

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, May 15, 1918



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

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




The Highest Class Talking Machine in the World

THE INSTRUMENT OF QUALITY

Sonora

CLEAR AS A BELL



THE most valuable asset of any manufacturer is the reputation his product has won.

Sonora is everywhere known as the *quality* phonograph—not the quantity phonograph, not the phonograph offering “terms” as the main sales feature, but the *value* instrument which the buyer is proud to own and which is shown to friends with the remark “I bought this phonograph because of its quality of tone and appearance.”

The owner’s pride of possession in a Sonora is a factor in Sonora’s increasing popularity.

In proportion to the total number of instruments on sale, more Sonoras are sold for cash than any other instrument. This is conducive to a higher bank balance for the Sonora dealer.



The Sonora sells easily, turns every buyer into a Sonora enthusiast, and makes money for the dealer. If you wish to sell Sonoras this year write us NOW for information.

| | | | | | | |
|-------|-------|-------|-------|-------|--------|-------|
| \$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. 5

New York, May 15, 1918

Price Twenty-five Cents

LOVING CUP FOR MME. MELBA

Famous Diva, so Widely Known Through Her Records, Surprised at Her Concert by Gift From Leading Victor Dealers in Los Angeles

LOS ANGELES, CAL., May 1.—In recognition of the fact that she was the first great prima donna to give her art to the world through the medium of the Victor, Mme. Melba was presented with a silver loving cup by L. E. Behymer, the local impresario, during her concert at Trinity Auditorium on the evening of April 3.

The presentation was made on behalf of the Andrews Talking Machine Co., Barker Brothers, Wiley B. Allen, Geo. J. Birkel and Southern California Music Co., leading Victor dealers of this goahead city.

"I don't know what to say. I don't think I deserve this. Give them all my love. I shall



Mme. Melba and Cup Presented to Her always keep this trophy among my most treasured possessions. I thank those who have given me this most heartily," said Mme. Melba. In presenting the cup Mr. Behymer said that the Victor dealers of southern California recognized in Mme. Melba one of the greatest benefactors the talking machine knows, making possible the development and recognition of the talking machine as a musical instrument of the highest order, by her co-operation with the Victor Co.

The cup was an elaborate silver affair, presented just after she had finished singing Tosti's "Good-bye." The following inscription was engraved on the face: "To Mme. Nellie Melba, Dame Commander of the British Empire, the first great prima donna to give her art to the world through the medium of the 'Victrola.'" Then followed a list of the names of the dealers making the presentation.

TALKERS FOR COOLIES IN FRANCE

Records From America Help to Cheer Chinese Laborers Behind the Lines

Not only is the talking machine with its records a friend of the allied soldiers in the trenches on the Western front, and for that matter of the enemy soldiers, but it appears that even Chinese coolies, who are employed in large numbers back of the French front, are also strong admirers of that instrument. Talking machine records in the Chinese language and recordings of Chinese music have been sent to France from the United States, and proved the source of entertainment for the Chinese worker.

Knowing a dozen languages won't help unless you know how to make a living in one of them.

THE "TALKER" IN THE WAR

Samuel Gompers Pays Tribute to the Influence of the Talking Machine for Good in the Trenches in France as in the American Home

While in Cleveland recently to boost the sale of Liberty Bonds Samuel Gompers, president of the American Federation of Labor, paid a high tribute to music and musical instruments and the part they are playing in the world war. Mr. Gompers declared that the talking machine has made army camps and even the trench dug-outs "seem like home" to tens of thousands of American soldiers.

"The war is developing a love for music and talking machines are doing their part wonderfully well," said Mr. Gompers. "Through the agency of these instruments and records the boys who have given up homes and home environment are permitted to enjoy good music, to listen to the words of the world's great singers, orchestras and bands. The words of that wonderful song, 'Home, Sweet Home,' mean more than they ever did to all true Americans. Talking machines, player-pianos and other musical instruments are making 'home, sweet home' out of many a place that would be dreary if these musical instruments were not available. Like the movies, talking machines are great stimulants to back up our fighting men on sea and land, in training camps or back of the firing line in the war zone."

Douglas Fairbanks also paid a high tribute to the "good that talking machine music is doing during this war" while here. He appeared jointly with Mr. Gompers at the Keith Hippodrome and the Central Armory making appeals for bond buyers.

NEW DEPARTMENT IN ASBURY PARK

ASBURY PARK, N. J., May 4.—The Steinbach Co., this city, has opened an elaborate new Victrola department in its present store. The new department is equipped with four handsome sound-proof demonstration booths, and an excellent equipment for the display of machines and the storing of records. It is declared to be one of the finest departments in this section of the State.

Music for the Camps Provided by the Knights of Columbus

Robert G. Wulf, director of construction on the Committee of War Activities of the Knights of Columbus, recently outlined for The World what the Knights of Columbus are doing toward providing talking machine music for the military forces. Mr. Wulf said in part: "Up to the present time this organization has erected something like ninety buildings in the various cantonments, encampments and marine and naval stations throughout the country. In each building a talking machine has been installed with a collection of at least twenty-five of the latest records.

"It is our information from our secretaries in the different camps that the talking machines and records play an important part in the entertainment of the soldiers, and that the records are being played from early in the morning until late at night.

"We feel confident that the soldiers are interested in all kinds of music; and record donations from any source will be greatly appreciated.

"We cannot say what kind of machines or records are most desired, for the reason that in the majority of instances we ordered this equip-

WHAT CO-OPERATION ACCOMPLISHED

Brooklyn Dealers Saved From Loss Through Exchange of Information Regarding Operations of a Talking Machine Swindler

How co-operation can save money for talking machine dealers was instanced in a most emphatic manner recently in this city. It appears that a man giving a New York City address attempted to purchase a talking machine from Frederick Loeser & Co., of Brooklyn. The deal was just about to be closed when the quick-witted salesman glanced at the name and remembered that he had seen an advertisement in one of the New York papers giving the same name and address as did the customer, and offering a Victrola, slightly used, at a low price. He, of course, refused to conclude the sale, except on a cash basis, and the customer went out.

The salesman immediately called up J. J. Cavanaugh, manager of the talking machine department of A. I. Namm, in Brooklyn, and advised him of the occurrence. Mr. Cavanaugh also recalled the name and address of the New York party, and found that his house had sold a Victrola to the man some time before. He immediately went to the New York address in his automobile and asked the party if he had a Victrola to sell at a bargain. "Sure," said the man, and pulled off the cover of a machine from which the nameplate had been removed. Mr. Cavanaugh flashed a Deputy Sheriff's badge, made known the real purpose of his errand, and ended up by taking the machine back to the store with him. Inasmuch as the second payment was not yet due on the machine there would have been little redress for the store through the courts.

It is lack of co-operation between merchants that encourages many swindlers to operate, and permits them to operate successfully. With the talking machine men getting together, as they are in New York, watching advertisements as did the Loeser salesman, and endeavoring to remember names of those who it is believed are fraudulently inclined, much can be done to prevent losses. The important thing, however, is co-operation and a willingness to advise a competitor of the operations of swindlers and thereby offer protection to one another.

ment long before the soldiers arrived at camp. It was our idea that they would be mostly interested in popular music and not in the classical music or songs.

"In addition to the talking machines, we also have player-pianos in each building with a new assortment of music rolls for the entertainment of the soldiers."

The Knights of Columbus very evidently have a clear conception of the part that music plays in keeping up the morale of the soldiers, and will undoubtedly make good use of any donations of records, machines or music rolls sent to them.

In answering the inquiries of the general public, talking machine dealers can refer prospective givers to the Committee on War Activities, Knights of Columbus, Woodward Building, Washington, D. C. Talking machine merchants who may themselves be collecting records for the use of the Knights of Columbus by getting in touch with the same headquarters will be able to determine what military units have the greatest need of records, etc. This will be a move along the lines of efficiency and concentration.

The Man Who Is Hard to Sell Is a Challenge to Salesmanship and a Stimulus to Effort

There are two mental attitudes regarding the prospect who is a hard nut to crack, a difficult man to sell. One of these attitudes is that of the salesman who gets peevish over such a prospect and gives him up and tries ever after to get even with the fellow for not buying.

The other attitude, and the right one, is that of regarding the hard man to sell as a challenge to salesmanship and a stimulant to effort. The salesman who gets this attitude sets deliberately about finding a way to get behind the defense of the customer—for there is a way to get behind the defense of anyone in a position to buy.

The man who is not easily won over usually sticks better when he is won. He does not

change his mind or back out without reason. If you find out how a man feels about your proposition, and why he feels so, you will be able to handle him. Put yourself in his place and talk from that side. Instead of so much about what "I have to sell," say more about what "you need to buy." Emphasize the "You" instead of the "I."

Dig into that man's problems and discover why he thinks your talking machine or phonograph would not suit him. Don't begin to try to get him to buy before you have even shown the advantages of what you have to offer. Sales are not made so easily. And don't waste preliminary time in talk about the weather, war or politics. You may inadver-

tently get the man into a discouraged frame of mind by reminding him of extraneous business conditions. You know what will interest people who are prospective buyers of musical instruments, even if they are hard nuts to sell. The prospect may not at the outset care two straws about your particular line, but if he is interested in music at all, he will discuss with you many phases of the question and if he listens, you can get him coming your way.

When you get a person asking questions about and showing an interest in something you know more about than he does, then you have made a start. Once you have made a start, if you get no farther, the fault is your own.

PLANNING FOR IOWA CONVENTION

Elaborate Arrangements to Be Made for the Third Annual Meeting of the Iowa Victor Talking Machine Dealers' Association

DES MOINES, IA., May 6.—A meeting of the executive committee of the Iowa Victor Talking Machine Dealers' Association was held in this city recently at the offices of the Mickel Bros. Co., the Victor wholesalers, at 411 Fourth avenue, for the purpose of considering various plans and suggestions for framing a program for the third annual convention of that organization, some time in August.

The executive committee consisting of W. A. Stoaks, president; W. P. Deal, secretary; Joseph Britt, treasurer, and E. E. Hobbs, member at large, was present in a body, as were a number of association members, including representatives from the following houses: McGregor Bros. & Coen, Creston, Ia.; Schlick's Music Store, Charles City, Ia.; Lohr & Donahoe, Ft. Dodge, Ia., and Harmony Hall, Iowa City, Ia. Through their co-operation a tentative program was considered, details of which will be worked out and announced to the association during this month.

George E. Mickel, member of the association and general manager of Mickel Bros. Co., of Des Moines and Omaha, suggested that the association endeavor to have Galli-Curci and Jascha Heifetz appear during the convention in a recital or concert to be held in Des Moines at the Coliseum.

This event, which would have been extraordinary, was found to be impossible after investigation on the part of Mr. Mickel, owing to the fact that neither of the artists was in a position to specify definitely whether his or her appearance would be an assurance, owing to certain engagements, which were contracted for previously. However, the services of these two artists are still in question as to whether the contracts can be filled.

Should it be impossible for the above-mentioned artists to appear, a suitable program (such as has always been successful at these conventions) will certainly be instituted, and it is desired by the executive committee that a two-day session be held instead of the one-day session as of previous conventions. Judging from the responses already noted from members, the third annual convention will be a far greater success than the two previous ones, as the interest on the part of the members is very noticeable. The membership is increasing each year.

Matters of the utmost importance will come up for discussion at the convention, owing to the shortage of Victor products, and it is to be hoped that by the time of the convention (which will be held the latter part of August) the Victor Co. will have had an opportunity to overcome the ever-increasing shortage of its products and that the fear which has been entertained, and which naturally would be entertained on the part of some dealers, will be a matter of past history as to the future outlook of their business.

ENJOY GALLI-CURCI CONCERT

By Means of Victor Records in the Osterhaus Free Library in Wilkes-Barre

A representative of a New York publishing house who recently visited Wilkes-Barre, Pa., made the following observations which are passed along to readers of The World for information and use when available. He said: "I am a plain, ordinary book agent, classed with the dogs and baby carriages and therefore unwelcome in most public buildings. However, my roving disposition carries me all around the country, and I have noticed a few things which would benefit 'us' New Yorkers. For instance, I dropped into the Osterhaus Free Library here, and enjoyed a really fine concert by Galli-Curci and other stars. Of course, it was on the talking machine, but what does that matter? The place was crowded. It was a regular concert with programs, and the 'Star Spangled Banner' was played and honored. The local merchants loan selections to this library."

INCORPORATES BUSINESS

WESTFIELD, MASS., May 4.—The business of George H. Sharp & Son, which was established in this city in 1893 by George H. Sharp, was recently incorporated, and in future will be known as the George H. Sharp Co. The company specializes in talking machines and music, and the business will be enlarged to take in considerably more territory.



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

Victrola VI-A, \$30
Oak



Victrola IX-A, \$57.50
Mahogany or oak



Victrola XI-A, \$110
Mahogany or oak



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

Victor Supremacy

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

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

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. Heppel.
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.
- Sloux 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.

ALL RECORD CUSTOMERS ARE ALBUM CUSTOMERS



MAKING THEIR SELECTION

A Place for Every Record and Every Record in its Place

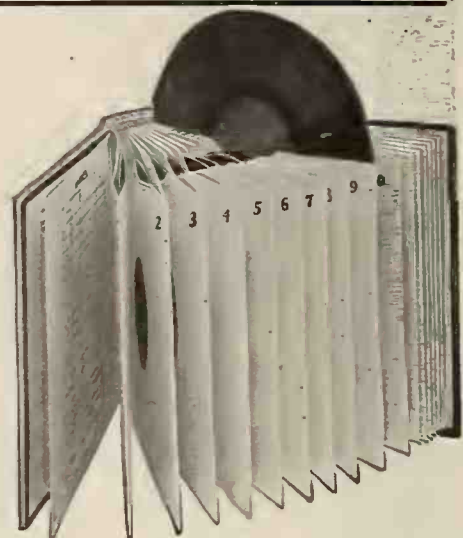
Albums are an Indispensable Requisite in the talking machine business and wherever records are sold. Practical and handy. Save time and records. A profitable adjunct to the business.

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

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

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

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



THE PERFECT PLAN

ATLANTA TRADE SOMEWHAT SPOTTY

Shortage of Machines and Records Felt—Meanwhile Business in General Was Never Better

ATLANTA, GA., May 4.—The talking machine business in this city during April was a little "spotted." In addition to the very critical condition in Europe there was and is a shortage of goods, one of the leading manufacturers not having in stock at the present writing a single \$55, \$160 or \$215 model.

Just what effect the conference of the manufacturers recently held in New York City will have on the future of the business is somewhat uncertain, but it certainly appears that there is to be some curtailment in production. Probably this will make the public eager for what is left to be marketed and will in this way make easy sales for the dealer.

After cable news in regard to General Haig's famous "back to the wall" stand was received, there was a noticeable increase in buying and a better feeling all round. This now world-celebrated order will live in history with "Don't give up the ship" and "England expects every man to do his duty."

Talking machine dealers in the South and many of the fraternity in New York, Philadelphia, Bridgeport and elsewhere, will read in this paper with regret of the death recently of Richard Thornton, of Atlanta, Ga., for years identified with the phonograph business in Atlanta, and one of the pioneers of recent years in the growth and development of the industry.

Chamberlin, Johnson, DuBose Co., this city, one of the best-known and foremost dry goods houses in the South, have recently moved into a new six-story fireproof building on Whitehall street, in the shopping center, and have engaged Edgar Brotherton, a former Atlantian, but recently with D. H. Holmes Co., New Orleans, to take charge of their Victrola and Sonora department.

Without detailing reports from each individual firm in the city, we can say that business in general is good, and all are anticipating a continuance of activity throughout the summer.

The Columbia Graphophone Co. has qualified the Kenny Furniture Co., locally, and it is understood that this concern is doing well with this widely known line.

ATTRACTIVE STORE IN MINNEAPOLIS

Nye & Nye, in the Brunswick Shop, Have an Elaborate Establishment

MINNEAPOLIS, MINN., May 8.—One of the outstanding establishments in the talking machine trade in this city is the Brunswick Shop of Nye



Nye & Nye's Attractive Store

& Nye, who are in possession of most attractive quarters, fitted out elaborately for the special requirements of their business.

The Nye & Nye shop is located at 712 Marquette avenue, right in the center of things, and the amount of business already being han-



View of Display Room and Booths

dled more than justifies the handsome equipment. The firm is composed of Walter G. Nye, a former Mayor of Minneapolis, and George M. Nye, a former member of the Minneapolis Legislature. Both men are naturally widely known to the citizens of the city, and this fact has helped them to build up a clientele that is constantly growing.

TRADE MOVES IN WAR TIMES

The Attitude of Dealers Toward Goods Other Than Machines and Records Discussed by F. O. Wilking, of the Ready-File Co.

In a recent letter to The World F. O. Wilking, president of the Ready-File Co., Indianapolis, Ind., points out the tendency which that company has found on the part of the dealers toward making a special effort to push the sale of accessories during war times. He says in part:

"One of the most interesting developments of war times is the changing attitude of talking machine dealers toward goods other than machines and records. This was forcibly brought to my attention during a recent trip through the Central West, when both dealers and jobbers of the most progressive type showed an entirely new disposition to warm up to the extra profit that Ready-File makes for them. Dealers who had previously shown only slight interest in our proposition have become enthusiastic boosters; distributors that have been ordering in 100 lots are now ordering in 400 and 500 lots.

"The explanation lies partly in the fact that our goods are constantly becoming better known, but deeper than that is the inability of either distributor or dealer to get all the machines and records needed to supply the demands of the trade. The fact that his profit on machines and records has been cut by curtailed production has made many dealers to put more effort behind selling other goods. Each dealer is anxious to have his books look at least as good at the end of 1918 as they did a year before, and he is consequently keenly interested in any device such as ours, which permits him to make an extra profit on each sale.

"In this awakening may lie the salvation of many dealers. It is a fact that there are accessories, a number of them, that show the dealer a better profit than either machines or records. Our advice to every dealer is to investigate these devices now, while his machine and record stock is short, pick out those that suit him and get his sales force in the habit of including them in every deal. Thus he will keep his business up to the mark for the present, and be in a position to greatly increase it when the factories get through doing war work."

NEW PATHE NUMERICAL CATALOG

The Pathé Frères Phonograph Co., Brooklyn, N. Y., has just issued a new numerical catalog of Pathé records which lists all records up to and including the May supplement. It is interesting to compare this catalog with the old edition, as the increased size of the publication indicates the remarkable strides made by the Pathé Frères record library during the past few months. At the present time the Pathé library contains a complete library of all classes of records, and the popularity of Pathé recordings is increasing rapidly with Pathé representatives in all sections of the country.

A Really Good Album At a Moderate Price is a Money Maker for the Dealer

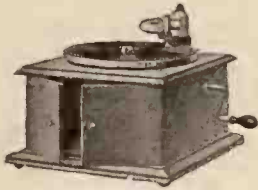


METAL BACK ALBUMS

will give the dealer and his patrons true value and the highest quality. A complete line of albums that stand for the best in their respective grades.

Write for samples of our three numbers

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



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

—all the time and everywhere

Viewed from the standpoint of musical art, judged by the character and prestige of the stores that handle it, measured in dollars for its ability as a profit producer, the Victrola is supreme.

Victor Talking Machine Co.

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

Berliner Gramophone Co., Montreal, Canadian Wholesalers



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

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

PUBLISHED BY EDWARD LYMAN BILL, Inc.

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NEW YORK, MAY 15, 1918

THE need for some definite central organization of talking machine manufacturers was emphasized strongly last month when the industry was called upon to appoint a committee to confer with the United States Fuel Administrator regarding measures for curtailing the output of talking machine factories.

It is true that representatives of the larger companies conferred with the Fuel Administrator, but he preferred to deal with the trade at large and, therefore, a representative committee was suggested. Of course, such a committee was appointed at the meeting in New York on April 30, but it meant a delay of several weeks before definite action could be taken. Had there been an organization in existence representative of the entire trade, an agent of, or committee from that body would have been in a position to have followed up the matter to a conclusion with the Fuel Administrator earlier in the month.

It is probable that there will be other matters which will require the attention of the united trade in the future and before the war is over, and the industry should not be caught napping again. Hence the necessity of a permanent committee of representative men, or an individual, if one can be found to satisfy all parties, being appointed to provide official representation for talking machine manufacturers. Matters with the Government can thereby be discussed and adjusted quickly to avoid suspense. The piano and allied trades have followed this plan through the Music Industries Chamber of Commerce, and it has proven most successful.

The request from the Fuel Administrator that the talking machine trade appoint a committee to confer with him on the question of curtailment came as a surprise to many, as it was believed that the general order curtailing the output of musical instrument factories 30 per cent applied also to talking machine plants. It was learned, however, that an order was issued for a conference with the General Counsel of the Music Industries Chamber of Commerce, who was unable to state at that time that he represented the talking machine division of the trade. The Government does not desire to take up matters affecting the trade at large with any one or two companies in the trade. When a united trade opinion is desired, it must be what it professes to be—the opinion of the members, or a majority of the members, of one particular industry. It is only by getting together in some form of organization, even if only for the period of the war, and the appointment of a committee with the power to speak

for the trade as a whole, that this result can be accomplished. It is not the time for standing aloof or arguing over details. Any orders issued, or any actions taken against the industry, are going to be against the trade as a whole and will hit every individual manufacturer in it. This fact must not be overlooked.

With a committee appointed, an effort should be made to gather together honest statistics regarding trade, capital invested, number of employes engaged, those beyond the draft age, or women, amount, value and character of materials used, value and equipment of plants, and other essential details for presentation in collated form to the Federal officials. It has already been learned by other branches of the industry that the general statement that "music is a war necessity," for its worth in preserving the morale of citizens and soldiers, does not get anywhere in Washington. The fact that there is a large amount of capital invested and that so many thousands of people are dependent upon the industry for their livelihood is listened to with attention.

There are many ways of gathering these statistics without jeopardizing the business secrets of any one manufacturer. The disinterested outsider has been intrusted with similar statistics by more than one big industry, and practically without exception has proven faithful to the trust. These are not times for fancy talks. What Washington wants are facts—cold, hard facts—that can be considered in a businesslike manner, and the trade should see that such facts are available.

RECENT events indicated that conditions demand a more general co-operation between talking machine wholesalers and between dealers in the matter of a redistribution of surplus record stocks in order to preserve a most efficient balance. It is an acknowledged fact that record supplies from the factories are far from being normal, and due largely to labor conditions will possibly drop off even more, regardless of any Federal curtailment order. This shortage does not exist alone in the new and most popular records, but it is felt right through the line of the standard catalog selections. The seriousness of the situation is evidenced by the fact that not alone wholesalers but dealers have felt warranted in sending out representatives throughout the country to gather up what surplus stock they could to fill gaps in regular catalog stocks, but often with indifferent success.

One jobber, in calling upon his fellow jobbers for any record stock they could spare, declared that he was completely out of close to 2,000 records from his regular lists. Under such conditions, the wholesaler or dealer who is burdened with surplus records is simply fooling himself by neglecting to make an effort to get in touch with jobbers or dealers in or out of his territory, who may not only be able to use those particular records, but who would be glad to get them. When wholesalers are willing to pay retail prices for stock records, and perhaps a few popular numbers thrown in, for the sake of keeping their record assortments in half-way presentable shape, then the situation is serious enough to receive earnest consideration.

FROM the earliest ages the value of music as a therapeutic has been recognized and appreciated and it is not surprising to learn that Mrs. Isa Maude Ilsen, of Hamilton, Ont., has made extensive use of music to win the convalescent and diseased soldiers of Canada back to the fulness of health and happiness. Music she believes—and she has been demonstrating in practice the truth of her tenets—possesses a tremendous power considered as a medicine.

She says the part that music may play toward bringing back to normal our soldiers who are sick with minor ailments before they go to the front or are wounded after reaching the battle line is no small one. Mrs. Ilsen knows whereof she speaks. For nearly two years she has been the volunteer superintendent of the Military Infirmary of Hamilton, where a great number of Canadian soldiers suffering from wounds and illnesses caused by the war have been treated. It is in this institution that she has proved the practical value of music in the sickroom.

At present Mrs. Ilsen is drafting a plan for the United States military authorities which will give them an idea of the possibilities to be gained from the application of her principle. She will use her recent experience to illustrate the enormous possibilities of music in therapeutics.

Talking machine music is being used to-day in many hospitals as a curative influence, and has been especially effective particularly where soldiers are suffering from forms of "shock" which disturb the entire nervous system, making them in a measure a wreck for a considerable time. The selection of the records to be used is, of course, an important matter. They have to be gauged in accordance with the actual physical condition of the patient so that the influence exercised is most beneficial. The effect of music on different patients varies, and just like medicine, what cures one may harm another. In this domain the talking machine is destined to fulfil a noble mission.

JUST another reminder about terms: The stock of machines and records on the dealer's floor are, regardless of fixed price agreements or anything else, worth more to him right now than when he bought them, whether it was three weeks or three months ago. This higher value is based on the fact that once off his floor they will leave a gap that may not be filled for some months to come. Meanwhile, he is paying rent and carrying overhead on that gap. Why, therefore, sacrifice these machines and records on long time terms. Demand cash wherever possible, for right now it is the dealer's right to do so, and barring cash, make the terms reasonable—that is, reasonable to the house. Meanwhile many dealers are selling only for cash.

RECENT cases in the West where "gyp" dealers, and even that class of legitimate dealers in talking machines who have been convicted of misleading advertising and punished therefor, indicate that State advertising laws and local ordinances really have some "kick" in them and are not to be trifled with. When a few more cases are successfully pushed in other sections of the country that will serve to force on erring members of the trade generally that they either have to be good and tell the truth or stand punishment, so much the better off will be the industry.

Up to a couple of years ago the talking machine industry was remarkably free from misleading advertising. The leading manufacturers have always set high standards for their publicity. They endeavored to present facts instead of fiction; based their claims on truth and devoted their arguments to selling their own lines rather than in knocking those of competitors and trading upon competitors' reputations.

There is now evident in some quarters, however, definite attempts to cast reflection on the products of competitors, or to market unknown lines on arguments based on instruments of recognized standing. The "Victrola-like" or "Grafonola-style" of instruments offered at bargain prices by "gyp" dealers have become too common to permit of their being ignored any further, and the Music Industries Better Business Bureau, with headquarters in Milwaukee, is taking cognizance of this fact and has

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.

already succeeded in prosecuting several cases successfully, while others are under investigation.

The New York District Attorney's office has also been investigating local advertisers of the "gyp" type, and has promised to prosecute any of this ilk when proof can be furnished that they are uttering misstatements.

It is all up to the legitimate dealer to protect his own interests. If he sits quietly by and considers that the "gyp" dealer is not doing enough to hurt him to make prosecution worth while, he is simply encouraging a malignant growth in the industry. The thing to do is to investigate personally so far as possible every questionable advertisement, whether by "gyp" or legitimate dealers, and to present the facts before local authorities or before the Better Business Bureau, and prompt action can be obtained. Keeping the industry clean means to keep it healthy.

TALKING machine and record manufacturers are taking no undue credit to themselves when they acknowledge that they are doing real good for the fighting men of the nation at this time. Hardly a military unit, ship or hospital but has one or more talking machines, and a suitable supply of records, and the cry is constantly for further supplies of talking machine outfits for new units not yet equipped. The Y. M. C. A., for instance, consider the talking machine sufficiently important to appropriate a substantial portion of their funds for the purchase of such outfits for their various huts in this country and France. And so it is with the Knights of Columbus. Even the enemy enjoys the talking machine, for a story comes from London of an officer who while engaged in a drive against the Germans found several records in No Man's Land, and close to their trenches. It is said that Washington has divided the products of the country into three classes unofficially, they being first, food; second, war materials, and third, everything else. From results already shown it would seem that talking machine records might have a fair chance of edging into the second class.

THE phenomenal success of the Liberty Loan Rally of the Allied Music Trades, at Carnegie Hall, on April 30, was due in great measure to the work of the talking machine men and the generosity of the manufacturing companies and their artists.

"Plant" Records This Spring

Join the corps of successful dealers who are planting seeds of record profits for "picking" during the coming months. And if the seeds are planted in the

**PEARSALL GARDEN
of SERVICE**

you'll find its fertile soil is prolific of early crops and good ones, too, "Big Oaks from Little Acorns Grow"—use Pearsall Service on Victor Records and watch the Acorn bank balance grow into a big oak.

SILAS E. PEARSALL CO.

Victor Distributors

18 West 46th Street

New York, N. Y.



Meet Us at the Music Show

Those of us whose part it is to "keep the Home Fires Burning" while our boys are at the Front will be doing our part if we feed with an inexhaustible supply of fuel the fires of love and sympathy—if we cheerfully perform every service of which we are capable and bear every sacrifice and burden that comes to us, for the sake of those who are bearing still greater burdens on the field of action.

Music will help a lot. It is helping to keep our boys mentally fit and inspire them to the utmost of sacrifice and achievement. With music at the front, music in the camps and music in our homes, we have a bond of spiritual strength that will defy all apprehension, disappointment or discouragement (real or fancied). That will support to the end our resolve to purge the world of the monstrous, perverted doctrine that puts might above right. That will make unbending our determination to be stripped of all our possessions and drown in a sea of blood rather than permit the policy of the cloven-hoof to prevail on earth.

For our boys there is hardly a moment when music will not fit in, from the time they change from "civilians" to khaki until they return to their earthly homes triumphant in victory or, with thousands of brother heroes, are borne aloft where the supreme award for valor awaits them.

The spirit behind the National Music Show, June 1st to June 8th at the Grand Central Palace, New York City, is in harmony with the "Home Fires" sentiment. That spirit is a missionary spirit which has not only taken music into the remotest parts of our own country, but has carried it to the four corners of the world. Its influence in the lifting of humanity to higher levels of conception and accomplishment has been tremendous. May the National Music Show be instrumental in the musicalizing of every home in every land.

We shall keep open house for all visitors to the National Music Show at Sections 19 and 20 where they will find a most cordial welcome awaiting them.

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

How Music Aids in Maintaining the Nation's Faith, Hope and Courage

By M. C. Schiff

There are reasons why it would be unwise, from a broadly patriotic point of view, to curtail talking machine production. No doubt the representatives of every industry designated as non-essential have countless arguments to present against the propriety of such designation. In the case of the modern talking machine, however, the morale of the home itself, the very foundation of the nation's institutions, is affected. It is that, and not any inclination to evade bearing our full share of our country's burden, that actuates talking machine manufacturers in feeling that the proposed curtailment of fuel supply is not wise.

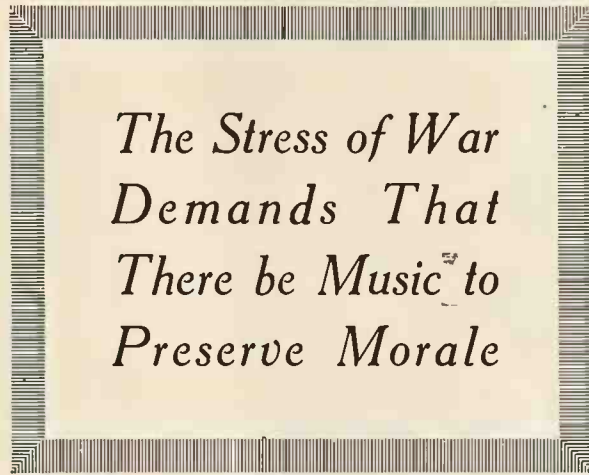
According to my understanding, it is the sense of the administration that the production of talking machines should be curtailed to the end that labor thus released may be employed in Government operations, and the money which would be expended for the instruments may instead be invested in Liberty Bonds, thereby providing the Government with the means of purchasing the product of the labor. The benefit that eventually would accrue to the Government under such program with reference to some industries, such as pleasure automobiles, for instance, is obvious. The difference in the value of the program as applied to the automobile industry, which we have taken for comparison, and the talking machine industry, lies in the fact that the former is not indispensable to the morale of the home, while the latter most certainly is.

Music is the most ennobling of all human agencies. Without it the ideals of the nation, and, hence, the nation itself would suffer. It is essential to the home in which is to be maintained the mental attitude necessary to national hope and courage.

The fact that, notwithstanding the withdrawal of thousands of persons from the usual buying channels, the demand for talking machines has increased proportionately with the stress of war conditions, the sales of the past six months having been the largest of any similar period in the history of the industry, proves that the public looks to this universal music reproducing instrument to renew the tremendous mental energy daily consumed under the strain of our present national crisis.

Through the talking machine the emotions may be thrilled and hearts made happy. The

music of the master, reproduced by the talking machine, can send into the very soul of the lonesome mother or heartsick wife a message of hope and cheer from the brave soldier at the front, and only through the talking machine can there be received in the home the message of



patriotism that great bands and famous musicians impart in their masterful interpretation of our national songs, expressing in the most po-

tent manner the great ideals for which America stands.

The talking machine brings democracy into the home and at this time, when events transcend the powers of the ablest writer or orator, the amplification of music must be permitted to perform its appropriate work of binding the people throughout the country so they may be held together by common ideals and sympathies.

Music in the home is the most positive preventive of our deterioration to a morose practicability; it will inspire the home folks to in turn inspire the boys "over there," and it will prove the greatest element in preserving the morale of the nation's war workers, both here and at the front, by preserving the morale of the home.

Talking machine manufacturers are not only willing, but in common with every other American industry, are anxious to go to any limit to serve the interests of the country, but they hope a way may be found to do that without risking injury to the spirit of the nation which now, more than ever, needs and depends upon the talking machine for economical mental relaxation and clean home entertainment.

DEATH OF RICHARD THORNTON

Well-Known Talking Machine Man of Atlanta, Ga., Passes Away in New Orleans

Richard Thornton, of Atlanta, Ga., for a number of years identified with the talking machine industry, recently passed away in New Orleans, La., at the Presbyterian Hospital, of acute pneumonia, after an illness of only a few days, in his thirty-fifth year.

He was identified with the Columbia Graphophone Co.'s Southeastern distributing headquarters in Atlanta from 1911 to 1915 as assistant manager, and was regarded as one of the most expert and experienced phonograph men in the United States, his work in the various departments of the Columbia Co. having given him an opportunity to learn the business from the ground up, managerial, selling and financial.

In 1915 the Columbia Co. sold their retail interests in Atlanta, and Mr. Thornton organized the Atlanta Talking Machine Co. at the old stand on Peachtree street, becoming junior partner and manager. His success with this

business was excellent, but when the New Edison entered the Southern field he was selected by the owners of the first modern Edison shop in the Southeast to introduce the line into an undeveloped field. It may be said that the present large sale of Columbia product in Atlanta and vicinity and also the Edison ground work can be attributed very largely to his ability and efforts.

Mr. Thornton was educated at the Atlanta public schools, in preparatory schools in New England and at Emory College, Oxford, Ga. He was a member of the Chi Phi Fraternity, and of the leading clubs of Atlanta, and was universally beloved by all who knew him. His untimely end will be mourned by hundreds of friends all over the country.

HANDLING SONORA PHONOGRAPHS

Charles W. Homeyer, well-known music dealer of 332 Boylston street, Boston, Mass., has just installed a line of Sonora phonographs and is very enthusiastic over the possibilities of the new line.

THE BOSTON BOOK COMPANY ANNOUNCE THEIR NEW LIBERTY RECORD ALBUM



15,000 SOLD THE FIRST DAY

The most timely and appropriate addition to the album field in years.

Beautifully designed, bound in khaki and stamped in gold with a most artistic and patriotic center piece.

Manufactured and patented by the only exclusive record album factory in the world, who for the past ten years have supplied the talking machine trade with quality albums.

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

CHICAGO OFFICE: 1470 So. Michigan Avenue

Of what use
 is money
 anyway,
 if we do
 not win
 this War?



Therefore—every cent of profit made by the Brilliantone Steel Needle Co. of America, Incorporated, during this year of Nineteen Eighteen (1918), will be expended for

Liberty Loan Bonds

When You Sell Brilliantone Steel Needles you help us to subscribe additionally for Liberty Bonds, A-N-D your customers are assured



Needles of Uniform Length
 Needles with Uniform Points
 Needles of Uniform Hardness

Truly Meritorious
 Honestly Reliable

The Best

HALF TONE—FULL TONE
 —MEDIUM—EXTRA LOUD

Write for Samples—Write for Prices

BRILLIANTONE STEEL NEEDLE CO. OF AMERICA INCORPORATED

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

B. R. FORSTER, President

NEW YORK CITY

"Vacations with Music"—the Big Idea for Summer. Sell every vacationist a Portable Model Grafonola. Columbia National Advertising Will Pull—You Push.

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



IMPORTANT BUSINESS TOPICS DISCUSSED IN ST. LOUIS

Tri-State Victor Dealers' Association Have Interchange of Ideas on the Evils of Free Service, Current Monthly Records and Salesmanship Requisites—Start Repair Shop for the Trade

St. Louis, Mo., May 8.—The last meeting of the Tri-State Victor Dealers' Association, the first to which the associate members—sales people—were admitted, was entirely successful. The experiment was as to whether the sales folk would take an interest. They did. So the experiment was considered successful. More meetings of this kind will be held, and it is believed that the sales folk will become so interested that it will be possible to get out-of-town members to send their sales forces to attend occasional special meetings. The program was especially designed to interest those in the selling end.

Val Reis was to have spoken on "The Evils of Free Service—The Extent to Which Such Service May Profitably Be Extended." Mr. Reis was unable to be present, but President Magoon introduced the topic and asked those present for ideas. There was a good deal of discussion, the chief idea being that there should be a definite suggestion as to how far the salesman should go in promising service. At present the salesman has to be entirely dependent upon the customer's word as to what other dealers will do, as there appears to be no understanding. Some customers get the idea that they are within their rights when they call to have a service man sent out to wipe out scratches to the cabinet. Others get the free service idea so strong that they do not even try winding up the machine before they call for assistance. On motion, a committee was appointed, of which E. C. Rauth is chairman, to outline suggestions as to what free service is desirable and to report at the next meeting.

J. F. Hunleth talked on "Current Monthly Records." Mr. Hunleth said that during the present shortage of supplies of new records it behooved each dealer to make his stock go as far as he could. He took a recent monthly list and called attention to the numbers in stock similar to those on the list and suggested that when a customer called for a certain new record—say, a Caruso—that he be reminded of the other and similar Caruso records in older stock, and that these be played for him as well as the new one—with no emphasis on the new one. He said that experiments of this kind carried out in his store have resulted in many sales from the older stock and that in many cases the customer was better pleased with the older records. He said that only the entirely new songs need be sold and sometimes there were good substitutes for these. He also reminded his hearers that some of them had large stocks of excellent musical numbers that could just as well be sold as not, as there was no satisfactory reason for their going out of fashion—mere whim.

J. F. Ditzell, of the Famous & Barr Co., spoke at some length on the "Requisites of a Salesman." He reminded his hearers that a sales person was made—not born—that there

were certain essentials that it was necessary to teach, and as soon as it was found that the candidate for a sales place could not grasp these requisites, that candidate should be placed in the discard. He reminded the salesmen—and women—present that there were many things that they could do to bring about their own advancement by self-development. These efforts, he reminded them, always brought excellent returns in the way of salary advancement, as there was but one basis on which to fix the salary of the salesman—that of the earning power.

Through the association the St. Louis members have completed an arrangement for a common repair shop. The association has guaranteed a local motor repair man—said to be the best in town—a certain amount of work if he will hold himself at the call of the members. He will make special prices and will guarantee all of the work. This shop is not expected to handle case work—only mechanical—but the repair man will have case work done if desired. This arrangement was made because good repair men are becoming scarce, and it was felt that by consolidating the work better results would be obtained and men could be spared for other work.

J. D. MOORE RESIGNS AS MANAGER

Retires as Head of Successful Talking Machine Department of Lion Drygoods Co.

TOLEDO, O., May 4.—J. D. Moore, who about five years ago opened a talking machine department in the Lion Drygoods Co. store in this city, and has since acted as manager, resigned recently to enter a new field upon leaving the services of the company. Mr. and Mrs. Moore were entertained at dinner by the employes of the talking machine department, on which occasion Mr. Moore was presented with a handsome traveling bag in token of their esteem. The Victrola department of the Lion store is operated on a very successful basis. No records are sent out on approval, and interest is charged on all deferred payments. All accounts are watched carefully through co-operation with the credit department, with the result that there are practically no repossessions.

LEASE LARGER QUARTERS

MINNEAPOLIS, MINN., May 3.—Owing to the increase in their Edison phonograph business, the East Side Phonograph Co., this city, have leased new and larger quarters at 209 East Hennepin avenue, which will be equipped to meet the requirements of the company, and which will be occupied about November 1, when the lease on the present store at 416 Central avenue expires.

Get That \$3

You can sell every Victrola X-A and XI-A you can get—and sell

Ready File

With every one. Or you can sell the Victrolas alone, making \$2.75 or \$3.00 less on each one. Mail us this advertisement, with your name and address on the margin. Full particulars will be mailed at once.

Ready File Co., Inc.

INDIANAPOLIS, U. S. A.

¶ Sentimentally regrettable as it may be, little phonographs, like little nations, live only long enough to demonstrate the *strength* and *permanency* of the big ones.

¶ Pathé stands for a future greatness in proportion to its present magnitude. Pathé is big in every way. Pathé means an immense resource of machines and records. Pathé means good service.

¶ If you are a Michigander, interweave your future with Pathé and grow with a great service in a great state.

Williams-Davis-Brooks&HinchmanSons.

Established in 1819

Detroit

How the Talking Machine is Disseminating a Knowledge of the World-Famous Musicians

Hector Charlesworth, who has written a series of articles on talking machine and player-piano music for the Canadian Home Journal, in the course of one of them emphasizes a thought that is interesting. He says: "While in a small Ontario town I noticed a large advertisement announcing that records of Jascha Heifetz could be procured from a local dealer. Less than ten months ago the name of Heifetz was unknown, even to the most noted musical critics of New York. He came to America from Petrograd and gave a violin recital in that city about the time of the first snowflakes. At once it was recognized that a great star had risen in the musical world, and his subsequent appearances have created a furor wherever he has gone.

"But a decade ago such an incident would have affected only a few large cities with halls capable of containing the thousands that naturally throng to hear a new and celebrated man of genius. In a small town, such as the one I mention, the idea that Heifetz would become a personage so well known as to be the subject of lengthy advertisements in the local newspapers would have been fantastic. Only a few of the well-to-do, who might go on a journey, could ever hope to hear him play the violin, and his name would have been dismissed from

the mind of the average individual. It is not overshooting the mark to say that ten years ago the ordinary reader of a small town newspaper would have been indifferent as to whether Jascha Heifetz was an anarchist or a new kind of mineral water. Now he is the possession of

Artists may some day devote themselves exclusively to the making of records

the whole community. The sure barometer of advertising expenditure shows that he has a public everywhere, a public infinitely larger (who will know him through the records, and probably sees his face) than the throngs who are crowding to hear him in the large cities."

In the course of time, when a greater percentage of homes have talking machines, Mr. Charlesworth thinks that some artists will find it profitable to devote themselves exclusively to the making of records and abandon public appearances altogether; just as certain lecturers and educators have abandoned the rostrum and do their teaching entirely by the correspondence method.

"This is not likely to occur in the case of any artist of first-rate talent," says the writer, in conclusion, "for the very good reason that public appearances in themselves, if successful, form an advertisement for the records of an artist of inestimable value. Yet the situation does hold its possibilities for the singer who happens to meet with misfortune other than the loss of voice.

"Suppose that Caruso, just for instance, had been young enough to have been drafted for the Italian army, and had met with the loss of his legs or with some hideous facial disfigurement which precluded his ever appearing on the stage again. He would, did his voice retain its power, be able to continue to appeal to popular approval by making new records. The same is true of every other noted singer of either sex."

HERZOG ART RECORD CATALOG

New Catalog Portrays and Describes Over Sixty Different Models of Cabinets

A new catalog of "Herzog Art Record Cabinets" has recently been published by the Herzog Art Furniture Co., of Saginaw, Mich. This new catalog, which is a very handsome affair in blue, white and black, portrays over sixty different models of cabinets. It starts in with a comprehensive view of the factory, and a pertinent discourse on why Herzog art record cabinets are a profitable accessory for talking machine dealers. Following this are a series of profusely illustrated sections.

Section 1 is devoted to Victor record cabinets, Section 2 to Columbia record cabinets, Section 3 to Pathé cabinets, Section 4 to Brunswick cabinets, Section 5 to Edison cabinets, Section 6 to Auxiliary cabinets, Section 7 to player roll cabinets, Section 8 to a reproduction of the various newspaper cuts of Herzog cabinets

which are available for use in the dealer's local advertising. The volume is well written, admirably printed and produced, and should prove of interest to all members of the trade.

LEE GILBERT MARRIED

Lee Gilbert, a well-known talking machine man of Omaha, Neb., recently married Miss Weltha Gilbert, of Des Moines. It was a home wedding of a most attractive sort, and the guests included Mr. and Mrs. Geo. E. Mickel, Mr. and Mrs. Fred. Bailey and Hugo Hayne, all of Omaha, and all well known to the talking machine trade of the Middle West.

Mr. Gilbert started his career in the talking machine industry at the Victor factory. From there he went to Chase & West in Des Moines, and later with Mickel Bros. in the same city. He was transferred to the Omaha branch of the Mickel Bros. Co. on February 1 of this year, with which organization he continues to display great energy as a Victor salesman.

TO FEATURE EDISON LINE IN UTICA

New Concern Formed to Take Over the Business of the Utica Music Co., Inc.

