The abnormal conditions brought about through the war have a tendency to bring about a hysterical state of mind that is as harmful to the individual as it is to an industry and to the nation. Now is the time to cultivate that desirable quality in the world of business which we call confidence, and which is also as great an essential in the winning of the war.

We must not give credence to every rumor that is put out portending to calamity or trouble, for there is nothing that weakens the morale of our business forces quicker than the insidious annoying little rumors that incline one to pessimism and indifference to necessities whether of war or business.

One thing that we must keep in mind is that the Government of the United States is not wilfully or willingly desirous of bringing disaster to the business men of this country despite the constant flow of "non-essential industry" news which is reaching the daily newspapers throughout the country from correspondents in Washington.

WE may be in the position of an industry that is not entirely essential to the military conduct of war, but our industry is one that is wholly essential to civilization. We need not become panic stricken because one man in the U. S. A. might do without musical instruments. They said in England, when war came, that no one must dream of buying anything new, whether motor cars, pianos, talking machines, or clothes. But the folks went on buying just the same; and yet the war loans have been floated over there with complete regularity and success. Why? Because the people have found they need music almost as much as they need food; and a good deal more than they need rich, expensive food and drink.

Despite the enormous sums which the Liberty Loan Campaigns, past and future, will bring into the national treasury, the Government will still depend principally upon taxation to raise money for the purpose of financing the extraordinary expenditures of war. Unless the industries of the country are kept going on a profit-making basis, the Government will not be able to levy taxes. The more profit an industry makes, the greater will be its tax returns to the Government, and the larger will the war-chest become. Therefore no sensible man will believe for an instant that the Federal authorities are going to hinder any line of business arbitrarily, or will place stultifying restrictions around a business that otherwise would be able to contribute a quota towards keeping the war-funds at high-water mark.

COME what may, we are in war, and in it to win. To obtain our purpose, we shall keep business going all the time; but that does not mean that everything must go on just as it did be-

fore the war. That is impossible; and so much the better. Whatever comes in the future, every bit of brains, nerve and skill in our industry will be needed.

We must continue to make talking machines and records, and continue to sell them and sell more of them than ever before to a people who will be working, planning, organized and organizing; to a cheerful, to a purposeful, to a victory-making people. We must inaugurate and maintain a campaign of publicity that will awaken the people of America to the value of music as a necessity—as a companion that will bring comfort and cheer in days of sorrow as well as victory.

Music by means of the talking machine is a necessity. It supplies the fighting forces as well as those who are working at home for the success of the Nation with that force that replenishes and freshens. For it is hard to define the mysterious power of music in a great crisis such as we are now going through. It is the food that nurtures the Nation's soul, that stimulates brave deeds, and that increases the determination to surmount all difficulties.

THE development of export trade not only during the war, but after peace is declared, is considered by every student of the nation's needs to be absolutely essential to the progress of our country. A forward step in this direction was the passage recently by the Senate of the Webb Export Combination Bill, which it is expected will be enacted into law at an early date. This measure is a highly desirable recognition of the principle of co-operation in foreign trade which has had the support not only of the National Foreign Trade Council but of the leaders in all branches of industry. American exporters have long been greatly hampered in their efforts to compete with foreign exporters in the markets of the world by their apprehension that the Sherman Act forbade combined effort, including even the organization of joint selling agencies. The Webb Bill removes such disadvantages as may now be imposed by our anti-trust laws to the end that American exporters may be free to utilize all the advantages of co-operative action in coping with combinations of foreign rivals united to resist American competition and a combination of foreign buyers equipped to depress the prices of American goods.

The passage of the Webb Bill will mean the definite recognition by Congress of the principle of co-operation, and it should prove a very substantial benefit to the nation's export trade.

DURING the past year talking machine dealers in various sections of the country through local organizations have taken steps to eliminate entirely or at least control within reasonable bounds the practice of sending out records on approval, and it is to be hoped that the elimination of this practice or at least its curtailment to a negligible point will become general throughout

the country during the present year. As a matter of fact present conditions offer to the dealer an excellent opportunity for taking the bull by the horns and eliminating bad business practices that have grown up with competition. Stock is going to be short both in records and machines, and with such a situation the retailer can come pretty near to picking his trade. If he has the record the customer wants make the customer buy it outright. If the records don't suit, the approval plan is not going to sell them. At the same time under that plan the records may be out of the store when somebody else is ready to buy them. Taken from every angle this is the time to clean house without facing the danger of serious loss of business to competitors.

JUST at this time the presentation by the Musical League of Philadelphia of detailed figures showing that nearly \$102,000,000 are spent annually in that city and vicinity in various forms of musical activity, should serve to interest every member of the trade, no matter in what part of the country he is located.

The additional fact that there is a permanent investment of approximately \$20,500,000 in musical establishments and musical instruments in that one city alone must also not be overlooked. Figures of this sort go far to emphasize the necessity of music and the part it plays in civic life. The citizens of a city the size of Philadelphia, whose population is approximately 1,700,000, do not spend an average of \$60 apiece annually on a mere fad or hobby, but demand value for their money.

Talking machine men could do good work for the industry by compiling, or assisting to compile, similar figures for their respective cities or towns. The aggregate amount spent for music annually, as compiled by such means, would undoubtedly impress the country to a staggering degree. A few authentic figures are better than hours of wild conversation in securing public recognition for music and the things that make music.

AT least 50 per cent. of the war rumors that are abroad these days should be summarily dissolved into thin air. Among those rumors which should receive scant attention are those purporting that this or that plant has been anywhere from 60 to 100 per cent. commandeered by the United States Government. The Washington policy as expressed by such men as Willard, Gifford and Garfield does not include drastic action against any industry. Where individual plants are utilized for war work, moreover, the manufacturer will have no reason for concealing the facts. When his plant has been taken over a manufacturer will immediately inform his clients with respect to his inability to supply them with goods, because there would be nothing to gain in a business way by holding back the truth and there is good will to lose. Therefore, unless direct word is given out by the manufacturer in person, rumors bearing on commandeering should be discountenanced.

HAPPY NEW YEAR!



This big calendar pad has over 300 sheets of record profits. As you start to tear them off, day by day, keep

*Pearsall Service
for Victor Records*

in mind. Every day in 1918 means more business; improved methods and greater profits because the efficient dealer is specializing on record sales as THE business foundation.

Full of hope, ambition and prosperity—1918. Full of pep—*Pearsall Service*.

SILAS E. PEARSALL CO.

VICTOR DISTRIBUTORS

18 West 46th Street

New York

Edison Message No. 15

WHERE MUSIC STANDS

The merchants in your street who sell food, clothing and fuel are selling essentials to the body. You who sell music sell an essential to the mind *and* body.

From Confucius down through the ages practically every philosopher of note has declared that music is a human essential.

When you meet a man or woman who thinks a phonograph is an extravagance ask that man or woman if good books are an extravagance. There is scarcely anyone who would dare say that books are an extravagance, yet books have limitations that music does not have. Music, next to religion, is the world's greatest solace.

Thomas A. Edison, Inc.
Orange, New Jersey

Don't be afraid to stick
up for music.

War Problems in the Field of Salesmanship and How Best to Meet Them :: :: By G. D. Crain, Jr.

"The worst thing about having to employ so many new clerks," said a tired talking machine dealer, as he looked about at a number of "new beginners" attempting to wait on the trade in his store during the holiday rush, "is training them. It's a job that I haven't much time for, and one that takes a lot of steam."

Yet, without question, the new clerk who is not given the advantage of sympathetic coaching is sure to make a lot of mistakes, and will fail to render the sort of service customers of the store are demanding.

The soldiers who go to France are given several months of intensive training before they get on the firing line. They receive instruction in the methods of warfare which are being used in the world conflict, so that when they take their places in the trenches they are prepared for all developments.

The new salesman, especially the one just starting out in selling work, is green timber. He needs coaching and instruction. He needs to have confidence instilled into him, so that he will not lose his nerve when a tough proposition is presented.

The best way to improve work in the store is to have a weekly conference or "round table." This can be made so interesting and enjoyable that the clerks, instead of dodging the meeting, will welcome it. It should be accompanied by "eats" of some sort, so that the social spirit will be developed, and bashful clerks encouraged to speak their minds.

The boss can be the chairman of the meeting, and can outline subjects for discussion, but it is a good idea for him not to attempt to monopolize the conversation.

Let salesmen, especially those who are experienced enough to be able to give good advice, discuss the problems of their everyday work, because such discussions will give the newcomers an idea of what they may expect.

The merchant can devote some of the time to the description of new models of machines and the new records, comment on changing prices, etc., and he should also explain the policy which is back of the store, so that customers will get from sales people an expression in line with the actual policy of the establishment.

Just now, when most prices have been increased, explanations of high prices should be made intelligently, and advances not simply excused "on account of the war." There is a good reason for the advance in price of every commodity which is carrying an increase, particularly talking machines, and it is a good idea to inform the sales people on this subject. Customers frequently inquire about these things, and they should be given an intelligent answer.

In the smaller store, where there are only a

few clerks, the proprietor can put in odd moments to good advantage in explaining to the new employes the methods which it is intended they shall use and something about the features of the line handled.

In this connection it is well to note that with new sales people having to be trained, now is a good time to study the arrangement and marking of record stock. Obsolete methods in this respect, which were tolerable when experienced salesmen, familiar with all of the retails



of the business, were in charge, make the work of new employes doubly difficult.

The arrangement of record stock in some logical way (there are several good systems in use) will enable the rawest recruit in the sales army to take care of his own work without having constantly to ask questions of the dealer or one of his assistants.

The dealer who is training his help should be possessed of lots of patience. He must expect mistakes to be made, and be ready to correct them without animosity. In the case of employes who are just being broken into business harness, reproofs are often taken keenly to heart, and the dealer can afford to be generous in his attitude on this subject.

If he shows that he does not demand infallibility, but only earnest intelligent effort, he will win confidence and loyalty that will go far to keep the mistakes from being repeated.

The new clerk who is made to feel that committing an error is not fatal, but that making the same mistake twice is a capital offense, will develop a spirit of determination to do things right, and will soon display ability that will mean less need for supervision.

One mighty good way to improve the work of new clerks is by enlisting the aid of traveling salesmen representing both the jobbers and the manufacturers.

The travelers are often just as good retail merchants as those who have stores, because they are constantly calling on the dealers, and

they know good methods when they see them.

Furthermore, they are nearly always more than willing to co-operate with their customers in every possible way, and if they are asked to help in coaching a new hand, they will be glad to do so.

Many of these old-timers have seen service behind a counter themselves, and their suggestions are based on practical experience, and consequently are worth more than a lot of fine-spun theories.

Sometimes a traveling man will jump in and do a little sales work himself, if there happens to be a lot doing on a busy day. An ounce of demonstration is worth a pound of argument, and this is especially true of sales work.

After the new clerk has seen how his friend Bill, the traveling man, handles a difficult customer, and how quickly he gets under the hide of the grouchy individual whose bark is usually worse than his bite, he perks up considerably.

Use the traveling man in the clerk's training school, but don't forget that, no matter how informal, there should be a training school.

(Copyright, 1917)

COLUMBIA AUDITORS MEET

Second Convention of Auditing Department of Columbia Co. at Hotel McAlpin a Great Success—Important Matters Were Considered

The second annual convention of the auditing department of the Columbia Graphophone Co. was held at the Hotel McAlpin, New York, on December 28 and 29. The two-day session was devoted exclusively to a discussion of problems, methods and systems of branch auditing, accounting, stock keeping and inventorying.

Henry C. Cox, comptroller of the company, brought to the attention of the conference a new manual of instructions for the guidance of the company's bookkeepers, which will shortly be ready for distribution to the branches, and explained such of its provisions as are new. The discussion of these new features and of branch accounting generally was highly interesting and beneficial to everyone in attendance.

At the conclusion of the dinner at the hotel on December 28 the entire party were the guests of the company at the Century Theatre.

The convention adjourned late in the afternoon of the 29th, every one expressing appreciation of the benefit derived from the free discussion of so many topics of special interest.

Those present and assisting were: M. Dorian, chief auditor, and E. O. Rockwood, T. Allan Laurie, Homer Reid, H. L. Moorey, F. S. Binger, W. G. Wustefeld, W. E. C. Heym, F. M. Snell, S. S. Gilroy, R. A. Grant, C. Klebart and Harry P. Victor. Hayward Cleveland, one of the veterans, was not able to be present, owing to his detention on the Pacific Coast, but he sent a helpful telegram which was read to his associates, and his place at the conference table as well as at the banquet was marked by a vacant chair.

A most gratifying and highly appreciated incident of the conference was the reading of a letter from H. L. Willson, general manager of the company, congratulating the auditing department on its fine work during the year and wishing each member of the staff continued success and a Happy New Year.

TAKES CHARGE OF DEPARTMENT

H. V. Boswell, formerly with the Rudolph Wurlitzer Co., of Louisville, Ky., has taken charge of the Kaufman-Straus Co.'s talking machine department in that city. He succeeds Robert Duffy, who is now with the Columbia Graphophone Co., of Indianapolis.

Record Cleaners

The "Standard" Circular Cleaner grips the surface and clings as if on rails. A cleaner that has "made good."

PRICE, 50 CENTS, LIST

We also manufacture the "Simplex" Record Cleaner, 15 cents list price.

SEND 10 CENTS FOR A SAMPLE CLEANER

Automatic Stops



Automatic

Stops are in use everywhere. They give excellent service, are easily installed and are absolutely guaranteed.

SEND 50c FOR SAMPLE STOP

KIRKMAN ENGINEERING CORPORATION, 237 Lafayette St., New York


 BRILLIANTONE
NEEDLES

ANNOUNCEMENT

To Talking-Machine Trade



WE take great pleasure in announcing the opening of our offices. To our New York friends we extend a cordial invitation to call upon us, and to our out of town friends an invitation to make our offices their headquarters when in the city. We are now booking orders for the highest quality uniform pointed steel talking machine needles manufactured.



MADE IN AMERICA
By AMERICAN LABOR



Deliveries Begin Feb. 1st, 1918
Soft, Half-Tone, Loud & Extra Loud

PRICES AND SAMPLES ON REQUEST

Brilliantone Steel Needle Co. of America
INC.

B. R. FORSTER, President

Marbridge Bldg., Broadway at 34th Street, New York

ROOMS 657-659

Columbia advertising recognizes the importance of the dealer. To make people test a Grafonola in your store—that is the focus of Columbia advertising.

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



INDIANAPOLIS REPORTS A PROSPEROUS HOLIDAY SEASON

Large Percentage Did Cash Business—Dealers and Jobbers Report Trade Increases as Compared With Last Year—Optimistic Regarding New Year—Interesting News Budget of the Month

INDIANAPOLIS, IND., January 5.—The holiday business came up to the expectations of most of the local talking machine dealers and apparently is keeping up. The retailers are still busy selling records and machines and the wholesale men report that orders from dealers have come in almost as steadily as before Christmas.

A noticeable feature of the business was the large percentage of cash business and the size of the down payments. Nearly all the dealers comment on this.

Ben Brown, manager of the Columbia store, said that the total increase in business over December of last year would run nearly 50 per cent. Increases in the business of dealers in the smaller towns in his territory were especially noticed by Mr. Brown. Mr. Brown is making arrangements to go to New York to attend the conference of the Columbia managers.

At the Stewart Talking Machine Co., distributors of the Victor line, business was reported as far ahead of last year. Emerson Knight, advertising manager, said that he believed the Victor Co.'s advertising on the ground that music was more essential during war than in peace had proved effective in stimulating the business.

Jewell Cartmill, secretary of the Kipp Phonograph Co., said that business was not only bigger than last year before Christmas, but that it was keeping up and that dealers throughout their territory continued to send in orders after Christmas. The demand for a few styles caused a shortage, but the company was able to handle its Christmas orders nicely.

R. S. Goldsbury, of the Pathé department of the Mooney-Mueller-Ward Co., said the demand for records had almost depleted the stock. The new art models of the Pathé have proved popular and many orders are coming in for these, Mr. Goldsbury said. The entire supply of electric Pathés was sold out.

O. C. Maurer, in charge of the talking machine department of the Kiefer-Stewart Co., said there appeared to be a strong demand for the oak finish cabinets in the Sonora machines. Business in the Stewart phonograph, which the company also distributes, was remarkably good, Mr. Maurer said. Dealers also made heavy demands for the Emerson records. Mr. Maurer said the outlook for business in the coming year was exceptionally good.

A. H. Snyder, manager of the Edison Shop, said that there was an increase in total business over last year, and that from December 15 the daily sales record showed a marked increase over any previous ones for the same period with larger down payments and a trend toward the higher-priced machines.

Mr. Snyder used an especially attractive window display just before Christmas. He had the window fitted out like a living room and had a woman and a five-year-old girl knitting while two small children played on the floor

near an Edison machine. The Christmas spirit and the showing of the place of the talking machine in the home were well brought out. Newspaper advertising featured a similar idea.

George Standke, manager of the Brunswick Shop, is highly pleased with the first holiday business of his store, which ran above his expectations. Mr. Standke said he was pleasantly surprised at the size of the cash payments and added that he believed in selling goods and not terms. Prospects for a good year look bright to Mr. Standke.

"I did not run short of machines because I have been in the talking machine business long enough to know how to get around that," said Mr. Standke. "I did my buying early. I have never been able to understand why experienced talking machine men should ever complain of any shortage. They know what the demand for machines is during the holiday season and they ought to get their orders in early. Let them start ordering in the spring for their Christmas business. They should not expect a factory to be able to turn out their orders at the last minute."

Mr. Standke has a number of the new DeLuxe models of the Brunswick on the way and already he has sold the first sample model he got.


H. A. W. Smith, manager of the Pathé Shop, said that nearly one-third of the large Christmas business was cash, and that the record business was unusually good. The new Pathé art models which Mr. Smith has on display are attracting much favorable comment, and indications are that they will prove popular sellers. The Pathé Shop has been using animated picture advertising in local theatres, showing people dancing to a Pathé machine and this advertising is proving worthwhile, Mr. Smith said.

H. E. Whitman, manager of the talking machine department of the Pearson Piano Co., said that the holiday business showed a demand for the larger Edisons and Victrolas. The record business was so large the clerks were worked overtime in caring for the customers.


A. E. Pfeiffer, manager of the Starr Piano Co., said that the Starr machine enjoyed a good sale during the holidays. The fact that it plays all records made it popular with the public, Mr. Pfeiffer added.

Serge Hallman, manager of the Aeolian store, said that the Vocalion department enjoyed a good holiday trade, and that business was holding up nicely.

C. P. Herdman, manager of the Columbia department of the Baldwin Piano Co. store, said that his stock of machines had been so selected in advance that he was able to get through the holiday season without the usual trouble of running short of particular styles. A large part of the business was from out-of-town buyers, and this was nearly all cash.



SCHUBERT PHONOGRAPH



Dealers sold 10 times more SCHUBERT Phonographs this year than a year ago.

Because 10 times more people wanted the SCHUBERT after hearing all other machines.

Five Models, \$60 Up

Every dealer was pleased with the way we handled his holiday orders, and with our local newspaper advertising with his name attached.

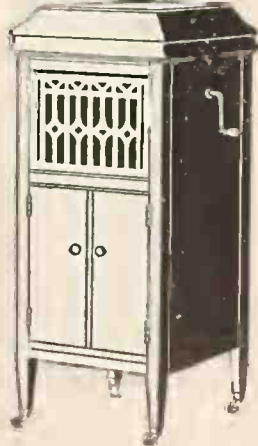
We'd be glad to hear from you—maybe we have something of interest to you.

The BELL TALKING MACHINE CORPORATION

Offices and Show Rooms, 44 W. 37th St., New York Factory, 1 to 7 West 139th St.

LOCAL TERRITORIAL DISTRIBUTORS

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



Give Them What They Want!



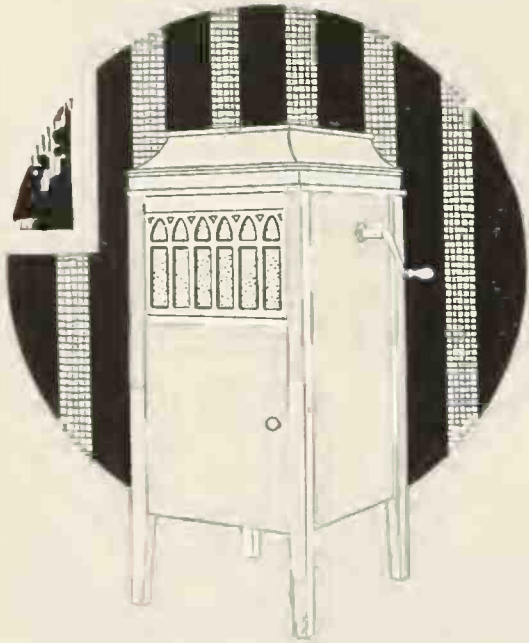
The tremendous demand for PATHE PATHEPHONES during the past year is UNQUESTIONABLE PROOF that the people are no longer satisfied with a ONE-RECORD machine.

The people have been educated regarding Records—They know that there are good Pathe Records—They know that there are good Victor Records—that there are good Columbia Records and good Edison Records—

The people want to hear ALL makes of records and they must have a talking machine THAT WILL PLAY all makes of records—

The *Pathe* Pathephone

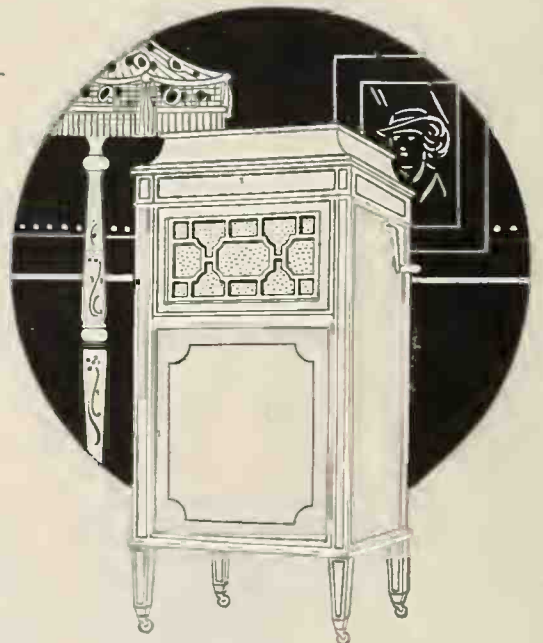
Is the Only Standard Talking Machine That Gives You This Great Selling Advantage



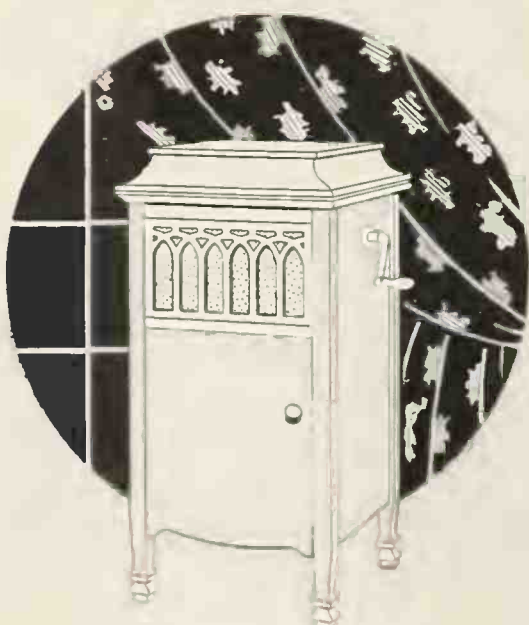
Pathephone \$75 Model

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

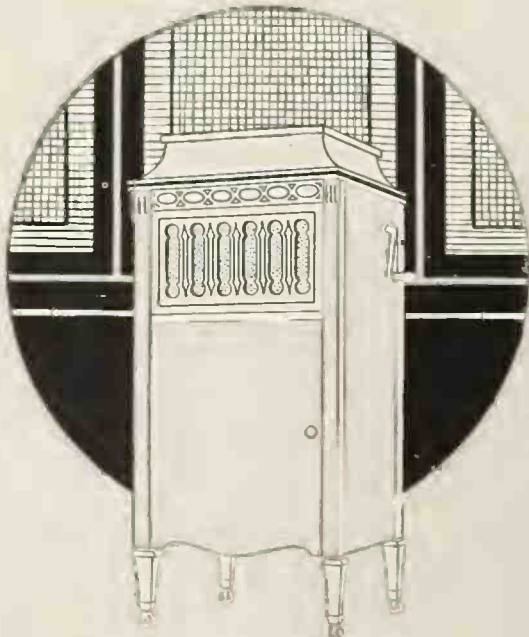
Hook Up With the Pittsburgh Pathephone Co. for Real Pathe Service!



Pathephone \$225 Model



Pathephone \$100 Model



Pathephone \$110 Model



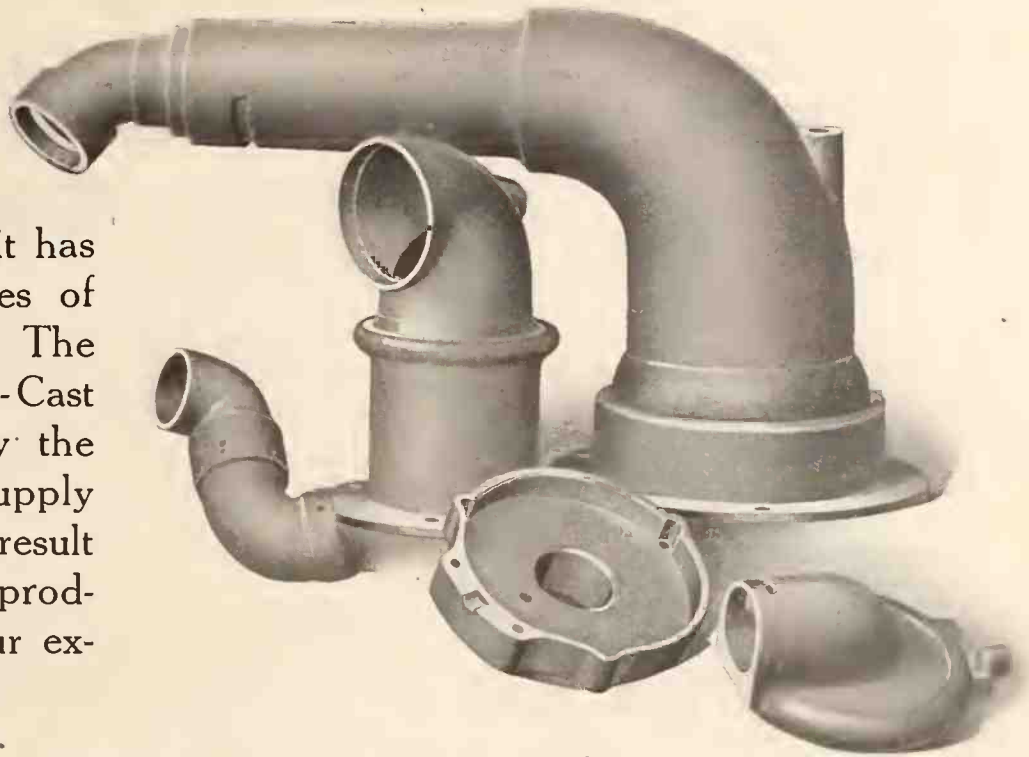
Pathephone \$175 Model

PITTSBURGH PATHEPHONE CO.

963 LIBERTY AVENUE, PITTSBURGH, PENNSYLVANIA

DOEHLER DIE-CASTINGS

SHEER MERIT has attained for Doehler Die-Castings their prominence as LEADERS in their class in the talking machine and kindred trades as it has throughout the various branches of the metal working industries. The consistent use of Doehler Die-Cast tone-arms and sound boxes by the leading manufacturers and supply houses in the trade is the direct result of the undisputed quality of our products and the efficient service our extensive resources make possible.



DOEHLER DIE-CASTING CO.

BROOKLYN. N.Y.
NEWARK. N.J. **TOLEDO. OHIO.**

SALES OFFICES

CHICAGO
4414 No. Campbell Ave.

DETROIT
914 Ford Building

ROCHESTER
159 St. Paul Street

BOSTON
723 Oliver Building

MUSIC FOR U. S. SOLDIERS IN CUBA

How Uncle Sam's Boys Have Been Cared for in This Important Essential, Thanks to Courtesy of R. C. Ackerman and Otto Heineman

R. C. Ackerman, export manager of the Otto Heineman Phonograph Supply Co., New York, who returned recently from a trip through Central America and Cuba, brought with him the accompanying photograph which depicts a body of American soldiers in camp near Camaguey listening to a Vanophone machine playing Emerson records. The Otto Heineman Phonograph Supply Co. handles both of these products in the foreign field, and the company owes this picture to the courtesy of Major Halford, commanding officer of the First Battalion, Seventh Regiment, U. S. Marines.

Mr. Ackerman made Major Halford's acquaintance in Camaguey on the occasion of one of the concerts American Marines Near Camaguey, Cuba, Enjoy Talking Machine Music which Mr. Ackerman gave the guests of the hotel. Major Halford has had long experience in Latin countries, having been in the Philippines as well as Cuba. As members of Mr. Ackerman's family have fought in every U. S. war from 1776 down to the service of Lieut. Ackerman on Admiral Dewey's flagship in the Philippines, Major Halford was pleased to accept Mr. Ackerman's offer of a gift for the United States soldiers of a Vanophone and a collection of Emerson records.

Otto Heineman, president of the Otto Heineman Phonograph Supply Co., has amplified this by making an equivalent present to each of the

posts of United States soldiers in Cuba. "Our boys" are down in that country at the present time co-operating with the Cuban forces to prevent any tampering with the sugar crops, and the importance of this vigilance will be readily realized by all who feel the scarcity of this all important commodity.

SOUTH AMERICA LIKES THE 'TALKER'

There is said to be an increasingly good market in South America for talking machines made



in this country, particularly for those made to sell at wholesale for from \$4.50 to \$25 each, says the New York Times. Several large commission houses in this city with connections in the Southern markets report having done an extremely good business this fall in these lines. It is pointed out by the head of one of these houses that South Americans are a music-loving people, and that the popular-priced talking machine of good reproduction and tone qualities is a great favorite with them. Also it is said that this country is getting a large part of the business in these lines which formerly went to Europe, which it will hold after the war is over.

UTILIZING VACANT WINDOW SPACE

Placing Record Posters in Vacant Store Windows Opens a New Avenue of Publicity for the Progressive Talking Machine Retailer

The United States Government in the exploitation of the various Liberty Bond issues has seen fit to put posters in the windows of every available vacant store. This is an idea which if not immediately opportune for the talking machine dealer may be of value at a later date. Record posters could undoubtedly be placed in the windows of many vacant stores at a very slight expense, and if it is advisable to spend thousands of dollars in order to have one window front on a prominent street, it is probably good business to have as many window fronts speak for your business as is possible, especially when the cost of the additional ground street windows is very small.

DISPLAY SERVICE CO. MOVES

The Display Service Co., formerly located at 16 West Nineteenth street, has moved to 114 West Seventeenth street, New York. This company specializes on original and artistic window displays and has lately been catering to the wants of the talking trade. It is now sending out catalogs describing its products.

DEALERS EVERYWHERE ARE SELLING QUANTITIES OF OUR

HANAIEI BANJUKES

(Ukuleles in Banjo Form)

A bigger hit than the Ukulele because much louder and more pleasing in tone, and of more substantial construction. Perfect two octave scales. A thoroughly practical instrument for both solo playing and club work. Send for illustrated catalogue and price list today, as

The Banjoke Is One of the Biggest Sellers in the Musical Instrument Line.

SHERMAN, CLAY & CO.

Sole Manufacturers

163 Kearny Street

San Francisco

Your Customers Will Be Hungry for the 37 Columbia February Hits

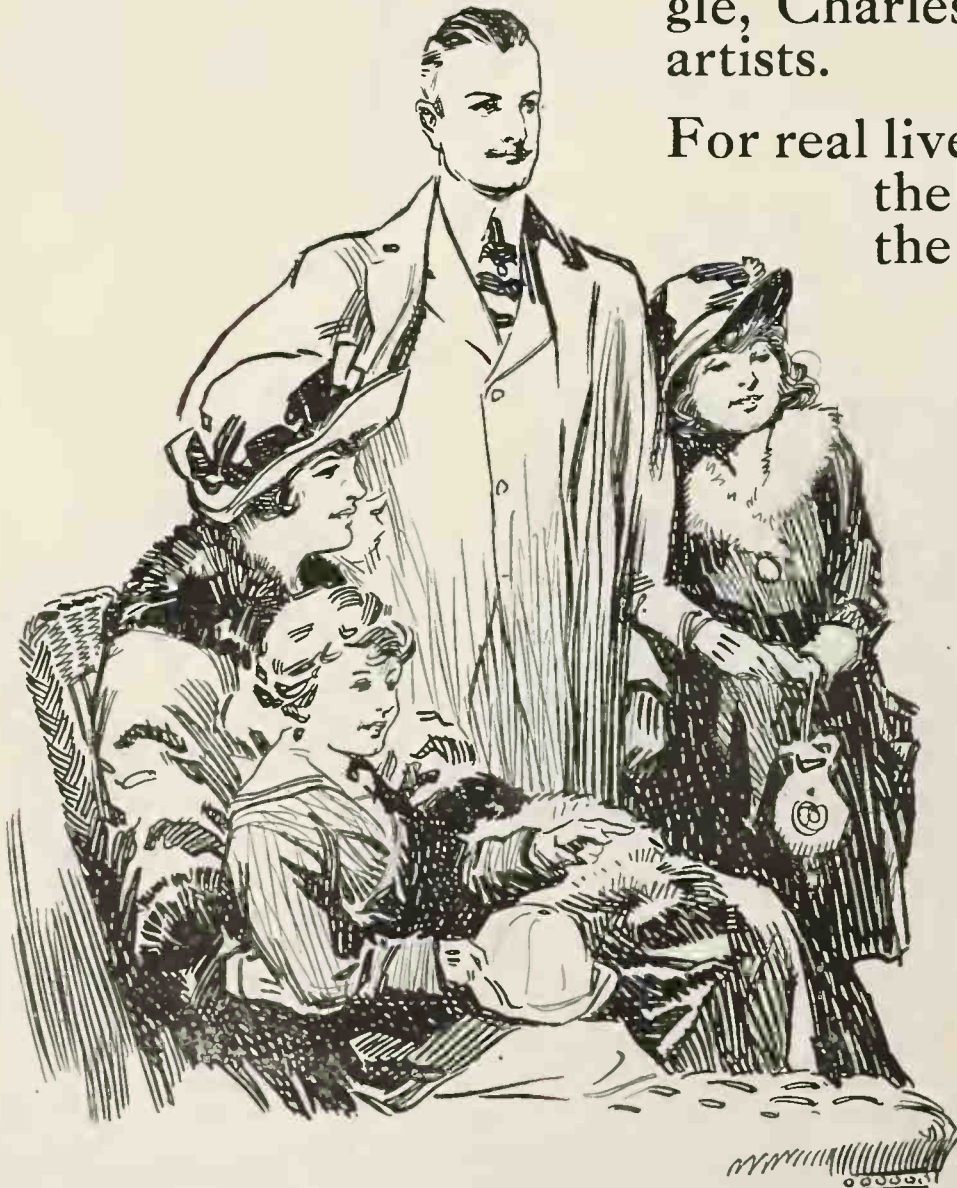
IT'S easy to sell people what they're hungry for—whether it's fun, marshmallows or music.

That's why the records in the Columbia February List will not gather any dust on dealers' shelves.

9 popular hits; 6 dance favorites; 2 comedy selections; 12 vocal successes; 6 stirring instrumental numbers; and 5 Burgess bedtime stories. A powerful list.

A corking War Song Medley; Handy's Orchestra Jazz Dance "Blues"; Bert Williams' best fun; Boy Choir recordings; a 90 Instrument Symphonic Masterpiece; Vocal gems by Barrientos, Tamaki Miura, Vernon Stiles, Oscar Seagle, Charles Harrison and other popular artists.

For real live novelty, interest, surprise and the right kind of SALES VALUE the February List can't be beat.



COLUMBIA GRA
Woolworth

Colu
Gra

The Dollars Received at Christmas Will Go to Buy Thousands of Columbia Grafonolas

MANY a Christmas check, or Christmas "bonus," will find its way soon into the hands of Columbia dealers.

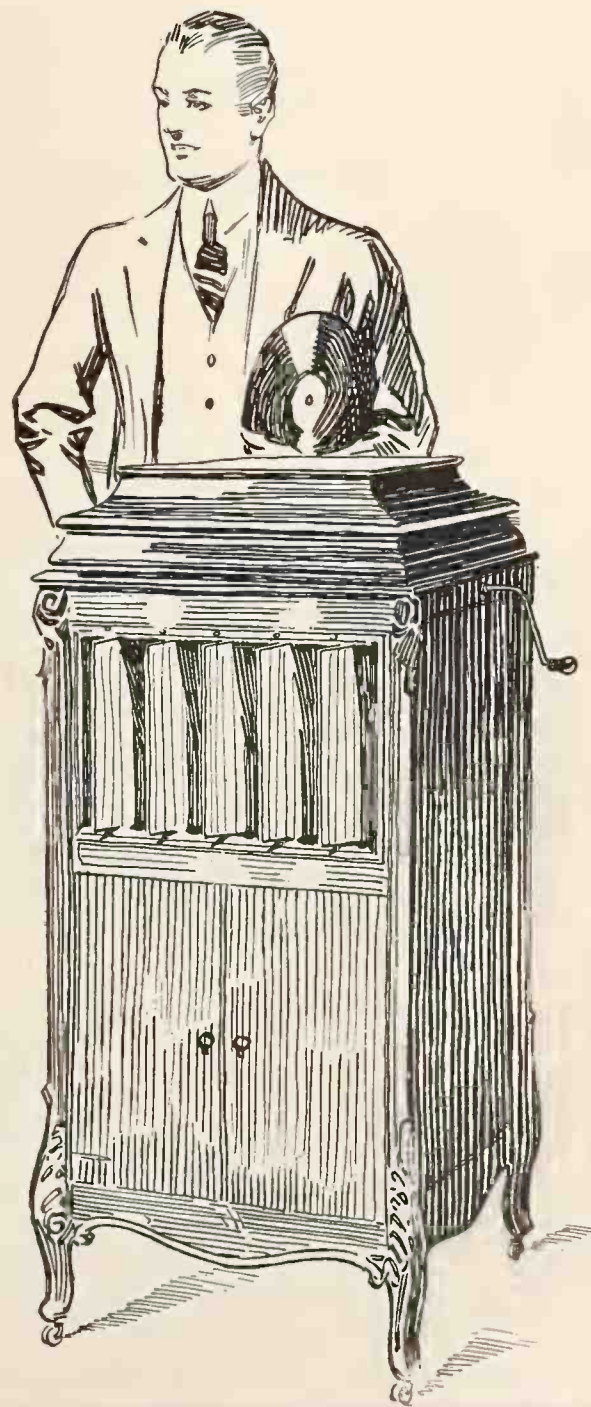
Don't slack up your drive on the higher priced Grafonola models for a single moment.

Display in your windows, store and advertising the beautiful, popular, *de luxe* Grafonola 200 model. When people hear the clearness, brilliance and mellowness of this aristocratic model they will say, "That's the instrument we want."

Remember that there is a Columbia model to fit every purse.

HOPHONE COMPANY
Building, New York

Columbia Grafonolas



INCREASING DELIVERY WAGON VALUE

Posters Advertising Special Records Can Readily Be Attached to Sides of Vehicles

The idea has recently been advanced of advertising records by the use of poster cards prominently displayed on the sides of the dealer's delivery wagons or delivery cars. A good many of the posters which feature individual records or general types of records such as the Hawaiian are of a standard size. This makes it easy to attach a frame moulding on the side of the car with a slit in the top to permit removing old posters and inserting new ones. A car or wagon moving down the street invariably attracts the attention of pedestrians, and it seems quite likely that the brilliant record posters will implant the idea in the minds of a good many to drop in to buy this or that particular record. The children, or the people in the street, are also likely to be attracted and their comment is also apt to produce sales.

PATENTS CLEVER WINDING DEVICE

Emile Kaliski Invents System for Winding Machine by Raising and Lowering Cover

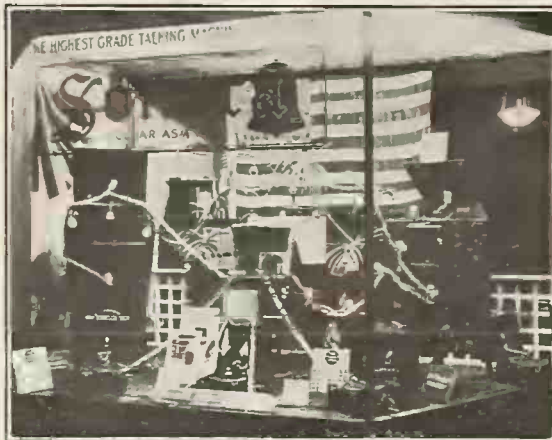
Emile Kaliski, president of the Kaliski Music Co., Ltd., Monroe, La., has just secured a patent on a clever winding device for talking machines. In Mr. Kaliski's invention the raising and lowering of the lid of the machine serve to operate the ratchet wheel connected with the motor and thereby winds up the spring without further attention. The advantage claimed for the new winding device is that it obviates the necessity of marring the side of the talking machine case to provide an opening for the usual winding key.

The big things of life are the unexpected ones. The little things, the courtesies, the right hand of fellowship, the smile, all pave the way to the Big Opportunity. Be courteous to every man. Give him your best service, no matter what his clothes, no matter where his home.

MAKING THE WINDOW PAY THE RENT

How the Sonora Phonograph Agency in Atlantic City Has Built Up a Successful Trade

ATLANTIC CITY, N. J., January 5.—When the Sonora Phonograph Agency was established at 711 Boardwalk, this city, about three years ago, it was predicted that it would never succeed, because people on that thoroughfare were there for pleasure rather than business, moreover, others had tried but had failed. Good-natured ones deemed it might be possible to make both ends meet were several different makes han-



Window of Sonora Phonograph Agency

dled, but with one instrument—most assuredly not!

Nevertheless, A. E. Jordan, of the Sonora Phonograph Agency, has proven how unwise it is to prophesy, for he has made good in his venture, thanks to his original methods of attracting the attention of the millions who pass his store in a year. The keynote of his success may be discovered in his clever window displays, which never fail to attract, and the line he handles. He believes that a good window should pay the rent, and this means much, for rents are high on the Boardwalk.

With this end in view the Sonora Phonograph Agency has made a practice of changing its

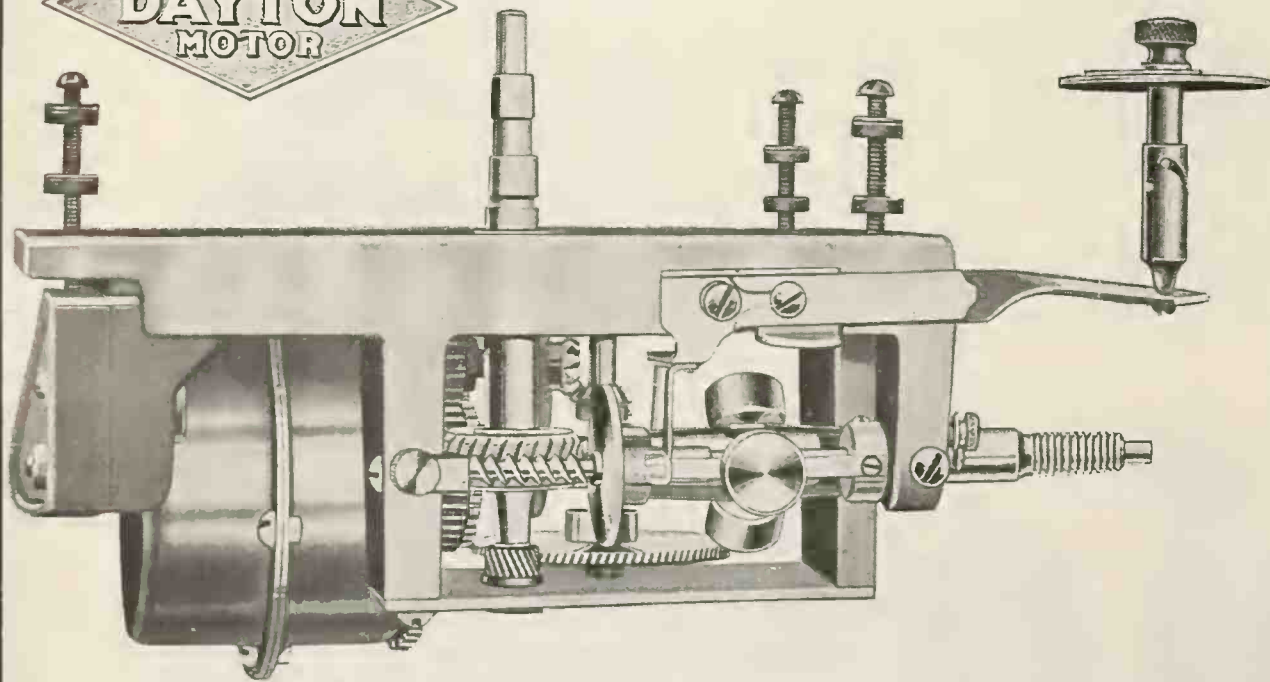
windows constantly. This has proven a splendid trade attracter, and emphasizes also the value of the window-dressing department, published in *The World* each month, to talking machine dealers throughout the country. The picture herewith is rather a poor representation of one of the many methods used in window display by Mr. Jordan. He has made it a point to arrange a proper window for the special seasons of the year as well as for special days. By this means he has increased Sonora sales beyond expectations, and this despite financial conditions and the high cost of living, due to war times.

TALKER HELPS THE ORDER CLERK

A talking machine of the dictating type has been put to new and excellent use by a prominent Eastern concern. It had been the practice for the telephone order clerk to write out the order in longhand as it was received over the wire and then repeat it to the customer for verification. Now a talking machine has been installed and the order clerk repeats the order over the telephone and into the transmitter of the dictating machine at the same time. When a cylinder is full it is taken to a typist to be transcribed. The saving of time is considerable, and it is declared that mistakes have also been cut to a minimum.

FEATURE RECORD SELLING CABINET

Emerson dealers throughout the country are utilizing to excellent advantage a record selling cabinet which is well calculated to produce and stimulate sales. This cabinet, which is designated as "Emerson Record Selling Cabinet No. 4," is of all steel construction and holds 100 records. It has ten separate compartments or pockets, each holding about ten records in envelopes, ten titles visible. All parts and joints of the cabinet are electrically welded into one solid fixture, and it presents a very attractive appearance.

DAYTON MOTORS

Your success as a phonograph builder depends upon the success your instruments enjoy in the home. That success will be short lived if the instruments are built of other than the best parts obtainable. Therefore, the best motor must be used—the best tone arm, the best sound box.

In the Dayton Motor we have that best motor. Because it is simple of construction. Because it is noiseless and will not mingle a single discordant sound with the strains of artist or opera record. Because it runs evenly and without vibration.

Those are the reasons why the Dayton Motor excels. Those are the reasons why an avalanche of business from builders of phonographs who know a super-grade motor has forced us to reincorporate our Company on a larger scale in order to handle the business.

You, Mr. Builder, are striving for success in phonograph building. Be sure you build upon a foundation of excellence and permanence rather than upon one of sand. Use Dayton Motors, Dayton Tone Arms, and Dayton Sound Boxes.

Please the user by placing in your instruments parts that will satisfy—To do so is to build a customer business that will redound to your credit in a bigger and a better business.

Dayton Tone Arms and Dayton Sound Boxes—like Dayton Motors—come in several sizes. All are built scientifically and at prices that will interest you.

Write today for complete information. Investigation is always worth while and we invite it.

Stand for Excellence of Motor Construction.

They

1. Run Silently.
2. Run Evenly.
3. Run without Vibration.
4. Stand up and give long service.
5. Please users and build business.

The Thomas Manufacturing Company, Dayton, Ohio

322 BOLT STREET : : : : : MAKERS OF

DAYTON MOTORS—TONE ARMS—SOUND BOXES

Building Up Record Sales By Bringing the Hidden Records to the Attention of Buyers

To say that there is a serious shortage of records most in demand is to reiterate a fact that has been most painfully impressed upon the average jobber and retailer during the past few weeks who has seen hundreds of dollars in potential sales lost because certain types of records could not be delivered rapidly enough. At the same time the jobber or retailer saw on his shelves hundreds of records that under ordinary circumstances might be considered fair sellers, but in no sense "hits," and insofar as the present was concerned simply represented tied-up capital.

With holiday business past, it would seem that this phase of the situation should receive more than casual consideration. Any man who knows anything at all about records will realize that the really worth-while selections in the record catalog are not in any sense confined to the half-dozen or so numbers that are featured strongly each month with special placards or by other means. He knows as a matter of fact that there are real gems on his shelves that require only proper exploitation to insure their sale. Knowing these facts it is up to him to get busy.

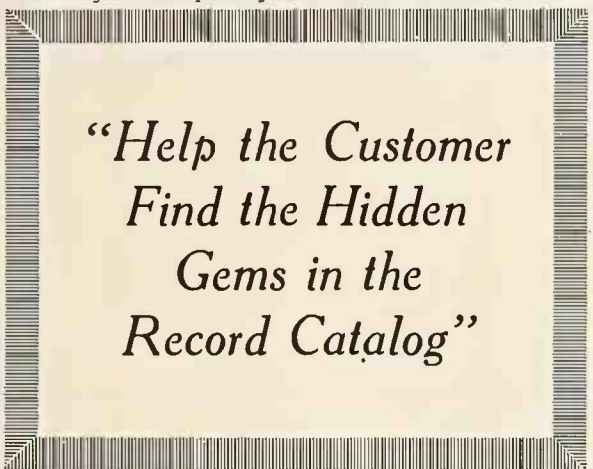
Educational work in the talking machine store is too often accepted as meaning the work of interesting school authorities and school children in records included in special educational lists. In short, educational work is taken to mean school work, when as a matter of fact the term should be applied with equal strength to the education of the grown-up in what the record lists as a whole have to offer.

The average owner of a talking machine, unless he is unusually enthusiastic, does not take the trouble to delve deeply into the mysteries of the record catalog in an effort to discover hidden numbers that may appeal to him. For the most part the talking machine owner follows the current supplements with more or less regularity and finds therein a sufficient number of records to meet his requirements without considering the records that have gone before.

In this particular he requires educating just as much as the child in order that he may realize the good things that are hidden away among the thousands of records listed in the ordi-

nary catalog, and thereby keep the retailer's stock moving by purchasing such records occasionally. He is not going to do the delving himself. He is not going to select a dozen records by their names only and spend an hour having them tested only to find that none meets with his particular requirements. The dealer will have to do this work for him.

It is a known fact in good salesmanship that the customer can be handled much more satisfactorily and quickly if he is limited in his



selections. In buying a cravat, for instance, a man will pick out one from half a dozen shown him and be satisfied much more easily than if he tries to make a selection from a rack containing a hundred or more cravats of varied designs. The same rule applies to record selling and the answer is this:

In addition to featuring the new records monthly, the dealer should also make it a point to play for each customer from the catalog numbers two or three records of various types that he knows to be good. In a surprising number of cases the customer will take at least one of these records, of which he previously knew nothing and probably cared less, because it has been hidden from him in a mass of other records.

It must be remembered that the companies do not record selections on the spur of the moment. There is always some point, either in the character of the music itself or in connection with the recording artists, that is calculated to

make that record of special interest. The retailer, if he is alive, will recognize and emphasize this point, and give the customer some idea of why that particular record is worthy of attention.

These hidden records may also be featured profitably with the newer releases in window displays. One record thus shown alone with the proper sign attached to it is bound to attract attention, and likewise result in some sales if the selection is a good one. Displayed alone it cannot but help stand out prominently, and this system of display will be found more effective than to group a dozen or more catalog records in one display on a chance that one or two may be selected. In other words, limit the range of choice, and the customer makes a selection with that much greater readiness.

The featuring of catalog records in special ways is not in any sense a theory. Dealers in various sections have been doing just that thing for years and, be it said, doing it most successfully, with the result that their entire stock of records has kept turning over in a way that has made it an asset instead of a liability.

It is a very fine thing to announce and advertise that a dealer has on hand every record in a certain catalog, but it does not pay to have every record simply as a talking point. Every record in the catalog is intended to sell, and with very few exceptions will sell if given the proper attention.

This fact is proven by the special holiday lists on which appear records that have been issued years before. Ordinarily they could lie on the shelf and disintegrate into dust before being asked for by a customer, but by properly exploiting certain selections as being most appropriate for the Yuletide, they attract attention that means sales.

Giving talking machine owners the records they come in and demand is not salesmanship. It is simply order taking. To take a record out of stock and convince them that it is the record they want, means selling goods, and that is what the average talking machine dealer will have to do during 1918 if he wants to keep on doing business and make a profit while waiting for the delayed delivery of the self-selling hits.

OPEN NEW RECORDING LABORATORY

Emerson Phonograph Co. Has Special Quarters in the Columbia Trust Co. Building, 362 Fifth Avenue, New York, for Recording Purposes

The Emerson Phonograph Co., New York, manufacturer of Emerson records, has announced the opening of a new recording laboratory, which is up-to-date in every detail and acoustically perfect. This laboratory is located on the fourth floor of the Columbia Trust Co.'s Building at 362 Fifth Avenue, on the corner of Thirty-fourth Street, and easily accessible.

The floor has been equipped throughout with the most modern and approved types of recording mechanism, and Arthur Bergh, musical director of the Emerson Phonograph Co., personally supervised the installation of the machinery and the lay-out of the different rooms and offices. There are two large-sized recording rooms, with two orchestras, and nothing has been spared to facilitate the work of the artists and the recording experts.

For some time past the Emerson Phonograph Co. has been looking for a new recording laboratory, for it had outgrown its first laboratory a few months after placing on the market its seven-inch universal cut record, and with the advent of its new nine-inch record new recording quarters were absolutely imperative. The present laboratory will give the company an opportunity to adequately handle both its seven-inch and nine-inch recordings.

Phon d'Amour
THE TONE MASTERPIECE

To truly appreciate the Phon d'Amour it must be seen, heard and compared. One must see and have explained the Fritsch inventions—the marvelous wooden diaphragm, the ingenious reproducer and sound amplifier.

One must hear a favorite record played, first on another instrument, and then on the Phon d'Amour.

Then will come the realization that here indeed is a wonder phonograph—a marvelous, artistic instrument that plays any record of whatever style or make, that glorifies the best made records and filters the imperfections from less worthy ones, a phonograph that establishes a new and higher standard of artistry and craftsmanship. See it, hear it play, compare it.

The FRITZSCH PHONOGRAPH COMPANY
228-230 West 7th Street, Cincinnati, O.

Trade-Mark, Copyright 1917 by The Fritsch Phonograph Company

THE TRADE IN BOSTON AND NEW ENGLAND

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

BOSTON, MASS., January 3.—The aftermath of Christmas is not exactly pleasant to consider. It is not due to trade exactly that there is a depressing feeling abroad, but to the weather, which has been so excessively cold as to hamper trade of pretty nearly every description. Boston along with other parts of New England and the East has been in the grip of a frigid wave, which has continued for a number of days. At this writing a snowstorm is setting in which may add to the difficulties and during such weather as is now being experienced here people will not go out unless for the most urgent reasons. At the cantonments—one here may speak specifically for Camp Devens at Ayer—the weather has been colder than here, but the soldiers have been able to keep comfortable, and it has been a godsend that they have had so many Victors, Columbias, Edisons and the like to keep them entertained. During the past several weeks a number of machines have been sent to the camp largely through the thoughtfulness of friends. Added to the general cold situation there is the fuel problem, which is getting more acute every day, and a few of the talking machine warerooms have barely escaped closing because of empty bins. But in such cases a load of coal arrived at the eleventh hour and saved the situation.

Christmas Business Late But Strong

Now to go back to the Christmas business. It did not begin as early in December as it should, but almost in every case the really busy period started on the 15th. From then on all the warerooms were filled, and on the Saturday and Monday before the holiday there were crowds of people besieging the retail establishments. Take it all in all, the business done in Boston was surprisingly good considering the general conditions. Several places were heard from where a bigger business could have been done if the requisite amount of goods could have been secured from the factory. One interesting feature of the Victor business was the heavy demand for the records of the Boston Symphony Orchestra, which were first announced in the December catalog. Toward the end of the month there was scarcely a dealer who had a single one in stock.

Busy Times at Steinert's

The business of M. Steinert & Sons Co. for December was a surprisingly good one. Both the company's warerooms in Boylston street

and in Arch street, which latter place is so convenient to the downtown business section, had a busy time of it from the first part of the month. Russell Steinert, manager of the Victor business of the company, told your correspondent that there were times when the eleven booths on the second floor and all of those on the ground floor were occupied by patrons, and so great was the crowd that records had to be tried out even in the foyer and the corridors.

Planning New Columbia Stores

At the warerooms of the Grafonola Co., of New England, Manager Arthur C. Erisman reports a good business also. The total sales in machines and records were of an exceedingly gratifying character. Since the return of Norman Mason as sales manager for this house there has been a betterment of conditions, for he, through his previous association with Manager Erisman, knows exactly what is demanded by the store's customers. For a week or so before the holidays Manager Erisman established a store in Federal street close to the South Station and quite a number of machines were sold. Plans are under way to locate several stores throughout the city.

Many New Sonora Dealers

Manager Richard Nelson, of the Sonora, has in the past four weeks placed this equipment with thirteen good dealers in Boston and the suburbs, and he plans in the very near future to increase this number to twenty-four. Six agencies have been placed in Providence, all of them high-grade places. Among the latest dealers to take on the Sonora are the United Talking Machine Co., of Brockton, and the C. F. Wing Co., of New Bedford. Manager Nelson says the holiday business was way ahead of what had been looked for, and this was especially true of the Jordan Marsh Co., the largest department store dealers in Boston, which had taken on the Sonora only a few weeks before.

Ditson Business Only Limited by Supplies

The Victor business at the Oliver Ditson Co. was excellent during the holidays. According to Manager Henry A. Winkelmann it would have been better if the factory could have sent the goods as fast as they were needed. While speaking enthusiastically of the holiday business Mr. Winkelmann qualifies the statement by saying that had the general conditions been as in former years the demand for goods would have been phenomenal. Two of Manager Winkel-

man's good men who are in the nation's service, Joseph Carlson and John Carnivan, have dropped in to pay their respects, which helped to brighten up things up a bit. Carlson is in the Signal Corps at Camp Devens, and he has more than one object in calling around as often as he can. Carnivan, who had a furlough at the Christmas season, is with the rifle range at Annapolis, Md.

Attending Meeting of Columbia Managers

Manager Fred E. Mann, of the Columbia Co., is in New York to remain for the rest of the week. He went over especially for an important meeting. M. C. Perkins has arrived in town from Springfield, to become assistant to Manager Mann. Mr. Perkins was the manager of the Springfield branch which was discontinued, as mentioned in this department last month. The business at the Columbia headquarters was extremely heavy, and it is a notable fact that the heaviest call was for the high-priced machines.

New Vocalion Period Styles

Manager R. S. Hibshman, of the Vocalion Co., is telling his patrons of the new period styles which the company has lately put out. There are sixteen of them and they are magnificent examples of the cabinet-maker's art. Several of these are already in Manager Hibshman's Boylston street warerooms.

Increase in Emerson Record Prices

Local Manager Oscar W. Ray, of the Emerson Phonograph Co., is making known to the dealers in his territory news of the advance in the price of Emerson records beginning January 15, the new price to be 35 cents. Those dealers with whom he has come in such personal touch so as to discuss the situation are more than satisfied with the new arrangement, as it gives them a wider margin of profit, and will give them more of an opportunity to develop their territories. Under this new plan dealers will get their first shipment of goods direct from the factory, and subsequent shipments will be delivered from the Boston headquarters. Mr. Ray says he plans to give dealers the quickest kind of service, and he is looking for a most prosperous year ahead. The dealers are now getting the new foreign catalog of records, and those that have been tried out are adjudged as good records as have appeared on the market in a long time, especially with regard to the band numbers.

Eastern Victor Service

is based on the principle that
a Victor dealer wants what
he wants when he wants it.

EASTERN TALKING MACHINE CO.

177 TREMONT STREET

BOSTON, MASS.

Old Department Store Closes Doors

The W. & A. Bacon Co., one of the oldest established department stores in the city, has finally closed its doors. It met with financial difficulties back in August, and the business was placed in the hands of receivers, but the general business conditions have been such that the company has not been able to weather the storm, much to the regret of its many friends. The Victor, Columbia, as well as the Emerson Cos., were represented in the talking machine department, which, under the management of George J. Krumscheid, has been doing a very good business, this being one of the best paying departments in the whole store.

Greetings From W. S. Parks

W. S. Parks, the new manager of the Baltimore Columbia warerooms, did not forget his Boston friends during the holidays, as many of them received holiday greetings, showing that he had not forgotten the happy days spent in Boston as assistant to Manager Fred E. Mann. Mr. Parks sends word that he is now quite his old self again.

Interesting Personal Items

Manager Richard Nelson, of the Sonora Co., and his family spent Christmas with his father's family in Albany. The senior Mr. Nelson is the Episcopal Bishop of the Albany diocese.

Interesting letters continue to be received from John Alsen, who is with the 101st Regiment somewhere in France. Several of these letters come from Alsen's old associates in George Lincoln Parker's Victor and Edison department, of which he was manager before leaving to join the army.

One of the latest of the salesmen to join Manager Arthur Erisman's staff at the ware-rooms of the Grafonola Co., of New England, is Louis Besserer, who comes into the business with a wide knowledge of music, as he is an accomplished violinist. For some time he was leading violinist in the orchestra of the Boston Opera House. He is proving an able salesman and a genial, affable manner serves him well in dealing with customers.

Brunswick Expansion in Boston Territory

The Brunswick phonograph is steadily growing in popularity throughout the New England territory, thanks to the indefatigable labors of R. H. Booth, manager of the local office. The instrument is not only well represented in this city just now, but agencies are being closed in every city of importance throughout the East. The tone quality of the Brunswick, thanks to individual constructive features, has made a strong appeal to purchasers, and the general character of the case design is always artistic, and the

finish excellent. Mr. Booth has a capable road staff who are doing good work. Mr. Walter is now visiting a number of points in the New England territory and is making some very excellent connections for the Brunswick. The general trade outlook as far as this house is concerned is most gratifying, and 1918 promises to be a record-breaker.

H. L. Royer Adds the Sonora

Herbert L. Royer found very little time to himself during the holidays, and with his Victor outfits he showed his patrons the Sonora, which he now carries in stock. Royer's place around

the corner from Summer street was found by many persons to be a very convenient place.

Manager Longfellow, of the Edison and Victor department of Chickering & Sons, lost the services of L. C. Christensen, his repair man, a fortnight ago, he having gone into the naval reserve, and is stationed at Hingham.

Ricardo Constantino, son of the famous singer, who is attached to the staff at the Grafonola Co., of New England, is going over Saturday to New York and Bridgeport, where he plans to study the late models of the Columbia machines,

(Continued on page 22)

STEINERT'S

35 ARCH ST.  BOSTON.

Victor Distributors

Many talking machine owners are forming their record buying habits now. Be sure they find what they want when they come to your store. Keep your VICTOR record stocks complete.

We can help you for we have

The Largest and Most Complete Stock of Records in New England

Write, or Telephone Beach 1330

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

BAGSHAW STEEL NEEDLES

THE honest quality incorporated in all Bagshaw steel needles is responsible for their dominance.

W. H. BAGSHAW CO., Inc.
LOWELL, MASS.

TRADE IN BOSTON AND NEW ENGLAND

(Continued from page 21)

both at the warerooms and the factory. He also will visit his brother, Antonio Constantino, who is in charge of the record department of the Columbia's Fifth avenue store.

William Ellsler returned a few days ago from New York, where he went to spend the holiday with his aged mother. Ellsler is one of the valued employes of the Grafonola Co. of New England.

Taking an Inventory

Manager Silliman, of the Pardee, Ellenberger Co., has been extremely busy since the holidays taking an inventory of the stock of the Edison equipment, and in this he has been assisted by his staff of traveling men, who have not as yet started off into their respective territories. Manager Silliman reports a very good December business throughout New England, and the indications look good, he says, for a brisk business from now on. Mr. Pardee, head of the house, who was in town a few days ago, is well pleased at the business done during the past year.

Activity With Talking Machine Co.

The Eastern Talking Machine Co. found its convenient location in Tremont street of the greatest advantage during the Christmas season, and throughout most of the month of December the warerooms, with their comfortable booths were filled with buyers, who were bent on purchasing the more expensive outfits. The Eastern had a very heavy call for the records of the Boston Symphony Orchestra, and its large supply, laid in very early, was soon exhausted.

Handsomely Decorated Warerooms

Among the handsomely decorated Victor and Edison warerooms during the Christmas season those of the C. C. Harvey Co. in Boylston street were among the more artistic, largely because an artist and professional decorator takes care of the scheme each season. Manager White and his staff of clerks had a busy time of it attending to customers for the past several weeks.

Kept Busy on Deliveries

Warren Batchelder, manager of the Victor department of the A. M. Hume Co., had such a busy season that for several nights toward Christmas teams were delivering Victor outfits way into the early morning.

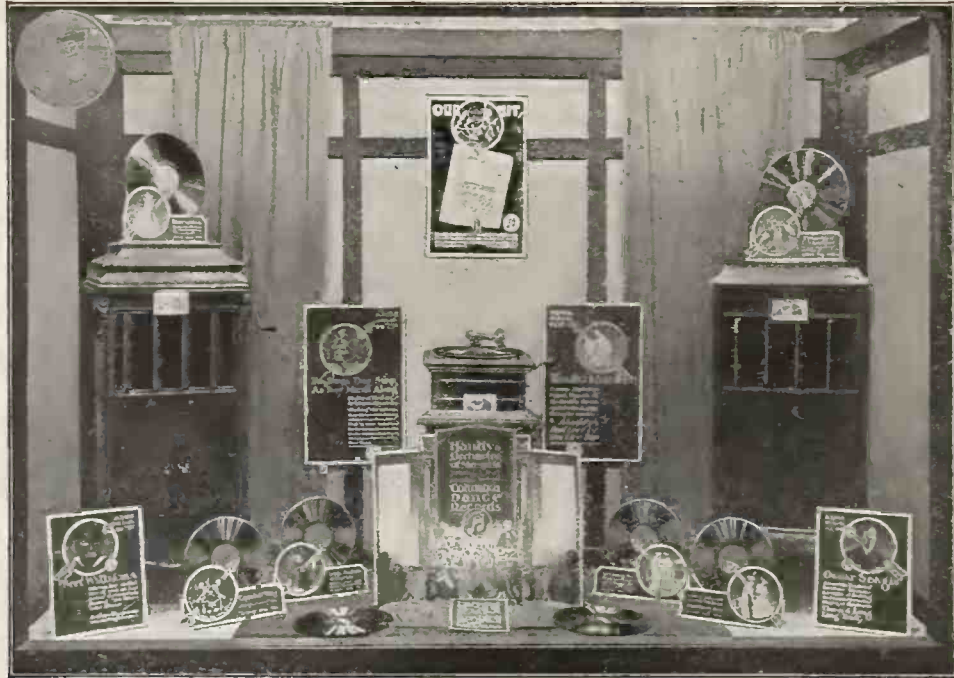
R. A. Young, who took charge of the Victrola department of the H. Batterman Co., the large department store at Broadway and Flushing avenue, Brooklyn, N. Y., last October, reports having closed a very satisfactory holiday business. Mr. Young was formerly with the Lion store in Toledo, O.

FEBRUARY WINDOW DISPLAY

Attractive Window Prepared by New Dealers' Service Department of Columbia Co. Should Stimulate the Trade of Dealers

The new dealer service department of the Columbia Graphophone Co., New York, which is under the management of H. L. Tuers, has prepared a February window display that is even more effective than the one which was introduced to Columbia dealers last month. This latter display was accorded a welcome reception from Columbia representatives throughout the country, who state that it proved a powerful stimulant to record and machine sales.

The February display, which is shown here-



Columbia Window Display for February

with, consists of a Handy Orchestra cut-out, three half-sheet cards featuring new Columbia records, two quarter-sheet cards announcing new records by Oscar Seagle and Bert Williams, six small cut-outs and a series of price tickets. This display well reflects the determination of the new department to furnish Columbia dealers with a series of highly artistic window displays which will act as an impetus to sales.

The February window display is lithographed in eight colors, and the display is furnished to the dealers at actual manufacturing cost, which is exceedingly small, compared with the value of the material supplied. This low cost is made possible by the fact that the Columbia dealer service department is in a position to order very large quantities, which lowers the cost per unit.



Read the Trade Mark carefully, hear the machine, and you'll agree that it is truly
The World's Musical Instrument
 Improves All Records
 Send for our Special Proposition
HOFFAY TALKING MACHINE CO., Inc.
 3 West 29th Street New York City

A. M. STEWART PLAYS SANTA CLAUS

President of Stewart Talking Machine Co., Indianapolis, Makes Substantial Christmas Gift to Every Employee of the Company

INDIANAPOLIS, IND., January 5.—Santa Claus, through the medium of Alexander M. Stewart, president of the Stewart Talking Machine Co.,

well-known Victor distributors of this city, was very good to the employes of that company. Mr. Stewart personally visited each of the many employes of the company on Christmas Eve, and in addition to extending the usual greetings of the season presented each member of the staff with a substantial gift as a mark of appreciation for loyal services rendered during the year. 1917, by the way, has

proved the record year in the history of the Stewart Co., and this means much when the business record of this enterprising Indianapolis house is considered.

SETS HIGH MARK IN RECORD SALES

PORTLAND, ORE., January 3.—Miss A. Bennett, of Eilers Music House, this city, has the reputation of being the best record seller in Portland. She sold over \$2,000 worth of records during December. Miss Bennett says there is a constant demand for the "Missouri Waltz," and they can not get enough records of "There's a Long, Long Trail," for which there is a big demand. Many machines are being sold by this house.

The Eclipse Outlook



ECLIPSE

The 1918 outlook is extremely bright for the Victor dealer who goes about his business, spurred by the knowledge that the war chiefs are placing increasingly heavy emphasis on the war value of music in general and of the Victrola in particular. During 1918 patriotic inspiration will add increased ginger to "Eclipse Victor Service". 'Nuf said!

ECLIPSE MUSICAL COMPANY
 CLEVELAND OHIO



Otto Heineman Phonograph Supply Co.

INCORPORATED

25 WEST 45th STREET, NEW YORK
FACTORIES, ELYRIA, O.—NEWARK, N. J.—PUTNAM, CONN.



CHICAGO

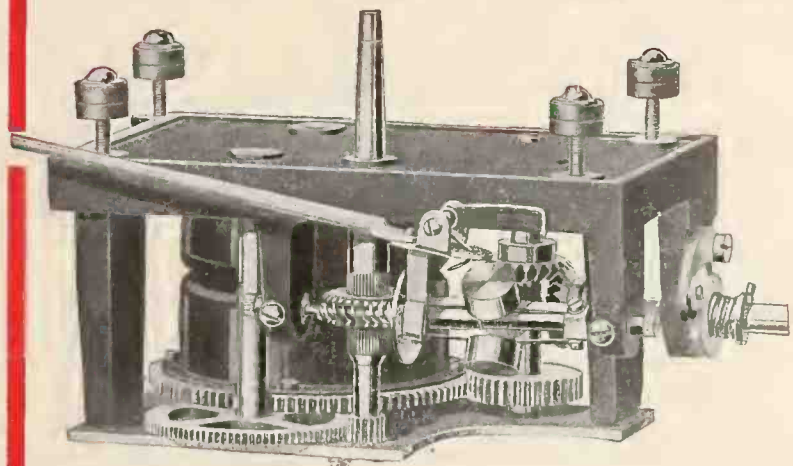
ATLANTA

SEATTLE

CINCINNATI

TORONTO

Try These Combinations



Heineman Motor No. 77

Heineman Motor No. 77
Heineman Tone Arm No. 11
Heineman Ideal Sound Box
No. 2

The Ideal Combination
for Your **\$85** Machine

Meisselbach

Motor No. 18

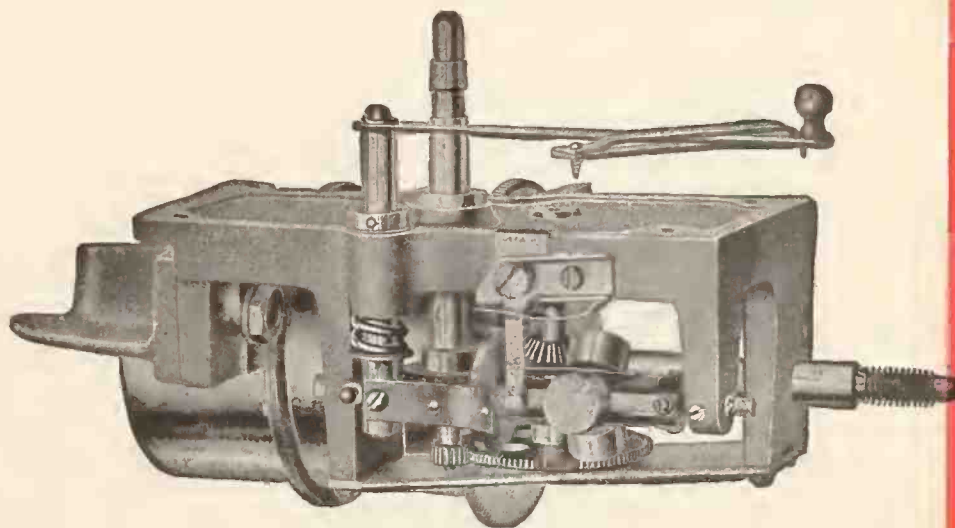
Meisselbach

Tone Arm No. 98

Meisselbach

Sound Box No. 2C

The Ideal Combination
For Your **\$165** Machine



Meisselbach Motor No. 18

All prices F. O. B. New York or nearest branch office

Our branch offices are under the direction of competent talking machine men

We are at your service

Otto Heineman
President

	MEISSELBACH	
TONE ARMS	MOTORS	SOUND BOXES

EDISON DEALERS IN WISCONSIN TERRITORY CONVENE

Very Successful Gathering of Edison Dealers Held in Milwaukee—Tone Test Given at the Pabst Theatre a Feature of the Convention—Many Interesting Papers Read—Officials Present

MILWAUKEE, Wis., January 5.—One of the recent successful conventions of Edison dealers was that held at the Hotel Wisconsin, this city, recently and which was attended by approximately 150 dealers in the Wisconsin zone, many of them accompanied by their wives. F. K. Babson and C. E. Goodwin, of the Phonograph Co., of Chicago; T. J. Leonard, general sales manager of the musical phonograph division of Thomas A. Edison, Inc.; L. A. Zollner, supervisor for Thomas A. Edison, Inc., in the Milwaukee zone; and A. E. Schiller, mechanical instructor for Thomas A. Edison, Inc., in the Milwaukee zone, also were present.

One of the features of the convention was a tone test at the Pabst Theatre, given by Julia Heinrich, formerly of the Metropolitan Opera Co.; the lecturer representing the Edison laboratories was Miss Huldah Voedisch. This tone test was given to a capacity house and aroused much enthusiasm.

Another feature of the convention was the banquet at the Hotel Wisconsin, which was attended by most of the dealers and their wives who attended the convention.

As is the rule at all the dealers' conventions the addresses of company officials were supplemented by business papers read by the dealers themselves. One of the most interesting of these was that of W. E. Bosshard, of Tomah, Wis., on the subject of "How I Make Tone Tests Pay." Mr. Bosshard described in detail how he had gone about arousing interest in tone tests and sent out invitations to 600 people and had succeeded in packing the local armory to the doors, although its seating capacity was 600. He told of the work done by the artists and how he had followed up the tone tests by keeping in touch with those who had attended. One of the immediate results of the test was two cash sales of C-250 instruments. Mr. Bosshard concluded by saying that he had been repaid many times for the expense connected with the tone tests by the interest it aroused locally in the New Edison and the actual business booked as a result.

Another particularly interesting paper was that on "Window Displays," read by Geo. Eicholz, of Milwaukee, who said in part:

"When you first look for a location for your store you take into consideration three things—floor space for selling your goods; your window space; and how many people pass the location of your selection. The value of your location is judged by the latter two things and from your window and the passer-by you must get your money back. As the speaker before me said, you must create a desire before you can sell, so your window display must be staged in such a manner as to create a desire to own in the passer-by.

"If you advertise in a newspaper (which is considered the best form of advertising) and you get 15 per cent. of its readers to see your ad, you certainly get returns; but with a good window display you can stop 50 per cent. of the people passing; therefore, I say your window is the best form of advertising, with the newspaper second.

"You may say, 'I have often tried to stage a good window but failed.' I say try until you get one or two good displays and they will suggest other good displays, and after once succeeding you will wonder why you ever failed in displaying your goods to the best possible advantage.

"You will ask, What do you consider a good window or what constitutes a good window? Your record catalog will give you many ideas as to a good display; almost each selection listed therein is a good title for a window display; for instance:

"Your Hawaiian records suggest a Hawaiian window and that interests people who have a machine in Hawaiian records, also it interests

people that love Hawaiian music in a machine. 'Old Folks at Home,' 'My Old Kentucky Home,' 'Dixie' and other Southern melodies suggest a display of Southern folk songs. Such a window sells Southern melody records as well as machines to people that like the old songs of the South. Patriotic music suggests a patriotic display.

"I find that the most attractive displays can always be made by a combination of machines

VICTOR CO. SUES FOR INFRINGEMENT

Brings Action Against Brodegaard Bros. Co., for Featuring Machine Named "Victoria"

OMAHA, NEB., January 4.—The Victor Talking Machine Co., of Camden, N. J., filed suit in Federal Court last week against Brodegaard Bros. Co., operating a jewelry store at Sixteenth and Douglas streets. The plaintiff alleges that the defendant is infringing the plaintiff's trade mark and trade name and misleading the public.

