

# The TALKING MACHINE WORLD

For the  
makers &  
sellers of  
talking  
machines

Published Each Month by Edward Lyman Bill, Inc., at 373 Fourth Ave., New York, April 15, 1918




## The best-known trade mark in the world

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

The Highest Class Talking  
Machine in the World

THE INSTRUMENT OF QUALITY  
**Sonora**  
CLEAR AS A BELL



THE PRIDE OF POSSESSION

of the owner of a SONORA is one of the reasons for SONORA'S popularity today. Sonora is and has always been recognized as the *quality* instrument. Its makers have done their utmost in helping place the industry on a higher plane.

TODAY phonographs are handled by the most exclusive dealers and appeal to the critical connoisseurs of music. This applies especially to the Sonora which won the highest score for tone at the Panama Pacific Exposition.



POSSESSING many important, exclusive, valuable features and playing all makes of disc records with unequalled beauty, the Sonora is extremely popular.

It is well known, well advertised and easily sold.

*A Portable in keeping with Sonora quality*

The Sonora Portable weighs 15 lbs. complete! It is the most highly developed of all portable instruments and plays all makes of disc records perfectly.

The Sonora Portable possesses to a marked degree the richness and fullness of tone which have made Sonora famous, and it is just the thing for automobilist, vacationist,

soldier, and all who want a light, high grade phonograph. Size  $10\frac{3}{4} \times 10\frac{3}{4} \times 10\frac{1}{2}$ . Double spring motor, polished cowhide leather-lined case.

Write today for an agency in your territory.

\$50	\$55	\$60	\$90	\$115	\$150	\$180
\$200	\$215	\$300	\$375	\$500	\$1000	

Art models made to special order to suit any taste.

**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. 4

New York, April 15, 1918

Price Twenty Cents

## SELLS IDEAS AS WELL AS GOODS

**The Real Salesman Finds It Difficult to Sell Successfully Anything in Which He Doesn't Believe—The Influence of Quality Products**

Many writers who have made a thorough study of the principles of salesmanship have stated that a salesman sells, not goods, but rather his ideas about goods. This statement contains much of truth, and consequently it is a difficult task for a man to sell successfully anything in which he doesn't believe. For this reason many salesmen often refuse to sell inferior products which look good but which possess no solid merit, not merely because of any ethical issue involved, but rather because they fear the effect upon their own sales ability. Articles which sell upon a quality basis rather than a price appeal are as a rule represented by abler salesmen.

There is a reason for this, a reason which applies to the selling of talking machines as well as to the selling of any other line of merchandise. Able, conscientious workmanship in a talking machine inspires support and admiration. This is reflected in the salesman's canvass. The cheaper instrument almost always lacks this element. As a result, even though a competent salesman is selling the line, he cannot put into his sales the same amount of ginger that would otherwise be at his command. His "ideas about the goods" are not of a sort to awaken his enthusiasm.

The customer himself is also unconsciously affected by a quality product. The salesman may sincerely believe that he is selling talking machines merely for the money there is in it, but at the same time he does take a certain artist's pride in handling a first-class line of goods. Then, too, there is much more to be said in favor of goods of quality than for those manufactured with nothing but the price element in view. Quality products offer the salesman opportunities for a much more interesting, much more convincing selling canvass.

Every salesman should endeavor to sell as good a line, within reasonable limits, as is possible. In the long run it will pay better. The very fact that he is handling instruments and records of reputable standing and real intrinsic worth will tend to develop his selling ability, which in turn is the quality through which, in the final analysis, he must score a permanent success in his chosen field.

## FIX NEW TERMS ON VICTROLAS

**Famous & Barr Co. Advertise New Instalment Schedule for Benefit of Public**

St. Louis, Mo., April 8.—The Famous & Barr Co. have been advertising these terms on Victor machines since March 1. The difference in proportion of the prices is, it is explained, to protect somewhat the numbers that are hard to obtain:

### TERMS ON VICTROLAS Beginning March 1, 1918

Style IV or IV-A ( \$15 or \$20 )	\$5	cash, \$5 per month
Style IV or VI-A ( \$25 or \$30 )	\$5	cash, \$5 per month
Style VIII..... ( \$45 )	\$5	cash, \$5 per month
Style IX or IXA ( \$50 or \$57.50 )	\$6	cash, \$5 per month
Style X or X-A.. ( \$75 or \$85 )	\$10	cash, \$6 per month
Style XI or XI-A ( \$100 or \$110 )	\$12.50	cash, \$7 per month
Style XIV..... ( \$165 )	\$15	cash, \$10 per month
Style XVI..... ( \$215 )	\$20	cash, \$10 per month
Style XVII..... ( \$265 )	\$25	cash, \$12 per month

The amount in records never to exceed the first payment of cash.

Just what has become of the former Talking Machine Dealers' Association does not appear to be definitely known, but those who were active say that if terms should drop too low again, a meeting will be called. Under the present scarcity of machines, conditions have been very good. The above terms are generally observed by all Victor dealers. Interest is charged on deferred payments.

## NEW MULTIPLE DISC MACHINE

**Max Krauss, of Philadelphia, Patents a New Talking Machine Designed to Play a Large Number of Records Automatically—Some Interesting Features of the New Invention**

PHILADELPHIA, PA., April 2.—Patents for a new multiple disc talking machine have been granted to Max Krauss, of 233 North Alden street, this city. It is designed to play, automatically, a number of disc records in succession or separately if desired. The record need not be shifted after its termination nor turned over to play the second side.

The entire absence of a turntable is noted in this new machine. Twelve records are attached in a vertical position to a horizontal driving axis. The shifting of a small lever from slot to slot places the desired record in playing position. A semi-permanent needle obviates the necessity of frequent needle changes and an automatic stop, also the invention of Mr. Krauss, insures the proper stopping of the record at its termination. It is planned to furnish additional driving axis on which a large stock of records may be kept in a position that they may be easily placed in the machine.

Mr. Krauss is an experienced talking machine mechanic, and familiar with the trade. The first working model of the multiple disc machine, twenty-two inches wide by twenty-four inches deep by forty-eight inches high has already been produced, and Mr. Krauss is proudly showing the product of his brains to all comers. He intends to sell his patent outright or release it on a royalty basis.

## HAD A \$3,000 RECORD LIBRARY

**Registrar of Rutgers College, Who Died Recently, Left Unusually Valuable Collection of Records of the Higher Class of Music**

NEW BRUNSWICK, N. J., April 3.—It is reported that Irving S. Upson, registrar at Rutgers College here, who died recently, left a collection of Red Seal records estimated to be worth \$3,000. The records had been handled very carefully and many of them were as new as could be found in the stock of the average dealer. A peculiar feature was that, although Prof. Upson had several thousand dollars' worth of the finest records in his library, he used for reproducing them a Victor V machine. It is believed that Prof. Upson held the record for the value of a private collection of talking machine records.

## TALKER NEEDLES IN GRENADES

According to an American surgeon who is home on furlough, having spent some time in the French army hospitals on the Western front, the Germans at times use some peculiar materials for filling their grenades and trench bombs. He cites one case where a poilu was badly wounded in the arm by a trench bomb. Investigation at the hospital showed that his arm was full of steel talking machine needles with which the bomb had been filled. Just why the needles had been used was not learned, but as the surgeon expressed it, "The Boches must have thought it took a lot of needles to play a French record, judging from the number we took out of the poor soldier."

# War Lecture Concerts Emphasize Patriotism and Business

From time to time the talking machine dealers throughout the country give concerts to specially invited guests. These entertainments are given either in the concert hall, with which so many retail establishments are now equipped, or in the store proper. The idea is herewith advanced to put into these highly commendable affairs a war-time note in the form of a short war talk by a man who has been "over there." The present store concerts, which many talking machine merchants are employing as a means of gaining local business and popularity, are a decided success. This being so it will follow that a program including a war speaker will be doubly attractive from the viewpoint of the public.

The war speakers can deliver "close-up" impressions of the great war along the line which has brought Arthur Guy Empey into national prominence. But good speakers, men whose experiences have been every bit as violent as Empey's, can be secured at a very nominal sum. There are a number of booking agencies which, at the present time, are offering speakers at a very moderate fee. As the influx of war veterans continues to grow no doubt speakers may be obtained at still more economical figures. The talk itself need not include any appeal for money for any of the various war charities but can be a newsy discourse about conditions and events on the battle front that will hold and interest the audience.

Any merchant who puts on a program like this is bound to win attention throughout his city and to earn an easy entrance to the news columns of the local papers. Surely no one can doubt but that the United States Government will be highly pleased to see the talking machine industry making it finally possible for

many heroes of the war to convey their stirring messages to the American people. In fact, the nation can feel justly proud of an industry that is striving to inspire the war spirit that will spell victory for the Allied Cause and worldwide safety for democracy.

But aside from the patriotic standpoint a war lecture feature is calculated to do wonders for any retail institution. From an advertising standpoint it can't be beaten, because it is 100 per cent. timely and 100 per cent. full of gripping human interest. The dealer will have a powerful attention stimulant for his newspaper advertising and some real live news for the newspapers besides. He will have the opportunity to definitely identify his establishment as up-to-the-minute in patriotism, and his house will win the resultant favor that is bound to go with such a reputation. Furthermore, he will have an ideal opportunity to introduce selections on the talking machine, on the player-piano and by human musical artists as a very logical part of the program. In fact, he will be showing his wares to the audience, even while rounding out the program in the way that would be duly fitting no matter where the war talk might be given or no matter under what auspices. And at one and the same time he will be demonstrating the close relationship that exists between war and music.

On the whole the war lecture concert idea seems to be one that will materially increase the talking machine industry's contribution toward winning the war, that will provide an income for many of the brave fellows who have done their "bit" on the firing line, and that will do both of these things at a minimum expense and a maximum benefit to the talking machine dealer.

# Making the Instalment Sale a Lengthened Opportunity for Cultivating and Holding Trade

"Instalment business is worth more to me than the actual sales it represents," remarked a wide-awake talking machine dealer to *The World* man recently. "Every instalment contract that I accept is scrutinized for possibilities of record business after the account is paid. There are quite a number of these customers who have very little money to spend on records while they are meeting their instalments, but when the payments are completed they could go on paying at the same rate for records. Of course, there are people who can buy all the records they want while paying for their outfits, but these are not the people I refer to just now. My staff has very definite instructions regarding these instalment customers, and acting towards them in a manner that will retain their good will and keep them coming after their obligations have been completed. The cost of getting people to the store is considerable, and it takes a lot of thinking, then why not make the very most of such an asset as regular weekly or monthly visitors?"

"When a customer comes in here to pay an instalment he is made to feel that we are still interested in him. We ask about his machine, how the children like it, if he has heard such-and-such a record, etc., and we make him feel that he can have a record played without being urged to buy it, or to feel that we are disappointed if he doesn't buy it. So many people become resentful while still on your books if

in any sense the attitude of the store or its staff is one of the non-interest. We aim to keep people from thinking we are only interested in their payments and through with them as soon as they are through. Many of our sales have been made to persons whose names were given us by instalment customers.

There are various kinds of service, but service to my mind should have thought of the future. For example, while I may not be here

*"With Every Sale  
Must Go the Spirit  
of Service, Even  
After the Goods  
Are Paid For"*

a year from now, I expect to be doing business here for the next forty years. In that case wouldn't I be foolish to ignore the children, even from a cold, unsentimental business point of view? These boys and girls are men and

women before you know it. They are mighty susceptible to being noticed and treated courteously. They don't forget, and other things being equal, when they commence making purchases on their own account the man who respected their childhood personalities will get the preference.

"Nearly a year ago an elderly gentleman came in here and bought a high-priced outfit. I had not seen him before, and wondered why he came. Since then I have become acquainted with him and learned that he came to reside with a married son, whose youngsters had some reason or other to feel kindly toward my establishment. The old gentleman said the children were responsible for his coming to the store. I could tell you quite a lot about the results from this kind of service.

"One thing to be remembered, however, is that with any kind of sale should go the spirit of service, service that will continue even after the goods are paid for. Every sale means a fresh opportunity to make friends for the store, friends that may develop into customers later. The instalment sale means a lengthened opportunity for making and cultivating new friends for business inasmuch as business relations continue over several months or years as the case may be. These opportunities should not be lost, therefore, through lack of interest or careless neglect. They represent the most valuable assets of business.

## ELABORATING THE TALKER CABINET

Some Views of Interest From the Standpoint of the Veneer Specialist

The increasing desire of manufacturers of talking machines to get away from the ordinary, or commonplace, in designing their instruments, is the subject of general commendation among not only the members of the general trade and the purchasing public, but in the woodworking trades they are following these developments with exceeding interest, and it has been the subject of considerable notice. For instance, that bright and always interesting publication, *Veneers*, in a recent issue says:

"The idea of elaborating the talking machine cabinet has been with us for some time. Perhaps it made its appearance upon the scene a little too early and that held it in check a while. Anyway, while some of the first ideas of this kind were elaborate enough to be satisfactory to the artistic instinct they did not at first prove very satisfactory as a business proposition.

"Perhaps it was mainly because the talking machine itself was something of a novelty in

its new role as a dispenser of music and this novelty had to wear off before the public would give thoughtful attention to artistic departures in cabinet design, especially if those departures involved the outlay of materially increased sums of money. There were first the plain box-like cabinets, then a steady enlarging of the artistic idea in connection with these until some have elaborately-faced box cabinets, offered at somewhat increased prices.

"These are still popular, but notwithstanding this, other ideas are making their way now in a manner suggestive of possibilities that may assume magnitude in the near future. Plainly, too, manufacturers are casting about for patterns and ideas which will offer novelty of design as well as elaboration. Some have followed what we might term natural ideas associated with music, that of patterning after pianos; some have turned toward the idea of embodying the designs of familiar articles of furniture into the case of talking machines, and perhaps eventually we will settle down to a series of recognized design aside from those, or rather in addition to those of the regulation cabinet.

"The interesting thing about it to the veneer

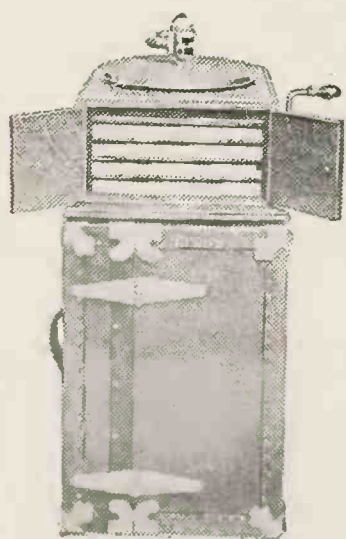
manufacturer is to follow the tendency and see what it may mean in the way of new departures or new requirements for veneer and built-up work used in connection with these machines."

## PUSHING "FIRST AID" FRENCH

Victor dealers generally, and particularly those located in the vicinity of military encampments, report an unusually strong demand for the Victor "First Aid Course in French," all contained in three records and a text book. The recent booklet issued by the Victor Co. on "How to Demonstrate the First Aid Course in French" has been put to excellent advantage by salesmen generally, enabling them to meet intelligently questions that would ordinarily tax their ingenuity.

## NEW QUARTERS IN DAYTON, O.

The Superior Phonograph Co., which handles a complete line of Superior phonographs, as well as the Steger line of pianos and player-pianos, are now settled in attractive quarters in the new Mercantile Building on South Ludlow street, near Fourth, Dayton, O.



## Corley Fibre Victrola Trunks Are Making Dollars for Dealers Everywhere

The ideal gift for the Military Camp here or abroad. Also in much demand for the bungalow or vacation trips. A big sales help for the smaller Victrolas.

STYLE IV NET, \$7.50

STYLE VI NET, \$8.45

*We have applied for patents for Fibre  
Victrola Trunks—they are made to last.*

**The Corley Company,**

ORIGINATORS OF FIBRE VICTROLA TRUNKS

213 EAST BROAD STREET

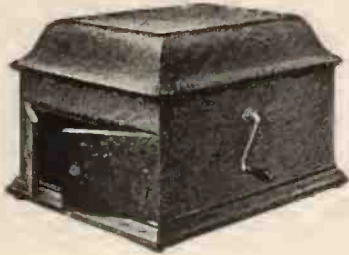
RICHMOND, VA.



Victrola IV-A, \$20  
Oak



Victrola VIII-A, \$45  
Oak



Victrola X-A, \$85  
Mahogany or oak



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

# Victor Supremacy

Victor supremacy is the natural reward of merit.

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

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

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

# THE PULLING TEST—THE STRENGTH IS THERE

THE STRONGEST ALBUM MADE AT ANYWHERE NEAR ITS LOW PRICE

The Well-Known "National"  
Record Albums  
Are Always the Leaders

The only Safe and Conven-  
ient Way to  
Protect Disc Records

Our Nos. 2110 for  
10-inch Records  
and 2112 for 12-  
inch Records



For Durability, Finish and  
Artistic Design  
Our Albums Have No Equal

They are made in the most  
substantial man-  
ner by skilled workmen

STRENGTH AT THE STRESS AND STRAIN POINT PRACTICALLY UNBREAKABLE FOR REGULAR USAGE

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.

THESE ALBUMS ARE THE BEST FOR VICTOR, COLUMBIA, EDISON, PATHE AND ALL OTHER DISC RECORDS

CORRESPONDENCE SOLICITED  
WRITE FOR PRICES

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

## HONOR ST. PATRICK IN CLEVELAND

Collister & Sayle Co. Arrange a Most Attractive Window Display for Erin's Saint

CLEVELAND, O., April 2.—One of the really effective window displays in honor of St. Patrick in this city was that at the store of the Collister & Sayle Co., Victor dealers, 252 Su-



An Attractive St. Patrick Day Window perior avenue, and which is shown herewith. Shamrocks, green ribbon, Irish flags and records of Irish songs predominated in the display.

The floor of the window was covered with large squares alternately green and white. On each green square was placed an appropriate record, and the white squares were set off with a shamrock in each corner. In the center of the display was a large harp, backed by an Irish flag, kept waving by an electric fan. To carry out the scheme even the Victor dogs in the window were decorated with green ribbons about their necks.

According to the manager of the store a record was kept playing for ten minutes, in which time 574 people passed the store, 185 "rubbered" and forty-two stopped. It was not learned how many of those who stopped were Irish.

## ATLANTA CONTINUES TO BE A VERY BUSY TRADE CENTER

Some Dealers Getting Machines in by Express—Pathé Line in Haverly Chain of Stores—Jascha Heifetz a Big Attraction—Out-of-Town Business Unusually Good—Prosperity Prevails

ATLANTA, GA., April 8.—Trade conditions in this city are most satisfactory in every respect, and the prospects could hardly be better. A recent visitor to the wholesale department of the Columbia Graphophone Co. was George W. Hopkins, general sales manager, who expressed himself most appreciatively regarding the progress of the local branch during the past twelve months. Manager Terhune accompanied him on a call on the Columbia local dealers, and this visit was productive of excellent results in the exchange of ideas and new friendships.

A happy incident during Mr. Hopkins' visit was the distribution of bonus checks to Columbia employes.

I. M. and R. D. Bame, Victor and Sonora dealers, say that they have been receiving express shipments from the Sonora Phonograph Corp., so active and insistent has been the demand for Sonora goods, from \$100 up. It speaks well for the enterprise of the Atlanta dealer, and for the Sonora Co., that they are willing to stand the expense and effort to haul their stock by express the nine hundred miles from New York to Atlanta in order that their customers might not be disappointed.

The Haverly Furniture Co., having recently installed the Pathé line in all their furniture stores, from Charleston, S. C., through Georgia, Alabama and Tennessee to Texas, found it necessary to have some one from the Pathé Frères Co. visit them to explain the details of operation of the Pathé, and incidentally to be present at their Pathé opening and "boost" sales. J. F. Collins, sales manager, accordingly made the trip to Atlanta, which city was used as a base point to radiate to the other cities in the Haverly chain of stores.

With his co-operation and assistance the sale of Pathé goods was most successful, the Atlanta store being sold out on the \$50, \$75 and \$100 models in two days after the opening, and additional large orders were placed at once.

Jascha Heifetz, Victor artist, was recently in the city, and entertained a large and cultured audience at the local auditorium.

The Cincinnati Symphony Orchestra, which organization makes records for the Columbia Co., gave a concert on March 26 in the city, and every one who heard them was delighted with their performance.

The Edison line is still selling well locally. The increase in prices, which took place January 1, seems not to have caused any cessation in the demand, nor to form any impediment in closing a sale.

All local Victor dealers are doing a most satisfactory business, and the demand for Victor goods exceeds the supply. The average purchaser who formerly bought a 75-cent record occasionally, now buys \$5 worth, and more frequently than formerly.

It has gotten to be quite usual for a customer from out-of-town to drop in one of the talking machine stores here, and buy a \$160, \$215 or higher-priced instrument, and a substantial selection of records, pay cash in full and have the goods shipped by express to his home town. This kind of business can be traced directly to the high price of cotton, and the large amount of money in circulation. The South, as a section, has more money than in fifty years, and the eyes of the nation are turned this way, both as a land of commercial opportunity, and as a place to buy animal products and foodstuffs.

## Let Solve Your Record Album Problem

### With These Two Dependable Albums



No. 1012

Our No. 1012 (see illustration) is the strongest album obtainable to retail at a moderate price. Has heavy green envelopes, interlocked so that each envelope forms an individual container. Both ends are finished with brass metal tops.

The NYACCO Metal Back Quality Album (the only genuine metal back album being manufactured) has a binding which consists entirely of one piece of metal, and envelopes of heavy fibre green paper, re-enforced with strips of flexible canvas; the result being a practically indestructible album.

Let us quote you prices on these albums

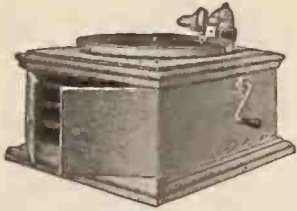
NEW YORK ALBUM & CARD CO., Inc.  
23-25 Lispenard Street, New York



NYACCO Metal  
Back Album  
Absolutely  
Guaranteed



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

# Victor Supremacy

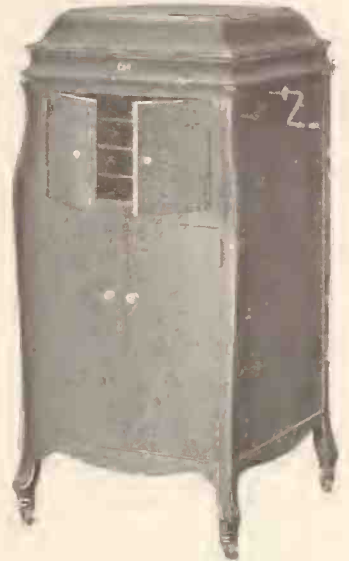
The universal recognition of Victor supremacy is one of the greatest assets of every Victor retailer.

With genuine Victrolas from \$20 to \$400 Victor retailers can satisfy every demand, and the volume of business is limited only by the individual efforts of each retailer.

**Victor Talking Machine Co.**

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

Berliner Gramophone Co., Montreal, Canadian Wholesalers



Victrola XIV, \$165  
Mahogany or oak



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



Victrola XVII, \$265  
Victrola XVII, electric, \$325  
Mahogany or oak

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

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

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



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

**PUBLISHED BY EDWARD LYMAN BILL, Inc.**

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**NEW YORK, APRIL 15, 1918**

**B**USINESS in the talking machine industry, broadly considered, is in excellent shape despite innumerable annoyances in the way of a shortage of machines and records, due to the unusual conditions prevailing. Meanwhile manufacturers, jobbers and dealers are doing their best to fill all demands with the utmost available despatch. Fundamental conditions are healthy, and there seems evident an increased buying power in certain sections of the country, due to the large distribution of money among the working people who are earning unusually large wages. They are buying talking machines and records of good quality, and the great problem of the day is to produce and distribute sufficient stock to satisfy the demands.

With this month we enter the Spring campaign for business. The bleak, dismal, wintry days have at last been replaced by sunlight and brightness, and this seasonable change is undoubtedly having its influence on the mental viewpoint of everyone.

A few weeks ago there seemed to be an undercurrent of dissatisfaction, or uneasiness—a lack of faith in the future; in contrast to this we find to-day a better feeling prevailing—one of hope, trust and confidence.

This is the right viewpoint. The man who sees disaster ahead, either in business or in war, is not a good American. It is the time for courage, energy and enterprise, and there should be no harboring of doubts as to our success as a Nation. It is the time for the booster, and not the knocker. We must work to help the business progress of the country by being optimistic in our opinions, and not give way to an indulgence in doubts or uncertainties.

There is a disposition at times among business men to run to extremes of either over-enthusiasm or the gloomiest "gloom." When the latter prevails the croaker or pessimist rides his hobby horse to the danger of the community.

To-day we are in the midst of serious times, it is true, but it is the period when strong men—unselfish, broad-visioned, and able men are needed, when reason and sound sense should dominate all our movements rather than whim or caprice. Whether in war or in business great victories can only be won by good generalship, backed by men, money and the support of the American people. The talking machine trade has always been noted for its go-aheadness, for its freedom from harmful mercantile traditions, and it is going to face the future with courage and confidence and win new triumphs.

**M**EMBERS of the trade who have recently visited leading cities in the South are quite enthusiastic over the prospects for an enlarged volume of business in that section of the country. The Southern people have more money to spend to-day than ever before. They have a tremendous purchasing power, due to the billions of dollars that have reached them through their efforts in the past year in agricultural activities.

The Southern people are turning their eyes northward for all those home furnishings that appeal to those esthetically inclined, and naturally they are buying talking machines, player-pianos, and other essentials to the enjoyment of music in the home.

This prosperity in the South is not confined to the white people, but throughout Louisiana the colored people who have small farms have got prices for their cotton and other products which have enabled them to pay up any indebtedness on their land, and with the surplus they are buying talking machines and records in goodly numbers.

The purchasing power of the people in the South is a factor worthy of consideration, for the laboring people who are working in the factory centers are earning such large wages that they are manifesting a desire to own a musical instrument of some kind.

It would be invidious, however, to make distinctions when speaking of the trade in the South, for the demand exists among all classes and conditions of people, and it is steadily growing. It is a source of satisfaction that the South is coming into its own in an industrial and agricultural way.

**T**HE great campaign for the successful flotation of the Third Liberty Loan is now under way, and every one in the talking machine industry is planning to do his level best to have this Three Billion Loan oversubscribed. We now have an opportunity to express our confidence in the Government and in the boys at the front, who are fighting as truly for human rights, and the tearing down of autocratic rule, as did our forefathers during revolutionary days.

Every talking machine man can "do his bit" not only by subscribing for bonds but by utilizing his windows for poster display, and by sending out informative literature in his letters. In fact, he must consider every available means to exploit and make successful this Third Liberty Bond campaign.

The military situation at the front has now assumed a critical stage, and every man at home must consecrate himself to the service of the Nation in some one way or other. If we cannot fight we must help in a monetary way toward the maintenance of our forces; therefore let us devote our most enthusiastic efforts to making a new record in this great campaign.

**I**N the making of instalment contracts during the period of the war, piano merchants would do well to be guided by the provisions of the Soldiers' and Sailors' Civil Relief Act passed recently, and thereby avoid the chance of facing a loss that may be guarded against by the exercise of foresight. Although the act is calculated to protect the soldier or sailor while still being fair to the merchant, in deferring but in no sense canceling the obligation, the dealer selling on instalments can, unless he watches things carefully, tie up considerable money in instalment accounts that under the law need not be met until after the war, which at best is rather an indefinite length of time.

It has been suggested by a prominent attorney in the trade that where practical the wife or some person other than the soldier, or likely-to-be-soldier, be called upon to execute the contract. There will no doubt be numbers of unscrupulous people quick to take unfair advantage of the new law with fraudulent intent, and special efforts should be made to guard against this class.

**I**N co-operation with the Music Industries Better Business Bureau, located in Milwaukee, and whose activities have on previous occasions been mentioned in *The World*, the National Vigilance Committee of the Advertising Clubs of the World has been quite active recently in proceeding against "gyp" dealers in various parts of the country—in other words, dealers who make a practice of advertising talking machines and records



from private homes, and ostensibly at a sacrifice, frequently making misleading statements in their advertising to forward their ends. The Vigilance Committee already sent out one bulletin regarding the operations of a "gyp" dealer in Chicago, who uses the name of a prominent make of machine to promote the sale of another much cheaper machine for which he had the agency.

The Better Business Bureau at the present time is making a special drive against the "gyp" operations and has solicited the assistance of legitimate dealers in all sections in an endeavor to rout out the evil. When members of the trade learn of the operations of irresponsible individuals they will be doing themselves a service by investigating the methods employed by the advertiser, and placing the information thus obtained before C. L. Dennis, secretary of the Bureau. The complaints are handled promptly, and in a surprising number of cases the activities of particular "gyp" dealers are curtailed or stopped entirely by appealing to the newspapers to exclude such advertisements, and by other means, without going to court.

Every machine sold by a "gyp" dealer not only takes a sale away from a legitimate merchant, but by supplying the purchaser with a machine of inferior quality shatters his belief in the talking machine as a whole.

**WORKING** steadily, energetically and persistently to sell what stock he has on hand or can get, instead of sitting around and waiting for machines and records for which there is an unsolicited demand, is the system that is going to keep the average talking machine dealer in business during these war times. The overhead expenses of his establishment are going on just the same, whether he gets in new stock or not, and he cannot afford to sit back and wait for something to happen. From present prospects, any improvement in the present situation will be gradual. Even when the labor and transportation problems ease up they will not do so with a rush, and the retailer must make up his mind to adjust himself to conditions. The situation looks blue and hopeless only to the man who has plenty of time to sit and think. The fellow who is too busy to stop and worry is going to keep his business in fairly good shape, even if he doesn't make as much money as in any previous years, and it has yet to be proven that 1918 in the long run is not going to be a good, big year for talking machine dealers. It depends largely upon the individual whether his business goes forward, stands still or slides back.

**JUST** at the present time members of the trade in all sections of the country should keep a close watch on the various State legislative bodies with a view to checking without delay measures that may prove inimical to the interests of the trade.

In normal times there are always a few bills introduced

**TO OUR SUBSCRIBERS**

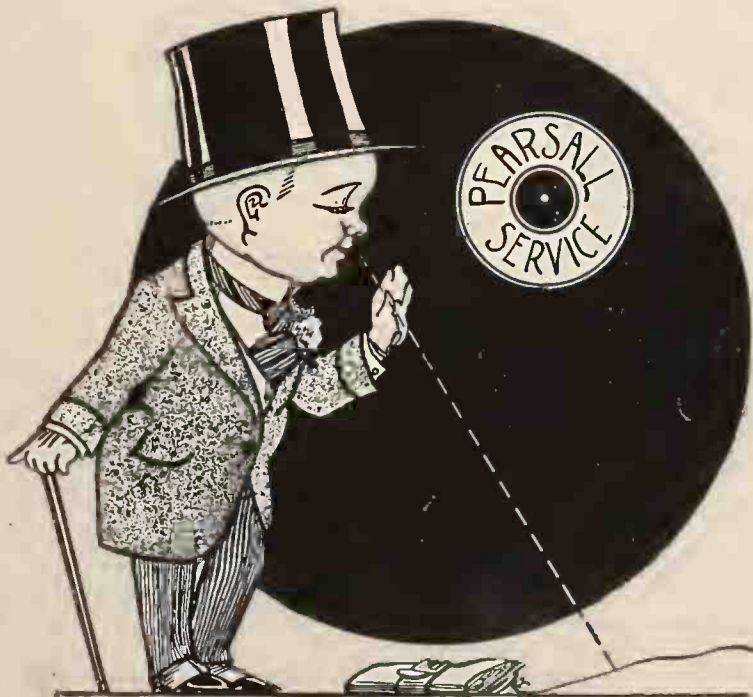
If your copy of The Talking Machine World does not reach you on publication date, or a few days thereafter, do not assume that it has gone astray. The existing railway congestion has had a serious effect on the handling of mail, particularly second class matter, and brought about unusual delays. Kindly wait a few days longer than usual before writing to us, as the paper will probably arrive safely.

that are calculated to harass the trade in some way or another, even though such intent is well hidden. Quick action is generally quite effective in disposing of such measures, but under present conditions it must be borne in mind that many legislators are only too quick to hide behind the shield of patriotism, and to defeat their object, without creating the wrong impression, presents a serious problem for the business man. Bills providing for special taxes or license fees are particularly numerous, and likewise particularly dangerous, for anything that looks as though it would bring revenue into the coffers of the State or the Nation finds favor with law-making bodies, regardless of whether the burden it places on one particular line of industry is just.

There was introduced in Congress recently, by Representative Cary, of Wisconsin, a bill which provided that all merchants selling goods on instalments should pay a license fee of \$200 and should give the customer not only a receipt for his payments, but a statement showing the actual cost of the merchandise upon which a profit of not more than 30 per cent. was to be allowed. The bill applied only to the District of Columbia, but instalment interests from all sections of the country were quick to realize that the bill was most pernicious in its provision, and, if passed, was liable to be accepted as a model by various State legislators. The opposition by the various interests, including both talking machine and piano men, was, therefore, very strong and is believed to have killed the measure.

Another bill in the New York Assembly, for instance, provided for an annual license fee of \$2 on all automatic instruments, and was so worded that it could be construed to cover talking machines and player-pianos. It is estimated that the revenue from those instruments alone would amount to practically a million dollars annually, and it was strongly hinted that the whole idea back of the bill was to provide a score of jobs for political claimants who would be charged with carrying out the provisions of the bill. Even the most harmless looking measure should be scrutinized for the "joker," and the simpler the wording of the bill the closer it should be investigated. When questionable measures are discovered the organized forces in various branches of the trade will be quick to take any action necessary either to defeat the bill, or have it amended as may be deemed desirable.

**NO STRING TO THIS**



Sidestep it, perhaps, on April first only. But on ALL OTHER days of 1918, pick up the full pocketbook of Victor record profits.

These five words mean what they say:

**Pearsall Service for Record Profits**

A brand new list of the best music in the world is at your service every month for increasing profits. The complete Victor catalog numbers thousands of selections that you CAN put into the homes of Victrola owners.

**SILAS E. PEARSALL CO.**

VICTOR DISTRIBUTORS

18 West 46th Street

New York, N. Y.

*Edison Message No. 20*

## Forging the Third Link

On April 6th we began forging the third link in the chain that will hold the dogs of war forever in check. And the business end of that chain is going to be in the hands of the people in all countries, and not in the hands of a self-chosen few who can hurl the world into a maelstrom of blood and fire whenever it suits their fancy. Already the metal of resolve has been heated white-hot in the furnace of patriotism and every dollar invested in a Liberty Bond is a hammer-blow that will help weld an indestructible bond of world control among liberty-loving peoples.

Edison dealers, by our contributions to the Third Liberty Loan let us show the world, and especially our enemies, that America is rapidly getting into her full, irresistible stride, and

Let them come from the east,  
Let them come from the west,  
From Maine to the Philippines.  
From the frosty north,  
From the balmy south,  
And all of the in-betweens.

Let us renew our pledge of allegiance to the flag and reconsecrate our patriotism by doing our utmost to make the Third Liberty Loan a landslide that will crush militarism out of the world forever.

**THOMAS A. EDISON, Inc.**

Orange, N. J.



THIS TRADE MARK ON EVERY EDISON PHONOGRAPH  
*Thomas A Edison*

# The Redistribution of Records, One of the Answers to the Present Shortage Problem

Those members of the trade who have made a close study of the present record situation and means for offsetting in some measure the effect of the shortage declare that considerable relief can be obtained by an intelligent system of redistribution of records among the dealers themselves, as well as by exploiting consistently records known to be in stock, or obtainable from wholesalers.

The plan for exchanging surplus records is not by any means a new one, although it has not been carried out to any great extent in the retail field. The Jobbers' Association has had such a plan in force for a number of years among its members, various local associations of dealers have attempted something of the sort, and here in New York the Talking Machine Men, Inc., have a committee charged with the work of gathering lists of surplus records from dealers and bringing them to the attention of other dealers who have a demand for such records.

Under normal conditions there was not a great deal of interest taken in plans for exchanging record stock, there being a sufficient number of popular records to keep business going, the surplus stock being looked upon as one of the necessary burdens of the trade. Just now a surplus stock is a heavy load to carry, especially in view of the fact that such records may be used to advantage by a dealer in some other locality.

As an instance in point: a New York dealer who found it impossible to get locally certain McCormack and light opera records and other good selling numbers for this section, learned by accident that a Western dealer was overstocked on many of the records for which the New York man had a general demand. It did not take long to negotiate the transfer of those particular records from the West to the East, giving the New Yorker something to do business with, and giving the Western dealer cash instead of surplus stock. It is very probable that many other instances along the same general lines could be cited.

There are very few records that sell equally well in all sections. As a matter of fact the demand is found to vary in various districts even in the confines of one city, depending largely upon the character of the population. If surplus stocks of records can by any means be so

redistributed as to place them in sections where they are most likely to be sold, then many members of the trade will be able to cut down the amount of money they have tied up in slow moving stock while giving their fellow dealer an opportunity to do some business. In other words, all hands will benefit.

One local dealer suggests strongly that effort be made to establish a series of central clearing houses in the various cities to act for the dealers in the various sections, and endeavor to make the most out of present record stock on the shelves.

"A central clearing house," said the dealer,

*"Why Not Central Clearing Houses for Surplus Records to Offset Shortage?"*

"could be maintained at a small annual expense of, say, \$10 per member, and if properly conducted should bring back to each individual represented profits of many times that amount. There are enough established associations of talking machine dealers in various cities to provide foundations upon which to build such clearing houses. The matter will have to be taken seriously, however, by the majority of the dealers who participate, to make it worth while.

In the first place, arrangements should be made for the filing of weekly reports by every member, showing the records of which he has a surplus, as well as the special records of which he is in the greatest need. Salaried employes going over and comparing the lists could very easily tell the individual dealer where his surplus could be disposed of or where he could obtain certain desired records.

"The time is past when the average dealer

can sit tight and let his surplus stock accumulate in anticipation of being able to take advantage of a record exchange proposition from the manufacturer. Such a course may be excusable when the dealer is doing plenty of business with new records, but when he is not getting the new records every dollar's worth of stock on his shelves represents a real loss in tied up capital and potential profits.

"The clearing house suggestion, although offering quite a number of details to be worked out, nevertheless seems to point the way to providing some way from the present record situation. It will not cure it by any means, but anything that will help is worth considering with all seriousness."

There are already a number of wholesalers who themselves are conducting clearing houses for the benefit of their dealers. The wholesale salesman being in close touch with the dealers, knows just about what records certain retailers are overstocked with, and can, and does, in many cases, arrange for the transfer of such records to some retailer who can use them to advantage. Such instances, however, are few and far between, and it seems the dealers themselves should make some attempt to help themselves.

Wholesalers, too, have endeavored to assist the dealers by supplying each week lists of from a half dozen to twenty records that are in stock with the suggestion that such records be specially featured during the week. It gives the dealer something tangible to work on and he knows that any demands he may create for those records through special efforts can positively be met.

One wholesaler has gone to the extent of taking a page advertisement in *The Talking Machine World* this month to call the attention of dealers to a list of desirable records he has on hand and is able to supply.

This action of the wholesaler is simply in line with the arguments that have been put before the trade for months past. In short, now is the time to concentrate on selling stock on hand or that can be obtained, instead of bemoaning the loss of sales of more popular machines and records. As a matter of fact, summed up, real salesmanship consists of selling the customer what you have to offer, rather than what he is particularly anxious to buy.



## **DITSON SERVICE**

**Makes the Dealer's  
Road Smoother**

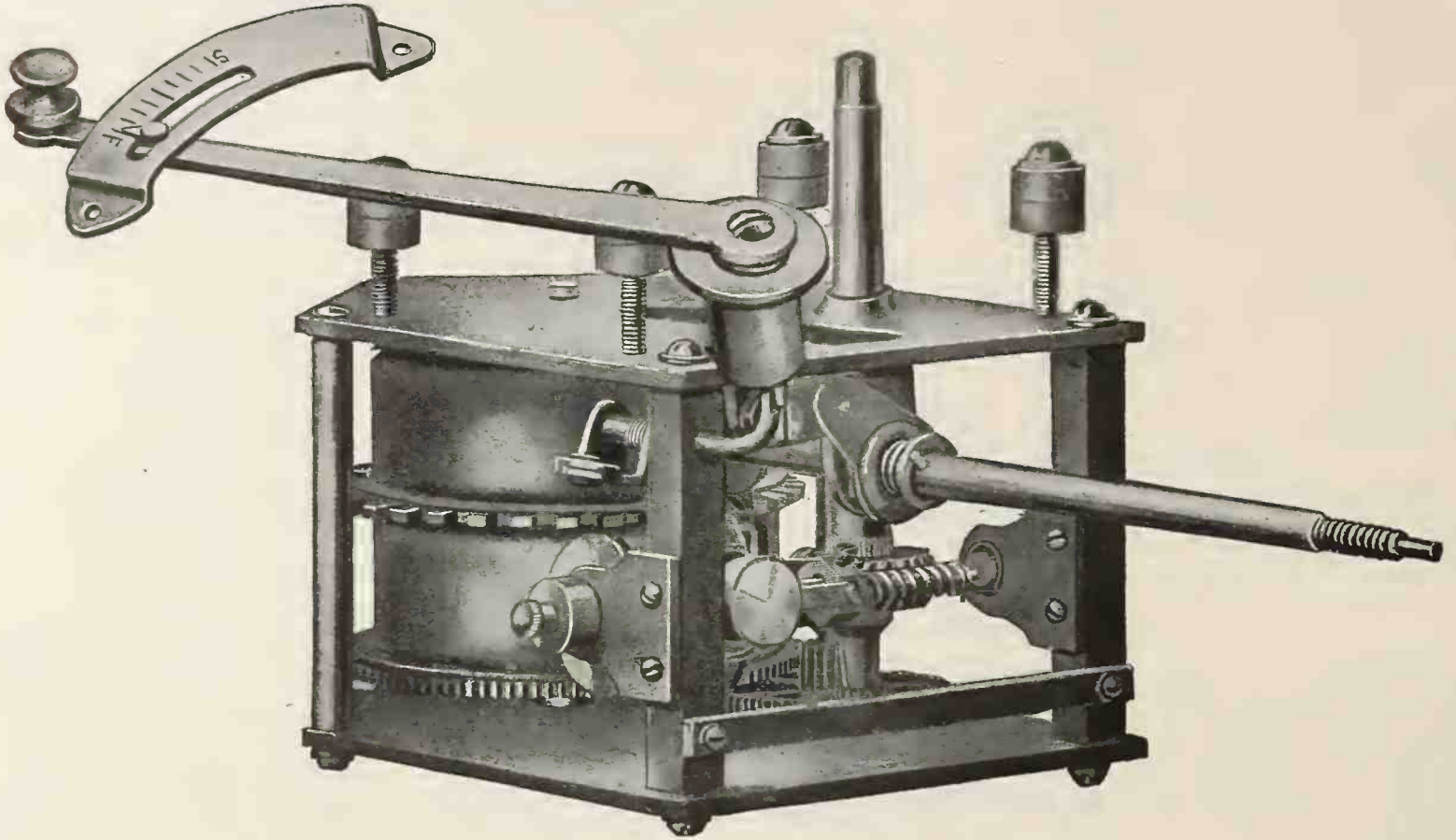
It helps to overcome some of the wartime difficulties  
Real effort takes the place of wild promises

**VICTOR EXCLUSIVELY**

**OLIVER DITSON CO.  
BOSTON**

**CHAS. H. DITSON & CO.  
NEW YORK**

# The Biggest Event in Motordom!



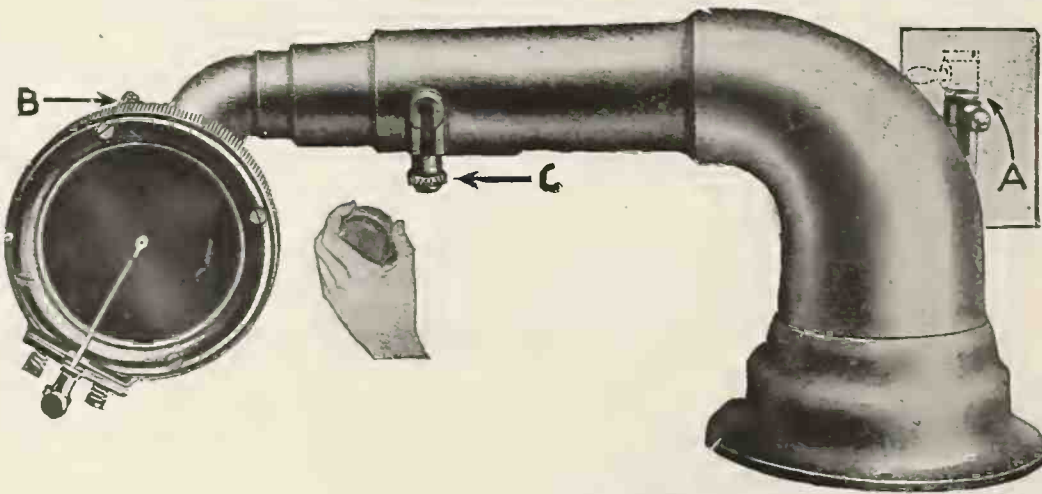
## Our Most Popular No. 2 Motor

Over 250,000 are in use.  
One of the most prominent manufacturers in the United States alone has used 80,000.

Improved with a combination start and stop and regulating device that works on and with the governor direct instead against the governor.

*The Price Will Startle You.*

*Write at Once and Surprise Yourself*



## We Have a Tone Arm For Every Purpose

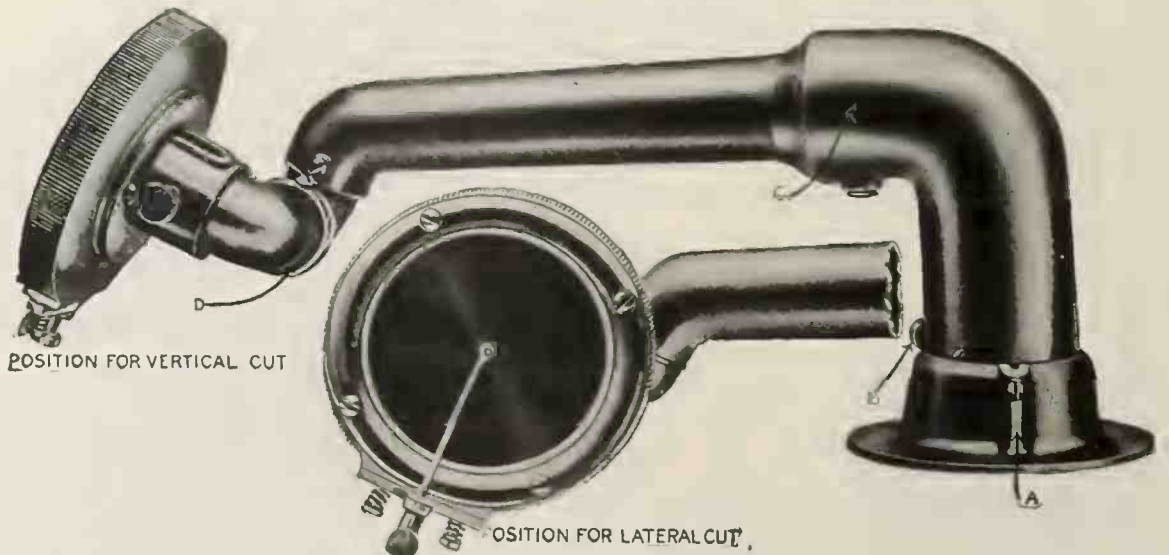
*The Two-In-One*

Plays any type of record as it should be played. A heavy arm for vertical records; a light arm for lateral records—just a twist of the handle "A"—and the weight is changed from 4 to 8 ounces.

*The Improved No. 2 Universal*

Known to all manufacturers as a practical and satisfactory arm for all machines ranging in price from \$15.00 to \$75.00.

We can furnish you with every part of a talking machine from a needle up.



**INDEPENDENT TALKING MACHINE CO., Inc.,**

54 BLEECKER STREET,  
NEW YORK CITY

**The sales-experts in the Columbia Dealer Service Department have solved many problems vexing local dealers. Risk a few of your pet problems with these nut-crackers.**

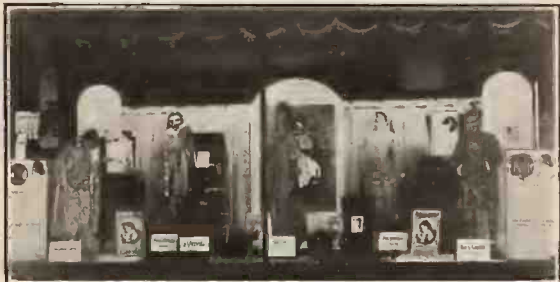
**Columbia Graphophone Co.  
Woolworth Building, New York**



**EFFECTIVE GALLI-CURCI DISPLAY**

People's Outfitting Co., Detroit, Takes Full Advantage of Appearance of Noted Soprano in That City—Record Sales Stimulated

DETROIT, MICH., April 8.—The talking machine department of the People's Outfitting Co. took full advantage of the recent visit of Galli-Curci to this city by arranging an elaborate window display featuring the noted soprano and her



A Classic Galli-Curci Window

records, together with four other Victor artists of renown. The figures of the artists, including Farrar, Caruso, Tetrizzini and Harry Lauder, were life size and plainly labeled. A special list of records by Galli-Curci were shown on both sides of the window, and it is reported that the display proved most effective in stimulating the sale of records of all types.

**IMPORTANCE OF SMALL DETAILS**

Little Things Often Determine the Success or Failure in the Marketing of a Product

Seemingly insignificant details are often most essential to the success of a business or a product, and it is the business man who studies these small things who is apt to score a success in his sphere of activity. The fact that little things often determine the success or failure of a product was emphasized recently by George W. Hopkins, general sales manager of the Columbia Graphophone Co. He said that in marketing a high grade of candy it was discovered that the public will not buy candy packed in green colored fancy boxes. Just why this is so he could not say. Possibly the color of the package suggests arsenic, a poison. But whatever the reason, the company found after spending several thousand dollars that green boxes killed all chances for making the candy popular. When pink was substituted sales increased in a most satisfactory manner. Biscuit manufacturers have learned from sad experience that round packages, no matter what the character of the biscuit may be, do not appeal to the public. Square shaped, or oblong boxes, on the other hand, immediately find favor. As fully 75 per cent. of all goods are sold on their appearance, it behooves manufacturers to see to it that products are put up in packages that have an attractive eye appeal.

There are better ways to do everything now accomplished. The simplest device can still be simplified; the speediest engine quickened; the sanest system convicted of waste.

**LIVELY BUSINESS IN GRAND RAPIDS**

Local Branch of Brunswick-Balke-Collender Co. Reports Strong Demand for Phonographs

GRAND RAPIDS, MICH., April 2.—The local office of the Brunswick-Balke-Collender Co., through C. W. Kalder, reports that the phonograph business of the company in Michigan, Ohio and Indiana is unusually good. Excellent results were obtained at the National Furniture Show held in January, which was attended by a number of Brunswick dealers, and the volume of business booked for that month alone was greater than for any four previous months.

Several new dealers have been signed up recently, among them being the J. E. Anderson Co., Saginaw, Mich.; W. A. Stilwell, Big Rapids, and the F. N. Arbaugh Co., Lansing. The latter concern is one of the largest department stores in the State, and their phonograph department is a new venture.

The local Brunswick headquarters was recently called upon to ship one of their \$1,500 machines to Fort Worth, Tex., by express, the expressage alone being about \$50.

**GIVES VICTROLA TO SERVICE CLUB**

The Henry F. Miller & Sons Piano Co., in Portland, Me., recently donated a Victrola to the National Service Club, recently opened in that city to provide entertainment and comforts for the soldiers and sailors.

**ADA JONES DENIES BEING DEAD**

Prominent Talking Machine Artist Sets Latest Rumors of Demise at Rest

Ada Jones, like Mark Twain, objects to being reported dead, and the veteran talking machine artist was quick to deny the latest rumor of her demise in the following letter:

"I have often been reported dead. I even have a double who has been singing throughout the country, using my name, as 'Ada Jones, the phonograph artist.'

"I have just been out with a troupe of phonograph artists giving several entertainments where I was introduced as 'Ada Jones, the mother of the phonograph.' Which made me feel very ancient, I assure you. Cordially yours, Ada Jones, Long Island."

**NEW BOOTHS FOR HOMER KLOCK CO.**

The Homer Klock Piano Co., which handle the Columbia and Sonora machines and records in Stamford, Conn., have just installed some very attractive booths finished in white enamel, for the purpose of demonstrating their machines and records, which add quite materially to the facilities of this establishment as well as to the appearance of the store. This company are quite enthusiastic over the line which they handle and report an excellent business so far this year.

This is no time for being just half a man—try being a man and a half.



When a dealer gets an intelligent prospective customer to the point where he will listen to a machine play, nine times out of ten he will select a

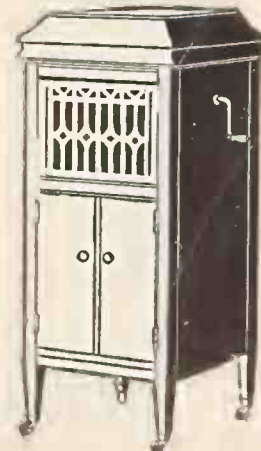


**SCHUBERT  
PHONOGRAPH**

Schubert dealers know this.

We'd like an opportunity to prove it to the satisfaction of every other dealer in the country.

Five Models, \$60 Up



**The BELL TALKING MACHINE CORPORATION**

Offices and Show Rooms, 44 W. 37th St., New York

Factory, 1 to 7 West 139th St.

Smith-Woodward Piano Co., 1018 Capitol Ave., Houston, Tex., Local Distributor

# Give Them What They Want!



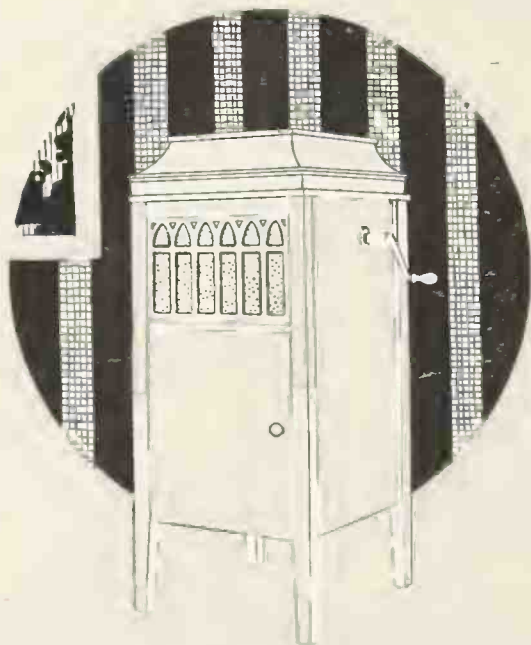
The tremendous demand for PATHE PATHEPHONES during the past year is UNQUESTIONABLE PROOF that the people are no longer satisfied with a ONE-RECORD machine.

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

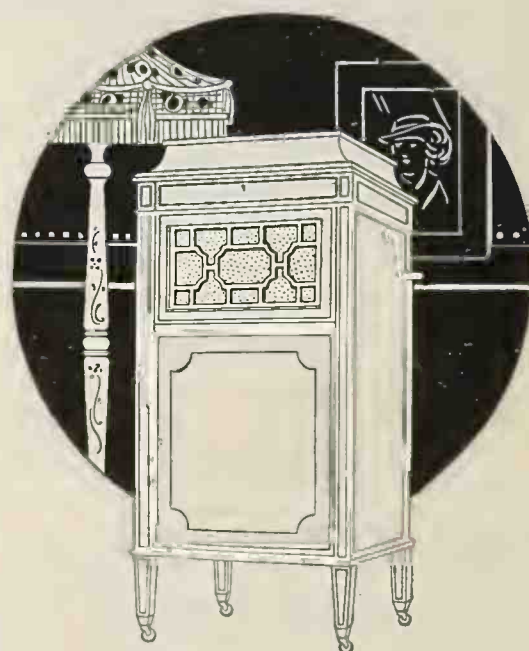
Is the Only Standard Talking Machine That Gives You This Great Selling Advantage



Pathephone \$75 Model

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

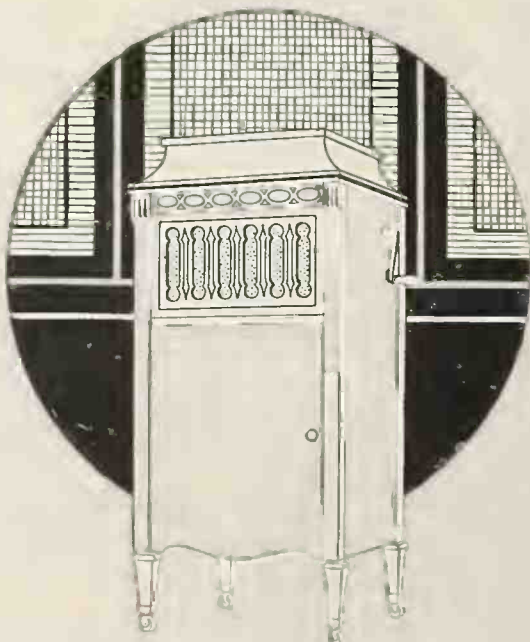
*Hook Up With the  
Pittsburgh Pathephone Co.  
for Real Pathe Service!*



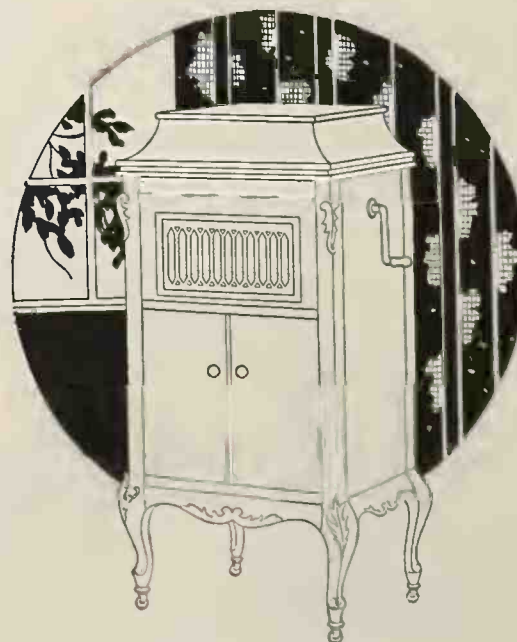
Pathephone \$225 Model



Pathephone \$100 Model



Pathephone \$110 Model



Pathephone \$175 Model

## PITTSBURGH PATHEPHONE CO.

963 LIBERTY AVENUE, PITTSBURGH, PENNSYLVANIA

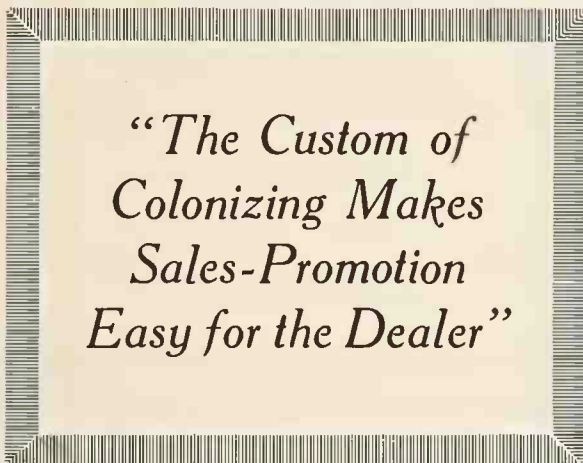
# Why Not Make a Vigorous and Successful Drive On the Sale of Foreign Records

The talking machine dealer in the average city in the United States, especially if it happens to be an industrial center, who is not making a consistent and energetic drive on foreign records is neglecting a most important feature of his business. In some instances it would be just as logical for him to forget to call attention to the popular records of the day, or the records of the world's famous artists.

There are enough facts and figures to prove that the ordinary mortal has but a faint conception of the extent of the foreign and semi-foreign population of this country. There are cities in the West where over 65 per cent. of the population is foreign born, or the children of foreign-born parents. No matter how thoroughly Americanized these foreigners or sons of foreigners may be, there is naturally a strong sentimental regard for their native land—a sentiment to which music, and particularly folk songs of that native land, appeal with particular strength.

There are a number of prominent houses, Grinnell Bros., in Detroit, for example, who do pay particular attention to foreign record business with gratifying success. It means work

and consistent effort to do it successfully. Special advertisements should be run in foreign language newspapers in order to reach the thousands, or even millions, who still demand the



*“The Custom of Colonizing Makes Sales-Promotion Easy for the Dealer”*

popular things in their native tongue, although newspapers in English can also be used to distinct advantage—those who combine a thorough knowledge of the English language with the sentiments of their native land.

In the great majority of cities there are foreign colonies, the boundaries of which are wonderfully distinct. The emigrant who lands in this country naturally seeks out those who speak his own language, and practically to some extent in this new locality the mode of living to which he is accustomed. Once having found the colony he either remains in it or else keeps in close touch with his people. This habit of colonizing makes it particularly convenient for the talking machine dealer.

Foreign records, even though carefully listed in the catalogs and stocked on the shelves, do not mean anything to the dealer's business unless he brings them to the attention of those most likely to be interested, and there are many owners of talking machines who have supplied their record wants from the regular catalogs without having learned that there may be particular gems in their native tongues simply awaiting their order.

A successful foreign-record business cannot be handled in a haphazard manner any more than the regular record business can be handled in that fashion.

## ISSUE LIST OF RECORD CLASSES

Various Types of Victor Records, Placed in Regular Order on Special Card by Thos. Goggan & Bro., Proves Big Sales Aid

Thos. Goggan & Bro., Victor wholesalers of Houston, Tex., recently brought out a welcome help to their dealers and salesmen in the form of a framed card bearing a list of the types of records put out by the Victor Talking Machine Co. The different classes of records are arranged in alphabetical order, from band records, through coon songs, dance records, humorous talking records, minstrel records, solos, trios, instrumental, down to yodling records. The instrumental list proves particularly valuable, because it enables the salesman to call the customer's attention to solos on instruments which he did not know had ever been recorded, such as the ocarina, etc.

The list is in large type, and is to be hung in each demonstrating room. By referring to it both the salesman and the customer can quickly find the sort of records that will make the strongest appeal. It saves going over the

entire catalog and narrows the salesman's work down to pleasing the customer with records of one or two particular classes, which the customer himself can select from the list. This is a sales help of real merit.

## F. W. CORLEY IN AVIATION SERVICE

RICHMOND, VA., April 3.—Frank W. Corley, who for some years maintained and developed the successful wholesale Victor business of the Corley Co., Victor distributors here, went into the Naval Aviation Service a couple of weeks ago. During Mr. Corley's absence, Fred R. Kessnich, who has long been connected with the company, will look after the Victor business of the company as wholesale manager.

## NEW \$300,000 CORPORATION

The Commercial & Postal Phonograph Co. has been incorporated under the laws of Delaware with capital stock of \$300,000 to engage in the manufacture of sound producing machines. The incorporators are W. I. N. Lofland, George W. Morgan and Frank Jackson, of Dover, Del.

## NEW ASSOCIATION IN DALLAS, TEX.

Local Music Trade Organization Elects Officers and Names Committees

DALLAS, TEX., April 3.—The Dallas Music Trades Association recently organized by the piano and talking machine men in this city has selected the following officers and committees: President, Robert N. Watkin, of the Will A. Watkin Co.; vice-president, J. C. Phelps, of the Field-Lippman Piano Co., and secretary and treasurer, B. F. Hollingsworth, of Thos. Goggan & Bro.

B. F. Gupton, of the Goettinger Co., and B. W. Gratigny, of the Bush & Gerts Piano Co., together with the above officers, were made members of the executive board.

D. L. Whittle, of the Western Automatic Music Co., was made chairman of the membership committee.

C. H. Mansfield, of the Edison Shop, was made chairman of the press committee.

Fred Giebel, of Sanger Bros., was made chairman of the always important entertainment committee.



## THE BROOKS Automatic Repeating Phonograph

Plays Any Kind of Record—Any Desired Number of Times and Then Stops Automatically—The Phonograph Sensation of the Age

MR. DEALER:—

You cannot duplicate the value we offer for twice the price. In size and appearance the "Brooks" compares favorably with Instruments retailing for \$300.00 and up.

In tone qualities it is unexcelled by any talking machine on earth! In mechanical equipment and automatic features it is years in advance of its nearest competitor. We have been building talking machines for three years—last year our sales doubled every four months. The BROOKS DEALER has no competition. The machine creates interest and discussion—it is self-advertising. Send for particulars, terms, prices. Do it Now.

## BROOKS MANUFACTURING COMPANY

Talking Machine Dept. - SAGINAW, MICH., U. S. A.



View of Controlling Dial

This dial sets, starts and stops the machine. Will play any desired number up to nine or continuous.

Simplest Machine to Operate

### Instructions

Set the needle at the inner edge of record cutting and then move pointer to the figure designating the number of times you wish record played.

That is all. You can now forget the machine. When the record has been played as many times as set for, the machine will stop automatically with the tone arm suspended in the air above record.

HEIGHT OF CABINET 50 INCHES  
FURNISHED IN OAK OR MAHOGANY  
SPRING OR ELECTRIC MOTOR



Columbia  
Grafonola  
Price \$215

# Columbia Grafonola and Columbia



Columbia  
Grafonola  
Price \$30

## Giving the People Artists They Want

Educating the people is all right—in school. But grown-ups usually know pretty well what they want in music. And Columbia gives them what they want.

Nora Bayes, for instance. Nora Bayes can get more over to more people in one song than any other American comedienne. What of that? Well, Nora Bayes now sings for Columbia exclusively. Columbia just naturally had to have her. And she just naturally had to come to Columbia.

And Nora Bayes is merely one more in Columbia's Milky Way of Stars. There are the Chicago Symphony Orchestra, Percy Grainger, Al Jolson, Prince's Band, Geo. H. O'Connor, Samuel Ash, Robert Lewis, Arthur Fields, The Peerless Quartette, Campbell and Burr, Oscar Seagle, Henry Burr, Harry C. Browne, Mery Zentay, Nellie Hoone Wetmore, the Columbia Stellar Quartette, Louise, Ferera and Greenus, and the Paulist Choristers of Chicago.

These aren't all the stars in Columbia's Milky Way of Stars. These are merely those shining in its May List of Records.

Nor are these all the world-wide known stars Columbia employed to give the people what they want for just one month. For those eagerly waiting for more, Billy Williams and Harry Champion, of English music hall fame, contributed, and Thornton W. Burgess supplied some more of his Bedtime Stories for children. Some Milky Way for Just May—what?

## Giving the People Records They Want

No question about the first two records by Nora Bayes. There'll be a public scramble for "Some Day They're Coming Home Again" and "I May Stay Away a Little Longer." They add something to even the laurels of Nora Bayes.

There's always a scramble for Al Jolson's new records, and he has a song in Columbia's May List that seems made to order for him. "Wedding Bells (Will You Ever Ring for Me?)" is already popular in the big cities where Al Jolson has sung it. Now that it is recorded, it is bound to sweep the country.

Percy Grainger, the "Musical Viking," brings his power into full play in Chopin's Polonaise in A-Flat Major.

Samuel Ash has made many a song popular. In "My Sweetie" he has come upon one so catchy that it is likely to make him more popular.

Oscar Seagle has sung "Keep the Home Fires Burning" and "Pack Up Your Troubles in Your Old Kit Bag and Smile, Smile, Smile," two of the big war songs, so that more may enjoy them.

And there are marches for the martial and dance-records for the dancers and talking records for those who want their vaudeville on tap at home, and a great variety of more music of sorts the public has shown that it wants. Columbia's May List is a whopper!



Columbia Graphophone Co.  
Woolworth Building, New York



Columbia Graphophone Co.  
Woolworth Building, New York



# Columbia Grafonola Columbia Records

Columbia  
Grafonola  
Price \$45



## Giving the People Grafonolas They Want

When customers enter your salesroom, give them prompt, courteous individual attention. If they are left to themselves too long they may wander out.

Attend them promptly. Try to discover tactfully about what priced instrument they can afford to buy. Show different Grafonolas within a reasonable range around that price—but never so many different models that the customers are merely confused and cannot decide on any instrument.

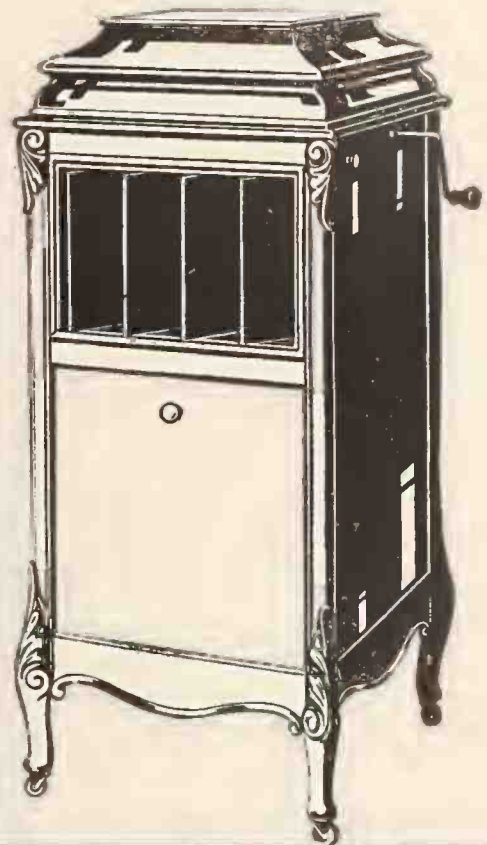
Ascertain as quickly as possible the kind of music a customer likes—and then play that kind on the Grafonola that seems to make the best impression. Of course you will play any record the customer wants on any Grafonola.

Give customers all the time they need to decide, but good salesmanship will help them decide before they leave the store. Good salesmanship means in a word selling the customer the Grafonola he wants at the price he ought to pay.



Columbia Graphophone Co.  
Woolworth Building, New York

Columbia  
Grafonola  
Price \$110



## The Result of Giving People What They Want

People who get the records they want by the artists they like and play them on the best Grafonola they can afford to buy are Columbia fans for good and all.

Columbia fans are steady customers for Columbia dealers. It is worth taking time and trouble to see that your first sale makes a permanent Columbia fan of your customer.

By the way, Columbia makes records in 30 different languages, all made by native artists under direction of masters of each tongue. Are you making the most of our many records in foreign languages?

A small investment—you have a full catalogue department in the two or three languages commonest in your territory—and the turnover is quick and highly profitable.

Where not already actively represented, Columbia wants a few more dealers in their International records. Get into this fine field among the early ones and reap a tidy profit. People of foreign birth—well, you know what fans they just naturally are about music.



Columbia Graphophone Co.  
Woolworth Building, New York

## THE MISSION OF THE VICTROLA IN THE PRESENT WAR

Through the Medium of the Talking Machine Our Fighters Are Receiving the Benefit and Solace Which Music Alone Can Bring—Educational Records Proving of Great Value

Somewhere behind the battle line in Flanders, Walter R. Creighton, son of the late Lord Bishop of London, wrote to Maud Powell: "I have just been listening to you playing and I wanted to write and tell you of our gratitude," in which short sentence he summed up a condition which will be met by every American soldier who goes abroad, as well as by the relatives and friends who stay at home.

Even in war we do not live by bread alone, and that which can bring shaken men back to self-respect, to decency and a determination to "carry on" is a thing the value of which cannot be computed in dollars and cents, says the Victor Co. in its March record supplement.

Apart from their purely military equipment our men will experience three essential needs, if they are to be preserved through the stagnation of trench warfare. Those three essentials are food, shelter and recreation.

Rudyard Kipling knew what music can do to stabilize the morale of slaughter-wearied men when he wrote the "Song of the Banjo." "You couldn't pack a Broadwood half a mile—you mustn't leave a fiddle in the damp." These lines are as true to-day as they were when Kipling wrote them.

Young Creighton heard Maud Powell play out there on the edge of "no man's land," because she has made records for the Victor Talking Machine Co. and because that company has made it possible for human beings everywhere to enjoy the solace and the inspiration of good music.

An instrument which requires somebody to play it is useless except when some such person is at hand. Every one of the warring governments has made special and strenuous efforts to supply music and entertainment for its soldiers, but human needs do not keep regular hours. A musical instrument which can be operated by anyone at any time, and which, like Kipling's banjo, can, if need be, "travel with the cooking pots and pails," performs a service obtainable through no other agency.

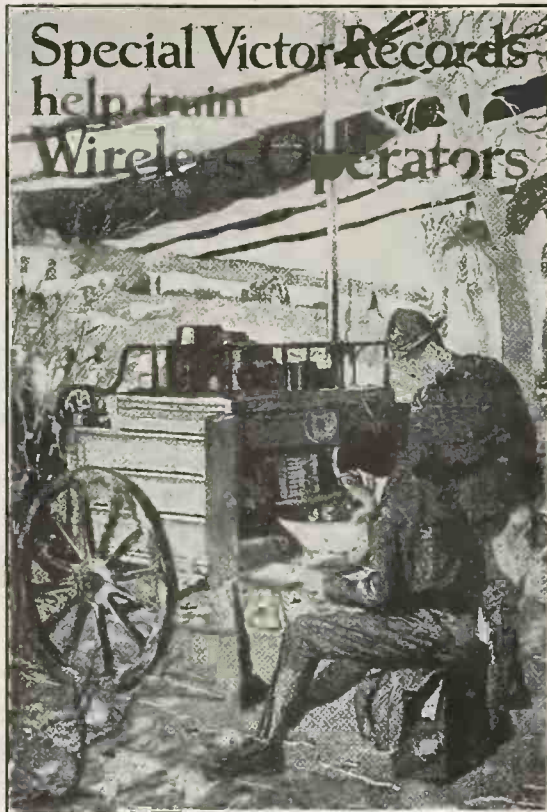
The Victor Co. has a picture of a gigantic "Anzac"—a sergeant—six feet six in his stocking feet, peering over the edge of a trench in Gallipoli. The photograph was taken by Lieutenant Throssell, of the Tenth Light Horse, just before the men went "over the top" in a bayonet charge, and in the immediate fore-

ground of the picture is a Victrola—playing.

When Steffanson's ship, the "Karluk," caught and crushed by the Polar ice, finally sank down to the ocean bed, a Victrola played the Chopin Funeral March for requiem.

Those whose efforts enable men to endure the unendurable might safely be classed as among those who are already "doing their bit," but the Victor Co. is doing all this and more.

The most valuable work a man can do is that.



Poster Featuring Wireless Records

which he has best learned to do. As a result of conscription, England sent engineers, machinists, draftsmen into the trenches, and subsequently had to recall them because the work they already knew how to do was more valuable to the nation than anything they could do in the trenches—and in such work as the Victor Co. is already best qualified to serve some noteworthy special efforts have materialized.

One of the critical concerns of the nation at the moment is the educating of thousands and thousands of wireless operators. A system of teaching by means of records has been devised

and recently introduced by the Victor Co. The American soldier in France, with no knowledge of the language, is likely to face some critical embarrassments, if not actual dangers, which might otherwise be avoided. After months of labor, research and expense the Victor Co. developed a system of French lessons which gives the soldier something he can really use the moment he steps ashore or at any time when he may be left to his own resources.

These are specific things—thrown in for good measure—but however much more the Victor Co. may do along such special lines it can do no more valuable work in the mobilization of national energies than that of enabling men to endure the mental and nervous strains of modern warfare, which are always so nearly unendurable. Morale is an essential element of victory—at the front, behind the lines and at home, and moralè is a mental condition. There are many agencies through which the strain on the body may be relieved, but there are few practical avenues of relief for the mind, and certainly none that can be spared.

### NEWS BRIEFLETS FROM DENVER

Displaying the Pathé Line in New Quarters—Improvements at Darrow's—Brunswick Line With Swanson—Other News of Interest

DENVER, COLO., April 6.—The Swanson & Nolan Supply Co., which handles the Pathephone at wholesale and retail in this territory, is now at home in its new quarters at 1514 Welton street. The store is most attractively fitted up, and there are ample conveniences to carry an excellent stock of Pathé goods.

The Darrow Music Co., which carries the Columbia line in its talking machine department, is putting in a handsome new store front, with an entrance at the corner which will insure a larger window space.

Albert Giesecke, president of the Denver Music Co., who handles the Victor and Columbia machines, is very enthusiastic regarding trade prospects in his section.

The Knight-Campbell Music Co., which handles the Victor, is advocating larger monthly payments on musical instruments of all kinds purchased at this store.

The Brunswick phonograph is now handled in this live territory by Swanson's Jewelry Store, 39 Broadway, and this fact is being made known to Denverites through some very attractively arranged billboard signs throughout the city.

### ANTICIPATE REQUIREMENTS

E. L. Knapp Tells Why Canadian Trade Should Anticipate Needs—Recent Company Change

JAMESTOWN, N. Y., March 25.—Announcement is made that A. F. Weber, who has been identified with the Weber-Knapp Co., of this city, as president and treasurer, has severed his connections with this company.

It is further announced that Edward L. Knapp, formerly vice-president, will now take full charge of the plant, and that business will continue along exactly the same high-class lines without interruption.

Mr. Knapp reports an increased demand for talking machine hardware, and from a larger area than there has ever been before. Shipments to the Canadian markets, he states, have been materially interrupted, due to the necessity of procuring an individual license for each shipment.

Mr. Knapp feels that it would be to the interest of those houses in the Canadian territories that order from the States to take this fact into consideration, and to anticipate their requirements if possible at least six months in advance. It usually takes two weeks to procure the necessary license, and as each individual shipment is required to have this license the same delay is naturally caused each time a shipment is made. Conditions are apt to grow worse rather than better, hence this caution.

## Ward's Khaki Moving Covers



Grade "D" Cover with No. 3 Straps.

PROTECT YOUR MACHINES FROM ALL KINDS OF WEATHER

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

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

Grade "D", medium size, \$5.50  
Grade "D", large size, \$6.00  
Grade "K", medium size, \$8.00  
Grade "K", large size, \$8.50

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

ORDER SAMPLE COVER ON APPROVAL

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

Write for booklet

**THE C. E. WARD CO.**

(Well-known Lodge Regalia House)

101 William St., New London, Ohio

Also Manufacturers of Rubberized Covers and Dust Covers for the Wareroom

**TRANSFER BUREAU NOW ORGANIZED**

**Tri-State Victor Dealers' Association of St. Louis Arranges a Real Constructive Program That Should Be of Wide Benefit to Members**

St. Louis, Mo., April 4.—The Tri-State Victor Dealers' Association has set itself for an earnest program for the rest of the year. The officers believe that the association now is safely established.

The first work undertaken was that of establishing an exchange for records and machines that happen to be dead stock on one dealer's hands, but would be live stock elsewhere. That bureau is now working under direction of John F. Ditzell of the Famous & Barr Co. of this city.

Next comes the associated membership work. The associate members are to be the salesfolk who will be invited to join the Association and special meetings will be arranged for their benefit. The control will remain in the hands of the department managers and store proprietors. The first meeting to which associate members were admitted was held yesterday and a big meeting is planned for May. The April meeting was preliminary. The program for the associate members will be a help in selling goods, a plan whereby sales people can get the training desired as to machine construction, etc. One of the first features provided along this line will be moving pictures of the Victor factory and later will come talks on salesmanship and Victor reasons.

At the last business meeting E. C. Rauth, of the Koerber-Brenner Co., was elected secretary to succeed C. H. Lippman of the Field-Lippman Piano Stores. Mr. Lippman explained that his duties had increased so heavily since former employes of the firm had departed for war work that he was unable to get time to attend to outside duties. It was decided that weekly meetings of the directors of the association would be held in preparation for the May meeting.