UTICA, N. Y., May 6.—A new company has been formed to promote the sale of the new Edison phonograph. This company will handle a probationary zone, having the exclusive sale of the Edison instruments and records. The stock, fixtures and lease of the Utica Music Co., Inc., have been purchased and the Utica business will be conducted at 261 Genesee street, Crouse Building, where every model of the New Edison and a complete stock of the Edison Disc and Blue Amberola records will be found. The members of the new company are Clayton L. Wheeler, Arthur R. Knox, E. L. Kuhl and John Schuderer. The Utica headquarters at 261 Genesee street will be under the management of Arthur R. Knox and the Rome branch, 173 West Dominick street, will be managed by John H. Schuderer.



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

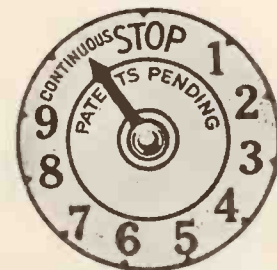
DEALERS:

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.

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.

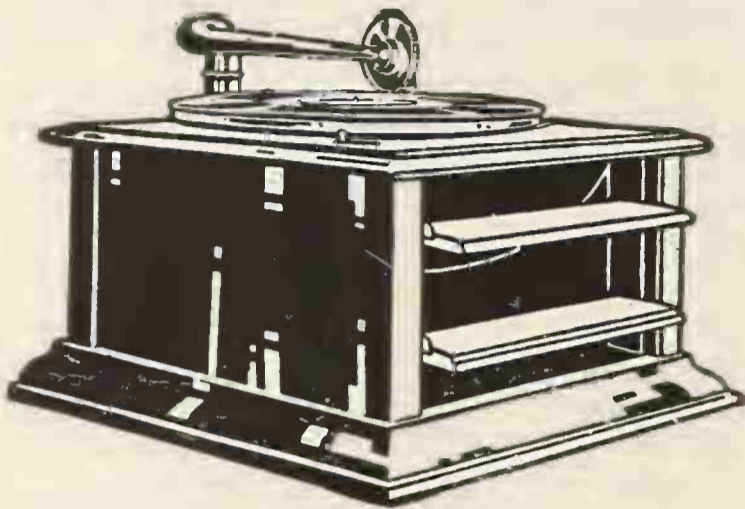
That is all. You can now forget the machine. When the record has been played as many times as set for, the machine will stop automatically with the tone arm suspended in the air above record.

HEIGHT OF CABINET 50 INCHES

FURNISHED IN OAK OR MAHOGANY

SPRING OR ELECTRIC MOTOR

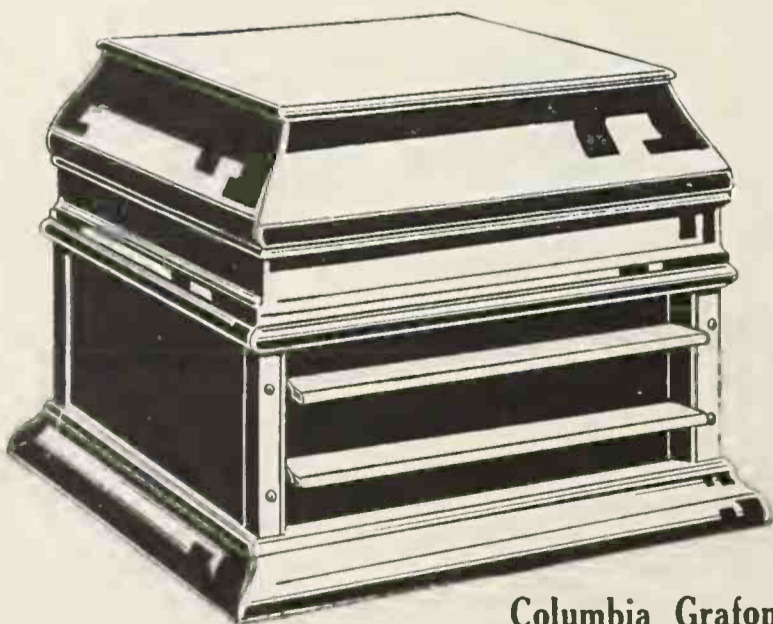
Columbia



Columbia Grafonola
Price \$18



Columbia Grafonola
Price \$30



Columbia Grafonola
Price \$45

Portable Model Grafonolas for Vacationists

"Vacations with Music"—

That's the Columbia sales slogan for the next ninety days.

Make it yours, and your Summer sales will follow your Thermometer upward. The hotter it gets, the better your business.

Sell Portable Grafonolas to the folks who go to the woods and lakes and shores, and there'll be no Summer Slump for you. Your July will be a big, fat January.

It is sound sales strategy.

Vacation time is joy time. People want to pack all the fun possible into their play days. They jump for anything that makes for mirth and spice-o'-life while they're away.

And how many know what joy there is in a "Vacation with Music?"

Make it your job—and your opportunity—to tell them.

A vacation with all the live, up-to-date music always ready to play. Stirring soldier songs, close harmonies and splendid bands—for the twilight time when the crowd gathers; dear old-time ballads or the haunting strains of violin, floating out over the water in the velvet darkness, when the little waves go slap-slap-slap against the side of the canoe.

Or snappy, catchy, cheery song-hits for rainy days—glorious syncopations for dancing. Who can imagine a vacation without dancing? Think of having all the newest jazz riots, one steps, waltzes, right on tap in a friendly, willing Grafonola.

Here's a big opportunity for the live salesman—go after it.

We've prepared a tremendous barrage of National Advertising on the Portable Grafonolas as vacation companions—to be launched during June, July and August.

People are going to want the Vacation Models.

Tie up, friend dealer, tie up. Write—today—to your Distributor about the Portable Models, prices, Sales Helps, quantities, etc.

Remember the countersign—"Vacations with Music."

Columbia Graphophone Company
Woolworth Building, New York

Grafonola

Columbia Vacation Model Grafonolas

Made for Out-of-door Music

For those jolly, informal parties by seashore, lake, or river the most popular entertainer is always the Columbia Vacation Grafonola. This friendly, companionable Grafonola is a good sort and a good sport. Take him along with you on your holiday trip this year.

Price \$45.00

Traveling light, strong, and compact, with a voice that is sturdy, sweet, and clear, the Vacation Grafonola will sit up all night to give you music for dancing—and then be ready and cheerful for a bathing or sailing party bright and early in the morning.

Wherever you go in the joyous vacation lands by seashore, lake, or river the Grafonola will give you music.

Price \$18.00

Price \$30.00

It made a good record price, play it on the Columbia Grafonola
COLUMBIA GRAPHOPHONE COMPANY NEW YORK

High-Power National Advertising that will make it Easy for You to Sell Portable Model Grafonolas

During June, July and August—when people are going by the hundred thousand to the Summer resorts—Columbia will make a powerful sales drive on the Portable Model Grafonolas.

The big idea back of the advertising is, "Vacations with Music."

It's a powerful idea—an idea that automatically makes every vacationist a potential customer for a Grafonola.

The advertising schedule comprises full-page space in the Saturday Evening Post, Collier's, American Magazine, Scribner's, Literary Digest and Good Housekeeping.

Over six million combined circulation.
Thirty million readers.

Is it big enough for YOU?
Then you PUSH—our ads will PULL.

COLUMBIA RECORDS IN FOREIGN LANGUAGES

Here's an entirely new field for Columbia Dealers. It is a Department in itself. Foreign Language Records sell fast—people who buy them have plenty of money now.

Nationally Advertised in Foreign Language Papers. Write for Details
INTERNATIONAL RECORD DEPARTMENT, COLUMBIA GRAPHOPHONE COMPANY

Columbia Graphophone Company
Woolworth Building, New York

NEW VICTOR ADVERTISING MANAGER

Ernest John, Widely Known as Editor of "Voice of the Victor," Advanced to This Important Post in the Victor Co. Organization

The following letter sent to the trade by Louis F. Geissler, general manager of the Victor Talking Machine Co., requires no comment beyond the endorsement of Mr. Geissler's views regarding the experience and ability of Ernest



Ernest John

John as qualifying him for his new post as advertising manager of the Victor Co.:

"We take great pleasure in announcing the appointment of Ernest John as manager of the advertising and editorial departments of the Victor Talking Machine Co., which departments will be amalgamated under his direction.

"This highly important position requires not only a broad advertising experience, but certain special qualifications, and, above all, an intimate knowledge of Victor business.

"As editor of the 'Voice of the Victor' and manager of the editorial department, Mr. John, with fourteen years of practical experience as an advertising man, is already well known to the trade. We confidently believe in his ability to maintain in the future as fully as it has

been maintained in the past that high efficiency which has been characteristic of Victor advertising and publicity.

"Associated with Mr. John on the editorial staff, which has already given the trade such excellent service, will be Arthur S. Garbett and F. A. Delano, writers of distinction and high qualifications. On the advertising staff will be W. L. Marshall and H. E. Green, both men of established worth and long experience.

"Ours is a highly specialized business requiring special talents and special training. Our one consistent purpose is to be of greater service to the trade, and so to be of greater service to ourselves. To that end the above appointments have been made; to that end, also, we ask your earnest co-operation, which must assuredly be to the advantage of all concerned."

For Mr. John it can be stated that by experience and training he is particularly well qualified to handle with success the problems connected with his new post. He was born in St. Ives, a summer resort on the Cornish Coast of England, recognized as the mecca for artists, among them some of the greatest painters in England. It was in his native town that he secured a fundamental knowledge of art, that has proved of great advantage to him in the domain of advertising and editing.

Coming to the United States when still a young man, Mr. John became associated with a small town newspaper in Michigan, where he had experience as editor, manager, circulation manager, and more particularly as advertising manager. Mr. John proved particularly successful in the last position, proving to his clients the value of advertising, even selling them advertisements, and finally writing and designing the ads. After five and one-half years as advertising manager, Mr. John resigned in 1910 to go with the Victor Talking Machine Co. to take charge of specialized work. He was engaged to go all over the country giving demonstration lectures before the public on the musical value of the Victrola, and in addition acting as special adviser to the dealers with whom he came in contact. At that time musicians still thought of the talking machine only as a means of supplying "canned" music, and the dealers themselves lacked a full appreciation of the possibilities of the Victrola. It was to overcome this condition that Mr. John was sent on tour.

Mr. John worked so successfully that he was called back to Camden to edit "The Voice of the Victor," the trade organ of the Victor Co. Here his knowledge of practical matters, of

TALKING MACHINE DEALERS —READ THIS—

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

NYOIL IS BEST FOR ANY TALKING MACHINE



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

BEWARE OF SCENTED OILS

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

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

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

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

For Sale by all Talking Machine Supplies Dealers
WILLIAM F. NYE, New Bedford, Mass., U. S. A.

typography, design and illustration, combined with a thorough knowledge of the dealers' needs, and of Victor possibilities, enabled him to produce a publication of unquestioned standing and value.

Mr. John's next appointment was that of assistant advertising manager to Henry C. Brown, who was then manager. About eighteen months ago, when the new "Editorial Department" was created, Mr. John was appointed manager, and in addition to editing "The Voice" has been called upon to get out the monthly supplement of new records, as well as catalogs, and take charge of other important tasks. In this new work he made good, and when the time came to choose another advertising manager to replace Mr. Brown, who had become assistant to the general manager, Mr. John was accepted as the logical man for the post.

Mr. John is a man of winning personality and charm of manner. He makes friends quickly, and what is more keeps them, although he is not averse to a "scrap" if he finds that his rights demand it. In other words, he has the necessary qualifications for a man who is advertising manager of the Victor Co. and can be depended upon to do big things in a big way.

VEECO MOTORS ARE IN DEMAND

Improved Model Wins Favor of the Manufacturers—C. F. Simes in France

BOSTON, MASS., May 4.—The Veeco Co., of this city, manufacturers of the Veeco electric motor and the Vitraloid turntables for talking machines, report a strong and growing demand for their motors. The company recently put on the market an improved type of motor, considerably heavier than the old model, and with details added that make for betterment. The motors are coming through in good shape, and shipments are being made with regularity.

Charles F. Simes, formerly sales manager of the Veeco Co., who enlisted in the U. S. Artillery last August, has been in France for some time past, and a letter received at the Veeco headquarters states that his battery has already been in action on the Western front.

A VISITOR FROM CHICAGO

M. C. Schiff, president of the Vitrola Talking Machine Co., Chicago, Ill., was a visitor to The World sanctum in New York the closing days of the month. On his trip East he was accompanied by Mrs. Schiff. While the visit was a business one in a measure, yet it also marked the twenty-fifth anniversary of their marriage. Both Mr. and Mrs. Schiff enjoyed their silver wedding anniversary in a very pleasant sojourn in the nation's metropolis.

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

TIMELY SALES SUGGESTIONS

Prepared by J. I. Carroll on General Phases of Salesmanship Are Right to the Point

J. I. Carroll, assistant manager of sales of the Emerson Phonograph Co., manufacturers of Emerson records, sends out regularly to the members of his sales staff interesting bulletins which contain timely suggestions on important topics, and occasional suggestions on general phases of salesmanship. One of his recent bulletins, entitled "Pep," was enthusiastically received by the members of the staff. This bulletin reads as follows:

"The man who's on the job early in the morning and late at night—he's got it.

"The man who's alive to the opportunities in each town, studies to profit by them, and then goes to it with enthusiasm and determination—that's it.

"The man who works the small towns as eagerly and thoroughly as the big, and gets the business in each—is supplied with it.

"The man who enthuses his dealers, gives them sound advertising and practical merchandising suggestions; who is ever alert to help his customer build up a successful department—has a stock of it.

"The man who wastes no time, makes every minute count, covers ground rapidly though thoroughly; who makes friends for himself and his house—he surely has it.

"The man whose appearance is neat; whose speech is clean cut, straightforward and businesslike; whose manner is tactful, courteous, gentlemanly, and who reflects credit on his house—has a fund of it.

"'Pep' is not noise or buncombe. It is life, enthusiasm, energy, preparation, belief and confidence in yourself, your firm, your goods.

"Every salesman who lacks any of the elements of 'pep' should cultivate them—they bring success."

SURPRISED THE RECORD SALESMAN

Selection by Grand Opera Artist of Ragtime and Popular Records Shocks Salesman

A certain shining light in the operatic world was a visitor recently to one of our talking machine establishments, and needless to say his visit caused quite a stir. The best salesman was called into service, and without much difficulty an expensive talking machine was sold. From there he journeyed to the record department to make a selection of records for his library. Immediately the record salesman prepared what he deemed would be an acceptable list of operatic records to supply to this celebrity, and he was led into the most attractive sound-proof booth the company possessed. List in hand, the record expert suggested a duet from "Boheme," a polonaise from "Mignon," the "Caprice Viennois," and other numbers which he thought would appeal to a man famous in the operatic world.

The celebrity politely waited until the young man had come to the end of the list, and his breath as well, then said: "You are very kind to have taken such trouble for me, but as I hear so much opera and good music all the time" (smiling), "I would now like to purchase all the 'bad' music you have. The most syncopated ragtime, the most popular songs I will have if you please—also some jazz band mixtures. You need not play them, just pick me out about two dozen of your very latest and lightest music."

He arose to go. The record salesman still wore a terribly pained expression. He hovered tremulously around—pencil in hand. "But may I not send any opera records?" he asked rather anxiously.

The celebrity was now at the elevator. "Just a complete set of the kind I have named," he returned, majestically, as he stepped out of the shop.

GETTING AFTER THE CASH

A Suggestion in "System" That Is Worth While Where Cash Is Not Enclosed With Order

The following suggestion of E. R. Marshall, which appears in the current issue of "System," may be of interest to talking machine dealers, some of whose business is by mail on a cash basis:

"Sometimes orders that come into an Eastern house are not accompanied by the necessary remittances. A rule of the house requires cash with each order. How to get the remittance without losing the order, or without offending the customer, puzzled the manager until he drafted this letter:

I note that the envelope which contained your recent order contained no form of remittance. The envelope bore no evidence of having been tampered with in the mails, and it occurred to us that perhaps you inadvertently sealed it without enclosing your remittance.

If this is so, will you be good enough to send it by return mail, sending us back the enclosed order? Or, if you did enclose your remittance, send us particulars regarding it.

We hope to have your reply on the back of this letter by return mail.

"Experiments proved that the letter pulled. Now it is written to every customer who fails to send cash with his order."

MEETING OF COLUMBIA DEALERS

Retailers in Indianapolis District Gather for Business Discussions

INDIANAPOLIS, IND., May 4.—Dealers in this city and vicinity who handle the Columbia line of Grafonolas and records held a meeting recently at the Hotel English, where they listened to excellent business talks by Ben. L. Brown, manager of the local branch of the Columbia Graphophone Co., Samuel Lemberg, special representative of the international record department of that company; William Kobin, special representative of the Dictaphone, and H. C. Barnes, of the advertising department of the local paper.



Style Six

Queen Anne Model

Cheney Phonographs will be on exhibition at the National Music Show June 1st to 8th. Space 44. Grand Central Palace, New York.

Many phonographs play all records; only the Cheney plays all records better

Prestige

CONSIDER what it means, from the standpoint of *prestige*, to introduce the Cheney Phonograph in your community.

This is the instrument whose serene purity of tone and superlative cabinet design set a new high standard in phonographs. The Cheney *plays better* and it *pays better*. Each instrument sold *sells others*.

The CHENEY PHONOGRAPH

Plays all records—better

The Cheney acoustic inventions, covered by basic patents, are revolutionary improvements. These commanding advantages bring the Cheney dealer the cream of the phonograph trade.

Six Cheney Models—\$60 to \$300

Art Models—\$200 to \$2000

DEALER CO-OPERATION

Cheney distributors are backed by a very complete and effective Monthly Service, consisting of local newspaper advertising and high-class merchandising helps.

Full information supplied upon request

CHENEY TALKING MACHINE COMPANY
CHICAGO

24 North Wabash Avenue

THE TRADE IN BOSTON AND NEW ENGLAND

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

BOSTON, MASS., May 8.—The Third Liberty Loan campaign has ended and Boston has gone "over the top." The talking machine trade has certainly done its share and both heads of establishments and employes have all been enthusiastic buyers of bonds. Such houses as the Oliver Diston Co., Eastern Talking Machine Co., the wholesale department of the Columbia, M. Steinert & Sons Co., Pardee, Ellenberger Co., Inc., Hallet & Davis Co., and many others having helped considerably to swell the total for this city.

The local business continues to be pretty good, but with the last week of April and the first week of May there was a general improvement all along the line and there is a feeling that the early summer business will be very good. But in the meantime there is a notable shortage of goods which is felt by nearly all the companies.

Great Columbia Meeting

The Columbia people had a great night on Tuesday, April 23. It was the monthly meeting of the dealers and there were some special features to make the occasion something out of the ordinary. Manager Fred E. Mann presided and the 140 or more persons present were entertained by Leon Rothier, of the Metropolitan Opera Co., who graciously consented to take part before going to the opera house where he was to appear later in the evening. Mr. Mann played his accompaniments. Mr. Rothier has seen service in the present war and was in the front trenches at Verdun and has also been at Rheims. Another who entertained was Arthur Fields, who sang quite a number of songs, many of which are familiar to the owners of Columbia records. Mrs. Fields accompanied her husband. A. R. Harris, of the record division of the sales department, came over from New York to give a talk on the June records. A number of the Columbia dealers present came from neighboring and more distant cities.

W. A. Hine and R. F. Ott, of the Columbia forces, visited the factory at Bridgeport, Conn., a short time ago, later going over to New York to visit the executive offices.

Illness of Mrs. F. C. Henderson

F. C. Henderson, of the F. C. Henderson Co., who operates a chain of talking machine departments in a number of the large stores in Boston and other places, has had the sympathy

of his friends in the illness of his wife who recently underwent a serious operation. She is now well on the road to complete recovery.

Joins the Colors

Young Sugarman, a partner of Harry Rosen at his School street talking machine shop, has gone into service and is stationed at the Portsmouth, N. H., Navy Yard.

Victrola on the S.S. "Belfast"

Quite an innovation was tried out on April 29 when the passengers taking the initial trip of the "Belfast" of the Eastern Steamship Lines, Inc., sailing from this city to New York had the pleasure of listening to a high-priced Victrola which had been installed by Herbert L. Royer, who conducts a Victor shop in Chauncey street, this city. Mr. Royer was on the boat, the guest of the management, and he was on hand to give the stewardess instructions from time to time in regard to operating the machine. The selection of records was left entirely to Mr. Royer, and his choice were such as certainly gave pleasure to all on board the boat. It was noticeable that such a machine is admirably adapted for use on a steamer and the music carried well to many parts of the boat. The Victrola is located on the upper saloon deck and Mr. Royer has similarly installed one on the "Camden," which is the sister ship of the line. This route to New York, known as the outside line, has long been popular with talking machine men during the summer months.

Joins Chickering & Sons Forces

F. H. Robie, formerly associated with Steinert & Sons, is one of the latest additions to the Edison and Victor staffs of Chickering & Sons. Business with this house keeps up quite well.

Associated with the Wm. Hengerer Co.

Boston friends of Wallace Currier, who was long identified with the local Victor business, hear occasionally from him in Buffalo, where he is associated with the William Hengerer Co., and in charge of its Victor business. Mr. Currier finds his new association very pleasant.

New Emerson Accounts

Oscar W. Ray, New England manager of the Emerson Phonograph Co., had as a week-end guest the early part of May Arthur H. Cushman, the company's sales manager, who spent several days here going over the New England situation, which is very promising. Some of the new accounts which Manager Ray has just

signed up are Harry Kittridge, of Lowell; the Wentworth Music Co., at Skowhegan, Madison, Brunswick and Waterville, Me.; John J. Forrest, at Lawrence; C. C. Moir, of Cambridge; F. C. Tucker, at Haverhill, and B. L. Couchar, of Springfield. All of these stores are installing the new nine-inch records, which, though out only a short time, have been selling most satisfactorily everywhere.

Steinert Men in the Service

The Arch street Victor headquarters of the M. Steinert & Sons Co., which is in charge of Robert Steinert, is about to fly a service flag to the breeze, for the house has certainly done its share in providing good men for the service of Uncle Sam. There is Emmet Ryan, an outside man for the company, who is now in France attached to General Pershing's staff. Leo McCarthy is another. He was an outside wholesale man, and is now with a unit of heavy artillery. Robert Tiffany is naval aviator and is now in practice at Princeton. Frank Griffin, of the repair department, is in the quartermaster's division at Camp Devens, Ayer. Frank Cunningham, a branch manager, is at the Charlestown Navy Yard attached to the paymaster's department. Charles Von Euw, head of the stockroom, is at Fort Slocum, N. Y.

Represented on Grand Opera Program

The talking machine business was well represented in the program of the Metropolitan Opera Co., which has finished a week's engagement here. Houses included were M. Steinert & Sons Co., Oliver Ditson Co., C. C. Harvey Co., the Victor Co., which had the back page, and the Columbia Co., which was featured by the Gramofola Co. of New England.

Russell Steinert Did Good Work

One of the hardest-working men in the Liberty Loan campaign purchase was Russell Steinert, who makes his headquarters at the Boylston street establishment of the Steinert Co. He was in charge of Precinct 5 of Ward 8 and was an important factor in disposing of a large amount of bonds.

New Sonora Representatives

One of the important deals just closed by Richard Nelson, manager of the New England department of the Sonora, is that of Charles W. Homeyer, a well-known Boylston street sheet music dealer. Mr. Homeyer has arranged a single booth in the center of his warerooms and he already has been able to interest a number

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.

THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 20)

of persons in this new proposition. Another new account signed up by Manager Nelson is the C. B. Moller Co., a large furniture house in Cambridge. Thomas Wardell, of Lowell, is still another who will carry the Sonora. Clinton Royer, formerly with the Steinert house, is one of the latest to join the Sonora local forces.

Joseph H. Burke Married

Joseph H. Burke, who is associated with Richard Nelson in the New England management of the Sonora, and who is now making his headquarters at Hartford, Conn., was married on April 29 to Miss Eleanor H. Keyes, of Auburndale. The ceremony was performed at St. Bernard's church, West Newton, and Mr. Burke and his bride started off on a short trip to Atlantic City.

Visited Edison Factory

George Lincoln Parker, who handles the Edison and Victor outfits, paid a visit to the Orange, N. J., factory and laboratories of the Edison Co. a while ago and he returned to Boston convinced that the company is now turning out some of the best records that have been put out since the Edison proposition has been before the public.

Aeolian-Vocalion Progress in Boston

The Boston office warerooms of the Vocalion Co. have been honored with visits from New York of two of its important men in the business. One was Thomas Pritchett, traveling auditor, who was here for several days; and the other was Douglas Langford, one of the traveling men from the company's New York office. Manager Hibshman makes an enthusiastic report over business which, for the month of April, was considerably in advance of the business of the same month in 1917.

Close Many Good Contracts

Wholesale Manager R. O. Ainslie, of the Pathé line, whose headquarters are at the warerooms of the Hallet & Davis Co., has been closing some very advantageous contracts throughout New England. One of the latest concerns to be signed up is the Tuttle Co., of Rutland, Vt., and it has taken a large initial order. One of the new outside men, R. H. Reid, has gone up to Rutland to help open up the department which promises to be quite an adjunct to the commercial enterprises of that city, for the Tuttle Co. has made special preparations to push the Pathé proposition in that territory.

Joins Brunswick Staff

Austin L. Fordham is the latest addition to the staff of the phonograph department of the Brunswick-Balke-Collender Co., which is featuring the Brunswick machine. Mr. Fordham

Lansing Khaki Moving Covers

PROTECT VARNISH IN ALL WEATHERS

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

comes here from the company's retail store in Washington, D. C. F. H. Walter, who is meeting with marked success in introducing the Brunswick throughout his New England territory, is especially proud of the new model 350 which has just been received at the Boston warerooms. It is considered an exceedingly handsome machine by all who have examined it.

Big Showing of Artists

The Boston office of the Columbia Co. from Manager Mann down was well represented at the Boston Opera House on the evening of April 24 when three of the Columbia artists sang in "Rigoletto." These were Lazaro, Mardones and Mme. Barrientos, all of whom acquitted themselves splendidly.

Sympathy for the Patriotic Alsen Family

The many friends of the family of John Alsen, formerly head of the Victor and Edison departments of the George Lincoln Parker warerooms, are full of sympathy for them in the death of Henry C. Alsen, a brother, who as a member of the 104th Infantry, was lately killed

in France. John Alsen himself is now in France where he went with the 101st Regiment and it is of special interest that ever since he has been away his sister, Miss Anna Alsen, who is also with the talking machine department of George Lincoln Parker, has sent her brother The World each month, and he writes home that the magazine is eagerly looked for. Thus is The World to be found in the trenches. There is also a third brother in the family who entered the service. He, too, is somewhere in France.

Visits New York Headquarters

W. H. Gould, sales manager of the educational department of the Columbia Co., was over here from New York the latter part of April. Mr. Gould is most enthusiastic over the way the public have been taking hold of the new line of records which are so eminently adapted to the homes where there are young people.

Henry Kahn, who runs a well-equipped talking machine department in the Jefferson build-

(Continued on page 22)

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

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

TRADE CONDITIONS IN BOSTON

(Continued from page 21)

ing, Washington street, was a visitor to the New York laboratories of the Columbia a short time ago.

A wedding recently taking place in the ranks of the Columbia forces was that of Miss Marion Davis, of the wholesale order department, and Charles E. Davis, physical instructor at the Springfield Y. M. C. A. The bride's office associates presented her with a magnificent mahogany chest.

BIG VICTOR GATHERING IN BOSTON

Concert and Lecture by Oscar Saenger in Steinert Hall Attended by Many Victor Dealers

Boston, Mass., May 6.—There was a large attendance at a lecture on voice culture given recently by Oscar Saenger, of New York, at Jordan Hall, and they left at the conclusion of a pleasant evening convinced that as an aid to voice culture the Victor plays an important part. In New York Mr. Saenger is widely known as a vocal teacher, and while he has given these demonstrations there at various times it is understood that this was the first time he has given them outside his home city. There was a group of excellent artists to assist and they were heard in compositions from Verdi, Kreisler, Caesar Cui, Tartini, Delibes, Gluck and Paganini. The records which comprise Mr. Saenger's course were brought into use. In the forenoon there was a meeting of Victor dealers held at Steinert Hall when a large group of men was addressed by Mr. Saenger. For this occasion C. V. Egner, one of the assistants of the traveling department of the Victor

Send for Descriptive Circular

Curry DEMONSTRATION BOOTHS
AND RECORD CASES
MADE TO ORDER

"SOUND PROOF"

FRANK B. CURRY
19 Wareham St. Boston, Mass.

Co., came over from New York. This meeting was a valuable heart-to-heart talk and the dealers, who also were responsible for the evening demonstration and concert, felt well repaid for the time and thought put into the arrangements. James A. Frye, of the Victor Co., who happened to be in Boston at the time, played a part in putting the plan through and in working out the details he had the able assistance of Henry Winckelman, of the Oliver Ditson Co., and others. At the evening affair there was a sort of reception committee—Walter Gillis, Harry Parker, Mr. Newman, of Steinert's; Charles Ulass, of the Eastern; Mr. Bond, of the Eastern Co.; Mr. Freeman, F. C. Henderson & Co., taking an active part.

Following is a list of the dealers co-operating to make the concert and lecture a success: M. Steinert & Sons, Eastern, Oliver Ditson Co., Jordan Marsh Co., Walter Gillis, A. M. Hume Piano Co., Kraft, Bates & Spencer, A. J. Jackson Piano Co., George Lincoln Parker, Chickering & Sons, Shepard Norwell Co., Rosen Talking Machine Co., Conclave Phonograph Co., H. W. Savage, Tosi Music Co., A. M. Phinney, Hyde Park; Codman Square Music Co., J. J. Cannell, Everett; McArthur Furniture Co., Royer Talking Machine Shop, C. E. Osgood Co., Iver Johnson Co., M. J. Elvedt, Allston; and C. C. Harvey Co.

A PROGRESSIVE PLYMOUTH STORE

The United Talking Machine Co., which have very attractive quarters on Main street, Plymouth, Mass., report a very excellent demand for Victor Victrolas and the full line of records which they handle. Their establishment is nicely equipped with three mahogany soundproof

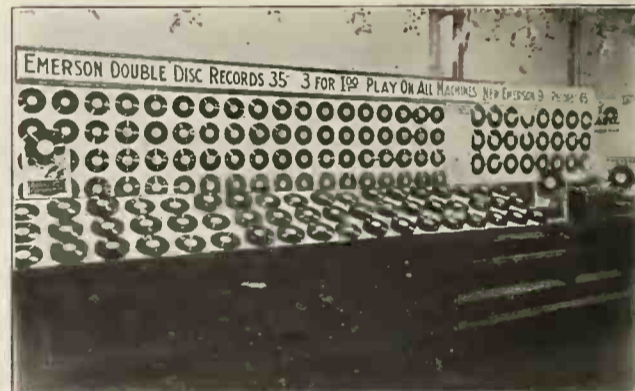


Partial View of Warerooms

booths, and two spacious record racks. Samuel Feldman, manager of the store, is shown in a partial view of the establishment herewith.

EMERSON SELLER SYSTEM A SUCCESS

Boston, Mass., May 6.—By way of proving the efficacy of the self-seller system inaugurated some time ago by Oscar W. Ray, New England manager of the Emerson Co., the following letter is of special interest, and at the same time



Emerson Display at Smith Co. Store

it refers to the accompanying picture of the display at the Timothy Smith Co. out in Roxbury, which is only a short distance from the downtown section of the city. The letter is addressed to the Boston office of the Emerson Phonograph Co. and reads as follows:

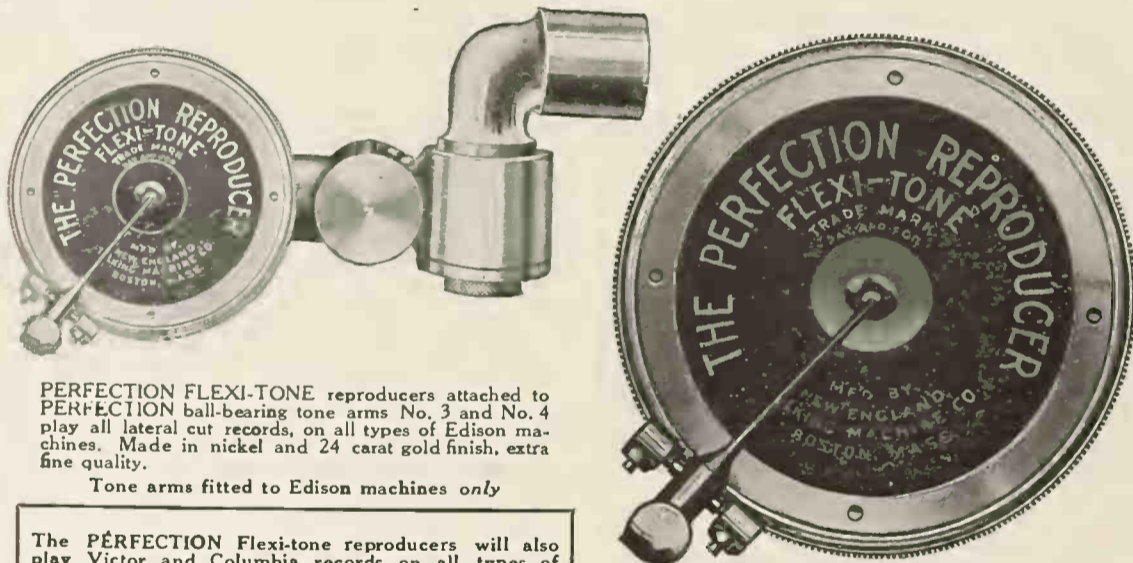
"In reply to your request for information in regard to developing of the sale of Emerson records in our store we are pleased to give you the following data: Since increasing the size of our department and establishing the self-seller display racks with a girl in charge, we have increased our sales so that we are now selling between three and four hundred records a week. Previous to our establishing the self-seller display racks with a girl in charge our sales were only between thirty and forty records a week. We have found the Emerson records a very valuable piece of merchandise, not only paying us a good margin of profit, but also bringing a great many people into our store. Very truly yours, Timothy Smith Co."

F. B. CURRY INSTALLS BOOTHS

In Talking Machine Department of Jordan Marsh Co. Store in Boston

Boston, Mass., May 8.—Jordan Marsh Co. have had recently installed in their talking machine department a number of new "Curry" soundproof demonstration booths and record cases. These booths are of Honduras mahogany and lend to the department a very fine appearance. C. Hewett, manager of the department, enthusiastically expressed his approval of the installation to Frank B. Curry, 19 Wareham street, this city, who has gained quite some prominence through the installation of his booths and record cases in the new Columbia shop which was opened in Boston about a year ago.

Manufacturers—Jobbers—Dealers



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

Tone arms fitted to Edison machines only

The PERFECTION Flexi-tone reproducers will also play Victor and Columbia records on all types of Pathe machines, as they can be attached to the joint that is being sold with the machine for playing these records.

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

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

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

PHONOGRAPH MANUFACTURERS

We have 6,000 sets of Universal Tone Arms and Reproducers, Nickel finish, that can be used on any make of phonograph. These Arms and Reproducers are ready for quick delivery. Write us for quantity prices, information, etc.

NEW ENGLAND TALKING MACHINE CO.

16-18 Beach Street

BOSTON, MASS.

THE FOURFOLD SALES APPEAL OF THE

AEOLIAN-VOCALION

IT is more and more coming to be recognized in the music-trade that the Aeolian-Vocalion has the most complete sales appeal of any phonograph on the market. The history of the Aeolian Company is one of extremely active development. It has almost unlimited resources here in the United States and abroad for the creation and development of musical instrument features. The Aeolian-Vocalion, though one of its younger, is one of its greatest and most successful enterprises.

The Aeolian-Vocalion possesses a number of distinctive advantages, among which are four that stand out particularly for their musical value and sales promotion. The primary appeal is that of *tone quality*. Added to this are its up-to-date and efficient mechanical features, such as a new Universal Tone Arm, a superior Automatic Stop, its artistic and fascinating tone control, the famous Graduola, and its uniquely beautiful outward appearance.

These four great points of advantage, coupled with the moderate prices at which the Vocalion is sold, make it by far the most attractive phonograph proposition today.

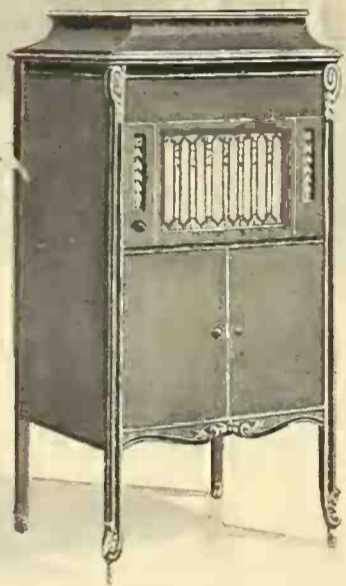
Among these features will be found an appeal to all classes of people, the highly trained musician, the wealthy connoisseur, the more modestly situated, the young and the old. People

of discriminating taste, musical and artistic, are everywhere finding the Vocalion irresistible.

The volume and quality of the advertising exploiting the special features mentioned above are indicated by the advertisements upon the three following pages, which are part of the aggressive advertising campaign conducted in newspapers and national magazines.

Aeolian service, which is being further strengthened by the establishment of convenient distributing points throughout the country, and the breadth and fairness of Aeolian business dealings, added to the emphatic superiority of the Vocalion itself, make the representation of that instrument one of the most profitable, desirable and satisfactory business connections that can be made.





***B**y virtue of knowledge, experience and equipment, The Aeolian Company was the logical source from which a higher development of the phonograph should spring.*

The privilege of unfettered self-expression in music was first given to mankind more than a quarter of a century ago by The Aeolian Company.

Successively, the reed-organ, the pipe-organ and the pianoforte were taken by this company, carried far beyond existing tonal standards and made available for all to play.

The Aeolian-Vocalion's great point of departure from other phonographs lies in its revolutionary device (the Graduola) for controlling expression.

By using the Graduola one may actually play the records—may shade and color the tone to suit the fancy and thus introduce the delicate variations that every artist himself introduces in his performances.

THE PHONOGRAPH MADE BY THE WORLD'S GREATEST MUSIC HOUSE

The AEOLIAN-VOCALION



WHEN the Aeolian Company decided to build a phonograph, it brought to the problems involved an experience and resources unparalleled in the music industry. This Company, through its genius in developing new musical instruments, and its success in raising the standard of those already established, had assumed a position of unequivocal leadership.

It had become the largest manufacturer of musical instruments in the world, with 14 factories in America and Europe and branches and representatives in all the world's important cities.

It had originated the Pianola, the first and most widely known of the modern instruments called "player-pianos" and the one that has always been recognized as the standard of all instruments of this type.

It had developed the modern residence pipe-organ and had become the largest manufacturer of these costly and magnificent instruments.

It was responsible for the greatest of all pianofortes—the Steinway, the Weber and the Steck Grand Duo-Art Pianos.

And it was credited with having done more towards raising the standard of piano-tone and quality, than had ever before been accomplished by any single manufacturer.

The Tonal Superiority of the Aeolian-Vocalion

It was this imposing and successful music-house from which the new type of phono-

graph—the Aeolian-Vocalion—sprang.

With The Aeolian Company's knowledge of tone-production through various mediums—strings, pipes, sound-chambers and resonant surfaces—this Company experienced little difficulty in improving the phonograph tonally.

Faults, which others with less knowledge and experience in acoustics had been unable to remedy, were wholly or in great part, overcome.

In the Aeolian-Vocalion, stridency or muffling of tone were absent, surface scratch was almost eliminated, depth and free natural tones of correct timbre were secured.

The Graduola Makes the Phonograph a Real Musical Instrument

Important as was the tonal development of the Aeolian-Vocalion, however, this instrument represented in another way a still greater advance in phonograph development.

Tone—or expression control, as offered by its new and exclusive feature—the Graduola—is what essentially makes the Aeolian-Vocalion the phono-

graph of ultimate type toward which progress has been tending.

No music-producing means ever devised, that did not afford opportunity for spontaneous and artistic expression control, has been seriously considered by musicians or taken a permanent place in the music-world.

For the first time in the history of the phonograph this opportunity is offered by the Aeolian-Vocalion.

How vastly it improves the phonograph, how much more interesting it makes both the instrument and its records, and how satisfactorily it meets the desire that practically all human beings feel, for some way to express their music-thought, is written in the wonderful success that has been so quickly achieved by the Aeolian-Vocalion.

Plays All Records

The Aeolian-Vocalion is the ultimate phonograph. Actually it would be difficult for imagination to picture a more completely satisfying instrument.

In addition to its tonal superiority and the new and wonderful privilege it offers for playing and coloring its music with your own feeling, it offers the great advantage of playing *all* records, thus making the performances of not one group, but practically all the world's best musicians available to the owner of an Aeolian-Vocalion, while its cases are far more attractive than any phonographs have hitherto possessed.

Vocalion Prices are—Conventional Models, \$45 to \$375; with Graduola from \$110. Beautiful Models in Prevailing Period Styles

Catalog and complete information sent upon request

THE AEOLIAN COMPANY
AEOLIAN HALL · NEW YORK

AEOLIAN-
VOCALION
P E R I O D
S T Y L E

No. 1514

Price

\$490

The Period Vocalion here shown is thoroughly worthy of the place of honor in this charming setting.



THIS
VOCALION

Although Louis XIV in general design, has characteristics which make it equally suitable for various English or Italian interiors.

The AEOLIAN-VOCALION

during the three years it has been on the market has gained universal recognition not only as a *greater phonograph*, but as a *playable musical instrument*. It is known as the greater phonograph because of its scientifically faithful reproduction of the tones of all instruments and voices. It is recognized by musicians everywhere as the first phonograph to take rank as a *real musical instrument*, because of the *Graduola*—which enables anyone to play the records personally—adding the spontaneity and life to the record which has hitherto been lacking.

Now again taking the lead, the Aeolian Company is introducing sixteen entirely new and original models of Period Vocalions. These Period Vocalions are designed to harmonize with the fine furniture which is being used in the home of today, and which takes its motifs from the famous cabinet designers of the historic past.

These new Period Vocalions are so beauti-

ful in design, material and finish, and yet so moderately priced that they have already caused a sensation wherever they have been exhibited. In price they range from \$215 to \$650.

The attention of dealers is directed to the opportunity that this new line of Period Vocalions presents. Popular demand is turning more and more toward good taste in furniture—and even the most modest of homes are now being furnished in accordance with some historic “period.” Here then, at practically regular phonograph prices, are sixteen handsome models harmonizing with these different furniture periods. This new line of Period Vocalions is being given wide and attractive publicity. It will attract the *best class* of people wherever it is put on sale.

Any progressive merchant will appreciate what an exclusive representation of this new line of Vocalions would mean.

Territory is now being assigned for the representation of the Aeolian-Vocalion. Address the Aeolian-Vocalion Department

THE AEOLIAN COMPANY

AEOLIAN HALL, NEW YORK CITY

Chicago Office: 118 South Michigan Boulevard

A complete display of all models of the Aeolian-Vocalion
may be seen at this office

CLEVELAND TRADE EXPRESSES CONFIDENCE IN THE FUTURE

Business Active But Stock Scarce—Talking Machine Men Do Their Share for Liberty Loan—Talking Machine Dealers' Concert Postponed—Attractive Window Displays—News of Month

CLEVELAND, O., May 7.—Dealers express confidence in the future. All agree that dealers will have to make the best of the situation, now that manufacturers are talking of curtailing their output. There are many handicaps to the business in Cleveland, but distributors and dealers alike are looking at the situation with the hope that conditions will brighten up later.

Cleveland's talking machine men certainly did their share in putting across the Third Liberty Loan. Harland H. Hart, president of the Music Trades Association, was chairman of a committee which directed the loan campaign in the Arcade, where scores of stores and offices are located, and where tens of thousands of people pass daily. At the Euclid avenue entrance Mr. Hart and his committee kept soloists and pianists busy during the noon hour to hold crowds. Mr. Hart devoted the greater part of his time to the bond sale campaign and declared he was glad to do his part.

Charles K. Bennett, president of the talking machine men's organization, as well as the members, have also been doing their bit regularly.

The concert and benefit proposed a few weeks ago by the Talking Machine Dealers' Association of Northern Ohio for the benefit of Y. M. C. A. and Knights of Columbus workers in army camps has been called off indefinitely. The dealers, at their April meeting, decided in view of the fact that the "Y" people will put on a similar stunt, the proposed benefit would interfere with "Y" plans.

In announcing the calling off of the proposed benefit Charles K. Bennett, president of the Talking Machine Men's Association, did not say whether the project will be again taken up later in the spring or summer. It was proposed to give the entire proceeds to "Y" and Knights of Columbus workers. Difficulty was also experienced in obtaining artists who sing for talking machine record manufacturers, as these singers are engaged in Liberty Loan campaigns.

The dealers were addressed by Rex C. Hyre, assistant secretary of the Cleveland Music Trades Association. He is attorney for the association members and discussed long-time payment plans for musical instruments, arguing against these long-drawn-out sales. Mr. Hyre's talk was similar to one he made at the annual meeting of the Music Trades Association, several weeks ago at the Hotel Winton banquet.

Cleveland's music dealers responded faithfully during the third loan campaign and their efforts contributed much in making the sale a success. Music of all kinds played its role in meeting, rallies and special sale stunts in and out of doors.