The complaint states that Brodegaard Bros. Co. is selling the "Victoria"; that the name "Victoria" is placed on the machine in the same position as the name "Victor" on the plaintiff's well-known machine and that folders are printed in such a way as to mislead the public into believing that the "Victoria" talking machine is the "Victor."

Samples of the folders advertising the machine are appended to the complaint. It is pointed out that one of these folders shows a picture of a man standing beside the "Victoria" machine and holding in his hands a "Victor" record, all of which, it is alleged, is part of an intention to mislead and deceive the public. A photograph of the window at Sixteenth and Douglas streets containing the display of the machines is also appended, with a sign reading "Victoria talking machine, \$45." The advertising folders are printed in foreign languages.

The petition is signed by Charles K. Haddon, vice-president of the Victor Talking Machine Co. It states also that the trade name, good will, etc., of the Victor Co. "are worth far more than \$1,000,000."

Damages are asked from the defendant and an injunction preventing the defendant from continuing to offer the "Victoria" machine for sale under that name.

and records. Opera music suggests an operatic window. There are many scenes from operas that can easily be incorporated in your window displays. Instrumental solo records, dance music, music for special occasions such as Easter, the Fourth of July, Christmas, Washington's Birthday, all suggest good ideas for window trimming.

"And now I am going to tell you what we do if we want to make an especially good display. We call all the boys together in the store and tell them to suggest something for a good display. Each makes a suggestion and then we work it out together, so that our best windows have never been a one man's idea."

CONCENTRATE ON WINDOW DISPLAYS

How the Haverty Furniture Co. Brings the Columbia Line to Public Attention

HOUSTON, TEX., January 7.—The Haverty Furniture Co., of this city, has always made it a point to pay particular attention to its window displays, recognizing that the proper dressing of a window very often yields handsome dividends in actual sales, in addition to furnishing



Artistic Display of Haverty Co.

invaluable publicity for the house and the products that are featured.

The Haverty Furniture Co. handles the line of Columbia Grafonolas and Columbia records manufactured by the Columbia Graphophone Co., New York, and these products have formed the basis for many effective displays. House furnishings and talking machines lend themselves admirably to combined display, and the accompanying illustration will give a fair idea of the attractiveness of some of the Haverty Furniture Co.'s windows. This is only one of several recent artistic efforts.

THIS ALBUM MADE US FAMOUS

by selling it. Why don't you try?

Pat. Dec. 15, 1914.

Buy Your Albums Direct From the Manufacturer

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

THE BOSTON BOOK CO., Inc.

The only exclusive Record Album Factory in the world.

Chicago Office:
1470 So. Michigan Ave

THE SALESMAN WITHOUT THE POLISH

How One Young Man Managed to Handle the High-Class Trade on Sheer Nerve—Was so Rough and Nervy That He Proved Most Entertaining to the Bright Lights of Society

In practically every treatise on salesmanship one reads that the salesman must of necessity cultivate a most refined bearing, that he must learn to place himself apparently in the social position of his prospect. If he is dealing with a plebeian he must act as the plebeian, but when he deals with a society queen he should have that in his manner which conveys that he is of an equal, if not a little superior, social plane.

As is the case with all rules, the foregoing has its exceptions, and one of the exceptions was brought to light recently in an Eastern city.

The young salesman in question has plenty of ambition and pep, and, as the manager expressed it, the gall of a brass monkey, but unquestionably lacks polish. He rarely lets a prospect get away. He can enjoy the experience of being thrown out almost bodily following a definite refusal of the prospect to buy the machine he offers and then call up in the morning and explain that he has reserved a special model, and then ask shipping directions. Putting it over in that manner is almost his daily habit.

The real gem of his work, however, cropped out recently when, being the only salesman left on the floor, the manager was reluctantly compelled to send him out in answer to an inquiry from a prominent society woman. The best the manager hoped for was to hold the prospect until a polished salesman could get on the job. The young man in question called on the lady,

spent the greater part of the evening entertaining her in his own crude way, and solemnly assured her that she was indeed fortunate in being able to command his time, inasmuch as his special work with the talking machine company was to take care of the higher class trade, leaving the ordinary salesman to handle the usual run of things. He actually convinced the woman that she needed a model costing several hundred dollars and closed the sale on that basis.

The manager reached the store the next morning prepared to inquire where the good salesman should start on the case, when he received a message from the society matron asking, with an ill-concealed laugh in her voice, for "the young man reserved for the high-class trade."

It developed later that several of the most polished salesmen in town had called on that particular prospect, but that the rough boy with an exhibition of nerve that would have abashed anyone more polished had simply galloped away with the prize. The lady explained that he was the funniest and most entertaining salesman she had dealt with for some time. She simply couldn't turn him down without an order.

WHY CASH TRADE IS ADVISABLE

George E. Brightson, President of the Sonora Phonograph Sales Corp., Inc., Speaks With Approval of Credit Men's Resolutions

George E. Brightson, president of Sonora Phonograph Sales Corp., Inc., recently spoke with the utmost approval of the resolutions adopted by the New York Credit Men's Association. The resolutions ran:

"Recognizing that the credit granted by the retail merchant to the consumer, known technically as the individual credit, is one of the most rigid forms of credit, and that it is neither wise nor economic to tie up large amounts of capital in such forms of credit, it is sincerely recommended both to the retail merchant and to the consumer that all forms of supplies be purchased and sold on terms of payment the first of the month following the date of purchase, or in no event beyond thirty days from the date of purchase."

It was a further belief of the conference that foodstuffs and the daily necessities of the home be purchased and sold on a cash basis alone.

"Carrying beyond a short period individual credits should neither be asked nor granted under the unusual conditions of to-day," said a second resolution, "and it is sincerely urged that this recommendation govern the credit granting of retail merchants, and its reasonableness be so presented to the consumer that no dispute may arise regarding its absolute necessity. Observance of this plan will keep at a minimum the total sum of individual credits and release capital that may be required for the national defense.

"This is precisely what I have been advocating for a long time," said Mr. Brightson, "and it is a pleasure to learn that the undesirability of unnecessary long credits is now becoming apparent to many. The easy-payment plan I have long regarded as a growing evil.

"'Nothing down and \$1 a week' is demoralizing to any business, and is not the right way to put an organization on a sound and substantial foundation."

AUSTRALIAN VISITOR IN NEW YORK

Charles Tait, managing director of Allan & Co. Pty., Ltd., Melbourne, Australia, was a recent visitor to the trade in New York. Mr. Tait has been in the United States for over eight weeks and does not contemplate returning home until he has thoroughly visited the American music trade centers. Allan & Co. handle in their chain of stores many well-known American pianos. They are also Victor talking machine jobbers and control a large business.

The K. & E. Phonograph Exchange, of Manhattan, has been incorporated with a capitalization of \$1,000 by Irving Kesner, Hyman Edelstein and Solomon Manheimer.

Delpheon
the
Incomparable

Just such an instrument as the aggressive dealer has been awaiting

"We are well pleased with Delpheon and think you have made a great improvement by the use of two reproducers and the improved horn. Delpheon sells on its merit . . . We are only sorry that we did not get in touch with you before, so that we could have spent some of our advertising money and energy on Delpheon instead of other makes in the past two years."

(Name and address on request.)

Delpheon is not an ordinary phonograph. Its reproduction cannot be distinguished from the original. It has more points of superiority than any other. One ordered on trial will prove beyond doubt all that is claimed for it.

Dealers and Distributors write today

The DELPHEON COMPANY
BAY CITY MICHIGAN

100,000 FOR A NAME

EVERY good product desires a good name. We want the Talking Machine trade to supply us with a good name for our product, needles made right to play right.

To the person or persons who suggest what we deem to be the most satisfactory name for our needles we will offer as a reward 100,000 needles. None are barred from participation. We prefer the suggestion of some coined word that can be copyrighted.

To assist in selecting the proper name we wish to state that we will manufacture the best steel needles that can be put on the market.

Needles should be changed for each record played. Our process of manufacture will be such as to insure the reproduction of every delicate shading and tone. Continued use of our needles by your customers will mean contented patrons at all times.

We are desirous of hearing from distributors of needles who wish to establish a source of supply which can be depended upon at all times for quality, price and real service.

We hope to be able to announce the name chosen for our quality needles in the March issue of this periodical. In the event that more than one person suggest the same name, the first suggestion mailed, as indicated by the postmark on the envelope, will be given the credit for the suggestion. Anyone interested in the Talking Machine industry is invited to participate. All we ask is prompt action and to indicate at the same time the name of machine handled and firm with which you are connected.

Record Needle & Manufacturing Co.
Manhattan Bldg., Milwaukee, Wis.



The only come back on Columbia Records
is the come back for MORE.

Columbia Graphophone Co.
Woolworth Building, New York

TALKING MACHINES FOR THE CAMPS

Soldiers of Motor Supply Co. No. 317 Solicit Records From Indianapolisites—Leading Dealers Experiencing Profitable Soldiers' Trade

INDIANAPOLIS, IND., January 5.—The soldiers in the Motor Supply Co., No. 317, who are expecting to leave Fort Benjamin Harrison soon, have made a request of the people of Indianapolis asking for their used talking machine records. They have a small Victrola which they say helps them greatly in passing away the time and in driving away the blues and they are desirous of stocking up on records before they leave.

Women at the Red Cross Shop, in the L. S. Ayres & Co. store, are receiving the records for the soldiers. The soldiers made their plea for records through the local newspapers.

Although most of the soldiers who were stationed at Fort Harrison have left, local talking machine dealers are getting reports from Camp Shelby and Camp Taylor of the great enjoyment the Indiana soldiers are getting from the few talking machines they selected and now have in their camps.

H. A. W. Smith, manager of the Pathé Shop, made a special proposition on a Pathé to the members of the 139th Field Artillery, which is now at Camp Shelby, Miss. The soldiers took the Pathé and a large number of Pathé records to the camp with them. Hardly a day goes by but what some mother or friend of the soldiers of this company comes into the shop and tells Mr. Smith of the pleasures the boys are getting out of the Pathé.

Their barracks have proved popular with soldiers who are not quite so fortunate in owning a Pathé. Mr. Smith said that he had sold several \$25 Pathés to be shipped as Christmas presents to local boys in Camp Shelby.

The Starr Piano Co. is now displaying in its window a Starr machine in its special trunk to be used as an army or navy model. Mr. Pfeiffer says that already he has received many inquiries from soldiers and from friends of soldiers regarding this outfit, which sells complete at \$75.

Ben Brown, manager of the Columbia store, said that the talking machine in his opinion will play a big factor in the war, not only at the front but back at home.

A CLEVER ADVERTISING STUNT

Home Music Co., Lancaster, Pa., Reproduces Words of Songs in Local Advertising to Call Attention to the New Columbia Records

The Home Music Co., Lancaster, Pa., who handle the Columbia line of Grafonolas and records, have hit upon an original method for advertising the new Columbia records in the local newspapers. The company takes a generous space and then reproduces the words of the choruses of the various songs, with the number of the Columbia record on which the song appears shown plainly at the bottom, together with the name of the company. According to reports the original method of advertising is getting excellent results.

"One pound of learning requires ten pounds of common sense to apply it." There is a lot in that old Persian proverb.

BUYS VICTOR AGENCY IN SCRANTON

Scranton Talking Machine Co., Columbia Dealers, Now Have Victor Department

SCRANTON, PA., January 3.—The Scranton Talking Machine Co., 215 Lackawanna avenue, this city, has purchased the Victor agency and a substantial stock of Victrolas and records from the E. A. Fenstermacher Co., of 215 Wyoming avenue. The stock was removed to the Scranton Co.'s store, where a large Victor department has been opened in addition to the Columbia department operated successfully by the company for several years.

MAGNIFYING TELEGRAPH CLICKS

A diaphragm and horn similar to that used in connection with talking machines has been utilized to advantage by two Western inventors to amplify and make more audible the weak relay clicks of telegraph instruments. The weak clicks are transmitted to the diaphragm, whose vibrations act upon the air and shoot the corresponding sounds out through the horn in greatly increased volume. The new invention is believed to be especially valuable in connection with long telegraph lines.

NEW QUARTERS IN SAN FRANCISCO

The California Phonograph Co., San Francisco, Cal., has moved from 975 Market street to much larger quarters at 1009 Market street, that city, where two floors are occupied and an equipment of fifteen soundproof booths has been installed.



WESER PHONOGRAPHS

For 39 years the piano trade has recognized in Weser instruments the highest piano and player piano value. It always has been our delight to invite comparison of the Weser products with those of other makers. Many of our best dealers have been acquired by such comparisons.

Weser Phonographs are making rapid headway in the same manner. Compare them with the world's most expensive makes—in tone quality—in appearance—in reliability, and solidity of construction, and we are content to abide by your decision.

The **Weser Phonograph** will play any record. Made in satin finish mahogany. Other woods on special order. Electric motor will be furnished if desired. Write for catalog.

WESER BROS., Inc.

520-530 West 43rd Street

NEW YORK



MILWAUKEE DEALERS REPORT BIG TRADE INCREASES

Business of Unusual Proportions Transacted During Holidays—Co-operative Publicity a Great Help—Optimism Prevails Regarding the General Trade Outlook for the New Year—Trade News

MILWAUKEE, Wis., January 5.—Fresh from a successful holiday selling season, the results of which probably never before were equaled in Milwaukee, talking machine and phonograph dealers of this city are leaving no stone unturned to make the early months of the New Year exceed previous corresponding periods in volume of sales. They have become imbued, and justly so, with the idea that conditions which ordinarily would be considered wholly unfavorable are by no means deterrents if the will is there to do. That was proven during the holiday season recently closed. There is not a single dealer in Milwaukee who did not show a very appreciable increase in sales, compared with a year ago, which had been the high-water mark up to that time.

Local dealers probably were more fortunate than those in some other large cities because they had behind them the full power and influence of a co-operative advertising campaign, conducted by the Milwaukee Association of Music Industries, at a cost of about \$3,000. The stirring appeal of the series of full-page advertisements could not be denied. The spirit of the war was combined with the spirit of music, and the result was that many homes that never before knew the appeal of the talking machine now are equipped with it.

Jobbers as well as retailers have but one report to make relative to Christmas business in 1917, and that may be summed up in the phrase, "Just fine." It is a fact that at the beginning of the holiday buying season the feeling in the trade was that if dealers could reach the record of sales of 1916 they would consider themselves fortunate. Now that increases of from 25 to 50 and in a few instances 75 per cent. were shown there is ample cause for elation. Only a shortage of machines, records, needles and other supplies kept business to the limits it did reach.

Members of the Badger Talking Machine Co., Victor jobbers, were weak from exhaustion when Christmas came. Never before did the house experience so great and urgent a rush of business. Up to the last minute on Christmas eve retailers were imploring the company to help them out.

In some instances relief was given by picking up machines of certain styles which did not sell as well as others in certain districts and turning them over to dealers in other districts. In this manner quite a few disappointments were overcome and stocks were rather nicely readjusted.

Miss Blanche Brewster, of the Victor department of the J. B. Bradford Piano Co., showed herself to be a true patriot and an exponent of the essentiality of music among soldiers in camps by raising a fund for the purchase of a Victrola for Company H, 340th U. S. Infantry, Camp Custer, Mich. All of the boys of Company H are from Milwaukee and letters from the camp indicate that Miss Brewster's gift was one of the most welcome surprises the boys had ever experienced.

The Yahr & Lange Co., wholesalers of the Sonora in Wisconsin and Upper Michigan, entertained its thirty-five traveling representatives and department heads at a banquet in the Calumet Club on December 27. The company has been distributing the Sonora for less than a year,

but made a most remarkable record, and the banquet was more of a Sonora love feast than anything else. Arthur Roelke, manager of the Sonora department, was one of the principal speakers and congratulated the travelers for their splendid efforts in behalf of the Sonora line, which, he said, is destined to make a new and greater record of expansion during 1918 in Wisconsin and upper Michigan, because of its great merits.

The Kroeger Bros. Co., which opened Pathephone departments in its three big department stores on December 1, is delighted with the early success of the innovation. The company acquired a fourth store on January 1 and a Pathephone department was installed immediately.

The Wisconsin Chair Co., Port Washington, Wis., a large manufacturer of fine office furniture, has entered the ranks of producers of talking machines. The machine is being marketed under the trade name of "Vista" and has a universal reproducer. The branch plant at Grafton, Wis., is making records and supplies.

A boxed Victor machine destined for the L. M. DeVaud Co., Marion, Wis., disappeared mysteriously from the depot platform a few minutes after it had been unloaded and has not been heard of since. The theft took place in broad daylight.

A. G. Kunde, distributor of the Columbia, reports that holiday business exceeded his highest expectations and that the reports he has received from his dealers bear a similar cheery tone. The number of Columbia retailers in Milwaukee county now has grown to twenty-five, but all seem to thrive on competition.

Edward R. Sweeney has joined the Badger Talking Machine Co., and is assisting in covering the Wisconsin territory.

The Wisconsin Cabinet & Panel Co., New London, Wis., one of the largest of the wood-working plants of the Thomas A. Edison group, henceforth will furnish all of the box shooks and shipping cases required by the various Edison cabinet factories throughout the country. There is a large and well equipped box factory in connection with the plant and this will be enlarged and become a more important division of the New London works. Several more nailing, sticker and printing machines will be installed at once and the force increased from twenty to at least fifty more.

ONE SMALL TOWN DEALER'S RECORD

PORTLAND, ORE., January 3.—Eastern Oregon is strong for the New Edison. In Baker, with a population of about 7,000, Carl Adler is the only licensed Edison dealer in the town, and he sold 112 machines to the people of Baker and the adjacent country for the Christmas trade. A big advertisement in the Baker Herald gives the names of the 112 "music lovers who have been made happy and contented by the possession of the New Edison phonograph purchased at Adler's." Incidentally, Mr. Adler is an enthusiastic reader of *The Talking Machine World*, which may be one explanation of his success.

Aug. D. Volkman & Sons, Iron Ridge, Wis., have been appointed Columbia retailers in that city.

Have You Set Your 1918 Profit Stakes?



Set them high — then sell **READY-FILE**.

There is no reason why, if you sell **READY-FILE**, your accessories business should not double this year. Every owner of a Victrola is a prospect for **READY-FILE**.

Every Victrola X and XI you sell in 1918 means an extra profit to you — and **READY-FILE** sells itself.

Why not get this extra profit? We'll help you.

To our accessories line we have added the **READY NEEDLE POINTER** — the newest and simplest fibre needle pointer on the market. Send for a sample. If you don't say it's the best pointer made we'll refund your money. Fill in the coupon — it means more profit to you.

COUPON — MAIL THIS TODAY

READY FILE CO.,
Indianapolis, Ind.
I enclose { 75 cents for sample Ready Needle Pointer.
\$4.25 for sample set Ready File.

Please ship to the following address:

Name _____
Street No. _____
City _____ State _____
My Favorite Distributor _____

Ready File Co., Inc.
Indianapolis, Ind.

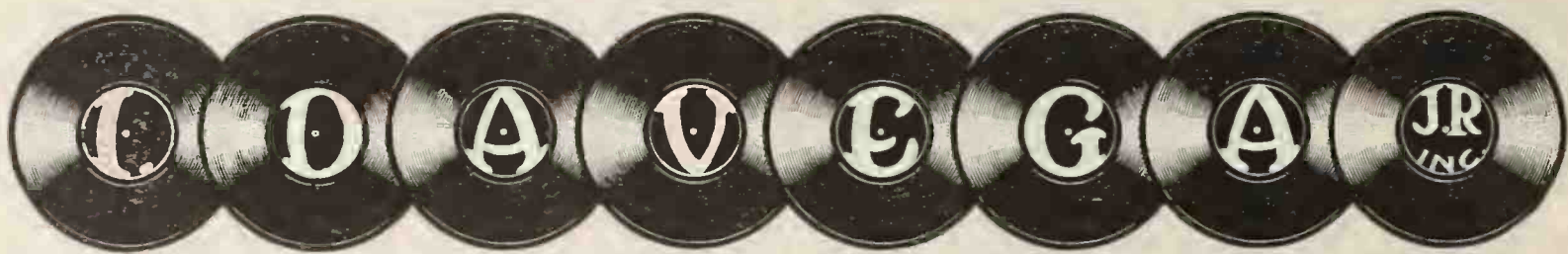
PERSONAL SERVICE



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

Why not communicate at once with us?

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



Victor Wholesalers

Complete Stock of

VICTOR RECORDS

IN EVERY LANGUAGE

Victor Victrolas

Victor Tungs-tone Needles

FULL TONE HALF TONE

Try us on records you are unable to obtain from your local wholesaler.

Orders received by us are filled the same day.

Our Trade News Service, compiled by some of the ablest sales managers in the country, assists you in selling your merchandise.

YOU CANNOT afford to be without us as one of your wholesalers.



STEEL NEEDLES

ALL TALKING MACHINE SPECIALTIES

Cabinets to Match Victrolas

- 100 in paper envelope
- 200 in paper envelope
- 200 in metal boxes
- 300 in metal boxes

I. DAVEGA JR INC.
 VICTOR FACTORY WHOLESALERS
 125 West 125" St. NEW YORK
The House of Service

- 4 and 4-a, \$5.10
- 6 and 6-a, 6.75
- 8 and 8-a, 8.25
- 9 and 9-a, 10.75

Write us for our price quotations on quantities

F. O. B. New York
Prices subject to immediate acceptance

Superior Steel
BRILLIANTONE
NEEDLES

Punch thru circle with thumb nail -

Victor
Tungs-tone Stylus
Full Tone 4 for 10¢

Victor
FIBRE
NEEDLES

100 for 40¢

NEW HONOR FOR JOHN F. DITZELL

Manager of Talking Machine Department of Famous & Barr Store Takes Charge of Piano Department—Has Made Fine Record

St. Louis, Mo., January 4.—John F. Ditzell's amazing success in promoting the Famous & Barr Department Store's Victrola department from a four-demonstration room affair to one of thirty-two rooms since last February has brought him unusual honor and much hard work. He has been made manager of the piano department, which is housed with his department in the wide aisle on the sixth floor of the building.

Mr. Ditzell is not a piano man and says that he never has been. He came here from Kansas



John F. Ditzell

City last February as a Victrola manager when the two departments divided the space about equally, with the odds rather in favor of the pianos. It has been the prediction of observers recently that the piano department would have to get out of the way very soon. Perhaps that is what the heads of the store thought, and to save it they made Mr. Ditzell manager.

"I hardly know what to say about the piano department," says Mr. Ditzell. "The management of that department came to me entirely as a surprise. But I regard the talking machine as so much of a musical instrument, and have built my campaigns on it with that opinion uppermost, so I think they will fit the piano department. I, of course, will select only well-tried pianos and players and will apply talking machine sales and advertising methods to them, and I believe that these methods will win.

"The Christmas season has been a splendid one for us. We did more than double the business of any previous year with ease and satisfaction to all concerned. I was complimented by the Victor Co. on the Victor ads with which we prepared the way for our Christmas selling campaign. The keynote to our advertising here has been to put a touch of human nature into all advertising, and we find it pays. Most of our advertising texts are the perplexities of the actual customers.

"The business this year has been remarkable for the proportion of cash sales and the short credit asked."

ATTRACTIVE PATHE HANGERS

The Pathé Frères Phonograph Co., Brooklyn, N. Y., has mailed to its dealers three very attractive hangers which can be displayed to excellent advantage by Pathé representatives. One of these hangers features new Pathé records made by Rube Goldberg, famous cartoonist, who sings his popular hit "Father Was Right." There are also presented on this hanger other popular hits from the Pathé catalog.

Another hanger gives a list of new Pathé dance records, which are meeting with a ready sale throughout the country, and the third hanger features the new monthly supplement of Pathé records. This supplement contains a splendid group of operatic records, the latest dance numbers and popular song successes.

LANSING OFFICE IN SAN FRANCISCO

Walter S. Gray in Charge and Will Handle a Full Line of Lansing Talking Machine Covers

Boston, Mass., January 5.—E. H. Lansing, of this city, whose khaki covers for talking machines have attained national fame by reason of their reliability and excellent construction, has just closed arrangements with Walter S. Gray, of San Francisco, Cal., whereby he will have on hand a goodly stock of Lansing covers. This will give Mr. Lansing's many friends in the Western part of the country more prompt service than is possible at the present time. The headquarters for Lansing khaki covers in San Francisco will be room 422 Chronicle Building. In view of freight conditions, this particularly timely step will enable the trade in the Far West to get quick deliveries of Lansing covers just when they need them.

PROOF OF SERVICE RENDERED

"I am looking for the store where there is less talk of service waiting and more proof of service rendered," remarked a buyer the other day. "I shall be able to recognize that store without difficulty, for its advertising will be truthful, its windows attractive and its merchandise of obviously superior standards. And when I have found it I shall not hesitate because of the prices I am asked to pay. For the record of service performed is the best proof of its own equable value."

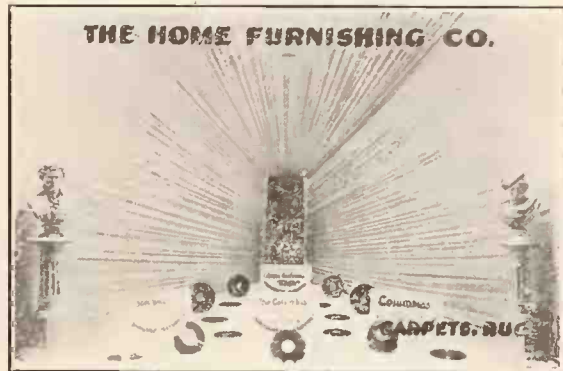
NEW STORE IN GRAND RAPIDS, MICH.

W. F. Graham, Antigo, Wis., has opened a talking machine and music store at Grand Rapids, Wis., in the MacKinnon Building. Mr. Graham is an expert at sewing machines, and the music business is an outgrowth of his sales and repair business in that line. He expects to do particularly well in the exploitation of talking machines.

VISUALIZATION OF THE PRODUCT

Basis of Attractive Window Display of the Home Furnishing Co., Columbus, O.

COLUMBUS, O., January 5.—The Home Furnishing Co., of this city, which handles the products of the Columbia Graphophone Co., New York, recently presented one of the most artistic window displays that have been prepared by a local talking machine dealer for some time past. This display is shown in the accompanying illustration.

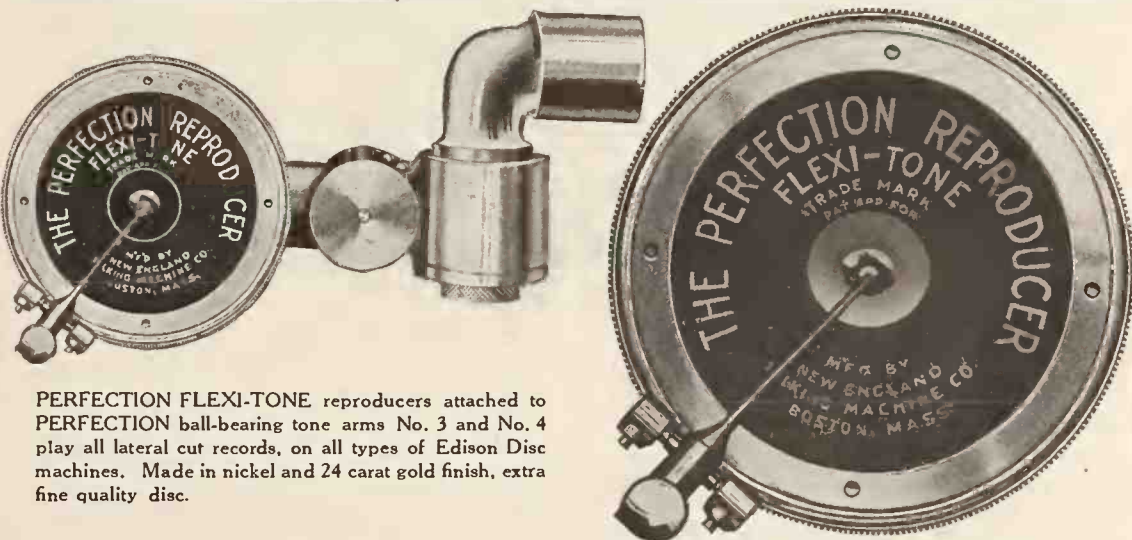


An Unusual Window Display

tion, although a photograph hardly does justice to the many distinctive features of this window. In preparing this display the company took cognizance of the fact that the success of any window setting depends in a large measure upon the visualization of the product that is featured. It was decided to present a Columbia Grafonola No. 110 as the keynote of this window, and in order to keep the instrument in the center of the display an ingenious decorating arrangement was used. How well the company's idea was carried out may be seen in the photograph. This window attracted considerable attention in local talking machine circles, and the principle of visualization will probably be used as the basis of other window displays along similar lines.

H. J. Luethy, Random Lake, Wis., is a new Sonora retailer in southeastern Wisconsin, who is building up a good business.

Manufacturers—Jobbers—Dealers



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

Tone arms fitted to Edison machines only

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

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

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

NEW ENGLAND TALKING MACHINE CO.

16-18 Beach Street

BOSTON, MASS.



The NEW YEAR

“Win the War” and “More Business for Every Columbia Dealer” is our double-disc record Wish for 1918.

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

BUILDERS OF THE DAYTON MOTOR RECAPITALIZE

Thomas Mfg. Co. Increase Capital to \$300,000 in Order to Handle Avalanche of Motor Business—Something of the “Live Wires” Interested in This Enterprise

DAYTON, O., January 8.—Brief reference was made in The World last month to the increase in capital stock of the Thomas Mfg. Co., makers of Dayton motors, tone arms and sound boxes, of this city, to \$300,000. Of this \$200,000 is preferred, and it has been underwritten by the United Security Co., of Canton, O., one of the largest bonding concerns in the United States. The \$100,000 common stock issue has been taken up by the old stockholders.

This \$300,000 increase in capital stock of the company has been brought about by the growth

ton inventive genius and Dayton manufacturing skill that made the Dayton motor.

M. H. Mathews, founder of the Thomas Mfg. Co., retains the presidency and general management of the company, being the heaviest owner of the common stock. G. M. Mathews is vice-president. W. R. Funk, business manager of the U. B. Publishing House, one of the largest in Ohio, is secretary. F. B. Jennings, connected with the Thomas Co. since its inception, is treasurer.

Associated with these men on the board of



Plant of the Thomas Mfg. Co., Dayton, O.

in popularity of Dayton motors, tone arms and sound boxes—also other articles of manufacture turned out by the Thomas plant.

This increased demand is due to the general excellence of the Dayton product. In fact, the aim of the Thomas plant from the very start has been quality of material and workmanship, feeling sure that the trade would appreciate a high-grade motor, tone arm and sound box. That belief has been justified by the big volume of business booked and now rapidly being cared for by this concern.

The Thomas Co. has long been one of Dayton's leading industrial units. The Dayton motor is the prime motive force behind this wonderful industrial expansion. It is the result of scientific experiment on the part of Dayton inventors and mechanics. Dayton inventors brought out the Wright Aeroplane, the Omar Fare Register for street cars, the National Cash Register, the Delco Electric Starter, the Dayton Computing Scale and a host of other well-known specialties. Dayton, the home of 1,000 factories, is known as the “City of Precision” because its mechanics are accustomed to the building of exact machinery. And it was Day-

ton directors are Hon. E. E. Burkhardt, twice Mayor of Dayton and now one of the firm of Burkhardt, Heald & Pickrel, a leading firm of attorneys in Dayton; A. C. Jackson, formerly cashier of the Dayton Savings Bank, now assistant secretary of the United Security Co., Canton, Ohio, and Chas. W. Slagle, president of the Merchants' National Bank, Dayton, Ohio.

Mr. Mathews informed our representative that offices of the company have been located in Chicago, Toronto and New York. The New York office is operated under the name “The Thomas Phonograph Parts Co.,” and is located at 18 West Twentieth street, in charge of C. J. Kronberg, J. J. Freund and H. Germain. The Chicago office is located at 1330 Otis Building, 10 South LaSalle street, and is in charge of F. E. Reid, for many years in the phonograph business in Minneapolis. The Toronto office is in charge of Paul K. Wood, a very well known figure in the phonograph motor industry; also Frank J. Foley, formerly a leading attorney of Toronto, also at one time connected with a leading phonograph company of Canada.

During the interview President Mathews said

that business during the past months had exceeded his fondest expectations. He told of five orders which alone aggregated nearly \$300,000, and of a score of smaller orders also rapidly being filled. President Mathews smilingly referred to the future of the Dayton motor as something tremendous, if indications were borne out. And, judging by the hum of machinery, modern and ably handled, and the general bustle about the plant, it certainly looks like even the most optimistic dreams ought to come true—so far as Dayton motors, tone arms and sound boxes are concerned.

This article shows a view of the main plant of the Thomas Mfg. Co. It is located in the heart of Dayton, just a half block from the Union Station. It occupies 300,000 feet of floor space. Another factory building stands two blocks east, near the Miami-Erie Canal, and it has floor space aggregating 55,000 feet.

Mr. Mathews stated that for the present there would be no building operations, but that the entire increase of capital would be devoted to the expansion of equipment and the refining still further the products produced.

The local papers have devoted considerable space recently to the growth of the business of the Thomas Mfg. Co., and the Journal particularly had a full-page story giving illustrations of the various departments of this establishment, and telling in detail of the success of the motor, sound box and tone arms turned out by this establishment, and emphasizing that the business has been built on the basis of quality. In fact, the Thomas Mfg. Co. is right on the map these days.

NEW VICTOR REPAIR PART CATALOGS

The Victor Talking Machine Co. has just issued for the use of its dealers a new repair part catalog for Victrolas VIII-A and IX-A, and also for the latest type Victrola XXV. Owing to change in the mechanical equipment of the new model as compared with the old type, the new repair part catalogs are very necessary to the dealer and should be filed carefully. The Victor Co.'s suggestion that the repair part catalogs be preserved in the new style patent spring binder, supplied at cost by the company, is a good one. It will keep the catalogs all together and available whenever required.

Extensive improvements have been made in the music store of Harold N. Stillwell, talking machine dealer on East Main street, Freehold, N. J.

“NICHOLSON” New Catalog Showing New Styles RECORD CABINETS

strictly high-grade construction at prices
BELOW COMPETITION

Write for a copy of the catalog and our
special free advertising help for dealers.

K. NICHOLSON FURNITURE CO. Chase City,
Virginia
Sectional Bookcases and Record Cabinets

How to Make the Instalment Department of a Talking Machine Business Successful

By Marion Dorian

[During the past two months we have had a number of inquiries from dealers, particularly from the smaller towns, in regard to making the instalment accounts profitable, and we take the liberty of printing below an article written some time ago for The World by Marion Dorian, chief auditor of the Columbia Graphophone Co., which is so pertinent that it will undoubtedly be read with interest and profit.—Editor.]

We hear about the difficulties incident to instalment business. If dealers have had losses with this class of business it is largely because they have not gone about it in the right way.

There are five cardinal rules for the successful handling of instalment accounts. These have been thoroughly tested, and a fair try-out will prove them powerful aids in making instalment business what it ought to be.

There are exceptions to all rules, and circumstances will arise when it is wise to suspend the rule temporarily. In such cases the sensible dealer will act accordingly.

The five rules follow:

1. Investigate the customer in advance of delivery of goods.
2. Sell him no more than he can pay for comfortably.
3. Let terms be simple and clear-cut. Make sure the customer understands and accepts them.
4. Enforce those terms.
5. Do not allow arrears to accumulate.

Three-fourths of the trouble dealers have with instalment accounts is due to anxiety to secure a good sale. Insufficient or no investigation is made as to the responsibility, reputation, or antecedents of the customer. The sale is hurriedly consummated, the goods delivered and shortly thereafter the dealer learns to his sorrow that the customer is not what he represented himself to be. In many instances both customer and goods disappear.

It is easy to ascertain all it is necessary to know about the customer. His resources and income; his reputation for prompt payment and his general standing in the community. This should be done before the goods are delivered and will insure you against surprises.

Rule 2 is equally important. The advance investigation informs you as to the prospect's income; how permanent it is and what demands are made upon it by his family. With this information in your possession you can determine what it is safe to sell him. Suppose a prospect receives a salary of \$20 per week, and has a family of four. If he has been receiving this salary for some time and his reputation is good, you are justified in assuming he can safely pay \$2 or \$3 per week. More than that is dangerous, because allowance must be made for possible sickness of some of his family, which will make greater than ordinary demands upon his income. Eight to twelve months is the period within which an outfit should be entirely paid for. Allowing for a \$2 a week payment spread over eight months a customer could in that time pay for an outfit costing \$64. That would be the limit which the wise dealer would sell him. Many dealers make the mistake of selling a customer double the amount he can pay for comfortably, with the result that the payments become harder as they multiply and each payment day the customer feels he is carrying a burden. Consequently his attitude becomes one of antagonism and he pays grudgingly; whereas, if sold a bill he can pay for comfortably, he does it cheerfully.

Many customers who buy goods on the instalment plan are of limited business experience. A complicated instalment lease is to them an incomprehensible thing. Your lease should be as simple and clear-cut as is consistent with adequate protection. The terms of the contract should be made clear, and customer should accept them in all particulars. Salesmen should be prohibited from making

verbal agreements with customer. If special terms are made these should be written into the contract itself. If this is not done disputes are apt to arise which are destructive of the mutual confidence which must exist to insure a continuance of patronage. The customer should be furnished a copy of the contract, so that he can refer to it at any time. In this way you gain the customer's confidence and he will not only give you his own future business, but induce his friends to do likewise.

Terms should be made as reasonable as you



Marion Dorian

can afford, but once these have been agreed upon and accepted they should be enforced rigidly. There is no easier way to spoil good customers than by giving the impression that terms are mere formalities. There is no surer way of getting a list of accounts in bad condition than by ignoring the regular date when an instalment is to be paid. If the customer has agreed to pay on Monday train him to make the payment on that day and not on some other day. If his payment is not made on Monday notify him immediately to bring in the payment or make it to your collector without further

delay. The moment the first lapse occurs, get right after him and remind him that the goods were sold on definite and accepted terms and that you expect him to perform his promise. If his payment has not been made by the close of business on Monday have the collector at his place of business or residence on Tuesday morning and you will save money. Even the most obdurate customer will respond to this kind of treatment, especially if the call is made promptly.

If you enforce the terms and train the customer to make payments regularly no arrears will accumulate. If you allow two or three payments to lapse it is like drawing eye teeth to get a customer to make up the arrears. You may secure subsequent payments regularly, but lapsed payments hang fire until the end. Instead of getting your account settled within the contract period, it runs over some months, and persistent dunning, which often results in the loss of a good customer, is necessary, to say nothing of the added expense to which the dealer is put.

These rules may not be new or presented in a novel way, but if followed they will result in better and more profitable instalment accounts. They may be summarized as: Selecting a customer wisely; selling him judiciously; starting him correctly; keeping him in the straight and narrow path, and, finally, making him an asset, because you have sold him an article which has afforded him and his family unlimited pleasure and made it possible for him to pay for it without discomfort. In so doing you have made a lasting friend.

EMERSON MEN "DOING THEIR BIT"

At the executive offices of the Emerson Phonograph Co., 3 West Thirty-fifth street, New York, a service flag with four stars testifies to the fact that four members of the company's forces are now enlisted in Uncle Sam's forces in the fight for democracy. These boys who are "doing their bit" include C. D. MacKinnon, of the sales staff; Frank Hennigs and Jack Lawrence, of the recording department, and Joseph Greenwald, the competent and popular head of the Emerson shipping department.

STRADIVARA

"KNOWN FOR TONE"

You, as a dealer, know that the chief selling feature of any phonograph is TONE.

And comparison of STRADIVARA tone with the tone of all other phonographs will prove to you that TONE is the supreme selling feature of the STRADIVARA.

A tone of exquisite clarity and violin-like resonance—free from needle or motor vibration—a tone as peculiar to the STRADIVARA as the time-mellowed purity of a genuine Stradivarius is peculiar to the genius of Stradivari himself.

A tone that is largely due to the fact that the STRADIVARA is the only phonograph in the world that embodies a spruce sound board, built on the principle of the violin and piano.

Hear STRADIVARA tone and you will be quick to realize that you have at last found the tone that SPEAKS for itself and for your profit!

The Stradivara Plays EVERY Kind of Record

Each Stradivara is equipped with the Stradivara Automatic Stop Device.

7 Models—from \$45 to \$225

Progressive Dealers: Stradivara sales are going strong in the trade. And that their strength is rapidly increasing is attested by good reports from our dealers.

Get in line for a share of Stradivara profits today. Write for the most liberal discount proposition ever offered.

Distributors of Lyric Records—Write for Proposition.

SCHILLING PIANO CO., Inc.

Wholesale Distributors

112 WEST 23d STREET, NEW YORK



From \$45 to \$225

On January 15th, 1918
The Retail Price of
Emerson Records

will be **3** for **\$100** or **35c**
each

From the very first, we have made Emerson Records, the biggest, fullest values in the phonograph field. We have been continually improving everything that went into their manufacture—from the raw materials to the kind of artists and selections, but up to now we have never found it necessary to raise the retail price.

The war has affected our costs. Raw materials and labor have gone up by leaps and bounds; taxes have been imposed. It is necessary to raise the selling price to keep profits normal.

For example, shellac, the basis of all phonographic records, has gone up in price 200% since the war began—all other materials have gone up in like proportion.

Your Profits Will Be Increased

We know that the cost of retailing has increased in the same proportion as the cost of manufacturing, and we have arranged our new prices to allow you a more liberal profit also.

January and February are the two biggest record months of the year—this opportunity therefore comes to you at a time when you can do the largest volume of Emerson Record business.

Emerson Records at the new price are a remarkable value—for with the many new improvements you are giving an exceptional record at an unusually low price.

The public has become accustomed to increased prices in every commodity of merit it buys. We know that you will sell more Emerson Records at the new price than you did at the old. You can push them harder. It will pay you well to do so.

We want the Emerson Record to continue its rapid progress—we want you to make even a more liberal profit than formerly. We want to make Emerson Records a line of even more importance to you.

By raising the price we are making your stock on hand worth more!

Emerson Phonograph Company INC.

3 WEST 35th STREET

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NEW YORK, N. Y.

CONDITIONS IN THE TALKING MACHINE TRADE IN INDIA

United States Consul Lucien Memminger, of Madras, Makes a Report Which Throws an Interesting Light on the General Situation in That Country—Trade Is Largely Undeveloped

WASHINGTON, D. C., January 4.—United States Consul Lucien Memminger, stationed at Madras, India, has sent to the Bureau of Foreign and Domestic Commerce the following report regarding India's trade in talking machines:

"A firm in Bombay which deals in talking machines has branches at Madras, Calcutta, Rangoon, Delhi, and other cities. A representative of this firm states that it has been dealing more largely in the Swiss machines than in others, because it is able to sell them at a much lower price. The Swiss machines, for example, retail at \$9.08 to \$48.67, whereas the lowest price he is able to quote on certain American machines is \$22.71, and they run as high as \$84.35. Before the war the Madras firm had agencies in all towns of any importance in the Madras Presidency, such as Madura, 134,130 inhabitants; Tanjore, 60,341; Trichinopoly, 123,512; Rajahmundry, 48,417; Bezwada, 32,867; Guntur, 40,529; and Negapatam, 60,168. These agencies have been closed, as the business fell off during the war on account of the difficulty of obtaining supplies regularly, and the higher cost of manufacturing, transportation, insurance rates, etc., which necessitated higher retail prices locally. There has been also a certain tightness of money, causing a reduced demand for such articles as might be considered luxuries.

"The dealer mentioned states that talking machines are very largely in use in Madras among those who have means to buy, beyond the bare necessities, certain comforts or luxuries which cost only a moderate amount. In the wealthier homes of the zamindars, rajahs, etc., a certain number of such instruments is found, but not to the same extent. Of the total population of Madras, 518,660, the merchant said about 6 per cent. might be considered as possible users or purchasers of talking machines.

"A large proportion of the poorer people, he said, is not unfamiliar with these instruments, even though they do not possess any, as it is a common practice for companies or individuals to tour the country, giving concerts with the machines, and taking up collections from the villagers or country people who gather to hear them. In this way the machines have penetrated into the most remote districts.

"It is said that the greater number of records sold here, except among the European community, are in Indian languages—Tamil, Telugu, Marathi, Kanarese, Hindustani, etc. Of these the first two are the most generally in use in this district, Hindustani not being commonly employed in Southern India. For Europeans, however, of whom there are about 4,000 in Madras and 14,000 in the Presidency, nearly all English people, records are in English. A fair number of talking machines is found in homes of the Europeans, but probably not in as great a proportion as among the moderately well-to-do East Indians.

"The merchant who has been quoted states that his firm now gets records in English from London, these being made either there or in America; while some in Hindustani are obtained by him from Bombay. He is of the opinion that Calcutta is the only place in India where records in native languages are actually being manufactured. Formerly many such records were made in Germany, as firms there sent representatives to India to record the songs or recitations of the leading Indian artists, and afterwards reproduced these on discs which were then offered for sale in India.

"Several Indian dramatic or musical artists have a reputation throughout parts or in all of India, and records reproducing their best-known pieces are popular. Instrumental music, comical songs, etc., also make popular records.

"A list of department stores is forwarded. They not only sell at Madras, but also have branches at other points in Southern India, as for example Ootacamund, summer capital of

the Presidency; Bangalore, principal city of Mysore; and Secunderabad, in Hyderabad State. Usually it is well to address the branches direct.

"There are few here who deal exclusively in music and musical instruments. One music dealer, however, has an establishment of considerable extent."

PLAN TO CORRECT TALKER TONES

New York Inventor Designs New Machine for Equalizing Tones of Talking Machine and Giving Each Its Proper Value

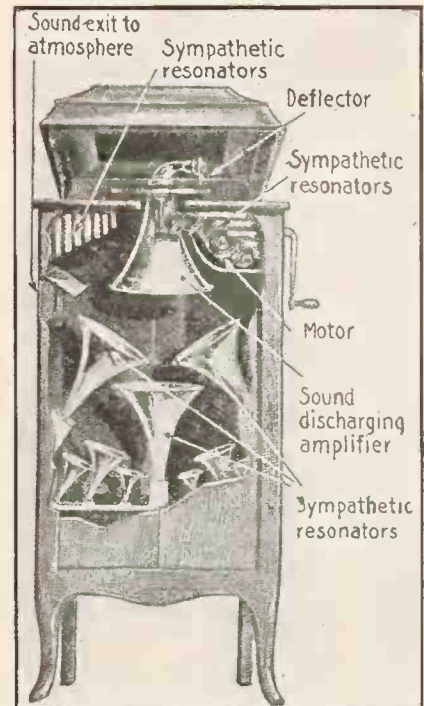
A talking machine cabinet designed to sift, correct and beautify sound before it is thrown to the atmosphere, has been invented by Henry C. Miller of Saratoga, N. Y. The inventor's idea, as set forth, is to correct defects in some of the tones which are unduly magnified by the horn or other amplifying device.

The principle of the invention is better understood when it is made clear just how and where a tone is changed from true to false on some talking machines, before it reaches the ears of the listener. Assuming all sound vibrations recorded in the grooves of the disk to be true it is noted that in passing through the reproducer and into the horn a certain tone is unduly magnified. If a horn of a different volume is substituted, this defective tone can be made to assume its proper value. This is due to the fact that the horn which serves to magnify the sound is in itself tuned to a certain key by virtue of its size, shape and weight, and naturally responds to vibrations of a tone to which it is keyed.

The same idea is set forth in the case of the

piano, where it frequently happens that when a certain note is struck some object in the room will rattle in sympathy. In the talking machine this sympathetic connection generally results in undue amplification of a particular tone.

In the new cabinet the sound, instead of being

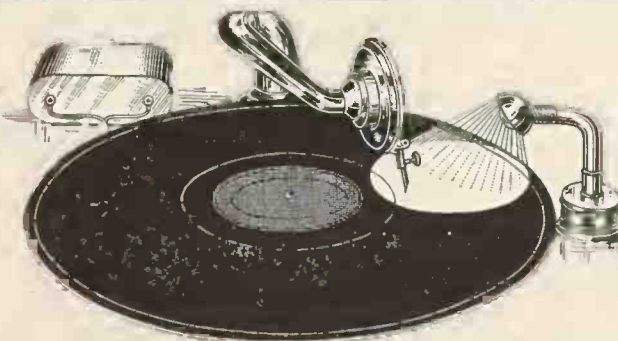


H. C. Miller's Plan of Equalizing Tones

directed from the horn to the atmosphere, is thrown downward into the open ends of a series of "sympathizers" and resonators, each carefully keyed to vibrate in sympathy with a different tone. To accomplish this result, it is necessary to provide a sympathizer to correspond with every tone in the musical scale. When a record is played on the new machine, each tone will set into vibration the particular amplifier which has been tuned to correspond with it. Thus every tone will receive equal amplification before it is thrown on the air.



PERFECT LIGHT



PROTECTS RECORDS

THE DEPENDABLE LIGHT THAT STAYS RIGHT

Gives the Right Light, at the Right Place, at the Right Time, All the Time

RELIABILITY Hundreds of Disk-Lites Sold and Not One Returned Because of Faulty Construction

Your Salespeople and Customers Will Not Lose Confidence in the Disk-Lite

SERVICE The Disk-Lite is Made To Serve as well as to Sell. One Style—One Price—Everlasting Satisfaction

Repeat Orders from Leading Dealers are Proving Disk-Lite Success

JOBBER AND DEALERS—Continue your Holiday prosperity by stocking the Disk-Lite. Send for samples. Prove to yourself the superiority of the Disk-Lite, the Perfect Phonograph Light.

RETAIL PRICES: \$3 Nickel Finish; \$3.50 Gold Finish. Liberal Discounts

DISK-LITE MFG. CO.

Washington, D. C.

LUCKY 13 PHONOGRAPH CO.

3 East 12th Street, New York City, N. Y.

Bargains

Bargains

Bargains

Floor Cabinet Machines, Cut-out Numbers, at Exceptionally Low Prices **\$13.00 UP**

We beg to announce that we have recently purchased twenty-five hundred floor cabinet machines, cut-out numbers, equipped with double spring motors, reversible tone-arms and reproducers, and can offer same at the following prices.

- Type A, fumed oak floor cabinet machine, 35 in. high - - - \$13.00
- Type B, mahogany finish floor cabinet machine, 39½-in. high - 18.50
- Type C, mahogany finish floor cabinet machine, 42½-in. high - 20.50
- No. 45, mahogany finish floor cabinet machine, 36-in. high - 15.50
- Table cabinet with cover quartered oak, D. S. motor - - - 10.75
- Table cabinet, larger size with cover quartered oak, D. S. motor 11.25

If you are interested in high class machines at real low prices get in touch with us for samples at once, as we cannot tell how long this lot will last.

STEEL NEEDLES
65c per thousand. Immediate Delivery.

MOTORS

No. 01— 8-in. turntable	\$1.25	10-in. turntable.....	\$1.40
No. 1—10-in. turntable	2.65	12-in. turntable	2.95
No. 6—10-in. turntable, double spring...	3.50	12-in. turntable.....	3.85
No. 3—12-in. turntable, double spring	6.75		
No. 7—12-in. turntable, double spring	7.50		
No. 4—12-in. turntable, double spring	9.50		

MAIN SPRINGS

No. 0—¾ in. 20 gauge 8 ft. 6 in.	25c ea.	100 lots 20c ea.	1000 lots 19c ea.
No. 1—¾ in. 25 gauge 10 ft.	39c ea.	100 lots 35c ea.	1000 lots 33c ea.
No. 2—13/16 in. 25 gauge 10 ft.	39c ea.	100 lots 35c ea.	1000 lots 33c ea.
No. 3—7/8 in. 25 gauge 11 ft.	49c ea.	100 lots 44c ea.	1000 lots 42c ea.
No. 4—1 in. 23 gauge 10 ft.	49c ea.	100 lots 44c ea.	1000 lots 42c ea.
No. 5—1 3/16 in. 27 gauge 18 ft.	90c ea.	100 lots 85c ea.	1000 lots 80c ea.

GOVERNOR SPRINGS

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

SAPPHIRE POINTS AND BALLS

Sapphire Points	13c each in 100 lots	12c each in 1000 lots
Sapphire Balls	15c each in 100 lots	14c each in 1000 lots

NEEDLE CUPS

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

TONE ARMS AND REPRODUCERS

Baby, to play 7-in. records only.....	\$.60
No. 1—Tone Arm and Reproducer90
No. 2—Tone Arm and Reproducer, for playing all records.....	1.25
No. 6—Tone Arm and Reproducer, for playing all records high grade.	2.25
No. 7—Tone Arm and Reproducer, for playing all records high grade.	2.25
No. 8—Tone Arm and Reproducer, for playing all records high grade.	2.25

NEEDLE CUP COVERS

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

RECORDS

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

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

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

Special quotations given for Canada and all other export points. Merchandise delivered with custom duty, war tax and freight paid by us.

Write for our 84 page catalogue, the only one of its kind in America. Illustrating 33 different styles talking machine and over 500 different phonographic parts, also gives description of our efficient repair department.

LUCKY 13 PHONOGRAPH CO., 3 East 12th Street, New York

CO-OPERATIVE ADVERTISING CAMPAIGN SCORES SUCCESS

How the Milwaukee Talking Machine and Piano Dealers Got Increased Business Stimulus and Satisfactory Results Through Association Effort in the Domain of Publicity

MILWAUKEE, Wis., January 5.—Although the holiday season is over, the Milwaukee Association of Music Industries is going right along with its co-operative advertising campaign, believing that business can be very favorably influenced, especially at a time when it usually is rather slack, by keeping before the public. The campaign was undertaken at the middle of November and covers a period of ten weeks. It undoubtedly was responsible to a considerable degree for the splendid business which talking machine and phonograph dealers of Milwaukee enjoyed during that period, and by continuing its influence the association is keeping business good. There will be no appreciable slack season in this city this year if the efforts of the dealers count for anything.

Advertisements were published once a week, on Friday evenings, in the daily newspaper of the largest circulation, The Journal. Usually the advertisements were framed so that

Milwaukee Association Advertisement Bearing on the Talking Machine "phonograph" was officially introduced as the designation of all makes of instruments producing sounds from records.

real salesman can always be known. Realize it is better to sell a man ten records in two instalments than to crowd the ten into the first sale. Always keep in mind, the ten, twenty, thirty, fifty records you know you can sell a

If you are looking for an idea to give to your dealers and their salesmen which will make them the pride of the service, here is the message for your next call, says the "Peptimist."

Never make a sale without thinking of the next one. Always have in mind the sales to come. This will make you more conservative in your statements and more careful in your analyses of your prospects and what you sell them. Moreover, you will always aim to send your customer away with a "I-want-some-more" feeling. This is the secret of sales success.

It is well known a first sale seldom pays for itself—your profits lie in repeats. The next sale, and the next and the next are where Columbia dealers make money.

There are just two thoughts to keep in mind in selling for the next sale:

(a) Study your customer's wants. Fill those, not yours. Satisfy him, not yourself. Even if the first purchase is small, better have it satisfactory in every particular than unsatisfactory in one. Never force a man to buy what he is not willing to buy. This does not mean to limit your sales. Offer him ideas. Introduce him to new records he does not know of, but do this in a manner of giving him the benefit of your greater knowledge of Columbia product, not in the manner of a man simply trying to sell records. Every succeeding sale depends on the pleasure the customer finds in the preceding one.

(b) Do not oversell. Use judgment. This is an intricate problem and one by which the

man, but use judgment in selling them. Keep his interest going. Do not smother it.

"A bird in the hand" may be worth "two on the bush," but if you have strings on the two on the bush, you can keep all three. Never let a customer leave your store without some string of interest or desire to pull him back. A sale is valuable just in proportion to the surety you have that there will be another.

SERIOUS FIRE IN MILWAUKEE

Flames Break Out in Building Occupied by the Phonograph Co. of Milwaukee on Christmas Morning and Cause Loss Estimated at \$20,000—Orders Filled From Chicago

MILWAUKEE, Wis., January 5.—The Phonograph Co. of Milwaukee, jobber, and the Edison Shop, retailer of the Edison, encountered a rather exciting experience at the close of the holiday season. Early on the morning of Christmas fire was discovered in the three-story building, the first floor and part basement of which is occupied by the Edison dealers, and the remainder of which is a furniture repair and refinishing shop. The wholesale department and stockrooms were badly damaged, while the retail salesrooms were scorched but not rendered unfit for continuing business. Fortunately the fire came at a time when the stockrooms were fairly depleted by the holiday rush or the loss would have mounted into many thousands of dollars. Four firemen were injured in the effort to save the building and contents. The loss is estimated at \$20,000 to \$25,000, fairly well covered by insurance. The record stocks were relatively much less damaged than machines. Wholesale orders have been filled from Chicago while repairs are being made and new stocks provided. The retail department was open for business as usual on December 26, and while little evidence of fire could be seen in the retail warerooms, the smell of smoke filled the air and told a mute story of a narrow escape. The Edison Shop is one of the handsomest of its kind in the country. William A. Schmidt, general manager, was undaunted by the loss and within a few days' time was ready for both wholesale and retail business as usual.

The World is in receipt of Christmas and New Year's greetings from Thomas Edens Osborne, the enterprising talking machine man of Belfast, Ireland. The kindly sentiments expressed are most cordially reciprocated.

TO ALL HUMAN-KIND IT WAS GIVEN— ENCLOSED WITHIN IT IS ALL THE MUSIC OF THE AGES— The PHONOGRAPH



IT SEEMS only an exquisite bit of cabinet work. A piece of furniture almost too beautiful to be placed in an ordinary setting.

But at the press of a tiny lever it places all the music of the world at your command. It's a musical instrument, yet it is infinitely more than any musical instrument. It has tapped the fountain heads of music. Its call has reached the greatest artists of the age. Their voices and instrumental creations have been contributed to its treasure-troves. Yet no melody is too simple, no instrument too humble to have escaped the magic touch of its rendition.

Music is priceless—its value cannot be computed in cold terms of dollars and cents. A world without music would be a dreary world indeed. And dreary, chill, and uninviting is a home without music.

Consider what a phonograph would mean in your home. Long winter evenings brightened by its rich floods of melody. Amusement a plenty for restless children. Happy dance records for the older boys and girls. The "old-time" songs and favorite comedians for Dad. And for mother, a day-time companion, an inexhaustible source of comfort during the long hours when she is alone.

Consider again the children—their musical education is a constant problem for parents. No instrument can give them a finer, broader appreciation of good music. Their training will be aided, their creative powers quickened by the music of the world's greatest artists.

There is no member of the family who will not be benefited by a phonograph in the home—no home that will not be made cheerier, more inviting—a better home.

You are pausing on the threshold of a new year. The happiness it will bring to your family depends largely on yourself. Resolve NOW that the New Year shall bring Music into your home. ALL the Music of ALL the World—A PHONOGRAPH!

HERE is listed the members of the Milwaukee Association of Music Industries—those Music Houses where you may be sure of always receiving QUALITY PRODUCTS backed by GENUINE SERVICE and sold at HONEST PRICES.

BRINER BROS. 112 N. 1st St. Milwaukee, Wis.	LESTER PIANO CO. 100 N. 1st St. Milwaukee, Wis.	BRITISH PIANO CO. 100 N. 1st St. Milwaukee, Wis.	METZERS 100 N. 1st St. Milwaukee, Wis.	F. J. WILSON 100 N. 1st St. Milwaukee, Wis.
WISCONSIN PIANO CO. 100 N. 1st St. Milwaukee, Wis.	WISCONSIN PIANO CO. 100 N. 1st St. Milwaukee, Wis.	WISCONSIN PIANO CO. 100 N. 1st St. Milwaukee, Wis.	WISCONSIN PIANO CO. 100 N. 1st St. Milwaukee, Wis.	WISCONSIN PIANO CO. 100 N. 1st St. Milwaukee, Wis.

MILWAUKEE ASSOCIATION OF MUSIC INDUSTRIES

ALWAYS THINK OF THE NEXT SALE

In Dealing With Customers it Will Be Always Well to Keep in Mind the Sales to Come—Some Pointers on the Danger of Overselling

There are just two thoughts to keep in mind in selling for the next sale:

(a) Study your customer's wants. Fill those, not yours. Satisfy him, not yourself. Even if the first purchase is small, better have it satisfactory in every particular than unsatisfactory in one. Never force a man to buy what he is not willing to buy. This does not mean to limit your sales. Offer him ideas. Introduce him to new records he does not know of, but do this in a manner of giving him the benefit of your greater knowledge of Columbia product, not in the manner of a man simply trying to sell records. Every succeeding sale depends on the pleasure the customer finds in the preceding one.

(b) Do not oversell. Use judgment. This is an intricate problem and one by which the

Lansing Khaki Moving Covers

PROTECT VARNISH IN THE COLD WEATHER

and enable you to deliver your phonograph free of blemishes of all kinds.

These covers are made of Government Khaki, interlined with heavy felt or cotton, fleece-lined, quilted and properly manufactured. Perfect protection in all weather.



No. 3 Carrying Strap Shown in Cut, \$1.00

GRADE B
\$5.00

GRADE A
\$7.50

Carrying Straps Extra

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

Write for booklet

E. H. LANSING
611 Washington St., BOSTON

SAN FRANCISCO OFFICE, Room 422 CHRONICLE BLDG.
WALTER S. GRAY, Manager

THE TRADE IN PHILADELPHIA AND LOCALITY

PHILADELPHIA, PA., January 8.—The Philadelphia jobbers and dealers in talking machines have just seen through the greatest year in the history of the industry. It has been a profitable year for all concerned. Both lines of the trade have come through the year with a good balance to their credit. What they might have done is a question that could only be answered through the amount of business that they have been compelled to divert from them on account of not being able to supply the goods. There was a shortage that was considerable, but probably not more than the previous year.


Just what the new year is going to bring forth I have not found one dealer who is willing to make a prophecy. The general trend is for carefulness. As one dealer said to me the past week, "I think nothing better could be done for the trade than to have the sign 'Be Cautious' printed and placed on every desk." This it is not to be inferred to mean that there is going to be a big slump in the business, but that the dealer will be wise who does not take too much of a plunge until he sees the way the wind will blow.

Closed a Great Sonora Business

F. D. W. Connelly, the Philadelphia manager of the Sonora Co., went to New York the day after New Year to transact some business at the company offices. He reports an elegant business on the Sonora all during and previous to the holiday season, and while it was not necessary to do so, this statement was confirmed by other dealers, who made emphatic the big December demand for the Sonora. The Sonora Co. advertised quite liberally, and big business was the result. Manager Connelly is arranging for a concert to be given on the second floor of the Sonora Building on the 11th of January. Frank J. Coupe, the general advertising and retail sales manager of the Sonora Co., was in Philadelphia recently.

Blake & Burkhart Closed Big Year's Business

Blake & Burkhart report that they have had a wonderful Christmas business in Edisons, and it went considerably beyond their expectation. The last week before Christmas was phenomenal, and Christmas Eve they had the biggest record demand they have ever experienced in any one day. They report that they are certainly well



VICTOR DEALERS

Appreciate

WEYMANN SERVICE

We urge all Victor Dealers to try our "Short Service," that is—

1. We fill the largest percentage of all orders received for records on which dealers are short.
2. We have the shortest and quickest delivery after orders are received.

WEYMANN

Victor Wholesalers

1108 Chestnut Street PHILADELPHIA, PA.

pleased with their year's business. Among their recent visitors was Charles Gardiner, the supervisor of the Edison zone.

New Sonora Agencies

The Sonora Co. has, at present, nine agencies in this city, and the most recent firm to take the handling of this machine was James Bellak's Sons, who also handle the Victor.

William Keech, formerly a salesman at the Sonora store, has opened a Sonora warerooms at 2808 North Broad street, and is meeting with very good success.

Louis Buehn Co. Ahead of Last Year

Louis Buehn, of the Louis Buehn Co., says: "Business for December was quite satisfactory,

so far as sales were concerned, but very unsatisfactory in other ways." Their inability to get records held down their total sales considerably for the month. Lack of machines also curtailed the month's business. "The demand apparently was just as strong as ever," says Mr. Buehn, "and for the intermediate grades, Nos. 9, 10 and 11, it was excessively large. One year's business closed slightly ahead of last year. This was brought about through the considerably increased record business, and in spite of the reduction in the machine business."

Penn Co. Reports Enormous Record Trade

The Penn Phonograph Co. also report that they had a very good December business; it was exceptionally large in records, with which they were very well stocked. Their record stock, says Mr. Barnhill, has practically been "shot to pieces," and the present supply from the factory is practically "nil." They are simply living now on their reserve. They have only a few machines left. In the new year they expect to carry a very much larger stock than heretofore and will rearrange the upper floors of their building to handle it, and to make the work easier.

Columbia Co. Rearrangement of Quarters

The Pennsylvania Talking Machine Co., whose name has been changed to the Columbia Graphophone Co., the big jobbing establishment in this city of the Columbia on North Broad street, have been making a considerable rearrangement of their offices and other departments. All the offices of the "big men" have been moved from the fifth to the fourth floor, including those of W. C. Fuhri and A. J. Heath. Both men are in New York this week for several days. The Dictaphone department of the company has been taken from their Broad street establishment, and has been removed to the second floor of 924 Chestnut street, where they have suitable quarters and are more in the heart of the business section of the city.

Establish Fifty Pathé Agencies

Your correspondent found Mr. Eckhardt, the head of the Pathé Shop in Philadelphia, at his warerooms Tuesday, slightly cold and anxious, awaiting the additional installation of more radiation, but warm and complacent inside and

(Continued on page 38)

It is the morning of a new year. The sword has been unsheathed and it is the morning of our country's greatest war.

May God strengthen us in our task of spreading broadcast the deep comfort and the true inspiration offered by that mightiest of musical instruments—the Victrola.

Distributors for the Ready File
for Victrola X's and XI's.

Penn Phonograph Co.

17 S. NINTH STREET

(VICTOR
JOBBER)

PHILADELPHIA

*She asked to hear 8 records.
She heard 3. She purchased TWO.*

She wanted to spend MORE money for Victor Records—enough to add NINE \$\$\$\$\$\$\$\$\$\$

If this were YOUR STORE, you know that this profit is lost FOREVER, but you can't blame the SALESMAN.

BUEHN SERVICE on VICTOR RECORDS

minimizes your TROUBLES and maximizes your PROFITS. It enables you to play records ASKED FOR and to SUGGEST additional numbers. It is constant, co-operative and constructive.

Now for a tip. There are over 1200 Victor Opera Records. A customer who likes opera can be developed into a steady record buying unit, so the result of your record sales is only limited to your selling energy. Put your "worry" of deliveries up to Buehn Service.

The Louis Buehn Company

Victor Distributors Exclusively Wholesale

PHILADELPHIA



We Recommend This Month	High Grade Needles, Full Tone	55^c per m
	Royal Crown Needles, Loud Tone Our Special Brands	

THE TRADE IN PHILADELPHIA

(Continued from page 36)

highly elated over the business that the Pathé Shop did during the holiday period. The Pathé Shop did not open until November 30.

Mr. Eckhardt says: "Our business was all that I had hoped it would be. Not getting open until November 30 we had not the time to apprise the people of the wonderful proposition we had to present to them. There were, however, a goodly number of them who found out for themselves. We had an extraordinary business for the time that we were open. And much of it was a cash business and especially large first payments. The line commends itself to the higher element of music lovers."

Prepare to Start the Spring Drive

Mr. Eckhardt has already been able to establish upward of fifty dealers to handle the Pathé. Arrangements are being made to start the spring drive, which, with the experience of the last month, will enable the company to present the Pathé more forcibly. A series of concerts will

AN IMPORTANT ACCESSORY

Growth of the Record Album Business of the National Publishing Co. of Philadelphia

PHILADELPHIA, Pa., January 9.—How one enterprise develops another is well illustrated in the enormous demand for albums for holding disc records. These albums are made in book form. The interiors consist of numbered envelopes or pockets of strong fibre paper for containing the records, and are securely fastened to the back for giving the necessary strength. Each album is made to hold usually twelve records, and there are index pages inside of the front and back covers, on which the title of each record and the envelope number may be written. This affords a complete and handy system for filing records and keeping them in excellent condition. The albums are generally put in cabinets, and frequently in book cases, and when a record is desired an album is placed upon a table or the lap, which avoids the strain of stooping or getting on the knees to search for some particular record in an old filing device. For convenience and practicability record albums have surpassed any other filing system ever tried or tested.

Any man of middle age can well remember when the talking machine business was in its infancy and see the wonderful growth within the past ten or twelve years and the tremendous output of records, which are bought continually long after a machine has been purchased. Thus it will be seen that record albums are a most important accessory, for they have solved the problem of keeping and preserving records.

The National Publishing Co., of this city, report that their large and well-equipped factory for manufacturing albums is kept full of orders all the time. There has been such a large increase in the demand each year that they have

be inaugurated about the middle of January which it is expected will startle the music lovers of this city. The dealers will be invited to attend.

Harry Weymann Is Optimistic Anent New Year

Harry Weymann, of H. A. Weymann & Son, Inc., says: "As usual at this time of the year, a quantity of machines was delivered the day before Christmas, and quite a few of our out-of-town dealers sent their trucks to avoid the express and freight embargoes, and in order to make their delivery to their customers in time for Christmas. Our entire wholesale and shipping departments worked until 9.30 on Christmas Eve, until the last machine was shipped out.

"Our record orders in December have exceeded any December since we have been in the Victor talking machine business." Mr. Weymann is quite optimistic as to the coming year, and believes that the war is not going to affect the trade, and that the Victor Co. are going to be able to supply a big percentage of the demand for talking machines and records that will assuredly be placed upon them.

enlarged their output facilities to keep step with the growth. Knowing that The Talking Machine World is distributed among practically all of the talking machine manufacturers and dealers in this country and abroad, they take this means of thanking their many hundreds of customers for the orders they have received, and to state that they will always be ready to serve the trade in the future.

EFFICIENCY IN DEALERS' PUBLICITY

O. J. Dreyer Suggests Charging Dealers for Printed Matter so as to Avoid Waste—Would Impress Its Value More Effectively

In a symposium which recently appeared in "Advertising and Selling," a well-known advertising magazine, relative to the desirability of charging dealers for publicity matter, O. J. Dreyer, advertising manager of the Globe-Wernicke Co., Cincinnati O., contributed a very interesting article. This company, which manufactures the Brown disc record cabinet and sectional record files, is also the world's leading manufacturer of office filing cabinets and sectional bookcases, and is a national advertiser of considerable renown.

Mr. Dreyer's article, which is entitled "Charge Dealers for Matter," reads as follows:

"There are many kinds of advertising, and there is much waste in every kind, but by far the greatest waste is in the distribution of catalogs and printed matter to dealers for their use, and this includes envelope enclosures, circulars, booklets, pamphlets, and, in fact, anything which they receive from an advertiser free and send to their customers and prospects.

"In the case of printed matter being sent direct to consumers by the advertiser: If the mailing list is strictly up to date, there is no waste and in this case the advertiser has full control of the printed matter.

TALKING MACHINE DEALERS

—READ THIS—

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

NYOIL
IS BEST

FOR ANY TALKING MACHINE



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

BEWARE OF SCENTED OILS

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

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

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

NYOIL is put up in 1oz., 3¼ oz. and 8 oz. Bottles, and in Pint, Quart and Gallon Cans.

For Sale by all Talking Machine Supplies Dealers

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

"Where the advertiser sends the printed matter to the dealer to be distributed by him, the advertiser loses all control of it. The dealer has the best of intentions, usually, to send out all printed matter which the advertiser will send him. If the dealer requests the advertising matter from the advertiser the chances are he will send it out, but then, he is human like the rest of us, and it is often overlooked, neglected and finally goes to the furnace or paper baler. If he does not request it there is still a greater percentage of waste.

"Investigations by the traveling salesmen of an advertiser will prove that most dealers have printed matter piled up in basements and warehouses, which they intend to use but never get around to the point where it is actually used. Of course, some of that which comes in at a psychological moment is sent out, but most of the printed matter is received, placed to one side and then neglected.

"There is just one way to remedy this trouble and eliminate this enormous waste, and that is for every advertiser in the country to make a nominal charge for all advertising material supplied to dealers. Ten per cent. of the cost will undoubtedly solve the problem. Thus, if a catalog costs 10 cents a dealer should be willing to spend 1 cent for it. If booklets cost \$50 per thousand a dealer should be willing to pay \$5 for each thousand he desires to use. The dealer then has a monetary value in the advertising material and will not waste it."

Walter J. Staats, auditor of the Victor Talking Machine Co., Camden, N. J., has been appointed Federal Fuel Administrator for Camden and Gloucester Counties, N. J.

PRESTO UNIVERSAL TONE-ARM



In Position for Playing Lateral Cut Records

This tone-arm has been designed to play all makes and types of records, whether of vertical or lateral cut. No change or adjustment becomes necessary. By merely turning a swivel joint, the change from one system to the other is made quickly.

THE PRESTO PERFECTED SOUND BOX is in no small measure responsible for the success of the Tone-Arm. The "triangle" Needle Holder permits the use of all types of needles, including the fibre needle. This is a feature not generally found in other makes of sound boxes. The use of new and especially designed machinery enables us to produce work that is of exceptional precision and refinement.

Prices and Samples Upon Request

Let us figure on your other phono parts requirements

PRESTO PHONO. PARTS CORP.

124-130 PEARL STREET,

BROOKLYN, N. Y.



Otto Heineman Phonograph Supply Co.

INCORPORATED

25 WEST 45th STREET, NEW YORK

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



CHICAGO

ATLANTA

SEATTLE

CINCINNATI

TORONTO

Dean Steel Needles

*The Quality
Needle
of the World*

We are Ready NOW for 1918 Contracts

Pathe Sapphires—Full Tone

Pathe Sapphires—Half Tone

Edison Sapphires

Edison Genuine Diamond Points

**We handle only
Quality Jewels**

*Deliveries from New York or nearest
branch office. All Jewels in stock.*


 MEISSELBACH MOTORS

TONE ARMS MOTORS SOUND BOXES

Happenings in the Dominion of Canada

CONTINUAL ROUND OF ACTIVITY IN TORONTO TRADE

After Record-Breaking Holiday Season Talking Machine Men Plunge Into Plans for New Year—Geo. W. Hopkins Addresses Toronto Ad Club—Travelers Make Good Report—New Ventures

TORONTO, CAN., January 9.—A full house greeted Geo. W. Hopkins, sales manager, Columbia Graphophone Co., who made a special trip from New York to address the Toronto Ad Club, at the Board of Trade, December 11. Mr. Hopkins is recognized as one of the leading sales managers in the United States, and his talk here met with enthusiastic approval, delivered, as it was, with punch and pep, and the result of an intimate knowledge of the selling field.

The J. Coulter Co., Ltd., are putting on the market the Harmonola, a new cabinet phonograph, to be sold through the jewelry trade in three models.

C. W. Lindsay, Ltd., Ottawa branch, during the month of December gave noon hour recitals which were entirely informal and included popular and classic, secular and sacred music. This firm handles Columbia, Pathé and Sonora lines.

The Music Supply Co., Columbia distributors, are running some strong advertising in conjunction with their dealers.

"A carload of phonographs is just being unloaded this morning, so we are feeling more contented," remarked W. D. Stevenson, of the Canadian Phonograph Supply Co., London, Canadian distributors of Starr lines, when The World called. "We had practically cleared our stock prior to receiving this delivery, and this enables us to continue giving our dealers the same prompt service that we gave when the demand was not quite so heavy."

R. W. Burgess, of the Pathé Co., has just returned from a successful seven weeks' trip to the West, where he went as far as Saskatoon. While there Mr. Burgess opened up a great many valuable accounts for the Pathé western distributors, Messrs. R. J. Whitla & Co., Ltd., amongst which were Cross, Goulding & Skinner; Furnishers, Ltd., and Ashdown's of Winnipeg, as well as Campbell & Campbell, of Brandon, Man. Mr. Burgess personally had charge of the big opening at Ashdown's, and demonstrated the Pathéphone to a very large and appreciative audience. To demonstrate how easily it could be done he proceeded to sell for cash on the opening night one of the superb new Louis XVI Pathéphones, and a large assortment of Pathé records, a total cash sale approaching \$400.

A. F. Meisselbach, of the Meisselbach division of the Otto Heineman Phonograph Supply Co., Newark, N. J., and one of America's pioneer motor manufacturers, recently paid his initial visit to this city. On a former occasion Mr. Meisselbach had seen something of Western Canada while on his way from the Western States to Vancouver. He expressed himself quite pleased with Toronto. Mr. Meisselbach is much impressed with the rapid growth of the phonograph industry, and to him the number of homes without a phonograph is but an indication that the industry is only in its infancy.

Ralph Cabanas, for over two years manager of the Columbia Graphophone Co.'s business, with headquarters in Toronto, resigned from that position on December 31 and in a short time proposes visiting Mexico to look into business conditions there. On coming to Canada in 1915, Mr. Cabanas expected to remain until matters became normal and required his return, to again give personal attention to his business interests in Mexico. During his stay in Canada Mr. Cabanas has thoroughly familiarized himself with methods of doing business here and leaves with the satisfaction of having seen Columbia trade develop to the extent of this year's volume, being a little more than treble that of his first year. On a recent visit to New York he was congratulated by officials of the com-

pany on his record here. He has made many warm personal friends in and out of the trade who will regret his departure, but at the same time extend very best wishes for a complete revival of his former business success in Mexico.

Thomas C. Watkins, "The Right House," of Hamilton, Ont., have taken on the agency for Brunswick phonographs and records.

R. R. Gauvin, a leading furniture dealer of Smith Falls, Ont., has opened a new phonograph department and has secured the agency for Pathéphones and Pathé records.

F. A. Girdwood, proprietor of the Rexall Drug Store, Perth, Ont., has added the Pathé line of phonographs and records. D. J. Ritza, another eastern Ontario druggist, has likewise taken on the Pathé.

R. S. Mason, formerly with the J. M. Greene Music Co., Peterboro, and son of the manager of that firm's Lindsay branch, has leased a store in Orillia, where he will handle Brunswick phonographs and records.