Chairman Ditzell of the Transfer Bureau sent out this letter to all members as a memo. of the rules of the bureau:

"It is with pleasure I can advise you that the Transfer Bureau is now organized and ready to serve you in the very best possible way.

"In the operating of this Bureau your chairman respectfully asks for your co-operation in following conditions and rules by which this Bureau will operate.

"The most prominent advantage that members will obtain from this Bureau will be that they will be given the opportunity to dispose of in a wholesale way any overstock they may have of slow selling records.

"Members that avail themselves of the privileges of the Bureau will also be able to obtain a great many records that they were unable to get from the distributor.

"The following is the plan by which we shall operate:

"Each member is privileged to use the enclosed form to list with the Chairman any Victrolas and Victrola records that are in perfect condition and which he wishes to dispose of in a wholesale way.

"Each member in turn will be notified of the Victrolas and Victrola records that are available through the Bureau.

"The Association will in no way be responsible for credits, condition of goods sent through Bureau, etc. As to credits, any dealer can get such information from the Koerber-Brenner Company. Any controversy relative to the condition of Victrolas or Victrola records sent or received through the Bureau will be settled by your Chairman and all must abide by his decision.

"A request for information regarding the Bureau must be made in writing to the Chairman. Time prohibits the consideration of phone calls or personal calls regarding the Bureau.

"All transfers must first have the approval of the Chairman and after approval is granted the dealings will be directly between the members."

"Any suggestions regarding the operating of this Bureau will be appreciated. If we can all work with the one thought, 'An Efficient Transfer Bureau,' every member will find many advantages in the work that will be accomplished."

The membership campaign of the association is meeting with splendid success. Concerning the reasons for an exclusive association, Mr. Ditzell said: "An exclusive association appeals more to the exclusive dealer than to the dealer selling several machines. We assume, however, wherever a dealer sells Victors that his highest interest is there. But a Victor dealer, who is enthusiastic in his line, does not care to make criticisms and suggestions in a meeting of mixed interests. I would freely say things in a Victor association that I would not care to say if an exclusive dealer in another line was there. I believe also that if a man was selling Victors, Columbias, Edisons and Artophone machines, etc., he would offer suggestions and criticisms in meeting where all dealers sold these machines that he would not make in a meeting where

there were dealers who did not sell this machine.

"He would assume that all dealers selling this machine knew its weak points in machine or service, but he would not be willing to hand that statement, on his authority, to a competitor."

In this connection, the following statement has been made officially as to the object of the association:

"Its object shall be to advance, promote and extend the commercial interests of its members; to inculcate just and equitable principles of trade, and to improve business standards; to acquire, preserve and disseminate valuable business information; to promote friendly intercourse and to establish closer business relations between its members, and also between said members and the Victor Talking Machine Co.; to increase the facilities of its members for an interchange of ideas, and for the purpose of co-operating with other organizations upon important matters pertaining to and affecting business; to discuss and disseminate proposed legislation affecting the business welfare of members; and to investigate existing laws and encourage their enforcement."

**RECORDS BY AUGUSTA BOUILLIEZ**

The Starr Piano Co. announce that they have successfully negotiated with Mr. Augusta Bouilliez, the famous Belgian baritone, to make exclusive recordings, which will be issued about the middle of April and will be listed in the Gennett Art Tone series. The recordings which Mr. Bouilliez has made are as follows: Les deu Grenadiers (the two Grenadiers); Ballo in Maschero "Eri tu"; Hamlet, "Chanson Bashique" (drinking song); Faust, Serenade of Mephisto; Faust, "Aria of Valentine." They are very highly spoken of.

Repeat orders make pretty good testimony to the fidelity of a business institution, and regular customers are of more importance than first sales.

# "MICKEL"

## A Great Name in the Victor Game

### TWO Representative Stocks of Victor Records In TWO Hustling Western Centres of Commerce!

Omaha and Des Moines! Spots of Action on the U. S. Map. If you are nearer Omaha or Des Moines than to some other point, why shouldn't you serve your own interests by putting the "Source of Supply" question up to the Mickels? Better look into this today—You'll gain nothing by staving the matter off!

## Mickel Bros. Co.

15th and Harney Streets  
411 Court Avenue

OMAHA, NEBRASKA  
DES MOINES, IOWA



"HIS MASTER'S VOICE"

Those "Lively" Westerners.



"HIS MASTER'S VOICE"

# THE TRADE IN BOSTON AND NEW ENGLAND

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

BOSTON, MASS., April 4.—The Third Liberty Loan and the forthcoming great parade, to come off on the sixth of this month, are the uppermost topics of conversation in the trade just now. The various talking machine houses made a handsome showing in the purchase of bonds on the two previous drives and there is every reason that more will be forthcoming from them this time, especially as the right propaganda of education has been spread abroad, and people now better than ever before understand what the nation is really up against. The trade is likely to be well represented in the parade, which will enlist the services of upwards of 80,000 men, women and children.

## Business Continues Good

Business with the various dealers continues good, but many of them complain that the call for goods is in excess of what they are able to secure from the factories. Toward the end of April there should be an enormous demand for the records of the various grand opera stars as the Metropolitan Company begins a week's engagement here at the Boston Opera House on April 22. The visits of the big opera companies invariably stimulate business.

## Death of Andrew J. Lyons

The Victor and Edison departments of Chickering & Sons were called upon to part with a valued employe a week ago, Andrew J. Lyons, who died at his home in Roxbury, after a short illness. Mr. Lyons had been with the department several years and was married only a year and a half ago. He was devoted to athletics, and was especially interested in baseball and was among the foremost in promoting the game among the various talking machine houses in the city. Manager Currier of the Chickering house and the employes of the Victor and Edison department attended the funeral, and they were represented also by some beautiful floral offerings.

## Ciccolini Appears in Concert

Considerable interest centered Sunday afternoon, March 31, in the appearance in this city of the famous Guido Ciccolini, the Italian tenor, who is one of the leading Edison artists. His concert at the Boston Opera House attracted an enormous crowd of people, and the Italians especially were most enthusiastic over the man, his voice and his fine presence. Ciccolini had the assistance of Pierre Henrotte, concert master in the Chicago Opera orchestra as violinist,

and Mr. Fabbrina as pianist. For several days prior to the concert the tickets were on sale at the Edison warerooms of the C. C. Harvey Co. in Boylston street, in the window of which establishment there was a large placard announcing the concert by this talented musician. In the Saturday advertisements which the Harvey company put out announcing the concert were these suggestions: "Hear him there to-morrow. Hear him Monday at our store. Hear him Monday night in your own home." Besides the Harvey company those especially interested in the concert were George Lincoln Parker, the F. H. Thomas Co., Chickering & Sons, all of whom are Edison dealers, and, of course, the leading Edison jobbers, the Pardee, Ellenberger Co., Inc.

## An Attractive Easter Display

Among the especially attractive window decorations at Easter, and which was highly significant of the season, was that of the Eastern Talking Machine Co., where Wholesale Manager Fitzgerald arranged a profusion of Easter lilies in both windows as a frame and background for the exhibit of the latest of the month's novelties in Victor records.

## Has An Eye for the Artistic

Manager R. S. Hibshman, of the Vocalion Co., is another who has an eye to artistic effect when it comes to adorning his warerooms and show window. There is not a week going by that there are not pots of blossoming plants and cut flowers placed effectively about, and these help a great deal in beautifying what is really one of the most home-like phonograph warerooms in the city. Manager Hibshman is making ready to give his customers quite a surprise very shortly, a foretaste of which some of them already have had in visits to the warerooms.

## Interested in Marriage of Chas. Edison

The local Edison dealers were especially interested in the announcement of the marriage at Seminole Lodge, near Fort Myers, Fla., of Charles Edison, son of the inventor, Thomas A. Edison, and Miss Carolyn Hawkins, of Cambridge, by reason of the fact that the young man was at one time a student at the Massachusetts Institute of Technology, and during his years at that school made many friends here.

## Fred. H. Silliman a War Expert

Manager and Vice-President Frederick H. Silliman, of the Pardee, Ellenberger Co., Inc., is

one of those men who are not only deeply interested in the war, but who can discuss its various phases most intelligently. Mr. Silliman studies carefully the situation day by day and is always ready to analyze and speculate on the various moves and counter-moves made on the battle front.

## Cupid Invades Ditson Department

Two of Manager Henry A. Winkelman's valued women employes at the Victor department of the Oliver Ditson Co. have taken unto themselves husbands. One is Miss Ethel Chools, who lately was married to Joe Carlson, who also has been with Manager Winkelman and is now in service at Camp Devens, Ayer. Their wedding took place at Quincy. The other young lady, Miss Gertrude Lockardt, is now Mrs. Brown. Fortunately for Manager Winkelman the young ladies are now back at work, so he is not without their valued services.

## To Do Educational Work for Columbia

James M. McLaughlin, who has been prominently identified with the music department of the Boston public schools for which he has been director for several years, has identified himself with the Columbia, and will have offices at the Grafonola Co. of New England. His position will be director of the educational department, and he will devote his time, especially during the summer, to the development of music in the school and home. Mr. McLaughlin for a long time has been a great believer in the future of the phonograph as an educational medium among the young.

## R. H. White Co. Department Busy

The Graphonola department at the R. H. White Co.'s department store is finding many sales these days and Manager Fred L. MacNeil says that the only difficulty that confronts him and his staff of men and women salesmen is the difficulty of getting a sufficient supply of goods. This department handles the Victor, Edison and Columbia lines. Mr. MacNeil has had considerable experience in this line of business, and came to manage this R. H. White department a few months ago.

## Gillis Takes Over the Miller Victor Business

Walter J. Gillis, who for some time has been retail manager for the Henry F. Miller Piano Co., has taken over the Victor business of the house and henceforth will manage it as his own business. He has purchased the entire stock and the good-will, and his staff for the present

## Foresight Proves Its Value

Some years ago we adopted a policy of conducting our Victor business "with the dealer's viewpoint foremost in mind."

By practicing this policy we have acquired a knowledge which in times like the present makes Eastern Victor Service of triple value to the dealer who wants *practical* co-operation from his jobber.

**EASTERN TALKING MACHINE CO.**

177 TREMONT STREET

BOSTON, MASS.

will include Herman Mahr, Miss Edythe Austin and Miss A. J. Daly. Mr. Gillis has been in the Miller house for twenty-three years, and is therefore intimately in touch with the piano industry. He has a host of friends who will wish him unlimited success in his new undertaking. A son, Walter J. Gillis, Jr., is with the 101st Engineers in France, and encouraging letters continue to be received by the family.

**Sending Letters from the Front**

Jerry Spillane and Ed Welch, of the Eastern Talking Machine Co., Victor distributors, are proving themselves good letter writers. They have been in France with a hospital corps now almost a year, and their old associates hear from them quite regularly. Thus far they are quite well and having many exciting experiences.

**Plan Tone Test for Fitchburg**

The Iver Johnson Sporting Goods Co.'s Edison department is arranging for a tone-test to be given in City Hall, Fitchburg, on the evening of April 11. For this test Miss Marie Morrissey, the well-known contralto singing for the Edison company, is coming on from Chicago. Arthur W. Chamberlain, the Edison manager for this Boston house, will be in immediate charge.

**At Local Brunswick Headquarters**

One of the additions to the local staff of the Brunswick-Balke-Collender Co. at 94 Washington street is M. J. Graff, who comes here from the company's Chicago quarters as repair man. Mr. Graff is a Brunswick enthusiast and has a persuasive manner in presenting the claims of the Brunswick machine. The "Ultona," which is one of the cleverest devices yet put on the market for reproducing the various makes of discs, is about to be put out by the Brunswick as a component part of its machine. Anyone, therefore, possessing a Brunswick will be able to play any record. As a piece of mechanism this Ultona is worth careful study. F. H. Walter and E. S. Campbell, as the local travelers for the company, are finding a good call for the Brunswicks and March proved a surprisingly productive month for the company.

**Sonora Territory is Enlarged.**

Through a new arrangement with the Sonora Co., Richard Nelson, New England manager, now has the State of Connecticut added to his territory and this will be operated in conjunction with Massachusetts and Rhode Island. To better facilitate the situation Joseph H. Burke, assistant sales manager, who is doing excellent work, will spend a part of his time at Hartford, making visits meantime to the Boston offices which are so pleasantly located in the Little Building. The People's House Furnishing

## 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, \$1.15

GRADE B  
**\$6.00**

GRADE A  
**\$8.50**

*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 530 CHRONICLE BLDG.  
WALTER S. GRAY, Manager

Co. at Haverhill is one of the latest concerns with which Manager Nelson has signed up. Some of the largest orders for the Sonora line are coming from the large Boston department store of the Jordan Marsh Co.

**Fred Peabody on Road to Recovery**

The Boston phonograph dealers have been sorry to learn of the serious illness of Fred Peabody, who runs a chain of stores at Haverhill and Gloucester. He was threatened with pneumonia, but thanks to good care he is on the road to recovery. Mr. Peabody comes up to Boston quite often and always gets a warm welcome from his many friends.

**Wholesale Columbia Department Busy**

The last day of the month found Manager Fred E. Mann's wholesale Columbia department a busy place, for it was quarterly stock taking day. In the city at the present time are C. A. Klebart and Stephen Gilroy, auditors from the New York office who have been spending a week or more at the Federal street headquarters. Another visitor here from the New York

offices has been A. R. Harris, of the general sales department. F. K. Pennington, assistant general sales manager, is expected here in a day or two. Manager Mann is quite enthusiastic over the good showing that the month of March made, which was the best of the three of the current year thus far.

**Featuring Nora Bayes' Records**

It is of special interest to the trade that just as Nora Bayes is making her appearance in Boston in the "Cohan Revue" the first of this comedienne's records are being put out by the Columbia Co. The engagement began at the Colonial Theatre April 1 and the windows of the Grafonola Co. of New England made a most attractive display of her records.

**Make Splendid Victor Display**

One of the attractive booths at the big exhibit at Horticultural Hall, which opened to-day under the auspices of the Boston Herald, is that of the M. Steinert & Sons Co., whose display of Victor outfits is attracting many persons. The

*(Continued on page 22)*

**—Oldest and Largest  
Manufacturers of Talking  
Machine Needles in the  
World—**

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

## TRADE CONDITIONS IN BOSTON

(Continued from page 21)

exhibit is in charge of William A. Burnes, of the Steinert house, and the demonstrations, which occur at regular intervals, are listened to by crowds of people. Robert Steinert, who is in charge of the Arch street Victor headquarters, makes a most encouraging report of the March business both in machines and records, but he, like others, is feeling the shortage of goods.

The New England Vitanola Talking Machine Co., exclusive distributors of the Vitanola talking machine, made in Chicago, for the New England States, are steadily building up a very satisfactory dealer clientele for this excellent product.

## NEW ENGLAND T. M. CO. EXPANDS

Add 3,000 Square Feet of Floor Space to Boston Factory to Meet Demands

BOSTON, MASS., April 3.—Announcement is made that the New England Talking Machine Co., of this city, have found the necessity of adding some 3,000 feet of floor space to their factory, due to the strong demand evidenced for their products. The "Perfection" ball bearing tone arm and the new "Perfection" flexitone reproducer need no introduction to the trade. Their increasing popularity has necessitated this change.

## NEW QUARTERS FOR H. G. APPLIN

SOMERVILLE, MASS., April 5.—H. G. Applin, talking machine dealer, formerly located at 20 College avenue, has moved to new and larger quarters in the Medina Building, where he has installed several soundproof booths, commodious record racks, and a complete repair department. Mr. Applin handles both the Victor and Edison lines, and has been in business here for over ten years. This is the fourth time that he has been compelled to move, owing to the expansion of his business.

## URGES CARE IN RECORD PACKING

Post Office Department Notifies Postmasters Regarding Packages and Their Packing

WASHINGTON, D. C., April 6.—Complaints having reached the Post Office Department that many phonograph records are broken in the mails when sent by parcel post, Otto Prager, Second Assistant Postmaster General, has notified the postmasters and other employes to be careful to see that the articles are properly packed, properly marked and carefully handled. The order reads as follows:

"Numerous complaints of damage to phonograph records shipped in the mail indicate that postal employes are not giving proper attention to these fragile articles. Therefore, it is directed that postmasters and all employes receiving parcel post from the public for transmission in the mail shall be particularly careful to see that such parcels are suitably and sufficiently prepared for safe transmission, and that they are plainly labeled 'Fragile.' All postal employes are also cautioned to use special care in handling such parcels with a view to preventing damage thereto."

## CLEVER SWINDLER GETS RECORDS

Young Man Manages to Get Forty-five Records From Two Stores of Shroyer Music House

BETHANY, Mo., April 2.—The Shroyer Music House, of this city and Albany, Mo., was stung twice recently by the same swindler, and both times for a goodly bunch of Edison records. A young man about twenty years old entered the Shroyer store in Albany recently and contracted to purchase an Edison phonograph on instalments without making an initial payment. He ordered nine records and offered to take them with him to save the trouble of delivery. The man left on the next train for Bethany without waiting for the machine to be delivered. He next visited the Shroyer store

## ILSLEY'S GRAPHITE PHONO SPRING LUBRICANT

Ilsey's Lubricant makes the Motor make good  
Is prepared in the proper consistency, will not run out, dry up, or become sticky or rancid. Remains in its original form indefinitely.  
Write for special proposition to Jobbers.  
MANUFACTURED BY  
ILSLEY-DOUBLEDAY & CO., 229-231 Front St., New York  
Established 1853

here, and by some smooth talk managed to get thirty-six Edison records on approval, agreeing to pay for those his folks selected. The music house does not yet know how the records appealed to the young man, for he got out of town without delay. It is stated that the Shroyer Music House will adopt a definite policy of letting no records go out on approval in the future.

## SEMI-PERMANENT NEEDLE POPULAR

Vallorbes Jewel Co. Make Enthusiastic Report Regarding Latest Addition to Their Line—Export Demand Steadily on the Increase

LANCASTER, PA., April 4.—The Vallorbes Jewel Co. of this city report that their new semi-permanent needle is growing in popularity by leaps and bounds not only throughout the United States but in Canada and other countries as well. W. F. Meiskey, president of the company, reports that although they are just about finishing taking care of the large number of initial inquiries, recorders are coming in fast for large quantities.

The original card that was announced to the trade has been improved in design and is printed in three different colors so as to differentiate between the three tones in which the needle is made—soft, medium and loud. Mr. Meiskey announces that they might use an adaptation of a familiar phrase and say, "We couldn't improve the needle so we improved the card."

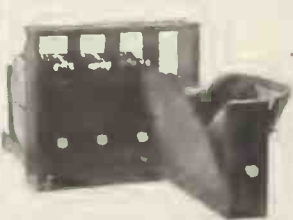
Ault & Miller, who handle the Edison line in Fort Collins, Colo., are making a great drive on bringing the merits of the Edison record to the attention of the purchasing public.



Style 5H—Holds 100 Records

Filing Cabinet for use with Victrola VIII or IX; Columbia Grafonola 15, 25, 35 and 50; Aeolian Vocalion D. & E., and other portable styles of talking machines.

Automatic Insert Files will re-equip any standard Talking Machine with durable up-to-date files—on dealers' sales floor or in customers' homes. Every dealer and jobber should carry them in stock.



Automatic  
RECORD  
CONTAINER

## Every Record in Plain Sight

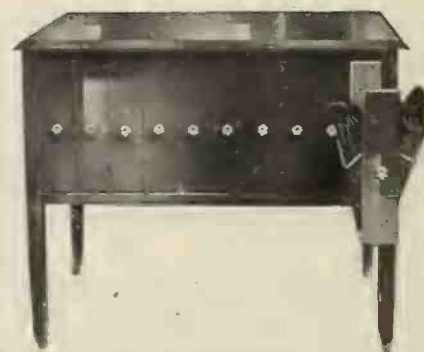
Opens automatically—remains open at the right place—all records accessible—closes easily and quickly—no weight to handle—no more broken or misplaced records. Records properly filed give maximum use and enjoyment.

Mr. Dealer: You ought to add this profitmaker to your line. Many thousands of phonographs and records have been sold and thousands more are being sold every day! There is a real demand and a growing demand for efficient filing cabinets.

Automatic Record Containers meet every requirement. Simple—flexible—durable—nothing to wear out—nothing to get broken or misplaced. A delight to use them.

Manufacturers, get shop rights to equip your line

FULL PARTICULARS AND PRICES ON REQUEST



Filing Cabinet—Style L. T.  
Holds 200 Records

Attractive in Parlor or Library Satisfies your customer, sells readily. Ample filing capacity increases sales of records.

Automatic Carrying Cases for Salesmen and Repairmen are ideal—constructed on the same principle as our Record Containers. Every dealer and jobber should equip his salesmen with them to increase their efficiency.



**AUTOMATIC CONTAINER COMPANY**  
5 North La Salle Street CHICAGO, ILL.

# The Unequaled Selling Features of the AEOLIAN-VOCALION

**O**N the three pages following we are showing specimen advertisements from the strong campaign of Vocalion publicity carried on in the national magazines and newspapers of the leading cities.

These advertisements emphasize two of the many impressive features of the Aeolian-Vocalion.

No phonograph made to-day is so easy to sell as the Aeolian-Vocalion, disposes so readily of competition, brings so good a class of patronage to a merchant, or reflects more prestige on his store.

This one point alone; the Vocalion's ability to *play all records*, is already coming to be recognized as of vital importance. Moreover, the Vocalion's method of doing this—the remarkably effective tone-arm, which makes it possible to shift from “lateral” to “hill and dale” records by a *single turn of the reproducer*—gives the Vocalion a notable advantage over other phonographs.

Vocalion representation is the most valuable franchise the phonograph dealer or progressive merchant can secure. This is not alone because this great phonograph is demonstrably the finest instrument made, but because of Aeolian methods of doing business.

The unparalleled character and excellence of Aeolian service, which has recently been still further augmented by the establishment of convenient distributing points in different parts of the country, is proverbial in the music trade. Added to this service is the well-known Aeolian policy of fairness and courtesy in business dealings which make the representation of this house one of the most satisfactory connections offered in the business world.





*The Music of the Entire World Is Yours  
If You Own the*  
**AEOLIAN-VOCALION**

**T**HE owner of an Aeolian-Vocalion is not confined to one, or at most two, groups of artists.

Every artist, every instrumentalist, every entertainer, every orchestra and band that has made a record, has made it for him to hear and to enjoy.

No matter what the make of record, no matter by what system it is produced—so-called “hill and dale” or “lateral” cut—the Aeolian-Vocalion will play it and play it *better* than it can be heard from any other phonograph.

**D**ID the Aeolian-Vocalion possess no other advantage; were it only the equal of other phonographs in other respects, this ability to play *all makes* of records would make it the most desirable phonograph to own.

No single manufacturer, nor any two manufacturers, controls the musical talent of the world. The phonograph field is constantly broadening, new artists are appearing, and the phonograph owner who is in a position to enjoy them all commands the situation.

But the Aeolian-Vocalion is not merely the equal of the best phonographs of other makes. It is absolutely supreme and alone among all such instruments.

The *tone* of the Aeolian-Vocalion has been scientifically demonstrated to be far nearer that of any instrument or voice it reproduces, than has hitherto been possible in phonographic reproduction.

The tone-controller of the Aeolian-Vocalion—the celebrated “Graduola”—is the first and only effective and artistic means devised for modulating phonographic tone without muffling it or changing its character.

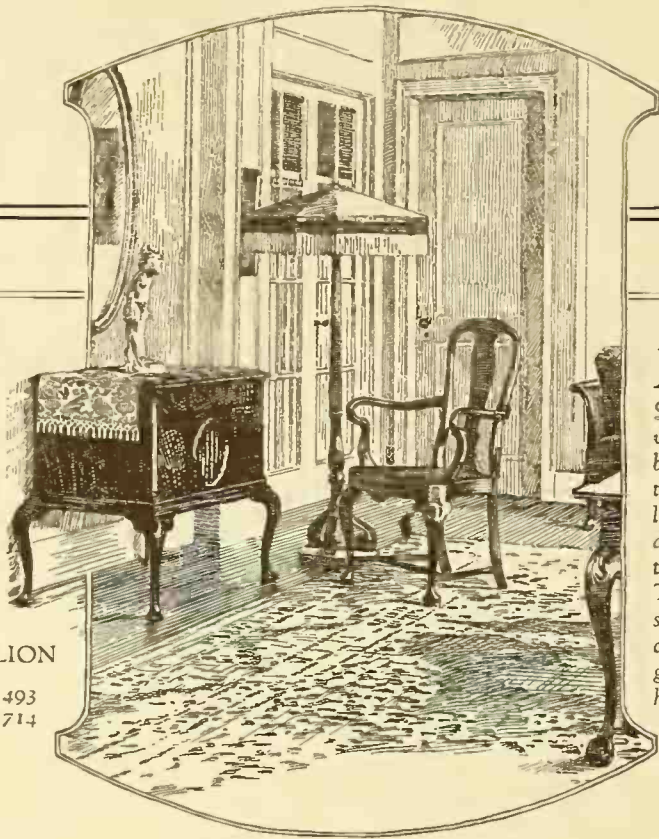
The *cases* of the Aeolian-Vocalion represent the first serious effort on the part of phonograph manufacturers to fit this instrument to take its place among the other furnishings of the modern home. The simplicity of Vocalion case-designs, the depth and richness of its case woods, are notable in their contrast to what has hitherto been typical of phonographs.

**O**TH<sup>ER</sup> features of the Aeolian-Vocalion—mechanical features such as its automatic stop—represent equal progress.

From every standpoint this great phonograph, made by the world's most progressive and largest builders of musical instruments, offers the utmost in musical value, in pleasure and entertainment and in architectural beauty, that the expenditure of any sum of money in such an instrument can procure.

*Vocalion Prices: Conventional Models, \$45 to \$375  
Sixteen Beautiful Period Styles, from \$215 to \$650*

**THE AEOLIAN COMPANY**  
AEOLIAN HALL, NEW YORK



The  
AEOLIAN-VOCALION  
PERIOD STYLE 1493  
Queen Anne, 1702-1714

*I*N this design the Holland influence, a factor in Queen Anne Furniture, is very marked. The coved base, its curve continued by the characteristic "cabriole" leg, gives this Vocalion a grace very pleasing to those who admire this Period. The finely moulded top, the shaped chamfering of the corners and the decorative grille, all contribute to the harmony of the whole.

## PERIOD STYLE VOCALIONS

**T**HE introduction of these superbly cased instruments represents the third great achievement of the Aeolian Company in developing the phonograph.

*First*—this Company produced the most musical phonograph that has ever been heard.

*Second*—in the Graduola expression attachment it provided the only satisfactory and artistic means for controlling the phonograph's tone yet devised.

*Third*—The Aeolian Company, the first to depart from the conventional lines in designing Art Style Phonographs, now presents this superior phonograph in a wide variety of Period Cases that are in line with the finest furniture designing of the present day and that in price are within the reach of almost every phonograph purchaser.

### HARMONY IN HOME FURNISHING

In selecting furniture for even the moderate home the purchaser is now enabled to secure a harmony of effect that in the past was available only to the wealthy. The Aeolian Company has recognized this condition and has taken steps to meet it. The superb group of Period Style Vocalions here announced is its response to the growing popular demand for *phonographs* of reasonable price that will harmonize with the finest

modern furniture. Like the best examples of furniture of today, these Period Vocalions have their origin in the rich traditions of the historic past. Furthermore, they are thoroughly adapted to the practical needs of the present, making them a true product of this age as well as beautiful illustrations of the art of the cabinet-maker of ages past.

These Period models introduce motifs ranging from Gothic and Jacobean through Queen Anne, Chippendale and others, to our own American Duncan Phyfe.

### SUPERIORITY OF THE AEOLIAN-VOCALION

The Aeolian-Vocalion is now recognized as the leading phonograph upon the market.

Its positive superiority of cases, as manifested both in the new Period Styles and in the many conventional models in which it is made, is but one of its striking advantages.

The Aeolian-Vocalion's supremacy extends to *Tone, Tone-Control, Ability to Play All Records, Appearance, and Auxiliary Features.*

Vocalion Prices are—Conventional Models, \$45 to \$375  
With Graduola from \$110. Period Models from \$215 to \$650  
Sold on Moderate Down Payments and Most Liberal Terms

**THE AEOLIAN COMPANY**  
AEOLIAN HALL, NEW YORK

## HOW CLEVELAND TRADE PLANS TO HELP UNCLE SAM'S BOYS

Entertainment First Week of May for Y. M. C. A. and K. of C. Funds—President Bennett Appoints Association Committees—Helping Liberty Bond Campaign—Attractive Window Displays

CLEVELAND, O., April 9.—The Talking Machine Dealers' Association of Northern Ohio is going to give a big benefit performance and concert in some local theatre or armory during the first week of May, the entire net proceeds to go to the Y. M. C. A. and Knights of Columbus. Singers whose voices are reproduced by talking machine records will be asked to cooperate in making the benefit a success. If Keith's big Hippodrome can be obtained it will be used, as it is the largest theatre in the Middle West.

At the March monthly meeting of the association Charles K. Bennett, president, appointed the following committee to arrange for the benefit: W. G. Bowie, chairman; L. Meier, of L. Meier & Sons; A. W. Roos, manager of the Columbia Graphophone Co.; J. J. Schriener, music department manager; L. W. Bloom, secretary of the Phonograph Co.; Richard Svehla, a West Twenty-fifth street dealer in musical instruments, and A. L. Maresh, of the Maresh Piano Co.

At the April meeting of the association plans will again be discussed and the arrangement committee will report progress.

Mr. Bennett is very enthusiastic over the prospects of a big benefit and thinks that the appearance of several musical stars featured through Victor, Pathé, Edison, Columbia and other records will insure a big attendance and net a goodly sum for the Knights of Columbus and the Y. M. C. A. The proceeds will be split fifty-fifty with these two organizations which are doing so much to make camp life of soldiers a pleasant existence.

During the March meeting, which was held at Schuester's Cafe, trade conditions were variously discussed. There were twenty-four members present and assurances of two more members were received.

Mr. Bennett announced the following standing committees for the association for 1918: Executive—L. W. Bloom, secretary of the Phonograph Co., chairman; L. Meier, of the L. Meier & Sons Co.; Herman Wolfe, president of the Wolfe Music Co.; T. A. Davis, manager of the piano department of the Bailey Co.'s department store, and J. O. Raeder, secretary-treasurer of the Caldwell Piano Co.

Grievance—W. G. Bowie, chairman; Richard Svehla, dealer in musical instruments, and E. A. Friedlander, manager of the Diamond Disc Co.

The presence of several piano dealers who are active members of the association, gave assurances of hearty support to the organization during the year.

Mr. Bennett and others said transportation conditions are still bad. "We are not getting stock," said Mr. Bennett. "A consignment of stock from the Victor factory, Camden, N. J., started for Cleveland February 2, had not been heard from March 21. At that date we had received no machines started during March. It is expensive business getting machines by express and the transportation charges eat up profits. Of course, needles and records can be sent by parcel post, as they are not so bulky as machines."

After the meeting Mr. Bennett left for a vacation trip to New York, Atlantic City and other places, from which he has just returned.

Talking machine dealers of the Cleveland Association are staging some unusual activities for the third Liberty Bond sale campaign, which opened April 6. Cleveland has always "gone over the top" in its war subscriptions, whether for the Red Cross, "Y," or Liberty Bonds and War Savings Stamps, and during the "Liberty Day" celebration, April 6, piano dealers and talking machine men will play an important role. Music will be a big lever in the campaign, and no means will be spared by talking machine men to do their bit in putting over the third Liberty Loan.

Cleveland is the home of the nation's Sec-

retary of War and his assistant, also the National Fuel Administrator, Harry A. Garfield, Christian Girl, head of the motor truck department of the war council, and other "dollar-a-year men" now serving their country in Washington. For this reason Cleveland will have a big wave of patriotism April 6 and launch the third loan with a series of parades and other demonstrations in which music of all kinds will play an important role.

Eastertide found talking machine dealers all set for the event. Many effective window displays attracted attention to stores. The Collier & Sayles Co., Victor dealers, put on a fine show window attraction, as did the Wolfe Music Co. The Eclipse Musical Co., Victor distributors, went the limit with a display in the company's retail store, Euclid avenue, that won high praise.

The B. Dreher's Sons Co. also had a fine display of machines. The Caldwell Piano Co., the "Harmony Music Shoppe" of the Hart Piano Co., and other well-known concerns displayed machines, player-pianos, music rolls, records and other seasonable stock. Easter found Cleveland in an optimistic mood, the weather having moderated, making "glad rags" appropriate for the "joyous season." All the churches had extra musical programs and "music was in the air."

Among the latest hits in talking machine records in Cleveland are:

Columbia—"Au Revoir, But Not Good-bye, Soldier Boy," by Henry Burr; "There's a Service Flag Flying at Our House," by the Sterling Trio; Charles Harrison's "Li'l Liza Jane"; Marconi Brothers' "It's a Long Way to Berlin."

Starr—"When the Bell in the Lighthouse Rings," by Frederick Martin; "Oh, Promise Me," by Chester W. Smith; "Drink to Me Only

With Thine Eyes," by Albert Widerhold; "Vulcan's Song," by Frederick Martin.

Pathé—"In the Land of Wedding Bells," by Campbell and Burr; "Are You From Heaven?" by Irving Gillette; "Liberty Bell," by the Peerless Quartet; "Love and Life in Holland," by the Imperial Symphony Orchestra.

"When the Boys From Dixie Eat the Melon on the Rhine," "I'm Writing to You, Sammy," "American Through and Through" and "There's a Service Flag Flying at Our House"—these are among the newest patriotic hits of the past few days.

### ISSUE WEEKLY RECORD BULLETINS

Standard Talking Machine Co. Urges Dealers to Push Selected List of Victor Records, All of Which Are Now Obtainable

PITTSBURGH, PA., April 2.—The Standard Talking Machine Co., in connection with their service department for dealers, have issued a series of new weekly bulletins for the use of retailers, listing from twenty to twenty-five of the most desirable records in regular form, with the names of the selections, the artists who make them, size and price. It is urged that the dealers during the week call the particular attention of the customers to these selected lists of records, all of which the Standard Co. have in stock before the bulletin is issued. Up-to-date the plan has proven most successful, and has stimulated the sale of a number of records that usually would rest on the dealer's shelves, and likewise has compensated in some measure for the dearth of some of the more popular selections.

### OCCUPYING NEW QUARTERS

The Glendale Phonograph & Piano Co., Glendale, Cal., is now located in attractive new quarters at 323 Grand Boulevard, that city. The company features the Baldwin pianos in addition to phonographs and musical merchandise. Two soundproof booths have been installed.

## To the Talking Machine Man Who Is Not Selling Pianos—Why?

When Piano Dealers started to sell Talking Machines with so much success, did they do so at the expense of their piano business? NO—the combination proved to be an instantaneous success—each has helped the other.

Your business, selling talking machines only, is probably as big as an exclusive business as you can make it. Why not branch out? You can do with Pianos what the piano man did with Talking Machines.

With little additional investment and the same overhead expense, you can sell Pianos and Player Pianos profitably. Your piano business will help your talking machine business, and you will make more money. For particulars address

### KOHLER & CAMPBELL, Inc.

11th Avenue and 50th Street  
NEW YORK CITY

The most successful  
manufacturers of Pianos,  
Player Pianos and Grand  
Pianos in America.

Kohler &  
Campbell,  
Inc.

11th AVE. and 50th ST.  
NEW YORK

Dear Sirs: Kindly  
send us full particu-  
lars of your plan to  
combine profitable Piano  
and Player Piano selling  
with our present business.

TEAR OFF THIS COUPON AND MAIL

## TRADE ACTIVE IN THE NORTHWEST

Scarcity of Stock a Serious Problem—Hedman Tells of Prosperity With Farmers—L. H. Lucker Tells of Conditions—Other News

ST. PAUL and MINNEAPOLIS, MINN., April 4.—The business situation in St. Paul and Minneapolis is just what it was last month, the month before, six months ago and a year ago. Dealers, whether retailing or jobbing, simply are unable to supply machines as they are desired and no one has any idea as to the proportions the Victrola trade, for instance, could assume in this territory if the machines were obtainable as freely as desired. W. J. Dyer & Bro. are buried in urgent appeals for instruments not only from dealers in their territory, but often from houses at a distance. The Beckwith-O'Neill Co. has discontinued sending its representatives to the dual city trade because there is nothing to offer except apologies and excuses. It is not easy to discourage such confirmed optimists as E. F. O'Neill and George Mairs, but they have to be content in view of conditions.

South Dakota farmers never were so busy as they have been this spring, declares E. W. Hedman, traveler for the Columbia Graphophone Co. There is a greater acreage of grain than the State ever saw before, and if the Lord will aid occasionally they promise to give Uncle Sam the greatest supply of grain that ever came from that State. Other travelers bring the same hopeful reports, and with a March increase of between 60 and 70 per cent. in the volume of business as between 1917 and 1918 Manager Sprague sees a chance to win another silver tank and some laurels. J. W. Hayes, local scout for the Columbia Co., is credited with some record business in Minneapolis and St. Paul. The company plans to restrict the number of dealers in the Twin Cities by centering their efforts with the strong accounts.

F. S. Binger, chief assistant auditor of the parent company, left last week for the East after working here about a month. He was accompanied by Richard Grant, who leaves the Columbia Co. on his arrival in New York to become a rookie at Camp Mills, and get a blue star in the Columbia flag. The appointment of R. C. Tanner as chief clerk at the Minneapolis headquarters office is announced by Manager Sprague.

Officials of the Minnesota Phonograph Co., jobbers of Edison phonographs, feel in a somewhat complacent mood, although the Twin City retail trade hardly is up to expectations. Recent arrivals of carloads and other shipments of instruments and records have placed the company in a position to supply the wants of the large growing circle of dealers. Manager Laurence H. Lucker was in a sorry position some months ago, but the trade skies are much brighter now that he can command the goods.

Minneapolis and St. Paul newspapers are carrying the want ads of the Brunswick-Balke-Coller Co. for rubbers and finishers at the Dubuque, Ia., factory. The Brunswick business is excellent, particularly in Minneapolis, where the Brunswicks are handled by Boutell Bros., big furniture dealers, and the exclusive Brunswick shop of Nye & Nye, who are housed in one of the most artistic talking machine shops in the Northwest. E. L. Kern, one of the directors of the company, is head of the Northwestern organization.

Pathé phonographs and records continue to be distributed on a generous scale by the G. Sommers Co., which has a most wonderful and extensive organization. Jay H. Wheeler, head of the phonograph department, is a veteran in the business, and is understood to be making a distinct mark with the house.

Sewell D. Andrews, who looks after the interests of the Sonora phonograph in the Northwest, is out of town for the time being, but it is stated that the business is on a satisfactory basis with a goodly increase as a result of the Sonora convention in Minneapolis in January.

## EDISON WINDOW DISPLAYS DESIGNED

Thos. A. Edison, Inc., Prepares a Number of Suggestions for Window Trims for Retailers—The Basic Principles Illustrated

Realizing that many more Edison dealers would show attractive windows if they fully understood some of the basic principles of window display, the advertising department of Thomas A. Edison, Inc., have devised a num-

ber of appropriate displays which a dealer can place in his window at very slight cost.

In the above sketch originality and good taste have joined forces to present the idea of music's re-creation so convincingly that all who pass must pause and consider.

Characteristic spring colors of green, yellow and light gray are used. The background is made by hanging green denim at the sides and back of the window. The New Edison is well



An Attractive Spring Window Featuring the Edison Phonograph

tered in light gray and yellow, says: "Come in and hear re-creations of the world's best music on the New Edison." "As refreshing as the first signs of spring," the poster below tells you. Here the cardboard is of light gray and the lettering of yellow. A third and smaller sign to the right might announce recitals. As a final argument pictures of famous artists singing with their Edison Re-Creations are grouped at either side of the poster.

Chicago Display  
Sixth Floor, Republic Building

# Delpheon

*the*  
**Incomparable**

Your nearest distributor will give you prompt service and the fullest co-operation.

### DELPHEON plus DELPHEON SERVICE brings SUCCESS

The Delpheon Shop  
117-119 Peachtree Arcade  
Atlanta, Georgia

Delpheon Sales Company  
25 Church Street  
New York City

Walter Verhalen  
Busch Building  
Dallas, Texas

Verbeck Musical Sales Co.  
435 William Street  
Buffalo, New York

Chicago Display  
Sixth Floor, Republic Building

Or write direct to

## The DELPHEON COMPANY

BAY CITY

MICHIGAN

THE STANDARD AUTHORITY



OF THE INDUSTRY IT SERVES

# A Price Announcement

For over twelve years, the size of The Talking Machine World has steadily increased.

For over twelve years the editorial scope of The Talking Machine World has steadily grown.

For over twelve years the circulation of The Talking Machine World has steadily expanded.

To-day The Talking Machine World is triply dominant—in circulation, in prestige of editorial columns, and in the amount of advertising carried.

For over twelve years there has been no increase in the subscription price, but

**With the May, 1918, issue the subscription price of "The World" will become \$2 a year**

# A Chance to Save Money

Subscriptions will be accepted at the existing rate of \$1 a year for one, two, or three years in advance, providing the remittance is in the mail prior to May 15, 1918. Every dollar spent now means a dollar saved. Act now if you want to economize.

**EDWARD LYMAN BILL, Inc.**

*Publisher of*  
THE TALKING MACHINE WORLD  
THE MUSIC TRADE REVIEW  
E. L. B. TECHNICAL LIBRARY

373 FOURTH AVENUE  
NEW YORK CITY



# Nora Bayes singing exclusively for Columbia Records! Can you see the cash value of this combination?

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

### HAS OBJECTIONABLE FEATURES

Cary Bill, Taxing Dealers Doing Business on Instalments, Excites Countrywide Opposition—J. N. Blackman Gives His Views

The National Association of Talking Machine Jobbers is keenly interested in the Cary bill now before Congress, which provides for a license of \$200 per year for all merchants selling goods on instalments, and which includes a number of decidedly objectionable features. The bill was introduced by Congressman Cary, of Wisconsin, and, although it applies only to the District of Columbia, the measure is exciting countrywide opposition.

Action by the Jobbers' Association on this bill was referred to its legislative committee, and in the meantime J. Newcomb Blackman, president of the association, has taken up the matter by correspondence with Washington, and the legislative committee is planning to take any action that is deemed advisable.

Mr. Blackman thinks that this bill is decidedly inimical to the best interests of the country, and that because of its serious faults it will practically defeat itself. Mr. Blackman points out that the bill will not regulate instalment business, but will tend to annihilate it, as it contains features that will make it practically impossible for an instalment house to do business.

### VIGILANCE COMMITTEE IS ACTIVE

Issues Bulletin Regarding Operations of "Gyp" Dealer in Chicago and Is Co-operating With Music Industries Better Business Bureau

The National Vigilance Committee of the Associated Advertising Clubs of the World has entered the fight against "gyp" dealers in musical instruments who use the classified columns of newspapers to dispose of instruments from residences under claims that are generally

### THREE ATTRACTIVE HANGERS

Gotten Out by the Advertising Department of the Columbia Graphophone Co. for Use of Their Dealers—Should Stimulate Sales

The advertising department of the Columbia Graphophone Co. recently prepared for the use of Columbia dealers three very attractive

this popular selection having been recorded by the Columbia Co. three different ways—an instrumental arrangement by Prince's Orchestra, a tenor duet by Campbell and Burr, and an Hawaiian guitar combination.

The hanger featuring the big war hits has a definite and timely appeal that is certain to stimulate the demand for the records listed on this hanger. The Al Johnson hanger can not fail



### Hangers Featuring Popular Columbia Records

hangers featuring Columbia records that are destined to be successful in all parts of the country. These hangers are presented herewith, and the fact that they are being used by Columbia representatives everywhere indicates their practical value.

One hanger features the "Missouri Waltz,"

to attract attention, as this popular star is now adding to his laurels in a new revue at the Winter Garden. His rendition of the successful song, "I'm All Bound Round With the Mason Dixon Line," has won considerable praise, and this record has met with a ready sale.

questionable. The committee has gone so far as to issue a bulletin regarding the advertising of R. Nordin, appearing in the Chicago papers over that name, and also over the name of A. Nordin, F. Nordin, B. Nordin, etc.

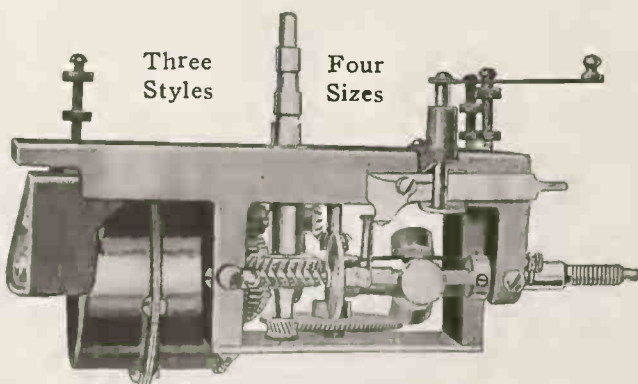
Nordin's specialty was advertising "My beautiful \$150 Victrola size phonograph and records, guaranteed ten years. Will accept \$60. Used only ten weeks. Wonderful bargain, etc." The

Vigilance Committee declares that the name Victrola is misleading, and that Nordin handles another make of phonographs. An advertising agency is also mixed up in the case, having placed the advertising for Nordin.

The National Vigilance Committee is working in co-operation with the Music Industries Better Business Bureau, and bulletins covering other transactions will soon be issued.

# Dayton Motors

**Sold all over the world  
Used in all high class  
Talking Machines**

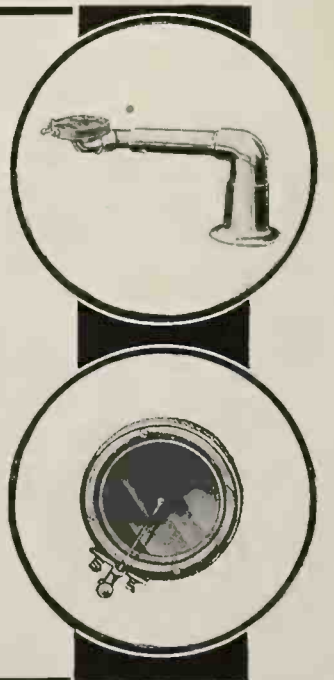


They have won wonderful and enduring popularity and embody the silent running, reliable and durable features that delight the customer and satisfy the builder. The Dayton Motor is considered by manufacturers and users as being

### The Best Built Motor in the World

It has made good in Thousands of machines. Give us an opportunity to prove it.

Build satisfaction into your products by using our Quality Line—Dayton Motors, Dayton Tone Arms, Dayton Reproducers. All styles and sizes. They will bring you more business and satisfy your customers. Write for full particulars.



**THE THOMAS MFG. CO., 322 Bolt Street, DAYTON, OHIO, U. S. A.**

**McCORMACK'S SAN FRANCISCO CONCERT REALIZES \$24,700**

Famous Irish Tenor Scores Phenomenal Success in Concert for American Red Cross—Sherman, Clay & Co. Co-operate in Generous Way—Entire Affair Splendid Evidence of Patriotism

SAN FRANCISCO, CAL., April 4.—Local talking machine and music circles are still agog over the recent sensational appearance of John McCormack, the famous Irish tenor, in this city. Mr. McCormack's appearance in the interests of the American Red Cross served to enrich the funds to the extent of \$24,700.

The admittance fees—the place was filled—totaled close to \$20,000, and Tom Skeyhill, the

brought \$550 from J. J. Tynan, while Mayor Rolph paid \$250 for "I Hear You Calling Me." Mrs. S. R. Maynard paid an even \$500 for the "Long, Long Trail," and Mrs. E. J. Knight paid a like amount for the Berceuse from "Joselyn."

Skeyhill auctioned the records off until his voice failed him and he was led from the platform in a storm of cheers.

McCormack sang unimagined pathos and beauty into "Mother Machree," which came as an encore. "Has Sorrow Thy Young Days Faded" brought tears to the eyes of many, and it is no exaggeration to say that the rafters rang with the applause which greeted the noble "God Be With Our Boys To-night." The program was well-balanced, with tender Irish airs and songs of the more martial type.

San Francisco has established a record for the McCormack

tour. The sale of records exceeded that of any other city. Cleveland is second with a record sale of \$3,500.

The records by McCormack which were auctioned off by Skeyhill were donated by Sherman, Clay & Co., well-known Victor wholesalers, of this city, who did their full share in making the concert a success, and incidentally arranged a most elaborate and attractive McCormack window to their store to mark the event. In the window display was a life-size figure of McCormack, as the centerpiece, which is shown herewith. The entire affair proved how patriotic are San Franciscans.



Sherman, Clay & Co. Window Advertising of McCormack's Concert

twenty-one-year-old Anzac boy who for three years battled with the English colonial forces, to leave his eyes behind him on the western front, sold records of the golden McCormack voice, adding \$5,250 to the box office receipts. All will be given to the Red Cross.

Skeyhill, his sightless face making mute appeal to the hearts of the audience, was eminently successful as a seller of records. The "Star-Spangled Banner" went to E. J. Carroll, of the St. Francis Hotel, at \$550, and E. Brule, of the Palace Hotel, paid \$1,000 for "The Sunshine of Your Smile," immediately reselling it for \$500. "Keep the Home Fires Burning"

**GETTING AFTER THE "GYP" DEALERS**

Assistant District Attorney Goldstein Planning to Prosecute Those Who Offer to "Sacrifice" Talking Machines at Prices in Excess of Real Values—Busy in Harlem District

As was prophesied some time ago, "gyp" dealers in musical instruments, and particularly talking machines, have been quick to take advantage of conditions brought about by the draft, and the sudden calling of young men from their homes and occupations. Dealers have been particularly active in the upper section of New York City, and the newspapers are quite full of announcements of machines and records offered at a "sacrifice, owing to the fact that the owner has been called to the colors and must dispose of his effects." Assistant District Attorney Goldstein has taken cognizance of the activities of "gyp" dealers, and is investigating their operations. He threatens that when sufficient proof is forthcoming he will take immediate action to stop their activities.

Investigators in one instance, lured by the announcement that a "\$200 model machine and library of records, little used, could be purchased for \$60 from a young man Upton-bound," found that not only could the machine on exhibition in the front room of the apartment be purchased at the special price, at least 50 per cent. more than it was really worth, but there were a dozen or more machines in the adjoining room ready to be moved in and "sacrificed" one at a time.

Mr. Goldstein urges that dealers, or individuals, who obtain proof of fraud in the operation of "gyp" dealers, communicate with him that he may take legal action. It may also be said that dealers in other cities who run against "gyp" operations can secure action by reporting the same to the Music Industries Better Business Bureau in Milwaukee, who are co-operating with the National Vigilance Committee of the Advertising Clubs of the World, in an effort to check the evil in all sections of the country.

**OCCUPYING NEW QUARTERS**

William Gulden, furniture and talking machine dealer of Union Hill, N. J., is now located in a fine new store at 149 Bergenline avenue. Mr. Gulden features the Brunswick phonograph.

**CHANGES IN PORTLAND STAFFS**

Various Talking Machine Men Make New Connections in That City and Vicinity

PORTLAND, ORE., April 3.—Many changes have taken place in the employed forces of the talking machine departments of local big music houses in the last month. C. B. Cordner, of Eilers Music House, has taken the position of manager of the talking machine department, succeeding to the place formerly held by H. S. Rayner, who is now in Seattle with the Hopper-Kelly Co. Mr. Cordner is well known and well liked by Portland people. He has long been with the Eilers people. The new manager has started out a drive for cash sales and has been having remarkable success, due, he believes, to the prosperous condition of the people of Portland.

R. C. Coltart, of the Columbia Graphophone Co.'s Portland branch, has gone to San Francisco, where he will take charge of the Columbia branch there.

Henry Schmidke has succeeded Mr. Coltart with the Columbia people. Mr. Schmidke, who has been traveling for the Portland branch through the Oregon territory, is considered one of the most efficient officers of the local house.

W. L. LeVanway, Jr., has been placed in charge of the phonograph department of the Graves Music Store. The position was formerly held by I. W. Lane, who has gone to Tulsa, Okla., and is now connected with the Tulsa Automobile Co.

C. V. Jones, traveling salesman of the Portland branch of the Columbia Graphophone Co., has been meeting with big success in the spruce districts of Southwestern Oregon.

H. A. Yerkes, of New York, traveling man-

ager of the Columbia Graphophone Co., enjoyed a trip up the Columbia Highway while here. Mr. Yerkes and his wife were guests of L. D. Heater, manager of the local Columbia branch.

**"GLOBE" TRANSFER NAME PLATES**



STYLE 1



STYLE 2



STYLE 3



STYLE 4



STYLE 5



STYLE 6



STYLE 7

Illustrations are Half Size.

WRITE FOR SAMPLES

Are being applied on Talking Machines, Pianos, Furniture, Typewriters, Sewing Machines, Sporting Goods, etc., by progressive dealers everywhere.

**ARTISTIC — PERMANENT — EASILY APPLIED**

You can order any of the designs illustrated opposite, Style 1 to 7, with your copy, at following prices:

- 250, \$16.00 2000, \$40.00
- 500, 20.00 3000, 50.00
- 1000, 27.50 5000, 65.00

Terms, 30 days net, F. O. B. Jersey City, N. J. Firms not rated should send cash with order. No C. O. D. orders accepted.

Write for folder, "You Need Decalcomanie In Your Business."

**TRANSFERRING OUTFIT**

Consisting of one 1 in. Felt Roller, Bottle of Transfer Size, Brush and complete directions shipped with every order.



**GLOBE DECALCOMANIE CO.**

Manufacturers and Importers

74 Montgomery St.

JERSEY CITY, N. J.

# STOP! LOOK!

## VICTOR DEALERS

If you are unable to obtain the Victor records you want, why not push the sale of those available. We have a good supply of the following, most of which are desirable. Have your sales-people play these for your trade and you will be surprised at the amount of obtainable records you can sell. Let us have your order at once for any of this list and any others you can use. Orders will be shipped same day received.

17525	17789	18006	18179	35009	35579	60136	64637	76030	88510
17592	17790	18007	18180	35333	35581		64641		88511
17606	17801	18008	18187	35349	35587	64442	64645	87121	88512
17629	17812	18009	18188	35362	35588	64450	64652	87138	88513
17630	17831	18013	18191	35372	35589	64482	64660	87161	88514
17631	17836	18021	18197	35396	35590	64491	64661	87166	88515
17636	17844	18022	18200	35402	35593	64492	64664	87172	88518
17637	17850	18024	18201	35404	35595	64493	64665	87174	88519
17644	17851	18025	18203	35405	35596	64496	64675	87177	88520
17649	17857	18027	18213	35406	35597	64497	64677	87178	88524
17658	17866	18041	18216	35414	35599	64498	64705	87183	88533
17659	17875	18044	18217	35417	35600	64500	64713	87189	88534
17667	17879	18050	18218	35421	35604	64505	64732	87190	88536
17671	17883	18053	18227	35422	35607	64512	64741	87193	88542
17674	17889	18058	18229	35431	35609	64513	64747	87194	88545
17676	17896	18061	18232	35436	35612	64516	64761	87195	88547
17678	17903	18067	18234	35438	35616	64518		87201	88548
17679	17905	18072	18235	35439	35617	64520	65715	87209	88550
17680	17908	18078	18236	35445	35618	64530	65717	87220	88555
17683	17912	18080	18244	35478	35619	64532		87228	88556
17684	17915	18088	18253	35480	35626	64533	74163	87235	88557
17691	17916	18108	18262	35487	35627	64537	74392	87239	88562
17692	17923	18109	18270	35488	35634	64539	74406	87244	88564
17693	17933	18123	18285	35495	35636	64541	74420	87246	88568
17698	17938	18125	18293	35496	35640	64542	74421	87248	88569
17699	17949	18128	18294	35501	35649	64545	74429	87253	88571
17707	17961	18129	18300	35502	35654	64550	74434	87254	88574
17708	17963	18134	18312	35505	35656	64552	74443	87256	88577
17711	17967	18136	18314	35514	35661	64553	74450	87260	88582
17713	17970	18137	18315	35521		64554	74452	87261	
17722	17972	18138	18317	35523	45076	64562	74458	87262	89052
17726	17973	18139	18320	35528	45092	64582	74459	87265	89053
17728	17977	18141	18328	35535	45095	64585	74462	87270	89058
17734	17978	18143	18340	35541	45097	64591	74479	87271	89064
17748	17981	18150	18349	35542	45106	64595	74486	87510	89068
17749	17985	18151	18355	35546	45107	64601	74492		89072
17751	17987	18153	18361	35548	45108	64608	74495	88447	89077
17752	17992	18154	18363	35550	45112	64613	74497	88467	89078
17753	17993	18156	18365	35554	45113	64615	74498	88478	89080
17754	17994	18164	18371	35556	45117	64616	74504	88482	89082
17758		18165	18379	35561	45121	64617	74505	88486	
17762	18000	18166	18406	35562	55043	64624	74506	88496	95207
17763	18001	18169	18411	35571	55075	64626	74511	88497	95208
17769	18002	18173	18414	35572	55080	64628	74528	88503	95212
17770	18003	18175	18414	35574		64630		88505	
17778	18004	18176	18428	35576	60093	64635	76020	88506	96200
17783	18005	18178	18429	35578	60133	64636	76027	88508	96201

**W. D. & C. N. ANDREWS**  
**BUFFALO, N. Y.**



# The Importance of Knowing Both Your Own and Your Competitors' Line :: :: By Frank D. Parsons

The ideal talking machine salesman is careful to maintain the reputation of his wares. Every instrument has a certain standing and reputation, and it behooves the retail salesman to guard that reputation as carefully as though he himself were the manufacturer. To accomplish this the salesman must know his line thoroughly—must know its good points, its exclusive features, and also its defects, if any there be. In addition to this he must also have a general knowledge of competing lines and their merits and shortcomings. A knowledge of the peculiarities of competing instruments is invaluable to the salesman.

It is human nature for a prospective customer to walk into a talking machine store, and disparage the line of instruments for sale therein, praising the qualities of some other line. This is done, often as not, not because the prospect really believes the other line is better, but because he, the prospect, wants to settle his mind absolutely in regard to the instrument the salesman is showing him, before the sale is consummated. In other words, the prospect wants to convince himself that he is making the best possible purchase, and if the salesman can point out the difference between his products and those being sold by a competitor, and point out these differences so clearly and convincingly that the prospect remembers and believes the salesman's statements, the sale will not only be made, but it will "stick."

In doing this, however, the salesman must carefully refrain from "knocking." The verbal hammer of the salesman, pounding against a competitor's line, has spoiled more possible sales than any other single factor. If the

prospect praises the tone of a competing line, the salesman should be able to point out the fact that this own line is equal, if not superior, in tone to the instrument being praised by the prospect, and to do this the salesman must know enough about the principles of construction to prove that his line need not take second place when compared with competing instruments. If the prospect is enamored of some special feature of case design in a competing line, the salesman should know enough about case construction to point out the special features embodied in his own instruments, and be able to convince the prospect of the beauty and attractiveness of the wood and the finish,

as well as other points which his line possesses.

These and similar arguments can be used most effectively by the salesman, without in any way knocking his competitor, or his competitor's line. The arguments can only be made effective, however, if the salesman has a thorough knowledge of his own line, and knows enough concerning competing lines to talk about them intelligently. The salesman who attempts to sell talking machines without first fortifying himself with a practical knowledge of the instruments he is selling is no surer of success than would a schoolboy be of solving a problem in algebra without first having committed to memory the multiplication table.

## MOULDING THE AMERICAN CITIZEN

Striking Victor Co. Advertisement Calls Attention to What the Victrola Is Doing in the Schools of the Country Just Now

One of the most effective Victor advertisements yet presented was that appearing in the Saturday Evening Post of March 23, which emphasized in a striking manner, through the medium of both text and illustrations, the strong position held by the Victrola in the schools of the country. The advertisement was captioned: "Moulding the American Citizen of To-morrow," and offered an appeal along a new line. The border was made of a series of views showing the Victor machine furnishing music for folk dances, singing and writing exercises, calisthenics, etc., in graded and high schools, and the text called attention to the fact that the Victrola was used in more than 25,000 public schools in 6,000 cities and towns. The Victrola XXV,

manufactured especially for school use, was shown in one corner of the announcement.

## RECEIVING CONGRATULATIONS

G. C. Jell, general manager of the recording laboratories of the Columbia Graphophone Co., New York, is receiving the congratulations of his friends and co-workers upon the arrival at his home a fortnight since of a baby girl, who has been christened Mary Caroline. Miss Jell will doubtless have unlimited opportunities to become an operatic artist, under the guidance of the Columbia recording laboratory manager.

## HOLD OPENING OF NEW QUARTERS

The Victoria Music Co., Wilmington, N. C., recently held the opening of their new quarters in the new Theatre Building, at the corner of Second and Market streets. The company features Victrolas and records exclusively.

# A HERZOG Cabinet for the Victrola IXA

And we have other cabinets for all talking machines and phonographs. HERZOG Art Record Cabinets are correctly designed, substantially constructed and exceedingly well finished. They stimulate the sale of machines and records. Many are being sold daily to those who already own small machines and the dealer who does not carry a representative stock of HERZOG Record Cabinets is overlooking a prolific source of additional and easy profits.



Artistic  
CABINETS  
for  
All Machines

A handsome new Catalog showing the complete line is just off the press. Ask for a copy of Catalog No. 22 and see the biggest and best line of Art Record Cabinets on the market.

HERZOG ART FURNITURE CO.,

SAGINAW, W. S., MICH.



**Good intentions! Honestly, now, do they ever get you anywhere? Put your sales problems up to Columbia Dealer Service Department TODAY. We're only waiting to hear from you.**

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

### COLUMBIA DEALERS HOLD MEETING

Lambert Friedl Prepares Many Interesting Subjects for Discussion at Third Monthly Gathering of Columbia Retail Dealers

The third monthly meeting of Columbia dealers was held last month in the auditorium of the Columbia Shop, and a representative gathering of Columbia retailers was on hand to participate in the various business discussions that constituted the program. Lambert Friedl, manager of the local wholesale branch of the Columbia Graphophone Co., who inaugurated these meetings, prepared for the dealers a number of interesting topics that were the subject of serious discussion, the principal topic being the new Columbia records, which will be issued on April 10.

Ralph W. Knox, advertising manager of the



Lambert Friedl

Columbia Co., delivered an effective and timely address regarding the company's advertising plans for the present and the future, telling the dealers how they can tie up their local advertising with this campaign, and pointing out just what the publicity will represent. Edward N. Burns, vice-president of the Columbia Co., who is taking a keen interest in Columbia recording,

and G. C. Jell, general manager of the recording laboratory, were also present at this meeting for the purpose of deriving all possible benefit from the dealers' suggestions, etc.

A number of Columbia artists rendered pop-

At the close of the meeting the dealers expressed their hearty enthusiasm regarding the practical value of these business sessions, and it is quite likely that Mr. Friedl will call these meetings regularly for the next few months.



Columbia Retailers Who Attended Recent Monthly Meeting

ular selections as a part of the musical program: the artists present including Chas. W. Harrison, Frank Croxton and Reed Miller, with Chas. A. Prince at the piano. A. Oblo, a successful Columbia dealer in Brooklyn, N. Y., also gave a number of musical selections.

They give the dealers an opportunity to get together and talk over common business problems, and under Mr. Friedl's direction every possible effort is being made to co-operate with the dealers and carry out their suggestions along practical lines.

### BEAUTIFULLY EQUIPPED QUARTERS

Now Occupied by the Outlet Co., Which Celebrates Its Eighteenth Anniversary

PROVIDENCE, R. I., April 3.—The Victrola department of the Outlet Co., of this city, recently celebrated its eighteenth anniversary, and Manager Harold A. Glasser, who for a long time was identified with the Victor trade in New York City, has been receiving congratulations on the success of this enterprise, which is the largest Victor establishment in the State of Rhode Island.

In the new talking machine department, which is located on the third floor of the monster Outlet building, there are eighteen soundproof booths, a complete repair shop, a record library, office, and a room devoted especially to the sale of records by telephone. The entire woodwork is finished in antique oak, and the booths are so

attractively arranged that the entire department is one of the most imposing and most artistic to be found anywhere in the trade. Mr. Glasser is quite enthusiastic about the trend of business this spring, and is preparing for one of the most satisfactory years in the history of this house.

### NEW PAMPHLET ON DECALCOMANIE

Containing Samples of New Name Plates for Talking Machines by Smith-Schiffin Co.

The Smith-Schiffin Co., manufacturers of "Magnet" decalcomanie name plates, are finding the demands for their product to be greatly on the increase, so states Geo. A. Smith, of the firm. Since the first of the year the calls for samples and the return orders from dealers have been very heavy, and this, with the addition of a substantial demand from the manufacturing trade, has kept the company working to capacity. A new pamphlet is now being sent out to the trade containing facsimile illustrations of name plates together with price quotations.

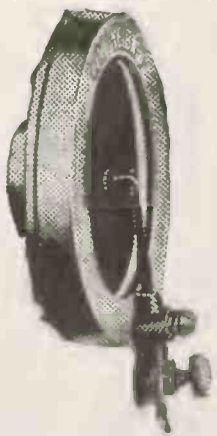
Whether a commander of a ship or a stoker in the ranks, "act well your part; there all the honor lies." And if called upon to assume the heavy burdens and great duties—go to them without finching.

### COTTON FLOCKS

.. FOR ..

Record Manufacturing

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



## The "INVINCIBLE"

The Sound-Box that has Gained the World's Confidence

- ☑ Plays all makes of records perfectly.
- ☑ Pure, clean, sweet and with a solid and round tone.
- ☑ Constructed to give service and absolutely guaranteed.
- ☑ No superfluous parts, and production uniform—no seconds
- ☑ Supplied with mica or our special composition diaphragm.

Write today for samples and prices. Ask also to send you our No. 2 "Invincible."

NEW JERSEY REPRODUCER CO.  
847 Broad Street  
NEWARK, N. J.

# NEEDLES

Manufactured by the

## DEAN DIVISION

of the

# OTTO HEINEMAN PHONOGRAPH SUPPLY CO.

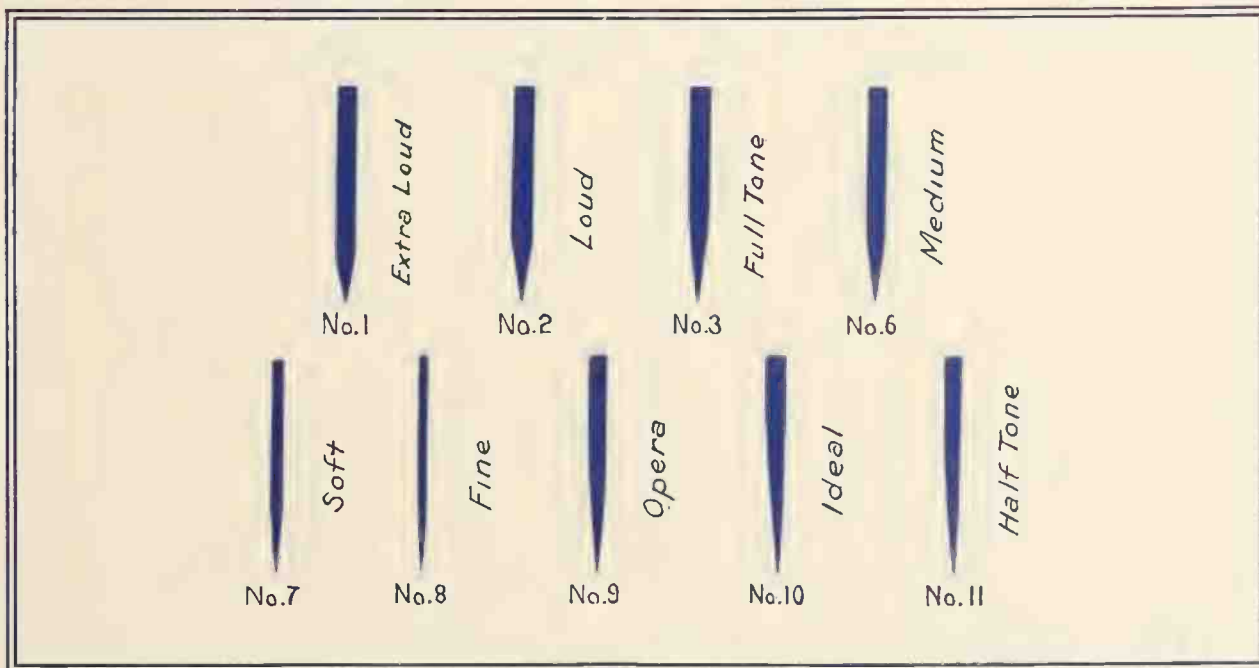
INCORPORATED

25 WEST 45th STREET, NEW YORK

FACTORIES: Elyria, Ohio Newark, N. J. Putnam, Conn.

BRANCH OFFICES: Chicago, Ill. Cincinnati, O. Seattle, Wash. Toronto, Ont.

# STEEL NEEDLES



## PERMANENT NEEDLES

TO PLAY PATHÉ RECORDS

Half Tone Points

Full Tone Points

TO PLAY EDISON RECORDS

Sapphire Points

Genuine Diamond Points





## PORTLAND, ORE., ASSOCIATION MEETS

Many Interesting Business Questions Discussed  
—Urged That Terms Be Held Up to Good Standard—Condemn Approval Practice

PORTLAND, ORE., April 2.—The monthly meeting and banquet of the recently organized Portland Dealers' Talking Machine Association, held at the Imperial Hotel March 19, did much to cement business relations between the dealers in this city and to wipe out unfair methods of competition. Following a delightful banquet, E. B. Hyatt, president of the association, called the twenty-one members to order and an interesting session was held in which many things of interest to the local trade were discussed.

L. D. Heater, manager of the Columbia Graphophone Co., and James Loder, manager of the talking machine department of the Bush & Lane Co., called particular attention to the necessity of keeping terms up to a dignified and businesslike standard—to put the goods before the public and sell them in a legitimate way. It was decided that the firms should all require payment of 10 per cent. down and require the contract to be paid up within one year.

Taylor C. White, manager of the talking machine department of Sherman, Clay & Co., and L. D. Heater started a discussion in regard to sending out records on approval. The practice was generally condemned, the speakers maintaining that the public abused the confidence of the dealers in this way and injured the records. There were a few present, however, who thought that better business could be obtained by the old method of allowing customers the privilege of taking records home to make their selections in that way.

Attention was called to the fact that there were dealers who were offering records free with higher-priced machines as a means of developing trade. Stress was laid on Portland's present prosperity and the needlessness of this method of getting business, and the dealers all finally agreed to discontinue any such practice. It was decided that the records henceforth should all be sold separately. Almost all the houses have been following this course of separate sales.

The best of feeling was exhibited at the meeting, despite wide variance of opinion on some of the subjects discussed, and there was no doubt that the association has co-ordinated the business, and that the firms are now on the best of terms with each other and are disposed to help one another, whereas before the association was formed each firm was out for itself to the detriment of the talking machine business as a whole.

The representative of The Talking Machine World was elected to honorary membership in its association.

## MAURICE LANDAY GETS ACTION

Proves Right Man as Advertising Manager of  
"The Range Finder," Issued by His Artillery  
Regiment Now Stationed at Fort Hancock

Maurice Landay, brother of Max and James Landay, of Landay Bros., local Victor wholesalers, is a private in Battery E, Fifty-seventh Artillery, C. A. C., at present stationed at Fort Hancock, N. J., and incidentally fills in his spare time as advertising manager of "The Range Finder," a snappy publication gotten out in the interests of the regiment at various intervals. The magazine is full of clever cartoons, excellent jokes and interesting articles regarding army life and happenings at the Fort.

Mr. Landay has shown convincing proof of his ability as advertising manager by lining up several pages of good business for the publication, a number of local talking machine jobbers having taken liberal space.

The regular quarterly dividend has been declared by the Victor Talking Machine Co. on both common and preferred stocks, payable April 15 to holders of record March 31.

## SHOW FILMS OF VICTOR PLANT

Talking Machine Dealers in Pittsburgh See Motion Pictures Showing How Victrolas and Records Are Manufactured—Large Attendance

PITTSBURGH, PA., April 10.—A large number of talking machine dealers in the local territory, as well as a generous sprinkling of the public at large, had the opportunity last night of seeing by means of motion pictures just how talking machine records are made in the factory of the Victor Talking Machine Co. The film, which has been shown in various sections of the country, was made under the direct auspices of the Victor Talking Machine Co., and its showing in this city was arranged for by the Pittsburgh Talking Machine Dealers' Association. The exhibition was held in the auditorium of the Chamber of Commerce, and officers of the association made special efforts to secure a large attendance, particularly of dealers and their employes. The general results were most gratifying.

## COMES HOME FROM THE WAR

Louis Older, of Portland, Ore., Honorably Discharged From Canadian Service

PORTLAND, ORE., April 2.—Portland boasts one veteran of the great European war among its talking machine men—Louis Older, recently Private Louis Older, of the First Depot Battalion, Vancouver, B. C. Mr. Older prior to the war was known as the pace-maker and enthusiast of the Columbia Graphophone Co.'s Portland branch. He has now returned to Portland and has resumed his duties with the Columbia people.

Mr. Older obtained an honorable discharge after serving seven months in Canada and Scotland. He enlisted and was assigned to the forestry division and was in Scotland when he was kicked by a horse, the accident incapacitating him from further war duty—a broken ankle and stiff knee being the regrettable result of the accident.

## OPEN NEW BRANCH IN ROME, N. Y.

Buckingham & Moak, well-known piano and talking machine dealers of Utica, N. Y., have opened a new store at 170 West Dominick street, Rome, N. Y., where in addition to pianos and other musical goods they will feature the Vocalion phonograph.

## PLAN EDISON DEALERS' CONVENTION

Annual Sessions to Be Held at Waldorf-Astoria Hotel During Week Beginning June 3

The annual convention of the Edison phonograph dealers will again be held in New York this year, and is scheduled to occupy the entire week, beginning on June 3, with headquarters at the Waldorf-Astoria Hotel, where last year's convention was held. While, of course, it is too early to judge, it is nevertheless believed by the Edison officials that this year's convention will surpass in attendance that of last year, which in itself broke all previous records for gatherings of that nature.

It will be a dealers' convention in every sense of the word, and they will be in charge of all sections of the convention. Plans are now being laid for the preparation and reading of a number of special papers, both by the dealers themselves and by factory officials who will be invited to attend.

A particularly interesting fact in connection with this year's convention is that it will be held during the week of the National Music Show at the Grand Central Palace, at which Thomas A. Edison, Inc., will have an elaborate exhibit. The various piano trade associations will also hold their conventions the same week, which will tend to make New York City a musical center for the time being at least.

## AN ATTRACTIVE ESTABLISHMENT

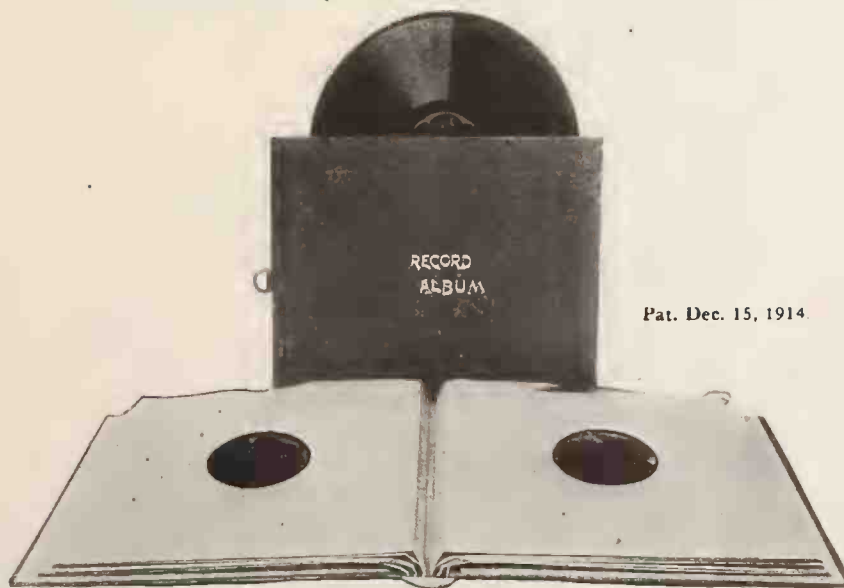
Odeon Music Co. Handling Brunswick Phonographs in New Brunswick, N. J.

NEW BRUNSWICK, N. J., April 3.—The Odeon Music Co., 28 Liberty street, this city, has a most attractive establishment for the sale of all kinds of musical instruments, including pianos, player-pianos, Brunswick phonographs, as well as music rolls and sheet music. The company, of which D. E. Elmer is president, and J. C. Cramer is manager, have installed three soundproof demonstrating booths in their phonograph department and have equipped them in an elaborate manner with rugs, comfortable furniture, decorative plants, etc., and report an excellent business.

Miller & Kades of Harrisburg, Pa., have recently installed six soundproof booths costing \$6,000. This firm is the sole distributor of the Columbia line in that district and reports an increase of 50 per cent. in business last year.

# LIBERTY BONDS—BOSTON ALBUMS

## SAFEST INVESTMENTS



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.

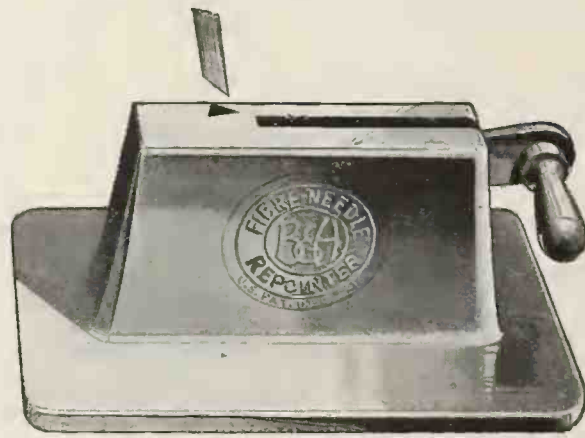


# DO IT NOW

This is your busy season and ours.

We strongly advise that orders for future delivery of B & H Fibre Needles be placed as early as possible in order to secure prompt delivery.

Your orders will be entered and delivered in such installments as your needs may require.



U. S. Patent December 5, 1916

Don't forget to place sample orders for the B & H Fibre Needle Repointer.

It constitutes the most practical and logical method of repointing the fibre needle.

## B & H FIBRE MANUFACTURING CO.

33-35 West Kinzie Street

CHICAGO, ILL.

**PHENOMENAL MONTH'S BUSINESS IN PORTLAND, ORE.**

Leading Houses Make Most Encouraging Reports Regarding Business, But Complain of Shortage of Machines and Records—Fine Spirit of Optimism Prevails Throughout the Trade

PORTLAND, ORE., April 2.—Talking machine dealers in Portland report spring business of such volume as never before experienced in this district. March sales eclipsed all marks, both for machines and records, and the only real complaint heard among the dealers is regarding transportation conditions and shortage of stock.

So heavy has the demand for Victrolas been in Portland that an actual shortage exists and many dealers have lost sales through inability to deliver desired models.

The Wiley B. Allen Co., of Portland, followed its February business, which was 100 per cent. increase over that of February, 1917, by making even a better record for March, the figures for the latter month being even greater than that of the big San Francisco house. Shortage of stock alone prevented Wiley B. Allen from breaking all existing records at the Portland branch. In spite of this Paul B. Norris reports a wonderful sale of Victor and Edison machines and the rapidly diminishing stock testifies to the fact. Hopes are entertained for an early arrival of new machines and Mr. Norris says unless more stock is soon forthcoming there will be a big falling off in business.