Talking machine dealers are making some unusually attractive window displays these days which demonstrate their patriotic sentiments. The Eclipse Musical Co.'s Euclid avenue retail store has one of the most attractive displays of Victor machines and records in the city. The window is a decided novelty—a different type from others. The talking machine offerings of the Fischer Co. have never appeared to better advantage, while the Collister & Sayle Co., Victor dealers, also had a novel display window last week. Other concerns utilizing their windows to advantage are the B. Dreher's Sons Co., the Starr Piano Co., the Wolfe Music Co., the Cleveland Piano Co., the Muehlhauser Bros. Piano Co., Sonora dealers, and the "Harmony Music Shoppe," of the Hart Piano Co., whose Boy Scout window introduces a miniature camp in which the talking machine plays a part.

A concert and benefit for Italian war orphans was given at the Hotel Winton the evening of May 2, featuring Signor Ricardo Stracciari, the noted Italian concert singer. Stracciari records by the Columbia Graphophone Co. were sold at auction and the sale realized quite a neat sum in addition to that received for tickets. Stracciari's songs were well advertised through Columbia dealers in the city.

The Brunswick-Balke-Collender Co.'s Huron road store is featuring the new sound reproducer the firm has been extensively advertising. The Ultona promises to make a quick hit with the public. The instrument was exhibited here by a Chicago representative of the firm several weeks ago and was hailed with delight. The Cleveland office of the company reports a good April business in the sale of Brunswick talking machines.

The Ott Piano Mfg. Co. is offering a large line of talking machines. These machines are assembled in the plant, Euclid avenue and East Nineteenth street, this city.

The Kaiser Music Store, in the Arcade, swatted the German Kaiser a few days ago when the word "Kaiser" was dropped. This store has borne this name since 1848. The concern is now known as the R. L. White Music Co. Mr. White, owner of the store, has attested his loyalty to the flag by dropping the widely-advertised name of his place of business.

Cheney talking machines are very popular in Cleveland. In many homes these makes have supplanted other phonographs.

The biggest electric sign flaunted during the night by any talking machine concern is that which advertises the Edison. Few electric signs in Cleveland attract more people at night than this spectacular sign over the distributing offices of Edison machines. No other phonograph distributing agency approaches the Edison illuminations which are close to the Hotel Statler, in one of the most congested districts of the downtown retail sections.

The Phonograph Co. April 29 increased its capital stock as an Ohio corporation from \$150,000 to \$500,000. The increase of capital was for the purpose of expanding the company's business. The company distributes Edison ma-

chines and records for all of Ohio, and D. W. Smith is president, and L. N. Bloom secretary.

"Business is surprising us," said Mr. Bloom in commenting on the increase of capital stock. "We simply are growing and the increase became necessary under our plans for developing. We are getting a fair stock of goods, but it usually takes thirty days to get an order for machines filled."

The Colonial Furniture Co., which handles the Vita-Nola talking machine at retail in this city, report a very excellent business. These instruments, which are made by the Vitandola Talking Machine Co., of Chicago, are certainly appealing to a larger clientele of Clevelandites.

BIG INCREASE IN LOUISVILLE

Talking Machine Department of Kaufman-Straus Co. Reports 300 Per Cent. Increase

LOUISVILLE, KY., May 7.—H. V. Boswell, manager of the talking machine department of the Kaufman-Straus Co., this city, reports that last month they had a fairly good business with a 75 per cent. increase over the same month last year, but April showed a still finer business with an increase of 300 per cent. This house is doing some splendid advertising which is bringing results. Their business extends over the States of Kentucky, Tennessee and Alabama, and even as far East as New Jersey. Recently they sold a C200 Edison in a Tennessee town, and also filled an order the other day from Newark, N. J., for an Edison C150, only five miles from the Edison factory. This concern is "digging" for business all the time and this emphasizes that it pays to be constantly "on the job."

MANAGER OF VICTROLA DEPARTMENT

E. A. Christman, who some time ago left the employ of the G. C. Aschbach Music House, Allentown, Pa., to enter other fields, has returned to the service of that company as manager of the Victrola department.

Talking Machine Men

are becoming more and more interested in selling our pianos, as indicated by inquiries recently received through this advertising.

The slight additional investment means many dollars in increased business. There is practically no extra overhead expense, AND—you receive the active co-operation of what are generally regarded as the most progressive and successful Piano Manufacturers of this country.

Your piano business will help your talking machine business—Your talking machine business will help your piano business.

Write for very interesting particulars to

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 particulars of your plan to combine profitable Piano and Player Piano selling with our present business.

TEAR OFF THIS COUPON AND MAIL

THE LATEST CREATION IN MUSIC

The PHONO-GRAND

(Not Coin Operated)

The Most Complete Musical Instrument

Combining in one dainty case the music of the world's most popular instruments

The Piano and The Phonograph

Both electrically operated
Playing all rolls and all records

The Piano plays all Standard 88 note Player Piano rolls. It is especially adapted to the Q R S Expression Rolls with which it reproduces naturally and beautifully the playing of the master pianists.

The Phonograph is of the latest type and plays all phonograph records. Its tone quality is unusually full and clear. It is operated by a separate electric motor independent of the piano.



Height 55 inches. Width 34 inches.

The first announcement of this instrument was made last October. Orders came to us immediately in such quantities as to compel us to withdraw further advertising.

A Demonstrated Success

The success of this instrument is assured. Six months' trial before the retail public has proved its utility and wonderful attractiveness.

The representation of the Phono-Grand is

An Invaluable Agency

Will be on display at our Booth, No. 14, at the National Music Show, New York, June 1st to 8th.

Also permanently in New York at our office and salesrooms in the Bush Terminal Sales Building, 130 West 42d Street

A few well-known dealers to whom recent deliveries have been made:

Daynes-Beebe Co., Salt Lake City
Gaston Music House, Hastings, Neb.
Seattle Music Co., Seattle, Wash.
J. D. Mariner, Reno, Nevada
McKannon Piano Co., Denver, Colo.

Kohler & Chase, San Francisco
Bartlett Music Co., Los Angeles
Simon Piano Co., Spokane, Wash.
W. L. Pace Piano Co., Beaumont, Texas
Frederickson-Kroh Co., Oklahoma City

Hollenberg Music Co., Little Rock, Ark.
E. Witzmann Co., Memphis, Tenn.
Seltzer Music Co., Pittsburgh, Pa.
Hoeffler Mfg. Co., Milwaukee, Wis.
Scofield Music Co., Columbia, S. C.

Write to-day for prices and further particulars

J. P. SEEBURG PIANO CO.

REPUBLIC BUILDING

Leader in the Automatic Field

CHICAGO

HOW SOME GERMANS "OPERATE"

Banker of Berlin Poses as Talking Machine Dealer and Develops Big Company Which Brings Him in Contact With U. S. Army

Nine days before the world war started in 1914 Johann Mayer arrived in New York and passed the Immigration Inspectors as an ordinary German. He had money, how much is not stated, and within a week or two he started a little shop where he sold talking machines and records. In Berlin he was a banker, but that fact Mayer carefully kept from those with whom he became acquainted. Four weeks ago agents of the Department of Justice arrested Mayer, and since then he has been in the Essex County (N. J.) jail pending action by the Federal authorities.

The investigation, so far as Mayer is personally concerned, is said to have been completed, and a report on the case was sent to Attorney General Gregory in Washington.

For three years after landing in New York, according to officials, Mayer apparently devoted all of his time to managing the little talking machine store. He was quiet and apparently harmless, paid his bills promptly, and always seemed to have plenty of money, although his business was not large.

For a little more than four months after Congress declared war Mayer continued his talking machine shop; but in August the business went out of existence, and when next heard of Herr Mayer had organized the Emm and Ess Trading Co., soon to be followed by another company, of which he was also a head, known as the Military Sales Corp. Mayer was now selling military equipment to officers and enlisted men.

The draft men were called to the colors and began to mobilize. Mayer decided to establish branches near some of the cantonments, and picked out Camp Jackson at Columbia, S. C.; Camp Sevier at Greenville, S. C.; Campe Greene at Charlotte, N. C., and Camp Wheeler, near Augusta, Ga. On the outskirts of each of these big soldier cities the German opened a store; in each he placed stock valued at about \$12,000.

For more than five months the business flourished, nobody dreaming that the man who directed it was a loyal subject of the Kaiser. Sol. Savery, another man concerned in the business, is said now to be in France and to have organized a branch near one of the big American overseas camps.

Savery says he was born in the East Indies, and that he is a loyal friend of the Allies. But he bears a striking resemblance to Mayer, according to the Federal authorities—a resemblance so close that he might easily be taken for a twin brother of the German head of the Emm and Ess concern. All information concerning Savery is withheld by the Federal authorities. It was not admitted that he was under arrest or surveillance in France.

On March 16 agents of the Department of Justice went to a house in Remsen street, Brooklyn, and arrested Mayer. At the same time agents of the Government entered the various stores near the cantonments and seized all the data found, including information relating to military transportation in the United States, facts concerning the camps, the number of men in them, and the nature of their equipment.

NEW WILSON-LAIRD APPOINTEES

H. F. Thornell Becomes Sales Manager and Henry A. Day Office Manager of the Wilson-Laird Phonograph Co., of New York City

The Wilson-Laird Phonograph Co., New York, manufacturers of the Bliss reproducer, have announced the appointment of Harrison F. Thornell as sales manager of the company, and Henry A. Day as office manager. Both of these appointees have already assumed their new duties, and Mr. Thornell is making plans for an aggressive campaign in behalf of the company's product.

H. F. Thornell is well known in the talking machine industry, having been associated with the mechanical and merchandising divisions of the business for many years. He is generally recognized as one of the best-posted members of the trade on recent developments in the perfection of reproducers, etc., and his thorough knowledge of this field will doubtless be reflected in the activities advanced in behalf of the Bliss reproducer.

Mr. Thornell has been visiting the trade throughout the country, and has instituted a campaign to interest the Edison dealers in the Bliss reproducer. This campaign has produced excellent results, and many Edison dealers have placed good-sized orders for these sound boxes.

The company is making plans to have an attractive exhibit during the convention week of the Edison dealers, June 3-8, and as its headquarters at 29 West Thirty-fourth street are directly opposite the Waldorf-Astoria Hotel, where the meetings will be held, the Edison dealers will have an opportunity of inspecting the Bliss reproducer at their convenience.

GODARD FEATURES THE VOCALION

Bringing This Product to the Attention of the People of Syracuse and Central New York

SYRACUSE, N. Y., May 6.—Godard's Music House, 215-17 James street, this city, is conducting an active campaign in behalf of the Aeolian-Vocalion, emphasizing the special individual qualities of this product to the people of Syracuse and Central New York. The importance of a talking machine that will harmonize with the furnishings of the home are brought to the attention of the public, and it is pointed out that the Vocalion in a wide variety of period case designs covers the whole range of present-day requirements. The motifs of these designs have been taken from historic pieces—the Gothic, Elizabethan, Italian, Renaissance, Jacobean, William and Mary, Queen Anne and other periods.

HOLDS SPECIAL SALE

R. Montalvo, Jr., the well-known talking machine dealer of New Brunswick, N. J., recently held a special sale of certain makes of machines and records at his store, 209 Neilson street, his lease of the premises running out on May 1. Mr. Montalvo still maintains another very successful store in New Brunswick,

Let the
Kent Universal Attachment

for the
Edison Disc Phonograph

(Made under Patent No. 1,130,298)

Increase Your Sales

Mr. Edison Dealer, if you are not already acquainted with this master attachment which plays all makes of records you are losing money.



Playing a Lateral Cut Record



Playing a Hill and Dale Cut Record

This accurate and simple device is the product of the manufacturer who has specialized in Edison attachments for years.

Most any Edison Jobber can supply Kent Attachments—if yours does not order direct.

F. C. KENT & CO.

Manufacturers of Phonograph Accessories
Cor. Mulberry and Chestnut Streets
NEWARK, NEW JERSEY

"Globe" TRANSFER NAME PLATES



STYLE 1



STYLE 2



STYLE 3



STYLE 4



STYLE 5



STYLE 6



STYLE 7
CUTS ARE HALF SIZE

Can be easily and quickly applied on

TALKING MACHINES,
PIANOS,
TYPEWRITERS,
SEWING MACHINES,
FURNITURE, ETC.

You can order any of the designs illustrated, Style 1 to 7, with your copy, as follows:

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

Complete transferring outfit included with every order.

Write for folder "You Need Decalcomanie in Your Business."

Globe Decalcomanie Co.

74 MONTGOMERY ST.
JERSEY CITY, N. J.



A vacation without music is peaches without cream—you supply the music—by selling every vacationist in your town a Portable Grafonola.

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

A NEW EDISON SALES PLAY

"The Dotted Line" to Be Presented at Forthcoming Dealers' Convention in June

Two years ago one of the big features of the Edison dealers' convention was the sales play, "Bought and Nearly Paid For," and last year this principle was carried out further with an act that made even a deeper impression, called "Mr. Guy Wise, Esq."

There is being prepared for this year's Edison dealers' convention, which will be held at the Waldorf-Astoria June 6 and 7, another sales playlet called "The Dotted Line," which will illustrate some good methods of getting the customer's signature on the dotted line. As in former years, it is expected that a private view of this playlet will be given for the advertising and sales experts in New York City, and it is understood that "The Dotted Line" will be as enthusiastically received as the two plays that preceded it.

FRIEDA HEMPEL TO BECOME CITIZEN

Miss Frieda Hempel, the newest Edison star, who will shortly become an American citizen, has announced her engagement to a prominent silk manufacturer of New York, where she will make her home.

By this step Miss Hempel will forfeit property of considerable value in Germany, because she is disobeying the dictates of Kaiser Bill.

LANDAY WINDOW WITH A HISTORY

Striking Display of Landay Bros. Based on Victrola Used in Crocker Land Expedition

Landay Bros., New York, prominent Victor wholesalers and retailers, have always made it a policy of utilizing their window display space to excellent advantage, and the windows of their various stores in the high-class shopping districts have won favorable comment from members of the talking machine industry and well-known advertising experts. These displays have usually been prepared by the managers of the various stores, who, in addition to their merchandising ability, have proven themselves efficient and successful window dressing experts.

A recent window display in the Landay store at 563 Fifth avenue, which was prepared by H. D. Berkly, manager of the store, is shown herewith, and this window has a human interest ap-

peal that made it the center of attraction during the week that it was displayed.

The keynote of this display was the fact that Donald B. MacMillan, of the Crocker Land Expedition, and famous Arctic explorer, who recently returned from a lengthy trip in the Arctic regions, carried with him a Victrola No. 9, in



A Landay Window Display of Unusual Interest

order to furnish entertainment for the members of his expedition and the native Eskimos in the lands that he visited.

The original Victrola that Mr. MacMillan carried on his expedition is shown in this display, together with many unique and interesting supplies which formed an important part of this expedition. At the left-hand side of the window are displayed several photographs, including a picture which shows the Eskimos listening to a Victrola, and another illustration featuring the Eskimos busily engaged in repairing a Victrola. Included in the display are many unique products incidental to an Arctic expedition, and the fact that the average layman very seldom has an opportunity of viewing these supplies contributed to the distinctiveness and success of this window display. Above the Victrola was placed the original flag which Mr. MacMillan used at the Crocker Land Expedition headquarters.

PATHE RECORD PUBLICITY

The Pathé Frères Phonograph Co. recently mailed to its dealers a proof of the artistic full-page advertisement that appeared in the Saturday Evening Post, featuring the new Pathé record of the "Marseillaise," sung by Lucien Muratore, the great French tenor, who is a member of the Metropolitan Opera Co., and records exclusively for the Pathé Frères record library. Accompanying the proof of this page was a suggestion for newspaper advertising, and there is no doubt but that the record of the French national anthem, sung by this renowned tenor, who has seen service in the French army in the present war, will meet with a ready sale.



Dayton Motors

Sold all over the world. Used in all high-class talking machines.

Every manufacturer building talking machines knows that the success of his business depends wholly upon the satisfaction his products give to the dealer and the user. Therefore he realizes that only the best parts are good enough to put into his machine. That's the reason thousands of Dayton Motors are being sold. Their Superiority makes them

"The Best Motor in the World"

They embody the highest quality of mechanical perfection. Made in different styles and sizes; noiseless, easy-winding and durable.

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 St., Dayton, Ohio, U.S.A.

Utilizing St. Paul's Municipal Library For Free Talking Machine Recitals on Sundays

St. Paul has been presented with a musical innovation by Miss Blanche Sorenson, of the educational department of W. J. Dyer & Bro., and St. Paul likes the innovation. The latest enterprise of this versatile and energetic woman is to produce a series of free Sunday recitals by Victrolas in the municipal library—library recitals she calls them. The programs begin at 4 p. m. and are arranged to continue about one and one-half hours, being composed of about fifteen numbers with suitable intermissions for explanatory remarks. The recitals show added attendance with each recurring Sunday until the assembly room of the library is taxed to contain the music lovers bent on hearing the concert. The two pre-Lenten recitals in particular attracted much attention through the careful arrangement and selection of the numbers for the occasions, which ranged from the old classics of ancient church music to the modern sacred songs by John McCormack, Alma Gluck and Schumann-Heink. The recitals are prefaced by instructive talks on the general theme of the day by Miss Sorenson. That she is contributing much to the musical life of St. Paul by this enterprise there can be no question, but the canny dealer will ask if the plan will sell Victrolas. Miss Sorenson says that it will and she is a business woman of marked capacity.

Miss Sorenson, who was connected with the educational department of the Victor Co. for two years before becoming associated with the house of W. J. Dyer & Bro. last fall, has achieved a distinct success in her school work. Her aim is to have the talking machine recognized as one of the indispensable aids to teaching in the public schools. It long has had a place in the music classes and for amusement and entertainment, but also it has a distinct place and duty in the classroom. It can be utilized to advantage in the penmanship classes by stimulating speed and rhythm in writing. By requiring pupils to write certain letters in time to music, suited to the movement in writing, they acquire a swing or rhythm which, by careful manipulation of the talking machine, may be developed into speed.

The study of geography, of history and of English literature is stimulated by the playing to properly chosen music, while folk dances and foreign language study virtually demand the constant use of talking machines to obtain the best results.

Ornithology and kindred subjects also are taught with the aid of talking machines. It's worth while to study Miss Sorenson instructing a class of St. Paul tots with the aid of bird slides and talking machines. The children simply absorb the instruction through every faculty they possess.

It's worth while to tag around after Miss Sorenson for a whole week, if one has the vitality, and observe her manifold duties.

As an instance, she will hear of a school, not necessarily a public school, that is without a Victrola. The first step is to create a demand among the teachers and pupils for such an instrument. She does it in various ways known to herself. The next step is to provide the money. She does this, too. She goes right out among the parents and business men in the district and raises the money. The next step is to dedicate the Victrola with proper ceremony. She does that, too. She arranges the concert, prepares the program, decorates the rooms, and does anything that may be needed. If piano music or a vocal solo is needed here or there for the sake of varying the program she will attend to that herself for she is a skilled performer on the piano and a gifted as well as a thoroughly schooled singer.

And besides she is a fluent and interesting lecturer. The result is that Miss Sorenson is

about the busiest mortal in the entire city of St. Paul.

Reference has been made to the Sunday concerts known as the library recitals, but regularly every Friday afternoon she has charge of the Victrola and Pianola recitals at Dyer's music hall, and regularly every Saturday morning during the school year she is in charge of the children's recitals. These, by the way, were an innovation, by Miss Sorenson. The Friday afternoon recitals have become an established institution. In addition to the Victrola and Pianola numbers some well-known soloist is invited to contribute a few numbers during the recital.

Pianists, violinists and singers of talent appear at the Friday and Sunday recitals and are

pleased to participate on the programs, for they always are assured a large and appreciative body of listeners. Often Miss Sorenson essays the solo roles and invariably receives hearty and generous approbation for her numbers. Good judgment is always displayed in the selections listed—in fact, they are models of program making as far as records are concerned.

Miss Sorenson was induced to come to St. Paul by George A. Mairs, manager of the Victrola department of the big Dyer establishment. It may be revealed that he is more than satisfied with the engagement, and with the extra business accruing therefrom.

The success of every institution is built upon a combination of individual selves.



Style 5H—Holds 100 Records

Filing Cabinets 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 RECORD CONTAINER

A Durable Album— that opens itself

No weight of records to handle
No broken or misplaced records
100% increased capacity
Every record accessible
Automatic in opening
Files all records
Sells on sight

Mr. Dealer:

How will your customers house the thousands of records you have sold them? How can you get them to buy more records today?—

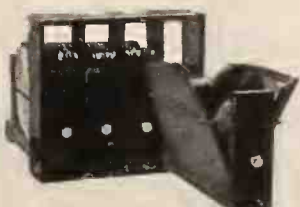
Sell them an ample and efficient filing cabinet.

Automatic Container Cabinets meet these requirements—they are simple and durable too. They satisfy and please your customers—you cannot afford to be without a sample in your salesroom.

Mr. Manufacturer:

Is your competitor "beating you to it" on files? Equip your line with Automatic Containers—they cost no more—hold more records—and sell your machine.

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 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.



NATIONAL MUSIC SHOW
Grand Central Palace, New York

JUNE 1st to 8th

BOOTH 116 (Mezzanine)

You are invited to visit
us there

Automatic Container Co.
209 South State Street
CHICAGO, ILL.

MAIL THIS
COUPON
TODAY

AUTOMATIC CONTAINER CO.
209 So. State St., Chicago
Send me your catalog

T.M.W.

The Pittsburgh Pathephone Company says:



HEAR PATHÉ RECORDS NOW!

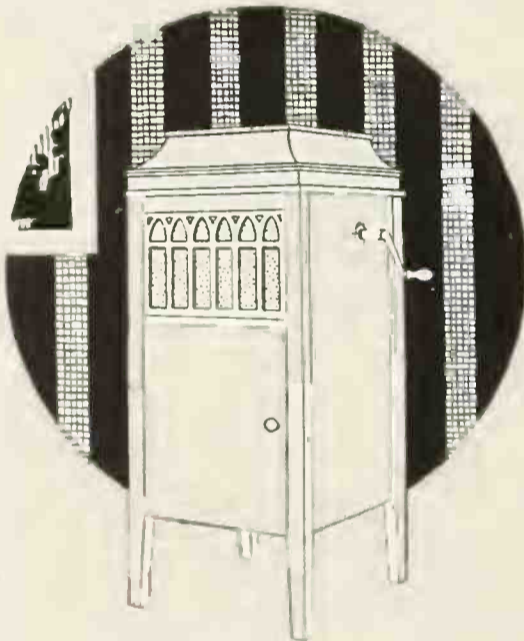
HEAR THE PATHÉ PATHEPHONE NOW!

Hear Pathé Records NOW! Draw closer to the machine as the record is playing. Lean right up against the machine and listen!

You can hardly believe your own ears! SURFACE NOISE ALL GONE! Pathé Records have eliminated that old aggravation. Nothing but the MUSIC now, from Pathé Records! The full, clear tone of the voice, pure, unmarred! The full, uncontaminated tone of the musical instrument!

If Pathé Records and Pathé Pathephones were good a year or two ago, they are A THOUSAND PER CENT BETTER NOW!

If pleasing your customers is your idea of succeeding in business, sell them PATHÉ PATHEPHONES AND PATHÉ RECORDS!



Pathephone \$85 Model

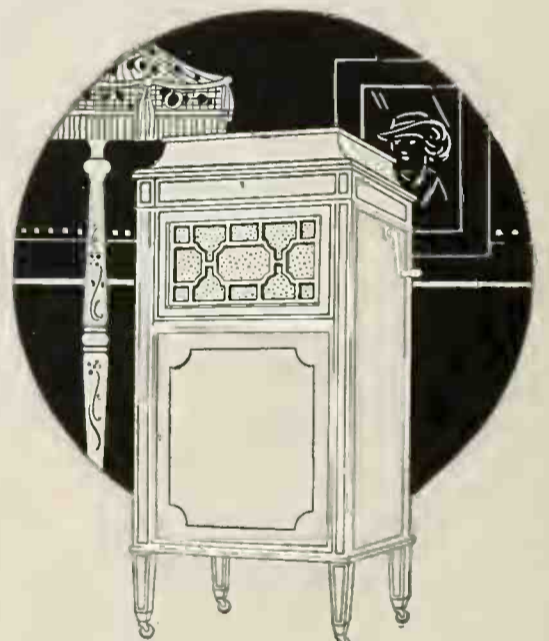
The Pittsburgh Pathephone Co.

has the largest stock of

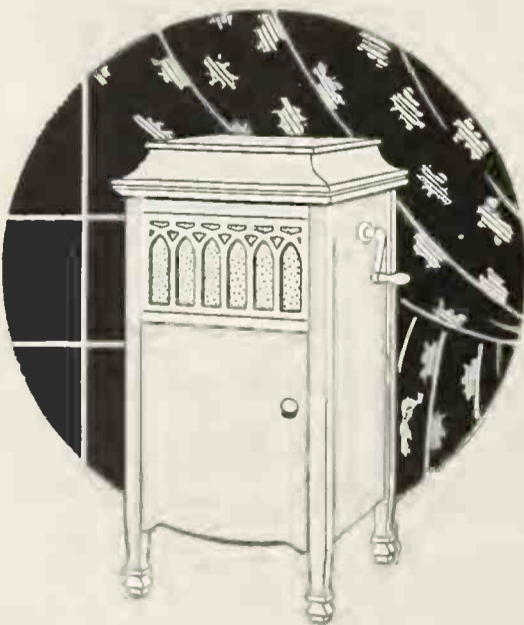
PATHÉ RECORDS

in America—and every Pathephone in every finish

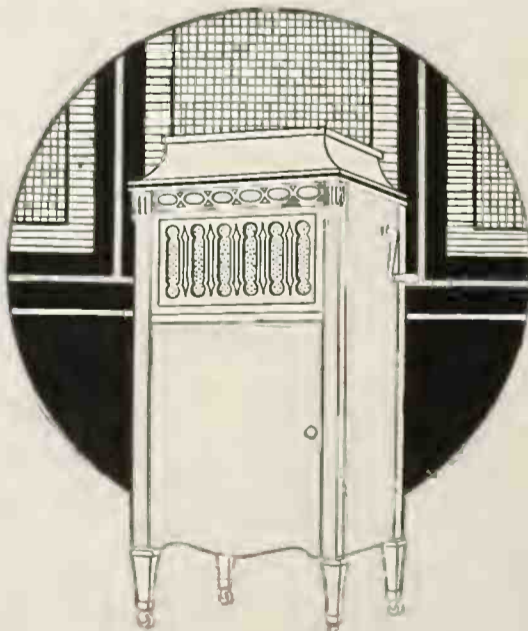
Real service—the kind that counts for good business



Pathephone \$225 Model



Pathephone \$110 Model



Pathephone \$125 Model



Pathephone \$185 Model

PITTSBURGH PATHEPHONE CO.

963 LIBERTY AVENUE, PITTSBURGH, PENNSYLVANIA

Dealers Should Co-operate with the Manufacturers in Educating the Buying Public

Talking machine dealers should be especially eager at this time to avail themselves of all co-operative service offered to them by the manufacturers whose goods they handle. The leading institutions of the industry have set a pace, as far as window bulletin displays, mailing circulars, electros for use in local advertising, poster cards, etc., are concerned, that is probably the most elaborate and the most brainy offered by any of the great American industries. In fact, four and five colored posters, the handiwork of the finest artists and printers in the country, have been so common that many talking machine dealers have frequently failed to appreciate their real value. The reports compiled by several of the leading manufacturers show that the percentage of dealers who make extensive use of the service provided for their benefit is not much over fifty per cent.

The main reason why dealers have not paid greater attention to this service undoubtedly lies in the fact that their business ran continuously good without special exploitation of the machines and records which they handled. But at the present time, even though orders continue to be far in excess of the dealers' ability to supply, it is important to make use of the service which the manufacturers are offering. In the first place, nobody knows better than the manufacturer what he is going to be able to supply as the war goes on. Therefore, his service to the dealer will be largely built around what he knows he is going to be able to produce in the nearest to satisfying quantities. Therefore, the dealer who utilizes and co-operates with the manufacturers' service in war times will truly be feathering his own nest.

In the second place, the service offered by manufacturers is bound to be increasingly powerful as the war goes on. The prices on printing have advanced not less than twenty per cent., on paper not less than fifty per cent., on postage just fifty per cent., and on all the other materials used in the manufacturer's service to his

vice is going to be "Make everything count." This being so, the talking machine dealer should pay particular attention, as in this way he may keep his promotion overhead low, keep his store in line with the policies expounded by the parent manufacturer and steadily increase the prestige his establishment enjoys in its home community. It is a time to eliminate all waste, and there would be an obvious waste of a very costly service and brain power should the dealer fail to display the proper interest in what the manufacturer is trying to do to help him while our country is at war.

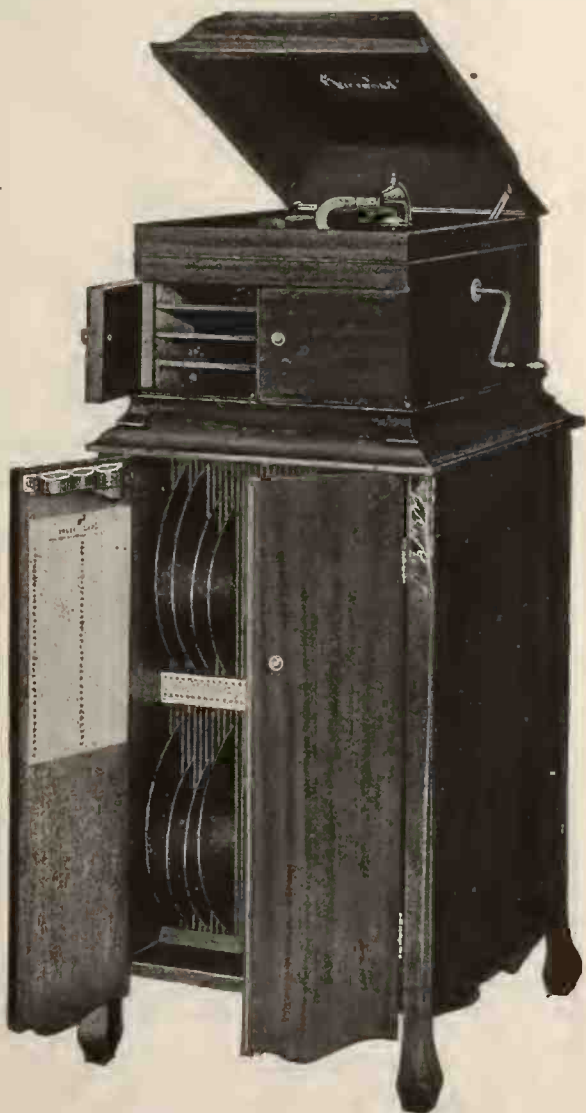
"The Slogan for Dealers' Service should be, 'Make Everything Count.'"

dealers in like proportion. Obviously this means the cost of the free service supplied by the manufacturer has gone up a total of not less than fifty per cent. In the face of this condition, the dealer can rest assured manufacturers are going to condense everywhere and in any way possible. Expensive circulars, posters and bulletins are going to be supplied only when there is a very pertinent message to deliver. Novelties, decalcomanies, etc., for use in interior and window displays are going to be distributed with much care so that they are put only in the hands of those who will make fitting use of them. The slogan for dealers' ser-

NEW VICTOR NUMERICAL CATALOG

Within the course of a few days the latest of the successive editions of the Victor numerical catalog is to be mailed to the Victor trade. This issue of May, 1918, will involve several new features. A new method of binding will be used which makes it possible to open up the catalog flat at any desired position, and which will be of great convenience to every user. Another special feature is the six ruled spaces preceding each record number, which provide an excellent method of taking stock and for keeping track of the demand of each individual record. In addition to this there are extra numbered ruled spaces for the new records announced each month and for use in this space gummed numerical pasters will be supplied as the new records are released.

The American Phonograph Co., Grand Rapids, Mich., has been incorporated with capital stock of \$10,000 to manufacture musical instruments. The incorporators are: Peter Meeuwesen, G. L. Dornbos and Cornelius Essenbager.



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

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. 111. Cabinet (Opened)
For Columbia \$50.00 Machine
33 1/2 inches high. Top, 23 x 19 1/2 inches



Push the Portables—Make July better than January. Think of the Great Selling Argument—"Vacation with Music." Don't stop until you sell every vacationist in your town.

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

RECORD WINDOW DISPLAY FOR JUNE

Dealer Service Department of Columbia Co. Has Prepared Very Artistic Display Which Should Make a Strong Appeal to the Trade

The dealer service department of the Columbia Graphophone Co., H. L. Teurs, manager, has prepared for the use of Columbia representatives a very artistic window display for the June records. This display, which is the seventh monthly issue of this service, is reproduced herewith, and, judging from its appearance, it will be one of the most successful that has so far been prepared by this department.



Columbia Record Window Display for June

The principal feature of the June display is the direct tie-up with Columbia national advertising, and it utilizes the same illustrations, the same copy, the same colors, and the same general appearance that is carried by the Columbia Co. in its magazine advertising, supplement covers, and other literature that will be used for the June records. Seventeen pieces, each indicative of "Joyous, sparkling, up-to-the-month music on Columbia records," lithographed in eight brilliant colors, constitute this complete display.

Records in illustrations and copy are the dominating feature of the whole display. Each small and large card has a reproduction of a

Columbia record thereon, and the appearance of all these records, supplemented with the regular Columbia commercial record, make a distinctive record display that should attract the favorable attention of all passers-by.

Another feature of this display is a set of unique price cards for Grafonolas, which depict a large American Eagle swinging on the tone leaves of the Grafonola type "K," with a medal and ribbon effect suspended in the same fashion on the Grafonola type "F," and a miniature trench scene where the boys are "going over the top," for the smaller type instruments. These new price cards, together with the large central figure and the four smaller cut-out records, which mention certain classes of music to be found in the Columbia record catalog, are of a permanent nature, and may be used effectively and indefinitely with almost any window trim or interior decoration.

These displays are sold complete in seventeen pieces, at an extremely nominal price, and many dealers have placed their orders for them, notwithstanding that occasionally their windows are too small to use some parts of the outfit. Quite a number of dealers have advised the dealer service department that they have utilized certain banners and cards with a small Grafonola and similar smaller material as the basis for their display, and have received results which well warranted the expenditure for the whole display.

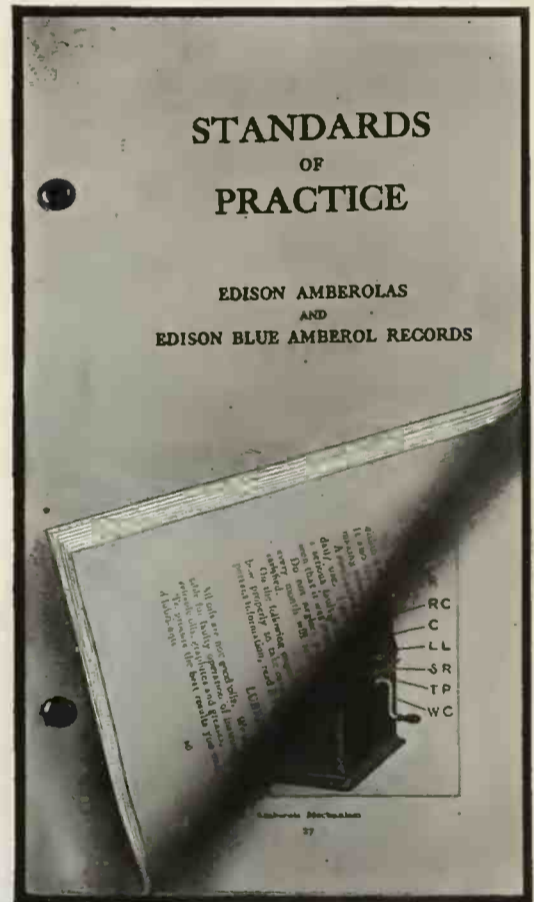
Every Columbia dealer who has experimented with this display material is enthusiastic in his reports of the results obtained by the use of this service. In fact, subscriptions have been received in such large quantities from the Columbia distributing branches at the present time that more than three times the number of sets are now being turned out than were originally contracted for by the department.

Putting real pep into business is not done with a bass horn. It's the soundless baton that speeds up the band.

EDISON STANDARDS OF PRACTICE

Valuable Booklet for Use of Amberola Dealers Has Just Been Issued


Thomas A. Edison, Inc., have just brought out a booklet for the guidance of their Amberola dealers entitled "Standards of Practice." The data for this book has been gathered from many



New Booklet for Amberola Dealers

sources and represents years of study, based on experiences and information secured from successful Amberola dealers and other authorities on retail phonograph merchandising. The various paragraphs cover such items of importance as store arrangement, storing of records, window displays, recitals, suggestions for advertising, motion picture slides, circularizing, service to owners, canvassing, advertising, repairs, general adjustments and general instructions, and it is felt that the book will be in great demand, as it answers many questions of interest to Edison Amberola dealers.

Queer how so many would-be salesmen keep themselves on low salaries because they fail to follow the cardinal rule of salesmanship—courtesy.



The "INVINCIBLE"

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

- ☑ Plays all makes of records perfectly.
- ☑ Pure, clear, 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.
New York Office: 1133 Broadway

COTTON FLOCKS

.. FOR ..

Record Manufacturing

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



Otto Heineman Phonograph Supply Co.

INCORPORATED

25 WEST 45th STREET, NEW YORK

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

CHICAGO

ATLANTA

SEATTLE

CINCINNATI

TORONTO

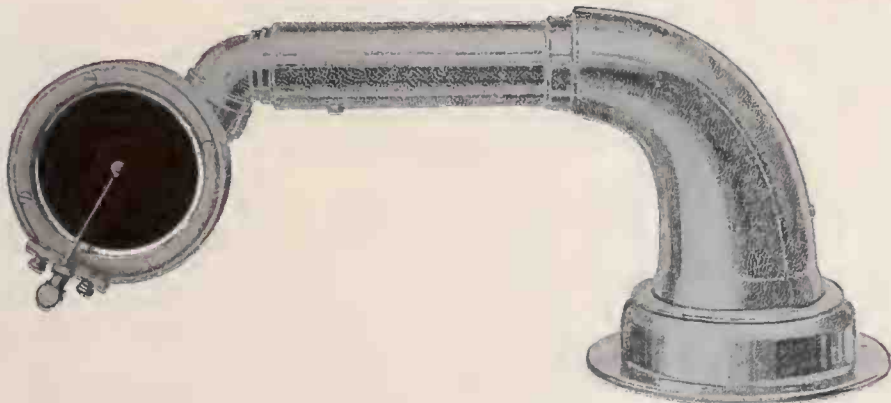


Tone Reproduction

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



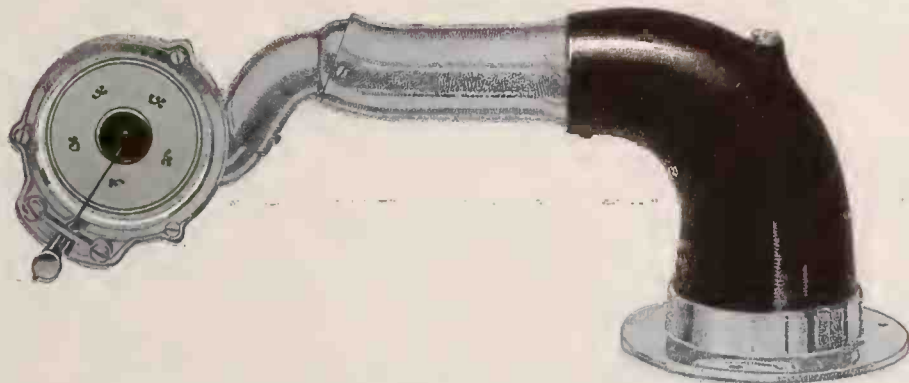
HEINEMAN TONE ARM No. 11
HEINEMAN IDEAL SOUND BOX No. 2



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



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



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



MEISSELBACH



TONE ARMS

MOTORS

SOUND BOXES



A PROGRESSIVE SONORA MAN

Is L. M. Cole, Traveling Representative of the Gibson-Snow Co., Syracuse—Reports Great Activity in His Territory at the Present Time

L. M. Cole, traveling representative of the Gibson-Snow Co., Syracuse, N. Y., Sonora jobbers, was a visitor to New York this week, and during the course of his stay in the metropolis called at the offices of The Talking Machine World. Mr. Cole, who has been associated with the talking machine industry for many years, thoroughly appreciates the importance of a progressive trade paper, and has frequently suggested to his dealers that they subscribe for, and read, The Talking Machine World from cover to cover.

Mr. Cole leaves nothing undone to co-operate with the dealers in his territory in every possible way, and in order to keep this service before them at all times mails them many unique forms of literature, which emphasize the sales possibilities of the Sonora phonograph, and call attention to some of its many qualities. Mr. Cole recently mailed to his dealers a copy of a very interesting publication, "Sonora Policy," which was compiled by George E. Brightson, president of the Sonora Phonograph Co. Together with this booklet, Mr. Cole sent a brief resumé of the Sonora dealers' convention held in Syracuse last month, together with several personal and individual touches which made this literature well worth reading.

While here Mr. Cole commented upon the fact that the dealers in his territory are closing a splendid business, and that the great majority of them report sales totals for the first four months of this year well ahead of 1917. They are all "cashing in" on the mammoth Sonora advertising campaign, which includes practically every form of profitable publicity.

BIG BUSINESS IN A SMALL TOWN

C. M. Christianson Doing Well With the Columbia Line in Savannah, Mo.

C. M. Christianson, who handles the Columbia line in Savannah, Mo., has sent to The World an interesting picture showing a shipment of fourteen large Grafonolas lined up on the sidewalk in front of his store, with his sales staff standing in front of them. Mr. Christianson states that he does an excellent business in Columbia graphophones and records, both in the store and on trips through the surrounding country. For the latter work he has W. R. Haskins, a veteran salesman, who still clings to the horse and buggy in preference to the automobile, but finds that they get him where he wants to go in all kinds of weather. Mr. Haskins incidentally manages to sell three or four Grafonolas per week from his buggy.

Savannah, Mo., is a town of 1,800 inhabitants, but according to Mr. Christianson shipments of Grafonolas are cleaned out with great regularity. He has a horn projecting over the sidewalk with a tube connected with a Grafonola inside the store in such a way that each time a record is played for a customer the music is also carried into the open air. He states that, although the idea is not new, it has resulted in the sale of a large number of machines and records to people who have stopped to listen to the music.

SUPPLEMENT OF NINE-INCH RECORDS

The Emerson Phonograph Co. has just issued a supplement of its new nine-inch records, which includes recording of patriotic hits, dance numbers, and popular song hits. These records, which are all double-faced, retail at 65 cents each, and Emerson dealers are therefore afforded an opportunity of developing profitable business from the sale of these nine-inch records. Many well-known artists are included in this repertoire, and the Emerson Co. is preparing to handle a country-wide demand for these new records.

A NEW HARPONOLA CATALOG

Just Issued by the Celina Furniture Co. Is Artistic and Full of Interesting Material

A new catalog has recently been issued by the Celina Furniture Co., of Celina, O., covering their talking machine, the Harponola. It is attractively laid out and is well printed on super-calendered paper. The cover is a fine half-tone reproduction of a home scene in which the Harponola plays a prominent part. There is an introductory article on the "Birth of the Harponola," written by Ed. Brandts, vice-president and sales manager of the company. The various models are described in detail and illustrated. The last few pages of the catalog are devoted to advertising helps for the dealer and reproductions of the various electrotypes which are furnished him free for his newspaper advertising, as well as a few pieces of copy suggestions for use in same. At various places throughout the catalog is reproduced the trademark of the Harponola, a girl playing the lute and kneeling on a base marked Harponola.

SILVER SERVICE FOR G. D. ORNSTEIN

Close Friends in the Trade Make Appropriate Presentation to Newest Victor Wholesaler

PHILADELPHIA, PA., May 2.—At the recent meeting of the executive committee of the National Association of Talking Machine Jobbers held in this city was the presentation of a handsome silver service valued at over \$1,000, to George D. Ornstein, who recently became a Victor wholesaler in this city, after serving for twenty years in an executive capacity for the Victor Co. The silver service was the gift of a number of Mr. Ornstein's closest friends in the trade, and with an engraved minute was presented to Mr. Ornstein by Joseph C. Roush, of the Standard Talking Machine Co. The gift was especially appropriate inasmuch as Mr. Ornstein, while with the Victor Co., had acted as guide, teacher and friend to most of the present Victor wholesalers, and many of them he had actually seen through the forming and developing of their organizations.

FAULTLESS CASTERS



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

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

Send for Samples

*"Move the **FAULTLESS** Way"*

Full Size
C-65

**FAULTLESS
CASTER COMPANY**
Evansville, Indiana



A TIP TO THE WISE

The question of supply is today a more important one than that of demand.

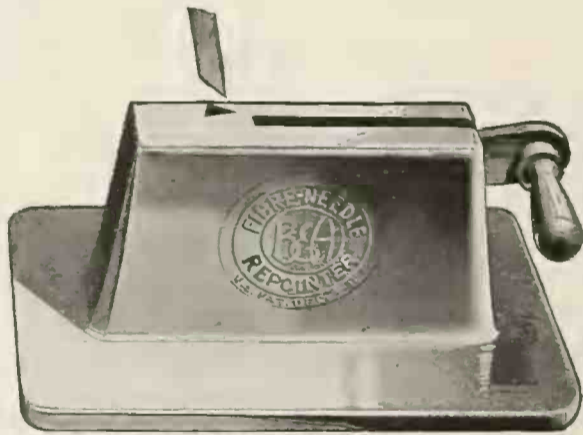
The dealer should without delay place sufficiently large orders for

B. & H. FIBRE NEEDLES

U. S. Pat. Nov. 12, 1907

with his jobber to meet his future requirements, and should at the same time urge his customers also to lay in a supply.