Among recent trade visitors to Toronto were M. H. Matthews, president, and L. A. Baxter, vice-president and superintendent of the Thomas Mfg. Co., Dayton, O. This firm has opened up a Canadian branch in Toronto in the Kent Building, which is in charge of P. K. Wood and F. J. Foley. At the Canadian branch it is the purpose to carry for immediate shipment a large stock of each of their five types of motors and of the four designs of tone arms and sound boxes together with all necessary parts.

At the Stanley Piano warerooms, Yonge street, the Brunswick phonograph line is now being strongly featured.

S. E. Lumdsen, a well-known piano dealer of Arnprior, Ont., has secured the agency for Pathéphones and Pathé records for his district.

M. E. Standfield has started on the road wholesaling Starr phonographs and records for the Canadian distributors, the Canadian Phonograph Supply Co., London, Ont.

D. R. Doctorow, credit and sales manager for Leonard Markels, the New York motor manufacturer, spent a few days in Canada early this month, during which he closed some substantial

orders. Mr. Doctorow informed your correspondent that he was arranging at the factory to have a service man come to Toronto for two or three weeks in the interests of Markels motors and parts.

New Victor dealers in Toronto are High Park Music Store, Roncesvalles avenue, and the St. Clair Music Store, St. Clair avenue.

The Phonograph Shop, 310 Yonge street, Toronto, is featuring the Solophone.

A recital was recently given to a number of invited guests by Manager C. R. Coleman, of Thos. Claxton, Ltd., this city, to demonstrate the playing of various makes of records with the Bliss reproducer. The faithful reproduction was enthusiastically commented upon.

Whether or not talking machines should be displayed in the piano booths at the Canadian National Exhibition provoked a spirited discussion at the recent annual meeting held in Toronto, Ont., of the Canadian Piano and Organ Manufacturers' Association, resulting in the decision that they may be shown, but that the exhibition committee shall have power to enforce the rule that talking machines and player-pianos shall be demonstrated only in the soundproof rooms behind closed doors. It is proposed to interview the exhibition authorities with respect to suitable accommodation for the manufacturers of talking machines wishing to exhibit.

The Hudson Bay Co., following the concert of the Hawaiian players and singers in costume with the Bird of Paradise Co., who were filling an engagement here for a week, had a thirty-minutes' recital of Bird of Paradise Hawaiian Music through the medium of the Starr phonograph.

Arthur Middleton appeared on December 27-28 with the Winnipeg Oratorio Society. He is well known through his connection with the Edison Co., and Edison dealers made capital out of his appearance by featuring his records.

Reed & Robinson, Edmonton, Alta, are handling a large volume of business with the Aeolian-Vocalion line.

Lucy Gates, the Columbia artist, delighted large Winnipeg audiences in that city lately in a song recital.

The Mason & Risch Co., Ltd., local Victrola representatives, stated that the buying of Victrola records for Christmas giving was unusually large.

MONTREAL'S PROSPERITY REFLECTED IN HOLIDAY SALES

Big Run on Higher-Priced Models—Some Generous Advertising Campaigns—Many New Agencies Announced for Prominent Lines—Stores Enlarged and Remodeled to Take Care of Future Demands

MONTREAL, ONT., January 4.—The local talking machine trade were all unanimous in stating that the holiday trade of 1917 goes down on record as one of the best in their history and are all agreed that the talking machine has certainly come into its own. Several reasons are advanced for the large increase. First, the large amount of money in circulation, the demand this year being practically for the more expensive machines, and this was forcibly brought to the attention of your correspondent by nearly

every dealer called upon. Secondly, the manufacturers have spent large sums of money in printers' ink using full pages exploiting their products and educating the people to the advantages of music in the home, especially in war time. Thirdly, the dealers themselves in addition to the appropriation allowed them by the manufacturers for advertising supplemented this largely by running good-sized copy. Fourthly, the Christmas Club idea had a stimulating ef-

(Continued on page 42)

Talking Machine Supplies and Repair Parts

SPRINGS, SOUND BOX PARTS, NEEDLES

THE RENÉ MANUFACTURING CO.
MONTVALE, NEW JERSEY



Unico D
Construct

THE UNICO SYSTEM



Eastern Talking Machine Co., Boston, Mass.



Neal, Clark & Neal Co., Buffalo, N. Y.



Cohen & Hughes, Inc., Washington, D. C.

Record Sales Will

Install
Unico
Demonstrating
Rooms
Now

FRANCE, GREAT BRITAIN and Canada have during the past three years experienced the greatest industrial activity. Their leading retail Establishments have increased their volume of sales to the maximum. The United States is entering upon similar prosperity. Music is now a Patriotic Necessity. Record sales in 1918 will surpass all previous demands. Prepare *NOW* to secure your share of the business by installing

THE UNICO SYSTEM

THE UNIT CONSTRUCTION CO.

RAYBURN CLARK

121-131 South Thirty-first Street

Send today dimensions of your available space

UN

THE SALES BUILDER

Predominate in 1918

Install
Unico
Record Racks
Record Counters
Now



M. Steinert & Sons Co., Boston, Mass.



F. L. Steers Co., New York City, N. Y.



S. B. Davega Co., New York City, N. Y.

**U
N
I
C
O** DEMONSTRATING ROOMS
RECORD RACKS
RECORD COUNTERS
WALL DECORATIONS
COMPLETE INTERIORS

(Patented as to design and construction)

In six standard styles and in special period design such as Adam, Louis XVI, Colonial, Modern French, etc.

- Offer 1. Individuality and Class.
- 2. Highest Sales Efficiency.
- 3. Most Economical Investment.

Follow the lead of the leaders. Double Sales and Profits through

THE UNICO SYSTEM

DUCTION COMPANY

SMITH, President

, PHILADELPHIA, U. S. A.

Plans for a complete department will reach you promptly

CO

TRADE CONDITIONS IN THE DOMINION OF CANADA—(Continued from page 39)

fect in disposing of a large number of machines on the instalment principle, although from various interviews cash business predominated. There are many more reasons that could be advanced, but these are the principal ones. Record Gift Certificates were never as popular as this year and promise for its future big business in this respect. Why not extend this and make a birthday certificate?

D. S. Cluff, representing the Canadian Phonograph Supply Co., London, Ont., Canadian distributors for the Starr machine and records, has just returned from a highly successful trip in the Maritime Provinces, where he opened a large number of new accounts.

J. G. Bradt, manager of the Columbia Graphophone Co., Toronto, was a recent visitor to the trade in Montreal.

Local Brunswick Shops handling Brunswick talkers include Berlin Phonograph Co., Ltd., 153 St. Catherine street, East, who are East End representatives; Geo. A. Peate, 584 St. Catherine street, West, representatives for Eastern Ontario and Quebec, and the Cowan Piano & Music Co., 633 St. Catherine street, West, West End representatives.

H. P. Labelle & Co., Ltd., are now featuring the Starr line in addition to other makes handled.

Some of the local branch stores of the United Cigar Stores are featuring Emerson records.

The members of the Montreal Publicity Association at a special luncheon at the Rose Room of the Windsor Hotel recently heard an appeal from Mrs. F. W. Stewart on behalf of the Superfluous Shop and the toys made by the returned soldiers.

An address was given by G. W. Hopkins, general sales manager of the Columbia Graphophone Co., New York, one of the four men chosen by the United States to handle Government publicity, who spoke on the little things that make big business. Mr. Hopkins was full of valuable hints for salesmen and advertising men as to the best ways of promoting business.

S. H. Brown, retail manager of the Berliner Gramophone Co., Ltd., and P. Decker, manager of the 417 store, sent a substantial supply of smokes to Messrs. Dewar and Reece, who recently enlisted in the United States Marine Corps.

Eighty-nine Columbia Grafonolas constituted a unique showing in the window of Layton Bros. and was the largest number of talking machines ever displayed in a Montreal store window. The publicity thus gained brought most wonderful results.

Henderson & Richardson, Board of Trade Building, handle the Stewart, and the day before Christmas had sold their complete stock. They report an increasing interest in Opera-phone records.

The Edwards Furniture Co., Sherbrooke, Que., are now stocking a line of phonographs.

J. A. Hurteau & Co., Ltd., have completed alterations to the interior of their store, adding a number of soundproof booths and new lighting effects throughout. It presents a most attractive appearance. Pathé and Sonora business has never been as good before in December, said this firm.

W. J. Whiteside experienced his first Christmas business with the Victor as his leader. He reports being sold out of every model in the store with the exception of one machine which he uses for demonstration purposes. As regards his supply of records it was sadly depleted. The majority of Victors sold were for spot cash and included the higher-priced styles, very little call being noticeable for the smaller types.

The Berliner Gram-O-Phone Co., Ltd., evidenced a large demand for the first records of the Boston Symphony Orchestra.

The Canadian Graphophone Co. report both wholesale and retail Columbia business away in excess of last year as regards the month of December and are well satisfied with the number of Grafonolas and Columbia records disposed

of sold as Christmas gifts, the popularity of which is steadily increasing every year.

Lieut. "Gitz" Rice has just recorded for the Berliner Gramophone Co. two Victor records, ten-inch, as follows: "Fun in Flanders" (Parts I and II), 18405; "Honey, Will You Miss Me?" and "Take Me Back to the Land of Promise," 216016.

Lieut. "Gitz" Rice needs no introduction to Canadians. His fame as an entertainer reaches far beyond his native Montreal. When the call of the Motherland was heard he went overseas with the First Canadian Contingent, and saw action at Neuve Chapelle, Ypres, Festubert, Givnechy, Loos, the Somme and Vimy Ridge. Then he was badly gassed and sent to a hospital in England, and is now in Montreal on sick leave.

His ability as an entertainer led to his being detailed to organize entertainments for the men at the front, and he was awarded a commission in order to make his efforts fully effective. Lieut. Rice took charge of all musical entertainments within the Canadian lines, and, with the aid of the various concert and musical troops organized from different regiments, was able to entertain 70,000 soldiers every week.

The authenticity of the songs and jokes on these records is vouched for as true to life in the trenches. Other records by Lieut. Rice will be issued in the near future.

The Berliner Gram-O-Phone Co., Ltd., have enlarged considerably their two St. Catherine street, West, stores, thus giving them a larger number of demonstration rooms and even with the additional rooms at their disposal customers had to wait their turn in line during Christmas and New Year's week.

The report of Charles Culross, Sonora and Aeolian Vocalion representative, is to the effect that the demand was confined largely to the most expensive styles of both makes and which he stated sold with much less effort than the smaller machines.

A. Comtois, 1473 Notre Dame street, West, is handling His Master's Voice products.

The Berliner Gram-O-Phone Co., Ltd., report a holiday business equal to the record volume established in December of previous year. The rush came in the last three days preceding Christmas and kept up continuously until New Year's Eve.

Goodwin's, Ltd., report a good steady flow of trade for Edison Diamond Discs and Amberolas.

"We are not so eager for trade that we take all talking machine sales that are offered us," said Manager Henry Hamlet, of Wm. Lee, Ltd., who do an extensive business in Edison Amberolas and Columbia Grafonolas. "We are daily turning down sales that are offered us, as we only want business that is absolutely of a high class nature."

Geo. A. Peate, who is handling the Brunswick phonograph in Eastern Ontario and the Province of Quebec, is very optimistic over the future possibilities of this make and predicts a great future for the Brunswick. He has already sold a large number to leading local musicians of national repute, who he states are in a position to judge and compare. Two traveling representatives will start out on the road the first of the year.

Sales Manager W. W. O'Hara, of Layton Bros., told your correspondent that on Christmas Eve they were left practically without an Edison machine on the floor, and were cleared out of everything above \$200. Columbia Grafonolas and records also shared in the prosperity. "Months ago we placed what we believed sufficient orders to fill all our wants," he said, "but we never anticipated the onslaught which came as an avalanche and cleaned us out."

According to Norman F. Rowell, manager of the phonograph department of C. W. Lindsay, Ltd., holiday business this year was unprecedented, and Columbia, Pathé and Sonora machines were the gainers.

That the music loving public are being edu-

cated to the advantages of owning a phonograph was amply demonstrated at the warerooms of J. W. Shaw & Co., where Columbia Grafonolas were sold in large numbers as well as Columbia records.

Pathéphones and Pathé records enjoyed a brisk demand at the store of G. A. Holland & Son Co.

Wm. Lee, Ltd., are handling the new Golden-tone needle, which they state is selling freely.

NEWS FROM NORTHERN PROVINCES

Talking Machine Trade Most Active in Provinces of Saskatchewan and Alberta

Wm. H. Field, manager, Saskatoon Piano Co., who features "His Master's Voice" lines, is adding a number of sound-proof rooms on the ground floor. The firm is also planning an addition to the rear of the building occupied by them. The Victrola department, at present located in the basement, has been outgrown, and to meet the need of more rooms it was decided to locate these on the ground floor.

A Columbia distributing agency has been opened up in Calgary, Alta, by James E. Williams.

Nipper, the famous Victor dog, was a prominent and attractive feature in a recent display of Heintzman & Co.'s Moose Jaw store. The Victrolas shown were all of satin finish, and with an attractive arrangement of "His Master's Voice" records the window presented a striking appeal. A later window by reason of its artistic simplicity was particularly good. A cabinet machine and one of table size were shown against a background of denim.

The Victrola department of Heintzman & Co., Ltd., at Calgary, is now in charge of B. Gillespie, formerly manager of Western Gramophones Co.'s branch in that city. Mr. Gillespie is a thorough and consistent Victrola enthusiast, and finds a ready response to his enterprise in giving service to the public. Four years ago Mr. Gillespie commenced his Victrola experience with His Master's Voice, Ltd., Toronto, later transferred to Western Gramophone Co., Winnipeg, and then to that firm's branch at Calgary.

The Child & Gower Piano Co., Regina, Sas., are handling a large number of Vocalion phonographs and Columbia Grafonolas.

Jos. M. Tees, formerly of Winnipeg, where he was one of the pioneers in the music business, is now a citizen of Calgary. Mr. Tees is manager of the Imperial Phonograph Co., which firm is featuring Columbia lines.

The Hudson Bay Co., at Calgary, have taken on the Columbia line. The formal announcement of this event took the form of a series of four recitals in their "Temple of Music" on the fifth floor, but which is being removed to the fourth floor. The recital attracted audiences that crowded every available inch of floor space. The programs were of such artistic value and so well rendered as to win from this department's competitors most generous compliments to the work of J. F. Fisher, manager of this branch of the Hudson Bay Co.'s business. Mr. Fisher came west a few months ago from Toronto, where he was on the staff of the Nordheimer Co. The influence of his knowledge of his business, his friendly personality and broad appreciation of the place of music in the lives of the people, is daily reflected in the improved service of his department and appreciation of his patrons.

The "no records exchanged" sign is hung conspicuously in the store of Mason & Risch, Regina, Sas. Asked as to the difficulty of enforcing the rule, Mr. Polson, manager, replied that he found it of considerable advantage not to exchange records, as customers naturally preferred unused stock. He told of a Scotsman and his wife who had transferred their record trade to his Victrola department, their explanation being that by doing so they were assured of the records purchased being all new.

The Most Memorable Motor Event in a Generation!

The Appearance on the Scene of the

BUTTERFLY MOTOR

Leonard Markels
Jewel-Bearing

The motor that knows
no peer!

Read and note these specifications word for word, and you will realize that a new chapter in the history of the phonograph has been opened by the final completion of the

SILENT BUTTERFLY MOTOR *Jewel Bearing*

Specifications

- Beveled gear, noiseless winding.
- New ratchet device that prevents clicking.
- Bakelite intermediate gear—absolutely silent.
- Plays seven to eight 10-inch or five and a half 12-inch records at one winding.
- Cast iron nickeled frame.
- Powerful, durable, compact, accessible.
- Built especially for the highest-grade machines.
- Guaranteed in every minutest detail.
- The perfection of mechanical genius as applied to the phonograph motor.

Write today for Butterfly Folder

LEONARD MARKELS, 165 William Street, NEW YORK

Made in its entirety, from first to last, under the direct personal supervision and vigorous exacting standards of the recognized Phonograph-Motor Genius of America, Leonard Markels

Every Butterfly Motor tested thoroughly, in every practical way, before it leaves our Factory with our Unqualified Guarantee





There isn't an angle on local advertising, bill boards, store equipment and fixtures that the Columbia Dealer Service Department won't solve for you *gladly*.

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

RECENT DEVELOPMENTS IN THE TRADE IN PORTLAND, ORE.

As Is Usually the Case the Holiday Demand Cleans Out Available Stocks—Patriotic and Semi-Patriotic Records Have the Call—Machines in Period Styles Make a Hit

PORTLAND, ORE., January 3.—The volume of talking machine business throughout Oregon, and particularly this city and vicinity, is practically limited by the available supply of machines and records, and the demand is spread over all the leading lines of instruments. In other words, conditions existing at Portland are as a rule those which, according to reports, exist in practically every other section of the country. From present indications there will be no let-up in business for the coming months at least.

The G. F. Johnson Piano Co., by selling "It's a Long, Long Way to Berlin, but We'll Get There" and "Send Me Away With a Smile," is not losing any friends. R. F. Callahan, the genial talking machine salesman, delights in patriotic records, which he says sell like hotcakes. But he also has the fine taste to recommend the best classic reproductions to discriminating buyers. He says the Boston Symphony Orchestra records sell immediately after being heard. He considers them the most wonderful reproductions of orchestra music ever made.

The William and Mary model of the New Edison machine is being sold at the Meier & Frank store at the old price, with only a nominal sum added for war tax. January 1st the prices on all Edisons were advanced and Portland people took advantage last month of the opportunity to buy these beautiful instruments at the old figures and sales during the Christmas holidays were numerous.

Louis Older, formerly with the Columbia Graphophone Co. there, and now in the Canadian army, stationed at Vancouver, B. C., got a six-day leave of absence last week and celebrated it by coming down to Portland and marrying Miss Suzanne Glen, stenographer of the Columbia Graphophone Co.

The Cowan Classique, one of the most beautiful talking machines ever brought to this city, is having a fine sale. These beautiful instruments have been sold to owners of some of Portland's handsomest homes. The case is not its only recommendation, as the tone is unusually full and sweet.

Miss Emma Reynolds, of the Hyatt Talking Machine Co., reports many good sales. Many

machines were sold for Christmas gifts. The sale of records is constantly increasing. Those of Galli-Curci are very popular. The Hyatt Co. handles the Victor, Columbia and Edison machines.

P. Murphy, of the Jackson Furniture Co. of Oakland, Cal., is now salesman at Bush & Lane's Piano Co. here. Mr. Murphy sold a thousand-dollar Sonora machine immediately after join-

TRADE OPTIMISTIC AND CONFIDENT

D. Bartelstone Tells of Conditions and Prospects Experienced on Recent Trip—Closed Many Contracts With Manufacturers of Standing

D. Bartelstone, head of the Lucky 13 Phonograph Co., New York, returned recently from an extended Western and Northeastern trip, which included a visit to a number of the company's clients. In addition to securing good-sized orders for the coming year Mr. Bartelstone closed contracts whereby his company will be in a position to offer manufacturers and dealers maximum service during 1918.

In a chat with *The World* Mr. Bartelstone commented upon the fact that the great majority of the members of the talking machine industry seem to be imbued with optimism and confidence in the future. The manufacturers report the closing of a satisfactory year, and, judging from their plans for 1918, the question of service to their clients will be a most important factor in the coming year's developments.

The Lucky 13 Phonograph Co. now numbers among its patrons some of the best-known members of the trade, who have been taking advantage of the company's offer to keep them supplied with all phonograph parts immediately upon receipt of their orders. The company carries large stocks on hand, and Mr. Bartelstone has been in a position to take advantage of several important contracts during 1917. For the new year this service will be even more intensive than in the past, and a number of new lines will be announced in the near future.

D. Bartelstone has been associated with the talking machine industry for a number of years,

ing the Portland house. The Sonora is selling rapidly. A carload has just arrived for Bush & Lane and is being quickly disposed of.

Wm. Gadsby & Sons, the large furniture house, have just stocked up with a complete line of Columbia Grafonolas and handle these machines exclusively.

Miss Ethel Brown has taken charge of the talking machine department of H. Jennings & Sons. This house sells Columbia Grafonolas and Windsor machines.

Miss H. Perry, formerly with Byron Mauzy, of San Francisco, is now saleswoman with the Bush & Lane Co. here.

and in addition to being a competent executive and merchandising man also possesses an invaluable technical knowledge of the talking machine business, a knowledge which has contrib-



D. Bartelstone

uted materially to his company's success. He is well known in local trade circles, and according to his present plans will visit the trade throughout the country at frequent intervals this year.

A CONVENIENT BLACKMAN SOUVENIR

Combined Desk Rule and Blotting Device Carries Holiday Greetings to Trade

The Blackman Talking Machine Co., New York, the prominent Victor wholesalers, remembered their friends in the trade with a most attractive and useful holiday souvenir in the form of an eight-inch celluloid ruler on one side of which appears monthly calendars for 1918, and to the reverse side of which are attached several strips of blotting paper that should prove a great convenience in blotting signatures on letters. The Blackman souvenir will find a permanent place on many desks.



Announces

A NEW RECORD ALBUM

Each album has a system of interlocking which makes each envelope an individual container. Riveted at the back so that the strain cannot weaken the envelopes. Ends are brass finished.

Indestructible and guaranteed to be the strongest album on the market

Metal-back and other grades also manufactured as heretofore.

NEW YORK ALBUM & CARD CO., 23-25 Lispenard St., NEW YORK

Featuring the Musical Possibilities of the Talking Machine

By William Braid White

[Note.—This is the eleventh in a series of articles on the general subject of the musical possibilities of the talking machine. The aim of the series is to develop these possibilities from all angles, thus opening up fields for sales expansion oftentimes neglected wholly or in part.—Editor.]

SCHUBERT UNFINISHED SYMPHONY

The other day I was listening to some Columbia records at a friend's house and, in looking over his collection, the title "Symphony in B minor (Unfinished)" caught my eye. What memories that name brings back! How I remembered that very young fellow whose pennies were few and far between, but who scraped up each week enough to buy a gallery seat at the St. Nicholas Garden, in New York, so that he might hear Franz Kaltenborn's orchestra on Tuesday nights. This was way back twenty years ago, or very nearly that long. Kaltenborn made a brave attempt to popularize orchestral music in New York during the summer by giving it in a place where you could sit and drink beer while drinking in metaphorically the music from a very good band. His players were nearly all Philharmonic men and they made a pretty large hit that first season. Every Tuesday night was symphony night, and I shall never forget that it was on one of these Tuesdays that I first heard the Unfinished Symphony of Schubert.

The Talking Machine Route

You talking machine fellows, do you know what you might be giving the great American public in these serious times if you would but help them to get acquainted with some of your really fine records of symphonic music? It is such a pity that the people have been taught, by newspaper jokes and by general indifference, to sneer at everything which dares to call itself "artistic." But, thank heaven, those days are passing and we are coming to better understanding. Still, there is much progress yet to be made, and in no direction can it be made more surely and rapidly than via the talking machine route. The talking machine is the best musical educator the people ever will have, and in these days, when we are entered on a great and trying task, we need the encouragement and the strength that come from great music; need it as we never needed it before.

It is up to the salesman to encourage with all their hearts whatever will tend to bring about a better popular understanding of, and demand for, high-class records. The people's heart is right. They want good music, but they don't know what to ask for. They don't know what to listen to. It is up to you to tell them. And how can you tell them if you know no more than they do?

That is why these articles are written; not to instruct you in a superior way, but to furnish ideas that may lead you to take a more definite interest in these things and to make yourself better acquainted with them.

The home folks will not be wanting fox-trots and jazz when the brothers, husbands and sons are at the front. It is up to the talking machine man to decide what they shall have in place of the appalling drivel that once suited everybody.

Franz Peter Schubert

Will you listen, then, while I tell you something about this record: Columbia A5748, the Unfinished Symphony of Franz Schubert, in two parts, one on each side of the disc? It is worth while hearing.

Franz Peter Schubert was one of the world's neglected geniuses. You often hear of such, but seldom know of a real specimen. Schubert's case was genuine. All his life was passed in poverty and disappointment. He died at the early age of thirty-one, in something very like the weakness of an improperly nourished body. In his short life he managed to compose ten

symphonies, operas, piano compositions galore, quartets and quintets for strings, and no less than 600 songs, many of which, such as the "Erl-King," "Gretchen at the Spinning Wheel," the "Serenade," "Hark, Hark the Lark," "Who Is Sylvia," are well known through records to every talking machine man.

Schubert was born in 1797 near Vienna and died the year after the great Beethoven. His father was a poor school teacher and the boy was educated at the school maintained for the choir boys of the Imperial Chapel, a place amongst whom had been secured for him at the age of eleven, on account of his beautiful voice. The fare was scanty, the discipline severe and the child suffered under it. But he was already, although he had no formal musical education, beginning experiments in composition. When he was sixteen his voice broke, and he was dismissed from the school and choir. Three years followed of miserable attempts to teach in his father's school. This finally had to be abandoned altogether, but Schubert nevertheless found time, during the year 1815, when he was but eighteen years old, to compose two symphonies, five operas and one hundred and thirty-seven songs! Some of these songs have since been sung all over the world and are still included in the program of every song recital.

An obscure musical appointment was, at this time, refused to him on the grounds that he was "imperfectly qualified!" Poor Schubert!

Schubert at The Inn

The rest of his life was passed quietly and obscurely. He lived sometimes at home, sometimes in rooms elsewhere. His songs sold fairly well after a time, but often for miserably insufficient prices. For his larger works, however,

he could not obtain a hearing at all. Even his songs he had to give away, almost. Franz Lachner, many years later, once related how he and Schubert had a mind one day to go to the country for an excursion, but neither of them had any money. So Schubert hunted up a bundle of songs he had recently written down and gave them to Lachner, asking him to take them to the publisher, as Schubert himself was too shy to present himself there again. After much hesitation, the publisher consented to pay five Austrian florins (about one dollar) for the bundle of manuscript! The two took this money and went off, happy as kings. At lunch time they stopped at a little inn. While waiting for their meal, Schubert found an old cracked spinet, at which he sat down and began to play over ideas for new songs that had occurred to him on the road. Soon the landlady and all the other guests had stolen silently into the room and sat listening entranced! Some of these songs, says Lachner, were among Schubert's greatest.

The Unfinished Symphony

As I said before, poor Schubert could get no hearing for his larger works, and that is the very reason why the unfinished symphony is really "unfinished," having only the first and second movements. The circumstances were somewhat as follows:

In the year 1821 the Musical Society of Gratz in Austria elected Schubert to honorary membership. The obscure composer was delighted at the recognition and announced that he would compose a symphony for the society as a mark of his thanks. He at once set to work and finished the first two movements. He had just be-

(Continued on page 47)

THE 1918 TRIO



NEW HOME OF
OLIVER DITSON CO.

DITSON VICTOR BOSTON

BUT WE DON'T—

We could cheapen our factory cost in many ways as by using gum and birch and finishing to resemble mahogany—but we don't.

We use mahogany and walnut.

We could use two coatings and rub by machine—but we don't.

We use three and rub by hand.

We could save money by using motors that wind with a grind and run with a rumble, with a wabbling turn table—but we don't.

We use a precision motor—as silent to wind and run as your watch.

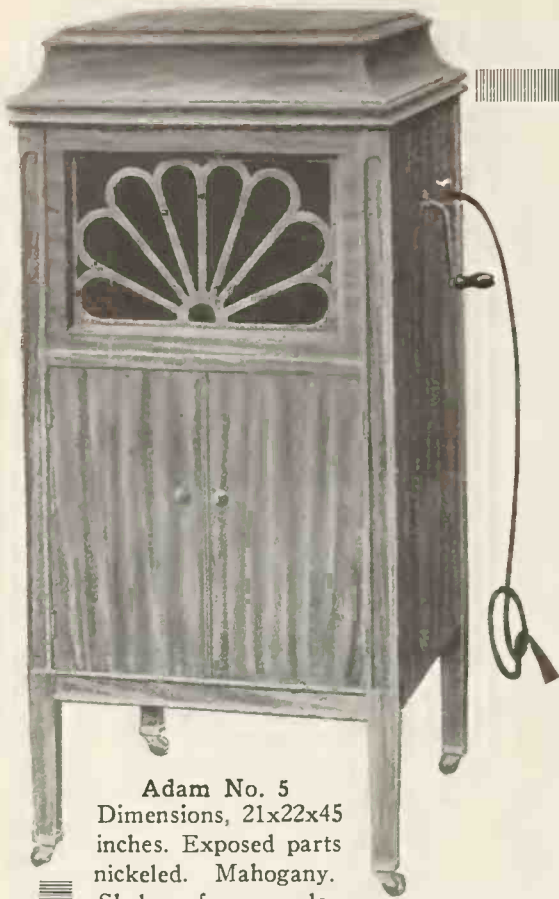
We could use a poorly constructed tone arm and reproducer with a rattle and a scratch at every turn—but we don't.

We use an acoustically correct and properly constructed tone arm and a brilliant reproducer that conforms to the perfection of the rest of the machine—Great volume—little surface noise.

We could save by using a 10 or 15-lb. iron casting for the concealed horn—but we don't.

We use a machined and carved round neck conforming perfectly to the shape of the tone arm.

We could save by using albums or racks in our higher priced machines—but we don't.



Adam No. 5
Dimensions, 21x22x45 inches. Exposed parts nicked. Mahogany. Shelves for records.
Price \$100—with electric motor \$125.
"Play It Yourself"

We have built in containers that conform with our beautifully designed cabinets.

We could save by using the usual cheap slide or damper as a tone control—but we don't.

Our modulating device is exceptionally fine and is controlled to any degree by the operator, from a distance if desired, without muffling in the least.

We could have a cheap man assemble many machines a day—but we don't.

We assemble so carefully and accurately that four machines are a day's work for a well paid mechanic.

The
Slogan of

The Widdicomb

A Finished Product

Is "Not How Cheaply But How Well"

We realize the prestige of the older concerns and know that to make a success we must build carefully and pay every attention to the details of construction and equipment. Our facilities allow us to produce a perfect machine, at a moderate price and with a better discount for the dealer.

The dealer with the Widdicomb line is not only selling the phonograph but complete satisfaction as well.

Apply at once for particulars and territory. Catalog and discounts now ready and orders piling up fast.

Prospective jobbers will be amply repaid by a visit to our factory.

PHONOGRAPH DIVISION

The Widdicomb Furniture Co.

Established 1865

Grand Rapids

Michigan



Chippendale Console No. 4

Dimensions, 23x36x40 inches. Exposed parts gold plated. Mahogany or Walnut. Capacity, 150 records. Price \$200—with electric motor \$225.

"Play It Yourself"

Make two sales grow in place of one—that is the purpose of the Columbia Sales Department.

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



THE MUSICAL POSSIBILITIES OF THE TALKING MACHINE

(Continued from page 45)

gun the Scherzo when some misunderstanding arose, apparently, between him and the Gratz musicians. The work was laid aside, and although, according to Sir George Grove, whose authority is final, it did come into the hands of the Musical Society, it was never performed, but remained forgotten until 1865, when it was disinterred and performed for the first time at one of the concerts of the Vienna Gesellschaft der Musikfreunde in the same year. Since then it has been played constantly, and is now given at least once a year by every important symphony orchestra in the world.

Allegro Moderato

Schubert certainly never heard his manuscript performed, and yet it stands as a model of euphony and delicate perfection. It contains many novel ideas in the way of orchestration and general treatment and is of a captivating beauty that appeals to the musically unlearned as quickly as to the professed musician. Let us look into it a little more closely.

The first movement (Part I on the record) allegro moderato is agitated and stressful. It opens with a solemn theme intoned by the stringed-basses. After nine bars of this, the first and second violin take up a rippling accompaniment, which, a little later, is interrupted by a secondary tune from the oboe. This is joined by other reed instruments, with the dancing violins continuing underneath. Suddenly horns and bassoons break in with a challenging chord. A few notes of preparation follow, and then emerges in the 'cellos what is perhaps the sweetest bit of melody in all the literature of the symphony, the famous second theme of the movement; gracious, charming and tender.

As the strains of the 'cellos die away, the violins take up the tune an octave higher and play with it lovingly. But a change impends. A sudden pause comes. Then, without warning, the entire orchestra crashes into a series of ascending chords which lead higher and higher until there modulates out from them the second theme again, tossed around between violins and 'cellos until the first theme returns and is repeated as in the beginning.

A second section of the movement now opens, with a third tune taken from the original oboe melody of the opening. It mounts onward and upward, until the whole set of subjects is hurled together into another maelstrom of orchestral color, to emerge at last in gentle alternate repetitions, drawing to a lovely and thrilling close, with unison chords and a roll of the drums.

Andante con moto

As the first part is stormy and stressful, so the second is heavenly in its peace and harmony. Three little melodies are voiced together at the opening, in stringed, brass and reed instruments, respectively. After some little working out of these in canonic form (that is to say, by one voice following the other in imitation first on strings, then in reeds and so on) there comes out a second melody all by itself, in the shape

of a solo for the clarinet, accompanied by a syncopated running figure in the strings and oboes. This works up to a sort of climax, and then dies down again into the melodies of the opening. These are repeated and finally develop to a close, the little canonic imitation frisking around from one set of instruments to another, till, quietly, almost dreamily, the movement draws to its gentle end.

Schubert left some two dozen bars of a third movement written out. There is no trace of any sketch for a finale.

It will not be doubted by any one who will calmly sit down in a quiet room to listen to this symphony that Schubert has here touched heights of beauty which few have reached. The storm and stress of the first movement are everywhere concealed in the velvet glove of sweet melody and graceful treatment of the instrumental work. The pure appealing loveliness of the second movement comes to one like a breath from heaven. Schubert, poor, obscure and neglected, Schubert, that ugly little man with the thick spectacles, whom the sweet Fanny Vogel could not make up her mind to marry, who was too shy to approach the bedside of dying Beethoven, whose best friends thought him a bit unpractical and stupid; this Schubert touched immortal heights of inspiration, dreamed immortal dreams of beauty, such as few others, either before or since, have been

permitted to conceive in the great realm of music.

You who may have thought that the music of the masters is obscure, recondite, hard to understand, listen to the sweet loveliness of Schubert, and know that the immortal language is always simple, always easy, always clear to those who listen to it with open ears and minds ready to be taught. Study, let me urge you ever more earnestly, the great treasures of musical beauty that forever have been stored up through the genius and skill of the men who have made the talking machine what it is. Make up your minds definitely that the immortal inspiration of the great souls who have expressed themselves in great music is going to be wanted by the great American people during the strenuous days of the war. Do your part in making it easier for the people to get the consolation, the strength and the encouragement which lie buried in these splendid records on your shelves. You will never regret any trouble to which you go in this connection.

C. A. WOODS PIANO CO. IN NEW HOME

The C. A. Woods Piano Co., formerly located at 1323 St. Nicholas avenue, New York, has moved to new and larger quarters at 1327 St. Nicholas avenue, where special attention will be given to the talking machine department. The company features the Schubert phonograph with a gratifying degree of success in the Washington Heights section.

Ward's Khaki Moving Covers



Grade "D" Cover with No. 3 Straps.

PROTECT YOUR MACHINES FROM ALL KINDS OF WEATHER

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

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

Grade "D" \$5.00 Grade "K" \$7.50

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

ORDER SAMPLE COVER ON APPROVAL

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

Write for booklet

THE C. E. WARD CO.

(Well-known Lodge Regalia House)

101 William St., New London, Ohio

Also Manufacturers of Rubberized Covers and Dust Covers for the Wareroom

A New Motif in Phonographs

And an additional source of phonograph profit

The Art Period Pathé Phonograph

In three designs—William and Mary, Sheraton and Jacobean

It is the right thing at the right time—the timely answer to the demand for an Art Phonograph that will fit into the modern scheme of period interiors.

And it's of *double* significance to the dealer because of its astonishingly low retailing price of

\$190

and because of an attractive discount.

There isn't a vestige of doubt about it. In the Art Period Pathé Phonograph you've got something tremendous to offer, at a low price. You will be handsomely repaid for your selling efforts.

This new "phonograph *motif*" embodies all of the five star Pathé Phonograph selling features:

No Needles to Change!

THE PATHÉ SAPPHIRE BALL takes the place of needles. And it is permanent. It never wears out.

Pathé Records Won't Wear Out

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

The Pathé Phonograph Plays All Makes of Records

Each Pathé Phonograph, at any price, plays not only Pathé Records, but all other makes of records.

The Pathé "Controla"

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

Write now for details and tie up early with the ever-growing trend toward Art Period furniture.

Pathé



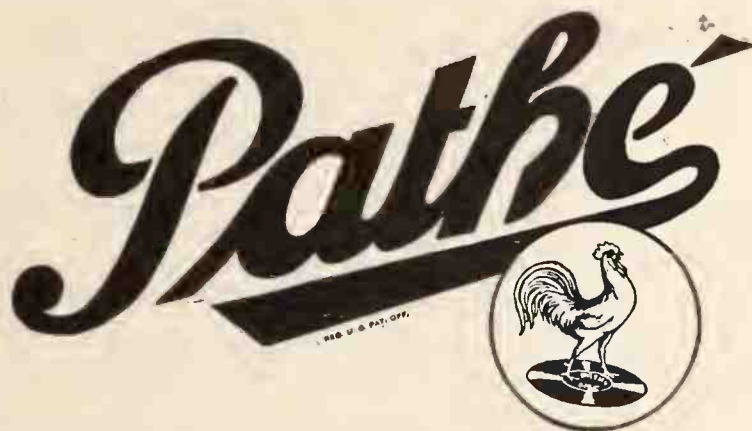

Sheraton Design—in Satin Finish Mahogany. With Spring Motor \$190, and \$200 electrically equipped.



William and Mary Design—in American Walnut Finish. With Spring Motor \$190, and \$200 electrically equipped.



Jacobean Design—in Fumed Oak. With Spring Motor \$190, and \$200 electrically equipped.



The Endless Profit of Pathé Records!

Profit based on the largest record repertoire in the world!

Profit based upon the world-wide reputation of the Pathe artist personnel:

Muratore, Muzio, Ober, Cavalieri, Didur, Thibaud, Ganz, Bispham, Grace Hoffman, Slezak, Urlus, Weil, Fitziu, Sammarco, Ruffo, DeCisneros and others—most of them *exclusively* Pathe artists.

Profit based on the Pathé monthly list of records: the latest patriotic, popular, musical comedy and sentimental song and dance successes, at the moment they become successes.

Profit based on the vast new world of melody unfolded by that repertoire: Europe's best songs, sung in practically every foreign language, by native artists of renown; quaint folk songs and melodies; romantic gypsy instrumental ensembles, favorite Court artists and famed military bands.

Profit based on the genuine satisfaction embodied in the Pathé record guarantee:

PATHÉ RECORDS WON'T WEAR OUT

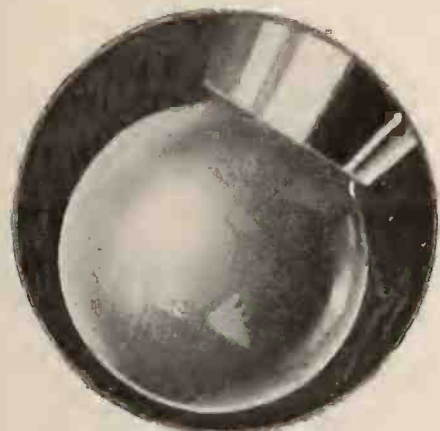
We guarantee every Pathé record to play at least one thousand times with the Pathé Sapphire Ball without impairing the unexcelled beauty of tone.

Profit based on Pathé TONE—it sells itself!

Profit based upon the international prestige that revolves around the name "Pathé."

Profit based upon a genuinely liberal dealer-discount.

And Pathé Record prices enable you to meet all other record prices.



The Pathé Sapphire Ball
Enlarged many times

PATHÉ FRÈRES PHONOGRAPH COMPANY

20 GRAND AVENUE, BROOKLYN, N. Y.

Pathé Frères Phonograph Company of Canada, Ltd., 6 Clifford Street, Toronto

PITTSBURGH TRADE CLOSES ONE OF ITS BEST YEARS

General Conditions Throughout This Territory Most Promising—S. H. Nichols Succeeds Kenneth Mills as Columbia Manager—J. C. Roush Visiting the East—Wheeling Music Co. Incorporated

PITTSBURGH, PA., January 9.—The Pittsburgh talking machine trade reports having closed one of the most successful years in the history of the business, despite the shortage of both machines and records. The holiday season passed former marks by a good margin, and dealers are only wondering how large their sales might have been if it were not for the scarcity of goods. Stocks in most instances were depleted, but are gradually being replenished to meet the steady demand that continues. One of the most serious obstacles confronting local talking machine distributors at this writing is an embargo placed by the Government on all classes of incoming and outgoing freight. It is understood that this measure is only a temporary one, and it is expected that some improvement in shipping conditions will result from the Government control of the railroads. General conditions throughout this territory are extremely promising, and the trade is quite optimistic as to the outlook for 1918. From reliable sources it is learned that it is the intention of the United States Government to place a total of \$110,000,000 worth of war orders here within the next six months. Orders exceeding \$55,000,000 were placed with local plants during a recent week.

S. H. Nichols, formerly for a number of years district manager of the Columbia Graphophone Co. in this territory, comprising Pittsburgh, Cincinnati, Detroit, Buffalo and other points, has been appointed manager of the Pittsburgh branch of the company, succeeding Kenneth Mills. Mr. Mills has been transferred to the Columbia branch at 55 Warren street, New York City, as assistant to Manager Lambert Friedl. Last June Mr. Mills succeeded Mr. Friedl as manager here, and it is interesting to note that they are again associated in the same organization. Mr. Mills is followed by the well wishes of a host of friends in the local trade.

The Buehn Phonograph Co., local Edison jobbers, tendered a dinner to their employes on Thursday, December 27, at the Fort Pitt Hotel. Covers were laid for eighteen. After the dinner the party attended the theatre.

Among visitors who called on the Buehn Phonograph Co. recently were the following: Harvey Howard, Cameron, W. Va.; L. R. Cope, Lisbon, O.; S. G. Patterson, New Brighton, Pa.;

Howard Ross, of the Ross Furniture Co., Fairmont, W. Va.; H. H. Findt, Steubenville, O.; W. B. Pfelehardt, Charleroi, Pa.

Edward Crede, auditor of a local bank, has been announced winner of the second prize in the Edison contest started "Edison Week" in October.

J. C. Roush, president of the Standard Talking Machine Co., local Victor distributors, is spending a week or ten days in the East on business. He will visit the Victor factory.

J. C. McGinnity, of the road staff of the Standard Talking Machine Co., has joined the colors with the field artillery, and is stationed at Camp Sam Houston, San Antonio, Tex. Corp. Don Morrow, of the Standard inside force, returned from Camp Lee, Va., over the holidays.

The Wheeling Music Co., Wheeling, W. Va., has been incorporated to deal in talking machines and other musical instruments, with a capital stock of \$10,000. The incorporators are Joseph N. Johnson, Frank Sweitzer, Frank Porterfield, Jr., S. Porterfield and G. Bowman, all are residents of Wheeling.

50% SALES INCREASE IN ATLANTA

Excellent Report by Grafonola Department of Haverty Furniture Co.—Other Prominent Lines Also in Strong Demand

ATLANTA, GA., January 4.—Manager Thornton, of the Grafonola department, Haverty Furniture Co., this city, reports the holiday trade very active. The business of the Haverty Co. was 50 per cent. larger than 1916, which, up to that time, was the largest month in the firm's history.

The Cable Piano Co., Victor dealers, are reported as having done the largest business in their Victrola department since the department was organized. All other Victor dealers enjoyed a very greatly increased business.

Phonographs Inc., the Edison dealers and the Diamond Disc Shop, also Edison retailers, had a most satisfactory business, their best sellers being the \$200 and \$250 types. The New Edison has been well received in Atlanta.

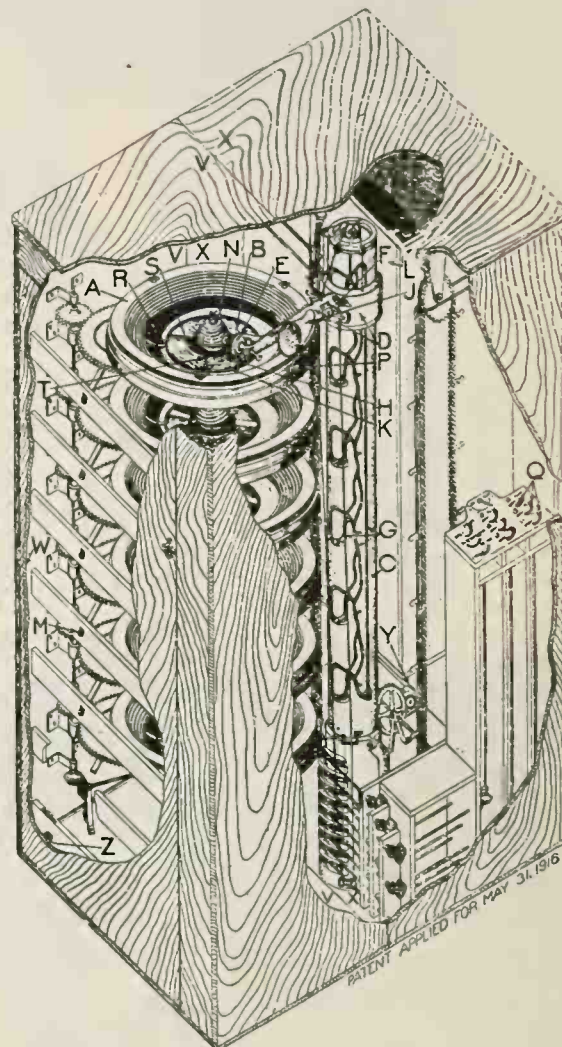
All dealers in the trade are anticipating the largest year's business that has ever been done. The various army camps near Atlanta have contributed materially to the success of the trade.

PATENTS MULTIPLE PHONOGRAPH

Yonkers, N. Y., Inventor Designs Machine for Playing a Half Dozen or More Disc Records in Succession and Automatically

A new phonograph designed to play a number of disc records in succession, and without the attention of the operator after he has started the machine, has been invented by Lucien M. Flagg, of Yonkers, N. Y., who is at present enlisted in the United States, Naval Reserve. Mr. Flagg has just been granted a patent on his invention, which is illustrated herewith.

The invention is cleverly conceived, and is pro-



L. M. Flagg's Multiple Phonograph

vided with a series of turntables bearing records. The tone arm is placed in position at the top, and as each record is played, the sound box and tone arm are lifted therefrom by a mechanical arrangement lowered and placed in playing position on the record below. After the bottom record has been played, the tone arm and sound box are automatically lifted and placed in position above the top record. Means are provided whereby the operator may omit any record in the series or repeat the playing of a record if desired. The mechanism may also be regulated to stop playing automatically after any record. The mechanism is designed particularly for electric operation. Special attention has been given to the means for making the mechanism as fool proof as possible. The use of a semi-permanent needle obviates the necessity of frequent needle changing and permits of the playing of a series of records several times without any attention to that detail from the operator.

The first model of the new instrument is about five feet high, three feet six inches wide, and two feet eight inches deep, and is designed to accommodate six records.

ARKANSAS CITY DEALER PROGRESSES

K. Weller Daniels, of Arkansas City, Kan., has installed new equipment for his rearranged department where Edisons will be handled. And he is going at the business aggressively. He has been using pages in the local papers, effective copy prepared by himself, that is getting the trade.

No "guesser" ever won shoulder straps in a contest with a "knower."

A Quick, Easy, Profitable Seller!

The Elmbrola is a beautiful machine—a sweet, clear-toned phonograph—one you would surely buy for yourself if you wanted one for your own home. Compare it with any other—it compares with the best. Note the Elmbrola's woodwork, the finish, and then put on a record. There are so many exclusive features in the

PERFECTION
Elmbrola
ST. PAUL, MINN.

"Sounds Clear — Made Sound"

that we can't tell you about them here. Get our Illustrated Folder and see for yourself. But there's one big reason why you should get this folder—PROFITS. Unless you send for this folder, you'll never know what big profits you can make. We have a good surprise in store for you. Don't delay, but write us at once.



Model B Elmbrola

ELMBROLA TALKING MACHINE CO.

Dept. A.

ST. PAUL, MINN.

How Judgment of Human Nature Helps in Closing Sales of Talking Machines

What is salesmanship? What will bring a salesman closer to his point of selling a talking machine than judgment of human nature? Nothing, absolutely nothing, for when a man enters a talking machine store and the salesman approaches him in the wrong manner, the salesman is pushing him away and will be unable to obtain his confidence. No matter how attractively arranged a store may be, and no matter how inviting its atmosphere, if the salesman does not approach his prospect properly half of the otherwise good impression made by the store is lost.

The talking machine salesman should always make it a point to show his prospect around the entire store, meanwhile listening to what the prospect has to say, noticing his actions, and, by watching his eyes, learning what attracts him the most.

A talking machine salesman never goes wrong if he endeavors to find out what the hobby of his prospect may happen to be. No matter what the hobby is, whether it is hunting, or fishing, or billiards, or even stamp collecting, the salesman will find that the hobby offers him an easy medium through which he can gain the confidence of the prospect.

The salesman who knocks his competitor is in reality boosting him instead. It never pays to knock a competitor or any other make of talking machine. There are many good talking machines made, and the salesman who is willing to admit that there are other good lines besides the ones he is handling will make an impression on the prospect, and will cause the prospect to have greater confidence in all of the statements made by the salesman concerning his own line.

In demonstrating a talking machine the salesman should always play something which, in his judgment at least, will find a responsive chord in the prospect's heart. When selling a middle-aged customer a piece like "Silver Threads" or "Annie Laurie" is bound to be pleasing. When dealing with a prospect who believes he knows a great deal about music other tactics are necessary. Say to this kind of a customer, "You, of course, are familiar with this selection from 'Aida.'" Then proceed to play a selection from that or some other opera which you have named. While this is mere flattery, it leads the prospect to believe that you have a good opinion of his knowledge of music and it helps to place him in a pleasant frame of mind and one in which he will more readily respond to the ideas and suggestions you advance in your selling talk.

When explaining the construction of the talking machine the salesman should spare neither time nor effort to make the customer understand anything that he wants to know about the instrument. The wise salesman will "tear the talking machine to pieces" if necessary to make clear any point the customer wishes to know concerning the way the talking machine is made.

One of the strongest selling arguments any talking machine salesman can offer is the fact that he works for a one-price house, which every talking machine house should be. If a customer knows that the price marked on the tag is the one which he will have to pay and that all customers are treated alike so far as prices are concerned, he will have a great deal more confidence in both the house and the line of instruments being handled than he will if he knows that by haggling the price will be brought down.

It is impossible to judge a sale absolutely until the salesman has spent a little time with the customer, and as each prospect is different from every other each deal must be handled a little bit differently in some points at least. The

expert salesman is the one who can think faster than his customer and who can direct his thoughts and his questions along lines which will make the sale easier. This can be done only if the salesman has right ideas concerning

human nature, and therefore judgment of human nature and getting the confidence of the customer are the two big things which constitute the foundation of real talking machine salesmanship.

WANAMAKER TO SHARE PROFITS

Department Store Owner, With Large Retail Talking Machine Interests, Announces Plan Whereby Employees Will Participate in Profits

According to a recent announcement employees of the John Wanamaker stores in New York and Philadelphia are to be classified according to their importance during the coming year and their sales are to be averaged. A fund of

\$400,000 is virtually to be set aside to be distributed in extra commissions.

The plan is ostensibly a method of sharing profits, but under the signature of John Wanamaker the explanation is made that if the profits do not permit the withdrawal of \$400,000 the balance lacking will be taken "out of the pockets" of the firm. Nor will \$400,000 be the maximum amount, for if conversely profits are large the extra compensation will be increased. This is an important move.



Attendez Citoyens!

DO YOUR BIT

Help our boys who are
"Going Over" to learn French.

The new VICTOR Records

"First Aid"
French
for American
Soldiers

will be invaluable to them.

C. BRUNO & SON, Inc.

(Established 1834)

Victor Distributors to the Dealer Only

351-353 Fourth Avenue

NEW YORK

We Do Not Retail



HIS MASTER'S VOICE

Pictures for Victor Customers

A NEW AND ARTISTIC FIELD OF PROFIT
OPEN TO VICTOR RECORD RETAILERS

Appeal to the *eye* as well as to the *ear*! Your customers delight in the music of Alma Gluck, Caruso, Schumann-Heink, Galli-Curci, Kreisler, Patti, McCormack. Let them, also, *see* these Victor artists.

The pictures reproduced here are the only **HAND-COLORED PHOTOGRAVURES** of these seven artists on the market. They were made for us by a New York firm of lithographers. They are eleven by fourteen inches in measurement, just the right size for the demonstrating booth or home.

35c TO RETAILERS

Thirty-five cents each is the price to retailers, two dollars and twenty-five cents a set. The retail price should be strictly held at sixty-cents. This allows a fair profit, although each one might easily bring a dollar. To every retailer ordering six or more sets another complete set will be given **FREE**. Order now by postal card.

"Although I listen to thy voice,
Thy face I never see"—*Moore*

**Stewart Talking
Machine Company**
Victor Jobbers
Indianapolis

A "SELLING BOOK" FOR NEW EDISON

M. M. Blackman Produces a Volume of Information That Is Invaluable for the Salesman Concerned in New Edison Exploitation

KANSAS CITY, Mo., January 4.—A year ago M. M. Blackman, manager of the Phonograph Co., distributors of Edisons in Kansas City territory, told members of the Edison Diamond Disc Jobbers' Association at the convention in New York of a new plan he had conceived for assisting salesmen to perfect themselves in their job of selling Edisons. Last September this plan, worked out by Mr. Blackman and the Gundlach Advertising Agency of Chicago, was put into effect, with the issuance of a magnificent volume, with sixteen pages 12 by 15½ inches, the "last word" in de luxe printing of original drawings, photographs and text—and yet far from being merely ornamental. The volume tells the whole Edison story, of the conception, the painstaking evolution, the production, and the performance of the "music recreating" equipment. The work is a marvel of conciseness—for this whole story is told in less than 3,000 words, including description of construction features, of Mr. Edison's search for best ways of doing things, of the re-creation tone tests, of the music that is the soul of man, and even comments of critics of well-known publications, who attended tests.

Five thousand copies of the book were published. And last September they were distributed to jobbers, who passed them along to dealers. Perhaps the most important result from the book is right there with the dealers, who through it have gained a new conception of marketing Edisons, and think and talk of them with a higher enthusiasm.

Dealers have studied the book, imbibed its spirit, and kept it where customers could see it. But in addition to using it as the keynote and guide to their store selling, they have supplied their salesmen with copies. The salesmen have taken these books on their sales visits and there have fulfilled the original function for which the book was intended.

It is in reality a "selling guide." The salesman, opening the book when he begins his sales talk, can if he desires—or if he has not learned the contents thoroughly—merely read the pages to the customer, displaying the pictures at the same time. This sales talk is logical—developed—even to the last paragraph in the book, which is designed to "get the name on the dotted line."

The salesmen have usually been importuned to leave the book so that some absent member of the family might see it; but since it is the only one each has, the request usually had to be denied—the salesman could come again.

But the enthusiasm of the prospect over the book, and its impressive way of presenting the subject, was anticipated in the plan of Mr. Blackman. There was to be a miniature of the large volume, six by eight inches, an exact duplicate, which the salesman could leave—and which, of course, the members of the family would later use on others, backed by the enthusiasm they had gained from the salesman's talk and the view of the handsomer edition. These miniatures were distributed just before Christmas, and salesmen have therefore had a few weeks' use of them.

The book—both the large one and the miniature—might be called a catalog; yet it is far more than a catalog, in design—and principally in function. It never gets into the hands of anybody except a real prospect, who has had the Edison presented to him by a salesman, and who has had his interest in every page aroused by that salesman. And anybody except the owner of one of the miniatures who sees it, must nearly always see it while the owner is telling about the excellencies of the Edison.

The Numm Electric Co., of Amarillo, Tex., have opened a branch house in Wichita Falls, and have been fortunate in securing the Victor agency, formerly held by Harrison & Everton, at that place.

ACCESSORIES BUSINESS ACTIVE

President Wilking, of the Ready-File Co., Tells of Trade Expansion—Important Jobbers Fall in Line—Big Foreign and Domestic Orders

INDIANAPOLIS, IND., December 29.—In spite of the war the talking machine accessories business is looming bright for 1918. Although raw materials are higher and freight shipments more or less delayed, yet the outlook is excellent, according to F. O. Wilking, president of the Ready-File Co., of this city. This company, manufacturing a filing system for Victrolas and a fibre needle pointer, has done a tremendously big business the last year.

President Wilking recently returned from an extended trip to the East and reports business flourishing. He put in Ready-File in most of the important Eastern houses, including the Penn Phonograph Co., H. A. Weymann and Louis Buehn, Philadelphia; Blackman Talking Machine Co., and S. B. Davega, New York; American Talking Machine Co., Brooklyn; Henry Horton, New Haven; J. Samuels & Bro., Providence; the Oliver Ditson Co., M. Steinert & Sons, Eastern Talking Machine Co., Boston; Cressey & Allen, Portland, Me., and Gately-Haire, Albany, N. Y.

The Ready-File Co. recently received an order for 2,000 sets of Ready-File from J. W. Jenkins' Sons Music Co., of Kansas City. This concern writes that 90 per cent. of the Victrolas X and XI it sells are equipped with this filing system. The company recently filled orders from Cuba, Australia and England, which indicates that the war is not stopping business altogether in these countries.

President Wilking announces that the recent delay experienced by the company in filling orders for Ready Needle Pointers has been obviated and this new accessory is now being manufactured on schedule. The company already has a big lot of orders from the trade throughout the country awaiting shipment.

The Ready-File Co. expects to have an ex-

hibit at the National Music Show in New York and will have a few surprises for the trade the coming year.

STATUS OF JANUARY RECORD LISTS

Victor Co. Calls Attention to Importance of the First Supplement of the New Year to Those Who Have Secured Machines at Christmas

An important fact regarding the January record supplements that is not generally appreciated by the usual run of talking machine dealers is the relation it bears to the new talking machine owners—those who have just received their machines the previous Christmas. In a letter accompanying the January Supplement of Victor Records, the Victor Co. says most pertinently:

"The most important supplement Victor retailers receive during the year is that for January. It is the most important because it is the first supplement which comes to the attention of thousands of new customers. A copy of the supplement for January, 1918, is handed you herewith.

"Can you get a mental picture of all the thousands of people who, for the first time in their lives, are now enjoying all the delights that a Victrola brings into the home? Can you get a mental picture of their unbounded enthusiasm? If so, you will realize very clearly that the January supplement is, and will always be, the most important of the year.

"When you put their first supplement into the hands of these new customers, they will fully expect that you will be able to supply them with any record listed therein, and for your own individual good, for the reputation of your own business, it is of the utmost importance that you should not disappoint these people who will inevitably become regular customers of the store that gives them the best service."

Fame is no snob. She weighs merit from behind a bandage.

**Manufacturers—
Jobbers—Retailers**

If you are ready to take advantage of the enormous demand for good talking machines, we can serve you two ways.



Harponola

We are in the position to sell you the finest looking and scientifically constructed cabinets at reasonable prices.

We can sell you fully equipped machines under your own trade mark or ours, in carload lots at jobbing discounts.

If you are a dealer, please bear in mind that we manufacture only high grade cases and are installing the best mechanical equipment that money can buy. A postal will bring you our catalogue with full details.

Our prices and discounts are fair to the manufacturer, liberal to the jobber, right to the dealer and just to the public.

Write us today as we are now placing orders for raw material for our 1918 requirements.

THE CELINA FURNITURE CO.
CELINA OHIO

OUR THREE BIG LEADERS

Compare our prices, our undisputed qualities with any other type. NEVER before in the history of phonographs have such unusual, high-grade, low-priced MACHINES been offered.

IMPORTANT

We urge dealers to inquire **AT ONCE** for our **BIG DISCOUNTS** and order our literature in regard to all of our product.

Our prices and our qualities are our success. Hundreds of dealers are enjoying this success with us.

"LIVE" Agents Wanted Everywhere

Our Famous Leader MODEL "MASTER"

Of our Model "Master" we feel we have a right to be justly proud. Never before has the public been offered an opportunity to buy a large, strictly high class phonograph at anything like the price for which we offer this model. Our Model "Master" is of such unusual value that it has created a sensation throughout the entire phonograph world, for there is not a single machine in the market today which can favorably compare with it in value. No finer looking machine made for the low price we offer.



Retail Price
\$75.00

SPECIFICATIONS:
48 inches high; 20½ inches wide; 20½ inches deep



Model X

RETAIL PRICES:

Electric Outfit, - \$75.00

Spring Motor, - \$60.00

SPECIFICATIONS:

43 inches high; 19 inches deep and 17 inches wide

The above model is manufactured in TWO other types, namely:

OPEROLLO XV

Electric Outfit, - \$100

Spring Motor, - \$75

SPECIFICATIONS:

45 in. high, 21 in. deep and 19 in. wide

OPEROLLO De Luxe

Electric Outfit, - \$125

Spring Motor, - \$110

SPECIFICATIONS:

52 in. high, 23 in. deep and 22 in. wide

The Phonograph of the Future
will invariably be
**EQUIPPED WITH ELECTRIC
MOTOR**

Be prepared! More and more the public is demanding the electrically-operated phonograph that does away with the constant necessity of winding. Connect with a line that has already "electrified."

Electric operation is only ONE of the exceptionally fine features of our 1918 models. Every feature has been refined and perfected. All of our 1918 models are supplied with double spring motors, instead of the electric motor, if desired.



Model F

An unlimited market for our Model "F," the only **perfect, inexpensive, floor-cabinet** machine in the country.

Sells ALL the Time



Retail Price

\$40.00

SPECIFICATIONS:

40 inches high; 18 inches deep; 15 inches wide

We are Distributers of LYRIC Records

OPEROLLO PHONOGRAPH CO. INC.
Detroit, Mich.

There's a Columbia Grafonola in every Y. M. C. A. and Knights of Columbus Army Hut. Who says Columbia isn't doing its bit to Win the War?

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



RECORD DEMAND TURNED SCALES IN BALTIMORE TRADE

Business for 1917 Exceeded Last Year—Holiday Trade Closed With Fine Record—Larger Prices Demanded and Paid—Liberal Advertising Brings Results—News of the Trade

BALTIMORE, Md., January 8.—A prosperous year was closed by the talking machine dealers and distributors when the month of December passed. Shortage of machines and shortage of records at various times during the year apparently did not interfere with the gross business when the final tabulation was made, for without exception business showed a substantial increase over the year of 1916.

December closed with a fine rush. Buying was of a class that pleased the dealers without exception, for a great deal of cash business was gathered in by all of the dealers. Larger payments were demanded and obtained by the dealers. The increased prices of machines did not affect the business in any way.

Unlike previous years the machines that had the big call were those above \$50; many dealers found it difficult to get a sufficient number of machines of the higher grade, while all of them still retained their cheap machines after the holiday rush had concluded. Business continued after Christmas with a fine class of buying.

Heavy sales of records is what, in many instances, made possible the increased business over last year. Yet the supply of records was at no time equal to the demand made upon the jobbers and dealers. There is still a shortage of records and machines, but dealers are hoping to have this cleared up now that the rush has concluded.

Dealers advertised liberally throughout December both in the newspapers and other mediums and used mail matter, leaving no stone unturned to build up a real month's business. The dealers were aided in their big advertising drive by the ads of the various factories.

Stormy weather during the close of the month held back some buying. W. C. Roberts, of the E. F. Droop & Sons Co., Victor distributors, stated that December was a most remarkable month for business. Cash sales in particular exceeded expectations. The big business was in records as well as machines. The year closed about 25 per cent. in excess of the previous year, and it was due to the extraordinarily large sale of records, while the machine business was under that of 1916. Looking toward 1918 the firm feel that this is going to be a good year for business and they plan to increase their sales force with experienced and trained men.

S. C. Cook, assistant manager of the Baltimore branch of the Columbia Graphophone Co., says: "Business was simply great in December and for the year 1917 was enormous. That's the best thing I can say. We were so far ahead of 1916—and that was a great year—that I would not give out the increased figures. Records and machines are both coming along every day, and we have managed to keep all of our dealers satisfied, which was some job."

W. S. Parks, the Baltimore manager for the Columbia Co., is out of the hospital after be-

ing a patient for more than six weeks. He was able to be at his desk in final days of the Christmas branch and was pleased beyond measure. He left on New Year's day to attend the convention of Columbia managers in New York City.

Jesse Rosenstein, for the National Piano Co., Pathé distributors, reports business fine for December with a general increase for 1917 over the months of the previous year that the firm handled the line. The firm was handicapped in some measure by the delay in shipments, due to freight congestion.

I. Son Cohen, of Cohen & Hughes, Victor distributors, reports business satisfactory for December, but not much of an increase over the previous year. The business for the year has not been figured up as yet, but will show an increase. Machine and record shortage from time to time kept business back. Mr. Cohen left on Wednesday for New York to stir up more machines and records for Baltimore and during the month of December he also made a number of trips to both the Victor factory and the Victor offices.

Department stores having talking machine departments, as well as furniture houses with talking machine departments, did exceptionally good business during December and closed the

year in good shape. Record business with these firms was what helped business immensely, for there were times when they were without machines other than those they had in their demonstrating booths.

The Brunswick is being handled by the local Brunswick Co. and also by the music department of Brager's Department Store. The Kimball talking machine is being handled here by the H. D. French Piano Co., the W. W. Kimball Co.'s representatives, and the firm has been able to sell all that have been shipped here.

VICTROLA OUTFITS FOR SOLDIERS

Automobile Club of Delaware County Presents Outfit of Victrola and Records to Each of Five Regiments From That District

PHILADELPHIA, PA., January 5.—The Automobile Club of Delaware County recently purchased and presented to each of five regiments from this section now in active service a complete Victrola outfit, including records and needles. Each outfit consisted of a Victrola VIII with six record albums containing in all 102 double-faced Victor records; 10,000 needles were included in each outfit and both machines and records were packed in specially constructed pine boxes for transportation, the boxes being fitted with handles so that the outfits could be carried easily by two men. Deep appreciation from both officers and men was the reward of the club members for their thoughtfulness and generosity.

Anticipate Your 1918 Requirements Now

by investigating at once the merits of our improved Veeco Electric Motor and Vitraloid Turntable for electrically equipping your higher grade machines.

The Veeco motor runs on either A. C. or D. C. of 100-125 volts without any adjustment, and can be supplied to run on any voltage from 6 to 250.

To dealers we supply the motor mounted on either 12" or 12½" square mahogany boards, all ready to install.

Send for a sample and try it out.

Orders for 1918 should be placed at once.

THE VEECO COMPANY

248 Boylston St.

Boston, Mass.

The Original Producers of a Complete Electric Drive for the Talking Machine Manufacturer's Use

"B & H" REPOINTER

For "B & H" Fibre Needles

This little device is as perfect for its purpose as time, study and money can make it.

It does its work properly and just as it should be done. With one motion of the lever it planes the point side of the needle and sharpens it as you would a pencil with a penknife. It does not break or crack the cortex or shell of the bamboo.

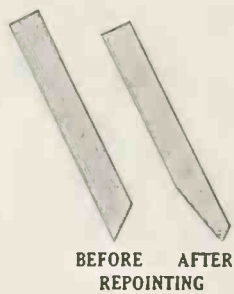


U. S. Patent December 5, 1916

It perfects and repoints a needle from seven to nine times. For efficiency, workmanship and general appearance, the "B & H" Repointer cannot be excelled. It is a high-grade tool, (handsomely nickel-plated), easy to operate, practical and fool-proof; put up in an attractive leatherette box, with tray to receive shavings.

An imperfect needle may be instantly perfected and repointed some eight or nine times with this device.

Every user of fibre needles will want a "B & H" Repointer and Perfecter.



As it is our earnest desire that every user of "B & H" Fibre Needles should have the proper instrument wherewith to repoint his needles *correctly*, we strongly recommend that jobbers and dealers keep this device in stock for the benefit and accommodation of their customers.

GUARANTEED IN EVERY RESPECT

RETAIL PRICE \$2.00 EACH

Sample mailed to jobbers on approval

B & H FIBRE MANUFACTURING CO.

33-35 West Kinzie Street,

CHICAGO, ILL.

There's something mighty tempting in the Columbia February List for every musical appetite.

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



NEW BUYING ELEMENT CROPS UP IN BUFFALO TRADE

Mechanics and Laborers Put Extra Earnings Into Talking Machines and Records During Holiday Season—Heavy Increase in Population Presages Live Business for 1918—The Month's News

BUFFALO, N. Y., January 5.—According to the reports of holiday business coming from local dealers, the public generally has been talking machine crazy. Practically all of the stocks have been cleaned out or greatly depleted, and many more machines and records could have been sold had supplies been available. Mechanics and laborers made up a large proportion of the buyers, for this class of workmen are making more money than they ever made before, and are ready and willing to spend it for talking machines. It is estimated that the Christmas trade just passed was 25 per cent. greater than that of a year ago.

The prospects are that prosperous conditions will continue throughout 1918. Buffalo's population is increasing by leaps and bounds and it is estimated that there are now 530,000 people, with the people still pouring in. With a big suburban territory to work, the dealers have every confidence in future business.

"There was an unprecedented demand for machines and records and there was not a dealer in our territory whose 1917 business did not surpass that of 1916," said V. W. Moody, manager of the Neal, Clark & Neal Co. "It was necessary, however, to make a few substitutions of special-finish Victrolas. Our method of distribution was such that none of these dealers lost business, and few, if any, carried any unsold stock after December 25." The business done at the attractively arranged new retail store of the Neal, Clark & Neal Co. fully met with the estimated forecast of the firm. While not able to advertise machines as extensively as in other years on account of the shortage, the store made a special drive on records and did approximately fifty per cent. more record business in December than was forecasted for the month.

O. M. Kiess, manager of the Buffalo branch

of the Columbia Graphophone Co., attended a meeting of the company's branch managers of the United States and Canada in New York City this week.

"Our Edison stock moved very fast," was the holiday report of Charles J. Hereth.

The King Furniture Co. is featuring Columbia Grafonolas. The manager of this section is Harry S. Cohen.

The Adams-Koenig Co. handles the Solophone, manufactured by the Hallet & Davis Piano Co.

In their large ads in the newspapers every day during the holidays Victor & Co. played up the Pathéphone strongly. The window displays of Christmas goods at this store were changed frequently. A demonstration was made daily by a live Santa Claus and a big business was booked.

"We are satisfied with our holiday trade," said C. H. Heineke, manager of the Victrola department of Denton, Cottier & Daniels. "We were practically sold out and didn't have enough machines to meet the demand. We found our two new extra demonstrating rooms a big necessity."

W. D. Andrews, of W. D. & C. N. Andrews, spent New Year's in Buffalo. "Our holiday trade was limited by the goods received," was the report of this firm. "We had the biggest record business in our history. We were short of records." This store featured window displays of \$20 and \$30 Victrolas as suitable gifts for soldiers and others.

"Every machine of every other type, which we received, was shipped immediately to dealers," said Mr. Andrews.

Charles Wright, employed for eleven years by W. D. & C. N. Andrews, was a holiday visitor. He is now at Camp Dix. Fred P. Besser, for-

merly with this firm, is at Spartanburg. Major H. H. Noyes, who traveled for W. D. & C. N. Andrews in the Buffalo territory for five years, is serving his country in France. He is with Pershing's army.

E. O. Hock, Victrola salesman at Robert L. Loud's store, expects to go to Camp Dix February 15.

Lingard Loud, son of Robert L. Loud, has passed an examination for the aviation corps, and is awaiting a call from the War Department.

A new show window has been completed at the Buffalo branch of the Rudolph Wurlitzer Co. A service flag bearing forty-three stars supplies a striking background for the window. W. P. Tanney is manager of this branch, and R. E. Harrington is a member of the sales force.

Teck Theatre audiences attending performances by Harry Lauder and other stars are accustomed to view the display of Columbia Grafonolas in the show windows of Winegar, Lindsay & Seales, located in the Teck Building.

HOLIDAY GREETINGS ACKNOWLEDGED

The World takes pleasure in acknowledging and reciprocating greetings of the season from many of its friends in the trade. Cards have been received from H. A. Weymann & Son, Inc., Harger & Blish, J. C. Roush, of the Standard Talking Machine Co.; Lester Burchfield, of Sanger Bros.; E. P. Hamilton, of Frederick Loeser & Co.; Mickel Bros. Co., W. D. & C. N. Andrews, and many others.

E. M. BAKER'S NEW POST

Edward M. Baker, formerly advertising manager of the Columbia Graphophone Co., has been appointed advertising manager of the Borden's Condensed Milk Co., New York.

The F. G. and A. Howald Furniture Co., of Columbus, O., have secured the agency for the Brunswick phonograph.



A Logical Profit

in excess of regular business will accrue to Victor dealers who are wide awake. The secret for success in 1918 consists simply in having adequate stocks of the right records at the right time, and in this respect "The House of Service" is your best insurance.

The Year
With a
Lucky Eight
1918

W. D. & C. N. ANDREWS, Buffalo, N. Y.

IMPORTANT

HANOVER, PA., November 20, 1917

To Our Customers and the Trade:

You have probably been notified by Clement Beecroft, of Philadelphia, Pa., or his attorneys, Wiedersheim & Fairbanks, of Philadelphia, Pa., of an alleged infringement of letters patent No. 1,244,944, dated October 30, 1917.

We wish to say that we have an irrevocable license to manufacture and sell this cabinet, and the patentee has no claim, either in law or equity, against this Company, or any of its customers.

We therefore notify you that we will stand back of you in any dealings with this Company, and that we will defend any suit for infringement which may be brought against you.

If further intimidation by the patentee is resorted to, we wish you would notify us, and we will take legal action to have the patentee enjoined.

Very truly yours,

THE GEO. A. LONG CABINET COMPANY

LONG CABINETS



No. 83

In all finishes. Specially adapted for use with Columbia 50. Front posts made to follow lines of posts on Columbia 75.

FIRST and FOREMOST

In the cabinet field.

Why? Because we've *specialized* in

CONSTRUCTION FINISH and ADAPTABILITY

Our supremacy in these essentials warrants your handling *the perfect line*.

That's why you should anticipate your wants NOW, *when the season's at its height*.



No. 79

In all finishes. Shown with top moulding and shelves. Specially adapted for use with Victrola IX.

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

THE GEO. A. LONG CABINET COMPANY
HANOVER, PA.

FRIEDA HEMPEL NOW EDISON ARTIST

Famous Metropolitan Prima Donna Latest Addition to the Edison Family of Musical Celebrities—Scores New Triumph in Opera

Frieda Hempel, noted Metropolitan Opera prima donna, is now an Edison artist. The Musical Phonograph Division of Thomas A. Edison, Inc., has just announced the acquisition of Madame Hempel to its present galaxy of Met-



Frieda Hempel

ropolitan artists. Madame Hempel is one of the shining lights of Mr. Gatti-Casazza's stronghold on Broadway.

Madame Hempel's joining the Edison organization occurs at a time when the name of Hempel is on the tip of every opera-lover's tongue, as a result of her brilliant debut in "The Daughter of the Regiment."

The music critics of the New York newspapers have been lavish in their praise of Madame Hempel's performance in "The Daughter of the Regiment," and have not hesitated to assert that she surpasses even the famous Sembrich, who was the last artist to appear in the same role at the Metropolitan, some ten years ago. Madame Hempel herself considers "The Daughter of the Regiment" to be one of her best roles.

Madame Hempel's vocal and histrionic accomplishments so impressed the critic of the Musical Leader that he declared her to be one of the greatest favorites heard in

years at the Metropolitan . . . " The Musical Courier pays tribute as follows: ". . . Her popularity has rapidly and steadily increased until she has become one of the foremost among the favorites of the public . . ." These opinions are confirmed by the Chicago Courier, which says: "Frieda Hempel, who has been heralded throughout this country as one of the greatest artists ever appearing at the Metropolitan . . . has won a place . . . which no one, not even Sembrich, could fill."

Madame Hempel comes of a music-loving family. After three years of thorough and conscientious study she made her debut at one of the smaller European court theatres. It was a great triumph. Subsequently she was summoned to Bayreuth—an honor said to have never before been accorded to so young and so inexperienced a singer. From that time on her career has been one of brilliant success. She has sung in most of the great European opera houses and has the distinction of being the only woman in the world upon whom the Belgian Officer's Cross of the Order of Leopold has been bestowed. This is only one of many honors.

Madame Hempel's view on music's place in war-time takes on an especial interest at this time. In a recent interview she made the statement that "the musical reaction of the war is very evident. People instinctively turn to music to ease the terrible strain for a little while."

INTRODUCE NEW SIZE OF RECORD

Emerson Phonograph Co. to Place a Nine-Inch Double-Disc Record on the Market

The Emerson Phonograph Co., New York, is now ready to place on the market a new nine-inch double-disc record, which will retail at 65 cents. The first list of these new records will be ready on the 15th of the month, and, judging from the enthusiastic comments of Emerson dealers, this record will be accorded a hearty welcome from the trade in all parts of the country.

The new Emerson nine-inch record is a universal cut record, similar to the Emerson seven-inch records which have been on the market for some time past. These records can be played on all makes of machines (with one exception) without any attachment, this feature being the paramount factor in their signal success.

Monthly lists of new selections will be issued for the new nine-inch records, and some of the most popular artists now before the public will be included in this library. The company is planning to inaugurate an extensive merchandising and advertising campaign in behalf of its nine-inch record, as it believes that a universal cut double-disc record, retailing at 65 cents, will meet with a ready sale everywhere.

The Columbia Graphophone Mfg. Co. has been incorporated under the laws of Delaware with a capital stock of \$30,000,000, to engage in the manufacture and sale of graphophones and other sound reproducing instrumentalities.