Sales continue large at the Hyatt Talking Machine Co. store. E. B. Hyatt, manager of the firm, says trouble has been experienced in getting Victrolas, especially models Nos. 14 and 16. In one week 250 "Joan of Arc" records were disposed of by this house and 150 more have been ordered. A big new consignment of Edison records has just arrived and Miss Emma Reynolds, who has charge of the record department, says they are an unusually fine lot. Mr. Hyatt says the demand for Columbia machines keeps up well and this is especially pleasing inasmuch as the Columbias are much more easily obtained than are the other lines.

February and March were the biggest months

ever experienced by the Portland branch of the Columbia Graphophone Co. L. D. Heater, manager of the house, says that he had thought December, 1917, would for a long time be unparalleled, but that February showed 2,000 more records sold than in December, and March even more than in February. Columbia machines have been finding a greater sale than ever before, too, and this is in part attributed to the fact that a great deal of the competition has been removed because of shortage of stock in the Victor and Edison lines. Mr. Heater, however, says that there is little hope of escaping a real shortage of Columbia machines because of the ever-increasing demand and railroad conditions which prevent the arrival of enough machines to supply this demand. The Columbia Co. has heretofore always been able to supply all retail houses, but Mr. Heater says before long customers will have to wait.

So great has been the increase of business in the Dictaphone department of this company that it has been found necessary to buy an additional truck to speed the delivery. L. C. Callahan, manager of the Columbia Dictaphone department, says that the trade for February and March has never been equaled in Portland.

Sonora machines have been finding a ready sale at the Bush & Lane house. Patrick Murphy has been making some big deals, one \$375 Sonora invincible topping a goodly list of sales for the last month. Mr. Murphy also disposed of a big line of Victrolas in the last month. James Loder, manager of the department, declares that the high-priced Sonoras and Victors are the favorites in Portland and he says if present indications are to be trusted the month of April will be a memorable one for the department.

Excellent results have been obtained in the Victrola department of the G. F. Johnson Music

Co.'s store. The firm is now well established in business and though it has only been in operation five months, a growing list of customers attests to the fine management and the excellent character of the house. A lack of Victrolas and records interferes with some sales, but Mr. Johnson says freight is slowly delivering long-belated orders and a fine spring trade is regarded as certain.

The Meier & Frank Co. received a big shipment of Edison records which have been on the way for some time and a good supply of Edison machines is still in stock at this big house. Large sales of Edisons are reported, the \$100 and \$160 models being the best sellers. The house reports a shortage of Victor records and machines and therefore curtailed sales of these instruments for which the demand continues strong. Miss Madeline Larsen, saleswoman in this department, says there is a good stock of Columbia records and machines and that sales of these goods have been heavy.

The Wakefield Music Co. reports big sales of Brunswick phonographs. Several machines a day has been the record for the last month or so and Miss Hazel Raymond, in charge of the record department, says that never has the demand for records been so great.

The Reed-French Piano Co. has been having a fine trade in Columbia and Edison machines and the spring business is said to eclipse all previous marks at this store.

The Edwards Furniture Co. is congratulating itself on the receipt of a shipment of forty-seven Unolas from Chicago, which were on the road only twenty-one days. A big shipment of Brunswicks was also received by this house, which reports ready sales. J. E. Allen, manager of the talking machine department, says he is finding it increasingly difficult to procure enough sales people to look after the business which has been constantly expanding.

The Copp Music Shop of South Bend, Ind., Victor dealers, are planning to enlarge their establishment.



**Get the Benefit**  
of the big business doing right now on both talking machines and records by handling

**SALTER**  
**Felt Lined Cabinets**

These two styles are not only remarkable outfit sellers but are equally attractive to people who have cabinet machines but need more record storage capacity.

---

**SEND FOR CATALOGS**

---

Showing many other attractive styles.

We also make a beautiful line of sheet music and music roll cabinets.

**SALTER MFG. CO.**  
337-49 N. Oakley Boulevard  
**CHICAGO, ILL.**



No. 19. Cabinet  
(DOUBLE DOOR FRONT)  
Made especially to hold the Victor-Victrola, No. IXA

No. 111. Cabinet (Opened)  
For Columbia \$50.00 Machine  
33½ inches high. Top, 23 x 19½ inches

# Talking Machine Men

# BUY LIBERTY BONDS



THEN

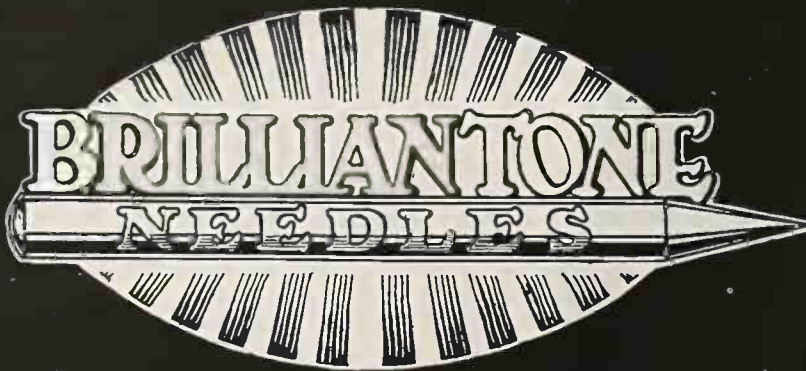
## PROTECT YOURSELF

and buy Brilliantone Steel Needles  
at Present Prices

**FULL TONE HALF TONE EXTRA LOUD**

**American Made by American Labor**

WRITE  
FOR  
SAMPLES



WRITE  
FOR  
PRICES

**The Truly Reliable and Honestly Meritorious Steel Needle**



the Needle of uniform length  
the Needle with uniform points  
the Needle that is uniformly hard  
---Therefore---THE BEST



**BRILLIANTONE STEEL NEEDLE CO.,** OF AMERICA, INCORPORATED

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

B. R. FORSTER, President

NEW YORK CITY



## HALLET & DAVIS START CAMPAIGN

Famous Boston Institution Arrange for Active Development of Their Pathé Business With R. O. Ainslie as Manager—Affair Started With Dinner and Business Meeting

BOSTON, MASS., April 1.—Toward the middle of March the Hallet & Davis Co. started in on a campaign by way of booming the Pathé line of machines, and the program was opened with a dinner at the Hotel Thorndike which was attended by the officers and managers of the Hallet & Davis Co., and several from New York, including Eugene Widmann, president of the Pathé Co., and James Watters, the secretary of the company. The dinner was followed by a business meeting in the concert room of the Hallet & Davis Co., 146 Boylston street. The purpose of the meeting was to explain the Pathé advertising campaign and to perfect plans for the distribution of the Pathé line throughout New England. This meeting was presided over by O. A. Card, the Hallet & Davis retail manager, and there were speeches by C. C. Conway, vice-president of the company; Secretary Watters, President Widmann and R. O. Ainslie, who has come from the West to take the management of this new Pathé line for the Hallet & Davis house.

The advertising campaign was begun in one of the Boston newspapers on the following Sunday, and the local house began at the same time to establish many new Pathé dealers both in Boston and in New England, and one roadman has been kept busy doing nothing else but visiting those who are anxious to take on this line of talking machine. In the meantime the retail business has been very large this past fortnight, and it has been necessary to increase the floor salesmen to take care of customers who have been flocking to the store both day and night, for the Boylston street warerooms have been open every evening since the campaign was on. In the delivery of goods it is a fact that the vans and trucks have been busy up to midnight. Each day since the campaign was opened it has been gathering momentum and the success of the present Pathé campaign is now an assured success. The Hallet & Davis dealers everywhere have been heartily co-operating with the home offices and this has meant a lot in creating popularity for these machines.

Mr. Ainslie, the new manager, is a Williams college graduate, and has had some valuable experience in the commercial world, and therefore comes to the Hallet & Davis house well fitted for taking up this new work. He says that the whole phonograph business among the Hallet & Davis dealers all over the country is going way ahead of all expectations and the roadmen are putting in a lot of their time on this department of the business and are sending in large-sized orders for Pathéphones and Pathé records every day.

## HEAVY LOSS CAUSED BY FIRE

Many Machines and Records Destroyed in Store of W. F. Frederick Co., in Johnstown, Pa.—Planning to Open New Quarters

JOHNSTOWN, PA., March 30.—The building occupied by the local retail warerooms of the W. F. Frederick Piano Co. was completely gutted by fire on March 17. The entire loss to the stock of the Frederick Co. totaled over \$60,000, and in addition to a number of pianos and player-pianos, there were destroyed over seventy-five Victrolas, and over 5,000 records, valued in all at about \$15,000.

Pending the opening of new retail quarters, the company is now doing business direct from its large warehouse, where, fortunately, there was a considerable reserve stock, and the other stores of the company were also called upon to fill gaps in the stock where possible. The business offices are maintained at 221 Franklin street, a few doors from the burned building, for the convenience of the public, until new quarters are ready.

## HEARS OWN VOICE ON VICTROLA

Miss Marion Harris, Victor Artist, Visits Sherman, Clay & Co. in Tacoma, Wash.

TACOMA, WASH., April 1.—While Marion Harris, the well-known concert singer and Victor artist, was in this city recently, in the course of a recital tour, she visited the store of Sher-



Miss Marion Harris and the Victor man, Clay & Co., Victor wholesalers, and took occasion to listen to the reproduction of several of her latest records. The accompanying picture shows Miss Harris enjoying the sound of her own voice coming from the Victrola, with the Victor dog on the other side, showing a very intent, even though inanimate, interest.

## LARGER QUARTERS IN FRAMINGHAM

A. A. Vose, who features the Vocalion phonograph in addition to his line of pianos in Framingham, Mass., has moved to larger quarters in the new Crouch Building that city. Mr. Vose has conducted a music store in Framingham for over forty years.

## FIRE IN THE POOLEY PLANT

Several completed and partially completed talking machines were destroyed in a fire which broke out in the factory of the Pooley Furniture Co., Seventeenth and Indiana avenues, Philadelphia, recently, causing \$1,000 damage.

## SHOWS NEW VIBRATING HORN

Western Inventor Devises Method for Supplementing Vocal and Instrumental Tones on Records by Special Vibrating Tongues Keyed in Sympathy With Different Tones

Several times recently authorities have claimed that the chief difficulty with the present form of talking machine is that one diaphragm is relied upon to record or reproduce, as the case might be, various instrumental and vocal tones each with its distinct series of vibrations, and that confusion results therefrom to a certain extent.

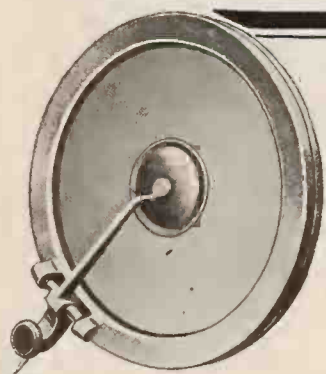
Now comes an inventor from the West, Frederick Lyon, of Fayetteville, Ind., to be exact, with a new talking machine invention designed to separate and emphasize the different vibrations of instruments or voices. Mr. Lyon's invention consists of a specially constructed sound chamber, which in the first place considerably augments the tone and which is equipped with a series of vibrating reeds set in a row and supported by wires, each reed resembling in magnified form the reeds in a harmonica, and keyed to respond in sympathy with certain vibrations. For instance, the rapid vibration of a soprano voice sets one reed in motion and the slower vibration of the basso affects another reed. These supplementary vibrations tend to emphasize the particular tone with which the reed is in sympathy, and the effect is remarkable to say the least.

Mr. Lyon had a machine in New York recently for the purpose of demonstrating it before various talking machine interests, and it was well received. A special horn and amplifying sound chamber can be placed in almost any talking machine instead of the ordinary sound chamber. It is of metal and, according to the inventor, can be manufactured accurately at little expense.

A Western concern is now planning to manufacture a new talking machine embodying Mr. Lyon's device.

## NOW SETTLED IN NEW STORE

The Peoria Phonograph Co., of which O. F. Zimmerman is the manager, is now located in attractive new quarters on the second floor of the Hippodrome Building in Peoria, Ill. The company handles both the Edison and Brunswick phonographs, and reports a steadily growing business.



## 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.

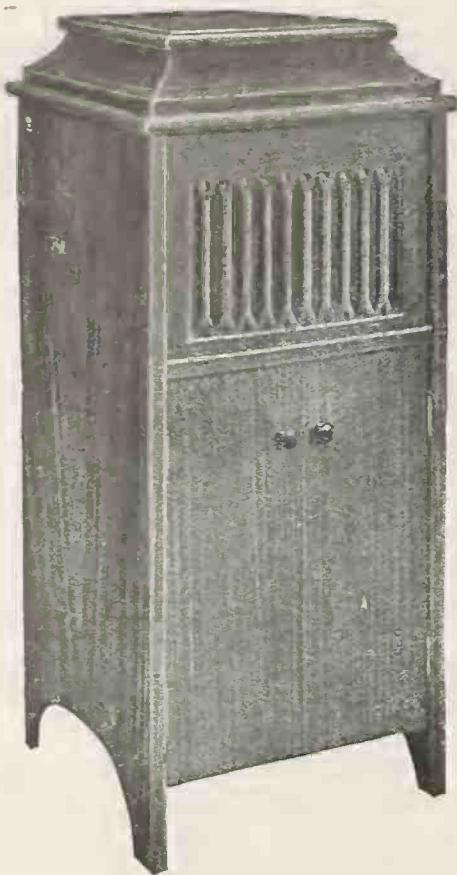
A demonstration of the Bliss reproducer means a sale—each sale brings another, for every music lover who hears the Bliss reproducer wants one.

Comparative tests solicited. Write today for dealer proposition.

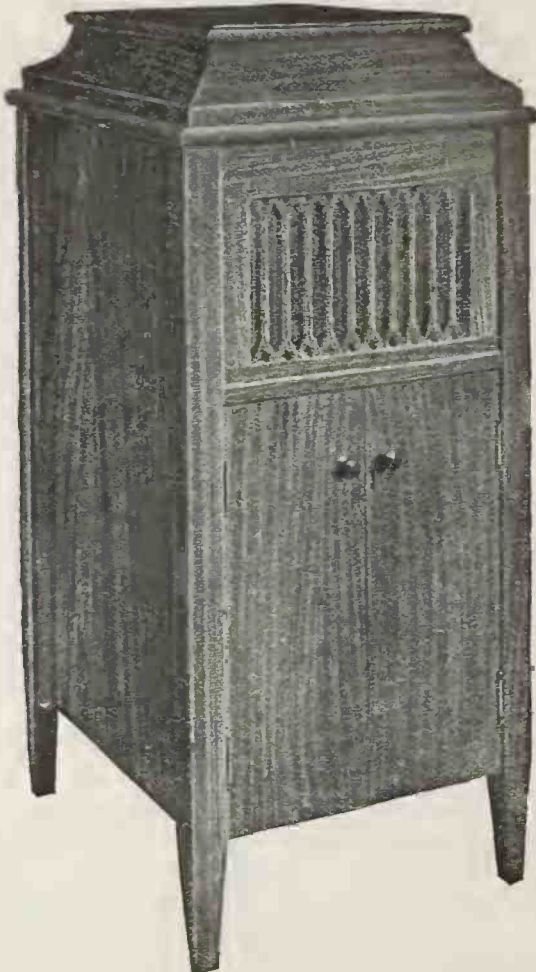
**WILSON LAIRD PHONOGRAPH CO., Inc.**  
29 West 34th Street, New York City

Canadian Distributors: HAWTHORN MFG. CO., 145 Yonge St., Toronto, Can.

# Lucky 13 Phonograph Co., 3 East 12th St. NEW YORK



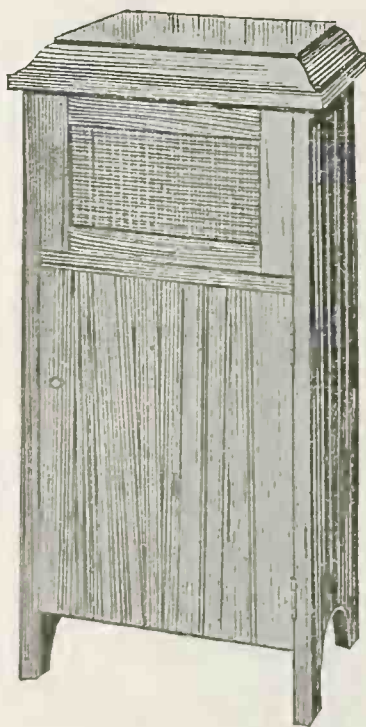
Type B—40 in. high. \$19.50 Wholesale  
Mahogany Finish Double Spring Motor Plays all Records



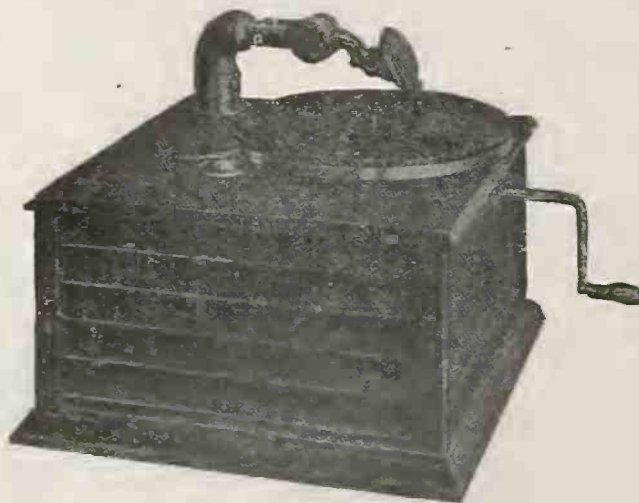
Type C—43 in. high. \$22.50 Wholesale  
Mahogany Finish Double Spring Motor Plays all Records



Type D—46 in. high. \$29.50 Wholesale  
Mahogany Finish Double Spring Motor Plays all Records



Type A, in Oak—35 in. high. \$13 Wholesale  
Double Spring Motor Plays all Records



No. 15C \$7.50 Wholesale  
Double Spring Motor Plays all Records



Type A, in Mahogany Finish—35 in. high  
\$15 Wholesale  
Double Spring Motor Plays all Records

### STEEL NEEDLES

65c per thousand. Immediate Delivery.

### 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

### MOTORS

No. 01—8-in. turntable	.....\$1.25	10-in. turntable	.....\$1.40
No. 5—10-in. turntable, double spring, plays 2 records	..... 2.75		
No. 6—10-in. turntable, double spring, plays 3 records	.....\$3.50	12-in. turntable	..... 3.85
No. 8—12-in. turntable, double spring, plays 3 records	..... 4.75		
No. 9—12-in. turntable, double spring, plays 3 records	..... 5.75		
No. 10—12-in. turntable, double spring, plays 4 records	..... 6.75		
No. 11—12-in. turntable, double spring, plays 7 records	..... 8.50		

### MAIN SPRINGS

No. 01—1 in.	22 gauge	7 ft.	20c ea.	100 lots 18c ea.	1000 lots 16c ea.
No. 0—3/4 in.	20 gauge	8 ft. 6 in.	25c ea.	100 lots 20c ea.	1000 lots 19c ea.
No. 1—3/4 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 1/4 in.	25 gauge	11 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.

### GENUINE DIAMOND POINTS, \$1.25 EACH

### 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

### TONE ARMS AND REPRODUCERS

No. 1—Tone Arm and Reproducer	..... \$ .90
No. 2—Tone Arm and Reproducer, for playing all records	..... 1.25
No. 6—Tone Arm and Reproducer, for playing all records	..... 2.25
No. 7—Tone Arm and Reproducer, for playing all records	..... 2.25
No. 8—Tone Arm and Reproducer, for playing all records	..... 2.25
No. 4—Tone Arm and Reproducer, for playing all records	..... 2.65

### NEEDLE CUPS

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

### NEEDLE CUP COVERS

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

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.

## CINCINNATI TRADE COMPLAIN OF SHIPPING CONDITIONS

Talk of Revival of River Traffic—All Branches of Trade Enthusiastic Over Business Outlook—Demand for Art Styles Grows—Some Big Orders Being Booked—News of the Month

Cincinnati, O., April 6.—Shipping conditions are the one big bone of contention in the Middle West, the trade as a unit finding some outlet for its energy west of Cincinnati, but practically shut off from accommodations in the opposite direction.

Cincinnati just now is giving some attention towards a revival of the river traffic and this will be of benefit to the trade when regular lines are again established. The few steamers which survived the ice floes of the past winter are unable to handle all freight offerings. One boat, which did not turn a paddle in six years, reached the harbor Saturday and will be overhauled at a cost of \$30,000 and placed in the Cincinnati and Louisville trade. In due time the Government is expected to compel an exchange of freight between railroads and river lines which will benefit river communities. Last week talking machine merchants, taking advantage of the new postal regulations, attempted to send small-sized machines through the mails. This resulted in the local facilities being clogged and it also affected first-class mail.

F. F. Dawson, manager of the local branch of the Columbia Graphophone Co., is very enthusiastic over the present outlook, and believes the territory will make a splendid increase over last year. Since he took charge of the local branch nearly one hundred new dealers have been established, and an increase in business of nearly 100 per cent. over last year tells the story of the progress that has been made. The month of March just ended is by far the banner month in point of total sales for the Cincinnati branch since it has been established.

J. L. DuBrueil, who came to Cincinnati more than a month ago from the general sales department, New York office of the Columbia Co., is still here, and giving valuable assistance to Manager Dawson, and it is largely due to his efficient efforts in handling the details of the Cincinnati branch that "the mill keeps grinding."

Chester Luhman, representing the educational department of the Columbia Co.'s executive office, is in this territory visiting the schools in the interest of better music, and for the promotion of this phase of Columbia activity.

J. D. Bright, who joined the sales force of the local Columbia branch, is making splendid progress. Mr. Bright covers Kentucky territory, and in the five weeks he has been on the road he has opened fifty new accounts.

W. S. Givler, Columbia's "old stand-by," recently made a very successful trip, including Dayton, Springfield and Columbus. At Columbus he secured one initial order for \$15,000 from one of the largest music firms in Central Ohio.

Recent visitors among the Columbia dealers receiving their supplies from the Cincinnati branch were Walter Lewis, of the Lewis Furniture Co. of Huntington, W. Va.; W. F. Higgins, furniture dealer, Richmond, Ky.; C. A. Campbell, of the Campbell Furniture Co., Piqua; F. R. Follis, of Rike-Kumler Co., Dayton; Mr. Rothenberg, of May & Co., Dayton; C. C. Baker, of Columbus, and Mr. Kramer, of the Sterling Jewelry Co., Dayton.

A recent visitor to the local Columbia headquarters was Miss Sybil Sanderson Fagin, an exclusive Columbia whistling artist. Miss Fagin has made some recent Columbia records which are very attractive and are having rapid sale throughout the Cincinnati territory. She is a native of Springfield, O.

Manager Byars, of the Vocalion department of the Aeolian Co., reports a substantial increase in Vocalion business for March as compared with the same month last year. There were a number of high-priced instruments sold, and a tendency seems to prevail toward the more expensive instruments.

"There has been a shortage in Vocalions since Christmas," said Mr. Byars, "but shipments are beginning to arrive from the East again, and there is every reason to believe that we will

not be troubled with any further stock shortages.

"The recent advertising of the art styles has stimulated quite an interest in these new period models, and we have every reason to expect that from now on a substantial portion of our Vocalion business will be in the art style models."

The Fritsch Phonograph Co. is in receipt of its second order from Wilkes & Co., Ltd., Sydney, Australia, which firm is about to establish five branches in that country. This dealer is enthusiastic over the possibilities of the market for the Cincinnati machine. W. Musselman, of Cynthiana, Ky., has taken on the company's full line for his immediate territory.

The Crystola Co. is shipping practically all its output to Western points because of the limited railroad facilities eastward.

### HOME FROM 5,000-MILE TRIP

W. P. White, of Thos. Goggan & Bro., Very Successful in Work of Disposing of Surplus Record Stock and Filling Up Own Gaps

HOUSTON, TEX., March 30.—W. P. White, manager of the wholesale Victor department of Thomas Goggan & Bro., this city, is now settled at his desk after a 5,000-mile trip throughout the Middle West and Eastern section of the country, calling on Victor wholesalers for the purpose of negotiating the exchange of surplus records.

Mr. White visited jobbers in Washington, Baltimore, Philadelphia, New York, New Haven, Providence, Boston, Pittsburgh, Cleveland, Chicago, St. Louis, and other cities, as well as calling at the factory in Camden, and reports that he was able to dispose of approximately 65 per cent. of his surplus record stock and was likewise able to obtain about 25 per cent. of records from other jobbers. He considers that the trip, unusual in its way, owing to the expense involved in wartime traveling, proved a very profitable venture, and has enabled Thomas Goggan & Bro. to increase by just so much their ability to take care of dealers' demands.

Emil E. Steinmetz, general sales manager for the Barron Victrola Co., Superior, Wis., will open a talking machine store in St. Paul.

Northern Ohio dealers of the Phonograph Co., Cincinnati, are demanding tone-test recitals, and Manager Peterson is now trying to arrange a tour for one or more artists to take place later in the month.

The Victor situation in this district is summed up as follows by Manager Rudolph Dittrich, of the Rudolph Wurlitzer Co.: "The transportation problem is still the greatest and most important question in the talking machine business to-day. The demand for Victrolas is excellent and the record demand is exceptionally good. There has been no improvement in freight and express conditions since the warm weather began and there is no very great improvement in sight. Accordingly, it behooves the talking machine trade to take this fact into consideration when ordering goods. If a dealer can stay ahead of the game far enough, he will suffer comparatively less. It will mean larger stocks and large stocks mean greater efforts on the part of the merchant in bigger sales."

### PATRIOTIC DECALCOMANIE EMBLEM

Interesting Novelty Issued by the Globe Decalcomanie Co.—Sending Out New Booklet

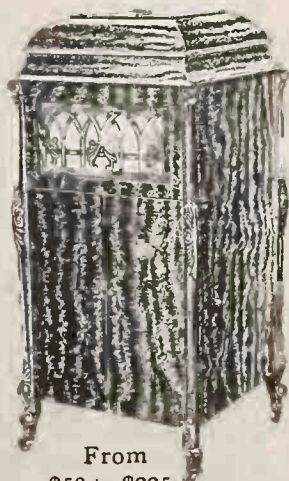
The Globe Decalcomanie Co., Jersey City, N. J., have just issued a new novelty patriotic emblem to be placed on store windows, doors or the wind shield of automobiles. It contains the flags of the United States, England and France, with an American shield and the Statue of Liberty placed in the center. The emblems are neat and attractive in appearance and according to a recent statement of the president of the above company are becoming popular. The company is sending the emblems out to the trade at the retail price of twenty-five cents, which are followed by quotations for quantities. Under the caption of "You Need Decalcomanie In Your Business," the above firm is sending out a new folder with illustrations of transfer name plates.

### OCCUPY NEW QUARTERS IN DENVER

DENVER, COLO., April 2.—The Swanson & Nolan Supply Co., local distributors and retailers for the Pathéphone and Pathé records, formerly located at Eighteenth and Curtis streets, have moved to new and larger quarters at 1514 Welton street, which have been remodeled to meet the particular requirements of the company's business.

## What Does STRADIVARA Mean To You?

To some not acquainted with this wonderful machine it simply means a name but it really means more than the name because it is the symbol of all that is best in tone perfection, containing a sound board of seasoned Norwegian Spruce, a feature not to be found in other machines.



From  
\$50 to \$225

### IT ALSO MEANS PROFIT TO HUNDREDS OF DEALERS

The steady ever-increasing demand for this superior talking machine is conclusive evidence of its ability to "stand up" by comparison with other machines as the repeat orders received from hundreds of satisfied dealers throughout the land testify.

Are you among the skeptical? Why not ask for our proposition and at least make comparison?

### The Stradivara Plays EVERY Kind of Record

Each Stradivara is equipped with the  
Stradivara Automatic Stop Device.

7 Models—from \$50 to \$225

**SCHILLING PIANO CO., Inc.**

Wholesale Distributors

112 WEST 23d STREET, NEW YORK

## TRADE REACHES HIGH WATER MARK IN SAN FRANCISCO

Sales Made in First Quarter of 1918 Break All Records—Interested in Galli-Curci Concert—New Brunswick Agencies—Sonora Shop Expands—General News of the Month

SAN FRANCISCO, CAL., April 2.—Business in talking machines continues to grow in California, despite the war and the consequent cutting down of the factory output. March was one of the best months ever enjoyed by the trade, and this in the face of the fact that during the last week there was a falling off in the rush of business earlier in the month, due without doubt to the concentration of the attention of the people on the critical battle raging on the Western front in Europe. The first quarter of 1918 will go down in history as the high water mark to date in the sales of talking machines. Some good shipments have been received, and the general freight situation seems to be easier, but the arrivals have been absorbed so rapidly by the back orders on the books of the various dealers that it can hardly be said that the available stock is any better on the first of April than it was on the first of March. This is especially true of the higher-priced machines. Of the cheaper machines and medium-priced ones the situation is a little better in the aggregate, but there are still plenty of dealers who are short on this class of goods as well as on the expensive ones. However, with the enormous demand continuing so strong, a spirit of optimism is everywhere evident, and the almost universal good nature of the customers is taking the sting out of the "worry-bee," brought to life by the freight situation and the incompleteness of stocks.

### Gray Features Brilliantone Needle

W. S. Gray, a dealer in phonograph accessories, states that he has just received a shipment of 7,000,000 steel needles from Japan. These needles added to his stock and the lot of 3,000,000 Brilliantone steel needles he recently received from New York, makes his stock conspicuous on the Coast at the present time. Mr. Gray thinks he should be congratulated on having accumulated such a stock of such a needful article at such a time.

### New Brunswick Agencies

The Brunswick-Balke-Collender Co. has recently signed up two new agencies, one at Woodlands, Cal., and the other at Mill Valley, Cal. James F. Mahoney, salesman for the company, who injured his ankle while taking a train at Fresno a month ago, is very much improved and will soon be able to cover his territory again.

Miss V. E. Wells has bought the Martinez Music Store at Martinez, Cal., and has thus secured the Victrola and Sonora agencies in Mar-

tinéz. As Martinez is a rapidly growing community, located near one of the largest ship-building yards on the Coast, the business under the aggressive new manager should grow rapidly. Miss Wells will also carry a line of pianos as agent for Sherman, Clay & Co., of San Francisco.

Robert M. Bird, of the talking machine department of Sherman, Clay & Co., has resigned the position he held for many years to associate himself with the Victor Co. Mr. Bird has been succeeded by Otto Rathlin.

Frederick Stern, of the Stern Phonograph Co., visited the southern part of the State this month, and from the reception the Rex talking machine received in that section he thinks that the new branches he has in mind will be money makers from the start. He is planning several of these, but is held back until he can accumulate enough stocks of machines, records and accessories to insure ample supplies.

### Galli-Curci to Sing

It is confidently expected that another big business is going to be done in the records of Galli-Curci, who is scheduled to sing here in May. Indeed, one of the prominent music dealers predicted that the sales would exceed those of the McCormack records. His reasons for thus believing are that despite the fact that the concert does not occur for over two months two-thirds of the immense auditorium has already been sold out, and secondly the demand for these records is far in excess of the demand for the McCormack records a month before he appeared. One reason for this is curiosity, as Galli-Curci is unknown to most of the music lovers of San Francisco.

### Rearranging Sonora Stock

A complete rearrangement of the stock in the Sonora Phonograph Shop, on Stockton street, is being made. When it is completed F. B. Travers, the manager, says that it will afford a considerable increase of floor space. The shop will be entirely newly decorated and refurnished. Mr. Travers says that he intends to concentrate his efforts on the Victor and Sonora machines.

The John Breuner Co., of Oakland, has secured the exclusive agency for the Sonora phonograph for that city.

### Children's Records in Strong Demand

The Burgess Bedtime Story records and the Bubble Books are proving excellent sellers in this territory. All the dealers handling these records, especially the talking machine depart-

ments of the department stores, which are visited by women with children more than the regular music stores, say the demand is increasing all the time and that the next holiday season should see an enormous demand for these records.

The Edison Phonograph Shop reports a good demand for its machine, especially for the higher-priced machines in art cabinets.

The W. W. Kimball Co. continues to spread in this State. It recently opened a branch store at Eureka and another at Woodlands. Both will handle the entire Kimball line, including the Pathé phonograph.

The Sonora Shop is displaying a new auxiliary record cabinet which is said to be becoming very popular. The manager says that since he began to show these cabinets he has had to double his order at the factory.

## FOR TWO PRICE MARKS ON GOODS

Bill in New York Legislature Provides That Both Cash and Instalment Prices Must Appear on All Articles Sold on Credit

The attention of the trade of New York State has just been called to a new bill introduced in the Legislature by Assemblyman Earl A. Smith, of New York, which provides that all retail merchants in the State selling goods other than for cash shall attach to the article in plain figures both the cash and instalment price for the information of prospective purchasers.

## TO MAKE THE TONKOLA

Wm. Tonk & Bro., New York, to Put Talking Machines On the Market

Announcement was made recently by William Tonk & Bro., Thirty-sixth street and Tenth avenue, New York, that they will manufacture a talking machine to be known as the "Tonkola." There will be several styles of cabinet machines which will be equipped to play all makes of disc records.

## TO HANDLE VICTORS EXCLUSIVELY

W. J. Killea, who has for some years past conducted a very successful Victrola business in Albany, N. Y., while at the same time acting as telegrapher for the Associated Press, has given up his telegraph work to devote his entire time and attention to the talking machine business.

The North Hudson Maxaphone Service Co., of Union Hill, N. J., has been incorporated with a capitalization of \$100,000 for the purpose of transmitting news and music by wire.



NYOIL is put up in the following sizes:

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

# NYOIL

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

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

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

Hundreds of satisfied customers have written us that they would never use anything else for  
**TALKING MACHINES, GRAPHOPHONES, PHONOGRAPHS AND SEWING MACHINES**

NYOIL will lubricate the machinery and polish all woodwork

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

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



NYOIL is put up in the following sizes:

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

# GLORIA



ANNOUNCING THE

## Gloria Steel Needle

THE FINEST NEEDLE MADE OF  
HIGHEST GRADE CARBON STEEL.

Immediate Deliveries  
Guaranteed

Orders accepted for any  
quantity and prompt deliveries  
will be made to all customers  
regardless of size of order.

PRICES AND SAMPLES  
of all styles on application.

THE GLORIA PHONOGRAPH  
SUPPLY CO., Inc.  
200 FIFTH AVENUE  
NEW YORK CITY





Many a fond, but weary mother will buy Thornton W. Burgess' Bedtime Stories for Children with a sigh of relief, if you only let her hear one.

Columbia Graphophone Co.  
Woolworth Building, New York



**SECURE PATHE JOBBING RIGHTS**

Wm. Volker & Co., of Kansas City, Mo., Have Most Attractive Quarters for Pathé Display

KANSAS CITY, Mo., April 8.—Wm. Volker & Co., of this city, one of the leading wholesale concerns in this part of the country, is meeting with



Wholesale Pathé Demonstrating Room No. 1 very pleasing success in the merchandising of the products of the Pathé Frères Phonograph Co. This company recently secured the jobbing rights for this line in its territory, and its sales-



Demonstrating Room No. 2 men have already established many agencies in the different cities and towns.

The company has installed in its general offices in its building on Main, Second and Third streets two demonstrating rooms, which are shown in the accompanying illustrations. These rooms have been visited by many Pathé dealers in this territory and from far distant points, and these visitors have been unanimous in stating that they constitute one of the most artistic wholesale displays in the talking machine industry. Wm. Volker & Co., who installed these rooms for wholesale purposes only, should be congratulated upon their initiative and progressiveness in furnishing such attractive display rooms for the benefit of their dealers.

The Harlem Phonograph Shop & Typewriter Exchange, Inc., has been incorporated with capital stock of \$10,000, to deal in pianos, organs, phonographs, musical instruments of all kinds, typewriters, etc. The incorporators are: Allys Lennon, Francis B. Wood, and Joseph A. Mac-Knight.

**WEEKLY RELEASE PLEASURES**

Dealers Handling the New Nine-Inch Emerson Records—A. H. Cushman Optimistic

Arthur H. Cushman, director of sales of the Emerson Phonograph Co., New York, states that the Emerson dealers who have signed for an exclusive Emerson agency for the new nine-inch records report that the new weekly release arrangement is one of the most important factors in their merchandising success. The purchasing public are taking to the idea of weekly releases rapidly, and this plan gives the dealer an opportunity of putting the latest records on sale one to four weeks earlier than under the system of monthly releases.

The dealers have told Mr. Cushman that their customers now go in the store every week for new records instead of visiting their establishment only once a month. This not only gives the dealers an opportunity to sell the released records for that week, but almost invariably the customer picks out other numbers as well. The individual sales to a record buyer do not always run as high, but the total sales for the month to the individual customers have been greatly increased under this system, according to the records received at the Emerson offices.

The Emerson nine-inch records carry only the latest popular, patriotic, and dance hits, and the company is making it a point to place the big hits in the hands of its dealers in the shortest possible space of time.

**UTILIZES AUTOMATIC REPEATER**

Owner of Brooks Talking Machines Finds the Automatic Repeater of Convenience for Other Purposes—Uses Talker as Awakener

SAGINAW, MICH., April 6.—C. C. Brooks, president of the Brooks Mfg. Co., recently received a letter from one of the company's dealers describing a unique way in which one of this dealer's customers had utilized the automatic repeater on the Brooks talking machine.

This repeater is equipped with a dial which starts the machine and sets it to repeat a record any number of times, and Mr. Brooks' correspondent states that his customer has conceived the idea of turning the machine into a melodious alarm clock, by taking the dial from an ordinary alarm clock, and touching a spring to the alarm winding key, so that when the alarm goes off the spring will be wound up. At the other end of the spring is a loop which is hooked over the end of the pointer dial which starts the machine; this loop slipping off the end of the pointer after it has pulled it in the starting position.

It is understood, of course, that he has placed on the machine, the night before, the record which will most harmonize with his awakening dreams, and the dealer has been assured that each member of this particular family is enthusiastic over this innovation, for they find that this method of awakening starts the day off far more pleasing than the blare of the ordinary alarm clock.

To Edison Dealers:—

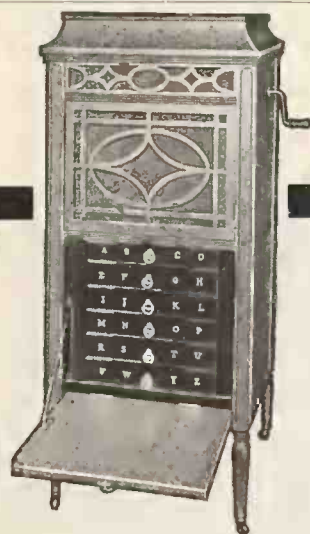
Until you Stock  
**Ready File**

You are Losing \$6  
Profit on every 100-A  
and 150-C you Sell.

PARTICULARS ON REQUEST

**Ready File Co., Inc.**

Indianapolis, Ind.



# THE TRADE IN PHILADELPHIA AND LOCALITY

PHILADELPHIA, PA., April 8.—March was another most productive month for the talking machine dealers in Philadelphia. The business ran at most of the stores considerably ahead of last year, and where there was a neck-to-neck race, or a slight falling off in business, it was not due to the desire for the instruments, but because the firms were unable to secure the much desired supplies.

#### Scarcity Still Prevails

The scarcity of machines and records is still striking, and especially for the Victor and Columbia product. The Victor dealers were very much handicapped again in March. They were not able to get nearly the number of machines for which they had orders, nor were they able to supply a full measure of the demands for the most popular of the records by this company. The Columbia dealers are also complaining of a shortage of stock. There seems to be no indication that conditions would be changed during this month, although the manufacturers are promising better results.

#### Tells of Pathé Expansion

Walter L. Eckhardt, the Philadelphia wholesaler and retailer of the Pathé machine, with headquarters at 1026 Chestnut street, reports that they had a wonderful increase in their business in March over that of February. He has just returned from a two weeks' trip to Atlantic City, where he went with his family for a much-needed rest after the strenuous work he encountered in getting the Pathé Shop into shape. To-day it is one of the business show places of this city.

Mr. Eckhardt says: "With each month my enthusiasm regarding the Pathé product increases, due to the continued increase in our sales, and the enthusiastic manner with which our trade is receiving the Pathé. Considering that we are still in our infancy and the fact that the Pathé products were unknown in Philadelphia prior to December, I feel absolutely confident that we are enjoying our full proportion of the local patronage.

"At the present time there are approximately seventy Pathé dealers in Philadelphia. Each and every one of these merchants contributes substantially to the demand that is being created. Had we been in business several years, a month like we had in March would have been readily

## TALKING MACHINE DEALERS

can greatly increase their profits without additional overhead expense, by selling the world-famous

## Weymann "KEYSTONE STATE" Musical Instruments

a combination that has proved to be an instantaneous success.

Write for catalogue

## H. A. WEYMANN & SON

Manufacturers

Victor  
Wholesalers

1108 Chestnut St.  
Philadelphia, Pa.

Established 1864

understood, but to have developed a momentum such as we experienced in the March business in so short a time is a decidedly new experience.

"At the outset of the month of March, as is my usual custom, different quotas were established for the various departments, which were accomplished, and frankly they were established at such figures that it required full steam ahead through the month to reach the goal. I would have been fully satisfied with the result, but when I state that the quota established was exceeded by the organization by 40 per cent. it reflects most creditably upon the organization, and discreditably upon my own judgment as a prophet. As an incentive for the month of

April I have placed my figures well in a comparative advance, and even at that I doubt whether my organization will not compel me to again acknowledge my inability as a prophet."

Among the visitors to the Pathé Shop recently were E. A. Widmann, president of the Pathé Co., and George W. Lyle, assistant to the president, as well as Frank Capps, the factory manager.

#### Weymann Enjoying an Active Business

H. A. Weymann & Son enjoyed a wonderful March business in their talking machine department, considerably ahead of last year in spite of the fact that they experienced a shortage of machines and records. They have again gotten their Victor force fully organized. The draft drew heavily upon this department of their establishment, but they have gotten three new men of much past experience in this line from other talking machine stores in this city, including Mr. Hoegerle, for a long time connected with the Columbia retail store here.

The Weymann firm have been having some unusual windows during the past month, and they find that this effort on their part fully repays them. There is no business window in Philadelphia that attracts more attention. Most all of the Philadelphia dealers are now using the Weymann record holder for their window displays, and they have sold this convenient record display contrivance pretty generally throughout the country.

#### March Business Was a Record-Breaker

The Columbia Graphophone Co., 210 North Broad street, report that their business in March was a record-breaker and was limited only by the amount of machines they were able to secure from the factory. They have had a phenomenal demand for their March records, and an especially big seller was "Baby's Prayer at Twilight." R. F. Bolton, the sales manager of the international record department of the Columbia Co., was at the Philadelphia offices recently in the interest of the foreign records. Among other trade visitors was Harry C. Grove, of H. C. Grove, Inc., and A. Weil, treasurer of Lansburgh & Brother, both of Washington, D. C. H. C. Kohn & Son, big furniture dealers at Eleventh and Filbert streets, this city, are

## SELL RECORDS



Mme. Amelita Galli-Curci, Soprano

Because there may be a general shortage of certain records, there is no reason for "laying down". If you *sell* the higher class records, you won't need to make as *many* sales.

**PENN PHONOGRAPH CO.**  
17 S. NINTH STREET PHILADELPHIA



**“Value Received”** are two mysterious words that are incorporated into legal documents. These two words mean much in the commerce of the world.

In every Victor record sale **VALUE RECEIVED** is the dominating force. No mention of this is required because *you* know your customer is getting great musical value and the *customer knows it*. This is true, so sell **MORE RECORDS**. Educate your customers musically! Feature better music—the higher priced records.

Buehn Service does help you render “value received.” It is exclusively wholesale, with every energy devoted to assisting your growth.

**THE LOUIS BUEHN CO., PHILADELPHIA**

**VALUE RECEIVED** applies with like force to Liberty Bonds. Buy them for yourself, and urge your customers to buy them. **GIVE THE BOYS A HAND OVER THERE** is the slogan. Buy a Bond!

# LIBERTY BONDS

about to install a full line of the Columbia product.

The Grafonola Shops, Inc., in this city, at 1109 Chestnut street, are the first handlers here of the Columbia to advertise their records on the club plan, which several department stores have been doing for some time.

#### P. J. Leonard Addresses Edison Dealers

Blake & Burkart, the leading Edison representatives here, report that they had a most satisfactory month in March, and their business was way ahead of March, 1917. They were able to get machines through almost to the extent of their requirements, and the record situation has eased up considerably. P. J. Leonard, the sales manager of the Edison, was in Philadelphia on Tuesday and addressed the Edison Dealers' Association at their monthly meeting held at the Bingham House. C. J. Gardner, the traveling representative of Edison, was also in attendance at this meeting. The association is making elaborate plans for its annual meeting which will be held the first Tuesday in June, when it will have several prominent Edison talking machine men to make addresses.

#### Start Sonora Concert Campaign

The Sonora Phonograph Co., 1311 Walnut street, will start on Monday evening, April 8, and continue until the end of the month, one of the most remarkable series of concerts ever given in this city at a talking machine establishment. They will be given in the Sonora Hall, well suited for the purpose. They will be by invitation to the Philadelphia Navy Yard men, the men at Hog Island, Cramps Ship Yard and the Philadelphia Arsenal. Aside from the Sonora programs there will be a number of assisting artists.

The Sonora business in Philadelphia was very fine in March, and Manager F. D. W. Connelly is very optimistic as to the spring business on this remarkable machine. The Sonora visitors the past month included Frank I. Coupe, sales manager, and Mr. Pringle, of the main New

York office. Mr. Connelly spent several days in New York last week.

#### To Handle the Cheney Phonograph

Strawbridge & Clothier, the department store people, having purchased the Henry F. Miller local store, instruments, leases, prospects, etc., they will also take over the handling of the Cheney phonograph here which has been handled from the Miller store as the Cheney headquarters in this city. G. D. Shewell, who is the Eastern representative of the Cheney machine, will remain as such here, and will either have his headquarters at the old Cheney store, 1105 Chestnut street, or if a piano firm take that building, he will open private offices as the Philadelphia representative of the Cheney phonograph. There is some likelihood of the machine remaining where it is.

#### Report Fair Month's Business

The Louis Buehn Co. report that their business in March was fair, and was as large as the machine and record supply would warrant. There was a great scarcity of Victor records in March, and all the handlers here in that line have experienced the same handicap. The shortage of records in March was greater than it has ever been before, and conditions are not very encouraging for a betterment in April.

Louis Buehn and his family motored to his cottage to Ocean City last week and spent the Easter holidays there.

W. E. Holland, representing the Robelen Piano & Talking Machine Co., of Wilmington, Del., was a Philadelphia visitor the past week. He reports conditions good in his section.

Joseph Goodman, the Manayunk handler of Victor talking machines, contemplates making extensive alterations in his store, including the addition of several more booths.

The Geo. D. Ornstein Co. are gradually getting their new building in shape. The general offices on the front of the building, second floor, with Mr. Ornstein's private office in the rear of this floor, have been handsomely furnished. The

third floor will be devoted to the record department, and the fourth and fifth floors will be used for reserve stock. George A. Lyons is the assistant to Mr. Ornstein.

#### Featuring the Ediphone

The Edison Dictating Machine Co. in Philadelphia have had all their stationery and advertising matter changed to the new name, “Ediphone,” and will shortly place this new title on their window. They enjoyed a wonderful business in March. They are preparing an elaborate exhibition for the industrial show which will be held here from April 15 to 20. They will have two booths, Nos. 67 and 68, and as a feature of their exhibition they will demonstrate the Telescribe. N. C. Durand, vice-president of the company, was a recent Philadelphia visitor. The local store has opened a branch office for the Ediphone in Wilkes-Barre, Pa.

#### Booked Good Business on Trip

The Penn Phonograph Co. report that their business in March was good, very much of an improvement over January and February. They note that machines are coming in very slowly, and as to records they can only depend on the monthly list.

T. R. Clarke, manager of the wholesale department of the Penn Co., and T. W. Barnhill, a member of the firm, recently made a trip to New York, Pittsburgh, Detroit, Chicago, Cleveland and Indianapolis, calling on the various jobbers at these points and looking over their plants with a view of adopting various ideas which they could pick up for use in their business here.

#### Some Trade Brieflets

Charles K. Bennett, of the Eclipse Talking Machine Co., of Cleveland, O., was in town calling on the various dealers.

Rudolph Wurlitzer was a Philadelphia visitor the past week.

The local Brunswick-Balke-Collender Co. offices tell of expanding business in the Brunswick phonograph in this territory.



Is there any form of local advertising—bill boards, window display or store fixtures—that you suspect you're not getting what you might get out of? The Columbia Dealer Service Department will go into the problem with you willingly.

Columbia Graphophone Co.  
Woolworth Building, New York

## BIG STRIKE HAS LITTLE EFFECT ON KANSAS CITY TRADE

Talking Machine Dealers Suffer Very Little as Result of Tying Up of Transportation Lines—Offer to Take Pianos in Exchange for Talking Machines—Situation Reviewed

KANSAS CITY, Mo., April 5.—The business of this territory in talking machines has gone steadily forward during year after year despite drought, floods, and all sorts of incidents that might be considered obstacles. The local trade ran up against the worst retailing conditions during the week starting March 27 that it has ever encountered. Although the weather was fair, and there was also a general prosperous condition, a sympathetic strike, starting that morning, so upset the people that very few retail stores did any business the rest of the week. The union men who joined the sympathetic strike, about 4,000 in number, were supporting laundry drivers who, since the middle of February, have been trying to get concessions from their former employers. By the last of the week the number of strikers had increased to more than 10,000, and after a total suspension of street car service for twenty-four hours, from Thursday afternoon, the street cars were running at about 50 per cent. of their usual schedules. It is a remarkable fact, however, that talking machines happen to be one of the few commodities that did not suffer severely from the general depression. Where, for instance, people who had been planning to get a piano might postpone their purchase till the trouble was over, those who were getting talking machines were all the more eager to have them in their homes so that they might have some consolation through being forced to forego their street car rides and their usual outdoor pleasures that involved possible mixing up with the strike trouble. In only a few instances were stores that handled talking machines directly affected by the strike. These were chiefly furniture stores where union workmen quit to join the sympathetic movement.

An advertisement in Kansas City papers offering to take pianos in exchange for talking machines attracted some little attention. Queries of several of the music dealers, however, revealed that most of them were making no special effort to pull in pianos. As a matter of fact, even those who dealt chiefly in talking machines, merely handling pianos in the disposal of their used instruments received in exchange, did not exploit their exchange features prominently. One dealer suggested that as a rule the pianos that people wanted to exchange for talking machines were in such bad condition that they could not economically be put into shape for sale.

Another dealer, however, said that he occasionally did take a piano in exchange for a talking machine; in one instance, of recent date, the piano was a \$350 instrument he had sold to the customer seven years ago—and it had not been tuned since its purchase. The customer wanted to sell this piano for a \$50 credit on a talking machine. The instrument was in good condition despite its apparent neglect.

The dancing classes of the Edison Shop in Kansas City have proved to be an even more important feature of the life of the city than was anticipated when they were begun. Photographs of some of the dances were recently exhibited in the window of the retail shop and attracted even more attention than some of the spectacular stunts that were being pulled in windows nearby, for these photographs showed Kansas City young people in these artistic poses. A group of the dancers who have been learning and practicing at the Edison Shop are arranging for a public performance at a local theatre.

A. A. Trostler, manager of the Victrola department of the Schmelzer Arms Co., said that nothing seemed to make any difference in the big demand for Victrolas and records—neither labor unrest, the price of wheat, nor war prices. People continue to demand machines, in all styles, and they are bought before they arrive. Mr. Trostler says it is same old story, of course, about deliveries, he himself continuing to almost wear a path to the factory with his frequently trips there after the goods.

### THE TIMELY EDISON MESSAGES

Unique Editorial-Like Announcements of Thos. A. Edison, Inc., Attract Wide and Favorable Comment—Good Work for Music

The Edison messages appearing under serial numbers in the columns of *The Talking Machine World* monthly constitute something unique in advertising. These messages have a distinctive editorial flavor, for without exception the Edison "selling talk" one would naturally expect to be included in all Edison advertising copy is omitted, and forceful, well chosen English is utilized to drive home points of overwhelming interest.

The officials of the Edison Co. have evidently recognized that a part of its duty as one of the leading institutions of the industry is to interpret the relation between current national conditions and the Edison retailer. Meanwhile interpreting in the trade press the effect of current and national conditions for the Edison retailer is at one and the same time interpreting conditions for the entire industry. Hence the Edison messages are publicity of an exceedingly influential, broad-minded sort, and the

William C. Chestnut, of the Brunswick Shop, was one of the talking machine men who, in belonging to the Missouri Seventh Regiment, Home Guards, was called out during the recent strike.

Mrs. Nellie Williams, manager of the Victrola department of the Jones Store Co., stated that business continued splendid and that there was not quite as great difficulty in getting machines as was the case around Christmas, and that the department has finally gotten its Christmas substitutions on machines cleared up. Mrs. Williams stated that no unusual advertising was being done—that business was so good it was not necessary.

Miss Patsy Ann Epperson, who had been with the J. W. Jenkins' Sons Music Co. for some time, is now connected with the Wunderlich Piano Co. Miss Ruth Burriss, formerly cashier, has succeeded Miss Epperson in the talking machine department.

Porter Lasseter, formerly head of the talking machine department at the Kansas City Photo Supply Co., has accepted a position with the Paige Motor Car Co. His successor has not yet been named.

The talking machine made by Wilson & Co. is said to be getting a wide distribution, especially in the smaller points.

retail merchants handling all makes of instruments who read these discourses will benefit the industry by propagating such forceful utterances as have appeared in the series of Edison messages under such captions as "The Recent Food Control Legislation Will Do Much to Stabilize Living Conditions," "Woodrow Wilson's Address to the Soldiers of the National Army," "General Optimism in Command," including a quotation from *Printer's Ink*: "Music's Part in War Times," including a quotation from the *New York Evening Mail*: "Where Music Stands," "The Need for Music," and "What the World Would Lose If I Lost Music," and that very timely talk which appears on page 10 of this issue of *The World*, entitled: "Forging the Third Link," a forceful plea for the successful flotation of the third Liberty Loan, which we aim to make a landslide, so that it will crush militarism out of the world forever.

Every day music is proving both in civil and military life that it is the fourth essential of life.

Thos. A. Edison, Inc., are certainly doing their bit in a most emphatic way in spreading the gospel of good music, and inculcating a deeper spirit of patriotism among the people.

## 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.

# The Real Importance of the Talking Machine in the Daily Life of the People

The talking machine dealer who is not taking full advantage of the present demand for both machines and records for various military units in the training camps, and for groups enlisted in the naval service of the country, is overlooking a mighty fine chance to corner some publicity not only for himself, but for the trade in general—publicity that is going to put the talking machine business in an enviable position perhaps in the eyes of the Government under conditions that may develop if the war continues.

One can hardly pick up a daily paper these days in any part of the country without seeing therein either letters direct from soldiers asking for donations of machines, and particularly records, or appeals from various organizations

for records for the fighting men. Then, too, the daily papers themselves in many instances publish requests that the public contribute new and old records and music rolls sent to certain distributing centers for delivery to camps and ships. Never has the public of the United States had brought home to them the real importance of music in the daily life of the people. If the men in training for deadly combat find it necessary to have music to lighten their leisure hours, how necessary must that same music be in the daily life of the people at home.

In the matter of supplying music for the soldiers and sailors, the talking machine shines in a class by itself; no matter how sudden the shifting of military units or how limited

the transport space for extra equipment, there is always found room for a talking machine and records. There is hardly a daily paper or magazine in the United States featuring war photographs that has not at one time or another published pictures of soldiers and sailors grouped about a machine and listening to their favorite records. The dealer who makes proper use of these pictures in his window displays and in his store—who takes full advantage of the publicity that the war is giving the talking machine, who enters into the plan for supplying outfits for the fighting men, is putting himself on the map in his local community. The more generous the spirit in which he participates in the drive the more substantial will be his returns.

## COLUMBIA LINE WITH KRAKAUER

Krakauer Bros., 125 West Forty-second street, New York, have secured the agency for the Columbia line of talking machines and records, and this new department will be in charge of Miss D. R. Schwinger, formerly with Bloomingdale Bros. Milton Weil, manager of these warehouses, has devoted generous space for the display of this line, and the various models are displayed amid surroundings that show them off to their best advantage. It is planned to maintain a full stock of records at all times.

## ATTRACTIVE HEINEMAN FOLDER

The Otto Heineman Phonograph Supply Co., Inc., has just issued a very attractive four-page folder that is devoted primarily to the products of the company's Dean division. On one page of this folder there are presented some of the most popular styles of Dean steel needles and attention is also called to the fact that the company manufactures permanent needles to play Pathé records and sapphire and genuine diamond points to play Edison records.

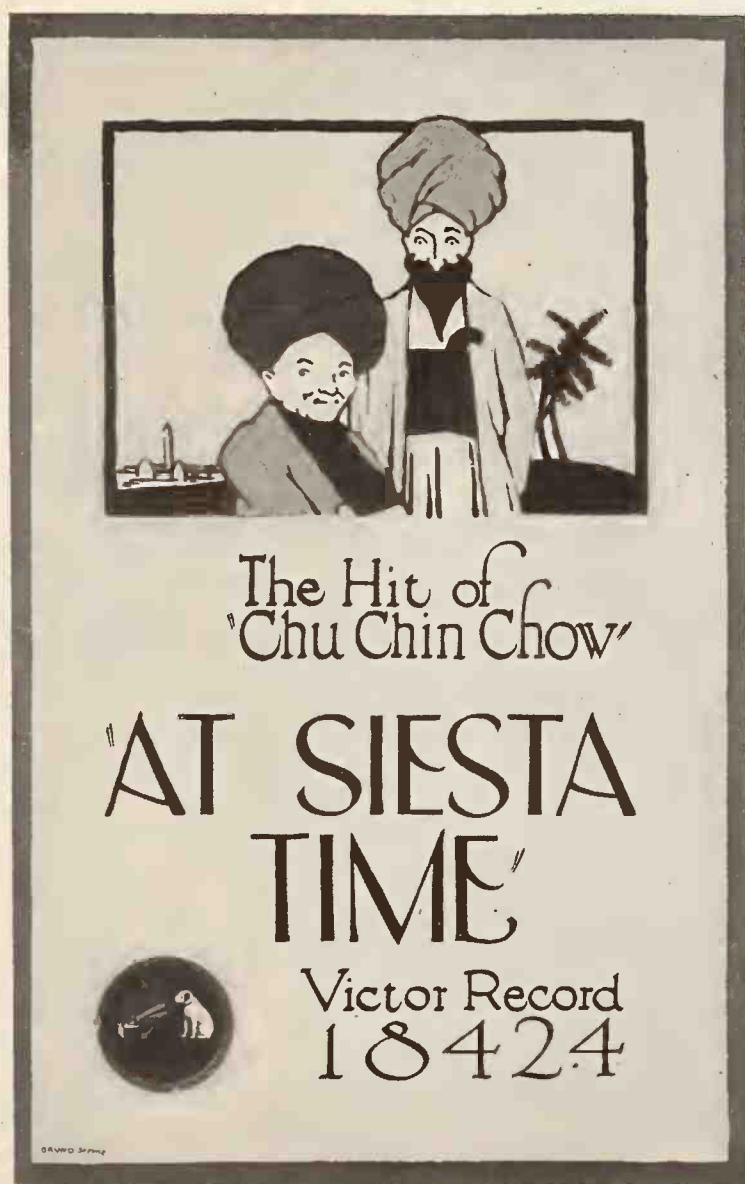
There is also shown on another page of this folder two of the most popular motors manufactured by this company; these motors being the Meisselbach Motor No. 18, and the Heineman Motor No. 77. It is suggested that the manufacturers utilize the idea of combination orders for these motors, and it is mentioned that the ideal combination for a \$165 machine is the Meisselbach motor No. 18, tone arm No. 98, and sound box No. 2C. The ideal combination for an \$85 machine is the Heineman motor No. 77, tone arm No. 11, and Ideal sound box No. 2. The company offers to send interested manufacturers and dealers a copy of its complete catalog, which includes sixteen different styles of tone arms and sound boxes.

## GETS CARLOAD OF PHONOGRAPHS

HELENA, MONT., April 2.—The Montana Phonograph Co., Edison jobbers in this section, have had the stock problem solved in some measure for them through the receipt of a full carload of new Edison machines. The shipment included 129 machines, and was valued at \$23,000. It represents an additional order and will serve to supplement the stock regularly received by the company.

## J. C. ROUSH ENJOYING LIFE

J. C. Roush, president of the Standard Talking Machine Co., Pittsburgh, postcards from Florida that he is enjoying his midwinter vacation with his family to the fullest extent. He has visited Palm Beach, Key West, Miami and other resorts, and states that he is having "the time of his young life." He expects to return about April 15 in fine fettle and ready for a busy campaign.



## A Display Card Series of Value

The cards are 14" x 22", each individual card painted by an artist, and present a striking sales appeal for Victor Records.

Designed especially for Bruno Service and are "exclusive." The service consists of two cards monthly.

Send us your order for May Service and give it a month's trial.

## C. BRUNO & SON, Inc.

VICTOR WHOLESALE ONLY

351-353 Fourth Avenue

NEW YORK

We Do Not Retail



LUCIEN MURATORE  
*Exclusive Pathé Artist*



### The Quality Phonograph

## And it started something when Muratore sang the Marseillaise at the Metropolitan Opera House

OF course it's a Pathé Record. Muratore only records for Pathé and it's the one he made for Pathé just after his return from service in the French army.

But what *did* it start? First, it brought the Metropolitan Opera House audience to its feet with one of the greatest ovations ever accorded a singer.

Then it turned loose the greatest activity in the sales of Muratore Records that Pathé has ever known.

And what's more. Something has shot ahead the sales of all Pathé Records.

Do you know that any dealer can get in on it if he wants to—because Pathé Records are playable on any standard make of machine.

Write for particulars.

**PATHÉ FRÈRES PHONOGRAPH CO.**  
20 Grand Avenue Brooklyn, New York  
*Pathé Frères Phonograph Co., 5 Clifford St., Toronto, Ont.*

Ever Realize the Real  
Selling Value in the name—



### The Quality Phonograph

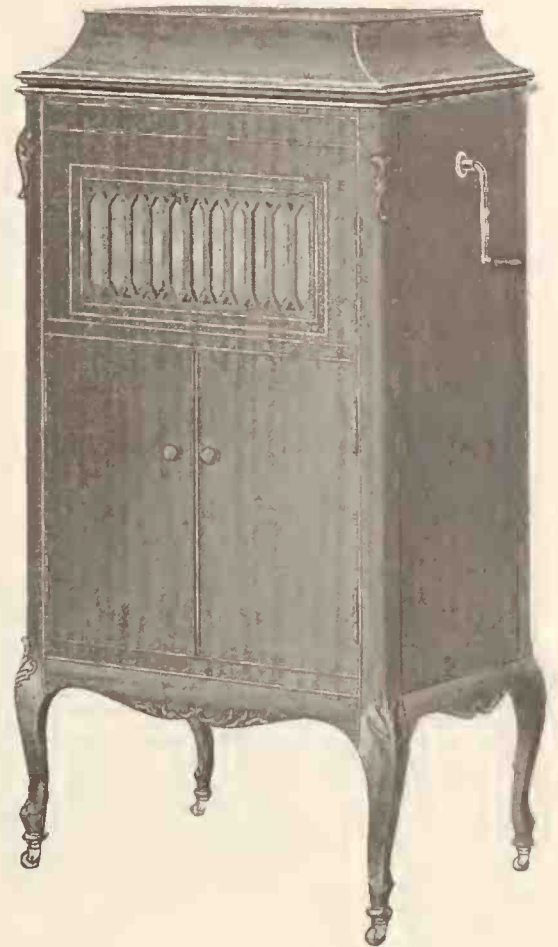
**T**HE minute you do, you're making a good start—yes, for yourself.

How many times do you suppose "Pathé" is flashed on the motion picture screens? No use computing nor guessing—anyway, it's thousands—hundreds of thousands.

What does that mean to a dealer in selling Pathé Phonographs—when Pathé is only identified with *quality* product—whether phonographs or pictures?

Perhaps you haven't thought of it before, but *you* should now.

Write for "The Other 20%" booklet. It will tell you something you ought to know.



Path Phonograph \$175  
Othe. Models \$25 to \$225

**No Needles to Change**

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

**Long Life to Records**

The Pathé Sapphire Ball cannot possibly cut, grind, rip or mar the record's surface.

**The Pathé Controla**

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

**Plays All Records**

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

**PATHÉ FRÈRES PHONOGRAPH CO.**

20 Grand Avenue

Brooklyn, New York

*Pathé Frères Phonograph Co., 5 Clifford St., Toronto, Ont.*

## CONVENTIONS OF DEALERS ARE HELD IN INDIANAPOLIS

Edison and Pathé Retailers Entertained by Jobbers of Their Respective Lines—Volume of Business on the Increase—Planning Co-operative Advertising Campaign—Other News

INDIANAPOLIS, IND., April 4.—The talking machine business both in the wholesale and retail fields during March showed an increase over January and February, local dealers report. Most of the dealers express the opinion that business is getting better and steadier every day and they are not expecting even the strenuous Liberty Loan campaign to have much effect in curtailing the business for April.

A meeting of the dealers of the Kipp Phonograph Co., jobbers of the Edison, was held March 22, when Harrison Durant, manager of the Edison department for financing dealers' instalment paper, told the dealers of the new arrangement the Edison Co. has made to enable dealers to expand their business. The dealers were enthusiastic over the plan, and Walter Kipp, president, and Jewell Cartmill, secretary of the Kipp Co., expressed the belief that the plan would result in a greatly increased Edison business, as it will enable the smaller dealers to handle their business more efficiently.

A meeting of the Pathé dealers of the Mooney-Mueller-Ward Co., jobbers of the Pathé line, was held two weeks ago and Charles T. Reinhart, from the Pathé factory, demonstrated to the dealers the mechanical features of the machines, showing them how to adjust the machines in event any trouble arose.

R. B. Goldsbury, in charge of the company's Pathé department, said that the Pathé "Pop" supplements are making a big hit with the dealers and are getting the results as shown in the increased record sales. Mr. Goldsbury added that there seems to be a phenomenal demand for the 175 model Pathé, and that the general preference of the trade leans to the higher-priced models with the art models becoming daily more popular.

W. E. Pearce, of the phonograph department of the Brunswick-Balke-Collender Co.'s branch

here, reports that the new "Ultona" tone arm and reproducer is proving popular with the trade. Billboard advertising being done in this territory for the Brunswick is also getting results, Mr. Pearce said.

Ben Brown, manager of the Columbia Co.'s branch, said that March business showed an increase of 50 to 60 per cent. over March last year. Mr. Brown pointed to the fact that business is unusually good in the smaller towns in his territory as substantiating his belief that business is getting steadier and better every day.

Louis Sayers is now traveling in Kentucky for the Columbia Co.

The Craycraft Dry Goods Co., of Noblesville, Ind., has put in a talking machine department, handling Columbia machines.

H. A. W. Smith, manager of the Pathé Shop, is in Buffalo, N. Y., at the offices of the H. R. Ness Co., owner of the shop.

O. C. Mauer, manager of the talking machine department of the Kiefer-Stewart Co., jobbers of the Sonora, said that the price increase of Sonoras, which went into effect March 1, had no effect on sales, and that March business was good.

Business continues good at the Stewart Talking Machine Co., wholesalers of the Victor line, the chief difficulty being in getting the machines. Emerson Knight, advertising manager of the company, is expecting to receive a call to the colors soon. He has been accepted for a training school for military balloon observation work.

George Standke, manager of the Brunswick Shop, is proving to be as enthusiastic a plugger for the third Liberty Loan as he is for the Brunswick. He already has more than \$2,000 in subscriptions for the loan, and is making his store the headquarters for the American Club

Liberty Loan campaign. Mr. Standke is also advertising the Liberty Loan in connection with billboard advertising being done for the new "Ultona."

C. P. Herdman, of the Columbia talking machine department of the Baldwin Piano Co. store, reports that March business was good, and that the business that is being done is high class on a sound basis.

One of the daily newspapers is planning a co-operative dealers' advertising campaign in connection with publicity boosting music in the home, and most of the music dealers are getting in on the proposition which is somewhat similar to the campaign that has been conducted in Milwaukee. The local music dealers have recently on several occasions, subscribed to co-operative advertising, and some of the dealers who were boosting for a talking machine dealers' association point out that the reason the attempt to start the association failed was because some of the dealers held back on the proposition of doing any co-operative advertising. These dealers are now doing it with the newspapers.

A. H. Snyder, manager of the Edison Shop, said that March business was good, and the general outlook for spring business is excellent.

Serge L. Halman, manager of the Aeolian Co. branch, said that the Vocalion business is good; in fact, this instrument is steadily increasing its popularity. Mr. Halman is an ardent worker for the Thrift and War Savings Stamps.

He is acting as chairman of the advertising committee of the local retail merchants, having got up the scheme of co-operative advertising on the part of local merchants to boost the sale of the stamps. This campaign will start after the Liberty Loan campaign.

"We merchants don't have to worry about business if we keep a stiff upper lip and keep plugging," said Mr. Halman. "The people have the money and they will buy and we can all afford to do our part, too, in helping in every way to win the war."

# 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.



No. 79

In all finishes. Shown with top moulding and shelves. Specially adapted for use with Victrola IX.

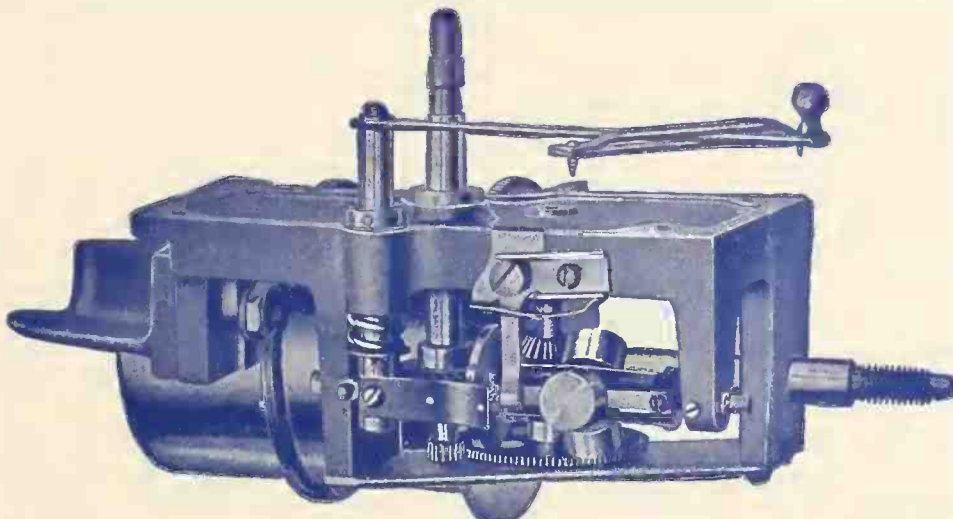
Prompt deliveries on all orders. Write for Illustrated Catalogue of complete line

THE GEO. A. LONG CABINET COMPANY  
HANOVER, PA.

# MEISSLACH BACH PHONOGRAPH MOTORS

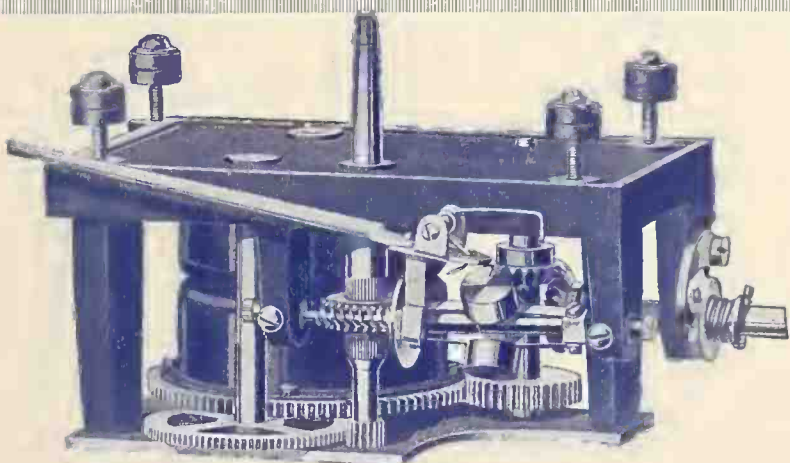
## TRY THESE COMBINATIONS

The Ideal  
Combination  
for your  
**\$165**  
Talking  
Machine



Meisselbach Motor No. 18

Meisselbach Motor No. 18    Meisselbach Tone Arm No. 98    Meisselbach Sound Box No. 2C



Heineman Motor No. 77

The Ideal  
Combination  
for your  
**\$85**  
Talking  
Machine

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

ASK FOR complete catalog. We can offer 16 different styles of Motors and 12 different styles of Tone Arms and Sound Boxes.

*Otto Heineman*  
President

# HEINEMAN PHONOGRAPH MOTORS





**BUFFALO TALKING MACHINE MEN AFTER COUNTRY TRADE**

Combing the Rural Communities as Roads Become Passable—Give Earnest Support to Liberty Loan—Arrange Special Display—More Trade Members in the Military Service

BUFFALO, N. Y., April 9.—In a whole-souled, patriotic way Buffalo talking machine dealers and their salesmen are contributing their time, enthusiasm and financial aid in helping to make the third Liberty Loan a success. Even if the public purse is almost turned inside out this month and a veritable Niagara of dollars is being diverted to the Government by loyal Buffalonians the dealers are still forging ahead with their "Business Better Than Usual" slogan. Greater efforts than ever have to be put forth to reach the high business mark of last April. Some of the dealers say they are attempting "to go over the top" and even surpass their trade figures of a year ago.

Rural highways are becoming passable for the motor cars of the salesmen whose business it is to reach the farming population. Deliveries of talking machines throughout the country are now made with little difficulty. Easter and patriotic records have been in great demand.

At the store of Victor & Co., Pathéphone jobbers, there was a remarkable display to promote the sale of Thrift Stamps. There were life-size representations of President Wilson, General Pershing, Colonel Roosevelt, Washington, Lincoln and Uncle Sam. In a window displaying cards to advertise the sale was George E. Beckwith dressed as Uncle Sam. At a table just inside the door was Marie M. Ginther, representing Liberty and selling the stamps. The display attracted large crowds and large sales of stamps were made.

In the window of Walbridge & Co., Victor dealers, there also was a Thrift Stamp display. There was a life-size picture of Liberty clinging to a cross. To the right was a life-size representation of an infantryman, and on the other side a U. S. marine, while the window was handsomely decorated in the national colors. Thrift Stamp advertisements were well placed in the window.

E. O. Hock, salesman for Robert L. Loud's Victrola department, is at Camp Upton, as is Harold Kuhn, of Kuhn Bros.

Mme. Galli-Curci had to postpone her April engagement in this city on account of illness. Local dealers, however, boomed the Galli-Curci records during the week.

Bach Utley, who formerly had charge of the New Edison department of his father, C. H. Utley, is attending the U. S. Aviation School at Lake Charles, La.

The Winegar Piano Corp., Columbia dealers, has been organized in Buffalo with a capital of \$30,000, by A. C. Winegar, F. W. Zabel and C. A. Winegar. This concern has taken over the store of Winegar, Lindsay & Seales.

G. H. Poppenberg, Inc., of Buffalo, capitalized at \$500,000, has been incorporated. The concern handles talking machines. "Instead of a partnership this firm now becomes a corporation," said G. H. Poppenberg.

J. N. Adam & Co., Victor dealers, will have special Liberty Loan displays this month. Ralph C. Hudson, president of the company, will represent the Buffalo Retail Merchants' Association in the campaign.

Increased wages for Buffalo mechanics are helping trade at the local talking machine stores. One industrial plant, constantly seeking workmen, is running illustrated street car ads to show that men who work at that factory can have plenty of money to buy all kinds of comforts, talking machines included.

Corporal P. H. Barenthaler, of the 303d Engineers, Camp Dix, has asked Buffalonians to ship some of their used records to the boys in camp.

Charles L. Bricka, son of Charles F. Bricka, of Bricka & Enos, Columbia dealers, has been promoted to captain and assigned to Company 2, train and military police division, National Army. He is a graduate of the first officers' training camp at Madison barracks.

Jascha Heifetz, violinist, whom Buffalo music critics called a "superb artist," recently played in this city. His appearance here helped the sale of the Heifetz Victor records.

A fifty-first anniversary sale was recently conducted by Adam, Meldrum & Anderson Co., Pathéphone dealers. When this store was founded in 1867 Buffalo's population was only 110,000. T. M. Gibson, vice-president and retail manager of the concern, was employed at the store when it was first opened.

Richard Nevils has joined the sale force of John G. Shuler, the Sonora dealer.

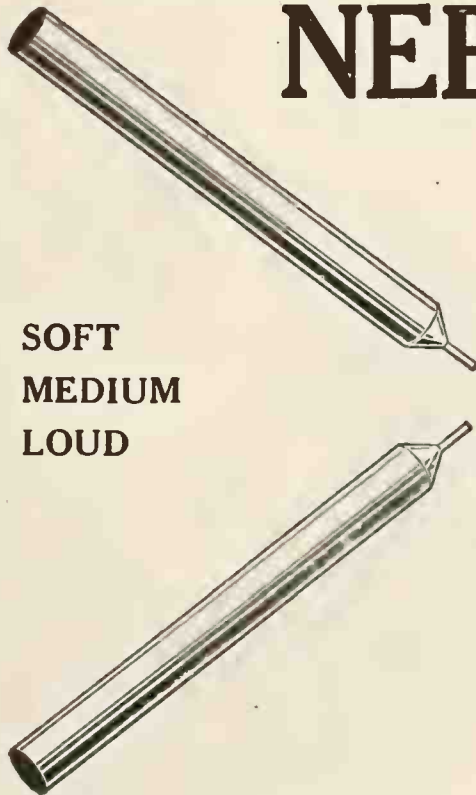
Harold Verbeck, of the Verbeck Musical Sales Co., has joined Uncle Sam's aviation section at San Antonio, Tex. On account of his departure the Verbeck Co. has closed its Genesee street branch, which he managed.

Work of remodeling the building at 733-737

Main street, where the Columbia Graphophone Co.'s wholesale department will occupy the second and third floors, is progressing rapidly. The new quarters will be ready for occupancy May 1. O. M. Keiss, manager of the Buffalo branch, has been ill for a few days. George W. Hopkins, general sales manager of the company, was a caller. March business at this store was greater than that of March, 1917. April trade may be somewhat hindered by temporary embargoes on eastbound shipments. For a time the company may have to use trucks to ship machines east of Buffalo.

Wallace Currier has been appointed manager of the William Hengerer Co.'s Victrola department. He succeeds Herbert A. Brennan, now traveling representative of the Victor Talking Machine Co. Mr. Currier was formerly with the Victrola department of the Lion Drygoods Co., Toledo. Before going to Toledo he had an Edison store of his own in Portland, Me. Mr. Currier conducted a Victrola week early in April. Special advertising and window displays contributed to the success of this event.

**VALLORBES** Economical  
Semi-Permanent  
**NEEDLES**



SOFT  
MEDIUM  
LOUD

Point the Way to

Conservation  
Economy  
True Reproduction  
Re-orders  
Profits  
Satisfied Customers

Heavy responses met the initial announcement of our needles. Large re-orders have invariably resulted where samples have been sent.

These needles are semi-permanent and may be used many times with true reproduction. They wear themselves rather than the record and being parallel in shape, as they wear down they do not enlarge their diameter as does an ordinary tapered needle, hence prolong the life of record. They are produced in three grades—soft, medium and loud.