B. & H. FIBRE NEEDLES are better than ever and in greater demand than ever, but present manufacturing conditions make the anticipation of wants necessary in order to avoid disappointment to the user.



U. S. Patent December 5, 1916

Retail Price \$2.00

The B. & H. Repointer was conceived of necessity and has made good. The principle involved in this device is the only logical and practical one for the purpose intended.

The proof of its efficiency is in the actual test. Play a record with a fibre needle before repointing and then notice the difference in tonal quality after the Repointer has been used.

Write for Descriptive Circular

B. & H. FIBRE MFG. CO.

33-35 West Kinzie Street

CHICAGO, ILL.

The Heavy Increase in Consumer Demand Is Responsible for Current Shortage

Ever since war was first declared, leading members of the music industry, as well as many prominent officials in military and public life, have endeavored to accurately portray the mission of music during times of war. Many of the addresses and writings on this subject have been handled in masterly fashion, in that they are founded on fact and not upon sentiment. Innumerable cases have been cited where music has been an important factor in stirring the elan of the men on the fighting front, in restoring the spirit of the wounded in the hospitals, in providing welcomed entertainment for the soldiers who frequent the Red Cross canteen and the Y. M. C. A. and K. of C. huts, and in maintaining the morale of the great civilian population behind the men in uniform. Indeed, cases of this sort are of such common occurrence that great military leaders and strategists themselves have not hesitated to give due credit to the part that music plays in keeping up the morale of the men in khaki and the civilian army back home.

Further evidence of the great mission of music in wartimes is found in the steadily increasing demand for musical instruments. Naturally, if music is as important as is claimed, then during wartimes there must be a vigorous demand on the part of the army and on the part of the navy and on the part of the general public. This, in fact, is the case. The leading manufacturers of the talking machine report that the demands for talking machines and records are far in excess of any previous years. The American public, notwithstanding certain advice that the present is a time for rigid economy, has apparently, after giving the matter due consideration, decided that talking machine music, considering

the comfort it affords for those left at home, is a necessity and is a good investment during wartime.

No doubt there are members of the talking machine industry who believed that war would mean a falling off in the demand for talking machines and records. But the purchasing public has not so willed, and manufacturers in the talking machine industry find themselves confronted with unfilled orders of a very exceptional proportion. *The fact is, that the shortage of machines and records which one hears so*

much about these days is not really due so much to a decrease in the production of previous years as it is to a tremendous increase in the demand.

Talking machine dealers will do well to bear this in mind before complaining about shortages. It is, of course, understood by all that the production problems of the industry during the period of war have been and are going to continue to be extensive and yet manufacturers who can keep their output up to the figure of 1917 will still be falling far behind the current increase in demand for their product.

W. L. GARBER AGAIN IN SERVICE

Member of New York Talking Machine Co.'s Staff Joins the Tank Service—M. C. Stegner Enlists in U. S. Marine Corps—Given Nice Send-Off by Associates—E. Fontan Writes

W. L. Garber, formerly private secretary to Arthur D. Geissler, president of the New York Talking Machine Co., Victor wholesalers, who enlisted in the U. S. Army some time ago and was discharged because of physical disability, recently appealed to the army authorities for another examination. His appeal was granted, and he passed the second examination with flying colors. According to his present plans he will soon join the tank service, a new branch of the army service that makes a distinctive appeal to those patriots who want immediate action at the front. Since his discharge from the army, Mr. Garber has been visiting the dealers through New York State and Pennsylvania, where he won the friendship of all the company's clientele. He is thoroughly familiar with all methods of Victor merchandising.

M. C. Stegner, formerly assistant to George A. Kelley, of the New York Talking Machine Co., has enlisted in the U. S. Marine Corps, and is now stationed at Charlotte, N. C. Before joining Uncle Sam's service Mr. Stegner was the guest of honor at a luncheon given by Roy J. Keith, general manager of the New York Talking Machine Co., at the New York Athletic Club. There were six members of the company's sales staff present at this luncheon, and Mr. Stegner was surprised to receive from Mr. Geissler a gift of a handsome personal kit, which he can use to excellent advantage "over there."

Ernest Fontan, formerly a member of the company's sales staff, who has been in one of the army camps for several months, has written his former co-workers that all of their supplies have been packed in big wooden cases and nailed up, marked for France. It is safe to say that Mr. Fontan will soon be on the other side of the Atlantic. John Connolly, another member of the company's staff who is "doing his bit" for his country, has sent several cards and letters from "over there," expressing his pleasure at being in the big fight.

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-A.

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

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

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

CLEARTONE

(Speaks for Itself)



No. 100—\$100



No. 75—\$75



No. 65—\$65

The *Cleartone* has become very popular because of its quality, splendid value and the advertising and sales campaign that now stands in back of it. **Dealers!** Watch us grow—write for our agency and grow with us.

SUNDRY DEPARTMENT

MOTORS—No. 01, 8-in. turntable, single spring, \$1.25; same motor with 10-in. turntable, \$1.40. No. 1, 10-in. turntable, double spring, plays two 10-in. records, \$2.95. No. 6, 10-in. turntable, double spring, plays three 10-in. records, \$3.50; same motor with 12-in. turntable, \$3.85. No. 8, 12-in. turntable, cast-iron frame, double spring, plays three 10-in. records, \$4.85. No. 9, 12-in. turntable, cast-iron frame, bevel gear wind, double spring, plays three 10-in. records, \$5.85. No. 10, 12-in. turntable, cast-iron frame, bevel gear wind, double springs, plays four 10-in. records, \$6.85. No. 11, 12-in. turntable, cast-iron frame, bevel gear wind, double spring, plays seven 10-in. records, \$8.50.

TONE ARMS AND REPRODUCERS—No. 1, \$1.00; No. 2, plays all records, \$1.25; No. 4, \$2.65; No. 6, \$2.25; No. 7, \$2.25; No. 8, \$2.25; No. 9, \$2.25. (Play all records.)

MAIN SPRINGS—No. 00— $\frac{1}{2}$ -in., 23 gauge, 9-0 ft., 29c. each, 100 lots, 25c. each; No. 01, 1-in., 23 gauge, 7 ft., 25c. each, 100 lots, 20c. each; No. 0, $\frac{3}{4}$ -in., 20 gauge, 8-6 ft., 25c. each, 100 lots, 21c. each; No. 1, $\frac{3}{4}$ -in., 25 gauge, 9-6 ft., 39c. each, 100 lots, 35c. each; No. 2, 1 $\frac{1}{2}$ -in., 25 gauge, 9-6 ft., 43c. each, 100 lots, 39c. each; No. 3, $\frac{7}{8}$ -in., 25 gauge, 11 ft., 49c. each, 100 lots, 45c. each; No. 4, 1-in., 23 gauge, 10 ft., 49c. each, 100 lots, 45c. each; No. 5, 1-in., 27 gauge, 11 ft., 55c. each, 100 lots, 59c. each; No. 6, 1 $\frac{1}{4}$ -in., 27 gauge, 11 ft., 90c. each, 100 lots, 85c. each.

RECORDS—POPULAR and GRAMMAMOX Brand, 10-

in. double face, lateral cut, all instrumental—32c. in lots of 100; 30c. in lots of 1,000; 29c. in lots of 5,000.

GOVERNOR SPRINGS—\$1.00 per hundred; \$6.00 per thousand. Special price in large quantities for Motor Manufacturers.

Genuine Diamond Points for playing Edison Records, \$1.25 each, 100 lot, \$1.15 each; Sapphire Points for playing Edison Records, 18c. each, 100 lots, 14c. each; Sapphire Balls for playing Pathé Records, 19c. each, 100 lot 16c. each. Needles—Steel in stock at all times at moderate price as per quantity.

NEEDLE CUPS—\$17.50 per M. \$16.00 per M in 5,000 lots. Covers, \$7.50 per M.

COVER STAYS—No. 1, for Table Cabinets, 6 in. long, 9c. each, 100 lot, 7 $\frac{1}{2}$ c. each; No. 2, for Floor Cabinets, 9 in. long, 17c. each, 100 lot, 13c. each; No. 3, heavy for Floor Cabinets, 10 in. long, 20c. each, 100 lot, 16c. each.

Continuous Piano Hinges, 28c. per foot; 100 feet, 21c. per foot.

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

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

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



No. 85—\$85

Lucky 13 Phonograph Co., 3 East 12th St., New York

SAN FRANCISCO TRADE ACTIVE DESPITE LOAN CAMPAIGN

Trade Helps to Put Liberty Loan "Over the Top"—Business as Active as Stock Supplies Permit—Columbia Co. Settled in New Quarters—Month's News Tells of Trade Progress

SAN FRANCISCO, CAL., May 3.—The Liberty Loan drive in this city has not had the deterrent effect on the business of the talking machine dealers that was expected. Collections have been a little slower in consequence of the desire of the people to carry the city "over the top," but the new business shows hardly any diminution. The dealers themselves have been busy with the loan and every one has generously subscribed for the bonds. Some makes of talking machines are very scarce on the market, but for nearly all there have been fair receipts this month. The time on the road of these goods seems to average much less than a month ago, and from this the dealers say that the freight situation is practically solved as far as their lines are concerned. The difficulty of getting all the stock wanted lies in the factories, and for this the local dealers say there is no remedy so long as the war lasts. Both wholesalers and retailers say that there is plenty of business to be had in San Francisco, and that the interior of the State is even more prosperous than the city.

Take on the Pathé Line

Fred Stern, president of the Stern Talking Machine Co., has been East for nearly a month. He will return in a few days now, and his associates are looking for him to announce something of importance in the way of increased stock when he gets back. The company have just taken over the Pathé Frères phonograph line and report a good business in their new acquisition.

Featuring Records Successfully

The California Phonograph Co. has been featuring certain records in its windows by means of cards telling of the worth of the record that is being pushed and says that this means of bringing the goods to the attention of the public has been very successful. F. A. Levy, president of the company, says that goods are reaching him in much larger quantities than for some time past. This is especially true with Victor machines. The supply of needles is very much easier, he says.

Miss Frances Gridman, manager of the record department of the California Phonograph Co., will leave for the East in a short time and will visit the various factories making records during her absence.

George Hively, manager of the phonograph department of the Eastern Outfitting Co., says business with him keeps up wonderfully well. April's sales were far ahead of those of last year for the same month.

Big Run on Galli-Curci Records

The singing of Galli-Curci in this city brought about a boom in records made by her. All the Victor dealers featured these records during the entire month and the demand exceeded the supply to such an extent that Byron Mauzy had to have a shipment of records sent him by express. One way of advertising the singer was the display of a grand piano in Mauzy's window with the label that it also was shipped by express for the exclusive use of the singer. This and the other publicity stunts pulled off caused a bigger run on these records than occurred even in the recent case of McCormack.

The Woolworth 5-10-15-cent store recently bought 13,000 Emerson records, which were being closed out at a bargain price by the Emporium. It is expected that the records will go on sale somewhat below regular price.

Pacific Phonograph Co. in New Home

The Pacific Phonograph Co. has moved into new quarters on California street. It formerly occupied a place on Battery street.

Wiley B. Allen Co. Activities

E. P. Corcoran, of the talking machine department of the Wiley B. Allen Co., has been ill for several weeks, and has recently returned to his duties at the store. During the absence of James J. Black, manager of the department, Mr.

Corcoran has been in charge. Mr. Black has been temporarily located in Sacramento, where the company has recently enlarged its store and added a talking machine department. This was the only branch of the company which was without a department for the sale of this popular musical instrument.

New Edison Jobbing House in Los Angeles

The Edison Phonographs, Ltd., the local Edison jobber, with a distributing house at Portland, has purchased the Edison merchandise of the Diamond Disc Distributing Co., at Los Angeles and opened a jobbing house at that place. This gives the company three jobbing houses on the Coast.

Mrs. Howard With Hauschildt Co.

Mrs. Helen B. Howard, who broke into the talking machine business as saleswoman for Sherman, Clay & Co., Oakland, about six months ago, has made such an extraordinary success that she has been called to the management of the talking machine department of the Hauschildt Music Co. in Oakland. Mrs. Howard is a woman of most pleasing appearance and manners and is destined to go high in the music world.

Improvements at Phonograph Shop

The Phonograph Shop on Powell street, which features the Sonora, has about completed the renovation which began a month ago. New racks have been installed and much additional storage space gained thereby. The decorations are in a delicate tint of cream and the shop is one of the most attractive appearing sales places in the city.

The Starr phonographs are making good progress in this State, according to the statement of J. W. Steinkamp, who represents the Starr interests in this season. He is making a drive to place the instrument in the furniture houses and says that he is meeting great success in his activities.

Columbia Co. Settled in New Quarters

The Columbia Grafonola Co., which moved into the new "Daylight" Building on Sutter street last month, is about settled in its new abode. Walter Waters, who was one of the salesmen with the Columbia, has enlisted in the Signal Corps and is now busy learning wireless telegraphy. Eight men have enlisted from the local house.

The Brunswick-Balke-Collender Co. in this city is pushing its machines in all parts of the State. The universal tone arm has proved a great success and more dealers have been signed up since its introduction than in double any like period since the company first began to place agencies.

Ray Solomanson, who has been connected with the sale of talking machines in the Emporium for some time past, was recently drafted in the army, and is now in training to "show goods to the Kaiser."

SUGGESTIONS THAT INSPIRE

George E. Brightson, Author of a Booklet That Is Full of "Meat" for the Man Who Aspires

"Sonora Policy" is the title of an interesting and inspiring article written by George E. Brightson, president of the Sonora Phonograph Corp., New York, and recently issued in booklet form for all Sonora employes.

Mr. Brightson emphasizes the importance of good will, referring to it as follows: "There is one big element of success in this world, of personal success, and of business success, and that is good will." This subject is very interestingly discussed, and is followed by a splendid discourse on "service." The tremendous importance of extending every customer a fair, square and efficient deal is emphasized in one of the paragraphs of this article, and many suggestions embodying sound logic are presented to the employes of the Sonora organization.

Co-operation and team work is the subject of one of the closing paragraphs, and from cover to cover this admirably written article not only reflects Mr. Brightson's many years of experience in the talking machine industry, but forms an inspiration for every Sonora employe.

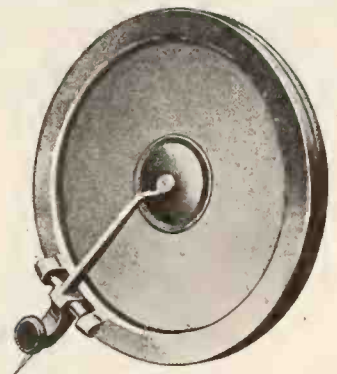
VICTOR DECALCOMANIE POPULAR

The new trade mark decalcomanie recently offered by the Victor Talking Machine Co. to Victor dealers is proving decidedly popular. This decalcomanie is slightly over twenty inches in width and portrays "His Master's Voice" in the original colors. It can be used on either glass or wood and therefore is well adapted for use on store windows, doors, delivery cars, wagons, etc. These decalcomanies cost 18 cents each.

The Cheney Phonograph Sales Co., of Cleveland, O., has been incorporated with capital stock of \$300,000 by E. M. Buel and others.

A Message to the Edison Dealer

Complete the equipment of your Edison Phonograph by using the "BLISS" REPRODUCER to play lateral cut records better than they are now played on any other Phonograph.



Make the Edison Phonograph as far ahead of other Phonographs on lateral cut records as it now is in interpreting the Re-Created Edison Diamond Disc.

We furnish you with a "BLISS" REPRODUCER to achieve this result.

May we not send you samples and our dealers discount?

WILSON-LAIRD PHONOGRAPH CO., Inc.
29 West 34th Street (Opposite the Waldorf Astoria) New York City
Canadian Distributors: HAWTHORN MFG. CO., 145 Yonge St., Toronto, Can.

Visit us during Convention week and make our office your headquarters while in New York

ECLIPSE MUSICAL CO.'S NEW WHOLESALE HEADQUARTERS

Noted Cleveland Institution Has One of the Most Complete Departments and Executive Offices for the Transaction of a Jobbing Business in the Talking Machine Trade

Ohio has frequently been rated as the liveliest State in the Union as far as the musical industry is concerned. Whether or not Ohio should retain this reputation unchallenged is, of course, a debatable question, but at any event there is no argument about the progressiveness



Office of General Manager

of the Eclipse Musical Co., Victor distributors, located in Cleveland. This institution has steadily moved ahead, as far as its own private business is concerned, and has been decidedly instrumental in the formation and development of the Northern Ohio Dealers' Association, and other activities tending toward the betterment of the retail trade.

The Eclipse Co. recently established new wholesale headquarters in the Cadillac Building, on Euclid avenue. The new headquarters is made up of a very handsome set of executive offices, an extensive department for the many series of record racks in which the wholesale stock is stored, a special division where the surplus stock is kept, a packing department, a shipping department, a department where record orders are filled, checked and double checked, and a repair department.

The executive offices embrace, in addition to



Sales Manager in Conference

the handsome quarters of the officers of the company, a special record statistical department, a record ordering department, a stenographic

department and an accounting and bookkeeping department.

The record racks in the stock department, in their make-up and general arrangement are similar to those used by the leading Victor jobbers in the country. Slightly separated from the main series is a "monthly record rack" accommodating the issues of the two last months. In addition to this there are individual racks for the red seal, blue label and purple label records. This section immediately adjoins the regular record stock section.

The repair department is equipped with a complete repair bench and a sanitary re-graphiting compartment. A complete stock of all Victor parts is kept in a large well-systematized cabinet which may be seen in the background of one of the pictures accompanying this article. There is also a separate apparatus with an adjustable stand for testing motors.

The shipping department is noteworthy for



Well Equipped Repair Department

the efficiency which prevails therein. All scrap paper and scrap cardboard is jammed in a bailing machine and all excelsior is kept in a metal-lined excelsior container. It is as near fire-proof as modern devices can make it. From the packing department Victrolas and Victor records make their exit from the Eclipse headquarters by one of two routes. The first of these is through what is known as the "express bins" which adjoin the packing department and which are immediately in front of the elevators. These express bins are five in number and classified in accordance with the different express companies and other kinds of shippers, so that the representative of each different kind of transportation knows exactly what is meant for him and where to get it.

The other method of shipping goods out is decidedly unique. The Cadillac Building was designed throughout for automobile purposes, and there is a rapid, large-elevator service, and because of this fact the Eclipse Co. is enabled to bring their motor trucks up and right into the floor where the Victor stock is kept as

shown in the illustration. The machines can be loaded right into the car from where the stock is stored and the car run on to the elevator and lowered to the street.



Loading Truck Right on Stock Floor

Among the live-wire officials who are responsible for the efficient way in which the new Eclipse wholesale division has been organized and efficiently conducted are T. H. Towell, president; P. J. Towell, vice-president; C. K. Bennett, general manager; E. B. Lyons, sales manager, and Earl Poling, Jack Kennedy and Norman H. Cook, traveling representatives.

OPENS NEW JEWEL LABORATORY

H. J. Smith Opens Quarters in Newark, N. J., to Manufacture Talking Machine Jewels

H. J. Smith, who for the past twenty-seven years has been connected with the talking machine industry, recently opened a laboratory for the manufacture of jewels at 833 Broad street, Newark, N. J. Mr. Smith has been connected with some of the largest organizations in the field, including Thos. A. Edison, Inc., American



Eclipse Co.'s Room for Packing Records

Graphophone Co. and the Pathé Frères Phonograph Co. He is one of the best-known jewel experts in the country, and his products include phonograph and sapphire reproducing points, recording laboratory jewels, jewel bearings for electrical instruments, rough diamonds and diamond powder. The plant is one of the best equipped in the country, and is fitted for the carrying on of experimental work. One of the policies of the H. J. Smith plant is an open invitation to the trade to visit the laboratory at all times.

THE SCHILLING PIANO CO. of NEW YORK

Announce that **JOSIAH PARTRIDGE & SONS CO.**

NEW YORK FURNITURE EXCHANGE, 46th ST. AND LEXINGTON AVE., NEW YORK

HAVE BEEN APPOINTED SELLING AGENTS

FOR THE WELL-KNOWN

The Quality
Phonograph
with a
Spruce Soundboard

STRADIVARA
"KNOWN FOR TONE"

The Quality
Phonograph
with a
Spruce Soundboard

The house of Josiah Partridge & Sons Co. needs no introduction by us. For 75 years their name has been associated with the furniture trade and they have recently reorganized their expert selling staff throughout United States and foreign countries to cover the piano and music trade.

Stradivara is the only phonograph in the world that contains a spruce sound board, being built on the principle of the piano and violin. This high-grade phonograph truly reflects the genius of the world's greatest violin maker. 7 MODELS FROM \$50 TO \$250. Compare all other makes of present-day phonographs with the Stradivara and you will easily learn why it is marvelously superior.

Round up the folks who go to the woods or the shore. Sell every one a Portable Grafonola to take along. We're helping with Big National Advertising Space.

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



SELLING TO THE BUSY MAN

How One Talking Machine Dealer Handled a Difficult Situation Successfully

"I had a little experience with one salesman who knew how to get on with busy people with whom he wanted to do business. It took only about thirty seconds for him to show that he and I would not quarrel because of any tendency to take up my time unnecessarily," said a business man the other day.

"I was busy when he first called and I showed it. 'Pretty busy this morning?' he asked pleasantly. 'Yes,' I said, perhaps a little crustily, 'I am busy. I have a lot of mail I want to get off before noon.' 'All right,' he replied, 'I'm not going to bother you now. I want to talk to you about talking machines and I have something to say that will interest you. Can you give me fifteen minutes some time during the day? I promise to take no more time than that unless you wish me to do so. You needn't worry about my boring you. I don't do business that way.'

"I couldn't refuse a request like that or even be grouchy about granting it. I named a time. At that time he walked in. He did not show up half an hour ahead of time and make me nervous by standing around waiting. He did not act with such deliberation that I would be afraid he would overstay his time. He laid his watch where he could see it and where I could see that he saw it, but where I could not see it. At the end of thirteen minutes he had said his say with the impressiveness and with the brevity of a four-minute speaker. He took up his hat and his watch. 'I appreciate your giving me this hearing,' he said. 'I would like to talk my proposition over with you definitely some day soon, but I won't ask you now to make an appointment.'

"If he knew, or surmised, he had interested me so I would want him to stay longer than and give me his proposition then and there, he did not show it, but he was properly appreciative when I told him I was interested and would hear the rest of his story at once."

TO MAKE DEMONSTRATION BOOTHS

H. Mickelas, 164 McKibben street, Brooklyn, N. Y., who has been in the cabinet business for fifteen years, has inaugurated a department that will devote itself entirely to the construction of demonstration booths, record racks and store interiors for dealers. Some three years ago Mr. Mickelas started to take care of this class of business, and the results were so satisfactory that he determined to enlarge his factory, so that he could cater to the demands of the dealers.

The booths constructed by Mr. Mickelas are soundproof and include all of the features desired by talking machine dealers. A number of installations have been made in local territory, and these customers have expressed their satisfaction with the booths in every respect.

BEWARE OF WAR RUMORS

Talking Machine Dealers Should Be on Guard Against Untrue Statements Regarding the Affairs of Manufacturers Put Out by Competitors

In these times talking machine dealers should be particularly upon their guard against insidious rumors. Reports have been circulated in the trade to the effect that the factories of certain manufacturers have been commandeered by the Government, and further that this or that manufacturer will be unable to supply goods as promised, and still further that this or that manufacturer has a financial interest in competitive concerns.

When the talking machine dealer hears rumors of this kind he should make careful note of the sources from which they emanate. It should be easy to detect cases where the representative of a certain line is taking unfair advantage of a contemporary manufacturer. It is reasonable to suppose that each individual company will inform its clientele of dealers regarding any important action it may take affecting the welfare of their dealers, and it is also reasonable to suppose that the circulating reports about competitors which have not been authorized by the company to which they refer is inspired by malicious motives.

Dealers should see that the traveling representatives of every manufacturer in the talking machine industry paddle their own canoe, in that they explain the merit of their own product and

institution and do not resort to unsupported claims about the war weaknesses of other perhaps more successful competitors.

F. C. KENT MOVES TO NEW PLANT

Manufacturer of Talking Machine Attachments in Newark, N. J., Installs New Equipment, Including a Model New Tube Bending Machine

F. C. Kent, the well-known manufacturer of phonograph attachments of Newark, N. J., recently moved from 24 Scott street, to the corner of Mulberry and Chestnut streets. In his new plant he has installed a large number of new machines and among others one of his own design which is used to bend brass tubing. This new machine not only bends the tubing but leaves every angle and dimension at their original size. In speaking of this new machine the officers of the company said "There are only a few such machines in the country and our industry was largely in need of such machines." All the Kent attachments will be produced with the new machine as well as several new products the company has in mind, including a new one-piece brass tone arm. While brass is expensive at the present time the fact that much labor and time is saved by the new method, as well as the fact that there are no joints or rough edges, will, according to F. C. Kent, make his new tone arm very desirable. The announcement of the delivery of the tone arm will be issued later.

The NEW VEECO

THE ELECTRIC MOTOR WITHOUT A FAULT

The improved Veeco Electric Motor for Talking Machines represents the last word in scientific development with special regard for the purpose for which it is intended.

Runs on either A. C. or D. C., 100-125 volts without adjustment. Can be supplied to run on any voltage from 6 to 250.

Supplied mounted on 12" or 12½" square mahogany boards, all ready to install.

SEND FOR A SAMPLE AT ONCE

Then, after testing it thoroughly, place orders at once to insure delivery.

THE VEECO motor and the VITRALOID turntable make a complete motor unit for high-class machines.

THE VEECO COMPANY

248 BOYLSTON STREET

BOSTON, MASS.

The Original Producers of a Complete Electric Drive for Talking Machine Manufacturers' Use

PATHE RECORD-PRESSING EXHIBIT

Bope-Hayes Co. Reports Good Sales Following Recent Exhibit of How Pathé Records Are Made—Fischer Co. Renders Assistance

COLUMBUS, O., May 4.—The Bope-Hayes Co., of this city, which handles the products of the Pathé Frères Phonograph Co., recently installed in its store a very effective record-pressing exhibit, which demonstrated the method employed by the Pathé Frères Co. in pressing Pathé discs. This exhibit attracted wide attention, and crowds of people visited the store daily in order to gain an insight into methods which have usually been considered technical and mysterious to the average layman.

The Bope-Hayes Co. was very well pleased with the success of this exhibit, and after it had closed wrote a letter to the Pathé Frères Co. stating as follows: "We are more than pleased with the success of the exhibit, and moreover believe we will do a wonderful business in Pathé goods this year.

"We placed ten phonographs in country homes yesterday, and notice quite an increase in our record sales. We have continuous inquiries from owners of other phonographs as to how to play Pathé discs on their instruments. We are now arranging quite a campaign of newspaper advertising and soliciting about 5,000 live prospects, which we received during the exhibit. We are going to do our best to lead the Pathé sales in Ohio this year, and thoroughly believe that we can 'go over the top.' We wish to thank you for sending us Mr. Gates, who helped us materially in arranging the exhibit."

The Fischer Co., of Cleveland, O., Pathé distributors, co-operated with the Bope-Hayes Co. in arranging this exhibit, and R. J. Jamieson, of this company's staff, spent the entire week in Columbus in order to co-operate with the company in every possible way.

Mr. Jamieson arranged for a banquet for the Bope-Hayes Co.'s employes, and left nothing undone to assist the company in making the exhibit a success.

BRASS PLAQUE FOR VICTOR DEALERS

Very handsome brass signs are now being offered to Victor dealers by the Goodman Co. of New York. At the left of the brass plaque the Victor trade mark is shown in green, to the right of this in heavy black appears the word "Victrolas," and beneath this in smaller letters and in green "Victor records."

The Government needs the help of every man and woman in the United States. Stand by!

TALKING MACHINE JOBBERS MEET

Executive Committee of the National Association of Talking Machine Jobbers Discuss Important Topics at Meeting in Philadelphia

The executive committee of the National Association of Talking Machine Jobbers held a meeting on April 22 and 23 at the Ritz-Carlton Hotel, Philadelphia, Pa., and at this meeting discussed a number of important topics incidental to present business and national conditions. The members of the committee in behalf of the association determined to utilize all possible means at their command to co-operate with the Government in its war program. They discussed the entire recent situation in the business as it has been affected by the war, and will be affected in the future.

The executive committee discussed at length the means that should be adopted to co-operate with the factory in eliminating all possible waste in the conduct of the business. The members of the committee realized that they must make sacrifices as the result of the country being in war, and discussed ways and means of adjusting their businesses so that the burden may be carried as lightly as possible, and so that they may assist the Government in fulfilling its war plans.

The members of the committee not only pledged their own support to subscribe to the utmost of their ability for Liberty Bonds, but to also help in the general advertising campaign in behalf of the Third Liberty Loan, and to carry out their influence as far as possible among the members of the association in behalf of the loan. The committee also voted to appropriate \$1,000 out of the funds of the association to purchase bonds in the present loan.

Owing to war conditions the committee decided to defer announcing a definite program for the annual convention until a few weeks later. Full details and plans will be ready at that time.

Among the members of the committee in attendance at this meeting were J. N. Blackman, Blackman Talking Machine Co., of New York, president of the association; I. Son Cohen, Cohen & Hughes, Baltimore, Md., vice-president; J. C. Roush, Standard Talking Machine Co., Pittsburgh, secretary; A. A. Trostler, Schmelzer Arms Co., Kansas City, Mo., treasurer; W. D. Andrews, W. D. Andrews Co., Syracuse, N. Y.; A. A. Grinnell, Grinnell Bros., Detroit, Mich.; George Mickel, Mickel Bros. Co., Omaha, Neb.; Andrew McCarthy, Sherman, Clay & Co., San Francisco, Cal.; E. C. Rauth, Koerber-Brenner Co., St. Louis, Mo.; W. H. Reynolds, Reynolds Music Co., Mobile, Ala., and C. Alfred Wagner, Musical Instrument Sales Co., New York.

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

STANDARDIZE THE 'CLEAR TONE' LINE

Lucky 13 Phonograph Co. Make Important Announcement—Will Institute Aggressive Advertising and Sales Campaign

The Lucky 13 Phonograph Co., of New York City, announced this month that it had completed arrangements whereby the Cleartone line of phonographs, which it manufactures, will be standardized, and an aggressive advertising and sales campaign instituted in its behalf. This line has been on the market for several years, but D. Bartelstone, head of the company, decided recently that the success of the line well warranted the inauguration of plans that would make it even more successful than it had been in the past.

With this idea in mind Mr. Bartelstone visited many of the leading cabinet factories throughout the country, and finally succeeded in placing a contract with one of the most prominent manufacturers in the West. This concern has been making high-grade cabinets for several years, and its products have won recognition throughout furniture circles as embodying quality and attractiveness.

Mr. Bartelstone placed a very large order for cabinets, which called for immediate delivery, and also made plans for an advertising and sales campaign to assist Cleartone dealers in developing their business with this line. This campaign is now under way, and judging from the inquiries for agencies already received, this line will receive splendid representation in all sections of the country.

In addition to distinctive cabinet designs, Cleartone phonographs will be equipped with motors, tone arms and sound boxes of recognized standard and prestige. The line is now complete, and dealers are being signed up daily.

C. J. Cassutt, proprietor of the Seattle Music House, 1216 Third avenue, Seattle, Wash., is now having the interior of his store entirely remodeled on an elaborate scale and will in the future devote himself exclusively to featuring the Brunswick phonograph and Pathé records.

The Liberty Talking Machine Co., Chicago, has been incorporated with capital stock of \$5,000 by Robert Bachrach, S. Sidney Stein and Hirsch E. Soble.

AMERICAN



No. 22



No. 13



No. 5



No. 4



No. 8



No. 9



No. 10



No. 11

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

**American
Phonograph Co.**
39 Fountain Street, N. W.
GRAND RAPIDS MICH.

GLORIA



Gloria Steel Needles

MADE IN U. S. A. OF HIGHEST
GRADE CARBON STEEL

The Gloria Needle has achieved instantaneous success. We have satisfied our Customers by giving them a quality product, and by making

**Immediate
Deliveries**

Dealers:-

Write for samples and prices, and remember that we keep our promises.

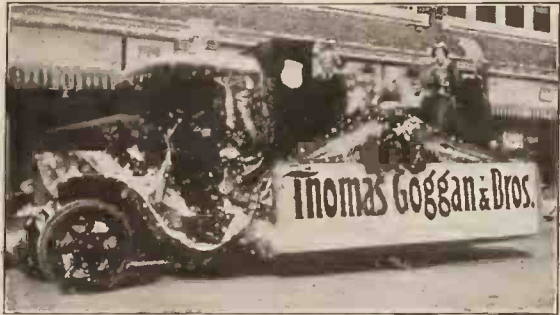
THE GLORIA PHONOGRAPH
SUPPLY CO., Inc.
200 FIFTH AVENUE
NEW YORK CITY



THOS. GOGGAN & BROS.' FINE FLOAT

Elaborate Display Attracts Much Attention in Trades' Parade Held During the Recent Annual Spring Carnival in San Antonio

SAN ANTONIO, TEX., May 4.—One of the big features of the recent trades' parade held in this city in connection with the annual Spring Carnival was the elaborate float entered by Thos. Goggan & Bros., and which is shown herewith. The player-piano at one end of the float was kept going almost constantly throughout the parade, and at intervals four young ladies



Goggan & Bros.' Carnival Float

from the Goggan establishment rendered well-known selections in quartet form on violin, mandolin, ukulele and cornet. At one end of the float was a large Victrola electric, with the well-known Victor dog sitting at attention close by and listening to his master's voice. Small signs in red, white and blue were placed about the float bearing such mottos as: "The World Needs Harmony," "Keep the Home Fires Burning," etc. On both sides of the float were placed signs bearing the name "Thos. Goggan & Bros." The fact that the company was established in 1866, and is, therefore, the oldest music house in Texas, was strongly emphasized. The patriotic spirit was carried out in the decorations of the float, which were made up largely of red, white and blue bunting, and large red poppies.

A UNIQUE SYNCHRONIZATION

A. T. Moulton Demonstrates a Perfect Synchronization Between the Pipe Organ, Piano and Victor Auxetophone at the Broztel Hotel

A unique musical novelty has recently been introduced to New York by A. T. Moulton. With the aid of a small pipe organ, a piano and a Victor Auxetophone, he produces a synchronized effect of a decidedly unusual character. The solo effects are carried by the talking machine, and the bass effects by the organ. Mr. Moulton uses his left hand and left foot to play the organ, and his right hand and right foot to play the piano.

For a number of years he made a study of synchronizing these three instruments and first performed for the public in one of Minneapolis' leading hotels. After a number of months' engagement in the Northwest with different hotels he came to New York, and is at present providing musical entertainment for the dining room of the Broztel Hotel, New York.

ATTRACTIVE MUTUAL LITERATURE

The Mutual Talking Machine Co. has just issued an attractive four-page circular featuring Mutual tone arms and sound boxes. One page of this circular illustrates the company's No. 2 and No. 3 sound boxes which have been adopted for general use by manufacturers. Another page is devoted exclusively to the Mutual universal ball bearing tone arm, which, although recently introduced, is now included in the equipment of many well-known makes of talking machines.

Wm. L. Phillips, president of the company, states that the demand for Mutual products is steadily increasing, and that the company is now making arrangements to augment materially its factory facilities. Mr. Phillips has received letters from many manufacturers praising the service given by Mutual tone arms and sound boxes.

OCCUPY ELABORATE NEW QUARTERS

The Neal, Clark & Neal Co., Buffalo, Now Settled in Their New Home

BUFFALO, N. Y., May 6.—The Neal, Clark & Neal Co., the Victor wholesalers, have moved into their new wholesale quarters at 778-780 Washington street, where they occupy two floors running through from street to street. Each floor is 40 x 200 feet, giving the firm a total of 16,000 square feet of floor space. The place was laid out under the supervision of V. W. Moody, who has had considerable experience in the planning and organizing of wholesale talking machine establishments.

Probably the most interesting feature of this new plant is the arrangement of the record stockroom, which might be compared to a gigantic fireproof vault, with ample ventilation. The entire stock, both open packages and reserve stock, will be carried in the new record room, which is 25 x 100 feet. After the record orders have been assembled they are taken into the packing room, off the end of the record

room, and packed and shipped from there. The machine stock is carried in the spacious basement. Incoming machines are run into the basement on a steel chute, specially designed. Outgoing Victrolas are lifted on an electric sidewalk elevator and loaded directly into trucks.

NEW ENGLAND RATES INCREASED

Interstate Commerce Commission Grants Increases in Passenger and Freight Rates

WASHINGTON, D. C., May 3.—Increases in class freight rates ranging between 5 and 15 per cent., and in passenger rates to 2¾ cents a mile on New England railroads were allowed to-day by the Interstate Commerce Commission.

The Commission ordered that mileage rates might be increased to an average of 2½ cents, and authorized other changes in passenger schedules to bring in many million dollars more to the roads.

The Commission specified a scale of class rates for the leading railroads and somewhat higher rates for minor lines in New England.



TRADE MARK REG. U.S. PAT. OFF.
NEVER SCRATCHES

LYRIC RECORDS

10 and 12 INCH

Standard American Catalog

All the latest popular songs and dance numbers also

Records in the following Foreign Languages

- | | | |
|------------|-----------|---------------|
| Neapolitan | Russian | Hebrew |
| Italian | Hungarian | Roumanian |
| Polish | Jewish | Servian, etc. |

The Lyric Record surpasses any record manufactured in tonal quality. The Lyric Record eliminates surface noise—is cut 160 threads to the inch and plays from 3½ to 6 minutes. The catalog embraces all that is best in the world's musical literature and contains the recordings of the most popular artists. The records are made of the very best stock and their wearing qualities are unsurpassed.

Immediate deliveries in any quantity. Send for Catalog.

LYRAPHONE CO. OF AMERICA

12-14 West 37th Street New York, N. Y.

THE TRADE IN PHILADELPHIA AND LOCALITY

PHILADELPHIA, PA., May 8.—The talking machine business in Philadelphia in April was most satisfactory. With most of the dealers it showed a gain over April of last year, and like previous months it was limited to the amount of stock that the Victor Co.—so far as Victor dealers are concerned—were able to secure. The Victor Co. have made promises to their dealers in this district that they will be warranted in looking for more generous treatment this month and in the months to come.

It is generally supposed here that the reason why talker manufacturers have kept retailers so short is that they were bending every effort to get as much stock as possible to the dealers in Canada before the law went into effect in that country prohibiting the importation of musical instruments into the Provinces.

Doing a Maximum of Business

Louis Buehn, of the Louis Buehn Co., states: "We are doing a maximum of business, although the shortage of Victor machines and records is seriously felt. The month's total was slightly less than last year. Business conditions are good, so far as we are concerned, but we are not getting enough goods."

Penn Phonograph Co. Will Remove June 1

The Penn Phonograph Co. report that there was a slight falling off both in their machines and records business over April a year ago, but it was so small as not to leave very much regret. They have the assurance from the Victor Co. that they will be able to give their trade very good service during the remainder of the spring.

The Penn Co. have started the preparations for their moving to their new building at 913 Arch street the first of June. There will be four floors in their new quarters. They will not be able to fix the building to any very great extent before they move in, but they already have their racks under way, as well as all the designs for the new installations.

Reports Large Columbia Business

Manager A. J. Heath, of the Columbia Graphophone Co., reports that their business has been wonderful in April. It is the same old story with them, that the amount of business done was limited only by the amount of product they were able to secure. They have now several

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

carloads on the road which will place the firm in the position of being able to respond to any reasonable demand.

Mr. Heath says that a number of their dealers have called at their offices during the past month, and they all report that their business has been exceptionally good. One pleasant feature, he says, is that the trend for the taking of the higher-priced instruments is most encouraging, and that in the farm districts they are buying for cash, which indicates a healthy condition prevailing.

Mr. Heath was in New York several days last week, and at the present time F. S. Binger, the traveling auditor of the company, is at the local offices. Mr. Heath says: "The record situa-

tion has improved, and I believe we shall be in a position to give the dealers better service this month than any time in the past. It was a common sight during the past month to have automobile trucks come here from our territory for machines and records. Leading among those who made the trip were J. E. and E. W. Nace, of Hanover, Pa., and Fink & Corbett, the dealers of Pottstown."

Expansion of Dictaphone Business

The Dictaphone Co. report that they had a most satisfactory business in April, and were very much gratified with the attention given the machine at the recent Business Show held in this city from April 15 to 20. They have added a couple of new men to their sales force, and among their visitors were Frank Dorian and N. F. Milnot, general sales manager of the Dictaphone. Both of these men were here for the show.

Closed Good Edison Trade in April

Herbert E. Blake, formerly Blake & Burkart, leading dealer here in the Edison product, reports that his business in April was fair, but not as large as in March. It just about equaled the business of last April. Machines and records, Mr. Blake says, are coming through in very fine shape. The fine surface on the new records is going to be of great help to the Edison dealers.

Mr. Blake, the Edison representative, in his latest publication of "Re-Created Notes," states that he has sold a large number of Edison Army and Navy models to the soldier boys at Camp Dix and Camp Meade. He makes the suggestion that any person wishing to contribute to the pleasure of the boys, either by purchasing new records for these machines or sending them records of which they have become somewhat tired, if they will deliver them to him at Eleventh and Walnut streets, he will see that they reach the boys in the camps in the name of the donor and at no cost to giver or receiver.

Edison Dealers Meet

At the meeting of the Edison Dealers' Association, which was held at the Bingham House yesterday, May 7, there were no set speeches, but all of the dealers participated in a discussion as to the selling proposition. The result was most satisfactory.

In the campaign for the Liberty Loan in Phila-

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

NO SHORTAGE EXISTS to the man who SELLS the Victor Records obtainable!

To-day requires creative salesmanship.

Make up your mind to get MORE people into your store; to tell them about the thousands of good records in stock, and to SELL *these* Victor Records to *those* customers.

Send for our Special Catalogue of Victor Records we have in stock for immediate delivery.

The Louis Buehn Company Victor Distributors PHILADELPHIA

Philadelphia the piano and talking machine dealers were placed in one class, and a sum set for them to raise. This sum was not entirely reached, and of the money subscribed more than three-fourths came from the leading talking machine dealers.

L. H. Crabtree Somewhere in France

L. H. Crabtree, the son of the president of the International Mica Co., of Philadelphia, is now in the service of his country "somewhere in France." Mr. Crabtree, Jr., is a member of the 109th Infantry, United States Army, and in addition to doing his bit over on the other side is instrumental in turning out large quantities of the International Mica Co.'s product for Government purposes, these products being used for gas masks, etc. This is the kind of service which will win the war, and Mr. Crabtree and the International Mica Co. are to be complimented on their devotion and the patriotic spirit shown in thus serving their country.

Pathé Activity in Quaker City

Walter L. Eckhardt, of the Pathé Shop, has arranged to start a series of unusual concerts in this city beginning this week. They will be given daily at 11.30 in the morning and 3.30 in the afternoon. The Pathé did great work for the Liberty Loan; upon the arrival here of the great Orchestra Pathé it was almost immediately shipped to the Statue of Liberty erected south of the City Hall, where concerts were being given on it constantly for more than a week, and the young ladies in charge of the work there said that the Pathé was the best Liberty Bond salesman they had.

Mr. Eckhardt is delighted with the work accomplished by his men in April. When the month began he set for them the March quota, which had been so gratifying. They protested that with the Liberty Loan and other hindrances they could not accomplish it. They made the quota, and as each man reached his sales quota Mr. Eckhardt took him out and bought him a good dinner.

Among the several visitors to the Pathé Shop

in April were Messrs. Lehming, Emerson and O'Neill, of the Pathé Co.

The Weymann Family in the Nation's Service

Harry W. Weymann, president of H. A. Weymann & Son, widely known as Victor wholesalers, and also as manufacturers of the famous



Herbert W. Weymann



H. Power Weymann



Harry W. Weymann

Weymann and Keystone State instruments and other specialties, which are popular in the talking machine and piano trades, is well represented in the United States Army and Navy, his two sons, H. Power Weymann and Herbert Weymann, being in war service. H. Powers Weymann is with the 315th Infantry, U. S. Army, and is stationed at Camp Meade, Md., while Herbert Weymann is chief yeoman in the United States Navy stationed at League Island, Philadelphia. Both are fine types of manly Americans, who are destined to give a good account of themselves in the service of the United States, and Mr. Weymann has reason to be particularly proud, because he has given his two only children to the nation. Hats off to him!

New Brunswick Distributors

The Brunswick machine, handled in this city

by the Brunswick-Balke-Collender Co., has added a number of new distributors to their list in April, including the Hurley dealers in Camden, Bridgeton, Wilmington, Atlantic City, Wilkes-Barre, etc., and all the stores of the J. B. Gillies Co. They are at present negotiating with one of the largest stores in this city for handling the Brunswick.

The newly developed "Ultona" on the Brunswick—the "all-record reproducer" has been making a very strong impression here. By the use of the "Ultona" the different makes of records can be played by simply changing the position of the attachment. It is a most effective contrivance.

Doing Well With the Vita-Nola

The Vitanola Distributors Co., 1025 Arch street, report a steadily expanding demand for the Vita-Nola made by the Vitanola Talking Machine Co., of Chicago. The diversity of styles displayed combined with the intrinsic merits of these products have enabled them to make a wide appeal.