OFFER PHOTOGRAVURES OF ARTISTS

Stewart Talking Machine Co. Issues Series of Artistic Prints of Noted Victor Stars for Sale to Talking Machine Owners

INDIANAPOLIS, IND., January 4.—"Although thy voice I have often heard, thy face I have never seen." Using this well-known and popular quotation from the genial poet Moore as a selling text, the Stewart Talking Machine Co., Victor jobbers at Indianapolis, are offering to the trade hand colored photogravures of seven noted Victor artists, the artists being Galli-Curci, Caruso, McCormack, Schumann-Heink, Alma Gluck, Patti and Kreisler. They were made from unusual photographs. These photogravures measure eleven by fourteen inches—an appropriate size for framing—and were hand-colored in delicate tints by a firm of New York artists. They sell for 35 cents apiece to the dealer and allow a clear profit of 15 to 50 cents on each one. These photogravures are being marketed on the theory that every one who hears a record of any of the seven artists is a ready prospect for an artistic print.

NEW BRUNSWICK AGENTS DOWN EAST

Important Houses Take the Representation of This Well Known Line in Their Territory

BOSTON, MASS., January 9.—The Boston headquarters of the Brunswick-Balke-Collender Co., the phonograph department of which is under the capable management of R. H. Booth, at 94 Washington street, has, as reported in the Boston letter elsewhere, closed an excellent volume of business within the past few months, and excellent reports are being received from the traveling representatives. For instance, F. H. Walter, who has been covering Maine, New Hampshire, Vermont, Massachusetts and Rhode Island, for the past ten weeks, has closed some very important accounts and reports a growing interest in the Brunswick phonograph in his territory.

Among dealers who have been recently booked by Mr. Walter are the Wentworth Music Co., prominent music dealers, who have stores in Waterville, Pittsfield and Madison, Me.; Chas. F. Wing & Co., prominent talking machine dealers, New Bedford, Mass.; J. L. Chalifoux, the large department store of Lowell, Mass.; Kneuper-Dimmick Co., piano dealers, Lawrence, Mass.; R. P. Marble, Attleboro, Mass. All these establishments have placed substantial orders for the Brunswick line, and are bringing its merits to the attention of the public. Naturally Manager Booth is pleased with the substantial advance of the Brunswick in his territory.

The Peoria Phonograph Co., 418 South Adam street, Peoria, Ill., was damaged to the extent of over \$8,000 by fire recently. Four thousand dollars insurance was carried on the stock in the possession of this company.

Mr. Dealer:

Don't make your New Year's Resolutions until you have made investigation of the

GABELOLA

The Home Entertainer Supreme

You don't have to change needles or records. No winding, magazine contains 24 records and 600 needles. Just push the button.

START THE NEW YEAR RIGHT

Send for Catalog

GABEL'S ENTERTAINER COMPANY

210 N. ANN STREET — General Offices and Factory — CHICAGO, ILL.

GABEL'S ENTERTAINER SALES CO., Suite 512, No. 117 N. Dearborn St., Chicago



HEIFETZ "RECORDED" IN HUMAN INTEREST INTERVIEW

By Wm. H. Nolan, New York Talking Machine Co., New York

"Heifetz telephoned for some more records," the boy said to me the other day as I stepped into my office.

"Heifetz?" I queried, my mind on other things.

"Yes—Jascha Heifetz, the violinist. He got one of the new Victrola XVI electrics the other day. What kind of records do you suppose he wants?"



W. H. Nolan

Though we do not sell records to retail purchasers, the opportunity to secure worthwhile experience seemed to present itself, so I responded to the Heifetz inquiry with a personal call. But when it came to picking out records for Jascha Heifetz, I confess I was not entirely sure.

It was the morning after the third concert of the young Russian violinist who had become the rage of America—hundreds had been turned away from Carnegie Hall unable to secure admission. The papers were carrying big headlines about "The Musical Marvel of the Age," "The Wizard of the Bow," "The Genius of the Violin," "The Reincarnated Paganini." The most conservative critics piled superlatives upon superlatives trying to describe his greatness. And in the end they were all compelled to resort to the frail apology, that "words could not express his genius."

I gave up trying to figure out the musical wants of such a youth, and decided to ask

Heifetz to name them himself, selecting some of the famous records of Elman, Zimbalist and Kreisler, and, adding a couple of the new records of the Boston Symphony for variety, and along with a few of the most unusual records in the catalog, I started for the apartment of the Heifetz's at St. James Court.

In a separate package I carefully carried a bundle of records which I thought might interest the nineteen-year-old boy. They were nothing more or less than the first four records Jascha Heifetz had recorded for the Victor Co.—the first records, in fact, he had ever made.

In response to my ringing of the bell, the door was opened by a short, dignified man of middle age—quite Russian in type. From a room, but one adjoining, came the wonderful tones of a violin, in a Paganini "Caprice." I explained that I had called to see Jascha Heifetz. "In a few moments, please," he answered in rather hesitating but good English. "My son has not yet finished his practicing. He began so late today."

"Perhaps the concert last night is the reason for that," I ventured.

"Concert . . . No! No!" explained the father, brushing the idea aside with the wave of a Russian cigarette. "It is the Victrola that he would spend all his time on. He got up an hour earlier than usual—and he has played all the records he has over and over again. I could not get him to begin his practicing—and it should always be done in the morning."

The "practicing" sounded like a concert performance, to one listener at least, and just as he had crashed down the scale in thrilling thirds, his father called his name and spoke a short phrase to him in Russian—the passage was repeated on the violin. The father spoke a brief word—evidently of approval—and the playing went on. Once again he interrupted the player

at the end of a difficult passage—at least it sounded difficult—and again the passage was repeated until it won the word of approval. Shortly thereafter there came a finale that would have aroused any audience to a frenzy of enthusiasm. Mr. Heifetz rose and led the way to the music room.

There stood the tall, slender young wizard—in a gray tweed suit, the coat of which had been replaced by a fresh white linen jacket, his round, boyish face flushed, his light brown hair ruffled, and his black slippered feet headed straight toward the Victrola. He greeted me enthusiastically—or perhaps it is nearer the truth to say he greeted the records enthusiastically—then suddenly seeming to remember, he turned to his father and said:

"Did it go all right the last time?"

There came the anxiously awaited nod of approval—and the priceless instrument that lay on the piano was forgotten in the wonderful mahogany instrument that graced the corner of the room.

I always thought I had a good talking knowledge of the Victrola—but by the time Jascha Heifetz had put the Victrola through its paces for me I had a much greater one. No boy with a new drum or a new engine had ever been any happier. It is the first talking machine Jascha Heifetz had ever had, and he fairly took it to pieces to see how the wheels went round.

He discovered how to attach the motor to an electric plug in the wall, but he didn't take any chances until he made sure the electric lights in the apartment were 110 volts. He found the voltage instructions in the back of the machine. We got to talking about electricity, and I learned some more facts from the young Russian.

He played the violin records of Elman, Zimbalist and Kreisler and his eyes grew bright and he nodded his head in acclaim as the records of the brilliant artists of the violin revealed the beauties of their playing. Again and again he exchanged understanding glances of enjoyment



"Pathé Records"

Their Significance to the Dealer:

They signify not only the largest record collection in the world, but they signify the only records that bear the Pathé Record Guarantee:

Pathé Records Won't Wear Out

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

They signify:

No Needles to Change

THE PATHÉ SAPPHIRE BALL takes the place of needles. And it is permanent. It never wears out.

They signify the world-wide Pathé Record Repertoire: Music new to America—vocal and instrumental celebrities of European fame.

And the Pathé monthly list of patriotic, popular, musical comedy and sentimental songs and dance hits—

Plus the brilliant Pathé artist personnel:

Muratore, Muzio, Ober, Cavalieri, Didur, Thibaud, Ganz, Bispham, Grace Hoffman, Slezak, Urlus, Weil, Fitzu, Sammarco, Ruffo, Decisneros and others.

Of further significance is the fact that Pathé Records, despite their unique guarantee, cost no more than other makes of records—

And the fact that they are subject to a dealer's discount so generous it will well repay you to investigate—to-day.

FISCHER COMPANY

940 Chestnut Avenue

CLEVELAND, OHIO

No Needles to Change

THE SAPPHIRE BALL takes the place of needles. And it is permanent. It never wears out.

Pathé Records Won't Wear Out

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

The Pathé Phonograph Plays All Makes of Records

Each Pathé Phonograph, at any price, plays not only Pathé Records, but all other makes of records.

The Pathé "Controla"

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

Bert Williams' record A2438 means side-splitting fun for customers, and the music of dollars to Columbia dealers.

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



with his father as test passages for the violin were reproduced on the disc.

Then he tried out the different needles, expressing great interest in the Victor tungs-tone needle which reproduced brilliantly the violin music. He was also delighted with the fibre needle, which produced such a soft, mellow tone. He wanted to know what the needle was made of—and where the bamboo grew—and couldn't the material be obtained anywhere but in Japan. The records of the Boston Symphony Orchestra seemed almost uncanny to him—and he left the room for a moment to bring back his mother—a gentle, sweet woman, to hear the Tschaikowsky Fourth Symphony.

The comradeship between the boy and his parents was a pleasure to see. If he enjoyed anything, they must enjoy it too. And always there was the air of respectful obedience of looking up to his father and his mother for suggestions and advice. Jascha Heifetz is wonderful—but Mr. and Mrs. Heifetz are even more wonderful, for never once, by manner or speech, did they convey the impression that they were the parents of a genius. At last I undid the smaller bundle of records and slipping one out of its envelope handed it to the young violinist with the remark that "here was a record he might like to hear."

The music began. Young Heifetz came a little closer to the instrument and suddenly stopped short—it was the "Valse Bluettes," the first record he had ever made.

"Listen, mother," he said as he reached out his hand and drew her nearer, and he looked up into his father's face and smiled. With intent, wondering eyes he watched the black whirling disc, his lips puckered, then parted in a smile. He blushed like a school-girl. When the record was finished, he reached out for the second—the Schubert "Ave Maria"—one of the most beautiful "Ave Marias" ever written. Then came the "Chorus of the Dervishes" from the Beethoven "Ruin of Athens," and last of all the "Scherzo Tarantella" of Wienawski. This number perhaps more than any other shows Heifetz's absolute command over the seemingly impossible in technique.

The wonder of it all—this mere boy standing before me, a youth of nineteen, a genius. Since he was nine years of age he has been thrilling thousands with his violin. He has played in all the cities of Russia and all through Denmark, Norway and Sweden. He has traveled across the barren plains of Siberia and now he has braved the perils of the ocean and brought his art to America.

In spite of the hundreds of skilled violinists, and the present recognition of the great artists, Jascha Heifetz sprang into fame in New York in one night, and his four months' tour throughout the country has only deepened the first marvelous impressions. Now he has recorded his greatest numbers, and the thousands of persons who may not have an opportunity to hear the great violinist in concert, in person, may hear him as many times as they wish in their own homes through the medium of his marvelous Victor records. His art, which is thrilling the musical

world, comes to the Victor owners with absolute reproduction.

Heifetz's records show the marvelous purity



Jascha Heifetz

of technique and tone that can only come from a youth touched by the divine spark. A youth whose art, though perfect, will deepen with the experience that years only can bring.

"How do you like the records?" I asked young Heifetz as the last note of his own record faded away.

Jascha Heifetz grinned—a plain boyish grin. "Say, father," he said, evading my question, "was I all right on that?"

As I was waiting for the elevator I had the feeling that those records would be played again and again—that Jascha Heifetz might get acquainted with himself. And even as I was pondering over genius and the youth upon whom it had been bestowed—the door opened, and the reincarnated Paganini, forgetting all about genius and its solemn responsibilities, called out abruptly:

"Say, do you suppose I could have that record of Harry Lauder's—'Stop Your Ticklin,' Jock'?"

PLAN TO ENLARGE DEPARTMENTS

GRAND RAPIDS, MICH., January 7.—At the annual meeting of the Friedrich Music House, of this city, to be held this month, plans will be discussed for enlarging several departments in the company's store. Special attention will be given to the talking machine department, which is fast outgrowing its facilities.

A PAIR OF HOLIDAY SOUVENIRS

The American Talking Machine Co., Brooklyn, N. Y., presented to their friends in the trade a clever holiday reminder in the form of a small hand mirror bearing on the back the company's advertisement with the catch line: "We want to do business with the man on the other side." The company also distributed a second souvenir in the form of a magazine pencil.

Room 73

65 Nassau Street

Clifford A. Wolf
MANUFACTURER OF
Diamond and Sapphire
Phonograph Points

New York City

Phone, 2124 Cortlandt

Globe-Wernicke

(BUILT-TO-ENDURE)

Sectional Cabinets For Disc Records



← No. 351 Art-Mission Top.

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

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

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

← No. 357 Art-Mission Base.

Section by section it grows with the growing record library.

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

Look carefully at the cabinet.

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

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

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

Brown Disc Record Cabinet

For every small talking machine given as a Christmas present



Brown Disc Record Cabinet

Every record right in front of you always. No searching—No confusion.

Records lie flat when drawer is closed—No warping.

Records are vertical when drawer is open. Every record at your fingers' ends.

A separate compartment for every record.

No Scratching—Rubbing—Cracking or Breaking.

The Brown Disc Record Cabinet was devised to preserve a record perfectly and thereby insure Perfect Reproduction of Sound.



BROWN DISC RECORD CABINET No. 4-T FOUR DRAWER

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

Ask for Catalogue No. 317 T W

The Globe-Wernicke Co.
CINCINNATI

FINE BOOK FOR THE RETAILER

"Music in the Home," a New Volume by Anne Shaw Faulkner, of Special Value in Training Parent and Child in a Proper Appreciation of the Sort of Music for the Home

One of the latest additions to the literature that will aid the talking machine dealer in developing a more general interest in music, and particularly talking machine music, in the child mind and in the home with a resultant increased demand for both talking machines and records, is a new volume entitled "Music in the Home." The author is Anne Shaw Faulkner, a writer of recognized standing in musical circles and who possesses a thorough knowledge of educa-



Anne Shaw Faulkner

tional work in connection with the development of interest in the talking machine.

In the first place, "Music in the Home" is a book that gets away from the stilted text-book style, and, yet avoids the technical. The message which it carries is presented in plain, ordinary language, readily understandable and likewise distinctly interesting. It is planned as an aid to parents and teachers "in the cause of better listening," which brought down to plain terms means an aid to training the child to get the most out of the music which it hears. It is intended more for the home than for the school, more for the mother than for the teacher, and thereby makes an appeal to parents that is of the strongest sort.

An idea of the character of the contents may be gleaned from the various chapter headings which include: "The Home Education of the Listener," "The Language of Music," "What Music Tells Us," "The Architecture or Form of Music," "The Importance of Nationality in Music," "The Characteristic of Folk Music," "The Message That Music Brings," "The Stories That Music Tells," "The Correlation of Music in the Home With the Studies of School," "Music in Its Relation to Geography," "Music and the History of the World," "The Literary Sources of Music" and "Music Every Home Should Know."

Miss Faulkner has succeeded in linking up music with history and geography and in giving it an interest beyond that which is confined to itself; in other words, by getting away from the usual practice of treating music as a thing apart.

The musical selections suggested in the various chapters are of the standard variety, and without exception found in the leading record lists. This is particularly evident in the chapter devoted to "Music Every Home Should Know," wherein several hundred songs and instrumental numbers are carefully classified under a variety of headings.

"Music in the Home" has already been purchased in considerable quantities by prominent talking machine companies who are utilizing it in their work of exploitation in the belief that

the sale of the volume to their customers will, in the future, make for greater sales of records of the standard sort, thereby building up record libraries in the home that will become permanent and insure continued interest in the talking machine. The book has also been adopted and endorsed by the National Bureau for the Advancement of Music and by a number of schools. It has also been featured successfully by various talking machine wholesalers and dealers, particularly in the West.

Anne Shaw Faulkner (Mrs. Oberndorfer) is as well known as a lecturer on musical subjects, as she is as a writer, and has appeared before many of the largest clubs, schools and colleges in America. She is the authoress of "What We Hear in Music," used by many high schools and colleges as a text book.

"Music in the Home" is published by Ralph Fletcher Seymour, 410 South Michigan avenue, Chicago, Ill. The price is \$1.25 net.

KEEPING THE STOCK IN ORDER

Why the Neatly Kept, Orderly Talking Machine Wareroom Invites Customers and Holds Trade—Some Points Worth Noting

The old saying has it that the "apparel oft proclaims the man," and this is just as true in the matter of looking after your stock or your store front as it is of your person. The dusty windows and the ill-kept store are a serious deterrence to business progress and dealers should keep these facts in mind. The neatly kept, orderly establishment is always inviting to purchasers, and it will be found that the majority of them gravitate to talking machine establishments that are so arranged.

In this connection the following excerpt from "Peptimist" is timely and the application to the Columbia product is just as applicable to every other line of instruments which the dealer handles:

"The wise dealer knows that the public will

never hold his product in any higher esteem than he himself holds it. That is why an inviting store front; neat, tidy and ample demonstration space, and artistic surroundings always count. This idea can be pushed a little further. The way that a dealer's salesman handle Grafonolas and records has a big indirect effect on the customer. If records are left lying around loose, out of their jackets, or if Grafonolas are allowed to become dusty and parts taken off, an impression is given that the machines and records in that shop are not valuable enough to receive special care.

"Put it up to the dealer. Point out his own impressions, say, buying a necktie. If he goes into a store and finds a pile of neckties on a counter jumbled together in chaotic confusion, if the salesman picks one out here and there, breaking loose the main mass, like a dish of spaghetti—it may be a good tie but impressions are against it. If he goes into a store where the salesman carefully takes out boxes and selects ties from individual packages it may be no better a tie, but impressions are decidedly in its favor.

"Your friend dealer will see the point. A few suggestions regarding the careful handling of records—for effect as well as efficiency—will create an impression well worth while. Taking care of the instruments is equally, if not more, important. The Columbia Grafonola is not a box—it is a musical instrument. You never find a piano minus a pedal or half a dozen keys. You find piano salesmen treating pianos with respect. The dealer who treats his Columbia with the same respect commands an equal regard for Columbia products from his customers."

SECURE THE SONORA AGENCY

The Hessig-Ellis Drug Co., Memphis, Tenn., have secured the agency for the Sonora phonograph throughout that territory, and have opened a substantial talking machine department.



Tone—the vital thing

If you, as a manufacturer, can talk and prove *tone superiority* in your product, you have a selling argument to overshadow all the "talking points" of cabinets, and designs and accessory features.

And you *can* talk tone superiority. You can put out a product that will be a revelation in tone-purity, tone-quality, tone-volume. When you realize what vivid, lifelike, colorful tone can be produced and sustained by the talking machine equipped with

Parr Magnetic Reproducer
fitted with the
Vibratone Patented Diaphragm

These two dominating and proven inventions open up wonderful possibilities for manufacturers eager to put their product at the top-notch of class and character.

You want your product to be RIGHT!

If you want your product worthy of your name, you certainly want that product to be right in its most *vital feature*. And it will be right if it is equipped with the Parr Magnetic Reproducer—the reproducer for those who seek *perfection*.

The indestructible, non-crystallizing, always resilient

VIBRATONE PATENTED DIAPHRAGM

Possessing all the good points of mica diaphragms, it overcomes all mica's bad features. Guaranteed uniform in quality, free from bubbles, blisters and waves, the Vibratone Patented Diaphragm is non-porous, non-absorbent.

It has a definite function and it performs it. It improves tone; in fact it creates new tone possibilities for every reproducer of other types.

PARR MANUFACTURING CORPORATION
1 UNION SQUARE At Fourteenth St. NEW YORK

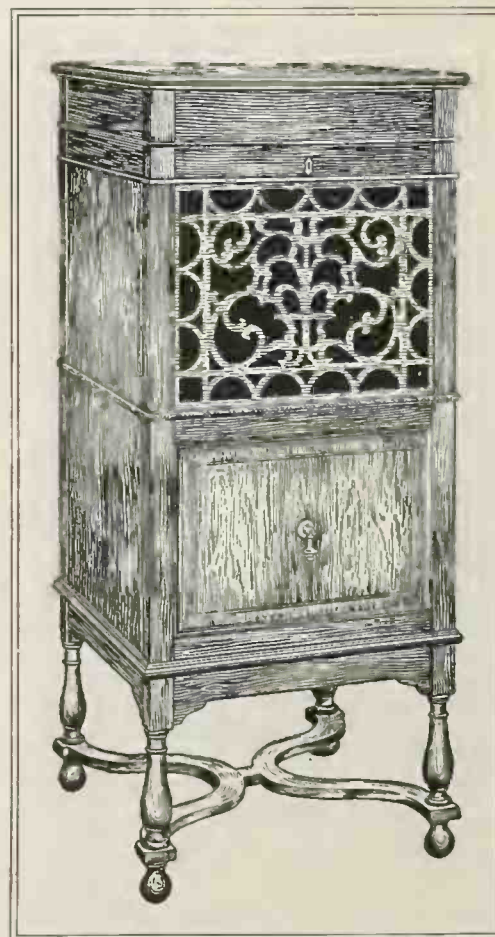
Take the Parr Magnetic Reproducer—

The most sensitive of reproducers. The permanent magnetic device, an integral part of the reproducer, acts on the stylus box. Its possibilities in giving warmth and delicacy in the tonal reproduction of quiet passages make old-style sound boxes seem obsolete. And in fortissimo passages where ordinary reproducers create unpleasant, music destroying blasts, caused by the needle jumping and losing its grip, the Parr Magnetic Reproducer, with its marvelous flexibility, follows every wave and vibration in the record and takes everything the record holds.

PERHAPS no higher ideals than those of the Edison organization exist in the commercial world. It has been the ambition of the Edison organization to incorporate their ideals of surpassing design, materials and execution into every product that goes forth from the Edison Laboratories.

In strict conformity and highly expressive of these ideals is the Official Laboratory Model of the New Edison in the William and Mary Cabinet, recently announced. The spirit of Edison dominance is revealed in every line.

THOMAS A. EDISON, Inc.
ORANGE NEW JERSEY



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

EARLY ORDERING IS SALVATION OF SAN FRANCISCO TRADE

Planning for Holiday Stocks Early in Year Saves the Day in Christmas Rush—W. S. Gray Opens Jobbers' Distributing Agency—Columbia Men Visit Headquarters—General News

SAN FRANCISCO, CAL., January 1.—While business was hardly up to expectations at some of the local talking machine departments during the early part of December, it picked up about the middle of the month and the rush from then until Christmas more than made up for the comparative quietness of the preceding two weeks. As a matter of fact, the trade reports the closing of a banner holiday season, both in machines and records, and especially in the higher-priced machines and patriotic records. Notwithstanding the freight congestion and consequent slow deliveries on late orders, most of the local houses, at least, were very well supplied with stock with the exception of a few certain models, having placed their orders for holiday goods early in the year in anticipation of increasing difficulty in getting goods from the Eastern factories as the year advanced. In some instances holiday stock had been stored here for several months prior to the time it was needed.

Reports from other sections of the Pacific Coast received by local jobbers indicate the closing of a very successful year not only in the San Francisco Bay district, but for the Western territory as a whole. In a few isolated spots business was hardly so good as might have been desired, depending upon local conditions, but it was sufficiently active in other vicinities to bring the total volume up to a very satisfactory showing.

Opens Jobbers' Distributing Agency

Walter S. Gray announces the opening of a jobbers' distributing agency in this city. It is his intention to supply the talking machine dealers of the Pacific Coast with all trade accessories, such as Lansing delivery covers, record delivery envelopes, steel needles, etc. Mr. Gray has been Pacific Coast sales agent for the Domestic Talking Machine Corp. for some time and will continue in that capacity, with headquarters at the same location on the fourth floor of the Chronicle Building.

Closed by Holiday Trade

James J. Black reports the closing of an exceptionally fine holiday business in the talking machine department of the Wiley B. Allen Co. Business was a little late developing, he says, but the week before Christmas was sufficiently active to bring the month's business up to a very satisfactory figure. The strong demand for high-grade machines was most noticeable and record sales were the best in the history of the business. Not only did December business show a substantial increase over the corresponding month of 1916, but the year 1917 was

better all through than the preceding one, according to Mr. Black. In checking over holiday business he was gratified to find that first payments ran larger than at any other time in the history of the firm's business, which, he says, was probably due to the fact that practically all workers are getting increased remuneration for their services nowadays. The Wiley B. Allen Co.'s store in Oakland, Cal., did an exceptionally heavy business in December, the end of the holiday season finding very little stock on hand there. The Saturday before Christmas was a banner day at the Oakland store. Very good reports are also coming in from other branches of the firm's business, especially from the Northwest.

Only Difficulty Was Getting Stock

In regard to holiday business, Andrew G. McCarthy, of Sherman, Clay & Co., says the demand for Victor goods left no possible ground for complaint—the only difficulty was to get sufficient stock to supply the needs of the Western trade. The shortage was particularly noticeable on the large styles of machines. Record sales far exceeded expectations. Taking the year as a whole, Mr. McCarthy says Sherman, Clay & Co.'s Victor business showed a substantial increase over the preceding one. They do a wholesale business only in southern California, and the reports from that section are very gratifying. In the Northwest both wholesale and retail business has been active, according to the reports coming in from Seattle, Portland and Tacoma. Spokane, however, seems to be a little slower.

Columbia Men Off for New York

Just before leaving for New York, after Christmas, Fred A. Denison, district manager for the Columbia Graphophone Co., reported a banner holiday business on Columbia products in his territory. The object of Mr. Denison's trip was to attend a convention of the company's managers from all over the country. Others to go from the Western territory included C. V. H. Jones, P. F. West and T. O. Moore, of San Francisco; W. F. Stidham and Mr. Mathews, of Los Angeles, Cal.; G. H. Williams, of Seattle, Wash., and L. D. Heater, of Portland, Ore. Mr. Denison and the San Francisco delegation are expected back at headquarters about the middle of January.

W. E. Henry, who represents the foreign record department of the Columbia Graphophone Co. on the Pacific Coast, has been successful in interesting a great many Western dealers in this branch of the business. In several instances large stocks have been installed, and Mr. Henry is getting very satisfactory reports from all along the line. He plans to leave shortly on an extended trip through the Southwest.

Higher-Priced Machines in Demand

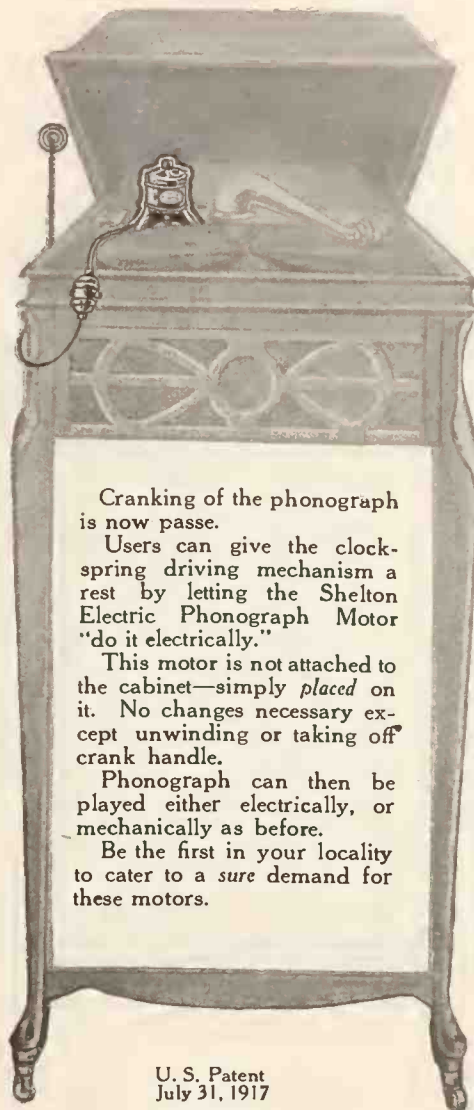
At the Edison Shop, opposite Union Square, holiday business was well up to expectations, according to W. J. Carson, who was particularly well pleased over the large number of high-priced machines sold the last few days before Christmas—even on the Christmas Eve—which brought the month's business up to a much higher figure than was anticipated early in the month.

Edw. Humphrey Goes to Byron Mauzy

Edw. Humphrey has resigned as manager of the Victrola department at Hale Bros., one of the large department stores of this city, to go with Byron Mauzy as manager of his talking machine department. Mr. Mauzy was very well pleased with holiday business in that part of his establishment. In fact, 1917 was a very good

\$15 Retail
Shelton Electric Talking Machine Motor

FULLY GUARANTEED FOR ONE YEAR



Cranking of the phonograph is now passe.

Users can give the clock-spring driving mechanism a rest by letting the Shelton Electric Phonograph Motor "do it electrically."

This motor is not attached to the cabinet—simply placed on it. No changes necessary except unwinding or taking off crank handle.

Phonograph can then be played either electrically, or mechanically as before.

Be the first in your locality to cater to a sure demand for these motors.

U. S. Patent
July 31, 1917

SHELTON ELECTRIC CO.

NEW YORK—30 East 42nd Street
CHICAGO—30 East Randolph Street
BOSTON—101 Tremont Street
SAN FRANCISCO—62 Post Street

year throughout, everything considered, he says.

Clark Wise, of Clark Wise & Co., reports an unprecedented demand for records during December, and machine sales were fairly active also, although not so good in proportion as record business.

Geo. T. Hively, manager of the talking machine department of the Eastern Outfitting Co., which handles Columbia products exclusively, is very well satisfied with holiday business, and he considers prospects good for 1918, providing stock can be obtained the same as usual.

Jas. D. Moore, who has been manager of the Victor department of the Lion Department Store in Toledo, O., for the past five years, is receiving valuable assistance from Wallace Currier, who recently assumed the position of assistant manager of that department. Holiday business with this house has been excellent.

A good question for a retailer new to the business to ask himself: Is your stock of goods such that your customers want and does it suit the conditions of your locality?

The Mutual
PLACE YOUR 1918 ORDERS TO-DAY for Mutual TONE ARMS AND SOUND BOXES

Mutual Talking Machine Co., Inc.
145 West 45th Street, New York

PHILADELPHIA PA. CHICAGO, ILL. (Insulation Dept.) AMELIA CO. VA. MONTREAL CAN. WEST PHILADELPHIA PA.

INTERNATIONAL MICA COMPANY
MICA DIAPHRAGMS

Let our Diaphragm Department take care of your Diaphragm Difficulties and be covered on this essential part for the future. Quotations and samples promptly forwarded upon request.

Offices and Factory, 37th and Brandywine Streets, WEST PHILADELPHIA, PA.



A New Record Repertoire and Greater Record Sales for the New Year!

NOT only do Pathé Records represent the largest and most unique record repertoire in the world: music of which America still knows little—the great voices of all Europe; romantic instrumental ensembles of the Old World's Bohemia; the famed military bands, the songs and melodies of lands that *live* romance; the brilliance and beauty of a world of art so far a closed book to most Americans—

To say nothing of the regular monthly list of up-to-date patriotic, sentimental, musical comedy and popular song successes and dance novelties—

But they represent *continuous* sales

And increased "record dividends" to the dealer—

because there is a fast-growing demand for records that play without needles. And Pathé Records mean:

No Needles to Change

THE SAPPHIRE BALL takes the place of needles. And it is permanent. It never wears out.

Pathé Records Won't Wear Out

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

The Pathé Phonograph Plays All Makes of Records

Each Pathéphone, at any price, plays not only Pathé Records, but all other makes of records.

The Pathé "Controla"

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

No Needles to Change

THE PATHE SAPPHIRE BALL takes the place of needles. And it is permanent. It never wears out.

Pathe Records Won't Wear Out

Here's the Pathé Record Guarantee: "We guarantee every Pathé Record to play at least a thousand times with the Pathé Sapphire Ball without impairing the unexcelled beauty of tone."

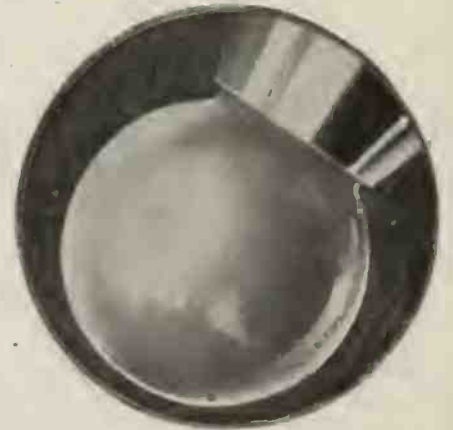
Pathé recordings are not merely phonographed recordings of such world-famed artists as Muratore, Muzio, Cavalieri, DeCisneros, Grace Hoffman, Ober, Slezak, Urlus, Bispham, Sammarco, Ruffo, Weil and others. They are the *realism* of those voices.

Pathé Records cost no more than other records and because they offer the dealer an unusually generous discount.

Write for details TO-DAY.

Williams-Davis-Brooks & Hinchman Sons

26 East Congress Street
DETROIT, MICHIGAN



The Pathé Sapphire Ball
Enlarged many times

Washington Birthday Window Suggestion for Talking Machine World Readers :: :: By Ellis Hansen

"If you put a little lovin' into all the work you do,
And a little bit of gladness, and a little bit of you,
And a little bit of sweetness, and a little bit of song
Not a day will seem too toilsome; not a day will seem too
long;
And your work will be attractive, and the world will stop
to look,
And the world will see a sweetness, like the tinklin' of a
brook,
In the finished job; and then the world will turn to look
at you
With a world's appreciation of the thing you've found to
do."

The Winning Way—From Houston Post.

Every live talking machine dealer is continually studying over the important problem of creating the best impression. He likes to have his efforts stand out, way ahead of those of his competitors.

Department stores depend largely upon bargain sales. This, of course, is out of the question with the talking machine dealer. There is, however, one other means used to a great extent by department stores which should also appeal to talking machine dealers, and that is the show window. By using taste, brains and a certain amount of effort the progressive dealer can impress his customers through his show windows and in the creation of impressions most dealers realize that it is the first glance that really counts. If a window is attractive, clean and interesting it appeals irresistibly to the many pedestrians who pass it daily. People are quick to notice interesting displays and few things help more to get a store that valuable business asset—good will. Encouraged by the editor of this journal, I shall design a number of inexpensive displays in this and succeeding issues suitable for small show windows and not only describe them with illustrations and diagrams, but I will actually make up a limited quantity of the display parts that cannot easily be obtained by retail dealers. These parts can be obtained from me at a very reasonable price and thereby enable dealers to get the full effect of the illustrations. The woodwork and easily made parts will be described in full so anybody at all handy with tools will be able to make them.

Before explaining the making of the display



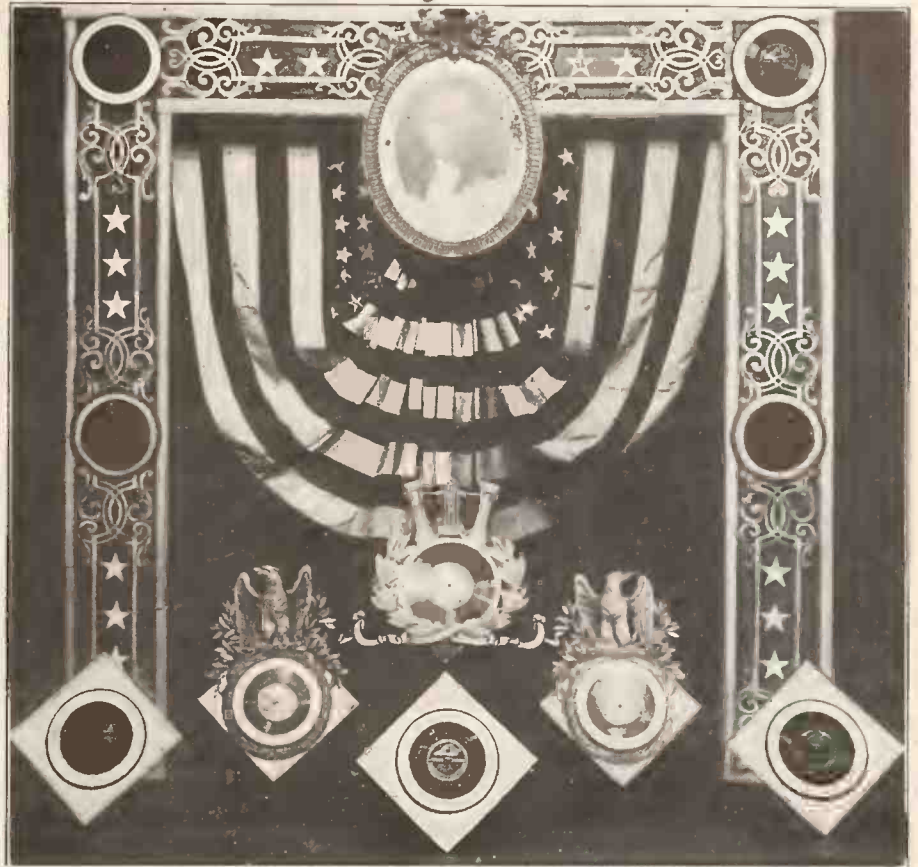
Detail of Scrola

here shown I want to advise every dealer interested in the plan to select some one handy with tools in their employ to have full charge of the show window. Most of the large stores have realized the need of a window trimmer and have either a special trimmer or a clerk who puts in part time for display work. But even the small dealer with only one window and a few clerks ought to have one person and one person only to take care of the show window, and to be held responsible for the appearance of that window. It does not necessarily have to be a man. I know of several stores where women clerks are doing very well indeed as window trimmers. Dealers, however, should realize that it takes time and money to make attractive displays. The would-be window trimmer can no more invent or construct without mental equipment than he can without material with which to work. I know of dealers that do not consider the trimming of their windows as work, but rather as a pleasant pastime, a mental rest from the daily humdrum of every day toil, a labor of love, which, though added to the regular daily duties, should make the person elected to do it thankful and happy! And then dealers wonder why their show windows don't bring results. Any dealer that wants to get results from his windows must first of all recognize window trimming as work—tedious, exacting work, work that not only re-

quires gray matter, but imagination, elbow grease and good judgment besides. If anyone of your force can make your window stand out and appeal, as is the true mission of a show window, he should be rewarded not only financially, but by your confidence and trust. Faith in business is really quite as important as faith in religion. When we give a man that we know can be trusted our confidence and express our faith in him and his work, we make easier all his tasks and remove, or help to remove, the greatest obstacle on his road to success.

Don't think this is mere talk, because it is not; it is my own experience, as I shall presently relate. When L. F. Geissler engaged me about seventeen years ago to take charge of the Sherman-Clay windows in San Francisco I had never trimmed a music window before. Somehow Mr. Geissler had faith in me and never hampered me with restrictions, neither did he allow anyone to tell me how to do my work. He trusted me to do the right thing. Consequently, I planned and worked as never before and as a result made a success of it. The other distinguished houses that I have been with have treated me very much the same way and especially my last employer, E. H. Uhl, manager for the Rudolph Wurlitzer Co.'s Chicago branch. In the three years that I worked for Mr. Uhl I cannot recall one instance of being told what to do or called down in regard to my work. During that period I made a most complete fiasco in building a float at considerable expense to be used for the advertising men's street parade. The float almost collapsed before it was one block on its way. Of course, I felt very humiliated and unhappy and expected to get what I thought was coming to me. Mr. Uhl was in Cincinnati during the accident and upon his return I told him frankly that nobody but myself was to blame for the failure. Instead of calling me

importance of making the window trimmers' job worth while. Give due credit to the trimmer and don't let some one higher up swipe the glory if glory is due. Allow a reasonable amount of money for display material and other expenses as you would for any other branch of



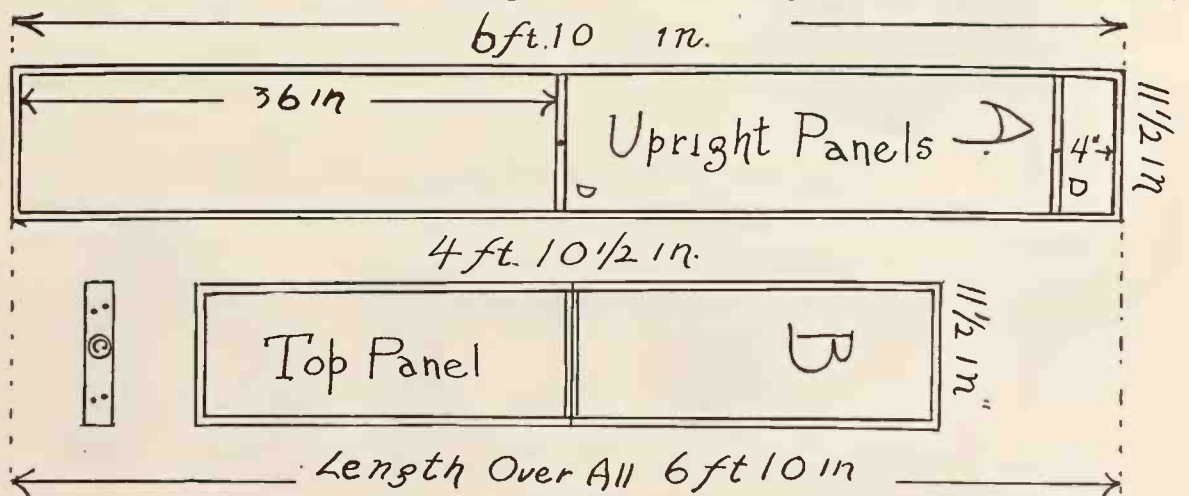
Washington Birthday Window Designed Especially by Ellis Hansen for The Talking Machine World

advertising. Arrange for a place to store all used display material and if you hold the trimmer responsible let it be under lock and key.

Now for the display. It should not appear until the month of February, but by changing the picture in the center the rest of the display would always be appropriate for a patriotic window.

How to Make Display

First make three simple frames or panels; two uprights (see diagram A) and one top frame (B). Use basswood strips one inch square, which can be obtained at your nearest lumber yard. Make the uprights six feet ten inches long by eleven and one-half inches wide. Put two crosspieces (D) as shown in diagram four inches from top, the other thirty-six inches from bottom. Drill quarter-inch holes in center of crosspieces. Next make top panel (B). Length four feet ten and one-half inches, width, eleven and one-half inches, with a crosspiece in center. Now cut two pieces of one-fourth inch wood



Key to Arrangement of Washington Birthday Window Display

down he put his arm around my shoulder and told me not to worry but forget all about it as he would forget it. No wonder, I could do good work for a man of that calibre.

These remarks are intended to emphasize the

two inches wide by eleven inches long (C). These pieces are used to fasten the top piece (B) to the two side panels (A). Four one-inch screws will hold the panels together securely.

(Continued on page 68)

WASHINGTON BIRTHDAY WINDOW

(Continued from page 67)

Make the three frames rigid and secure. Then proceed to tack on the scrola. "Scrola" is the name that I have selected for this new decorative material. It stands out in strong relief, being made of heavy cardboard, machine cut and colored by one of the most expert air brush artists in America. After the scrola has been tacked on turn the frames and tack blue crepe paper on the back. Sixteen five-pointed stars, three inches in diameter, should be cut out of white paper and pasted on the crepe paper back of the scrola as indicated in the picture. By using three incandescent lamps back of the frames a very beautiful effect can be produced. Pictures of Washington can be had from ten cents up. Any frame of suitable size will do, but an oval frame is to be preferred. The two American flags used are four by eight feet in size and can be obtained in most stores at \$1.50 each. The folds in the drape are three inches wide and the arrangement is so simple that anyone who tries can duplicate the effect by studying the photograph. The record stands at the bottom of the display were fully described in last month's World. The placing of the phonograph is, of course, up to the trimmer and depends on the number of instruments to be used. Three-sixteenth inch by one and one-fourth inches round-headed stove bolts are used to bolt the four records on uprights. The ten records used should, of course, be patriotic selections. The smallest size window used should be seven feet square. The scrola all ready to be tacked on frames can be obtained all complete for \$5 money with order or C. O. D. by writing to Ellis Hansen, 600 South Harvey avenue, Oak Park, Ill. This simply covers the cost of production, with a very slight additional charge for handling.

P. C. Peuser, who recently entered the retail field at Franklin, Pa., with a store at 139 Adams avenue, has secured the agency for the Sonora.

TALKING MACHINE EXPORTS

The Figures for September Presented—Exports Show Machines Decrease and Records Increase

WASHINGTON, D. C., December 30.—In the summary of the exports and imports of the commerce of the United States for the month of September, 1917 (the latest period for which it has been compiled), which has just been issued by the Bureau of Statistics of the Department of Commerce and Labor, the following figures regarding talking machines and supplies appear:

Talking machines to the number of 6,437, valued at \$191,157, were exported in September, 1917, as compared with 7,955 talking machines, valued at \$181,847, sent abroad in the same month of 1916. The total exports of records and supplies for September, 1917, were valued at \$150,554, as compared with \$106,054 in September, 1916. For the nine months 63,659 talking machines were exported, valued at \$1,606,555, in September, 1917, and 45,210, valued at \$1,128,602, in 1916, while records and supplies valued at \$1,330,759 were sent abroad during 1917, as against \$823,858 in 1916.

GENEROUS CHRISTMAS BONUS

For Employes of Otto Heineman Phonograph Co.—Get War Saving Certificates in Addition

The Otto Heineman Phonograph Supply Co., New York, presented its force of employes with a handsome Christmas bonus in recognition of the fact that they had contributed materially to the closing of the company's biggest year.

In addition to this Christmas bonus, every employe in the Heineman executive and sales offices throughout the country was presented by Mr. Heineman with a \$5 war saving certificate, and accompanying this certificate was a suggestion from Mr. Heineman that the employes recognize the Government's splendid thrift plan embodied in this war saving stamp plan.

VICTOR FRENCH COURSE IN DEMAND

Represents a Timely Contribution to the War Needs of the Country From the Talking Machine Trade—Being Strongly Featured

Victor wholesalers and retailers generally are evincing more than usual interest in the new Victor course in practical French for the American soldiers, which, as has been announced in The World, is contained complete in three double sided records, accompanied by explanatory text books and selling retail at \$2.50 for the course.

The Victor Co. has issued for use and distribution by the retailers a most attractive folder explaining the idea back of the preparation of the course and some facts regarding it. The folder is illustrated by interesting photographs of the American soldiers in France and a sec-



Victor Poster Design of French Course

tion of the first lesson is also reproduced to give an idea of its character.

The new course, as it stands, represents a most notable contribution to the war needs of the country from the talking machine trade, and in announcing the course in the booklet the Victor Co. says:

"The directors of the Victor Talking Machine Co., desirous of contributing to the comfort, the welfare and the safety of our gallant troops, ordered the preparation of a practical course in French which would take care of the soldier's immediate needs, serve as a working basis for further development, and be put on the market at a small fraction of the usual cost.

"To accomplish any such ambition it was necessary to make sweeping departures from precedent. It meant endless study, endless consultations with recognized authorities, endless elimination of nonessentials. This finally has been achieved and a practical, comprehensive system has been devised through which a working knowledge of French may be obtained quickly. Instead of costing \$40 or \$50, it costs \$2.50."

The point is made that the course is in no sense intended to be a grammatical treatise on the French language, but is designed to enable the American fighting man to make his needs known directly and in idiom if necessary.

It is expected that many thousand sets of the records will be sold in the near future to follow the thousands of sets that have already been ordered.

EXTRA VICTOR CO. DIVIDEND

The Victor Talking Machine Co. has declared the regular quarterly dividend of 1 3/4 per cent. on the preferred and 5 per cent. on the common stocks; and an extra dividend of 15 per cent. on the common. The extra dividend was payable December 15.

The Columbus Stradivara Co., of Columbus, O., has been incorporated with a capitalization of \$100,000 for the purpose of manufacturing musical instruments, William J. Shaver being one of the principals.

KOCH-O-PHONE

\$24.50



No. 23

The KOCH-O-PHONE is the FORD of the Phonograph world. There is no charge for the name or expensive advertising added to the cost. Most people would rather pay \$48 (resale price) than \$100 for the same amount of pleasure. Plays all makes of disc records. No disconnecting needed in exchanging from one make of record to another. Simply turn the sound box and change needle to suit make of record. This machine for tonal quality and volume is not excelled by any \$100 machine on the market.

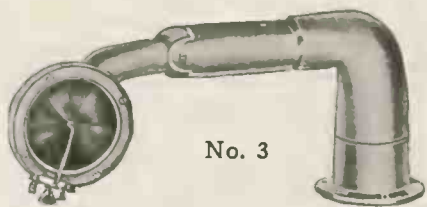
No. 23—Height 43 in., width 19 1/2 in., depth 22 in.; double spring worm driven motor; 12 in. turntable, all metal trimmings are nickel plated; made in mahogany finish. With tone modifier; weight about 125 lbs. \$24.50

Cabinet alone, complete with needle cups . . . \$15.00
Equipped with tone modifier 50 cents extra

Tone Arms and Sound Boxes

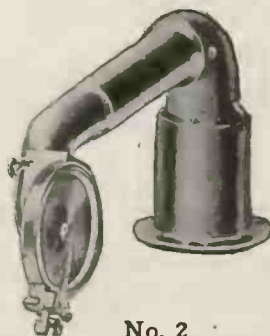
(Genuine Mica)

Our new universal tone arm and sound box, No. 3, has proven a big success. Has all the desired requisites in the way of producing a clear, rich and musical tone.



No. 3

Price \$1.50
In Lots of One Thousand



No. 2

Real Mica, 95c
in 100 Lots
Imitation Mica, 85c

ANDS KOCH, Manufacturer

296 Broadway

NEW YORK

Are you taking advantage of the services of the experts in the Columbia Dealer Service Department? Their hobby is More Sales—Quicker Sales!

Columbia Graphophone Co.
Woolworth Building, New York



GROWTH IN THE DEMAND FOR TALKING MACHINE PARTS

Illustrated in the Development of the Business of the Doehler Die-Casting Co., of Brooklyn—New Fireproof Building Recently Occupied by This Company Most Completely Equipped

The Doehler Die-Casting Co. are completing a year of great advancement. Not only is the

increase shown in volume of business but in the actual size of their Brooklyn plant. During the year a seven-story glass and concrete addition was added to their already large plant, running through and facing on the next street. This new building at Court and Ninth streets, Brooklyn, is already filled and contains the general and executive offices of the company.

This building is entirely fireproof and offers the best of working conditions to the many employes. It is modernly equipped and contains among its features a "First Aid" room and employes' restaurant. During the year the aluminum die castings of phonograph parts, perfected by the Doehler Co., have become very popular in the trade.

The remarkable growth of this firm is shown by the fact that ten years ago they employed twenty men and now they operate four factories



Main Entrance Doehler Die-Casting Co.



Executive Offices of the Company



Section Devoted to Casting of Phonograph Parts



Where Estimates and Costs Are Figured situated at various points throughout the country and employ well over one thousand men.

The Doehler Die-Casting Co. are very optimistic over the new year, which so recently made its debut, and are making plans accordingly.

BUYS BETHLEHEM T. M. CO.

Penn House Furnishing Co. Buy Assets and Good Will of Company Formerly Owned by E. J. Delfraisse—Business in Good Shape

BETHLEHEM, PA., January 14.—The assets, stock, fixtures, leases and good will of the Bethlehem Talking Machine Co. of this city was purchased last week by the Penn House Furnishing Co., of Allentown, Pa., Max Chanoch, president.

The Bethlehem Talking Machine Co. has been conducted for the last two years by E. J. Delfraisse, who has become Western representative of Jacob Doll & Sons, of New York. The company had no liabilities, which speaks well for a talking machine business, as seldom, when changes of this kind are made, are there nothing but assets to figure on. A. F. Jones, who has been connected with Mr. Delfraisse, will remain under the new management.

DISCUSS PLANS FOR THE NEW YEAR

Branch Managers of Otto Heineman Phonograph Supply Co. Visit Headquarters in New York to Talk Over Future Campaign

Otto Heineman, president of the Otto Heineman Phonograph Supply Co., was the host during the New Year holidays to several of his branch managers who visited New York to talk over plans for the new year. Among these visitors were S. A. Ribolla, manager of the branch in Chicago, and C. T. Pott, manager of the Canadian branch at Toronto.

Both visitors spoke enthusiastically of the business outlook in their respective territories for 1918 and substantiated this optimism by bringing with them good sized orders to be filled immediately. Their sales totals for 1917 indicated that the Heineman business in their sections had far exceeded expectations, but they expressed the belief that 1918 will far out-distance these figures.

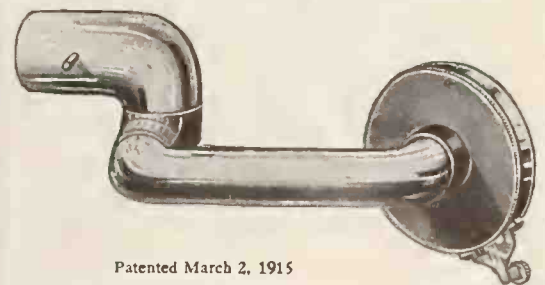
While here, Messrs. Ribolla and Pott conferred with Mr. Heineman regarding the important new plans to be announced in the near future and made arrangements whereby the manufacturers in their territories will be afforded excellent service during the coming year. Both of these visitors, in addition to the other Heineman branch managers, will spend some time in New York the end of this month, when the annual conference of the Heineman sales staff will be held.

PARAGON MFG. CO. INCORPORATED

HICKORY, N. C., January 7.—The Paragon Mfg. Co., of this city, has been capitalized at \$30,000 for the manufacture of talking machines. The company is planning to produce three styles of cabinet machines and will merchandise through the dealers.

FACTS ABOUT THE KENT ATTACHMENT NO. 1

To Play Lateral Cut Records on the Edison Diamond Disc Phonograph



Patented March 2, 1915

It has been recognized by experts the most perfect device of its kind on the market. It has been on the market ever since the Edison Diamond Disc made its appearance. It can be had with or without reproducer and is made in two lengths. It is guaranteed by the Manufacturer in every way.

F. C. KENT & CO.
Manufacturer of Phonograph Accessories
24 Scott Street Newark, N. J.

Mozart Dealers Are Mozart Boosters!

Every dealer handling the *Mozart* line not only sells it, but believes in *Mozart* product. We have gained their confidence by giving them machines that sell readily, prompt service and a fair profit.

Let Us Show You Why the *Mozart* Is a "Money-Maker"



STYLE A
Height, 45½"
Width, 17"
Depth, 21"

Retail
Price
\$55



STYLE B
Height, 47"
Width, 23"
Depth, 24"

Retail
Price
\$100



STYLE C
Height, 47"
Width, 23"
Depth, 24"

Retail
Price
\$100

Mozart 10 in. and 12 in. records are increasing dealers' sales fourfold. January supplement ready to be mailed



WRITE TODAY FOR
OPEN TERRITORY

Mozart Merits

Seven Models, Retailing from
\$15 to \$100

Unsurpassed factory facilities

A Record line that will add to
your profits

An established product that has
been on the market
two years

THE MOZART TALKING MACHINE COMPANY

J. P. FITZGERALD, *President*

2608-2618 NORTH 15th STREET

ST. LOUIS, MO.

BEARING OF FREIGHT SITUATION ON CINCINNATI TRADE

Western Manufacturers Watching Situation Carefully in Expectation of Increased Demand for Local Products—Deliveries by Motor Trucks—R. J. Whelan Resigns—Review of the Trade

CINCINNATI, O., January 5.—Talking machine manufacturers of the Middle West believe that a continuation of the present freight and express conditions in the United States will create markets for their output right in their own centers, thereby completely changing the situation of this important industry.

As is generally known, the larger manufacturers are located in the Eastern markets and the factories about Cincinnati believe that if these are to be handicapped in the future in the delivery of the finished product it will cause dealers to turn to producers nearer home. That is the way the present condition of traffic is being figured out. In the meantime, talking machine manufacturers as well as the piano industry of the Middle West is looking about for some one to institute a truck system between the larger centers in the Ohio Valley, which method of transportation will be relied upon by "home" manufacturers as an outlet for their energies.

Richard J. Whelan has retired as manager of the Cincinnati branch of the Columbia Graphophone Co., the change taking place this week. His successor has not been appointed. The branch is temporarily in charge of F. F. Dawson, of the New York office. Mr. Whelan's plans for the future have not materialized. He has had charge of the Cincinnati district slightly over seven years.

There was a falling off in the holiday business in the Middle West and Manager Greulich, of the Cable Piano Co., who is an enthusiastic Victor dealer, believes this may have been due to the appearance of the Government's questionnaire, which reached the homes of prospective selectives the week before Christmas. That appears to be the only excuse that can be given for the decrease. The trade generally found the

buyers wanted medium-priced machines and the average payment was higher than was the custom during the holiday rush of a year ago.

Chas. L. Byars, manager of the Vocalion department of the local Aeolian store, in commenting on the December trade, said that while the volume of Vocalion business was not as big as hoped for, yet the quality of accounts opened could not have been better. He remarked:

"The dealers and merchants of the country can do considerable toward allaying the apprehensions of the people by talking and acting in an optimistic manner concerning business conditions. If a dealer himself will be convinced that there is no shortage of money in the land, a very small percentage of unemployed, a higher average wage than ever before, he will have no trouble in taking an optimistic view of conditions."

Manager Dittrich, of the Victor department of the Rudolph Wurlitzer Co., said:

"The New Year has started off with a rush, especially in record business, and record stocks are disappearing rapidly. Most of the dealers report that it is absolutely impossible to keep their record stock complete, owing to the tremendous demand, which exceeds anything previously known in the talking machine line.

"In reviewing the holiday business, we find that December started off in good shape, but that towards the middle of the month business began to fall behind that of last year. Last week, however, proved to be the busiest week that Cincinnati merchants ever remember having experienced.

"While machine sales came up splendidly during the latter part of December, the record business was the one big surprise of the season, and as most dealers were well prepared, splendid results were secured.

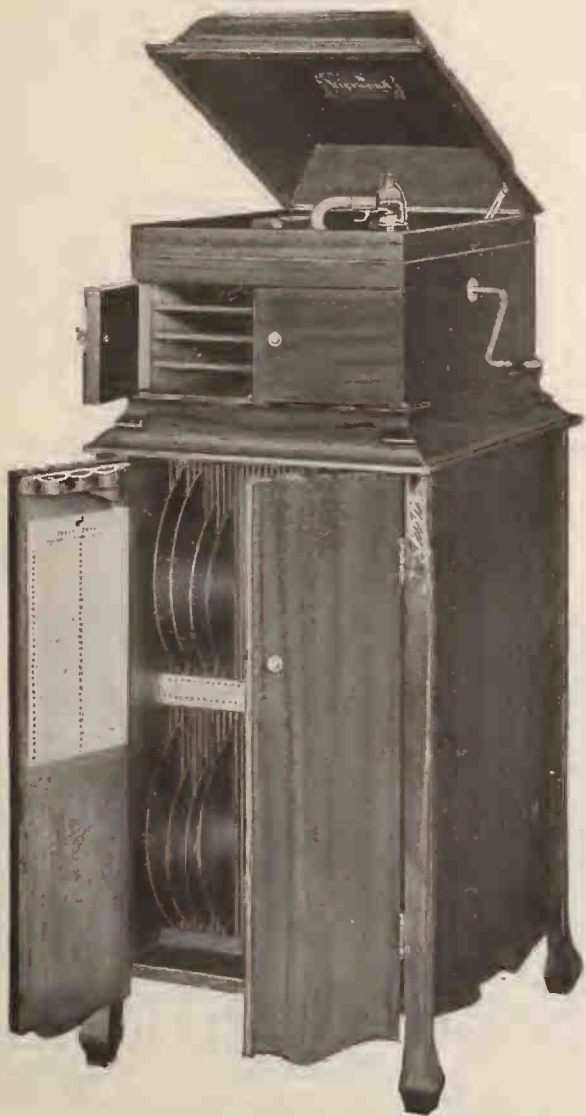
"With conditions rapidly becoming normal, and many problems being solved, there is no reason to expect anything else but a most successful talking machine year during 1918. The big question will be stock, and it will be necessary for the progressive dealer to look far ahead in placing orders for his requirements for the year."

New models are to be produced about February 1 by the Crystola Co. One will sell for less than \$110. The style and details of the other have not been formally adopted. Ben Schwenger, the Cleveland district representative, was in town this week, arranging for his year's supply of Crystolas.

Mr. Neumeister, of the Otto Heineman Phonograph Supply Co., is getting through a satisfactory amount of his required supplies and generally speaking is well satisfied, considering conditions.

The Fritsch Phonograph Co. will enter the South American field, having arranged to be represented there by the North Brazil Machinery Syndicate, with headquarters at Fortaleza Ceara, Brazil. The South American firm represents some thirty-eight American concerns. The Fritsch house, launched less than a year ago, has twenty dealers to its credit, including a firm in Australia, and is doing a splendid business. Their products are winning much genuine appreciation.

The All-Ohio Singing Contest, as conducted by the Columbia Graphophone Co., in connection with the Scripps newspapers, came to a close last month, at Columbus, O., when Miss Ruth Stein, of Akron, and E. C. Mulholland, of Toledo, O., were selected as winners. H. A. Herrick, the Columbia's special representative, personally escorted the winners to New York, where they will have their voices recorded in the Columbia's laboratory. It is expected now that the records will be ready for the market the latter part of January, and all are anxiously looking forward to hearing the records of the successful contestants.



No. 19. Cabinet
(DOUBLE DOOR FRONT)

Made especially to hold the Victor-Victrola, No. IX

Trade Winning Holiday Outfits

Salter Cabinets, made to harmonize with portable models of standard machines, enable you to offer your trade outfits which serve to land customers who would otherwise escape.

The felt-lined compartments of which we are the originators are a feature of all Salter Cabinets. Each record has a compartment to itself, is thus protected against scratching, breakage and dust, and is instantly accessible.

SEND FOR CATALOGS

We also make a beautiful line of sheet music and music roll cabinets.

SALTER MFG. CO.
337-49 N. Oakley Boulevard
CHICAGO, ILL.



No. 111. Cabinet (Opened)
For Columbia \$50.00 Machine
33 1/2 inches high. Top, 23 x 19 1/2 inches

BRILLIANTONE STEEL NEEDLE CO.

New Company Organized in New York With B. R. Forster as President to Specialize in Steel Needles—Offices in the Marbridge Building

The new year has ushered in a new needle house into the talking machine industry. It is entitled the Brilliantone Steel Needle Co., of



B. R. Forster

New York. Although the firm is new, the "men behind the guns" are not new to the trade.

B. R. Forster, the president and treasurer of this new concern, has been connected for some years as the general manager with I. Davega, Jr., Inc., and in that position developed an enormous needle business for that house.

H. Ettinger, vice-president, has had a large experience and acquaintance throughout the trade through his former connection as the

manager of the talking machine department of Kranich & Bach.

H. A. Acton, another experienced man, is appointed as secretary.

The Brilliantone Steel Needle Co. opened offices on January 2 in the Marbridge Building, Broadway and Thirty-fourth street, suites 657 and 658, and Mr. Forster extends a cordial invitation to members of the trade to visit them



H. A. Acton

at the above address and to his out-of-town friends to make their offices their headquarters while in town.

This company will specialize entirely in steel needles, in medium, half-tone, loud and extra loud grades, and have selected for their slogan the following line, "Highest quality uniformly pointed steel talking machine needles made in America by American labor." They plan to begin deliveries of needles on February 1.

SAFETY HINTS FOR EDISON WORKERS

Pertinent Suggestions As to Means for Avoiding Factory Accidents Offered by John D. Otis and M. M. Jones at Recent Committee Dinner

Safety suggestions of value to workers were given by John D. Otis, of the American Museum of Safety, and by M. M. Jones, personnel department of Thomas A. Edison, Inc., following a dinner of the Workmen's Committee of the Edison Phonograph Works, in the clubhouse of the Thomas A. Edison Association, Orange, N. J., recently. The speakers gave an outline of what safety committees can accomplish and advised the men to specialize their investigations so as to become experts in eliminating dangerous hazards, and to secure the greatest possible benefits from their study of conditions in the plant. The need of teaching workers to anticipate and avoid dangers which naturally follow carelessness and lack of caution was pointed out and the speakers urged the men to at all times "think safety," as well as to act safely, when going about their daily work. Co-operation between men on the safety committees with foremen was pointed out as an excellent method of securing good results.

The human element, Mr. Otis pointed out, is the biggest factor in plant accidents. All the guards in the world, in his opinion, will not save a man from injury unless that man keeps his mind fixed on his tasks and at all times pays strict attention to the operation he is engaged in. He paid a compliment to the safety committees and declared that, owing to the interest taken by them in their work, the co-operation of other workers is being secured, and the men are disposed to listen to suggestions made from time to time for their safety.

Motion pictures were also shown, illustrating accidents of various kinds, each film presenting a different lesson.

Costs No More Than a Good Stand!

Purchasers of small Victrolas want a Converto Cabinet the minute they see one—because: it takes the place of a stand, covers the machine, converts it into a handsome cabinet type, provides dust-proof record compartment—all at a cost no higher than for simply a good stand that has none of these features.

Lundstrom
CONVERTO
PATENT APPLIED FOR

Talking Machine Cabinet

It appeals likewise to present owners of small Victrolas. At little additional cost it gives them a cabinet machine. It revives interest in their machines and in buying new records.

Front doors of machine open through upper doors of cabinet and combine to make a continuation of the horn. The Converto is broadly protected by patent. Two sizes, retailing for \$20 and \$25—allowing a good profit to dealers.

This is a substantial proposition attested to by many of the country's leading dealers.

Write for Prices and Particulars

The C. J. Lundstrom Mfg. Co.
LITTLE FALLS, N. Y.

Branch Office: Flatiron Bldg.

New York City



Setting Victrola into Cabinet



Sound Doors Open for Playing



Completely Closed

MORE USE FOR THE PHONOGRAPH

Cortina Academy of Languages Using That Argument as Basis for Campaign

The Cortina Academy of Languages are carrying on a campaign along the lines of getting more use out of the phonograph. It is their contention that the phonograph in the home is too often reserved for purely entertaining purposes. Through various forms of advertising literature and car cards, the owner of a machine is advised of the possibilities in their phonograph for acquiring the knowledge of one or two additional languages. Through the use



Cortina Illustrative Idea

of attractive "home" photographs, one of which is here reproduced, the ease and comfort of self-education in the home is attractively portrayed.

The necessity of acquiring a knowledge of military French was anticipated by the Cortina Academy and the result was a set of military French records that are proving very popular throughout the country.

While this campaign is, of course, primarily intended for the increased sales of Cortina records, the effect is bound to be felt by the trade in general through supply sales as well as instruments, and to the dealers carrying the Cortina line the campaign should prove especially helpful.

TO INCREASE OUTPUT OF NEEDLES

Factory Making the Wall-Kane Steel Needles Enlarged to Meet Growing Demands

"It is a sound business principle that in order to succeed any merchant must give the public the greatest value for its money," said D. F. Tauber, president of the Progressive Phonographic Supply Co., New York, sole distributor of the Wall-Kane steel needles. "This principle certainly applies to the needle business and our dealers tell us that they have been able to give their patrons splendid service and value in the Wall-Kane needle. This needle, through the use of chemical processes, plays ten records perfectly, and these same processes give the point of the Wall-Kane a coating that benefits the record and adds to its longevity.

"At the present time our needle is being handled by progressive jobbers throughout the country and our recent factory enlargements will enable us to increase our output materially during the coming year. I may add further that we have received quite a number of letters from dealers, referring to the excellent tone quality of the Wall-Kane needle and the satisfaction it is giving all users."

The Daniels Music Co. recently opened elaborate Edison parlors at 106-108 East Fifth avenue, Arkansas City, Kansas, where they are featuring a full line of Edison Diamond Disc phonographs and records.

JOE SCHWETZ GENERAL MANAGER

Placed in Charge of Wholesale Victor Department of I. Davega, Jr., Inc.—Company Reports Excellent Business Record for 1917

I. Davega, Jr., Inc., Victor distributors, 125 West One Hundred and Twenty-fifth street, announce that Joe Schwetz, who has been connected with the firm for years, has been appointed general manager of the wholesale department. Mr. Schwetz succeeds B. R. Forster, who recently resigned and is now in business for himself. Mr. Schwetz has been Mr. Forster's assistant for some time and is thoroughly conversant with the work.

Mr. Schwetz has a wide acquaintance in the field and his efficient management, together with that of Abram Davega, who has general supervision over all affairs of the company, gives great promise of a fine year ahead for that company.

Records show that I. Davega, Jr., Inc., have just concluded one of the best years in the history of the firm. During the coming year it is announced that they will handle Victor products exclusively. As a further aid to dealers, they have obtained a supply of record cabinets for 4's and 6's, of which they have a large stock on hand.

SOLDIERS LIKE WESER PHONOGRAPH

Members of 21st Company, 153rd Depot Brigade, Send Letter of Appreciation to Weser Bros.

A Weser phonograph has been a source of entertainment for many of the soldiers at Camp Dix, Wrightstown, N. J. The machine was presented to the Twenty-first Company, Sixth Battalion, 153rd Depot Brigade, who have expressed their appreciation in a letter to Weser Bros., 520-530 West Forty-third street, New York, which was signed by every man in the company, as well as Capt. W. H. England. A number of records were also sent with the machine.

MME. MUZIO VISITS PATHE SHOP

Prominent Pathé Artist Inspects New Retail Quarters Opened in Philadelphia

PHILADELPHIA, PA., January 7.—One of the recent visitors at the new Pathé Shop, recently opened by the Philadelphia Pathephone Co., at 1026 Chestnut street, was Mme. Claudia Muzio, the prominent operatic soprano, who is a member of the Metropolitan Opera Company, and an exclusive Pathé artist.

Mme. Muzio has made several Pathé records which have been very well received by the dealers, and when she visited the Pathé Shop she expressed her keen appreciation of the handsome warerooms which the Philadelphia Pathe-



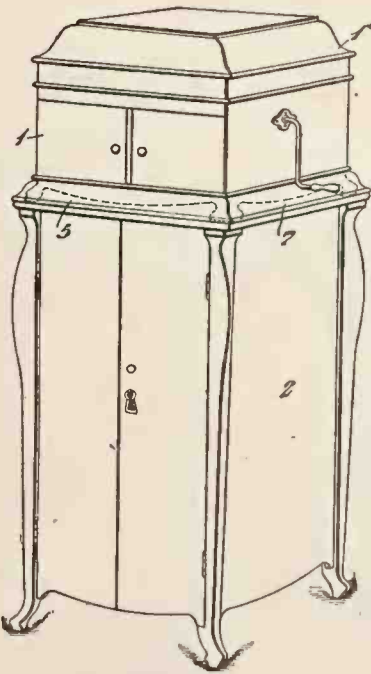
Mme. Muzio and the Pathé

phone Co. have established, congratulating Mr. Eckhardt upon the progress he is making and upon the exquisite decorations in his retail shop.

INCORPORATED

The National Phonograph Co., Chicago, has been incorporated with a capital stock of \$10,000. The incorporators are Martin Rasmussen, Harry Rasmussen, and Frank Cummings.

The Trade Is Advised



DESIGN OF CABINET

That I have been granted United States Letters Patent No. 1,244,944, dated October 30th, 1917, on a cabinet for Talking Machines (the design of which is shown herewith) and for which the following claims are made:

1. A cabinet for a talking machine having a top on which the casing of the machine is adapted to be supported, an inclosure rising from said top, and formed of cleats which are adapted to engage the sides of the base, certain of the cleats being fixed to said top and another cleat forming a gate for entrance into the space of the inclosure, and means for holding the gate in closed position and permitting its opening.

2. A cabinet for a talking machine having a top on which the casing of the machine is adapted to be supported, cleats rising from said top forming an inclosure for the sides of the base of said machine and adapted to interlock therewith, one of said cleats being separate from the other cleats and movable forming a gate for the insertion of said base into the space of said inclosure, the inner sides of the cleats overhanging so as to form interlocking joints with said base.

I am prepared to protect my interests under said patent to the fullest extent and all infringers will be prosecuted vigorously.

(Signed) CLEMENT BEECROFT

PLACE ORDERS NOW FOR

- Record Delivery Envelopes
- Record Stock Envelopes
- Catalog Supplement Envelopes
- Record Cabinets
- Talking Machine Needles
- Peerless Locking Plates

CLEMENT BEECROFT, 309 West Susquehanna Ave. Philadelphia, Pa.

HANDSOME NEW DELPHEON MODELS

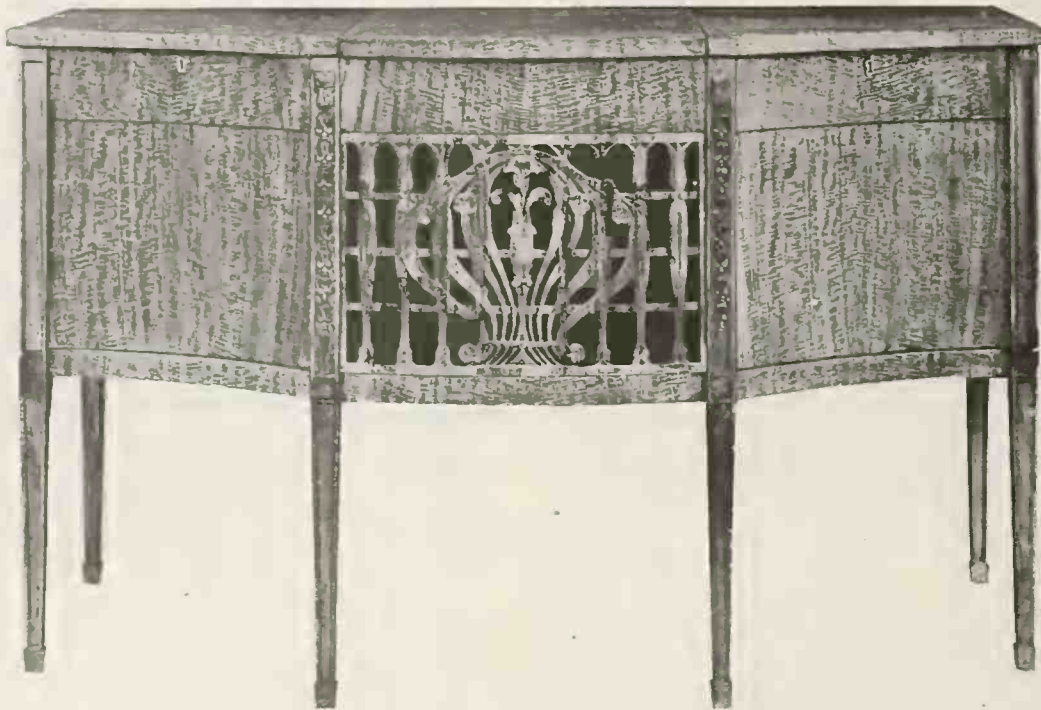
New Hepplewhite Model Table Machine and William and Mary Model Cabinet Machine Recently Added to This Comprehensive Line

The Delpheon Co., Bay City, Mich., has just placed on the market two handsome art models which are shown in the accompanying illustrations. The table machine will be known as the Hepplewhite model and the cabinet machine as the William and Mary model. The latter will retail at \$200 and the former at \$400. The William and Mary model will be equipped with all

The Hepplewhite model measures fifty-six inches long, thirty-six and one-half inches high and twenty-five and one-half inches deep. It is made of the very high grade mottled mahogany and the experience and knowledge of the Delpheon finishing department is used to excellent advantage in giving this instrument a most beautiful finish. It has a beautifully carved grille and the posts are also carved. A heavy plank top is used. The center front section curves outwards, while the two end sections curve inwards.

On each side of the grille are the standard Delpheon individual compartment record files

An electric motor will be used. The reproducing equipment is the same as on the other models, with the exception of the resounding chamber,



Hepplewhite Model Delpheon

Delpheon features, including the three spring motor playing seven ten-inch records. Only the very choicest five-ply mottled mahogany is used throughout.

working on slides and giving a total capacity of 210 records. This model will be equipped with gold hardware with the exception of the drawer pulls, which will be finished to match the wood.



William and Mary Model Delpheon which is of unusual size and gives a remarkable tone quality.

In spite of the fact that the Delpheon Co. has not yet sent out photographs or descriptive literature featuring these two art models, the first order on each model given to the factory has been sold out. From all indications these two instruments will be very successful and the factory is planning to devote considerable time to the production of these art designs.

ACTION ON STEPHENS BILL COMING

Predicted That Congress Will Take Up the Discussion of Measure Early This Year

WASHINGTON, D. C., December 30.—Congressional action on the Stephens Standard Price bill early in the coming year was confidently predicted to-day by E. A. Whittier, secretary-treasurer of the American Fair Trade League, who is in Washington following the opening session of Congress. Mr. Whittier has kept in close touch with the progress of the measure and his prophecy, therefore, carries some weight. Mr. Whittier also took occasion to reply in no

uncertain terms to the statement issued by the National Retail Drygoods Association concerning the recent complaints filed by the Federal Trade Commission against Mishawaka Woolen Mfg. Co. and the Cudahy Packing Co., and charged that the statement was issued without any real knowledge of the facts in the case.

"Mr. Howe is quoted as saying," declared Mr. Whittier, "that 'the fact that advocates of price maintenance are seeking a new law is in itself evidence that the present law (the Clayton Act) prevents their doing what they would like to do without laying themselves open to prosecution.' This certainly indicts Mr. Howe's intelligence, or his sincerity, for everybody else

knows, even if he does not, that the Stephens bill was introduced and actively supported in Congress a year before the Clayton Act was drawn. Moreover, it will be difficult for Mr. Howe to find anything in the Clayton Act which even remotely involves the Stephens bill stabilization principle for the prevention of predatory price cutting. Rather, its whole theory supports that principle and eliminates cut-throat competition and unfair discrimination."

It has been said we don't succeed so much on our own acts as we profit by the mistakes of others. And there's a lot of truth in the statement.

A

AMERICAN

A

Clear in Tone, Beautiful in Design, Smooth Running Motors

The American phonograph, which embodies all the good qualities and special features that the buying public demands, has no equal as to price, beauty and tone. You cannot afford to be without this popular line for your holiday business. The American line has many fine features, beautiful in design, finest of material and workmanship, and the right quality of motor for each particular model, making a well-balanced line at popular prices and a ready seller.

Mr. Dealer: Whether you are at the present time handling any other line of phonographs or are yet undecided as to what line you will have, ask us for the full particulars and you will find that this line will increase your profits and add materially to the volume of your business

PRICES QUOTED ARE WHOLESALE



No. 3—\$18.50



No. 5—\$23.50



No. 6—\$29.00



No. 10—\$47.50



No. 13—\$61.00



No. 22—\$85.00

We stand back of every American

AMERICAN PHONOGRAPH COMPANY

Main Office and Factory, 111 Lyon St., GRAND RAPIDS, MICH.