**BUY LIBERTY BONDS  
and THRIFT STAMPS**

We advertised this last month and again devote part of our space to this cause.

Another patriotic pleasure is to use the Vallorbes needle and thus conserve steel for Uncle Sam.

SEND 30c. IN STAMPS FOR THREE SAMPLE PACKAGES (ONE SOFT, ONE MEDIUM, ONE LOUD), DEALERS' DISCOUNTS, ETC.

Originators and  
Largest  
Manufacturers of  
Diamond Points



Sapphire  
Ball Jewels  
Loud  
and Half-tone

LANCASTER, PA., U. S. A.

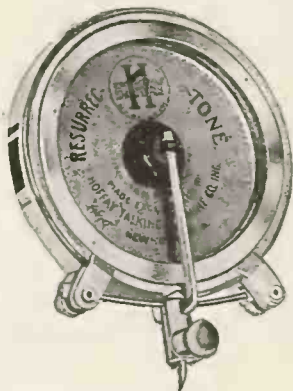
FOR DESCRIPTION OF THE HOFFAY AIRTIGHT SOUND MECHANISM SEE MARCH ISSUE OF THE WORLD



No. 100—\$100.00

**The Wonderful Resurrectone**

With its exclusive "tuning fork" has no equal in the world. Its clearness and mellowness have the timbre and warmth of the natural voice, string or wind instruments. Forms the regular equipment for the Hoffay, but is also sold for other machines.



PRICE: Nickel-plated \$10. 22 karat gold-plated \$12.50. To fit Victors, Sonoras, and attachments for Edison machines, etc. Money refunded if reproducer returned within 5 days from receipt.

**"HOFFAY"**

The AIRTIGHT Machine.  
As the trade-mark reads, is

**"The World's Musical Instrument"**

Increases the value of records of all makes

No. 100

**The Home Music Leader**

Unquestionably the best value on the market. Genuine mahogany, quartered or fumed oak. Metal parts nickel-plated. automatic stop, double spring motor, plays from four to five records.

Two hundred needles for Columbia and Victor records and sapphire points for Edison. If diamond point \$5.00 extra.

Height, 44 1/2", width 19", depth 20 1/2". Equipped with Resurrectone \$100.00, with Half-Fork-Tone \$95.00.

No. 140

**A Great Instrument**

Finest construction throughout, genuine mahogany, quartered or fumed oak. Distinctive design. High class double spring motor, playing from four to five records. Metal parts heavily nickel-plated. Two hundred needles for Victor and Columbia records, one sapphire point for Edison. Diamond point \$5.00 extra. Height 47", width 21", depth 21". Equipped with Resurrectone \$140.00, with Half-Fork-Tone \$135.00.



No. 140—\$140.00

**The Half-Fork-Tone**

The next best reproducer. Remarkable for its clear and loud sound. It is equipped on the Hoffay wherever specially ordered. It is also sold to fit other machines.



PRICE: Nickel-plated \$6. 22 karat gold-plated \$7.50. To fit standard machines and attachments for Edisons. Money refunded if reproducer returned within five days from receipt.



No. 190

**The "Second" Hoffay Choice**

Elegance of style enriched by inlaid mahogany of extremely high finish, lends special charm of "finesse" to this superior instrument. Fine treble spring motor will play six or seven records. Speed regulator and automatic stop. 200 needles for Victor and Columbia records, Sapphire needle for Edison. Diamond point \$5.00 extra. Metal parts gold-plated.

Height 46 1/2", width 20", depth 20 1/2". Equipped with Resurrectone \$190.00, with Half-Fork-Tone \$185.00.

No. 250

**The Supreme Achievement in Musical Instruments**

An extra smart creation, made in genuine mahogany, that symbolizes the acme of perfection. Silent treble spring motor will play six or seven records. Speed regulator and automatic stop. Metal parts are 22 karat gold-plated. 200 needles for Victor and Columbia records and one sapphire point for Edison records; diamond point \$5.00 extra. Height 50 3/4", width 24 1/2", depth 24 1/2", equipped with Resurrectone \$250.00, with Half-Fork-Tone \$245.00.



No. 190—\$190.00



No. 250—\$250.00

**Hoffay Talking Machine Co., Inc.**

3 West 29th St., New York City, N.Y.

(Hoffay products are protected by patents granted and pending. Infringements will be prosecuted.)

# What Y. M. C. A. and Other Agencies Are Doing to Provide Music for the Fighting Men

There are various national organizations at work providing music for the army and navy men both at home and abroad. Perhaps the most important of these is the Y. M. C. A., which recognized at an early date the value of music in maintaining the morale of the fighting men.

During the past month The World has learned much through Y. M. C. A. officials anent what this worthy institution is doing to see that the men in the service have plenty of talking machines and records. The general policy of the

conducting more aggressive local campaigns for talking machines and records, they will find the explanation in that fact.

The reports to date indicate that comparatively few machines have been received by the association through donation, but that a great many records have been given by the public, and several manufacturers, notably the makers of Victor, Columbia and Emerson records. The data available shows, however, that the free donation of records and machines to the Y. M. C. A. represents a small percentage of the total

and for the men in our own expeditionary forces. No exact figures can be given as to the total number of machines and records that have been sent to the other side. Last month, however, in a news bulletin showing what the Y. M. C. A. has shipped abroad, there were included one hundred talking machines and 2,500 records, all sent over in a thirty-day period for the use of our soldiers in France.

There has been much controversy over just what kind of records the soldiers prefer, and the association has gone so far as to conduct



Copyright, Committee on Public Information

In a Y. M. C. A. Hut at a Cantonment

One of the Recreations in the Y. M. C. A. Building at Columbus Barracks, O.

Y. M. C. A. is against the solicitation of either machines or records on a free contribution basis, although good use can be made of all machines and records that may be donated. No direct donations are solicited because it is felt the American people have stood nobly behind the association in the way they oversubscribed to its national campaign for money last fall. There are so many war charities continually approaching the public for outright donations that the Y. M. C. A. prefers to acquire its materials in a regular business way, with the money that has been subscribed for the purpose. Therefore, if talking machine dealers should wonder from time to time why the Y. M. C. A. is not

number of machines and records that have been given to the fighting men, because the majority of the donated instruments and discs have been presented to particular soldiers in the different cantonments or to specific companies, corps, etc., and through the Y. M. C. A.

The Y. M. C. A. has long since established a "hut" in each of the military camps in the United States. In one of the largest camps several huts have been erected, each being equipped with a talking machine and an excellent supply of records.

A considerable number of machines and records have been sent to Europe for the entertainment of men in the armies of our Allies

special investigations to determine what kind will give the "men in khaki" the greatest pleasure. On the evening of March 22 P. F. Jerome, purchasing agent for the National War Work Council of the Y. M. C. A., gathered together six sailors from the Brooklyn Navy Yard and six soldiers loaned for the purpose by Captain Andrew C. Gardner, post-adjutant of Fort J, Governors Island. These men-of-war became musical critics for the time, and sat as a jury to determine which out of a total of 15,000 records would bring the greatest joy to Uncle Sam's fighting forces. The members of the jury were picked at random without regard for

(Continued on page 50)

## On Selling Records

**ECLIPSE**

There are many excellent ideas the Victor Dealer can use to stimulate the sale of slow moving stocks. Some of these ideas have already been put into practice, others have not yet been discovered. We urge Victor dealers to encourage their salesmen in originating new plans for selling records, and along the same line our travelling representatives will be glad to offer several good suggestions.

**ECLIPSE MUSICAL COMPANY**  
CLEVELAND OHIO



**Bringing in more customers and making more sales for every dealer accepting its aid, is the sole aim of the Columbia Dealer Service Department.**

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

## THE PROVIDING OF MUSIC FOR OUR FIGHTING MEN

(Continued from page 49)

their familiarity with music. Their main mission was to decide what records should be scrapped for the duration of the war, and among those put into the scrap barrel were pieces of musical merit with unfortunate names and all German music, including some operatic selections. Among the records barred because of their names were such as "I Didn't Raise My Boy to Be a Soldier" and "The Prussian Military March."

Popular records without doubt are the ruling favorites. The songs of the operatic stars and the great masters on the violin, etc., are exceedingly well liked by a certain percentage of the soldiers, but in volume of demand run second to the "popular" selections. Patriotic pieces are in the third class.

Miss Kate Pope, an English girl, who has served in an important American Y. M. C. A. "hut" across the sea since last September, makes the following interesting commentary on what kind of music the soldiers want:

"Write a rag—at least a song with some syn-copation. That is what the boys always ask for. Don't be too patriotic in your song-writing. The boys don't like that sort of thing. When they do it's an exception like 'Tipperary.' But if you analyze that you will find that it is not the usual type of patriotic song. It is simply considered patriotic because of time and usage.

"A good point to bear in mind is to introduce the humorous side of the war. The soldiers know the other side, and when they are out to sing and to listen to music it is for diversion. For instance, the most popular song with the soldiers here is 'I Don't Want to Get Well.' Other popular songs of the moment with the men are 'Joan of Arc,' 'Huckleberry Finn' and 'Are You From Dixie?' They sometimes like what Americans call 'sob stuff'—such sentimental ballads as 'God Send You Back to Me,' 'A Little Bit of Heaven' and 'Mother Machree.' But rag is the rage."

Very probably talking machine dealers will be asked by the public from time to time regarding what kind of records the soldiers like best. The result of the study given to the matter by the Y. M. C. A., as presented above, will indicate the kind of advice to offer these inquiries. As far as the disposal of donations of either records or machines is concerned, the best plan seems to be to deal with the Y. M. C. A. headquarters in the nearest cantonment in case the donation is for the military forces on this side of the Atlantic, and in case the donation is made for the overseas forces to get in touch with the Division of Music, National War Work Council, 124 East Twenty-eighth street, New York.

In addition to machines and records supplied to camps and ships by the Y. M. C. A., or under its direction, there have been hundreds of outfits supplied through other channels which have made a specialty of collecting machines and

records for distribution among the fighting forces. Special committees, as well as newspapers throughout the country, are constantly making appeals for donations of talking machines and discs, and are getting excellent results.

The Knights of Columbus, who are operating huts in all the leading cantonments and camps here, and also in France, and who, with recently collected funds, plan to broaden their work along this line materially, see to it that each hut is supplied with a machine and a suitable collection of records, and in addition have supplied outfits to various company and regimental units.

### CHANGE NAME TO "ELMBRO"

Talking Machine Put Out By the Elmbrola Co. Will Bear Above Name Hereafter

ST. PAUL, MINN., April 5.—J. Neiger, general manager of the Elmbrola Talking Machine Co. of this city, has announced that the company has changed the name of its product from "Elmbrola" to "Elmbro." Mr. Neiger states that the company has achieved very pleasing success with this product, and had already established wholesale agencies in important cities, and made arrangements for dealer representation throughout the country. He recently visited New York and expects to have an announcement ready in the near future regarding the presentation of the Elmbro line in the eastern part of the country.

The Elmbrola Talking Machine Co. manufactures a complete line of machines, and Mr. Neiger, who has been associated with the industry for a number of years, is devoting considerable time to effective dealer co-operation. He states that he is making a drive for the better class of business, and the dealers which he recently established are well known in their respective localities.

## SONORA PAINTED SIGNS ATTRACT

The Sonora Phonograph Sales Co. has recently made arrangements whereby they will feature artistic painted signs along the route of each railroad just before reaching New York. The object of these signs is to impress out-of-town visitors with the fact that the company has artistic salons at Fifty-third street and Fifth avenue, which are at the disposal of these visitors for demonstration and display.

The accompanying picture is that of a sign which is located in two places—one on the Long



### A Sonora Signboard

Island railroad near Jamaica, and one on the New York Central railroad, just below High-bridge. This sign has attracted very favorable attention, and Frank J. Coupe, director of sales and advertising for the Sonora Phonograph Sales Co., is well pleased with the publicity that this advertising affords.

## CLEVELAND MAN WELCOMED IN EAST

C. K. Bennett, the well known executive of the Eclipse Musical Co., Victor jobbers in Cleveland, has recently completed a two weeks' trip through the East. He spent part of his time calling on the trade in New York, and also made quite a visit at Victor headquarters in Camden, N. J. In talking with The World during his visit to New York, Mr. Bennett said that he was going to Cleveland with a better knowledge of general conditions and lots of new ideas for boosting the Victor business.



## NEW MULTIPLE DISC TALKING MACHINE

**Inventor Will Sell Patent Out-right or on Royalty Basis**

Plays 28 selections in one set which can be replaced set for set according to the number of records. Equipped with automatic stop which requires no setting. Fine tonal reproduction.

Send for Descriptive Circular

**MAX KRAUSS**

233 N. Alden St.

Phila., Pa.

**CHAS. J. ORTH HOST AT DINNER**

Milwaukee Talking Machine and Piano Man Entertains Officials of United Phonograph Corp. and Members of Own Staff in Milwaukee

MILWAUKEE, Wis., April 2.—A most enjoyable dinner party was given in the Gold Room of the Hotel Wisconsin on Thursday evening,

family gathering, without an unduly serious aspect, in preparation for the real work that is now being undertaken by him in behalf of the Puritan. This thought was carried throughout the dinner. When the guests took their seats they found favors of a humorous character and a menu that was particularly Puritan-esque.

The guests of honor were Fred A. Dennett, president and general manager of the United

horn. Representatives of the press included Alfred B. Cargill, W. A. Dudley, Harry J. Grant, Leonard Meyer and Frank Effinger. Other guests were James Orth, J. B. Thiery and Roy Steffen.

**ORGANIZED IN KALAMAZOO, MICH.**

Electric Phonograph Co. Incorporated to Manufacture Coin-Operated Machines

KALAMAZOO, MICH., April 4.—The Electric Phonograph Co., of this city, has been incorporated with capital stock of \$30,000, to engage in the manufacture of coin-operated electric phonographs, designed particularly for use in public places. The equipment for a factory has been ordered, and a plant will be established in this city. It is stated that the company owns a number of new patents covering their instruments.

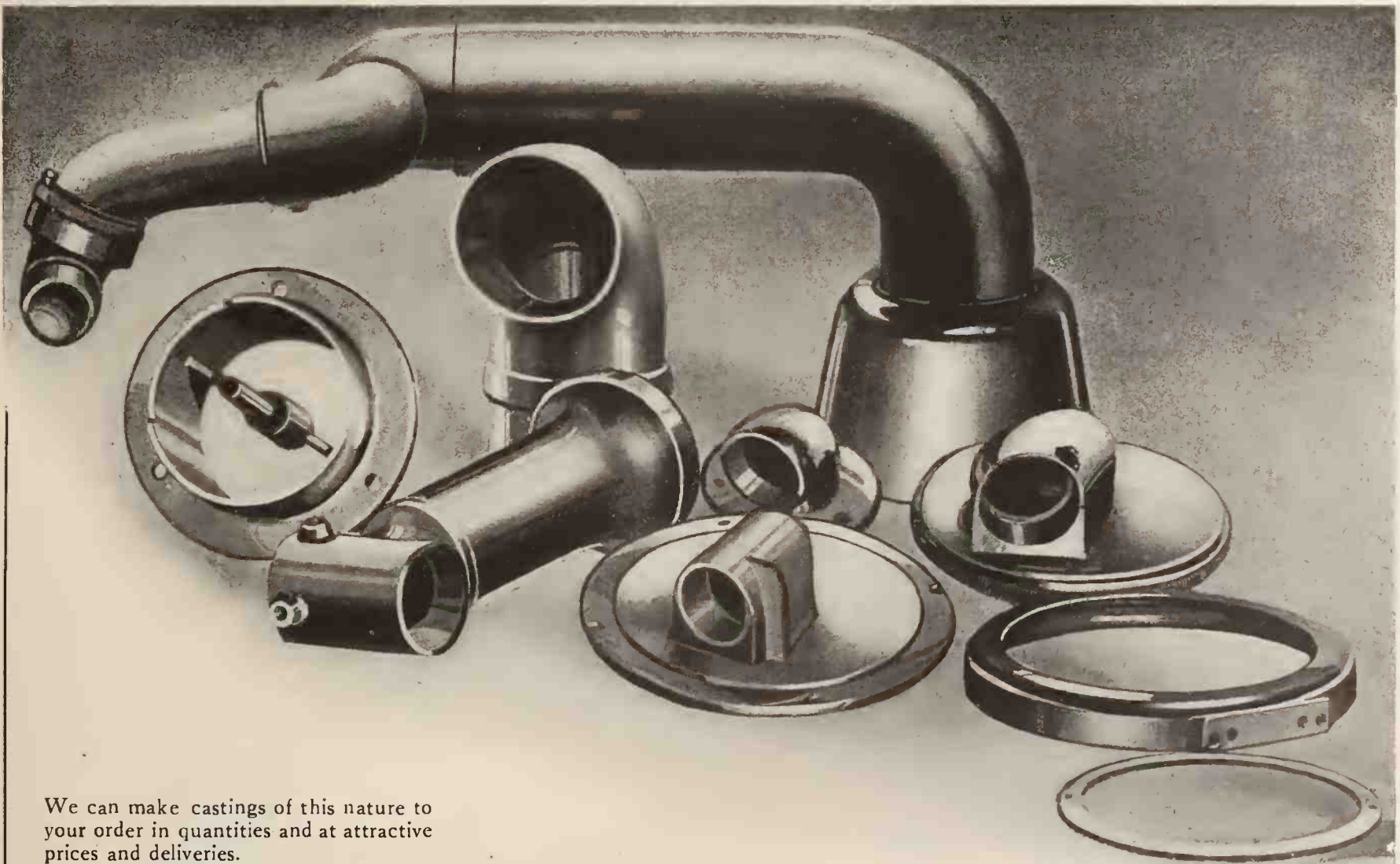
The officers of the new company are: President, John W. Adams; vice-president, E. B. Desenberg, and secretary-treasurer, A. J. Reams.

**MAKING NEEDLES FROM CACTUS**

PORTLAND, ORE., April 2.—Oregon never considered its scrub cactus growth—which is found in the waste sections of Eastern Oregon—of much value, but even this is now being turned to account by the phonograph people. The scrub cactus needles, tests have shown, are admirably fitted, after proper treatment, for record needles, and these, with a variety also found on the Mexican border, are rapidly being turned to commercial advantage. These needles have been placed on sale in Portland by the Wiley B. Allen Co. and are found to give pleasing sweetness and softness to the tone. There is little danger of the supply of raw material ever being exhausted in Oregon, no matter to what extent the manufacture of the thorns into record needles expands.



Dinner Given by Chas. J. Orth to United Phonograph Corp. Officials and Members of His Staff March 21, by Charles J. Orth, 504 Grand avenue, the well-known piano and talking machine dealer who recently took over the distribution of the Puritan phonograph in Wisconsin and the Upper Peninsula. The event served to introduce the men responsible for the Puritan to the Orth force and members of the press. Mr. Orth stated the dinner was a little Phonograph Corp., Sheboygan; William H. Thommen, general superintendent of the company and designer of the Puritan, and Lloyd Jenkins, general sales manager. Mr. Orth's staff was represented by W. H. Heise, Adam C. Schroeter, W. H. Hadert, Gustav Kleemann, G. M. May, Paul Wachs, Roy Hettinger, Albert Mueller, Henry Staab and George E. Ball-



We can make castings of this nature to your order in quantities and at attractive prices and deliveries.

Send samples or blue prints for estimate.

**“INDIANA” DIE CASTING CO.**

CORNELL and 11th STREETS

INDIANAPOLIS, IND.

## INCREASE YOUR SALES

Here is your chance, Mr. Edison Dealer, to close the undecided prospect.

## KENT Attachment and Sound Box

FOR THE  
EDISON DISC PHONOGRAPH

Patent No. 1,130,298



Patented March 2, 1915

### SIMPLE AND ACCURATE

Made by manufacturers who have specialized in Edison attachments for years.

This is not a new product—hundreds of dealers are now selling them, and thousands of them are on the machines of Edison owners.

If you are not already acquainted with the Kent Attachment and Sound Box, don't lose time—send for one to-day.

Most Edison jobbers handle our products. If yours does not write direct.

## F. C. KENT & CO.

Manufacturers of Phonograph Accessories

Cor. MULBERRY AND CHESTNUT STS.

Newark

New Jersey

### USES INFORMATIVE ADVERTISING

Famous & Barr Co. Using Educative Copy in Their Announcements With Great Success—Featuring Victor Line Strongly

St. Louis, Mo., April 8.—A novelty in the way of advertising of records has been the series of informative advertisements run in the newspapers by Manager Ditzell, of the Famous & Barr Co. The series is running and will continue indefinitely, according to present plans, and Mr. Ditzell hopes to gather a series that can be put into book form after they are run as ads.

The text in the ad below, bearing on the soprano voice, will illustrate what the series is. The introduction reads:

"There are two principal soprano voices—the coloratura and the lyric—each with its fair and measured province in the field of song. The first, or coloratura, corresponds with the flute in the orchestra—it is the sparkling, dazzling voice, abounding in trills, turns and tremolo—the 'showy' voice. Its most striking exponent is Galli-Curci, who sings the famous 'Bell Song' from Lakme with almost uncanny brilliance.

"The lyric, on the other hand, is essentially the sweet voice, the voice of romance, poetic fancy and emotion. Of the lyric voice, one of the best examples is that of Lucy Marsh, who sings 'Birth of Morn' divinely."

Then follows a list of records set out as to the kind of soprano voice each presents. Other ads deal with the various kinds of voices, the quartet male and mixed, and then will come the various instruments. Mr. Ditzell says that in preparation of these ads he uses information gathered by work on the floor in the record department, where he asks customers as to which kind of soprano they wish and other leading questions to develop what will really be information to the average record buyer.

Another novelty from the Famous & Barr Co. is the new form of announcement of the monthly record lists. This idea first was that of photographing the regulation Victor record list and reproducing it. But the list did not lend itself well to photographic reproduction by printing, so a redrawing of the Victor dog that illustrates the hanger was made and the names of the records set in type in exact facsimile of the original. The result is a neat mailing card that will easily catch the eye of the Victor record buyer. Of this Mr. Ditzell says:

"Of course, next to the trade-mark dog, the most familiar advertisement to a Victrola owner is the monthly record bulletin. You will notice that a Victrola owner always is ready to stop and read the hanger. Now we hope to catch the eye in a way that the bulletin ordinarily mailed does not. Also some Victrola owners get the bulletins from the several sources, and we hope our announcement will be distinctive. We believe it is a move in the direction of conservation of paper, mail weight and in other ways meets the demands of the times."

### NEW PRICES ON LANSING COVERS

E. H. Lansing Announces New Schedule, Owing to Greatly Increased Cost of Production

Boston, Mass., April 1.—E. H. Lansing, who manufactures the Lansing khaki moving cover for talking machines and accepted as the pioneer in that field, announces that he has been compelled to increase the prices of his various covers, and the new prices will be, Style A, \$8.50, and Style B, \$6. Mr. Lansing has been absorbing the increased cost of both materials and labor for some time past, and has found it impossible to do so any longer. The increase of \$1 per cover, however, means the placing of as light a burden as possible on the purchaser. Incidentally, Mr. Lansing reports that the business is keeping up in good shape in all sections.

Both prophets and profits are without honor in every country and just now.



# The 1st of May Will Be Thrift Stamp Day In the U. S. A.

The Active Co-operation of  
Every Reader of

THE TALKING MACHINE WORLD

Is Urgently Requested to  
Make It a Success

May 1st, 1918, will be observed throughout the United States as Thrift Stamp Day! On that day retail stores everywhere in every line of business will ask customers to take PART OF THEIR CHANGE IN THRIFT STAMPS! It will be patriotic for every man, woman and child to accept at least one Thrift Stamp as change on every purchase made that day—and to make as many purchases as possible on May 1st.

Here is a big, practical way of getting millions of Thrift Stamps into the hands of the people of the United States, and of insuring the success of the Government's War Savings Stamps campaign. Thrift Stamp Day will HELP EVERYONE. It will prove a tremendous boost to business. On May 1st, 1918, the nation should do the biggest total retail business of any single day in our history! The beneficial habit of Thrift will be sown broadcast among the citizens of the U. S. A. Most important of all, Uncle Sam will be furnished with the sinews of War and Victory!

American business must go "over the top" AT ONCE in a quick drive to make Thrift Stamp Day an overwhelming success. You wholesalers, you jobbers, you salesmen, must TALK Thrift Stamp Day among your trade, arouse the ENTHUSIASM of the retailers, the storekeepers, the clerks behind the counters. Uncle Sam NEEDS YOUR HELP. A practical PLAN has been prepared showing how each one of you can "do your bit" to make Thrift Stamp Day a red letter day in American business annals. Write for this plan TO-DAY WITHOUT FAIL. Remember, in helping Uncle Sam you are helping business and helping yourselves. Address Mr. W. Ward Smith, National War Savings Committee, 51 Chambers St., New York City.



National War Savings  
Committee

51 Chambers St.

New York City

**AS SOON AS IT'S A HIT IT'S AN EMERSON**

**IF You Had Been An  
Emerson Dealer on March 1st  
You Would Have Sold These BIG HITS**

- “A Baby’s Prayer At Twilight”
- “Liberty Bell, It’s Time To Ring Again”
- “Are You From Heaven”

**Emerson** dealers nine times out of ten beat the game by bringing out the wanted music—the big hits of the day way in advance of anybody else.

Sometimes Emerson dealers are two months ahead of anybody else. Sometimes a month. This is an advantage plus the many other money making advantages that come to Emerson dealers. Because they sell for 35c—3 for \$1.00, the number of buyers is increased many fold. Because they bring you more profit per record, it is worth more to you to sell them. Because they will play on any machine without an attachment, everybody can play Emerson records.

**IF You Are An  
Emerson Dealer NOW  
You Will Have For Sale These BIG HITS**

- “My Mind’s Made Up to Marry Carolina”
- “On the Road to Home Sweet Home”
- “There’ll Be a Hot Time for the Old Men”
- “I’m the Brother of Lily of the Valley”

**IF You Are An  
Emerson Dealer On April 20th  
You Will Supply the Demand for These BIG HITS**

- “Cleopatra,” Al Jolson’s Winter Garden Hit
- “What Are You Going To Do To Help the Boys”
- “Good Bye Barney Boy”
- “If You Look In Her Eyes”
- “Lafayette”

**Emerson Phonograph Company** INC.

3 West 35th Street New York, N. Y.

Boston Office: 80 Boylston St. Chicago Office: 7 East Jackson Blvd.

Dept.  
A

Clip this coupon to your letter-head and we will send you full information.

Name .....

Address .....

City ..... State.....

INTRODUCE NEW STEEL NEEDLE

The Gloria Phonograph Supply Co. Makes an Important Announcement—To Make Needles in All Standard Styles and Tone Qualities

The Gloria Phonograph Supply Co., 200 Fifth avenue, New York, has just placed on the market a new steel needle which will be known as the "Gloria." The company is marketing this needle in all standard styles and tone qualities, and is instituting an aggressive campaign to present this needle to the jobbers and dealers throughout the country.

Realizing that the talking machine dealers have been badly handicapped the past year by a shortage of steel needles, the Gloria Phonograph Supply Co., before announcing its new needle, completed factory arrangements whereby it could promise the dealers immediate delivery on their orders. The company felt that it was unfair to the trade to announce a new steel needle without being in a position to take care of the dealers' requirements promptly, and delayed their announcement accordingly until the officers were certain they could guarantee immediate shipments of the needles.

In its literature the Gloria Phonograph Supply Co. will emphasize the fact that the Gloria steel needle is constructed of the finest carbon steel, and that it is guaranteed to give absolute satisfaction to every user. The company's manufacturing and sales campaign will feature this important constructional merit, in order to impress the dealers with the fact that they can offer the Gloria steel needle to their customers with perfect confidence in the satisfaction that it will render.

The president of the Gloria Phonograph Supply Co. is Rudolf Gaertner, who for a number of years has been prominent in manufacturing and import circles. Mr. Gaertner will devote

his entire time to the new company, which was recently incorporated with a capital stock of \$25,000, and his lengthy experience in the mercantile world will doubtless enable him to cooperate effectively with the dealers throughout the country.

R. R. Debacher, president of William Schimper & Co., Hoboken, N. J., and a director of the Trust Co. of New Jersey, a well-known manufacturer of metal goods, and prominent in New Jersey financial circles, is first vice-presi-



Rudolf Gaertner

dent of the company, and as such will act in an advisory capacity.

Roswell Francis Easton, who has been associated with Mr. Gaertner for a number of years, is second vice-president of the company, and will be actively interested in its activities.

On another page in this issue of The World is the first announcement of the Gloria steel

needle, and this announcement, which, by the way, is a splendid example of lithographic art, features the copyrighted trade mark of the needle—the lark. It is planned to use this trade-mark on all posters, window cards, etc., and all publicity will probably feature the same poster design as shown in this announcement. The company is now preparing to distribute a series of window cards to the dealers, in order that the public may be acquainted with the qualities of the new needle.

DOUGLAS PICTURES IN NEW YORK

Process for Making and Projecting Motion Pictures in Natural Colors, Invented by Leon F. Douglas, Proves Decidedly Interesting—Wonderful Effects Produced by the Process

Members of the local talking machine trade were much interested recently in the special showing in this city of motion pictures in natural colors produced by a new process invented by Leon F. Douglas, of San Rafael, Cal., who for many years was actively connected with the Victor Talking Machine Co., is still a director in that company, and had much to do with the early development of the Victor product.

The Douglas pictures have been shown in various sections of the country recently and with much success, and when offered at the Eighty-first Street Theatre served to attract much attention not only from the public but from members of the motion picture trade. The pictures shown include really wonderful views of Yellowstone Park, with its geysers, falls, flora and fauna. Then there were magnificent pictures of the Grand Canyon of Colorado, remarkably natural in their reproduction. Likewise views of a forest fire, of Californian flower gardens and of motion picture celebrities. While the films showed the natural colors of the landscape with great faithfulness, depicting the subtleties of the sky, ground, water and plant life very closely, they reached their best when showing closeups of people. Whether a young lady has copper-colored hair or is a typical blonde or brunette, her locks show up with startling faithfulness, and even her complexion is given its full value. The closing feature of the exhibition, and one that greatly impressed the audience, was a sunset scene, with the sun's last rays merging into the purple tinge of twilight.

Mr. Douglas' device consists of an inexpensive attachment that may be affixed to any motion picture camera and which permits of the production of a film containing a series of images so colored as to give, when projected, a moving picture in natural colors, without the use of the rotary colored shutter usually required.

"By this contrivance," declares Oliver Jones, formerly a well-known talking machine man, and now acting as representative for Mr. Douglas, "the brilliancy and intensity of the projected colored picture are increased and a stereoscopic effect is obtained impossible in black and white. There is no more light required than is used in projecting black and white, and a speed of only twenty-four to the second is necessary, and through certain experiments being made this speed will be reduced. The cost of producing pictures by this process is slightly more than that for making black and white, while the advantage in the art of producing motion pictures is considerable."

NEW QUARTERS IN IRVINGTON, N. J.

A. H. Redden, who has been conducting a bicycle and sporting goods store in Irvington, N. J., has moved to new quarters at 1065 Clinton avenue, that town, where he is featuring Brunswick phonographs very successfully. He has handled the Brunswick line since last fall.

MOVING TO NEW LOCATION

H. G. Applin, the Victor dealer of 20 College avenue, Somerville, Mass., has arranged to move to new quarters in the Medina Building on April 1.

KOCH-O-PHONE

\$18.00



No. 18

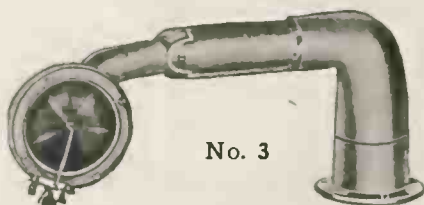
The KOCH-O-PHONE is the FORD of the Phonograph world. There is no charge for the name or expensive advertising added to the cost. Most people would rather pay \$36 (resale price) than \$75 for the same amount of pleasure. Plays all makes of disc records. No disconnecting needed in exchanging from one 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 \$75 machine on the market.

No. 18—Height 40 in., width 18 in., depth 18 in.; double spring worm driven motor; 12 in. turntable, all metal trimmings are nickel plated; made in mahogany finish. Weight about 100 lbs. .... \$18.00

Cabinet alone, complete with needle cups . . . \$10.00

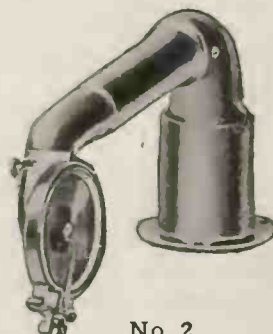
Tone Arms and Sound Boxes (Genuine Mica)

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, \$1.00 in 100 Lots Imitation Mica, 85c

ANDS KOCH, Manufacturer

296 Broadway

NEW YORK





# Lend Him A Hand

*Your Hand—My Hand*

Every hand in the land stretched out to help him to **VICTORY!**



In defense of **LIBERTY, JUSTICE** and **CIVILIZATION**, we must use every weapon at our command. And not the least of these is money. Never in the history of the world has there been a truer cause.



INVEST IN

# LIBERTY BONDS

(This space donated by the OTTO HEINEMAN PHONOGRAPH SUPPLY CO., Inc.)



**CONDITIONS IN TALKING MACHINE INDUSTRY IN ENGLAND**

Louis S. Sterling, Manager of Columbia Co. in London, Tells Most Interestingly of Business Activity—Labor Problem Serious, But It Is Being Mastered—Record Trade Enormous

"Our sales during 1917 showed a gain of 25 per cent. over 1916, making this year the best in our history," said Louis S. Sterling, managing director of the Columbia Graphophone Co., Ltd., London, who arrived in New York recently for a visit to the executive offices. "Our figures for the year show that our business was double that of 1913, and we therefore have every reason to feel gratified at the prosperous condition of talking machine activities abroad, notwithstanding the war.

"The preponderance of our business last year was in records, and the actual production of records was larger in 1917 than ever before in our history. Although the demand for machines

ballads and the very fine string and orchestra selections. In fact, to the casual observer the demand for this class of music is almost remarkable.

"We are shipping many thousands of records per month to the boys at the front, and the orders for these records almost invariably call for 50 per cent. of popular music, and the remainder good standard selections and operatic numbers. The demand for the so-called patriotic popular number has practically passed into oblivion, the boys at the front calling for the straight popular selections.

"The demand for table machines is by far in the preponderance, but this is attributable to the fact that it is almost impossible to get cabinets to manufacture the floor machines. The demand for cabinet machines is far in excess of the supply, and it is for this reason that the table machine is selling in such large quantities.

"There is a very bright future ahead for the talking machine business in England. We are all optimistic regarding the future, and whether or not the war continues for any extended period, the talking machine industry is certain to enjoy an era of activity and prosperity."

**MAKING RICHMOND MUSICAL**

Corley Co. Doing Much for City's Musical Advancement—How This Company Serves the Dealer—Widely Known as Victor Distributors

RICHMOND, IND., April 9.—Fred. R. Kessnich, now in charge of the wholesale department of the Corley Co., this city, had in his possession during the past week substantial evidence of the fame of the Corley Co. as Victor distributors. Two large cases addressed to widely separated cities in the Middle West were in some unaccountable way delivered to the Corley Co. in Richmond. The only accountable reason being that these cases bore on them the Victor trade-mark.

Mr. Kessnich reports generally good business in both the wholesale and retail departments and the continuing popularity of their Victrola fibre trunks.

The aim of the Corley Co. has ever been service to the dealer. For a long time the Corley Co. has owned a print shop where they have printed the large volume of literature that they send out and in addition turned out many printing jobs for their dealers at a small cost. Another service department of the Corley Co., which is in the highest state of efficiency, is the repair department, which is in charge of M. F. Burnett, who has been with the Corley Co. for a number of years. In order to keep this department up to this high state Mr. Burnett makes it a point to make a yearly visit to the Victor factory.

The slogan of the Corley Co.—"The house that made Richmond musical"—has been especially proved this year. Through the efforts of the Corley Co. many world-renowned musical artists have come to Richmond during the past season. For these series the large City Auditorium is engaged and is usually filled to capacity. Literature is now being mailed concerning the Spring Festival to be held at the City Auditorium on April 29, 30 and May 1, 1918. Prominent operatic artists, such as Paul Althouse, tenor; Sophie Braslau, contralto; Mabel Garrison, soprano, and Lambert Murphy, tenor, are to appear. Attention is called in the literature describing this festival that these artists are well known to all Victrola owners, and the opportunity is offered to get acquainted and to make comparison between their voices and the perfect reproduction of the Victor records. Other artists that will appear are May Peterson, Nina Margana, Helena Marsh, Thomas Chalmers and Rafaelo Diaz. The Wednesday Club Chorus of Richmond and the Russian Symphony Orchestra will also appear.



Louis S. Sterling

is bigger at the present time than it was before the war, we must consider the fact that the production of machines is only 30 per cent. of the total production before the war started, owing to the necessary restrictions placed upon our product, the scarcity of raw material, and the dearth of labor.

"General conditions in the talking machine industry in England are very satisfactory, although all of the factories have been obliged to face very serious labor problems. When the war broke out in 1914 there were 291 men employed in our record factory in England. At the present time there are only eleven men employed, the rest being women, and in order to produce the same efficiency in our factory, we found it necessary to increase the force of women by 40 per cent. Out of the eleven men at the plant six are over fifty years of age.

"The numerous air raids over England, the lightless nights, and the various curtailments of amusements are influencing the people to stay home more now than ever before. They naturally must have some relaxation from the seriousness of war, and it is in this respect that the talking machine is 'doing its bit,' and affording the public pleasure and entertainment.

"There exists in England to-day a tremendous demand for the straight popular songs, and there is also a notable increase in the call for good music. I refer particularly to high-class

**FOR SALE**

25 SHARES

**Victor Talking Machine Co.  
Common Stock  
at \$825**

WILLIS O. HEARD

LAFAYETTE BUILDING PHILADELPHIA, PA.

*The*  
**FULTON**



**Style F  
Price, \$150.00**

Size 45 x 19 x 23

In Fumed Oak Waxed, and Satin Mahogany, Double Spring Spiral-gear Motor, Tone-Modifier, Automatic Stop, Lock, Needle-Cups and Rest, Leg-Sockets and Casters, Balanced Cover Lift, Universal Tone-Arm. All exposed metal parts heavily nicked.

Record compartment opening on side through a rising and falling balanced door, fitted with five ten-inch and three twelve-inch high grade albums, capacity 98 records.

The patented spun vibratory horn is finished and grained to match the woodwork of cabinet.

**Send for Catalogue**

Not Sold Through Jobbers

**FULTON-ALDEN CO**  
INC.

WAUKEGAN, ILLINOIS

## TALKING MACHINES A WAR NECESSITY IN MILWAUKEE

This Is Proven by the Demand in Camps and in the Homes—Badger Activity—New Brunswick Dealers—Phonograph Co. Increases Capital—Four New Sonora Dealers—Puritan Developments

MILWAUKEE, Wis., April 12.—As the nation enters the second year of active participation in the world war as a combatant, it is becoming more and more evident that of all the instruments ever created to assuage mental and physical pain and suffering the talking machine has outdistanced all others and is secure in the first rank, not only so far as the boys at the front are concerned, but among those who must remain at home. Never since its origin has the talking machine been in such tremendous demand as it is today. At the same time, the output of the country's talking machine factories, while probably the largest that it ever has been, is becoming more and more inadequate to fill requirements. In the case of so popular a line as the Victor, it is conservatively figured that if twice as many machines were available immediately, not all orders could be filled. Even some of the newer and relatively lesser known makes are selling so well that the big problem in the talking machine industry of Wisconsin today is to produce enough instruments. In the case of records, needles and other supplies and accessories, the condition is similar.

Talking machine business predicated upon the Easter holiday this year assumed such volume that it was wholly reminiscent of the pre-Christmas season. Saturday, March 30, the day before Easter, seemed like a Christmas eve in local retail establishments. Stores were crowded until closing time with customers demanding delivery of machines and records for Easter. Regular delivery systems had to be supplemented with extra trucks and wagons. The situation has not before been known here, although the Easter season also has been a distinct feature of spring business.

Retail dealers attribute the remarkable demand, especially at Easter time, to the influence of the war. In fact, the splendid business that has been done during the last six to eight months is believed to be the direct result of the need for solace which all people have come to experience since thousands of homes have given up sons, and even fathers—and some, daughters.

The dealers who a year ago feared that the declaration of war would shortly result in the collapse not only of talking machine business, but business in general, have had ample reason to change their opinions. There was a lull of about thirty days' duration immediately following the opening of hostilities. But after that talking machine business swung into the most active period in its local history, and it has grown day by day until at this moment it has reached the most prosperous point ever known.

"It's the same old story," said Harry A. Goldsmith, secretary of the Badger Talking Machine Co., Victor jobber, when asked "What's new?" by The World representative. "Our customers still are asking for more machines than we can possibly deliver, and our back orders are piling up every day. So far as records are concerned, we are still worse off. We try to do the best we can and take care of all our retailers, but in spite of this effort, not all disappointments can be obviated. The demand for the Victor to-day is by far the greatest we have known since we established this business. The same is true of Victor business in all other parts of the country. Our situation is not unusual among Victor jobbers, for they all are overwhelmed with business."

According to Thomas I. Kidd, manager of the local branch of the Brunswick-Balke-Collender Co., 275-279 West Water street, the Brunswick factory is having an extremely difficult time in filling all of its requirements, due to the rapidly growing demand for the Brunswick phonograph in Wisconsin and elsewhere. The still serious congestion of freight traffic forms another handicap. Express lines are used from time to time to relieve acute shortage among

dealers, but in recent weeks the express companies have been so overwhelmed with business that, considering the extra expense, not a great deal is gained by making shipments by express. The nine Brunswick retailers in Milwaukee have been doing an exceptionally large business since the beginning of the year, and reports which they make to Mr. Kidd indicate that 1918 is destined to be the greatest Brunswick year since the line first was introduced in this city.

The Yahr & Lange Drug Co., 207-217 East Water street, this city, wholesale distributor of the Sonora for Wisconsin and Upper Michigan, has increased its local city selling organization by the appointment of four prominent retail stores in as many widely separated sections of the city. The new retailers include Alfred W. Fuchs, jeweler, 1403 Green Bay avenue; William Klug & Sons, furniture, 543 Twelfth street; Bruno W. Thien, jeweler, 3401 North avenue, and the Noll Piano Co., 1057 Muskego avenue. A successor to Charles J. Orth, 504 Grand avenue, as the main downtown retail representative, will be selected shortly. Pending the closing of a new connection, the Yahr & Lange Co. has inaugurated a complete service department for the benefit of Sonora owners in Milwaukee, in connection with the Sonora jobbing department of its big wholesale house.

The New Edison continues to increase in popularity throughout Wisconsin, and the Phonograph Co. of Milwaukee, 211-213 Second street, wholesale representative in the territory, has never been quite so busy as now in keeping the wants of its retail representatives fully supplied. The Edison Shop, which is the retail department, is doing a splendid business locally. To accommodate the growth of the business in general, the Phonograph Co. has been obliged to increase its capital stock from \$25,000 to \$50,000. William A. Schmidt is general manager of the company and is ably assisted by Herbert W. Gausewitz, retail sales manager.

Since taking over the wholesale distribution of the Puritan phonograph and records in Wisconsin and Upper Michigan on March 1, Charles J. Orth, 504 Grand avenue, this city, has built up a remarkably efficient sales organization and is giving the Wisconsin-made instrument an exceptionally strong representation in its home state and contiguous territory. In all respects Mr. Orth is duplicating the splendid achievement credited to him in putting the Sonora on the map in Milwaukee as exclusive retail distributor in this city for the past two years, a connection which he relinquished to broaden out as one of the principal distributors of the Puritan line. Arthur Roelke, formerly state representative of the Sonora, has joined Mr. Orth and is looking after retail contracts throughout the Wisconsin and upper Michigan territory. Gustave Kleeman also has joined the traveling sales force. W. H. Heise and Adam C. Schroeter are managing local sales. Numerous excellent retail connections already have been established and before long the Puritan will be represented in practically every nook and corner of the territory. The "home agency," as it were, at Sheboygan, Wis., where the Puritan is manufactured, has been placed with M. W. Brand, 1103 North Eighth street.

Milwaukee and Wisconsin people are respond-

ing generously to the appeal to donate records and music rolls to the soldier boys in camps and afield. The National League for Woman's Service, with the assistance of the Milwaukee County Council of Defense, the Milwaukee Association of Music Industries, and numerous other agencies, is daily collecting scores of records and rolls, which are being forwarded to the various camps as rapidly as they can be classified and packed. This part of the work of the Bureau for the Advancement of Music is regarded here as an especially beneficial undertaking and one in which much pride is taken to make it a success. The recent visit to Milwaukee of C. M. Tremaine, manager of the bureau, did much to stimulate interest and place the local campaign on a sound footing. It is interesting to note that practically no worthless records have been tendered so far.

Fay R. Smith, dealer in talking machines, pianos, etc., New London, Wis., recently has been appointed local chairman of the Waupaca County Council of Defense; city chairman of the Waupaca County Liberty Loan Committee, and was elected president of the New London branch of the Wisconsin Loyalty Legion upon its organization. He is taking an active part in numerous other patriotic movements requiring in all a large personal sacrifice.

The Milwaukee board of school directors has indefinitely postponed action on the proposition recently made to provide talking machines to assist in the instruction of high school boys and girls in stenography and typewriting. Although the success of the plan at Indianapolis and other cities was forcibly presented to the finance committee, it felt that under existing conditions the expense hardly would be warranted.

## CANADA CONSIDERING EMBARGO

Reported to Be Planning to Bar Importation From the United States of Musical Instruments and Many Other Articles

Reports from Canada are to the effect that the authorities in the Dominion are planning to reduce imports from the United States by \$150,000,000 a year, by means of an embargo on the importation of specified articles, including all musical instruments, as well as jewelry, furniture, clothing, automobiles, etc.

For the manufacture in Canada of the articles on the embargo list, it will be necessary to import large quantities of parts and raw materials from the United States, but it is maintained that two articles can be manufactured in Canada for practically the same cost as one can be imported.

To compensate the Canadian Government for the loss of customs revenue and to cover the extra protection given manufactures by the embargo, it is proposed to levy a special war tax of 10 per cent. on all Canadian articles that will be sheltered thus from competition.

Should the embargo be put into effect, it will prove a blow to many American manufacturers, particularly of pianos, which are in great favor across the border. Talking machines and records manufactured by companies with headquarters in the United States are in most cases produced in Canadian factories to meet the demand in that country, and avoid customs charges.

Sentiment has no place in charity work. Giving just to help the "forever-wanting," both undermines the independence of the individual you seek to help, and tends to make him not only perpetually poor, but a parasite.



## 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

# BUTTERFLY MOTOR

Jewel-Bearing

SPECIAL QUANTITY PRICES FOR APRIL ORDERS

Leonard Markels

SPECIAL QUANTITY PRICES FOR APRIL ORDERS

This is the MOTOR whose phenomenal success made it necessary for us to double our factory capacity.

The "Butterfly Motor" has won the endorsement of leading talking machine manufacturers everywhere. It is giving excellent service under exacting conditions, and is a motor that is guaranteed in every detail. Read its specifications and you can readily understand why the Butterfly Motor is accepted as a standard in its field.

**BUY LIBERTY BONDS**

Special Quantity Prices if orders are placed immediately

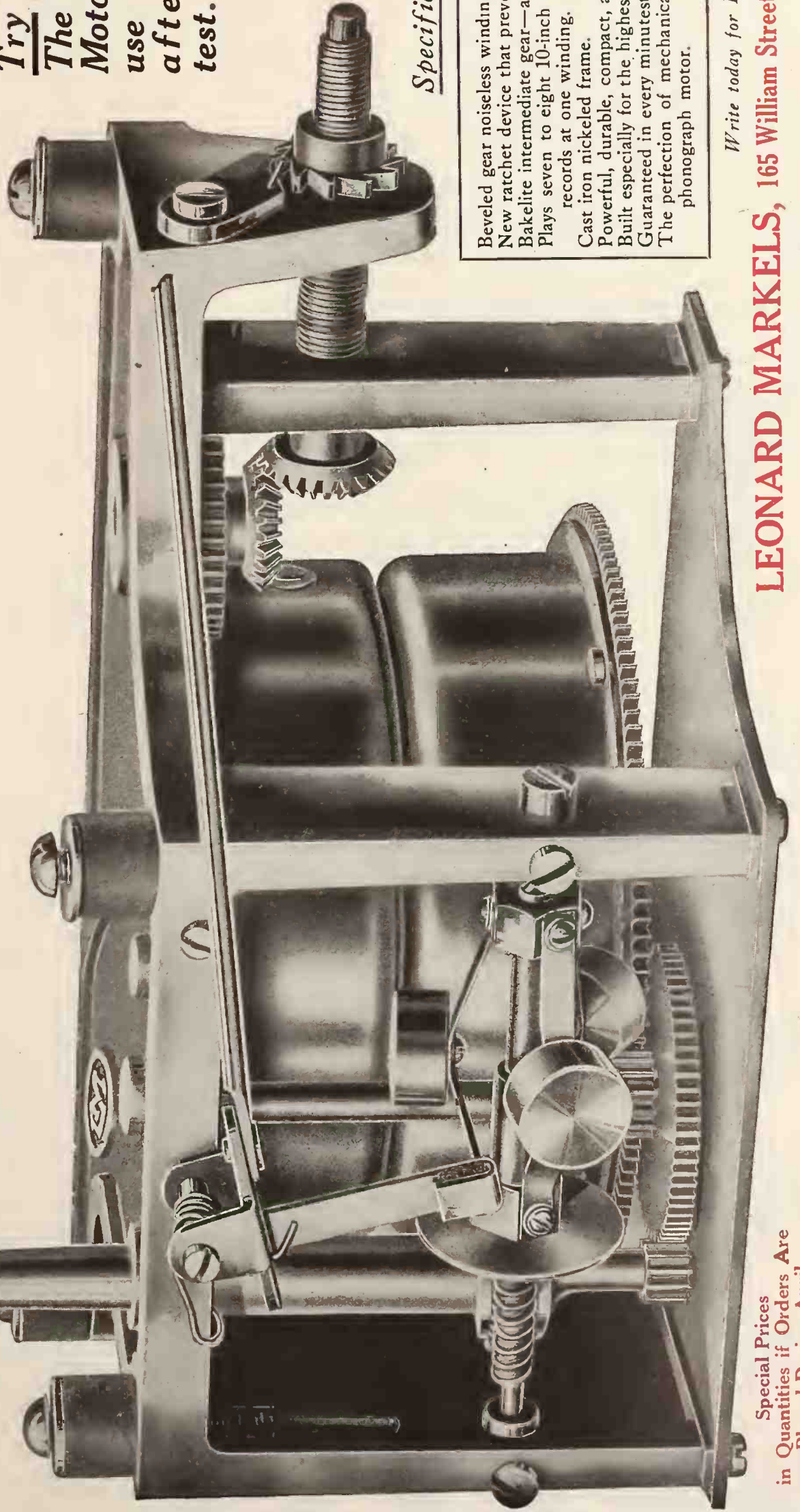
**SAVE MONEY BY ORDERING NOW**

Try a Sample of The **BUTTERFLY** Motor. You will use it exclusively after a thorough test.

**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**

Special Prices in Quantities if Orders Are Placed During April

**PLAN CONCERT UNDER AUSPICES OF DETROIT ASSOCIATION**

Prominent Artists to Appear at Public Affair on April 30—Proceeds to Be Given Over to Local Regiment—Hudson Co. Preparing to Move—Trade Keeps Going at Lively Pace

DETROIT, MICH., April 10.—We won't declare that Detroit talking machine dealers have had a record business, but we will say that they have had a very satisfactory business during January, February and March, and that they are anticipating excellent business before the end of the year. Some go so far as to predict that business will stay about as it has been for the past three months, and that there will be big business early in the fall continuing to improve until after holiday time. After all there is every reason to look for good business, as Detroit has been blessed with war orders that run into nearly a billion dollars, while workmen are getting higher wages than ever before. There is no scarcity of money and, despite Liberty Bonds, the Income Tax and Red Cross, people seem to have plenty of cash to buy whatever they make up their mind to.

In talking machine circles locally, the big event of interest and importance is the recital to be given at the Arcadia, April 30, under the auspices of the Detroit Talking Machine Association. For many, many months the association has had in mind something that would be along patriotic lines, but they wanted to do something that had not been done before. The idea of giving a concert and turning the money over to some patriotic fund appealed to the members of the organization, and the decision was reached unanimously that such an event take place. A special committee was appointed and the work began. Sam E. Lind, president of the Detroit Association, and chairman of the concert committee, immediately got busy by long distance, by letters and by telegrams, lining up the different artists with the various companies making records. He received splen-

did support from the companies and the artists themselves—greater than he had even anticipated. The final result of Mr. Lind and his committee is that the concert will surely take place at the Arcadia on April 30, and among the artists who have agreed to appear personally are Henry Burr, Albert Campbell, Arthur Collins, Byron G. Harlan, John H. Meyers, Billy Murray, Theodore Morse, Fred Van Epps, the Peerless Quartet and the Sterling Quartet. The committee has 5,000 as the number of tickets to be disposed of, and each member of the association, aggregating fifty, has individually agreed to take and sell a specified number of tickets. "I believe we will easily dispose of 5,000 tickets—with everybody co-operating and working together on the proposition," said Mr. Lind. "We are getting splendid support all around—everybody is with us heart and soul, knowing the purpose for which it is given. Whatever money we raise will be turned over to the regiment known as Detroit's Own. Something like \$600 is to be spent in the Detroit newspapers for advertising and publicity." Here's wishing the enterprise every success in their patriotic venture.

J. L. Hudson Co. are getting ready to move from 118-120 Woodward avenue to 68-70 Library avenue. The new building is six stories in height, with full basement, and the company is expending nearly \$75,000 in fixing up the new building, which formerly was devoted to the toy departments. The Hudson officials want to make their new music store the finest of its kind in the country and they will get results if money counts. The talking machine departments will occupy the first and third floors. On the first floor will be the various record booths, record stock and a large counter for selling records. The booths will be ventilated in the latest fashion, will be carpeted and right up to the minute. On the third floor will be the retail salesrooms of the Victrola and Sonora machines, which are handled by Hudsons. There will be many new, interesting, original and unique features that will be described after the store is opened.

Max Strasburg, of the Max Strasburg Shops, has returned after spending four weeks in the South. He had a splendid vacation, played a lot of golf, and is now on the job regularly each day. Mr. Strasburg looks for a good year, although he says there are sure to be times during the year when trade is off.

The W. E. Metzger Co., who retail the Victrola, are devoting more time than ever to the line, and are carrying larger stocks than ever.

Quite a number of Columbia dealers are displaying the company's line of period Grafonolas in their store displays.

Frank Bayley, Edison dealer, recently purchased for himself and family a handsome new residence on Chicago boulevard, costing \$40,000.

In talking with jobbers, such as Grinnell Bros., who handle Victrolas, Williams, Davis, Brooks & Hinchman Sons, who handle the Pathé line, the Phonograph Co., who job the Edison, and the Brunswick Co., who job the Brunswick phonograph, we find that they are carrying good-sized stocks of both machines and records, and that shipments are easier than they have been in some time. They don't believe there is going to be any difficulty in taking care of customers, but they believe that customers should order well in advance to offset any unforeseen delays that might occur. All of these jobbers are exceedingly optimistic and can't see anything but good business ahead.

Some splendid displays recently in connection with the Victrola, particularly the cheaper models, have attracted considerable attention to the windows of the People's Outfitting Co. We will say one thing for this concern—every display is carefully planned and thought out and they are usually timely and in keeping with the news and events of the day.

The Strand Talking Machine Co. was incorporated recently at Albany, with a capital stock of \$6,000. Those interested are S. Birnsweig, S. Friedberg and H. Weiner.



**The Fischer Co.**



*Oldest Pathe Jobbers*



A little better Pathe service than you could possibly expect. Our very best efforts—Our entire resources and fourteen railroads are at your command.



Give us the opportunity to serve you ONCE.



**THE FISCHER CO.**



*Oldest Pathe Jobbers*

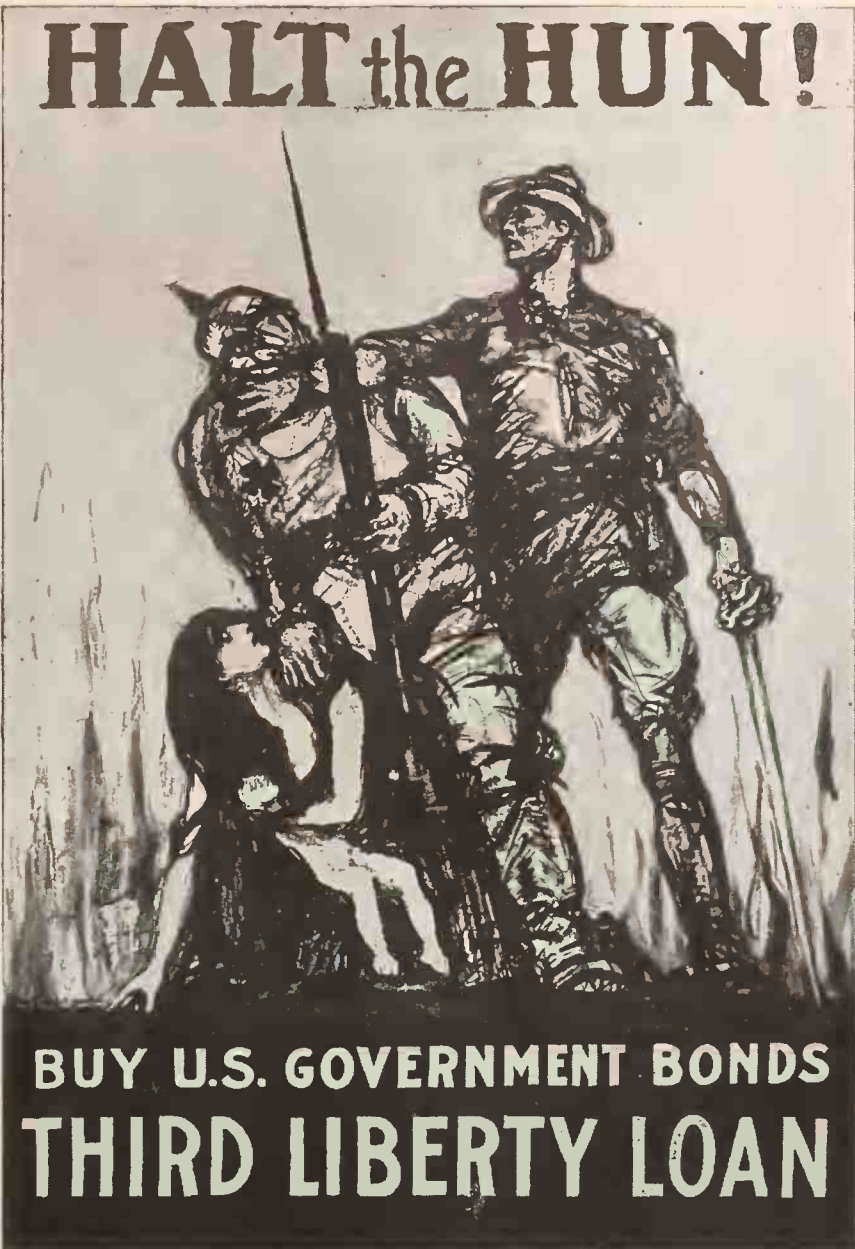
940-1030 Chestnut Avenue

CLEVELAND, OHIO



**F**OR those of us who are not privileged to bear rifles, there is no quicker, no surer and no more powerful way to insure our national safety than to buy Liberty Bonds. We urge every reader of THE TALKING MACHINE WORLD to go the limit.

EDWARD LYMAN BILL, INC.



**SPECIAL WINDOW DISPLAY FOR COLUMBIA MAY RECORDS**

Dealer Service Department of Columbia Graphophone Co. Prepares Excellent Window Attraction for the Use of Retailers—Service Meeting With Much Popularity

The dealer service department of the Columbia Graphophone Co. has prepared for Columbia representatives a very attractive window display for the May records that can be used to

by the accompanying illustration, the display has all the necessary attributes of a profitable sales stimulant.

This regular Columbia monthly window dis-

ice have been received from dealers in Canada, China, Italy, England and the Philippines.

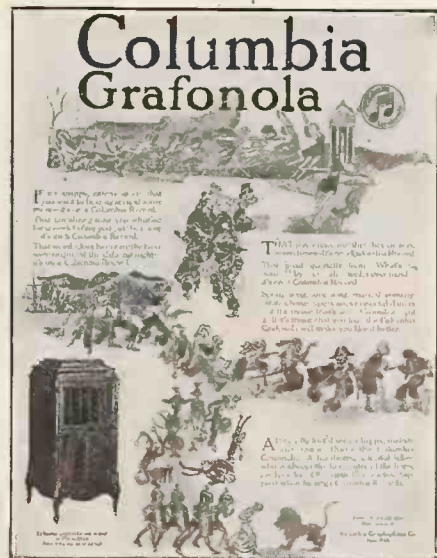
There is a big selling idea back of the Columbia Co.'s new style advertising in the national magazines and newspapers, and the ac-



Window Display for May Prepared by Dealer Service Department of the Columbia Co.

excellent advantage by the dealers. This display has been designed throughout to tie up the dealers with the vast amount of current Columbia national advertising, and, as may be seen

play service is meeting with great popularity throughout the trade, and not only have Columbia representatives in this country endorsed it unreservedly, but requests for this display serv-



Columbia Advertising in the Magazines

companioning illustration, showing a recent magazine advertisement, will visualize this idea. Brilliant, picturesque and familiar characters of popular musical comedies and the vaudeville stage give a live, wide-awake appearance to this copy from an illustrative standpoint. The text also carries out the idea in back of this advertising, and there is no doubt but that this publicity will prove invaluable to Columbia representatives everywhere. This same message of live, up-to-date music is carried out in all of the Columbia Co.'s advertising campaigns, including newspaper "ads," dealers' "ads," monthly supplements, hangers, etc.

The Criterion Phonograph Co., of New York City, has been incorporated with a capitalization of \$150,000 by W. H. Hoschke, J. N. Harris and J. P. Battles.

# PLAYERPHONE POPULARITY PROVED



**Playerphone 150**  
William and Mary Model  
Height 50 inches  
Width 22½ inches  
Depth 22½ inches

Des Moines Drug Co.,  
Des Moines, Iowa.  
Exclusive Playerphone  
Distributors  
One Car in February,  
1918

**GREAT** Jobbing Houses Have Found The Playerphone Such a Wonderful Seller That They Now Order Playerphones *By the Carload*

Shortage of materials and shortage of freight cars are the only things that have prevented the Playerphone sales being over twice as great.

Now, that difficulty is being overcome, orders can be filled with reasonable promptness, either in small lots or in car load shipments.

See Where These Shipments Go Note the Firms

In all the world there is no tone like the Playerphone's. The Human Voice is its only rival. Plays any make of disc record perfectly without change of equipment.

Your Profit Enormous in a Car of Playerphones



**Playerphone 125**  
Liberty Model  
Height 50 inches  
Width 22½ inches  
Depth 23½ inches

E. E. Bruce Co.,  
Omaha, Neb.  
Exclusive Playerphone  
Distributors  
One Car in February,  
1918



Van Vleet-Mansfield Drug Co., Memphis, Tenn.  
Exclusive Playerphone Distributors  
Two Cars in December

**Style 160**  
Democracy Model  
Height 52 in. Width 19½ in. Depth 21 in.

Hornick, More & Porterfield, Sioux City, Iowa.  
Exclusive Playerphone Distributors  
One Car in February, 1918

W. J. Gilmore Drug Co., Pittsburgh, Pa.  
Exclusive Playerphone Distributors  
Shipment in December, 1917

Oklahoma Book Co., Exclusive Playerphone Distributors  
Oklahoma City, Okla. Two Cars in December, 1917—2 in March, 1918.

In addition to the above jobbers we are shipping to in carloads, we have twelve other very large Playerphone jobbers, who are making direct shipments of Playerphones. Their names are as follows:

- |   |  |
|---|--|
| BLUMAIER-FRANK DRUG CO., Portland, Ore.                 | CHAS. M. MONROE STATIONERY CO., 209 N. 3rd St., St. Louis, Mo. |
| CHAPMAN DRUG CO., Knoxville, Tenn.                      | ORCHARD & WILHELM CO., Omaha, Neb.                             |
| DAY DRUG CO., Akron, Ohio.                              | PARKER-BLAKE CO., New Orleans, La.                             |
| GEO. A. LOWE CO., Ogden, Utah.                          | TOOTLE-CAMPBELL DRY GOODS CO., St. Joseph, Mo.                 |
| A. C. McCLURG & CO., 330-352 E. Ohio St., Chicago, Ill. | WACO DRUG CO., Waco, Tex.                                      |
| McKESSON & ROBBINS, 91 Fulton St., New York City, N. Y. | WYMAN-PARTRIDGE & CO., Minneapolis, Minn.                      |

There is a complete line of Playerphones of sizes and styles to suit every pocket-book and please every taste. All are famous for their high quality and remarkable for their reasonable price, comparing in every way with instruments retailing at from \$25 to \$155 more.

The Playerphone Has the Call—Your Sales Are Assured—Your Profits Are Big—Put in Your Order Today  
WE SHOW HERE FIVE CUTS OF OUR LINE OF NINE MODELS



**Playerphone 65**  
Colonial Model  
Height 43 inches  
Width 18 inches  
Depth 18 inches



**Playerphone 85**  
Young American Model  
Height 45 inches  
Width 19½ inches  
Depth 21 inches

## PLAYERPHONE TALKING MACHINE CO.

W. D. McKENZIE, Pres. and Gen'l Manager

338 to 352 NO. KEDZIE AVENUE, CHICAGO

THE PLAYERPHONE OFFERS GREAT OPPORTUNITIES TO JOBBERS IN FOREIGN COUNTRIES



# Featuring the Musical Possibilities of the Talking Machine

By William Braid White

[Note.—This is the fourteenth 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.]

## OPERA AND THE TALKING MACHINE

I suppose that, in one sense of the word, no other idea is as strongly impressed on the mind of the layman who goes to buy a talking machine as the idea of what he calls "opera." The mere fact that the greatest successes of the talking machine have had to do with the reproduction of great voices, especially of the best advertised among the great voices, has intensely directed public attention to that field of musical enterprise where great voices are mainly developed. That is the field of grand opera. The great artists who, in earlier days, were first and most splendidly exploited by the talking machine makers, were operatic singers; and the progress of the talking machine therefore has peculiarly been mixed up with the progress of grand opera in this country. Indeed, it would not be going too far to say that the talking machine has actually done more than any other agency to teach the public the fascination of operatic music and create a demand for it.

But with all this, I shall venture the remark that the demand for operatic records is a demand just as uneven, just as scattering, as can be said of any other type of musical performance available through the talking machine. One of the most astonishing things about the talking machine business is to be found in the disproportion between the public knowledge of certain artists and public familiarity with their recorded works. Any talking machine dealer, I am sure, will agree with me that of all those thousands who know the names of the dozen best-advertised operatic artists, not one in ten knows familiarly six separate numbers which any one of these artists actually sings. Indeed, when I have gone shopping for records in the guise of a simple-minded member of the great public, I have found that the salesmen themselves are quite often rather narrow-minded in these matters; knowing plenty of names, but precious little about the actual work that is being done through the talking machine by the owners of those names.

### Exploring One's Stock

Now, I shall perhaps not be too seriously contradicted if I say that it would be a very good thing for every man who is interested in the sale of talking machines and records to undertake a little series of explorations into the great territory of operatic music as exhibited in the hundreds of operatic records now listed in the catalogs of the great companies. The literature of grand opera is in quantity immense and has a history stretching back more than three hundred years. The art of singing has developed along with that of operatic composition and the greatest singers in the world have always been operatic singers. If one is going to know his record stock, then it is perfectly obvious that he must know something about that which is mainly responsible for filling his record shelves. For a talking machine dealer to carry in stock hundreds of operatic records and then to confine his knowledge of them to two or three each of a very small number of well-advertised singers, is like a bookseller knowing Dickens and Mark Twain, the Encyclopaedia Britannica and the Bible, but hopelessly at sea when a customer asks for Thackeray or Emerson, for Shakespeare or Walt Whitman. Such a bookseller would not last long. Nor would such a dealer in records last any longer if the public were generally as ill-informed as he himself.

The public may indeed be ill-informed, but to

sell one's goods in a half-baked way merely because there is reason to believe that one's customers know no better, is not exactly sound business. I have always contended that if the contents of the great record catalogs were really appreciated, really studied and really known, there would not be the unevenness in sales there now is. The field for the sale of records is scarcely scratched as yet, if we but knew it. Indeed, the field of sales in operatic records alone is scarcely scratched.

### Something in General

Therefore, I am hoping, for all these reasons, that you will not take it ill of me if I say something about operas in general, some things quite different from anything you will read in catalogs or even in books professedly designed to teach you how to be musical. Frankly, I don't believe in trying to teach people to be this or to be that. It is time enough when they ask of themselves. But, if I can do something to make you believe in the worth-whileness of studying your wonderful record catalogs from end to end, and studying especially the wonderful reproduction of great operatic music, I shall do as much as I could reasonably expect; and you will, some day I believe, bless me.

I am not setting up to be a teacher or lecturer or uplifter or anything of the sort; but simply a suggester. That is certainly humble enough and I hope you will accept what I say in that spirit.

Two thousand five hundred years ago great assemblies of wonderful people, people more generally intelligent than have ever since trod the globe, people whose efforts at understanding the meaning of life and the glory of beautiful living and thinking have given us literature, art and thought wholly unsurpassed by the product of any later age, gathered together upon the several occasions of their great national festivals under the genial skies of fairest Greece, by the side of the blue waters of the Aegean Sea, to hear and see the supreme intellectual, physical and aesthetic works of their greatest men. To the ancient Greek, life rightly lived included the right cultivation of every function. The mental and the physical must be developed equally. Music, gymnastics (in-

cluding in these terms, as the Greek did, all artistic and all physical culture), poetry, the drama, history and philosophy were the common studies of every child and the common possession of every citizen. At the great "games" held each fourth year, at the foot of Mount Olympus, the ripest products of Greek intellectual genius were publicly recited and the most powerful products of the dramatists publicly performed before the multitudes who gathered within the amphitheatre, in the intervals between the athletic contests. The tragedies of Aeschylus, of Sophocles and of Euripides, the comedies of Cleon and of Aristophanes, the Iliad and Odyssey of Homer, the Histories of Herodotus and Thucydides, were thus acted or recited, as the case might be; and in this way were duly "published" to the intellectual world.

### Acting to Music

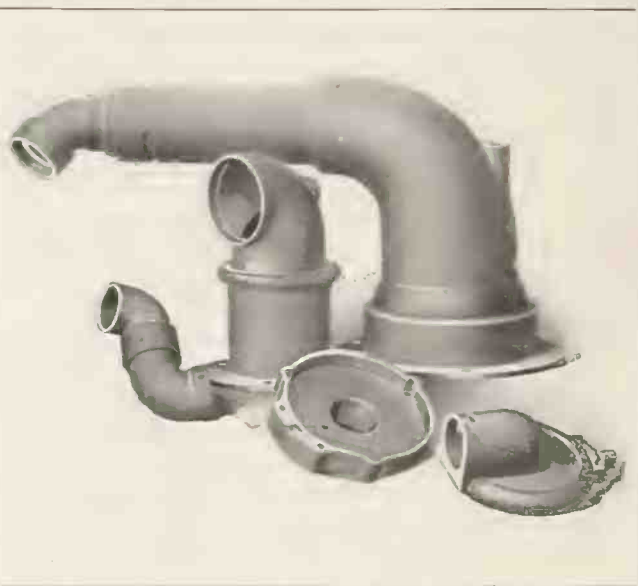
The great dramas, such as the Oedipus of Aeschylus, the Philoctetes of Sophocles and the Alcestis of Euripides, as well as the merry comedies of Aristophanes, in all the exquisite absurdities of the birds, the frogs and the clouds, were acted by professional performers, who appeared in masks and declaimed their lines to the accompaniment of musical instruments, which provided a rising and falling melody appropriate to the sense of the words. The practice of the Greek dramatists to provide a chorus, which was grouped on either side of the stage and furnished a running commentary on the action, personifying Fate, the Gods, Nemesis or some similar abstraction, not only gave opportunity to paint clearly the moral lesson worked out in the fates and tragedies of the characters, but afforded full sway to the musical science of the Greeks by allowing them to develop the idea of rhythmic singing or, rather, declamation, to a point of very considerable perfection. This wonderful Greek drama we still can read and still appreciate, but we can never thoroughly understand it because we do not know just exactly how the verses were declaimed or how the chorus went through its work.

The intellectual night that settled down over Europe after the barbarian invasion of Italy in the fifth century A. D. was relieved by scarcely

(Continued on page 62)

7th Floor  
229 Fulton Street  
Clifford A. Wolf  
MANUFACTURER OF  
Diamond and Sapphire  
Phonograph Points  
New York City  
Phone, 1678 Cortlandt

Note New Address



## DOEHLER DIE-CASTINGS

for tone arms, sound boxes and talking machine attachments are STANDARD throughout the industry.

Of the many instruments produced to-day from the most prominent makes down, the greater number, by far, are equipped with Doehler die-cast tone arm and sound box.

The enormous output of our three large plants permits of advantages to the users of die-castings, as regards prices and deliveries, not otherwise possible.

### DOEHLER DIE-CASTING CO.

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

## THE MUSICAL POSSIBILITIES OF THE TALKING MACHINE

(Continued from page 61)

a glimmer save the light that burned at Constantinople, and the fitful candle gleam that burned, only to be brutally stamped out, in those valleys where dwelt the Waldensian and Albigensian peoples. But the fire of the Renaissance, bursting into full flame at the taking of Constantinople by the Turk in 1453 A. D., together with the discovery of the New World by Columbus forty years later, brought about a liberation of the human intellect and the creation of a spirit of inquiry to an extent scarcely credible even to-day. The study of classical Greek and Roman literature became the passion of every man and woman who would be thought liberal minded. Popes took more interest in Horace than in Thomas Aquinas, cardinals and princes translated Sophocles and forgot the Latin current of the convent and the breviary. The death of the Greek Empire at the hands of the Turk was the signal for the spread of Greek learning throughout Europe. The Dark Ages were dead and modern Europe had begun.

### The Gentlemen of Florence

During the sixteenth century, what with the religious reformation and the growth of liberal learning which has sprung into birth at the Renaissance, the musical ideas of the polite world progressed amazingly. No longer confined to the uses of the Church, music became secular. Every lady played the Virginal, every gentle-

man the lute. Persistent efforts were made to discover some connection between music as then known, and the great Greek poetry and drama which were now forming the models for composition to all the world. At last, during the closing years of this century, a society of wealthy musical and artistic amateurs, meeting in the beautiful city of Florence, decided to attempt the reconstruction of the Greek drama, adapting it to contemporary taste, with the music arranged as nearly as possible like the original; and in this way to bring about a revival of dramatic writing and acting in its ancient purity.

Count Bardi and his friends had no notion that they were about to make a musical revolution. But how often it happens that the most important and revolutionary ideas are born unnoticed. These sixteenth century Italian gentlemen thought they were going to make an impossible revival of Greek art; in fact, they were going to create opera.

### Messer Peri

Persevering in their task, the musical friends finally brought their labors to a conclusion, with an adaptation of the legend of Orpheus, he of the magic lyre, as told in Greek mythology, the story of the poet and singer who sang so sweetly that the birds and beasts followed him, forgetting ancient animosities. Orpheus and his Eurydice (their stories were most beautifully made into music by that great man Gluck, two hundred years later, and you can hear Louise Homer's lovely record of the great "Che faro" air); this was the theme of the first opera. Commissioned by Count Bardi and his friends as a revival of the Greek drama with music, it turned out, under the hand of Messer Jacopo Peri, to be a real music-drama, with action, chorus and stage business performed to music composed in best Italian style and played by a band of viols, virginals, flutes and shawms.

Jacopo Peri did not succeed in reviving Greek music; but he did something ever so much better and more important. He invented a method of declaiming to music and he invented the operatic "air." He discovered how to write music in such a way that the spoken parts of the story, which carry the plot, could be sung by the voice accompanied by a simple chord here and there struck in just to carry the singer on the pitch. This was the famous "recitative" which all the old Italian operas employ and which can be heard to its perfection in the oratorios of Handel.

Peri went further. He also developed the operatic air; that is to say a song, forming part of the drama but developed so as to show off the vocal capabilities of the singer and to afford the latter an opportunity for display. With these two ideas Peri practically invented the modern opera.

The Greek drama had no notion of the song or air; but Peri found his Italian temperament

dissatisfied with continuous recitative and he could not, at that stage of the game, in musical development, find a way of making it more than dry and formal at the best. Three hundred years later, very nearly, Richard Wagner took the same idea and made continuous recitative the basis of his great works. Yet when you listen to the Ring, to Tristan or to Parsifal, you never think that this is what it all is; for Wagner was able to weld thought and tune, music and word, so perfectly that the two coalesce like two elements in a chemical affinity. But it took three hundred years to bring about the perfect union.

### Laid the Foundation for Modern Opera

That little experiment, three centuries and more ago, with the tinkling little band of old-fashioned queer-shaped fiddles and the rippling little spinets, the soft sweet flute and the rest of Peri's "concert," would not have seemed much to a modern observer could he have dropped back in the ages to hear it. But with it, and with his invention of the accompanied song and the half-sung, half-spoken recitative, he laid the foundations for every modern record you can put on your machine to-day, in which the glorious art of great singers is reproduced to you.

"Opera" is a Latin word and means simply "works." Bardi's friends called these pieces of theirs just "works." The larger styles were called "opera majora," meaning "greater works," and so to-day we call them "grand opera." The smaller and less serious pieces were "opera minora" or "smaller works" and later on called by the irrepressible Italians in their own tongue "opera buffa," or "comic opera."

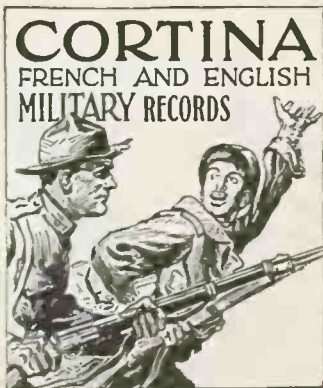
Rightly speaking, then, any and all operas are dramatic pieces, tragic or comic, set to appropriate music, sung instead of spoken. You can study out the differences between Italian and German, English and French opera (for all schools have had their day) just as long as you like, and can hear whole operas from records from overture to finale; yet you can never get away from the fundamental notion of recitative and air; the story and its embellishment.

### Close of This Recitative

That is my little recitative on the beginning of opera. Perhaps you will not mind if I return to the subject in a different way a little later on. Meanwhile, you can try a perfect example of the ancient recitative and aria by getting the wonderful *Lascio ch'io piang* from Handel's Rinaldo, written by him in the Italian style as early as 1711. Schumann-Heink and Julia Claussen have recorded it and perhaps others. It is a perfect type of the sweet, stately and wholly beautiful old manner. If you want to know opera rightly, begin by studying that. It is still near enough to the days of Peri to be marked with his original impress and still close enough to our own days to be musically interesting. To study it well and drink in its beauties is not only to take a step in a fascinating pursuit, but to be vastly entertained the while.