E. G. EVANS NOW A GARAGE OWNER

Popular Talking Machine Man Embarks in New Venture as a Side Line

E. G. Evans, the popular salesman with C. Bruno & Son, Victor wholesalers, New York, has embarked in the automobile business as a side line, and is one of the owners of the Cos Cob Garage, located on the Boston-New York Post road, near Greenwich, Conn. Mr. Evans says that he is doing a lively business, inasmuch as several hundred cars, including heavy trucks used in cross-country transportation, pass along the Post road every day, and an excellent percentage of them stop for supplies and repairs. Many of Mr. Evans' friends have already found his garage a haven of rest while en route along the Post Road. Meanwhile, Mr. Evans still gives his usual careful attention to the Victor business.



Portable Model Grafonolas for vacationists. Help people have more fun while they're away. Get ready now—No "Summer Slump" this year.

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

BUSINESS CONTINUES VERY ACTIVE IN KANSAS CITY

Stock Somewhat Short and Dealers Are Able to Dictate Their Own Sales Terms—Columbia Expansion—Jones Co. Feature Foreign Records—Liberty Loan Campaign Big Success

KANSAS CITY, Mo., May 4.—Business in the Kansas City territory continues splendid. In fact, it is good in every line, consequently money is plentiful and people are spending it. And more and more the talking machine is being regarded as a necessity in every home, so good prospects are not hard to find. Nowadays every dealer says he has half a dozen prospects to one machine. Dealers are therefore able to dictate their own terms and are almost all cutting out the small payment plan. There is of course in the Kansas City territory, with the big demand for machines, a tremendous shortage of records. The patriotic records continue to be the big sellers. Every dealer reported that, despite the shortage, his record business was excellent for the month of April (and this month was handicapped by the Liberty Loan campaign and the strike).

The Wunderlich Piano Co., which is one of the biggest music firms in the middle West, recently took on the Brunswick line. Martin & Adams, Wichita, Kansas's leading house, also recently added the Brunswick, as did the Darrow Music Co., of Tulsa, Okla. The Brunswick-Balke-Collender Co. Kansas City branch stated that its business was spreading tremendously

and that the Kansas City territory was opening up into a very excellent field.

E. A. McMurtry, manager of the wholesale department of the Columbia Co., reports increasing business not only in Greater Kansas City but in the whole territory. "Particularly in the country, the dealers are waking up to the big field for the Columbia machine," he said. "In fact, so splendid is the demand and the prospects are so good for an even far greater call for machines and records, that we are doubling our floor space in effort to keep pace with the strides of our business." The company has taken over the adjoining storerooms. The remodeling will be done by the middle of the month when a total floor space of approximately 12,500 square feet will be had. This additional room will be used entirely for the wholesale record department. The present quarters of that department are entirely inadequate. Two carloads of records were recently received and as many have been sold in the past few weeks. This department has instituted the new card index system adopted in the record departments of all the Columbia wholesale branches and has added some improvements that will aid in the local distribution. The additional room will give the company two more windows for display purposes; two will be used for the Dictaphone and two for the Grafonola. The Dictaphone department had, during April, the second-best month in its history.

J. J. Wiedeman, formerly Columbia salesman in this territory, has resigned to go back to his home town—Cleveland, O.—where he will enter the automobile supply business. He has been succeeded by William Roy.

The Henly-Waite Music Co. recently took on the Artophone line and is doing splendidly with it in addition to the Columbia.

The Junkins-Riley Co., formerly Pathé jobbers, will soon open a splendid up-to-date retail store, The Pathé Shop, at 202 East Tenth street. They will specialize in the art models.

The Jones Store Co.'s Victrola department has recently fixed a plan concerning the sale of its machines on time. Ten per cent of the purchase price must be paid down at once and the rest must be paid for in twelve months.

A. A. Trostler, manager of the Victrola jobbing branch of the Schmelzer Arms Co., has just returned from a visit to the Victor factory. "Business continues excellent," said Mr. Trost-

ler. "We could dispose of a great many more machines than we are able to get. The demand is great in Kansas City and in local territory."

Miss Jessica Owens has succeeded Robert Laster in the management of the Columbia department in the Kansas City Photo Supply Co.

J. P. Price, Price & McNeal, Maryville, Mo., is going into Government service.

Mrs. Nellie Williams, head of the Victrola department of the Jones Store Co., stated that they have been recently encouraged with the marked success in their foreign record trade, principally Mexican. In the first place, with the present scarcity of labor, the Mexicans all are holding down \$25 a week jobs at the packing houses and, as they live so much more cheaply than Americans, they are better able financially to buy machines than many Americans who are making as much or more. And they are sure pay. They seem to be very timorous and in great awe of the American man's jail, and in fact there is a deep-rooted fear in most of them that if a single payment is missed or delayed they will be thrown immediately into prison. Consequently payments come in as regular as clockwork; in some cases they have even brought their money up before it was due, saying that their wives would not be home on the day the collector came to call.

In the Liberty Loan campaign, in which Kansas City far exceeded its quota, a great deal of credit was accorded to music and talking machine men of the city who were as well represented as subscribers and as volunteer workers the campaign week.

B. F. Woodward, manager of the Edison Shop, was pumping air into a tire on his machine when the rim blew off and struck him, breaking an arm and a leg. He is rapidly improving.

The six weeks of story dancing, under the direction of Miss Baldwin, recently closed at The Edison Shop with a highly successful program in which five hundred Kansas City children took part. The dancing, to the Edison of course, was given in the Auditorium Theatre with a large audience. The newspapers devoted much space to the affair.

C. L. Smith, of the Edison wholesale, in Kansas City, is now at Jefferson Barracks, where he was called May 10.

The Edison Co., in its tone tests with Glen Ellison, Scotch baritone, had the greatest success—both in the city and rural districts. The dealers who held tone tests outside of Kansas City were: Carl Latenser, Horton, Kan., and Atchison, Kan.; D. B. Hickey, Chanute, Kan.; Eshelman, St. Joseph, Mo.; Chas. Sauer, Chillicothe, Mo.; G. W. Sherman, Breckenridge, Mo.

"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 CANOLER BLDG.
ATLANTA, GA.

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.

ISSUE IMPORTANT RULING ON INSTALMENT BUSINESS

Internal Revenue Commissioner Roper Hands Down a New Order Bearing on Sales of Talking Machines and Other Musical Instruments Which Is of Paramount Importance

WASHINGTON, D. C., May 4.—One of several rulings just handed down by Internal Revenue Commissioner Roper affecting income and excess profit taxes is of exceeding interest to this industry, in which he holds that dealers in goods sold on the instalment plan shall return their profits proportionately as the gross profits stand to the gross contract price. Of course this new ruling applies to the business of 1918, on which the income tax returns will be made next year. The decision as to instalment selling follows:

"It has been ascertained that dealers in personal property who sell on the instalment plan adopt one of four ways of protecting themselves in case of default, namely:

"1. A provision that title is to remain in the seller until the buyer has performed his part of the agreement.

"2. A conveyance of title to the purchaser subject to a lien for the unpaid portion of the purchase price.

"3. The conveyance to the purchaser and an immediate reconveyance by way of chattel mortgage to the seller.

"4. Conveyance to a trustee in trust to hold the title, pending performance of the contract and subject to its provisions.

"In view of the fact that in a number of States it is held that the form first mentioned shall not be enforced according to its terms, but will be regarded as a sale with a chattel mortgage back to secure the unpaid purchase price, it is desirable that a uniform rule be established which will be equitable and applicable to all.

"The rule prescribed is that in the sale or contract for sale of personal property on the instalment plan, whether or not title remains in the vendor until the property is fully paid for, the income to be returned by the vendor will be that proportion of each instalment payment,

which the gross profit to be realized when the property is paid for bears to the gross contract price. If, for any reason, the vendee defaults in his instalment payments and the vendor re-

possesses the property, the entire amount received on instalment payments less the profit originally returned will be income to the vendor to be so returned for the year in which the property was repossessed.

"This ruling amends Articles 117 and 120 of Regulations 33, Revised, and revokes all previous decisions and rulings which are in conflict herewith."

TALKING MACHINE EXPORTS

The Figures for February Presented—Exports Show Machines and Records Both Increase

WASHINGTON, D. C., May 4.—In the summary of exports and imports of the commerce of the United States for the month of February, 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 5,565, valued at \$154,943 were exported in February, 1918, as compared with 3,786 talking machines, valued at \$90,633, sent abroad in the same period of 1917. The total exports of records and supplies for February, 1918, were valued at \$104,376, as compared with \$89,180 in February, 1917. For the eight months' total 60,711 talking machines were exported, valued at \$1,675,681 in February, 1918, and 48,729, valued at \$1,202,394 in 1917, while records and supplies valued at \$1,275,514 were sent abroad during 1918, as against \$966,463 in 1917.

INCORPORATED

The American Recording Laboratories, Passaic, N. J., have been incorporated with capital stock of \$25,000, for the purpose of manufacturing phonograph records. The incorporators are: Carlton E. Sanderson, Mabel C. Sanders, and George Thornton.

A reputation built on "front" can never come "back"—after being side-swiped by Time.

COLUMBIA PROGRESS IN THE SOUTH

Conference of Columbia Branch Managers in Atlanta, Dallas and New Orleans Held in the Latter City—Excellent Reports Made

NEW ORLEANS, LA., May 6.—A conference of the Columbia branch managers in New Orleans, Atlanta and Dallas was held in this city at the local offices of the Columbia branch. Many practical subjects were discussed during the course of the meeting, and it was gratifying to learn that every manager in attendance predicted that April and May business would show a substantial gain over last year. The fact that the company had closed in March the biggest single month in its very successful history was the subject of enthusiastic comment among those present. The managers who attended the conference were W. F. Standke, New Orleans manager; Westervelt Terhune, Atlanta manager, and F. R. Erisman, Dallas manager. Several of their assistants were also present, and the executive offices in New York were represented by O. F. Benz, of the general sales department, who gave a very interesting and effective address during the meeting.

APPOINT COAST REPRESENTATIVE

BOSTON, MASS., May 9.—The New England Talking Machine Co., 16 Beach street, manufacturers of tone arms and reproducers, this city, have announced the appointment of W. S. Gray as their representative in San Francisco, whose headquarters are in the Chronicle Building.



-WHY- DO YOU USE TONE ARMS

"off the shelf"? You spend time and money freely on the design of a cabinet, why compromise on the tone arm? Why don't you put the same thought into the tone arm? Make it at least as distinctive as the cabinet.

We have experts who are specialists in designing tone arms that will blend with your cabinet in quality and appearance—that will continue quality unbroken from sound chamber connection to stylus groove.

These men are ready to serve and prove to you by sketches and figures that "INDIANA" made tone arms will increase the value of your machine and make it a better selling proposition.

Bear in mind that acceptance of this service does not obligate you in any way and anything developed for you is for you exclusively, and is not sold or sampled to your competitors.

WE ESTIMATE FROM SAMPLE OR BLUE PRINT

"INDIANA" DIE CASTING COMPANY

East 11th Street at Cornell Ave.

INDIANAPOLIS, IND.

Pathé



The Quality Phonograph

List of Latest Pathé Hits

POPULAR SONGS

- 10-in. 20360 { ROCK-A-BYE YOUR BABY WITH A DIXIE MELODY (Lewis-Young-Schwartz). Arthur Fields.
WHAT'LL WE DO WITH HIM, BOYS? (Sterling-Lange). Arthur Fields.
- 10-in. 20355 { HOW'D YOU LIKE TO BE MY DADDY? (Lewis-Young-Snyder). The Farber Girls.
THERE'S A LUMP OF SUGAR DOWN IN DIXIE (Bryan-Yellen-Gumble). The Farber Girls.
- 10-in. 20351 { AND EVERYTHING, from "Sinbad," Winter Garden Show (DeSylvia-Kahn-Jolson). Louis Winsch.
K-K-K-KATY (O'Hara). Louis Winsch.
- 10-in. 20354 { THE LAST LONG MILE, from "Toot-Toot" (Breitenfeld). Arthur Fields.
GOOD-BYE, BARNEY BOY (Brennan-Morse). Peerless Quartet.
- 10-in. 20350 { MY LITTLE RAMBLING ROSE (Freeman). Campbell and Burr.
SHE'S THE DAUGHTER OF ROSIE O'GRADY (Brice-Donaldson). Henry Burr.

- 10-in. 20359 { WHAT ARE YOU GOING TO DO TO HELP THE BOYS? (Kahn-Van Alstyne). Arthur Fields.
THE VOLUNTEERS—March (Sousa). American Regimental Band.

HAWAIIAN

- 10-in. 20344 { MISSOURI WALTZ (Hush-a-Bye Ma Baby) (Eppel-Logan). Louise and Ferera Walkiki Orchestra.
LOVE'S OLD SWEET SONG (Molloy). Cora Tracey, Hawaiian Accomp.

DANCE

- 10-in. 20357 { A BABY'S PRAYER AT TWILIGHT—One-step (Jerome). American Republic Band.
FLOWER OF THE ORIENT—Waltz (Savino). American Republic Band.
- 10-in. 20356 { OH! LADY, LADY!—Medley Fox-trot (Kern). Intro. "You Found Me and I Found You." "When the Ship Comes In." American Republic Band.
PACK UP YOUR TROUBLES IN YOUR OLD KIT BAG, from "Her Soldier Boy"—Medley One-step. American Republic Band.

Always,

Just as the Pathé Dealer thinks it must be time for Pathé Sales to slow up a little

Along come

The new Pathé Records.

The latest popular hits, first out on Pathé Records. New and remarkable Records by Pathé exclusive opera artists.

Sending you new customers for Pathé Phonographs. Bringing the old customers straight back again for new Pathé Records.

The Pathé Dealer sells the Pathé Records to every Phonograph Owner because they can be played on all makes of machines.

If you are not a Pathé Dealer, write at once for our interesting dealer proposition.

Visit our Booths 10-11-12

Convention Week

NATIONAL MUSIC SHOW

Grand Central Palace

JUNE 1st to 8th

Pathé Frères Phonograph Company

20 Grand Avenue

Brooklyn, New York

THE PATHÉ FRÈRES PHONOGRAPH COMPANY, Ltd.

6 Clifford Street, Toronto, Ontario



Pathe Phonograph \$185

Other models \$30 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.



The Quality Phonograph

You see it coming!—

You who are not carrying them,

You're hearing all the time about the fast-spreading popularity of the Pathé Phonographs.

You realize more and more the exceptional selling value of "No needles to change"—"Long life to Records"—"The Pathé Controla"—and "Plays all Records."

You are watching too the new Pathé Records.

Ahead every month with the popular hits. Corraling more and more of the most famous singers and musicians. Offering the only really world-wide repertoire of music and song.

Yes, you see the day coming, and coming soon, when you'll be selling Pathé Phonographs and Pathé Records.

Why put off till tomorrow, the Pathé profits that should be yours today?

Write—now—for book, "The Other 20%"



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.

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MILWAUKEE TALKER TRADE HELPS THE LIBERTY LOAN

Badger Companies on Roll of Honor—Trade Excellent—New Brunswick Dealers—Goldsmith in Public Eye—C. J. Orth Features Puritan

MILWAUKEE, Wis., May 12.—One of the principal duties of the local talking machine trade during the last four weeks or more was to help in effecting a subscription to the Third Liberty Loan that puts most other cities of this class to shame. Uncle Sam asked Milwaukee to subscribe not less than \$14,600,000 to the third issue. As a matter of fact, the total subscription at the close of the campaign was found to be \$21,000,000, or an oversubscription of approximately 50 per cent. On the roll of honor appeared the names of the Badger Talking Machine Co., Victor jobber, and the Badger Talking Machine Shop, Victor retailer, each for \$10,000. So far as can be ascertained, these were the largest subscriptions made by any Milwaukee music industry.

The total subscription made by the music grades division, in charge of Henry M. Steussy, president of the Milwaukee Association of Music Industries, exceeded \$75,000. This fine showing was made without sending a committee to visit the individual factories and dealers to importune them to buy bonds.

Local talking machine dealers, both wholesale and retail, have been kept busy as never before during the early spring season. As April advanced and finally May was entered, it became more and more a question of obtaining machines and records than to sell them. And it appears as if this will continue to be the situation from this time on, at least while the war lasts. It does not apply to all makes of instruments, but is particularly true of the Victor, Edison and other of the older machines.

Thomas I. Kidd, manager of the Milwaukee branch of the Brunswick-Balke-Collender Co., concluded arrangements just prior to May 1 for placing the Brunswick in the new establishment in the Plankinton Arcade of the Milwaukee Piano Mfg. Co. Hundreds of visitors attended the formal opening of the new store on May 1, and much time was spent in inspecting the special exhibit of Brunswick models which Mr. Kidd provided for the occasion. Henry M. Steussy, president of the Milwaukee Association of Music Industries, is general manager of the new store.

Concerning Harry A. Goldsmith, secretary of



PERSONAL SERVICE

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

Why not communicate at once with us?

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

the Badger Talking Machine Co., Victor jobber, Milwaukee, the "Who's Who" column of the Milwaukee Journal in a recent issue had the following interesting things to say:

"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.

"Mr. Goldsmith was born in Chicago thirty-four years ago and reduced the city's population by one before he was old enough to begin his education. This, he says, he began in the public schools of Calumet and has not yet finished. Leaving the newspaper business, he returned to Chicago, where he was engaged in the brokerage business until about four years ago, when he became one of the organizers of the Badger Talking Machine Co. and came to Milwaukee. His interests have spread to several other allied industries and Mr. Goldsmith declares he is in Milwaukee to stay.

"Mr. Goldsmith's residence is 585 Stowell avenue; he is unmarried. (But in confidence he said he is willing and named some qualifications.) He is a member of the Press, Elks and Advertisers' clubs, the M. A. C., the M. A. of C. and is a Mason."

Paul F. Seeger, manager of the talking machine department of the Edmund Gram Music House for the past nine years, resigned May 1 in order to accept the position of manager of the North Shore Talking Machine Co., Victor retailer, 603 Davis street, Evanston, Ill. Mr. Seeger will assume his new duties on May 15.

The Ellis Reproducer Co. of Milwaukee has been incorporated with a capital stock of \$15,000 to develop the business created by James H. Ellis, inventor and patentee of a universal reproducer for talking machines that can quickly be substituted for the regular device. Mr. Ellis

has been manufacturing the reproducer at 410 Jefferson street.

Charles J. Orth, since March 1 exclusive distributor of the Puritan in Wisconsin and Upper Michigan, has been obliged to increase both the traveling sales force and the staff at the local store in order to keep pace with the growth of the popularity of the Wisconsin-made product. Mr. Orth has placed a number of excellent agencies throughout the territory and his policy of selecting only the leading merchant in each community to take on the representation of the Puritan has won him a splendid lot of new trade. The sale of Puritan records also is growing beyond all expectations.

Emil O. Schmidt, piano and talking machine dealer, recently paid a fine of \$100 and costs in the police court upon being adjudged guilty of having violated the Wisconsin fraudulent advertising law. Mr. Schmidt advertised that he had purchased the entire bankrupt stock of the Republic Phonograph Co., Inc., Chicago, and was placing it on sale "at considerably less than wholesale price." The advertisement also contained a facsimile telegram purporting to have been received from Arthur S. Nestor, trustee of the Republic Co., reading:

"Your offer accepted for the bankrupt stock of the Republic Phonograph Co. Shipping you fifty machines to-day; balance to go forward upon receipt of packing box. Waiting your instructions."

At the trial it developed that Mr. Schmidt had purchased only a part of the Republic's bankrupt stock and that the prices at which he advertised them for resale were \$30 above the wholesale and \$15 above the regular retail price of the instrument. Furthermore, the telegram was branded as a "fake" and evidence was shown that Mr. Schmidt himself wrote the message, which was taken to Chicago by a friend and dispatched from there. Mr. Schmidt protested his innocence but the court found him guilty and imposed the heaviest fine yet meted out under the act.

Albert E. Smith, proprietor of the Wisconsin Music House, 20 North Carroll street, Madison, Wis., has moved his establishment to beautiful new quarters at 215 State street. The new store is probably the handsomest in the capital of Wisconsin. Due attention has been paid to the Victrola department. A feature is the stock of more than 10,000 Victor records which the house carries at all times. An assortment such as this seldom is seen in a city of less than 100,000 population. Madison has 38,000 inhabitants.

The Madison newspapers recently published illustrations of a huge load of Victrolas being delivered by truck to the Forbes-Meagher Music Co. of that city. The house is a Victor retailer and the shipment, of which a part was illustrated, is considered the largest that has ever been received in the State capital.

Wiley L. Ballinger, retail jeweler, 17 West Main street, Madison, Wis., has installed a talking machine department.

R. Boeing, Hustisford, Wis., is a recent addition to the list of Brunswick retailers.

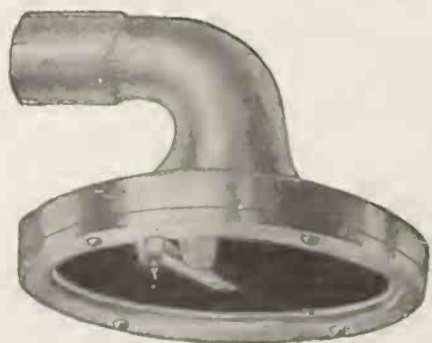
The George D. Ornstein Co., Victor wholesalers, recently established in Philadelphia, have incorporated with capital stock of \$150,000.

No man can serve Honest Business and Questionable Practices at the same time—and be even moderately happy.

NOW IS THE TIME TO REPLENISH YOUR STOCK

Records prove that the next three months are the best in the year for selling the

VICSONIA



Mr. Dealer:

Don't miss sales by being out of stock. Order NOW.

If you are not familiar with the "best reproducer for playing EDISON RECORDS," send us \$3.50 and we will send you one on 10 days' approval. Money refunded if not satisfactory.

State Make of Machine

Vicsonia Manufacturing Company, Inc.
313 East 134th Street (Bronx) NEW YORK, N. Y.



Otto Heineman Phonograph Supply Co.

INCORPORATED

25 WEST 45th STREET, NEW YORK

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

CHICAGO

ATLANTA

SEATTLE

CINCINNATI

TORONTO



At the National Music Show

to be held at the Grand Central Palace,
New York, from June 1st to June 8th,
there will be a complete exhibit of

HEINEMAN Motors, Tone Arms, Sound Boxes, etc.
MEISSELBACH Motors, Tone Arms, Sound Boxes, etc.
DEAN Steel Needles, etc.

In Booths Nos. 40 and 41

Make these booths your headquarters
when attending the show, and do not
fail to hear the new

HEINEMAN "OKEH" RECORDS

"We are at Your Service"

Otto Heineman
President



MEISSELBACH



TONE ARMS

MOTORS

SOUND BOXES



VAN VEEN "BED-SET" BOOTHS

Increase Your Record Sales

Write for a copy of our
NEW CATALOG

Van Veen "Bed-Set" Sectional Booths can be erected as easily as a bed (no skilled labor required). Booths shipped on short notice *anywhere*. Room sizes any multiple of 3 feet. High grade finish, will match your sample if desired. Sound-proof construction. We design and build complete interiors. We also build record racks, which are described in our new catalog.

Prepare for a Machine Shortage by Developing Record Sales



Demonstration Booths Mean Additional Record Business

Illustration shows a recent installation for
N. FRIEDBERG
1658 Pitkin Avenue
Brooklyn, N. Y.

Our Style B

Van Veen Booths Will Pay for Themselves by Increasing Your Record Sales

ARTHUR L. VAN VEEN & CO., Telephone Greeley 4749 Marbridge Bldg., 47 West 34th St., New York

HOW THE RECORD SHORTAGE HAS HELPED MANY DEALERS

Has Forced Distributors and Dealers to Analyze the Victor Catalog, Says J. C. Roush, of Pittsburgh—Idle But Meritorious Stock Being Brought to Attention of Public—Interesting Chat

"I am firmly convinced the present record shortage is in one respect at least one of the best things that could happen to the average Victor dealer," said President Joseph C. Roush of the Standard Talking Machine Co. of Pittsburgh to a representative of the Talking Machine World in answer to a question regarding the present record situation. Mr. Roush was in Philadelphia April 22 and 23, attending an executive meeting of the National Association of Talking Machine Jobbers, of which he is secretary.

"And to many of the distributors, too," he continued, "it has forced our noses back into the big general catalog where the best music of all time is waiting for a chance to be sold. All of us have been carrying stocks of hundreds of records on our shelves for years which would have been snatched up by the public only we were too busy selling supplement records to discover them ourselves.

"Distributors and dealers alike are now feverishly thumbing the big catalog, checking old stocks, playing over records which haven't been out of their covers for years—and are getting closer to the heart of the Victor game than ever before in their Victor careers.

"And if the experience of others is anything like my own, they are getting many a surprise—and are having a lot of fun with this research work."

"Can you tell us some of the things you are doing to interest your dealers in these catalog numbers?" he was asked.

"The study of our own record conditions has as an immediate object the supplying of dealers with salable numbers to take the place of those not now available. Such records we list, classify and push through all the agencies at our command.

"In the first place our road men carry lists of numbers and stocks to assist dealers in keeping their shelves filled with good salable records. Orders for the records not being pressed are discouraged—those for available records are encouraged.

"Then twice a month we issue a list of twenty records which we urge the dealer to push through his sales force for two weeks. This serves two important purposes. It boosts a dealer's record sales and it gets his salesman intimately acquainted with twenty good catalog records. After a salesman has played a good record from one of these lists over and over

again for his customers and recognizes how easy it is to sell, that record becomes one of his permanent favorites. He will continue to recommend it long after the two weeks have elapsed—in fact, it has been added to his growing vocabulary of good Victor 'hits.' It goes without saying that only records are so listed which a dealer can get.

"Each month a hanger is furnished dealers listing eight to a dozen numbers of the same nature for a dealer's booths and windows. These hangers are headed 'Victor Records Every One Should Own' and are somewhat similar to those issued by the Victor Co., but list only records in stock in our territory.

"About once in three months a classified list is prepared for the dealer's distribution, listing twenty to twenty-five 'in-stock' records under four different classifications—dances, violin numbers, etc.

"On our record delivery bags, and in fact in every other way we know we list for the dealer and for his record buyers, those General Catalog numbers which are practically unknown, have distinct merit and can be secured in considerable quantities.

"The results have fully justified these special efforts. We have made a feature of these lists since last September, and we would not discontinue them now even though every record in the catalog were available. Despite shortages of all kinds, embargoes, delayed shipments and all the other distributors' troubles during these months, our record business has increased steadily, and we attribute this largely to these special drives on 'records-in-stock.'"

FORDHAM SHOP INCORPORATED

The Fordham Victrola Shop, Inc., New York, has been incorporated with capital stock of \$15,000 to deal in pianos, Victrolas and musical instruments generally. The incorporators are Lillian Stimel, Charles Somberg and James J. Collins.

H. J. SMITH

JEWEL MANUFACTURER

MANUFACTURER OF
Phonograph Diamond and
Sapphire Reproducing
Points
Recording Laboratory
Jewels

Jewel Bearings for
Electrical Instruments
Rough Diamond
Diamond Powder
Experimental Work

TELEPHONE 2896 MARKET

833 BROAD ST. NEWARK, N. J.

"HOFFAY"

The AIRTIGHT Machine.
As the trade-mark reads, is

"The World's Musical Instrument"
Increases the value of records of all makes

We Are Closing

DISTRIBUTOR'S TERRITORY

*What is your territory and
requirements?*



No. 100
With "Resurrectone" \$100.00
With "Half-Fork-Tone" \$95.00

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.



No. 140
With "Resurrectone" \$140.00
With "Half-Fork-Tone" \$135.00

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
With "Resurrectone" \$190.00
With "Half-Fork-Tone" \$185.00

The "HOFFAY," with its great sound reproducing qualities, and its MANY exclusive features and "Selling Points," is a line worth while handling. Our increasing business and REPEAT orders prove it.

THE "HOFFAY" is THE line to start new dealers; THE line to get a share in the business of dealers handling the most advertised makes, because it truthfully compares favorably with any of them, and THE line that gives maximum value to records of all makes.

The "RESURRECTONE" resurrects music and "resurrects" Dealers. Not only a source of profit to you as a Distributor, but as Sales Agents showing Dealers what to expect from the complete AIRTIGHT instrument.

The "HOFFAY" gives TRIPLE PROFITS.

Write to-day—the Season is nearly on and your territory may be open.

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.)



No. 250
With "Resurrectone" \$350.00
With "Half-Fork-Tone" \$245.00



Reg. U. S.

Pat. Off.

Our Dealer Proposition

We will send you this machine on receipt of \$54.00, or satisfactory references. It comes in either Oak or Mahogany, with space for five albums, and will play five ten-inch records on one winding. Accurate Automatic Stop. Machine mounted on Casters. First grade throughout. Try it out for five days, and if you don't feel that it is the ideal machine and the best you ever handled, return it at our expense, and we will refund the money at once.

Banking references furnished and required

A HOFFAY AGENCY

will bring you profitable business. Profit plus Prestige are two factors that the dealer knows when he handles the Hoffay Air-Tight Talking Machines.

The Hoffay embodies tonal qualities of the highest, superb construction, distinctive design of cabinet and perfected features of modern invention that tend to make the Hoffay the nearest thing to perfection. Each model is a dominant figure in the industry at its price.

TAKE ADVANTAGE

of our trial offer and see what handling the Hoffay will mean to you.

Write for Agency proposition for your territory

For Domestic and Foreign Business Address:

HOFFAY TALKING MACHINE COMPANY, Inc.

3 West 29th St. New York City

\$100



Height, 44
Width, 20 1/4
Depth, 20 1/4
Other Models
\$140, \$190, \$250

BUSINESS IN INDIANAPOLIS FAR EXCEEDS EXPECTATIONS

Baldwin Co.'s Great Columbia Trade—Aeolian Co.'s Fine Liberty Loan Showing—New Pathé Dealers—Big Call for Victrolas and Records—Some Columbia Changes—The News of the Month

INDIANAPOLIS, IND., May 4.—Business during April exceeded the expectations of most of the local talking machine dealers who had anticipated that the Liberty Loan drive and tax-paying time would be felt.

The Columbia Grafonola department of the Baldwin Piano Co. store rounded out its first year April 1, and C. P. Herdman, manager, said that he was pleased at the record. This April's business was far ahead of April last year, Mr. Herdman said. With each supplement of Columbia records Mr. Herdman is giving a patriotic monthly calendar to his customers, which advertises the Baldwin store's talking machine department.

F. K. Pennington, assistant general sales manager of the Columbia Co., visited the Indianapolis branch several days ago. He informed Ben Brown, Indianapolis Columbia manager, that the business for March was the biggest in the history of the company. C. E. Wilson has been placed in charge of the foreign record department of the local branch which is constantly growing. John Barlow, manager of the Columbia department of the Beasinger Outfitting Co. at Louisville, Ky., is pleased with the Columbia business, Mr. Brown said.

Morris Rosner, manager of the Vocalion department of the Aeolian Co. store, left Wednesday to join the army. Serge L. Halman, manager of the store, said that the Vocalion business has been satisfactory. Mr. Halman was proud to report a 100 per cent. Third Liberty Loan Bond record for the local employees of the Aeolian Co.

H. E. Whitman, manager of the talking machine department of the Pearson Piano Co., said that the Edison business held up well during April, and that a shortage of certain models of Victrolas was all that held down the Victor business. The record business also has been good.

A. H. Snyder, manager of the Edison Shop, reported that April business for this year showed an increase of 42 per cent. over April last year. The average sale was \$207, Mr. Snyder said, showing that his salesmen were putting across the business for the higher-priced Edisons.

George Standke, manager of the Brunswick Shop, said that April proved to be the best

month since the holidays. Mr. Standke attributes many of the Brunswick sales to the new models with Ultona attachment, which is causing much favorable comment and has been well advertised. In featuring the Ultona Mr. Standke had a large model made for the window display electrically lighted to show the idea of the attachment.

At the Pathé Shop business in machines and records is reported good. H. A. W. Smith, manager, is still visiting Buffalo, N. Y.

R. B. Goldsbury, in charge of the Pathé wholesale department of the Mooney-Mueller-Ward Co., has signed a contract with the Trustees' Harco Association Store, of Harco, Ill. This is a co-operative store backed by 5,000 miners, and Mr. Goldsbury is expecting to see the store do a big Pathé business. E. J. Groenwoldt has been added to the talking machine department of the Mooney-Mueller-Ward Co., and will be on the road. The W. P. Johnson Drug Co., of Greenfield, Ind., has put in a line of Pathé machines.

W. E. Pearce, of the Brunswick talking machine department of the local branch of the Brunswick-Balke-Collender Co., is urging his dealers to sell the higher-priced models, and not to be content with selling the smaller models. The O'Donnell Hardware Co., of Washington, Ind., has opened a Brunswick department. A. J. Kendrick, of the Brunswick Co., was in Indianapolis recently on a tour of the Brunswick dealers. Charles Veneman, of Muncie, Ind., is doing a nice Brunswick business, Mr. Pearce said.

O. C. Mauer, manager of the talking machine department of the Kiefer-Stewart Co., distributors of the Sonora and Stewart phonographs, said that business was splendid. He has already placed his fall orders.

The demand for Victrolas and Victor records keeps steadily up and both are harder to get, is the report received from the Stewart Talking Machine Co. This concern is striving to keep its stock of machines and records up to the minute in order to give their dealers the best service in spite of all obstacles. Emerson Knight, advertising manager of the company, has enlisted in the U. S. Marine Corps and expects to leave next week for service.

Jewell Cartmill, secretary of the Kipp Phonograph Co., distributors of the Edison, reported a satisfactory April business.

Under the name of the "Music Interests of Indianapolis," local talking machine dealers and piano dealers have started co-operative advertising in the local newspapers featuring the "Music in the Home" idea. A full-page ad appeared last week in one of the evening papers.

SCHOOL OF MECHANICAL INSTRUCTION

There will be a school of mechanical instruction at the Edison laboratory on Monday, Tuesday and Wednesday, June 3, 4 and 5, the three days just preceding the Edison dealers' convention.

This has always been a feature of the week the convention is held and each year the attendance is larger and larger, showing that the dealers are becoming more and more aware of the importance of being fully acquainted with the instruments they are selling. All the new, as well as the old, improvements are going to be discussed during this three-day session and a large attendance is looked for.

DEALERS

Make Big Money

On Our Language Records



FRENCH, SPANISH
ITALIAN, ETC.
ALSO
F.M.C. FRENCH
MILITARY
CONVERSATION

Cash in now on the

Language Phone Method

and Rosenthal's Practical Linguistry

It requires no scientific salesmanship to sell our records. The courses are so simply arranged that the demonstration satisfies the prospect. The French Military Course, 5 Double Discs, and Military Manual, (Retail \$10.00) is ideal for Army, Navy, Red Cross

Excellent Line for Summer Trade
Send for Particulars

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



Tie up, friend, tie up—

Make our big national advertising campaign on Portable Grafonolas this summer bring business to YOU—

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

TALKING MACHINE MEN MEET

J. T. Coughlin Elected President at Annual Meeting—Reports Show Year's Progress

The annual meeting and election of the Talking Machine Men, Inc., was held on Wednesday afternoon, April 17, in the Assembly Rooms of the Merchants' Association in the Woolworth Building.

Prior to the usual order of business the body was addressed by J. Newcomb Blackman, chairman of the talking machine division of the Al-



J. T. Coughlin, President

lied Music Trades Liberty Loan committee. Mr. Blackman made a stirring address in the interest of the drive, and the result was that a spontaneous decision by almost every man who attended was made to take some bonds, subscription blanks being on hand for the purpose. The afternoon's total amounted to \$40,000 and, of course, this is only a small part of what the trade is doing, as many had subscribed liberally previously.

The annual reports of the recording and financial secretaries were then read, both of whom in addresses called attention to the growth of the organization and the progress it had made during the past fiscal year.

The new amendment to the by-laws to make jobbers associate members only was next taken

up, and after much discussion this was defeated through the inability of those wishing the change to muster a two-thirds vote. Another amendment was then offered, making it optional with the jobbers whether they became active or associate members. This latter was laid on the table until the next meeting.

The election of officers then followed with the result that J. T. Coughlin was elected president; Sol. Lazarus, vice-president for New York; A. H. Tusting, vice-president for New Jersey; A. B. Clinton, vice-president for Connecticut; E. Leins, financial secretary, and A. Galuchie treasurer. The election of an executive committee and a recording secretary was laid over until the next meeting.

The Talking Machine Men, Inc., have made great strides during the past year, not only in adding to their membership, but in accomplishments, and from the attendance at recent meetings, which has been large, it will not be surprising to see the organization make further gains during the balance of the year; at least the indications point that way.

BROOKS BUSINESS EXPANDING

Manufacturers of the Brooks Phonograph Making Arrangement to Double Their Output

SAGINAW, MICH., May 6.—The business of the Brooks Mfg. Co., of this city, manufacturers of the Brooks phonograph, is increasing to such an extent that the company is planning at the present time an expansion all along the line, with the idea of obtaining facilities which will enable it to more than double its output. The company is adding new dealers to its lists from all parts of the country, and the sales department states that as soon as the dealer receives his sample machine, good-sized orders are forthcoming immediately.

Some of the well-known phonograph dealers who were recently added to the lists of Brooks representatives have informed the company that their requirements for the Brooks automatic repeating phonograph will be covered by carload orders next fall, and that their customers are enthusiastic in their praises of the instrument. The automatic repeater, which is an exclusive Brooks device, has been an important factor in the success of this phonograph, and its simplicity and efficiency has won recognition from the dealers everywhere.

SONORA LIBERTY LOAN PUBLICITY

Two Examples of the Many Striking Ads Used by the Sonora Phonograph Sales Co. to "Put Over" Successfully the Liberty Loan

The Sonora Phonograph Sales Co., Inc., "did its bit" in the recent Liberty Loan campaign by



**Buy
LIBERTY
BONDS**

or prepare to beg
mercy from drip-
ping German
bayonets!

This is one of several advertisements contributed by

Sonora
THE INSTRUMENT OF QUALITY
CLEAN AS A BELL

Fifth Avenue at 53rd Street, 50 Broadway (Standard Arcade)
279 Broadway at Reade St. Brooklyn: 1285 Fulton Street.

**The Highest Class Talking Machine
in the World**

One of the Sonora Liberty Bond Ads devoting their entire advertising in a total of fourteen newspapers in New York and Philadelphia to a series of hard-hitting messages which attracted widespread comment and attention.

**Buy as many
LIBERTY BONDS
as you originally
intended to—then
double that amount!**

This is one of several advertisements contributed by
**SONORA PHONOGRAPH SALES CO.
INC.**

GEORGE K. BRIGHTSON, PRESIDENT
1311 WALNUT STREET

Makers of
**The Highest Class Talking Machine
in the World**

Another Sonora Liberty Bond Ad Two of these advertisements are reproduced herewith, and it can easily be seen that the character and originality of the layouts and text made it difficult for the average newspaper reader to pass them by without giving them due notice and attention.

MOTOR MANUFACTURERS' OPPORTUNITY

WE ARE IN POSSESSION OF THE FOLLOWING PARTS

- 1500 Spring Cups.
- 1000 Spring Cup Separators.
- 335 Ratchets.
- 400 4-weight Spring Governors.

PARTS FOR COLUMBIA MOTORS

We will dispose of these together with the tools complete for making cups and separators.—Write for terms.

JAQUITH MACHINERY BUREAU, Inc.

100 PURCHASE STREET

BOSTON, MASS.

BUFFALO TRADE MAINTAINS ITS CUSTOMARY OPTIMISM

Excellent Volume of Trade Gives Reason for This Attitude—Music Industry Booms Liberty Loan—Columbia Co. in New Wholesale Quarters—Record Orders Should Be Confined to Actual Needs

BUFFALO, N. Y., May 4—Even in face of a shortage of machines and records, embargoes, depleted staffs, etc., Buffalo talking machine dealers and jobbers are maintaining their customary optimism. As hundred percent loyalty will admit of no pessimism, they are not borrowing trouble as to what restrictions the Government may place on their business from now until the time when the tide of Prussian terrorism is stemmed. They are confident that Uncle Sam will place on them no unfair burdens, no business-destroying curtailments.

Buffalo talking machine dealers and jobbers joined with the piano men in putting over the music trades' end of the Third Liberty Loan. Their quota of \$150,000 was oversubscribed. Their committee was composed of William H. Daniels, chairman; C. N. Andrews, George A. Goold, Jacob Hackenheimer, Robert L. Loud, N. R. Luther, Ben Neal and C. H. Wood. They worked at full speed, increasing right up to the last minute. At the close of the campaign Saturday evening, May 4, they attended a jollification dinner at the Iroquois Hotel. At this session Chairman Daniels and his co-workers were warmly congratulated on their success.

The name of the Adams-Koenig Piano Co. has been changed to the A. F. Koenig Piano Co. A. F. Koenig has bought out the interests of L. B. Adams in the concern. Mr. Koenig expects to add an important line of talking machines to his stock.

L. M. Cole, Eastern representative of the Gibson-Snow Co., Inc., Syracuse, was a Buffalo visitor. "Lennon & Clarke, of Watertown, N. Y., have been appointed Sonora agents," said Mr. Cole. "This firm sold its initial delivery before the second shipment arrived."

A. H. Trotter, Western New York representative of the Gibson-Snow Co., has established eleven Sonora agencies in Buffalo.

The business of the former Syracuse branch of the Brunswick-Balke-Collender Co. is now handled by the Buffalo office of that concern. F. G. Eigenbrod is in charge of the phonograph department of the Buffalo branch. L. J. Farrell is resident salesman of the Syracuse territory, with headquarters in Utica.

Lingard Loud, son of Robert L. Loud, will continue his training as a U. S. flyer. He was recently graduated from the ground school of aviation at Princeton. In the Victrola department at Mr. Loud's store two new demonstration booths have been added.

Patriotic rallies were held recently by the employes of the William Hengerer Co. and J. N. Adam & Co., Victrola dealers. Each employe signed a pledge to engage in national service work of some kind and "to constantly support our boys by every means in our power."

Motor truck freight routes from this city to points within a 150-mile radius will be organized by the Buffalo Chamber of Commerce. Talking machines will probably be among the goods shipped over these routes.

Victor & Co., Pathéphone jobbers, had striking window displays for the Third Liberty Loan. This firm and its employes and customers were heavy purchasers of the bonds.

The Jones Piano Co. has closed its Buffalo store.

The store of the Winegar Piano Corporation has been remodeled and attractively redecorated.

A. B. Smith, dealer of Akron, O., was a Buffalo visitor.

R. E. Smith, salesman for the Hoffman Piano Co., Sonora dealers, has originated some attractive merchandising signs at that store.

The Columbia Graphophone Co. has moved into its new wholesale quarters on the second and third floors at 733-737 Main street. The

company has invited its friends to patronize the numerous retail Columbia dealers in this city.

W. D. & C. N. Andrews, Victor wholesalers, are working out a method to reduce the circulation of Victor monthly supplements. The firm has sent out a letter to dealers on this subject. An excerpt from the letter follows: "Owing to war conditions the Victor Talking Machine Co. is experiencing great difficulty in supplying sufficient monthly supplements as well as records. They have asked us to lower our demands to actual needs. In order that we may co-operate with them we are going to ask you to specify the lowest quantity with which you can circularize your customers."

This subject was discussed at the last meeting of the Talking Machine Dealers' Association of Buffalo. A committee was appointed to handle this matter.

IMPRESSIVE SIGN FOR GOETZ STORE

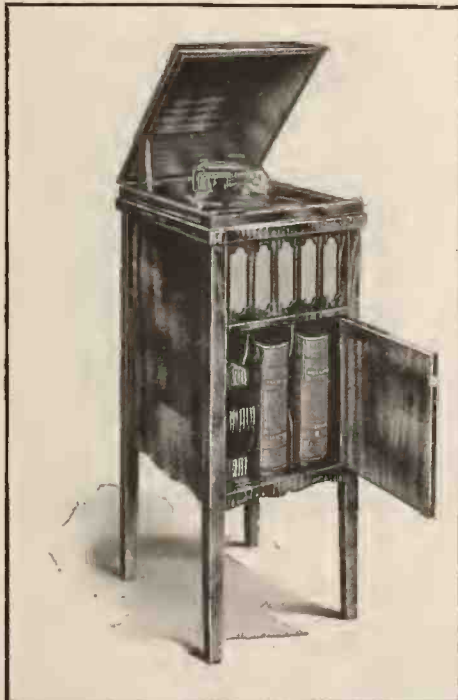
The Goetz Music Store of Philadelphia has recently erected a very handsome Victrola electric sign. It is hung over the sidewalk so as to meet the gaze of people moving both up and down the street. Each letter in the word Victrolas is in white opal glass, which is set into a large dark green square, thus giving a very strong contrast when the interior is lighted up. At the top of the sign is the Victor trade mark, which is worked out in art glass, and which is also illuminated from within. At the bottom is a rectangular glass in which appears the name of the Goetz Music Store. The whole sign measures four and one-half feet in width and twenty feet in height. It is a very impressive affair.

Mr. Talking Machine Merchant: Why not have some advertising cards or postal cards printed; the former you could enclose with a letter. In addition to the article you are featuring on the card, print a little street map showing the vicinity and location of your store. Make it easy for people to find you.

TWO



LEADERS



Model "F"
40 in. high, 18 in. deep, 15 in. wide
Retail Price, \$40

By selling low-priced machines you do not tie up your money for a long period

There are Others in Our Line

Some Outstanding Features of Operollos

- Universal Tone-Arm
- Perfect Tone
- First-class Reliable Motor
- Tone Modifier
- High-grade Finished Cabinets
- Wooden Tone Chamber

Distributors
LYRIC and PAR-O-KET RECORDS

Write for Special Discounts
Immediate Shipments of Machines



Model "A"
41 in. high, 18 in. wide, 20 in. deep
Retail Price, \$50

Low prices cause quick sales and bring quick returns

OPEROLLO PHONOGRAPH CO.