503 Cable Bldg., CHICAGO

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HOW NEW YORK TALKING MACHINE CO. STAFF CELEBRATED

Executives Prepare a Very Pleasing Surprise for Entire Force at Christmas Time—Substantial Evidence of Appreciation of the Work of the Men—Entertained Also at Travers Island

On Christmas Eve, as a surprise to the office and sales force of the New York Talking Machine Co., the executives had set up, trimmed and brilliantly lighted, a beautiful Christmas tree, which seemed to symbolize the spirit pervading the whole organization.

As the members of the New York Talking Machine Co. gathered around this tree singing

more tangible form than mere words the company's sincere appreciation of the loyal services rendered throughout the year.

The week following, on New Year's Eve, part of this group, composed of the sales and office force with their wives and sweethearts, were the guests of Vice-President R. J. Keith at the Travers Island Club House of the New York



Christmas Party of New York Talking Machine Co. (Sales and Office Forces Shown in Picture) the beautiful old Christmas carols and wishing one another a "Merry, Merry Christmas," a spirit of good-will, fellowship and loyalty to one another was evident on all sides. Christmas to the employes of the New York Talking Machine Co. meant more than long hours and the handling of a tremendous volume of business.

Piled high underneath the tree were gifts and packages for everyone. A. D. Geissler, president, after distributing the many gift boxes, surprised each of the group with a Christmas envelope, which, as he stated, expressed in a

Co. (Sales and Office Forces Shown in Picture) Athletic Club. Gathered about the table, which was artistically and gayly appointed for this occasion, were a happy group of people. The dinner, dancing, and merrymaking made New Year's Eve a memorable one for Mr. Keith's guests, one of whom was Miss Marie Morrisey, the attractive and talented concert contralto.

At 12 o'clock Mr. Keith wished to the group, and to each one individually, a New Year filled with health, happiness and prosperity, and the return toast to him voiced the feeling of fellowship, good-will and co-operative spirit that

is a very noticeable feature in the New York Talking Machine Co. organization.

335 STARS IN EDISON SERVICE FLAG

Service Banner Measuring 20 by 12 Feet Now Hangs at Entrance to Laboratories

At the entrance of the Edison Laboratories in Orange, N. J., hangs the great Edison service flag, twenty feet long and twelve feet wide, and bearing 335 stars, each one representing an employe who has gone from the Edison plants to render active service to his country in this present emergency. The flag not only serves to eulogize those who have entered the service, but likewise acts as an inspiration to those who are still following their peaceful pursuits while awaiting their turn to serve.

SOME NEW CORPORATIONS

The Superior Mfg. Co., Wilmington, has been incorporated under the laws of Delaware with a capital stock of \$350,000 to engage in the manufacture of talking machines.

The Electrone Co., Inc., Dover, has been chartered under the laws of Delaware with a capital stock of \$100,000 to engage in the registration of vocal and instrumental sounds on discs, etc., in other words, to make talking machine records.

The Uniset Reproducer Co., Chicago, has been incorporated with a capital stock of \$25,000 to manufacture mechanical devices for phonographs and musical instruments.

Articles of incorporation have been filed by the Melodious Reproducer Co., of Milwaukee. The capital stock is \$25,000, and the promoters are Clarence M. Ustick, Everard H. Grove and D. C. Van Dyke.

The National Phonograph Co., Chicago, has been incorporated with a capital stock of \$10,000. The incorporators are Martin Rasmussen, Harry Rasmussen and Frank Cummings.

GRINNELL'S RECORD SERVICE

A GOOD FEATURE TO PUSH—

Victor Records of

**"FIRST AID"
FRENCH**

FOR AMERICAN SOLDIERS

There's a vast field here for business—an already present demand.

Have the French course in stock. It is in a sense a patriotic duty—and insures added profits.

Send Us Your Order Today

Glad to place you on our list to receive our advance announcement of best selling Records regularly each month.

You'll find it of value. To have us mail this doesn't obligate you in the least.

—Through its promptness; the vast extent and completeness of our stock; the care with which every order is filled; the transportation facilities at our command and the unswerving aim to be of definite assistance to the dealer in building a greater Record business—

Affords for you a most satisfactory means of, at all times, keeping your stock at highest point of completeness—and best serving your record buying public.

A constantly increasing number of aggressive dealers are taking advantage of our superior service. You'll find it not only pleasing but helpful. *Try us on your next order!*

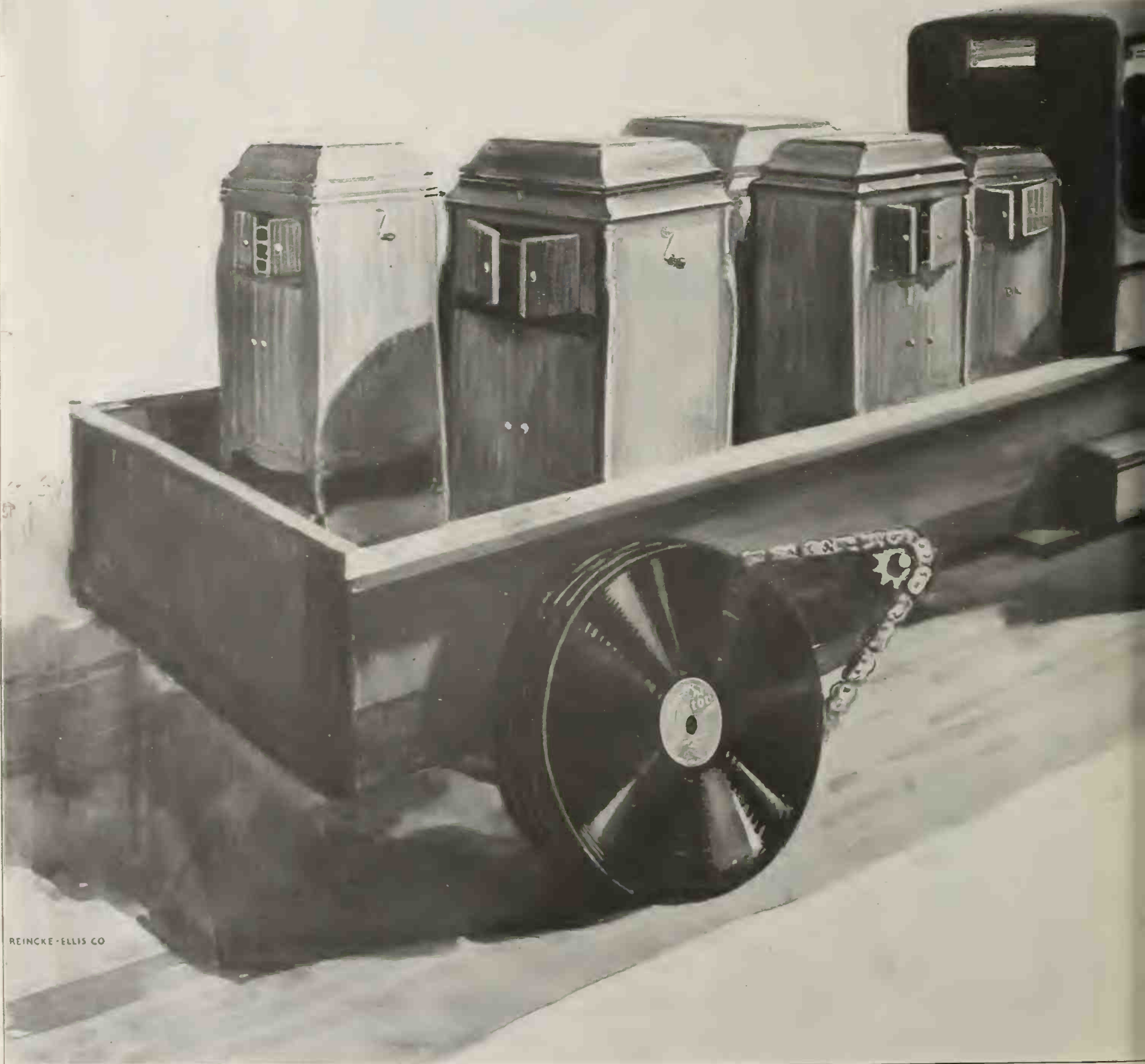
Grinnell Bros

Distributors, Victrolas and Records

First and State Streets, Detroit

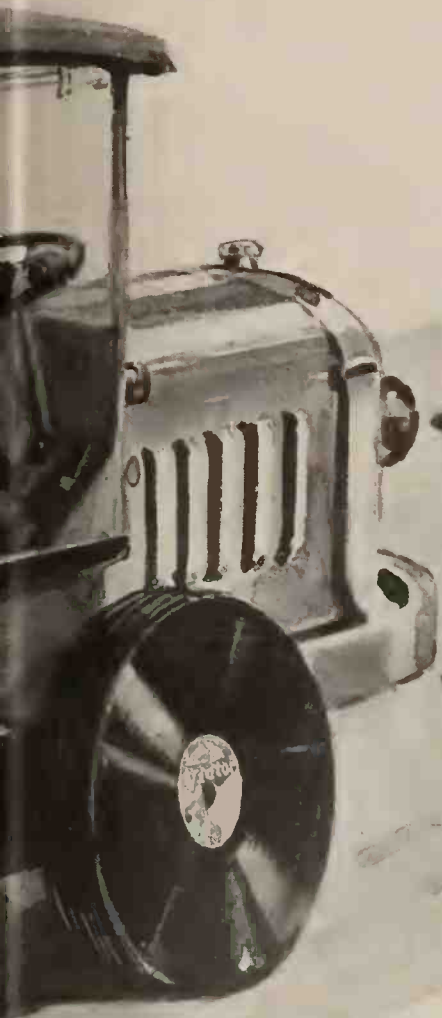
Run your busin

Make them carry the burden, then your profits on the Machines will be NET! Don't say "It can't be done." Others are doing it.



Success on Records!

Push Records and push them hard.
Nearly every Victor owner can be
made a regular purchaser of Records
instead of an occasional purchaser.



MAKE 1918
RECORD YEAR

Largest Stock of
Victor Records
in the Two Largest Cities

Victor Wholesalers

Chicago Talking Machine Co.
12 N. Michigan Ave., Chicago

New York Talking Machine Co.
119 W. 40th Street, New York

BRUNSWICK PROGRESS IN THE EAST

Exceptional Holiday Demand for Brunswick Phonograph—Sales Conference in New York—New Representatives Announced—Anxiously Awaiting the New \$1,500 Art Model

The New York offices of the Brunswick-Balke-Collender Co. have concluded an exceptionally fine holiday season, exceeding in volume of business the same period of the year previous.

During the last week of December a sales conference of twenty-five representatives of the company was held at Thum's, on Broadway, after which all "did their bit" at a banquet which was served. At this meeting plans were made for the coming year and new policies were adopted increasing the already high facilities of the organization.

It is announced that the following new salesmen have joined the Brunswick staff: F. H. Walter, E. S. Campbell, J. H. Wengrovius and Chester Abelowitz, men who are well known in the field and experienced.

All members of the sales staff are awaiting eagerly the coming of the new \$1,500 model of the Brunswick, which is expected to arrive almost any day. Advance information states that this new model will be finished both in English brown mahogany and American walnut and equipped with the universal electric motor. As no advance photographs of the new machine have as yet been received there is a great amount of interest in its arrival.

The New York office have been very busy opening new accounts during the past month. Among them might be mentioned, Edward Strauss, 94 Court street, Brooklyn; the Flatbush Music Co., 932 Flatbush avenue, Brooklyn; the Riley-Hogan Co., 125th street, and a department in the large department store of H. C. F. Koch & Co., 125th street. In the last case the New York office of the Brunswick-Balke-Collender Co. operate the department themselves. Reports already received from these new dealers indicate the popularity of the Brunswick machine in their locality.

NEW COMPANY FORMED IN TEXAS

Verhalen-Delphoon Sales Co., of Texas, to Distribute Products of Delphoon Co., Bay City

DALLAS, TEX., January 8.—A company has been organized in this city for the purpose of distributing the products of the Delphoon Co., Bay City, Mich., in Texas, Oklahoma and the Southwest. This company will probably be known as the Verhalen-Delphoon Sales Co. Walter Verhalen, of Dallas, is at the head of this organization, and is now making plans whereby the dealers in this territory will receive efficient service and co-operation. Mr. Verhalen made a trip to Chicago some time ago to look over high-grade lines of talking machines. While there he saw and heard the Delphoon, and was so favorably impressed with this instrument that he visited Bay City and closed the deal for distributing rights in his territory.

NEW REPRODUCERS ANNOUNCED

New England Talking Machine Co. Calls Attention to New Line of Perfection Flexi-tone Reproducers and Points Out Their Advantages

BOSTON, MASS., January 5.—The New England Talking Machine Co., of 16 Beach street, this city, announce their new Perfection Flexi-tone reproducers to the trade. These new reproducers allow for great interchangeability of records among the various talking machines. A very attractive circular is being sent to the trade calling the attention of the dealer not only to the many merits of the reproducer, but also the great sales help it affords the dealer. Perfection Flexi-tone reproducers attached to Perfection ball bearing tone arms Nos. 3 and 4 play all lateral cut records on all types of Edison disc machines and Perfection Flexi-tone reproducers Nos. 3, 6 and 7 are designed to fit all types of Victor and Columbia machines. It is claimed for these reproducers that they have a wonderful clarity of sound and will reproduce the sounds as perfectly as the recording at the laboratories, from the highest to the low-

est sounds. The New England Talking Machine Co. and its president, Chas. P. Trundy, are well and favorably known to the trade and their new product will, no doubt, receive the high popularity that it deserves.

PLAN TO SIMPLIFY BUSINESS

Credit Men Suggest Rules After Studying Office Procedure That Are Worthy Consideration

In order to co-operate to the greatest possible extent in supplying the nation's need of men for war service, the National Association of Credit Men recently made a study of office procedure, with a view to economizing labor there by simplifying processes. As a consequence J. H. Tregoe, secretary and treasurer of the association, was provided with three rules, copies of which he has sent out to all members of the association, with the statement that they were drawn up by the Committee on Commercial War Economy, and the request that they be observed. The rules are:

"1. That checks received in the course of merchandising, and unimportant letters and communications, be not acknowledged.

"2. That every dispensable and non-productive office or business device or system that can be released without decreasing the real abilities of the business be suspended during the war.

"3. That credit departments shall not inquire of other departments in unimportant cases, and that promiscuous and merely general inquiries be discontinued."

Mr. Tregoe, in the letter accompanying these rules, points out that even small economies of this description in office procedure may not only, in the aggregate, prove of value in conserving the working resources of the nation, but may also be vitally important in enabling the individual business to weather the hard times of the war period. These suggestions are well worth adoption by talking machine dealers who are seeking efficient methods of transacting their business.

DIE CASTINGS

Our greatly increased
plant enables us to ac-
cept orders for

Immediate Delivery

NATIONAL LEAD CO.

111 Broadway

New York City

LOS ANGELES BREAKS ALL PREVIOUS TRADE RECORDS

Every One Pleased With Volume of Business for 1917—Uneasiness Regarding the Securing of Stock in View of Transportation Conditions—Window Displays Receiving Much Consideration

LOS ANGELES, CAL., January 5.—In spite of the shortage of stocks and the slowness with which freight has been moving during the fall months, all previous records were broken in the talking machine business during the month of December. The demand for the medium-priced machines was noticeable, but a great many more than usual were disposed of during the holidays. Not that the large models were entirely overlooked, as a good many nice sales were made by the local dealers in the more costly designs, but the mass of the people seemed to be interested in machines from \$100 to \$150. Both record and machine stocks are very low at present and there are probably fewer machines and records in Los Angeles to-day than ever before at this time of the year. The outlook is not good for a replenishment at present, as the jobbing houses are not holding out any hopes for any shipments in the very near future. Just what the outcome will be is problematical, and in the meantime dealers are talking up the models they have in stock.

Just what effect the taking over of the railroads and steamship lines by the Government will have on our transportation facilities is a question at present. However, all local dealers are hoping for the best, as they figure that unless freights are entirely stopped they cannot be any worse off than they have been for the past six months. All indications point to a good business during January, as great activity is being shown in all lines of business. This part of the country is badly in need of rain, and although no damage has been done so far some of the crops will be much shorter than usual if we do not get some rain in the very near future.

Barker Bros. had a banner holiday trade and C. B. Boothe, their manager, says that all past records for December were broken. Barker's had the usual trouble in getting records and certain models of machines, many of which were entirely out of stock before Christmas. Mr. Boothe reports the sale of one of their own make period models. This was a very handsome machine and was so constructed that either the Edison Disc, Victor or Columbia interior could be installed. Price, \$1,250. The volume of business was so great that Mr. Boothe was compelled to close the talking machine department at 5.30 on Monday, the 24th, in order that the force could catch up with their orders.

C. S. Ruggles, manager for Sherman, Clay & Co., local Victor jobbers, says that he is thinking seriously of taking a vacation unless he is able to get some goods in the near future. Victor dealers all over Southern California are clamoring for machines and records and the Sherman, Clay & Co. stock is, of course, getting perilously low.

The Diamond Disc Distributing Co., local Edison jobbers, report a tremendous business in both Edison disc and cylinder machines and records. The C 250 and C 150 models were the best sellers during the holidays and Mr. Lovejoy, the manager, says they are running short on these two models and future shipments from the factory are uncertain. There was a big demand for the new Edison period model, the William and Mary, and all the dealers were sold out before Christmas. This is bound to be a popular machine and a ready sale for it is assured when the jobbers receive a new shipment.

The Southern California Music Co. just closed a most prosperous holiday business and many more machines and records were sold than ever before at this season. A large number of standard models were sold, but the medium-priced machines were mostly in demand.

The Columbia Graphophone Co., wholesale, report a fine business during December, and were in a better position to supply their dealers than the other jobbers, as they had an extra large stock on hand before the demand became so heavy. The Columbia Co. has put in quite

a number of new licensed dealers in Los Angeles during the last year, and report that they are all doing well and steadily increasing their business.

All local dealers are paying more attention to their windows than ever before and during Christmas week some very unique and beauti-

ful window displays were on exhibition, and attracted an unusual amount of interest and comment. This city has long been famous for its fine show windows, and during the last two or three semi-annual Fashion Shows the music stores and window displays have compared favorably with some of those of the smartest shops on Broadway. The people of this city are great "window shoppers," and the talking machine dealers are awaking to the fact that their windows can be dressed in such a way that they will greatly increase their business.

THE VALUE OF GOOD ADVICE

A New York business man relates that an employe of his, after being in business about eighteen months, found it difficult to meet his obligations. He said, in commenting on the case:

"As it not infrequently is found to occur in such cases, he was fairly beside himself and requested me to call on him. After giving me a résumé of his affairs his first impulse was to consult a lawyer. Instead of doing this I advised him to see his creditors, be open and

above-board with them, and explain affairs as they actually existed. At first he remonstrated, but when I demonstrated to him that no possible harm could result in doing this he finally decided to adopt my idea, and he called a meeting of his creditors.

"His creditors, almost without exception, acted splendidly toward him, with the result that he is still in business and gradually getting on his feet again.

"I am strongly of the belief that if more and wider publicity were given to this method it would be an advantage to debtors and creditors."

Accessories

FOR THE

VICTOR

WE

Carry Them All

- Record Cabinets
- The Ready File
- Record Albums
- Dealers' Stock Envelopes
- Record Delivery Bags
- Fibre Needles
- Fibre Needle Cutters
- Playrite Steel Needles
- The Record Lite
- Victrola Cabinet Polish
- Three-In-One Oil
- Oil Cans
- Supplement Mailing Envelopes
- Victrola Price Cards
- Record Carrying Cases
- Record Easels for Window Display
- and
- Many Others

WE CAN SUPPLY YOU WITH ANYTHING IN THE WAY OF ACCESSORIES

If your Distributor is unable to give you this service send your order to

Blackman

TALKING MACHINE CO.
97 CHAMBERS ST. NEAR CHURCH ST. NEW YORK
VICTOR DISTRIBUTORS

Why the Century Phonograph Needs No Introduction

Two Popular Century Models



No. 7 — Quartered
Oak or genuine Ma-
hogony. 18 3/4 x 20 1/2 x
42 1/4 inches. \$75.00



No. 3—Oak or Imitation Mahogany.
17x18 1/2x13 inches high, \$30.00

¶ The Century Phonograph is built and guaranteed by the Century Cabinet Co., for many years the leading manufacturer of talking machine cabinets.

¶ The cabinets are the best that the market affords; the tone quality is the result of actual laboratory experiments; the constructional equipment includes the best "Universal" Tone Arm on the market and the recognized leaders in other equipment.

Century Phonographs

Can be sold by
the dealer with

Confidence!

¶ The Century line is complete, and our dealer proposition insures your success.

WRITE TODAY FOR
OPEN TERRITORY

Century Cabinet Company
25 West 45th Street, New York

Factory—Utica, N.Y.

DETROIT TRADE STARTS THE NEW YEAR IN BUOYANT MOOD

Closed Most Satisfactory Business in 1917—Freight Congestion and Shortage of Stock Badly Felt—Detroiters Without Exception All Optimistic—Good Work of the Local Association

DETROIT, MICH., January 7.—Well, one more year has passed and it is indeed gratifying to know that the talking machine industry has prospered during the preceding twelve months and that the coming twelve months are very encouraging for good business. With very few exceptions every dealer in Detroit says he enjoyed a very good trade during 1917—better than the year before—and that the new year has started off excellently. The holiday business in December was very brisk, even if it did come in the ten days before Christmas! The early part of the month was just fair, but it brightened up considerably right after the 15th. The shortage of some particular models did not seem to make much difference because dealers were able to sell the customers something else. The announcement by many dealers that prices would advance January 1 had a lot to do no doubt with getting people to buy in December. December was a good month, and January will be a good month as compared with a year ago.

Record business is excellent even right now and has been. Patriotic popular numbers, such as "Over There," are in demand and are selling fast, as are also good dance numbers.

Now that the old year has elapsed some of the dealers are planning an early departure south for recreation and rest. C. A. Grinnell, of Grinnell Bros., will leave any day for his winter home at Sea Breeze, Fla., while Max Strasburg is planning to go golfing at Pinehurst. Others will take short vacations, feeling that they have earned the same after the strenuous December.

The coal situation is proving somewhat of a setback to business, many families doubling up, and not buying machines as they had previously intended. However, this condition is not interfering with the record business, which, as before stated, is just as brisk as ever.

The Edison Shop, according to R. B. Alling,

had a dandy year in 1917, many good dealers having been added to the list. Retail business in Detroit and throughout the entire territory has been on the increase.

Frank Bayley, Edison dealer on Broadway, says that his Edison business ran far ahead of expectations. He and the Edison Shop comprise the only downtown dealers and naturally their business would be good. The Edison Shop used many half and full pages in the local papers during December, which helped all Edison dealers.

Ed Andrew, manager of the talking machine department of the J. L. Hudson Co., says: "We more than reached our quota for December, also for the twelve months of 1917—so that we haven't the least complaint to make. We have been very careful in our credit department so that our collections have been unusually good. You know it's not always how much goods you can sell as how much you can actually collect each month." The Hudson store is now selling both the Victrola and the Sonora, and has been boosting both of them very strong.

Wallace Brown, now dealer for Brunswick phonographs, said he had a dandy holiday business, selling a great many more machines than he had really planned for. He is determined that 1918 shall be even better. Frankly, Mr. Brown did not expect a big business during 1917 on Brunswicks, feeling that it would take six or seven months properly to introduce the phonograph to the Detroit public.

The Detroit Talking Machine Dealers' Association has accomplished excellent results during the year just passed. Some very bad trade evils have been eliminated, partially or wholly, and only by proper co-operation. The organization has been working harmoniously and every member feels that he has received more than his "money's worth" for his dues. During 1918

even greater results will be accomplished, if the plans in contemplation do not go amiss.

Generally speaking, Detroit looks mighty good for 1918. Its industries are staple; war orders for trucks, munitions and shells, running into millions and millions of dollars have already been let, and a number of new million-dollar factories are being erected to handle nothing but war orders. In addition, it is expected to make Detroit the center of the manufacture of airplane motors and parts, and already several big orders in Detroit have been placed by the Government. Detroit business men are all optimistic and really believe that 1918 will be one of the greatest years in the history of the town.

Keenan & Jahn did a nice December business with the Aeolian-Vocalion. It was really their first month with this line. John D. Angeli, manager of the new department, says that a great many people have been in "looking" with promises that they would buy later.

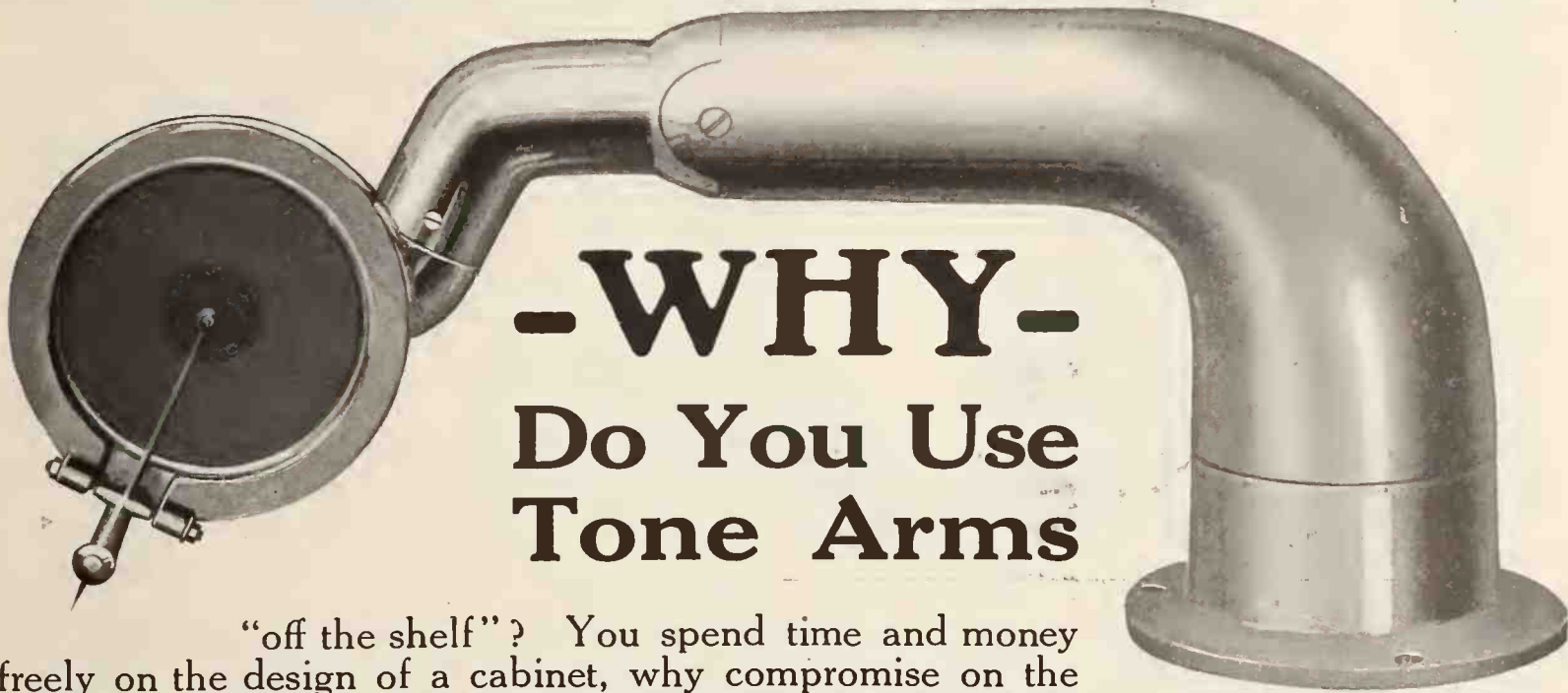
Sam Lind, Columbia manager, says he has had a very big year, with more and better dealers than ever before.

Williams, Davis, Brooks & Hinchman Sons, Michigan Pathé jobbers, had more business in 1917 than they thought it possible to secure, and are exceedingly well pleased with their affiliation with Pathé. They have disposed of more machines and records than they originally planned on, and have surprised the factory several times with telegrams for more goods. They now have a big stock and are in excellent condition to fill orders from their dealers.

LOCATED IN NEW QUARTERS

The M. A. Barker Music Co., Poplar Bluff, Mo., is now located in new quarters in the Greer Block, that town, where they are featuring Columbia Graphophones, Starr phonographs and other musical goods.

The Browne-Wolf Drug Co., of Healdsburg, Cal., with headquarters on West street, has taken the agency for the Victor talking machine.



**-WHY-
Do You Use
Tone Arms**

"off the shelf"? You spend time and money freely on the design of a cabinet, why compromise on the tone arm? Why don't you put the same thought into the tone arm? Make it at least as distinctive as the cabinet.

We have experts who are specialists in designing tone arms that will blend with your cabinet in quality and appearance—that will continue quality unbroken from sound chamber connection to stylus groove.

These men are ready to serve and prove to you by sketches and figures that "INDIANA" made tone arms will increase the value of your machine and make it a better selling proposition.

Bear in mind that acceptance of this service does not obligate you in any way and anything developed for you is for you exclusively, and is not sold or sampled to your competitors.

WE ESTIMATE FROM SAMPLE OR BLUE PRINT

"INDIANA" DIE CASTING COMPANY

East 11th Street at Cornell Ave.

INDIANAPOLIS, IND.

SAFETY UNDERNEATH

You'd naturally expect to find the most advanced shop methods and equipment used by the plant that produces phonographs so well and widely known as those which bear the name of

TRADE MARK
Thomas A Edison

If these large manufacturers consider it advisable to use

Faultless Pivot-Bearing Casters

on their product, that's a safe lead for you to follow.

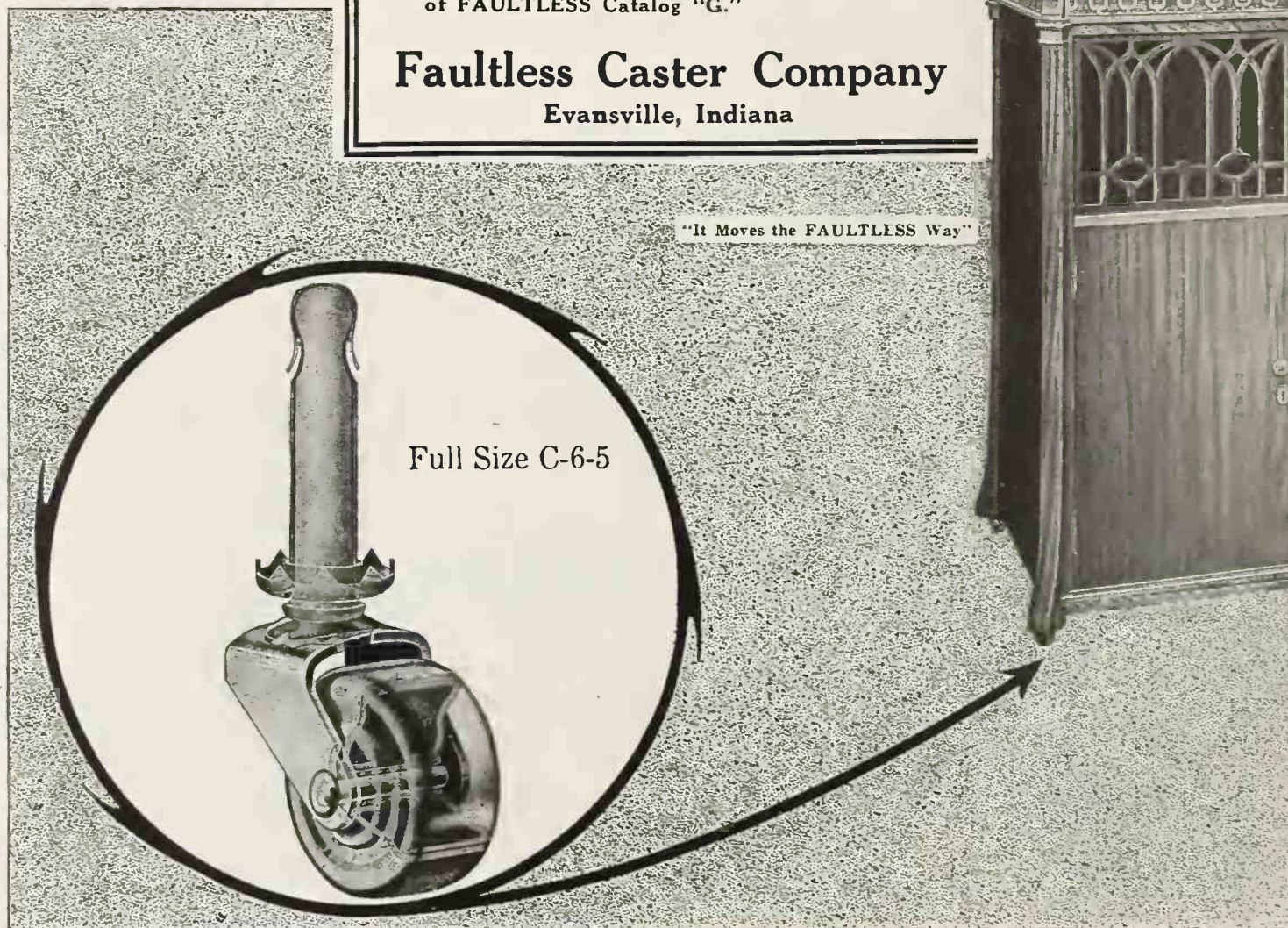
A word from you puts all our caster experience at your service—brings you samples and a copy of FAULTLESS Catalog "G."

Faultless Caster Company

Evansville, Indiana



"It Moves the FAULTLESS Way"



Full Size C-6-5

OVER 500 VICTOR MEN IN SERVICE

Roll of Honor, Bearing Names of All Those Now in Armed Service of Country, Now Installed in Hall of Administration Building

In paying tribute to the hundreds of their employes who have entered the military service of the country, the Victor Talking Machine Co. has departed from the service flag idea and as a result there now appears in the main hall of the Administration Building in Camden a tall mahogany pedestal, surmounted by a silken American flag and bearing, on swinging panels, the names of the Victor employes to the number of over five hundred who have entered the service of Uncle Sam, together with the department in which they had been employed. Surmounting the roll of honor is a placard on which appears the following: "In appreciation of the splendid display of loyalty by members of all departments, the directors of the Victor Co.

have ordered that this roll of honor, containing the names of the employes who are known to have gone direct from this plant to join the armed forces of the country, be posted and maintained during the period of the war."

ENTERS THE FIELD IN MILWAUKEE

Triumph Phonograph Co., Organized in That City, to Manufacture Machines of New Type

MILWAUKEE, WIS., January 7.—As the result of years of study of the reproduction of the human voice by mechanical means, Albert C. Ehlmann, a well-known singer and musician, has evolved a new phonograph which will be manufactured and marketed under the name of the "Triumph." Mr. Ehlmann has organized the Triumph Phonograph Co. with a capital stock of \$25,000 for this purpose, and with him are associated Julius E. Kiefer and Robert A. Kiefer. Offices have recently been opened in this city.

The Triumph Co. has decided for the present to contract for the manufacture of its product. It has made connections with concerns specializing in such work so that the machine will be constructed strictly in accordance with the plans of the designer and under his direct supervision. Mr. Ehlmann has been elected secretary-treasurer and general manager of the new company. Julius E. Kiefer is president and Robert A. Kiefer is vice-president. An active selling campaign is now being planned.

GRAND RAPIDS DEALERS TO MEET

GRAND RAPIDS, MICH., January 7.—The annual meeting of the Grand Rapids Retail Music Dealers' Association will be held on January 17. An elaborate program is now being worked out for the occasion. Otto Friedrich, of the Friedrich Music House, and Clayton Hoffman, of the Herrick Piano Co., are in charge of the arrangements.

HELPS MUSICAL APPRECIATION

The Important Part Played by the Talking Machine in Stimulating a Love for Music Forms Subject of Editorial in Munsey's Magazine

In the December issue of Munsey's there was an excellent editorial in which the importance of the talking machine and the player-piano as factors in musical development and appreciation was dwelt upon in a very sympathetic way. These two instruments were estimated as among the most notable inventions of the age, and it was pointed out that the true musical artist neither feels nor affects contempt for the talking machine or the player-piano. In this connection the writer says:

"He (the artist) knows that the roll of perforated paper can sound chords which the fingers of Paderewski cannot compass; that the earliest appreciation of musical timbre and orchestral coloring may be derived from half a dozen black discs.

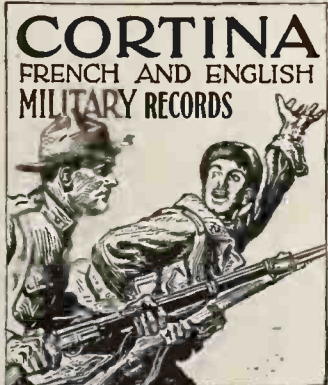
"In music, as in every other art, the first requisite to the development of a sound and cultivated taste is frequent contact with the work of artists. A person of sufficiently acute mind, hearing music and more music and more music of all kinds, could conceivably end by deducing for himself every principle on which music is based. A person of merely average intelligence who will use it as he listens will, if opportunity to hear music comes often, arrive eventually at a fair understanding of what constitutes good music. More than that, he will have some inkling why it is good, and will appreciate what he hears at somewhat near its actual worth.

"The case for vocal music is even stronger. We shall have an unusual lot of it this winter, and the reference is not to concert platforms, but to chorus-singing in the home, in the church, in the camp. The chorus is a community enterprise hitherto undeveloped in America, but less likely to suffer neglect in the future. Interest in choral singing has been powerfully stimulated by the plans of Major-General Franklin Bell and others to make the American soldier a singing soldier because, as General Bell rightly declares, a singing soldier makes a fighting soldier. Choral singing is capable of developing more enthusiasm than any other form of the musical art. It can progress to the heights of Parnassus, and it carries the singer with it.

"The secret does not lie in the artistic knowledge and appreciation acquired, but in the kindling of generous emotions, their liberation or 'motor discharge,' as psychologists would say;

A BIG DEMAND

Throughout the Country for



Get your share of this business. An ideal gift for the boys in training or the trenches. It often sells a machine with it.

The course consists of an authoritative Military Manual containing a foreword by Major-Gen. Leonard Wood.

WITH TWENTY PHONOGRAPH RECORDS (10-12" double face discs). Send for full information. Advertising matter, military poster-hangers free.

Also Spanish, Italian, German, and English and French for Spaniards

CORTINA ACADEMY OF LANGUAGE
12 East 46th Street, New York

above all in the creation of that contagious fellowship and general good-will which are vital to the success of an army and richly profitable to the life of each single human soul."

COLUMBIA MANAGERIAL CHANGES

Geo. W. Hopkins, General Sales Manager of the Columbia Co., Makes Important Announcement

Geo. W. Hopkins, general sales manager of the Columbia Graphophone Co., New York, has announced the following organization changes effective as of January 1:

R. J. Whelen, manager, Cincinnati branch, resigned.

F. F. Dawson, of the general sales department, temporarily in charge of the Cincinnati branch, as acting manager.

F. A. Denison has been appointed manager of the San Francisco branch.

K. Mills has been appointed assistant manager of the New York branch.

S. H. Nichols, at his own request, has been appointed manager of the Pittsburgh branch.

H. A. Yerkes has been appointed field sales manager, and, as the title indicates, will actively represent the general sales department in the field.

CATALOG OF THOMAS PHONOPARTS

Details of the Dayton Motor and Other Talking Machine Accessories Made by Thomas Mfg. Co. Set Forth in Elaborate Manner—New and More Comprehensive Catalog Now in Work

A booklet that should prove of interest to talking machine manufacturers or those who contemplate entering that field is the elaborately designed illustrated catalog of phonoparts issued by the Thomas Mfg. Co., of Dayton, O., recognized as among the largest manufacturers of motors, tone arms, sound boxes and talking machine parts for the trade. The present catalog of the company serves to show various models of the Dayton motor complete and ready for installation, and with the various excellent features clearly indicated.

Facing the pictures of the motors there appear plates showing the various parts disassembled. Each part is carefully numbered, and the name of each appears in a list printed underneath the plates.

The second section of the catalog is used to illustrate and describe the various models of tone arm and sound box combinations, with the specifications of each detail carefully set forth. Special attention is given to descriptive matter regarding the Dayton sound boxes. Turntables and other Thomas Co. products also receive attention in the catalog.

Of general interest are excellent views of the exterior and interior of the great Thomas Mfg. Co. plant, illustrating the actual work of making phonograph parts, and two pages given over to a semi-editorial on building business and emphasizing the qualities of the service idea.

The Thomas Mfg. Co. announce that they have now in preparation a new and more elaborate catalog which will be ready for publication in a few weeks.

OVERENTHUSIASM UNWISE

Many advertisements are made misleading, not through any deliberate intention of being dishonest, but because of the overenthusiasm of the advertising man who somehow seems to think that the goods and values his store has to offer are far better than those of any other store. He feels that each item advertised has to be lauded to the skies, although, as a matter of fact, it is just an ordinary piece of merchandise at a fair price. That is the reason many old established stores prefer to print advertisements with little descriptive matter.

The Wasech Phonograph Co., Salt Lake City, Utah, has changed its name to the Ashworth-O'Loughlin Co.



No. 1410. Rim Table for Victrola IX or IXA Mahogany Holds 5 Victor Albums

During 1918

you want to hit the bull's-eye of prosperity. The dealer who handles the Udell line of cabinets is certain to increase his profits in a handsome way, because Udell cabinets are quality-famous throughout the entire country and because Udell products bear a well-known trademark toward which both the trade and the consumer public have learned to look with confidence.



TRADE MARK

Start the new year by writing for our catalog.

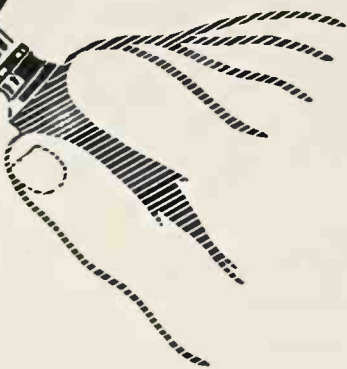
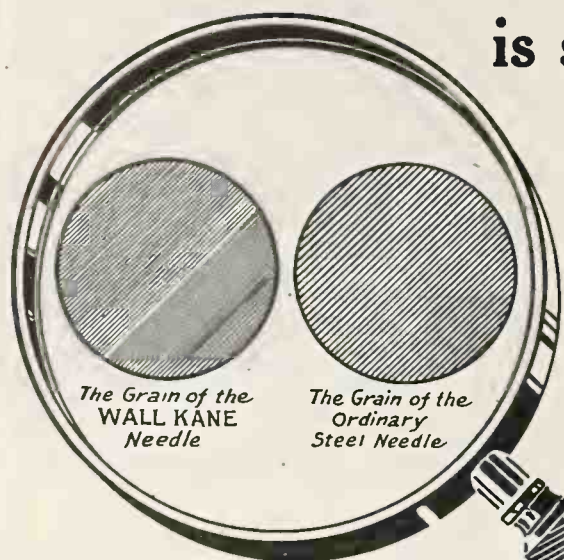
THE UDELL WORKS

1205 WEST 28th STREET

INDIANAPOLIS, IND.

Why the WALL-KANE STEEL NEEDLE

is superior to any ordinary steel needle and why it plays 10 records perfectly



No. 1

No. 2

The Wall-Kane Steel Needle is the finest grade of ordinary domestic steel needle, wonderfully improved by chemical processes, which, briefly described, are as follows:

The highest grade of steel needle of domestic manufacture, and playing one record only, is first subjected to chemical processes by which the grain of the needle is made very much finer (see illustration under magnifying glass).

After this process the needle looks all black, like illustration No. 1. Considerable quantity of the charcoal in the original needle is now eliminated, and the needle greatly strengthened by the finer grains and the elimination of the charcoal.

The needle is then subjected to various chemical processes, which result in softening the point so that the grooves of the record are very much benefited. While in this process the needle looks like illustration No. 2.

Three different coats of certain chemical solutions are then placed on the point of the needle, so that, by the protection afforded by these coatings, the needle will positively play at least ten records before the friction with the grooves reaches the original grain of the point.

BEWARE OF IMITATIONS

This handsome metal enamel display stand holds 60 packages, 2 doz. extra loud, 1 doz. medium and 2 doz. loud; each package containing 50 WALL-KANE NEEDLES, retailing for 10c. Price of stand to dealers, \$4.00. Single packages, 6½c.

Jobbing Territory
Open for
Progressive Houses

PROGRESSIVE PHONOGRAPHIC SUPPLY CO.

145 West 45th Street

NEW YORK

WORKING IN CAMP FUNSTON ZONE

The Schmelzer Arms Co., of Kansas City, Are Catering to Needs of Uncle Sam's Boys—Handle Great Volume of Holiday Business

KANSAS CITY, Mo., January 3.—The Schmelzer Arms Co., prominent Victor wholesalers and dealers, who have as their slogan: "The most interesting store in Kansas City," report an unusually active holiday season, despite the fact that they saw real money getting away from them owing to a serious shortage of Victor goods. The Schmelzer Arms Co., however, in addition to being talking machine jobbers, are also one of the largest sporting goods houses in the world, and have a building with a 125-foot frontage, devoted to sporting goods of all kinds. There is even an entire floor devoted to toys which is a mighty active place just before Christmas.

The talking machine business during the holidays was notable for the demand for the higher priced machines, although there were quite a few medium priced outfits purchased for the boys in the military camps.

The Schmelzer Arms Co. recently opened a completely stocked store in the zone established just inside the reservation at Camp Funston, Kansas, which is one of the largest camps in the country. The space in the zone is leased to concessioners by the Government and each concessioner must erect his own building, although all must be of uniform design. In the zone are to be found three theatres, a billiard and pool hall, and stores of all sorts, the idea being to meet the demands of the soldiers without requiring them to leave the reservation and meet the temptations in the various towns nearby. The prices in the zone are practically governed by the general managing, and are in every case to the advantage of the soldiers. The Schmelzer Arms Co. building there is fifty feet square, and two stories high, and contains about practically everything in the sporting goods line from

clothes to fishing tackle. There are also talking machines and records on hand.

The company has closed the banner year in its history, due largely to the untiring efforts of the officers, who are Chas. J. Schmelzer, president and treasurer; Harvey J. Schmelzer, vice-president and secretary; Arthur A. Trostler, assistant secretary, and Stanford S. Madden, assistant treasurer.

ENLARGES ITS BOOTH EQUIPMENT

The Delpheon Sales Co., of New York, Augments Its Conveniences for Dealers

The Delpheon Sales Co., 25 Church street, New York, local distributors for the products of the Delpheon Co., Bay City, Mich., recently added a number of booths to the equipment of its New York ware-rooms in order that out-of-town dealers and interested music lovers might have maximum convenience at their disposal when listening to this successful phonograph. These booths are furnished attractively and comfortably, the furnishings and decorations being in complete accord with the musical qualities of the Delpheon and the success which it has achieved throughout the country.

J. D. Manton, head of the Delpheon Sales Co., is a firm believer in the value

of attractively decorated warerooms, and his stores are models in this respect. Well lighted and ideally arranged, his establishments have won the enthusiastic approval of all visitors. The Delpheon line is completely "at home" in New York, and the Delpheon Sales Co. is preparing to handle an extensive wholesale business in this territory during the coming year.

MISS TRUSSLER JOINS NAVY

Miss E. A. Trussler, a member of the Columbia Co.'s advertising department, has been appointed a yeoman in the U. S. Navy, and on January 1 assumed her new duties at the Brooklyn Navy Yard. Miss Trussler leaves for this patriotic work with the good wishes of all her associates, with whom she has been very popular for several years past.



The Attractive Quarters of the Delpheon Sales Co.

FROM OUR CHICAGO HEADQUARTERS

E. P. VAN HARLINGEN, Manager
H. SCOTT KINGWILL, Ass't. Mgr.

World Office
Republic Bldg., 209 South State St., Chicago
Telephone: Wabash 5774

CHICAGO, ILL., January 10.—What is the use of trying to do a thing yourself when you can get others much more competent to do it for you? The proper thing to do at the present time is to review the talking machine business for the last year and to make a forecast regarding the future. With this idea in mind the Chicago representative of The World asked a number of leading men in the talking machine trade of Chicago to do this very reviewing and prophesying. Of course, this is a very busy time. Inventories are in progress and plans are in the making for the new year. By no means all of the men who were written letters on this subject responded, but those who did accomplished the task to the entire satisfaction of the inquirer, who is very sure that the trade at large will read with great interest these communications. Here they are:

Griffith P. Ellis' Interesting Views

Griffith P. Ellis, sales manager of the Chicago Mfg. Machine Co., in discussing the business situation, said:

"After closing our books with the most successful month of the largest year in our history, I can't feel anything but pleased over general conditions in the talking machine business for 1917.

"The year was one that brought its alarms to the talking machine industry, just as it did to all others. It was a period of mental readjustment to wartime conditions, with no precedent to guide the trade, as in previous wartime periods the talking machine industry was not of any substantial proportions.

"When war was first declared there was a feeling of anxiety as to the future, but as the first few weeks passed after the declaration of war and retail sales remained about normal, the feeling of confidence returned.

"The two offerings of Liberty Loan Bonds also proved upsetting for perhaps three or four weeks around the period when the strong drive was on; but the lull in business was only temporary and was subsequently offset by increased purchases by the public shortly after the close of the bond selling campaign.

"Had these various economic disturbances been predicted at the start of 1917, it is quite possible it would have had a psychological effect on the campaigns of retailers, and it is

quite likely the results would not have been nearly so satisfactory. As nothing of this kind could be guessed at with any degree of accuracy early in the year, the trade naturally laid plans as in previous years and set out with the full determination to surpass 1916—the banner year in the talking machine industry.

"So well formed were these plans that practically without exception retailers were able to meet the emergencies arising out of our entrance into the war and pull through with a highly satisfactory year's business. Most retailers showed a splendid increase over the previous year's business, and I think I can say that without exception every account on our books showed an increase in record sales.

"Probably the most gratifying feature of the year's business just closed is the effort that was made by the more aggressive retailers to concentrate their efforts toward the increase of their record sales. Quite a few retailers showed the wisdom of devoting as much as 75 per cent. of their total annual advertising appropriation to featuring records.

"Many novel ideas were devised throughout the year, and the result was a very largely increased record business. In fact, this was the general condition with most of our accounts, and I think I am safe in saying that practically 98 per cent. of the accounts on our books showed record increases anywhere from 30 per cent. up to 200 per cent.

"It is a great satisfaction to feel that the retailers have come to a realization of the possibilities of this vitally important and profitable end of their business.

"The wholesaler had burdens to bear in the way of increased corporation income taxes and war taxes on floor stocks of machines and records that were not passed on to the retailer, and which made serious inroads in the net profits of the wholesalers. Our company, for instance, had to pay thousands of dollars in war taxes to cover our floor stocks—not one cent of which was passed on to the retailer or to the public.

"The Victor Co.'s action in absorbing the entire war tax on records gives splendid and praiseworthy evidence of their willingness to carry, in so far as they were able to do so, the increased burdens brought on us by the war.

"The reports of our traveling representatives

indicate there are no stocks in dealers' stores, and such machines as they are receiving from time to time are going right out immediately to take care of sales already made. The demand seems insatiable and there appears little likelihood that retailers will be able to accumulate any considerable quantity of machines during this year. The goods are sold before they reach the dealer's floor.

"With twenty billions of dollars being spent by the Government—with labor fully employed at higher wages than ever before—and with savings deposits for 1917 showing an increase of millions and millions of dollars (in spite of all the money that was invested in Liberty Loan Bonds, Red Cross, Y. M. C. A. and other wartime contributions) I can't see anything but a wonderful year ahead of us in 1918.

"I am, first of all, an optimist; but in view of the fact that the Victor Co. have orders for machines and records which will more than take their entire output for months to come, I can't see anything but hopeful signs for our business; and I believe that even the calamities of the world's greatest war will not bring about anything but continued good business, limited only by factory production."

Why Business Will Stand Under Stress

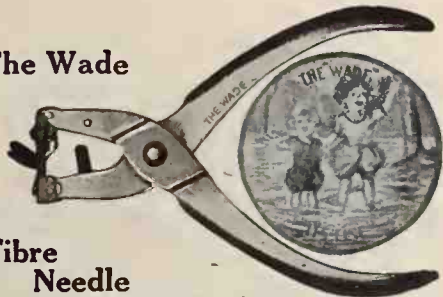
Lester E. Noble, manager wholesale talking machine department of Chicago branch of the Rudolph Wurlitzer Co., said:

"In going over the talking machine business for the year 1917, the most striking feature to my mind is that the business has proven itself to be one which will stand up under stress, such as has pervaded the country during that period. That fact signifies that the talking machine business is a standard line of endeavor and also signifies that the talking machine itself is a necessity. This latter point is proven by the fact that businesses consisting of the handling of articles that are not necessities have suffered terrifically during the last year, while the talking machine business has not only held its own, but has gone ahead of last year, in demand at least. Difficulties that manufacturers have encountered have tended to diminish the normal supply of merchandise, or at least to eliminate or cut down the usual increase in supply, but this fact, while appearing to be a handicap in the face of

(Continued on page 89)

THE "WADE" FIBRE NEEDLE CUTTER Is a Consistent Performer

The Wade



Fibre Needle Cutter No. 1

Price \$1.50

An Athlete or Race Horse is said to be a "consistent performer" when past performances are regularly repeated.

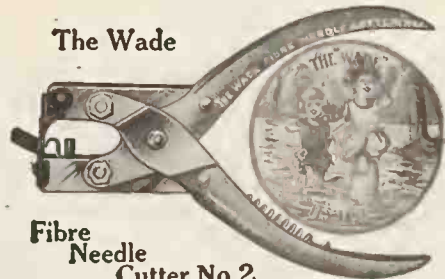
This is particularly true of the Wade Fibre Needle Cutter. It is now more than nine years ago that the "plier handle" fibre needle cutter was invented and patented by Samuel O. Wade and at no time since then has it failed in "consistent performance."

Nothing has yet equaled the simplicity and ease of operation of this plier principle—it gives 18 or 20 new, perfect points to a fibre needle even in the hands of a child—it is strong and durable and its material and workmanship are guaranteed.

"Consistent performance" is the secret of its large sales.

ARE YOU GETTING YOUR SHARE OF THIS BUSINESS BY CARRYING A SUFFICIENT STOCK AT ALL TIMES?

The Wade



Fibre Needle Cutter No. 2

Price \$2.00

WADE & WADE, 3807 Lake Park Ave., Chicago, Ill.



Advertising is all right if you advertise all right

The meaning of the word Advertise is
"To cause a turning toward."

If printed announcements fail in this
respect they are, properly speaking,
not advertisements at all.

Subscribe to our Advertising Services
and get striking cuts for a purely nom-
inal price.

Victrola Advertising Service

52 Cuts a Year

Victrola Half Service

26 Cuts a Year

Victor Folder Service

Featuring Records. They Replace Envelopes for
Mailing Supplements

Victor Window Display Cards

They Help Popularize New Records

Small Goods Advertising Service

36 Cuts a Year

Piano Advertising Service

Free to Dealers Who Represent America's Popular
High Grade Piano

Samples and Prices Free — Write for Them

The cuts shown on this page are miniature reproductions

EVERYTHING KNOWN IN MUSIC

Lyon & Healy

VICTOR DISTRIBUTORS

CHICAGO

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 87)

increased demand, has proven to be a benefit to the talking machine trade generally. It has proven a very great benefit from the standpoint of credit. The talking machine retailers have taken the instalment and record approval features of their business so much for granted that in a great many cases this feature of their business, which normally may be very good features, have become detriments to the business generally through loose manipulation. The shortage of incoming stock has tended generally to make them handle credits more conservatively as regards initial payments and length of terms, and logical limits with regard to approval sales, and in a great many cases which have come to the writer's notice, retailers have discovered that these features were not being properly handled heretofore. Another very good feature, brought about not entirely by the shortage of merchandise, but also by general conditions throughout the country, is that the buying of talking machines is being done more logically by the different classes of people. That is, people are buying talking machines of a price that is within their means, thereby making the business generally more healthy from the financial standpoint than has been the case heretofore.

"From the writer's viewpoint, the prospects for 1918 are very bright. The demand will, without doubt, be normal, and there is strong indication at the present time that the supply will be very nearly normal, and that there will be no radical interruption of manufacture."

The Government Should Encourage Business

Charles F. Baer, manager Chicago office Columbia Graphophone Co.:

"The year opened with a rush. Business was excellent, showing a substantial increase month by month over the previous year, notwithstanding that war was declared the early part of the year—the flotation of two issues of Liberty Bonds—which money would have under natural circumstances gone into the purchase of talking machines, musical instruments, automobiles, and what not.

"The public had just about survived the first bond issue and business was again commencing to get back into a normal state, when the second bond issue was floated and we are now recovering from that.

"The press and the public speeches of some of our bigger men have not been conducive to the proper advancement of business as a whole, for instead of dealing out encouragement, they have dealt out discouragement and yet with all this our business has been better than it was last year.

"There is no question but that the civic morale of our people in this country is bound to right itself, for in that respect we are the greatest nation in the world, and with all classes of labor in demand, with money flowing back and forth throughout the country, there can be only one answer for the year 1918—and that is: It will be substantially satisfactory from a business point of view."

Lyon & Healy Service

"Advertising is all right if you advertise all right" is the fundamental principle on which the service department of Lyon & Healy are working, and for that reason they are offering to their dealers printed announcements and cuts of every description in order to further the idea and instruct their numerous dealers as to the proper methods to employ in getting business. Not only is this department offering printed announcements to their dealers, but subscribers for their advertising service are given cuts to use along with their advertising "copy" that are very original and artistic in every detail. The price of this service is very nominal, and an idea of what this company is offering may be had from the following:

For Victrola advertising service they submit fifty-two cuts a year, or one each week, and for the Victrola half service twenty-six cuts a year or one cut every second week. For featuring records they have replaced the old style envelopes for mailing supplements and have gotten out a very interesting Victor folder for the dealer to send to his customers. Records are also popularized by Victor display cards which are gotten up under the personal supervision of a highly trained and specialized advertising manager, who has under his personal jurisdiction not only a large and highly competent force of copy writers, but also a staff of commercial artists, whose work is considered as being among the best in the city. The drawings that these artists turn out have all the simplicity of composition and line at their command that it is possible for artists to have. The figures used in these cuts, whether they be of line drawing, crayon or color, contain the necessary action and proportion that is necessary to make a drawing that will pass the eye of the most critical observer. Piano advertising is also handled by this service department and is offered to the dealers who represent the Lyon & Healy line of pianos. Circulars and prices are furnished upon application and a good idea of the draftsmanship that is rendered by the art department may be seen on the full-page advertisement of Lyon & Healy in this issue.

C. L. Davidson Recuperating

C. L. Davidson, president of the Talking Machine Shop, who was mentioned in the columns of *The World* last month as being confined to the hospital suffering with an attack of appendicitis and gall-stones, has improved very favorably since his operation and is now resting up at his home in Park Ridge.

Returned From New York Convention

Chas. F. Baer, general manager of the Chicago branch of the Columbia Graphophone Co., returned last week from New York, where he attended the annual convention held by that company on January 1, 2 and 3. They had three days and one night of solid session of interesting and enthusiastic business talks and much valuable information pertaining to plans and propaganda for the sales for 1918 were discussed. The information gained by Mr. Baer

was conveyed by him to his sales force at a banquet, which was held at the Palmer House, Chicago, on Monday of this week. There was a very interesting and enthusiastic meeting held after the banquet during which Mr. Baer conveyed the information he had obtained at the convention in New York. Every man in the sales force went away with a determination that he would "go over the top" in 1918.

G. I. Stanton Improving

G. I. Stanton, advertising manager of the Columbia Graphophone Co., has for the past two weeks been confined to the German Deaconess Hospital, where he is suffering with an attack of bladder trouble. Whether an operation is imminent is uncertain at this time, but it is thought by the physicians in charge that this will not be necessary as he has been improving greatly within the past few days.

Not Books, Why Music?

"Our business has stood the shock of diving into war with remarkable steadfastness, in spite of a great shrinkage in the market value of nearly all the gilt-edge securities, and in the face of a propaganda of retrenchment apparently backed by the Government the public does not see fit to lay aside the music of the phonograph," said C. E. Goodwin, manager of the Phonograph Co., Chicago.

"I quote a paragraph from a letter from Mr. Maxwell, vice-president of Thomas A. Edison, Inc., for the benefit of those in the trade who may at times have misgivings or qualms of conscience about keeping this trade in the front right now when there is so much strife and suffering in the world. Mr. Maxwell says: 'When you meet a man or woman who thinks a phonograph is an extravagance ask that man or woman if good books are an extravagance. There is scarcely anyone who would dare say that books are an extravagance, yet books have limitations that music does not have. Music, next to religion, is the world's greatest solace. Don't be afraid to stick up for music.'"

Sales Increased 100 Per Cent.

Messrs. Schiff, who control the destinies of the Vitanola Talking Machine Co., state that the sales of 1917 showed an increase of 100 per cent. over those of 1916. This is due in a large measure, no doubt, to the attractive new models that they have recently adopted. Vitanolas are good machines inside and out; so are the Schiffs, or they could not have accomplished what they have accomplished.

Made Life of Boys More Happy

The Armstrong Drug Co., Pontiac, Ill., recently opened a new Brunswick Shop. Dave C. Miller, manager of the new store, with the assistance of E. S. Bristol, special representative of the talking machine department of the Brunswick-Balke-Collender Co., formerly opened the affair, and nightly concerts were held for a week and were attended by great numbers of the townspeople. One of the most interesting happenings of the event was made possible through the courtesy of D. T. Trumbo, assistant super-

(Continued on page 91)

TRANSFER NAME-PLATES

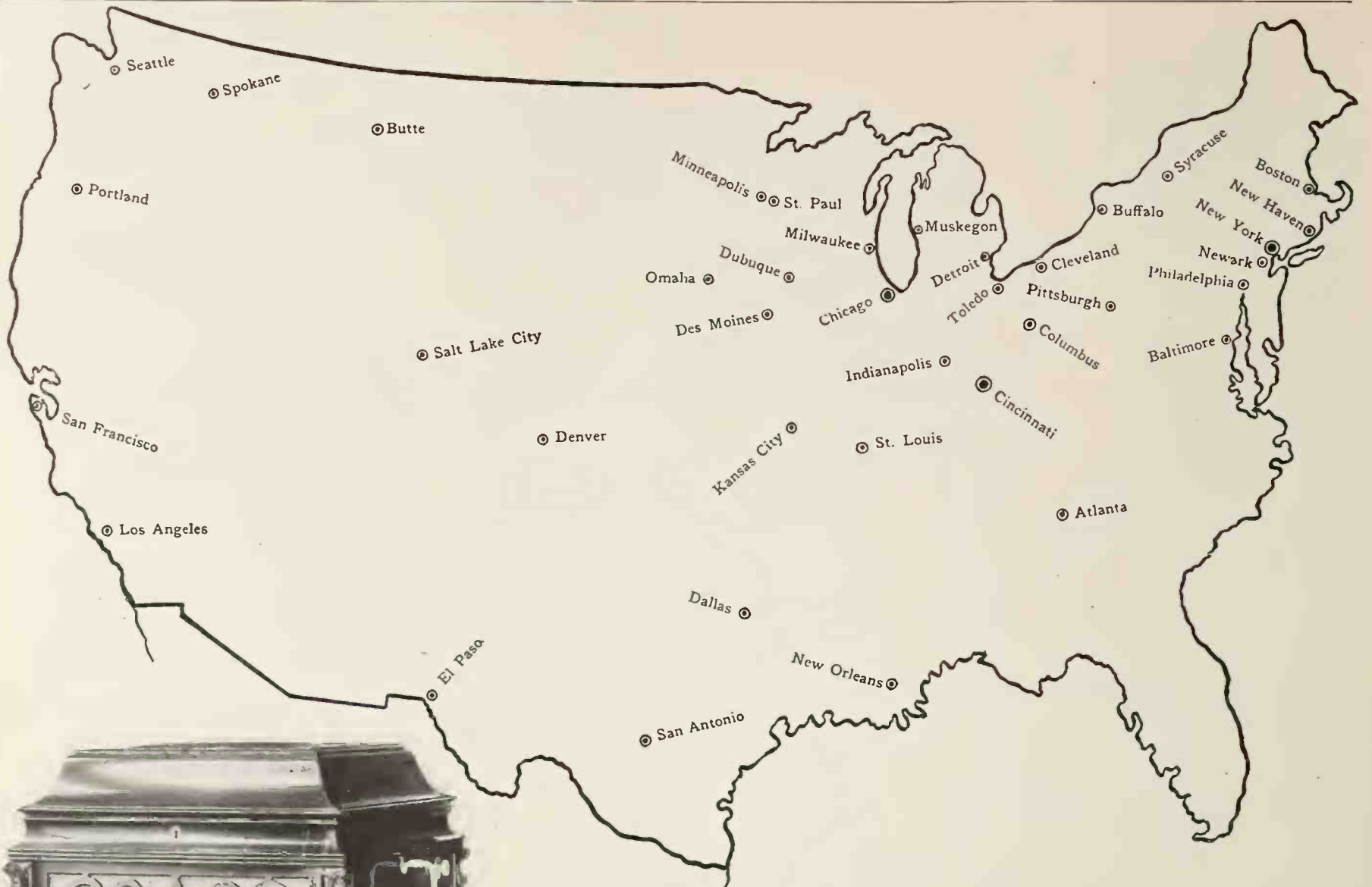
We make the Transfer Name-Plates and Trade-Marks for the largest talking machine manufacturers in this country and for dealers in every state.

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



Prices, \$32.50
to \$180.00

Prompt Deliveries

—as wanted
—when wanted

(The second of a series of advertisements giving reasons why you should sell The Brunswick.)

With direct factory branches in the 36 leading trade centers, we are always in a position to make prompt deliveries to meet your requirements. This means your order will be shipped when you want it, as you want it. Disappointments are avoided. Our manufacturing conditions are such that we are able at all times to supply all models in all finishes promptly.

This enables the dealer in small towns and remote places to have the same advantages as the dealers in the large cities. A service enabling them to be in a position to make almost immediate delivery of any model listed. An advantage that means much in these days of close competition.

The Brunswick Proposition

tells in detail, the other advantages of an affiliation with The House of Brunswick. It points the way to more and bigger profits. It also describes the many points of Brunswick superiority and exclusive selling features. Write or wire for this proposition. There is still some open territory.

THE BRUNSWICK-BALKE-COLLENDER CO.
CHICAGO SAN FRANCISCO NEW YORK CINCINNATI

Branch Houses in Principal Cities of the United States, Mexico, France

623 South Wabash Ave., Chicago

29 West 42nd St., New York

7th and Main St., Cincinnati

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

The Brunswick

ALL PHONOGRAPHS IN ONE

Illustrated is Model 175 which retails at \$180. Height, 49½ in. Width, 23½ in. Depth, 24½ in.

Plays all records, including the famous Pathé for which a special sound box is furnished.

Has wooden-walled sound chamber and 9 other exclusive Brunswick features.

Other models \$32.50 upward.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 89)

intendent of the Pontiac Reformatory, who gave permission for Mr. Bristol to give a benefit concert for the boys of the institution. Mr. Bristol took one of the large-sized Brunswick machines over to the cell house on Sunday evening and played numerous Pathé records on the machine. The cells of the institution are arranged in five tiers in rows about 320 feet long. There are four of these blocks of cells altogether, each separated by a fire wall, and it was, therefore, necessary for Mr. Bristol to give four individual performances in order that all the boys of the institution could hear the music. Mr. Trumbo, the assistant superintendent, was very pleased over the success of the affair and said that that was the first time anything of this kind had ever been attempted in the institution and stated that any time a talking machine man came to town he would be more than pleased to have him give a concert for the boys. On Monday, the day after the concert, Mr. Bristol, the Brunswick representative, paid a visit to the institution's work shops and with the permission of Mr. Trumbo interviewed many of the boys regarding what they thought of the idea. All interviewed showed their appreciation of the event and hoped that Mr. Bristol would return soon and give them another concert. There is in this institution a band composed of the boys, which frequently gives concerts, but this idea was new to them, and the McCormack records, patriotic songs, band pieces and cornet solos that were rendered on the machine were something that they do not frequently hear, and they were, therefore, very enthusiastic to have Mr. Bristol play for them again.

He Went Broke

The Chicago Talking Machine Co. recently received a letter containing a check and the following information: "The paying teller at the First National Bank of Chicago refuses to honor this check. Therefore, I am returning it to you asking that you straighten out this matter,

as the above bank informs me that they no longer carry this checking account." The check in question caused a great deal of wonderment as to what kind of a fellow it was who could hold on to a dollar, the amount the check called for, for such a long time, as it was dated February 24, 1899! One of the officials of the company remarked: "It certainly took a long time for that gink to go broke, but 'Sherman was right, this war sure is ——."

Some Record on Deliveries

In order to help make Christmas deliveries on time both A. B. Stoll, manager of the Brunswick Shop, and C. V. Yates, of the sales department, came down to the warerooms the Sunday before Christmas and each donned a pair of overalls and worked all days as "Hikers" on one of the delivery trucks. This was necessary, owing to the fact that there was a shortage of delivery men and over seventy-nine machines were promised for delivery that day. Five auto trucks were employed to take care of the work, but only eight helpers showed up instead of ten.

"Two Aces Change Places"

C. L. Egner and W. F. Fries, both travelers for the Victor Co., have recently been changed from their old territories and new districts have been allotted to them. Mr. Egner formerly traveled throughout the State of Missouri, but is now transferred to the territory embracing Illinois and Wisconsin. Mr. Fries formerly looked after the company's interests through Michigan, but will now look after the Iowa territory.

Record-Lite Attachment Popular

"Music in the Home," by Anna Shaw Faulkner, author of the popular work entitled, "What We Hear in Music," is now on sale at the Edison Shop and has created quite a demand and is receiving much favorable comment. The accessory department has also been having quite a demand for the "Record-Lite" attachment for phonographs for the past month. The demand

for these lights has increased to such an extent that it has become necessary to lay in a larger stock than was the custom heretofore.

Hold Educational Convention

Mrs. Frances E. Clark, head of the educational department of the Victor Co., with headquarters at Camden, N. J., presided at an educational convention which was held in the Congress Hotel on January 2, 3 and 4. Fourteen traveling representatives of the Victor Co.'s educational department attended and various means and methods applicable to this department were discussed.

The Six Best Sellers

The six best sellers in the Victor library for the month are: "Somewhere in France Is the Lily," and on the reverse side "My Sweetheart Is Somewhere in France"; "Missouri Waltz"—"Danny Boy" (vocal selection by Schumann-Heink); "I'd Love to Be a Sailor" (a new Lauder selection); "There's a Green Hill Out in Flanders," and reversed, "Say a Prayer for the Boys Over There"; "The Rainbow of Love."

The six best Columbia sellers for the past month are: "Over There," and on the reverse side "I May Be Gone for a Long, Long Time"; "From Me to Mandy Lee," reversed, "All Bound Round With the Mason Dixon Line"; "Send Me Away With a Smile," and reversed side "My Sweetheart Is Somewhere in France"; "Life in a Trench in Belgium" (parts one and two) "Poet and Peasant" (parts one and two, overture); "Livery Stable Blues," fox-trot, and reversed "That Jazz Band."

The six best Edison sellers for the past month are: "Battle Hymn of the Republic" (Old plantation melody) "Explanatory Talk for La fatal pietra" (The Fatal Stone); "Aida," and reversed "La Fatal Pietra"; "Awakening of Spring" and "Pirouette"; "New York Blues," and reversed "Saxophone Sobs"; "Ellis March," and reversed "One, Two Three, Four Medley Waltz"; "It's Nice to Get Up in the Mornin'."

(Continued on page 93)

It Is Not Too Late to Make the Best New Year's Resolution You Ever Made



THAT is, to investigate the Empire Dealer's proposition, and to apply for the exclusive agency in case same is still open for your City.

Empire dealers all look back on 1917 as their most prosperous year, and forward to 1918 as being still more prosperous. Not in the actual money profits alone, but in the more permanent profits that come from a clientele of satisfied customers. They are all Empire boosters, and are glad to pass the good word for Empire products and policies along to other Dealers. This has been evidenced in numerous instances recently, where good sized orders were placed by dealers that we had never even quoted, who took the Empire agency on the recommendation of an Empire dealer.

Write today for our complete catalogs of Empire Machines and Empire Records, and full information regarding our Splendid Dealer Helps :-



The Empire, Model B, conceded to be the greatest value ever offered in a high grade talking machine.

Empire Talking Machine Co.

JOHN H. STEINMETZ, President

429 South Wabash Avenue,

Chicago, Ill.

A REVOLUTION IN THE TALKING MACHINE WORLD!!

Of Greatest Importance to **Manufacturers**
Assemblers
Jobbers
Dealers

"UNISET REPRODUCER"

Plays ALL MAKES of Records (VICTOR, COLUMBIA, PATHE, EDISON, ETC.)
in ONE and the SAME POSITION and PLAYS THEM PERFECTLY!! Nothing
to twist or change except needle.

GREATEST
INVENTION



OF MANY
YEARS!

Mr. Manufacturer: At last you can employ a perfectly straight one piece tone arm, thus improving the tone and appearance of your Talking Machine. We supply straight tone arms for use with the UNISET REPRODUCER.

Mr. Jobber and Mr. Dealer: An enormous and profitable business is waiting for you. The UNISET REPRODUCER can be slipped on all tone arms of standard talking machines. No talking machine owner cares to be limited to one class of record only. The UNISET REPRODUCER means simplicity, no twisting, no changes, no second parts. It has a rich, natural tone, no piercing, wiry quality to offend sensitive ears.

Retails at \$5.00 nickel plated. (\$6.00 for Edison Machine) Price includes Edison jewel and one Pathe jewel. Usual trade discounts.

Samples C. O. D. or check with order, otherwise please state references.
When ordering state for which type of machine.
We are open to connect with responsible jobbers.
This reproducer is just what everybody has been looking for.
Deliveries begin early in February.

ORDER YOUR SAMPLES NOW.

UNISET REPRODUCER CO.

Cable Bldg., Jackson Blvd. and Wabash Ave.

CHICAGO, ILL.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 91)

and reversed "When the Bonnie, Bonnie Heather Is Blooming, I'll Return Annie Laurie to You."

The six best sellers for the month in the Pathé library are: "Within the Garden of My Heart" and "Love, Here Is My Heart"; "Arrival of the U. S. Troops in France," and reverse side, "Hail, Hail, the Gang's All Here!"; "It's a Long Way to Berlin," and on other side "That's What Ireland Means to Me"; "Till the Clouds Roll By," and reversed "Just You Watch My Step"; "Allah's Holiday," from Katinka, and reversed "Merry Widow Waltz"; "When the Boys Come Home," and on the other side "Danny Deever."

The six best Emerson's for the month are: "My Sweetie," and reversed "Good-bye Dollie Gray"; "I Don't Want to Get Well," and reversed "Cocoanut Dance"; "Joan of Arc," reversed "Hands Across the Sea"; "The Dixie Volunteers," and on other side "Washington Post March"; "Hail! Hail! the Gang's All Here!" and "Cold Turkey"; "Hello, My Dearie," and on the other side "Chü Chin Chow."

New Hiawatha Line

The Ottawa Pianophone Co. recently presented to the trade their new Hiawatha phonograph, which they feel marks the attainment of an ideal, being the result of a definite intention to produce a musical instrument that will incidentally be accepted as a standard of perfection. The new machine is an expression of quality and refinement in every detail and is indeed a masterpiece in mechanical perfection. The design is neat and the dignified lines lend grace and charm to the beautiful furnishings. A feature of this machine is that the modifier is built in and is a part of the machine and not an attachment. The machine plays all records with the same attachment. At present they are offering six cabinet machines ranging in price from \$50 to \$100 and one table machine which comes in mahogany and oak, high polish or dull finish. They are equipped with double springs, powerful and silent motors, automatic stops, tone modifier, speed regulator, etc. The new

factory at Ottawa, Ill., has splendid railroad facilities, being situated directly on the side of the Rock Island Railroad. This factory is equipped with modern machinery and is operated by skilled workmen under the supervision of a man who has had many years of experience. The plant is up-to-date in every particular, operating its own power plant seasoning rooms, which guarantee against warping, and this wood after getting out of the season room is guaranteed to pass a most rigid inspection. The capacity is 300 machines a day, thereby enabling the company to render prompt and efficient service.

Empire Talking Machine Co. Improvements

The Empire Talking Machine Co. report that they have had an exceptionally good start for the new year, and that the business of 1917 succeeded the biggest year in the history of that company. Not only does this apply to talking machines but also to records, and from present indications January will be a very good month. This company has just issued a sixty-four-page record catalog which includes their January and February supplements. This catalog contains sixteen more pages than any they have issued previously and is very beautifully illustrated. Many new artists have been added to the Empire list and the new records just being issued by that company are far superior to any they have previously put on the market. The surface noise has been eliminated to a minimum and in some records it is absolutely undiscernible. The Empire machine has been steadily proving its worth and is receiving favorable comment throughout the trade. The new motor this company is installing in its machine is guaranteed to play five twelve-inch records with one winding and the style and finish of the cabinet is very beautiful. This company is now in splendid shape to take care of their dealers' needs and has added several expert and experienced shipping clerks to its already large shipping department, which in itself is an assurance

that the dealers' needs will be taken care of immediately.