## 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

**ST. LOUIS TRADE MOST OPTIMISTIC**

Labor Troubles Hurt Retail Trade, But Talking Machine Men Are Not Blue—Artophone Display—News at Aeolian Hall—Silverstone Returns From Vacation Spent at French Lick

St. Louis, Mo., April 9.—The reports of business for March are a bit spotted, but the jobbers say that their business has been above previous records and that they are expecting a big run throughout the spring.

The retail reports in the city possibly vary as the trade has been hit by the several labor troubles. Since the street car strikes of six weeks ago there has been a continuous series of strikes in some line or other, the most disastrous to the talking machine trade being that of a number of department store clerks and cash girls. Not enough people left the employ of the stores to really cause much difference, but those who did go out had the support of organized labor and a boycott was declared on all of the stores. This naturally hurt some of the stores more than others. All are reported to have felt it, some because of loss of trade from labor union members, but a harder proposition was that many women who are not directly interested in organized labor in itself have sympathy with the young worker and these women would not enter the stores while the pickets were outside.

Several Piano Row firms report that their March record sales were the heaviest they ever had. While they do not assert that the increase came from labor or sympathy trade, the amount of business is of record. The boycott was on for five weeks, and was ended only the last Friday in March. During that time one of the department stores—the Lindell—which sold cheap machines and records, was put into the hands of a receiver. This store had a large labor trade and was most seriously affected by the number of clerks going out and also by the boycott.

Samuel Limberg, of the Columbia international record department, came here the first of the month to spend several weeks with C. R. Salmon, of the Columbia Co., in boosting the language records and they report an excellent showing for the first few days.

Robert H. Cone, Jr., of the Artophone Co., is proudly showing a new line of eleven Artophone machines on the floor of the Artophone retail salesroom. The prices range from \$40 to \$300, including one table or low cabinet model. A catalog will be issued very soon setting forth these new styles and prices.

"Our retail trade has been better than we expected," said Mr. Cone, "and the jobbing trade is what we can make it. The demand throughout our entire territory is excellent, and I wish we could care for all of the business in sight. Now that we have co-ordinated our facilities for getting out these eleven styles of machines and will be able to offer more than our previous two models, we expect to be able to handle a much greater proportion of our trade."

# THE WIDDICOMB

A FINISHED PRODUCT

*The most expensively constructed and intelligently assembled line of Phonographs in the world—yet so reasonably priced that greater value is shown a prospective purchaser—*

*Special Introductory Offer—Order from our illustrations in December, January and February issues of this publication any model as a sample at less 40-10, that you may know how well it is possible to make a reproducing instrument—you will receive a combination of—tone excelled by none—a motor less noisy than your watch and guaranteed to stay so—a better constructed and finished case than you have ever seen for the money. More convenient and commodious filing devices—except in numbers 1 and 5, where partitions for albums are used—together with unusual minor improvements—in fact you may secure the agency for A Better Phonograph than your Competitors.*

REVISED PRICES

Console Tables, \$125 - \$150 - \$175 - \$200  
Upright Cases, \$110 - \$150 - \$175 - \$250

Phonograph Division

## WIDDICOMB FURNITURE COMPANY

We Are Ready—

Grand Rapids, Michigan

At Aeolian Hall, Manager Guttenberger reports the best month of the history of the talking machine department, not including the wholesale department which is getting under way satisfactorily. Harry B. Levy, once manager of the talking machine department here when a jobbing business was done through this wareroom but now Vocalion wholesale manager at Chicago, was here for several days during March and approved of the plans and assisted in getting the work under way.

Aeolian Hall also has found the record business exceedingly good during the month and reports unusually large sales of the more popular numbers.

C. R. Salmon, wholesale manager of the Columbia Co., is having an "off agin, on agin, gone agin" time with his draft call. Not long ago we reported him in class one. Next month he was in class five on physical examination. Now he has been recalled for further examination and finds himself in class one again, under the revised physical requirements. Mr. Salmon is making no claim for exemption, but would like to get a final decision.

Mark Silverstone has been back from his trip to French Lick, where he went for a much-needed rest. But his health is not entirely restored and he is taking things pretty easy, only visiting the store occasionally and then for only a short time. The organization he built up before he was compelled to rest is carrying forward the business in excellent style.

**CONTRACTS ARE CANCELED**

Important Letter From President of Columbia Graphophone Co. to Dealers

The following letter has been sent to Columbia dealers by Francis S. Whitten, president of the Columbia Graphophone Co.:

"In view of the recent Supreme Court decision, we consider it our duty to notify you that the dealers' contract existing between you and this company is no longer valid, and is hereby canceled.

"We anticipate that this new condition will not interfere with or disrupt our present business relations. We expect to continue to furnish you with our product and give you the same hearty and helpful co-operation as heretofore, and we expect you to give us the same loyal and interested representation.

"We have in course of preparation a certificate which will formally indicate that you have qualified as a Columbia dealer and are authorized to handle Columbia products, which certificate we hope to send you in the near future."

**MAINTAIN YOUR INDIVIDUALITY**

Do not surrender your individuality, your identity. Stand for something. The carbon copy is seldom sent out of the office. Better be a ten-penny nail in the plant where you work than try to be a steel girder that won't fit.

## NORTHWESTERN CABINET COMPANY

MENOMONIE      --      --      --      --      WISCONSIN

We are exclusive manufacturers of talking machine cabinets. We can furnish them either in white or finished. Special designs created and submitted if desired.

**SPECIAL OFFER**

We have a quantity of cabinets made for a concern which went out of business before shipment could be made. They are in oak and mahogany, height 50 inches, depth 23 inches and width 22 inches, with fancy carved legs, well top, beautiful massive design throughout. This is a big bargain for a quick purchase. Write for particulars regarding this special offer.

## NORTHWESTERN CABINET COMPANY

MENOMONIE      --      --      --      --      WISCONSIN



Pathe Phonograph \$175  
Other models \$25 to \$225

**Pathe**



The Quality Phonograph

Don't you want to line up—  
With a phonograph that—  
promises best for the future?  
Yes — Pathe —

It's going strong right now—  
And so are the Pathe Records—  
But the dealer with business  
vision should look way beyond  
the present.

And if he does—he can see the fine  
desirability of a Pathe connection.

Pathe arrived long ago—is moving ahead  
fast—but it's this present momentum of  
Pathe publicity that later on will provide  
the greater returns for the dealer who  
starts now, and builds with Pathe.

Write us about the Pathe proposition.

**No Needles to Change**

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

**Long Life to Records**

The Pathe Sapphire Ball cannot possibly  
cut, grind, rip or mar the record's surface.

**The Pathe Controla**

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

**Plays all Records**

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

**Williams-Davis-Brooks & Hinchman Sons**

26 East Congress Street

Detroit, Michigan



## The Quality Phonograph

Just now—

Some don't know the value in  
"daylight saving"

But they will.

Some dealers don't know what  
Pathe would mean to them.

But they might.

There's many a value that has  
not been given its due appraisal.

As a suggestion—investigate  
Pathe.

From the inside point of view,  
we can tell you of terms and  
conditions that should appeal to  
you.

**Williams-Davis-Brooks & Hinchman Sons**

26 East Congress Street

Detroit, Michigan



**Pathe Phonograph \$225**

Other models \$25 to \$225

### No Needles to Change

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

### Long Life to Records

The Pathe Sapphire Ball cannot possibly cut, grind, rip or mar the record's surface.

### The Pathe Controla

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

### Plays all Records

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

## NEW YORK STATE SONORA DEALERS HOLD CONVENTION

Gather in Syracuse and Discuss Business Problems—Hear Interesting Addresses by President Brightson, of Sonora Phonograph Corp., and Others—Enjoy Banquet at Onondaga Hotel

About seventy Sonora dealers and members of the Gibson-Snow Co., Syracuse, N. Y., Sonora distributors, were in attendance at the first annual convention of the Sonora dealers in this jobber's territory, which was held recently under the auspices of the Gibson-Snow Co.

The purpose of this meeting was to enable the various Sonora representatives of New York State to get better acquainted with each other, and to have an opportunity of meeting the directing heads of the Sonora Phonograph Sales Co. The convention was a decided success, and all of the dealers were enthusiastic in their praise of the practical benefit derived from the meetings.

The dealers convened at the Gibson-Snow headquarters at 9 o'clock, and during the morning and the early part of the afternoon a number of informal conferences were held regarding distinctive features of Sonora products, and practical sales suggestions.

At 3 o'clock they adjourned to the Onondaga Hotel, where a short address of welcome was made by Nelson P. Snow, vice-president of the Gibson-Snow Co., Inc. Among the other addresses made at this meeting was a splendid talk on "Sonora Quality," by George E. Brightson, president of the Sonora Phonograph Sales Corp., which is reproduced herewith. Joseph Wolff, treasurer of the Sonora Phonograph Sales Co., spoke on "Trade Possibilities in Connection With the Sonora," and Frank J. Coupe, the company's director of advertising and sales, gave one of his usual effective addresses on "Advertising as a Whole," and as applied particularly to the Sonora line. Mr. Coupe gave the dealers some idea of the tremendous publicity campaign which the Sonora Phonograph Sales Co. has in view for 1918.

A banquet was held in the evening at the

Onondaga Hotel, and during the course of the dinner informal addresses were made by a number of the dealers who told of their experiences in handling the Sonora product, and of the remarkable strides in popularity which have been made by this high-grade phonograph in recent years.

Among those present at the convention in addition to the names already mentioned were the following: C. T. Malcomb, assistant manager of the Gibson-Snow Co.; L. M. Cole and Mr. Trotter, of the Gibson-Snow Co.; E. C. Beshgetoor, Jamestown, N. Y.; F. A. Jenss, Niagara Falls, N. Y.; J. Gordon Jenss, Niagara Falls, N. Y.; P. Moody, Saratoga Springs, N. Y.; F. W. Mead, Middletown, N. Y.; Fred L. Weinheimer, Syracuse, N. Y.; E. N. Weinheimer, Syracuse, N. Y.; Wm. Hile, Syracuse, N. Y.; Messrs. Bentley, Caldwell, Thompson and Schlindwein, Syracuse, N. Y.; Chas. J. Ziegler, Palmyra, N. Y.; W. P. Smith, Palmyra, N. Y.; L. H. Wheat, Newark, N. J.; W. C. Ludwig, Rochester, N. Y.; J. E. Bird and J. E. Bird, Jr., Rome, N. Y.; Giles H. Dickinson, Binghamton, N. Y.; W. A. Jones, Oxford, N. Y.; F. E. Barnes, Herkimer, N. Y.; Chas. F. Hoffman, Buffalo, N. Y.; P. Farb, Saginaw, Mich.; C. G. Smythe, Binghamton, N. Y.; Fred Walters, Lancaster, N. Y.; T. Amesbury Goold, Buffalo, N. Y.; W. H. Patterson, Fulton, N. Y.; D. H. Clarke, Watertown, N. Y.; Mr. Hammond, Cortland, N. Y.; R. Guy Coe, Kirkville, N. Y.; E. F. Schepp, Boonville, N. Y.; E. K. Ruhl, Buffalo, N. Y.; C. F. Foster, Earlville, N. Y.; Geo. Kempf, Dolgeville, N. Y.; Miss F. Kempf, Little Falls, N. Y.; W. C. Al-peter, Rochester, N. Y.; J. H. Anderson, Utica, N. Y.; Taylor Chapin, Oneida, N. Y.; R. Gang, Syracuse, N. Y.; Mr. Churchill, Syracuse, N. Y.; Miss Elizabeth Kushnic, Syracuse, N. Y.; John

Gang, Syracuse, N. Y.; R. P. Smith, Marcellus, N. Y.

### Geo. E. Brightson's Speech

At this time it might be well to bring to your notice that it has been the policy of Sonora Phonograph Co. to be original and lead, rather than follow what other manufacturers have done. At no time are we influenced by learning what some others are doing—such as offering inducements in the way of discounts or terms. Understand me, I hold in very high respect our greatest rivals for supremacy, and appreciate and give them full credit for whatever they are doing, or have done, in the way of improvements or production.

This applies particularly to the Victor Co. The world has them to thank for the really wonderful results of their efforts. The great industry they have built up is the public's tribute to the value of the work they have done. They have spent tremendous sums of money to record the genius of the foremost vocal and instrumental artists of our time. This will be appreciated by the generations to come, and will form a lasting monument to the remarkable and gigantic Victor organization. Their expensive advertising has helped every one, who has had under consideration the purchase of a phonograph, to determine they should have one.

The Columbia Co. also deserves much credit for many of its productions.

Personally, I have repeatedly said, during the past four years, that I would not want an instrument that could not play all disc records. These thoughts are not new with me, for our 1913 and 1914 advertising substantiates my views in that respect.

At the time of the formation of the Sonora Phonograph Corporation, we formulated a plan of keeping off of all other band-wagons; we refused to hire any person who had ever been in the employ of either of the then existing companies, whether it be a mechanic or a clerk. We would not consider a pattern for a cabinet that looked like one of the others, and we also followed original plans of our own for distribution. It has been our fixed policy to build our own foundation, to give full credit for that which belongs to our rivals, but to hold on to our own with a strong arm. While we are glad to give other manufacturers all they are entitled to, in return we ask only for that which belongs to us.

Here are some facts, which it is worth while to remember—and remember they are facts:

Referring to Sonora's production, I will say, and furnish absolute proof, if it be necessary, that Sonora was the first company to manufacture a cabinet under the \$200 list price.

The first to make a machine for disc records, with feed screw mechanism (as now used by another manufacturer and abandoned by the Sonora Co. about seven years ago).

The first to have an automatic stop—the first to have a tone modifier—the first and only one to have a motor-meter.

The first to play a disc record with a jewel needle—the first to play all makes of disc records in the world, and our earliest advertising told what we had accomplished in this respect.

Sonora was the first to deprecate the growing evil of "easy payments"; the first and only one to receive notice and a recommendation by the Jury at the Panama-Pacific Exposition for the highest award for tone quality.

Our recent advertising, condemning the growing evil of increasing the "easy payment" plan for selling is because we have an interest in the welfare of our dealers' bank balances. "Easy payments" are not easy—they are hard for the buyer, because they mortgage his future earnings. They are hard for the dealer, because they tie up his capital and load him up with extended debts, and often many return second-hand instruments.

# Why **MUNOLA** Sales Are Increasing

Co-operation offered the dealer is of such caliber that it creates business, stimulates his confidence, and his sales to the consumer are made with greater assurance that satisfaction is guaranteed.

Owners of MUNOLA Phonographs appreciate what this medium priced instrument has brought to them: Tone qualities, cabinet work, and the distinct advantage of playing all records. Qualities such as these have never before been expected of an instrument selling at so low a price. Dealers make money on MUNOLA Phonographs because:

**FIRST—The retail price is low and advertised.**

**SECOND—The MUNOLA is good.**

**THIRD—The discounts are legitimate.**

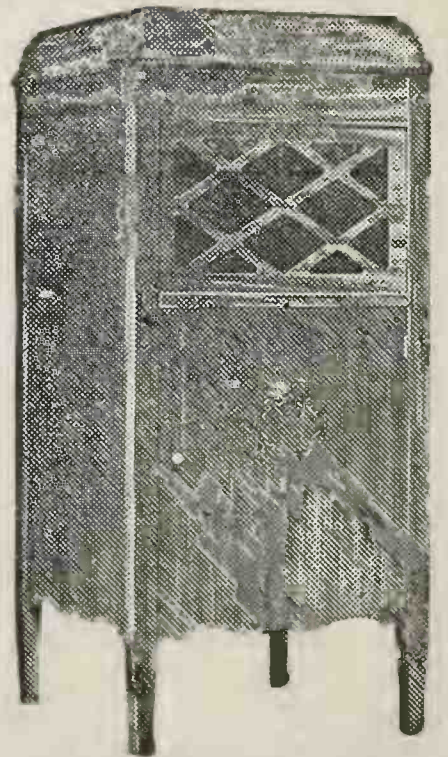
You can become a MUNOLA dealer in your town if there is not one there already. Write today for full particulars.

America's Leading Popular Priced Phonograph

**MUNZER MANUFACTURING CORP.**

307 Sixth Avenue So.

Minneapolis, Minn.



**\$44.50**

In New York City one of our highest class piano dealers, on Fifth Avenue, who sells our instrument, tells us that most of his sales for Sonora are made for cash, and at no time will they ever consider any partial payment, which carries the debt beyond six months. This same dealer has other phonographs for sale in his store, and he is compelled to follow what others are doing with those instruments, because of the publicity occasioned by great advertising.

It is difficult for me to understand just why a phonograph should be offered for sale differently than other necessities, and at this time I recommend to our dealers, when confronted with competition of that nature, and with the claim of some possible purchaser that he can get "easy" terms elsewhere; that you promptly say: "This is a Sonora I am offering you, and the Sonora is sold only with a quality inducement, and has never followed any other method. It is worth in value more than we are asking you for it." You can also say to your possible customers that their friends will recognize, when they see a Sonora in their homes, that they own the phonograph, that they have paid at least more than \$1 or 25 cents per for same. Pride of possession is prob-



George E. Brightson

ably the strongest selling force that exists, and that degree of pride is largely felt by Sonora owners.

Our advertising has been different from all others, and will continue to be "classy." We believed a phonograph was entitled to an advertising and sales plan, which aims to reach the classes, and not merely the masses. Our steadily increasing sales, and the very high class dealers, who now sell Sonora are a convincing proof that we were right in the course we pursued, and which we steadfastly are pursuing.

We have not stopped making improvements, nor are we resting on our laurels. I do not wish at this time to give away trade secrets—for that reason I cannot tell you at present, but will merely indicate that within a year from now we shall have the results of some of our lengthy and expensive experiments, which, when placed before our dealers, will cause you to add a largely increased value on your contract for selling Sonoras. I wish you would all remember this reference, and in less than six months I can say, "I told you so."

The marked favor Sonora has found, and our great success have caused some unscrupulous ones to attempt to deceive the public—in a few instances by advertising names closely resembling ours—in one case the changing of a letter, such as an "r" for an "n," otherwise it would be Sonora—making statements such as "about as good as Sonora" or "this part like Sonora," and generally making untruthful statements. To protect our industry as far as we can, I wish to ask your co-operation in these efforts of ours, which are now being made, to protect our rights, your business, and prevent the deception of the general public.

Notwithstanding the troubles of the world existing to-

day, present indications of 1918 are that it is going to be a far greater and better business year for phonographs than any that has gone before, which I hope will enable you to comfortably pay much larger excess profit taxes to the Government, in the spring of 1919, than you are paying to-day.

Homes with absent ones will need cheer. Invalids may return—the home will again need cheer. What can fill the void or vacancy equal to and for less money than a good phonograph?

England and France, I am informed today, after having been in this terrible war for such a long period, are manufacturing and selling more phonographs than at any time prior to the war. The demand is greater here to-day with us than before the war. I trust it will continue, for the comfort it brings to all that need it, and while it is our business, it is a pleasant thought to feel that we are all instrumental in making it possible for those requiring same, to have this cheerful proposition in their homes. If you could read the many hundreds of letters which this company has received from those who have gone to fight for our great cause, you would enjoy with me my feelings in this regard. We have them from Plattsburg, Spartanburg and from about all the camps in this country, as well as from the trenches abroad, and from our sailor boys, whom we must feel are our great protection against the invasion of our land.

We are going to keep right on making the "highest class talking machine in the world," and are going to do more to help you sell it than ever before. Expect it, and tell us if you do not get it.

**NEW RETAILER IN PHILADELPHIA**

Theodore Presser Co. Opens Handsome Victor Salesrooms at 1710 Chestnut Street, That City, With A. D. Proudfit as Manager

PHILADELPHIA, PA., April 2.—The latest addition to the retail Victor showrooms in this city are those opened recently by the Theodore Presser Co., well-known music publishers and dealers, at 1710 Chestnut street, in the building adjoining their old-established quarters. The new showrooms have been fitted up in a most elaborate manner, with Unico equipment throughout and under the management of A. D. Proudfit, formerly manager of the retail warehouses of the Estey Piano Co., in New York City. It is expected that the standing of the Presser Co. in local music and business circles will insure the success of the department from the outset. A satisfactory stock of machines and records has been secured, and Manager Proudfit reports that a satisfactory business has been transacted since the opening day.

**NEW COLUMBIA DESIGNATIONS**

George W. Hopkins, general sales manager of the Columbia Graphophone Co., New York, has sent out a letter to Columbia dealers informing them that in an endeavor to simplify the ordering of Grafonolas the company has inaugurated new type designations covering the instruments in the Columbia catalog.

In the future, when a dealer for example orders a mahogany Grafonola No. 15, the order will call for type "A" mahogany; when ordering a No. 35 oak, the new designation will be type "C" oak, etc. When ordering electrics, the word "electric" is utilized, as for example the 125 "E" mahogany Grafonola will be ordered as type "G" electric mahogany Grafonola.

The complete list of the old and new designations with the list prices is as follows: Grafonola No. 15 is now type "A," list price \$18; No. 25 is type "B," \$30; No. 35 is type "C," \$45; No. 50 type "D," \$55; No. 75 type "E," \$85; No. 85 is type "F," \$95; No. 100 type "G," \$110; No. 110 type "H," \$120; No. 150 type "K," \$160; No. 200 is type "L," \$215; No. 125 "E" type "G electric," \$135; "E" is type "H electric," \$145; No. 175 "E" is type "K electric," \$185; No. 225 "E" is type "L electric," \$240.

**JOIN IMPORTANT ASSOCIATION**

The Otto Heineman Phonograph Supply Co., Inc., has been elected a member of the American Manufacturers' Export Association and the National Association of Manufacturers. This company's export activities have increased tremendously during the past year, and Mr. Heineman is making plans to take care of a record-breaking export trade during the coming year.

The best and biggest men of all times have been self-made men—most of them started out with what the world would call a poor chance. Their chances were no worse and no better than those which surround every individual to-day.



No. 498 [vertical interior]  
For Victrola IX  
For Columbia 50  
For Pathe 50

Height, 32 in. Width, 19 in. Depth, 22 in. Holds 240 records. Mahogany front. Quartered oak front. Average weight, crated, 80 pounds. [If horizontal shelving is desired, order No. 1498.] [When felt interior is wanted, order No. 498F.]

We started advertising Udell record cabinets in the first issue of The Talking Machine World that was ever published.

Every year since then we have consistently advertised Udell cabinets.

As a result of our publicity several thousand Americans are familiar with Udell cabinets and the Udell trade mark.

The industry has been steadily kept on intimate terms with Udell cabinets and the Udell trade mark.

Today the Udell trade mark on a record cabinet is nationally recognized by talking machine dealers as a guarantee of superior quality and of an excellent profit for the dealer.



TRADE MARK

Write for Particulars

**THE UDELL WORKS**  
1205 WEST 28th STREET  
INDIANAPOLIS, IND.

**The BEST TALKING MACHINE NEEDLE**

On the Market—Packed in Counter Salesman



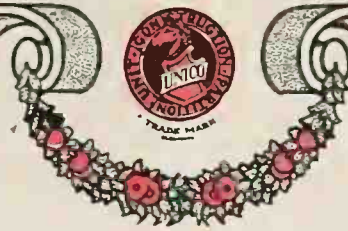
50 Needles to a box and they retail at 10c. per Box.

60 Boxes to a package \$6.00.

This package costs you \$3.90 net.

Your profit is \$2.10 and your customer gets a needle that will give satisfaction.

**The Fred. Gretsch Mfg. Co.** 60 Broadway Brooklyn, N.Y.  
Manufacturers of Musical Instruments



# UNICO SYSTEM

## THE SALES BUILDER

### UNICO RECORD DEPARTMENTS

are the  
Standard of Service and  
Sales Efficiency

**T**HE PURCHASING Public quickly discriminates. Look for the busiest Record Department in your community and you will usually find The Unico System of Demonstrating Rooms, Record Racks and Record Counters

MAXIMUM CAPACITY  
MINIMUM SPACE  
MODERATE COST

Record Sales in 1918 will surpass all previous demands. Prepare *now* to secure your share of this business by installing

### THE UNICO SYSTEM

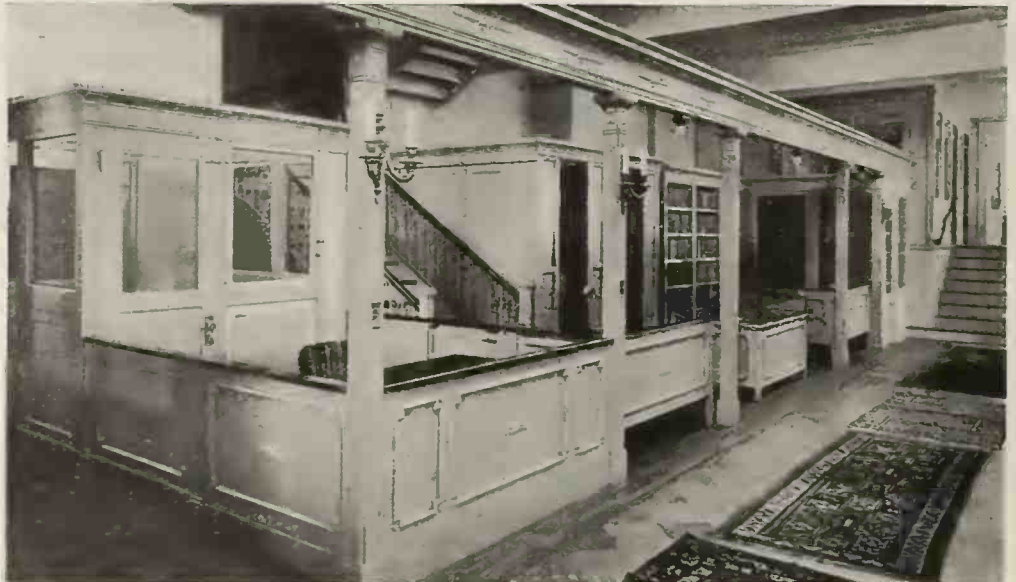
Patriotic Records will help  
win the War

**UNICO** 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



## THE UNIT CONSTRUCTION COMPANY

RAYBURN CLARK SMITH, President

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

Send today dimensions of your  
available space

Plans for a complete department  
will reach you promptly



# Happenings in Dominion of Canada

## NEW MANUFACTURING HOME FOR COLUMBIA IN TORONTO

Occupancy of Large Building at 54-56 Wellington Street Gives Company Double Present Factory Space—New Concerns Enter Field—Some Staff Changes—Other News of Interest

TORONTO, Ont., April 8.—The Columbia Graphophone Co. have just closed a deal whereby they will occupy, within a few days, the large modern building at 54-56 Wellington street, West. This will not only give the company more than double the manufacturing space heretofore necessary, but will bring them into the heart of Toronto's wholesale district, enabling Jas. P. Bradt, the company's general manager for Canada, to keep in close touch with the talking machine trade, and making it easy for Columbia dealers to keep in personal touch with the management.

The company announce that they have extensive plans in view of aiding the dealers even more than before. In this connection the latter will, no doubt, quickly get the habit of dropping in and talking things over, as Mr. Bradt's score of years' experience in talking machine affairs in different parts of the world, which is freely placed at the command of Columbia dealers, should be of inestimable benefit to them.

The primary reason for this move is the increase in Columbia business, which has made it impossible to keep pace with the demand for Columbia products, particularly records, in the quarters being vacated. New record-making equipment is already on hand, and is being rapidly installed. This, Mr. Bradt states, will at once increase the output to take care of the business, which has more than doubled during the past year, and with an eye to the future, facilities are provided to again double the output as soon as necessary.

The cabinet manufacture and the making of completed Grafonolas will continue as at present, a number of large woodworking plants being busy on this work. So the new premises will be reserved to supply ample record manufacturing, stock and distribution facilities. The Dictaphone will also be taken care of in the new location.

Large and handsome offices and ideal showroom facilities are being provided, as the chief consideration in locating on Wellington street was the central location, convenient for the trade. It is primarily this reason, state the management, that influenced the company in going to the expense of establishing in what is chiefly a wholesale, showroom district.

James P. Bradt, Columbia general manager for Canada, was wearing an unusually happy expression when asked about the new Columbia factory. "It is great," he said, "a lot better than we expected to secure, and ideally located. We hunted Toronto from end to end, and at different times found three factories which appeared to be the last word in desirability, but they were all bowled over and forgotten when we found the Wellington street premises. There is no better wholesale block in the whole of Toronto than that on Wellington street, between Bay and York streets.

"My Lyle, who was introduced to the Canadian trade in February, is very ably and strongly on the job as my co-worker. His intimate acquaintance with and knowledge of all our manufacturing problems will be of great value in making our new factory efficient and dependable in every department. Assistant Manager Hoffman, who came here from our Bridgeport factory two years ago, is enthusiastic over the prospect of having a model plant in Toronto. We hope to be 'at home' in Wellington early in April. We extend a very cordial invitation to our friends to come in and look us over."

C. J. Pott, Canadian sales manager of the

Otto Heineman Phonograph Supply Co., Inc., New York, has returned to the Toronto branch after a strenuous week in New York, where he attended a convention of the firm's head office officials, branch managers and factory managers.

Mahood Bros., Kingston, Ont., Victor dealers. C. W. Lindsay, Ltd., Columbia, etc., also of Kingston, in their advertising feature largely a



New Columbia Building in Toronto

selected list of popular selling records of classic, instrumental, patriotic and dance listings and find this a capital way of disposing of a selected list.

During the period of "heatless days" when theatres and movies were closed, the Columbia Graphophone Co. and their dealers throughout the country featured large-sized copy advocating the purchase of Grafonolas and records as a constant reminder of music in the home and never off the job entertainers.

The Talking Machine Supplies Co. has been registered in Toronto.

Arthur Middleton, the well-known Edison artist, recently appeared in a concert recital here in conjunction with the Toronto Symphony Orchestra. The dealers report having sold a large number of records of this artist as the natural sequence.

F. J. Kennedy, formerly of the Mason & Risch staff, Toronto, is again with headquarters, having returned in the capacity of manager of the Victrola department. A couple of years ago Mr. Kennedy went to Winnipeg and was manager of the Victrola department there, which position he resigned to return East.

A recent trade visitor to Toronto was M. H. Matthews, president of the Thomas Mfg. Co., Dayton, O., who was over having a look at his firm's Toronto branch, in charge of P. K. Wood and F. J. Foley. Mr. Matthews reports a

largely increased output of Dayton motors, tone arms and reproducers, as a result of the recent installation of new machinery and enlargement of their manufacturing facilities.

W. B. Puckett, vice-president and general manager, and F. A. Trestrail, advertising manager of the Williams Piano Co., Ltd., Oshawa, recently resigned their respective offices with that firm to devote their entire time and attention to the business of the Musical Merchandise Sales Co., distributors in Canada of Brunswick phonographs. John E. White, sales manager of the Williams Piano Co., announces that he is also joining the Brunswick distributing organization. The plans of the Musical Merchandise Co. include the opening of branches at Winnipeg and Montreal. Their offices and showrooms in Toronto are in the Excelsior Life Building, at the corner of Adelaide and Toronto streets.

J. W. Caswell, formerly Eastern sales manager of White Sewing Machine Co., has resigned that position to join the Starr Co., of Canada. His territory will be all of Ontario, and as he makes a change only after a close observation of the phonograph business in general, and the Starr line in particular, he should make good.

To avoid confusion because of similarity in names, and also to make their name more indicative of their business, the distributors in Canada of Starr phonographs and records have changed their firm name. In the future it will be "The Starr Co. of Canada," instead of "Canadian Phonograph Supply Co." The headquarters of the firm remain at London, Ontario. John A. Croden and W. D. Stevenson, proprietors of the firm, are just approaching the close of their first year's business, which has exceeded their brightest hopes. For some time they have been receiving phonographs from the factory at Richmond, Ind., by express, in order to have goods for delivery.

Rea's Drug Store, Woodstock, Ont., have had the formal opening of their music room, which has just been completed at the rear of the store. Rea's are featuring the Brunswick phonograph.

W. C. Wilson has taken up his new duties with the Pathé Co., and is already deeply engaged in evolving new ways and means of giving service to Pathé dealers.

T. A. Dillon, formerly Ontario traveler for R. S. Williams & Sons Co., Ltd., Edison sales branch, is now located at the Toronto headquarters as manager of the Edison sales department. Mr. Dillon is succeeded on the road by J. A. MacKay.

James Malcolm, president of the Pathé Co., is at present on a Western trip, which will take him out to the Coast.

Thomas Mundy, Toronto, has joined the Canadian Symphonola Co. as sales manager.

Recent additions to the growing list of Pathé dealers are: Claxton & Co., Lindsay; E. V. Warnock, Peterboro; Minifies Music Store, Sarnia; Jury & Leslie, Owen Sound; Wesley Walker, Goderich; A. G. Day, Orillia; Martin Music House, Brampton; Tucker Piano Co., Port Arthur.

## Talking Machine Supplies and Repair Parts

SPRINGS, SOUND BOX PARTS, NEEDLES

THE RENÉ MANUFACTURING CO.  
MONTVALE, NEW JERSEY

TRADE CONDITIONS IN THE DOMINION OF CANADA—(Continued from page 69)

“MUSIC IN THE HOME” IN MONTREAL

Talking Machine Men Support the Campaign—American Machines in Favor—General Business Outlook Reported Most Satisfactory

MONTREAL, QUE., April 4.—A representative meeting was held recently of piano and talking machine dealers to listen to E. C. Scythes, president of the “Music in the Home” movement in Toronto, and J. A. Fullerton, secretary. A goodly amount was subscribed by those of the trade present, and it was announced that Montreal’s leading English Daily and Weekly and French Daily would feature a “Music in the Home” page very shortly.

W. W. O’Hara, general sales manager for Layton Bros., Edison and Columbia dealers, won the third prize in the recent Canadian Edison window display contest.

C. W. Lindsay, Ltd., lately displayed in their handsome show windows two new art design Pathéphones, the first to arrive in Montreal.

N. G. Valiquette, Ltd., have inaugurated a Pathé Club open to 100 members. As special inducements they offer easy weekly payments, reasonable extension in case of sickness, accident or loss of employment and clear receipt in case of purchaser’s death.

Sales Manager W. W. O’Hara with his usual aggressiveness made capital out of St. Patrick’s Day by dressing Layton Bros. show windows appropriately in honor of Ireland’s patron Saint. Edison and Columbia models were decorated with green ribbons, pots of shamrocks and records of Irish artists prominently displayed. The whole drew most favorable attention from passersby.

The Melodia Co., of Canada, have recently put on the market a new model.

The Berliner Gramophone Co., Ltd., are now distributing the new 584-page Victor catalog listing over 9,000 records.

The following world-known Victor celebrities will shortly appear in Montreal—Alma Gluck, Efrem Zimbalist, Martinelli and Heifetz.

Joseph Brien is now calling on the French trade in the interests of the Pathé Co. He is working from the Montreal office.

J. G. Harrison, of W. H. Thorne & Co., Ltd., St. John, N. B., Edison jobbers in the East, has returned from New York, where he attended the Edison jobbers’ convention. This firm has arranged for Odette Le Fontenay, soprano, assisted by Jan Glockner, cellist, to give a series of Edison tone tests in different Maritime Province towns, including St. John, Fredericton, Pictou, New Glasgow, Sydney and Glace Bay.

Ed Archambault has purchased the old J. A. Hurteau business from C. W. Lindsay, Ltd., and is turning his own store and the Hurteau store, which are next door to each other, into one large store. He will feature the Pathéphone and Pathé records.

Madame A. Didier, who has been in charge of the French section of the Pathé Co., has gone into business on her own account, opening a large Pathé department in the store of Dupuis Frères, the leading French departmental store in Montreal. Madame Didier is well acquainted with the talking machine business, having been in charge of the Pathé department at N. G. Valiquette, Ltd.

H. L. Hewson & Son, Ltd., Amherst, N. S., distributors of the Pathéphone for the Maritime Provinces, are moving into their new warehouse and offices, where ample facilities will be afforded for the development of their growing business.

The Cowan Piano & Music Co. are delighted with results since handling the Brunswick line and are building up a large clientele with this make as their leader.

Charles Culross reports exceptionally good Sonora and Aeolian-Vocalion business the past month with an increased demand over February in the call for the various higher-priced models of machines.

H. C. Wilson & Sons, Ltd., Sherbrooke, Que., are firm believers in the continued popularity of Victrolas and Victor records, to which they are giving aggressive and exclusive representation in Sherbrooke and the surrounding country and in their branch stores. Owing to the increased business a large part of the grand piano floor has been given over to soundproof demonstration rooms.

A. Ramsberger, in charge of the Grafonola department of J. W. Shaw & Co., reports that since removing the department to the ground floor business has increased wonderfully. The new style Columbia, No. 100, is quoted as an exceptionally good seller.

The Canadian Graphophone Co., Columbia distributors in the Province of Quebec in both their wholesale and retail departments, report briskness that augurs well for the future in both machines and records.

WITH THE TRADE IN WINNIPEG

Collecting Old Records for Soldiers—W. P. Trotzke Re-enters Trade—Hudson Bay Co.’s Payment Chart for Instalment Sales

WINNIPEG, MAN., April 2.—Stanwood’s, Ltd., Columbia dealers, recently appealed through the press for old records which they collect and send overseas without any expense to the donors. This example could easily be emulated by other aggressive dealers.

W. P. Trotzke, of Kinistino, Sask., who some time ago dropped out of the phonograph business, is back in the game again good and strong with the Edison line.

C. E. Locke, Tara; W. A. Bowen, Ridgeway; W. K. Elliott, Brampton, and Niagara Music Store, of Niagara Falls, have added the Brunswick phonograph line.

The Winnipeg Piano Co. secured first prize in the Canadian Edison window display contest, and feel quite elated over their victory by beating out Toronto in second place, and Montreal in third.

The following system of extended payments is announced by the Hudson Bay Co.’s Calgary, Alta., Grafonola department:

Price of Instrument.	Initial Cash Payment.	Monthly Payments.
\$24.00	\$5.00	\$4.00
\$38.00	\$8.00	\$5.00
\$58.00	\$10.00	\$6.00
\$73.00	\$13.00	\$6.00
\$112.00	\$22.00	\$9.00
\$122.00	\$22.00	\$10.00
\$155.00	\$30.00	\$10.00

It is reported that Edison Hall (the Kent Piano Co., Ltd.), are having a \$50 Edison prize essay contest open to the school children of that city and vicinity.

ESTABLISH MANY NEW DEALERS

Boston, Mass., April 8.—Oscar W. Ray, New England manager of the Emerson Co., makes a most enthusiastic report of the way dealers are taking hold of the new nine-inch records. Among the houses that are taking large consignments are the Jordan Marsh Co., Magrane Houston Co., Timothy Smith’s, out in Roxbury; J. C. Cauldwell, of East Boston; Harry Schulz, of South Boston; Sage Allen Co., of Hartford, Conn.; John Peitti, of Roxbury; M. J. Elvedt, of Allston; Kittredge’s, in Lowell; James W. Hill, at Manchester, N. H.; Krey’s Music Store, in Boston, and Seaford’s at Portland, Me. Mr. Ray says that March has been the best month in the New England territory since he took hold of it and that prospects are excellent.

OPEN NEW SALESROOMS

The Ideal Phonograph Co., of Rockford, Ill., has opened two salesrooms in that city, one at 819 West State street, under the management of C. R. Poole, and the other at 1324 Seventh street, in charge of John King.

AMERICAN



No. 22—\$175.00



No. 13—\$135.00



No. 5—\$50.00



No. 4—\$40.00

AMERICANS embody all the good qualities and special features of phonographs, clear in tone, beautiful in design, finest finish, smooth running motors.

We stand back of every American



No. 8—\$65.00



No. 9—\$80.00



No. 10—\$100.00



No. 11—\$115.00

American Phonograph Co.

39 Fountain Street, N. W.  
GRAND RAPIDS MICH.

# An Artistic Spring Window Suggestion Described for Talking Machine Dealers

By Ellis Hansen

This is the fourteenth of a series of articles on window display written by Ellis Hansen, who is recognized as one of the most practical designers of talking machine window displays in the United States.

Once upon a time when the talking machine industry was very young indeed, hardly older than a baby that could only talk baby talk, and sing little simple songs, the public, nevertheless, was beginning to grasp the wonderful possibilities of the "talker" as a home entertainer. One day a well-known manufacturing concern woke up to the fact that its business was entirely too brisk. Letters and telegrams were pouring in on the concern from every part of the land, and it didn't know what to do to fill the orders. You see this concern had previously started an advertising campaign in the national magazines and the result was that it was hopelessly swamped with orders. Although its factory was working overtime far into the night, new orders were piling up and no relief was in sight. Something desperate had to be done. It was done. The advertising in the wicked magazines that had caused so much trouble was withdrawn for the time being. Soon after the factory caught up with all the orders on hand. The frantic telegrams and unpleasant letters from dealers urging deliveries ceased to trouble the order department. The working forces stopped overtime work and slept quietly at night and everybody was happy. Moral: Whenever you need a good rest stop advertising.

This little story may be true or it may not. It is a fact, however, that many dealers have cut down their advertising appropriations during the war, not only curtailing expenses for newspaper advertising but window display services as well. That sort of economy is bad business. The time to advertise and put in lots of work in your show windows is when business is slow.

Talking machine dealers should keep on hammering the fact into the public that music in war time is as necessary as food and clothes, and the dealer's best means for such a campaign is his show windows. Music helps to keep our boys in France or in the training camps strong and fit. It brings joy and pleasure into their life and helps them to stand the hardships that military life imposes on all new recruits.

But even the ones that are left behind—the



Detail of Dance Group

mothers and children—need music to cheer them up far more than before the war. The horrors of the war—our war—that are brought to our very doors every morning through the newspapers requires the greatest amount of reserve power, not only for our soldier boys but equally so for us, who by circumstances are compelled to stay at home.

The talking machine is the ideal instrument to provide the relaxation, refresh and strengthen the mind and dispel gloom and fear. But to bring these facts home the dealers must advertise and the show window is the best medium through which to demonstrate the entertainments, the diversion and the inspiration that the talking machine is able to bring to the millions

cealed back of the arms and figures to the nearest floor plug which, of course, would heighten the effect considerably. The figures were made separately, the girl standing in front of the boy with about four inches between them, which made the arrangement much more realistic. To make the most out of this display one fine talking machine should be arranged near the center



A Well Arranged Spring Window That Will Appeal to Dealers

of homes that are more or less affected by the war.

In former articles of this series I have called dealers' attention to the great aid "cut out" figures have proved to be in making interesting and inexpensive "talker" displays in connection with records. No other special feature that I can think of stimulates the sales of records more than such displays, probably on account of the human interest.

The "craze" for dance records seems to be as strong now as it was before our country entered the war. Several prominent dealers have urged me to design a dance window on that account and describe it in *The World*. The display shown in the photograph is intended to illustrate what a splendid time and entertainment people can enjoy in their own home by the aid of a talking machine. A simple baluster, finished off at each end with vases, forms a graceful background for the two dancers. Back of this are about a dozen Japanese lanterns in red, green, blue and yellow, which form a most dazzling color combination, and give atmosphere to the display. The two little trellises arranged back of the vases are thirty-six inches high, enameled white and made into a hub or ring at the top to support the two birds of paradise. These trellises also serve to support the rose branches which fit so nicely into an early summer window. The two figures are adapted from a *Vanity Fair* title page which pictured a skating scene. The two lanterns held by the dancers could be used with any lettering the dealer might desire. The dancers could also be provided with real lanterns and electric bulbs placed inside, the wires being con-

group. On the opposite side a program made up for the supposed entertainment should be placed. This program should consist of six musical numbers, the disc of each of which should be placed on stands in the display. The program should be headed with "America" or some other patriotic selection. The other five numbers could be made up from records the dealer is anxious to sell, and of which a good supply is kept on hand. The lanterns held by the dancers could also be used for important announcements of new records, or other advertisements desired by the dealer.

The baluster and vases are made of heavy cardboard cut out and air brushed and reinforced by strips of wood. The figures are almost life-size and painted in the natural colors. The artificial flowers in the vases consist of three branches in each, and can be procured from dealers in artificial flowers for less than \$2. The Japanese lanterns cost 10 cents each retail. Each one should have a little sand in the bottom to hold it in shape.

## WORLD RECORD SOUNDS OF BATTLE

Henry G. Rhodes, Whiteville, Tenn., who describes himself as a "Phonograph fan," is shortly to enter the military service, and advises us that his ambition is to carry about 100 blank records to France with him and record the sound of the big guns right back of the firing lines in order to let the folks at home hear what they sound like. A motion picture has shown us the big guns in action, and probably the phonograph will let us hear how they sound in action.

### SONA-TONE SHOP OPENED

New Brooklyn House Featuring Sona-Tone Phonographs—Now Able to Make Prompt Deliveries of All Types of Those Machines

A spacious and attractive Brooklyn Sona-Tone Shop was opened in Brooklyn on April 3, with Franklin Riker, a well-known musician, as sales manager. This shop is situated at 322 Livingston street, within a half block of the Montauk Theatre. The Nevins street subway station is just around the corner, and Mr. Riker is enthusiastic over the desirability of the shop's location and the unlimited opportunities for closing an excellent business.

This shop will carry a complete line of Sona-Tone phonographs, and arrangements have been made which will enable the shop to make immediate deliveries of all types. The showrooms are attractively furnished and decorated, and Mr. Riker is leaving nothing undone to make the warerooms a Mecca for music-lovers in that section of the city.

One of the most interesting features of the organization of this Brooklyn Sona-Tone Shop is the fact that Mr. Riker is a thoroughly trained and experienced musician, having studied for the concert stage in Italy, under some of the best-known maestros. Possessing a remarkably fine tenor voice, his concert work has attracted considerable attention from critics and from members of the musical world. At the present time he holds a position as soloist in one of the largest and most influential churches of Brooklyn. Mr. Riker believes that every salesman of musical instruments, especially talking machines, is a 100 per cent. salesman only when he knows the practical side of music, and knows when and how to appeal to his patrons through understanding tone quality. He has a number of important plans to announce in connection with his work at the Sona-Tone Shop, and sales during the first ten days have been very gratifying.

### FINISHING FRET WORK PROPERLY

How One Cabinet Manufacturer Solved This Particular Problem in a Logical Way

One of the features of many phonograph cabinets that has called forth criticism has been the unsatisfactory finish of the fret work covering the sound chamber. In a good many cases cabinets, beautiful in every other particular, have been marred by poor work in this connection, due oftentimes to the fact that the cabinet finishers did not understand just how to go about handling the fret work. One cabinet maker managed to overcome the difficulty by having the panels finished before the fret sawing was done, the panels being rubbed down after the three coats of varnish, just the same as the rest of the case.

The panels were then nailed together, four in a bunch, with ordinary drafting paper between them, the top panel being turned face downward, and the marking done on the back, it being sanded if needed. The panels turned out well and they presented a fine, clean-cut appearance that was impossible in the old method.

In order to stain the edges left white by the sawing, an oil stain is used, as water stain is inclined to swell the wood and mar the clean-cut appearance of the work. The top side of the fret sawing that shows when it is placed in the case is shellacked with a small, soft brush from the back side of the panel, and the result is very satisfactory. These panels are of five-ply veneer and are three-sixteenths inch in thickness and go into a small mitered frame that is removable. Any finisher knows how much tedious and fussy work is required to finish a fret sawed panel, the rubbing is never flat and the picking out of pumice stone from the corners of the fret is an almost impossible job, while what is left turns white in time.

The above plan does away with this nuisance. Four panels are fret sawed at one time and the work is done on a McKnight saw. For panels in the fumed finish, no paper is required between

### Most Efficient for Record Filing



Here is shown the Edison style C 150, equipped with an Eject-o-File style 150 E.

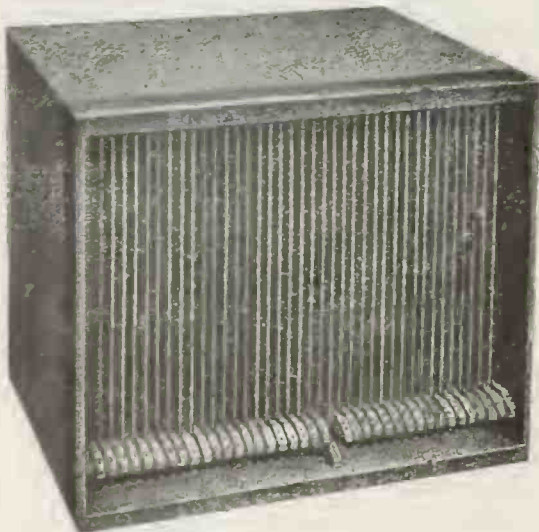
The instrument equipped with this device offers a wonderfully simple and efficient receptacle for records.

The record is always at your finger tip.

Simply press the index lever and the desired record is gently rolled into your hand.

It completes the instrument.

them while fret sawing. By using a good saw blade with little set, or one of the French pattern blades, having no set and running to a narrow back, the work is very smooth and no further labor is required before sending the panels to the finisher.—Veneers.



Style 70—Retail \$10.00

### 7 IN 1

Seven strong points in our feature is a powerful selling argument.

1. Controlled entirely by gravity. Will not get out of order.
2. Non-abrasive individual record compartments.
3. Records cannot warp, scratch or mar and are kept clean.
4. 10" and 12" records can be filed in any compartment indiscriminately.
5. In beautiful oak and mahogany finish. Polished, waxed and dull finish.
6. Automatic out signal shows "when and where" a record is missing.
7. Filing and finding a pleasure. Get the desired record when it is desired.

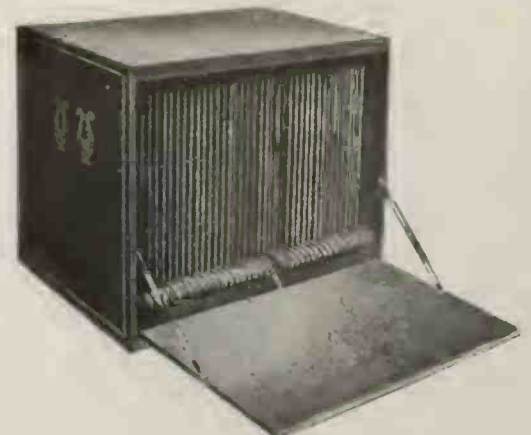
**COLUMBIA DEALERS:** Eject-o-files are built to fit the style 75 and others. Slip them in as they are wanted. Why carry that big stock of 85's, etc., when the Eject-o-file does the trick. "The Eject-o-file is Efficient" and you are in business for dollars and cents.

**VOCALION DEALERS:** A receptacle for records that can be slipped into your style F.-G.-H.-J.-&-K. They are "built to fit." Wonderful convenience and a powerful selling argument. Ask the Salesman.

**EDISON DEALERS:** Eject-o-files are built to fit the style C-150 and 100. Many dealers are reaping the benefits. Why not you?

"BUILT TO FIT" any machine and a powerful asset for any dealer. Why offer Albums, Envelopes and other antiquated methods of filing to your customer? Eject-o-files are modern and efficient. Prices are phenomenally low.

The "sectional Eject-o-file," an auxiliary cabinet, compact, large capacity. Can be conveniently placed on table, stand, etc., or stands especially adaptable can be had. Beautiful and artistic, mahogany and oak finish, polished, waxed or dull. Each section a complete unit, can be added to, one upon the other, you know, sectional bookcase idea.



Style 60—Retail \$15.00

## EJECT-O-FILE SALES CO.

216 W. Saratoga Street

Baltimore, Md.

**THE EXCLUSIVE VS. GENERAL STORE**

Some Strong Arguments in Favor of the Former Set Forth by M. E. Taylor, Victor Dealer of Jackson, Miss., and a "Specialist"

Since the talking machine business was young—and that is not so very long ago—one of the points of discussion has been whether or not it was advisable to handle talking machines exclusively, or, whether the better course was to handle several lines of merchandise in conjunction with the talking machine department. The views, of course, are varied, according to the personal experiences of those giving them.

The man with the exclusive store, who has won success, naturally maintains the arguments for his method, while the other merchant who carries side lines can see some merit in his system. There is no doubt, however, that in many particulars the exclusive talking machine



**An Inspiration for Other Dealers**

store has some advantages in the matter of attractiveness to the customer, and the service that can and must be given, to insure the success of the business. With an exclusive store, the dealer has no other line to rely upon to make up in profits what he may miss by his neglect of the talking machine trade. In support of the exclusive idea, therefore, the following comment by M. E. Taylor, Victor dealer, of Jackson, Miss., is of general interest. He says:

"We are 'specialists.' We started in business here in November, 1913, confining our entire capital and energy into the talking machine business and to prove that this is a business big enough to sustain itself and not a 'side line' issue as so many have thought. We have now gone through four years and for your information and for the information of thousands of others we take great pride in stating that our business has grown to quite large proportions.

"The customer has learned to come to the exclusive dealer because he has learned from actual 'service' rendered him that he gets what he wants and that well trained employes are telling him the history of each particular record, and in every way making things interesting to him.

"The exclusive dealer as stated before places his whole time and energy into this which he considers as big a business and requires as much time as another business in order to give the most critical customer the service he is looking for.

"We believe that more dealers are waking up to the fact that specializing is what is needed. We have time to give close study to every detail to think out what your trade wants, to study each customer, to keep records of each customer's purchases on cards for future reference so as to follow him up closely, to be able to intelligently get to the kind of music he wants without boring him and shortening both his time and yours. This kind of service the customer appreciates. He feels that you are taking that special interest in him and appreciates it.

"We carry the complete line of records because this is 'service.' When the customer asks for a particular record he expects to get it. It is true that some records don't move as quickly as others, but you never know when a certain record will be asked for and to have this rec-

<b>MICA</b> Diaphragms	Quotations and samples promptly forwarded upon request			
	Send us your requirements		No obligation incurred	
<b>INTERNATIONAL MICA COMPANY</b>				
Offices and Factory, 37th and Brandywine Streets, WEST PHILADELPHIA, PA.				
PHILADELPHIA PA.	CHICAGO, ILL. (Insulation Dept.)	AMELIA CO. VA.	MONTREAL CAN.	WEST PHILADELPHIA PA.

ord creates an impression at once on the customer that this store in the future is where he will come. So our advice is to carry the complete catalog and have it so systematized as to order immediately as fast as you sell a record to get it right back in stock, and thereby never be out and never lose a sale and never disappoint a customer.

"Now by specializing you can easily do this, because you are just in the talking machine business and by giving your whole time to it it becomes not only profitable but extremely interesting, and, Oh! my! watch it grow, watch the customers multiply, watch them come in from your side line competitor. Now the writer does not in the least wish to hamper the trade by discouraging side line agencies, but if the dealer who thinks this is a little business and places it in just to pay the rents and other items, he is overlooking the biggest business he has ever had.

"If possible for him to do so, let him rent a store elsewhere and just specialize, if not, then by all means build booths and place in a most prominent place at the front of his store a well equipped talking machine department with nothing short of the complete catalog of records.

"There is nothing to fear, just start it right, and watch it grow to be the most interesting business you have ever entered.

"Don't employ cheap help, look around and get the best. It pays. Remember you have the highest grade talking machine with the world's greatest singers, and don't employ cheap help. At all times keep the high prestige of your line before the public in every possible way.

"The same applies to your advertising department. Get up a nice attractive ad or nothing at all.

"The writer may be an extreme enthusiast, but we have found that the above are facts, and to be more frank about it, I have found time to take but one three-day vacation in four years, working even into the night many and many times until 11 or 12 o'clock.

"Now suppose this was a side line and kept us this busy, what would become of the other business?"

**MAKING TALKING MACHINE PARTS**

The Popular Talking Machine Co., New York, has just placed on the market a complete line of talking machine parts, including single and double spring motors, tone arms, governor springs, main springs, etc. The company has made arrangements to supply the trade with these parts in large quantities, and has already closed contracts with several manufacturers. According to present plans it will also market a line of talking machines which will be known as the "Popular," and these instruments will include all of the types that are in active demand.

**TAKES CHARGE IN SCRANTON**

Frederick Delano, of New York, has taken charge of the talking machine department in the store of Stoehr & Fischer, on Washington street, Scranton, Pa.

**TO HANDLE THE COLUMBIA**

Harry Stevenson, furniture dealer of Circleville, O., has put in a line of Columbia Gramophones and records in a large new department just opened.

# The Perfection Ball Bearing Tone Arm

is the original ball bearing tone arm



## WARNING

is hereby given against infringement of our patents, as prosecution will follow. All claims as to origination of ball bearing tone arms by other manufacturers are false. This we can prove.

**The ball bearing tone arm was originally announced by us through the columns of *The Talking Machine World* on April 15, 1914.**

We also produce the new Perfection Flexitone Reproducers for playing lateral cut records on Victor, Columbia, Sonora, Edison Disc and Pathe Machines. Write to us for prices and full information.

**NEW ENGLAND TALKING MACHINE CO.**  
16-18 Beach Street BOSTON, MASS.

For your customers who want Real  
Music and whose limit is below \$100

## THE NEW EDISON DIAMOND AMBEROLA

MANY families in your community want a phonograph that will give them real music, but cannot afford to pay \$100 or more for such an instrument. Such families are the best kind of prospects for the New Edison Diamond Amberola because it will give them genuine Edison music at nominal cost.

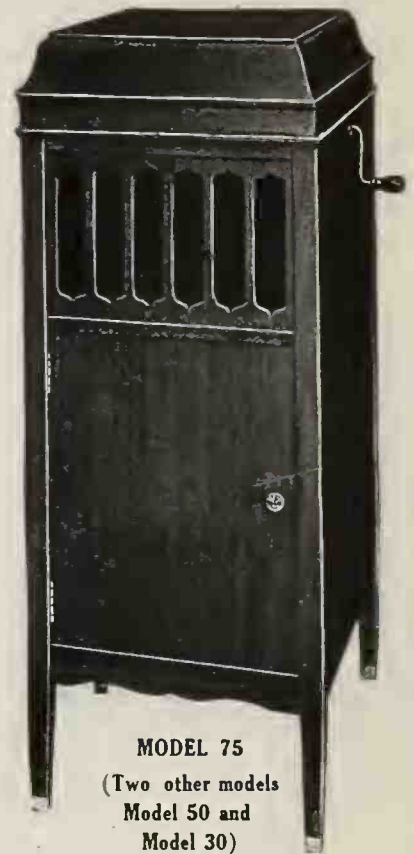
¶ We have ample and convincing evidence that, musically, the New Edison Diamond Amberola and Edison Blue Amberol Records far outclass any line of phonographs (or talking machines) and records not bearing the Edison hall-mark.

¶ Are you one of those skeptics who like to be "shown"? We hope so, because we like to "show."

### THOMAS A. EDISON, Inc.

AMBEROLA DEPARTMENT

Orange, New Jersey



MODEL 75  
(Two other models  
Model 50 and  
Model 30)

**NEW DISTRIBUTIVE PLAN SOON**

To Be Announced by Wm. H. Alfring, Manager of Wholesale Vocalion Dept. of Aeolian Co.

Wm. H. Alfring, manager of the wholesale Vocalion department of the Aeolian Co., New York, announced this week that the company



W. H. Alfring

will soon be in a position to advise the trade regarding the establishment of several important points of wholesale distribution. Mr. Alfring has been busy the past few weeks working

out this plan of distribution, and, according to present arrangements, Vocalion wholesale headquarters will soon be located in many of the principal cities.

At the present time the Vocalion is being distributed from St. Louis and Chicago, and the dealers in these territories handling this line are enthusiastic regarding the service and co-operation that they are receiving from these two distributing points. The demand for the Vocalion has increased so rapidly that it has been found advisable to divide the country into a number of wholesale distributing centers, so that the dealers in each section of the country may be given maximum service and co-operation.

During the past few months Mr. Alfring has visited Vocalion representatives throughout the country, and, according to reports he has received, this high-grade line will enjoy a banner era of prosperity during the coming year. Vocalion representatives have been concentrating their activities on the development of the better class of business, and the fact that this

instrument is manufactured, marketed, and guaranteed by the Aeolian Co., the world's largest



A Period Style Vocalion

manufacturer of musical instruments, has been an important factor in the success which this instrument has achieved during the past two years. Meanwhile, plans already laid should mean even greater progress for the Vocalion in the future.

**MANY AIDS FOR THE DEALER**

Kohler & Campbell, Inc., Have a Well-Managed Department Equipped to Help Dealers Secure Business Along the Lines of Least Resistance

The value of a thoroughly perfected organization has been manifested in the success of Kohler & Campbell, Inc., Fiftieth street and Eleventh avenue, New York, who are counted among the world's largest manufacturers of pianos, player-pianos and reproducing pianos. The growth of this concern has not only been rapid but has been particularly healthy, and they have, besides developing phenomenal manufacturing facilities, maintained for many years a sales promotion department, which places at the disposal of the dealers many merchandising aids.

The main object of this department has been to study the requirements of the purchasing public as well as the dealer, and to help the latter secure business along the lines of the least resistance, consequently this department, which is under the supervision of Chas. A. Stein, advertising manager, who has had a wide experience in merchandising, has planned several forms of promotion work which have proved most successful. These include circular letters for the dealer's use, catalogs, pamphlets, envelope stuffers, window displays, window cards which may also be used for trolley car advertising, and electrotyped advertisements for use in various sized newspaper advertising. The department is also able to supply the dealer with lantern slides, which may be used in the various moving picture houses in his locality. All of these sales promotion features have been planned after a thorough study so that they will have a most appealing effect on the minds of the people and prove to be a magnet which will draw prospects to the dealer's store.

Veritone Talking Machine Co., Inc., has been incorporated with capital stock of \$2,000, to deal in phonographs and musical instruments. The incorporators are Walter B. Craighead, Edith Craighead and Isabell Ross

The Unger Furniture Co. have set aside a large section of their store as a talking machine department handling the Victor line exclusively.

**COLUMBIA FORCE IN DALLAS, TEX.**

DALLAS, TEX., April 4.—H. A. Yerkes, field manager of the Columbia Graphophone Co., was a visitor to this city recently, and spent some time at the company's local branch, which is under the management of F. E. Erisman. While here Mr. Yerkes congratulated Mr. Erisman upon the efficiency of his sales organization, and the accompanying photograph gives the facsimiles of these live wires.

During the past few months the sales totals of the Dallas branch have shown a good-sized gain over 1917, and the figures for last December, which set a new record, were exceeded by February. March sales totals are not yet available, but it is more than likely that this month established a new high-water mark for this very successful organization.



Columbia Force in Dallas, Tex., With H. A. Yerkes in Center

**THE DEALER WHO FAILED**

Shop front dirty—unclean windows—inadequate stock—rusty stock of machines—records heaped together indiscriminately on the counter,

scratched, and with torn envelopes—untidy shop, etc.; that is the story of the dealer who failed. It is told in an interesting way by M. E. Ricketts in "The Voice," of London, and makes instructive reading, embodying, as it does, helpful hints and much useful advice for all who would be successful in their business.

**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**



Shoot A2505 at a few sad-looking customers. They'll lose their long faces listening to Billy Williams' patter. That London music hall artist has been cracking serious English faces for years.

Columbia Graphophone Co.  
Woolworth Building, New York

**TRADE ACCEPTANCE PROVES POPULAR**

Delpheon Co. Finds That Its Dealers Generally Are Pleased With That System of Handling Accounts as Increasing Credit Prestige

Talking machine manufacturers throughout the country are taking a keen interest in the adoption of the trade acceptance as an ideal

authorities, the National Association of Credit Men, and, in fact, all members of the business world are advocating its prompt adoption. The Federal Reserve Banking System has been urging business men to utilize the trade acceptance, and it is quite likely that its use will soon be universal and common.

The average business man is familiar with the principle of trade acceptance, which is an acknowledgment of the debt by the buyer in favor of the seller, for merchandise that the latter has placed in the hands of the former, with which to pay his debt. The buyer agrees to pay at a certain date at his own bank, to the seller, the amount of this invoice, by writing across the face, the word "accepted," with the name of his own bank and his own signature.

duced herewith, and this form is meeting with the unanimous favor of the company's representatives.

**NEW INVINCIBLE SOUND BOX MODEL**

Hector Pocaroba, sales manager of the New Jersey Reproducer Co., Newark, N. J., manufacturer of the "Invincible" sound box, returned recently from a two months' trip through the north and central West. He states that conditions throughout this territory are very satisfactory, and substantiates this optimism by showing good-sized contracts which he has closed for 1918.

In a chat with The World Mr. Pocaroba said: "It is pleasing to note that a number of well-known manufacturers have adopted the 'Invincible' sound box as the standard equipment for their 1918 product, and as they reached this decision because of the tonal qualities of our product, we are naturally gratified at the success which this sound box is achieving. We have received many letters of commendation from dealers regarding the 'Invincible' sound box, and our facilities in 1918 will enable us to adequately take care of the demands of our trade."

Upon his return to Newark Mr. Pocaroba learned that the company now has ready a new model of the "Invincible" sound box, which was invented and perfected by A. Luciano, superintendent of the company's laboratories. It will be known as the "Invincible" No. 2, and is now being introduced to the trade. Initial orders indicate that it will soon outrival the first model in popularity.

**SECURES THE COLUMBIA AGENCY**

The Sanitary Bedding & Furniture Co., of Binghamton, N. Y., has secured the agency for the Columbia Grafonolas and records, and has opened a handsome department to handle that line.

**THE DELPHEON COMPANY**  
BAY CITY, MICHIGAN

\$ \_\_\_\_\_ 19 \_\_\_\_\_

\_\_\_\_\_ days after date pay to the order of

**OURSELVES**

\_\_\_\_\_ Dollars

The obligation of the acceptor hereof arises out of purchase of goods from drawer as per Invoices of \_\_\_\_\_

TO **THE DELPHEON COMPANY** Treas.

TRADE ACCEPTANCE  
FEDERAL RESERVE BANK NOTE

Accepted \_\_\_\_\_

Payable to \_\_\_\_\_

ACCEPTOR'S AUTHORIZED SIGNATURE \_\_\_\_\_

TOWN AND STATE \_\_\_\_\_

**The TRADE ACCEPTANCE—Read Carefully**

If you do not care to take the cash discount, sign the above Trade Acceptance and return it. This places you under no more obligation than does the invoice alone—don't confuse it with a note. It amounts to no more than an acknowledgment of your indebtedness to us upon which the bank will advance us money.

Our obligation to make wholly satisfactory all goods shipped to you does not cease under the above manner of settlement.

The Trade Acceptance is being adopted by the largest institutions in the country as a means to overcome the disadvantages of the unsatisfactory system of long credit. Banks, financial authorities, the National Association of Credit Men, and trade journals are advocating its prompt adoption. The Federal Reserve Banking System was organized primarily to handle the Trade Acceptance. Its use will very shortly be universal and common—when credit cannot be secured except through its use. We use it in our own business if we don't take the cash discount.

Your signature on an Acceptance will give you as much financial standing as discounting your bills. It identifies you as one prompt and businesslike in your affairs. It is an evidence of stability.

Ask your bank regarding it.

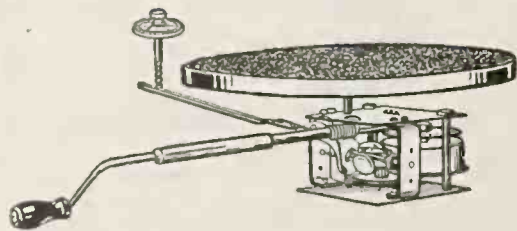
**Form of Trade Acceptance Used by the Delpheon Co.**

form of doing business. Many manufacturers regard the trade acceptance as the solution of one of the biggest problems in the business world to-day, and are calling the attention of their dealers to its value and advantages. The trade acceptance is being adopted by the largest institutions in the country as a means to overcome the disadvantages of the unsatisfactory system of long credit, and banks, financial au-

an acceptance increases the financial standing and prestige of the giver, because it evidences his desire to pay his invoices promptly.

One of the many prominent talking machine manufacturers who have adopted the trade acceptance is the Delpheon Co., of Bay City, Mich., which recognizes in the trade acceptance the ideal method of doing business. The form adopted by the Delpheon Co. is repro-

**MOTORS—TONE-ARMS—SPRINGS—ETC.**



**Single Spring Motor**  
(Illustrated)

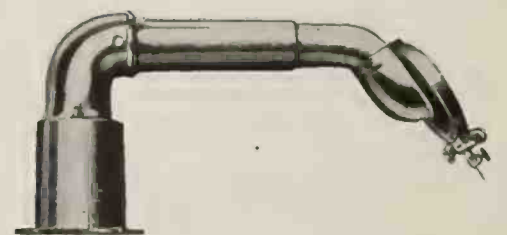
Complete with 10 inch turntable, regulator, brake, etc.

\$1.25 in quantities of 100

\$1.15 in quantities of 1000

- MAIN SPRINGS**
- 3/4 in., 20 gauge, 8 1/2 ft., 15c in lots of 100
  - 3/4 in., 20 gauge, 8 1/2 ft., 13c in lots of 1000
  - 3/4 in., 25 gauge, 10 1/2 ft., 23c in lots of 100
  - 3/4 in., 25 gauge, 10 1/2 ft., 20c in lots of 1000
- Governor Springs, 30c per hundred.  
Special prices on large quantities.  
Double Spring Motor Complete, \$3.  
In quantities, \$2.75.

**50,000 latest Emerson Records \$30 per thousand**



No. 1 Tone-Arm

**UNIVERSAL TONE-ARMS  
PLAY ALL RECORDS**

- No. 1, 70c in hundred lots
- No. 2, 85c in hundred lots
- No. 3, \$1.00 in hundred lots

**POPULAR TALKING MACHINE CO., 253 Bowery, New York**



Those of us denied the satisfaction of personally

## Hunting the Hun

out of his unspeakably dirty and unbelievably horrible atrocities in Belgium and France are providing the mightiest, the most relentless fighting proxies when we

## Buy Liberty Bonds

This is America's *great fight*. She has never fought to lose—and by the Grace of God she shall not now. Your dollars and mine—consecrated to the **THIRD LIBERTY LOAN**, along with the dollars of all others we can influence—shall make this our *great victory*.

*Buy a Bond to-day!*

JOSEPH C. ROUSH

STANDARD TALKING MACHINE CO.  
PITTSBURGH





## Al Jolson has "Wedding Bells, Will You Ever Ring For Me?" in Columbia's May List. Does Al Jolson pick 'em or make 'em? Another blue ribbon taker!

Columbia Graphophone Co.  
Woolworth Building, New York

### LOCAL VOCALION DISTRIBUTION

Retail Manager Fletcher Announces New Distribution Plan for Metropolitan Territory—Promotions for Members of Sales Organization

Thomas H. Fletcher, retail manager of the Aeolian Co., New York, in a chat with The World last week announced a new plan of Vocalion distribution for the metropolitan district which went into effect on the first of the month. This plan was evolved in order to give Vocalion dealers in metropolitan territory 100 per cent. efficient service and co-operation in handling this line. The demand for the Vocalion has increased tremendously within the past year, and Mr. Fletcher has perfected a distribution plan which will undoubtedly meet with success throughout this territory.

Aeolian Hall in New York, together with the three Aeolian branches in the Bronx, Brooklyn and Newark, will be the distributing points in this new system, the New York headquarters, of course, being the principal basis for distribution.

E. M. Wheatley, who has been in charge of the retail Vocalion department at Aeolian Hall, New York, for the past two years, has been placed in charge of Vocalion metropolitan distribution with headquarters in New York, and will also continue as head of the retail department at Aeolian Hall. Mr. Wheatley is one of the best-known members of the local retail trade, and during his two years' association with the Aeolian Co. has achieved gratifying success.

Louis E. Vannier, who has been in charge of the Bronx branch, has been appointed assistant to Mr. Wheatley in both retail and wholesale distribution. Mr. Vannier is one of the veterans of the Aeolian sales organization, and his conscientious and loyal work in the past well merits his promotion to his present important post.

M. Stein, who has been connected with the Aeolian organization the past seventeen years, has been appointed manager of the Bronx branch, and will be in charge of the metropolitan distribution north of 125th street. Mr. Stein joined the Aeolian forces when a boy, in charge of one of the stockrooms, but soon developed such marked sales ability that he was appointed a member of the outside sales staff. Within a period of two years he became the

"top" man of the outside force, and year after year maintained this enviable record. During the past few years he has been in charge of Vocalion agencies in the metropolitan district, and as he is a native of the Bronx, his appointment as manager of this branch will undoubtedly mean additional laurels for him.

C. J. Davis, manager of the Brooklyn branch since September, 1916, will be in charge of distribution in Brooklyn and the adjacent metropolitan territory. Mr. Davis joined the Brooklyn sales staff two years ago as an outside salesman, but advanced steadily to the post of manager of this branch. His thorough knowledge of salesmanship and his keen executive ability have been important factors in the success of this branch.

W. O. Black, who is well known in piano circles throughout the country, and who has been manager of the Aeolian Newark branch since it opened, will be in charge of metropolitan distribution for Newark and the adjacent territory, and under his able direction the Vocalion will receive splendid representation in this district.

### TALKING MACHINE EXPORTS

The Figures for January Presented—Exports Show Machines and Records Both Increase

WASHINGTON, D. C., April 1.—In the summary of exports and imports of the commerce of the United States for the month of January, 1918 (the latest period for which it has been compiled), which has just been issued, the following figures appear:

Talking machines to the number of 5,731, valued at \$150,649, were exported in January, 1918, as compared with 6,190 talking machines, valued at \$149,569, sent abroad in the same period of 1917. The total exports of records and supplies for January, 1918, were valued at \$164,074, as compared with \$163,632 in January, 1917. For the seven months' total 55,146 talking machines were exported, valued at \$1,520,738 in January, 1918, and 44,943, valued at \$1,111,761 in 1917, while records and supplies, valued at \$1,171,138 were sent abroad during 1918, as against \$877,283 in 1917.

### ANDREWS AD WORTH READING

BUFFALO, N. Y., April 3.—On another page will be found a large list of Victor records from the stock of W. D. & C. N. Andrews, of this city. This firm will be able to make immediate shipments on these records.

"Our idea of publishing this list," said C. N. Andrews, "was that perhaps we could furnish to many dealers certain records that they were unable to obtain elsewhere and also to induce them to push the sale of records that can be obtained.

"As we are catering to the wholesale trade exclusively we always stand ready to do anything to assist the dealer. We have a very good stock and would like to have any dealer who is having difficulty in getting what records he wants to give us a trial order."

### NEW WINDOW DRESSING SERVICE

First Instalment Issued by the Emerson Phonograph Co. to the Trade—Offered to Dealers at an Insignificant Monthly Charge

The accompanying photograph presents an illustration of the first instalment of the new window dressing service inaugurated by the Emerson Phonograph Co., which has made arrange-



Emerson Window Dressing Service

ments to issue similar window displays each month. The display will be furnished to those Emerson dealers who take advantage of the special plan which the company has prepared, by the terms of which the service will cost the dealer 50 cents a month for a subscription of four months, or a full year.

The company made the first announcement of this new service a few weeks ago, and has already received numerous requests for the service from dealers throughout the country, who appreciate the fact that the use of this display will give them an attractive window without necessitating the employment of skilled window dressers.

DEALERS EVERYWHERE ARE SELLING  
QUANTITIES OF OUR

## HANAIE 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 Banjuka is One of the Biggest Sellers in the Musical Instrument Line.

**SHERMAN, CLAY & CO.**

Sole Manufacturers

163 Kearny Street

San Francisco

## SCHUBERT PHONOGRAPH RECORDS

The greatest series of 75c. records ever made.

10-INCH DOUBLE SIDED

ALL STARS

ALL SELLERS

New list by 15th monthly.

Dealers, write for list and prices

**BELL TALKING MACHINE COMPANY**  
44 WEST 37th STREET, NEW YORK

### HEINEMAN'S GIFTS APPRECIATED

Vanophones and Records Sent to U. S. Marines at Various Points Bring Forth Letters of Earnest Thanks From the Recipients

As noted recently in the columns of The Talking Machine World, Otto Heineman, president of the Otto Heineman Phonograph Supply Co., New York, has donated a Vanophone and a supply of Emerson records for the various companies of the U. S. Marine Corps located in different stations throughout Cuba, Haiti, etc. These companies have received their machines and records, and they are being used to excellent advantage by the members of the Marine Corps. In fact, they are so enthusiastic over the entertainment that this gift has afforded that Mr. Heineman has already made arrangements to furnish the various companies of the Marine Corps with additional machines and records.

Some of the letters received from the commanding officers of the different companies of the Marine Corps in acknowledging these gifts read as follows:

"Wish to acknowledge receipt of one Vanophone and twenty-five records, for which I want to thank you for your kindness, and can assure you that it will be very much appreciated by the men of this command. I am sure that they will derive much pleasure from these excellent machines, and will encourage them to buy more records from you."

"Many thanks for the Vanophone received. The men derive great pleasure in the daily Vanophone concerts, and are very grateful for your kindness and consideration. It is a joy to hear reproduced the new music and songs of our native land.

"The men contemplate purchasing an additional supply of your Emerson records and would very much appreciate a catalog with price list of Emerson records that they may still further enjoy the kind and thoughtful gift."

"Through the graciousness of the Otto Heine-

man Phonograph Supply Co., the Fifty-seventh Company, U. S. Marines, is in receipt of a Vanophone and one set of Emerson records. I am sure that the men of this company will receive much pleasure and enjoyment from your good gift.

"Through your beneficence you have afforded an abundance of pleasure to the men of the Marine Corps stationed here.

"The Fifty-seventh Company takes this opportunity to offer its thanks."

"I am in receipt of a box containing five Vanophones and records therefor. By direction I have distributed one to the Fifty-third Company and one to the Fifty-seventh Company under my command at this post. The other three have been shipped to Cape Haitien for distribution to the Fifty-fourth, Sixty-second and Sixty-fourth companies.

"Permit me to thank you on behalf of the Fifty-third and Fifty-seventh companies for your kindness in this matter. The Vanophones are extremely unique and they will give an im-

mense amount of pleasure to the men and also to the officers. It is a donation that is highly appreciated."

"Referring to your letter dated New York City, January 14, 1918 (R.C.A.:C.F.) signed by R. C. Ackerman, export manager, we all wish to thank you for your kindness in sending us the three Vanophones with twenty-five records for each, which have just been received in good condition.

"The machines and records have been distributed to the three companies mentioned, and are now in use and being appreciated by all the men; these are excellent little instruments and appear very strong and compact.

"The men are deriving a great deal of pleasure from these machines, and we are truly greatly indebted to you for this generous and welcome contribution to our amusement and entertainment.

"Please accept my personal thanks for having our interests and welfare at heart, and our best wishes for your success."

### GRADED LIST OF VICTOR RECORDS

The latest and most important addition to the educational literature sent out by the Victor Talking Machine Co. is a new graded list of records for the home, kindergarten and school, a handsome volume of over 270 pages, illustrated in detail, and with the various types of song and instrumental numbers carefully classified, according to the school grade in which they are intended to fit to the best advantage. In the descriptive matter the list follows closely along the lines of the regular Victor catalog, and that makes for convenience.

The illustrations show the use of the Victrola in the various schools for games, folk dancing and various exercises, and for other special purposes. There are shown portraits of some of the famous Victor concert artists, together with illustrations that show the various instruments of the orchestra, strings, woodwind, brass and percussion. The list also acts as a

guide to the teacher in the selection of appropriate records and their proper use.

### NOW WHOLESALE EXCLUSIVELY

PEORIA, ILL., April 8.—The Putnam-Page Co., Victor wholesalers of this city, have discontinued their retail department and now handle Victor machines and records at wholesale exclusively. The rapid growth of the company's wholesale business necessitated the move. The company will remain at its present address and arrangements have been made for securing considerable additional space in the same building.

### J. W. MARKS NOW IN CHARGE

J. W. Marks, of Chicago, has taken over the management of the piano and phonograph department of the O. T. Johnson Co., Galesburg, Ill. Mr. Marks was for a number of years connected with the Cable Company, of Chicago.