54 W. LAFAYETTE BLVD.

DETROIT, MICH.

65¢

Emerson Records

The equal of any records at a 75c price—in length of playing, in quality of tonal production, and in value to purchaser.

You can't beat the Emerson dealer who offers these remarkable records at 65 cents each, that play as long as the average standard record.

Hits way in advance of everybody

If you want to know how far Emerson dealers always are in advance, glance over the following hits, already on sale by Emerson dealers.

*If you're an
Emerson
Dealer
you're selling
them NOW*

"They Were All Out of
Step, But Jim"

"What are You Going to do
to Help the Boys"

"I'm Sorry I Made You Cry"

"Cleopatra"

"'N' Everything"

*If you're not,
have you been
able to get
these Hits
Elsewhere?*

It's surely a big advantage to sell Emerson Records. You appeal to a bigger population—every machine owner—with popular song and dance hits way in advance of the others. Emerson Records are now made in 2 sizes—35 cents and 65 cents.

Emerson Phonograph Company INC.

3 West Thirty-Fifth Street Dept. J New York

Happenings in Dominion of Canada

NEW HOME FOR COLUMBIA CO. IN TORONTO SOON READY

When Alterations Are Completed This Will Be One of the Most Complete Plants in the Dominion
—Heineman Co. Branch to Remove—Sonora Distributors Start Service Campaign—Other News

TORONTO, ONT., May 6.—The management of the Columbia Graphophone Co. are literally "camping on the job" in order to rush the completion on their new factory premises which, as announced in the last issue of *The World*, has been secured at 54-56 Wellington street West, this city. The whole interior arrangements of the building are in the hands of the contractors for remodeling. The general offices will be in keeping with what a factory should be. Special thought and planning is being given to the installation of the hydraulic presses for record manufacturing. The workmen will be provided with lockers and a lunchroom. The entire building is to be filled with fireproof partitions and sprinkler system. Every effort is aimed at providing factory conditions that will permit a largely increased output and a closer co-operation with Columbia jobbers and dealers. It is expected that the factory will be ready for occupation by May 1. J. P. Bradt, the general manager for Canada of the Columbia Co., recently paid Montreal a visit.

Multifile Systems, Ltd., are endeavoring to interest the Canadian talking machine trades in their system of filing records which they term "Flexible."

A Victrola XVI was used at the Regent Theatre in Toronto in connection with the run of "Lest We Forget," one of the finest and most thrilling films ever shown in Canada. One of the scenes shows a group of soldiers in the trenches enjoying a talking machine, and for this scene the Victrola supplied the music. At a special invitation showing of the film the Victrola was also used.

Manager C. J. Pott, of the local branch of the Otto Heineman Phonograph Supply Co., Inc., has been obliged, by reason of the firm's increasing business, to arrange for new premises. It is expected by May 1 the company's Canadian headquarters will be moved from the Lumsden Building, where they have been since opening the Canadian branch a year ago, to 172 John street. Here they will have the advantage of having the offices and warehouse together, thereby permitting a closer personal supervision of all incoming and outgoing shipments. Owing to the increased office work at the Heineman Canadian headquarters, Mr. Pott is to have the assistance of L. Green, who has come to Toronto from the New York office. Mr. Green has had a wide experience and is thoroughly posted on the Heineman policy.

One of the most interesting and helpful Musical Hours for Children held since this notable educational feature was commenced by the R. S. Williams & Sons Co., Ltd., some weeks ago, took place at the Williams' Recital Hall, 145 Yonge street, Saturday morning, with an excellent representation of school children and for which the Edison phonograph supplied all the music. The undoubted feature of the occasion was the "Parade of the Allies," a musical promenade in which all school children attending took part, and a flag dance. An extemporaneous talk on the life of Thomas A. Edison by one of the girl scholars and re-creations on the New Edison completed a most enjoyable program.

Ralph Cabanas, formerly manager of the Columbia business in Canada, has just returned to Toronto from a visit to Mexico. Before going South Mr. Cabanas launched the Talking Machine Supplies Co.

The Walker Talker, manufactured by the Walker Bin & Store Fixture Co., Ltd., Kitchener, Ont., is fitted with a Brooks automatic repeating device for which this firm have the Canadian rights.

Columbia dealers all over Canada featuring Bedtime Stories by Thornton W. Burgess are having a phenomenal sale of these records.

I. Montagnes & Co., Canadian Sonora distributors, have inaugurated a retail advertising service for the benefit of their dealers. Messrs. Montagnes are arranging to manufacture all lines of Sonoras in Canada, several of the smaller types having already been produced in Canada. This action was decided upon whether the importation of musical instruments from the United States should be prohibited or not. Mr. Van Gilder has just returned from a visit to the Sonora factory at New York and succeeded in securing a further supply of goods.

The Starr Co. of Canada express their gratification with the success that has followed their introduction of the Starr line to the Canadian trade and they are now starting out on their second year with still greater confidence.

Maud Powell, Victor violinist, and Grace

Kcarns, Columbia celebrity, recently appeared in concert recitals in Toronto. The trade benefited from their visit, as a large number of records of both artists were disposed of.

The Robert Simpson Co., Ltd., featured Alma Gluck records prominently on their delivery wagons and in the windows of the store doors just previous to this exclusive Victor artist's appearance in the Queen City.

E. V. Warne, Peterboro, who recently took on the Pathé line, announces that he has had to reorder quickly to keep his range of models and records as complete as possible.

John A. Sabine, of the Music Supply Co., was a recent visitor to New York.

The Music Supply Co., distributors of Columbia lines, announce that they have leased a warehouse for storage purposes. Office and shipping departments remain at the present address, 36 Wellington street East.

Very attractive phonograph salesrooms have been completed by Frank Stanley on the second floor of his building on Yonge street. These rooms are intended for the better class trade, while the cheaper business is to be handled in the rooms on the mezzanine floor.

SOME QUESTIONABLE SALES METHODS IN MONTREAL

Evil of the "Gyp" or Private House Sale Exposed—W. F. Evans Tells of Conditions in British Columbia—Expensive Models in Demand—New Agencies Arranged for—Important News Presented

MONTREAL, CANADA, May 6.—The matter of small manufacturers of phonographs selling machines from private addresses has been brought to the attention of the writer on more than one occasion and it was only recently where one barefaced incident was related to your correspondent which showed how the public are being gulled and the industry as a whole is bound to suffer. Various modes of misrepresentation are being used in their endeavor to sell machines and records, such as "Owner going to the front," "Moving," "Death in the family" and numerous other plausible misleading statements. The trade should call a meeting and stop this practice or evil and should interview the daily newspapers and have them prohibit fraudulent advertising of this nature. It is not fair competition to the manufacturers who have business taxes, war taxes, etc., to have to compete with dealers of this character who have no business tax or overhead charges to meet. The proof is there and all that is wanted is quick action on the part of the trade to suppress for once and all this growing evil and by so doing they will not only be protecting themselves but at the same time confer a favor on the music-loving public by stimulating the interest in music and allowing them to still maintain their belief in the legitimate talking machine dealer, otherwise it is bound to leave a bad taste in the mouths of some people who are always looking for a bargain and in reality are not getting it. Dealers should bring to the mind of every person whom they sell a machine the fact of the one price system which has been the means of building up this industry and putting the phonograph business where it is.

On a recent trip East, Walter F. Evans, head of Walter F. Evans, Ltd., the well-known music house of Vancouver, B. C., visited Toronto and Montreal en route to New York and other Eastern centers. In Montreal Mr. Evans visited the factory of Berliner Gramophone Co., Ltd., his firm being exclusive "His Master's Voice" dealers for many years, in addition to having the Heintzman agency and handling sheet music and small goods. The Evans store is well located, and is one of the brightest and up-to-date in the West, and Mr. Evans is a musician of unusual training and talent.

Regarding conditions and prospects in British Columbia, Mr. Evans had only an optimistic viewpoint. The Vancouver dealers, since deciding to organize some months ago, have had regular meetings, and the resultant acquaintance and greater confidence in each other, he considered an important advantage to the music business of the city.

H. P. Labelle & Co., Ltd., will exhibit a full line of Pathé machines at the forthcoming sportsmen's show to be held in Montreal.

Indications are bright and rosy for a prosperous summer trade, is the way Tom Cowan, of the Cowan Piano & Music Co., puts it, while referring to the Brunswick line, of which he is a great booster.

"Every month sees an increase in our Victrola department," said J. Donat Langelier, "and if indications prove correct we will eclipse all previous records in our talking machine department despite war-time handicaps."

Popular selling Victor records the past month include patriotic songs by Alan Turner and

(Continued on page 54)

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 53)

Gitz Rice, and the recordings of Paul Dufault and Mr. Dufresne and not overlooking Heifetz records, whose appearance in Montreal the past month made an extra heavy demand upon the stocks of Victor dealers.

C. W. Lindsay, Ltd., are well satisfied with present conditions. Recent Pathé sales included a number of art models in Sheraton. Columbia and Sonora lines have showed up equally as good in volume of business closed.

The new Victrola store of Gauvin & Courchesne's in the Auditorium Building, Quebec, has been completely reorganized and a large stock displayed. A number of comfortable parlors for the private hearing of Victrolas and records has been installed.

That a good line of talking machines and records can be sold from a departmental store as well as a music store or anywhere is ably demonstrated by Almy's, Ltd., where Miss Vezina in charge of the Columbia Grafonola department holds sway.

"Our clientele take much more readily to the expensive models of Aeolian-Vocalion and Sonora phonographs than they do to the cheaper types," said Charles Culross, "because," continued the speaker, "merit tells and merit sells."

W. J. Whiteside, who specializes in His Master's Voice lines, is doing so with creditable results and his business is showing rapid strides.

Columbia, Edison Amberolas and other lines continue popular with the rapidly increasing list of customers at Wm. Lee, Ltd., store.

J. J. Freund, of the New York office of the Thomas Motor Co., recently called on the Montreal trade.

Layton Bros. recently pulled off a very successful recital of Edison re-created music and are well satisfied with the results.

The Berlind Phonograph Co., Ltd., are well satisfied with the demand for the Brunswick line.

According to L. J. Bourgette, manager of the Edison department of Goodwin's, his department is exceedingly busy and the call is daily increasing for the Edison Diamond Disc machine and records. Columbia product is likewise showing a good volume of sales.

W. Craig, of the Pathé Co., recently called on the trade in Montreal.

Madame Didier, who has established a Pathéphone business of her own in Dupuis Freres store, is well pleased with the call for period models.

In order to devote their entire efforts to the wholesaling of Columbia products in the Prov-

ince of Quebec, the Canadian Graphophone Co. have disposed of their retail branch store to A. A. Gagnier, who will carry on the business under the name of the Canadian Graphophone & Piano Co.

N. G. Valiquette, Ltd., are consistent believers in printer's ink, the result being that everybody knows that they handle the Pathéphone and Pathé records and can give their clientele A1 service.

C. Lamoureux has recently moved to 661 Mount Royal avenue East, where a store in keeping with the Columbia line is conducted.

Managing-Director J. E. Tourangeau, of H. P. Labelle & Cie., Ltd., is building up a phonograph business second to none in the city with the Pathé as its leader. Manager H. C. Foisy is an energetic hustler. A number of new demonstrating parlors have been installed to meet the needs of customers.

J. W. Shaw & Co., since removing their Grafonola department downstairs, have trebled their business both in the number of machines and records sold, says Manager A. Rampsberger. The demand is still confined to the higher priced Columbia models.

An exclusive Brunswick shop will be opened in Montreal very shortly in the premises to be vacated by Gervais & Hutchins at 582 St. Catherine street West on May 1. Peter Sydney Berlind will be in charge.

An exclusive phonograph store has been established at 4864 Sherbrooke street West in Westmount by Fred J. Smith, the first dealer to invade this select territory.

The City House Furnishing Co., 1340 St. Lawrence Boulevard, are now carrying a full and complete line of Victrolas and Victor records.

The Canadian Graphophone & Piano Co. have built up a large business in foreign records and maintain a separate department for the sale of Polish, Russian, Italian, Greek, Hebrew and Rumanian records. This firm are carrying advertising in all the leading foreign papers in the United States and Canada and ship records as far as British Columbia, Sydney, Winnipeg and points in the Far West.

FEATURING PATHE RECORDS

Howard E. Brillhart, who has recently opened a new music store at 531 Thirteenth street, Oakland, Cal., is featuring the Pathé records in addition to the Kimball line of musical instruments.

TRADE NEWS FROM WINNIPEG, MAN.

The Berliner-Gramophone Co. Book Some Big Orders Through Thomas Nash's Visit—Robert Shaw Tells of Columbia Expansion—Edison Sales Reported Good by Babson Bros.

WINNIPEG, CAN., April 29.—Thomas Nash, of the Berliner Gramophone Co., Ltd., who is as well known to the trade here as in his own home town, has returned East after a visit to Winnipeg and Calgary. The Western Gramophone Co., distributor of His Master's Voice products, experienced an avalanche of orders for Harry Lauder records as a result of that idol's recent visit. An interesting development of record business here is the greater ratio of sales of grand opera music and records of the classics. The demands from the most remote places for the best of music is also convincing evidence of the country's musical development and the part that the talking machine has taken in fostering public appreciation of the best in music.

Robert Shaw says that Columbia records are coming in such quantities as to indicate considerable factory improvements, over 25,000 having arrived in the last few days.

The records of Louis Graveure have had a big sale as a result of the two recitals given by this artist. Mr. Shaw also says Columbia needles are now to be had in all four grades. He reports all round vastly increased business.

Babson Bros. report Edison sales up to the average and collections fair, shortage of deliveries from the factory being the chief trouble.

TRADE NEWS FROM REGINA, SASK.

REGINA, SASK., March 11.—In the annual circulation campaign of the Post of this town one Columbia Grafonola valued at \$100 and fifteen Columbia \$24 machines figured in the prize list, all of which were purchased from Child & Gower, Columbia representatives in Regina.

G. W. Johnston, for the past five years manager of the phonograph department of Scythes & Co., of this town, and who has recently joined the 77th Battery, was lately tendered a banquet by the firm and staff. He was also presented by the firm with a shaving kit and by the staff with a wristwatch. Short speeches were made expressing regret at losing Mr. Johnston and wishing him good luck. There was a fine musical program.

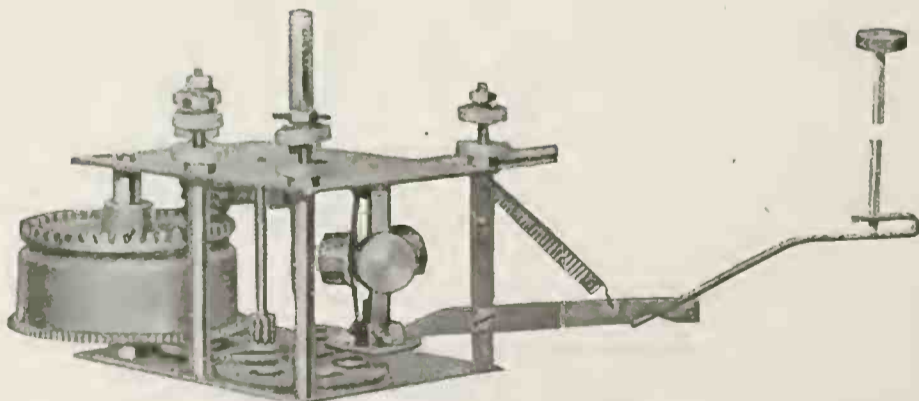
CONTAINS PRACTICAL SUGGESTIONS

The May issue of the Emerson "Spotlight," a house organ, published for and by Emerson record dealers, made its appearance this week, and this issue contains many practical suggestions that can be utilized to excellent advantage by Emerson representatives. Under the heading of "What Other Dealers Do," there are presented numerous suggestions in connection with the ideas and plans that have been tried out by Emerson dealers and found successful. There is an excellent article entitled "A Good Phonograph," by Joseph I. Carroll, assistant manager of sales, and the dealers are advised that Emerson record advertising is now appearing in the leading newspapers of New York, Boston and Philadelphia. There are reproductions of various forms of Emerson advertising, and this issue as a whole is the best one that has yet been published.

CLOSE MANY IMPORTANT CONTRACTS

DETROIT, MICH., May 6.—Lewis C. Frank, of this city, who manufactures a complete line of record and delivery envelopes for talking machine dealers, has been closing a number of important contracts during the past few months with well-known dealers throughout the country. Mr. Frank stated recently that paper of all styles and grades has advanced greatly in price within the past six weeks, but that he is leaving nothing undone to co-operate with his clients and is now selling his product at prices considerably lower than the increased costs should warrant.

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



RECORDING LABORATORIES
New York City

PRESSING PLANT
(Occupying Above Buildings Exclusively)
Grafton, Wisconsin

REG. U. S. PAT. OFF.
Paramount Records

*The Golden Dawn of Profit
For the Independent Dealer*

THE continuous profit from come-back record sales is the big end of the talking machine business. Here's the record you can push with your machine without advertising competing lines—an independent record that works with you and for you building up a *constantly increasing* record business—a good record that nets a good profit and brings your customers back to you again and again for more—that's the


Paramount—the new ten-inch hill-and-dale cut double-disc—to be played with steel or fibre needles.

Some of the most popular artists record for **Paramount Records** (see over). We maintain our own recording laboratories in New York City, the home of the best talent, where popular songs are first introduced. The records are pressed in our modern plant at Grafton, Wis., shown above. In clearness of tone, length of selection and appearance, **Paramount Records** are unsurpassed.

A Snappy, Up-to-the-Minute, All-Hit List

The outstanding feature of **Paramount Records** is the **POPULARITY** of the selections offered. There are no weak combinations—*both* selections on *each* record are *winners*. The **Paramount** list comprises only the choicest gems of standard popular sellers in operatic numbers, standard songs, band and orchestra selections, latest dance music, instrumental solos and musical comedy hits especially picked for their *ready selling qualities*.

The regular monthly releases are accompanied by *exceptionally attractive* advertising material in various forms.

Get your full share of the big record profits. Build a **growing trade**. Be one of the first to *cash in* on this live record proposition. Establish *your* store as **Paramount** headquarters in your locality—send the coupon *right now* for particulars. 

JOBBERs: Write for our Special Introductory Proposition.

The New York Recording Laboratories, Inc., Port Washington, Wis.

You Can Get Paramount Records from Any of These Jobbers

Carson, Pirie, Scott & Co., Adams and Franklin Sts., Chicago, Ill.
Automatic Container Co., 301 Tacoma Bldg., Chicago, Ill.
Moore & Evans, 32 So. Wabash Ave., Chicago, Ill.
Jos. Hagn Co., 306 W. Madison St., Chicago, Ill.

J. A. McDonald Piano and Music Co., Halifax, N. S., Canada
Noyes Bros. & Cutler, Inc., Park Square, St. Paul, Minn.
The American News Co., 15 Park Place, New York City
M. D. Swisher, 115 So. 10th St., Philadelphia, Pa.

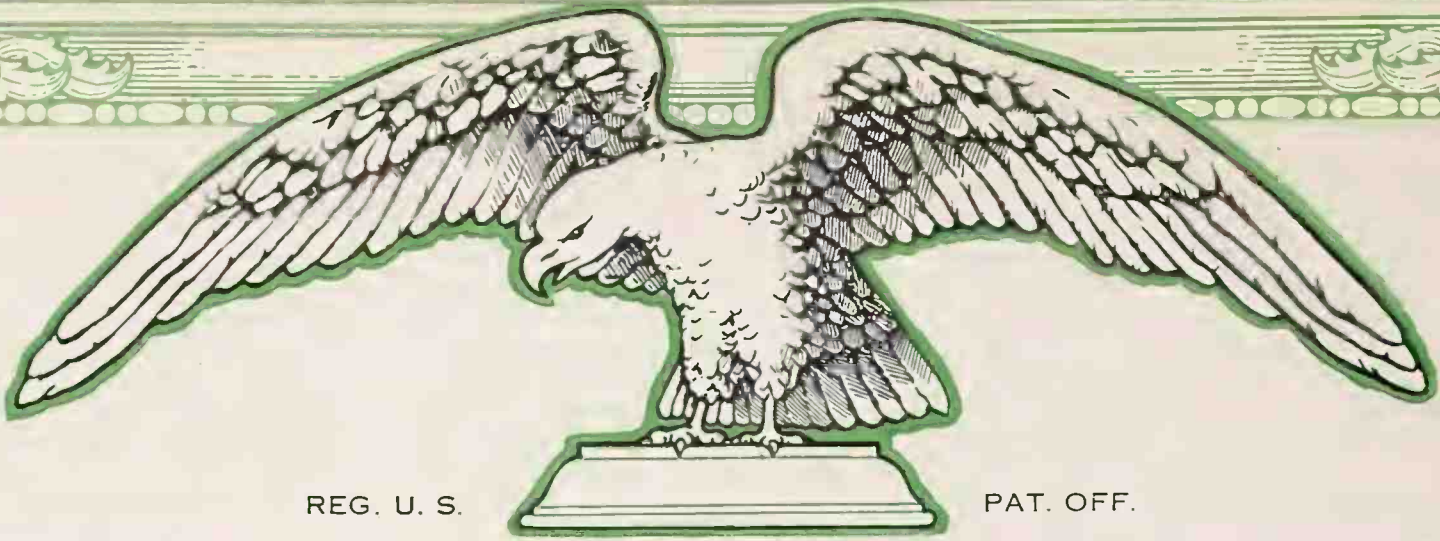
Date _____
The New York
Recording
Laboratories, Inc.,
Port Washington,
Wisconsin, U. S. A.

By return mail send prices
dealers' discounts and further
information about Paramount
Records to

Name _____

Address _____

T. M. W.
May 15, '18



Paramount Records

Supreme in Popularity

Monthly Hanger

Some of Our Artists

Supplement Five
(at 10¢ each, instead of 25¢)

Instrumental Records

| | | |
|-------------------------------------|-------------------------|------|
| Pasadena Day March | Paramount Military Band | 3000 |
| Light in the Dark | Paramount Military Band | 3001 |
| Here They Come March | Paramount Military Band | 3002 |
| Liberty Lads | Paramount Military Band | 3003 |
| Post and Pre-war Overture - Part I | Paramount Military Band | 3004 |
| Post and Pre-war Overture - Part II | Paramount Military Band | 3005 |
| Standard of Your Scale | Paramount Military Band | 3006 |
| Oh, Dry Those Tears | Paramount Military Band | 3007 |

Vocal Records of Standard and Sacred Songs

| | | |
|----------------------------------|------------|------|
| Good Bye | Henry Burr | 3008 |
| Sing Me Love's Lullaby | Henry Burr | 3009 |
| Whisper the River Shannon Flow | Henry Burr | 3010 |
| When You and I Were Young | Henry Burr | 3011 |
| Come Where My Love Lies Dreaming | Henry Burr | 3012 |
| The Ransome | Henry Burr | 3013 |
| Love's Old Sweet Song | Henry Burr | 3014 |
| I Love You Truly | Henry Burr | 3015 |
| Homeless | Henry Burr | 3016 |
| Palms | Henry Burr | 3017 |

Operatic Selections

| | | |
|-------------|-------------|------|
| Die Fuggler | Edward Zeno | 3018 |
| Die Fuggler | Edward Zeno | 3019 |

Broadway Hits

| | | |
|---|------------|------|
| Baby's Prayer at Twilight | Henry Burr | 2047 |
| One Day in June | Henry Burr | 2048 |
| Liberty Bell | Henry Burr | 2049 |
| Head, Tail, The Cows & All Here | Henry Burr | 2050 |
| I Want to Show You | Henry Burr | 2051 |
| Everybody's Crazy 'Bout the Day Come Boys | Henry Burr | 2052 |

Dance Records

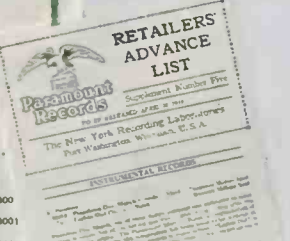
| | | |
|---------------------------|------------|------|
| Havana | Henry Burr | 2053 |
| Regency the Seal | Henry Burr | 2054 |
| Streakboard Blues | Henry Burr | 2055 |
| Unlabeled to Mead | Henry Burr | 2056 |
| Tealbe You | Henry Burr | 2057 |
| If You Look Into Her Eyes | Henry Burr | 2058 |

Some of Last Month's Best Sellers

| | | |
|-------------------------------|-------------------------|------|
| Birthdays New York March | Paramount Military Band | 3000 |
| Under the Double Eagle March | Paramount Military Band | 3001 |
| Hawaiian Hula Wishes | Paramount Military Band | 3002 |
| Home and Home | Paramount Military Band | 3003 |
| For Going to Follow the River | Paramount Military Band | 3004 |
| The Last Hour of Summer | Paramount Military Band | 3005 |
| Home Sweet Home | Paramount Military Band | 3006 |

Ask to Hear These New Paramount Records

Dealer's Advance List



Monthly Supplement



No Doubtful, Dead-Stock Numbers in the Paramount Line

Each Month a Rich, New List of Big-Hit Sellers Like These

| | | | |
|--|------------------------------|----------------------------|-----|
| Supplement Six (Released May 20, '18) | | Records for Dancing | |
| Livery Stable Blues | Saxojazz Orch. | 30033 | 75c |
| The Dark Town Strutters Ball | Jazz Orch. | 30034 | 75c |
| More Candy | Yerkles Jazarimba Band | 30034 | 75c |
| Wait Till the Cows Come Home | Yerkles Jazarimba Band | 30034 | 75c |
| Popular Songs of the Day | | | |
| Good Morning Mr. Zip, Zip, Zip | Baritone Solo | 2052 | 65c |
| Aw Sammy | Baritone Solo with Orchestra | 2054 | 65c |
| Au Revoir, but Not Good Bye | Soldier Boy | 2054 | 65c |
| Bring Back My Daddy to Me | Henry Burr | 2054 | 65c |
| Three Wonderful Letters from Home | Massey | 2051 | 65c |
| A Little Bit of Sunshine | Royden D. Massey | 2051 | 65c |
| Round Her Neck She Wears a Yellow Ribbon | Byron G. Harlan | 2053 | 65c |
| Life is a Merry Go Round | Dan Quinn | 2053 | 65c |
| Instrumental Records | | | |
| Pretty Polly | Blondell's Saxophone Quart. | 30025 | 75c |
| First Love (Waltz)—Accordion Solo | Delroy | 30025 | 75c |
| Humoresque | George Hamilton Green | 30022 | 75c |
| Venetian Love Song—Xylophone Solo | Green | 30022 | 75c |
| Träumerei—Violin Solo | Samuel Gardner | 30024 | 75c |
| Spring Song—Violin Solo | Samuel Gardner | 30024 | 75c |
| Aloha Land—Hawaiian Guitars— | | | |
| Flute obligato | Louise & Ferera & Rose | 2055 | 65c |
| O Sole Mio (di Capua)—Hawaiian Guitars | Louise & Ferera | 2055 | 65c |
| Liberty Loan March | Paramount Mil. Band | 30023 | 75c |
| Patrol of the Scouts | Paramount Mil. Band | 30023 | 75c |
| Angels Dream Waltz | Paramount Orchestra | 30032 | 75c |
| Venetian Love Song | Paramount Orchestra | 30032 | 75c |
| Standard and Sacred Songs | | | |
| My Own United States | Royal Dadmun | 30028 | 75c |
| Marseillaise | Royal Dadmun | 30028 | 75c |
| I Hear You Calling Me | C. H. Hart | 30029 | 75c |
| Ireland Must Be Heaven | Lewis James | 30029 | 75c |
| For All Eternity | Alan Turner | 30031 | 75c |
| Oh Promise Me | Alan Turner | 30031 | 75c |
| Vacant Chair | Shannon Four | 30027 | 75c |
| Sometime You'll Remember | Lewis James | 30027 | 75c |
| Face to Face | Royal Dadmun | 30026 | 75c |
| Brighten the Corner Where You Are | Royal Dadmun | 30026 | 75c |
| Can't You Hear Me Callin' | Caroline Evans | 30030 | 75c |
| I Cannot Sing the Old Songs | Lewis James | 30030 | 75c |

The New York Recording Laboratories, Inc., Port Washington, Wisconsin

CONDITIONS IN STEEL NEEDLE FIELD

Suggestion Made That Needle Packages Be Increased to Two Hundred at Retail Price of 25 Cents—Timely Chat With Adolf Heineman

Commenting on general conditions in the steel needle field Adolf Heineman, assistant general manager of the Otto Heineman Phonograph Supply Co., New York, who is in charge of the company's Dean division, remarked to *The World*: "The trade doubtless understands that we have been leaving nothing undone to cooperate with our clients in every possible way, even though this has required the expenditure of time and money far beyond expectations. For example, we are using in the manufacture of Dean steel needles only the highest grade carbon steel, and, with the tremendous shortage of raw material the past year, it has been a very serious problem to secure this steel in sufficient quantities to fill the requirements of our trade.

"However, we have surmounted these difficulties until, at the present time, we are producing Dean steel needles in far greater quantities than ever before. Our factories in Putnam, Conn., and Newark, N. J., are working to capacity, and we have every reason to believe that our patrons will be satisfied with our service during the coming year.

"One of the many problems that have confronted us during the past few months is the increased shortage of paper. The use of paper is an important factor in the steel needle industry, as our vast output necessarily calls for the consumption of paper for envelopes in tremendous quantities.

"For many years the standard needle package in this country has been the envelope containing 100 needles, but many of our customers have suggested to us during the past few months that we inaugurate a plan whereby steel needles would be merchandised in packages of 200 instead of 100.

"These jobbers and dealers tell us that this is an opportune time to educate the ultimate consumer to the idea that the standard package for needles is a package of 200 retailing at 25 cents. This plan is timely in view of the fact that many dealers in different parts of the country are now endeavoring to retail the package of 100 needles at 15 cents, but would welcome a standard package of 200 needles at a retail price of 25 cents.

"From a patriotic standpoint this suggestion is an excellent one, for, as the trade probably knows, the Government has already taken steps to readjust the paper situation in view of the alarming shortage of this product. In addition this plan, if generally adopted, will mean a tremendous saving in paper and labor, and will give the dealer a larger profit on every sale.

"As a matter of fact, the unit of needle shipments in the export trade has for some time been a package of 200 needles. We are making shipments to South America, Australia, and all points of the globe on a basis of 200 needles to a package, and we feel sure that this same unit of shipment could be utilized satisfactorily in this country, with a material saving of paper and labor, and increased profits for the dealer."

A form of detectaphone small enough to be worn under a man's shirt front and record conversations on a cylinder attached to his belt has been patented by a resident of Washington.

FOR SALE

20 SHARES VICTOR TALKING MACHINE CO. COMMON STOCK

Their statement as of December 31, 1917, showed undivided profits were more than 4½ times their capitalization. Last year they earned over 130%

WILLIS O. HEARD

Lafayette Building

Philadelphia, Pa.

MEETING OF PORTLAND ASSOCIATION

Oregon Talking Machine Men Discuss Terms and Record Approval System But Fix No Standards of Practice for Members

PORTLAND, ORE., May 4.—The Portland (Ore.) Talking Machine Dealers' Association held a regular monthly meeting at the Imperial Hotel recently with a large attendance and the question of terms was paramount. Frank Case, manager of the Wiley B. Allen Co., made an excellent address in which the province of the association was discussed, Mr. Case taking the stand that while all matters relating to the talking machine business should be fully and freely discussed at these meetings, it was not well for members of the association to criticize terms made by other firms. Each house has its own method of transacting business, Mr. Case said, and as long as the business is done in an honorable manner it is not open to criticism by the association. James Loder, of Bush & Lane, said that members should be broad-minded enough to discuss all subjects and not to take what was said as criticism. There was a lively tilt, free from personalities, and the association seemed to agree that the question of terms should be left to the individual houses, although it was suggested that it was to the interests of all dealers to keep payments up since money has become so easy in Portland.

Strong arguments were made pro and con on the subject of letting records go out on approval. L. D. Heater, of the Columbia; E. B. Hyatt, of the Hyatt Talking Machine Co.; James B. Loder, of Bush & Lane; Paul B. Norris, of Wiley B. Allen; Mrs. Baker, of Sherman, Clay & Co.; C. A. Alphonse, of the Hyatt Co.; W. L. LeVanway, of Graves Music Co.; R. Callahan, of Johnson Piano Co., and Frank Case, of Wiley B. Allen, all took part in a spirited discussion and after a vote of the association it was agreed that it was a good thing to let customers have records on approval. Mr. Heater declared that it would not be long before the association as an association and the members as individuals would find that the practice is not good. Mr. Hyatt took the position that dealers with small demonstration rooms could do nothing else than send out records and said that otherwise much business would be lost. Mr. Case took the position that it all depended on the dealers' using their brains in the approval business and said that if records were sent out to the right people business could be improved in no little degree.

The association went on record as in favor of high terms but declined to make it obligatory on the members to fix any special schedule for the members.

At the May meeting the association will elect officers.

NEW SELECTIONS ON LYRIC RECORDS

Latest List Issued by Lyraphone Co. of America Is Full of Interest

The Lyraphone Co. of America, manufacturers of the Lyric records, have just issued their new catalog of popular songs and dance selections. These latest releases comprise all of the songs of the moment as well as several new additions to the standard catalog of the company. A campaign to popularize the Lyric record is now under way and special emphasis will be made on the firm's long list of foreign records as well as their complete standard catalog.

The foreign records include numbers in Neapolitan, Italian, Polish, Russian, Hungarian, Jewish, Hebrew, Roumanian and Servian. Jacques M. Kohner has been appointed sales manager of the company and promises the trade immediate deliveries in large or small quantities. Mr. Kohner has been connected with several record companies and has an enviable record for creating sales. In a recent statement he said: "Promptness and service is my motto, and that is mostly what the trade wants at this time."



No. 404 [Vertical Interior]
For Victrolas IV and VI
And Columbia 25 or 35.

Height, 32 in. Width, 17 in. Depth, 17 in. Holds 208 Victor records. Quartered Oak Front. Mahogany Front. Average weight, crated, 75 pounds. [If horizontal shelving is desired, order No. 1404.] [When felt interior is wanted, order No. 404F.]

Making the Best of Current Shortages

War, among other things, has brought about a national shortage of both talking machines and talking machine records.

Naturally this reduces the normal cash turnover of the talking machine merchant, but many enterprising dealers have been quick to recognize the best way to make up for these shortages is to push the sale of Udell record cabinets.

The Udell line of trademarked cabinets stands supreme in its field. The high quality of workmanship and the unusual beauty of design that characterizes all Udell cabinets, insure a profitable cabinet department for the dealer.

Guaranteed
THE UDELL WORKS
Indianapolis

TRADE MARK

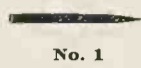
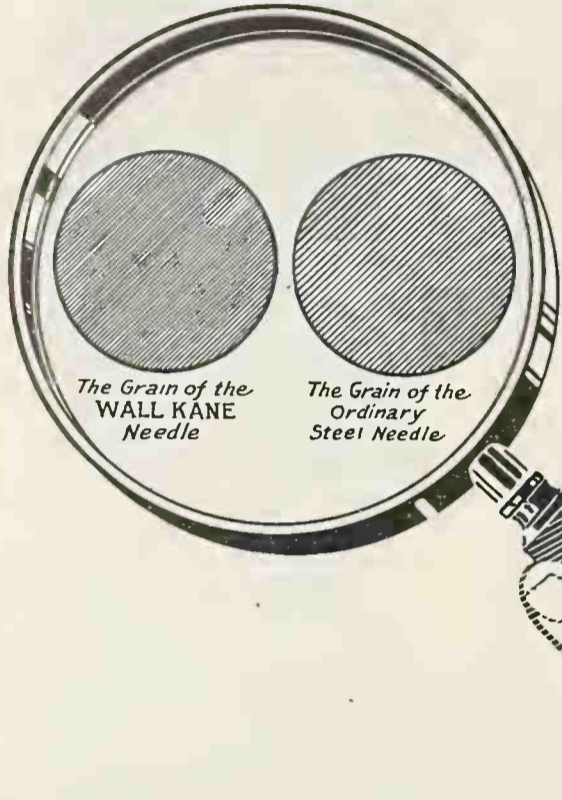
Write for Catalog

THE UDELL WORKS

1205 WEST 28th STREET
INDIANAPOLIS, IND.

The Highest Grade Phonograph Steel Needle in the World

The WALL-KANE STEEL NEEDLE



The Wall-Kane Steel Needle is the finest grade of ordinary domestic steel needle, wonderfully improved by chemical processes, which, briefly described, are as follows:

The highest grade of steel needle of domestic manufacture, and playing one record only, is first subjected to chemical processes by which the grain of the needle is made very much finer (see illustration under magnifying glass).

After this process the needle looks all black, like illustration No. 1. Considerable quantity of the charcoal in the original needle is now eliminated, and the needle greatly strengthened by the finer grains and the elimination of the charcoal.

The point of the needle is then subjected to various chemical processes. While in this process the needle looks like illustration No. 2.

Three different coats of certain chemical solutions are placed on the point of the needle, softening the point, so much so that the needle will positively play at least ten records before the friction with the grooves will wear off these coatings and reach the original grain of the point.

Dealers who believe in merchandising an article of the highest quality, and handing out to the public the greatest value should handle the

Wall-Kane Steel Needle

To the Dealers:

Practical 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.



**Jobbing Territory
Open for
ProgressiveHouses**

BEWARE OF IMITATIONS

This handsome metal enamel display stand holds 60 packages, 2 doz. extra loud, 1 doz. medium and 2 doz. loud; each package containing 50 WALL-KANE NEEDLES, retailing for 10c. Price of stand to dealers, \$4.00. Single packages, 6½c.

PROGRESSIVE PHONOGRAPHIC SUPPLY CO.

145 West 45th Street

NEW YORK

Featuring the Musical Possibilities of the Talking Machine

By William Braid White

[Note.—This is the fifteenth 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.]

THE RECORDS OF STRING QUARTETS

Explain it how you will, mankind has come nearer to producing the harmonies of the blest through the medium of four-stringed instruments than in any other way ingenuity has ever devised or is likely to devise. There may be some to whom the thrilling beauties of a fine quartet are closed, whose mentalities are irresponsive to the loveliness of the most perfect form yet fashioned out of the material of music. But there is no use in worrying about people of that sort. What is worth while is to tell my talking machine friends that when they do not push some of the very fine existing records of concerted string music they fail to do a very wise and a very necessary thing.

Form

Let me go into it a bit deeper. The art of music expresses itself in various ways. Some of these ways have become, as it were, standardized. The opera, the symphony for orchestra, the sonata or ballad or nocturne for piano; these are some of the standardized forms into which musical expression has coalesced. Now, one of these, and one of the most beautiful and appropriate, is the quartet of stringed instruments. More than a hundred years ago Haydn was working out in the peace and security of his position as leader of the private orchestra of a great Magyar prince the problem of putting to the most perfect use the beauties of the violin family of instruments. The violin itself, queen of musical instruments, is unsurpassed—nay, unequaled—in all that makes for musical loveliness. Its tone, at one moment strong and vigorous, at another yielding and melting, at still another joyous and keen, swelling and dying out at the magical touch of the musician's bow, is something that has never been equaled for sheer musical value by any other product of man's ingenuity. It offers an almost literally perfect medium for the production of musical tone. And, to bring the matter up-to-date, it is splendidly fitted to the requirements of the recording disc of the talking machine.

A Melody Instrument

But the violin has one great disadvantage. It is strictly a melody instrument. To a limited extent double-notes can be played on it, and to a still more limited extent chords of three notes; by a process of arpeggiation. Yet both of these extensions of the violin's capacity are technically hard to produce and far from bringing about the needed filling-in which is demanded for a musically self-contained instrument.

Unless, in fact, music can be performed in at least four parts, it is not satisfactory to the ear. The piano and the organ alike, of course, are capable of this and more; hence their tremendous utility, overcoming the obvious defects of their tempered intonation, the shrieking of their minor thirds and the growling of their sixths and sevenths. Their harmonic capacity lifts them above all these defects and makes them musically indispensable.

The Other Strings

Now, in order to produce musical effects as complete and self-contained as the piano or organ alone gives it is necessary to back up the violin with auxiliary instruments. The use of the piano or organ with the violin is not satisfactory, for the tones of piano or organ do not blend well with the smaller instrument. Fortunately, however, the violin family contains other instruments, lower in pitch, which together with the violin enable the composer to

write in at least four separate parts, corresponding to the four-part harmony of soprano, contralto, tenor and bass-baritone, familiar in chorus music. Four-part writing for voices is the oldest form of concerted music and the simplest. Applied to the quartet of stringed instruments, violin (soprano), second violin (alto), viola (tenor) and 'cello (baritone-bass), the musical results are not only satisfactory in width and richness of the chords, but ever so much better in all respects of beauty, sweetness of intonation and capacity for emotional expression.

The String Quartet

The string quartet, so-called, was thus worked out by Josef Haydn and by him developed into the basis of the elaborated form of orchestral writing. Even now, though instead of one instrument for each voice, the modern orchestra may contain sixteen first violins, sixteen second violins, fourteen violas, fourteen violoncellos and ten contrabasses, the basic idea is the same and the composer bases all his writing on the notion of the simple quartet of these stringed instruments, first violin, second violin, viola and bass. Haydn developed this form, as has been said, and wrote many "string quartets"—as the form itself has likewise come to be called. Mozart followed him, and in turn he was followed by the greatest of all quartet writers, as he was the greatest of all musical composers—Beethoven!

Almost every other composer who has ever attempted to express himself in art-forms has tried his hand at the string quartet. Mendelssohn, Schubert, Schumann, Brahms, are a few of them. It is a simple form, merely writing for four instruments, each of which is virtually a duplicate of the next, at a different pitch. Yet no form of music is so hard to write well, none so seldom written well, none so seldom well performed. With all this, nevertheless, no other form of musical expression is half so lovely, half so fascinating to the musical taste, as this.

A really fine quartet, like some of Mozart's, like Beethoven's in B flat, is a breath from Heaven, a glimpse of sweetness and light such as mortal man can scarce experience from any other source. Fortunately, the string quartet

lends itself wonderfully well to recording, and some extremely good records of such music have been made. Of these I shall speak below.

The Four Fiddles

The four instruments which comprise the stringed quartet are two violins, a viola, and a violoncello, or 'cello, as it is usually called. The two violins in no way differ from each other, but to the second violin is allotted the part of the alto voice in a four-part song; that is to say, the range of sound from G below treble staff to C above the staff, or thereabouts. The first violin may range through the entire compass of its tones. It is the solo instrument par excellence, doing the showy work and gaining the hearer's interest more quickly, just as the soprano in the quartet does. But the two violins often interchange. The reason for having two violins is, of course, found in the fact that otherwise there would be a sort of gap between the range of the violin and that of the viola which would be awkward and hard to fill up.

The Viola

The viola itself is a lovely instrument, but one that only too often sinks into obscurity in the light of the violin tone. It is a somewhat larger violin, tuned a fifth below the other. Its strings are C (below middle C), G, D, A, instead of G, D, A and E. It is quieter and somewhat more melancholy in tone quality. But its voice, though gentle, is the voice of all voices the loveliest, the mellow contralto tones of a charming woman.

"Cellos"

The violoncello is the baritone of the quartet. But it is a baritone with a range of voice that runs up to the soprano and down to the bass.

This is a noble instrument and one which has made a wonderful hit with the music-lovers who buy instrumental records. The work of such men as Josef Holmann, Hans Kronold, Anton Hekking, Leo Schultz and Pablo Casals has splendidly brought the beauties of the 'cello before the minds of record buyers. Its tone is noble, manly and capable of considerable nuance; but its prevailing thought is, after all, melancholy.

The string quartet, then, is a powerful instrument.

(Continued on page 59)

7th Floor

229 Fulton Street

Clifford A. Wolf

MANUFACTURER OF

Diamond and Sapphire
Phonograph Points

New York City

Phone, 1678 Cortlandt



UNICO

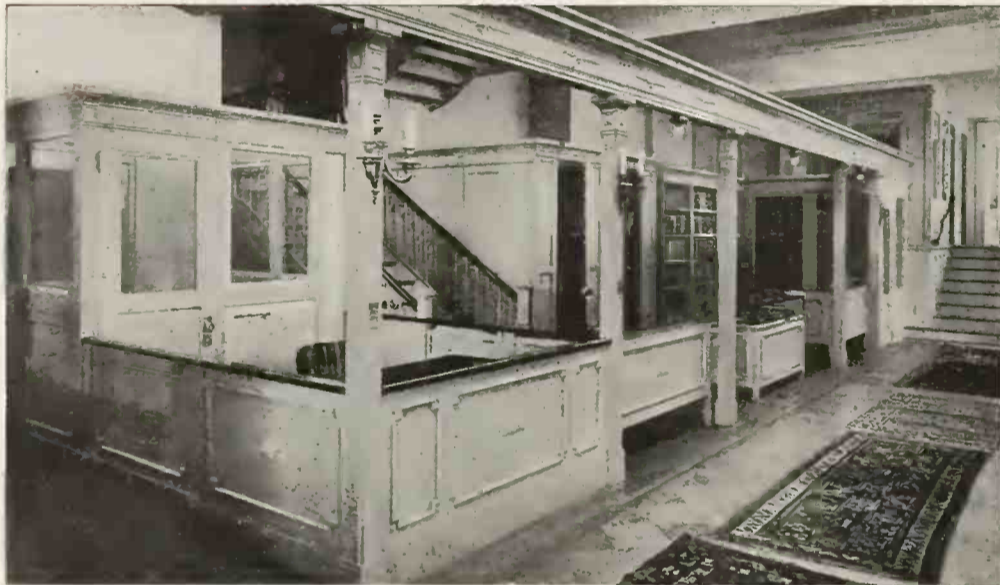
Designs and Construction
Patented

SYSTEM

THE SALES BUILDER

Unico Demonstrating Rooms
Excel from Every
Standpoint

- DESIGN Six standard styles
Special period styles
- CONSTRUCTION Patented, Interlocking
Portable Units
Sound Insulated
- FINISH All standard Oak,
Mahogany and Enamels
- EFFICIENCY Increased sales at lower
cost per sale
- ECONOMY Moderate first cost
Always an Asset
Adaptable any location
- DELIVERY Prompt shipments from
stock ready for im-
mediate use



Unico Racks and Counters
Maximum Capacity
Minimum Space

- DESIGN Patented to correspond
with Unico Rooms
- CONSTRUCTION Sectional Units adapta-
ble to any space
- FINISH All standard Oak, Ma-
hogany and Enamels
- EFFICIENCY All records always
available instantly
- ECONOMY Moderate Equipment
Cost
Lower Operating Cost
- DELIVERY Prompt shipments from
stock in all finishes

Install a
Complete Unico Department

- U** DEMONSTRATING ROOMS
- N** RECORD RACKS
- I** RECORD COUNTERS
- C** CEILING DECORATIONS
- O** ARCH TREATMENTS

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



Send to-day dimensions of your available space. Plans and
estimates for a complete department will reach you promptly

THE UNIT CONSTRUCTION COMPANY

RAYBURN CLARK SMITH, President

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

THE MUSICAL POSSIBILITIES OF THE TALKING MACHINE

(Continued from page 57)

ment for the production of musical works of the highest order. It is neither noisy nor titillating. Its thought is pure, simple and lovely. It relies on its sweetness and light rather than on adventitious ornament.