Wade & Wade Cutters

About nine years ago, when the late Samuel O. Wade introduced his first needle cutter on the market, there was much speculation as to whether it would prove successful or not. A great many maintained that it was a very simple contrivance, but that, being operated on the "plier" principle the same as a plier used by an electrical worker, that there could, therefore, be no precision made in the cut as there was bound to be a certain kind of spring to the jaws when the tension was put on the handle. Nevertheless Mr. Wade "nursed his invention" and kept plugging away with the dog determination for which he was characteristic and shortly before his death a few months ago put upon the market the cutter that worked on the "plier" principle, an instrument that was perfect in every detail. It is said by many in the trade that nothing as yet has equaled the simplicity and ease of operation of this "plier" principle. The little workshop in which the present Wade & Wade fibre needle cutter was founded has grown in the nine years it has been in existence to wonderful proportions and this institution has now attained a point where it can turn out thousands and thousands of these "pliers" in a year. The material of which these "pliers" are made is strong and durable and the workmanship is positively guaranteed. Each cutter is also guaranteed to be foolproof and constant in operation.

New Repair Company

After careful investigation as to the wants of the dealers in the trade, E. O. Chapman and J. J. Elwart discovered that dealers in the phonograph business in general were without proper repair service and for that reason they put their heads together and inaugurated the Mid-West Phonograph Repair Co. They are prepared to handle all kinds of repair business
(Continued on page 95)

All of Our Dealers Are Making Greater Profits

FOR OUR SALES IN 1917 SHOW AN INCREASE OF

100% OVER 1916

and 1916 was a Banner Year for us. Notwithstanding the fact that our country is now in war we have made this tremendous increase in 1917 and we have made preparations for

A STILL GREATER INCREASE FOR 1918

No doubt we owe this great increase to the new models that we have recently adopted. Have you seen them?

The **VITANOLA** Talking Machines

Embody: Expert workmanship—carefully selected woods—excellent finishes—unexcelled tone. Reliable motors and reasonable prices. Above all we offer our organization that is expressly adapted to serve you and your requirements.

Write for our Free Trial Offer and Agency Proposition

VITANOLA TALKING MACHINE COMPANY

501-509 West 35th Street

CHICAGO, ILL.



No. 150

Six Other Models retailing at \$25 to \$175

A NEW LINE

Automatic RECORD CONTAINER

PATENT PENDING

100% efficient, convenient, accessible and durable.

The most practical filing device ever placed on the market.

The difficulty of taking care of and filing talking machine records solved at last.



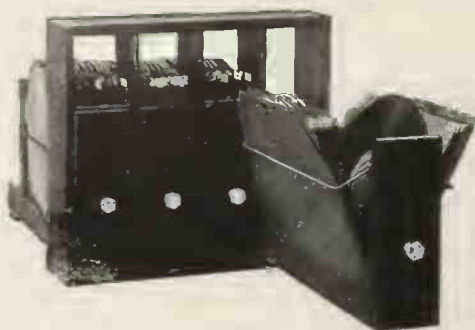
Holds 200 Records



Holds 200 Records



Holds 100 Records



This Automatic Record Container Insert is made in two sizes—80 and 100 record capacities. Can be placed in any cabinet.

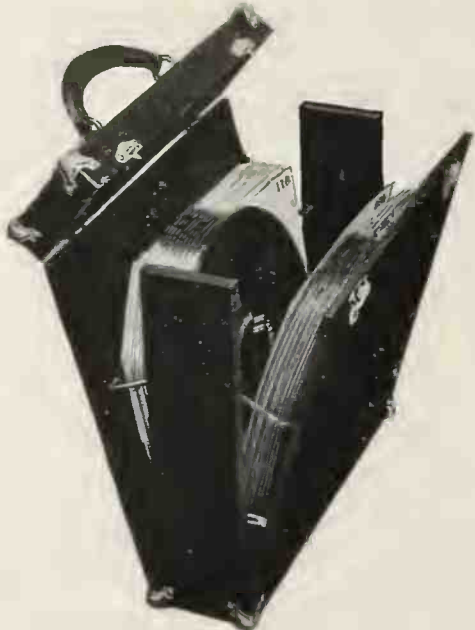
The individual cabinets illustrated here are equipped with Automatic Record Containers, giving them double the filing capacity over all other cabinets of the same size. Isn't this worth while?



Holds 100 Records



Holds 100 Records



Mr. Dealer: You will find this a most convenient carrying case for your salesmen. It holds 25 records, either 10 in. or 12 in. It is equipped with numbered guide cards and index book.

Write us today for full particulars about our line of individual filing cabinets, equipped with the most economical record filing device, which is protected by U. S. Patent.

Manufacturers: Write us for our proposition on shop rights to equip your line of talking machines with Automatic Record Containers

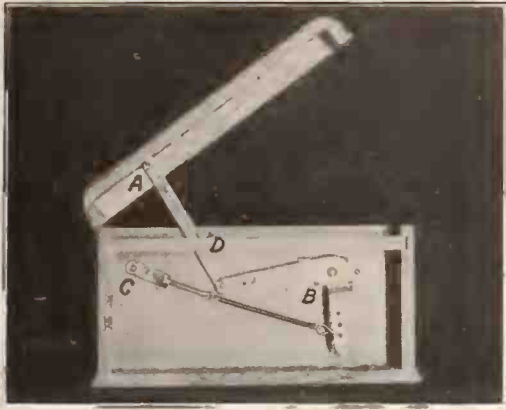


Holds 100 Records

AUTOMATIC CONTAINER CO.

303 Tacoma Building

CHICAGO, ILLINOIS



CHICAGO COVER BALANCE NO. 1

Others—Why Not You?

Most of the new talking machines of real merit are equipped with the

CHICAGO COVER BALANCE

It is not merely a Talking point; it's a Positive point of vantage. Don't take our word for it. Ask the users. Investigate.

WE MAKE NO CHARGE FOR SAMPLES TO BONA-FIDE MANUFACTURERS

CHICAGO HINGED COVER SUPPORT AND BALANCE CO.

2242 WEST 69th STREET, CHICAGO, ILL.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 93)

in general and are lining up numerous dealers whose business is not large enough to have a repair department of their own. Both of these gentlemen have been in the motor manufacturing business for a number of years and are thoroughly experienced along this line, thereby being able to guarantee absolute satisfaction.

Salter Holiday Outfit

The Salter "trade winning holiday outfits" which were especially put out in combination with the regular Salter line to take care of the holiday trade were in far greater demand during the holiday season than had been anticipated. These cabinets were made to harmonize with the portable models of standard machines and enabled the dealer to offer to his trade outfits which served to land customers who would otherwise escape. A feature of these particular Salter cabinets was the felt-lined compartments of which this company were the originators. Each record has an individual compartment for itself and is thus protected from scratching, breakage and dust, and is instantly accessible. The many Salter dealers in order to insure delivery in time for the spring trade are placing their orders now. They are doing this as a precautionary means, as from present indications there will, no doubt, be more business done in the next few months than ever before.

Personals and Visitors

Recent visitors to the city were: H. T. Smith, Cable Piano Co., and G. Herman, J. L. Hudson Co., both of Detroit; Miss Minnie Springer, Pearson Piano Co., Indianapolis, Ind.; Ed. Winger, Winger Furniture Co., Grand Rapids, Mich.; H. G. Power, Taylor Carpet Co., Indianapolis, Ind.; F. W. Clement, of the Chas. Roat Music Co., Battle Creek, Mich.; E. H. Jackson, Talking Machine Shop, Rockford, Ill.

The Monarch Talking Machine Co., Inc., Philadelphia, Pa., has increased its capital stock from \$5,000 to \$100,000.

TONE ARMS from \$1.25 to \$4.25
MOTORS from \$1.65 to \$11.50
JOHNSON ELECTRIC MOTORS \$17.50
EDISON IMPORTED SAPPHIRE POINTS
PATHE IMPORTED SAPPHIRE BALLS
EDISON IMPORTED DIAMOND POINTS
 Continuous Hinges Phonograph Hardware
Lakeside Supply Co.
 220 So. Clark St., CHICAGO, ILL.
 Phone, Harrison 3840

NEW DEVICE FOR FILING RECORDS

Interesting Details Bearing Upon Latest Device Placed on the Market by the Automatic Container Co., of Chicago

CHICAGO, ILL., January 10.—Manufacturers, as well as dealers, will be interested in the new device for filing talking machine records, which is being marketed by the Automatic Container Co., 301-303 Tacoma building, this city. Their full page "ad" appears in this issue, featuring



The Automatic Container a new line of individual filing cabinets in which dealers will be especially interested. Manufacturers, however, will be particularly interested in the "Automatic" filing device as applied to the standard talking machine cabinet. The cut accompanying this article illustrates the practicability of the new automatic container built into a standard cabinet.

This "automatic" record container, which is a patented article, is beyond a doubt one of the most attractive devices for record filing which have yet appeared on the market. When the containers are filled to their capacity, the cabinet contains a solid mass of records separated by thin guides, only. The space usually taken up by shelves, racks, partitions and albums is eliminated. Maximum filing capacity is therefore afforded; actually from 50 per cent. to 100 per cent. more records can be filed in a given space than by albums, racks, or other device.

When the container is drawn from its place in the cabinet, the weight of the records automatically throws the side rods of the container outward, thus giving the necessary expansion and making each record immediately accessible. The opened file-pocket remains open until the record has been returned to its proper place. The simplicity and convenience of this device should appeal to manufacturers and dealers.

The Automatic Container Co., marketing this device, is a new corporation which has purchased, and is enlarging, the business formerly carried on by Frank P. Read, the inventor, of Chicago. Mr. Read is president and general manager of the new company, and Fred M. Sargent, of Evanston, Ill., is secretary and treasurer. The company enters the field with bright prospects for a good business.

MUSIC A REAL WAR NEED

Some Timely Reading Matter Being Sent Out With Lyon & Healy Letters

A new and very tasty envelope stuffer is now being sent out on an extensive scale by Lyon & Healy. It is included in practically every letter sent out by this great Chicago institution and is entitled "Music Serves a Very Real Need in War Time." It is printed on an antique stock in blue ink, and contains pertinent quotations from a number of sources. The quotation from the Chicago Tribune is as follows:

"It may not be amiss to bring out the fact that in war time music is an essential. It is a necessity in the ranks of the fighting men, for it instills the firmness of morale necessary to success in war; it is important in the lives of civilians, because it strengthens moral fiber and dissipates depression. Whether it be the stirring strains of the sonorous band, or the sounds of a soothing symphony, it is a tonic in war time; it is the mental exhilaration that engenders physical recuperation."

There is also a pithy bit of comment by Lyon & Healy which is worthy of consideration:

"And if music is a powerful aid to men of action, its importance to those who can do little but 'stand and wait' is even greater. Every old person and every child who can have recourse to music for an hour a day is thrice blessed.

"There is no magic about music. Every man or woman who works intensely for a long period finally lowers the nerve force and the result is an irritable and excited condition.

"Listening to sweet music, preferably melodies that awaken pleasant recollections, slows down the nerves and in a short time makes almost a rebirth of the individual."

Sapphire Needles

FOR PATHE and EDISON RECORDS

These needles are made in Switzerland of Asiatic Sapphires, which are recognized as the best.

Price **\$3.00** per dozen

Send check with order or goods will be sent C. O. D. Quotations given on larger quantities.

CHARLES J. WOODARD

Room 503 Cable Bldg. 57 E. Jackson Blvd., CHICAGO

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 95)

THE PAST, PRESENT AND FUTURE

Discussed by L. C. Wiswell, Manager of the Victor Dept. of Lyon & Healy, for The World

CHICAGO, ILL., January 11.—L. C. Wiswell, manager of the Victrola department of the house of Lyon & Healy, when interviewed by a representative of The World this month, said:

"The retail trade in general during the past year was very fortunate indeed and did a bigger business than they had ever dreamed of or dared anticipate. The one factor that kept the trade down and which exerted a major influence in keeping it from reaching greater proportion was the shortage of machines as is well known. This shortage did not apply to one particular line only, but existed in all the well known makes, which was very unfortunate indeed. With the records, however, the situation that prevailed throughout the year was exceptionally favorable and during the holiday season the dealers in general sure went "over the top" for once in their life anyway.

"I have talked with the heads of various other houses and have been assured by them that the situation was absolutely satisfactory in every detail with the possible exception of the aforesaid shortage of machines. The year of 1918 is bound to be an excellent one and can only be measured by the amount of energy and pep that the dealers exert. There has, within the past few months, been a great number of new machines placed in homes. It therefore naturally remains that the record departments will benefit greatly by this. The pace set by various wholesale dealers and jobbers in the trade during the latter part of the year was amazing. Some said it was only a spurt and that they were merely trying to unload for the holiday season. This, however, has proved untrue as these very same wholesalers and jobbers are today working just as hard as they were before the holiday season began and are shipping in as

great quantities as they did during the holiday season and the tendency is, as may be judged from the way orders are coming in, that they will keep right at it indefinitely.

"Another thing that is worthy of mention is the amount and quality of publicity that was given to the various makes of machines in the local papers for the past few months. These newspapers have been commenting upon this fact themselves. Never in their history have they had a like amount of space devoted in their papers to talking machines and the art work contained in some of these advertisements are really masterpieces in themselves. This condition still prevails in the papers, and for that reason I base my opinion that this young new year will go down in the history before the new one comes along as being the greatest ever known in the talking machine trade."

A CHANGE IN CHICAGO

CHICAGO, ILL., January 11.—The Hallet & Davis Piano Co., of Boston, discontinued on January 1 their Pathé jobbing agency in this city, which was located in the Shops Building on Wabash avenue. This does not mean that the Hallet & Davis Co. are going out of Pathé distribution by any manner of means. It simply means that they are going to cultivate more thoroughly than ever before the New England and Eastern States. Hallet & Davis have transferred their accounts in this territory to the Fuller-Morrison Co., the great wholesale drug house which has recently taken on Pathé distribution in this territory. B. O. Ainsley, who is manager of the Hallet & Davis talking machine branch here, will go East about the middle of January. J. C. Tidmarsh, who has been associated with him, is now traveling for the Fuller-Morrison Co., and helping in getting the Pathé department organized and in good running order.

The Fuller-Morrison Co. is the largest establishment of its kind in the world and keeps a

force of over fifty salesmen on the road constantly. M. P. Mears, sales manager of the company, says that they have the situation well in hand at present, and that this section of the country will be covered thoroughly is assured.

LET THE PUBLIC KNOW

The Chicago Talking Machine Co. have prepared and are sending out to their dealers a very handsomely illustrated Victor window card featuring the "Missouri Waltz" and "Kiss Me Again Waltz." This card is mounted on very heavy material and portrays in the foreground a couple waltzing and also an illustration of a large Victor cabinet machine. In the background are several more couples, the interior of a ballroom being suggested. This display is a beautifully colored hand-lithographed window sign 22-inch by 28-inch and was prepared especially to increase the sales of Victor dealers.

ADD TO CHICAGO MOTROLA OFFICES

Ernest Horcher is now in charge of the service department of the Chicago offices of the Jones Motrola Co. Mr. Horcher was formerly connected with the New York branch of this company, but came on to Chicago last week. Robert E. Rae, sales manager, and Harry E. Merrian, electrical expert, both of the same company, with headquarters in New York, spent the last week visiting Manager Hey, of the Chicago office of the company, and attending to details.

ANGELUS TRADE-MARK INJUNCTION

Judge Manton in the Federal Court last week granted a temporary injunction to the Wilcox & White Co., manufacturers of the Angelus piano players, against Frank J. Leiser, doing business as the Angelus Phonograph Co. Infringement of trade-mark and unfair competition was charged.

The Standard of Perfection



STYLE 100

Other styles

Indicating Retail Price, \$35, \$50, \$75

HIAWATHA

FINISHES

Walnut and mahogany, in the dull or high polish. Oak in high polish or fumed. Every cabinet built in a thorough manner. *Hiawatha* construction is guaranteed to last indefinitely, not merely glued together but dove-tailed.

TONE QUALITY

The tone of the *Hiawatha* can best be described in one word, "natural," reproducing the artist's voice or selection in the full rich natural tone.

MOTORS AND EQUIPMENTS

Our motors are made of the highest grade material obtainable, using double spring in all hand power machines, are silent and powerful, equipped with automatic stop and speed control. Electric Motors \$25.00 extra, every motor guaranteed fully for the period of one year.

PLAYS ALL RECORDS

Your selections are not limited to records of any single make, as the *Hiawatha* plays all makes of records with the same attachment.

CABINETS

Made of five ply stock of genuine Veneer, given five coats of finish and each cabinet hand rubbed, which gives to *Hiawatha* cabinets the wonderful polish such as is found only in the most expensive furnishings.

TONE CHAMBER

Made of genuine spruce, is known as the straight way type, extending from the mouth of the tone arm, with no obstructions to break the sound waves. The use of spruce wood in the Tone Chamber has the same effect in reproducing the tone as it has in all high priced violins.

TONE MODIFIER

(Patent applied for)

Built in on top of motor board as part of the machine, not an attachment, modifying the tone to suit every taste.



Capacity 300 Machines per Day



The Home of Hiawatha

OTTAWA PIANOPHONE COMPANY

City Address: 802 Republic Building

Factory: Ottawa, Illinois

"ALL ORDERS F. O. B. FACTORY"

UNISSET REPRODUCER INTRODUCED

This New Reproducer Is Said to Be an Absolute Departure From Other Sound Boxes on the Market—Will Play All Kinds of Records—The Men Behind the Company

CHICAGO, ILL., January 10.—The Uniset Reproducer Co., Cable building, this city, which has just incorporated, is putting a new reproducer on the market, which many term one of the greatest inventions that have appeared in the talking machine field for many years.

This reproducer is an absolute departure from all the other sound boxes which are now on the market. It will play all records, of no matter which make or description, such as the Victor, Columbia, Edison, Pathé and Gennett records, etc., in one and the same position, without any change of any kind.

We understand that this reproducer can easily be slipped on all the tone arms of the standard made machines, and once it is put on, it will remain in one and the same position, reproducing all the different records equally well. In consequence the possibilities of this Uniset Reproducer are tremendous.

Manufacturers and assemblers of phonographs will be able in the future to employ a perfectly straight tone arm and thus do away with all the disadvantages which are common to tone arms that have joints, bents and kinks, which very often work loose, rattle and create other unpleasant noises when playing the record. Another vast field for the Uniset Reproducer is amongst jobbers, dealers and the individual owners of machines.

There is no question but that the average talking machine owner does not care to be confined to one particular make of records; there are many beautiful records and titles in other catalogs which he may not be able to enjoy, but his sound box will not reproduce such records.

Although, of course, there are arrangements in the market that make it possible to play different makes of records on a phonograph, it is reasonable to assume that the Uniset Reproducer will receive special consideration, as it is simplicity in itself, and as it is not necessary to change the position, which means more or less trouble, to the user of the phonograph. The Uniset sound box will sell at \$5.00, n. p. retail; \$6.00 for the Edison machines, and the gold plated sound boxes will possibly be \$1.00 more. We understand that the Uniset Reproducer will be ready for delivery about the first week of February, and orders are now being accepted.

The president of the Uniset Reproducer Co. is James B. Orth, prominent business man of Chicago. W. Hadert, the vice-president and general manager, is a man of twenty-two years' experience in talking machine trade. He knows all branches from factory and recording to selling. He has traveled for important concerns all over the world and is by virtue of all this experience well equipped for managing a concern of this kind and for marketing the product in a most efficient manner. Joseph Juttler, secretary and treasurer, is a gentleman of wide experience in the business field, a man with a personality and is to be considered as a distinct acquisition to the company. The board of directors is constituted of the above, together with Richard Bauer, of the well-known Chicago piano manufacturing house of Julius Bauer & Co., and Wm. Meissner, the inventor of the Uniset reproducer.

SPECIALIZES IN PLATING

Joseph Musante, electro-plater and silvermith, 168 Centre street, New York, has recently entered the trade, specializing in the plating of phonograph parts. His special process of finishing in gold which prevents turning black has already strongly appealed to a number of houses in the trade. The other finishes used are silver, nickel and antique.

It ain't the individual nor the city as a whole, But the everlastin' team work of every hloom-in' soul.—Adapted from Kipling.

FRENCH RECORD POSTER

Victor Talking Machine Co. Issues Attractive Poster Featuring French Records

The Victor Talking Machine Co. has just issued a large three-color poster featuring its series of French language records. There are three records in this series, the records containing those French words that will be found of greatest use to the American who finds himself "somewhere in France," and the French words and their English equivalents can be learned more readily through the medium of a talking machine than through almost any other way. The poster itself represents an American soldier talking to a French soldier and a pretty little peasant girl. The poster is not only artistic in every sense, but should prove a valuable aid towards popularizing this very practical series of records issued by the Victor Co.

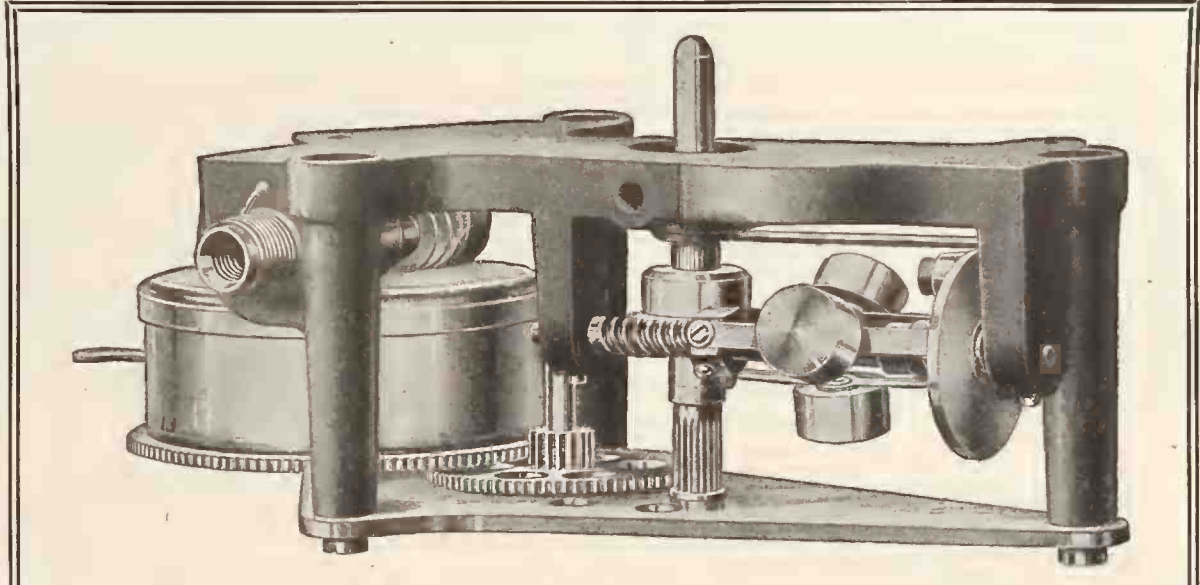
No use talking, the individual who makes a habit of looking efficient is cultivating the habit of being efficient.

RED CROSS QUILT BRINGS \$700

Embroidered With Names of President Wilson and Thos. A. Edison and Is Auctioned Off

One might think that a quilt which would bring \$700 would be embroidered in gold, but such was not the case with the Red Cross quilt auctioned off December 29 at the Edison Laboratories at Orange, N. J. This particular quilt had embroidered on it the names of President Wilson and Thomas A. Edison, both being contributors. The quilt consisted of many small squares with red crosses in each, the name of the contributor being embroidered in each square around the cross. The quilt was made by Mrs. A. Q. Almquist, of West Orange. After much spirited bidding the quilt went for \$700, which goes to the West Orange Community Unit of the Orange Chapter of the Red Cross.

If at times you find embarrassment in meeting customers, make it a point to study the manners and methods of successful people and see how they meet strangers.



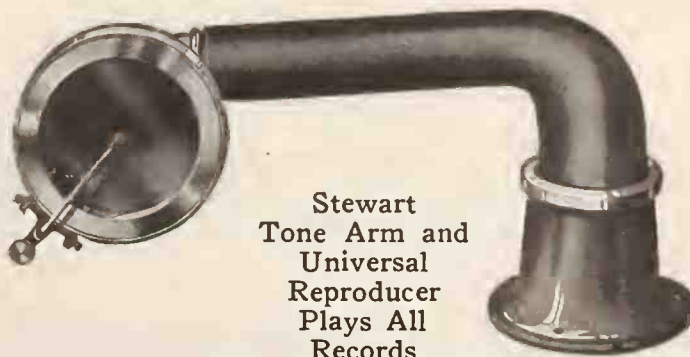
Stewart Single Spring Motor

Rigid cast frame. Simple design. Hobbed gears. Powerful and silent. Plays one 12" or two 10" records. Furnished with side or top speed regulator control.

We are furnishing this remarkable Stewart Motor to some of the large phonograph manufacturers. It will pay you to get our prices.

Our large plant, equipped with special machinery for economical production in large quantities, places us in a position to offer phonograph manufacturers parts of quality at exceedingly attractive figures.

It will pay you to use Stewart parts. Our facilities enable us to handle large orders promptly. Write for detailed information and prices.



Stewart Tone Arm and Universal Reproducer Plays All Records

STEWART PHONOGRAPH CORPORATION

Manufacturers of Phonograph Motors and Parts

CHICAGO

327 Wells Street

ILLINOIS



10-Inch
75 cents
and up

DOUBLE

FACED

12-Inch
\$1.00
and up



“The Road to Profits”

Stock the Records that bring back satisfied customers

IMPERIAL RECORDS

Recorded in our own laboratory and made in our own factory, faithfully reproduce the **World's most famous** Instrumental, Operatic and Popular Music.

The **Imperial Records** can be played on all makes of Talking Machines and are backed by our catalog of over Two Thousand numbers, containing among them a galaxy of Artists known the World over.

Supplements listing new attractive and varied additions to our repertoire published every month.

You will make no mistake in writing us for further details and our very liberal discounts.

IMPERIAL TALKING MACHINE COMPANY, Main Office and Factory: No. 9 Vandever Avenue, Wilmington, Del.

Recording Laboratory and Showrooms: 35 West 31st Street, New York City

Pacific Coast Distributors: The Stern Talking Machine Corporation, 1085 Market Street, San Francisco, Cal.



REPAIRS

TALKING MACHINE TROUBLES AND HOW TO REMEDY THEM

Conducted by Andrew H. Dodin

[This department of The Talking Machine World is designed for the service of all classes of our dealers, including those who make, and those who sell, talking machines. Andrew H. Dodin, who conducts this department, has a wide and enviable reputation as a repairer of talking machines and conducts an exclusive talking machine repair shop at 176 Sixth Avenue, New York. Tell him your troubles through The World and he will help you if possible. The service is free.—Editor.]

EQUIPMENT FOR MAKING REPAIRS

There are many dealers who are driven away from the idea of making small repairs and adjustments by the fact that they think the tools and equipment necessary for the work would cost more than the benefit derived from immediate adjustments.

On the contrary the cost of the necessary tools is surprisingly low and I am going to give a list and the approximate cost price of those needed for making small repairs and adjustments and also a list of the average repair parts which a dealer should always carry in stock.

In the first place a suitable space should be set aside for the placing of a work bench. In the absence of suitable lumber for its making use can be made of machine cases. It is possible to get from four or five of these packing cases sufficient suitable material to make an ample sized and strong enough work bench.

The first purchase in the tool outfit is the bench vise, and in selecting it you should be careful to get one which will open far enough to hold the largest sized spring cage. A suitable sized vise can be obtained for from \$3.50 to \$6.00.

The following list of bench tools are all that are necessary for making small repairs on motors, to which can be added those special tools made and sold by the several talking machine companies for use in adjusting their particular makes of motors, and which can be obtained from the distributors of these companies:

- 1 riveting hammer.....\$.50
- 1 ball hammer60
- 3 sizes of screwdrivers.....each, .30
- 1 round file20
- 1 flat file20
- 1 three-cornered file25
- 1 nail set10
- 1 oil can15
- 1 jackknife45
- 1 pair round nose pliers..... .85
- 1 iron bench block..... .50

For sound box adjustments it is almost imperative, for good results, to have those tools supplied by the respective companies and aside from these it is only necessary to have a small alcohol lamp, small screw driver, and a very light hammer. A 1x56 tap for threading thumb screw hole in Victor needle bars and a 2x56 tap for the same purpose for Columbia sound boxes are necessary. These are obtainable at about 25 cents each.

Lubricant for springs can be obtained from the various companies, or if you prefer to mix it yourself use Dixon's No. 633 graphite mixed with heavy oil to about the consistency of molasses. For heavy springs like the Columbia a better mixture is Dixon's Graphitoleo. It is also necessary to have a small can of good oil, and vaseline for use on gears and governor spirals. Some gasoline for cleaning purposes, a small bottle of white shellac for glueing mica to gaskets in sound boxes, and some emery cloth constitute the balance of supplies.

If you are a Victor dealer the following parts will be found to be in almost daily demand by the repairman.

	Catalog No.
Main springs	3014A. 2141A.
Winding ratchets	3017A. 1949P.F.
Pawls	183P.F. 2512C.P.
Winding shafts	3041A. 2510A.
Turntable spindle gears.....	2758B. 3029B.
Governor spindles	3275P.F. 963P.F.
Governor springs	282P.F. 1729P.F.
Governor spring screws.....	3075P.F.
Governor spring screw washers...	3066P.F.
Automatic brake springs.....	2810P.F.
Brake leather	1057P.F.
Rubber washers	883P.F.
Turntable felts	393P.F. 750P.F.

For Victor sound boxes the following are always in demand:

	Catalog No.
Needle set screw.....	1228Bl.
Rubber insulators	304P.F.
Mica diaphragms	414P.F.
Needle bar tension springs.....	487Bl.
Diaphragm screw	471P.F.
Diaphragm screw washer.....	1030P.F.

The Columbia dealer will find the following parts very necessary: main springs, governor springs, spring cage tab screws, winding ratchet and gear assembled, pawls, winding shafts of

various lengths, main drive gears, turntable spindle gear, governor spindles, mica diaphragms, gaskets and needle thumb screws.

The dealer who equips his repair man with the tools, supplies and repair parts as I have outlined above will find that he will be able to handle nine out of ten repairs.

Overcoming Noise in Motor

"A. H. Dodin,

"Care of Talking Machine World.

"I am stuck on a Heineman No. 7 motor. If it is wound just a little it runs very nicely, but if it is more than half wound it is very noisy. I find that touching the turntable just a little will stop the noise. The turntable must be touched several times during the playing of the record to insure quietness. It is just like applying a light brake. It must be a very simple adjustment and I do not like to bother the maker of the machine or the motor with it.

"SCOTT LANE."

The trouble is without doubt in the adjustment of the governor—either the governor spindle is too tight in its bearings or the spiral worm of governor sets too far into the fibre gear cuts. Try adjusting at these points but do not attempt it until you are sure the motor is entirely run down.—Andrew Dodin.

MICKEL BROS. CO.'S GOOD REPORT

Victor Wholesalers in Omaha Pleased With Results for 1917 and Prospects for Future

OMAHA, NEB., January 5.—Geo. E. Mickel, general manager of the Mickel Bros. Co., Victor wholesalers of this city, reports that 1917 was a very good year for his company, despite the problem of getting stock, and that they are looking forward to 1918 to be even better than the year just passed even though they have the problem of transportation and shortage of goods to meet. Mr. Mickel has been on a visit to dealers in the territory and finds the majority of them in a most satisfactory condition.

ALL FOREIGN MAIL CENSORED

Government Policy in This Respect Announced by Postmaster-General

WASHINGTON, D. C., January 7.—Postmaster-General Burleson recently made formal announcement that a censorship of all mail entering or leaving the United States is being conducted at New York as well as the Canal Zone, Porto Rico and larger seaports of this country. The announcement reads:

"Censorship of international mail has been inaugurated pursuant to Section 3 of the Trading With the Enemy Act and Sections 14, 15 and 16 of the executive order of October 12, 1917."

AN OPPORTUNITY

to secure a TALKING MACHINE at a very low cost



We have left over from a large contract a number of cabinets, all of which we have equipped with mechanisms, making a complete Talking Machine, as illustrated. While they last, we offer them at **\$6.50 each**, net cash, F.O.B. our factory. Orders for less than five machines will not be accepted.

Specifications

Oak or Mahogany Cabinet, 15 in. wide, 17 in. deep, 8 in. high. Nickel-plated Tone Arm and Soundbox. Single Spring Motor. 10 in. Turntable.

THE GEORGE A. LONG CABINET COMPANY
HANOVER, PA.

WAREROOMS THAT ARE "DIFFERENT"

New Establishment of the Silverstone Music Co. the Center of Interest During the Holiday Season—Initial Recital Held—Formal Opening Will Occur Some Time This Month

ST. LOUIS, Mo., January 4.—The new warerooms of the Silverstone Music Co., Edison jobber, which will be formally opened at a date this month as yet unset, are different from any other in this city, and Mr. Silverstone says that he has carried out many ideas that are entirely original with him.

The first floor fixtures, which consist of a recital hall and three demonstration rooms, are built entirely of quartered oak, finished in what is known as silver gray. The entire floor side-walls are paneled in oak. The windows and doors have the small, long glass, the effect in the recital hall being that of a small-chapel.

The decorations are carried out with specially made lighting fixtures, small busts of musicians and specially designed and stained desks and chairs. The recital hall, although smaller than the old one, seats more because of a different adjustment of the space. On the blank wall side of the recital hall a door was put in to relieve the effect there. It is a real door with open panels and back of it to lend space idea is a looking glass.

The third floor is the machine sales floor, and as the customer steps into a small hallway, for all the world like the hallway in an old-fashioned house, he finds in front of him a room that duplicates a formal parlor, slightly stiff in furnishings, and in front of him a phonograph. The salesman sees the customer seated and asks to be excused to get some records. In an alcove, well curtained off, he starts another machine. So entirely unexpectedly the prospect hears a machine play. In some instances this has been taken for real music and in all trials the effect has been good.

This entire floor is finished with ceiling-high partitions and the various rooms are decorated and furnished as the different rooms of a flat. The effect is very good.

The second floor, finished in white and gold, is a record sales floor. It is frankly a business floor with everything for the convenience and comfort of the customer, with no space wasted.

The warerooms include two shops, one for the mechanical parts and another for the wood-working department. There are storage floors, a large shipping room. Mr. Silverstone has a private office on the second floor and the cashier's force and the sales offices are on a balcony over the shipping department.

The initial recital in the warerooms, which

the Silverstone Co. occupied before the Christmas rush, was by Marie Alcock, who came here to sing solo parts with the Pageant Choral Club in the "Messiah." The affair was entirely informal but very successful.

The best test of the new Edison quarters was during the holiday trade when, with the second floor not yet finished, the largest retail trade of any similar period was handled without serious trouble. It is true that the recital hall was used for record demonstrations, and that the areaway on the first floor was used, but everybody was waited on.

TRADE PERIL IN ENGLISH BILL

Proposed Law Would Remove From Register Trademark Used as Name of Article

A despatch from London states that representatives of American manufacturers in England are much alarmed over a bill pending in Parliament providing that if the proprietor of a word or trademark so uses his mark as to lead the public to regard it as the name of an article it shall be removed from the register of trademarks. If the bill is passed many American articles which have become popularized through name trademarks will probably be imitated under the same name and Americans will have no redress, thus entailing untold loss to them financially if not the ruin of their business in England.

Americans here say that cargo space for England is now so restricted that the trade in many articles has already become greatly affected, and that if the bill becomes a law imitators may be successful in getting control of all the business before the cargo space is increased and normal conditions are resumed between the United States and England commercially.

The attention of the American Consul-General, Robert P. Skinner, has been called to the seriousness of the situation, and if the representations of American representatives and officials here are unavailing, Washington will probably be asked to intercede with the British Government for the removal of certain objectionable features of the bill.

EXPANSION WITH OGDEN CO.

The sectional record cabinet and sales system manufactured by J. B. Ogden, of the Ogden Sectional Cabinet Co., Lynchburg, Va., continues to grow in popularity throughout the country. Since moving to the new factory they are much better equipped to supply the needs of the trade, and this business promises to be a very important one during 1918.

DEMAND FOR MELOPHONE LINE

Advance Orders for the Products of This Company Indicate Continued Prosperity for 1918

Henry Sobel, president of the Melophone Talking Machine Co., in a recent statement to a representative of The World, stated that the new dealers handling the company's line of machines are steadily increasing. He says the outlook for the present year is exceptionally bright, as the number of advance orders for shipments for the first few months of the year has been quite heavy. While the Melophone Co. have been featuring their expensive machines during the past few months, the demand for the popular-priced machines has by no means been small, all of which made the year 1917 one of great prosperity for the company.

"BUBBLE BOOKS" POPULAR

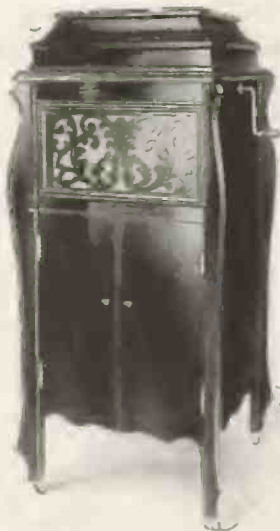
CHICAGO, ILL., January 11.—The local branch of the Columbia Graphophone Co. has recently received an exceptionally large stock of "Bubble Books." This was made necessary owing to the great demand which has sprung up for these books within the past few weeks. The book is devoted exclusively to childhood songs and stories, such as "Tom, Tom the Piper's Son," "Mary Had a Little Lamb," etc. It was illustrated by Rhoda Chase and is gotten out by the Columbia Graphophone Co. in conjunction with Harper & Bros., publishers. The book contains a printed text of these little childhood songs and stories on pages which are made in the form of an envelope, each envelope containing a six-inch Columbia record. When the record is put on the machine and is started off one may read the words that are being sung or spoken on the pages, and on the opposite page is a picture illustrating the song or story. The book has a hard cover and is printed in four colors. It contains three records and retails at \$1 per book.

ANENT EXPORTS TO LATIN-AMERICA

Since the war began American exports to Latin-America have increased 100 per cent. in value, while those of Germany have disappeared entirely, declares the American Exporter, New York, in its current issue. In 1913 we shipped to Latin-America merchandise values at \$323,775,885. In 1917 we shipped merchandise to the same market valued at over \$650,000,000. Our exports to-day to Latin-America actually exceed in value Germany's annual exports before the war to the combined markets of Canada, the United States, Mexico, the West Indies, Central and South America, plus those to Russia.

No. 100

Our factory leader. Simple in design; priced within reach of all, yet artistic enough for the most discriminating.



No. 200

Heavily gold plated on all exposed metal parts. Sound chamber has special carved doors opening out from it.

No. 150

Needle receptacles set in tandem in sliding disappearing receptacles. Heavily nickel plated on all exposed metal parts.



These instruments are made of genuine mahogany of exquisite workmanship and design, and compare favorably with the most expensive standard machines now upon the market. They are unapproachable in their priced class anywhere.

The prices of all standard makes of Phonographs have been increased. We have determined to keep ours the same until after the Holiday Season. Write us for our agency proposition TODAY.

JUST TEAR THIS OFF

Put it in an envelope with your business card or letter head and we will send you immediately free of charge a beautiful illustrated catalog of high-grade cabinet machines.

MELOPHONE TALKING MACHINE CO., Inc.
378 Lafayette St., N. Y.
27 E. Madison St., Chicago

WHY MUSICAL INSTRUMENTS ARE ABSOLUTELY ESSENTIAL

Will Payne Handles This Subject in a Masterly Way in the Current Issue of the Saturday Evening Post—Believes in Winning the War Without Destroying Industry

As has been said before, some of those in authority in Washington and other parts of the country, and the general public at large, will not be convinced of the fact that musical instruments are absolutely essential by the emphasis that has been laid upon that fact by manufacturers and dealers in musical instruments or by trade publications. The really convincing argument must come from those on the outside, and with no mercenary interests in the music industry.

It is particularly gratifying, therefore, to note the manner in which Will Payne, the noted writer, in an exceptionally able article on "Business That Isn't Necessary," in the Saturday Evening Post last week, upholds the cause of music and of the making and selling of musical instruments from the practical, rather than the theoretical, standpoint. Mr. Payne emphasizes the great economic danger that lies in shutting down any industry no matter how non-essential it may appear, suddenly and without warning, and how it is absolutely necessary to provide for the resumption of all industry on a basis as near normal as possible immediately upon the declaration of peace. His conclusions are understandable and sensible.

"Shutting down the factory is quite simple," he says. "All you need do is lock the door and walk away. Anybody can do that. But starting it up again after a long period of idleness, repairing the deterioration, assembling the materials and labor force, and so on, is much more difficult. It isn't merely the factory. There's no use starting up a factory unless you have an outlet for its product. These particular factories have an elaborately organized outlet covering the entire country—their agents and dealers in every considerable town. Except the youngest of them, those agents and dealers were doing something else before they went into the business. They have put their skill and energy and capital into that. If the business were shut down a good many of them would be broke; most of them would be out of a job. Mainly they would, of course, begin seeking something else to do. The whole extensive organization of the business would begin to fall apart and vanish. No scratch of the pen could build it up again out of hand."

He touches right on the music trade when he says:

"The music shop on the corner looks non-essential enough; nothing in it that you can eat, wear, throw at an enemy or raise the winter temperature with for more than a few minutes. It represents also consumption of materials and labor. If you look over the materials you will find they consist largely of expensive woods that are of very little utility except for an ornamental purpose. So far as waging war or down-to-brass-tacks subsistence is concerned the lumber used in building a small reviewing stand from which the mayor inspects a parade would be worth many times all the wood in the shop. Aside from wood, there is perhaps a hundred pounds of wire. But all the material in the shop, for war or hardpan subsistence, would hardly be worth carrying away.

"And if you sorted out all the labor you would probably find that much of it was not very useful for military purposes or hardpan subsistence. It is largely labor that is especially skilled and valuable for that particular kind of work.

"Nowhere has the war strain been more severe than in France; but the luxury shops of Paris have by no means been cut out. Many of them are open and doing business as usual. They are woven into the business fabric of the country. To cut them out would start a raveling that would probably weaken the business fabric even for war purposes. They produce war taxes and bond subscriptions. A good many people subsist by them. True, it is not

absolutely necessary that those people should subsist. They could just go and jump into the river, thereby decreasing the consumption of food. But France doesn't wish them to do that.

"Our music shop contains nothing to eat, wear, hurl or raise the temperature. But the hardest-pressed belligerent finds it advisable to maintain military bands. I am told that the German Government—whose rigorous efficiency for war is daily held up for our emulation—expends a good deal of money, labor and precious materials for the purpose of keeping a supply of talking machines in the rest and concentration camps all along behind the battle front, because it finds that popular music played on these machines invigorates the men's mind and makes better fighters of them. The military critics are always talking about the morale of the different troops—that is, about the state of their minds. By the common judgment of experts nothing is more essential in this war than those

WINDOWS AS TRADE ATTRACTORS

How the Goldberg Co. Emphasize the Value of the Talking Machine as a Solace and Entertainment in Military Hospitals

The Goldberg Furniture & Carpet Co., 161st street and Third avenue, New York, one of the most successful furniture houses in the upper



The Goldberg Co.'s Attractive Window part of the city, recently utilized its large show windows for a very attractive Columbia display, shown in the accompanying illustration.

This display is particularly interesting at this time in view of the fact that it is intended to depict the solace and entertainment provided in military hospitals by the Grafonola and Co-

imponderable things which keep men in a high, resolute state of mind. To that crucial end music contributes as well as canned beef."

Then, again, says the writer:

"Cutting out is simple enough, but building up is another matter. The vital thing in any business is its organization—the human associations by which it is carried on. Shut it down and the organization immediately begins to disintegrate. Building it up again takes time and effort. No business organization whatever should be destroyed. Cut down where necessary but never cut out. Prune but leave roots and trunk.

"Say it is a talking machine business. If there is war work—time fuses, small shells, uniform buttons, or what else—that it can do to advantage, turn some of its capacity over to that—gradually so as not to disorganize the factory—and preserve the business organization. We want it now to pay taxes and buy Liberty Bonds. Sure as sure can be we shall decidedly want it to help take up the slack when war production ceases and the millions of hands now engaged therein must turn to other employment."

Columbia records. Incidentally it may be mentioned that this display is built around the material prepared by the new Columbia dealer service department.

The Goldberg Furniture & Carpet Co. has built up an extensive Columbia following in its section of the city, and Manager Gall has made it a point to offer his patrons efficient Grafonola and record service. The Columbia department is growing rapidly, and a portion of this success may be attributed to the up-to-date and progressive sales and merchandising methods which are utilized at all times.

GEORGE W. LYLE LEAVES FOR WEST

George W. Lyle, assistant to President Widmann of the Pathé Freres Phonograph Co., Brooklyn, N. Y., left last week for a month's trip to the Pacific Coast. Mr. Lyle will visit the Pathé jobbers throughout the country, and will also call upon many of the Pathé dealers. There are a number of important deals for Pathé representation now pending, which will be closed by Mr. Lyle while he is away on this initial trip of the new year.

Enthusiasm is a habit, belief is a habit, persistency is a habit, politeness is a habit, salesmanship is a habit.

NOW IS THE TIME TO REPLENISH YOUR STOCK

Records prove that the next three months are the best in the year for selling the

VICSONIA



Mr. Dealer:

Don't miss sales by being out of stock. Order NOW.

If you are not familiar with the "best reproducer for playing EDISON RECORDS," send us \$3.50 and we will send you one on 10 days' approval. Money refunded if not satisfactory.

State Make of Machine

Vicsonia Manufacturing Company, Inc.
313 East 134th Street (Bronx) NEW YORK, N. Y.



Columbia Records—patriotic, dance, vocal, orchestra—sell *a tempo accelerando*. Less time selling records; more time taking in profits.

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

C. K. BENNETT REVIEWS CONDITIONS

General Manager of Eclipse Musical Co. Reports 1917 as a Most Successful Year in Cleveland Territory—Thoroughly Optimistic Regarding Outlook for Future

CLEVELAND, O., January 7.—In discussing business conditions during the year just closed and the future prospects of the talking machine business in this section, Chas. K. Bennett, general manager of the Eclipse Musical Co., prominent Victor distributors of this city, remarked: "I am pleased to say from a personal observation that this section of the Middle West has just passed through a most successful year, in fact, the most successful one in the history of the talking machine business. Even though a great many dealers were constantly calling for more goods, every dealer's business will show a splendid increase over 1916, in fact the percentage will amount to a great deal more than that which the factory produced.

"I have talked personally with a great many dealers in the last few days and without an exception each one has told me personally the same story with regard to the quality of business done, and more particularly the fact that cash sales during December were three and four times as great as during the same period in 1916.

"The record end of the business comes in for a big share of the credit for increased sales, this applying not only to the large exclusive shops and department stores in the larger cities, but to the little fellows in the small towns. I had a verbal report from one small dealer whose purchases during the year of 1917 will not exceed \$800 and whose record sales during the month of December amounted to over \$342. Success such as this reflects great credit on the Victor Co. for the publicity given the line and the demand which they are helping to create, to say nothing of the wonderful qualities placed in the goods.

"Another very conspicuous item that I have observed was the fact that a great many more high-priced machines were sold during the past two or three months than during the same period of 1916, indicating beyond question of doubt that the prosperity in our country is now being enjoyed by a different class of people than heretofore, who, like the wealthy man, enjoy the good things of life equally well.

"Business since Christmas has kept up at a very pleasing gait, in fact most of the large stores have retained the extra help taken on for Christmas, and the demand indicates that this rush is going to continue for some little time.

"The success of the dealers above mentioned during the holidays was so pronounced and their surprise so great that this has inspired them to continue the active campaign and thus reap the full benefits.

"The talking machine business has never been in a more healthy condition, nor has the demand been greater, and with every dealer fully

realizing this condition the clamor for goods is just as pronounced as it was before Christmas, and with every other condition equal I predict that 1918 will show up even more prosperous than any year in the history of the business."

BETTER BUSINESS BUREAU REPORTS

Secretary C. L. Dennis Issues Comprehensive Statement of the Activities of the Bureau During November—Eight New Cases Taken Care of and Many Complaints Investigated

MILWAUKEE, Wis., January 5.—C. L. Dennis, secretary of the Better Business Bureau of the National Association of Piano Merchants, has just issued a most exhaustive report of the activities of that bureau during the month of November.

During the month the bureau gave direct attention to eight new cases, and two old cases, growing out of charges of misleading advertising and also investigated a number of miscellaneous complaints. The work was carried on where possible in co-operation with the secretaries of local Vigilance Committees. Of the eight new cases handled two were due to overpricing, two to "explosive" advertising of special sales, one to "factory prices" advertised by a "gyp" dealer, one to questionable special sale, and one to the efforts of the manufacturer to protect his rights against encroachment by a dealer. Price comparisons were the cause of the trouble in most cases.

The report emphasized particularly the activities of "gyp" dealers in many cities, and it was found that the present situation in the country is being taken full advantage of in forwarding this class of operation. It is suggested that complaints regarding "gyp" dealers be forwarded to the bureau as soon as possible with full information in order that prompt action may be taken.

Of the eight new cases taken up by the bureau during November two were in Indianapolis, one in Chicago, two in Davenport, Ia., one in Peoria, Ill., one in St. Louis, Mo., and one in Stroudsburg, Pa. The miscellaneous complaints taken care of came from a score or more cities.

The trade has been much interested in the report of the bureau's work being sent out by Secretary Dennis, and the members have expressed themselves in complimentary terms. A full report of the bureau and its work will be made at the meeting of the executive board, committees, and State Commissioners of the National Association of Piano Merchants, to be held at the Biltmore Hotel, New York, January 30 and 31, 1918.

UNCLE SAM'S MEN HEARD FROM

Roy J. Keith Gets Interesting Letters From W. G. Porter and Morris Owens

Roy J. Keith, vice-president of the New York Talking Machine Co., received a few days ago a very interesting letter from W. G. Porter, who was formerly one of Mr. Keith's "right-hand men", in the executive offices, and who resigned to become a member of the Ambulance Service in the U. S. Army.

Mr. Porter, who has a host of friends in the local talking machine trade, is now serving his country "somewhere in France," and his letter reflects the good cheer and optimism which made him one of the most popular members of the local wholesale fraternity. Mr. Porter is serving in the same company as Joe Swan, another member of the New York Talking Machine Co.'s staff.

Mr. Keith also received in his New Year's mail an interesting communication from Morris Owens, who was formerly a member of the company's sales staff, and who is now with the 104th Field Artillery at Camp Wadsworth, Spartanburg, N. C. In his letter Mr. Owens expresses only one regret, namely, that his former associates—Messrs. Porter and Swan—managed to reach the firing line in France before he did. In other words, his letter emphasized the spirit of patriotism and unselfishness which is going to be an important factor in the conflict "over there."

L. W. Essex, secretary of the Manophone Corp., Adrian, Mich., has resigned his position with this company. His plans for the future have not as yet been announced.

We have a
Splendid
Proposition for
Live Dealers

Delpheon
the
Incomparable

Six Models
Retailing From
\$75 to \$175

DELPHEON SALES COMPANY

Distributors

25 CHURCH STREET, NEW YORK

Telephone—Cortland 4744



H. L. WILLSON'S MESSAGE TO TRADE

General Manager of Columbia Graphophone Co. Extends New Year Greetings to Columbia Dealers Through Columns of The World

H. L. Willson, general manager of the Columbia Graphophone Co., sends the following message to Columbia dealers, through the columns of The World:

"By the courtesy of The Talking Machine World, I am able to send a New Year greeting



H. L. Willson

to Columbia dealers, through the news columns of a trade paper which for years has stood staunch and true to musical instrument manufacturers and dealers.

"Nineteen hundred and seventeen has closed with a bigger year, bigger prospects, and greater satisfaction to the Columbia Graphophone Co.

and we believe to Columbia dealers than any previous year. We are entering the New Year full of confidence in our dealers, in our product, and in our policies, and in 1918 we hope to give you heartier co-operation and better service, and exert a little more effort in every direction in order that you may reap bigger sales, bigger profits and greater satisfaction in your representation of our company.

"We take the opportunity of thanking all Columbia dealers for their splendid loyalty and co-operation in 1917, and wishing them a happy and satisfactory New Year in the efforts we know they will make in 1918 in their own and our behalf."

BAKER JOINS TRAVELING STAFF

George A. Baker, connected with the local wholesale branch of the Columbia Graphophone Co., for many years has been appointed a member of the company's traveling staff, and will visit the Columbia dealers in Brooklyn. Mr. Baker assumed his new duties the first of the year, and from all indications will achieve very pleasing success.

During the past few years Mr. Baker has been in close touch with Columbia dealers in this territory, and his intimate knowledge of the details of talking machine merchandising well equips him to fill his present post. He understands the dealers' problems, and is in a position to render them efficient service and co-operation.

SOMEWHAT PERSONAL!

For a store salesman, especially, the habit of shaving every morning, for example, is a good habit. No man can shave himself without following it up with clean linen, brushed clothes, a shine, and a smile which begins at his heart and spreads out. Omit the morning shave, and you have not only discounted your appearance for the day, but you have discounted your efficiency for the day.

IT WAS TO BE EXPECTED

Ready File Co. Tells of the Results Secured Through Advertising in The World—Many Orders Received From Foreign Countries

C. Stanley Garrison, advertising manager of the Ready File Co., Indianapolis, Ind., writes as follows to The World regarding the results secured by that company through its advertisements carried in the columns of this paper. He says:

"You will be interested in knowing of some of our advertising experiences in The Talking Machine World.

"As a result of our double-page spread and our page spreads, we have received orders from Canada, Cuba and England and several fat ones from here at 'home.' While we expected results from local circulation, we will admit our surprise at the way The World pulls abroad."

NOW LOCATED IN MEMPHIS

John A. Hofheimer, who was formerly connected with the Maison-Blanche Co., New Orleans, La., is now associated with B. Lowenstein & Bros., Memphis, Tenn., where he is making an excellent record in the talking machine department of that business. Mr. Hofheimer is a practical, progressive man, who has given much consideration to the problems of the industry and their solution.

VALUE OF CO-OPERATION

Every one of us needs the very closest co-operation of the other fellow. If you are selling, try to know your merchandise better, be enthusiastic about it, be agreeable to your customers, look neat—in a word, sell better than you ever sold before; or, if you are in the executive end of the business, do your work in such a way as to be satisfactory to your department and to yourself. Remember, you are the final judge of the honesty of your labor.

"MICKEL"

A Great Name in the Victor Game

How Many of Those MILLIONS of Victor Records are YOU Going to Sell During 1918?

It's a big game. So big, in fact, that one cannot sit down and realize it all at one sitting. But if you are properly set for it you know you are going to get *your share*. A little hustle, "punch," vim and energy will sell you far *more* than your share. Let's get together on the *Victor Record* question *now*; there are many things we can tell you about the game. Will you meet us half way by writing us, *Now*?

Mickel Bros. Co.

15th and Harney Streets
411 Court Avenue

OMAHA, NEBRASKA
DES MOINES, IOWA

"HIS MASTER'S VOICE"
REC. U. S. PAT. OFF.
MADE IN U. S. A.

Those "Lively" Westerners.

"HIS MASTER'S VOICE"
REC. U. S. PAT. OFF.
MADE IN U. S. A.

PAYS TRIBUTE TO TALKING MACHINE

Bishop Mitchell, of St. Paul, Tells People of Toronto the Blessings of the Talking Machine in the Home and in the War

Bishop Mitchell, of St. Paul, Minn., recently preached in a Toronto church on the importance of education because of its effect in enlarging the vision of the soul. In illustrating his thought he said: "Unfortunately I myself had not the early advantage of a thorough musical education and for many years my ear was dull to the concord of sweet sounds. Thanks to the player-piano and the talking machine I have gained an understanding of some of the great music of the world and my power of appreciation is wonderfully enlarged. To that extent my life has been made fuller and more interesting. Some musicians, generally those whose performances are only indifferent, affect to look with contempt upon what they are pleased to call 'canned music.' They are surely wrong. Not long ago a young woman assured me that she could not endure a player-piano, it was so mechanical. If it were half as mechanical as the playing of this very young woman the inventor would not be proud of it.

"I come home after a hard day. I ask one of the greatest artists in all the world to sing to me. If I do not like his song I can stop it in the middle without discourtesy. If I like it, I say 'Sing it again,' and he sings it again in the same glorious and fervent tone. I may even cry 'Sing it again,' and he sings. To me the talking machine and the player-piano have opened a new world of beauty and discovered a very universe of splendor."

The eloquence of the bishop was not ill-placed. Beyond the shade of a doubt, the public appreciation of the best music has advanced more since the invention of the phonograph than in a hundred years previous to its appearance. On the remote prairies of Alberta, Scotti and Destinn and Rappold and Caruso are singing every evening. In the miner's cabin, on the frontiers of civilization, on the widespread seas as well as in the luxurious city home men and women are gaining an insight into the glories of an art formerly obscured by clouds and darkness. Even on the battle front the art of the greatest living musicians may be appreciated. Many significant stories have come to us from the war zone, but one thinks most frequently, perhaps, of the request of the unlucky Townshend force captured by the Turks in Mesopotamia more than a year ago. While besieged at Kut el Amara and cut off from the relieving force proceeding up the river they got a message through the enemy's lines. "Send us some phonograph needles." The needles were delivered by aeroplane.

VICTOR NUMERICAL CATALOG

The Victor Co. has just issued its new numerical catalog listing all records up to and including the November supplement for use in combination with the November record catalog.

In this numerical catalog extra pages are provided for adding to the catalog the new records issued every month.

The suggestions made on the inside of the front cover are particularly valuable. Properly used, this catalog will insure efficiency in ordering and handling records. This is particularly true in meeting the requirements of the smaller stores.

The six divided spaces before each record number afford a most convenient method for keeping track of the demand for each particular record—a most important essential in the successful conduct of a business and one which should be taken advantage of.

JOSEPH MUSANTE

Electro-plater and Silversmith
Gold, Silver, Nickel and Antique Finishes
Specializing in phonograph parts and musical instruments
168 CENTRE ST. NEW YORK
Telephone, Franklin 3053

You need this Record System



New Model No. 2150 DD

Improved in design and construction.
UNITS fit flat together on the end.
DOUBLE drawers in the Base.
SOLID Oak and Birch in all standard finishes.

Write for
Our Manual of
Filing
Dept. K.

350-10 inch
Records

350-12 inch
Records
Patented Adjuster for
Using 10 inch Records

Soft, Flat Springs
Hold Records Upright
and Prevent Warping.

Capacity 2150 thin records, 1075 Edisons.

Every record at your finger tips as simple as 1—2—3.

Built to fit your needs.

Prices { Oak \$55
 { Birch \$60

UNCONDITIONALLY
GUARANTEED

Ogden's Patented Cabinets Protect against Dust, Warping and Theft. Save Time, Space, Money. : : Prices Subject to Change : :

OGDEN SECTIONAL CABINET CO., Inc., Lynchburg, Va.

"A NEGLECTED WAR ASSET"

President Bird, of Manufacturers' Association of New Jersey, Tells of the Service That Trade Organizations Can Render the Government by Giving Accurate Information

Under the heading of "A Neglected War Asset," J. Philip Bird, president of the Manufacturers' Association of New Jersey, has emphasized the value of existing trade associations in assisting the Government in its war work, by providing the authorities with accurate information regarding capacity, equipment and organizations of various manufacturing plants that might be utilized for Government work. The suggestions of Mr. Bird are fully in accord with what has been done, and is being done, by the Music Industries Chamber of Commerce and are therefore of interest to the music trade men. He says:

"In the possession of our long established national craft organizations is practically all the information needed by our Government officials for the prosecution of the war as to location of plants, number of men employed, capacity, etc. These American craft bodies have at their fingers' ends concrete, definite and up-to-the-minute information on the ability of every industrial plant in their respective and correlated lines. They know every minute of the day where labor is scarce and where it is adequate or plentiful. They have authentic knowledge as to supply and demand for important raw materials.

"If this highly perfected machinery and organization were taken advantage of by the Government, it would unquestionably save our officials the expenditure of considerable time, energy and money now being devoted to the gathering and usage of such necessary information on our economic and industrial resources.

"The patriotic co-operation of the thousand and one craft organizations ought to be availed of. The Government would be most willingly served with trustworthy trade data by the steel men, rubber men, live stock men, hardware men,

implement makers, engineers, garment producers, paint manufacturers, etc., through their well established trade associations.

"An arrangement of this kind would, with proper authority behind it, almost automatically avoid the evil of any district shortage of labor or raw materials causing delay in placing or delivery of important rush orders for badly needed supplies. It would place the industries of the nation under the practical and most effective control of a patriotic, voluntary and co-operative dictatorship, similar to the present voluntary censorship which our American newspapers are working under so satisfactorily. A properly drawn up set of rules, fixed by official promulgation as a supplementary method, would likewise solve the much mooted problem of essential and non-essential industries.

"Each craft association being a specialist in its own line, it is evident that no single national chamber of commerce, manufacturers' association, or even a State chamber or association, has the necessary facilities for doing what trade or craft bodies can do. This machinery for the carrying on of America's most gigantic enterprise—winning the war—should not be neglected.

"Let us cease encouraging 'Manufacturers' War Congresses,' etc., etc., who pass resolutions and go home, and turn our efforts to the utilization of this neglected war asset. The present instrumentalities are adequate to the present demand."

CLOSED SATISFACTORY BUSINESS

The Phonograph Clearing House, Inc., New York, which carried its first announcement to the trade in last month's World, reports the closing of a very satisfactory business during the past few weeks. S. N. Rosenstein, president of the company, states that his concern found one hundred items for as many manufacturers and dealers, and that he had received inquiries from all parts of the country and more are coming in every day.

TALKING MACHINE RECORDS FOR SOLDIERS AND SAILORS

New York Evening Journal, in Cartoon and Poem, Urges Public to Send Disc Records to Men Now in Training for Military Service—The Value of Music in Preserving Morale

The important part that the talking machine plays in the life of the soldier or sailor has the Y. M. C. A., who so far as possible will see that they are distributed in accordance with the



©Star Publishing Co., 1917.

OVER HERE--AND OVER THERE

It is only a half-worn record
Of an old, familiar air,
And you hardly know that you hear it
As you doze in your Morris chair.

The sleet on the window rattles,
While the blasts of Winter blow,
But what do you care for Winter
By your fireside's cheery glow?

What is a half-worn record
And a ditty of other days—
It is Just a Song at Twilight,
Heard through a dreamy haze.

Cheer up our boys in camp or aboard ship by sending them any disc talking machine records you can spare. They will keep our soldier and sailor lads in good spirits these long Winter evenings. Any Army or Navy agency will gladly forward whatever records you may turn in.

N. Y. Evening Journal Cartoon and Poem Urging Gifts of Records to the Boys in Service

been strongly emphasized recently through the energetic campaign being carried on by the New York Evening Journal to have talking machine owners contribute new and old records for the use of the men in camps or on ships. Several days recently the Journal ran special front-page stories emphasizing the desirability of talking machines for the fighting men and publishing letters from soldiers and sailors asking for records or telling of their appreciation of gifts of records received.

On one evening the Evening Journal covered four columns of its editorial page with the cartoon and accompanying bit of poetry reproduced herewith, and it is reported that the effect of the campaign has been immediately apparent, with the result that practically every camp and a great majority of the ships had new supplies of records for the Christmas season. The contributions of records are being collected by

It is only a half-worn record
Of some old, familiar air,
Yet it makes of the dreary dugout
A bit of home over there.

Gone are the shivering trenches
And the stretch of bloody loam;
Every heart with the music's turning
Back to the Old Folks at Home.

And each for his Annie Laurie
Would lay him down and die—
Strange how a half-worn record
Brings a tear to the soldier's eye!

C. B. Q.

COLUMBIA MEN IN U. S. SERVICE

Imposing List of Officers, Directors and Employes of Columbia Graphophone Co. in Service of the Government in Various Capacities

The accompanying list of the officers, directors and employes of the Columbia Graphophone Co., New York, who have entered the service of the Government, is a remarkable tribute to the patriotism and unselfishness of the members of the Columbia organization. President Whitten is devoting almost all of his time to the U. S. Navy, and every Columbia employe who has entered the service of the Government is proud of the fact that the head of the company is sacrificing all of his personal interests to assist the United States in its fight for democracy.

The Columbia factories at Bridgeport, Conn., can also boast of a service flag that is a tribute to the whole-hearted patriotism of the employes at this plant. At the present time 285 members of the Columbia factory staff are "doing their bit" for the Government, constituting a splendid body of well trained men:

List of Enlisted Men

Officers and Directors—F. S. Whitten, president, lieutenant in navy; Capt. John J. Phelps, director, navy.
Executive Office Employes—M. D. Easton, army; J. E. Barry, army; E. L. Manning, army; E. C. Nelson, navy; Edw. Shannon, navy; Edw. Prink, army; C. C. Couper, army.

Baltimore Branch—Jos. Heilman, navy.
Boston Branch—Eugene Martin, army; D. E. Ballou, army; Wm. Townsend, army; F. L. Dickinson, army; F. D. McCutcheon, army.

Chicago Branch—Vincent Farnham, merchant marine; Gregory Dorian, navy; A. B. Russell, signal corps; M. C. Master, radio division navy; Wm. Finger, mechanical staff, ordnance department.

Dallas Branch—E. B. Shiddell, army; Fred Winkle, navy.
Kansas City Branch—Walter Hoag, army; Marco Randazzo, aviation.

Los Angeles Branch—W. O. Ryle, army; Lawrence Powers, army.

New Haven Branch—W. W. Knott, army; Harold Wilson, navy.

New Orleans Branch—A. F. Fortier, army; E. J. Hymel, army.

Warren St. Branch, New York—J. A. Sieber, navy; J. A. Johnson, navy; W. E. Guthrie, army; J. D. MacDonald, army; R. Wagner, army; Wm. Strolmyer, army; Joseph Jones, army; Edw. Flanagan, army; Walter Gaffney, army; J. Turbidy, army; C. R. Rhodes, army; A. Vernon, army; D. S. Barr, army.

Philadelphia Branch—Joseph Callahan, army; John Kelly, army; Chas. Glasgow, army; Benj. Thomas, army; Jos. Mollick, navy; Albert Lancaster, army; Wm. Page, army; W. H. Appleby, navy; Wm. Wagner, army.

Pittsburgh Branch—B. D. McCampbell, army.

Portland, Me., Branch—Clyde Skinner, navy.

San Francisco Branch—Andrew C. Love, army; Kirk Kuhn, army; Quinton Worthington, army.

St. Louis Branch—Clyde Roos, army.

List of Drafted Men

Executive Office—D. V. B. Allen.
Baltimore Branch—William Freeman.
Chicago Branch—F. Lindgren, J. Peterson, L. Batchelor, G. Simpson.

Indianapolis Branch—Bynum C. Fletcher.

Warren St. (N. Y.) Branch—T. Mulligan.

Philadelphia Branch—Louis Dickinson.

San Francisco Branch—Lou Batchelor, Jack Bates.

NOW MAKING PHONOGRAPHS

The Coops & Sons' Piano Co., which moved its factory to Pasadena from the East about four years ago, has begun the manufacture of phonographs in addition to its piano line. The new machine is described as a first-class model, retailing in the neighborhood of \$100.

CRYSTAL EDGE MICA DIAPHRAGMS

**M
I
C
A**

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

We use only the very finest selected mica, the best diaphragm material in the world. To insure a supply for the holiday trade place your orders immediately.

PHONOGRAPH APPLIANCE CO., 109 West Broadway, NEW YORK

FINANCIERS SAY BUSINESS WILL BREAK RECORDS IN 1918

Leaders in Important Lines Predict That the Industrial Activity of the Nation Will Be on a Tremendous Scale During the Year Just Beginning—Optimistic Viewpoint Heartens All

Industrial and financial activity on a tremendous scale is foretold for 1918 by representative men in various important lines, whose views have been gathered for the January number of *System*, the "magazine of business." Demands of the war will, of course, be of chief importance and will engage general attention. Income of supply agencies will be greatly augmented, but the outlook in other directions is also for prosperity because business of every character will adjust itself to the war situation, and the experience of 1917, in which unprecedented Government requirements were met without disturbance of business, will be continued, according to the best opinion. High wages will be coincident with widespread economies.

Following are some of the views sent to the magazine:

Nation's Aim Is to Win War

W. P. G. HARDING, Governor of the Federal Reserve Board—The paramount business of the United States at this time is the winning of the war, and the activities of the American people are directed to this end. The production, manufacture and transportation of those articles which are necessary for the maintenance of the population of a nation engaged in war and for the support of its armies in the field must be stimulated in every possible way. The Government is the largest purchaser of supplies, the chief customer of business, and its financial requirements will be very heavy. The people are fast learning habits of thrift, of industry and of economy. Over 10,000,000 of them are holders of Government obligations in which they have invested their savings and for which many have themselves gone into debt, thus pledging their future earnings and economies for the support of the Government.

ELBERT H. GARY, chairman of the board of directors of the United States Steel Corp.—It is up to us to prove our continued loyalty to the Government; but, more than that, our loyalty to ourselves in the performance of duty. If our country is defeated in the pending military conflict your property and business and mine will be of little value. We shall have retraced our national steps a century and a half. The wealth of the country will be seized and retained as prize money by other nations. We have been forced into the war and we are com-

pelled to fight in defense of our persons, our property and our sacred honor. There is no escape. We are in the war to the end, however costly and bitter the struggle. No man, no country, was ever engaged in a more righteous or a more compulsory defense.

Business Dominated by War

FRANK A. VANDERLIP, president of the National City Bank—The business situation in 1918 will be dominated by the war, and the energies of this country must be concentrated as fully as possible upon winning the war. In the aggregate the production of the industries both in quantities and values will be enormous; they will be greater than ever before, employment will be complete and the aggregate of payments in wages will be far ahead of any previous year. The income of our farmers will be larger than ever before. There will be an unusual distribution of income among the masses of the people, and this purchasing power will make a large market for necessities and essentials, not to speak of what may be classed as luxuries. There is a great resource as yet hardly touched in the army of women who have never gone into industry but who will respond now to our appeal to their patriotism. The problem of America is to speed up its productive machinery to the highest possible limit.

Schwab Is Bullish

CHARLES M. SCHWAB, chairman of the board of directors of the Bethlehem Steel Corp.—I have always been bullish on the United States. I can see nothing ahead to make me modify my attitude; a tremendous significance attaches to how squarely we meet the problems, apparent or not yet apparent, which lie before us. We can think only of the successful prosecution of the war—in its every phase—for the end of the war is nowhere in sight. We shall be successful in the measure that we put business before pleasure.

CHARLES H. SABIN, president of the Guaranty Trust Co.—Demand for additional capital is greater than ever because of general business activity, but the Government's demand for money also is unprecedented, so the bankers must bear the double strain of colossal loan flotations and the financing of unexampled trade activities. In addition, a considerable volume of maturing obligations must be provided for. Fortunately, the machinery for relieving much

of the pressure exists in our strong, centralized banking system and its great credit resources.

GEORGE E. SMITH, president of the Manufacturers' Export Association—We must buy from neutral countries in order to carry on our own war preparations; if we buy from them we must also sell to them or we shall not be able to pay for what we buy. Therefore, I think that it is a very high duty to develop our export trade in the most intensive fashion and with the highest possible efficiency. We may not—probably we shall not—have goods enough for both the home and the foreign markets; that which is sold in foreign markets helps us to pay our way in the war, and hence I should give the foreign markets the preference over the domestic.

B. D. CALDWELL, president of Wells, Fargo & Co.—I do not believe there will be any let-up in the business of this country during the coming year or, indeed, during the war, the end of which does not appear to be in sight. The performance of our part in the successful prosecution of the war is the greatest business we have ever undertaken, and will require that every enterprise which can help in the least degree shall strive for the high-water mark in activity and efficiency.

Demand Exceeds Supply

ALBA B. JOHNSON, president of the Baldwin Locomotive Works—War involves prodigious expenditures and these produce business activity. Therefore, as long as the present conditions of war exist, there must continue to be a demand exceeding the supply, resulting in strongly sustained prices.

CHARLES E. MITCHELL, president of the National City Co.—When the exigencies of the times have come home to all, then will America awake. She will bear taxation without grumbling. She will treat her railroads fairly, that they may wax strong for her needs. She will stamp out sedition, which now flames about her very skirts. She will lend every assistance to her corporations that they may produce in abundance. She will, while demanding fair play for her laborer, insist that he toil unremittingly for the common good.

EXHIBIT AT AUTOMOBILE SHOW

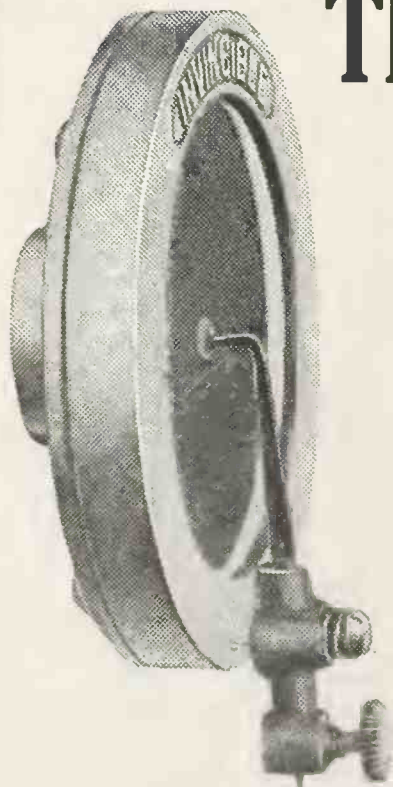
The Doehler Die-Casting Co., Brooklyn, exhibited at the National Automobile Show held at the Grand Central Palace from January 5 to 12. Although the exhibit was naturally devoted in a larger way to automobile die-castings, there was shown a very fine exhibit of die-castings of talking machine parts. The display was varied and wide in scope and contained die-castings of sound boxes, tone arms, tone arm necks, in fact, every possible part of a talking machine that could be die-casted. The exhibit was well visited by the thousands attending the show.

MUSIC FOR "OUR BOYS"

"Music for Our Boys in the Service" is the heading of a timely and effective poster mailed to Columbia dealers this week. The text of this poster reads as follows: "Send some Columbia records to your soldier. There's a Columbia Grafonola in his Y. M. C. A. or Knights of Columbus Army Hut. Bring your records to us and we will deliver them for you." It is interesting to note that a Columbia Grafonola may be found in the army huts mentioned, as it indicates the remarkable popularity of this instrument.

LEAVES ON WESTERN TRIP

Leonard Markels, well-known motor manufacturer, left New York Sunday for a Western trip, and according to his present plans will visit Chicago, Milwaukee, St. Paul and Minneapolis. During the past few months Mr. Markels has received letters from many Western manufacturers regarding contracts for 1918, and will close these contracts while away on his present trip.



The "INVINCIBLE"

A New and Better Sound-Box

- ☐ Plays all makes of records.
- ☐ Pure, clear and sweet tone.
- ☐ Constructed to give service and absolutely guaranteed.
- ☐ No superfluous parts, and production uniform—no seconds.
- ☐ Supplied with mica or composition diaphragms.
- ☐ Our composition diaphragm is a staple product and is guaranteed to be the best for all sound box purposes, has stood the test equivalent to 200 years' wear and still in service, thousands of them in use in homes throughout the U. S. and Canada.

WRITE TODAY FOR SAMPLES AND PRICES

New Jersey Reproducer Co.
10 Oliver Street NEWARK, N. J.

VAN VEEN "BED-SET" BOOTHS

Increase Your Record Sales

Write for a copy of our NEW CATALOG

Van Veen "Bed-Set" Sectional Booths can be erected as easily as a bed (no skilled labor required). Booths shipped on short notice *anywhere*. Room sizes any multiple of 3 feet. High grade finish, will match your sample if desired. Sound-proof construction. We design and build complete interiors. We also build record racks, which are described in our new catalog.

Prepare for a Machine Shortage by Developing Record Sales



Demonstration Booths Mean Additional Record Business

If a special feature is desired, different from regular catalog design, we will build it to suit. Illustration shows special design of front for booth. This can be varied to suit owner.

Van Veen Booths Will Pay for Themselves by Increasing Your Record Sales

ARTHUR L. VAN VEEN & CO., Telephone Greeley 4749 **Marbridge Bldg., 47 West 34th St., New York**

TALKING MACHINE ARTISTS TO TOUR

Collins, Harlan, Campbell, Burr, Meyers, Murray and Others in Group Giving Concerts in the East—Of Particular Interest to Talking Machine Owners and Retailers Everywhere

As is announced on another page of The World this month, the Popular Talking Machine Artists, the men who have made records of the popular kind for so many years that their names are known and esteemed in the majority of homes, and who are represented in all the leading monthly lists, are now preparing for their spring concert tour.

At intervals during a year or more, these artists, including Henry Burr, Arthur Collins, George H. Meyers, Albert Campbell, Byron G. Harlan, Fred Van Eps and Billy Murray, with Theodore Morse, the noted composer, at the piano, have given concerts in various cities in the East and have met with unqualified success, through co-operation with local talking machine dealers.

The voices of Collins and Harlan, Albert Campbell, Billy Murray and the rest of them, have long been familiar in the homes of the country through the talking machine, and the public generally, especially in the smaller cities and environs, have shown a surprising interest in the opportunity to hear these artists in person on the stage, and to see them at close range. Whether they appear on the records as members of the Peerless Quartette, the Sterling Trio, or as individuals, the interest has been the same, and it has been a rare occasion when the artists have not played to capacity audiences. Instances are cited where talking machine enthusiasts have traveled from fifty to seventy-five miles each way just to see and hear their favorite record artists in the flesh.

The concerts given by the artists are made up of solos, and chorus numbers, and comedy bits, which, with a generous number of encores, run somewhat over two hours. Where practical the concerts are held with the co-operation of the local newspapers and talking machine dealers of the various lines, for, as the artists without exception sing for at least two record companies, and in some cases for a half a dozen or more companies, practically every dealer in town has some direct interest in their work and stands to benefit by their appearance before his customers. In some cases one dealer will arrange for the concert by himself, and more often dealers will co-operate to bring the feature to their city. Instances are on record where newspapers have printed two and four-page supplements featuring the concert, the artists and talking machines generally, and carrying a substantial amount of advertising from local retailers to make the venture pay and to give it impressiveness.

As one newspaper puts it in a review of the concert: "It is something unusually interesting to hear a coterie of the men who, taken together, have made more talking machine records than

any other people on earth." Another says: "It is particularly pleasing to see and hear this aggregation—to gaze directly at persons who have been announced on the printed covers for years." Still another paper says: "This is an event of special interest to owners of talking machines, as it affords them the rare opportunity of seeing these artists in person and watching the manner in which they 'put across' the various songs and instrumental numbers that have become so popular the world over."