# SONA-TONE

A Phonograph of Distinction with the Tone You Can't Forget

THE American public today—those who purchase phonographs and other domestic conveniences—want above all else—

-- QUALITY -- RELIABILITY -- SERVICE --

SONA-TONE *Quality* means a resonant, full, liquid tone that comes from an especially designed, all-wood sound chamber—and superior workmanship in material, finish and equipment.

SONA-TONE *Reliability* means simplicity of mechanical construction—ease of operation—and convenience and solidity of working parts.

SONA-TONE *Service* means the immediate ability of the purchaser to play all makes of records—without attachment of any sort—and to play a library of from 250 to 1000 assorted records without further expenditure.

We believe that a Sona-Tone eliminates—to a greater extent than any other phonograph—the surface noises of the record.

We believe that it has the same quality of resonance as exists in the Stradivarius violin.

From our sales record—previous to advertising—we believe that a SONA-TONE is a superior phonograph for retail merchandising.

**SONA-TONE PHONOGRAPH, INC.**  
3421 Broadway, New York City

"The music is on the record—the tone is in the phonograph."



MODEL 100

SIX MODELS

\$70 -- \$100 -- \$150  
-- \$200 -- \$250 --

A Popular Suit-Case Model  
-- \$35 --

Orders taken for Special Finishes  
to suit patrons



# OUR OPPORTUNITY

VICTORY DEMANDS THE  
FULLEST UTILIZATION OF  
ALL OUR RESOURCES ☞

OF THESE MAN-POWER IS  
UNQUESTIONABLY THE  
MOST VITAL ☞ ☞ ☞ ☞

MUSIC STRENGTHENS AND  
INCREASES THE EFFECTIVE  
NESS OF OUR PEOPLE "OVER  
THERE" AND AT HOME

IT INSPIRES · EDUCATES  
CHEERS AND COMFORTS  
IT MAKES BETTER MAN  
POWER · IT HAS NO  
SUBSTITUTE ☞ ☞ ☞ ☞

OUR DUTY IS CLEAR  
THE WIDEST POSSIBLE DIS  
TRIBUTION OF GENUINE  
AMERICAN MUSIC ☞ ☞

Chicago Talking Machine Co.  
Chicago, Ill.

New York Talking Machine Co.  
New York City

# FROM OUR CHICAGO HEADQUARTERS

E. P. VAN HARLINGEN,  
Manager

World Office  
Republic Bldg., 209 South State St., Chicago  
Telephone: Wabash 5774

CHICAGO, ILL., April 10.—The wholesale trade in general is unanimous in claiming that the past month was fully up to their anticipation and that they have exceeded in some instances the business carried on during the corresponding month last year. There were some doubts, however, at the beginning of the month as to whether or not they would come up to anything like last year's business, owing to the chaos then existing in the railroad center due to storms and other mishaps which generally bring rolling stock to a standstill. As these conditions righted themselves and the shipments of both the completed product and the raw material found their way through in periods of time that were not much greater than those of normal, conditions began to get brighter and the better the shipping facilities became there naturally followed an increased amount of business.

The record situation which was quite keen during the first three months of the year also began to get back to the normal, and as records came rolling in the retail dealers began to get busy and for the first time during the year they were allowed to have the stock for which they were clamoring the most; that is, the popular numbers.

The retail trade suffered a slight set-back during the latter part of March and the first part of April, but this set-back had been anticipated because as is usual during Holy Week there is a general dropping off in business. However, after the public had finished eating its usual quota of Easter eggs and had digested them they began to think of "Music in the Home," which was only natural, and as a result the trade began to pick up again.

#### L. C. Wiswell to Go East

L. C. Wiswell, manager of the wholesale Victor department of Lyon & Healy, is making preparations for a contemplated visit to the Victor factory next week. Mr. Wiswell also intends to visit various other plants in the East before returning to headquarters in Chicago.

#### Cheated the Doctor

H. J. Fiddelke, assistant manager of the wholesale Victor department of Lyon & Healy, returned to his desk this week after having been confined to his home for several days with an attack of acute appendicitis. During his illness

Mr. Fiddelke stated that he had lost twenty-five pounds in weight and suffered intense pain. He was fortunate enough to recover, thereby avoiding an operation. Mr. Fiddelke anticipates going to a hospital and having an operation performed just as soon as he regains his strength, as he figures there is no use in having a reoccurrence of the attack.

#### Singers Give Concert

Oscar Shaw, leading man of the "Leave It to Jane" company, now playing at the La Salle Theatre, accompanied by several other artists of this company, was heard in a special Columbia recital on the afternoon of April 2 at the



Columbia Recital of Adam Schaaf

recital hall of Adam Schaaf. Several of the big "hits" of the show were rendered to the large audience by Mr. Shaw and Columbia records of these "hits" were also played. The Columbia graphophone and a player-piano were used throughout the entire performance in conjunction with the various numbers sung. R. H. Walley, of the Columbia Co., and Charles Hertzman, manager of the "Leave It to Jane" company, were instrumental in making arrangements for the concerts. Among some of the numbers rendered were "I've Got the Blues for Home, Sweet Home," "The Stormy Sea of Love" and "Michael and His Motorcycle," which were sung by Mr. Shaw, accompanied by the graphophone. Other members of the cast, accompanied by the graphophone, rendered various "Leave It to Jane" selections.

#### A. R. Harris Visits

A. R. Harris, in charge of the record sales department of the Columbia Graphophone Co., with headquarters in New York, made a short

visit to the Chicago offices of the Columbia Co. this week. Mr. Harris held a meeting in the Palmer House on Wednesday evening, April 3, which was attended by the Columbia office force and a number of Columbia dealers. He gave an interesting talk on the selection of records and went into detail explaining just why certain songs were chosen for the purpose of making records.

#### New Loop Man

C. L. Morey now has charge of the Chicago loop district for the Columbia Graphophone Co. Mr. Morey is one of the best-known talking machine salesmen in the city and was formerly connected with other big companies here.

G. M. Rickoff, formerly with A. Neihause & Co., proprietors of the Band Box Shop, Columbia dealers, is now connected with the advertising department of the Chicago offices of the Columbia Co.

#### Joins Empire Co. Forces

E. B. Kropp is the latest addition to the large office force of the Empire Talking Machine Co. Mr. Kropp was formerly connected with several of the largest establishments in Chicago, and in his new connections with the Empire Co. has entire charge of the office in addition to being advertising manager.

#### Increased Business

C. F. Baer, assistant manager of the Chicago office of the Columbia Graphophone Co., remarked this week that their business for the month of March was 50 per cent. greater than for the corresponding period last year. "Our shipments are coming in in fine shape," stated Mr. Baer, "and it certainly keeps us hustling to fill the demand. Records are especially good and the Columbia Co. is sure getting out some very good numbers. The demand is very heavy at present for popular songs, and we have a large supply on hand to take care of this demand. Our stockrooms are well supplied to meet any contingency, such as a freight embargo, and we feel that at present we are very well equipped to overcome any future difficulties.

#### Brunswick Portfolio

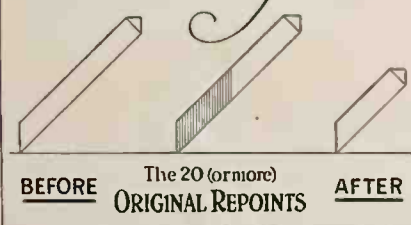
The Brunswick-Balke-Collender Co. have compiled a handsomely illustrated portfolio in colors showing the various cuts, complete advertisements and direct mailing literature concerning

(Continued on page 83)

## THE "WADE" FIBRE NEEDLE CUTTER

Service Feature Is of Immense Importance

The WADE Fibre Needle Cutter  
The "ORIGINAL" Repointer



Your greatest revenue, Mr. Dealer, is from record sales.

The average customer seldom buys more than one talking machine in a lifetime, but may be readily educated to systematically accumulate a record library and thereby become a constant source of revenue to you.

#### The Wade Fibre Needle Cutter Is the Connecting Link

It permits the use of Fibre Needles, with all their acknowledged advantages, at the minimum expense, with its 20 or more original re-points to each fibre needle, and is very cheap insurance on the life of their records.

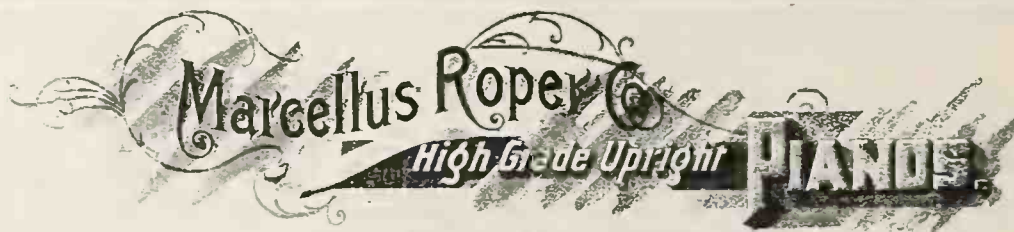
Instruct your salespersons to use these sales arguments and you will soon have a Wade Cutter and Fibre Needle in every customer's home, which will naturally result in increased record sales.



Price \$2.00

WADE & WADE, 3807 Lake Park Ave., Chicago, Ill.

# Victrola Newspaper Advertisements That Produce—



PIANOS, PLAYER PIANOS, VICTROLAS  
284 MAIN STREET,

Worcester, Mass. February 27,  
1918.

One  
Advertise-  
ment  
Did It

Lyon & Healy,  
Wabash Avenue,  
Chicago, Ill.

Gentlemen:-

We want to tell you how pleased we are with your advertising co-operation. We have made frequent use of your suggestions, and used your copy and illustrations with gratifying results.

A short time ago we used one of your small ads, which appeared four times. Within the next few days we sold forty-four pianos that were directly traceable to this advertisement.

In our opinion, your advertising service cannot but be a great help to any piano merchant who avails himself of it.

With kindest regards, I am

Your sincere,

Marcellus Roper Company.

President.

MR/K

Sold  
44  
Pianos

Lyon & Healy Victrola Newspaper Advertisements are equally productive. 52 advertisements per year complete for \$8.33 per month. Half Service at Half Price.

Other Lyon & Healy advertising services are a monthly Container which replaces envelopes for mailing the Victor monthly supplements.

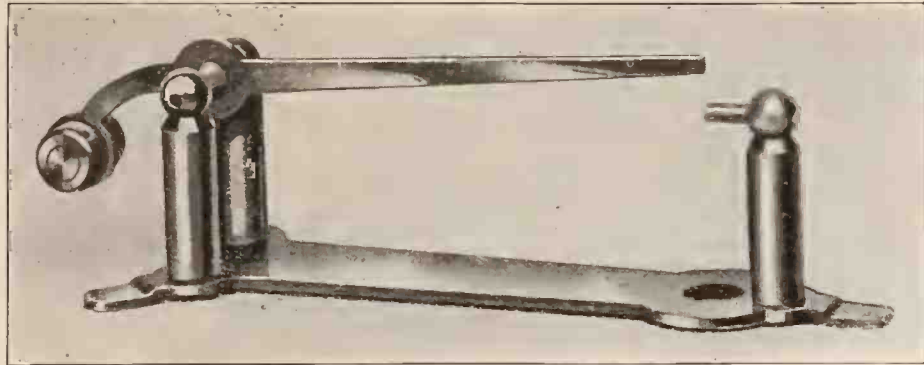
Illustrated Victor Record Window Display Cards.

A Small Instruments Newspaper Advertising Service. 36 advertisements per year for \$4.17 per month.

Piano Newspaper advertising service 48 cuts per year complete. Free to Lyon & Healy Piano Dealers.

WRITE FOR SAMPLES

**Lyon & Healy**  
Victor Distributors  
CHICAGO



(Actual Size)  
**LAKESIDE ROTOMETER. RETAIL PRICE \$2.50**  
 Calibrated so swinging arm is level with pointer at 78 revolutions per minute.  
**WRITE FOR PARTICULARS**  
 Patents Pending

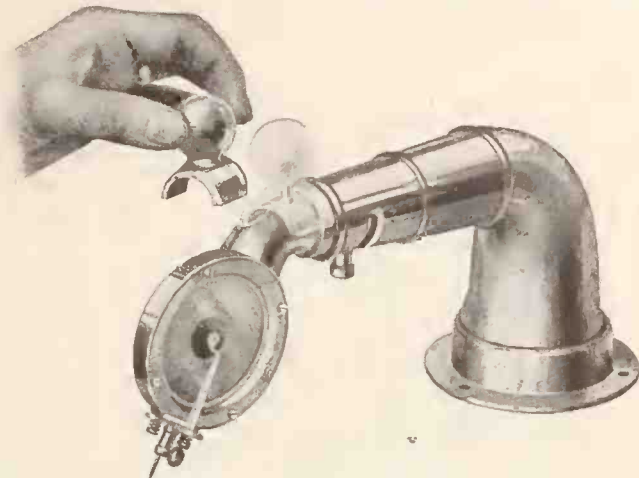
**LAKESIDE SUPPLY CO., Inc.**

202 South Clark Street

Tel. Harrison 3840

CHICAGO, ILL.

NOW PLAYS ALL RECORDS IN ONE POSITION  
**J U M B O N O . A R M 4**  
**L A K E S I D E T O N E .**



**RETAIL PRICE \$7.50 EACH**  
 Prices to Bona Fide Dealers  
 Sample .....\$4.00 each  
 Lots of 6 to 11..... 3.75 each  
 Lots of 12 to 49..... 3.50 each  
 Lots of 50 to 100..... 3.25 each  
 A further slight reduction on yearly contracts  
 in 100 minimum lot shipments.  
 PATENTS APPLIED FOR

**FROM OUR CHICAGO HEADQUARTERS—(Continued from page 81)**

ing Brunswick phonographs which they are supplying to their dealers. The advertisements contained in this portfolio are furnished free to Brunswick dealers and can be used exactly as they are written or can be changed at will by the dealer. Suggestions for a follow-up campaign of advertising by the dealer are printed in the back of the book, where several samples of leaflets pertaining to the new Ultona reproducer are tipped in.

**Business Increasing**

When called upon by The World this month, R. F. Morenus, president of the Morenus Piano Co., stated that although they had but recently moved to larger quarters at 342 West Huron street, from present indications they will have to make a further enlargement. "We have been growing very fast of late," he declared, "and have been putting on more help and turning out more material than we ever did, but we are finding that more space is necessary. The trade thinks very well of the results obtained through the unique and special construction of our horn and tone chamber and the workmanship and finish of our talking machines are given the same care and attention as those of the pianos we turn out, that is, they receive first-class piano finish."

**Deserved Promotion**

Fred E. Reid, who for five months worked in this territory for the Thomas Mfg. Co., makers of motors and parts, Dayton, Ohio, made such an excellent showing that President Matthews has made him general sales manager of the company with headquarters at the factory at Dayton, O. Mr. Reid left early this month to resume his new duties, but not until he had appointed a successor in the person of N. S. Richmond. Mr. Richmond will have his headquarters in the recently opened offices on the tenth floor of the Republic Building and will have the title of Western sales manager. He will visit the trade in Chicago and contiguous

territory. He has considerable experience in the talking machine industry and has a technical knowledge of motors and everything entering into the construction of talking machines.

**Empire Window Trims**

The Empire Talking Machine Co. of this city have had prepared for them several very beautiful window trims, which they are prepared to furnish Empire dealers. These trims were prepared in response to numerous requests from Empire dealers all over the country for something individual and distinctly characteristic. John H. Steinmetz, president of the Empire Co., stated that the policy of co-operation existing between his company and his dealers has been meeting with marked success and that these new window displays which he has had prepared are receiving much favorable comment.

The impressive illustration shown herewith is a photograph of the window trims which were prepared especially for the formal opening of the Troup Bros. new store, 34 Market street, Lewistown, Pa. This store was thrown open to the public on April 1, and the display as shown in the illustration attracted much attention, as the art work was beautifully colored and harmonized with the Empire talking machines to the fullest degree. This new store of the Troup Bros. is under the personal supervision of Manager W. S. Lewis, who is enthusiastic over the

tonal qualities and values of the Empire machines.

In addition to the window trim which was used at the opening of the Troup Bros. store a special concert was arranged under the supervision of A. R. Mitchell, of Williamsport, Pa., the Empire representative in Pennsylvania. This concert was held on Tuesday evening, April company with headquarters at the factory at



**Empire Window Trim Used by Troup Bros., Lewistown, Pa.**

2. in Troup Bros.' recital hall. Miss Emma Keiss, soprano, was accompanied by Empire record selections played on the Empire talking machine. At the conclusion of this concert both Mr. Mitchell and Miss Keiss left for Greenburg, Pa., where Miss Keiss will be heard in another similar concert at the Porch Bros., Inc., establishment on April 5. A series of concerts will be

(Continued on page 85)

**TRANSFER NAME-PLATES**

We make the Transfer Name-Plates and Trade-Marks for the largest talking machine manufacturers in this country and for dealers in every state.

**YOUR NAME**, Mr. Dealer, on every machine brings the owner back to you for records and his friends to you for a machine.

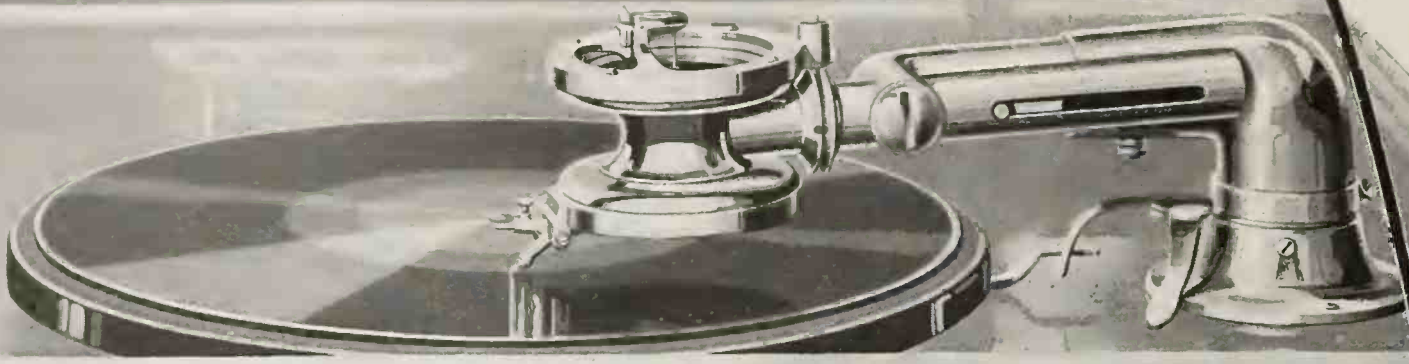
*Samples, Suggestions and Sketches Furnished Free*

**THE MEYERCORD COMPANY, CHICAGO**

Largest Manufacturers of **DECALCOMANIA** Transfer Name-Plates

# The Brunswick

ALL PHONOGRAPHS IN ONE



The Ultona

## Now! The Final Achievement

Brunswick introduces a new Method of Reproduction, a real sensation

**H**ERE, at last, is the supreme phonograph achievement of recent years . . .

The Brunswick Method of Reproduction.

It includes two distinctly new improvements, two inventions that absolutely revolutionize old standards.

Some maker was bound to build this ultimate phonograph, freed from ancient handicaps.

The honor has come to The House of Brunswick, a pioneer in developing the all-record idea. The first Brunswick met with phenomenal success, showing that we might spend thousands of dollars in perfecting this idea.

### Better Than Ever

Now, with the new Brunswick Method of Reproduction, distinctly new, we offer a super-phonograph.

It not only plays *all* records, but plays them at their *best*.

This is accomplished chiefly by The Ultona, our new all-record reproducer, and the new Brunswick Tone Amplifier.

Tone values are now given a naturalness hitherto unattained. Some of the gravest problems in acoustics are solved.

The Ultona is an amazingly simple contrivance. It plays all records according to their exact requirements. The proper diaphragm is presented to each record, whatever make, and the exact needle, the exact weight.

So you see that this is not a makeshift, not an attachment, but a distinctly new creation.

### Simplicity Itself

At the turn of a hand you adapt The Ultona to any type of record. A child can do it. It is practically automatic.

Now your library of records can be bought according to your favorites. For instance, each record maker has a famous tenor. On a one-record instrument you are confined to one. Others are barred. And who likes to be restricted? Who wants to be confined to buying from only one catalog, when there are several from which to choose?

The Ultona, we think, is the greatest feature offered any music-lover. And it is obtainable *solely* on the new Brunswick.

Another vast improvement in tone projection comes in our all-wood Tone Amplifier, built like a violin. All metal construction is avoided, thus breaking away from the usual custom.

Wood, and *rare* wood at that, is the only material that gives sound waves their proper vibration. With The Ultona and the new Brunswick Tone Amplifier, phonographic art is brought to higher standards.

### See and Hear

You cannot afford now to make a choice until you've heard the latest Brunswick. Until you become acquainted with The Brunswick Method of Reproduction. Until you hear this marvelous instrument.

You are invited particularly to examine The Ultona and note how simply it adapts itself to each type of record.

Once you hear the new Brunswick, you'll be delighted and convinced that this super-phonograph is in a class heretofore the ideal, but unattained.

All you want in any phonograph is found in this composite type. Plus superiorities not found elsewhere.

A Brunswick dealer will be glad to play this super Brunswick for you and explain the new Brunswick Method of Reproduction.

Brunswick Models—Price \$32.50 to \$1,500

THE BRUNSWICK-BALKE-COLLENDER COMPANY

Canadian Distributors:  
Musical Merchandise Sales Co.  
Excelsior Life Bldg.  
Toronto

General Offices: Chicago

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

Dealers:  
Write for our Profitable Plan  
with all the details

DEALERS:  
This ad appears in the  
SATURDAY EVENING POST  
April 6



## FROM OUR CHICAGO HEADQUARTERS—(Continued from page 83)

given by Miss Keiss under the supervision of Mr. Mitchell at various other Empire establishments throughout that territory in the near future.

**Notable B. & H. Fibre Needle Month**

March came as a surprise to the B. & H. Fibre Needle Co. It was not only one of the best months they have had for some time in point of orders actually shipped, but they entered April with a gratifying amount of unfilled business on their books. In their viewpoint the trade, as shown by the demands from their jobbers all over the country, is in excellent shape, at least the fibre needle is in steadily increasing demand.

Notwithstanding the conditions produced by the war the company is in excellent shape so far as supplies are concerned and is getting shipments of the finest quality of bamboo it has ever had both from Japan and India. They have recently received samples of some very excellent bamboo grown on the Governmental experimental plantation in Porto Rico. Mr. Hall's test of the quality of this bamboo produced very excellent results and would indicate that a new source of supply is available in this direction.

**Talks on Conditions**

When called upon by The World this month H. B. Bibb, sales manager of the talking machine division of the Brunswick-Balke-Collender Co., stated: "Our factory is making a tremendous effort to supply us with machines, but the shortage of competent mechanics, finishers, etc., is a serious handicap, and for that reason we are advertising for expert cabinet finishers and mechanics in all parts of the country. In order to meet the demand and relieve the strain put upon both our Muskegon and Dubuque factories, we have made arrangements to equip our large plant in Chicago with the necessary utilities for manufacturing talking machines. This building covers an entire block on Orleans and Huron streets and is located in the heart

of the manufacturing district on the north side of Chicago. It is but a few minutes' ride from the loop, and it will, therefore, be convenient for out-of-town visitors, as well as for shipping goods. This building takes up a hundred thousand square feet of floor space and will be in full running order within the next thirty days. It will be equipped so as to turn out at least ten thousand machines for the balance of this year.

"Our new Ultona reproducer is going over in great shape, and the matter of properly serving our established dealers is occupying practically our entire time, as we have made some very important contracts lately. J. E. Anderson, of Saginaw, Mich., is one of the dealers in his part of the country who is now handling the Brunswick exclusively. Other dealers who have taken on the Brunswick within the past week are the American Furniture Co. and the T. P. Pattison Music Co., both of Denver, the Wilbur Templin Music Co., of Elkhart, Ind., and Herb & Kalmer, of Sandusky, O., the leading department store."

**Joliet Visitor**

Geo. Wiswell, of the West Music Co., Joliet, Ill., spent several days in Chicago this week. Mr. Wiswell is a brother of L. C. Wiswell, manager of the wholesale Victor department of Lyon & Healy. Mr. Wiswell stated that they are "doing things" down in his town, and that the only trouble they are having at present is the shortage of records.

**Empire Phono Parts Co. Literature**

The Empire Phono Parts Co., of Chicago and Cleveland, have issued a beautiful little leaflet dealing with the Empire universal tone arm and reproducer. This leaflet contains three illustrations of the Empire products and is arranged in a very attractive manner, the wording being very brief, but to the point. It contains the story of the Empire tone arm and sound box and deals with the attractiveness of design of these phono parts in a manner which appeals to the manufacturers in many ways.

Two of the three illustrations presented show the tone arm in a position for playing lateral cut records and the other position shown is that of the reproducer turned back to permit the insertion of the needle. It is stated that when in this position the cover of the cabinet may be lowered without striking the needle point. This throw-back position appeals particularly to the purchaser, as it eliminates all chances of injury to the record and insures that the sound box is always in a correct position for playing.

**Brunswick Man to Army**

H. E. Nelson, advertising manager of the Brunswick-Balke-Collender Co., left Chicago April 2, bound for Portland, Me., where he entered the U. S. Aviation Training School for Mechanics. Several other boys from the Brunswick Co. were also called to the colors and left during the week for various training camps throughout the country.

**Having Vacations**

C. L. Davidson, of the Talking Machine Shop, in an interview with The World this month, stated that the stock was coming in in fine shape and that they were enjoying a very good business. "The first of our girls started their vacation last month, when Evelyn Brackenridge left for Saginaw, Mich., to visit her mother. She will be gone for the whole month. Ruth Hartman, also of our sales forces, took a two weeks' vacation the first of April." Mr. Davidson stated that his brother, G. W., took a little flying trip to the Victor factory about two weeks ago and from there went down to Philadelphia to visit his relatives. He was accompanied on the trip by Mrs. Davidson.

**Six Best Sellers**

Edison announce the following as the six best sellers for the month: "U. S. Army Camp Songs," "Bungalow in Quogue" and "Just a Voice to Call Me, Dear," "Leave it to Jane" and "Siren's Song," "Jack O'Lantern Fox-trot" and "Knit, Knit, Knit," "That's Why My Heart is Calling"

(Continued on page 87)

**Empire**  
—the Machine  
that Plays  
any Record

**This Machine Will Bring  
You Wonderful Results**

The many features embodied in the Empire machine have made it wonderfully popular and all of our dealers are selling a great many of them at the present time. The Model B as illustrated represents the biggest value ever offered in a talking machine retailing at that price.

The Empire line comprises nine beautiful models. Each one is equipped with universal tone arm which plays all makes of records. Motors are all smooth running and powerful. Prices at retail from \$27.50 to \$215.00.

We also make a complete line of Empire records which retail at popular prices. Dealers interested in putting in a line of machines and records should write for our exclusive agency proposition.



Model B.  
\$110

**EMPIRE TALKING MACHINE COMPANY**

JOHN H. STEINMETZ, President

429 SOUTH WABASH AVE.

CHICAGO, ILL.

Write us for "Dorothy" Booklet

# Why MANDEL SERVICE is a guarantee of sales

Dealers have learned the advantage of handling the MANDEL LINE of superior Talking Machines because they are made in their entirety *under one roof*—a guarantee of uniformity throughout.

THE MANDEL LINE of Talking Machines is sold on a written guarantee for *service* backed up by one of the most efficient up-to-date factories in existence. A fitting assurance of its superiority.



This is our handsome Model No. 3 Machine.

Note our plan of sending it on FREE TRIAL

In quality, workmanship and richness of tone MANDEL TALKING MACHINES measure up to the highest accepted standard, yet in price are within the reach of the most modest purse.

The Mandel Talking Machine is the Machine "Without a come-back." Its standardized make-up assures service even under the stress of severe usage.

Our co-operative plan to dealers is the biggest inducement ever offered by any reliable talking machine line. We not only help *sell* our line but *help dealers buy it*.

Send to-day for details of this unique plan—it is "opportunity pounding on your door"

## MANDEL MANUFACTURING CO., Inc.

CHICAGO  
501-511 Laflin Street

NEW YORK  
41 Union Square

## FROM OUR CHICAGO HEADQUARTERS (Continued from page 85)

You" and "Will You Remember," "Naval Reserve March" and "Spirit of America."

Six best Victor sellers for the month are: "Id' Like to be a Monkey in the Zoo" and "Go-Zin-To," "Are You from Heaven" and "Give Me the Right to Love You," "Just a Baby's Prayer at Twilight" and "On the Road to Home Sweet Home," "Tickle-Toe" and "Going Up," "The Lord is My Light," "I Puritani."

The six best Pathé sellers for the month are: "Romeo et Juliette," "Can't Yo' Heah Me Callin', Caroline?" and "Little Alabama Coon," "Sweet Little Buttercup" and "In Berry Pickin' Time," "Homeward Bound" and "When the Boys from Dixie Eat the Melon on the Rhine," "A Baby's Prayer at Twilight" and "Valley Rose," "Liberty Bell" and "There's a Million Heroes in Each Corner of the U. S. A."

Columbia Graphophone Co. announce for the past month the following six best sellers: "Long Boy" and "For You a Rose," "Darktown Strutters' Ball" and "I'm All Bound Round With the Mason-Dixon Line," "What 'Til the Cows Come Home" and "Somewhere in France Is the Lily," "Do Something" and "Liberty Bell," "Hello, My Dearie" and "Ching Chong."

#### Resting Up

C. E. Goodwin, general manager of the Phonograph Co., recently left for Hot Springs, Ark., for a two weeks' resting period. Mr. Goodwin has been very active for the past several months and thought that this time of the year would be beneficial to his well-being. He is expected to return to Chicago on Monday.

#### Ryde Visits

Joseph Ryde, formerly assistant manager of the Victor department of Lyon & Healy, but now of the Fuller-Ryde Music Co., of Indianapolis, was a visitor to Chicago for several days last week. Mr. Ryde has a partnership in the firm of Fuller-Ryde and stated that he likes the new field. "Business is very favorable in our territory," said Mr. Ryde, "and the trade is keep-

ing us mighty busy. We are having some very good sales. I expect to permanently locate in Indianapolis in the fall, when I will move my family and belongings from Chicago to that progressive city.

#### Move to New Quarters

The Automatic Container Co., manufacturers of the automatic record filing device for talking machines and who are producing an extensive line of record cabinets and carrying cases incorporating this feature, have moved their general offices and warerooms from the Tacoma Building to more centrally located quarters at 506 Republic Building. The company is constantly adding to the number of talking machine manufacturers who are adopting their device and the sale of cabinets is continually increasing. The company is arranging for exclusive wholesale agencies in various parts of the country. They recently made the Phonograph Clearing House, Inc., at 51 East Forty-second street, New York, their representatives in that city. H. E. Taylor, formerly superintendent of the Jacko Furniture Co., of Buffalo, will represent the Automatic Container Co. in western New York. The company will have an exhibit at the National Music Show to be held at the Grand Central Palace in New York the first week in June.

#### Will Represent Widdicomb Line

H. P. A. Mossner, a piano and talking machine man of wide experience, has secured handsome warerooms at 532 Republic Building. The warerooms are immediately opposite the elevator and with its handsome crystal front constitutes one of the shops for which the building is noted. Mr. Mossner will have the Chicago wholesale representation for the Widdicomb phonographs, made by the Widdicomb Furniture Co., of Grand Rapids, Mich., and will shortly have a complete line of these beautiful machines in the various period styles on display for the benefit of visiting dealers. He will

also handle a line of pianos made by the Chute & Butler Co., of Peru, Ind., and an extensive line of talking machine accessories.

#### Chicago Headquarters for Puritan Phonographs

What may be properly termed one of the most important news items of the month is the closing of a deal by which James B. Orth secures the wholesale representation for the Puritan phonographs and records of the United Phonographs Corp., of Sheboygan, Wis., for Illinois, Indiana, Michigan, inclusive of the upper peninsula and Missouri. Offices and demonstration rooms have been secured at suite 422 Republic Building, where a complete line of Puritan phonographs and records will be carried for the inspection of the trade. Mr. Orth is a successful Chicago business man of years of experience and is a brother of C. J. Orth, well-known piano and talking machine dealer of Milwaukee, who, by the way, has recently become distributor for the Puritan line for Wisconsin and the upper peninsula in Michigan. Mr. Orth will have a valuable assistant in Miss Helen Essen, a young woman who has been associated for some years with leading talking machine concerns in Chicago, and who will be the "campaign manager," doing some traveling and giving dealers the benefit of her experience in demonstrating and selling.

#### New Mandel Model

The Mandel Mfg. Co. are out with a new member of the Mandel talking machine line. It is known as Model No. 5 and is a full cabinet machine, forty inches in height, retailing at the moderate price of \$65. The company state that it has the same high-grade equipment which characterizes the other models and has been produced to meet the demand for a cabinet machine selling at a lower price than the other models. The company has also inaugurated a very extensive dealers' co-operative service, consisting not only of attractive advertisements for inser-

(Continued on page 89)

# The Tone Arm and Reproducer

Patent Applied For



Plays Any Make Record

No Set Screws to Adjust

The Empire Universal Tone Arm will appeal to the talking machine manufacturers because it possesses wonderful tonal qualities and because it will add distinction to their machines.

The Empire Reproducer has been pronounced by competent critics to be the best sound box on the market. It is adjustable to any position without the use of set screws and the throw back position for inserting needle will appeal particularly to the retail purchaser.

The Empire Tone Arm and Reproducer can be furnished in several lengths, and in ordering samples state measurements from center of turntable shaft to center of horn hole on motor board. Made in both nickel and gold plated finish.

Write for Descriptive Circular and Prices

Address all inquiries  
to our Chicago office

**THE EMPIRE PHONO PARTS CO.**  
Sales Office, 427 South Wabash Ave., Chicago, Ill.

Factory:  
1102 West 9th St.  
Cleveland, Ohio

# The Scotford Tonearm And Superior Universal Reproducer

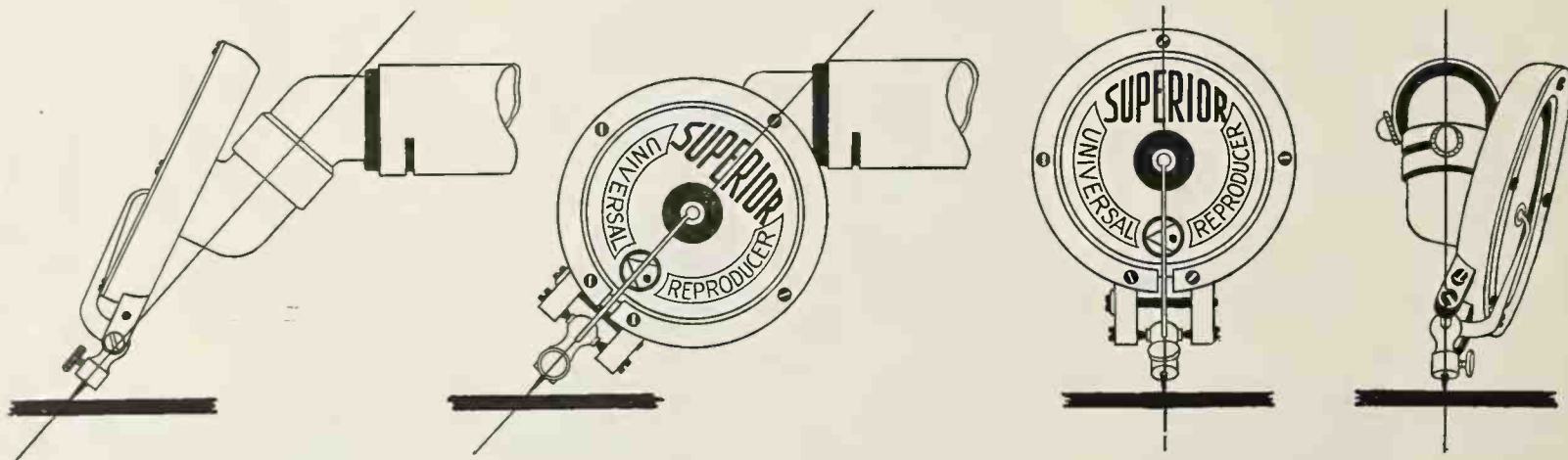
Perfect in acoustics—affording supreme quality and volume of tone

Handsomest and most distinctive in design and finish

The Reproducer that pivots on its axis, taking the correct angle for all makes of Records—and retains the same center in both positions—which feature, as shown below, is covered by United States Letters Patent, Number 1,251,828



Sample Prepaid  
Nickel \$5.25 Gold \$6.50  
If not rated—remit with order  
Money refunded on return of Sample in good condition within 30 days



And this is but one of the Patented features which make it the Superior Universal

Mills & Cooper  
Manufacturers of Mills Gramophones  
2725 Calumet Avenue  
Chicago

Barnhart Brothers & Spindler,  
Chicago.

Sirs: We should like to have you share with us the enthusiasm that comes from hearing the Superior Reproducer at its best. We have completed our experimental work and have placed the Mills Gramophone on the market. As you know, we are using the Superior Reproducer and we consider it head and shoulders above anything made.

We have been experimenting for more than a year and have tried almost every combination under the sun. We like the Superior better than any other we tested and with it have been able to get probably the best reproduction ever attained.

It is only proper here to mention the intelligently rendered service which goes to users of your product. Your Mr. Louis K. Scotford has helped us immeasurably by his interest and suggestions. We have developed an amplifier which brings out the more subtle tones and gets the expression of the original with a character and musical ring we have never heard in another machine.

The Mills Gramophone is made in small quantity only for the higher class trade. It has made a profound impression among the music lovers who have heard it, and especially among those who do not care for the usual colorless phonographic results. It is absolutely toneless—that is it has no flavor of its own to mar the beauty of the original tones in the records. Our idea is that a phonograph has about as much business with tone as a cup has with flavor. With this idea in mind we have worked until we now have an instrument which will play every make of record better than the machines of the record manufacturers. The improvement is so marked in some cases as to be almost uncanny.

Respectfully, Mills & Cooper.  
By G. K. Mills.

March 30, 1918

To Jobbers and Dealers in Edison, Pathe and Other Hill-and-Dale Records

You can greatly increase the demand for your Records by selling these Reproducers and Attachments applying them to various standard machines. Write for quantity prices Liberal Arrangement for Jobbers

The Superior Universal Reproducer			The Scotford Model I Reproducer		
	Sample Prepaid	Retail Price	The original Scotford Reproducer—plays only Hill-and-Dale Records, but plays them at their best		
With Attachment for	Nickel \$4.10	\$6.50	As is—it fits the	Sample Prepaid	Retail Price
Victor	Gold 5.00	8.00	Victor	Nickel \$3.50	\$5.50
With Attachment for	Nickel 3.50	5.50	Gold 4.10	Gold 4.10	6.50
New Victor	Gold 4.25	6.75	With Attachment for	Nickel 3.75	5.85
With Attachment for	Nickel 3.70	5.85	Columbia	Gold 4.45	7.00
Columbia	Gold 4.55	7.25	With Attachment for	Nickel 4.05	6.35
With Attachment for	Nickel 4.10	6.50	Pathe	Gold 4.75	7.50
Edison	Gold 5.00	8.00	Can be used on the	Edison with the Kent Attachment	
With Attachment for	Nickel 3.70	5.85			
Pathe	Gold 4.40	7.00			

\*This refers to the latest type having the enlarged Tonearm



## Barnhart Brothers & Spindler

Monroe and Throop Streets  
Chicago

Makers of Superior Specialties for Phonographs

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 87)

tion by the dealer in his local paper, but an excellent window display and direct mailing material of a forceful nature. The company has also lately put into effect a liberal selling plan which is proving very interesting to the trade and resulted in adding a number of good dealers to the Mandel Co.'s list of important representatives.

**W. E. Cotter Now General Manager**

W. E. Cotter, who for the past few months has been in charge of the retail talking machine department of Thos. E. Wilson & Co., has been made general manager of the entire talking machine division and will have charge of both the wholesale and retail departments. Mr. Cotter

stated that they are getting out a new line of talking machines, embracing six new models and all models to be in three different woods. Preparations are being made for elaborate wholesale display rooms in connection with the retail department at 42 South Wabash avenue. Mr. Cotter is assisted in the wholesale department by Miss Mabel Winchell, formerly of the Talking Machine Co., of New York. Miss Winchell, who will act in the capacity of secretary, will assist Mr. Cotter in entertaining visiting dealers to the wholesale department. He is assisted in the retail department by Miss Hazel M. Walker, who will have entire charge of the retail end of this business.

defeat of 30,000 Huns and saving the lives of 30,000 American boys.

"The Playerphone dealers who buy direct from the Playerphone Talking Machine Company, and not through our jobbers, should establish the Liberty Bond and Thrift Stamp Fund at the rate of \$2 instead of \$1 for each Playerphone, in order to maintain the \$3 standard and help reach the \$30,000 Playerphone Liberty Bond and Thrift Stamp campaign.

"We sincerely hope and believe that our Playerphone jobbers and dealers will join us in the Playerphone Liberty Bond and Thrift Stamp campaign, as Uncle Sam must win, or the Playerphone business can not continue. This also applies to your other lines of business."

**A PIONEER IN THE CHICAGO MARKET**

**D. W. McKenzie, President of Playerphone Talking Machine Co., Among First to Realize Trade Possibilities in That Section—Plan to Help Liberty Bonds and Thrift Stamps**

CHICAGO, ILL., April 8.—D. W. McKenzie, president and general manager of the Playerphone Talking Machine Co., was among the first Western men to perceive the advantage offered by Chicago, the "great central market," for the manufacture of talking machines. Associated with him in this enterprise is D. D. Caldwell, one of Oklahoma's most enterprising citizens, and vice-president of the State National Bank of Oklahoma City. This company, of which Mr. McKenzie is the head, has become a very strong factor in the trade and is marketing its product through many of the largest jobbers and dealers, whose strength and extent of operations in itself is evidence of the recognition of the company's product as one of merit and of stability.

The Playerphone line embraces no less than nine cabinet machines ranging in price from \$65 to the beautiful \$500 White House model. Just as the country has inaugurated the third

Liberty Bond campaign, Mr. McKenzie has made an announcement which is as timely and generous as it is unique. It is to the effect that the Playerphone Talking Machine Co. will establish a Liberty Bond and Thrift Stamp fund on the first of each month, according to the amount of Playerphones shipped the previous month, one dollar being placed to the credit of this fund for each Playerphone shipped from March 1, 1918, until the close of the war. Further details of the plan are contained in a leaflet which is now being sent to the trade and which runs as follows:

"Every Playerphone jobber is cordially invited to participate in this Playerphone Liberty Bond and Thrift Stamp campaign by establishing a fund similar to the Playerphone Talking Machine Company's plan and placing one dollar to said fund for each Playerphone sold, and to invite their dealers to whom they sold Playerphones to do the same.

"Therefore, if this plan is followed out and complied with, by the time the Playerphone reaches the customer there will be \$3 worth of Liberty Bonds or Thrift Stamps bought. If 10,000 Playerphones are sold during the year it will mean \$30,000 worth of Liberty Bonds or Thrift Stamps purchased and possibly mean

**ANNOUNCE A NEW TONE ARM**

**Barnhart Bros. & Spindler Offering Scotford Tone Arm and Superior Universal Reproducer to the Trade—Some Features**

CHICAGO, ILL., April 10.—Barnhart Bros. & Spindler announce to the trade this month that they are now in a position and are offering to the trade their Scotford tone arm and Superior universal reproducer. Both the reproducer and the tone arm are the inventions of Louis K. Scotford. In breaking away from the general design of tonearms, Mr. Scotford has confined his experiments to the well-founded fact that tone waves act upon the same principle as light waves, i. e., traveling in a straight line until they meet some obstruction from which they are deflected at right angles. Having in mind the well known laws that a straight line is the shortest distance between given points and that sound waves are deflected at right angles, Mr. Scotford set out to produce a tone arm that would embrace both of these laws and as a result the tonearm which is being manufactured by Barnhart Bros. & Spindler is char-

(Continued on page 90)

**Superior in Quality—Prompt in Service!**



VITA-NOLA  
150

**VITANOLA**



Trade Mark Registered

MARK OF QUALITY

*Write for our dealers proposition*

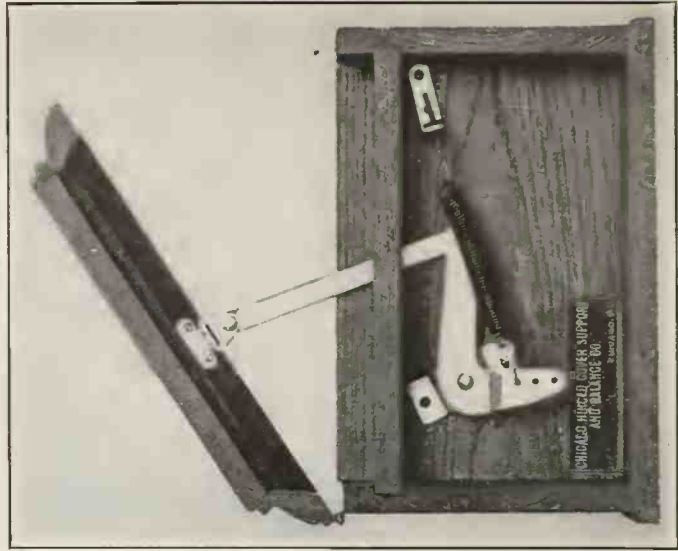
**VITANOLA TALKING MACHINE COMPANY**  
501-509 WEST 35th STREET  
CHICAGO, ILL.

**THE CHICAGO COVER**

**BALANCE No. 1**

**N**OW that you've taken the trouble to turn this magazine over so that you could see the large cut of

to better advantage, you have accomplished something. You have enhanced your memory. That's psychology. Equip your machines with our cover support and your customers will be better satisfied. That's business. Think it over.



(Pat. Applied For) COVER BALANCE No. 1

**Chicago Hinged Cover Support and Balance Co.**

2242-44 W. 69th St. CHICAGO, ILLINOIS

**FROM OUR CHICAGO HEADQUARTERS—(Continued from page 89)**

acterized by being angular instead of curved, the result being that the tones are given the shortest possible route over which to travel from the sound box to the amplifier. This has the effect of giving the sound produced the seeming point of origin directly in front of the machine instead of the muffled unnatural sound within the machine. This, as can be seen, adds volume to the tone owing to the short distance through which the tone must travel. In producing the superior and universal reproducer, Mr. Scotford has gone off the path generally followed and has produced a sound box which is carried above the record at a slight angle instead of a vertical line as is generally the case. To bring the vertical line into play, which is necessary for playing the record, the needle is also placed in the clip which is built at an angle; the result being that the point of the needle is directly centered no matter in what position the sound box is placed. This sound box has many interesting features embodied in it. Mr. Scotford has also produced a tone amplifier which is made of especially prepared composition. This amplifier is also worked out on the law of angles, the throat being very short and set on a right angle with the body of the amplifier. The sound waves coming down into the throat do not vibrate the amplifier in the least, Mr. Scotford's idea being that the sound vibrations be reflected back

into the air column, thereby giving more volume and throwing the tone out of the machine in its entirety.

R. M. McArthur, of Barnhart Bros. & Spindler, stated that they had gone slow in announcing their Scotford tone arm and Superior universal reproducer to the trade because they wanted to have it perfected to the highest degree and be in a position to meet the demands of the trade. The desired result of perfection having been obtained and enough material on hand to produce the goods in order to meet the demand that would be put upon it by the trade the formal announcement was made. "We have been sending out samples for some time and have been receiving many interesting letters from those to whom we have sent the samples," stated Mr. McArthur. The following letter was received from Alfredo L. Demorest, vice-consulado del Paraguay, Wilmington, Delaware:

Gentlemen: I consider the Superior universal reproducer and tonearm the best leader made; they are, in fact, above all competition. Your reproducer gives a depth of sound that is so wonderful that all other sound-boxes that I have ever heard seem obsolete. Besides this marvelous depth and warm richness of tone, it has the great advantage of a surprising musical volume. In all makes of records overtones and undertones never before heard with other reproducers are brought out with pure, crystal-like clearness. Your reproducer, turning with absolute correctness upon your ideal tonearm, places the needle in exactly the right angle for either the lateral or vertical cut

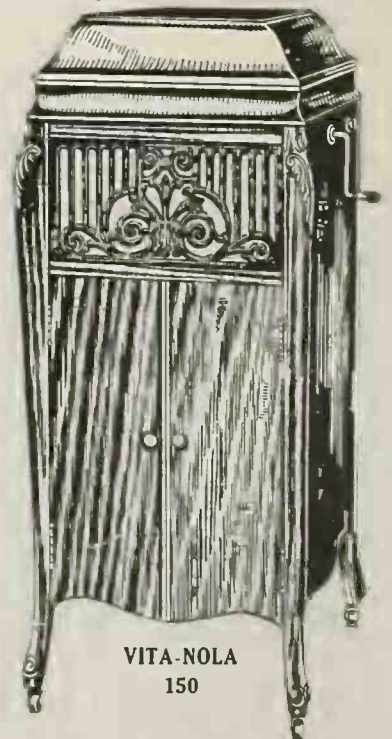
records. Your Superior universal reproducer and tonearm is the only outfit of its kind that, to my knowledge, will safely play the vertical cut records without skidding across the record which causes a jewel point to dig into the record and ruin it. This is impossible with your reproducers as they, in position for playing hill-and-dale records, take the grooves at the only correct angle. Other makes of reproducers slant too much, therefore there is always the tendency for them to slip from the groove and skid. All that I have said of the Superior is also true of the Scotford Model I, that wonderful reproducer of yours that, with its large diaphragm, plays the vertical-cut records with so great and beautiful a tone. Though I am not in the talking machine business, being a writer and artist, aside from consular duties, I have made a deep study of phonograph parts, also experimented a great deal, from pure love of the thing. I even have made sound-boxes, or reproducers after my own ideas. I am considered an expert on sound-reproduction. I have sixteen different reproducers fitted to my talking machine, but I know that for perfect articulation, beautiful tone and volume, your sound-boxes and tonearm have no equal.

Wilmington, Delaware. Vice-Consulado del Paraguay. ALFREDO L. DEMOREST,

**A BIG VITANOLA SELLER**

Model No. 150 a Great Favorite With the General Trade of the Country.

CHICAGO, ILL., April 6.—The Vitonola Talking Machine Co. report that the No. 150 Vitonola



VITA-NOLA 150

which is herewith illustrated is proving one of the biggest sellers on the line of new models which they have recently put on the market, and in fact is the biggest seller they have ever had. It is an extremely attractive instrument in exterior appearance and stands 50 1/2 inches in height. It is very symmetrically designed with massive carvings at the top and bottom of the legs. It contains a double spring motor of unusual strength and accuracy of operation which winds for eight records. The tone arm and sound box are of special design and of the company's own creation. One of the minor

**Presenting the Puritan**



In our new demonstrating rooms, 422 Republic Building, Chicago, we are now showing the Puritan Phonograph, the instrument of new and exclusive features.

Service is our slogan. And we are equipped to render active and immediate service to all dealers in Michigan, Indiana, Illinois and Missouri territory.

Write, wire or 'phone for full particulars regarding the PURITAN and PURITAN RECORDS — or, better still, come in.

**James B. Orth**

Special Representative

**UNITED PHONOGRAPHS CORPORATION**

422 REPUBLIC BUILDING

'Phone Wabash 7630

CHICAGO

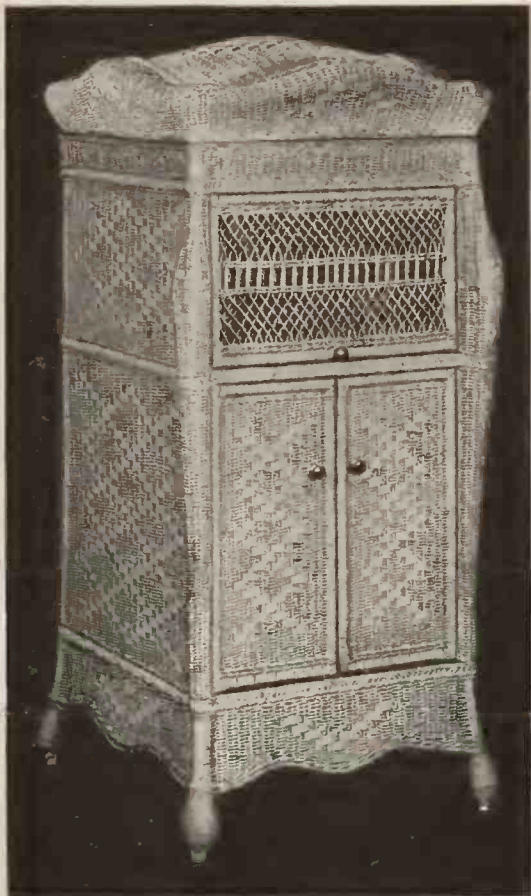
FROM OUR CHICAGO HEADQUARTERS—(Continued from page 90)

features which yet adds one to the many talking points of the machine is the tilting motor board, which gives easy and instant access to the motor. Another detail which many dealers will appreciate is that the sound chamber is finished in harmony with the exterior of the case. It is equipped with horizontal felt-lined shelving. No. 150 is supplied in either golden or fumed oak or in mahogany.

**NEW LINE OF MACHINES AND CASES**

Lakeside Supply Co., Inc., Offering Cases Woven of Luxfibre Which Are Distinctly Attractive in Appearance—Company Also to Market a New Jumbo Tone Arm

CHICAGO, ILL., April 10.—The Lakeside Supply Co., Inc., of 202 South Clark street, this city, are just ready to put on the market a brand new line of talking machines and cases. These cases are made up of what is known as Luxfibre, which can be woven into the most artistic patterns, as is shown by the illustration. Unlike reed or rattan it does not crack or break in making short curves or bends, it is claimed.



The Luxfibre Case

The cases are finished in old ivory, mission, oak, chocolate brown, frosted ebony and frosted brown. However, they can be produced in almost any shade desired to match the surroundings.

It takes an expert weaver from four to six days to weave the cases. They are then well sized, next given a spray of the finish desired and then two spray coats of spar varnish. The Lakeside Supply Co. does not specialize in making completed phonographs, as it furnishes all parts to manufacturers and assemblers, but in marketing the Luxfibre machines they are not competing with any one, as these cases are distinctive and not being sold by the trade generally.

The Lakeside Supply Co. expect to put on a man to handle the Luxfibre line exclusively and introduce it to the trade.

Another important announcement from the Lakeside Supply Co. is the fact that they have just developed their new No. 4 Jumbo tone arm to play all records in one position without any appreciable loss in quality or volume. This means absolutely no shifting or moving of arm or sound box for playing any disc record. The company have worked very hard for a number of months and now believe they have a thoroughly practical combination. Patents have been applied for.

**METAL SPECIALTIES CO. ORGANIZED**

Benton Harbor Concern to Have Capital Stock of \$60,000 in Their New Enterprise

BENTON HARBOR, MICH., April 9.—The Metal Specialties Co., of this city, have been organized with a capital stock of \$60,000 and have purchased and fully paid for a substantial two-story factory building and are now preparing to produce talking machine motors, tone arms and other specialties. The officers are Wm. R. Everett, president; A. R. Knight, vice-president, and Milton Hinckley, secretary and treasurer.

President Everett, whose inventions the company will manufacture, is a man of long experience in the talking machine and supply business and was formerly the Western representative in Chicago of the Crescent Talking Machine Co., of New York. Added to his experience in the talking machine business, he has had fifteen years' experience in the manufacturing line. He is a mechanical engineer and a member of the Society of Automobile Engineers. In speaking of the company's product Mr. Everett says:

"You may state that our motor is not a radical departure in any way from accepted engineering practice, but on the other hand it is not a copy, nor yet an 'improved modification' of any existing type of motor. Our use of worm and spiral gears with one jack shaft only, and this set at an original angle, is an invention. Our use of a vertical governor and with solid links instead of the usual spring weight links, while an invention, is nothing more or less than good mechanics.

"I think we are the only people in the United States using the galvanic copper process for the making of tone arms. In the first place, the copper metal itself is resonant and has a real musical tone. In the second place, the use of this process enables us to make tone arms without extravagant tool cost. In other words,

**Why Break Records? Just File Them!**

That is if you have the wonderful Record filing system which is a feature of

**The Marvelous MAGNOLA**



Watching the Music Come Out

This is only one feature of many that will command your interest and attention. Let us send you handsome illustrated catalog and information as to our plans for helping you to make money with MAGNOLA.

**MAGNOLA TALKING MACHINE COMPANY**

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

each phonograph manufacturer can have his own exclusive design of tone arm and at practically competitive prices with other processes and without tool cost."

G. T. Williams, popular Brooklyn Victor wholesaler, is back at his desk after a well-deserved rest down South.

**Different—But Practical**

*The MORENUS Phonograph is a Distinct Departure from a Tonal Viewpoint*

The horn, which is entirely of wood, is built on the principle of the saxophone and enters the tone chamber at the bottom, not the top. The tone is big and full but mellow, and the reproduction of the artist's voice or instrument is faithful to an unusual degree.

Among the other features is a unique tone moderator which actually graduates: an exceptionally high grade and acoustically correct tone arm and reproducer, and a cover support which makes handling the lid a delight.

The case designs are right and the cabinet work and finish unexcelled.

**The MORENUS is in 3 STYLES**

- A. OAK, - - 48 inches high. Retail price, \$110
- B. MAHOGANY, 48 " " " " 125
- C. OAK and MAHOGANY, 50 inches high, Retail price, - - - - - 150

Very liberal discounts to the trade  
 Send for our new descriptive catalog



Style B

**The MORENUS PIANO CO.**

342 West Huron St.

CHICAGO, ILL.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 91)

**MAKING CABINETS EXCLUSIVELY**

Wm. A. Johnson, Now Owner of the Northwestern Cabinet Co., Is a Progressive

MENOMONIE, Wis., April 6.—Really no one could conceive of a better location for a cabinet factory than this city. It is located right in the heart of the big lumber industry and from the roof of any of the factories one can see the forests whose product is continually going through the mill rooms in Menomonie.

Wm. A. Johnson, who recently acquired the interest of his former associates in the Northwestern Cabinet Co., is now the entire owner of that business and is devoting himself exclusively to the manufacture of cabinets for talking machine manufacturers. He is a man of long experience in the making of pianos and talking machines and has built up an excellent business since he became a part of the industrial activities in Menomonie. He is himself a skilled designer and is prepared to submit special de-

signs for cabinets as well as to make them after the ideas of others. He also has facilities for installing the working parts of machines into the cabinets if the customer so desires. The factory is excellently located, being near the junction of the Chicago, Milwaukee & St. Paul and Chicago & Northwestern railroads, and therefore enjoys unusual shipping facilities. Mr. Johnson is a brother of Henry G. Johnson, vice-president and superintendent of the Holland Piano Mfg. Co., and the two men have become dominating influences in the business life of this thriving city because of their goaheadness.



W. A. Johnson  
 W. A. Johnson, vice-president and superintendent of the Holland Piano Mfg. Co., and the two men have become dominating influences in the business life of this thriving city because of their goaheadness.

**Equip Your Phonographs With Perfect Automatic Brakes**

Samples \$1.00 Each  
 Cash with order

State make of tone arm used



Easy to Operate

Patented Aug. 28, '17

Simple construction and easily attached. Made in four styles to fit any make of tone arm.

Write for attractive quantity price

**PERFECT AUTOMATIC BRAKE CO.**  
 Room 400, 425 S. Wabash Ave., Chicago

**WIDDICOMB POPULARITY**

Line of Phonograph Made by Grand Rapids House Grows in Trade Favor

GRAND RAPIDS, MICH., April 9.—The Widdicomb Furniture Co. is meeting with excellent success with the Widdicomb line of phonographs, which have attracted great attention in the trade because of the unusual character of the beautiful period designs and of the high-class construction and tone qualities. E. C. Howard, the manager of the phonograph department, says that they are shipping goods just as rapidly as they are completing them, and that they are straining every effort to give their dealers prompt satisfactory service.

**SAFELOWERS MAKE A BIG HAUL**

Get Much Cash, Liberty Bonds and Notes at Collister & Sayle Store in Cleveland

CLEVELAND, O., April 8.—Safeblowers early this morning broke open the store of the Collister & Sayle Co., 252 Superior avenue, dealers in Victor talking machines and records. The safe was wrecked with nitroglycerine and \$700 in cash and \$500 in Liberty Bonds and \$10,000 in promissory notes stolen. The robbery was discovered by a porter when he opened this store. W. F. Sayle, treasurer of the company, said he thought the above items would cover the loss. The store is in the very heart of the shopping section, directly across the street from the post office. The robbers cut a hole through the rear wall. After blowing the safe they dragged the loot to a vacant room and sorted it. There is no clue.

**NEW AGENCIES FOR THE BRUNSWICK**

New York Office of Brunswick-Balke-Collender Co. Opens Number of New Accounts

Among the new agencies for Brunswick phonographs recently opened by the New York office of the Brunswick-Balke-Collender Co., is included the firm of Anderson & Duchene, Torrington, Conn. The formal opening of the new department, in charge of J. J. Brophy, of the Brunswick Co., was quite an event, and was heralded by liberal advertising. The company is composed of Victor Anderson and Rene Duchene, both experienced talking machine men.

The Brunswick phonograph was also recently placed with Simon Bersin, a well-known piano dealer at 410 Grand street, New York.

Chester Abelowitz, of the Brunswick Co., is now in Trenton during the recital week held at the warerooms of the Hurley-Tobin Co., of that city, and who carry the Brunswick line.

Very enthusiastic reports have been received during the past week from John Duncan, manager of the Brunswick department of the Gamble-Desmond Co., of New Haven. Mr. Duncan reports that sales have been fine recently.

**Hiawatha Phonographs AND Hiawatha Success**



STYLE 100

In the past two years HIAWATHA dealers have realized that the HIAWATHA Phonograph has enabled them to sell a Phonograph to their trade, the Quality of which they can guarantee with every assurance that it will reflect credit to the reputation they have established for square dealing and their motto of "Quality First".

HIAWATHA Phonographs mean Success which has been established by their wonderful Quality of *Tone, Construction and Finish*. The same opportunity is waiting for you. Write today and let us prove that your initial order will not only be satisfactory, but a good investment.

**Models \$40, \$60, \$85 and \$115 Retail**

Tone chamber made of genuine Spruce. No metal.  
 Cabinets made of 5-ply stock. Construction guaranteed.  
 Motors and equipments, using double spring motors, highest standard of Quality.  
 Electric motor \$25.00 extra.  
 Tone modifier, built in as part of the machine, not an attachment. Patent applied for.  
 Plays all records with the same attachment.



The Home of Hiawatha  
 "All Orders F. O. B. Factory"

**OTTAWA PIANOPHONE COMPANY**

City Address: 802 Republic Building, Chicago, Ill.



**Wouldn't a fresh, tailored, new Spring dress for your window help your sales? The Columbia Dealer Service Department has one all ready for you. Ask for it. It's to be had for the asking.**

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



**NEW MODEL OF PURITAN PHONOGRAPH READY FOR MARKET**

Handsome Machine, Designed on the French Baroque Order, Embodies the Various Distinctive Puritan Features of Construction, Including the Long Horn—New Distributors

The United Phonograph Corp., makers of the Puritan phonograph and records, Sheboygan, Wis., are just putting on the market a new design of the Puritan phonograph, illustrated elsewhere in this issue, and which is calculated to attract instant attention because of its uniqueness as well as artistic symmetry and gracefulness. It is on the French Baroque order and with its utter distinctiveness, curved surfaces and exquisite veneers, handsome hand carvings, heavy base and carved feet, is bound to be considered an artistic triumph. The design, by the way, has been patented. A notable feature of all Puritan phonographs is the long horn built entirely of wood and extending from the tone arm to the tone chamber at the bottom of the cabinet. It has only one bend and closely resembles an organ pipe in construction. Unusual resonance and beauty of tone are claimed as a result of this construction. The drop door at the base gives egress to the tone and operates as a modifier, being manipulated by a button at the side of the machine near the crank handle and can

be set at any angle desired. While the tonal idea was the desideratum in the horn construction and the location of the tone chamber, the consequent position of the record compartment in the upper part of the cabinet is another advantage, as it gives most convenient access to the records. The United Phonographs Corp. is a subsidiary of the the great Wisconsin Chair Co., of Port Washington, Wis., a million dollar concern, and has the advantage of practically unlimited manufacturing facilities. The line of cabinet machines is extensive, meeting the demand of practically all classes of the trade as to price. The men at the helm have high ideals as to the maintenance of a high quality standard in everything they produce.

The company has recently made Charles J. Orth, of Milwaukee, distributor for Wisconsin and the upper peninsula of Michigan, while J. B. Orth, who has just opened warerooms in the Republic Building in Chicago, has for his territory Illinois, Indiana and Michigan with the exception of the upper peninsula.

**NEW HOME FOR PENN PHONO. CO.**

Well-Known Victor Wholesalers of Philadelphia Lease Large New Building on Arch Street

PHILADELPHIA, PA., April 8.—The Penn Phonograph Co., the well-known Victor wholesalers at 17 South Ninth street, has signed a lease for the modern fireproof building at 913 Arch street, and will move to that location some time in June. The building is a four-story and basement structure. The exterior is as unusually striking in appearance as the interior is complete and practical. The expanding business of the company has made this change necessary. The company believes the future of the business means much greater things than in the past and is preparing for the expansion when it comes.

**GUEST OF PHILADELPHIA DEALERS**

T. J. Leonard, General Sales Manager of the Musical Phonograph Division of Thomas A. Edison, Inc., Speaks at Regular Monthly Meeting of Philadelphia Edison Dealers

PHILADELPHIA, PA., April 4.—The guest of honor at the regular monthly meeting of the Philadelphia Edison dealers held at the Hotel Bingham on Tuesday of this week was T. J. Leonard, general sales manager of the musical phonograph division of Thomas A. Edison, Inc. H. E. Blake, of Blake & Burkart, acted as chairman and introduced Mr. Leonard, who spoke on general business conditions. Supervisor Gardiner, of the Edison house, was also present at the meeting.

The big majority of the dealers present reported a large increase for March, 1918, over the same month 1917, and Mr. Somers, of Starr & Moss, reported that their company had an increase of 177 per cent. for the month of March. Many of the dealers present declared that they would be present at the coming Edison dealers' convention which will be held in New York on June 6 and 7.

Milton Isaacs, son of Joseph Isaacs, Victor dealer of 176 Sixth avenue, New York, and who is well known in the local trade, went to Camp Upton on April 4 to join the National Army.

**WATCHING CARY BILL CLOSELY**

Talking Machine Dealers and Others Selling on Instalments See Genuine Danger of Measure Designed for District of Columbia

WASHINGTON, D. C., April 6.—The thing of interest to local music trade men, as well as members of the trade throughout the country, outside of war troubles, is the progress made by the Cary bill, a measure introduced by Representative Cary of Wisconsin, and designed to put heavy burdens on dealers selling merchandise on instalments.

As the measure now stands, it requires a payment of a license fee of \$200 by every merchant who is engaged in the instalment business, under a plan whereby he retains title to an instrument until the full purchase price has been paid. The bill applies only to the District of Columbia, but it is realized such measures in the National Capital are frequently accepted as models to be followed by legislatures in various States and cities.

If this Cary bill, which provides among other things that no merchant shall make a profit of more than 30 per cent. of the actual cost price of any article sold, should be copied in various States of the Union it is easy to foresee the predicament of the merchants who have testified under oath that their cost of doing business is in excess of 30 per cent. Such irksome restrictions as the requirement of annual reports on all business done would be bad enough, but the particularly perilous feature of this amazing bill is the restriction under which no sale greater in amount than \$200 can be made to any one person under a license for instalment sales.

In its original form the bill provided that a purchaser might sue and recover any profit made by the dealer in excess of 30 per cent. of the original cost of the article. In its amended form, however, the bill provides that the buyer can, in addition to recovering the excess profit, recover a credit on the principal amounting to one-quarter of that principal. On the whole, the Cary bill is regarded as a most pernicious piece of legislation.

A violation of the act would be construed as a misdemeanor punishable by a fine of not less than \$5 nor more than \$500, or, by imprisonment for not less than five, nor more than thirty days, or by both fine and imprisonment. George W. Pound, counsel and general manager of the Music Industries Chamber of Commerce, who has been in Washington several days recently, has opposed the bill very strongly, and the National Association of Talking Machine Jobbers has filed a strong protest, as have other trade organizations, whose members are liable to be affected by the provisions of the act.

"MAGNET" DECALCOMANIE NAMEPLATES

FOR TALKING MACHINE CABINETS ETC.

From the  
**DORAN CO.**  
415 MICHIGAN AVE.  
DETROIT

SOLD BY  
**HURTEAU WILLIAMS & CO.**  
MONTREAL — OTTAWA

Kunkel Piano Co.  
BALTIMORE

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

SMITH-SCHIFFLIN CO.

126 Liberty Street      New York City

— FROM —  
**THE PHONOGRAPH CO.**  
1240 HURON ROAD (Inter-Lake Hotel)  
PHONES — FRANKFURT 2-2400 — 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.

## PROGRESS OF NATIONAL MUSIC SHOW

Prominent Talking Machine Concerns Arrange to Take Space at Big Exhibition to Be Held at Grand Central Palace, New York, in June

Plans for the National Music Show, to be held at the Grand Central Palace, New York, on June 1 to 8 inclusive, are progressing most satisfactorily, and a large part of the available exhibit space has already been taken by prominent concerns in various branches of the music trade.

In keeping with the times, the patriotic spirit will be much in evidence at the show. It will be opened by Governor Whitman, of New York, and various representatives of the United States Army and Navy have promised to be in attendance, if the opportunity presents itself.

### Conducted on Co-operative Basis

With a view to making the National Music Show co-operative it has been decided to hold it under the auspices of the Music Trade Exhibitors' Association. Each manufacturer who engages space automatically becomes a member of this association without expense or liability of any kind beyond the amount of space engaged, and he will participate in any surplus remaining after expenses are paid in proportion to the amount paid for space. This co-operative spirit has been the nucleus for the holding of a number of very successful industrial expositions throughout the country and it is safe to assume that this plan will work out unusually well for the National Music Show.

The show committee includes representatives of all the various branches of the music industry, the talking machine trade being represented by William Maxwell, vice-president of Thomas A. Edison, Inc., and H. L. Willson, general manager of the Columbia Graphophone Co. Charles H. Green is the general manager of the show, and has at his command experience gained through conducting several similar exhibitions in the past. Walter T. Sweatt is manager of the exhibits.

### Will Dispel Gloom and Doubt

It is expected that the National Music Show will be the year's greatest dispeller of gloom and doubt. It will start off with a high keynote of optimism, which will sound throughout the music trade and will reach beyond to revivify general business conditions. It is generally realized that it is more important to hold a show during a period of depression than when all lines of business are active and when optimism reigns supreme. Panics and hard times

are psychological—at least they are largely due to doubts and uncertainty. The visible evidence of confidence and activity presented by the music industry will react on the minds of the whole public and will re-establish waning confidence. The vitality and the firm foundation of America's music industry will be proved conclusively by the forthcoming show, which will be a reply to the many false reports that the industry was in the non-essential class. There never has been a year when the need for music was so important as now.

Without a doubt the Music Show will be the most unique of any exhibition ever held in Grand Central Palace so far as the individual displays of the exhibitors are concerned. Each exhibitor will have a distinct display of his own, so constructed as to be soundproof.

The talking machine companies who will exhibit at the show include Columbia Graphophone Co., New York; Thomas A. Edison, Inc.,

Orange, N. J.; Otto Heineman Phonograph Supply Co., New York, and the Pathé Frères Phonograph Co., Brooklyn, and others.

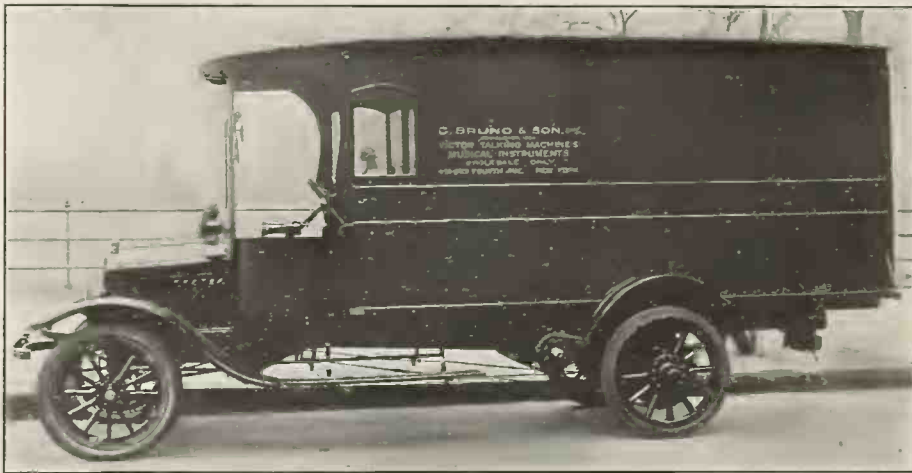
There will be a number of conventions held in New York during the week of the show, including the annual gathering of the Edison dealers at the Waldorf-Astoria. The National Piano Manufacturers' Association, the National Association of Piano Merchants, and the National Piano Travelers' Association, will also hold their conventions in New York during the week.

All the money taken in at the door for admissions, and it is expected to be a large amount, will be devoted entirely to the purchase of musical instruments, records, etc., for the men in the service. Moreover, all those who bring a new or used talking machine record as a contribution for the use of our soldiers and sailors will be admitted to the show without further charge.

## INCREASE DELIVERY EQUIPMENT

C. Bruno & Son, Inc., Put New Truck Into Service for Metropolitan District

C. Bruno & Son, Inc., 351 Fourth avenue, New York, Victor wholesalers, have just added to



Latest Addition to Delivery Equipment of C. Bruno & Son, Inc.

their delivery equipment a handsome Ford-Dearborn truck, which is shown in the accompanying illustration. The body of this truck, which is a dark blue with the lettering in gold, presents a very attractive appearance. The truck is utilized for metropolitan deliveries, and has contributed materially to the efficiency of C. Bruno & Son's delivery system.

Germany is listening—make your money talk—buy a Liberty Bond.

## SUCCESS OF THE BUTTERFLY MOTOR

Leonard Markels Planning Factory Expansion to Take Care of Increasing Demands

Leonard Markels, 165 William street, New York, motor manufacturer, states that during

the past month or two he has received very large orders for the Butterfly motor which he introduced last year, and which has achieved remarkable success in the comparatively short while it has been in the market. The Markels factory is working to capacity to turn out this motor, and plans are now being formulated

whereby the factory output will be materially augmented during the course of the next month or two.

Mr. Markels states that this motor has been adopted for exclusive use by prominent manufacturers throughout the country, who are pleased with its distinctive merits, and who are equipping their machines with this motor, in order that their dealers may have convincing sales arguments for their product.

It is probable that in the near future Mr. Markels will have some significant announcements to make regarding the perfection of several important new models which will be added to his line as quickly as possible.

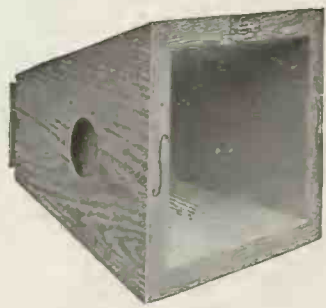
## PLAN EXHIBIT OF RECORD MAKING

One of the features of the National Music Show to be held at the Grand Central Palace, New York, on June 1 to 8, will be the exhibit of the Pathé Frères Phonograph Co. This company plans to install a complete record-making plant in its booth, to show the public how records are recorded and pressed. The exhibit will be under the direction of H. N. McMennen, managing director of the Pathé Co., and not only will the pressing equipment be installed at heavy expense, but an orchestra and a galaxy of recording artists will be on hand to give demonstrations. The Pathé Co. installed a record-pressing plant in their exhibit at the Music Show in Chicago last year, and it was one of the big attractions of the show.

**"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



Diaphragm



Amplifier



Reproducer

The  
*Phon d'Amour*

## Must Be Heard To Be Appreciated

Fritzsches patents have given to music lovers a triumph of artistry and craftsmanship. To be satisfied with a phonograph other than the *Phon d'Amour* is to be content with something less than the final achievement in phonographs. You should see the *Phon d'Amour* and have its wonderful patented features explained to you. Hear it play, then compare it. Plays records of whatever make.

**THE FRITZSCH PHONOGRAPH COMPANY**

228-230 W. Seventh St.

CINCINNATI, OHIO

# First Presentation to the Trade—the PURITAN

THIS great instrument embodies the most striking discoveries that have come into the talking machine industry since tone reproduction was first invented. These discoveries are exclusive features—giving the dealer a series of *new*, powerful and definite selling arguments found in no other phonograph made. And, in addition, you have the Puritan Records, made by us.



THE LONG HORN, extending the full height of the instrument, from tone arm at the top to the sound chamber at the bottom, gives a fullness, richness and life-like quality of tone absolutely unheard of in reproduced music. The horn is of saxophone design and entirely of wood. With the sound chamber at the bottom, the sound waves *rise* to where you stand or sit. The graceful convex cabinet design is another exclusive and patented Puritan feature.

*The long horn extends from top to bottom*

The Puritan plays any disc record. Prices range from \$85 to \$350. Write or wire today for full details of our attractive proposition on Puritan Phonographs and Puritan Records.

UNITED PHONOGRAPHS CORPORATION  
SHEBOYGAN, WISCONSIN



## REPAIRS

TALKING MACHINE TROUBLES AND  
HOW TO REMEDY THEM

Conducted by Andrew H. Dodin

[This department of The Talking Machine World is designed for the service of all classes of our readers, including those who make, and those who sell, talking machines. Andrew H. Dodin, who conducts this department, has a wide and enviable reputation as a repairer of talking machines and conducts an exclusive talking machine repair shop at 176 Sixth avenue, New York. Tell him your troubles through The World and he will help you if possible. The service is free.—Editor.]

### A SLIDING SAPPHIRE BALL

Repair Department,  
Talking Machine World:

I have a talking machine with so-called Universal tone arm, which plays all styles of records. When I place the sapphire ball needle in the sound box and try to play the Pathé records, the sapphire always slides out of the groove of the record. Can you tell me what the trouble is?

S. R. A.

ANSWER.—Your trouble without doubt is in not having the sapphire ball at the proper angle to the surface of the record. Try bending the sapphire holder out at an angle of about 45 degrees and then place it in the sound box with the sapphire pointing up. This will bring the ball at about the proper angle when placed on the record.

Regarding Motor Knocking  
The Talking Machine World:

Could you suggest a way to overcome the following troubles which I am having with my Victrola? While playing it often makes a loud knocking noise in the motor, and while it used to play five records with one winding it now has to be wound up after playing one record.

Miss J. K.

ANSWER.—The knocking is caused by lack of graphite mixture on the main spring. If the machine will only play one record no doubt one

of the main springs is broken which prevents the full winding of the motor.

Adjusting the Speed Indicator  
Editor Talking Machine World:

Can you tell me through your Repair Column the cause of the following trouble with my talking machine? When playing a record at the proper pitch of voice the pointer on the speed adjuster points to 60 instead of 78, as the instruction book with the machine says it should. How can I fix pointer so that it will point to the 78 mark on the regulator dial when machine is playing 78?

I. C.

ANSWER.—There are several styles of dials and regulators used on talking machines. As a rule, there is an adjusting screw either on the bottom or top of the dial, and by screwing in or out with this screw, the position of the governor lever rod is changed and the speed of the motor is adjusted accordingly.