Quartets

The various works that have been written in quartet form are very many in quantity. But in form they are the same. The quartet is written just as is a symphony for orchestra or a sonata for piano, but in simpler and less florid form than either of the others. It usually has three movements, or even four, an Allegro, a slow Andante, a gay Scherzo and a brilliant or thrilling Finale. The first movement contains the usual two themes, one bright and vigorous and the other gentle and feminine. These are worked out, developed, repeated and closed, like the regular first movement of a sonata or symphony. The Andante or Adagio is a slow song, in which the full beauty of the singing tone of the instruments can always be brought out. The Scherzo is gay and tripping, testing the technical powers of the performers to the utmost and the Finale is powerful and conclusive, bringing the composer's thought to an appropriate close.

Testing

Much most interesting experience may be had, and much very valuable information, too, by testing out before offering for sale the string quartet records in stock. As a mere beginning, and mainly for the purpose of becoming acquainted with the tones of the four instruments, separately and blended, it is well to try such a piece as the Humoresque on two American airs, as played by the Zoellner String Quartet. This is found in the Columbia catalog. Then the Victor catalog contains records by a string quartet composed of Mischa Elman and Messrs. Bak, Rissman and Nagel, of the Boston Symphony Orchestra. These artists have produced records of the Andante from Haydn's Emperor Quartet, a Minuet (Scherzo) from one of Mozart's quartets and the slow movement from a quartet by von Dittersdorf.

The Victor String Quartet has recorded movements from three of Beethoven's lovely works in this form. These are the very height and depth of the quartet writer's art and every one who wants to appeal to the intelligence of his buyers should soak himself in them. He will then have no trouble in selling them.

Incidentally, the above-named quartets, the Zoellner Quartet and others have recorded also smaller pieces, like Grieg's Spring Song,

Dvorak's Humoresque, and others adapted from piano and orchestra. These are useful indeed for getting the customer acquainted or broken in. The real thing can follow later.

Some day a complete quartet will be recorded on a set of double-faced records. How soon this great step in the musical evolution of the talking machine shall be definitely taken will largely depend upon the intelligent demand of the dealers. The present article has been an attempt to prepare the ground for this demand.

MARVEOLA PLAYS SIX DISC RECORDS

Unique Weser Bros. Model Can Be Controlled by Buttons or Will Operate Automatically—Will Be Feature of Weser Exhibit in Booth Seven National Music Show

Among the unique exhibits at the National Music Show will be that of the Marveola, a talking machine de luxe, manufactured by Weser Bros., Inc., 520-530 West Forty-third street, New York. It will be on display at Booth seven, and will play from one to six standard disc records, of eight, ten or twelve inches. These records may be placed upon the turntable at one time, the operation of the machine being controlled by electric buttons. The mechanism of this machine has been so perfected through the ingenuity of the late John A. Weser, that these buttons may be, if so desired, placed in a different room from the machine. They control the machine in such a way that they start, stop or discharge any particular selection at any time, or will repeat any record, or part of any record, at will, the mechanism shifting to the next record automatically, or at the will of the operator. This machine is particularly adaptable for the purposes of demonstrating records, and for dance music. Besides being controlled by the buttons, it may be set to play at regular intervals, a time arrangement being installed at the side of the turntable in the top of the cabinet.

The operating of the machine is almost human in many respects. As one record is played a metal finger lifts the record off and slips it into a receptacle at the side of the cabinet. The tone arm goes back to its original position and another selection is played automatically. The machine derives its power from ordinary electric light current, a storage battery, a spring motor, or both. This machine will be shown in conjunction with the other styles of Weser phonographs which include various artistic models.

NEW QUARTERS IN PORTLAND, ORE.

Sahlstrom Corporation Acting as Representative for Otto Heineman Phonograph Supply Co., Stradivara Phonographs and Emerson Records

PORTLAND, ORE., May 4.—The Sahlstrom Corp., handling the Stradivara talking machine and Emerson records and distributors of the Western division of the Otto Heineman Phonograph Supply Co., has established itself at 405 Morrison street. L. E. Gilham is the manager of the local branch, the main business here being wholesale. This company has the agency for eleven states for machines, eleven states for the Otto Heineman Co. and six states for the Emerson records. Mr. Gilham says he intends to establish dealers in town for the Stradivara. The company has started off with phenomenal sales for Emerson records, which have not been well-known in Portland until recently. There is a good supply of Stradivara machines yet on hand, but sales have been so large that Mr. Gilham says he is now anxiously awaiting another shipment from the East. A Stradivara grand, just unpacked during the visit of The Talking Machine World correspondent, was sold at once.

The Sahlstrom Corp. is the outgrowth of the Hudson Arms Co., the oldest and for many years the largest sporting goods house in Portland.

JENKINS EMPLOYEES FORM CLUB

Men of Kansas City Music House Also Organize a Military Company for Local Guard

KANSAS CITY, Mo., May 6.—Some seventy of the employes of the J. W. Jenkins' Sons Music Co. recently organized a club which is to have for its purpose the social welfare of the employes, and the creation of a military company which will later become a unit of the Seventh Regiment, National Guard of Missouri. Thomas W. Hendricks, who served on the border in 1916, is captain; E. R. Corbett, graduate of a military school, first lieutenant; J. W. Wornock, who has seen service in the navy, second lieutenant; J. Stukenberg, top sergeant, and C. E. Hall, now a member of the National Guard, first sergeant.

Samuel Beatty was elected president of the social club.

Under ordinary conditions, new customers do not appear fast enough to take the place of the old ones, and every progressive merchant realizes the importance of making every customer a permanent one.

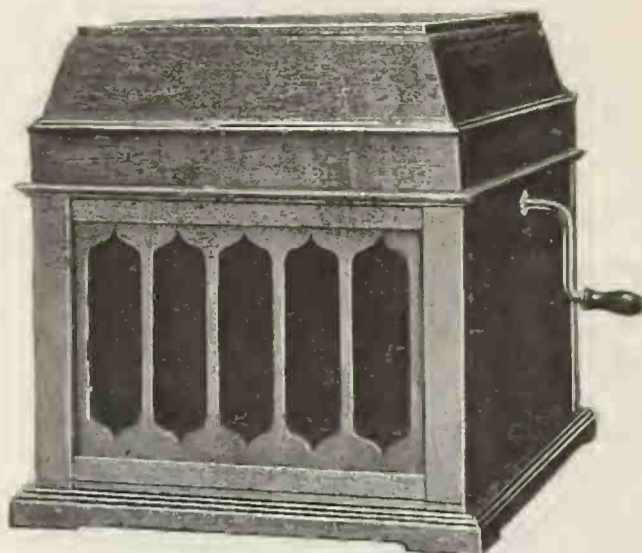
On Selling Records

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



ECLIPSE



THE NEW EDISON DIAMOND AMBEROLA
MODEL 50

Ten Reasons Why Our Production of the New Edison Diamond Amberola and Blue Amberol Records is Constantly Over-Sold

- 1.—No continual expense for needles, no needles to lose, to be out of just when needed, to become scattered around the house, to prick the fingers, with perhaps serious consequences (especially in the case of children), to be put in their mouths by children, or to wear out expensive records when carelessly used. Instead, a permanent GENUINE DIAMOND stylus.
- 2.—Records almost unwearable and unbreakable, that retail in the United States at 60c, 75c and \$1.00—less than the price of talking machine records of the same individual selections, or selections of the same class.
- 3.—Marvelously sensitive Edison reproducer, the result of more than two thousand separate and complete experiments by the greatest inventor of the age.
- 4.—Simplest and most dependable mechanism ever put into a phonograph.
- 5.—Completely enclosed instrument that retails, in the United States, as low as \$35.
- 6.—Highest class talent in the musical world.
- 7.—Extensive library of records especially suited to the less-than-one-hundred-dollar trade.
- 8.—Musical superiority proven before phonograph experts by comparative tests with talking machines costing from two to five times as much.
- 9.—Manufactured under the personal supervision of Thomas A. Edison.
- 10.—Constant enthusiasm of dealers and sustained interest of owners because of complete satisfaction and extraordinary value for amount invested.

THOMAS A. EDISON, Inc.

Amberola Department

ORANGE, N. J.

BALTIMORE TRADE USING MOTOR TRUCKS TO SUPPLY NEEDS

Business for April Exceeds Expectations—Cohen & Hughes Open Exclusive Wholesale Department—Columbia Expansion—Fifty Per Cent. Increase at Droop's—News of the Month

BALTIMORE, MD., May 4.—There is a much better feeling over business in April among the dealers and jobbers in Baltimore than for several months. The reason is that all of them equaled or bettered the business of the same month of a year ago and went ahead of most of the month's trading for the year. Goods arrived better than those in most instances by express and boat, while the motor truck played a big part in making possible sales. Advertising by individual dealers besides the regular monthly ads of the Columbia and Victor Cos. kept the retail business alive and sound business methods by some of the dealers in going out into new markets for goods helped business.

One of the most interesting events of the month was the opening of the exclusive wholesale department of Cohen & Hughes, Victor distributors, at their Saratoga street building, just east of Howard. This building was erected by the firm less than a year ago, and part of it was leased to the Maryland Piano Co. A few months ago the Maryland Co. needed larger quarters and moved to Howard and Franklin streets, and I. Son Cohen, head of the firm, decided to separate entirely his wholesale and retail businesses.

A feature of this department is that it is headed by a young woman, Miss E. M. Griffin, who for a number of years has been Mr. Cohen's private secretary. Miss Griffin is well acquainted with the wholesale trade and having been a close student under Mr. Cohen has absorbed equally well the Victrola business and knows all of the details. The first floor, that is, half of the first floor, is devoted to general offices with a rest room for visitors, while the other half of the ground floor is devoted to the shipping department, with garage facilities for the company's motor trucks. The building is a three-story affair and the entire second floor and part of the third are devoted exclusively to record department and the balance of the building for the caring for the surplus stock of machines. The two departments of the firm are separated so well now that every record used by the retail department is charged out just the same as an outside customer, and Miss Griffin says she plays no favorites, so that the retail department of the firm is given no preference over any of her outside customers.

The firm has been making good use of its motor trucks to get machines and records. Mr. Cohen has been keeping some of his big trucks busy coming to and from the Victor factories, and a great deal of goods is delivered to customers along the routes without having to be rerouted at the Baltimore office. Mr. Cohen says he has not been able to get nearly enough goods, but business has been coming along very well, and the motor trucks have made possible some business despite the general shortage of goods. Among the customers who visited the firm during the month were James McFaquar, of S. Kann Sons & Co., Washington; J. F. Hargest, Pocomoke City, Va.; Mr. Caulfield, of Burke-Hume & Co., Norfolk, Va.; Mr. Levy, of Ferguson, Lillienfeld Co., Norfolk, Va., and Charles Jacobs, of Jacobs Brothers.

Harry M. Little, in charge of Cohen & Hughes' retail department, reports a fine business for the month. Mr. Little recently had an exceptionally fine window display featuring Victor records and a Victrola. A large American flag from a flag staff with a cardboard soldier on guard and with grass and lanes of gravel made the window most timely. Various Victor records arranged artistically were placed in various places about the display. During the early part of the evening an electric light shaped into a searchlight effect was thrown on the Stars and Stripes. The cardboard soldier was made by Mr. Little, by cutting the figure out of a large Marine poster that is being used to stimulate recruiting.

Showing a substantial increase for April over the same month of a year ago, and making the quota set for the month, W. S. Parks, manager of the Columbia Graphophone Co.'s Baltimore headquarters, is well pleased with business. This was accomplished despite the fact that goods are not coming in as well as he would like to have them. But Mr. Parks just forces goods in when he is able to get the factory to have them started. Motor trucks have been pressed into service. He has his goods shipped to Hagerstown, about a hundred miles from here, and sends trucks there for the goods. Instead of bringing the goods back to Baltimore he has his men reroute them there and a great deal of the shipment is delivered from that point by either freight or motor trucks.

During the month Mr. Parks made a flying trip to Roanoke and Lynchburg, Va., and stimulated the dealers to activity. He says the prospects for business there are bright, and he expects to see some fine results come out of that section. Among the visitors to the Columbia headquarters during the month were Mr. Freeman, of the Hopewell Furniture Co., Hopewell, Va.; Mr. Carey, of the Columbia Co., Norfolk, Va.; Mr. Coteen, of the Phillips, Levy Co., Norfolk, and Mr. Freedberg, of the Virginia Mercantile Co., Norfolk; M. B. Kornman, of 706 H street, N. E., Washington, a new Columbia dealer, and Kelly Moust, now manager for Lansberg, Washington, and formerly of Hecht's Washington store.

Daniel De Foldes, in charge of the dealers' service department and the international record department, made a trip to New York last week and from headquarters obtained some fresh ideas for his place. P. W. Peck and A. B. Creel, two of the Columbia road men, have purchased new motor cars as the result of the fine business done by them in March.

C. Fred Smythe, in charge of the Dictaphone Co., for Columbia, and who took charge of that department in January, has broken all records for sales. He not alone has bettered any previous month's business done here, but he has beaten the fine marks each month that he has been making and Manager Parks is more than pleased with the record of his Dictaphone man, because he was responsible for bringing him to this city. Harry Dise has been placed in

charge of the accounting department of the Baltimore Columbia branch, and he has reorganized the branch and introduced many up-to-date methods.

W. C. Roberts, manager for E. F. Droop & Sons Co., Victor distributors, is very happy this month, for he is able to report an increase of 50 per cent. in his business. This is the first time since the holiday season that Mr. Roberts was enabled to make any kind of showing. Aside from one month's December business April was the best month that the firm ever had. Mr. Roberts was able to get goods through by express and by boat from Philadelphia. Mr. Roberts also was able to run ahead by the fact that he was able to obtain big shipments of records from some Western jobbers. Among the visitors to the Droop Co. during the month were George Lyons, of Ornstein & Co., Philadelphia; J. W. Wheatley, Easton, Md., and Kirk Johnson, Lancaster, Pa. Maurice Kirsch, of the wholesale department, made a tour through Pennsylvania during the month. This is the first time that Mr. Roberts has sent a territory man out for several months. Retail business is more than holding its own, but many sales for records are being lost because of shortage in this department.

Jesse Rosenstein, for the National Piano Co., Pathé distributors, was in New York last week looking over the field and was making a determined effort to get more goods. The Standard Furniture Co., of Murfreesboro, N. C., has become a Pathé distributor. Eddie Rosenstein, who for a time looked after the wholesale department, has enlisted in the Aviation Corps and is now at Kelly Field, Tex. Business with the firm is reported as good.

H. R. Eisenbrandt Co., Victor distributors, report retail business good, but wholesale business not as good as they would like to have it, owing to shortage of goods. They have been able to get in some goods, but not near enough to meet the demand of their trade.

The Victrola department of the Maryland Piano Co., Inc., John Slockbower, manager, is now in shape and the half a dozen booths of white ivory on the first floor make a very attractive place. Indirect light effect is used and the general scheme of the place is of an ornamental and tasteful nature.

Sol. Rosenstein, of the Rosenstein Piano Co., Columbia dealer, has just inaugurated an international department for records in his store and has the place ornamented with the colors of the Allies. He is looking forward to fine business.



Summer time—the play time—
nothing sounds so sweet as a
Schubert out of doors; on the
porch, in the cottage or at the
camp.



Dealers do well to remember that the

SCHUBERT PHONOGRAPH

is being used more and more to furnish afternoon as well as evening entertainment—outdoors as well as in the home.

This means a steady source of income for Schubert dealers. Are you one of them?

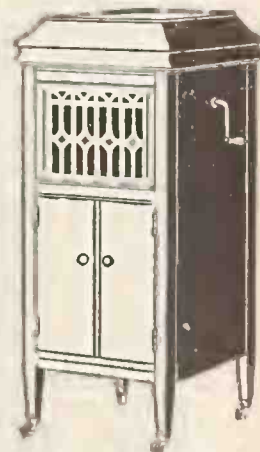
Five Models, \$60 Up

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





Stracciari—

The great baritone who daily grows greater in musical stature.

What do you think of his latest Columbia Records?

Columbia Graphophone Co.
Woolworth Building, New York

LEIBOWITZ OPENS NEW STORE

Talking Machine Man in Bronx Now Has Two Establishments in Fine Residential Center—Handling the Columbia Line With Success

One of the most successful talking machine dealers in the Bronx is Louis I. Leibowitz, who recently opened a new store at 1082 Southern boulevard, which has been meeting with remarkable success. Mr. Leibowitz has another store at 897 East 163d street, and as these two establishments are located in a residential center that is growing steadily, Mr. Leibowitz has been able to build up a very large record trade in addition to a splendid talking machine business.



Louis I. Leibowitz

A few years ago Mr. Leibowitz became interested in the possibilities of the talking machine



The Main Store on 163d Street business, and after making a careful study of the field was successful in securing a license to merchandise the products of the Columbia

Graphophone Co. Mr. Leibowitz then opened the store at 94 East 163d street, handling the Columbia products exclusively, and through the use of aggressive merchandising methods and by carrying a complete stock of machines, with



New Store on Southern Boulevard

a representative library of records, soon succeeded in building up a large and very profitable trade.

Always on the lookout to expand his business Mr. Leibowitz made a survey of the neighborhood and became convinced that Southern boulevard, near Westchester avenue, was a very desirable location for a phonograph store, and last fall leased the store at 1082 Southern boulevard.

This store was fitted up most attractively and an efficient mailing campaign soon produced good results. Mr. Leibowitz is an enthusiastic admirer of Columbia products, and one of the most important branches of his business is the foreign language record division, and the demand for this type of record is increasing rapidly.

Joseph A. Cramer is now the sole owner and proprietor of the Odeon Music Co., which handles the Brunswick phonograph as well as pianos and musical instruments, at 28 Liberty street, New Brunswick, N. J. Dr. F. E. Elmer is no longer connected with the company.

SELLING AGENTS FOR STRADIVARA

Schilling Piano Co. Announces Appointment of Josiah Partridge & Sons Co., Well-Known Furniture House, Who Will Give This Machine Wide Representation

An important deal was consummated the first of the month when the Schilling Piano Co., 112 West Twenty-third street, New York, Eastern distributors of the Stradivara phonograph, consummated an arrangement with Josiah Partridge & Sons Co., with executive offices and showroom at the furniture exchange, Forty-sixth street and Lexington avenue, New York, whereby on May 1 they became the selling agents for the Stradivara.

Josiah Partridge & Sons Co. is one of the oldest furniture houses in the country, having been established over seventy-five years ago, and is selling agent for such well-known concerns as C. B. & J. Warner Co., Inc., Warner Shade & Novelty Co., and the Lewisburg Chair Co., Lewisburg, Pa., and others. They maintain a vast selling organization which will now represent the Stradivara and will cover thoroughly the entire music trade as well as the furniture industry throughout the United States, Canada, Australia, New Zealand, Brazil, Argentina, Chile and various other foreign countries. With the consummation of the new arrangement the promotion of the Stradivara machines has been greatly augmented, and it will undoubtedly acquire an international as well as national reputation.

MCCREERY HELPING "OUR BOYS"

Advertise Plan of Collecting and Buying Records and Machines for Soldiers and Sailors

The Victrola department of James McCreery & Co., Fifth avenue and Thirty-fourth street, carried the following advertisement suitably displayed in the New York papers during the past week:

"To collect records and talking machines for our soldiers and sailors.

"To help this cause James McCreery & Co. have adopted the following plan of buying records and machines for our soldiers and sailors:

"James McCreery & Co. will pay you 10 cents for each old record brought into the store (this excludes all German records, as these have been interned), provided you purchase an equal number of new ones, and

"James McCreery & Co. will pay you from \$5 to \$15 (depending upon condition and value) for every old talking machine, provided you purchase an equal number of new ones.

"Or, if you do not wish to buy any new records or a new machine, and you want to give your old ones to the soldiers and sailors, bring them in, and James McCreery & Co. will deliver them free of charge to the Y. M. C. A., Knights of Columbus or Jewish War Relief, who will forward them to the camps. On request we will call for machines or records."

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

ST. LOUIS TRADE "OVER THE TOP"

This Is True Not Only in Sale of Liberty Bonds, But in Business—Active Despite Shortage in Stock—Kieselhorst Takes on Brunswick Line—Vocalion Demand Increases—Other News

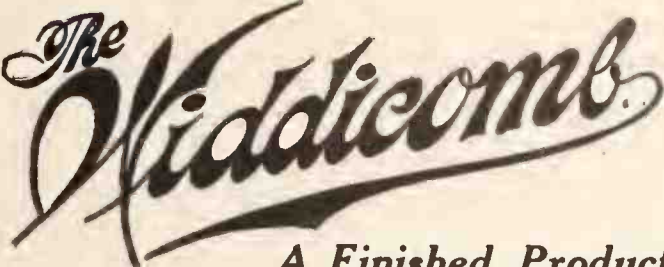
St. Louis, Mo., May 8.—Talking machine dealers here expected a quiet month in April because of the Third Liberty Bond campaign, but it appears that St. Louis went "over the top" in talking machines as well as in Liberty Bonds. As a matter of fact, the dealers did not have much to say about April business until after the success of the loan was assured. It may be that they did not want any one to think they had been getting money that should have gone for bonds, but when the success of the loan was announced they talked freely. It may have been that they wanted to wait for the end of the month to be certain of their total, fearing all the time that there would be a slump. Increases as high as 44 per cent. over the previous April are reported.

These increases, of course, were with the fortunate dealers who have sufficient stock to make sales when the opportunity offers. There is no denying that there is a shortage of Victor machines, especially mahogany finish. A good many dealers have waiting lists for these machines and will have a nice run of business when the opportunity offers.

The Columbia, Edison and Brunswick are giving their trade a fair supply, in some cases all demands are being met. The jobbing trade was especially good during April, according to all reports. Small-town merchants are expecting a splendid summer business and are ordering freely. City dealers are piling up orders to fortify themselves against a possible shortage.

The Kieselhorst Piano Co. announce that Brunswick machines, Columbia machines and records and Pathé records would be sold from the Olive street store, which has been heretofore an exclusive Victrola store. Concerning this change, Mr. Kieselhorst remarked: "Of course, the adding of these two lines will mean changes and more business. Our facilities of one floor devoted to talking machine sales booths and another floor for record sales have already proved inadequate, so we are going to enlarge these facilities as rapidly as we can. We expect to put ten additional record sales booths in the basement part of our building at once. At the Market street store (known as the Piano and Talking Machine Exchange) we will show the lower-priced machines. Record sales have not been a great success there, and we will withdraw the records entirely from that store and sell them here." The Columbia line of machines and records have been on sale in the Market street store for some time.

At Aeolian Hall Manager Guttenberger reports excellent increases in Vocalion business, both in jobbing and retail. A number of the new dealers are taking hold well. Vocalion



A Finished Product

THE most expensively constructed and intelligently assembled line of Phonographs in the world—yet priced to show unusual value—

MANUFACTURED AND GUARANTEED BY

Phonograph Division

| | | |
|-----------------------|--------------------------------|-----------------------|
| Upright Cases | Widdicomb Furniture Co. | Art Table Types |
| \$110 to \$250 | Grand Rapids, Mich. Since 1865 | \$125 to \$200 |

Chicago Exhibits

| | |
|---|--|
| H. P. A. MOSSNER, Sales Agent | WIDDICOMB SALES CO. |
| 532 Republic Building | Wholesale Distributors, 327 S. LaSalle St. |
| SANBORN KINNEY CO. | H. DINWOODEY FURNITURE COMPANY |
| Sioux City - - - - Iowa | Salt Lake City, Utah |
| MEYER BROS. DRUG CO. - St. Louis | SHAW SUPPLY CO. - Tacoma, Wash. |

Send for literature and information—The Creator of The Widdicomb will call by appointment during May and June on prospective jobbers and large retailers.

records are now being sold at wholesale to the newly-established exclusive Vocalion dealers, but are not yet on sale at Aeolian Hall, the reason being that so far the supply has not been adequate to taking care of the exclusive dealers and the big retail run on a popular number at Aeolian Hall. Mr. Guttenberger hopes to offer Vocalion records at retail after May 15.

Several of the new machines with the Universal tone arm are on exhibit at Aeolian Hall and have been highly praised. Especially has this praise been given to the playing of the various makes of records.

Ben S. Phillips, who was manager of the Columbia retail store here, has joined the Vocalion sales staff.

Manager Irby W. Reid, of the Columbia wholesale department, reports excellent general business in the entire territory. He has been busy keeping in touch with the various promotion plans being put on by his dealers, to all of which he lends especial attention. The continued success of the Columbia window display sets have proven interesting, also to observe how the idea has been adopted by others. A local dealer in a rival line saw the point so well that he is using hand-painted sets of his own design. They are of excellent workmanship, have certain individual touches for this store, which shows how well the idea has taken.

Wholesale Manager Salmon reports excellent country and city trade and that deliveries have been up to the most exacting mark. He says

that record orders have been filled about 95 per cent.

The reports of reductions in the supply of machines is not at all to the liking of dealers; they make no secret of that but they are making no complaint. They believe that the move is toward winning the war and that suffices for them.

The Home Talking Machine Co., a southside Columbia house, on the first of the month announced that it had arranged for a motor delivery service on records and machines for the entire city.

The line of machines made by the Vitrola Talking Machine Co., Chicago, which is distributed in this city by the Witte Hardware Co., is steadily growing in demand, and the Rice-Stix Drygoods Co. and the Phoenix Furniture Co. are doing an excellent retail business with the Vita-Nola. Many new dealers have been entered up during the past month.

THE RIGHT START IN ADVERTISING

A good start in advertising is like a good start in any kind of a race—it gives one courage and confidence. But a bad start does not always foreshadow a failure, rather a reverse. If the experience is used rightly it should switch the advertiser onto the road for success.

The door to the temple of success is never left open. Every one who enters makes his own door, which closes behind him to all others.

"In Tune with the Times"

We offer to the talking machine trade throughout the country a remarkable selling proposition in the

"American Maid" Phonograph

PURITY AND SWEETNESS OF TONE

The "American Maid" is supreme in its "tone" quality and all models are equipped with the "American Maid" universal tone arm playing any make record as it should be played. Each cabinet machine has tone modifier. Our Model A is heavily gold plated on all exposed metal parts.

A COMPLETE LINE OF ALL STYLES, SIZES AND FINISHES. GRACEFUL IN DESIGN, MATCHLESS IN EXECUTION, GENEROUS IN PROPORTION.

We are Specially Equipped and Stocked to Cater to the Export Trade. Inquiries Cordially Solicited.

C. JOHN A. WOODS & SON, - - 25 Church Street, New York, N. Y.

RECITAL UNDER DETROIT ASSOCIATION AUSPICES A HIT

Members Decidedly Well Pleased With Their First Effort, Which Drew a Capacity Audience—Will Benefit Business—J. L. Hudson Co. Occupies Handsome New Home—Other Happenings

DETROIT, MICH., May 9.—In querying Detroit talking machine dealers regarding April business we find that it was just about normal with the same month of 1917, but if we base figures on the gross for the first four months of 1918 as compared with the same period in 1917, we can safely report that this year's business is ahead, regardless of the repossessions this year, which naturally have been greater. It seems to be the same cry as during March—that machine business is fair—record business is very good—and collections improving. And you must remember that the Third Liberty Loan drive was on for three weeks during April.

The future really looks good for Detroit. It is true that we are very short of homes and also we are short about 30,000 mechanics and laborers. Wages are higher than ever before, and the Detroit Board of Commerce is working with the Federal Government doing all it can to bring the required number of workers here. Detroit manufacturers are blessed with big war orders, and it only remains for them to secure sufficient help to increase production.

Michigan went dry on May 1 without any ceremonies or any unusual scenes. A great many of the former saloon places are continuing in business, handling soft drinks and near-beers. However, the ultimate effect of prohibition ought to be beneficial to the music industry inasmuch as many men will be staying home more than formerly, and their wives are bound to have more money with which to equip their homes.

The recital given April 30 at the Arcadia under the auspices of the Detroit Talking Machine Dealers' Association was most successful, and the members feel that they have every reason to feel proud of their initial undertaking in this respect. Something like 3,000 people attended the concert, and had it not been for the hard rain which started right after the supper hour, keeping many people at home who had planned to come, the auditorium would never have held all the people. As it was, the crowd who did come enjoyed every minute of the concert as evidenced by their enthusiastic applause. The function started at 8 o'clock sharp and ran until 11.13. Some of the artists simply could not get through the crowd encoring and insisting upon "more" and "more." The artists who appeared were from the various talking ma-

chine companies and all were very well known in their respective fields. They include Billy Murray, Arthur Campbell, Henry Burr, Sterling Trio, Peerless Quartet, Fred Van Epps, Theodore Morse, Byron G. Harlan, Arthur Collins and John H. Meyers. The artists arrived in the morning and were the guests of members of the Talking Machine Dealers' Association, being entertained at luncheon at the Detroit Athletic Club and taken for motor rides in the afternoon. The concert committee consisted of Sam F. Lind (Columbia), chairman; Wallace Brown (Brunswick); Max Strasbury (Victor and Columbia), and Ed Andrew, of the J. L. Hudson Co. (Victor). But right here we want to give credit to every member of the local association, as all of them did their share in selling tickets and working up interest to make the concert a success. The entire profits of the concert have already been turned over to Detroit's Own Regiment, 339th, at Camp Custer cantonment. Next year, if all is well, the Detroit Association will give another recital or function of some kind for patriotic charity.

The gala event of May was the opening of the new music store of the J. L. Hudson Co. at 68-80 Library avenue, removing from the former location at 188-190 Woodward avenue. The new store is a fireproof building, about 60 by 120 feet in size, six stories high with a full basement. The company spent more than \$75,000 in remodeling it and installing a ventilating system, automatic sprinkler system, pneumatic tube cash carrying system. This is exclusive of the many thousands spent for decorations, rugs, carpets, electric light fixtures, etc. E. P. Andrew, general manager of the store, was given authority by the "powers that be" to spare no expense in making this new store as fine as money would go, and he has brought out an atmosphere of coziness and artisticness that is exemplified in few music stores. There are stores more massive and more impressing in some ways, but not for quietness and coziness. The first floor has two large windows, but they have no background so that from the front you can see clear through to the rear. One of the windows will always be for talking machines and records while the other one will be for pianos, players, etc. The sheet music, small goods departments, and fourteen record demonstrating

booths, occupy the first floor. Also a service counter sales, which is quite an innovation, as all sales are made over this counter, the stock being in racks in the rear of the counter. The second floor has the general accounting offices and the music roll department. The third floor has the private office of Ed Andrew, Jr., an assembly room for his salesmen and about twelve booths for displaying talking machines exclusively. In other words, the third floor is entirely for talking machines, both Victor and Sonora. On the fourth floor is the general office of E. P. Andrew, general manager of the store, the office of the sales manager, an assembly room for the sales staff, and large, roomy parlors for exhibiting straight pianos, both upright and grands. In the rear of this floor is space devoted to used pianos. On the fifth floor is the display of piano players, while on the sixth are finishing, tuning and stock departments. The basement is also for stock. The decorative colors throughout the store are French gray, French blue and French DuBarry rose. All fixtures even to the door hinges are aluminum and silver, and all exposed woodwork is dull finished American walnut, which includes the counters and main entrance doors.

The entire week of April 29 was given over to "openings," and each day was specifically devoted to some particular purpose. For instance, Monday night, April 29, was given over from 7 to 10 p. m. to music dealers, talking machine dealers, anyone affiliated with the allied trades. Nearly every dealer in Detroit, Windsor and nearby towns came to the store and attended the opening. Tuesday was not scheduled, as everybody had their minds on the concert that evening given by the Detroit Talking Machine Dealers' Association, the sale of tickets being at the Hudson music store. Wednesday afternoon, Wednesday evening and Thursday afternoon were for the public. Thursday night was for the music teachers, music instructors and music professors, while Friday evening was for the 3,000 employes of the J. L. Hudson store and the department managers. Saturday was "open" for business in the regular way, and we are glad to say that Saturday business was better than expected. During the first week of the openings there was "something doing" on every floor. On the first floor was a five-piece orchestra; on the second was the Hudson Quartet, one of the finest quartets in the country; on the third floor was a trio; a vocalist was on the fourth floor, Miss Elois Johnson, and Ursula Dietrich demonstrated the Apollo and Art-Apollo on the fifth floor. Among the beautiful floral pieces for the opening were those presented by the Sonora Phonograph Sales Co., Charles Marshall, Detroit manager; Grinnell Bros., Robert Alling, of the Edison Shop, and Sam F. Lind, of the Columbia Graphophone Co. The new Hudson music store is a monument to the music business and the Hudson Co., and it is sure to be very successful, being in the very heart of business activities and convenient to its former Woodward avenue location.

Wallace Brown, Brunswick dealer, has opened a branch store in the Polish district in northeast Detroit, which is in charge of an experienced phonograph man who speaks Polish. In addition to English records, foreign records will be handled. It is the intention of Mr. Brown, inasmuch as he has the exclusive agency for Detroit and Wayne County, to open Brunswick branches in other parts of the city during the next four months, so that by fall he will have branches established in the east, west, north and northeast sections.

The various wholesalers of talking machines and phonographs are of the same opinion in discussing the future. All say they have a good stock on hand, and believe they will have a big fall business if they can only get the goods.

Burton Collver, who formerly was with Grinnell Bros., and now with the Cheney Talking Machine Co., of Chicago, spent several weeks in Detroit and Michigan recently. Mr. Collver has put on quite a number of accounts and is confident of big fall business for the Cheney phonograph.

MAGIC-TONE STEEL NEEDLES



Prices for
IMMEDIATE DELIVERY
LOUD TONE

In lots of 10,000 - - - 65c. per thousand
In lots of 100,000 - - - 60c. per thousand

55c. per thousand in
lots of 500,000
and up

Packed 100 in paper envelopes or
300 in metal boxes

Owing to the uncertain condition of the steel market, we would suggest that you anticipate your requirements for months ahead. Send us your order at once as the price of needles is bound to increase in the near future.

I. DAVEGA, JR., INC.

Victor Factory Wholesalers

125 WEST 125th STREET

NEW YORK

"The House of Service"

VICTROLAS—SUPPLIES—NEEDLES

TWIN CITY TRADE STILL GROWING

Jobbers and Dealers Report Strong Increase in Volume of Business Handled Despite Stock Conditions—Rural Business Coming Well

MINNEAPOLIS and ST. PAUL, MINN., May 6.—Springtime is not the best time for selling talking machines, yet the Twin City dealers, particularly those in the jobbing section, are satisfied and, even more so, with their results in April and the outlook for May. Jobbers figure on a growth of from 25 to 100 per cent. in the volume of sales for the first half of 1918 as compared with the corresponding period of last year. This rather describes the local situation in St. Paul and Minneapolis in a brief way.

W. J. Dyer & Bro., St. Paul, and the Beckwith-O'Neill Co., Minneapolis, Victor jobbers, are making desperate efforts to assemble something that looks like a stock before the big rush begins. They know that it will be difficult to supply their needs, as the demands from the suburban districts even now take everything that comes to their warerooms almost before the goods are unpacked. There is only one satisfaction to the managers, and that is that nothing has any chance of becoming shopworn. Now that is a pleasant thought, as there are some lines of trade in which the fear of goods becoming shopworn is persistent and perennial.

Edison business in this Northwestern territory will show a very substantial increase. The Minneapolis and St. Paul retail houses have sold much more than a year ago while the jobbing trade of the Minnesota Phonograph Co. will show better by from 40 to 50 per cent., according to President Laurence H. Lucker.

A part of this increase is due to a systematic spurring and coaching of the rural dealers. As, for instance, the house had an account in one of the most prosperous towns in Redwood County, Minnesota, but the man was not doing what he should with his operators. So the house sent down one of their live wires—Stinchfield is his name. In an even week he had

| | | | | |
|---------------------------|---|-------------------|------------------|--------------------------|
| MICA Diaphragms | Quotations and samples promptly forwarded upon request Don't be caught short Cover yourselves now | | | |
| | INTERNATIONAL MICA COMPANY Offices and Factory, 37th and Brandywine Streets, WEST PHILADELPHIA, PA. | | | |
| PHILADELPHIA PA. | CHICAGO, ILL. (Insulation Dept.) | AMELIA CO. VA. | MONTREAL CAN. | WEST PHILADELPHIA PA. |

closed sales aggregating more than \$2,700. The dealer got a goodly bundle of money—that he really did not deserve—and also he had his eyes opened. It is believed that his blindness has been cured, at least for a time.

The new Brunswick phonograph is running about 100 per cent. better in sales than it did a year ago, according to E. L. Kern, manager in this territory for the Brunswick-Balke-Collender Co. He predicts that the new tone arm permitting the Brunswick to play any and all disc records will make it the great favorite all over the country, and that the only limit will be the ability of the factories to reproduce instruments. Mr. Kern is devoting considerable time to the task of obtaining men for the company's Dubuque factory, which is losing men continually through the draft. He has met with some success, but finds that other industries are in the field for the same class of men. A shortage of machines is quite within the range of possibilities with the restrictions on material and labor on one side and the continued demand on the other. Mr. Kern has opened an account with the Hagen-Newton Co., Fargo, N. D., which is installing the most modern and complete phonograph headquarters in North Dakota. The plant will include several demonstration booths, a large record rack and proper display facilities, and will take the lead in every way, say its promoters.

Jay H. Wheeler, manager of the Pathé department of the G. Sommers Co., has gone to New York to select the fall stock. While he was away his assistants were superintending the construction of a gigantic record storage plant. It will have a capacity of 100,000 records, and almost any one would concede that such a number of records is quite a lot.

Reports from the Columbia wholesale headquarters in Minneapolis are in every way satisfying. The balance sheets to date show everything in favor of Manager Sprague and a continuance of good business is to be expected.

VERDI'S VIEWS OF THE GERMANS

A letter of exceeding interest appeared in the New York Times the other day from Edwin C. Boykin, who is connected with the editorial department of Edison publicity in Orange, N. J. The communication was based upon an extract from a letter written by Giuseppe Verdi, the great Italian composer, at the time of the Franco-Prussian war in 1870, and which Mr. Boykin deemed most appropriate to bring to light at the present time in view of war developments in the zone in which the Germans are at present operating. It read as follows:

"Our men of letters and politicians well may boast of German knowledge and science and—God forgive them—even of the arts of those conquerors; but a glance backward would let them see that the old blood of the Goth is still running in German veins; hard, intolerant despisers of all that is not German, and inclined to a boundless rapacity. Men of brains, but heartless, strong and uncivilized. And that King [William I., grandfather of the present Kaiser], who, in the name of God and Providence constantly on his lips, destroys the best part of Europe and thinks himself destined to reform the manners and punish the vices of our modern world! What a missionary!

"The composer of 'Trovatore' and 'Aida' was not without insight into the true character of the despoilers of the world," remarked Mr. Boykin in closing.

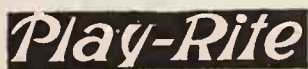
**GIVE YOUR DEALER WHAT HE WANTS
AND HE WILL ALWAYS BE YOUR DEALER**

The *Play-Rite* is not merely manufactured—but created.

The very best tone arms you can install in your machines—They have proven to be the loudest and clearest tone reproducing arms on the market—They are beautiful in appearance—and are reliable. Guaranteed to give perfect satisfaction.

Beware of Infringers and Imitators

Unless these tone arms bear our trade mark they are imitations.

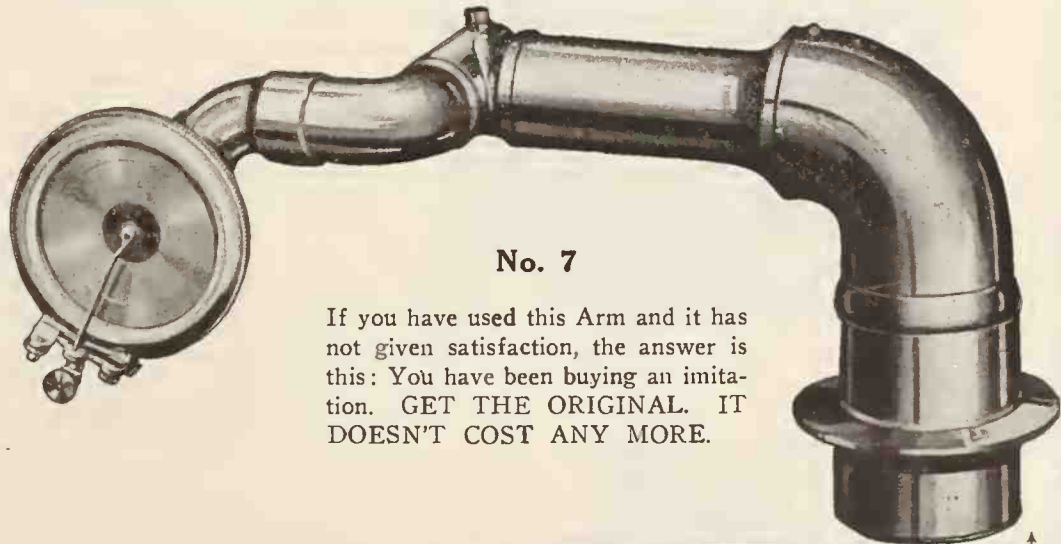


Look for our trade mark. It insures quality.

Although the appearance and construction of these arms are different, they both represent the very best quality in tonal construction and have the largest number of talking points to choose from.

**REPRODUCERS SOLD IN QUANTITIES
AT VERY LOW PRICES**

Write for descriptive leaflet, samples and prices.
Do It Now!



No. 7

If you have used this Arm and it has not given satisfaction, the answer is this: You have been buying an imitation. GET THE ORIGINAL. IT DOESN'T COST ANY MORE.

LOOK FOR TRADE MARK HERE



No. 1 W.
(Patented)

Proven to be the loudest and clearest tone reproducing arm on the market.

Quick Selling Points:

No screws to tighten, locks itself into either position. Length can be adjusted to center arm for any record. Originators of the "Spring Screw feature" that locks itself into place.

LOOK FOR TRADE MARK HERE

AMERICAN PHONO PARTS CO. 512 WEST 35th STREET
CHICAGO, ILL.

GENERAL ACTIVITY PREVAILS IN PORTLAND DISTRICT

Oregon Talking Machine Men Keep Things Going and Overcome in Some Measure the Shortage of Machines and Records—New Concerns Enter the Field—General News of Interest

PORTLAND, ORE., May 4.—Scarcity of talking machine records of patriotic and popular airs has been one of the chief barriers to splendid business in the record departments in Portland for several months, but this condition is rapidly being alleviated and some of the lines have so managed that the pinch has scarcely been felt. The Columbia Co.'s local branch has been fortunate in having a splendid supply of records and has been able to supply all dealers with what they have asked for. The Third Liberty Loan has not hurt business at all at this house, according to Manager Heater. Henry Schmidke, a valuable member of the sales force, has been drafted and will leave for camp in a short time.

An arrival of Pathé machines aided materially in assuaging a shortage of stock at Calef Bros., only one machine being on hand when the shipment reached Portland.

Shipments of records from Chicago, Salt Lake

and Denver have done much to relieve the shortage at the Hyatt Talking Machine Co. The situation as regards Victor and Edison records was becoming critical, but now Mr. Hyatt believes he will be able to take care of his trade.

Four months ago the Graves Music Co. received two carloads of talking machines. The day before Easter only ten of them were left. To-day there is not a machine in stock and orders have been taken for so many more that another big shipment, momentarily expected, will last only a short time. In fact, a third big order has been forwarded even before the arrival of the second lot. W. L. Le Vanway, in charge of the phonograph department at the Graves store, says that April business was 50 per cent. greater than in March, with every indication of continued prosperity.

A big shipment of Victor and Columbia records reached the Meier & Frank Co. in mid-

April and a big demonstration was given in the music hall April 16. A large crowd was in attendance. Demand for Brunswick machines has continued at the Wakefield Music House and the supply is now so short that there are not enough left in stock to fill the demonstration booths.