Among dates scheduled by the Popular Talking Machine Artists for next month are: February 6, Syracuse; 7, Buffalo; and 8, Rochester, all the dates being made through the co-operation of local talking machine wholesalers and dealers.

GROWING IN POPULARITY

The Widdicomb Line of Phonographs Has Won Favor Among Lovers of Artistic Creations in Phonograph Making and Designing

GRAND RAPIDS, MICH., January 9.—The Widdicomb line of phonographs recently introduced to the trade is meeting with a very cordial re-



Widdicomb Queen Anne Model ception. The experience of the Widdicomb Furniture Co. in catering to the furniture trade has enabled them to offer a line of phonographs whose cabinets have achieved instantaneous popularity even before the fine tone of the phonograph is heard. The accompanying illustration shows one of their console models in the Queen Anne style. Their years of furniture experience had taught them that the Queen Anne style ranks high among the various period styles. The other popular periods are all represented in the various artistic models in the line made by this company. It is their contention that as phonographs are essentially pieces of living room furniture great care must necessarily be given to the cabinet and its harmonious relation to the other furniture in the room.

The Widdicomb Furniture Co. have also seen to it that every other part of the machine matches in perfection to the cabinet that contains it. This is notably evident in the remarkable reproducing qualities of the instrument which contains so many distinctive features, among which is the modulator which is featured in the phrase "Play it yourself."

TO PRESERVE GREAT SPEECHES

Society Formed to Make Talking Machine Records of Speeches in Congress

St. Louis, Mo., January 10.—Guy Colterman, a prominent attorney of this city, has founded a society to be known as The Nation's Forum, which will make the talking machine aid in winning the war. The society plans to use records of speeches by American leaders in Liberty Loan campaigns and other patriotic activities all over the country. It is also planned to make permanent records of great speeches and messages in Congress and elsewhere, so that posterity may listen to the voices of the war leaders of 1918.

ADVANCE RECORD PRICE

On January 15 Emerson records heretofore retailing at 25 cents will be advanced to 35 cents retail, thus affording a much larger profit for retailers and jobbers. In addition, the company is beginning to shift its new 65-cent records which, from all indications, will meet with an active demand from dealers handling machines that do not include record lines.

The company states that, by the use of more economical methods in manufacturing and selling, it succeeded in reducing its expenses considerably during the past few months. This saving, added to the increased profits derived from a larger volume of business, enabled the company to close a very satisfactory year.

War service and business service should and can go hand in hand these days.

Phonograph Clearing House, Inc.

Found 100 items for 100 manufacturers and dealers last month.

Phonograph Clearing House, Inc.

Disposed of an equal number of items for an equal number of manufacturers and dealers during the same period.

What Do You Want?
What Have You to Sell?

Get It or Sell It
Through Us

Phonograph Clearing
House, Inc.

51 East 42nd Street NEW YORK

You Ought to Know

In case you are contemplating expanding the sphere of your business to include departments devoted to Pianos, Player-Pianos, Musical Merchandise or Sheet Music, that you'll find news and comments about them all in



ESTABLISHED 1876

The oldest and leading music trade weekly, which covers every branch of the industry.

It Contains

instructive and educational articles. Hints on salesmanship and advertising. Editorials that are timely and authoritative. Facts about the new things in the trade. Trade happenings in all parts of the United States.

“Review the Music Trade With Us”

Send your \$2 now for a full year's subscription to

THE MUSIC TRADE REVIEW
373 FOURTH AVENUE NEW YORK

A. D. GEISSLER CHATS OF WAR, BUSINESS AND PROSPECTS

President of New York Talking Machine Co. Discourses in His Usual Interesting Way on Business Conditions and Prospects—Lessons Learned in 1917

The representative of The World was thinking of business conditions more than world-wide conditions when he visited recently the offices of Arthur D. Geissler, president of the New York Talking Machine Co.

The first question asked Mr. Geissler was worded "A lot happened last year, didn't it?" the aim of this question being to get Mr. Geissler's ideas on the different changes in organization, methods of distribution, etc., which had transpired during 1917.

In answer to this question Mr. Geissler said: "Yes, not only last year but the year before that and the year before that. But now, what a different atmosphere seems to pervade, that we have the first inklings of peace and that we can, for a moment, stop and consider all the dreadful debauchery and waste of homes, lives and treasure since this war began.

"And now that we are in it, how fortunate it was that France was ready—that Great Britain was ready with her navy—that little Belgium was able to throw herself into the breach until France could gather herself together and hold the onrushing tide—and then Britain was able to sustain that support!

"What must be the feeling to have them 'over there' now to know that we, too, are really 'in it!' The months of recruiting and enlistment—the filling up of officers' instruction camps—the draft bill—the shipping and food regulation—the huge appropriations—and finally, for them to realize the glow of heart with which we greeted their Joffre, their Balfour and their Italian Mission—'Vive L'Italia.' I say. She understands and must—sore beset as she has been.

"We have had our drives for money—it has been a year of preparation. Our resources—our resolutions—are the things now that must count this year.

"You ask me to predicate business condi-

tions. How can anyone say what is to be?

"The largest industries in the country have offered their entire resources to the Government. I understand the Victor Talking Machine Co. was amongst the first to do so. If labor, material, fuel and transportation conditions permit the Victor Co. to make even as much merchandise as they made last year, then the business of the retailer and the wholesaler will be as large as last year.

"We are selling Victrolas and Victor records, that is true, but essentially what we sell is music—a product no longer considered a luxury, but a necessity—shown by the liberal ap-

DEMAND FOR FIBRE NEEDLES

Continues to Grow, Judging From the Increased Activity With the B. & H. Fibre Needle Co., Chicago—A Chat With President F. D. Hall

CHICAGO, ILL., January 10.—"From present indications," said F. D. Hall, of the B. & H. Fibre Mfg. Co., when called upon by a representative of the World this month, "it looks as though the trade in general is threatened with another avalanche of business for the coming year. Not only in this country has business been exceptionally good, but there has been an enormous increase in the export trade lately. Shipments to Central and South America and Australia are being handled in a more expeditious manner than for some time past, and now that the Government has taken over the rail situation, the trade can rest assured that all freight in transit hereafter will be sent over the quickest possible routes and that there will be no delay at the point of destination. This will have an effect upon the dealers to whom the goods are being shipped of giving them the necessary stimuli to get out and do more business than they have

propriations made by the Government for provision of music to its soldiers and sailors, realizing that mental and physical strength comes not through food alone. And through the Victrola, we are furnishing to the people the most inexpensive medium, of relaxation, pleasure and inspiration.

"You ask me what was the greatest lesson learned in 1917? I feel that through the Liberty Loan issues we have learned that huge sums of money can be raised by the Government without disturbing business seriously. Through the placing of these funds in the hands of the best consumer that business has ever known—the Government—we have a consequent speeding up of industries which has caused the country at large to look upon Washington with confidence, and feel that big business, small business and the laborer will be treated fairly."

done, knowing that their orders will be taken care of promptly. The freight situation prevailing towards the latter part of the old year was a major factor in keeping a great many dealers from taking in all the business that was possible for them to do.

"The raw material which we use for the manufacture of fibre needles is of better grade and quality than we have ever had before, and the Porto Rican fibre, samples of which the Government sent us some time ago, has proved its merit and is equal, if not superior, to the material that we have been receiving from the Orient.

"We have installed many new and improved machines for the manufacture of our needles and are turning out a product that is far superior both in quality and workmanship than ever before. Of course, this necessitated a large increase of our forces and we have made all preparations to take care of the trade for the coming year, which, no doubt, will be a banner one. We have also made many improvements and have added several new features to our latest needle cutter and are also prepared to take care of the demand that has been increasing so rapidly."

TALKING MACHINE MEN TO MEET

New Applications for Membership and Annual Reports to Be Acted on at Coming Meeting

The next meeting of the Talking Machine Men, Inc., will be held in the directors' room of the Merchants' Association, on the ninth floor of the Woolworth Building, at 2 p. m. on January 16. Many important matters will come up for discussion at this meeting, and all members are urged to attend. Arrangements for the annual dinner will be submitted, and the reports of the various standing committees will be read. Among recent applications for membership, to be acted upon at this meeting, are those of the Berlin Department Store, 1013 Broadway, Brooklyn, and Schmuckler & Singer, Inc., 133 Canal street, New York City.

NEW QUARTERS IN MINNEAPOLIS

Nye's Brunswick Shop Now Located in the New LaSalle Building, That City

MINNEAPOLIS, MINN., January 5.—One of the first business concerns to move into the recently completed LaSalle Building, this city, is Nye's Brunswick Shop, conducted by Ex-Mayor Wallace G. Nye and Geo. M. Nye, and in which the Brunswick phonograph is featured, together with Pathé records. The new quarters are most elaborately furnished. In addition to a full line of phonographs, the Shop also has on display a big assortment of billiard outfits which are also manufactured by the Brunswick-Balke-Collender Co. With the opening of the new shop, Wallace G. Nye remarked: "I find the harmony of the Brunswick Shop most agreeable in contrast with the discord of public life."

Miss Frieda Hempel, the Metropolitan opera soprano, will start on an extended concert tour early in February.

To Our Clientele

¶ During this period of unusual conditions we are doubling our efforts in order to maintain our service and assist you in every possible way in marketing Victrolas and Victor records, which have won recognition as an *essential product* in the camp as well as in the home.

¶ As a Victor retailer you are therefore "doing your bit" to provide the necessary entertainment and relaxation for the public and the "boys" in camp, in addition to helping the Government carry its economic burden.

G. T. WILLIAMS CO., Inc.

VICTOR WHOLESALE EXCLUSIVELY

217 Duffield Street

BROOKLYN, N. Y.



37 hits! 37 sales winners! That's how we have kept our promise with Columbia dealers. The February List is a corker.

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

WM. MAXWELL OPTIMISTIC OVER THE TRADE OUTLOOK

Vice-President of Thos. A. Edison, Inc., Tells of Great Business in 1917 and Gives Reasons Why There Should Be a Large Purchasing Power This Year

Reviewing the business situation at the request of The Talking Machine World William Maxwell, vice-president of Thos. A. Edison, Inc., writes:

"Our phonograph business in 1917 was the largest in our history, and was 20 per cent. ahead of 1916. The present indications are that our orders for 1918 will be considerably in excess of 1917, but we may not be able to manufacture as many phonographs as we made last year. We expect our record production to be materially larger than last year.

"Among a certain class of bankers, particularly the smaller bankers who absorb their opinions on broad financial questions from the public statements of large bankers, it has become quite the fashion to speak with gloomy foreboding of what the future holds in store for the musical instrument industry. It has been reported to me that various small bankers have said in effect that under present conditions they can't conceive of anyone buying pianos or phonographs.

"The pleasing fact remains, however, that people are buying phonographs and pianos in very large quantities—particularly phonographs.

REARRANGE SUPERVISORS' DISTRICTS

New Schedule for Edison Phonograph Supervisors Became Effective on January 1—Visit Factory for Get-Together Conference

The following rearrangement of Edison phonograph supervisors' territories has been announced by the musical phonograph division of Thos. A. Edison, Inc., as having become effective on January 1. The supervisors and the territories which they will cover are as follows: H. R. Skelton, with E. F. Bedford, as mechanical instructor for the territory embracing Boston, New Haven, Albany and Syracuse; C. S. Gardner, with J. C. Knipper, as mechanical instructor, for New York, Philadelphia, Williamsport, Pa., Pittsburgh and Richmond; N. Johnstone, with J. Finlayson, as mechanical instructor for Cleveland, Cincinnati, Detroit, Indianapolis and Chicago; L. A. Zollner, with A. E. Schiller, as mechanical instructor for Milwaukee, Minneapolis, Des Moines and Sioux City; C. W. Burgess, with D. Lawson, as mechanical instructor for El Paso, Kansas City, Omaha, Denver, Ogden, Utah, and Helena; J. A. Shearman, with C. A. Harrington, as mechanical instructor for Dallas, Atlanta, New Orleans and St. Louis; D. M. Martin, with H. D. Gumaer, as mechanical instructor for all of Canada.

Over the Christmas holidays Supervisors Skelton, Gardner, Johnstone and Martin, and the entire staff of mechanical instructors, were at Orange to participate in a get-together conference, during the course of which they were entertained at dinner by the company.

These bankers make the not uncommon error of ascribing to everyone else their own state of mind, or that which they observe in their immediate associates. The class of people with whom a banker comes most frequently in contact is not the class from which the phonograph dealer will get his business in 1918. The workingman and the farmer are the people who will make the phonograph business good in 1918. There are literally millions of families in the United States who heretofore have felt that they could not afford phonographs, but who, in 1918, because of increased earning capacity, will (despite the high cost of living) feel both able and inclined to make their homes better places to live in by purchasing phonographs. These people will not feel that they are committing an extravagance when they purchase a phonograph. On the contrary, they will feel, and feel rightly, that they are making an investment for the benefit of every member of the family circle.

"The thing that worries me now in connection with our phonograph business is the possibility that the increased purchasing power of these millions of families will find our dealers and ourselves unprepared to meet the demand."

MOST APPRECIATIVE OF OFFER

Otto Heineman, president of the Otto Heineman Supply Co., has received a letter from Major General George Barnett, Commandant, Headquarter U. S. Marine Corps, Washington, D. C., acknowledging Mr. Heineman's offer to furnish each of the U. S. Marine Corps stationed in Cuba and at other points with a Vanophone and collection of Emerson records, for which this company acts as export agents in the Latin-American field.

In a chat with The World Mr. Heineman expressed great pleasure at having an opportunity to provide some amusement for "our boys." Mr. Ackerman, export manager of the company, states that the U. S. Marine boys are anxious to be sent "over there." Their enthusiasm can be readily appreciated, for outside of the patriotic spirit involved the Marine Corps is as fine a body of men as ever have fought for Uncle Sam, and this division offers special attractions to the young American with red blood in his veins. Service on land, at sea, or in the air is open to him, and the fact that the Marine Corps contains no conscripted men appeals to many young Americans who desire to offer their services to the Government, in preference to waiting for the draft.

From F. W. Woolworth: "There are plenty of opportunities for young men today. Many fail because they are not willing to sacrifice. No one ever got far who was in bondage to the body." This is especially true to-day when a great war is facing us.

A POPULAR COLUMBIA MAN

Frank K. Pennington, Assistant General Sales Manager of the Columbia Graphophone Co.

We take pleasure in presenting herewith Frank K. Pennington, assistant general sales manager of the Columbia Graphophone Co., New York, and one of the most popular members of the Columbia organization.

Although he has been connected with the Columbia for less than a year, Mr. Pennington



Frank K. Pennington

has already won the esteem, friendship and admiration of every one of his co-workers. His door is always open for visitors to the executive officers, and his many years of practical sales experience, combined with his magnetic personality, has given Mr. Pennington an entree into the heart of every Columbia man. He is proving an invaluable assistant to George W. Hopkins, general sales manager of the company, and it is Mr. Pennington's earnest hope and ambition that he will soon find time to visit every Columbia branch and become personally acquainted with all his co-workers.

EDISON MAN GIVES LIFE TO COUNTRY

The first man of the Edison organization to give his life for his country was Leslie Parker Colton, of the record stock department, Edison Phonograph Works, Orange, N. J. He was a sailor on the Battleship "Missouri." His death occurred the day following the date originally set for his marriage. Mr. Colton had been three years with the Edison organization.



L. P. Colton

He enlisted in the navy and had seen but two weeks' service.

No man can help an organization to become greater, better, more successful and more efficient without making himself the same.



SOSS

INVISIBLE HINGES

Preserve Beauty

In many beautifully designed, finely finished Talking Machines, Pianos, Music Cabinets, Piano Players, and Benches, the elimination of the unsightly protruding Hinge is essential to preserve the beauty of the design.

Design and Construction

The fine cabinet work which is required in many instances to preserve the disguise of the instrument requires that the hinges be as inconspicuous as possible. SOSS Hinges are *Invisible*.

Write for catalogue "T"

SOSS MANUFACTURING COMPANY

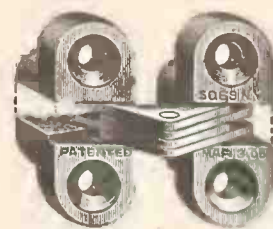
435 ATLANTIC AVENUE

LOS ANGELES, 224 Central Bldg.

Branch Offices

SAN FRANCISCO...164 Hansford Bldg.
DETROIT—922 David Whitney Bldg.

Canadian Representatives—J. E. Beauchamp & Co., Montreal, Can.



AN IMMENSE CABINET FACTORY

Plant of Globe-Wernicke Co. in Cincinnati Has Over Twenty Acres of Floor Space

The accompanying picture will give some idea of the magnitude of the Globe-Wernicke fac-

the Globe-Wernicke Co. is accustomed to handling carload or trainload orders with ease and convenience, so that prompt shipments to its clientele are the rule and not the exception in the trade.

The Globe-Wernicke Co. is recognized everywhere as the leading manufacturer of sectional

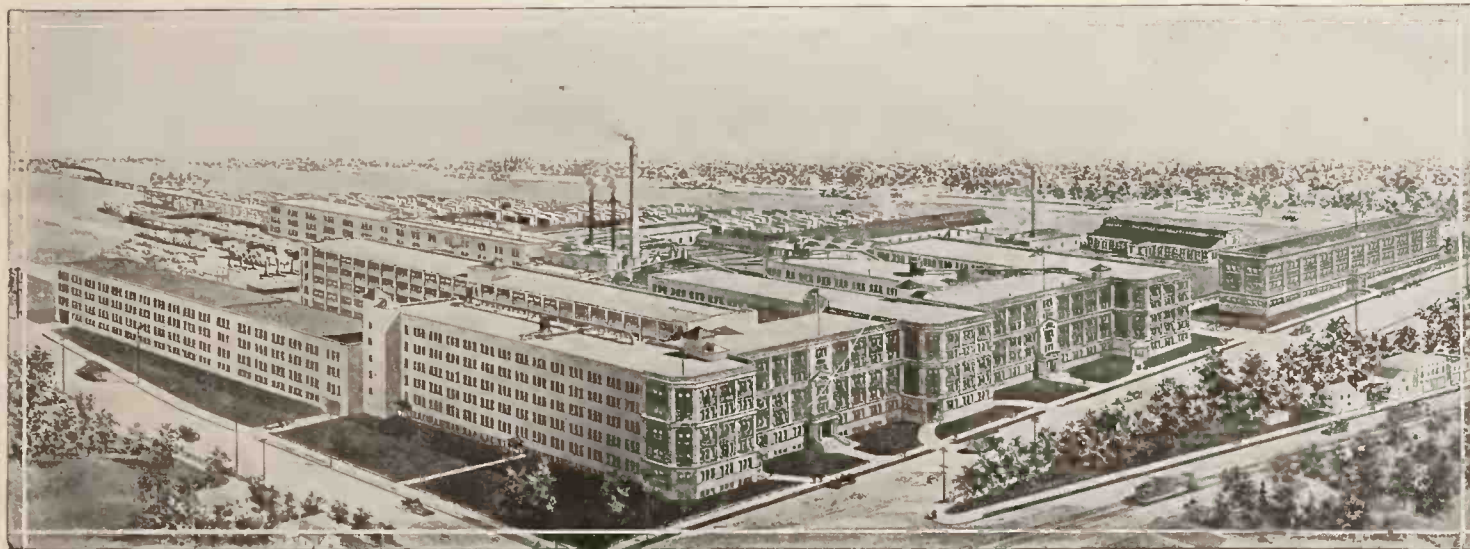
ELECTRICALLY EQUIPPED OPEROLLOS

All Models in 1918 Line to Be Provided With Electric Motors, It Is Announced

DETROIT, MICH., January 7.—Simultaneously with the new year comes the announcement of the

Operollo Phonograph Co., Inc., of this city, that the 1918 models of the Operollo phonograph will all be equipped with electric motors. They announce that their motive in bringing out an electrically operated phonograph is in response to the numerous and repeated demands of the buying public to which they have ever lent an attentive ear. The choice in the matter is still left to the buyer, however, as these models will be equipped with double spring motors if desired. Electric motors are only one of the many fine features to be found in

the new models, it is also reported by the firm.



The Great Plant of the Globe-Wernicke Co. at Cincinnati, O., Where the Brown Record Cabinets Are Made

tory at Cincinnati, O., where the Brown disc record cabinets are manufactured. This plant has a ground area of fifteen acres, with a floor area of over twenty acres, and is considered the largest plant of its kind in the world. The resources of this factory are so enormous that

office files and sectional bookcases, and the company's policy provides for maximum service to its dealers and the public. The Globe-Wernicke Co. has attained very pleasing success with the Brown disc record cabinet, which is carried in stock by progressive dealers from coast to coast.

THE ANSWER SHOULD BE "YES"

Geo. W. Pound, counsel and general manager of the Music Industries Chamber of Commerce, calls attention to the fact that on the second page of the questionnaire, which registrants under the draft are required to fill out, are these questions:

"Is your business essential to the conduct of the war?" to which it is urged that all men from this industry answer "Yes."

"What is your business?" to which the answer should be "Music."

There are many thousand men employed in the various branches in the industry who will be called upon to fill out the questionnaires, and it is pointed out that the answers outlined as above will do no harm and will perhaps set those with whom they come in contact to thinking of the importance of the music trade.

PROMPT SETTLEMENTS NECESSARY

Credit Men Should Remember That Present Conditions Should Discourage the Carrying of Long-Standing Open Accounts

In line with its advice to credit men that "the nation is at war, and it is time to put your house in order," the December letter of the National Association of Credit Men points out that the carrying of a large number of open accounts results in an expensive waste that ought not to be permitted under present conditions.

In the opinion of the association, prompt settlements should be expected, and asked for where they are not made voluntarily. The merchants who are slow by habit or custom should be pulled up and shown that they cannot expect credit favors unless they arrange to take proper and reasonable care of their accounts. The merchant disposed to be a little shrewd in his practices, taking advantage of unearned discounts, returning merchandise freely, or doing those little tricks which add to the burdens of

the credit man, it is felt, should be shown without hesitation that the days for the indulgence of these practices are past, and that, if he expects the best in treatment and prices, he must give his best.

"This is no time," continues the letter, "for the credit man to be flabby in his treatment of accounts, to be a jellyfish in the hands of his debtors. Rather he must remember that prudence, skill and fearlessness can do a world of good in credits generally, and put his own house in a position that will make it solid, no matter what may happen, and give it ability to contribute its part to the national defense."

LIMIT FIFTH AVENUE SIGNS

Ordinances Just Passed Bar Signs of All Kinds Which Overhang More Than One Foot

Another step toward the conservation of Fifth avenue has been taken by the Board of Estimate in the adoption of two ordinances regulating the placing of signs on buildings on the avenue between Washington Square and 110th street. The Fifth Avenue Association has been working for these ordinances for some time. They prohibit business signs or signs of any nature being carried out over the building line more than one foot. Illuminated signs are not permitted to extend at all over the building line.

REPAIRS

All Makes of Talking Machines Repaired Promptly and Efficiently

TALKING MACHINE REPAIR AND SALES CORPORATION

ANDREW H. DODIN, President
176 Sixth Avenue New York

TELEPHONE, CHELSEA 8437

Wall-Kane Needles

60 packages without stand, \$3.90; 60 packages with stand, \$4;
100 packages without stand, \$6.50;
single packages, 6 1/2c, any quantity.

ORDER NOW

RICHMOND NEEDLE CO., 2014 Fifth Ave., New York

SOLVE THE FREIGHT PROBLEM IN MISSOURI TERRITORY

Shipments by Express so Slow That Many Dealers Use Their Own Cars—St. Louis Trade Surpassed Expectations as a Whole—Interesting News Items From the Saintly City

ST. LOUIS, Mo., January 8.—In the main, the talking machine business in St. Louis this year undoubtedly surpassed expectations and expectations were for a larger business than last year, despite conditions. The stocks of machines were very heavy at the beginning of the holiday season and they held out well. Practically all lines were broken as to certain styles, but there were enough machines of every kind to supply needs if the person insisted on a certain make and was not exacting as to style.

Several heretofore exclusive dealers added machines to meet the holiday demand, taking on lines that do not demand the carrying of record stocks. In this manner the Smith-Reis Piano Co. and the Vandervoort Music Salon added the Brunswick and the Grand Leader Department Store added the Sonora. These firms made liberal window displays of these types of machines before the holiday season closed.

One unexpected condition put a number of country dealers at a disadvantage. That was the complete congestion of the express companies as to outgoing freight. Several dealers located fifty miles or so from St. Louis declined to accept the explanation of no shipments from local wholesalers and came to town to see about it. The machines ordered were loaded again and taken to the station and seldom did the dealers succeed in getting them shipped.

Manager Staffleback, of the Pathé line, turned a new deal in this connection. He got his drivers out at 4 a. m. and loaded his shipments onto trucks and applied at the express offices for shipments this early in the day. As a rule, he found the outgoing cars not loaded at that time and his shipments were accepted, but when the available cars were loaded, all later offers were refused. Some dealers twenty miles from the city sent their own trucks to obtain goods.

The Aeolian Vocalion had a very merry Christmas, according to Manager Guttenberger, of the talking machine department at Aeolian Hall. Business far exceeded previous records, it is reported, with a big call for higher priced machines.

This recalls that every sales manager in town is remarking on the high percentage of cash on sales and the short term credits asked. The record made this year never has been equaled, so say all of them. But, strange to

say, the advertising for long terms was never more noticeable. Several of the large dealers published offers of terms that allow eighteen months on machines at \$100 and less and twenty-four months on machines at \$200.

C. R. Salmon, of the Columbia wholesale department, is again in possession of the Columbia sales cup for record distribution. He was the first winner and also he is the first salesman to win the cup the second time. He may not realize on his ambition to win the cup enough times to gain ownership, as on the day the cup arrived Mr. Salmon filed his National Army questionnaire and waived all claim for exemption. He expects to be called for service in the spring, but is hoping in vain, he thinks, that he will have time enough to cinch the cup ownership.

Record sales were extremely heavy this year and the dealers have noted with great pleasure the number of persons, even those not owning machines, who have adopted the rule of giving records as gifts. It is notable that a good many of these gifts were high priced records, those which machine owners had expressed a desire to own, but did not feel they could afford. This note in the sales is reported often by the Victrola dealers.

The Silverstone Music Co. is trying the effect of talking machine music on egg production, having loaned an Edison Disc machine to a local newspaper for use in the paper's booth at the poultry show, which is running at this writing.

TRADE CONDITIONS IN VANCOUVER

Kent Piano Co. Tone Tests—Pathéphone Advance in Vancouver—British Columbia Talking Machine Co. Incorporated

VANCOUVER, B. C., January 8.—During the early part of the month the Kent Piano Co., Ltd., of this city, conducted a series of tone tests at Vancouver, Victoria, Grand Forks and Trail. These were by Hardy Williamson, of the Edison list of artists and well known in Ontario through his recitals with the Edison Diamond Disc. In Vancouver the Kent Piano Co. issued invitations for a recital in the ballroom of the leading hotel.

W. E. Townsend, of the Hudson Bay Co.,

was recently in Toronto and reported splendid sales of Pathéphones in Vancouver. The Hudson Bay Co. are strongly featuring the Pathéphone and are putting splendid selling effort behind it, which is bound to bring good results.

Walter F. Evans, Ltd., recently devoted considerable space in the daily newspapers, comprising a series of Victrola advertisements pertaining to construction, educational in character, illustrated and cleverly written.

The Hudson Bay Co., since adding the Columbia line a few months ago, through the efforts of Manager E. Gowan have created a wide and profitable clientele for this department of the firm's business.

The British Columbia Talking Machine Co., Ltd., have incorporated at Vancouver, B. C., with a capitalization of \$10,000.

Informal Friday evening recitals in the store of Fletcher Bros., Victoria, have been found very profitable by the house. These recitals are held on the ground floor, where there is a large phonograph and piano display floor, into which the main entrance opens. Many sales are attributable to these Columbia recitals.

PRAISE FOR STARR PHONOGRAPH

Son of Starr Co. Retail Manager Tells of Value of Starr Phonograph Trench Kit

RICHMOND, IND., January 1.—Charles Curtis, First Class Private, Field Hospital No. 149, Third Division, Camp Shelby, Miss., son of E. S. Curtis, manager of the Richmond retail wareroom of the Starr Piano Co., spent his Christmas vacation with his parents in this city. While here he was a visitor at the Starr store and also at the Starr Piano Co. factory. He was very much interested in the new Starr phonograph trench kit now being manufactured by the Starr Co., and said that music was one of the most enjoyable luxuries of camp life. "In the evening, after our day of hard work, we always have songs and the boys play on their guitars, banjos or mandolins, and we never get tired of it," young Curtis said.

"The boys of the training camps will certainly enjoy these phonograph trench kits, as they are just the thing to furnish a good supply of fun."

Henry Gennett, president of the Starr Piano Co., in behalf of the company, presented Private Curtis with a complete Starr phonograph trench outfit for his division, and also a good supply of Gennett records.

The company officials were assured that the gift was very much appreciated and that nothing could have pleased the men more.

NEW FORM FOR EXPORTERS

War Trade Board Prepares New Form of Agreement Which Is of Interest to Manufacturers of Musical Instruments Who Are Exporting

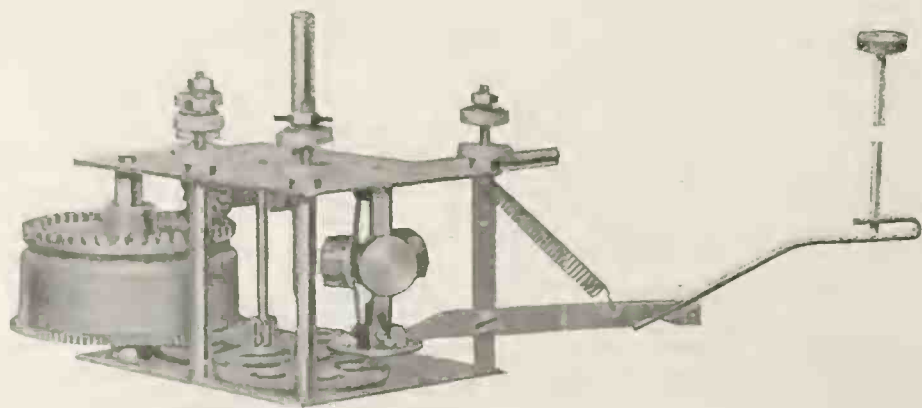
WASHINGTON, D. C., January 5.—The War Trade Board has prepared a new form of agreement for shippers exporting goods to their own branches or agencies abroad to supersede all previous forms. In issuing the form the board warns shippers that the mere signing thereof does not necessarily mean that licenses will be granted. Heretofore when the War Trade Board granted a license to the shipper to ship to his own branch it exercised no control over what the branch might do with the goods on their receipt. The branch might sell such goods to an enemy house.

It is therefore to make the bureau more effective and at the same time not to work hardships to reputable shippers who have branch houses in foreign countries that the new form has been prepared.

Why is it that the man who prepares for good business usually finds it? Because, subconsciously he fights to live up to his own expectations.

Chas. H. Mumby, 226 Broadway, Bayonne, N. J., has secured the agency for the Sonora phonograph.

Melophone Single Spring Motor



COMPLETE WITH 10-INCH TURNTABLE

Simple in construction, the most satisfactory and durable of all small motors.

Plays 2 ten-inch records with one winding.

Three years' successful record as the best single spring motor manufactured.

PRE-WAR PRICES

IMMEDIATE DELIVERIES

Melophone Talking Machine Co.

380 Lafayette Street, New York

29 E. Madison Street, Chicago

CONFERENCE OF COLUMBIA MANAGERS A DECIDED SUCCESS

Managers of Columbia Branches Visit New York for First Conference—The Many Interesting Practical Talks and Visit to Factories Thoroughly Enjoyed—Banquet at Hotel McAlpin a Fitting Finale—Geo. W. Hopkins, General Sales Manager, in Charge of Arrangements

The first conference of the branch managers of the Columbia Graphophone Co. was held in New York the week of January 2, and was a

get better acquainted before the real work of the conference started.

On Thursday the visitors were tendered a re-

of unusually valuable addresses were delivered, included in which were the following: "Executive Co-operation," H. L. Willson, vice-president and general manager; "Factory Support," C. A. Hanson, general works manager; "Motors," E. L. Tanner; "Traffic Problems," R. L. French, traffic manager; "Tone and Tone Reproduction," John J. Scully; "Our New Cabinets," N. T. Moore; "Record Stock in the Factory," Chas.



Conference of Columbia Managers at Recital Hall in Fifth Avenue Shop

success far beyond the expectations of Geo. W. Hopkins, general sales manager of the company, who was responsible for the introduction of the conference, and who handled the many incidental details that made the conference of practical value and of benefit to everyone in attendance.

ception at the Columbia Co.'s executive offices in the Woolworth Building, and at 11 a. m. left for Bridgeport, Conn., to spend the day in that city and to visit the immense Columbia factories. At noontime the managers, together with the executives of the company, and the

Morison, superintendent record stock; "What Our Laboratory Means to You," Geo. W. Beadle, consulting engineer. After luncheon the visitors attended a demonstration of the new designs, which was given under the supervision of John J. Scully, and the remainder of the



Banquet of Executive and Sales Organization of the Columbia Graphophone Co. at the Hotel McAlpin, January 5

The managers arrived in New York January 2, and on that evening were entertained at dinner at the City Club of New York, where an informal pow-wow gave them an opportunity to

department heads from the executive offices, assembled for luncheon at the Hotel Stratfield, Bridgeport, Conn.

During the course of the luncheon a number

afternoon was spent in a visit to the East and West plants. On Thursday evening, the managers, executives and executive department heads

(Continued on page 114)



It's easy to sell people what they're hungry for. People are hungry for Columbia Records.

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

CONFERENCE OF COLUMBIA MANAGERS A DECIDED SUCCESS

(Continued from page 113)

were entertained at dinner at Little Hungary.

Papers Read on Friday

On Friday morning the real work of the conference started, and the managers assembled at the recital hall of the Columbia Co.'s Fifth Avenue Shop. With Mr. Hopkins as chairman of



Geo. W. Hopkins

manager; "Reports—What They Mean to You and to Us," O. F. Benz; "Supplements," Paul Hayden; "Ordering of Records," A. R. Harris; "Dealer Service Department," H. L. Tuers; "Team Work," F. K. Pennington, assistant general sales manager; "Educational Department and How it Helps You," Frederic Goodwin, educational manager; "International Record Department and 'E' Series Records," Louis E. Rosenfield, sales manager, international record department; (Anton Heindl, manager of this department, was confined to his home with a serious attack of grippe); "Recording Laboratory," E. N. Burns, vice-president; "Export Sales," E. F. Sause, manager export department; "Artists," Theodore H. Bauer, concert and operatic director and adviser; "Artists' Follow Up," Lester L. Leverich; "Outstanding Points of This Day's Conference," G. W. Hopkins; "Period Design Grafonolas and the Fifth Avenue Shop," H. E. Speare, manager Fifth Avenue Shop.

Theatre Party Friday Evening

On Friday evening a theatre party at the Hippodrome served to act as a balance to the serious work which the managers and department heads had accomplished during the day.

Saturday's Conference Subjects

On Saturday morning the conference was resumed, and the following addresses were enthusiastically received: "Advertising Plans for 1918," W. H. Johns, vice-president, George Batten Co.; "What This Advertising Means to Salesmen and Dealers," R. W. Knox, advertising manager; "Co-operation Between Sales and Advertising," G. W. Hopkins, general sales manager; "How You Can Help the Dictaphone," Frank Dorian, general manager, the Dictaphone; "Technical Work We Are Doing for You," C. M. Goldstein, manager, research department; "Musical Menus," A. R. Harris; "What an Audit Means to You," Marion Dorian, auditor; "Retail Merchandising," G. W. Hopkins; "Representation," F. K. Pennington; "Question Box."

Before adjourning, the visiting managers expressed their keen appreciation of the splendid program of business talks which had been prepared by the sales department. Mr. Hopkins and Mr. Pennington were congratulated upon the careful thought and consideration which they had bestowed upon every detail of the program, and the managers were unanimous in stating that the conference would enable them to greatly enhance the efficiency of their individual organizations in 1918.

Banquet at the Hotel McAlpin

On Saturday evening the managers, executives, members of the executive departments in the Woolworth Building and the members of the Dictaphone selling organization were the guests of the officials of the company at a banquet held at the Hotel McAlpin, which was a most enjoyable affair in every way. The Dictaphone division had also held its annual conference the week of January 2, and had succeeded in making their conference of practical value in every respect.

At the banquet on Saturday evening N. F. Milnor, general sales manager of the Dictaphone division, presided as toastmaster, and filled this important post with his customary good cheer and ability. He prefaced his introductions of the speakers of the evening with the remark that all of the addresses would be informal, and that each speaker would talk for only a few minutes.

Francis S. Whitten, president of the Columbia Co., was the first speaker of the evening, being accorded an enthusiastic reception from the members of his organization. Mr. Whitten paid a tribute to the men with whom he is associated, and smilingly told the guests that they should all feel the company was "their company," giving them some idea of the expectations of the Columbia executives for the new year.

Mr. Whitten was followed by several members of the Columbia executive organization, all of whom spoke pertinently and in a manner which won the hearty enthusiasm of every Columbia man present: H. L. Willson, vice-president and general manager; Frank Dorian, general manager of the Dictaphone division; Edward N. Burns, vice-president; George W. Hopkins, general sales manager; Frank K. Pennington, assistant general sales manager; Marion Dorian, chief auditor; C. A. Hanson, general manager of the Columbia factories. George Edward Smith, president of the Royal Typewriter Co., and prominent in industrial and financial circles, was another speaker at this dinner who earned the hearty applause of the diners.

Musical Entertainment on the Program

One of the surprises of the evening was the introduction of Licut. Gitz-Rice, of the Canadian Army, who had returned only a few days previous from the battle front abroad. Mr. Gitz-Rice proved to be an entertainer of exceptional ability, and his rendition of topical patriotic songs, as sung by the boys in the trenches, together

with his fund of timely stories, evoked encore after encore.

The musical program at the banquet called for the appearance of many popular Columbia artists, whose records have achieved phenomenal success in all parts of the country. Theodore H. Bauer, concert and operatic director of the Columbia Co., was in charge of the musical entertainment, and well deserved the hearty congratulations he received at the close of the banquet.

Prince's Orchestra, which is an exclusive Columbia organization, accompanied the artists, with Chas. A. Prince, director of the orchestra, at the piano. Among the artists who appeared during the course of the evening were the following: George Barrere, Henry Burr, Collins and Harlan, Frank Croxton, Miss Imperita Farrar, Arthur Fields, Chas. Harrison, José Mardones, Theodore Morse, Van and Schenck, Miss Genevieve Zielinska and the Peerless and Stellar Quartets. All of these artists were obliged to render many encores and were the recipients of congratulations from everyone.

Prizes Awarded Dictaphone Men

One of the pleasant events of the evening was the presentation of prizes and medals to the members of the Dictaphone selling organization who had made their quotas in 1917 and in previous years. N. F. Milnor officiated as the donor of these gifts and complimented each member of the organization upon his splendid work in 1917, which had enabled the Dictaphone division to close the biggest year in its history.

E. N. Price, of the Pittsburgh branch of the Dictaphone division, who had won fifteen prizes during the year, on behalf of the Dictaphone Sales Club presented Frank Dorian and Mr. Milnor with diamond studded gold fobs, as a mark of appreciation and personal esteem.

"Columbia Convention Camouflage"

One of the features of the banquet was the appearance of an attractive booklet entitled "Columbia Convention Camouflage." This booklet was also prepared in the shape of a record which was presented to everyone in attendance at the banquet. Arthur Fields sang the record, which was composed by Howard Johnson. This booklet, under the heading, "Columbia Medley," read as follows:

It costs some dough, as we all know, to buy a phonograph. I tried to buy one just last week, and couldn't help but

laugh,

The agony a man goes through selecting a machine; They try to grab your coin so hard they make the eagle

scream.

I looked at different makes till nearly dead:

At last I met a gentleman who said:

The Columbia's a gem when in motion,
Won't you come to our offices and see?
It's famous from ocean to ocean,
Come down and look it over, please, with me.
So I thought it over and said I'll go along,
When we hit the office, I could see I stood in strong.
Everyone I saw there had a smile upon his face,
I was introduced to everyone around the place.

There was Mr. Hopkins, he's the fellow, don't you know,
Put the Pep in Pepsin gum so many years ago.
Try and get away from him, you'll get it in the neck;
He can sell you stuff until your bankroll is a wreck.

CONFERENCE OF COLUMBIA MANAGERS A DECIDED SUCCESS

(Continued from page 114)

Next was Mr. Hanson; he's the factory support;
When I looked him over, I could see he was a sport.
He gets all complaints, and puts them all upon the shelf;
He just says forget it, boys and then forgets himself.

There was Mr. Willson, tho' he's quite severe he's nice,
Tho' they call him the big boss, he's not without a "Vice."
When the day is over, he is never through his toil,
Business is so rushing that he burns the midnight oil.

Next was Mr. Hayden, and I noticed by his hair
That he was a genius who had missed the barber's chair.
In his eyes he had a look as wild as it could be,
Maybe some wild women gave it to him, don't you see.

There was Mr. Tuers, quite the nicest little thing—
These remarks are all in fun, so don't mind what I sing—
When I looked him over, there were two things that I missed:
Flower in his buttonhole and watch upon his wrist.

I saw Mr. Pennington, he's bigger than an ox;
Everybody says that he's as crazy as a fox.
Tho' his hair is redder than the blush of any quince,
All the boys agreed and told me that he was a "prince."

Next was Mr. Heindl, he's a man of many tricks,
Speaks a lot of languages—I think it's thirty-six.
When I talked a bit with him, he took me by the hand,
English was the only thing he didn't understand.

Next was Mr. Benz, the man who's never known to shirk,
When I looked at him I knew he was a bear for work.
All day long he dictates, many letters he will write;
He dictates all day, but still his wife dictates at night.

Next I met a fellow, who is known as Mr. Jell,
If I didn't mention him he'd be as sore as—well
If I had my way I'd like to put him on the pan;
All that I can say is that he's just a married man.

Mr. Knox was on the job, I shook his hand with ease;
Knox was pasted in his hat, and Kno(cks) were on his knees.
As the advertising man friend Knox was introduced,
So you see that goes to prove that ever Kno(ck's) a boost.

There was Mr. Burns, the man who picks the records out,
When it comes to picking he is there beyond a doubt.
If the records turn out good that don't increase his fame;
If they're bad, it's always Mr. Burns who gets the blame.

Next comes Mr. Sause, the man who makes the foreign sales,
When you speak of traveling he'll tell you many tales.
My advice to Mr. Sause is really not the worst:
Speaking of America, why don't he see it first?

Then came Mr. Bauer. Talk of Oscar Hammerstein,
Bauer makes old Oscar look as tho' he were a shine.
What I'm going to tell you now is worse than any crime:
Harris says that Bauer has a temper all the time.

When I mention Harris, then I mean a friend of mine,
Also of each jazz band that you meet along the line.
He played me a record that he values more than pearls—
You all know the one I mean, made by the Watson girls.

Next was Mr. Dorian, who sells the Dictaphone,
Friend of all stenographers who like to work alone.
Wives of all the business men declare that he is great;
Hubby cannot alibi, "I'm at the office late."

I saw Mr. Goodwin; he's an educated chap;
He's a "highbrow"—I could tell by looking at his "map."
I must give him credit in these simple little terms:
He's the guy that puts it over on the other firms.

I saw Mr. Milnor, also of the "Dictaphone."
Milnor is a name that has a meaning all of its own;
He can trim you when you buy, you'll all agree to that,
But he is one (Milliner) who has never trimmed a hat.

Next was Lester Leverich, the marvel of the age,
Faster in the office than the boy they call the "page."
Ninety miles a minute is his record, so they say;
Don't know where he's going, but he knows he's on his way.

Now my little tale's nearly all over, all over,
But there's one man who's a Rover.
We wish the battle was all over, so he'd be here as of yore.
"Big Vision" Whitten, our president, I mean,
He's in the navy, and here he's seldom seen.
So pray for the day when it's all over
He'll come back to us once more.

At the start of the banquet a silent toast was drunk to the memory of Edward D. Easton, former president of the company; F. K. Warburton, former vice-president, and Andrew Devine, former director.

A toast was also given in honor of Lieut. Mortimer D. Easton, a director of the company, who is now serving his country with credit "somewhere in France."

Those Who Were Present

Among the managers who attended the con-

ference were the following: Westervelt Terhune, Atlanta; W. S. Parks, Baltimore; Fred E. Mann, Boston; O. M. Kiess, Buffalo; C. F. Baer, Chicago; A. W. Roos, Cleveland; F. R. Erisman, Dallas; S. E. Lind, Detroit; Ben L. Brown, Indianapolis; E. A. McMurtry, Kansas City; W. F. Stidham, Los Angeles; W. L. Sprague, Minneapolis; H. M. Blakeborough, New Haven; W. F. Standke, New Orleans; Lambert Friedl, New York; A. J. Heath, Philadelphia; K. Mills, Pittsburgh; G. P. Donnelly, Portland, Me.; L. D. Heater, Portland, Ore.; C. V. H. Jones, San Francisco; G. H. Williams, Seattle; I. W. Reid, St. Louis; James P. Bradt, Toronto, Ont., Canada; W. C. Fuhri, F. A. Denison, H. A. Yerkes, R. F. Bolton and S. H. Nichols.

SITUATION IN THE TWIN CITIES

General Shortage of Stock Felt in That Section
—Working Hard to Catch Up on Orders—
Business Totals for Year Show Big Increase

ST. PAUL and MINNEAPOLIS, MINN., January 7.—The talking machine business in the Twin Cities of St. Paul and Minneapolis is chugging along like an automobile full of gasoline. Before Christmas the dealers, both retail and wholesale, had all they could do to supply the machines, and after the holidays they had all that they could do to supply records. This does not imply that no machines are being sold. On the contrary, the dealers still have considerable difficulty in supplying machines.

W. J. Dyer & Bro., the St. Paul jobbing house, has not yet caught up on orders and despite the best efforts of Mr. Dyer and George Mairs, head of the talking machine department, they are unable to ship certain styles of machines. Beckwith-O'Neill Co., the Victor jobbers in Minneapolis, substantially relate the same story. The situation is somewhat less restrained than it was two months ago, but the house is short of many popular styles. The record demand is something tremendous, and an extra force has been organized to fill the calls from every part of their territory.

Likewise the Edison business was at a feverish pace. President Laurence H. Lucker, of the Minnesota Phonograph Co., the Edison jobber in this territory, reports that the volume of sales for December, 1917, equaled the grand total for

ILSLEY'S GRAPHITE PHONO SPRING LUBRICANT

Ilsley's Lubricant makes the Motor make good
Is prepared in the proper consistency, will not run out, dry up, or become sticky or rancid. Remains in its original form indefinitely.

Write for special proposition to Jobbers.

MANUFACTURED BY

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

Established 1853

the year 1913. Numerous new accounts were opened within the territory and the entire organization is riding at high tide, as there has been but little diminution in sales after the holiday season. There still is a shortage of goods in the more popular styles, but the want is being supplied rapidly and normal conditions soon will prevail.

The Columbia concern has had a remarkable record in this territory. Manager Sprague at present is in New York to reap the rewards of his success, in which are included a silver cup and many high praises. His record includes a 100 per cent. increase in December over the best previous December in this territory, a 100 per cent. increase for the year 1917 over 1916, and the opening of scores of new accounts. In December alone he opened thirty-one new accounts with substantial houses in South Dakota and introduced the Columbia machines in some of the best stores in the Twin Cities. According to all reports, he earned the silver cup and then some.

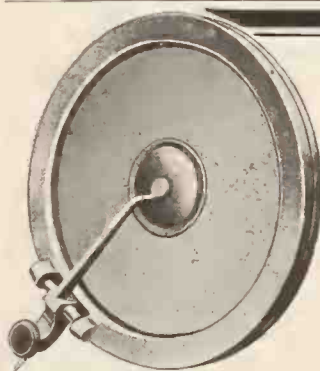
Minneapolis is making a new talking machine. It is called the Munola and is financed by Minneapolis capital. It was advertised rather extensively during the holiday rush.

F. J. Pellegrini, associated with the Columbia Co. for seven years, leaves the concern this week to enter a new line of business in Chicago.

In general it may be stated that the talking machine trade in the territory tributary to the Twin Cities is in a most satisfying condition. A holiday activity is observable in all the houses, whether wholesale or retail, and there is every indication that everything will be moving in good style for weeks to come.

GEORGE E. BRIGHTSON A GUEST

George E. Brightson, president of the Sonora Phonograph Corp., New York, was a guest last Wednesday evening at the dinner of the first panel of the Sheriff's Jury, held at Delmonico's. This dinner was attended by several hundred of the most prominent members of the industrial, financial and legal circles of New York City.



The Bliss Reproducer

Will Play All Records

A new superior and scientifically constructed sound box—no mica, rubber or cork used.

Beautiful full, rich tone quality, clear articulation. It individualizes each voice and instrument in the record. Greater volume with lighter needles, thus minimizing wear on records.

A demonstration of the Bliss reproducer means a sale—each sale brings another, for every music lover who hears the Bliss reproducer wants one.

Comparative tests solicited. Write today for dealer proposition.

WILSON LAIRD PHONOGRAPH CO., Inc.
29 West 34th Street, New York City

Canadian Distributors: HAWTHORN MFG. CO., 145 Yonge St., Toronto, Can.

WINNERS OF EDISON PATCHWORK ADVERTISEMENT CONTEST

Thos. A. Edison, Inc., Announce Decision in the Interesting Contest Inaugurated During Edison Week—First Prize of \$1,000 Won by Earle Insley—Interesting Compilation

Owing to the enormous number of entries in the Edison Week Patchwork Advertisement Contest conducted by Thomas A. Edison, Inc., Orange, N. J., from October 20 to 27, 1917, inclusive, the announcement of winners has just been made. The sales and advertising forces at

narrowed the advertisements down to one hundred, which selections were presented for the final consideration of Edison officials. It was from this hundred that the winners were selected after many readings and re-readings by the officials charged with the responsibility of selecting the winners, who emerged in the persons of the following:

Phila. Inquirer

N.Y. Evening Mail The most marvelous machine can never be a person, *Columbus Evening Dispatch*
N.Y. Evening Mail but Thomas A. Edison, the inventive wizard, has at *New Haven Evening Register*
Phila. Inquirer last mastered a human voice reproducing instrument *Phila. Ledger*
St. Louis Republic that does not betray itself in the very presence of the artist

St. Louis Republic It is a wonderful thing to see and hear an instrument re-creating a human voice that is right there beside it
St. Louis Republic the singer thrilled by the consciousness of a second personality.

St. Louis Dispatch The problem "to hear ourselves as others hear us" has been solved by the Edison Diamond Disc Phonograph. *Phila. Inquirer*

The Boston Herald Miss Christine Miller, the noted concert contralto, demonstrated in a recital at Symphony Hall, Boston, *Waco Times Herald*

Cleveland Press how thoroughly Edison has made it possible to reproduce all shades of tone and sweetness of the human voice. Miss Miller, *The Boston Herald*
The Boston Herald standing beside one of the Phonographs, sang in unison *N.Y. Evening Mail*
 with her self, it being impossible to distinguish between the singer's living voice and its Re-Creation. She sang a few bars and the instrument blended perfectly with her voice. *St. Louis Globe Democrat*
 She ceased and the instrument continued the air with the same beautiful tonal quality. Had Miss Miller attempted such a concert in Salem, in the early days of this country, she would have been hanged for a witch. *Waco Times Herald*

St. Louis Globe Democrat The large audience of music-lovers sat enthralled under the spell of the wizardry which reproduced a human voice, the most delicate violin tones and the blare of a brass band with such fidelity that no one hearing also the same music at first hand, could tell which was the real. *Brooklyn Daily Eagle*
St. Louis Globe Democrat The instrument was a stock phonograph intended solely for the home. *Germania Herald*

Phila. Inquirer Perhaps the artistic merit of Mr. Edison's invention can in no way so well be attested as by the fact that 600 members of the Handel and Haydn Society of Boston were present. *The Boston Herald*

The Winning Edison Advertisement Prepared by Earle Insley

Orange had expected to make all readings of the advertisements from the preliminary to the final reading, but the quantity of advertisements was so far in excess of what had been expected that the task was beyond the capacity of even the extensive organization at the Edison laboratories. When it was realized that the force at Orange could not cope with the situation alone, it was decided to turn over to the senior class of the School of Journalism at Columbia University the preliminary readings. These readings

Fifth prize, \$50—Won by Gordon Roper Diver, 88a Girouard avenue, N. D. G., Montreal, Canada.

Ten prizes, each \$10—Won by Mrs. Florence Bassett, 430 N. Beaudry avenue, Los Angeles, Cal.; J. G. Bourns, 513 Washington street, Olympia, Wash.; Miss Katherine Gest, 1203 Second avenue, Rock Island, Ill.; Harold H. Hertel, 56 Loomis street, Naperville, Ill.; Mrs. Ray Keegan, 407 Gore boulevard, Lawton, Okla.; Alphonse Kirschner, 234 East Third street, Brooklyn, N. Y.; Miss Vida Laughrey, 44 North Mar-

ket street, Oskaloosa, Ia.; Mrs. A. E. Peterman, Theodore, Ala.; Miss Katharine Sartelle, 419 Sterling place, Madison, Wis.; Josephine A. Sheehan, 33 Gage street, Fitchburg, Mass.

The details of the Edison Week Patchwork Advertisement Contest were announced in full-page advertisements in a list of national publications appearing in September. The principal requirement of the contest was that advertisements submitted must be made up in their entirety of excerpts taken from the booklet, "What the Critics Say," a compendium of the criticisms of the famous Edison Tone Tests taken from approximately 1,500 newspapers throughout the country.

Prospective entrants were furnished an entry blank, together with a specimen patchwork advertisement, either by the local Edison dealer or direct from the company at Orange.

The final decisions in the contest were made the week preceding the Christmas week. Telegrams were sent to the winners, advising them of the fact, so as to reach them Christmas morning.

Professional advertisement writers and all employees of the Edison Co. or connected with the organization in any way, or members of their families or households, were barred from the contest, in order to put the contest on as fair a basis as possible.

The advertisement that won the first prize will be reproduced in a forthcoming advertisement of the Edison Co., which will appear in a list of weeklies and monthlies of national circulation.

First prize, \$1,000—Won by Earle Insley, Nanuet, N. Y. This prize-winning advertisement was made up of words, phrases and sentences clipped from tone test notices appearing in twenty-eight of the leading papers of the country, and was arranged in the most effective manner to so join the different sections as to make the strongest kind of endorsement of the Edison product and its reproductive qualities and of the performance of the Edison artists.

Second prize, \$500—Won by Edward Crede, 337 Fourth avenue, Pittsburgh, Pa.

Third prize, \$250—Won by Miss Jane P. Kelly, 318 South Water street, Crawfordsville, Ind.

Fourth prize, \$100—Won by Miss Leta Worrall, 1034 West Seventeenth street, Des Moines, Ia.

SAYS COLLECTIONS ARE REMARKABLE

The credit manager for one of the largest wholesale houses of its kind in the country is authority for the statement that there is nothing in the present condition of collections that could be taken to confirm reports heard in various quarters of poor business on the part of the retail trade. "Taken as a whole," he said to the New York Times, "collections were never better in the history of this house. The way the Southern trade is paying up is really remarkable, and high-priced cotton is the answer. While other sections of the country can hardly be said to be settling up as rapidly as the South, there is absolutely no fault to find with the way remittances are coming in generally. December, as a rule, is not a big month for collections, and yet we can already see evidences that the money which will come in this month will not be a great deal less than the amount received during November."

Most people don't turn over a new leaf until the old one is full.

"STERLING" Tone Quality



Style 501



Style 900

STERLING phonographs have been specially designed throughout for the true reproduction of the original music.

Let us show you why the **STERLING** has "made good".

Every **STERLING** phonograph is equipped with our specially designed durable spring worm gear motor, playing five ten-inch records with one winding, a motor that is used regularly in machines retailing at \$100. All models are equipped with our Universal Tone-Arm.

Your request for samples will have immediate attention. Write Today,

STERLING PHONOGRAPH CO., 285-287 No. 6th St., Brooklyn, N. Y.

ESTABLISHED 1914



Style 1700

Wholesale Prices
501—\$8.75 in quantities
900—\$13.50 in quantities
1700—\$22.50 in quantities

FROM OUR EUROPEAN HEADQUARTERS

2 GRESHAM BUILDING, BASINGHALL STREET E. C., LONDON, W. LIONEL STURDY, MANAGER.

LONDON, ENGLAND, E. C., January 3.—At this period with this harrowing war still proceeding, and the prospects of its end seemingly as remote as ever, it is not so easy to offer the usual New Year's greetings, or indulge in prognostications regarding business for the New Year. It goes without saying that manufacturers, factors and dealers are determined to make the gramophone business as live an issue during 1918 as it is possible with conditions as they are to-day. We enter the New Year with the peoples of the world at death's grip—battling to-day as never before in living history, to achieve a permanent peace, for enemy people as much as for the people of the allies. To that sentiment—to its early achievement—must we dedicate our thoughts and wishes on this, the opening of the New Year. Our New Year's wishes must be for an early triumph over the common enemy of mankind, at the same time registering a silent vow to act his or her best in a spirit of determination to "carry on" until to all men are secured those inalienable rights that are essential to civilization and to the world's progress.

To Soothe the Savage Breast

One is somehow reminded that music hath charms to soothe the savage breast, and though perhaps the connection is not too close, it is a relief to switch over one's mind from the all-absorbing horror of war to the charm and consolation of good music. Its dissemination by means of gramophone records has brought untold comfort to thousands of sorely stricken and nerve-wrecked people, and it is not too much to say that this concentrated value of music is recognized, even officially, as a national tonic of incalculable worth. The gramophone trade can therefore justly regard its existence

with a certain amount of pride, and "carry on" in the knowledge that as an industry it is in reality less a luxury than a national necessity, for by no other means is music so widely and usefully distributed. As the music channel of the masses, our trade is more justified in its existence than is the pianoforte, organ, sheet music, or other section. To my mind, it is too obvious for argument, and I have the satisfaction of knowing that in the circumstances of this painful war, not alone at home, but in the trenches, the first thing the soldier, sailor, or munition worker turns to for relief and nerve-soothing effect, is the glorious, the invincible, gramophone! It is a logical sequence, then, to find that the demand for machines and records is more insistent than ever. The instruments have to be rationed when possible, so as to secure as wide a distribution among dealers everywhere as is compatible with output. But when it comes to records—well, output is nothing short of gigantic. Manufacturers are working at high pressure all day, and night where labor is available. In like measure is the situation from the retail viewpoint, and altogether this season bids fair to create a wartime sales record!

Price of Needles Up—Reuse of Old Needles

The correspondence published in these columns the last few issues anent the subject of utilizing waste steel needles by the simple method of re-pointing them, continues to meet with the support of the trade, and certainly has aroused a degree of interest generally, all of which is most encouraging. From recent inquiries and reports I am more than ever convinced that the scheme is a practical one. More important still, and this is becoming widely rec-

ognized, is the absolute necessity for immediate experiments along the lines suggested, in view of the war demands for all available supplies of high-grade steel.

This fact brings to mind that the price of new needles is steadily on the increase. From time to time announcements are made by this or that firm to this effect, the most recent being an intimation from "His Master's Voice" Co. increasing the retail price of their needles to eighteenpence per box of 200, 7/6 per thousand, subject to the usual trade discount. This in itself indicates, and indeed confirms more than anything else, the need for steel economy. Let us not try to balk this solid fact; it has to be faced, and the sooner the better. Individually, a few members of the trade have shown sufficient foresight to plan ahead. They are making experiments with a view to discovering the best possible method for re-pointing old needles, and in one case at least resharpened needles are actually on sale. I am not going to say that they are, ipso facto, as good as new, being slightly more scratchy, but I assert, after experiment, that these needles offer good results, and excellent prospects of complete success.

To my mind, it is a sufficiently important matter for an official trade investigation. I am not satisfied to leave the matter to individual effort; I want to see action taken by a committee expressly convened by the whole trade for that purpose. The faults of one experiment might easily be remedied by another, and this is considerably less difficult to achieve by co-ordinated effort than it is by uncontrolled individual attempts to solve the problem.

The secretary of the British music trade de-

(Continued on page 118)



"His Master's Voice"

Copyright

This intensely human picture stands for all that is best in music

—it is the "His Master's Voice" trade-mark, and it brings to you, no matter where you are, the very best music of every kind, sung and played by the world's greatest artists—the greatest singers, pianists, violinists, orchestras and bands—all enshrined in the unequalled "His Master's Voice" records

'His Master's Voice'

—the trade-mark that is recognized throughout the world as the

HALL-MARK OF QUALITY

Branches

DENMARK: Skandinavisk Grammophon-Akti-
eselskab, Frihavnen, Copenhagen.

FRANCE: Cie. Française du Gramophone, 115
Boulevard Richard Lenoir, Place de la Répub-
lique, Paris.

SPAIN: Compañía del Gramófono, 56-58 Balmes,
Barcelona.

SWEDEN: Skandinaviska Grammophon-Aktie-
bolaget, Drottning Gatan No. 47, Stockholm.

RUSSIA: The Gramophone Co., Ltd., 45, Nevsky
Prospect, Petrograd (Petersburg); No. 1
Solyanka, Solyanov Dvor, Moscow; 9, Golovinsky
Prospect, Tiflis; Nowy-Swiat 30, Warsaw; 33,
Alexandrowskaya Ulitsa, Riga; 11 Michallovskaya
Ulitsa, Baku.

INDIA: The Gramophone Co., Ltd., 139, Bal-
lughatta Road, Calcutta; 7, Bell Lane, Fort,
Bombay.

Great Britain :

The Gramophone Company, Ltd.

HAYES - MIDDLESEX - ENGLAND

Agencies

AUSTRALIA: S. Hoffnung & Co., Ltd., Sole
Concessionaries of The Gramophone Company,
Limited, 163, Pitt Street, Sydney.

NEW ZEALAND: Gramophonum, Ltd., 118-120
Victoria Street, Wellington.

SOUTH AFRICA: Darter & Sons, Post Box 174,
Capetown; Mackay Bros., Post Box 251, Johannes-
burg; Mackay Bros. & McMahon, Post Box 419,
Durban; Ivan H. Haarburger, Post Box 106,
Bloemfontein; Franz Moeller, Post Box 108, East
London; B. J. Ewins & Co., Post Box 86, Queens-
town; Handel House, Kimberley; Laurence &
Cope, Post Box 132, Buluwayo; The Argus Co.,
Salsbury.

EAST AFRICA: Bayley & Co., Lourenço
Marques.

HOLLAND: American Import Co., 22a, Amsterd
Veerkaade, 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.

FROM OUR LONDON HEADQUARTERS—(Continued from page 117)

fense committee has again been approached with a view to securing his co-operation and advice. By our next issue I shall hope to be in a position to report progress in this direction, as obviously the music trade committee is in the best possible position to raise discussion on the subject among its members with a view to arranging the terms of reference upon which to commence official investigation.

The First Resharpening of Used Needles

Meanwhile, of especial interest is the sub-joined letter from L. H. Mealey, of Seacombe, who may justly pride himself upon being the first to take up in a practical way the question of resharpening used needles:

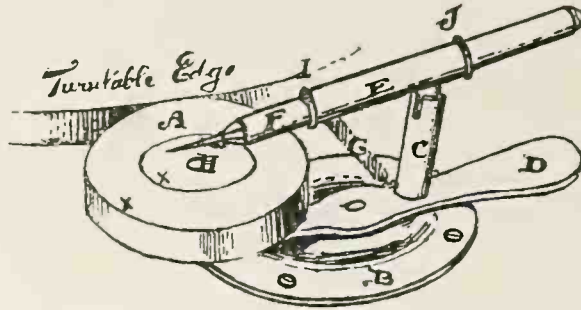
"DEAR SIR—I hope you will give me an opportunity of explaining my process of sharpening gramophone needles. During the summer months finding that it was almost impossible to obtain needles from factors, I decided to try and sharpen used needles. My first attempt was with foot power, and later I had a small electric motor installed. I obtained the correct grade of wheel for sharpening and had an automatic machine made by which it was possible to repoint many thousand needles per hour. All went well until I received my first order to sharpen 5,000. Amongst these were about twenty different sizes and shapes of needles, and I found that the automatic arrangement would take one size of needle all right, but would not take various sizes and shapes. I then had to resort to hand tools, and although this process was slow at first, I found that a little practice was all to the good. I am now able to turn out a very good number of needles per hour. I had window hills printed, and also packets for packing needles. One window hill which I exhibited brought in 100 needles in the first fortnight, but we are collecting now from shop customers alone on an average 8,000 needles a week. On July 29 I wrote to Johnson Talking Machine Co., Ltd., Liverpool. They were delighted with the idea of resharpening needles, and I have sharpened several thousands for them since. I supplied posters to two other Liverpool factors and several dealers who made good use of them, and I also wrote to J. E. Hough, Ltd., as well as to the Columbia Graphophone Co., Ltd.

"I find there is no difficulty in collecting needles and none in sharpening, and I think if factors and dealers will only wake up to the fact that there is almost a famine in needles, and start collecting used needles, they will find that the present shortage can be got over.

"Personally I have not bought any new needles for three months, and I have sold quite a few thousand to factors and dealers. Yours faithfully L. H. MEALEY."

A Home Needle Repointing Apparatus

I am now able to offer an illustration of the extremely clever device for resharpening used needles, about to be marketed by the Johnson Talking Machine Co. This attachment is easily fitted to any make of gramophone, and is described as follows:



A.—Wheel composed of carborundum and polished material, is fitted on the outside with a band. This wheel revolves when put in action against the turntable.

B.—Base which holds lever D. Under this base is fitted a spring to cause pressure on the turntable of the wheel.

C.—Standard to hold needle clip, fitted with swivel at top to allow tube which holds needle clip to move up and down.

D.—Lever which allows wheel to engage or disengage on the turntable.

E.—Tube fitted with standard C, through which needle holder fits.

F.—Needle holder, which pushes through tube E. This holder clips needle and is held in position in tube E by rings 1-1. The needle holder can be made for various ways of holding needle.

G.—Tension spring. This can be made to fit any position, so that it will cause the needle to bear with pressure on the sharpening wheel.

H.—Screw which holds wheel on to rod D. 1-1. Rings which are fixed to keep needle holder in position.

"Everybody who has seen this device," writes Mr. Johnson, "prophesies a big sale for it, but unfortunately it is almost as difficult to get labor and material to make the apparatus as it is for us to buy needles. But I hope, if I have any luck, within the next month to have some of them ready for the market."

The Hertford Record Co. Makes Its Debut

Though within the knowledge of, so to say, the inner circle of the trade for the last few months, it will be news to many that the London and Hertford businesses of the Carl Lindstrom and Fonotipia Cos. have been bought out

by a new concern styling itself the Hertford Record Co., Ltd., of which Sir George Croydon Marks, M.P., is chairman, and H. M. Lemoine, one of the first directors.

This sale at last finally disposes of the sole remaining enemy tainted concern, though in saying this we take the opportunity of recognizing the proper conduct consistently displayed throughout a trying period by its then British directors.

The new company is thoroughly all British throughout its personnel and capital. The sub-joined letter issued to the trade this month is in itself sufficiently explanatory, and we cannot do better than quote it at length. It is issued by the Hertford Record Co., Ltd., from their London office, 62 Oxford street, West 1, and reads as follows: "We beg to inform you that we have now completed the purchase from the controller appointed by the Board of Trade under the Trading With the Enemy Amendment Act, 1916, of the business heretofore carried on under the names of Carl Lindstrom (London), Ltd., Fonotipia, Ltd., and others, and that this company is now in possession of the works, premises and stock alike at Hertford and at City road, E. C. We shall continue the chief business of manufacturing records as heretofore, but everything will be under the sole and direct personal control of the directors of this newly-formed British company, which has been registered with the express sanction of the Board of Trade and His Majesty's Treasury. We hereby give you notice that all prices and conditions of sale relating to the orders that are in hand at the works will be withdrawn as and from Monday, November 19, and that all orders executed as and from that date will be the subject of an increased price concerning which we will write you early next week, giving you the new prices and the new conditions of sale.

"While we have had the responsibility in connection with these works so far as the purchase is concerned as and from the day the deposit was paid on May 12 last, we have not been able

Established in the Talking Machine
Business 1886

DON'T MISS THIS TALK

WE can save you about 50% on exports of Gramophones in either Horn, Hornless or Trench Types. Also in Motors, Tone Arms, Sound Boxes, Needles, etc. Our factory's capacity (with full supply of metal) is 500 motors per day.

We have had years of experience in the invention and manufacture of Talking Machine goods and can guarantee satisfaction.

Write right now for catalogue and terms, and to save time mention your requirements.

MARKS:

"Ajax"

"Magnophone"

"Fibrolase," etc., etc.

LOUIS YOUNG & CO. (Reg'd)

54, City Road,

Telephone
Central, 1812

London, E. C., England

FROM OUR LONDON HEADQUARTERS—(Continued from page 118)

to take over the control until now. We, therefore, take this opportunity of thanking you for the consideration that you have given to the controller, the staff, and all those concerned with the manufacture and supply of the goods in connection with the orders that you have favored the controller with during the extremely difficult period that is now closing, and we look forward to the continuance of the friendly relations with perhaps a closer connection than has heretofore been possible, as we are desirous of serving you in the future to the fullest extent in our power. The chairman of this company is Sir George Croydon Marks, M.P., well known for many years as chairman of the National Phonograph Co., Ltd., and of other companies in which T. A. Edison was interested, while H. M. Lemoine, formerly assistant manager of the National Phonograph Co., Ltd., and latterly manager of Associated Copyrights, Ltd., will be actively and personally concerned as a director of the company. The whole of the existing members of the staff and others engaged at the Hertford Works, also the recording experts, are being retained by this company. Yours faithfully, Geo. Croydon Marks, chairman."

It only remains to record our welcome to the new company, and this we do right heartily, feeling assured that with such men at the helm as Sir Geo. Croydon Marks and H. M. Lemoine, its future commercial progress will be crowned with complete success. Apart from its experienced personnel, the company possesses a very fine up-to-date factory at Hertford, admirably planned and equipped for handling a large output of quality records expeditiously. It will be interesting to know under what name the records will be christened, as presumably new names will be adopted, and, as stated in the company's letter to the trade, whether or not the price increase foreshadowed will be in conformity with the alterations recently made by the leading record manufacturers, i. e., from 1/6 to 2/—.

Opening of Pathé Frères' English Factory

As announced in these columns several months back, the great French house of Pathé had planned to open up on British soil a suitable record and machine factory for the purpose of insuring complete and prompt deliveries of their goods to the British trade. In pre-war days most of the Pathé goods were made in the great Paris factory. Difficulties of manufacture and transport were then unknown, but since the outbreak of war great and increasing trouble in this respect has been experienced. I need not elaborate the reasons; they are all too obvious. It is sufficient to say that matters had reached such a pass during the last few months as to render the establishment of an output independent of Paris vitally necessary. Hence, with characteristic common sense, plans were prepared to the desired end. This in itself was a task of no mean magnitude, bearing in mind the official mobilization of industries, labor, idle factories,

machinery, etc., all over the country. Nothing daunted, the company's British manager, A. E. Beckett, set about his task. District after district was scoured, most to no purpose from the results viewpoint, until at last his persistence and energy were rewarded by the discovery of a likely place at West Drayton, Middlesex, a few miles from the great "His Master's Voice" factories. Having come to terms with the powers that be, Mr. Beckett was next met with the difficulty of putting into effect the necessary alterations and improvements to the existing buildings. Resources were none too easily available for the purpose; labor and material were scarce; time was pressing. All things came to "them as wait," and it may be added, to "them as are determined." And so, in due time the factory was ready for its new occupants.

Here then, at West Drayton, is established for the first time in the history of our trade, the foundation of a large and progressive French enterprise, which, it may be confidently predicted, is but the forerunner of a great expansion, to take effect as and when circumstances permit.

With these new facilities of quick output at their disposal Pathé are on the high road to remove the handicap under which they operated commercially in the past, in relation to the prompt marketing of current music.

The situation of the factory for water power, rail and road transport, could not be better, as every such facility exists in close proximity thereto. An up-to-date record-pressing plant has been installed, and suitable arrangements made for machine, sound box and other assembling shops. The present buildings occupy but a portion of the land available for new shops. This land will eventually be covered, as circumstances not unconnected with wartime exigencies permit, with new buildings, record and cabinet plant, etc. It only remains to heartily congratulate the Pathé people upon their excellent start this side of the channel.

First Records by Granados, the "Sussex" Victim

Invested with a special interest, therefore, are the records of Granados' Spanish dances, which have been recorded specially by Sir Henry J. Wood and his orchestra for Columbia, the first two of which are announced this month. These are the "Villanesca" (or Rustic Dance) and the "Andantino quasi Allegretto." It was on his return voyage from New York, in 1916, where he had scored a huge success with these dances, that the gifted composer fell a victim to German "Kultur" in the ill-fated "Sussex."

The Gramophone Trade Roll of Honor

Apropos the suggestion made in our last issue anent the above I have received from the Columbia Graphophone Co. the following list of gallant gentlemen, formerly members of the Columbia Wandsworth factory staff, who have given their lives in the service of their king and country: Tom Woods, Sixteenth Middlesex; R. Nye, London Rifle Brigade; B. Robertson, W.

Soundboxes

If you are after a genuine offer of soundboxes, you'll do well to communicate with us immediately. We have tens of thousands of perfect soundboxes, fitted with the best quality mica. Confidently recommended for cheaper machines, absolutely reliable and give excellent reproduction. Price to clear \$50 per gross, F. O. B. London.

Orders for less than gross lots not accepted

Wire "Knotaslepe, London".

W. H. Reynolds (1915) Ltd.
45, City Road, London, E. C.

Write for new illustrated Complete Catalogue

E. Anderson, Buffs; Sidney Plumbridge, Rifle Brigade; James Maloney, W. Yates, Oxford and Bucks Light Infantry; F. Doughty, Alfred Goodman, E. Surrey Regiment; Arthur Goodman, East Surrey Regiment; A. Gillman, Welsh Fusiliers, and T. Green.

Popularity of "Guardsman" Records

The Invicta Record Co. has just issued a most attractive supplement; it is full of good things, so good that it seems invidious to make a selection.

I was not surprised to hear that, despite almost overwhelming difficulties incidental to the critical time in which we now live and that business men have to face in every direction, the export trade of this enterprising company steadily increases. The extraordinary foresight with which they appear to be gifted enables them to anticipate the popular demand in a way that can only be described as telepathic. We strongly advise our readers to get into touch with the Invicta Record Co., Ltd., by sending immediately a request for their complete catalog and latest supplements.

The Man of Many Parts

Such is the slogan adopted by W. H. Reynolds, Ltd., of City road, London. Its immediate success has inspired competitors to imitation, the best possible compliment. What it means is that Reynolds' stock of machine parts and accessories, if not as multifarious as in pre-war days, is nevertheless still amazingly big, circumstances considered. Practically every line is cataloged, and a copy of this diverse and useful price-list may be obtained by any bona fide trades upon written application to the firm.

(Continued on page 120)

GUARDSMAN RECORDS

REGISTERED

10 inch and 12 inch Lateral Cut



TRADE MARK

We can ship you immediately, any quantity of Records:

BANDS ORCHESTRAS INSTRUMENTAL SOLOS VOCAL

SELECTION OF AMERICAN AIRS

including, "Marching Through Georgia"—"Dixie"—"Arkansas Traveller"—"Red, White and Blue"—"Star Spangled Banner," etc., etc., Recorded by Full Regimental Band of H. M. SCOTS GUARDS. Get Ready Now for the Big Trade coming and have

THE FINEST RECORDS of THE FINEST TITLES at THE FINEST PRICES

Apply for Lists and Prices to INVICTA RECORD COMPANY, Ltd.

Cables: Duarrab, London

1 New Inn Yard, London, E. C., England

FROM OUR LONDON HEADQUARTERS—(Continued from page 119)

In addition to this side of the business. Messrs. Reynolds factor high-class disc records, and carry their own lines of machines, of which their specialty at the moment is the "Bijouphone," a compact portable model which wants a lot of beating. It is of remarkably sweet tone quality, is equipped with reliable motor and fittings, and has compartment room for about twelve records. A really wonderful instrument, is the general verdict!

Unmusical Warfare

Apropos the occasional complaints ventilated in the press by suburban sufferers anent the abuse of gramophone playing, usually by a near neighbor, a highly amusing article recently appeared in the London Star newspaper, as a comment upon an advertisement in the Times. The article in question bears the startling caption: "Advertiser who is arming for record reprisals," and proceeds: "If you have one of those great three horse-power gramophones that your neighbors are tired of, here is a chance to dispose of it. An anguished advertiser in the Times is looking for a loud (second-hand) gramophone wanted for reprisals. No delicatoned drawing-room instruments need apply. What the advertiser wants is a brazen-lunged, bellowing contraption, a six-cylinder machine with a funnel like a tunnel, and an effective range of about two miles. The sort of thing that Hammersmith people buy to amuse the folk of Kew. There ought to be brave doings when that gramophone comes home. Shortly after dawn this morning the enemy opened fire with their ten-inch records, 'Ipecacuanha,' 'They're Wearing Them Higher in Hawaii,' and 'Hicky-Wicky-Yaka-Hoola.' Our twelve-inch batteries replied, and put in some effective fortissimo work with 'The Cellar Door by Moonlight,' 'Drinking,' and the 'Soldiers' Chorus.' Reinforcements in the shape of a dust-bin lid obligato were brought into action, and by breakfast time the enemy batteries were silenced, and the man next door was heard to go out for more oil and records. Except for a few bricks and a summons the rest of the neighborhood has so far preserved its neutrality.