### EDISON BOOK OF INTEREST TABLES

Harrison Durant, financial supervisor for Thomas A. Edison, Inc., has just completed a very valuable book, including the interest tables to be used in connection with Edison phonograph deferred payment sales. In this connection it might be of interest to say that the Edison Co. was the first phonograph company to demand that dealers charge interest on deferred payment sales, and this book of interest tables was prepared as a ready reference and information chart, and it is certain that the demand for the book will be very general.

### A NEW LINE OF TALKING MACHINES

C. John A. Woods & Son, 30 Church street, New York, well known in expert circles, have just placed in the market a new line of phonographs, which will be known as the "American Maid" phonograph. This machine is being manufactured in six different models, retailing from \$17.50 to \$150, and each model is equipped

with a universal tone arm, which plays all makes of records without any attachment. The concern is not only planning to develop an export demand for this instrument, but is also making arrangements to take care of an active domestic trade. Mr. Woods has already established important expert connections, and expects to announce in the near future a number of domestic agencies for the "American Maid" phonograph.

### SENDING TRUCKS FOR VICTROLAS

I. Davega, Jr., Inc., Haul Machines From Victor Factory to New York in Their Own Motor Trucks to Overcome Transportation Delays

The motto of the firm of I. Davega, Jr., Inc., 125 West 125th street, appears in their various communications and advertisements and is "The House of Service." How well this motto has been lived up to is shown in the steadily increas-



New Delivery Truck of I. Davega, Jr., Inc. ing growth of their wholesale Victor business.

The freight delays arising from the crowded conditions of the railroads during these war times have been a source of much annoyance and loss of profit to the dealers. To overcome this difficulty in some measure, I. Davega, Jr., Inc., are now sending their auto trucks down to Camden at regular intervals to get their Victrolas and supplies. These trucks are spacious and will hold as many as forty Victrolas at one loading. Another truck is now nearing completion for this service.

# TEN INCH OPERAPHONE RECORDS

HILL AND DALE

DOUBLE DISC

RETAIL AT 75 CENTS

ARE NOW READY FOR IMMEDIATE SHIPMENT

## Order Now!

*A Splendid Catalogue, Standard Selections, Comprising All the Best Sellers*

Instrumental Solos, Trios, Symphony Orchestra, Bands, Standard Vocals, Duets, Quartets, Dance Records and all the latest popular songs, including *all the big war-time hits*.

With Operaphone Records on hand to demonstrate with, you can sell your line of machines. Operaphone 10-in. records play on all universal tone arm machines with steel needles, which follow the line of least resistance.

Operaphone Records are known from coast to coast and are on the market to stay. New numbers every month.

Send for samples and special terms to dealers. Monthly booklets and window hangers supplied with orders.

## OPERAPHONE CO., Inc.

CREEK AND MEADOW STREETS

LONG ISLAND CITY, N. Y.

## "Does It Play All Records?"

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

**MAGNOLA "Built by Tone Specialists"**



Watching the Music Come Out

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

Send your name and let us tell you more!

### MAGNOLA TALKING MACHINE COMPANY

OTTO SCHULZ, President

General Offices  
711 MILWAUKEE AVENUE  
CHICAGO

Southern Wholesale Branch  
1530 CANDLER BLDG.  
ATLANTA, GA.

## SUGGESTS NEW RECORDING SYSTEM

Henry G. Rhodes Would Use Film Instead of Circular Record and Record Tones of Each Instrument or Each Voice Separately

Henry G. Rhodes, of Whiteville, Tenn., in a letter to The World suggests that the conventional record be done away with and that a specially prepared paper, a little wider than a movie film, be substituted for recording purposes. Explaining his idea, Mr. Rhodes says: "If a quartet and orchestra were to make a record, let there be five recorders mounted on a rigid frame so as to be exactly parallel; each diaphragm to vary in thickness. The bass singer would have his horn and separate recorder—as bass vibrates slowly his diaphragm should be thicker than even the baritone. The tenor of course vibrating very fast, should have a thin diaphragm. The orchestra would have a horn and record to themselves—possibly two horns to take in all of it.

"The four singers and the orchestra would sing and play separately each to their appropriate diaphragms—each in a separate room so that their respective recorders would record only their voices or music. Then when this record was to be reproduced, each stylus would track the original groove, using a diaphragm of the exact thickness as the recorder that made that especial groove. This tape would be moved much like a moving picture machine film, from one reel on to another. The five reproducers to be mounted so they would touch the tape about where the conventional phonograph's reproducer is.

"The tape would move under these reproducers at about one hundred feet a minute. Thus one diaphragm would not have to vibrate with so many and varied pitches."

## ENLARGING THEIR DEALER CLIENTELE

PITTSBURGH, PA., April 10.—The Pittsburgh Pathéphone Co., of this city are enjoying a most prosperous spring season. They are gradually enlarging their line of dealers, among the most recent being Samuel Levi & Co., Portsmouth, Ohio; the Preston Piano Co., Ashland, Ky., and Anderson & Newcombe, Huntington, W. Va. Manager Brennan announces the opening of a new repair and adjustment factory for the convenience of his trade. It is connected with the Pathé Shop on Liberty avenue.

## ANOTHER FEIST MUSIC CAMPAIGN

Prominent Publishers to Carry New Copy in Saturday Evening Post at an Early Date—All Advertisements Planned to Stimulate Record Sales as Well as Music Sales

Leo Feist, Inc., the well-known publishers of popular music who from time to time have used space in The Talking Machine World describing to the dealers in this industry the cooperation they offer them in handling Feist songs of the moment which have been recorded by the leading record manufacturers, have again brought to the trade's attention their advertising co-operation in this issue. Throughout the past two years the house of Leo Feist, Inc., have run advertisements in mediums of national circulation inducing the public to buy their songs and in every case they also stated that the numbers could also be secured for the talking machine and player-piano.

Not only does the firm carry on a national advertising campaign in behalf of their songs, but they also see to it through their various branch offices, located in the larger centers of the country, that their songs are sung in vaudeville and played in the moving picture houses, cabarets, and by the dance orchestras in almost every city. This is done by the traveling representatives of the firm working from the cities.

In an announcement to appear in an early issue of the Saturday Evening Post, which is reproduced on another page of this paper, the House of Feist will feature three of their new songs, all of which have already been given public approval. The numbers are entitled "I'm Sorry I Made You Cry," "Belgian Rose" and "Just Like Washington Crossed the Delaware, General Pershing Will Cross the Rhine." The advertisement will also include mention of all the active numbers in the Feist catalog.

## PATENTS REPLAYING DEVICE

Patents covering a replaying and repeating device for talking machines has been granted to the Rev. John Prout, of this city. The device described in this patent allows of the complete control of the replaying of the record or the repeating of parts of the selection from various parts of the room without other exertion than a slight pull on a cord. The action is so simple that various persons who have seen this device have marveled that it was not used before.

## EXECUTIVE COMMITTEE TO MEET

Governing Body of National Association of Talking Machine Jobbers to Hold Session in Philadelphia to Discuss Conditions

President J. Newcomb Blackman, of the National Association of Talking Machine Jobbers, has called a meeting of the executive committee of that organization for April 22 and 23, at the Ritz-Carlton Hotel, Philadelphia. The committee will discuss primarily the effect of the latest war conditions on the trade, and endeavor to devise ways and means whereby through cooperation between the wholesalers and the Victor factory the conditions can be met and overcome. The talking machine men realize that they must make sacrifices as a result of the country being in the war, but feel that there are ways of adjusting their businesses so that the burden may be carried as lightly as possible. At the meeting in Philadelphia plans will also be discussed for the annual convention of the association to be held in Atlantic City in July.

The members of the executive committee are: President, J. N. Blackman, Blackman Talking Machine Co., New York; vice-president, I. Son Cohen, Cohen & Hughes, Baltimore; secretary, Jos. C. Roush, Standard Talking Machine Co., Pittsburgh; treasurer, A. A. Trostler, Schmelzer Arms Co., Kansas City; W. D. Andrews, W. D. Andrews Co., Syracuse; J. F. Bowers, Lyon & Healy, Chicago; A. A. Grinnell, Grinnell Brothers, Detroit; George Mickel, Mickel Bros. Co., Omaha; Andrew McCarthy, Sherman, Clay & Co., San Francisco; E. C. Rauth, Koerber-Brenner Co., St. Louis; W. H. Reynolds, Reynolds Music House, Mobile; E. F. Taft, Eastern Talking Machine Co., Boston; C. A. Wagner, Musical Instrument Sales Co., New York; P. B. Whitsit, Perry B. Whitsit Co., Columbus; and Rudolph Wurlitzer, R. Wurlitzer Co., Cincinnati.

## NOW IN TALKING MACHINE TRADE

Harry Jasper, formerly sales manager at the factory warerooms of Paul G. Mehlin & Sons, prominent piano manufacturers of West New York, N. J., is now conducting a Victrola store in Englewood, N. J., under the store of the Franklin Parlors. Mr. Jasper also conducts Jasper's Orchestra, a well-known musical organization which last week provided dance music at the dinner of the Talking Machine Men, Inc.



# Victor Records

### To Victor Retailers:

Here are a few good records which we have in stock for immediate delivery.

35351	64759	74336
35615	74163	74499
55066	74180	74510
64732	74197	74534
	74562	

Try us on a stock order

## I. DAVEGA, JR., INC.

Victor Factory Wholesalers

125 WEST 125th STREET

NEW YORK

"The House of Service"

VICTROLAS—SUPPLIES—NEEDLES



### For Immediate Delivery

☑ Loud Magic Tone steel needles packed in envelopes of 100. Prices:

In lots of 10,000 and up 65c per thousand  
In lots of 100,000 and up 60c per thousand  
In lots of 500,000 and up 55c per thousand

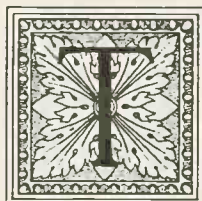
Or, if you desire, in tin boxes, packed 300 to the box, at the following prices:

In lots of 10,000 and up 65c per thousand  
In lots of 100,000 and up 60c per thousand  
In lots of 500,000 and up 55c per thousand

Owing to the scarcity of needles, it would be to your advantage to anticipate your requirements and send us your order by return mail.

# BUSINESS PRIDE

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HERE is more in business than just financial gain.... the satisfaction of accomplishment, the making of friends, the establishing of goodwill.

When the Stephenson Precision-Made Motor was perfected we faced the selling problem; faced it with hearts full of faith and confidence, and high ideals.

We have now a pardonable pride in our success. We have profited, but the pride is not on this score, but rather because of the thousands of Stephenson Precision-Made Motors that are giving perfect satisfaction; of the friends we have made through the sincere service given. And for these friends we are grateful.

And always we will be ambitious to render this service and make it even more complete, and to guard jealously the goodwill that the Stephenson Precision-Made Motor has won.

*Francis V. Nutze*

Vice-President

STEPHENSON, INC., One West 34th Street, New York

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**EDISON EMPLOYEES ORGANIZE FOR THE THIRD LIBERTY LOAN**

Meeting and Dinner Held in Orange, N. J., Attended by Many Prominent Speakers Who Tell of the Work Already Accomplished by Our Government in Prosecuting the War

On April 2 the Edison employees' war committee of 200 members assembled in one of the Edison buildings to dine and discuss the Third Liberty Loan. William Maxwell, vice-president and manager of the musical phonograph division, acted as chairman, and in his opening remarks made humorous reference to three chairs in the background which were labeled: "For the Newlyweds, Mr. and Mrs. Charles Edison." Mr. Maxwell stated that the three chairs meant three cheers for Mr. Edison and his bride, and they were given with a will.

The first man introduced was William Mead-

plished. Aeroplanes were being sent over by every ship, not completed but in parts and assembled on the other side, and that hundreds of American machines were at present in the air over there. It is comparatively easy, asserted Dr. Hutchison, to get a reputation by muck-raking, but it would be a great deal better for everybody concerned if they did something instead of talk. We are not in it for fun but for good, and we will not stop until things are over "over there." Material is going over with every ship and no little seventy-two-mile gun can bluff us because we're in the game to win.

This "down with the trusts" propaganda was

up his reputation as an inventor on the other side.

In the matter of the loan, Dr. Hutchison subscribed \$10,000 on the spot, and declared that he believed the employees of the Edison Co. would excel their excellent records in connection with the first and second Liberty Loans.

Mr. Maxwell, after the applause had subsided, said that it was not the intention of the meeting to start subscriptions, but Dr. Hutchison had the honor to be the starter. Mr. Maxwell then introduced whom he called the get-the-money-man, Gene Philips, credit manager. Mr. Philips characterized his talk as the bum show after a star act. He congratulated everybody on the War Savings Stamp effort, and said that, although all the details hadn't been received, the rate of the new loan will be 4¼ per cent., which was exceedingly liberal considering that it was backed by the best security in the world and that savings banks only gave 4 per cent. Mr. Philips quoted from figures. He said that up to March 12 there had been invested in War Savings Stamps in the country \$96,298,402, and he also thought that by April 2 at least \$100,000,000 worth of War Savings Stamps had been sold. He also illustrated by figures the vast increase in our armed forces, showing how the men of the country had rallied to the colors. Mr. Philips said that despite the fact of all their bragging, the Germans would never reach Paris, and that it was up to us to make a business of winning the war.

At this point Mr. Maxwell said that it would be the best time to introduce the author of this slogan, "Make a Business of Winning the War," and introduced Nelson C. Durand. Mr. Durand said that it was up to everybody to "make a business of winning the war." He said that it might be necessary, as in the Civil War, for the women to make bandages, etc., and he characterized the mere giving of money as a joke compared to the sacrifices our soldier boys were making. He said that the Edison organization was investing over \$2,100 a week in War Stamps.



A Section of the Head Table at the Edison Liberty Loan Banquet

owcroft, assistant to Thomas A. Edison, who read the following telegram from the inventor who is at present in the South:

"William Meadowcroft, Edison Laboratory, Orange, N. J.

"Say to the committee I am highly pleased that they have all banded together to help the Government. Our Government suits us because we make it ourselves and we will fight to maintain it and all other governments, of which the people are masters, against any predatory aggression of barbarians.—Edison."

Mr. Meadowcroft then emphasized the tremendous amount of time, effort and money that Mr. Edison is expending for the Government and for which he refuses to accept one cent in payment.

Mr. Maxwell discussed the telegram and remarked that America should not feel oversecure. The Germans were only sixty miles from Paris, but 3,000 from Washington, which acted as a present source of self-defense, but unless everybody got in and did the best that they were capable of, God help us all. In the course of his talk Mr. Maxwell declared that it was his opinion that the war would be decided this year, and from newspaper comment that our boys were evidently in the big fight to-day and were carrying on to the best of their ability. He said that we must all do as the Government bid us without any heroics, that we were to exercise our influence whatever work is to be done and should do whatever work was assigned to us to the best of our ability.

He then introduced W. S. Mallory, vice-president and manager of the Edison Cement Works at New Village, N. J., the division that made such a splendid record at the last Liberty Loan drive. Mr. Mallory said that Mr. Maxwell had started the campaign and said that he looked for big things and that the Cement Works would show up as well in the Third Liberty Loan as in the others that preceded it.

Mc. Maxwell next introduced Dr. Miller Reese Hutchison, who is a member of the Naval Consulting Board, and whose remarks were exceedingly interesting, particularly the reference to ignoring the muck-raker.

Dr. Hutchison claimed that despite all the newspaper talk of the muck-rakers that nothing had been done a great deal had been accom-

fostered by Germany for her own benefit and for the better development of her own gigantic trusts.

At the conclusion of his remarks, which were heartily applauded, Dr. Hutchison claimed that many of Mr. Edison's inventions were holding



**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.

# EVERY TALKING MACHINE DEALER

## THREE SONG HITS

- From "SONG HEADQUARTERS":

FROM the Great White Way—where songs are made—to every home and place where songs are played, these three Feist hits are becoming part of America's daily life. Take this page to your piano and try the wonderful melodies. Get the complete sheet music from your dealer today. They're printed in the Feist easy-to-read style—no leaves to turn.

**ON SALE NOW** at all music and department stores or at any Woolworth, Kresge, Kress, Kraft, Grant or Metropolitan Store.

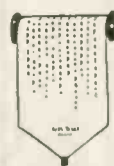
### OTHER POPULAR "FEIST" SONGS

- |   |                                       |
|---|---------------------------------------|
| Bring Back My Daddy to Me                 | Give Me a Kiss by the Numbers         |
| I'll Come Back to You, When It's All Over | Each Stitch is a Thought of You, Dear |
| We'll Knock the Heligo, Out of Heligoland | Good Morning, Mr. Zip-Zip-Zip         |
| Over There Homeward Bound                 | I Don't Want to Get Well              |
| In the Land of Wedding Bells              | It's a Long Way to Berlin             |
| Don't Leave Me Daddy K-K-K-Katy           | Hail, Hail, the Gang's all Here       |
| Tom, Dick and Harry and Jack              | At the Darktown Stutter's Ball        |
| Round Her Neck She Wears a Yeller Ribbon  | Where Do We Go From Here              |
- 15c a copy, any seven for 51. Postpaid. Band or Orchestra, 25c each. Male Quartette, 10c each.

Also Get Them For Your Talking Machine



Get Them For Your Player Piano



### The Kaiser Will "Strafe" It

NO sir-it won't tickle the Kaiser. But maybe that's why it's sweeping the good old U. S. A. with its wonderful melody and inspiring words. Geo. W. Meyer has put the real spirit of 1918 into his peppery military music—and Howard Johnson has written the words that will linger in the memory of every American when the Rhine is crossed and the guns are stacked. Get it—it will get you.

### Just Like Washington Crossed The Delaware

General Pershing Will Cross The Rhine

CHORUS

Just like Wash-ing-ton... crossed the Del-a-ware... Sow-ill

Per-shing cross the Rhine... As they fol-lowed af-ter

George, At dear old Val-ley Forge, Our boys will break that

line... His for your land and my land And the sake of

Auld Lang Syce... Just like Wash-ing-ton... crossed the

Del-a-ware... Gen-ral Per-shing will cross the Rhine...

© LEO FEIST, Inc. N.Y.

### It Will Tease You Till It Gets You

A REAL "kiss and let's make up" song—with a teasing melody and tantalizing words. You can't help but hum it, sing it, or whistle it once you've heard it. Full of life and spirit—the kind of song you like to hear once, twice, and a hundred times. True love doesn't run smooth but "I'm Sorry I Made You Cry" is the smoothest love song in years. Words and music by N. J. Clesi.

### I'm Sorry I Made You Cry

CHORUS

I'm sor-ry, dear... so sor-ry, dear... I'm sor-ry

I made you cry!... Won't you for-get... won't you for-give?

Don't let us say good bye!... One lit-tle word, one lit-tle

smile... One lit-tle kiss won't you try?... It breaks my

heart to hear you sigh, I'm sor-ry I made you cry!

© LEO FEIST, Inc. N.Y.

### A Hit That Hits Home

OUT of Belgium, for four years a land of desolation has grown Benoit's, Levenson's and Garton's "My Belgian Rose"—a beautiful song that reaches the heart. It's a real, undeniable appeal that makes a real impression—you can't get away from its captivating melody and wonderful words. "And tho' they've taken all your sunshine and dew, we'll make an American beauty of you" are two of the lines you'll love in this song. Learn it now.

### My Belgian Rose

CHORUS

Bel-e-lan Rose... my droop-ing Bel-glan Rose... For

ev-ry hour of sor-row you've had, you'll have a year in

which to be glad; You were not born in rain, for you will bloom—

gals, And tho' they've tak-en all your sun-shine and dew, We'll

make an A-mer-i-can beau-ty of you, And you will

find re- pose... ov-er here, My Bel-glan Rose...

© LEO FEIST, Inc. N.Y.

will be benefited by this advertisement which will appear in

**THE SATURDAY EVENING POST**

On Thursday, MAY 16th

"You can't go wrong" by featuring these 3 Songs in your displays.

You, of course, notice how we "plug home"; get them for your Talking Machine, etc.

Hook Up With the HITS!

BUY W.S.S. WAR SAVINGS STAMPS

Leo Feist, Inc., Feist Building, New York.



**ALL PROFITS FOR LIBERTY BONDS**

B. R. Forster, President of Brilliantone Steel Needle Co., Pledges All Profits for Current Year to Patriotic Purpose—Splendid Step

On the opening day of the Third Liberty Loan an important announcement was issued from the offices of the Brilliantone Steel Needle Co. in the Marbridge Building, New York, to the effect that B. R. Forster, president of the company, will dedicate every dollar of profit made during the year 1918 to the purchase of Liberty Bonds. The company have already purchased \$25,000 worth of these bonds and will continue so to do as their profits accrue.

It was announced at the formation of this company, months before they actually started in business, that their business slogan would be "Made in America by American Labor." It is needless to state that this slogan has been rigidly lived up to. This latest patriotic endeavor is entirely in accord with the spirit of the firm. According to the achievements of the Brilliantone Steel Needle Co. during the first three months of their existence, it would seem that the amount to be invested in Liberty Bonds during the year will reach a very large figure.

B. R. Forster has just returned from an extensive trip which covered twenty-seven States and totaled about 8,000 miles. He found business conditions good throughout the territory he covered, but particularly in the South. Orders are coming in very strong, he reports, but they are somewhat hampered at the present moment by not being able to turn out the needles fast enough. During the shortage their factories have concentrated in turning out half-tone needles only and for the past few weeks deliveries have been made of this grade exclusively.

Their rapid growth has already necessitated the enlarging of their offices. Adjourning offices have been secured and work will be shortly started in tearing down the partitions.

Eugene Latham, who recently joined the col-

ors from this company, was a recent visitor at the offices. B. R. Forster, with Mrs. Forster,



B. R. Forster

are enjoying the pleasures of Atlantic City, where Mr. Forster is at present taking a much-needed rest.

**EDISON INSPECTORS CALLED IN**

The staff of Edison mechanical inspectors have been called in for their annual get-together to check up the developments in connection with the New Edison phonograph preparatory to their returning to the road. The mechanical inspectors will remain at Orange to assist in the School of Mechanical Instruction, which will be given for the benefit of the dealers who attend the coming Edison dealers' convention and will return to their territories late in the summer.

Mrs. H. C. Ernst, wife of H. C. Ernst, of the executive offices of the New York Talking Machine Co., Victor wholesalers, left for Dayton this week to attend the funeral of her stepfather, who was killed in an elevator accident.

**WILL HAVE 28 STARS IN FLAG**

The Service Flag of the New York Talking Machine Co. Is Steadily Becoming Starrier—The Men Are Ready for Service

The service flag in the offices of the New York Talking Machine Co., Victor wholesalers, will have six new stars within a few weeks, for six members of the company's forces have either enlisted or will join the National Army in the very near future. These men are Maurice Stegner, one of the assistants to George A. Kelley; Roy Johnson, receiving clerk; Frank Ferrier, packer; Y. Moore, packer; Henry Roth, stock clerk; Fred Meltzer, stock clerk, and Rocco Renna, porter. All of these boys will be in the National Army with the exception of Mr. Meltzer, who is a member of the U. S. Army, Cavalry Division.

With these new names the New York Talking Machine Co.'s flag will have twenty-eight stars, for twenty-one of the company's staff are now in the service of Uncle Sam. Considering the fact that this organization is a comparatively small one, this record is remarkable, and it is probable that this company's staff has a greater proportion of boys who are "doing their bit" for their country than any other concern in this industry. Quite a number of the New York Talking Machine Co.'s staff are now "somewhere in France," and the letters that are being received by their friends "over here" reflect a spirit of optimism and patriotism which is characteristic of the American boys "over there."

**FRED MARASAK JOINS THE ARMY**

Fred Marasak, who for the past couple of years has been assistant to A. H. Dodin, president of the Talking Machine Repair & Sales Corp., 176 Sixth avenue, recently enlisted in the United States Army. Mr. Marasak already has two brothers in the army. A third brother, Charles Marasak, is manager of the Victor store of L. A. Smith, Brooklyn, N. Y.

Lend Him A Hand

BUY LIBERTY BONDS

**ANSWER**

Lend Him A Hand

BUY LIBERTY BONDS

WILL YOU COME ACROSS  
OR WILL THE KAISER?

**BUY LIBERTY BONDS**

AND MAKE THE KAISER WISER



*Blackman*  
TALKING MACHINE CO.  
97 CHAMBERS ST. NEAR CHURCH ST. NEW YORK  
VICTOR DISTRIBUTERS



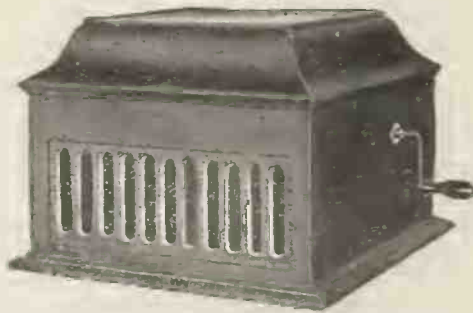


# The Century

A Phonograph That  
Has Made Good Because  
It Is Made Right!



No. 200—Quartered Oak or Genuine Mahogany, 24x24x49½, \$300.00



No. 3—Oak or Imitation Mahogany, 17x18½x13 inches high, \$30.00



No. 75—Quartered Oak or genuine Mahogany, 18¾x20¼x42¼ inches, \$75.00

## Three Popular Century Models

### Why Century Dealers Are Successful

The Century Phonograph is manufactured, marketed and absolutely guaranteed by the world's largest talking machine cabinet manufacturers.

There is a Century model to fit every purse, and the Century dealer can depend upon the co-operation and service of a thoroughly responsible and efficient organization.

**Century Cabinet Co., 25 West 45th St., New York**

Factory, UTICA, N. Y.

# The Talking Machine Men, Inc. Hold Their Annual Banquet

The annual dinners of the Talking Machine Men, Inc., have always been notable events in the local trade, but the last dinner, held on April 10 at the Hotel McAlpin, outshone all previous affairs, due largely to the efforts of the entertainment committee, under the direction of J. J. Davin and Sol. Lazarus, who provided an array of talent of a caliber that at various stages made most of the diners forget to eat, temporarily. The dinner itself was a mighty good one at that, as vouched for by over 300 talking machine men, their wives and friends in attendance. The entertainers included the Hawaiian Troupe, which has made so many successful Victor records, Joseph C. Smith and his orchestra, Charles Harrison, Arthur Fields, Henry Burr, Sally Hamlin and Jasper's Trio, all of them well

much for their country as those who are actually under arms, for the music that they supply aids in assuaging the sorrows of those who are called upon to face the loss of loved ones, and likewise helps the boys actually in the trenches by providing them with cheering melodies. In every sense the business is essential.

He also referred to the recent Supreme Court decision in the matter of price fixing, declared that manufacturers must now depend upon legislation to get redress, and referred to steps now being taken by the various Governmental boards in the fixing of prices on basic raw materials.

Mr. Hopkins described the operations of the price cutter and the reason for his actions and told how certain standard articles were offered

Important addresses made by President Coughlin, Geo. W. Hopkins, J. Newcomb Blackman, Marion Dorian, John R. Young and J. H. Tregoe—Fine Program Offered

"Endeavor to learn of the houses in your vicinity which are not supplied with Grafonolas. Then take a kodak snapshot of the house, have it finished and attach it to the head of a letter, send to the owner or occupant of that house with the query: 'Why is there not a Grafonola in this house?' accompanied by a short selling talk. The personal touch is almost sure to make the proper impression."

Mr. Hopkins also made a plea for consistent and liberal advertising by the dealer, and stated that statistics show that 84 per cent. of the business failures are among non-advertisers. He also maintained that organization funds should be used liberally in the cause of music, with the ultimate idea of making America a singing nation. Mr. Hopkins closed his address by tell-



Annual Banquet of the Talking Machine Men, Inc., at Hotel McAlpin on Evening of April 10

known to the talking machine men through records they have made for various companies. Miss Hamlin, in fact, is believed to be the youngest record artist, and proved her ability in person by reciting "Pollyanna."

#### Must Watch Credits, Says J. H. Tregoe

When the time came for the after-dinner talks President J. T. Coughlin took up his duties as toastmaster and after explaining that Congressman Daniel Stephens, father of the Stephens' Bill for price maintenance, and Henry C. Brown, assistant to the general manager of the Victor Talking Machine Co., who had been scheduled to speak, were unable to be present, introduced J. H. Tregoe, secretary-treasurer of the National Association of Credit Men of New York, who gave a talk that was for the most part along patriotic lines. In the matter of credits, however, Mr. Tregoe declared that this was the time for merchants to co-operate and that loose credit, a mistake in normal times, was little less than criminal right now. He declared that business men must see to it that terms of credit were closely observed for their own protection.

#### George W. Hopkins' Inspiring Address

The feature of the evening was a talk by George W. Hopkins, general sales manager of the Columbia Graphophone Co., who fully lived up to his reputation as a speaker on the subject of salesmanship. Mr. Hopkins declared that in his opinion the business men of the country should endeavor to do twice as much business as in the past as one factor in doing their part in the war and in developing the nation's financial power.

He maintained likewise that the talking machine manufacturers and dealers were doing as

at reduced prices, with a view to selling the customer other articles upon which a profit could be made. The speaker drew upon his experiences in other lines of industry to prove the necessity of the salesman believing first in his own product and mentioned that only the man who is himself sold on his product can really be successful.

Mr. Hopkins said it is his belief that the average talking machine salesman was too technical and failed to realize that the buyer likes to be flattered by having the features of the machine or records presented to him in a manner that he can understand and appreciate.

For the dealer and manager Mr. Hopkins declared that the head of the house should endeavor particularly to stamp his personality on the people employed by him, and by that means multiply himself among his salesmen. Everyone likes to do business with the head of the house, he said, and proper training will give to assistants the ability to give the same personal sort of service.

"Don't run your store the other fellow's way, but work out your own way," said the speaker. "To follow in the footsteps of a competitor and to adopt his ideas is a sign of weakness and the imitator rarely meets with any success. Think up new ways of getting business and holding it. As an instance in point, don't leave a customer alone in a booth while searching for the record he has asked for. See that there is a selected bunch of records in each booth, and put one on the Grafonola and start it playing, on leaving the room. This idea as one has actually resulted in increasing record sales where it has been adopted. There are also many other plans that will get results if properly applied.

ing what Columbia service represented at this particular time, and offered some convincing facts for the consideration of the dealer.

#### J. N. Blackman Talks for Liberty Loan

J. Newcomb Blackman, president of the National Association of Talking Machine Jobbers, was the next speaker, and reviewed briefly some of the problems that are facing the trade at this particular time. Mr. Blackman pointed out what business men were expected to do in support of the war program of the nation, and emphasized the fact that we had a big job ahead of us and were handling it in a big way. He declared that in this country business men were asked to buy Liberty Bonds bearing interest, to provide finances for the war, while in Germany business men had all their assets conscripted in exchange for a piece of paper possibly of no value. Mr. Blackman cited some of his experiences at Washington in connection with the war excise tax, the Cary bill and other important legislative matters, and ended his address by making a strong appeal for subscriptions to the Third Liberty Loan through the trade committee. Mr. Blackman is chairman of the talking machine division of the Liberty Loan committee of the Allied Music Trades.

#### Marion Dorian's Witty Address

Marion Dorian, auditor of the Columbia Graphophone Co., spoke next, and as is his usual custom confined himself principally to some genuinely humorous remarks about nothing in particular. He kept his audience convulsed for several minutes and in closing became serious for the moment and urged liberal support for the Liberty Loan, not only for patriotic reasons, but in appreciation of what Mr.

(Continued on page 104)

**BANQUET OF TALKING MACHINE MEN**

(Continued from page 103)

Blackman had done in the interests of the industry as a whole at Washington.

**Columbia Record by General Pershing**

Mr. Dorian sprung the sensation of the evening, however, when he announced that his company had just received a cablegram from England to the effect that General Pershing, of the American Expeditionary Forces in France, had made a Columbia record. General Pershing is probably the leading figure in America's military life to-day, therefore the announcement of his record was accepted at its true value.

**Some Other Talks**

John R. Young, head of the convention bureau of the Merchants' Association of New York, through whose efforts the talking machine men have been able to use the rooms of the Merchants' Association as a meeting place, next offered some comments on the commercial importance of New York and other matters within his ken, after which J. T. Coughlin, president of the association, spoke at some length on organization and co-operation, urging the necessity of talking machine dealers getting together, particularly in times such as these. He spoke for honesty in business dealings, and pleaded that the dealers forward their own cause by placing their confidence one in another.

**Dancing Ends Evening's Entertainment**

At the conclusion of the dinner and speech-making the talking machine men indulged in dancing to the strains of Jasper's Celebrated Jazz Orchestra until it was time to go home and change to business suits in order to take up the threads of business the next morning.

The success of the evening as a whole was due to the untiring efforts of J. J. Davin, of the New York Talking Machine Co., and chairman of the arrangements committee, and Sol. Lazarus, secretary of the Talking Machine Men, Inc. Their elaborate plans of entertainment went through without a hitch, for which they deserve congratulations.

The present officers of the Talking Machine Men, Inc., are James T. Coughlin, president; Henry Mielke, vice-president for New York; H. Jaffee, vice-president for New Jersey; A. P. McCoy, vice-president for Connecticut; A. Galuchie, treasurer; Sol. Lazarus, secretary, and William Berdy, financial secretary.

**Genuine Period Styles**

Authentic adaptations of Adam, Louis XVI, Sheraton and Queen Anne periods, harmonizing perfectly with the styles whose names they bear, are a feature of the case work on the Marvelous

**MAGNOLA "Built by Tone Specialists"**



Watching the Music Come Out

Give us the Opportunity to tell you more about this and other sales-making features of MAGNOLA construction, by sending us your name and address.

We have a handsome catalog, illustrated in colors, that tells Magnola's story—and is yours for the asking.

**MAGNOLA TALKING MACHINE COMPANY**

OTTO SCHULZ, President

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

**WE GUARANTEE**

—YOU CAN—

**Buy Liberty Bonds**

with profit from increased sales by using the

**Ogden Filing and Sales System**

of guaranteed value (to satisfy you in every particular).

Guaranteed to buy itself and **A Liberty Bond** the first six months—or is returnable to us for full credit.

Get our proposal and new catalog of a war-time necessity.

**FILES, FINDS**  
and  
**SELLS RECORDS**  
in a modern way

**OGDEN SECTIONAL CABINET CO., Inc.**

Prompt Shipments.

LYNCHBURG, VA.



**LOCATES IN NEWARK, N. J.**

W. C. Strong to Make Headquarters at Meisselbach Division of Otto Heineman Phonograph Supply Co.—An Authority on Motors

Otto Heineman, president of the Otto Heineman Phonograph Supply Co., announced this week that W. C. Strong, who has been one of the company's factory executives at Elyria, O., for the past two years, will in the future make his headquarters at the plant of the company's Meisselbach division in Newark, N. J. Mr. Strong, who is recognized as one of the foremost authorities on motor construction in this country, will act as assistant to A. F. Meisselbach, head of the Meisselbach division and vice-president of the Otto Heineman Phonograph Supply Co. Mr. Strong's many years' experience will doubtless enable him to render invaluable assistance to Mr. Meisselbach.

**BUILDING UP A GOOD TRADE**

S. N. Rosenstein, president of the Phonograph Clearing House, Inc., states that he has achieved remarkable success with the products of Barnhart Bros. & Spindler, Chicago, the agency for which he secured recently. These products, which include "Superior" tone arm reproducers, etc., are meeting with a ready sale, and Mr. Rosenstein considers himself very fortunate in being able to offer these phonograph parts to the Eastern trade. He states that it requires only a demonstration to sell these products, as the manufacturer and dealer is easily convinced by actual demonstration that this tone arm and reproducer can be merchandised to excellent advantage.

Miss N. L. Moody is now in charge of the Victor retail department of Philip Werlein, Ltd., New Orleans, La.

**DON'T YOU KNOW WHERE TO GET**

**THAT MOTOR—OR THAT TONE ARM—OR CABINET?**

**Why Not Let Us Find It For You?**

DIRECT REPRESENTATIVES OF ALL LEADING MANUFACTURERS

WE CAN GIVE YOU MERCHANDISE, SERVICE AND ADVICE NO CHARGE FOR THE LAST TWO

**THE PHONOGRAPH CLEARING HOUSE, Inc.**

51 EAST 42d STREET, NEW YORK CITY

TELLS OF REVERSING RECORDS

John B. Taylor Conducts Interesting Experiment in Playing Records Backward—Declares Tonal Effects Are Entirely Changed

John B. Taylor, who is a talking machine enthusiast, has done much experimenting with talking machines and records, and has delivered a number of illustrated lectures on the "Development of the Phonograph and a Microscopic Study of Records," has aroused particular interest through his experiences in playing records backward and reversing tones, tune and speech. In telling of his experiments in reversing records, Mr. Taylor said recently:

"Such reversed sounds, besides being curious, are worthy of study from a physical and psychological basis. Playing backwards was an old device in the early days of hand-driven, tin-foil phonographs, but these were so imperfect as to tone quality that any critical study of the change in quality was not possible. According to the theories of tone quality since Helmholtz, the quality of a tone is not influenced by the phase relations of the several sound wave partials which make up the tone. By this theory the quality of a tone should be unchanged by playing backwards. Experiment shows that this is true provided tone quality is defined in a restricted, physical sense which is more limited than the average musician means by the word 'quality.'

"In these experiments it appears that an even, sustained tone, whether vocal or instrumental, is practically the same for normal or backward rotation of the record, but, since many instruments do not, and others are quite incapable of producing even, sustained tones, there are surprising effects from these reversed records, especially from the percussive instruments such as piano, cembalon, harp, xylophone, bells and celesta. When reversed, these all in some degree resemble wind instruments.

"To show the ability of the phonograph as a single instrument to reproduce the tone qualities of the many musical instruments of diverse shapes, sizes and means of sounding, a pleasing and instructive feature has been the display of a slide picture showing a performer and instrument at the same time that the phonograph plays a characteristic bit by the same instrument. I have had more difficulty in finding suitable records for this series than in finding pictures for the slides."

A NOTABLE VISITOR FROM CHICAGO

George L. Davidson, one of the owners of the Talking Machine Shop, Chicago, Ill., exclusive Victor retailers, accompanied by Mrs. Davidson, was a visitor to New York this week, after spending a few days in Philadelphia visiting some of Mrs. Davidson's friends and relatives. While in New York Mr. Davidson took advantage of the opportunity to call upon several of the local Victor retailers in order to gain an insight into conditions in the local trade.

Mr. Davidson is one of the foremost members of the retail talking machine industry in Chicago, and his rise in this business has been little short of phenomenal. He started several years ago with a small capital, and last year did a business of more than \$250,000. His establishment now occupies a four-story building in the "musical center of America," and this store, which contains more than twenty demonstration booths, is considered one of the finest Victor establishments in America.

SHELTON ELECTRIC PHONOGRAPH MOTOR

We have increased our factory facilities to handle the demand for the Shelton Electric Motor, and are now ready to make prompt deliveries.

Write for our Special Agency Proposition

SHELTON ELECTRIC CO. 30 East 42nd Street, NEW YORK

ADDITION TO BUEHN ORGANIZATION

Louis Buehn Secures Services of William H. Nolan, a Victor Man of Countrywide Reputation—Now Building for the Future Trade

PHILADELPHIA, Pa., April 8.—Louis Buehn, head of the Louis Buehn Co., prominent Victor wholesalers of this city, is one of those who have full



William H. Nolan

confidence in the future of the talking machine business, and is making preparations accordingly in building up and strengthening the organization of the company. Mr. Buehn realizes that the present shortage in machines and records is but the natural temporary result of wartime economic readjustment, and that conditions are bound to return to normal.

One of the factors that has meant success for the Buehn Co. in the past, and means further success in the future, is the practice of selecting for the organization young men of broad experience in the Victor game—men like F. B. Reineck and Chas. W. Miller; E. P. Bliss, a former factory man and later with Lyon & Healy; and L. D. Callahan, who came to him with the experience of several years gained in traveling from coast to coast for the Victor Co. And now Mr. Buehn announces the addition to his organization of Wm. H. Nolan.

Wm. H. Nolan is known to the trade from California to Long Island. During Mr. Nolan's connection with the Victor factory he traveled all sections of the country, and during the Panama-Pacific Exposition directed much of the work of the Victor Temple at San Francisco—an exhibit unsurpassed by anything ever before attempted in the annals of the talking machine industry. Mr. Nolan's work won such flattering attention that Lyon & Healy, of Chicago, induced him to take the management of their retail department, probably the largest retail department in the United States.

After two years with Lyon & Healy Mr. Nolan re-entered the wholesale end of the work with the New York Talking Machine Co., where his wide experience was utilized in the development of improved retail methods among the dealers of New York City and vicinity.

IMPORTANT VOCALION SALE

Among the interesting Vocalion sales closed this week at Aeolian Hall was that of a Vocalion, style "K," to Johan Baumann, a delegate representing the Norwegian Commission which has been visiting this country for some time past in the interest of the Norwegian Government.

It is interesting to note that the Brazilian, Danish and Norwegian Commissions have all recently purchased Vocalions to take with them to their home countries. Incidentally they all selected style "K" Vocalions.

Advertisement for CLEMENT BEECROFT featuring a record cabinet, record envelopes, and needles. Includes a list of 30 records and the address 309 W. Susquehanna Avenue, Philadelphia.

**SUBSCRIBING TO LIBERTY LOAN**

Local Talking Machine Trade Interests Going "Over the Top" With Flying Colors—J. N. Blackman, Committee Chairman, Anxious to Establish New Trade Record

As The World goes to press the drive for the Third Liberty Loan is in full swing and there is every prospect that the local talking machine trade will go "over the top" with far more than its normal share of subscriptions. The Allied Music Trades of New York have pledged through Julian T. Mayer a minimum of \$1,000,000 for the loan, and J. Newcomb Blackman, president of the Blackman Talking Machine Co., and sub-chairman of the committee with direct responsibility for the talking machine trade, stated that his trade would probably raise at least one-quarter of the total amount.

Late this week Mr. Blackman stated that possibly \$200,000 had already been raised by the talking machine men, with much more in sight, and that trade subscriptions to the third loan would far exceed those recorded for the second. Liberty Loan talks at the annual dinner of the Talking Machine Men, Inc., on Wednesday night are believed to have stimulated subscriptions to a considerable degree. The members of the committee assisting Mr. Blackman include George W. Hopkins, of the Columbia Graphophone Co.; Emanuel Blout, Roy J. Keith, New York Talking Machine Co.; Lipman Kaiser, S. B. Davega Co.; A. P. Plumb, Musical Instrument Sales Co.; E. H. Jennings, Sonora Phonograph Corp.; R. H. Morris, American Talking Machine Co.; Thos. S. Green, Silas E. Pearsall Co.; G. T. Williams; C. L. Price, Ormes, Inc.; Max Landay, Landay Bros.; T. E. W. Carlson, C. H. Ditson & Co., and Joseph Schwetz, I. Davega, Jr., Inc.

It might be mentioned that a substantial subscription to the Liberty Loan from the talking machine trade at this particular time should have a most desirable effect in Governmental circles, as indicating full support of the Government in the war, and that subscriptions, therefore, should be made wherever possible through the trade committee.

**COVERING NEW YORK TERRITORY**

Thomas McCreedy, who formerly represented the Victor Co. in Ohio, is now in charge of New York territory, succeeding R. N. Lagow. He is a man splendidly equipped for this important post, who believes in co-operating with Victor dealers for the best interests of the industry.

F. W. C. Hayes, formerly manager of the Victor department of Philip Werlein, Ltd., New Orleans, La., has left to take charge of the Brunswick phonograph department in that city. He has recently established new Brunswick dealers in Jackson, Meridian, Columbus, Hattiesburg, Brookhaven and Lexington, Miss., Baton Rouge, Crowley and Jennings, La.

**CRYSTAL EDGE MICA DIAPHRAGMS**

**M  
I  
C  
A**

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

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

**PHONOGRAPH APPLIANCE CO., 109 West Broadway, NEW YORK**

**GLOBE-WERNICKE LITERATURE**

Interesting Information About the Sectional Disc Record Cabinet of This Company Issued

CINCINNATI, O., April 6.—In connection with the exploitation of its sectional disc record cabinets, the Globe-Wernicke Co. of this city has prepared attractive literature, which can be used to excellent advantage by the dealer.

The company has emphasized the fact that these sectional disc record cabinets solve an important problem, and a recent piece of literature entitled "How to sell more records" reads in part as follows: "Why is it, Mr. Talking Machine Dealer, that for three or four months after a customer



buys a talking Sectional Disc Record Cabinet machine he will also buy records in quantities, and then suddenly refuse to buy more? Why is it that, a few months after selling a machine, you can telephone the buyer and get his permission to send him the latest records from which to make a selection, and that after this period, your experience reaches you that it is useless to send him any more of these records with the hope of his retaining any appreciable number?

"At first hand the reason would seem to be that he is tired of his new 'toy,' but many dealers have told us that the difficulty is the proper and adequate housing of the records he has bought from you. The space at his disposal for filing the records has become crowded, and he has taken the road of least resistance and made up his mind not to buy any more records for the time being.

"We believe that we have solved this problem for you by the introduction of our sectional disc

record cabinet, which is an elaboration of the Globe-Wernicke system of sectional bookcases.

that is, a top, a unit, and a base. The unit has ninety compartments, so that each record, whether 10-inch or 12-inch, has its own compartment. In other words, there is a place for every record and every record is in its place. When the unit is filled, a second unit is placed between the first and the top sections, and so unit after unit is added vertically and horizontally as space permits.



The Unit Idea

"Dealers who place these sections on their salesroom floors, and explain the quick filing and finding facilities of this system, will undoubtedly develop an active demand for records, as the use of this system eliminates the 'bugbear' of 'No room for any more records.' Our new catalog, No. 317, will give you an adequate idea of our unit system."

**GOLDSMITH BREAKS INTO PRINT**

MILWAUKEE, Wis., April 9.—Harry A. Goldsmith, secretary and sales manager of the Badger Talking Machine Co., Victor wholesalers, broke into the "Who's Who" column of the Milwaukee Journal on last Friday evening. A personal sketch stated in part that "Harry A. Goldsmith acquired a becoming bashfulness while engaged in the newspaper business in Calumet, Mich., from which he has never recovered. Mr. Goldsmith believes a bass drum never sounds so loud as when one pounds it himself, but is more effective if the world is doing the pounding." The sketch also stated that Mr. Goldsmith was born in Chicago thirty-four years ago, and was brought up in Calumet, Mich.; that he is unmarried, but is willing, and is a member of the Press, Elks and Advertisers clubs, the M. A. C., the M. A. of C., and the Masons. A portrait of Mr. Goldsmith accompanied the sketch.



Model No. 90 Mahogany or Oak

**"American Maid" Phonograph**

We are ready to offer the trade the "American Maid" phonograph, an instrument which has a *tone* quality that is unsurpassed. Hence—the slogan—"Purity and Sweetness of Tone". No matter *what record* you may want to hear, the "American Maid" is at your service. Every model plays any and all records.

We manufacture six models, retailing at \$17.50, \$45, \$65, \$90, \$125 and \$150, and each model is finished in mahogany or oak. We guarantee prompt deliveries.

Manufactured by

**C. JOHN A. WOODS & SON, 30 Church Street, New York**

WRITE FOR DEALER PROPOSITION



Our \$17.50 Model—Mahogany or Oak

**EXPORT TRADE A SPECIALTY**

**NOW THE COLUMBIA GRAPHOPHONE MANUFACTURING CO.**

President Whitten Makes Formal Announcement of the Change of Name of the American Graphophone Co.—Will Not Affect the Personnel or the Policies of the Company

Francis S. Whitten, president of the Columbia Graphophone Co. and the American Graphophone Co., sent out a letter this week to Columbia representatives formally announcing the change of the latter company's name to the Columbia Graphophone Mfg. Co. The name of the Columbia Graphophone Co. remains as it is at the present time.

The letter sent out by President Whitten announcing the American Graphophone Co.'s change in name reads as follows:

"As of this date, April 1, the name of the American Graphophone Co. is changed to that of the Columbia Graphophone Mfg. Co. This change is made pursuant to a special meeting of the stockholders of the American Graphophone Co. held on March 25, 1918, at which time the officers and directors of the company were authorized to sell and transfer practically all the assets of the American Graphophone Co. to the Columbia Graphophone Mfg. Co. under

a reorganization plan dated December 14, 1917.

"The names of the American Graphophone Co. and the Columbia Graphophone Co. have always been more or less confusing to our dealers, and for this reason and other advantages in the reorganization we have changed the name 'American Graphophone Co.' to 'Columbia Graphophone Mfg. Co.'

"The Columbia Graphophone Mfg. Co. assumes all the liabilities of the American Graphophone Co. and the officers, directors and department heads of the Columbia Graphophone Mfg. Co. are now occupying the same positions they previously held with the American Graphophone Co.

"The change in question does not in any way affect your relations with the Columbia Graphophone Co., which continues to be the sole sales agent of the Columbia Graphophone Mfg. Co., as it previously was of the American Graphophone Co."

play, so that each Columbia representative can use that part of the service which best suits his particular needs. This department has recently completed its newspaper advertising schedule, which includes a campaign in seventy



Window Display of United Music Stores papers published in twenty-three languages. This advertising is inserted without using the Columbia Co.'s address, so that the local talking machine dealers may receive the full benefit of this publicity.

**ARTISTIC WINDOW DISPLAY**

Made by the United Music Stores of Portland, Me.—Features Display Put Out by Columbia International Record Department

The international record department of the Columbia Graphophone Co. recently received the accompanying photograph from the United Music Stores, Portland, Me.; this illustration showing a window display that was recently used by this progressive and successful Columbia dealer. This display incorporates some of the new window service ideas completed by the international record department which are being used to excellent advantage by many dealers throughout the country.

The United Music Stores expressed their hearty commendation of this display and stated

that two days after it was installed the store closed the biggest foreign language record business in its history. As an example of the sales appeal of this display, it is interesting to note that on the very day it was placed in the window two Danish sailors happened to pass the window and were so favorably impressed with the Danish cut-out that they left an order for a \$78 outfit, to be delivered to their ship.

The United Music Stores conducts one of the most attractive talking machine establishments in New England. It has a remarkably fine location, being situated on the most prominent corner of Portland's best business street.

R. F. Bolton, sales manager of the Columbia Co.'s international record department, states that this department has made arrangements whereby it can furnish the dealers with the complete display, or different sections of the dis-

**ORGANIZE BEECROFT-BLACKMAN, INC.**

Beecroft-Blackman, Inc., has been organized in New York for the purpose of taking over by assignment the Beecroft United States Letter Patent No. 1,244,944, issued October 30, 1917, covering the placing of moulding on top of talking machine cabinets to hold Victrola IX. The new corporation plans to issue licenses on a royalty basis to desirable manufacturers of cabinets for the use of Beecroft patents. Several arrangements to that end have been entered into. The leading figures in the new corporation are Clement Beecroft, long connected with, and widely known in, the talking machine cabinet field, and J. Newcomb Blackman, president of the Blackman Talking Machine Co., New York, who likewise needs no introduction to the members of this trade.

# Your Record Order

—Placed with us is handled with that promptness and satisfactory attention to every detail which is only possible to a large, perfectly equipped distributing organization

You want your order promptly filled; you want the records carefully packed; you want your shipping instructions followed; you want conscientious, painstaking attention given your needs; you want service that is real co-operation— These factors applied to each and every order, large and small, is each month increasing the list of retailers whom we serve. TRY US ON YOUR NEXT ORDER! Our service is based on the desire to aid in adding to your business.

Are there those of foreign nationality in your territory? They want records

<p>HAVE YOU THE Marconi- Victor Course in Wireless Telegraphy? Don't be without this important special!</p>	<p>"First Aid Course in French" On Victor Records is an added source of profit for every dealer. How is YOUR stock?</p>
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in their own tongue. The vocal and instrumental music of every country is embraced in our vast stock. Don't neglect this field for greater business.

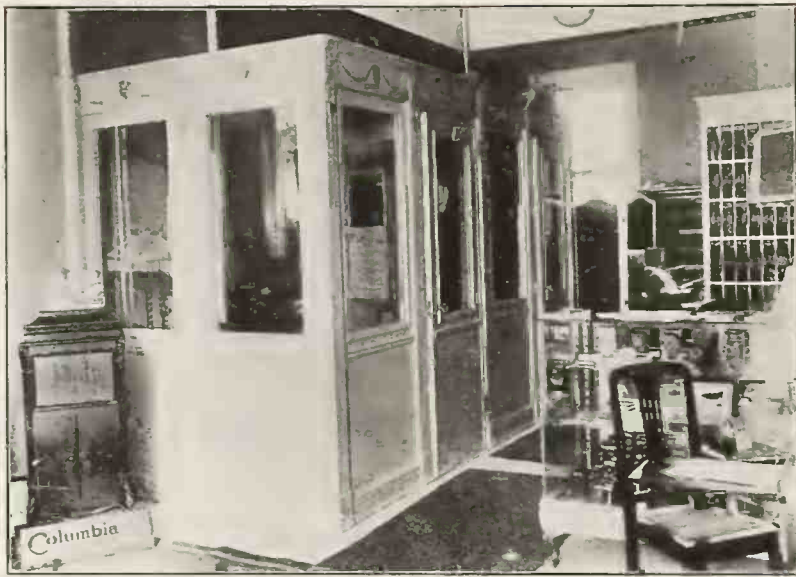
## Grinnell Bros

Distributors of Victrolas and Records

First and State Streets  
DETROIT

# VAN VEEN BED-SET BOOTHS

BUY LIBERTY BONDS



INVEST IN LIBERTY BONDS

## MODEL "D-A"—BED-SET—DOUBLE CONSTRUCTION—SOUNDPROOF

### CONSTRUCTION

Sectional or knock-down, built in three-foot units, with pilaster columns between, with a patented, simple and efficient interlocking device permitting satisfactory setting-up by local labor. Regular stock booths and knock-down construction most economical and satisfactory to the buyer, allowing the purchase of matched additions at any time, or the rearrangement or removal of the whole installation without damage to equipment or building walls or partitions.

### REGULAR SPECIFICATIONS

This equipment is specified as soundproof. It must be understood, however, that the booths are only commercially soundproof. It is impossible to make demonstration booths absolutely soundproof unless masonry walls are built between. The booths specified are as nearly soundproof as it is possible to construct with air chambers between all the wood and glass panels and with invisible felt insulation provided at points in contact with walls or floors.

**PARTITIONS**—Each three-foot section complete in itself, in a single piece, eight feet over all. Double laminated and veneered panels to prevent warping or splitting, with air chambers between, throughout. Double, extra heavy, "A" quality glass, 24 in. x 46 in., throughout. Inner glass lights set in removable frames for cleaning.

**DOORS** constructed with double wood panel and glass surfaces, with air chambers between, like sections. With double rabbeted jambs all around. Doors fitted with glass knobs and sanded brass finished hardware.

**ROOFS** of heavy, ribbed sky-light glass set in framed, interlocking sections.

**FINISH** in any natural wood color—same inside and outside.

### THE INSTALLATION PHOTOGRAPHED

This installation consists of two 6 x 9-foot booths, white enamel finish, with Adam decorative treatment on cornice and pilasters. Decorations finished in old ivory glaze. The record racks were specially designed and may be seen in the rear of the store photographed.

This installation built for R. F. Fitzsimons, 2885 Broadway, New York City.

### RECORD RACKS

These record racks are made in 3-foot sections, 8 feet high, to match the booths. Each record rack has three shelves for 10-inch records and three for 12-inch records, with upright dividing partitions, 3½ inches apart on centers. Each section of rack holds about 1,400 records.

Write for a copy of our new catalog.

**ARTHUR L. VAN VEEN & CO., Marbridge Building, New York City.**

## BUSINESS IN BALTIMORE ONLY AWAITS SUFFICIENT STOCK

Some Dealers and Distributors Report Wonderful Trade, Others Slowed Up by Lack of Goods—Good Advertising From Concerts—Why W. S. Parks Is Happy—Activity With Victor Dealers

BALTIMORE, Md., April 9.—Talking machine business in Baltimore is in a peculiar condition at this time. Some of the dealers and distributors are reporting wonderful business with remarkable increases over the same period of previous years, while others report a falling off due to the lack of goods—not to the lack of demand for machines and records, however. The month opened with better receipt of goods than for some time past, but not near enough to meet the pressing demand.

The present condition has caused several of the distributors to adopt a policy of forcing dealers to sell the kind of records they can get or do without additional machines. This in a measure has resulted in creating business of a new kind and records that have been in stock for as long as six and eight years are now moving out of showrooms. Many instances are reported of the buyers accepting what they could get instead of what they want. Dealers are forcing their salesforce to study their stock better so as to meet the present conditions of shortage of goods with as small a loss as possible.

Both the Victor and Columbia concerns were

able to obtain some good advertising for their records last week. The Victor Co. took advantage of the fact that Amelita Galli-Curci was billed to be the special soloist with the Symphony Society of New York at the Lyric on April 4 and advised music lovers to hear her and then hear her on the Victor in the home. Two days before the performance announcement was made of the illness of the artist and Lucy Gates, soprano, was substituted. The Columbia Co. at once let loose display advertising urging the public to hear Miss Gates and then to have Columbia records make her ever present in their home. Thus both companies benefited by the unfortunate event for one and the fortunate event for the other as the demand for Galli-Curci records and the Gates records are the greatest the dealers in the respective lines have ever had for any individual record. It's the old saying that it's an ill wind that blows no good.

W. S. Parks, manager for the Baltimore branch of the Columbia Co., is very happy over the phenomenal business done by his branch during March. It proved to be the greatest month's business that the branch has ever done,

and what it did to the figures of the same month a year ago would be a shame to tell. But Mr. Parks is right on the job; for instance, on Saturday, before the close of the month, he received a carload of machines. He had a lot of orders for Washington and Southern points, so he hired two big motor trucks and at 4 o'clock in the morning had the machines at the station. These machines were loaded as soon as business opened and the machines were rushed to Washington. The facilities for Southern shipping out of Baltimore by boat being a little congested at this time Mr. Parks through this stunts was able to get his goods started for their destination promptly by this move. It was just a trifle more expensive, but proved to be a way to get around the freight situation. Mr. Parks announces the appointment of Daniel De Foldes, as head of the dealers' service department.

F. K. Pennington, assistant general sales manager of the Columbia Co., was in Baltimore during the month and expressed himself as well pleased with the business conditions here. It was his first visit to the new quarters.

From General Manager H. L. Willson, of the Columbia Co., Mr. Parks received the following wire: "Heartiest congratulations to you and Baltimore's sales force on splendid March sales." He also received a wire from A. J. Heath, former Baltimore manager, but now in charge of Philadelphia headquarters for the Columbia, which stated: "Put it over on Philadelphia." Mr. Heath was in Baltimore to spend Easter and met Mr. Parks.

The Hopewell Furniture Co., Hopewell, Va., who have just received their first line of Columbia goods, are overjoyed with the outlook for good business. Thurman & Boone Co., Roanoke, Va., who have been handling the Columbia line for some time, have just rearranged their store, installed new booths and redecorated their talking machine department.

A. B. Creal and W. M. Korhammer, Jr., who are on the road for Columbia, have been sending in fine orders. P. W. Peck, who looks after the Carolinas, made a hurried trip to headquarters during the week looking after stock.

W. C. Roberts, manager of E. F. Droop & Sons Co., Victor distributors, is doing a fine retail business, but his wholesale business is retarded because of his inability to obtain goods. He says it's a regular record famine. With his wholesale trade he is demanding of all dealers that they buy an equal amount of the kind of records obtainable with every order for machine. In this way he says that he has been able to move records that have been on the shelf for at least eight years. Mr. Roberts reports that the demand for Galli-Curci and Heifetz records have been phenomenal. Had he been able to get the goods he says he would have shown very close to a 50 per cent. if not better increase over last year's business.

Henry Eisenbrandt, of H. R. Eisenbrandt & Sons, Inc., Victor distributors, is very short of goods and is making every effort to get more goods, but with little success. He says that business has naturally suffered because of the lack of records. He visited headquarters during the month and will make another trip there the coming week.

I. Son Cohen, of Cohen & Hughes, Victor distributors, says he has been unable to fill the demand for goods, despite the fact that he has been able to obtain some goods by shipment, although not near enough to go around.

Jesse Rosenstein, for the National Piano Co., Pathé distributors, has been able to get some goods, but is still short of machines and records.

The Brunswick-Balke-Collender Co. have changed their Baltimore headquarters and are now located at 107 Hopkins place. They are steadily expanding their business.

Hammann-Levin Co., Victor dealers, report a fine business in both machines and records, and say the business of the past six months is way ahead of the same period of a year previous.

The Mann Piano Co., Leopold Ehrlich, sales manager, Victor dealers, says that March business is simply fine in both records and machines.

## Lufranc Quality



THE SAFEST ENVELOPES MADE

## RECORD DELIVERY ENVELOPES

START THE NEW YEAR WITH A GOOD SUPPLY by Placing Your Order Now

Samples and Prices Furnished Cheerfully

Write Today Get the Best Always

LEWIS C. FRANK

654 Book Building

DETROIT, MICH.

T.M.W.1217



**Columbia advertising is aimed to get more business—through you dealers. Some little time, attention and money are devoted to that one end.**



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

**WHY MUSIC IS AN ESSENTIAL**

During War Times Discussed Most Interestingly by H. N. McMenimen

H. N. McMenimen, of the Pathé Frères Phonograph Co., recently gave a very interesting interview in connection with the importance of music in war times, and the fact that it should be recognized as an absolute essential.

In this talk Mr. McMenimen said in part as follows: "In war times music is an essential. It is a necessity in the ranks of the fighting man, for it instils the firmness of morale neces-



H. N. McMenimen

sary to success in war. It is important in the lives of civilians because it strengthens moral fibre and dissipates depression. Whether it be the stirring strains of a sonorous band, or the sounds of a soothing, sympathetic voice, it is a tonic in war times; it is a mental exhilaration that engenders physical recuperation. England and France found profound solace in melodious sounds. We may sacrifice nonessentials in this period of stress, but we can ill afford to neglect a cherished part of our cultural activities.

"Music is the universal tongue, the democracy of art, it is mental food; the kind that sustains and brings out the finer things of character, and is as necessary to us in war times as the smile of fortitude on the face of our soldiers."

The line of demarcation between luxuries and necessities is hard to see—when the necessities insist on masquerading as luxuries.

**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

**TO CALCULATE PROFITS**

What Additions to Cost Necessary to Determine Them—Some Interesting Data

A letter has been received by the New York Times from John Connors, secretary and treasurer of the Howe & Rogers Co., of Rochester, N. Y., containing a schedule of profit calculations which he thinks will be found very useful by the average business man. It shows, for instance, that 5 per cent. added to the cost of an article is equal to a 4 3/4 per cent. profit on the selling price. The remainder of the table follows:

ADDITION TO COST.	PROFIT ON SELLING PRICE.
8 1/2 per cent.	7 per cent.
10 per cent.	9 per cent.
12 1/2 per cent.	11 1/8 per cent.
15 per cent.	13 per cent.
16 per cent.	14 1/4 per cent.
17 1/2 per cent.	15 per cent.
20 per cent.	16 2/3 per cent.
25 per cent.	20 per cent.
30 per cent.	23 per cent.
33 1/3 per cent.	25 per cent.
35 per cent.	26 per cent.
37 1/2 per cent.	27 1/4 per cent.
40 per cent.	28 1/2 per cent.
45 per cent.	31 per cent.
50 per cent.	33 1/2 per cent.
55 per cent.	35 1/2 per cent.
60 per cent.	37 1/2 per cent.
65 per cent.	39 1/2 per cent.
66 2/3 per cent.	40 per cent.
70 per cent.	41 per cent.
75 per cent.	42 3/4 per cent.
80 per cent.	44 1/2 per cent.
85 per cent.	46 per cent.
90 per cent.	47 1/2 per cent.
100 per cent.	50 per cent.

"This schedule," Mr. Connors says in his letter, "appeared some years ago in a newspaper which I believe was and is still published in Springfield, Mass. I have never seen it published since in any paper."

**HOW BOTEFUHR DEVELOPS TRADE**

Live Talking Machine Man of Pittsburg, Kan., Has Built Up Big Business Among the Miners as Well as the Wealthy in His Section

PITTSBURG, KAN., April 3.—Frank S. Botefuhr has developed a business in Grafonolas that keeps him hustling. He has been established in the music business in Pittsburg for several years and has a high-class retail store which is patronized by the wealthy classes as well as others. The chief trade in Grafonolas, however, is though the Pittsburg territory, scores of machines having been placed in the last few months even in the homes of the miners, that, judging from their exterior, would have none of the modern conveniences and the essentials of American life. The miners, however, are getting \$4 and \$5 a day and they can work three days a week and have more money to spend than the ordinary city clerk who makes \$100 a month.

One of the plans of distribution Mr. Botefuhr has operated very successfully is as follows: One of his subagents will take two or three machines to his automobile and drop them at houses along the route. He will place maybe five or six along one of the main roads in the territory, in houses as close together as he can. Perhaps the next day and the following day he

will spend in placing more machines in houses along this same road. Then he will start gathering up the machines, a day or so being sufficient for a trial. In nine cases out of ten the people who have tried the Grafonola will keep it. However, if one of them should decline to buy, the agent will load the machine in his car and take it with him on his further work down this road. When he finally comes to a house that has not yet tried a machine, he will leave it at this house. In this manner the agent saves a great deal of time in placing machines and his work is even simpler than that of an agent working in a city, because his delivery expense and time occupied in picking up the Grafonola when it is not sold is reduced to a minimum. Mr. Botefuhr has been distributing considerably over twenty-five Grafonolas a month in the Pittsburg neighborhood, and one can easily imagine the large trade in records which he is building up for himself.

**TEST offered to dealers to prove the superiority of Wall-Kane Steel Needles**

Take two standard disc records of the same selection, play one ten times with the same WALL-KANE loud needle; play the other record, the same selection, ten times, but with ten, new, full tone steel needles.

You will find that the record played ten times with the same WALL-KANE needle will sound clearer, will have less surface noise, and that under the magnifying glass the grooves of the record played ten times with the ten steel needles will seem to be more disturbed.



**Beware of Imitations**

Package of 50 WALL-KANE needles. Loud, Extra Loud and Medium, greater value than 500 ordinary steel needles, retails for 10c, costs the dealer 6 1/2c.

Jobbing territories open

**Progressive Phonographic Supply Co.**  
145 West 45th Street, New York

## STOCK SITUATION A LITTLE EASIER IN LOS ANGELES

Jobbers and Dealers Getting Some Small Shipments of Machines and Records—Talking Machine Dealers' Association Discusses Trade Problems—General Happenings

LOS ANGELES, CAL., April 6.—The situation here in regard to getting stock has brightened up to a certain extent, and all of the local jobbers have been receiving small shipments of both records and machines during the last month. However, most dealers are a long way from having all the goods they need, as most of the machines received are already spoken for, which leaves none for present trade. The demand keeps up to all expectations and only the lack of goods prevents last year's records from being broken.

The Victor, Edison and Columbia jobbers seem to think that the freight situation will not be as strained as before and that goods will be coming through nearer to schedule time than before. This will be a great relief to the local dealers as the old "freight" excuse is getting rather time-worn even if true.

It really is remarkable that business has kept up as well as it has, considering the number of ways in which our patriotic citizens are coming to the front in defense of our Government by buying bonds, stamps, etc.

A great many persons are still sending machines and records to our nearby cantonments and many soldiers and sailors are themselves purchasers, especially of records, when in our city on leave. The phonograph has become very popular with the soldier boys, who get a great deal of enjoyment and entertainment from playing them. When donated for that purpose, all dealers will be glad to send them to the camps free of charge.

### Talking Machine Association Meets

The Retail Talking Machine Dealers' Association of Southern California held its regular monthly meeting at the Platt Music Co. store last Tuesday evening, with practically every member present. It was decided at this meeting to continue the trial plan of refraining from advertising talking machine terms for another thirty-day period, as it seems to have been proving very satisfactory. The proposition was also discussed to further regulate sales, on a more uniform basis, by requiring that the first payment equal 10 per cent. of the contract price, with \$5 as the minimum for such payment; that 7 per cent. interest be exacted in all instances on deferred payments, and that the free records accompanying machine sales shall not exceed one-half the amount received as the first payment. These matters, however, were only discussed with a view to preparing the members for definite action at the next meet-

ing, which will be held on April 30, at Barker Bros.

A. A. Tanner, Victor dealer in Monrovia, Cal., recently gave a benefit concert for the Red Cross with a Victrola XVI electric. The machine alternated with other musical numbers and the concert was a big success with a large attendance. In all more than \$500 was made for the Red Cross.

Dan Voorhies, with the Brunswick Phonograph Co., is very enthusiastic about the way his line of machines is taking in southern California. Mr. Voorhies has placed agencies from Bakersfield in the north to San Diego in the southern part of the State, also several agencies in Arizona. The Brunswick is represented in Los Angeles by the Barnes Music Co., Lyon-McKinney and Smith, large furniture dealers, and Hamburger & Sons, the largest department store in the Southwest. The Brunswick Co. are located at 845 South Los Angeles street.

### McCormack's Sensational Drive

One of the most notable musical events that have taken place in our city for some years was the Red Cross concert given by John McCormack and his company on March 18, at the Shrine Auditorium. An immense audience was present. In fact, hundreds were unable to obtain tickets and the concert was a huge success from every standpoint. Mr. McCormack was very enthusiastically received by the large audience and had to respond to numerous encores. About \$11,000 was realized for the Red Cross Society, and besides donating his services to the concert Mr. McCormack autographed forty-five of his favorite records, which were sold by the Red Cross at prices ranging from \$25 to \$100. Twenty-five of the records were donated by Barker Bros. and twenty by the Southern California Music Co.

The T. J. Johnston Music Co., for many years located on Main street, near Fourth, are moving to 406 South Broadway, where they will open an up-to-date music store of pianos, sheet music, small goods and talking machines. They are agents for the Victor and Columbia lines, and will have a very fine department.

The Curtis-Colyear Furniture Co., of 507 South Main street, Pathé dealers, report a fine business for March. Their business has been growing so fast that they are contemplating enlarging the department in the near future.

### Sherman, Clay & Co. Expand

Sherman, Clay & Co., Victor wholesale, who have occupied part of the fifth floor in the Par-



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

malee-Dohrmann Building for the last ten years, have just succeeded in leasing the entire floor, and are busy at present moving and remodeling. Chas. Ruggles, their local manager, is delighted with the change as his former space was entirely too small for the volume of business that he now has. When finished they will have nearly 13,000 square feet of space which will give them one of the largest jobbing houses for their line in the West.

The Columbia Phonograph Co., wholesale, report a brisk demand from dealers for their new period designs, several of which have been sold since they were placed on exhibition. Mr. Stidham, their manager, is very much pleased with their business, and has placed many new agencies since January 1—several of whom handle the Columbia line exclusively.

### Edison Co. Take Over Local Concern

One of the most important changes in the jobbing line that has taken place in Los Angeles has just been consummated—namely, the taking over by Thomas A. Edison, Inc., of the Diamond Disc Distributing Co. This is in accordance with the policy of the Edison Co. to control the wholesale line on the Pacific Coast, this office being the last link in the chain, which extends now from Seattle to San Diego. A. C. Ireton, with headquarters at San Francisco, will be Coast manager for the new company, which will be known as the Edison Phonograph, Ltd. Mr. Ireton was formerly general sales manager for the Edison Co. at East Orange, N. J. The Los Angeles office will now have the entire State of Arizona as the El Paso wholesale house will be closed. C. A. Lovejoy, who has had charge of the Edison wholesale both for the Southern California Music Co. and afterward the Diamond Disc Distributing Co., will be retained as local manager.

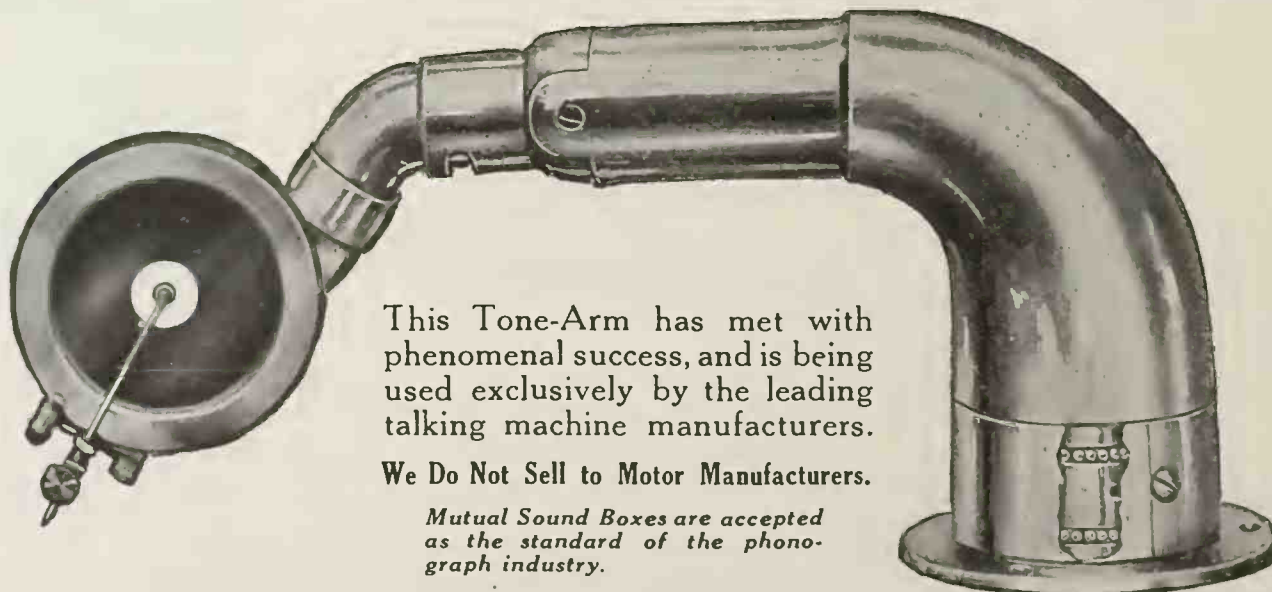
Barker Bros. have enlarged their talking machine department by the addition of several new demonstration booths. C. A. Booth, their manager, says business is fine, and if it keeps up and they are able to get the goods, it will be necessary to enlarge again next fall. April first was the day for the formal opening and each customer was presented with a beautiful rose as a souvenir. Barker Brothers handle the Victor, Edison and Sonora machines.

Madam Melba was the recipient of a most beautiful loving cup given to her by several of

# The "Mutual" —the ORIGINAL and PATENTED Universal Ball Bearing Tone-Arm

Beware of  
Infringers  
and  
Imitators

No. 2 Mutual  
Ball-Bearing  
Spring Joint  
Universal  
Tone-Arm



This Tone-Arm has met with phenomenal success, and is being used exclusively by the leading talking machine manufacturers.

We Do Not Sell to Motor Manufacturers.

Mutual Sound Boxes are accepted as the standard of the phonograph industry.

Write To-day  
for  
Samples  
and  
Prices

MUTUAL TALKING MACHINE CO., Inc., 145 W. 45th St., New York

Are you selling your share of Columbia Records heartening our boys at the front? There are Grafonolas in every Y. M. C. A. and Knights of Columbus Hut, and new records are like letters from home.

Columbia Graphophone Co.  
Woolworth Building, New York



the leading dealers of Los Angeles. The occasion was on the night of her concert, April 8, at Trinity Auditorium. The presentation speech was made by Len Behymer, our local impresario, in his usual faultless style, and the Madam responded with a few well-chosen words of thanks. The following dealers were the donors of this beautiful gift: Andrews Talking Machine Co., Barker Brothers, Geo. J. Birkel Music Co., Southern California Music Co. and the Wiley B. Allen Co.

Hamburger & Sons had the formal opening of their new phonograph department on April 1. It is located on the third floor and is complete in every detail. Every person calling at the department received a beautiful souvenir. This house will carry the Columbia and Brunswick machines.

C. H. Yates, special Coast representative of the phonograph department of the Brunswick-Balke-Collender Co., is now making his headquarters in Los Angeles, dividing his time between this city and San Francisco. He formerly covered Southern territory for the Diamond Disc Distributing Co., Edison jobbers, and later managed the Spokane branch of the Pacific Phonograph Co. until sold to Edison Phonographs, Ltd., in 1917. Mr. Yates expects to build up an excellent trade for the Brunswick in this territory.

**STRONG DEMAND FOR SMALL MOTOR**

Reported by the Melophone Talking Machine Co.—Materials Purchased Before War

The Melophone Talking Machine Co. are finding the demands for the small single spring motor to be on the increase. Since the first of the year several contracts have been closed whereby deliveries in quantity lots during the balance of the year will be made to several concerns. The Melophone Co. has been unusually successful in meeting the requirements of the trade wishing a small motor for popular-priced machines which will give reasonable service. One of the reasons why this house can still market their small motor at low prices, according to the officers of the company, is the fact that all the materials entering into the motors were purchased before the war. Henry Sobel, president of the Melophone Talking Machine Co., is very active in the third Liberty Loan drive, being a member of one of the committees of the Patriotic Service League.

**OTTO B. HEATON'S NEW WAR POST**

COLUMBUS, O., April 8.—Otto B. Heaton, one of the proprietors of the Heaton Music Store, at 369 Fifteenth avenue, this city, has been appointed Army Secretary for the Y. M. C. A., and will leave for France very shortly to take up his new duties. Mr. Heaton has long been interested in Y. M. C. A. work and feels that he can best do his bit by assisting that organization in its efforts to increase the comfort of the soldiers on the field. The business will be continued by his brother, C. W. Heaton.

**THRIVING SCRANTON STORE**

Temple of Music Has Most Artistic Victor Quarters Under Management of G. W. Deetz

SCRANTON, PA., April 8.—One of the most successful talking machine establishments in this section of the State is the Temple of Music in this city, which handles the Victor line, and has developed a profitable Victrola and Victor record business.

This establishment is under the management of Guy W. Deetz, formerly connected with the Emerson Piano Co., Decatur, Ill., and well known in Western talking machine circles. Mr. Deetz came to Scranton with a thorough knowledge of the retail Victor business, and his practical experience in this field has been an important factor in the success of the Temple of Music.

This establishment was opened last fall by Stoehr & Fister, and is considered one of the most attractive Victor establishments in the East. It is a consistent user of advertising space in the newspapers, and Mr. Deetz, who is a firm believer in the value of this publicity, takes advantage of every opportunity to feature the Victor line.



G. W. Deetz

The Temple of Music is becoming more than a retail store, for it has a concert hall, which seats 500 people, and which has been the scene of many important musical events. Mr. Deetz has made this store a community proposition, and its prestige, together with the store's splendid sales totals, reflect the practicability of his ideas in this field.

**CLEVER PUBLICITY POINTER**

The J. L. Roark Estate, house furnishers and Victor dealers in Greenville, Ky., have adopted a most attractive gummed label for placing on Victrolas sold by the company. The gummed label is attractive in design and, in addition to the well-known Victor trade-mark, carries the name and address of the company. It has a metallic finish, and represents dull brass in appearance. The company states that it will be glad to send a sample of the label to other dealers on request.

**CREDITORS TO MEET**

A meeting of the creditors of the W. K. Cowan Furniture Co., bankrupt, Chicago, will be held on April 15 in Room 907, Monadnock Block, 53 West Jackson boulevard, when creditors may examine the bankrupt, file their claims and transact other business in like order.

Don't put off till to-morrow the Liberty Bond you can buy to-day.

**THE NEW VEECO MOTOR**

MAKES

**The Electric Way the Ideal Way**

All experimenting has been done in advance at the Veeco factory. Any mistakes have been rectified before, and not after, the Motors have been put on the market.