"It would be interesting to know in what suburb this harmonious warfare is being waged. House property ought to be cheap there in a day or two."

Thos. Edens Osborne Keeps It Up!

War or no war, the value of advertising does not diminish. Politically, there are many adverse elements to good business existent in Ireland to-day, but the natives, whatever their political outlook may be, never fail of their homage to good music. Hence, our Belfast friend, Mr. Osborne, keeps up his interesting editorial advertisements in the local press to good advantage. Business, I learn, is excellent, the demand being almost beyond the limits of supply. This is as it should be. Nevertheless, a meed of praise is due to Mr. Osborne for his consistent methods in the face of not altogether favorable conditions.

Grand Opera in English

A new artistic and sales field of endeavor has been opened up by the enterprise of His Master's Voice Co. During the last few years grand opera in English has become increasingly popular, and will be all the more appreciated by the music-loving public now that this company has embarked upon the issue of a large number of records carrying the best songs from most of the popular operas sung in English by the leading British operatic artists. The first list was issued in August, with additions during the succeeding months. The result from a sales point of view is eminently satisfactory, for, with succeeding monthly issues, the November returns have shown a sales advance of well over 1,000 per cent. compared to the August figures. Of course, the Gramophone Co. know how to do things in the way of smart advertising, but without depreciation of this expenditure, the enormous sales advance indicates of itself that there exists a rich and wide field for commercial cultivation. Dealers have been quick to recognize this by stocking up on these records to the fullest possible extent.

More Records Increased in Price

As foreshadowed in this department, other record manufacturers have followed the price-increase example set by the leading companies. The further price changes in question apply to "The Popular" series of records, which are now up to 1/8, the "Clarion" disc, now 2/—, the "Clarion" cylinder record—to 1/4, the "Cameo" record—to 1/3, and the "Bull-dog" record to 1/8. With the exception of the "Clarion" ten-inch double disc, the price increases are very small, but it is sufficient to confirm that which I have all along maintained—the absolute necessity for higher charges in view of the rapid advance of all manufacturing, carriage, labor and other costs.

Some H. M. V. Statistics

The latest issue of "The Voice" to hand contains many interesting tips, of value to all dealers, apart from other pithy items pertinent to "His Master's Voice" service. Of the latter, subjoined are a few instances. A little lubricating oil goes a long way, and yet the company use in their factory no less than twelve thousand gallons per year, in addition to two hundred thousand gallons of cutting and cooling solution for automatic machines!

To give some idea of the extent of the H. M. V. works it may be mentioned that the length of leather belting used to drive the machinery—if put end to end, would measure close upon fifteen miles.

The machine factory is a building of six floors, having a total floor area of 140,000 square feet. This is stated to be only about one-quarter of the ultimate buildings it is expected will be erected at some future date. The window area of this building is as much as 42,000 square feet, so that it is obvious the maximum of natural light is secured.

Another little item tells us of the great in-

REX GRAMOPHONE CO.*are making a Specialty of***EXPORT***in***Horn, Hornless & Portable Disc Machines****REX GRAMOPHONE CO. 2 Elizabeth Place
Rivington Street, LONDON, E.C. 2**

Cable Address "Lyrecodisc, London"

Enquiries Solicited

terest the war staff takes in doing its little bit towards the provision of solace for the troops. The collection box is sent round weekly, and so well is it supported that since June, 1915, a grand total of 750,000 cigarettes and 360 pounds of tobacco has been sent to men on active service.

Lauder's £1,000,000 Scheme for Disabled Soldiers

"If it comes to pass that after the war disabled soldiers are found selling matches or bootlaces at street corners, then I wish to God that my son had not laid down his life for his country." Such were the moving words addressed by Harry Lauder to a great audience at the St. Andrew's Hall, Glasgow, in his appeal for £1,000,000 to be devoted to keeping in comfort disabled Scottish soldiers and sailors. To aid this scheme the Gramophone Co. have published a record by Mr. Lauder, one side of which carries his appeal for help, and the other his famous song, "Shoulder to Shoulder." A proportion of the profits from the sale of this record will benefit the fund, and this generous action on the part of the company will doubtless infuse all dealers with the desire to support the fund by putting forward their best efforts in the sale of the record. In addition to this dealers might well co-operate in assisting Harry Lauder to collect as large a sum as possible, not only to swell the gramophone trade contribution, but to secure the required total as speedily as possible. We have no doubt that the Gramophone Co., Ltd., Hayes, Middlesex, would willingly acknowledge on behalf of the organizer any contributions their dealers and other members of the trade might feel disposed to make.

New Record Issues of the Winner Co.

A champion list of records is that issued recently by the Winner Co. The titles itemized make a wide appeal by reason of their diversity. They are entirely in keeping with the high character of the previous list which includes records of Captain Bruce Bainsfather's successful musical production, "The Better 'Ole," of which are recorded Selections I and II, introducing most of the local hits of the piece. It is a record of "some" merit, the recording and rendition thereof by the Royal Court Orchestra being of extreme quality. This same orchestra is also responsible for some diverting selections from the two popular revues.

The handsome fifty-page catalog, No. 91, introduced by the company last month includes all records issued up to and including last October, and should be in the hands of every member of the trade.

EDISON BELL**WINNER**
TRADE MARK
GRAMOPHONE RECORDSCABLE
"PHONOKINO,
LONDON"**ARE THE GREATEST VALUE FOR MONEY PRODUCED IN GREAT BRITAIN**

TEN INCH

DOUBLE SIDED

NEEDLE CUT

PLAY ON ALL GRAMOPHONES**Catalogue contains 4000 Titles by the Premier Artistes, Instrumentalists, Orchestras and Bands
of the British Empire**

DEALERS PREPARED TO DO BUSINESS ARE INVITED TO COMMUNICATE WITH

Proprietors and Manufacturers, J. E. HOUGH, Ltd., 62 Glengall Road, London, S. E. 15, England

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.

WOULD you pay not less than \$7,000 yearly? I am a sales creator! Do you want a high-class sales manager as well as a thorough advertising manager? Do you want a man who will increase your business; who will create a large number of new customers—and originate selling ideas—and keep those customers everlastingly plugging for your product? In other words, are you willing to pay not less than \$7,000 yearly (or \$5,000 yearly and interest in business) at the start to the man who will walk into your office, sit down at his desk, and do business "right off the reel?" Will you pay for brains, ability and experience? But last and best of all, do you want a man who will bring the business to your office with letters, reading like this: "Gentlemen: find enclosed, check and order, etc., etc." Cash with order business direct from dealers? I am the man who can put this over, provided you have honest goods, goods that will stand up to every honest statement I make in my correspondence. You must have a high-class product, I don't care whether it be phonographs (or other line of merchandise), I will make good. Twenty-seven years of successful salesmanship through the mails, advertising and with a sales force is worth to any high-grade concern not less than \$7,000 yearly. If my "ad" interests you let's get acquainted. Address me "Box 484," care The Talking Machine World, 373 Fourth Ave., New York.

POSITION WANTED—A thorough experienced Edison jobbers' traveler and also manager with all the constructive dynamic attributes of character, a live wire and hustler. Can hold and build up trade, enthusiastic and convincing. Highest references from headquarters. Address "Box 485," care The Talking Machine World, 373 Fourth Ave., New York.

RECORD EXPERT with fifteen years' experience wants position as **RECORDING—LABORATORY**—or **MANUFACTURING** man. References. Please write "O. H. W. 15," care The Talking Machine World, 373 Fourth Ave., New York.

SITUATION WANTED—Middle-aged man with fifteen years' experience in phonograph construction, would like to become associated with honorable concern desiring to build or building talking machines. I have several valuable inventions to offer along with my knowledge of the art for the right concern. Address "Box 486," care The Talking Machine World, 373 Fourth Ave., New York.

MANAGER OF VICTROLA DEPARTMENT—Doing one hundred thousand dollars, desires a change January 1 or thereabouts. The vicinity of New York City preferred. Age 27, salary \$3,000. Further particulars by letter. Address "Box 479," care The Talking Machine World, 373 Fourth Ave., New York.

WANTED—A small outfit for recording lateral ten-inch records with a complete outfit for manufacturing records. Address, with full details, "Box R. M.," care The Talking Machine World, 373 Fourth Ave., New York.

POSITION WANTED by expert mechanic with thorough knowledge of motors, assembling, cabinets and inspection of finished production. Competent to take full charge. Address "Box 487," care The Talking Machine World, 373 Fourth Ave., New York.

SALESMAN—Calling on talking machine and piano dealers, to handle a profitable side-line that may be developed. Territory open. Proposition one that most dealers will not refuse. Steady return on repeat business. Address "Box 488," care The Talking Machine World, 373 Fourth Ave., New York.

WANTED—Experienced salesmen in the talking machine and piano trade (having a slight knowledge of wood finishing will be an asset), to sell a meritorious article as a side line. Write for particulars at once, as territory is going rapidly. Our offer to the trade gets the business for the salesman. Address Master Mfg. Co., Box 96, Camden, N. J.

FOR SALE
A talking machine business in a city of over 300,000, established over ten years, doing over \$50,000 per year, will sell stock, fixtures, lease and Victrola contract. Will take from \$15,000 to \$20,000 to swing. A golden opportunity. Reason for selling, owner has made enough to retire. Address Golden Opportunity, care The Talking Machine World, 373 Fourth Ave., New York.

FOR SALE
Long established furniture factory, well and favorably known and successful—factory well equipped—150,000 square feet floor space—has had considerable experience in making high grade cabinets—labor conditions good, no unions or labor troubles—cheap labor—good reasons for selling. Correspondence confidential. Address "Phonograph," care The Talking Machine World, 373 Fourth Ave., New York.

SPOT CASH PAID—WANTED
Any amount of records in all languages. Talking Machines, Horn or Hornless, also parts of all makes. Address Phonograph and Record Exchange, 2104 Third Ave., New York. Telephone 7848 Harlem.

STEEL NEEDLES
Loud tone. 200 in envelope. A few million to close out at \$5.25 per million or 55c per thousand, in hundred-thousand lots. Bargains in motors, tone arms, parts, and complete machines.
FULTON TALKING MACHINE CO.
640 BROADWAY NEW YORK CITY

TRAVELERS visiting talking machine trade can make \$50.00 per week easily, selling our sensational novelty for talking machines as a sideline. Pocket samples. Excellent proposition. Only first class men need apply. State particulars, and district you cover. Address Uniset Reproducer Co., Wabash avenue and Jackson boulevard, Chicago, Ill.

POSITION WANTED—Would like to work in phonograph store or anywhere else in phonograph line. Address "Box 489," care The Talking Machine World, 373 Fourth Ave., New York.

SITUATION WANTED—Experienced Edison salesman and manager open to offer. Hold similar position now. Age 33, married. Address "Box 490," care The Talking Machine World, 373 Fourth Ave., New York.

WANTED—By a New York manufacturer, an expert man to develop a phonograph motor. Answer in detail by letter only, state experience and salary expected. Address M. Weingarten, 286 Fifth Ave., New York.

SITUATION WANTED—Superintendent at present employed, thoroughly familiar with every angle of the phonograph business, desires to make a change. Address "Box 491," care The Talking Machine World, 373 Fourth Ave., New York.

SITUATION WANTED—By high grade finishing foreman. Have had several years' experience on talking machines. Will be open for position February first. Want to connect up with a good, live, growing concern, one that would appreciate first class finishing, production and efficiency in every respect. State amount of men in finishing room, the output whether table or floor cases, the salary you would pay for an A1 man. Address "J. D.," 306 East South Grand Ave., Springfield, Ill.

SITUATION—Mechanical engineer thoroughly understanding the manufacturing of phonograph parts, complete machine assembling or machine work, is open for a position as superintendent or production manager. Highest credentials as to ability. Address "Box 473," care The Talking Machine World, 373 Fourth Ave., New York.

ENERGETIC—Young man with clerical, order and executive experience, familiar with the phonograph record line, desires position in any part of the country. Address Philip Greenberg, 2325 East Sixty-third St., Cleveland, Ohio.

WANTED—Capable, experienced, reliable person to take charge of disc manufacturing department. Address "Box 480," care The Talking Machine World, 373 Fourth Ave., New York.

WANTED—An experienced salesman for outside work on Edison phonographs and records. Position of manager is open for the right party. Please give references and state salary required. Address "Box 481," care The Talking Machine World, 373 Fourth Ave., New York.

SITUATION WANTED—If it were possible to secure a sales manager who has sold over \$21,000 worth of phonographs, personally, in one year, to manage your department, would you consider him? Have good position now. Will explain reasons for wanting to make a change. Will furnish signed statement of business done. Strictly confidential. Address "Box 472," care The Talking Machine World, 373 Fourth Ave., New York City.

STEEL NEEDLES
FULL TONE MADE OF THE BEST CARBON STEEL WIRE
100 in elegant envelopes, \$6.50
Per 1000 needles, - - -
MAIN SPRINGS
Columbia Size, 1" x 0.28 x 11' long, - - Each, \$0.60
" " " 7/8" x 0.23 x 10' " - - " 0.35
" " " 3/4" x 0.22 x 8 1/2' " - - " 0.24
Mica diaphragms for Columbia soundboxes, Each, \$0.30
" " " Victor " " 0.15
" " " all standard " " 0.20
FAVORITE PHONOGRAPH ACCESSORY CO.
1491 DeKalb Avenue Brooklyn, N. Y.

FOR SALE
Four-minute indestructible records, all new clean stock 10 cents each in 100 lots. Denninger Cycle Co., Rochester, N. Y.

FOR SALE
A phonograph and photograph business doing over \$30,000 per annum. Will sell at once. Reasons—Account of other business. Location in New Jersey, 45 minutes from Broadway. Address R. U. Wide-awake, care The Talking Machine World, 373 Fourth Ave., New York.

DIAPHRAGMS
Made from chemically treated fibre. Better than mica and cost one-half. Will stand immersion in water. Have wonderful musical qualities. Made in all sizes, flat and convex. Prompt deliveries in any quantity.
KAROLA LABORATORY,
Bloomfield, N. J.

WANTED—An expert talking machine assembler by a manufacturer in New York City. Permanent position for a man who thoroughly understands the assembling of popular priced machines. Address "Expert," care The Talking Machine World, 373 Fourth Ave., New York.

WANTED—A superintendent for a talking machine plant who is a capable executive and who can organize an efficient working class. We want a progressive and thoroughly efficient man who can take complete charge of the plant, which is one of the most complete in the country. Give full details as to past experience, training, etc. All replies held strictly confidential. Address "Box 476," care The Talking Machine World, 373 Fourth Ave., New York.

WANTED—Experienced talking machine salesmen who are familiar with the wholesale trade, and who are capable of handling a first class line of machines and records. There is an excellent opportunity for the right men, with unlimited earning possibilities. Give full particulars in first letter. This is a proposition that will place the right men with one of the best equipped manufacturers in the trade. Address "Box 477," care The Talking Machine World, 373 Fourth Ave., New York.

WANTED—By a New York distributor an assistant repair man. Salary to start \$14. Address "Repairs," Box 478, care The Talking Machine World, 373 Fourth Ave., New York.

SITUATION WANTED—Experienced Edison manager and salesman open to offer January 10. Hold similar position now. Broader field wanted. Address "Box 482," care The Talking Machine World, 373 Fourth Ave., New York.

SITUATION WANTED—After first of year by experienced Grafoula salesman. Texas or California territory. Warrant department will positively get results. Address H. Burdge, 4207 Oak, Kansas City, Mo.

POSITION WANTED—By two experts in manufacture of disc records. Thoroughly familiar with latest and best method of recording, electrotyping, pressing and equipments. Address "Box 378," care The Talking Machine World, 373 Fourth Ave., New York.

WANTED—First-class finishing-room foreman for high-grade cabinet work; also several cabinetmakers. Address "Cabinetmaker," care The Talking Machine World, 373 Fourth Ave., New York.

POSITION WANTED—Experienced talking machine repair man desires position. Chicago preferred. Address "N. O. 2," care The Talking Machine World, 209 South State St., Chicago, Ill.

WANTED—By an established New York manufacturer, an experienced salesman to visit the dealers. Excellent proposition for the right man and a side-line arrangement will also be considered. Address "Opportunity," care The Talking Machine World, 373 Fourth Ave., New York.

"MAGNET" DECALCOMANIE NAMEPLATES
FOR TALKING MACHINE CABINETS Etc.

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

SMITH-SCHIFFLIN CO.
126 Liberty Street New York City

FROM THE DORAN CO.
45 MICHIGAN AVE
DETROIT

SOLD BY HURTEAU WILLIAMS & CO. LTD.
MONTREAL — OTTAWA

Kunkel Piano Co.
BALTIMORE

FROM THE PHONOGRAPH CO.
1240 HURON ROAD (Intersect 140th)
PHONES - PROSPECT 2140 - CENT 1400
CLEVELAND

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

SOLD BY J.E. STRATFORD
AUGUSTA, GA.

INSTALL COLUMBIA DISPLAY IN LOBBY OF HAVANA THEATRE

The Frank G. Robins Co., Columbia Representatives in Havana, Cuba, Now Carrying Complete Line of Grafonolas on Display in the Lobby of the National Theatre of Cuba

The Columbia Graphophone Co., New York, was recently advised by its representatives in Havana, Cuba, the Frank G. Robins Co., that they had leased the lobby of the National Theatre of Cuba, and in that famous and magnificent opera house would carry a complete line of

ments to be found in any part of the world.

For a number of years past the Frank G. Robins Co. has handled the products of the Columbia Co. as exclusive representatives in that country, and it has built up a business which has reached phenomenal sales totals. The line

to occupy this valuable space was keenly contested for by the leading merchandising houses in Havana, the Frank G. Robins Co. emerged successful, and now occupies the entire lobby with its Grafonola display.

In addition to this artistic display the Columbia line will also be shown in Havana in the new ten-story building now being erected by the Frank G. Robins Co. for their exclusive use on Obispo and Havana streets. This building, with the exception of the edifice occupied by the National Bank of Cuba, will be the finest commercial building in Havana.

The illustrations of the Columbia display pre-



Views of the Columbia Grafonola Display in the Lobby of the National Theatre of Cuba, in Havana

Columbia product. The significance of this location may be gleaned from the illustrations herewith, for the space occupied by the Frank G. Robins Co. in the lobby of the National Theatre of Cuba constitutes one of the finest and most artistic talking machine establish-

has been displayed at retail in a store on San Rafael street, the principal business street in Havana, but the sales of Columbia product grew so rapidly that the company was obliged to look for new quarters. It finally secured them in the National Theatre's lobby, and although the priv-

sented by the Frank G. Robins Co. as shown herewith, following closely on the recent opening of the magnificent Columbia Shop in New York, indicate that the artistic possibilities of the Columbia line are now being recognized the world over.

AMERICAN GRAPHOPHONE CO. PLANS

Reorganization of Concern Under Way—New Title to Be Columbia Graphophone Mfg. Co.—Exchange of Stock to Be Made

Arrangements have been made by the American Graphophone Co. for a plan of reorganization and exchange of stock, and a circular signed by President Francis H. Whitten, outlining the details of the plan, has just been mailed to the stockholders. It involves the incorporation of a new company, the Columbia Graphophone Manufacturing Co. of Delaware, to succeed the present American Graphophone Co. of West Virginia, and stockholders are asked to exchange their present holdings for shares in the new company. The present company has outstanding \$2,500,000 non-cumulative preferred and \$7,500,000 common stock, both of \$100 par value. The new company is to have \$15,000,000 7 per cent. cumulative preferred, of \$100 par, and 150,000 shares of common stock without par value. This capitalization is considered sufficient to meet the financial needs of the business for some years.

Stockholders are offered four options under which they may exchange their holdings, the options expiring on May 1 next, with the provision that President Francis S. Whitten may terminate it any time between February 1 and May 1, 1918.

The holder of 100 shares of preferred can exchange his stock for 100 shares of preferred and 25 shares of common of the new company; or he can exchange it for 110 shares of new common. If the holder wishes to divide his option he can get 50 shares of new preferred for 50 old preferred and 67½ shares of new common for the other 50 shares of preferred.

The holder of 100 shares of common stock can take 100 shares of new preferred and 20 shares of new common, or he can take 105 shares of new common in exchange. If he desires to divide his option he can use 50 shares for a like amount of new preferred and the other 50 shares can be exchanged for 62½ shares of new common.

There will be considerable of the capitalization of the new company remaining after the exchange is completed and this stock will be kept for future needs. The change of the name from the American Graphophone Co. to the Columbia Graphophone Manufacturing Co. is for the purpose of associating the name of the company with the name of its product—the Columbia Graphophone.

It is asserted that the business increased considerably this year and sales for the eleven months, both in America and Europe, were between 25 and 30 per cent. ahead of the same period of 1916. Each month's sales last year showed an appreciable increase over the same month of 1916.

NEW HOFFAY CATALOG ISSUED

Volume Intended, Primarily, to Prove Source of Information for Dealers and Salesmen—Features of Hoffay Instruments Described

The Hoffay Talking Machine Co., Inc., recently issued a new catalog which is intended, among other things, to be a source of information to the dealers and salesmen of Hoffay instruments. All the patented features of the Hoffay talking machine are described minutely and are accompanied by illustrations showing the parts from several angles. The Hoffay "Airtight" sound box and the "Resurrectone" diaphragm are shown to particularly good advantage, and the qualities of these parts are minutely described. The several models of the Hoffay machines are shown and the new retail prices accompany the illustrations. The book is artistic from every standpoint.

CHANGE NAME OF BRANCH

The Columbia Graphophone Co., New York, announced recently that the name of its Philadelphia branch had been changed from the Pennsylvania Talking Machine Co. to the Columbia Graphophone Co. This branch, which handles the Columbia products exclusively at wholesale, is under the management of A. J. Heath, and is one of the branches in the territory of W. C. Fuhri, district manager.

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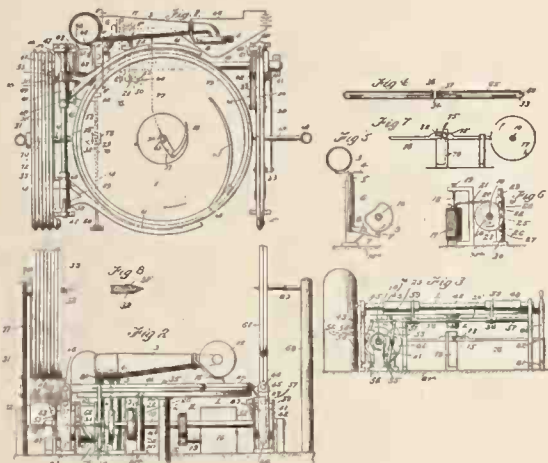
T.M.W. 1217

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

WASHINGTON, D. C., January 8.—PHONOGRAPH.—Edward Rogers, Rosedale, N. Y., assignor of one-half to William A. Courtland, Brooklyn, N. Y. Patent No. 1,243,980.

This invention relates to phonographs and has for its primary object to provide an improved construction, combination and arrangement of parts in an instrument of this character whereby a plurality of disc records can be played thereon in succession without the intervention of an operator. One of the objects of the present invention is to provide improved means which will automatically remove a record from the turntable of the phonograph as soon as such record has been completed and replace it with the next record in order. A subsidiary object of the invention is to provide record holders of improved construction which are adapted to automatically start the reproducing needle at the beginning of the records and control the removal of said records from the turntable.

Figure 1 is a plan view of a phonograph constructed in accordance with the principles of the invention; Fig. 2 is a side elevation of the same; Fig. 3 is a side elevation at right angles to Fig. 2, parts being removed and parts shown in section; Fig. 4 is a sectional view of one of the record holders; Fig. 5 is a detail section on the line V—V, Fig. 1; Fig. 6 is a detail section on the line VI—VI, Fig. 1; Fig. 7 is a frag-



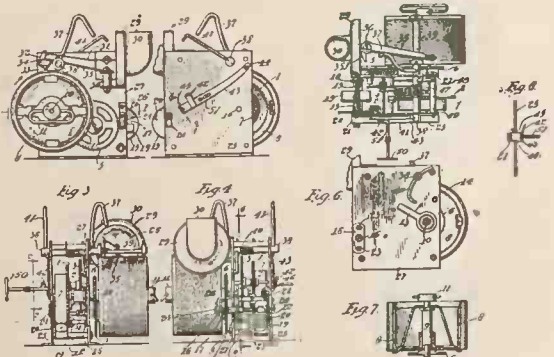
mentary detail in elevation; Fig. 8 is a fragmentary detail on an enlarged scale.

PHONOGRAPH.—Lewis Cole, Chicago, Ill., assignor to the Talk-Sing Co., same place. Patent No. 1,244,588.

This invention relates to phonographs suitably arranged for use in toys and other devices, such as cigar cutters, clocks, dolls, savings banks, etc.

The objects of the invention are to provide simplified and improved means for starting, stopping and governing the speed of devices of this class; to provide improved means for automatically disengaging the stylus at the end of operations of the device and restoring the stylus carrying arm to its initial position, ready to repeat operations and to provide improved means for causing the stylus to resiliently engage a record.

Figure 1 is a front elevation of a phonograph constructed according to this invention. Fig. 2

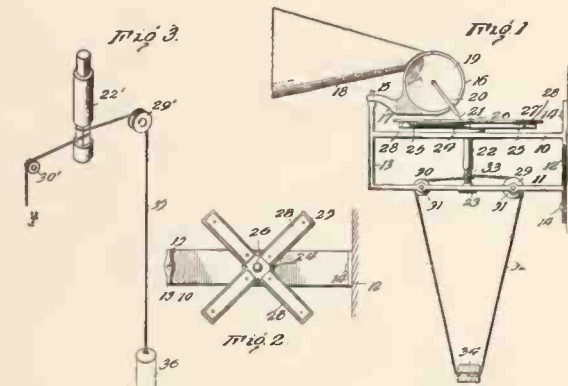


is a rear view. Fig. 3 is a left side view. Fig. 4 is a right side view. Fig. 5 is a plan view. Fig. 6 is a sectional elevation taken on the

line 6—6 of Fig. 4. Fig. 7 is a detail in section showing the record support. Fig. 8 is a sectional detail taken on the line 8—8 of Fig. 2, and shows part of the starting and stopping spring lever.

TOY PHONOGRAPH.—Lee A. Collins, Louisville, Ky. Patent No. 1,245,568.

This invention relates to an improved phonograph and has as its primary object to provide



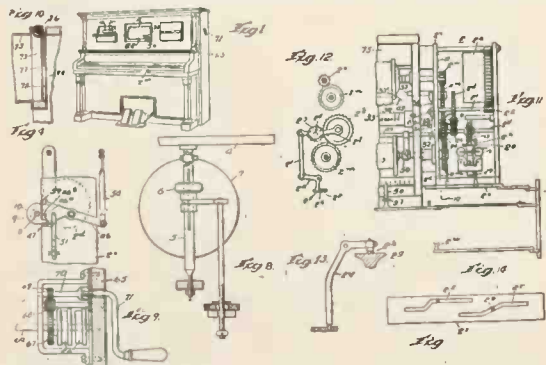
a device of this character which will constitute an attractive toy.

The invention has as a further object to provide a toy phonograph designed for attachment to a wall or other support and which may be easily mounted in position to be operated. And the invention has as a still further object to provide an improved and simple means for manually operating the phonograph.

Figure 1 is a side elevation of the improved phonograph showing the manner in which the device may be connected to a wall or other support and particularly illustrating the mechanism employed for manually rotating the record carriage of the phonograph. Fig. 2 is a top plan view of the device with the sound box removed, and Fig. 3 is a fragmentary perspective view showing a slightly modified form of operating mechanism for the device.

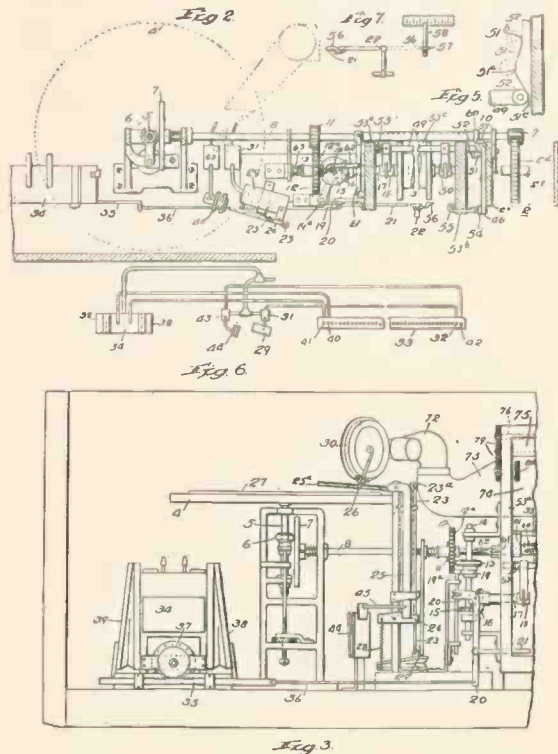
DRIVE MECHANISM FOR COMBINED PHONOGRAPHS AND PLAYER-PIANOS.—Melville Clark, Chicago, Ill., assignor to the Melville Clark Piano Co., same place. Patent No. 1,246,053.

The purpose of this invention is to combine in a single casing a phonograph mechanism and a player-piano mechanism, and to arrange for driving the phonograph from the same motor which drives the take-up roll of the player mechanism. The invention consists in the features and elements of construction contributing to this result and their combinations described and shown in the drawings: Figure 1 is a perspective view of a player-piano having a phonograph mechanism embodied in its casing in ac-



cordance with this invention. Fig. 2 is a plan sectional view of most of the drive gearing for the take-up roll and the phonograph. Fig. 3 is a detail elevation of certain portions of the drive gearing shown in Fig. 2. Fig. 4 is a detail elevation of a gear shifting device. Fig. 5 is a detail view of a clutch shifting device for the take-up roll. Fig. 6 is a diagrammatic view of the pneumatic connections between the tracker board and certain pneumatics adapted for automatic control of the two mechanisms. Fig. 7 is a detail view of a disengageable connection in a tempo-controlling means. Fig. 8 is a detail elevation of speed-varying means for the ro-

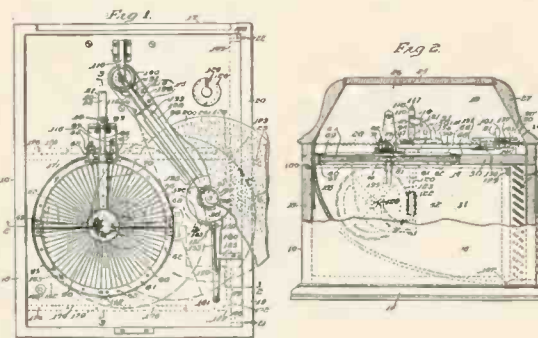
tary table of the phonograph. Fig. 9 is a detail section showing a manually operable winding gear for the motor. Fig. 10 is a detail section of a sound-controlling curtain for the phonograph amplifier. Fig. 11 is a front detail



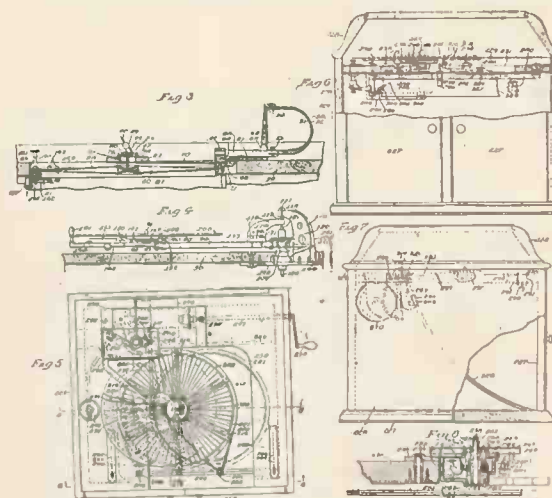
elevation of a spring motor for driving the mechanism associated with this invention. Fig. 12 is a diagrammatic side elevation of certain gear trains of the motor shown in Fig. 11. Fig. 13 is a detail of the motor brake. Fig. 14 is a detail view of the speed-controlling cam for actuating the brake and the reversing train.

TALKING MACHINE.—Louis Lumiere, Lyon, France, assignor to the Victor Talking Machine Co., Camden, N. J. Patent No. 1,246,763.

The main objects of this invention are to provide an improved talking machine including a cabinet, sound reproducing means including a comparatively large vibratory diaphragm



included in the cabinet, and sound amplifying means included in the cabinet and arranged to co-operate directly with the diaphragm; to provide improved means for supporting a diaphragm in position to co-operate with a sound record; to provide improved means for supporting and rotating a sound record in co-operation with sound reproducing means; to provide improved means for holding a rotary record support against rotation; to provide improved



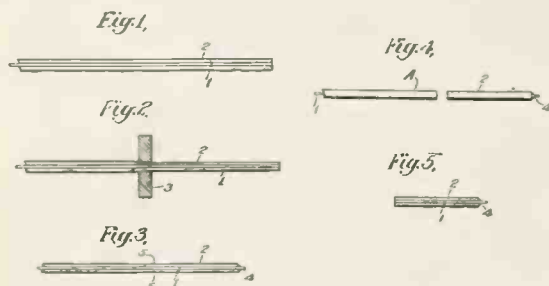
sound reproducing means and other improvements. In the drawings herewith Figure 1 is a fragmentary top plan view of a talking machine constructed in accordance with this invention; (Continued on page 124)

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS—(Continued from page 123)

Fig. 2 a fragmentary end elevation partly in vertical transverse section on line 2—2 of Fig. 1; Fig. 3 a fragmentary vertical section on line 3—3 of Fig. 1; Fig. 4 a fragmentary side elevation of a portion of the machine shown in Fig. 1; Fig. 5 a fragmentary top plan view of a modified form of this invention; Fig. 6 a fragmentary front elevation partly in vertical transverse section on line 6—6 of Fig. 5; Fig. 7 a fragmentary side elevation partly in vertical section of the machine shown in Figs. 5 and 6; and Fig. 8 an enlarged fragmentary vertical section on line 8—8 of Fig. 5.

PHONOGRAPH NEEDLE.—Frederick L. Wood, Meriden, Conn. assignor to the Aeolian Co., New York. Patent No. 1,246,694.

The present invention relates to a novel phonograph needle for use in reproducing sound from sound records. The advantages of said needle will be apparent to those skilled in the



art from an understanding of the drawings. In the latter, Figures 1 to 4 inclusive are more or less diagrammatic representations of different stages in the process; and Fig. 5 is a mid-longitudinal section of the finished needle shown in Fig. 4.

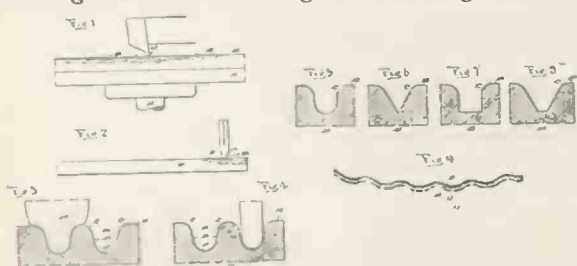
RECORD FOR TALKING MACHINES.—Ademor N. Petit (deceased), Orange, N. J., assignor to John L. Lotsch, Brooklyn, N. Y. Patent No. 1,246,651.

This invention relates to records of the type wherein a sinuous groove of substantially uniform depth is cut into a tablet which is caused to rotate beneath a cutting tool of the proper shape and configuration, and its object is to produce an improved record groove, the walls of which are so proportioned and shaped as to reproduce the sounds which were employed to produce the original record with more clearness and distinctness than has been possible from records heretofore devised.

Another object is to produce a record groove which will retain its shape and reproduce the recorded sounds with fidelity and without false tones.

A further object is to produce a record groove wherein the reproducing tool will always properly engage the record surface notwithstanding the wear to which the tool may be subjected.

Figure 1 is a sectional view of a portion of a talking machine showing a recording tool in

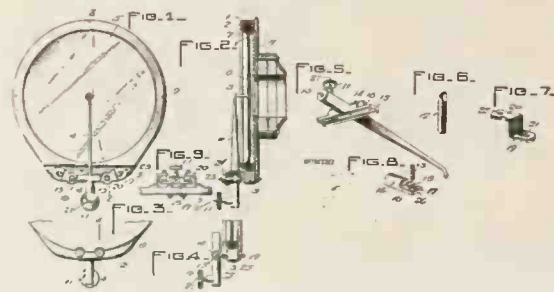


operative relation thereto. Fig. 2 is a sectional view of the same, taken at right angles to Fig. 1. Fig. 3 is an enlarged sectional view of a record groove and cutting tool. Fig. 4 is a similar view of the groove showing a reproducing stylus of ordinary construction engaging with the groove. Figs. 5, 6, 7 and 8 are sectional views of modified forms of groove. Fig. 9 is an enlarged plan view of a portion of the record groove.

REPRODUCER.—William Troupe Lakin, Cumberland, Md. Patent No. 1,246,616.

This invention is an improvement in reproducers, and has for its object to provide a device of the character specified, wherein the stylus bar is mounted parallel with the diaphragm, and is supported in knife edge bearings and points, to give it the greatest possible freedom of movement, which influences the diaphragm.

In the drawing: Figure 1 is a front view of the reproducer. Fig. 2 is a section on the line 2—2 of Fig. 1. Fig. 3 is a partial rear view. Fig. 4 is a section on the line 4—4 of Fig. 3. Fig. 5 is a perspective view, looking from below, of the stylus bar. Fig. 6 is a similar view

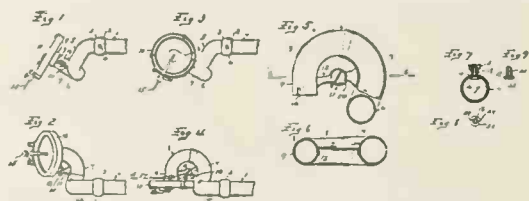


of one of the supporting pins for the stylus bar. Fig. 7 is a perspective view of one of the mounting brackets for the bar. Fig. 8 is a perspective view of one end of the fulcrum of the stylus bar looking from above, and Fig. 9 is a partial edge view of the reproducer.

SOUND BOX ADAPTER.—Anthony Vasselli, Newark, N. J., assignor by Mesne assignments to Otto Heineman Phonograph Supply Co., Inc., New York. Patent No. 1,246,506.

This invention relates to devices whereby the talking machine may be adapted to play records of the laterally undulating type or records of the "hill and dale" type and it consists primarily in the tone arm of the usual construction having at its free extremity a peculiarly shaped connection to which the sound box may be attached and by which the sound box may be shifted from a position in which a diaphragm lies in the vertical plane to a position in which the plane of the diaphragm will be at an angle of about 60 degrees to the plane of the record and this without removing the sound box in any way or changing the radial distance between the center of the tone arm pivot and the point of the needle.

In the patent to Catucci No. 1,156,130, dated October 12, 1915, an adapter is disclosed which



is designed as an attachment for one of the well-known types of talking machines now on the market so that when in use records of the "hill and dale" type may be played, or by removing the adapter and fastening the sound box to the tone arm in the usual manner records of the laterally undulating type may be played. In the present invention none of the parts are removed, and it is only necessary to swing the sound box from one position to the other and vice versa to play all styles of records now on the market.

Figure 1 is a side elevation of the improvement with a well-known sound box attached thereto and so much of a tone arm as is necessary to illustrate the invention arranged to reproduce records of the "hill and dale" type. Fig. 2 is a plan view of the same. Fig. 3 is a side elevation similar to Fig. 1 but showing the sound box arrangement to play records of the lateral undulating type. Fig. 4 is a plan view of the same. Fig. 5 is a fractional view partly in section of the improvement. Fig. 6 is a cross section of line 6—6 of Fig. 5. Fig. 7 is a cross section of line 7—7 of Fig. 4, and illustrates an improved sound box connection with the tone arm, or adapter. Fig. 8 is a plan view of the screw used in such connection. Fig. 9 is a side elevation of said screw showing one of its flattened sides.

A further object is to provide improved means embodying a joint, whereby the sound box is adapted for vertical adjustment and improved means whereby any wear on the parts of the joints may be readily taken up and the joint maintained tight.

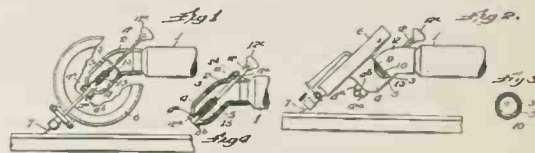
Figure 1 is a side elevation of a tone arm em-

bodimenting this invention and showing the sound box in position to play one type of record. Fig. 2 is a top plan view of the parts shown in Fig. 1. Fig. 3 is a view similar to Fig. 1 showing the sound box in position to play another type of record. Fig. 4 is an elevation of the sound box and the adjacent portion of the tone arm as taken from the opposite side of Fig. 1. Fig. 5 is a detail sectional view taken on line 5—5, Fig. 1. Fig. 6 is a detail sectional view taken through the tone arm and fastening means for the sound box.

PHONOGRAPH SOUND BOX CONNECTION.—Charles S. Burton, Oak Park, Ill. Patent No. 1,247,219.

The purpose of this invention is to provide an improved connection between the sound box and the tone arm of a phonograph, adapted to permit swiveling of the two connected parts for adjustment of the sound box to two positions, and particularly adapted to permit such adjustment for adapting to zigzag and hill-and-dale records, the specific purpose being to insure the adjustment from one position to the other being made completely and not halted with the parts at an intermediate position.

In the drawings: Figure 1 is a side elevation of a portion of the tone arm and sound box em-



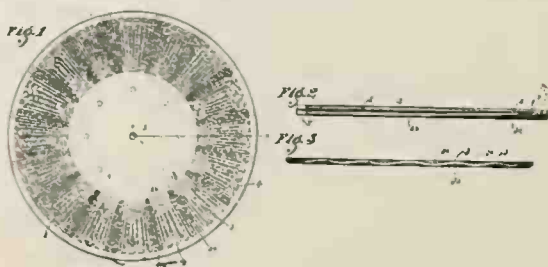
bodimenting this invention in one of its forms. Fig. 2 is a section axial with respect to the two inter-telescoping and swiveled members. Fig. 3 is a detail side elevation showing the two parts at a different adjustment from that shown in Fig. 1. Fig. 4 is a side elevation of a modified form, the parts being broken away and shown in axial section. Fig. 5 is a detail section at the line 5—5 on Fig. 4. Fig. 6 is a detail section at the line 6—6 on Fig. 4. Fig. 7 is a view similar to Fig. 3, showing a modified form.

CIRCLE LINE WAVE DOUBLE-DISC RECORD FOR SOUND PRODUCING MACHINES.—John A. Sowell, Sacramento, Cal., assignor of one-half to E. E. Sowell, same place. Patent No. 1,247,163.

This invention relates to improvements in double-disc records for sound producing machines, the object of the invention being to produce a record which will carry a greater number of impression lines to a given diameter than the discs now commonly used.

A further aim of the invention is to so construct the record that it will allow of a better reproduction especially as the needle of the sound producing machine moves toward the center of the record.

The invention embodies a record formed in radial waves with a slight inclination upward from the outer edges of the valleys between the waves to the inner edges thereof so that as the needle travels toward the center of the record it will move on a slight inclination upward, caus-



ing it to maintain a slight frictional action which will greatly increase the efficiency of the sound production. Also by reason of these waves the impression lines are relatively longer than they would be on flat surface, and hence a greater number can be placed on a record of a given diameter than on the now commonly used flat records.

In the drawings similar characters of reference indicate corresponding parts in the several views.

Figure 1 is a top plan view of the improved record. Fig. 2 is a sectional view taken on a line N—X of Fig. 1 and twice enlarged. Fig. 3 is an edge view of the record as shown in Fig. 1.

RECORD BULLETINS FOR FEBRUARY, 1918

VICTOR TALKING MACHINE CO.

POPULAR SONGS
18410 The Land Where the Good Songs Go. Alice Green-Charles Harrison 10
Give Me the Moonlight, Give Me the Girl, Henry Jordan 10
18415 When the Great Red Dawn Is Shining, Alan Turner 10
When You Come Home.....Elizabeth Spencer 10
18424 Any Time's Kissing Time.....Elizabeth Spencer 10
At Siesta Time.....Anna Howard 10
18428 There's a Vacant Chair in Every Home To-night, Shannon Four 10
The Dream of a Soldier Boy.....Charles Hart 10
18429 The Dixie Volunteers.....American Quartet 10
I Miss the Old Folks Now.....Van and Schenck 10
18407 My Sweetie—One-step, Joseph C. Smith and His Orchestra 10
Some Sunday Morning—Medley Fox-trot, Joseph C. Smith and His Orchestra 10

DANCE RECORDS
45147 Serenade (Sing, Smile, Slumber) (Gounod), Olive Kline 10
In an Old-Fashioned Town.....Elsie Baker 10
35664 Cinderella (Fairy Tale).....Sally Hamlin 12
Jack and the Beanstalk (Fairy Tale), Sally Hamlin 12

RED SEAL RECORDS
FRANCES ALDA, Soprano
64692 Rule, Britannia!.....Thomas Arne 10
SOPHIE BRASLAU, Contralto
64747 I'm A-Longin' fo' You, Karl Fuhrmann-Jane Hathaway 10
MABEL GARRISON, Soprano—In French
(Flute obb. by Clement Barone)
74542 La Perle du Brésil—Charmant Oiseau (Thou Brilliant Bird).....Félicien David 12
PHILADELPHIA ORCHESTRA
(Leonpold Stokowski, Conductor)
74560 A Midsummer Night's Dream—Scherzo, Mendelssohn 12
CLARENE WHITEHILL, Baritone
74556 The Two Grenadiers.....Heine-Schumann 12
ERNESTINE SCHUMANN-HEINK, Contralto
87282 Just Before the Battle, Mother.....Geo. F. Root 10
EVAN WILLIAMS, Tenor
64761 Tim Rooney's at the Fightin'.....Nora Flynn 10
35663 Missouri Waltz, Joseph C. Smith and His Orchestra 12
Kiss Me Again—Waltz, Joseph C. Smith and His Orchestra 12

COLUMBIA GRAPHOPHONE CO.

POPULAR HITS OF THE MONTH
A2451 Take Me Back to Dear Old Blighty, Arthur Fields 10
When Yankee Doodle Learns to Parlez Vous Français.....Arthur Fields 10
A2443 We'll Knock the Heligo into Heligo Out of Heligo Land!.....Arthur Fields 10
Hail! Hail! The Gang's All Here, Irving Kaufman and Columbia Quartet 10
A2442 One Day in June.....Campbell and Burr 10
Rock-a-Bye Land.....Henry Burr 10
A2445 I Want to Go to the County Mayo, M. J. O'Connell 10
Over in Erin.....J. Malachy White 10
A2444 I'm Coming Back to You, Poor Butterfly, Hugh Donovan 10
Chimes of Normandy.....Robert Lewis 10
A2447 The Dixie Volunteers.....Peerless Quartet 10
Don't Try to Steal the Sweetheart of a Soldier, Sterling Trio 10

DANCE RECORDS OF THE MONTH
A2419 Livery Stable Blues—Fox-trot, Handy's Orchestra 10
That "Jazz" Dance—One-step, Handy's Orchestra 10
A2420 The Hooking Cow Blues—Fox-trot, Handy's Orchestra 10
Ole Miss Rag—Fox-trot.....Handy's Orchestra 10
A2448 Somewhere in France Is the Lily—One-step. Introducing (1) "That's a Mother's Liberty Loan," (2) "Don't Worry, Dearie," Prince's Band 10
Wait Till the Cows Come Home—Fox-trot. Introducing (1) "A Sweetheart of My Own," (2) "Along Came Another Little Girl," Prince's Band 10
A6008 Chin-Chin-Chinaman—Fox-trot. Introducing (1) "One Day in June," (2) "Oh! Papa, Oh! Papa," (3) "Our Wedding Day," Prince's Band 12
Doing His Bit for the Girls—One-step. Introducing (1) "Just as Your Mother Was," (2) "It's a Long, Long Way to the U. S. A.," (3) "Down Where the Sweet Potatoes Grow," Prince's Band 12
A6009 Over the Top—One-step. Introducing (1) "Dixie Volunteers," (2) "Nephews of Uncle Sam," Prince's Band 12
Since I First Knew You—Fox-trot. Introducing (1) "There It Goes Again" (2) "You're My Little Indiana Rose," (3) "In the Land of Wedding Bells," Prince's Band 12
A6010 Riviera Girl Waltzes. Introducing (1) "Just a Voice to Call Me Dear," (2) "Will You Forget?" (3) "Man, Man," (4) "Life's a Tale," Prince's Orchestra 12
Dodola Waltz.....Prince's Orchestra 12

COMEDY SELECTIONS OF THE MONTH
A2438 No Place Like Home.....Bert Williams 10
Twenty Years.....Bert Williams 10
A2430 Climbing Up the Golden Stairs, Johnny Get Your Gun.....Harry C. Browne 10
48651 Nozze Di Figaro "Deh Vieni Non Tardar," Maria Barrientos 12
49260 Madam Butterfly "Un Bel Di Vedremo," Tamaki Miura 12
49259 Rigoletto—"Bella Figlia Del' Amore," Boston National Grand Opera Co. Quartet 12
A2449 Veni Jesu.....Paulist Choristers of Chicago 10
Alleluia Haec Dies, Paulist Choristers of Chicago 10
A2446 Little Mother of Mine.....Charles Harrison 10
God Bring You Safely to Our Arms Again, Charles Harrison 10
A2432 Cradle Song 1915.....Charles Harrison 10
The Old Refrain.....Charles Harrison 10
A2452 There's a Long, Long Trail, Oscar Seagle and Columbia Stellar Quartet 10
Calling Me Home to You.....Oscar Seagle 10
A2435 Then You'll Remember Me.....Vernon Stiles 10
The Minstrel Boy.....Vernon Stiles 10
A2427 Way Down Yonder in the Cornfield, Columbia Stellar Quartet 10

S. R. Henry's Barn Dance, Columbia Stellar Quartet 10
OLD "WAR TIME" MELODIES
A2436 Break the News to Mother, Henry Burr and Columbia Stellar Quartet 10
Just as the Sun Went Down.....Peerless Quartet 10
FAVORITE HYMNS
A2431 Just As I Am.....Henry Burr 10
Lead, Kindly Light.....Henry Burr 10

INSTRUMENTAL NUMBERS OF THE MONTH
A6006 Rieni Overture—Part I, Columbia Symphony Orchestra 12
Rieni Overture—Part II, Columbia Symphony Orchestra 12
A6004 The Lost Chord.....Gatty Sellars 12
Largo.....Gatty Sellars 12
A2434 Butterfly (Papillon).....Josef Hofmann 10
Spinning Song.....Josef Hofmann 10
A2426 Anvil Chorus, from Il Trovatore.....Prince's Band 10
Royal Italian March.....Prince's Band 10
NOVELTY TROMBONE NUMBER
A2429 Slidus Trombonus.....Leo Zimmerman 10
The Four Stars.....Brass Quartet 10
TWO HAWAIIAN TRIOS
A2450 The Missouri Waltz, Louise, Ferera and Greenus 10
Little Alabama Coon, Louise, Ferera and Greenus 10

SPECIAL MENTION IN FEBRUARY SUPPLEMENT
A2124 Someone Else May Be There While I'm Gone, Al Jolson 10
I Ain't Prepared for That.....George O'Connor 10
COLUMBIA BEDTIME STORY RECORDS
A7525 Peter Rabbit Plays a Joke, Thornton W. Burgess 12
Little Joe Otter's Slippery Slide, Thornton W. Burgess 12
A7526 How Old Mr. Toad Won a Race, Thornton W. Burgess 12
How Old Mr. Toad Happened to Dine With Buster Bear.....Thornton W. Burgess 12
A7527 When Old Mr. Toad Was Puffed Up, Thornton W. Burgess 12
Buster Bear Gets a Good Breakfast, Thornton W. Burgess 12
A7528 Little Joe Otter Tries to Get Even, Thornton W. Burgess 12
The Teaching of Reddy Fox, Thornton W. Burgess 12
A7524 The Joy of the Beautiful Pine, Thornton W. Burgess 12
Johnnie Chuck Finds the Best Thing in the World.....Thornton W. Burgess 12

EDISON BLUE AMBEROL RECORDS

CONCERT LIST
28278 Amore o grillo—Madame Butterfly (Puccini). Tenor and Baritone, in Italian, orch. accomp., Guido Ciccolini and Thomas Chalmers 10
28279 Battle Hymn of the Republic (Howe). Baritone, orch. accomp.....Thomas Chalmers and Chorus 10
3402 Camp Songs, U. S. Army—No. 1, Chorus of Male Voices 10
3403 Camp Songs, U. S. Army—No. 2, Chorus of Male Voices 10
3387 Naval Reserve March (Souza), New York Military Band 10
3398 So Long, Mother! (Van Alstyne). Tenor, orch. accomp.....George Wilton Ballard and Male Chorus 10

NEW YORK'S LATEST
3411 All I Need Is Just a Girl Like You (Burkhardt-Olman). Soprano and Tenor, orch. accomp., Rachael Grant and Billy Murray 10
3391 Bungalow in Quogue—"The Riviera Girl" (Kern). Soprano and Tenor, Rachael Grant and Billy Murray 10
3399 I'm All Bound 'Round With the Mason-Dixon Line (Schwartz). Tenor, orch. accomp., Vernon Dalhart 10
3406 Knit, Knit, Knit—"Jack O'Lantern" (Caryll). Soprano, Contralto and Contralto, orch. accomp., Gladys Rice, Helen Clark and Marion Evelyn Cox 10
3397 Musical Sam from Alabam' (Thomas). Male voices, orch. accomp.....Premier Quartet 10
3401 My Hawaii, You're Calling Me (Lewis). Soprano and Tenor, orch. accomp., Gladys Rice and Vernon Dalhart 10
3388 Sweet Emalina, My Gal (Creamer-Layton). Tenor, orch. accomp.....Vernon Dalhart 10

DANCE RECORDS
3390 All I Need Is Just a Girl Like You (Olman). One-step.....Frisco Jazz Band 10
3404 More Candy (Kaufman). One-step, Jaudas' Society Orchestra 10
3389 Paddle-Addle (Synder). Fox-trot, Jaudas' Society Orchestra 10
3408 Waltz Memories (Ford).....Jaudas' Society Orchestra 10
3407 Best Things in Life Are Free (Johnson-Tracey). Tenor, orch. accomp.....George Wilton Ballard 10
3394 Is It Nothing to You? (Edgar-Trevor). Soprano, orch. accomp.....Betsy Lane Shepherd 10
3396 Two Roses (Gilberte). Contralto, orch. accomp., Caroline Lazzari 10
3392 When the Lights Are Low (Lane). Contralto, orch. accomp.....Helen Clark 10

INSTRUMENTAL
3395 Ballet Egyptian, Nos. 1 and 2 (Luigini), American Symphony Orchestra 10
3405 Ballet Egyptian, No. 3 (Luigini), American Symphony Orchestra 10
3409 Love, Here Is My Heart (Silesu). Violin, piano accomp. by John F. Burkhardt, Herbert Soman 10
3410 Offertoire—Op. 12 (Donjon). Flute, orch. accomp.....Weyert A. Moor 10
3400 Spanish Fandango (Schwartz), New York Military Band 10
3393 Valse Illewllyn (Wiedoeft (Saxophone, orch. accomp.....Rudy Wiedoeft 10
3386 Vampire—Dance Characteristic (Losey), Sodero's Band 10

EDISON DIAMOND DISC RE-CREATIONS

82133 Battle Hymn of the Republic (Old Plantation Melody) Recessional (de Koven). Baritone and Chorus.....Thomas Chalmers 10
83035 Explanatory Talk for La fatal pietra (The Fatal Stone)—Aida (Verdi). La fatal pietra (The Fatal Stone)—Aida (Verdi). In Italian. Soprano and Tenor, Marie Rappold and Giovanni Zenatello 10
80371 My Heart at Thy Sweet Voice Samson and Dalilah (Saint-Saens). Cornet Louis Katzman 10
80372 Triumphant March—Aida (Verdi).....Sodero's Band 10
Loin du Bal (Gillet).....Creator and His Band 10
Marche Lorraine (Ganne).....Creator and His Band 10

80373 Awakening of Spring (Bach).....Peerless Orchestra 10
Pirouette—Intermezzo (Finck).....Peerless Orchestra 10
50454 New York Blues (Rag Classical) (Frosini). Accordion.....P. Frosini 10
Saxophone Sobs (Erdman). Saxophone, Rudy Wiedoeft 10
50455 Ellis March—Instrumental Duet.....Ford Hawaiians 10
One, Two, Three, Four Medley—Waltz, Waikiki Hawaiian Orchestra 10
50403 It's Nice to Get Up in the Mornin' (Lauder). Baritone.....Glen Ellison 10
When the Bonnie, Bonnie Heather Is Blooming I'll Return, Annie Laurie, to You (Ellis). Baritone.....Glen Ellison 10

PATHE FRERES PHONOGRAPH CO.

NEW OPERATIC GEMS
63019 La Gioconda (Ponchielli) "Suicidio" (Suicide Remains), in Italian.....Claudia Muzio 12
Otello (Verdi) "Ave Maria," in Italian, Claudia Muzio 12
NEW OPERATIC AND CLASSIC VOCAL RECORDS
60070 Aida (Verdi) "O patria mia" (My Native Land), in Italian.....Rosa Raisa 12
Il Trovatore (Verdi) "D'Amor sull' ali rose" (Love, Fly on Rosy Pinions), in Italian, Rosa Raisa 12
27505 Hymn Polski (Pożaraw) "Polish National Hymn," in Polish.....Adamo Didur 10
O Matko Moja (Prusinowski) ("O Mother Mine"), in Polish.....Adamo Didur 10
27006 Le Père la Victoire (Ganne), in French, Auguste Bouilliez 10
Hymne de Mameli (Novaro) "Fratelli d'Italia" (Brothers of Italy), in Italian, Auguste Bouilliez 10
59051 Manon (Massenet) "Le Réve" (The Dream), in French.....Edmond Clement 12
L'Adieu du Matin (Chizat) (Farewell of the Morning), in French.....Edmond Clement 12

NEW POPULAR-PRICED OPERATIC RECORDS
51002 Zaza (Leoncavallo) "Zaza, piccola zingara" (Zaza, Little Gypsy), in Italian, Baritone, Alfred Costa 12
Il Trovatore (Verdi) "Racconta di Azucena" (Tale of Azucena), in Italian, Mezzo-Soprano, Maria Passeri 12
26008 Carmen (Bizet) "La fleur que tu m'avais jetée," in French, Tenor.....Leon Reyle 10
Le Barbier de Seville (Rossini) "Air de la Calomnie" (Slander's Whisper), in French, Basso, M. Dupré 10
60068 Humoresque (Dvorak), Violin Solo, Piano acc., Jacques Thibaud 12
Romance (Svendsen), Violin Solo, Piano acc., Jacques Thibaud 12

NEW STANDARD BALLADS
25007 Carmena (Wilson) "Vocal Waltz," Soprano, Grace Hoffman 10
Carissima (Penn), Soprano.....Grace Hoffman 10
52027 A Little Love, a Little Kiss (Silesu), Tenor, Craig Campbell 12
Believe Me, if All Those Endearing Young Charms (Page), Tenor.....Craig Campbell 12
40114 Comin' Thro' the Rye (Old Scottish Melody, Soprano.....Rosina Buckman 12
The Land of Long Ago (Ray), Soprano, Rosina Buckman 12
25005 Flow Gently, Sweet Afton (Spilman), Baritone, Hugh Allan 10
There's Nobody Just Like You (Penn), Baritone, Hugh Allan 10
20268 All Through the Night (Boulton), Baritone, Gordon MacHughes 10
Absence Makes the Heart Grow Fonder (Dillea), Tenor.....Milton Bernard 10

NEW RECORDINGS BY THE HAWAIIANS
20272 The Honeysuckle and the Bee (Penn), Louise & Ferera Waikiki Orchestra 10
Pansy Faces (Penn), Louise & Ferera Waikiki Orchestra 10
20285 Ninijso (Kilima), Louise & Ferera Waikiki Orchestra 10
One, Two, Three, Four (Alau).....Irene Greenus, with Louise & Ferera Hawaiian Orchestra 10
NEW BAND AND ORCHESTRA RECORDS
70154 Midsummer Night's Dream (Mendelssohn) "Wedding March".....Gille Orchestra 14
Le Prophete (Meyerbeer) "Coronation March," Gille Orchestra 14
20273 Liberty Loan March (Souza), American Regimental Band 10
The Invincible Eagle (Souza), March, American Regimental Band 10
29194 Duncan Gray (arr. by Shipley Douglas), Humorous Paraphrase.....Lndon Military Band 12
The Two Gendarmes (arr. by Shipley Douglas), Humorous Paraphrase.....London Military Band 12
29196 Le Dernier Baiser (Tosti), Tzigane Orchestra of Budapest 12
Kis Grof (Renyi).....Tzigane Orchestra of Budapest 12
40106 Harry Lauder's Favorite Songs (Lauder), Medley Selection.....American Regimental Band 12
Scottish Country Dances "Petronella," Highland Orchestra 12

20279 Father Was Right (Goldberg) "Humorous Song," Piano acc.....Rube Goldberg 10
Blame it on Poor Old Father (Williams) "Humorous Song," Comedian, Orch. accomp., Billy Williams 10
POPULAR HITS OF THE MONTH
20276 Somewhere in France Is the Lily (Howard), Baritone.....Thomas Conkley 10
Daddy Found You Down Beside the Garden Wall (Olman), Tenor.....Harry McClaskey 10
20278 When You Come Home (Squire), Contralto, Jean Sterling, with Lyric Trio 10
Your Flag and Country Want You (Rubens), Contralto.....Jean Sterling 10
20280 That's the Kind of a Baby for Me, from "Ziegfeld Follies of 1917" (Egan), Tenor, Noble Sissle 10
He's Always Hanging Around (Blake), Tenor, Noble Sissle 10

NEW PATHE DE LUNE DANCE RECORDS
20281 Gold and Silver Waltz (Lehar), Pathé Dance Orchestra 10
Jack o' Lantern (Caryll). Medley Fox-trot, American Republic Band 10
20282 The Darktown Strutter's Ball (Brooks), Fox-trot.....American Republic Band 10
Homeward Bound (Meyer-Jentes), Medley One-step.....American Republic Band 10
20283 We're Going Over (Lange), Medley One-step, American Republic Band 10
Paddle Addle (Snyder), Fox-trot, American Republic Band 10
20284 Leave it to Jane (Wodehouse-Kern), Medley Fox-trot.....American Republic Band 10
Umbrellas to Mend (Kaufman), One-step, American Republic Band 10

NEW SACRED VOCAL RECORDS
60069 But the Lord Is Mindful of His Own (Mendelssohn), Contralto.....Kathleen Howard 12
O Rest in the Lord (Mendelssohn), Contralto, Kathleen Howard 12

(Continued on page 126)

- 20286 O Dry Those Tears! Contralto, Violin Obligato. Marian Crawford 10
- My Faith Looks Up to Thee (Mason), Contralto, Marian Crawford 10
- 20275 One Sweetly Solemn Thought (Ambrose), Contralto, Rose Bryant 10
- I Need Thee Every Hour (Lowry), Tenor William Wbeeler 10
- UNIVERSITY QUARTET SINGS OLD FAVORITE 20250 Bright College Years (Yale Song), unaccom. University Quartet 10
- Funiculi-Funicula (Denza), unaccom. University Quartet 10
- NEW INSTRUMENTAL OFFERINGS 27007 Scherzo in E Minor (Mendelssohn), Piano Solo, Rudolph Ganz 10
- Spinning Song (Mendelssohn), Piano Solo, Rudolph Ganz 10
- 20244 Sylvia Ballet (Delibes) "Pizzicato," Violin Solo, Piano acc., Jan Rubini 10
- Serenata (Moskowsky), Violin Solo, Piano acc., Jan Rubini 10
- 20270 Napoli la Bella (Cocq) "Beautiful Naples," Accordeon Solo, A. de Benedetto 10
- Bout-en-train (de Benedetto), Accordeon Solo, A. de Benedetto 10
- 20271 Pigtales and Chopsticks (Hesse), Xylophone Solo, R. Humphries 10
- Concert Polka (Steele), Xylophone Solo, R. Humphries 10

EMPIRE TALKING MACHINE CO.

- 5522 Aloba Oe (Farewell)—Soprano Solo, orch. acc., Rose Drehan 10
- My Sunshine Jane (Brennan-Ball)—Tenor Solo, orch. acc., Manuel Romain 10
- 5523 Will You Remember (from "Maytime") (Romberg)—Tenor Solo, orch. acc., James Harrod 10
- Somebody's Boy (Esrom-Morse)—Tenor Solo, orch. acc., Charles Ryan 10
- 5524 Mother, Dixie and You (Johnson-Santley)—Tenor Solo, orch. acc., Irving Kaufman 10
- I'll Be a Long, Long Way From Home (Miller)—Tenor Solo, orch. acc., Henry Burr 10
- 5525 Hail! Hail! the Gang's All Here (Esrom-Morse-Sullivan)—Quartet, orch. acc., Empire Four 10
- It's a Long Way Back to Mother's Knee (Sterling-Grossman-Lange)—Tenor Solo, orch. acc., Harvey Hindermeyer 10
- 5526 She's Back Among the Pots and Pans Again (Jerome-Hanlon-Further)—Comic selection, orch. acc., Ada Jones 10
- Long Boy (Herschell-Walker)—Comic selection, orch. acc., Byron G. Harlan 10
- 5527 Mine, Mine, Mine—Comic Dialogue, Golden-Heins 10
- The Cannibal King (Dorothy Fyfe)—Comic Duet, orch. acc., Collins-Harlan 10
- 5529 Aloba Land—Hawaiian Duet, Louise-Ferara 10
- Moana Girl—Hawaiian Trio (Miss Irene Greenis singing), Ferara-Greenis 10
- 5531 Some Jazz Blues (Lake)—Fox-trot, Empire Band 10
- Set Aside Your Tears (Till the Boys Come Marching Home)—One-step (Gilbert-Franklin-Friedland), Empire Band 10
- 5532 Alabama Slide (Johnson)—Fox-trot, Empire Band 10
- Some Day Somebody's Gonna Get You (Gilbert-Morgan)—One-step (Intro.: Jazbo Johnson's Hokum Band), Empire Band 10
- 1070 Caprice Viennois (Fritz Kreisler)—Violin Solo, Piano acc., Eugene DuBois 12
- Caprice de Concert (Perlet)—Concert Polka, Empire Band 12
- 1071 Carmen Selection No. 1 (Bizet)... Empire Band 12
- Light Cavalry (Suppe)—Overture... Empire Band 12

GENNETT RECORDS

- VOCAL RECORDS OF SPECIAL MERIT 10031 Mary of Argyle (Old Scotch Ballad) (Jefferys-Nelson)—Tenor with orch. acc., James Harrod 10
- Eileen Allanna (Marble-Thomas)—Tenor with orch. acc., James Harrod 10
- 7634 I Hear You Calling Me (Harford-Marshall)—Tenor with orch. acc., Harry McClaskey 10
- Sing Me Love's Lullaby (Terriss-Morse)—Tenor with orch. acc., Harry McClaskey 10
- 7632 Before the World Began (Sterling-Solman)—Tenor with orch. acc., Harry Ellis 10
- Sunny Sue (Wood)—Tenor with orch. acc., Harry Ellis 10
- DANCE RECORDS 7633 The Spinning Top—Waltz (Knecht), Gennett Dance Orchestra 10
- Valse Fascination—Waltz (Gray), Gennett Dance Orchestra 10
- 7630 Go to It—Fox-trot (Ossman), Vess Ossman's Banjo Orchestra 10
- Rag—A Minor—One-step (Lenzberg), Vess Ossman's Banjo Orchestra 10
- HUNGARIAN BAND MUSIC 7631 Hungarian Folk Song (Rácz) (1) Rácz Laci Nótája; (2) Nem loptam én életemben, Original Hungarian Gypsy Band 10
- Hungarian Folk Songs (Hubay Béla) (1) Ha ki megyek a temető árákába; (2) Vörös bort ittam az ejjel; (3) Hejre Kati, Original Hungarian Gypsy Band 10
- TYPICAL HAWAIIAN MELODIES 7636 Honolulu March (Guitar Duet), Louise-Ferera 10
- Kilima Waltz (Hawaiian Steel Guitar with Guitar and Ukulele acc.), Louise-Ferera-Greenus Trio 10
- 7600 Hapa Ikaole Hula Girl (My Hawaiian Maid) (Cunka)—Instrumental Duet, Louise-Ferera 10
- Kawaihau Waltz—Hawaiian Medley—Instrumental Duet, Louise-Ferera 10

- POPULAR BAND RECORDS 10028 La Marseillaise—Marcia Reale (National Airs of France and Italy)... Gennett Military Band 10
- God Save the King—Rule Britannia (English National Airs)... Gennett Military Band 10
- 10014 March Patriotic (Rosey)... Gennett Military Band 10
- National Emblem March (Bagley), Gennett Military Band 10
- 10022 Culver Black Horse Troop—March (Gillespie), Gennett Military Band 10
- For the Freedom of the World—March (Zamecnik)... Gennett Military Band 10
- 7556 Marche Militaire, Op. 51, No. 1 (Schubert), Weber's Prize Band 10
- Marche Militaire, Op. 51, No. 2 (Schubert), Weber's Prize Band 10

- POPULAR WAR SONGS 7618 Good-bye Broadway. Hello France (Reisner-Davis-Baskette)—Tenor with orch. acc., Rolland Ball 10
- The Ragtime Volunteers Are Off to War (McDonald-Hanley)—Tenor with orch. acc., Frank Perry 10
- 7627 Somewhere in France Is the Lily (Johnson-Howard)—Tenor with orch. acc., Arthur Hall 10
- When Yankee Doodle Learns to Parlez Vous Francais (Hart-Nelson)—Tenor with orch. acc., Arthur Hall 10
- 7623 It's a Long Way to Berlin, But We'll Get There (Fields-Flatow)—Tenor with orch. acc., Arthur Hall 10
- Over There (Cohan)—Baritone with orch. acc., Jack Kimbal 10
- 7629 Hail! Hail! the Gang's All Here (Esrom-Morse-Sullivan)—Vocal Quartet with orch., Peerless Quartet 10
- I Don't Want to Get Well (Pease-Johnson-Jentes)—Tenor with orch. acc., Arthur Hall 10
- 7624 Send Me Away With a Smile (Weslyn-Piantadosi)—Baritone with orch. acc., Jack Kimbal 10
- I May Be Gone for a Long, Long Time (Brown-Von-Tilzer)—Tenor with orch. acc., Harry Ellis 10

EMERSON PHONOGRAPH CO.

- (January List) 7292 My Sweetie (Berlin). Tenor solo, orch. accomp., George Beaver 10
- Good-Bye, Dolly Gray (Barnes). Patriotic solo, orch. accomp., Harry Evans 10
- 7299 I Don't Want to Get Well (Johnson-Pease-Jentes) Character song, Eddie Nelson 10
- Cocanut Dance (A. Hermann). Piano, banjo and saxophone, Van Eps Banta Trio 10
- 7301 Joan of Arc (Bryan-Weston-Wells). Patriotic solo, orch. accomp., Artbur Burdin 10
- Hands Across the Sea (Sousa). March, Emerson Military Band 10
- 7293 Sentimental Oriental Nights (Gilbert-Friedland). Tenor solo, orch. accomp., Wm. Sloane 10
- Popularity (Cohan)—One-step, Piano, banjo and saxophone, Van Eps Banta Trio 10
- 7300 The Dixie Volunteers (Leslie-Ruby). Character patriotic song, orch. accomp., Eddie Nelson 10
- Washington Post March (J. Philip Sousa), Emerson Military Band 10
- 7302 Hail! Hail! The Gang's All Here! What the Deuce Do We Care. (Esrom-Morse-Sullivan). Character song, orch. accomp., George L. Thompson 10
- Cold Turkey (Donaldson)—One-step, Emerson Dance Orchestra 10
- 7295 Indianola (Henry-Onivas)—Fox-trot, Van Eps Banta Trio 10
- Yah De Dah (Kaufman)—Jazz fox-trot, Emerson Military Band 10
- 7296 Wait Till the Cows Come Home (Caryll-Caldwell), Baritone solo, orch. accomp., Jack Warner 10
- I Want What I Want When I Want It (Blossom-Herbert). Baritone solo, orch. accomp., Arthur Burdin 10
- 7297 Some Sunday Morning (Kahn-Egan-Whiting). Soprano and tenor duet, orch. accomp., Ada Jones and Robert Grant 10
- On the Dixie Highway (Friedman)—One-step, Piano, banjo and saxophone, Van Eps Banta Trio 10
- 7266 Slidus Trombonus (M. L. Lake). Trombone comedy, Orch. accomp., Burt Smith 10
- The Mice and the Trap (O. Köhler). Scerzo, Emerson Symphony Orchestra 10
- 7298 Old Grey Mare (Frank Panella). Comic duet, orch. accomp., Collins and Harlan 10
- I'm Old Enough for a Little Lovin'—Mamma Told Me So Last Night (Skidmore-Walker). Character song, orch. accomp., Ada Jones 10
- 7273 Just You (Con Barb). Tenor solo, orch. accomp., Frank Woods 10
- I Love You Truly (Carrie Jacobs-Bond). Contralto solo, piano and violin accomp., Alice Louise Mertens 10
- 7276 A Broken Doll (Tate). Soprano solo, orch. accomp., Rosalie Zeamons 10
- The Blush Rose (O'Hara-Greene). Baritone solo, orch. accomp., Jack Warner 10
- 7294 Hello, My Dearie (Buck-Stamper). Soprano solo, orch. accomp., Marion Wilson 10
- Chu Chin Chow (Buck-Stamper). Tenor solo, orch. accomp., George Beaver 10

IMPERIAL TALKING MACHINE CO.

- (January List) 5522 Oloha Oe (Farewell)... Rose Drehan 10
- My Sunshine Jane (Brennan-Ball)... Manuel Romain 10
- 5523 Will You Remember (from "Maytime") (Romberg)... James Harrod 10
- Somebody's Boy (Esrom-Morse)... Charles Ryan 10

- 5524 Mother, Dixie and You (Johnson-Santley), Irving Kaufman 10
- I'll Be a Long, Long, Way From Home (Miller), Henry Burr 10
- 5525 Hail! Hail! the Gang's All Here (Esrom-Morse-Sullivan)... Imperial Four 10
- It's a Long Way Back to Mother's Knee (Sterling-Grossman-Lange)... Harvey Hindermeyer 10

- COMIC SELECTIONS 5526 She's Back Among the Pots and Pans Again (Jerome-Hanlon-Further)... Ada Jones 10
- Long Boy (Herschell-Walker)... Byron G. Harlan 10
- 5527 Mine, Mine, Mine... Golden-Heins 10
- The Cannibal King (Fyfe)... Collins-Harlan 10
- NEAPOLITAN SELECTIONS 5528 I m'arricordo 'e te (I Will Remember) (E. DeCurtis)... Dominick Pacifico 10
- Adriana (Naldini-Mario)... Les Iris-Palange 10
- OPERATIC SELECTIONS—VOCAL 3119 Carmen—Il fior che avevi a me (Flower Song) (Bizet)... Salvatore Giordano 10
- Manon—Il sogno (The Dream) (Massenet), Salvatore Giordano 10
- 3120 Barbriere Di Siviglia—La Calunnia (Slander's Whisper) (Rossini)... Enzo Bozano 10
- Roberto Il Diavolo—Evocation (Meyerbeer), Enzo Bozano 10

- INSTRUMENTAL SELECTIONS 1070 Caprice Viennois (Fritz Kreisler)—Violin solo, Eugene DuBois 10
- Polka Caprice De Concert (Perlet)... Imperial Band 10
- 1071 Carmen Selection No. 1 (Bizet)... Imperial Band 10
- Light Cavalry (Suppe)... Imperial Band 10
- DANCE SELECTIONS 5530 You Don't Have to Come From Ireland to Be Irish—One-step... Imperial Orchestra 10
- Give Me the Moonlight, Give Me the Girl and Leave the Rest to Me—Fox-trot, Imperial Orchestra 10
- 5531 Some Jazz Blues—Fox-trot... Imperial Band 10
- Set Aside Your Tears (Till the Boys Come Home)—One-step... Imperial Band 10
- 5532 Alabama Slide—Fox-trot... Imperial Band 10
- Some Day Somebody's Gonna Get You—One-step... Imperial Band 10

\$3,000,000,000 TRADE BALANCE

Figures Show Economic Resources of U. S. to Wage Winning War

WASHINGTON, D. C., January 2.—America's exports were estimated to-day at the Department of Commerce to have passed the \$6,000,000,000 mark in 1917, a new high record. Imports were below \$3,000,000,000, and the trade balance in favor of the United States probably will be more than \$3,150,000,000, when final statistics are computed.

The country's gold supply showed less increase than last year because of the substitution of credits for cash in handling allied purchases after the United States entered the war. Imports of gold in March amounted to \$139,000,000, but in November were less than \$3,000,000. The total for the year was estimated at \$537,000,000, compared with \$686,000,000 in 1915.

Exports of gold showed a heavy increase over the preceding twelve months, due chiefly to the large movement to Japan, Spain and South American countries. The total was estimated at \$374,000,000, compared with \$155,000,000 last year.

The trade balance of more than \$3,000,000,000 with the country at war was regarded by officials as the best evidence that this country has the economic resources necessary to defeat Germany.

A NEW INCORPORATION

The Automobile Record Container Co. has been incorporated under the laws of the State of Delaware for the purpose of manufacturing talking machines and parts. The capitalization of the concern is \$50,000, the incorporators being Frank P. Read, of Chicago, Ill.; Fred M. Sargent, of Evanston, Ill., and Harry G. Chamberlain, of Glencot, Ill.

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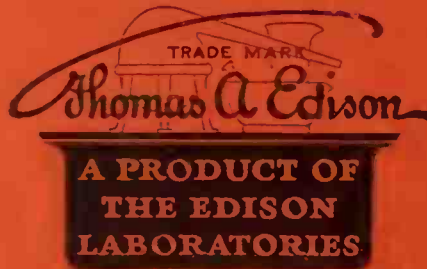
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