The Improved Veeco Electric Motor is designed primarily and exclusively for talking machines. Runs on either A. C. or D. C., 100-125 volts, without adjustment. Supplied to run on any voltage from 6 to 250. Mounted on 12 or 12½ inch square mahogany boards ready to install.

Combined with the VITRALOID Turntable it makes a complete motor unit for high-class machines.

SEND FOR THAT SAMPLE TODAY  
Then rush your order to insure prompt deliveries.

**THE VEECO COMPANY**

248 Boylston St.

Boston, Mass.

**ENJOY VISITS TO THE MEISSELBACH AND DEAN FACTORIES**

The Resources of These Establishments and the Methods of Manufacturing the Various Products Enlighten Branch Managers of Otto Heineman Phonograph Supply Co. During Recent Visit

When the branch managers of the Otto Heineman Phonograph Supply Co., Inc., visited New York recently for their annual conference, one of the most enjoyable trips during this conference was a visit to the factories of the company's Meisselbach division at Newark, N. J. One day was spent at this plant, and the visiting managers were greatly impressed with the efficiency which characterizes every department of the Meisselbach factories. They marveled at the new machinery which was recently installed, and, after going through the factory from garret to cellar, stated that they now readily understood how the Meisselbach motor had gained its fame and prestige in the phonograph industry.

A. F. Meisselbach, head of the Meisselbach division of the Otto Heineman Phonograph Supply Co. and vice-president of the company, is a pioneer in the motor manufacturing industry, and his intimate knowledge of every detail of motor production has enabled him to place his motor in the front ranks of the industry's products. Mr. Meisselbach is ably assisted by Pliny Catucci, who is recognized throughout the trade as possessing a technical knowledge of motor construction that is second to none. He has developed and perfected many important improvements that have contributed materially to the success of the Meisselbach motor.

A. F. Meisselbach & Bro. started in business thirty-five years ago as manufacturers of fishing reels, and a few years ago placed the Meisselbach motor on the market. From the moment it was introduced this motor won the approval of the manufacturers, and this factory has been

arms, and sound boxes have won new laurels in the talking machine industry.

how Dean steel needles are manufactured. They quickly recognized the fact that there are many intricate processes connected with steel needle production that are hardly appreciated by the talking machine industry as a whole, and under the guidance of Chas. E. Dean and John M. Dean, Jr., inspected every department of the



Plant of the Meisselbach Division of the Otto Heineman Phonograph Supply Co., Newark, N. J.

During their stay in New York the branch managers of the Otto Heineman Co. also spent a day at the factories of the company's Dean plant. The Dean division of the Otto Heineman Co., although the "baby" of the organization, is becoming more important day by day,



A Group of the Visiting Branch Managers

far oversold for more than two and a half years. The company was amalgamated with the Otto Heineman Phonograph Supply Co. a year ago, and since that time Meisselbach motors, tone

division at Putnam, Conn., where Dean steel needles are manufactured. They had an opportunity of going through the new building, which was recently completed, and saw at first hand



Plant of the Dean Division, Putnam, Conn.

and Adolf Heineman, assistant general manager of the company, who is in charge of this division, is proud of its equipment and increased output aimed to meet world-wide demands.



Harponola

**Mr. Manufacturer**

Wonderfully, artistically and well-built Cabinets, produced by a furniture manufacturer of high repute.

**Mr. Jobber**

Fully equipped Machines under your trade mark or ours, in carload lots at jobbing discounts.

**Mr. Dealer**

High-class Cabinets, equipped with the best mechanical equipment money can buy.

Prices that are right in each case. Send for particulars.

**THE CELINA FURNITURE CO.**  
CELINA OHIO

**A6032 is a dance record in Columbia's May List, certain to set one-steppers prancing. Put it on and watch it sell itself.**

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



### TALKER MEN HAVE LIVELY TIME

Talking Machine Men, Inc., Cast Tie Vote on Question of Barring Jobbers From Active Membership—Other Questions Taken Up

The feature of the regular monthly meeting of the Talking Machine Men, Inc., held in the rooms of the Merchants' Association in the Woolworth Building on Wednesday, March 20, was the discussion and vote on the amendment to the by-laws recently introduced and designed to confine active membership in the organization to retail dealers exclusively and place jobbers and wholesalers in the class of associate members.

J. Newcomb Blackman, who is president of the National Association of Talking Machine Jobbers, made a strong talk in favor of the amendment and gave some excellent reasons for making the change. Henry Mielke and others also spoke in favor of the measure. Those opposed to making the change in the by-laws included Irwin Kurtz, A. H. Mayers and Max Landay. Several votes were taken on the question, but the final result was a tie, and it was decided to postpone the final decision until the next meeting, when all members will be notified to attend for that special purpose.

Various other committees, including that on membership, and the one entrusted with securing a general agreement to charge 6 per cent. interest on instalment contracts, reported progress.

J. H. Mayers, chairman of the nominating committee, presented the following slate for the coming year, which will be voted on later: J. T. Coughlin, for president; Sol Lazarus, vice-president, New York; A. H. Tusting, vice-president, New Jersey; A. B. Clinton, vice-president, Connecticut; E. Leins, financial secretary, and A. Galuchie, treasurer. Irwin Kurtz was nominated recording secretary but declined and the nomination was left open.

It was felt by the majority of the jobbers, as well as a number of the dealers, that to obtain the best results each branch should have its own association, and that the membership in the Talking Machine Men, Inc., should be confined exclusively to retailers, as planned originally. The wholesalers were of the opinion that they could still give the retailers the benefit of their advice when desired, and of their cooperation through the holding of associate memberships in the association.

The opposition centered largely around the claims of Max Landay, of Landay Bros., who has done excellent work in developing the membership of the association and strengthening its treasury, that to bar him as a jobber from active membership, would be to curtail his usefulness to the organization.

The sacrifices we are exacting of the noble American boys who are going to the bloody fields of France for the lives and liberty of us who stay at home call to us with an irresistible appeal to support them with our most earnest efforts in the work we must do at home.—Secretary McAdoo. Buy Liberty Bonds.

### DEVELOPED MAIL ORDER TRADE

J. A. Sandee, of the Victrola Department of L. S. Donaldson Co., Minneapolis, Tells of Plans of Procedure in This Connection

MINNEAPOLIS, MINN., April 3.—J. A. Sandee, manager of the Victrola department in the big department store of L. S. Donaldson Co., this city, has methods of doing business that should interest talking machine dealers generally, inasmuch as they have proven successful. Mr. Sandee came to Minneapolis something like a year ago from Milwaukee, and, although the Donaldson department was supposed to be on a very profitable basis at that time, he made it yield still greater returns.

The big end of the increased sales Mr. Sandee attributes to the mail order department which he has cultivated most assiduously while the approval system for records has been of substantial help in building up the business. The house issues twice each year a big mail order catalog in which Mr. Sandee is allotted two pages; one he devotes to records and the other to machines, and on both he has planted the most compelling advertisements he is able to produce. They are pulling the business, the approval feature for records having proven most successful. The approval plan also is operated in the city, but not to as great dimensions as in the country.

In the city the delivery wagons leave records as indicated by approval customers. These are allowed twenty-four hours in which to make se-

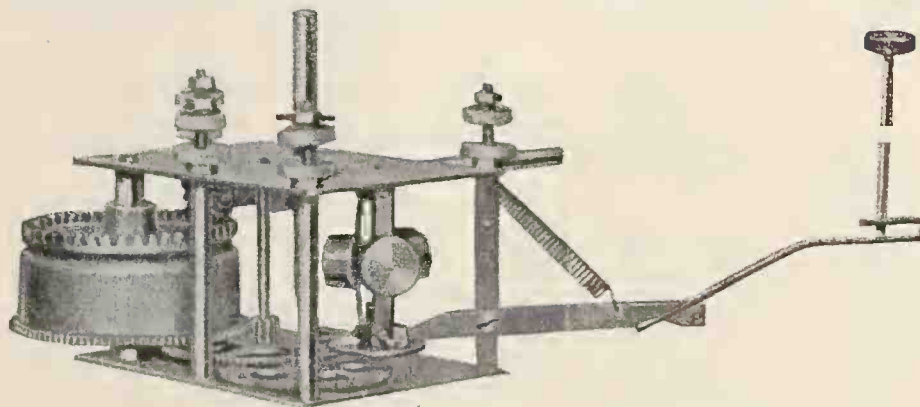
lections and must then deliver the records or the equivalent in cash to the delivery wagon drivers, who cover the entire city and have regular routes. Rural patrons are permitted forty-eight hours within which to make returns.

All approval customers are listed in a card index. On the respective cards are enumerated the catalog numbers of the records requested in black ink and the numbers of the records taken later appear in green ink. A hasty glance at the card discloses at a glance whether the customer is a "live" one, that is to say, an actual buyer, or a "dead" one. The latter soon are eliminated, if they refuse to heed a gentle reminder that the Donaldson Co. is not operating its approval system solely for the amusement of people. From 12,000 to 14,000 records are kept in stock.

Manager Sandee makes excellent use of the appearance of phonograph stars in Minneapolis by striking advertisements and in other ways. Harry Lauder on a recent visit to Minneapolis was the guest of the Donaldson Co. at the store for an entire day and made a big hit. Galli-Curci and Evan Williams records were featured when those distinguished artists visited Minneapolis.

Says an experienced salesman: The great factor in selling is the human factor, and not the things we sell. The things must be right, of course; but it's people who buy and use the things, and therefore it's people whom we must interest and deal with in getting rid of things.

## 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.

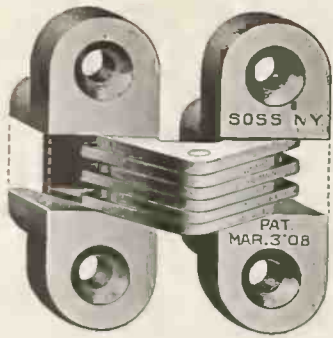
PRE-WAR PRICES

IMMEDIATE DELIVERIES

**Melophone Talking Machine Co.**

380 Lafayette Street, New York

29 E. Madison Street, Chicago



**SOSS**

**INVISIBLE HINGES**

**Preserve Beauty**

In many beautifully designed, finely finished Talking Machines, Pianos, Music Cabinets, Piano Players and Benches, the elimination of the unsightly protruding Hinge is essential to preserve the beauty of the design.

**Design and Construction**

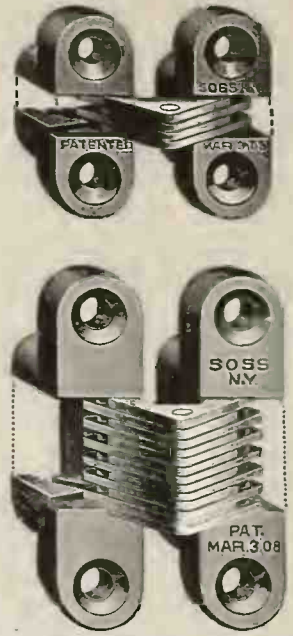
The fine cabinet work which is required in many instances to preserve the disguise of the instrument requires that the hinges be as inconspicuous as possible. SOSS Hinges are *invisible*.

WRITE FOR CATALOGUE "T"

**SOSS MANUFACTURING COMPANY, 435 Atlantic Avenue, BROOKLYN, N. Y.**

DETROIT—922 David Whitney Bldg.  
SAN FRANCISCO—164 Hansford Bldg.

LOS ANGELES—224 Central Bldg.  
CHICAGO—John C. Bold & Co., Clark and Washington Sts., Conway Bldg.



**PENNINGTON ON WESTERN TRIP**

Assistant General Sales Manager of Columbia Co. to Visit Company's Branches

Frank K. Pennington, assistant general sales manager of the Columbia Graphophone Co., left Wednesday night for a trip to the Columbia branches in Pittsburgh, Cincinnati, Cleveland and Detroit.

Before leaving for the West Mr. Pennington commented upon the fact that the Columbia Co. closed in March the biggest month in the history of its business. This record is remarkable in many respects, and indicates the wonderful strides which the Columbia Co. has made during the past year. April has also started in as a record-breaker, and it is quite possible that this month will outdistance the figures for March.

**BRICK BROS. MERGE STORES**

Leon & M. B. Brick, proprietors of Brick's Music House, Brooklyn, N. Y., successful dealers in talking machines, music kodaks, etc., have merged their two stores, formerly located at 1808 Pitkin avenue and 1743 St. John's place, and moved the entire stock of both stores to elaborate new quarters at 1803 Pitkin avenue. Formal opening of the new store was held on April 6.

**ONE OF DETROIT'S PROGRESSIVE TALKING MACHINE STORES**

DETROIT, MICH., April 6.—Under the heading of "The Store Within a Store," there recently appeared in the Michigan Druggist, a magazine for the retail druggist, a very interesting article in connection with the Pathéphone salesrooms in the general offices of Williams, Davis, Brooks

an impression that will please and last. Even the 'stars' hang on the walls.

"Especially interesting is the view of the show windows from the 'street.' They are dressed in the latest approved displays which are made from cut-outs and panels furnished by the pho-



**"The Music Without the Blur!"**

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

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

"Magnola's Tone Deflector eliminates the scratch"



Watching The Music Come Out

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

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

**MAGNOLA TALKING MACHINE COMPANY**

OTTO SCHULZ, President

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



Interior and Facade of Pathéphone Salesroom in the General Offices of Williams, Davis, Brooks & Hinchman Sons, Detroit

nograph manufacturers, some standard fixtures and a few records taken from stock. The illustration, which is greatly reduced, conveys but little of the real 'sales-ability' of the displays which were arranged with much thought and care.

"The 'store within a store,' besides being an admirable model in every detail, makes a convenient salesroom for Williams, Davis, Brooks & Hinchman Sons, as it is pleasantly isolated in their large general offices.

"Williams, Davis, Brooks & Hinchman Sons is perhaps the oldest firm handling phonographs, having been established in 1819. The company, however, has been in the phonograph jobbing business about two years. In this time they have twice enlarged their record stock floors to meet the requirements of a rapidly growing business."

& Hinchman Sons, of this city. This well-known concern is the Michigan jobber for the products of the Pathé Frères Phonograph Co., and has succeeded in developing a splendid dealer representation for these products. The firm was established in 1819, and is therefore one of the oldest firms in the country handling talking machines. The article reads:

"The phonograph dealer who visits Williams, Davis, Brooks & Hinchman Sons, Michigan agents for Pathéphones, finds in their office a 'store within a store.' This store within a store, as illustrated by the above photographs, is like hundreds of phonograph shops on the main streets of New York, Chicago, Detroit and other large and small cities.

"In this store, which is of the usual dimensions, is a demonstrating booth with the familiar ventilators; several phonographs in an interesting arrangement—set at various angles, here a lid lifted or doors open—all planned to make

L. N. Bloom, Edison jobber at Cleveland, drove to Orange last week to personally deliver the new Marmon car purchased by C. H. Wilson, vice-president and general manager of Thomas A. Edison, Inc. Mr. Bloom reported bad roads in places and made the trip in remarkably short time considering the period of the year.

# FROM OUR EUROPEAN HEADQUARTERS

2 GRESHAM BUILDING, BASINGHALL STREET E. C., LONDON, W. LIONEL STURDY, MANAGER.

The Economic Position of the Gramophone Industry Interestingly Analyzed—Displaying Enemy Manufactured Goods for Information and Emulation Where Necessary—The Labor Situation—War Needs Dominating Everything—Records Continue to Go Up in Price—Murdoch Trading Co., Ltd., Rehabilitated After the Fire—Winner's Record Exchange Scheme—Talking Machine Society News—Granados Dances Recorded—Records by Clara Butt—J. H. Pease's Enterprise—The Apprenticeship System Being Revived—All the News From England Interestingly Presented

LONDON, ENGLAND, E. C., March 30.—The future economic position of the British gramophone and record industry, as with other trades, is a matter in which we all are interested. During the last decade statistics have enlightened us regarding the rapid growth of continental exports to all parts of the world, and particularly so in the case of Germany. In the latter instance, the percentage of increased returns in almost every department of commerce, has given our manufacturers, and indeed, the British Government, reason to think. There is much to ponder over. While I need not at any great length enter upon a disquisition as to the reasons why British world trading has proportionately declined in comparison with German attainments, one cannot balk the fact that continental methods and adaptability have proved superior to the British system in the race for commercial eminence. Consideration must also be given to the important difference between the two systems as regards labor conditions and fiscal policies. I am not going to commit myself to any definite prognostication, but the

signs already point to a severe British handicap, not on production capacity, as so much on the question of prices, whatever the terms of peace may be. The claims of labor are growing somewhat exorbitant, and the enormous wages now paid reflect the standard which is already on the cards as a post-war demand. There are many other prospective factors, but none the less real, which British commerce must face. Enterprise and new developments are thereby restricted. The German workman will put in longer hours at a less wage than the British workman, and with the additional aid of Government support in the way of subsidies, continental concerns possess a flying start on their competitors. Face the position frankly; look both ways, and we shall be able better to appreciate where our prospects of commercial growth commence and end. One is moved to the expression of such thoughts by the continual reproaches leveled at the heads of British manufacturers for their alleged inability to study local conditions in the different world markets. There may be something in it, but not to the great extent the newspaper scribes would have us believe. Let us have done with the persistent adjurations to prepare for the war after the war; let's get the real war over first, and then act instead of talking. The Government is doing all that need be at the moment, by arranging exhibitions of enemy manufactured goods from all parts of the world. One such display has recently been opened at the Department of Overseas Trade, 73 Basinghall street, London, where some 10,000 samples of German and Austrian goods are on view. Eighty different world markets are represented. It should be of the greatest possible service to

British firms, as showing in which branches of trade the Germans excelled, and the demands of the markets to which they sent their goods. To meet these indicated trade openings every effort will doubtless be made, but we must not run away with the idea of attaining immediate success. There are too many insurmountable difficulties in the way, which cannot be overcome while the war is on. As an instance to manufacture one line of goods in which the Germans previously excelled, one British firm put down plant no less than four times, but on each occasion it has been commandeered by the Government for war output. It is now almost an impossibility to obtain sanction for the installation of plant for other than actual war work, and as all suitable factories are fully utilized, it will be seen that the prospects of capturing enemy trade is not so bright as to justify so much discussion as is gratuitously leveled at British enterprise. In this connection, the talking machine trade is a typical example. Before the war our markets were controlled by enemy and neutral manufacturers, particularly as regards motors. Where are the British motors to-day, after three and one-half years of freedom from enemy imports? Their absence is not due to lack of ability to make them. It is due solely to lack of facilities, and until the war is over these facilities will not be available. By then, however, the British motor will soon make its appearance. Meanwhile, let us have done with so much talk. Let us get on with the humanitarian task ahead and get the war over!

"His Master's Voice" Records of Pamela  
The popular musical comedy "Pamela," now  
(Continued on page 116)



"His Master's Voice"

Copyright

This intensely human picture stands for all that is best in music

—it is the "His Master's Voice" trade-mark, and it brings to you, no matter where you are, the very best music of every kind, sung and played by the world's greatest artists—the greatest singers, pianists, violinists, orchestras and bands—all enshrined in the unequalled "His Master's Voice" records

## 'His Master's Voice'

—the trade-mark that is recognized throughout the world as the

### HALL-MARK OF QUALITY

#### Branches

**DENMARK:** Skandinavisk Grammophon-Aktieselskab, Frihavnen, Copenhagen.

**FRANCE:** Cie. Française du Gramophone, 115 Boulevard Richard Lenoir, Place de la République, Paris.

**SPAIN:** Compañía del Gramófono, 56-58 Balmes, Barcelona.

**SWEDEN:** Skandinaviska Grammophon-Aktiebolaget, Drottning Gatan No. 47, Stockholm.

**RUSSIA:** The Gramophone Co., Ltd., 45, Nevsky Prospect, Petrograd (Petersburg); No. 1 Solyanka, Solyanoi Dvor, Moscow; 9, Golovinsky Prospect, Tiflis; Nowy-Swiat 30, Warsaw; 33, Alexandrowskaya Ulitsa, Riga; 11 Michailovskaya Ulitsa, Baku.

**INDIA:** The Gramophone Co., Ltd., 139, Balhaghatta Road, Calcutta; 7, Bell Lane, Fort, Bombay.

#### Great Britain :

## The Gramophone Company, Ltd.

HAYES - MIDDLESEX - ENGLAND

#### Agencies

**AUSTRALIA:** S. Hoffnung & Co., Ltd., Sole Concessionaries of The Gramophone Company, Limited, 163, Pitt Street, Sydney.

**NEW ZEALAND:** Gramophonium, Ltd., 118-120 Victoria Street, Wellington.

**SOUTH AFRICA:** Darter & Sons, Post Box 174, Capetown; Mackay Bros., Post Box 251, Johannesburg; Mackay Bros. & McMahon, Post Box 419, Durban; Ivan H. Haarburger, Post Box 105, Bloemfontein; Franz Moeller, Post Box 108, East London; B. J. Ewins & Co., Post Box 86, Queenstown; Handel House, Kimberley; Lanrence & Cope, Post Box 132, Buluwayo; The Argus Co., Salisbury.

**EAST AFRICA:** Bayley & Co., Lorenzo Marques.

**HOLLAND:** American Import Co., 22a, Amsterd Veerkade, The Hague.

**ITALY:** A. Bossi & Co., Via Orefici 2, Milan.

**EGYPT (Also for the Soudan, Greece and the Ottoman Empire):** K. Fr. Vogel, Post Box 414, Alexandria.

## FROM OUR LONDON HEADQUARTERS—(Continued from page 115)

being played at the Palace Theatre, is rich in pretty songs and love melodies, a combination of fun and sentiment. The part of fair Pamela is charmingly undertaken by Miss Lily Elsie, whose beautiful voice has been faithfully "caught" by the "His Master's Voice" in a series of solo and duet records (with Owen Nares), comprising the hits of the piece. All the vocal numbers are accompanied by the Palace Theatre Orchestra, conducted by Herman Finck. On a splendid twelve-inch double we have a potpourri of the songs charmingly recorded by the Mayfair Orchestra. The music by Frederic Norton is throughout of that quality, which quickly attains the standard of popularity that greets one here, there, and everywhere. These "Pamela" records bid fair to reach great sales, and the trade is therefore ordering heavily.

**Another Record Increases in Price**

As I foretold when the comparatively recent increase in the price of eighteen-penny discs was announced, it has come about that other record makers are falling into line on the question of price. Messrs. Pathé Frères have held out as long as possible, as much for political reasons as any, I imagine. Outside a few insignificant makes, records of all grades have been affected by war-time circumstances, necessitating an alteration in price. The enormously increased cost of materials, labor, transit and other charges since the war blazed out in August, 1914, has either meant increased prices for records, or bankruptcy. Manufacturers loyally refrained from making any alteration until compelled by these conditions so to do, and even now I venture to think that the 33⅓% average price increases agreed upon will have to be revised in alignment with the still expanding cost of manufacture, before the war is over. The manufacturer's profit is cut to a minimum. Record buyers are, generally speaking, earning exceptionally good money, and it would be no hardship to them if they had to pay a little more for the splendid quality records now issued. Output facilities are short of the demand, and increased prices would ease the situation to the advantage of the trade generally.

**A Continuous Record Exchange Scheme**

It has ever been a thorny question as to the best way of insuring to every dealer an up-to-date stock. Some records get broken, some become second-hand by reason of shop use, while others take up more or less permanent lodgings with the dealer, for somehow or other their sales are too few and far between to warrant house room. These three classes of records represent scrap, which may now be exchanged under a system recently devised by the Winner Record Co. for new records. The scheme is based upon a continuous exchange in force all the year round, except during the busy months of November, December and January. By this system dealers can at any time make a clearance of their scrap records for new "Winners"

at the rate of six to one. All makes of records, except two or three specified, are accepted as scrap, and on a minimum consignment of six dozen, the Winner people pay carriage both ways. Dealers who agree to the terms are offered a guarantee that the company will not vary the exchange terms, notwithstanding the upward tendency of prices, for a period of two years, subject to three months' notice being given in writing. There are various minor qualifications, and all interested are invited to write the Winner Co. for exact particulars.

As between dealer and manufacturer there is a mutual value in this exchange scheme. The company secure a goodly supply of material, of which there is a shortage, in addition to the obvious publicity advantages. On the dealer's side is the important consideration of always having fresh up-to-date stock by the acquisition of new current titles for broken or otherwise unsalable records. It is therefore a business scheme which, as such, benefits equally all parties subscribing thereto. On these grounds there can be no hesitation in recommending the retailer to investigate the merits of this offer, which, I think, can be accepted on its face value as a good proposition for both sides.

**Proposed Revival of Apprenticeship System**

This subject, which had become a strongly advocated one generally before the war, is again arousing interest in certain trade quarters, though it is realized that no substantial revival can take place until after the declaration of peace. Upon the occasion of a recent address, Lord Leverhulme, who, by the way, himself served an apprenticeship, said:

"We welcome the proposed revival and strengthening of the ancient apprentice system. There is no doubt that the individual training given by the father or master with expert knowledge was far more to them than any other experience they had. What is most valuable in this system is the individual human touch. We were becoming far too mechanical. Businesses in every direction were getting larger, and the shopman might never see the manager."

Some few years ago the writer took an active part in developing the old apprenticeship system. It was found that employers, especially those of the arts and crafts school, were eager to sign indentures of apprenticeship with suitable boys, often without a premium, but were in later years somewhat reluctant to bind themselves, owing to the failure of the courts to strongly uphold the agreement when, as not infrequently happened, the apprentice broke away for a more immediately lucrative blind-alley occupation.

To-day, the system is more or less a dead letter, though, owing to the general scarcity of labor, employers are only too willing to teach their trade to women. And the women have come forward splendidly. They have shown an aptitude which has quickly won an undreamt-of success, in trades previously thought to re-

**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

quire years of tuition to insure proficiency. May the good work go on, as much in the interests of the gramophone, as of other industries, until our warriors are ready to discard the sword in favor of their old-time associations.

**Smart Reorganization After Disastrous Fire**

Notwithstanding the loss of their Farringdon road premises and the whole of the valuable stock by fire, as reported a few issues ago, the Murdoch Trading Co., Ltd. (now incorporated with J. & G. Murdoch, Ltd.), have already got things in fine working order at their new location, 59 Clerkenwell road, London, E. C., and are replenishing as fast as possible new stocks of gramophones and records and other musical instruments. In certain lines and parts there will naturally be a shortage for some little time, owing to the great difficulty of manufacture, but dealers may continue to rely upon a good service from this enterprising firm.

**A Reputation Regained: Old Offense Wiped Out**

How a musical instrument trader regained his good name and was restored to his rank is told in a brief announcement in a recent issue of the London Gazette, as follows:

"The permission granted to Lieutenant-Colonel and Hon. Colonel Thomas James Stockall (now known as Thomas James) to retain his rank and to wear the prescribed uniform on retirement, also the award of the Volunteer Officers' Decoration, which were canceled in the London Gazette on November 16, 1909, are hereby restored. Never mind what was his offense; it is a thing of the past and rightly belongs thereto, in view of his Royal pardon, upon which all having knowledge of the past incident, will heartily congratulate the gallant Colonel."

On the outbreak of war Colonel Stockall unsuccessfully offered his services to the war office, and upon attempting to enlist in the ordinary way was rejected on account of age. He eventually took a position as civilian clerk in the army pay corps under an assumed name. The happy sequel was the grant of a free pardon from the King. Good luck, prosperity and long life to Colonel Stockall

**The Elman String Quartet**

An outstanding record of merit on the "His Master's Voice" March supplementary list is No. 08056 Quartet in G major, Adante (C. Von Dittersdorf) by the Elman String Quartet, comprising Mischa Elman and Messrs. Bak, Rissland and Nagel, of the Boston Symphony Orchestra. This attractive melody is rendered in a manner which bespeaks a true sympathy be-

**EDISON BELL****WINNER**  
TRADE MARK  
**GRAMOPHONE RECORDS**CABLE  
"PHONOKINO.  
LONDON"**ARE THE GREATEST VALUE FOR MONEY PRODUCED IN GREAT BRITAIN**

TEN INCH

DOUBLE SIDED

NEEDLE CUT

**PLAY ON ALL GRAMOPHONES****Catalogue contains 4000 Titles by the Premier Artistes, Instrumentalists, Orchestras and Bands of the British Empire**

DEALERS PREPARED TO DO BUSINESS ARE INVITED TO COMMUNICATE WITH

**Proprietors and Manufacturers, J. E. HOUGH, Ltd., 62 Glengall Road, London, S. E. 15, England**



FROM OUR LONDON HEADQUARTERS—(Continued from page 116)

**J. Stead & Co., Ltd.**  
*Manor Needle Works*  
**SHEFFIELD, ENGLAND**  
 MANUFACTURERS OF  
**Talking Machine**  
**Main Springs**  
*Best Prices—Best Quality*  
*Inquiries Solicited*

tween the players, each instrument blending in a rich volume of sound and perfect ensemble, controlled by the great violinist, Mischa Elman. Of the recording itself one need only say that the "H. M. V." musical director is a master.

**Memos From "The Voice"**

Home on leave, Corporal Stewart Gardner was a recent visitor to "His Master's Voice" factory. He took the opportunity of recording several songs.

Congratulations to Lieutenant Toplis Green on winning the military cross for a brave action at the front!

**A Musical Box on Records**

A refreshing novelty, with a charm all its own because it brings back memories of former days, will be found in William Murdoch's Columbia record this month of Laidow's "Musical Box."

**Historical Notes as Aid to Advertising**

Most advertisers commence their advertisements with a mention of the goods they have to sell. For displayed advertisements that is perhaps the best method. But there are other forms of publicity, and particularly effective is the editorial style adopted by Thos. Edens Osborne, the Belfast gramophone factor, who centers the interest of his readers by an initial chat regarding Belfast history. The "Historical Notes" series is running in all the chief local newspapers. Easily coupled up with an introduction along these lines is the advertisement offer, and I should imagine it is a profitable style to adopt; it is certainly commendable.

**The Talking Machine Society Movement**

Society news is now a regular feature of the various British gramophone journals, which allocate each month a liberal amount of space to the doings of these associations. Notwithstanding that many members are now engaged in more warlike pursuits, the movement is as vigorous as ever. Occasionally we hear that some new society is in process of formation at this or that town, the object being to promote the development of music generally, and of the gramophone or phonograph in particular. As a result of these informal gatherings, where discussions take place anent the relative values of different makes of records, helpful criticism and suggestions for the betterment of mechanical

music often emanate to the advantage of record manufacturers, who are not adverse to trying out any suggestion likely to prove of value.

The societies are composed of enthusiasts, each of whom in turn takes over the responsibility of the weekly-night entertainment. This is usually in the form of a carefully-chosen program, interspersed with studiously critical comments, both instructive and highly interesting. Each member is nothing less than a walking advertisement for the gramophone, and as such deserves every encouragement.

**Much Illness Prevalent**

The changeable weather conditions recently experienced, combined with the extra strain placed upon all by wartime circumstances, has resulted in much illness, the talking machine community being no exception. The tendency is to carry on at all costs, owing to scarcity of stuff, and early symptoms of illness which in the ordinary way would justify a rest, are neglected. It is perhaps an unwise policy in the long run, for in many cases a serious breakdown sooner or later is in consequence unavoidable. A number of leading gramophone men in this way have been compelled to rest awhile, though in a few cases illness has supervened. Among others, I learn that Mr. Gilberg, of W. H. Reynolds, Ltd., who has been laid up for some time, is now well on the road to convalescence. It is to be hoped he will soon be in harness again.

**Employment of Aliens Controlled**

By an order in council the provisions of the Aliens Restriction (Consolidation) Order, 1916, is extended to provide that as from March 1 a male alien between the ages of eighteen and sixty-one may not undertake or perform work for an employer in certain scheduled occupations, unless permission in writing has been obtained by him from the Director-General of National Service. Aliens engaged upon such work prior to March 1 may continue without any such permission until notice to the contrary is sent or given to him and to his employer by the Director-General. Employers are required to have regard to the provisions of this order in employing aliens. A list of occupations and trades classified is given, but in the usual official way, so that it is not quite clear whether the gramophone trade is affected. I should be inclined to think it is, as coming under the item of "miscellaneous manufactures," or "miscellaneous occupations." Anyway, to be on the safe side, British firms should obtain a ruling from the Director-General of National Service.

**Granados' Spanish Dances**

Probably no single orchestral record of the kind has ever attained so immediate a success as has met the Columbia record of the first two of Granados' five Spanish dances, played by Sir Henry J. Wood's Orchestra. Sympathy with the ill-fated composer, who lost his life at the hands of the Germans, probably played some part in this, but, over all, the merit of the enchanting music itself, and the remarkable per-

**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

formance of Sir Henry J. Wood's musicians, must have met with their reward.

**"The Old Folks at Home," by Clara Butt**

There are songs of which the world will never weary—songs, that hackneyed though they may be, seem to clutch at the heartstrings and fill the air with memories. And there are singers—but not many—who can infuse those songs with a life that makes them throb in our very ears. Such a song is "The Old Folks at Home"—such a singer, Madame Clara Butt. Once more, a perfect Columbia record by the divinely-gifted contralto who seems to have sung her soul itself into it. Indeed, she declares it to be the finest record of her voice yet made.

**A Dealer's Wartime Enterprise**

A retailer of the "push and go" order is J. H. Pease, of Southend and Leigh. Nowadays most dealers are on the defensive, which, circumstances considered, is not altogether a matter for criticism. Offensive tactics though usually prove the more successful way of conducting a business, as witness the bold move recently made by Mr. Pease in opening up additional showrooms in Southend. The business has been formed into a private limited liability company under the style of J. H. Pease (Southend), Ltd., and, following this, certain developments have taken place. The whole concern has been re-organized, and, with the addition of the new premises mentioned, Mr. Pease will undoubtedly enhance his already splendid local reputation for prompt and up-to-date service. In addition to most musical instruments, all the chief makes of records are stocked as fully as is possible these days, and it is seldom a customer cannot get the titles he wants.

**GUARDSMAN RECORDS**

REGISTERED

10 inch and 12 inch Lateral Cut

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



TRADE MARK

## 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, approximate 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.

**WANT** to meet a talking machine man or a business man who would like to enter the talking machine business; one who has a large business acquaintance to help finance and assist an established, growing manufacturing business. We have the best patented sound box and tone arm on the market, and have been in business since 1912. We want to branch out, and have a splendid, paying proposition for the right man. All details gladly furnished to responsible parties. Address "Box 516," care The Talking Machine World, 373 Fourth Ave., New York.

**SALESMEN WANTED**—Salesmen calling on the music and phonograph trade. We are offering a side-line that will double your income by calling on one or two people in each town. No samples to carry. Article very much in demand. In answering please state territory you are now covering. Address Morton J. Ross Music Co., 54 West Lake St., Chicago, Ill.

**WANTED**—High-class Victrola salesman. We have a permanent position with exceptional opportunities for a young man of ability and ambition. Must be clean cut, of unquestioned habits, capable and willing to work. City and climate the finest in the world to live and work in. Answer with full particulars, references and salary expected. Address Thearle Music Co., 640 Broadway, San Diego, Cal.

**WANTED**—Young man with ten thousand dollars cash that has had experience in the phonograph business to take half interest and the management of an Edison disc and cylinder business established ten years, in a city of two hundred and fifty thousand in the northwestern part of Ohio. Ten thousand dollars in good accounts and about ten thousand dollars in new stock and fixtures. Excellent opportunity for an active man. Address "Box 508," The Talking Machine World, 373 Fourth Ave., New York.

**AN OPPORTUNITY FOR EXPERIENCE AND CAPITAL**—The war opens an opportunity to join a firmly established organization for a man with actual and thorough experience in the manufacture, marketing or financing of a high grade phonograph or records. Only a man whose past record shows results accomplished; who is resourceful and aggressive and possesses initiative and who is willing to back these qualities with capital will meet the requirements. Your first letter must contain the proof and complete information. Address "Box 509," care The Talking Machine World, 373 Fourth Ave., New York.

**WANTED**—A reliable salesman well acquainted with wholesale and retail trade, to introduce an article used in the phonograph line. Gives more value for the money than others. Costs less. Apply stating experience, firms worked for, salary or commission, etc. Address "Box 510," care The Talking Machine World, 373 Fourth Ave., New York.

**TO THE TRADE**—Dealer has stock of records which he will close out in 100 lots for cost. First answers will be first served. Address Jos. Dumas, 54 West Lake St., Chicago, Ill.

**WANTED**—Exclusive Victor agency, city or nearby town. Price no object. Address "Box 511," care The Talking Machine World, 373 Fourth Ave., New York.

**SALESMEN** wanted on a commission basis to sell popular priced talking machines. Only those capable to show results need apply. Address R. L. Kenyon Mfg. Co., Inc., 220 Fifth Ave., New York.

## TO COMBINE Retail Phonograph Stores

Business established 15 years, possessing many valuable contracts and exclusive rights, in one of the most desirable locations in Massachusetts. Is rapidly growing and is now doing considerably over \$100,000 business. Owner has many money-making ideas, and would like to combine with individual or individuals, preferably those in same or kindred lines. No triflers or curiosity seekers need apply, and only those possessing either capital or resources of \$10,000 and above should answer this advertisement. Negotiations are to be treated in strictest confidence.

Address Box 507, c/o The Talking Machine World, 373 Fourth Ave., N. Y. City.

**EXPERT FINISHERS WANTED**—We can use a number of coarse rubbers, oilers and patchers on phonograph cabinets at once. Our men in this department of our factory are earning \$4 to \$5 per day. Address Brunswick-Balke-Collender Co., 629 South Wabash Ave., Chicago, Ill.

**WANTED**—By a firm in Canada an expert phonograph mechanic, one who thoroughly understands the assembling, adjustment and repairing of motors and sound boxes. Address "Box 512," care The Talking Machine World, 373 Fourth Ave., New York.

**WANTED**—An experienced lateral cut recorder for New York record manufacturing plant. Splendid proposition and permanent position for A1 man. Address "Box 513," care The Talking Machine World, 373 Fourth Ave., New York.

**JOBBER**s and salesmen wanted to handle high-class line of phonograph on commission basis. Exclusive territory can be arranged. These instruments are attractive in design and absolutely trouble proof. Retail from \$50 to \$215 in six models. Applicants must be in position to purchase own samples. We will carry acceptable accounts in any amount. Write, giving full particulars. Address "Box H. P. S. No. 65," care The Talking Machine World, 373 Fourth Ave., New York.

**WANTED SPECIAL REPRESENTATIVES**—Paramount records are now ready for the trade. An attractive proposition is open for several good salesmen in various parts of the country. Strictly commission basis. If interested send photo of yourself, give your employer, territory you cover and how often. Also any other information that you think fits you to handle the Paramount record. Address The New York Recording Laboratories, Inc., Port Washington, Wis.

**SITUATION WANTED**—Thoroughly reliable young man wishes to make connections with responsible firm in the capacity of assistant traffic man, or shipping clerk, where there is a chance for advancement. Has had several years of practical experience in this line, much of which was in Chicago talking machine trade, and can furnish the best of reference. Is prepared to go to any point for interview. Address "M. R. 30," care The Talking Machine World, 209 South State St., Chicago, Ill.

**POSITION WANTED**—Mechanic with 15 years' experience constructing and repairing phonographs of all makes, part of years with Victrola line, with one of the largest music houses in this country desires to make a change. Capable executive, thoroughly efficient with modern methods. Can furnish the very best of references. Address "Box 514," care The Talking Machine World, 373 Fourth Ave., New York.

**POSITION WANTED**—Talking machine salesman, five years' experience. Inside position large city preferred. Familiar with all well known machines. References. Address "A. P. 2," Talking Machine World, 209 So. State St., Chicago, Ill.

**SALESMEN WANTED**—Calling on music and furniture trades to sell popular line of records and talking machines. Address "A. P. 7," The Talking Machine World, 209 So. State St., Chicago, Ill.

## STEEL NEEDLES

100 Needles in Envelope, per 1,000.....	0.60
Sapphire Needle for Pathe or Edison.....	0.25
MAIN SPRINGS	
For Columbia Motors, size 1"x0.28x11", each...	0.60
" " " size 7/8"x0.23x10", each...	0.35
" " " size 3/4"x0.22x8 1/2", each...	0.24
GOVERNOR SPRINGS	
For Columbia Motors, bent, per 100.....	1.75
For Victor Motors, per 100.....	1.50
For Heineman, Markell, etc., per 100.....	0.60
THUMB SCREWS FOR STYLUS BARS	
For Victor Soundboxes, per 100.....	1.50
For Columbia Soundboxes, per 100.....	1.50
MICA DIAPHRAGMS	
For Victor Soundboxes, each.....	0.15
For Columbia Soundboxes, each.....	0.25
For all standard Soundboxes, each.....	0.22
NEEDLE CUPS	
Needle Cups, nickel plated, per 100.....	2.00
Needle Cups, per 1000.....	17.50
Covers to nickel cups for used needles, per 100..	1.25
Covers, per 1000.....	10.00
Green Felt for 10" turn-tables, each.....	0.15
Green Felt for 12" turn-tables, each.....	0.20

### FAVORITE PHONOGRAPH ACCESSORY CO.

1491 DeKalb Avenue

Brooklyn, N. Y.

### DEALERS

We pay cash for your stock or overstock of records. We buy all makes in any quantity.

Please give detailed information and the lowest price acceptable.

ILLINOIS RECORD SERVICE,  
Commercial Bldg.,  
Dearborn and Lake Sts., Chicago, Ill.

### FOR SALE

An established talking machine and piano store situated in a live Massachusetts city. Store has two soundproof booths, large display space and is attractively fitted up. Rent low. A big bargain for some one, and can be purchased at a low figure. Reason for selling owner has two other stores and cannot give it his best attention. A live wire can get a nice income out of it. Address "Live Wire," care The Talking Machine World, 373 Fourth Ave., New York.

**WILL PAY SPOT CASH** for any amount of disc records in any language, and for talking machines of all descriptions; phonograph parts of all makes and steel needles. Address "Box 515," care The Talking Machine World, 373 Fourth Ave., New York.

### ATTENTION DEALERS

50 Double Spring latest style mahogany machines with cover \$10; 100 Horn disc machines, \$1.75; new reversible tone arms, 50c up. Bargains in envelopes, albums, reproducers, etc. (References the Chatham Bank). The Woolworth (Est. 1886), 1065 Second Ave. (56th St.), New York.

### FIXTURES FOR SALE

Will sacrifice at a loss 158 lineal feet of shelving, 6 feet high and 12 inches deep, in the white, made of good lumber and in good condition. Also 15 upright pieces, 6 feet high and 12 inches deep, that can be used for these same shelves which have already been notched and only need fitting up, also additional record shelving in white enamel and a counter in white enamel. If you desire to secure shelving and a fine counter at a real bargain, write at once. Address "M. R. 21," care The Talking Machine World, Republic Bldg., Chicago, Ill.

### STEEL NEEDLES

Repair parts for all talking machines made; main and governor springs, double and single spring motors, tone arms and sound boxes and complete machines. All at lowest prices.

FULTON TALKING MACHINE CO.

640 Broadway

New York City

**WANTED**—Position as salesman or department manager by A-1 Victor man, 26, married. At present in charge of talking machine department of large Western music house. Six years' experience in Victrola business, doing buying, newspaper advertising, window trimming. Can furnish the references you want. Prefer town west of Chicago of not less than 25,000. Address "W. N.," care The Talking Machine World, 373 Fourth Ave., New York.

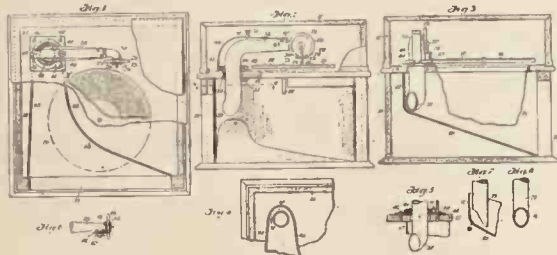
**POSITION WANTED**—Thoroughly experienced Phonograph and Record salesman for either road or managing establishment, can vouch for seventy-five thousand dollars gross business per annum, now with leading company, highest grade credentials. Address G. H. Coryell, Saratoga Hotel, Chicago, Ill.

# LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

WASHINGTON, D. C., April 8.—TALKING MACHINE.—Emile Pathe, Paris, France, assignor to the Pathé Frères Phonograph Co., New York. Patent No. 1,251,565.

Some of the objects of this invention are to provide in a talking machine improved means for supporting a sound box arm; to provide in a talking machine an improved sound box arm.

In the accompanying drawings, Figure 1 is a fragmentary top plan view of a talking machine constructed in accordance with this invention; Fig. 2 a fragmentary front elevation of the same; Fig. 3 a fragmentary side elevation of the same; Fig. 4 a fragmentary horizontal section on line 4—4 of Fig. 2; Fig. 5 a fragmentary section on line 5—5 of Fig. 1; Fig. 6 a fragmentary top plan view of a modified form of sound box arm constructed in accordance with this invention; and Figs. 7 and 8 are a fragmentary side elevation and a fragmentary rear elevation respectively

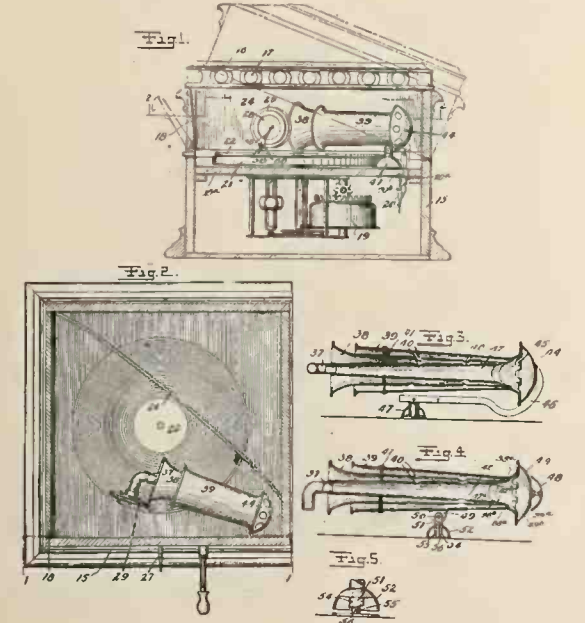


tively of a modified form of sound box arm constructed in accordance with this invention.

PHONOGRAPH.—Reinhold Thomas, Brooklyn, N. Y. Patent No. 1,251,592.

This invention relates to improvements in phonographs and has for its object to provide an improved type of reproducing device comprising sound box, tone arm and amplifier, mounted for moving as a unitary structure over the record.

In the drawings, Figure 1 is a sectional view on the line 1—1 of Fig. 2, with parts in elevation illustrating a phonograph embodying this invention. Fig. 2 is a plan view with parts in section on the line 2—2 of Fig. 1, illustrating the



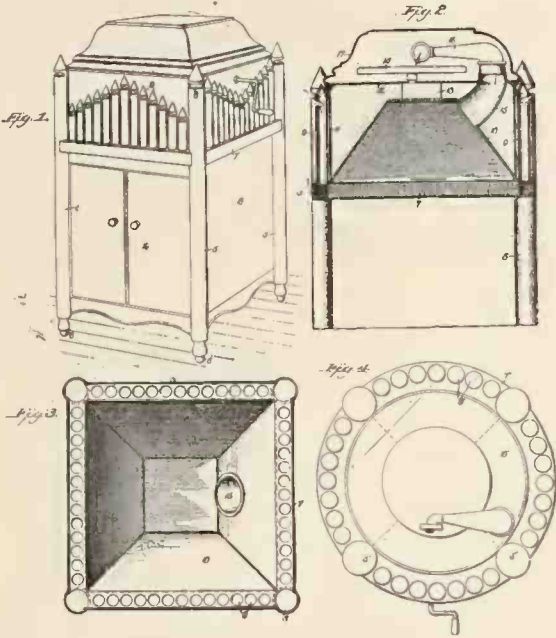
subject matter of Fig. 1. Fig. 3 is a central longitudinal sectional view of a form of amplifier embodying the invention. Fig. 4 is a similar view illustrating another form of amplifier. Fig. 5 is a detail view illustrating a means for giving the amplifier bias toward movement in one direction.

CABINET TALKING MACHINE.—Howard D. Darlington, Dayton, O. Patent No. 1,253,010.

This invention relates to cabinets for talking machines. An object thereof is to provide a cabinet of a novel construction in which sound pipes are utilized in connection with the amplifying chamber of the cabinet. Another object is to provide a cabinet which is made of metal.

Figure 1 is a perspective elevation of a cabinet embodying the invention. Fig. 2 is an enlarged longitudinal section thereof illustrating

the connection between the sound pipes and the amplifying chamber. Fig. 3 is a horizontal sec-



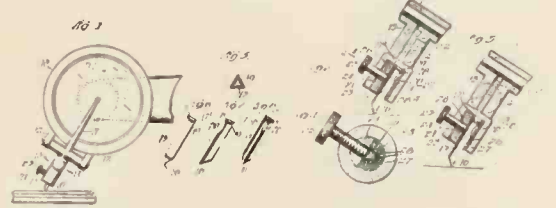
tion on line 3—3, Fig. 2, and Fig. 4 is a plan view of a cabinet cylindrical in form.

SOUND REPRODUCING MACHINE.—Anton H. Rintelman, Chicago, Ill. Patent No. 1,252,843.

This invention is concerned with the styli and their supporting mechanism used in sound reproducing machines, and is designed to produce such styli and to support them as to produce the very best possible reproduction of the tones recorded, thus enabling the varying of the loudness of said tones at will.

To this end, a novel needle or stylus has been devised, preferably with a plurality of points to adapt it for the different types of this record, such as the zigzag Columbia and Victor records and the hill and dale Edison and Pathé records, together with a holder therefor, which enables one to easily position the needle perfectly relative to the groove in the disc, and also to regulate within a very wide degree the loudness of the tone produced by the single needle, without impairing the quality thereof.

Figure 1 is a side elevation of a sound box and a part of a tone arm having the invention applied thereto. Fig. 2 is a central longitudinal section, on an enlarged scale, through the needle holder in a plane parallel to the face of the



diaphragm. Fig. 3 is a similar view, but with the needle adjusted for a lighter tone. Fig. 4 is a cross section, on a still larger scale, on the line 4—4 of Fig. 2. Fig. 5 is an end view of the needle detached, on the same scale as it appears in Fig. 4, and Figs. 6, 7 and 8 are side elevations of the needle as seen from three different sides.

SOUND MODIFIER FOR PHONOGRAPHS.—Peter McAllister Maccaskie, Hot Springs, Alaska. Patent No. 1,253,407.

This invention relates to phonograph sound boxes and particularly to means for regulating or modifying and thereby improving the tone of a phonograph without the necessity of changing the needles.

The general object of the invention is the provision of a device of this character which is adapted to be detachably mounted upon any ordinary sound box and be therefore applicable to a large number of different phonographs.

A further object of the invention is to provide a device of this character which has a tone modifying element which may be applied to the stylus arm or lever at various points there along so as to dampen, modify or soften the vi-

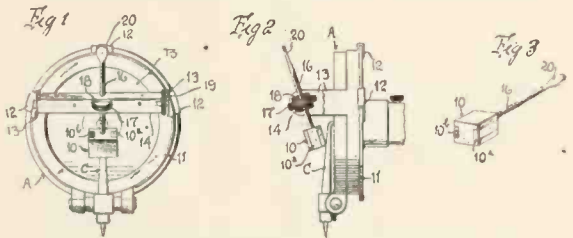
brations of the diaphragm and thus achieve the same object as is achieved by changing the needles or styli from hard needles to medium and soft needles.

A further object of the invention in this connection is to provide a dampening or modifying member composed of a combination of different substances disposed in such relation to each other that the modifying member may be shifted to bring any one of the different substances into engagement with a stylus arm, to thus variously modify the action of the stylus arm.

A further object of the invention is to provide means whereby the tone modifying element may be pressed with greater or less force against the stylus arm.

Still another object is to provide a shifting tone modifying element, shiftable not only into various positions relative to the stylus arm itself, but also into various positions with relation to the diaphragm.

This invention is illustrated in the accompanying drawings, wherein: Figure 1 is a face view



of the sound box provided with attachment; Fig. 2 is a side view of the sound box provided with attachment, the cross bar 14 being in section; and Fig. 3 is a perspective view of the sound modifying member and rod 16.

CENTERING MEANS FOR PHONOGRAPH RECORDS.—Bertram M. Hansen, San Francisco, Cal. Patent No. 1,253,374.

This invention relates to improved center bearings for phonographic records and the like wherein the aperture is brought concentric with the approximately concentric sound convolutions; and the objects of the invention are:

First, to provide an improved central bearing for phonographic records and the like that shall be adapted to resist wear and thereby prevent the enlargement of the record aperture whereby the alinement of the sound convolutions to the axis of rotation may be preserved.

Second, to provide an improved central bearing or centering means whereby the central aperture of the record may be alined or arranged approximately concentric with the sound convolutions of the record.

Third, to provide improved means adapted to reduce the frictional engagement of a reproducing needle with the record and thereby improve the harmony of the selection being rendered.

Fourth, to provide improved means whereby the wear on the sound or impression convolutions or grooves may be eliminated.

Figure 1 is a plan view of a phonographic record disclosing the invention applied thereto.

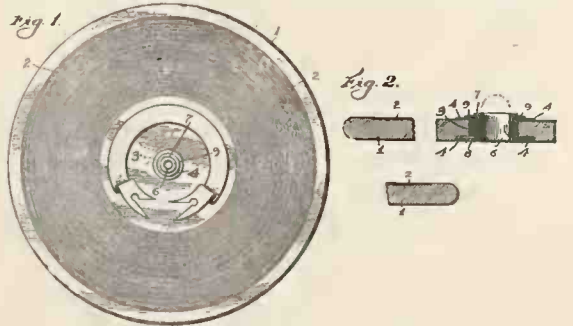


Fig. 2 is an enlarged broken transverse sectional view of a record disclosing more fully in detail the construction and arrangement of the invention.

TALKING MACHINE.—John A. Weser, New York, assignor to Weser Bros., same place. Patent No. 1,253,317.

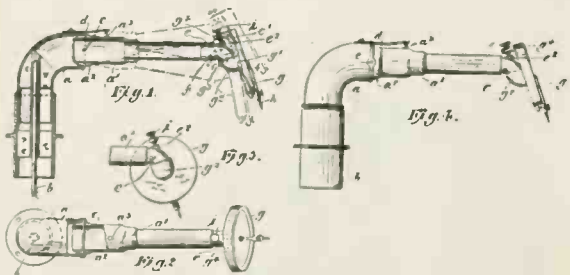
This invention is concerned primarily with talking machines in which disc records are used to vibrate the reproducing diaphragm through the usual needle. For such machines there are, at present, two popular types of records on the

(Continued on page 120)

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS—(Continued from page 119)

market, in one of which the groove for causing vibrations of the diaphragm is of a uniform depth with respect to the disc but has its sides of irregular outline to cause lateral movements of the needle therein as the groove is moved with respect thereto, while in the other type of disc the groove is of true spiral form with respect to the disc but is of irregular depth so as to impart vertical movements to the needle with respect to the disc as the record rotates. It has been proposed previously to provide a tone arm and sound box of such construction as to permit the use of the sound box with either of the above described types of records, it being understood, of course, that the direction of vibration of the needle must, at all times, be normal to the plane of the diaphragm. Such known devices, however, usually entail a complete modification of the usual type of tone arm and the construction thereof in several sections interconnected through pivotal joints which permit movement of the sound box through widely divergent planes. Such movement entails a displacement of the needle and the sound box through a very appreciable angle so that such known constructions not only involve the objections of expensiveness of manufacture and multiplicity of parts, but also those of bulkiness and awkwardness in adjustment. The principal object of the present invention is to overcome all of the objections enumerated above and so to construct the tone arm and the sound box and mount the same with respect to each other that the needle may be quickly and easily positioned with respect to the grooves of the particular type of disc to be played without moving the tone arm and without displacing the sound box bodily with respect to said arm. Another object of the invention is to make it possible to secure such adjustment without modifying appreciably the usual form of tone arm and by making the adjusting devices between the latter and the sound box of simple and inexpensive character. Still another object of the invention is to permit an adjustment of the character described without displacing the needle itself through an appreciable distance, the movement of the sound box with respect to the tone arm taking place about an axis which is nearly coincident with the axis of the needle. A further object is to improve the construction of tone arms for graphophones by providing a simple and effective pivotal joint therein whereby the outer end of the arm with the sound box may be readily swung in a vertical plane when the needle is lifted from the record.

In these drawings Figure 1 is a view, partly in vertical section and partly in elevation, of a tone arm and sound box embodying the invention, the range of movement of the tone arm



by reason of the improved joint therein being indicated in dotted lines. Fig. 2 is a view in plan of the devices illustrated in Fig. 1, part of the tone arm being broken away to show, in horizontal section, the improved joint. Fig. 3 is a fragmentary view indicating a portion of the tone arm and showing the sound box in a position at 90 degrees to that shown in Figs. 1 and 2 to permit the reproducing of vibrations caused by a laterally undulating groove. Fig. 4 is a view in side elevation showing the sound box illustrated in Figs. 1 and 2.

**SOUND RECORDING AND REPRODUCING MACHINE.**—David Frederick McGuire and Kenneth Douglas McGuire, Hornchurch, England. Patent No. 1,254,330.

This invention relates to sound recording and sound reproducing machines employing disc rec-

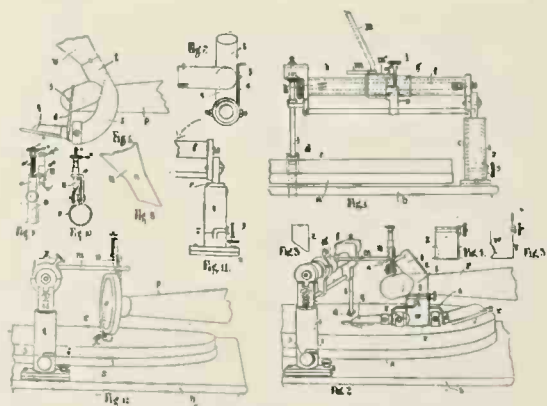
ords and of the type adapted both for the recording of sounds and for the reproduction of sounds thus recorded, the invention being principally adapted for domestic and office use.

The object of the present invention is to provide an improved form of machine of the above character in which the reproduction of the recorded sounds may be effected through the usual tone arm, sound chamber or amplifying horn without damage to the record, due to the fact that by reason of this inventor's construction the recording stylus or like member and the reproducing member both move across the face of the record in the same path instead of as is usual the one member moving in a rectilinear path and the other in a curved path.

The invention consists in a sound recording and sound reproducing machine comprising in combination a record supporting member, a tone arm, a member movable rectilinearly across the face of the record and means connecting the tone arm with this latter member but slidable upon said member.

The invention also comprises a sound recording and sound reproducing machine of the above character, having a carrier for the recorder and reproducer, rotatable about a vertical axis, so that either the recorder or reproducer may be moved into its operative position.

The accompanying drawings illustrate two modes of carrying out the invention: Figure 1 is a front elevation of one form of device in accordance with the invention when applying it



to an ordinary gramophone; Fig. 2 is a perspective view of the arrangement shown in Fig. 1; Figs. 3, 4 and 5 are views illustrating details; Fig. 6 is a view showing a modification in accordance with the invention; Fig. 7 is a side view of the arrangement shown in Fig. 6; and Fig. 8 is a fragmentary view of a portion of the device in Fig. 6; Figs. 9 and 10 are a side view and front view respectively of a detail shown in Fig. 2; Fig. 11 is a view showing a detail; while Fig. 12 is a view illustrating a modified form of reproducer.

**SOUND BOX.**—Henry C. Miller, Waterford, N. Y. Patent No. 1,254,425.

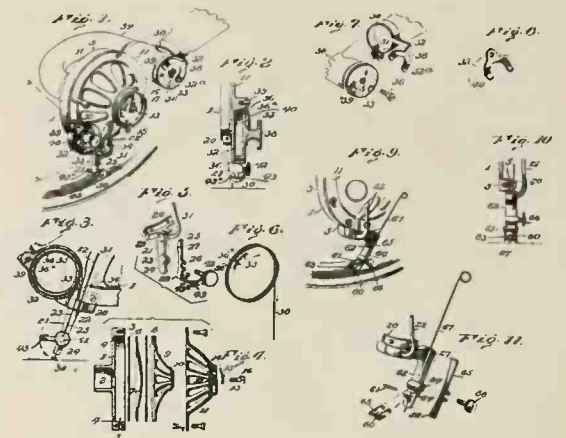
This invention relates to improvements in means for dispensing with individual needles in connection with sound reproducing machines, particularly where records having grooves provided with lateral undulations are employed.

The principal objects of the invention are to provide means for employing a continuous piece of thin wire to be used as a stylus, and gage the feeding of the latter to insure of the correct projection of the wire; to provide improved means for feeding the wire; and to provide safety means to prevent the sound box falling and destroying a record.

The use of a continuous wire for a stylus for sound reproducing machines is old in the art, numerous attempts having been made to operate the wire automatically, others semi-automatically, and still others being operated purely by guess. However, in all such structures known the details are so arranged that foreign sounds are produced, the same being necessarily conveyed to the amplifier and mingling with the reproduction. Furthermore, these foreign sounds cause a material loss of a number of the finer tones, and according to this invention these defects are materially over-

come by improving the construction.

In the use of a continuous wire employed as a stylus, it is of the utmost importance when feeding the wire that the latter be fed a predetermined distance, and to this end it is the purpose to provide a gage so arranged that when positioned in the path of the end of the wire, the latter will be limited, which always insures a uniform stylus. Then again when



the wire is to be fed the gage is so constructed that when it is in operative position the wire clamp will be simultaneously released to permit the feeding of the wire.

This invention also aims to provide simple and effective means for storing the wire, the same consisting of a magazine having frictional means for holding it in any position when properly set.

A number of records are destroyed by the sound box dropping, and to overcome this difficulty there is provided special means for holding the sound box in any position within a given range. This feature of the invention is so constructed as not to interfere with the free movement of the needle in the record grooves, the binding action between the parts taking place only after the sound box is slightly elevated from the record.

In the drawings: Figure 1 is a perspective view of the improvement. Fig. 2 is an enlarged detail view on the line x—x of Fig. 1. Fig. 3 is an enlarged view of a portion of the sound box and the magazine, the latter being in section. Fig. 4 is a central section taken through the sound box, the parts being separated. Fig. 5 is a perspective view of a part of the stylus lever, and the wire clamp, the parts being separated. Fig. 6 is a detail perspective view of the wire and the manner in which its end is held in the magazine. Fig. 7 is a detail perspective view of the means for preventing the sound box falling on the record. Fig. 8 is a detail view of the magazine friction clamp. Fig. 9 is a detail perspective view of a different form of the invention. Fig. 10 is a detail end view of the same. Fig. 11 is a detail perspective view of the parts shown in Figs. 9 and 10.

**SOUND BOX.**—Richard James Prettie, Jamaica, N. Y., assigned to the Aeolian Co., New York. Patent No. 1,253,527.

This invention relates to improvements in sound boxes, the features and advantages of which will be apparent to those skilled in the art from an understanding of the following description.

In the latter, Figure 1 is a face view of the sound box with a portion broken away; Fig. 2 is a section partly in elevation on the line 2—2 in Fig. 1 looking in the direction of the arrows;

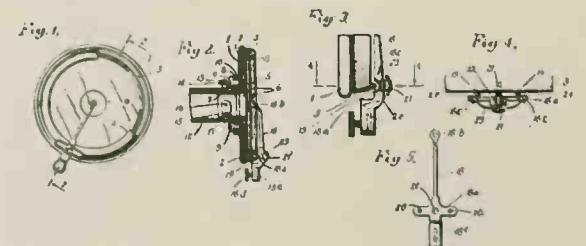


Fig. 3 is an enlarged detail of Fig. 2. Fig. 4 is a section partly in plan through the line 4—4 in Fig. 3, and Fig. 5 is an enlarged view of the back of the stylus arm.

RECORD BULLETINS FOR MAY, 1918

VICTOR TALKING MACHINE CO.

THOS. A. EDISON, INC.

- POPULAR SONGS
18441 Send Me a Curl...Goeffrey O'Hara
18443 Everybody's Crazy 'Bout the Dog-gone Blues
18452 If You Look in Her Eyes,
Blue Bird...Elizabeth Spencer-Henry Burr
18453 Each Stitch is a Thought of You, Dear,
A Little Bit of Sunshine,
18455 The Last Long Mile,
K-K-K-Katy...Billy Murray
VOCAL AND INSTRUMENTAL RECORDS
45150 Roses of Picardy...Lambert Murphy
18442 Long Boy—Medley one-step (for dancing),
Indianola—Fox-trot (for dancing),
18450 Sweet Emalina, My Gal—One-step (for dancing),
While the Incense is Burning—Fox-trot (for dancing)
RED SEAL RECORDS
64772 O ben tornato, Amore! (Welcome, Love!),
74547 Four American Folk Songs...

- 83074 Elegie (Jules Massenet). Tenor, in French,
'O Sole Mio (My Sunshine) (Eduardo di Capua).
82125 Chant Hindou (Hindoo Song) (H. Bemberg).
82129 O Dry Those Tears! (Teresa del Riego).
80365 Douglas Tender and True (Lady John Scott).
80388 Down in Lily Land (F. Wallace Rega).
80389 Hold Thou My Hand—Sacred (Emelyn R. Moffatt).
80390 Zampa Overture—Part 1 (F. Herold).
80391 I'll Take You Home Again, Kathleen (Thomas P. Westendorf).
50459 Felicia Waltz (Vernon Eville).
50466 Sari Waltz (E. Kalman).

- SPECIAL RELISTING OF THE CYCLONIC SUCCESS
"THE MISSOURI WALTZ," VOCAL AND INSTRUMENTAL
20024 Missouri Waltz (Logan). American Republic Band
20293 Hush-abye, Ma Baby (Missouri Waltz) (Knight Logan-Eppel).

N. Y. RECORDING LABORATORIES

- SUPPLEMENT 5—RELEASED APRIL 20
INSTRUMENTAL RECORDS
30014 Pasadena Day March (Vessella). March
30015 Herc They Come (Bergh). March
30016 Poet and Peasant Overture, Part 1 (Von Suppe).
2046 Sunshine of Your Smile (Cook-Ray).
30017 Good Bye (Tosti). Soprano solo, orch. accom.
30018 Where the River Shannon Flows (Russell).
30019 Come Where My Love Lies Dreaming (Foster).
30020 Love's Old Sweet Song (Bingham-Molloy).
30021 Hosanna (Gramer). Baritone solo.

COLUMBIA GRAPHOPHONE CO.

- A2514 Any Old Place the Gang Goes (I'll be There),
A2507 Jazzin' the Cotton Town Blues,
A2506 On the Road to Home, Sweet Home,
A2513\*Then I'll Find My Paradise...Down in Dixie...
A6032\*Tom, Dick and Harry and Jack (Hurry Back)
A2499\*Raga-Minor—One-step...
A2500\*Yankee from "The Land of Joy"—Fox-trot.

PATHE FRERES PHONOGRAPH CO.

- 40122 Vocal Gem Medley, No. 1. "Musical Comedy Hits"
40122 Vocal Gem Medley, No. 2. "Camp Fire Songs."
20315 The Darktown Strutters' Ball (Brooks).
20198 One Day in June (Hanley).
20201 The Wild, Wild Women Are Making a Wild Man of Me (Piantadosi).
20199 Lorraine (My Beautiful Alsace-Lorraine)
20200 When the "Yanks" Come Marching Home
20197 Keep Cool, the Country's Saving Fuel (McCarroll).
20312 There's Another Angel Now in Old Killarney

- OPERATIC SELECTIONS
50002 Dio Possenti (Even Bravest Heart), (Gounod).
BROADWAY HITS
2047 Baby's Prayer at Twilight (Jerome).
2048 Liberty Bell (Goodwin-Mohr).
2049 I Wasn't Skeered—But I Just Thought I Better Go Home.
2050 Havanola. Dance number, foxtrot.

- VOCAL SELECTIONS
A2505 I've Found Kelly...
A2502 Polly-Wolly-Doodle...
A2504 The Larboard Watch...
HENRY BURR SINGS FAVORITE HYMNS
A2498 Where is My Wandering Boy Tonight?
A7526 How Old Mr. Toad Won a Race.
INSTRUMENTAL SELECTIONS
A2503 Melodie in F
A2497 Carry Me Back to Old Virginia,
A6031 Rigoletto. Quartette.

- NEW STANDARD BALLADS SUNG IN ENGLISH
27011 The Star Spangled Banner (Key).
52028 Moonlight, Starlight (Gilberte).
25011 Who Knows? (Ball).
20323 Little Mother of Mine (Burleigh).
20324 Keep the Home Fires Burning (Novello).

EMERSON PHONOGRAPH CO.

- PATRIOTIC AND POPULAR SONG HITS
7338 Au Revoir, But Not Good-bye Soldier Boy
7345 Say a Prayer for the Boys Out There
I'm Going to Follow the Boys (Monaco-Rogers).
7346 Lorraine, My Beautiful Alsace-Lorraine
7349 Good-bye Barney Boy (Breshem-Morse).
7344 Cleopatra (Bryan-Tierney).
7348 The Missouri Waltz (Hush-a-Bye, Ma Baby)
7347 Sing Me Love's Lullaby (Terris-Morse).

- TWO THRILLING MARCHES
A2510\*Hands Across the Sea—March...
A2501 The Lizard and the Frog...
A6026 (a) Madrigale (b) Moment Musical,
MAY MID-MONTH LIST ON SALE APRIL 10
A6030\*Someday They're Coming Home Again,
A2512\*Wedding Bells (Will You Ever Ring for Me),
A6028\*Keep the Home Fires Burning,
A2511\*My Sweetie...
A2508\*I Hate to Lose You...
A6029\*Just a Baby's Prayer at Twilight—Medley fox-trot.
A2509\*O Sole Mio (My Sun),
A6027 Valse in A Flat, Opus 42...

- NEW PATHE "DE LUXE" DANCE RECORDS
20319 When You Come Back (Frey).
20320 Going Up, from "Going Up" (Harbach-Hirsch).
NEW NOVELTY ACCORDION DANCE RECORDS
20321 My Sweetie (Snyder-Louis-Young).
NEW PIANO AND DRUM RECORDS
20326 Hungarian Rag (Lenzberg).
NEW INSTRUMENTAL RECORDS
59055 Minuet in G (Op. 14. No. 1) (Paderewski).
20322 Hearts and Flowers (Tobani).
29193 White Bird (Hager),
La Matichiche (Borel-Clerc).

- FAVORITE DANCE RECORDS
7342 If You Look in Her Eyes (L. A. Hirsch).
7341 A Baby's Prayer at Twilight for Her Daddy Over There (Jerome-Lewis-Young).
7343 Li'l Liza Jane (Countess Ada De Lachau).
7339 Kilima Waltz (Hawaiian Ukulele and guitar duet).

GENNETT RECORDS

- NEW POPULAR RECORDINGS
7646 Just a Baby's Prayer at Twilight (Lewis & Young-Jerome).
7647 Minnehaha (She Gave Them All the Ha! Ha!)

(Continued on page 122)

## RECORD BULLETINS FOR MAY

(Continued from page 121)

- There's Something 'Bout a Uniform That Makes the Ladies Fall (Fink-Silver). Tenor with orch. accomp. Arthur Hall
- 7642 I'll Come Back to You When It's All Over (Brown-Mills). Baritone with orch. accomp. Arthur Fields
- Three Wonderful Letters From Home (Goodwin & MacDonald-Hanley). Tenor with orch. accomp. Chas. Hart
- 7641 Hello, I've Been Looking for You—From New York Hippodrome (Golden-Hubbell). Tenor with orch. accomp. Arthur Hall
- Liberty Bell (It's Time to Ring Again) (Goodwin-Mohr). Tenor with orch. accomp. Arthur Hall
- STANDARD VOCAL NUMBERS**
- 10039 Où voulez-vous aller? (Tell Me, Beautiful Maiden!) (Gounod). In French—Soprano with Flute Obligato by Paul Henneberg. Frida Bennèche
- "Lucia"—Mad Scene (Donizetti). In Italian—Soprano with Flute Obligato by Paul Henneberg. Frida Bennèche
- 7648 Silver Threads Among the Gold (Rexford-Danks). Vocal Trio with orch. Sterling Trio
- When You and I Were Young, Maggie (Butterfield). Tenor with orch. accomp. Henry Burr
- INSTRUMENTAL RECORDS**
- 10038 Starr March (Rich). Starr Military Band
- French National Defile March (Turlet). Gennett Military Band
- 10040 Serenade (Titl). Violin, Flute and Piano, Gennett Trio
- Sérénade d'amour (Von Blon). Violin, Flute and Piano. Gennett Trio
- 7517 A Love Thought (Migliacca). Accordion Solo, Peppino
- Faust—Waltz (Gounod). Accordion Solo. Peppino
- 7644 New Orleans Jazz (My Dixieland) (Richardson). Gennett Orchestra
- Jasmo (One-step Oddity) (Klohr). Harry Junior's Jazz Orchestra
- SPECIALTY NUMBERS**
- 7643 Cohen Telephones the Garage (Comic Monologue). Geo. L. Thompson
- Cohen at the Telephone (Comic Monologue). Geo. L. Thompson
- 7619 A Coon's Trip to Heaven (Golden) (Coon Comic Selections with Traps and Banjo). Golden-Heins
- Jimmy Trigger (Golden) (Coon Comic Selection with Drums and Traps). Golden-Heins
- GENNETT ART TONE RECORDS**
- 12503 Swanee River (Old Folks at Home) (Foster). Piano accomp. by Francis Moore. Helen Ware
- Gentle Shadows (Ware). Piano accomp. by Francis Moore. Helen Ware
- 12502 Humoresque (Dvorak). Piano accomp. by Francis Moore. Helen Ware
- Ave Maria (Schubert). Piano accomp. by Francis Moore. Helen Ware
- 10019 Vulcan's Song—"Philemon et Baucis" (Gounod). With orch. accomp. Frederic Martin
- Gipsy John (Clay). With orch. accomp. Frederic Martin
- 10030 When the Bell in the Lighthouse Rings (Lamb-Solman). With orch. accomp. Frederic Martin
- Rocked in the Cradle of the Deep (Knight). With orch. accomp. Frederic Martin

## DEATH OF PHILIP WOHLSTETTER

Philip Wohlstetter, vice-president and general manager of the Imperial Talking Machine Co., New York, N. Y., and Wilmington, Del., died suddenly April 2 at his home in New York. Mr. Wohlstetter, who was forty-eight years old at the time of his death, was well known in talking machine circles throughout the country, having been identified with the industry for many years. He is survived by a widow and four children. Funeral services were held at his late home on the afternoon of April 4 and were largely attended.

## PUBLISHES INTERESTING ARTICLE

Samuel Wein, who is well known in the talking machine industry as a technical expert, has recently published an interesting article entitled "Modern Photographic Developers," which has been issued as a practical hand book. Mr. Wein has contributed many articles to prominent magazines, and his present work in the laboratory of a well-known talking machine manufacturer may result in important technical discoveries.

## SELLING EDISON PHONOGRAPHS TO MINERS IN NEVADA

Mrs. C. W. Friend, who has been a very successful Edison dealer at Carson City, Nevada, was recently asked to whom she sells New Edisons. In reply Mrs. Friend wrote: "I am sending you a photograph given me by a pleased customer, and shows some of the people to

The owner of this instrument has already purchased seventy records, and there has been a good deal of comment on the class of music he selects for his miner friends back in the mountains. Think of those fellows listening to the Rigoletto Quartet, Chopin's Nocturne in E flat,



The New Edison Furnishing Music in the Wilds of Nevada

whom I am selling New Edisons. It is not only a great advertisement for the New Edison, but shows our beautiful Nevada scenery to advantage. I have found that a miner always buys the best money can buy and this sale was the most satisfactory sale I have ever made.

Meyerbeer's Cavatina and such things. Think of this sort of music floating up from a canvas tent up among the pines while miners in overalls listen attentively. They don't want ragtime. They want the best music the New Edison offers."

## NURSERY RHYMES WITH RECORDS

Volume of Children's Verse Issued, Containing Columbia Phonograph Records of the Same

If you were suddenly asked for a plan to make nursery rhymes sell phonograph records, or for a scheme to make valentines sell garden seeds, or to devise a method whereby candy and books would sell each other, the chances are you would be stumped, says "Printers' Ink." Yet if those interested in such a plan had a chance to think over the proposition for awhile no doubt they would be able to suggest several ways whereby one product would sell another that may be entirely foreign to it. Such plans are being worked right along. For instance, Harper & Brothers recently issued what they call a "Bubble Book." It contains, in illustrated verse, the stories of "Tom, Tom the Piper's Son," "Jack and Jill" and "Mary Had a Little Lamb." Three of the pages in the book are in the form of envelopes. In each of these is a special Columbia record, giving the singing version of these famous nursery rhymes, and which can be played on a phonograph. It is a unique combination of pictures, verses and

music. By listening to the songs a child can learn to read the book, and sing the verses.

Here we have an idea that induces the music store to handle nursery books—an item which formerly they would consider entirely out of their line. On the other hand, the plan gets phonograph records into book stores.

## RECEIVING MANY REPEAT ORDERS

"Our new No. 1012 album is meeting with very pleasing success, and we have received numerous repeat orders from our dealers," said Philip A. Ravis, vice-president of the New York Album and Card Co., New York. "We were fortunate in securing additional factory facilities for the production of our albums, as the demand for the 1012 album has taxed our resources, even though our capacity has been considerably augmented. Our Nyacco metal back album continues to be the leader of our line, and judging from the orders already in hand for this album, this season will be an active one for the Nyacco metal back product. This album has many distinctive features, and the fact that it lies perfectly flat when opened is one of the reasons for its success."

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Sapphire needles for Pathe

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and DELAWARE


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Chicago, Ill., Columbia Graphophone Co., 14 N. Michigan Ave.  
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Cleveland, O., Columbia Graphophone Co., 1375 Euclid Ave.  
Dallas, Tex., Columbia Graphophone Co., 1011 Elm St.  
Denver, Colo., Columbia Stores Co., 1608 Glenarm Place.  
Detroit, Mich., Columbia Graphophone Co., 401 Woodward Ave.  
Indianapolis, Ind., Columbia Graphophone Co., 44 N. Pennsylvania St.  
Kansas City, Mo., Columbia Graphophone Co., 1027 McGee St.  
Los Angeles, Cal., Columbia Graphophone Co., 745 S. Broadway.  
Minneapolis, Minn., Columbia Graphophone Co., 412-414 Nicollet Ave.  
New Haven, Conn., Columbia Graphophone Co., 206 Meadow St.  
New Orleans, La., Columbia Graphophone Co., 517-525 Canal St.  
New York City, Columbia Graphophone Co., 55 Warren St.  
Omaha, Neb., Schmoller & Mueller Piano Co.  
Philadelphia, Pa., Columbia Graphophone Co., 210 N. Broad St.  
Pittsburgh, Columbia Graphophone Co., 101 Sixth St.  
Portland, Me., Columbia Graphophone Co., 43 Exchange St.  
Portland, Ore., Columbia Graphophone Co., 429-431 Washington St.  
Salt Lake City, Utah, Columbia Stores Co., 221 South West Temple.  
San Francisco, Cal., Columbia Graphophone Co., 130-150 Sutter St.  
Seattle, Wash., Columbia Graphophone Co., 311 Western Ave.  
Spokane, Wash., Columbia Stores Co., 818 Sprague Ave.  
St. Louis, Mo., Columbia Graphophone Co., 1127 Pine St.  
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