Shortage of Victor and Edison machines is reported by the Reed-French Piano Co.

Dealers report that they have been able to meet the demand for Columbia records and this is ascribed to the fact that the Columbia people are sending virtually all their records by express, although the time required for deliveries is not much less than it was for freight shipments in pre-war days. Small graphophones are also being sent by express. Graves Music Co. has been boosting the sale of small Columbias and has been doing a big business with 15s, 18s and 45s. Special advertising has been given by this house to these instruments. The same house reports sales of Edison and Stradivara machines in such quantities that it is almost impossible to supply the demand.

Classical records as well as popular and patriotic records have been in demand. Since the Frieda Hempel, Louis Graveure, Mischa Elman and Galli-Curci concerts in Portland the records of these artists have been very popular.

The G. F. Johnson Music Co. reports an ever-increasing demand for records of the Victor French courses, both teachers and soldiers making heavy inroads on the stock of these records.

Reports from Baker, in Eastern Oregon, are that Frey's Sporting Goods Store is making a fine display of Brunswick talking machines.

From the Morris Music House at Eugene, Ore., in the Willamette Valley, comes word that the new Edison is having a big sale.

Eilers Music Store has been fortunate in disposing of surplus record stock through the energy of Miss A. Bennett, in charge of the record department. Miss Bennett has realized the shortage of popular and patriotic records and has been showing customers good numbers, of which there is a surplus, and satisfactory sales have resulted.

Sherman, Clay & Co. are feeling the shortage of Victrolas, according to F. D. Addis, of the Victrola department. Business is increasing so rapidly at this house that sales could be tripled over last year's mark if machines could be obtained. Machines shipped more than two months ago have not yet been received here. The public is still calling for the larger machines.

Shortage of the larger-sized Victrolas at the G. F. Johnson piano store has made it necessary to supply customers with smaller machines, says R. F. Callahan, sales manager of the talking machine department of this house. Now a big shipment of big machines has arrived and sales are picking up wonderfully.

One of the new houses in Portland has been doing a large business with the Victor and Brunswick machines. The Seiberling-Lucas Music Store, formerly a small goods and sheet music store, has become one of the big houses of the city since putting in talking machines.

Graves Music Store has one of the liveliest phonograph departments in the city. Manager Le Vanway delivered twenty-three talking machines in one day recently, all makes, and some were large, handsome instruments.

BOOKING GOOD BUSINESS

Illsley, Doubleday & Co., New York, manufacturers of Illsley's graphite phono spring lubricant, are making plans for a prosperous year with this product, as the majority of the manufacturers using this lubricant have already placed large orders for 1918 to cover their requirements. The company states that it is receiving inquiries month after month from dealers and jobbers, through its advertising in The Talking Machine World, and that these inquiries have been turned into profitable sales. This lubricant has been merchandised to the trade with the idea of making it a standard in the field, and the results to date have been very satisfactory.

CABINET

SUPREMACY



A Century Model

¶ In every industry there is a *leader* and this Company has conducted its business with the one thought in mind of being the *leader* in the talking machine cabinet industry.

¶ How well we have succeeded is indicated by the fact that

CENTURY CABINETS

are being used exclusively by the majority of the leading talking machine manufacturers. **Century Cabinets** are giving absolute satisfaction to every user, and every cabinet is guaranteed by the *world's largest manufacturer* of talking machine cabinets.

CENTURY CABINET CO., 25 West 45th St., New York
FACTORY: UTICA, N. Y.

There are more reasons which you can give a man for buying a Vacation Model Grafonola than there are pretty girls on the beach in August—

And that is quite some!

Columbia Graphophone Co.
Woolworth Building, New York



U. S. COURT GIVES FINAL DECISION ON VICTOR CONTRACTS

District Court Hands Down Findings Against the Contract System of That Company to Settle Formally Long Discussion—System Already Abandoned—L. F. Geissler Explains Situation

The daily papers on May 4 published some sensational and, in many cases, misleading statements regarding the decision handed down recently by Judge Augustus N. Hand in the United States District Court for the Southern District of New York, against the Victor Talking Machine Co. Some of the papers even went so far as to declare or insinuate that the decision practically ordered the dissolution of the company.

As a matter of fact, the ruling of the Federal District Court above referred to was upon the contract system of the Victor Co., regarding which there was some question following a decision of the Supreme Court against that company a year or so ago. It was decided to get a court ruling on the contract, and the decision of the District Court represents that ruling, which will be accepted by the Victor Co. without appeal.

In discussing the case, Louis F. Geissler, general manager of the Victor Talking Machine Co., said: "The decree issued by Judge Hand against the Victor Talking Machine Co. is the outcome and final and formal action in a long discussion which has been pending with the Government for some time relative to our license or contract system of doing business.

"The decision of the Supreme Court of more than a year ago against us made it patent to us that our contract system, although sustained by practically all court decisions up to that time, would no longer be considered legal by the Government; hence, on May 29, 1917, we notified, by letter, all our trade that our license agreements were voided and no longer effective, for, while we and our counsel thought the contract all right, the Government evidently did not, and it was necessary to get a definite ruling in order to close the discussion. The company agreed to accept the court decree.

"The decree signed by Judge Hand is of importance only in the sense that it definitely concluded the discussion which had been in progress between the Government and the company. The practices complained of having been discontinued long ago, no changes by the Victor Co. as a result of the decree are necessary."

REPEAT ORDERS FOR HOFFAY LINE

Ingenious Features of "Air-Tight" Talking Machines Commend Them to Trade—Sales Manager Kingsberg Planning Trip Throughout Country—Secure Larger Floor Space

"Repeat orders evidence, as nothing else can, what favor the Hoffay air-tight talking machines find with dealers," declared Alexander Kingsberg, sales manager of the Hoffay Talking Machine Co., 3 West Twenty-ninth street, New York.

He is at present calling on the trade in adjacent territory, preparatory to covering the United States and Canada to place agencies, and states that the manifestations for the Hoffay are more marked than ever and will result in a banner year. The steadily increasing demand for the Hoffay talking machines has necessitated the expansion of quarters at the Twenty-ninth street address and negotiations are being made for still larger floor space.

"It is not at all surprising that the Hoffay machines with their ingenious features are being taken up so rapidly by dealers throughout the United States and Canada," Mr. Kingsberg remarked: "The universal tone arm enables the playing of all makes of records and the 'Resurrectone' reproducer to the highest degree acquits itself of the artist's interpretations. Voluntary testimonials have given us more ground than ever upon which to substantiate our claims regarding the standing of the Hoffay air-tight talking machines."

"Don't send out letters simply to keep stenographers busy. Employ a sufficient number to mail the necessary amount—and keep them going all the time. Don't let mail leave your office without an advertising enclosure of some kind.—Publicity.

10 PER CENT. WAR TAX IN CANADA

War Excise Budget Provides Heavy Burden for Talking Machine and Record Manufacturers

OTTAWA, CAN., May 4.—Nothing has created so much talk in commercial circles for some time as the recent budget speech delivered by the Hon. A. K. MacLean, acting Minister of Finance. The piano and phonograph industries came in for their share as was expected, and there will be levied a war excise tax equal to 10 per cent. upon automobiles, gramophones, graphophones, phonographs, talking machines, cylinders and records therefor, mechanical piano and organ players and records therefor, when manufactured or imported after the 30th day of April, 1918, on the duty paid value when imported and on the price when manufactured and sold, provided that such war excise tax shall not be payable when the articles are manufactured for export.

USES FOR RECORDS AND NEEDLES

When Musical Value Is Gone They May Still Prove of Use to the Handy Housewife

All the phonograph records you don't care to hear any more are still of use, the Illustrated World advises housewives. On ironing day take out one record and place on the board and you will be introduced to a new and improved ironing wax when you lightly place the iron on the record.

Take all the old needles and put them into a bottle or small jar on the sink, and whenever you have a dirty bottle, such as a milk bottle, vinegar cruët, etc., just pour them into it and shake well. In half a minute the bottle will be clean.

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 CANOLER BLDG., ATLANTA, GA.

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

THE AEOLIAN CO. ANNOUNCES THE VOCALION RECORD

AEOLIAN-VOCALION RECORD NOW READY FOR THE MARKET—EMBODIES NEW RECORDING FEATURES—IS HILL AND DALE CUT, TEN AND TWELVE-INCH, SINGLE AND DOUBLE FACED—WILL BE MARKETED THROUGH VOCALION REPRESENTATIVES—RECORDING STUDIO IN NEW YORK SPLENDIDLY EQUIPPED

The Aeolian Co., New York, is now ready to announce to the talking machine trade the new Aeolian-Vocalion record. The first list of records is now ready for general distribution, and plans are being formulated whereby the merchandising of this record will be conducted in the thoroughly efficient manner which characterizes all Aeolian merchandising plans.

Behind this important announcement in behalf of the Vocalion record lies an interesting history of progress and development. The Aeolian Co. has never been satisfied to place any product on the market bearing its name, without knowing that this product represented something different and distinctive. In fact, it has been this constant aim to give the musical world something new that has made the Aeolian Co. world-famous and a recognized leader in international musical development.

The Aeolian Co. in its very successful history has always endeavored to create rather than to imitate. It has been a pioneer in the player-piano and organ fields, and its player-piano products have won recognition the world over. The Duo-Art reproducing piano, the company's most recent development in the player-piano industry, has won enthusiastic endorsement from the most famous musicians, who acclaim it as one of the greatest achievements in the history of music.

When the Aeolian Co. a few years ago decided to manufacture talking machines it did not make any immediate announcement to this effect, but for several years the company's technical experts thoroughly investigated the scientific features of the talking machine. Every known improvement and scientific achievement was given careful consideration during this period of investigation, and this research was especially significant in view of the fact that the Aeolian Co.'s technical staff comprises not only musicians and artisans of great ability, but several scientists of note. For several years these men labored to develop the phonograph, working for two years in collaboration with Professor Dayton C. Miller, of the Case School of Applied Science, one of the greatest living authorities on tone and tone quality.

Finally in 1914, these technical experts decided that they were ready to introduce the Aeolian-Vocalion phonograph and this instrument was presented to the musical world as an instrument that embodied numerous improvements of great musical value. The subject of musical tone was thoroughly discussed in all literature that the company issued, and when the instrument was placed in the hands of the dealers, it carried with it the absolute

introduction of the "Graduola," which was embodied in the Vocalion in order to permit of tone control. The "Graduola" has won recognition as one of the simplest and most efficient means of phonographic tone control yet devised.



Where the Vocalion Records Are Made

After the perfection of the Aeolian-Vocalion phonograph and its subsequent success with musicians and the general public, the Aeolian Co. continued to experiment in the different realms of phonograph research, but the company's technical experts finally reached the stage where they were in a position to tell the officers of the company that in their opinion "the Aeolian-Vocalion phonograph represented the acme of perfection, musically and scientifically."

In this report there was also submitted a suggestion that the musical prestige of the Aeolian-Vocalion phonograph could be further strength-

lian Co. decided that a talking machine record bearing the Aeolian name was the only practical solution of this problem. It was determined that nothing would be left undone to make the record bearing the Aeolian name a worthy companion to the other famous Aeolian products, and with this determination in mind, the technical staff was instructed to concentrate its efforts upon the production of such a record.

For two years these scientists and tone experts experimented with new and different systems of recording. No time or expense was spared in the hope that one of these new systems might be utilized in the production of a record that would fully satisfy the Aeolian executives and technical staff.

Experimentation was going forward in the Aeolian technical laboratories when a cablegram was received at Aeolian Hall from the company's English branch, saying that an inventor had submitted samples of a phonograph record which was of marked superiority, and that there was a possibility of acquiring the process by which it was made. Following this cablegram a number of specimen records were received and given exhaustive hearings and tests.

In order to insure the acquisition of so valuable a method the president of the Aeolian Co. made a special trip to London in order to investigate the matter personally. He found that the improvements in the new process were so important that its inventor had already been able to secure patents in all of the principal countries.

Further investigation strengthened the first favorable impression the records had made, and after a short period of negotiation, the patented rights to the new method were purchased, and the men responsible for the new record were engaged to continue the development of the system under the auspices and in the laboratories of the Aeolian Co.

Discussing this method of recording from a scientific standpoint one of the Aeolian Co.'s technical experts remarked:

"As is generally understood, all sounds—musical tones included—are conveyed to the ear by what are known as sound, or tone waves. These waves, while intangible and invisible, can, by means of recently devised scientific appliances, be observed, measured and accurately estimated, through certain effects they produce.

"While investigation of musical tones through various apparatus is not new, no such accurate observation has hitherto been possible, and it is of more than passing interest to know that the Aeolian Co., in addition to its own completely equipped acoustical laboratories, has been in a position to profit by these new appliances and researches of their inventor, who is recognized as one of the most noted contemporary authorities on the phenomena of sound.

"It has been established that all musical



Two Views of the Handsome and Splendidly Appointed Artists' Room in Aeolian Recording Studio

endorsement and guarantee of the Aeolian Co. The success instantly achieved by the Aeolian-Vocalion reflected the importance of the new scientific and musical qualities which it embodied.

The distinctive and outstanding feature of the Aeolian-Vocalion was its tone quality and the

ened if a record was perfected that would harmonize completely with the scientific perfection of the Aeolian-Vocalion. In other words, these experts expressed their belief that further progress in the phonograph field was not possible, except in the development of the record.

With its customary progressiveness the Aeolian

tones are composite in character—that is, each tone is composed of a greater or less number of individual tones. Every composite tone, such as a note of the human voice, the violin, or other instrument, has a fundamental or basic tone, and a long or short series of overtones as well.

"These overtones or partials are what determine the character of each distinctive tone, their number and relative amplitude being the decid-

the waves entering the large end of the horn, and being brought down and intensified as they approach the smaller end. Here they strike

the process employed makes possible, are reproductions of the sound waves that have been recorded. The fidelity of this correspondence is the exact measure of the similarity between the original instrument and the phonograph's reproduction of it.

The Vocalion Method of Recording

"The problems presented in record-making are exceedingly difficult. Sound waves are usually delicate and complex. To reproduce the natural timbre of the violin, or any other instrument, every minute variation of its wave must not only have its exact counterpart in the line cut in the wax, but the needle, or reproducing point of the phonograph, must be of a nature to 'feel' and respond to these almost imperceptible variations. Herein lies the superiority of the Vocalion method of recording and reproducing. By this method the resistance of the cutting tool to the wax is reduced to a minimum, and the minute vibrations in the sound waves, caused by partials or overtones, are capable of being accurately recorded. The new method catches these delicate tone elements and faithfully records them.

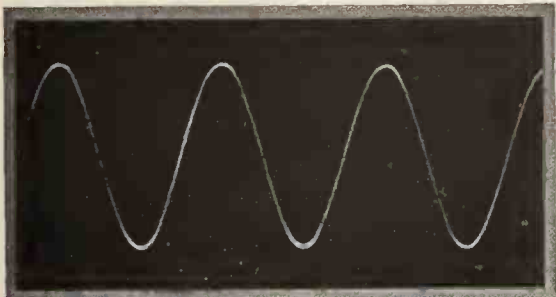
"The Vocalion method of reproduction with the fine-pointed needle in turn seeks out and reproduces what has been recorded, with the result that recorded tones, whether of voice or



One of the Recording Rooms in the Aeolian-Vocalion Laboratories

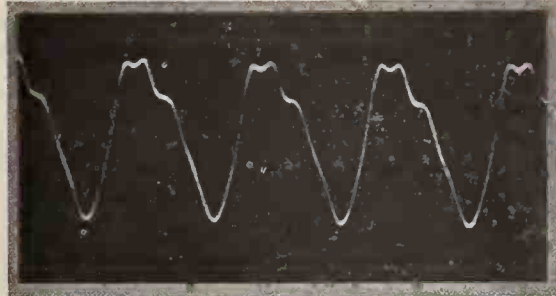
ing factor. When sounded, a musical note creates a number of distinctive waves, one for each of its partials. These vary in what may be called strength, as the partials themselves vary with the voice or instrument.

"No sooner are these waves formed than they all merge into one wave which carries in the irregularities of its outline all the waves of all its partials. It is essential to a comprehension



No. 1. Tuning Fork.—The tone of a scientifically mounted tuning fork is absolutely devoid of partial tones, hence the tone wave it creates is entirely free from the irregularities found in other tone waves, which are caused by their partial waves.

of this subject to understand that in recording and reproducing musical sounds the realism of effect is entirely dependent on maintaining the shape of these waves. (The accompanying illus-



No. 2. The Flute.—The tone of the flute contains but few partial tones. The tone wave it creates is consequently far less regular than those caused by other instruments. This simplicity in the flute's tone, while possessing distinctive beauty, especially by contrast, makes it comparatively uninteresting as a solo instrument.

trations show the differently shaped waves peculiar to various instruments.)

Making a Record

"The process of record making is to-day practically standard with all the older companies, and remarkable results have been achieved in view



No. 3.—French Horn.—Here is another instrument with a smooth, more or less fluent tone, though quite different in quality from that of the violin. From the appearance of its tone waves, one might almost anticipate the rounded mellow beauty of this instrument.

of the difficulties offered by the systems employed.

"Briefly, this method involves a specially devised horn, into which the sound is projected,

upon the diaphragm, which vibrates in response to their impulse.

"Connected with the center of this diaphragm by a delicate lever bar is a fine cutting tool. This tool, moving in response to the motion of the diaphragm, cuts a line in a revolving disc of soft wax, which line corresponds in configuration with the outline of the sound waves entering the horn.

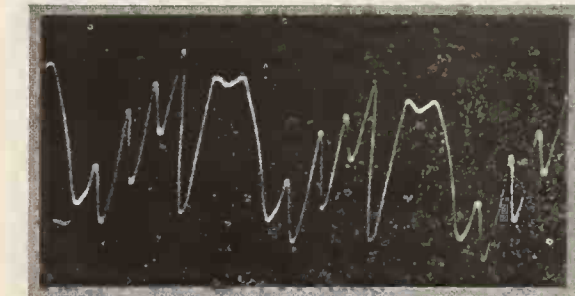
"The wax is then allowed to set or become hard. After receiving a bath in an electrochemical solution, which cuts it with copper, the disc with the line of sound imprinted upon it is carried through various depths before the phonograph record is finally completed.

"The reproduction of the sounds recorded is practically a reversal of the process of record-



Reception Salon in the Vocalion Studios

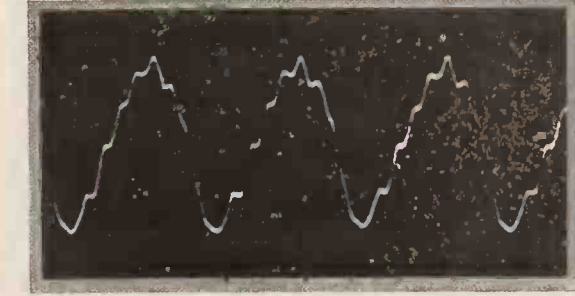
instrument, reappear in almost their exact original character, far clearer than has ever been possible before. This gives a sense of satisfaction in listening to Vocalion records not ex-



No. 4. Oboe.—Here we have a tone wave which shows unmistakably a tone of very distinct individuality. The pronounced irregularities of the oboe's tone wave are caused by the dominance of certain of its partial tones.

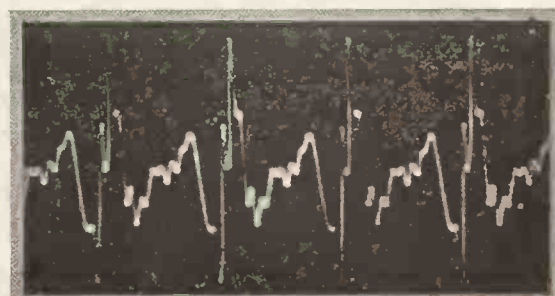
ing. A needle or some other point is inserted in the sound groove, and as the record revolves, is moved either back or forth or up and down, in obedience to the variations in the line.

"Through another lever, to which the needle is attached, its movements are transmitted to a reproducing diaphragm contained in the phono-



No. 5. Violin.—The tone of the violin has many partial tones. None of these is aggressively dominant, however; hence the fluent smooth quality of the instrument. This is shown in the photograph of its tone wave. There are many irregularities in the wave, but they are all too small to influence its general symmetry.

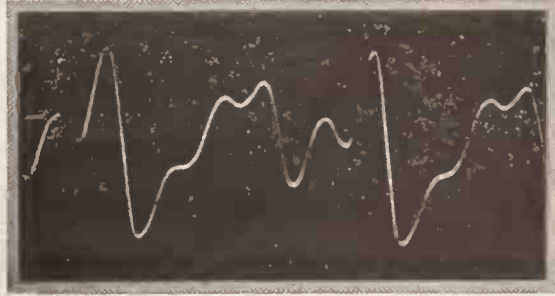
graph sound box. This diaphragm, vibrating in consonance with the movements of the needle, creates new sound waves. These, as nearly as



No. 6. Trombone.—The tone wave of this instrument denotes unmistakably the quality of its tone. Rich in partial tones and hence interesting and expressive, it is very characteristic and dominated by full, pealing notes.

perienced in others. They sound richer, fuller, deeper, more beautiful and more natural.

"Moreover, due to the difference in method, Vocalion records contain practically one-third more music than others; ten-inch records playing as long as the ordinary twelve-inch, and



No. 7. Human Voice.—This tone wave was created by pronouncing the vowel sound "ah." The voice is particularly rich in partial tones, some voices indeed containing as many as forty very appreciable.

twelve-inch records playing correspondingly longer."

When the Aeolian Co. had perfected its new (Continued on page 70)

ANNOUNCE THE VOCALION RECORD

(Continued from page 69)

method of recording and was ready to start manufacturing Aeolian-Vocalion records, it decided that it would give this very important branch of its business befitting quarters. The company believed that the actual work of recording should be recognized as the most vital factor in the production of a record, and, although there was plenty of room available in Aeolian Hall on Forty-second street, arrangements were made to occupy an entire building at 35 West Forty-third street for recording purposes exclusively.

After leasing the building the Aeolian Co.'s executives made a careful study of the most intimate details of recording from a general standpoint. Negotiations were completed whereby many well-known artists were engaged to make Aeolian-Vocalion records exclusively, and as this list steadily increased, the company realized that the subject of environment was an important item in the making of a successful record.

It is only logical to assume that an artist who enters a cold and dreary room prior to making a record will hardly be imbued with a spirit of warmth and enthusiasm. On the other hand, if the artist is received in a tastefully furnished and artistically decorated saloon, where

a piano is at hand for impromptu and informal rehearsal or practice, it is only natural that he should enter the recording room with complete assurance and enthusiasm, and the finished record will doubtless reflect the mood of the artist.

Recording Studios Beautifully Furnished

With this idea in mind, the Aeolian Co. arranged to furnish its recording studios on Forty-third street in a thoroughly artistic and attractive manner. The reception room on the main

floor and the artists' room on an upper floor are all furnished in a way that cannot fail to impress the artist favorably and at the same time arouse in him a keen desire to make the best record that is possible.

This recording studio is splendidly equipped in every department, and under the capable di-



The AEOLIAN COMPANY ANNOUNCES THE VOCALION RECORD

A new phonograph record produced under a system differing from and superior to any hitherto used and resulting in a record of revolutionary character and quality



In this important announcement is chronicled the second great step taken by The Aeolian Company in its development of the higher musical values of the phonograph.

First: the Aeolian-Vocalion—that wonderful phonograph which three years ago started the musical world and leapt almost overnight into the premier position among all such instruments.

Second: the Vocalion Record—giving the Aeolian-Vocalion, for the first time, a Record fully worthy of its extraordinary powers of reproduction.

Product of the World's Leading Music House

FOR nearly half a century, The Aeolian Company has maintained its position as the foremost creative influence in the music

industry. As a source of invention, progress and improvement, no other house has even remotely approached this Company's notable record of achievement. Today, The Aeolian Company stands without a rival in its comprehensive understanding of music and its broad and scientific knowledge of the various instruments for producing it.

The New Musical Values of the Vocalion Record

THE phonograph record itself is a marvelous invention. To hold in an inert and inarticulate disc the melodious notes of a human voice—the vibrant tones of a violin—almost baffles comprehension.

If these notes and tones have hitherto fallen a little short of nature—if some character, some richness, some of the more delicate qualities have been lost in their recording—it is no wonder. The only wonder is the marvel-

ous nature of the results accomplished.

The new Vocalion Record comes a sympathetic step nearer to reality.

Where with the old system only the broader, stronger elements in any tone could be recorded, the new system records the tone in its entirety. The finer overtones—those subtle particulars that give so every instrument and voice its final touch of individuality and beauty—are, for the first time, caught and imprisoned by a far more delicate and scientific method.

Those who hear the new Vocalion Record are conscious of new impressions. To sight the phonograph remains—to hearing it is gone. The tendency to stridency—the lack of richness and body—the vagueness of individuality—all the effects hitherto typical of even the best phonograph performances are replaced by natural verities of sound.

AN INVITATION—At Aeolian Hall on West 42nd Street and at The Aeolian Company's various Branches in the Metropolitan district, the new Vocalion Record is now on exhibition. The numerous owners of the Aeolian-Vocalion, the owners of phonographs of other make and all persons to whom progress in music is of interest, are cordially invited to the public informal demonstration of these Records, which for the present will be continuous throughout each day.

The AEOLIAN COMPANY

A MANHATTAN 29 West 42^d Street
 THE BRONX 367 East 149th St.
 BROOKLYN 11 Flatbush Ave.
 NEWARK 89th Broad St.

Opening Announcement of Aeolian-Vocalion Records

rection of experienced musical and recording experts the record is turned out in its entirety in this studio. There are accommodations for every process incidental to the manufacture of the record, and the officials of the company, together with the artists and other interested department heads, are afforded the opportunity of listening to the completed record in the studios with the knowledge that every detailed process has been completed in that building.

The Vocalion record will be merchandised through Vocalion representatives exclusively, and a complete library of all classes of music will be offered to these dealers. According to present plans the records will be double and single faced, and a ten-inch double-faced record will retail at 75 cents and upward, and a twelve-inch double-faced record at \$1.25 and upwards.

Is a Hill and Dale Cut Record

The Aeolian-Vocalion record is a hill and dale cut record, played with a needle, and the accompanying reproduction of the opening announcement in local newspapers will give some idea of the campaign that the Aeolian Co. will inaugurate in behalf of its new record. These records will be presented through the medium of consistent national magazine advertising, and through every other form of publicity that has been utilized in Aeolian advertising campaigns in the past.

With the Aeolian spirit and organization behind this record, together with its musical and scientific qualities, it is safe to assume that the Aeolian-Vocalion record will soon take its place as an Aeolian product that is entitled to worldwide recognition. Every form of co-operation will be offered the company's dealers in merchandising the Aeolian-Vocalion record, carrying out the company's plans of giving their dealers 100 per cent. service in handling Aeolian products.

H. N. BARRIGER IN NATION'S SERVICE

Head of Traveling Sales Staff of Crafts-Starr Phonograph Co., Richmond, Va., Joins Colors

RICHMOND, VA., May 6.—H. N. Barriger, who has been at the head of the traveling sales staff of the Crafts-Starr Phonograph Co., of this city, factory distributors for the Starr phonograph and Gennett records, has just been called into Uncle Sam's service. Mr. Barriger had been remarkably successful in introducing these products to the dealers in his territory, and among the representatives which he recently established were the following: Darnell & Thomas, Raleigh, N. C.; Winchester Electric Co., Charlotte, N. C.; F. H. Andrews Music House, Charlotte, N. C.; Lancaster Department Stores, Lancaster, S. C., and many other dealers who are well known in their respective localities.

A. J. Crafts, president of the company, states that business has kept up very well this year, and that collections are excellent. The only difficulty experienced by the company is in the accumulation of reserve stocks, but so far this house has been able to take care of its dealers with a reasonable degree of promptness, which, in view of existing transportation difficulties, is a very gratifying record. Owing to the difficulties in obtaining large shipments from the factory, the company has done no retailing, but the fact that it has conducted its wholesale department exclusively has been quite a factor in enabling it to take care of its dealers' requirements.

Save Money on your next BOOTH Installation

We are in a position to build attractive sound-proof booths from \$100 up. We have been building booths, record racks and store interiors for three years, and can save you money on your installations. We use the best materials available and guarantee our work in every detail.

Let our representative quote you prices

H. MICKELAS - 164 McKibben Street - Brooklyn, N. Y.

PITTSBURGH DEALERS PLACE BAN ON GERMAN RECORDS

Association Formally Advocates the Internment of All Records of German Music, Those Made by Enemy Alien Artists and of Pacifist Tenor, for Period of the War—An Important Move

PITTSBURGH, PA., May 7.—German operas and music have been placed under the ban by the Metropolitan Opera Co. and other operatic and concert organizations. German books and books showing German influence have been removed from public and private libraries, and now the executive committee of the Talking Machine Dealers' Association of Pittsburgh has made plans for interning German vocal and instrumental records and records of a pacifist nature for the period of the war.

The executive committee declares that there is a distinct public sentiment against the sale and use of records of German music or records made by Germans, or German sympathizers, and that in their opinion it is better to remove the German records from shelves voluntarily than to wait for a suggestion to that end from outside sources.

The association has recommended that the German records be interned, but the action is not compulsory on the individual member. Each dealer must determine for himself whether he is to take the step of laying aside such records for the period of the war, or scrapping them entirely.

The resolution as adopted by the executive committee of the local association reads:

"Whereas, Victor, Edison and Columbia record stocks now on hand in the trade generally include vocal selections in the German language and instrumental records of German airs, and

"Whereas, Traffic in these German records, or the playing of them, is not consistent with our conception of true Americanism,

"Be It Resolved, That there be prepared, at once, a list of all Victor, Edison and Columbia records in any essential respect German, including other records of a pacifist nature, or by organizations or artists of known pro-German tendencies; and that such list be supplied to our

membership and the trade, with the recommendation of this committee that the records named therein be immediately withdrawn from stock and interned for the period of the war.

"Talking Machine Dealers' Association of Pittsburgh."

The resolution was sent to all members of the association, accompanied by the following explanatory letter:

May 6, 1918.

To Talking Machine Dealers:

We are face to face with the German record problem.

Talking machine dealers have the alternative of some quick action on their own initiative or of the same action but at the direction of our Government. The day is close at hand when German records and those who distribute them will both stand as menaces before the public.

In our opinion it is far better for us as patriotic citizens to remove from stock and store for the duration of the war every record which, by any possibility, might cause displeasure to a true American or give pleasure to a "Hun."

In conformity with the above the enclosed resolution and list were adopted. This list is the result of a very intimate study of the Victor, Edison and Columbia catalogs. It includes all records, both vocal and instrumental, which, in any particular, show either German origin or sympathy, all patriotic and national airs of other enemy countries, all records by artists or organizations whose whole-hearted loyalty for America has been questioned.

It is recommended that every one of these numbers be packed away until the final shot against Germany and her allies has been fired, and all insidious propaganda, espionage and sabotage have been crushed out of existence for all time.

Give as wide publicity as possible to the en-

closed resolution—it will put you solidly on record as a 100 per cent. American. Your customers will think more of you and will tell others of your patriotic stand.

Let us take this aggressive action without any delay—the situation demands it.

Executive Committee,

Talking Machine Dealers' Association of Pittsburgh.

A list containing close to one thousand records in German or records of German music, and other records deemed objectionable during the war, taken from the Victor, Columbia and Edison catalogs, were sent to members of the association, with a letter and the copy of the resolutions.

After sounding the sentiments of the local trade, it appears that the great majority of the dealers will follow the suggestion of the association officials to the letter, although there are some who will follow their own ideas as to the records to be interned.

EXHIBIT AT FURNITURE EXPOSITION

During the first week in May business was particularly good with both the wholesale and retail phonograph departments of the New York branch of the Brunswick-Balke-Collender Co. In the wholesale department during this week an average of one new dealer a day was added to their already large list.

E. G. Bryson, representing the house in Baltimore, has been transferred to the New York branch and been placed in charge of the Brooklyn territory.

The Brunswick phonograph has been displayed at the Furniture Exposition held at the Grand Central Palace, New York City, from April 29 to May 18. The exhibit was under the immediate supervision of Chester Abelowitz and C. J. Klacke. Results so far have proved very satisfactory, indeed, and the exhibit has been directly responsible for the closing of several new dealers for the Brunswick line who placed large initial orders.

Increase Your Record Business

Through Taking Advantage of the Grinnell Record Service

Increase it through carrying "live" numbers. Through having the stock to meet the demands of your record-buying public—and through their coming to know that their Record wants can always be supplied at your store.

Our service aids you in keeping your stock to a point of highest completeness at all times.

We make it a point to fill every order within a few hours' time, at the most, after it is received. The transportation facilities at our command enable us to make delivery to any part of the country with utmost dispatch.

The same superior service that is so rapidly building our business can have a definite part in increasing your own!

TRY US ON YOUR NEXT RECORD ORDER!

Grinnell Bros

Distributors of Victrolas and Records

First and State Streets

DETROIT

You shouldn't be without—

First Aid Course in French

**Marconi-Victor Course in
Wireless Telegraphy**

**Oscar Saenger Course in
Vocal Instruction**

**Foreign Language Records of
the Nationalities in
Your Locality**

—They're a sure source of added profits!

Let us add your name to our list of those receiving our advance announcement of best selling Records—as selected by our committee of twelve. You'll find it of great assistance in ordering. Mailed free each month.

HOW RICHMOND DID ITS SHARE

Great Concert Arranged for by the Corley Co. Helps to Raise Over \$2,250,000 for the Liberty Loan—An Inspiring Gathering

RICHMOND, VA., May 8.—During the intermission at the annual May Festival of the Wednesday Club, of this city, a patriotic scene was enacted that stirred Richmond deeply and was felt throughout the country. This concert was one of a series arranged for by the Corley Co., of Richmond, in direct keeping with their slogan, "The House That Made Richmond Musical." The affair was held in the Auditorium, the largest meeting place in the city and a capacity attendance was recorded.

The Russian Symphony Orchestra stirringly rendered "Dixie" and spirited Liberty Loan appeals in speech and song were made by Sophie Breslau, Mabel Garrison and others. The scene was thrilling. The audience rose to its feet as one man and the pledges commenced to pour in. And they continued to pour until approximately \$2,250,000 was subscribed. This, together with amounts pledged at other meetings, put Richmond away ahead of her allotted quota to the Liberty Loan.

It is interesting to note that this meeting in Richmond was held on the identical night and hour that the members of the music trade rallied at Carnegie Hall and pledged their contributions to the great loan at an equally enthusiastic meeting.

THE SCARCITY OF NEEDLES

The Otto Heineman Phonograph Supply Co. is using to excellent advantage an article which recently appeared in the newspapers entitled "Phonograph Needles Scarce." The company has made a reprint of this article and is utilizing it as an envelope enclosure in order to impress upon members of the trade that it is to their advantage to place their orders now for phonograph needles.

The article, which appeared in the New York Times, reads as follows: "Due primarily to the difficulties manufacturers are experiencing in obtaining carbon steel, there is said to be developing a scarcity of phonograph needles. And in face of this condition, the demand for needles of this sort in this country is constantly increasing. In export fields also, it is reported phonograph needles from this country are sought in steadily increasing quantities. There have been a few lots of needles imported to this country from Japan, but there also the shortage of carbon steel has militated against any increased production."

COLUMBIA DEALERS MEET

Important Addresses Made at Fourth Regular Meeting—Stracciari Entertains and Addresses Made by Messrs. Friedl, Hopkins and Sterling

The fourth regular meeting of Columbia dealers in metropolitan territory and up-State was held last month in the Green Room of the Hotel McAlpin, under the auspices of the local



Riccardo Stracciari

wholesale branch of the Columbia Graphophone Co. Lambert Friedl, manager of this branch, who was responsible for the inauguration of these meetings, which have been a remarkable success, presided at this meeting, and in his opening address gave a stirring appeal in behalf of the Third Liberty Loan. In fact, his appeal was so effective that during the course of the meeting subscriptions were received from more than fifteen Columbia representatives present.

In the course of his address Mr. Friedl called the dealers' attention to 1917 figures, which indicated that on the basis of a population of 100,000,000 in this country there were sold last year talking machines on a proportion of one to every 120 people. Figuring on a basis of five people to a family, Mr. Friedl stated that only one family out of twenty-four had bought machines in 1917, and expressed the belief that at least one family out of every eight could be sold a phonograph without choking the channels of trade.

The dealers convene for these monthly meetings in order to hear and discuss the midmonth records which are placed on sale the 10th of each month. These meetings really afford the only satisfactory means of demonstration for the dealers, and the interest which is being evidenced in these monthly gatherings is shown by the fact that more than 300 Columbia representatives were present at this meeting.

A. R. Harris, of the general sales department of the Columbia Co., who is directly in charge of record promotion, and who is a recognized authority in his field, commented briefly upon each record, leaving it to the dealers to decide whether or not the record was worth a large or small order. Order blanks were furnished to each dealer, so that after hearing the records they could indicate their initial orders.

During the course of the afternoon Mr. Harris introduced the Farber Sisters, co-stars with Al Jolson in his new production at the Winter Garden. These talented and popular actresses have arranged to make Columbia records exclusively, and their first record will go on sale in the very near future. This record is entitled "How'd You Like to Be My Daddy?" and these artists favored the company with a rendition of this selection, which was reproduced immediately afterward from their Columbia record.

Short addresses were made by Louis S. Sterling, managing director of the Columbia Graphophone Co., Ltd., London, Eng., who is in this country for a month's visit, and by George W. Hopkins, general sales manager of the Columbia Co.

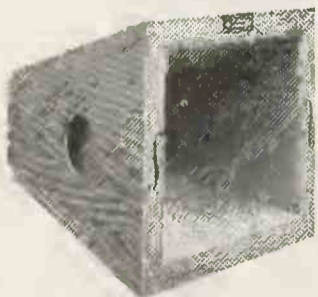
The most important feature of the afternoon was the introduction of Riccardo Stracciari, famous operatic baritone, who records exclusively for the Columbia Co. He recently appeared in New York for the Chicago Opera Co. and won unanimous praise from every musical critic. He favored the dealers with several selections, and the enthusiastic applause which he received from the Columbia representatives reflected the importance of his acquisition to the Columbia recording staff. Mr. Stracciari has made several new Columbia records which will go on sale in the near future. These, like his previous recordings, are destined to win favor.

There were present at the meeting several dealers from Albany, Poughkeepsie, Middletown, Nyack, and other points up State, and in addition to the Columbia executives mentioned previously, there were also in attendance R. W. Knox, advertising manager of the Columbia Co.; N. F. Milnor, sales manager of the Dictaphone division; Theodore Bauer, director of the operatic and concert division; G. C. Jell, general manager of the record laboratory, and L. L. Leverich, assistant advertising manager.

The Difference Between

Phon d'Amour

and other Phonographs is resultant from difference in construction; the patented features of Phon d'Amour being exclusive.



Amplifier

The Amplifier in Phon d'Amour

is of an entirely new type and one never before used. It is constructed in two chambers, being walled about with violin wood and is constructed upon the same principle as that of a violin. Not only is the volume in "Phon d'Amour" materially increased, but this is accomplished without any sacrifice of the characteristic overtones of voice or instrument.



Copyright, 1917, by
The Fritsch Phonograph Co.
Trade Mark

THE FRITZSCH PHONOGRAPH COMPANY

228-230 West 7th Street

CINCINNATI, OHIO

H. T. LEEMING, GENERAL MANAGER

Prominent Member of the Trade Assumes This Important Position With the Emerson Phonograph Co.—Splendidly Equipped for the Post

The Emerson Phonograph Co., New York, manufacturer of Emerson records, announced this week the appointment of H. T. Leeming as general manager of the company with headquarters at the executive offices, 3 West Thirty-fifth street, New York. Mr. Leeming assumed his new duties on Monday, and in this important post will be in complete charge of the production and merchandising of Emerson records.

H. T. Leeming has been associated with the talking machine industry for more than fifteen years, having spent thirteen years with the phonograph division of Thos. A. Edison, Inc., and during the past few years has occupied important executive posts with the Pathé Frères Phonograph Co. He is thoroughly familiar with every detail of the production and marketing of talking machines and records, and as general manager of the Emerson Phonograph Co. will have unlimited opportunities to develop the tremendous possibilities for the Emerson record.

R. D. Wyckoff, treasurer of the Emerson Phonograph Co., who formerly occupied the post of general manager, remains as treasurer and a director of the company. Mr. Wyckoff has many other important interests in addition to the Emerson Phonograph Co., and the appointment of Mr. Leeming as general manager will give him a chance to devote a part of his time to these varied interests.

HEINEMAN EXHIBIT AT MUSIC SHOW

Otto Heineman Phonograph Supply Co. Extend Invitation to Industry to Visit Their Booth at National Music Show, New York, June 1 to 8

The Otto Heineman Phonograph Supply Co., New York, has extended a cordial invitation to all members of the talking machine industry who are planning to be in New York during the week of the National Music Show, June 1-8, to make the company's booths their headquarters during their visit in the East. This music show will be held at the Grand Central Palace, and judging from all indications will be an emphatic success.

This company has arranged to install a complete exhibit of Heineman products in Booths 40 and 41, and in addition these products will be displayed through the medium of the various exhibits conducted by the talking machine manufacturers who use Heineman and Meiselsbach motors, tone arms, sound boxes, etc.

At last year's music show held in Chicago the Heineman exhibit was one of the most popular at the show, but Otto Heineman, president of the company, has made arrangements whereby this year's exhibit in New York will far surpass the 1917 display. There will be many unique and timely ideas introduced during the course of the show, which will doubtless make the Heineman booths a popular Mecca for visitors.

One of the most interesting features of the Heineman exhibit will be the first formal presentation of the new Heineman records. This latest addition to the Heineman family is now ready for the trade, and judging from the inquiries received from manufacturers and dealers throughout the country this part of the exhibit will receive the careful attention of all members of the talking machine industry who visit the National Music Show.

EDISON EMPLOYEES TO AID RED CROSS

The Edison war committee of 200, composed of employes and executives of Thomas A. Edison, Inc., have prepared a popular entertainment and dance for the evening of May 16 for the benefit of the Red Cross. The music for dancing will be furnished by the Edison Band, and the entertainment will be provided by Edison artists.

WORKING FOR RED CROSS FUND

Piano and Talking Machine Dealers Asked to Give 10 Per Cent. of Receipts on May 22 to the Fund—C. Alfred Wagner Is Chairman

May 22 has been set aside as the day on which every piano and talking machine dealer in New York City will give 10 per cent. of their gross sales to the Red Cross. C. Alfred Wagner, vice-president and general manager of Chickering & Sons, is chairman of the piano and talking machine committee of the profit-sharing days for the Red Cross, and under his able direction it is expected that splendid results will be secured.

Berthold Neuer, retail manager of Wm. Knabe & Co., and A. P. Plumb, of the Musical Instrument Sales Co., are doing intensive work in the piano and talking machine fields respectively under Mr. Wagner's direction, and the responses to date to this patriotic appeal have been very gratifying. Mr. Wagner has been quite active the past year in behalf of Red Cross work, and his efforts have been fraught with success.

TALKING MACHINE MEN JOIN

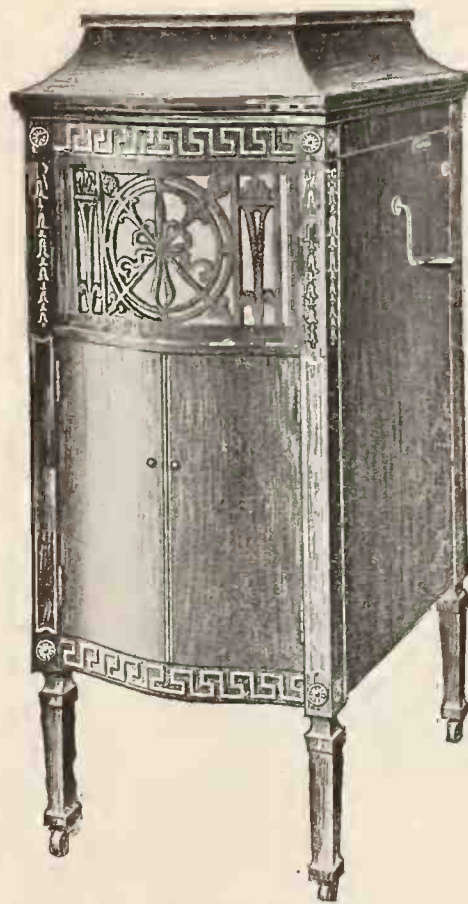
Two Eastern Concerns Become Members of Music Industries Chamber of Commerce

It was announced last week at the offices of the Music Industries Chamber of Commerce, that the first members of the talking machine trade to apply for membership in that organization had been duly elected to membership. They are the Pathé Frères Phonograph Co., Brooklyn, N. Y., and the Bell Talking Machine Corp., New York.

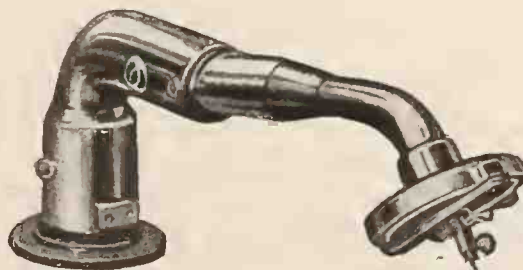
HAS LEFT FOR ENGLAND

Louis S. Sterling, managing director of the Columbia Graphophone Co., Ltd., London, England, who has been spending the past six weeks at the executive offices in New York, left the city last week for London. While here Mr. Sterling discussed plans and policies for the future, and visited the factory and various branches throughout the country. He enjoyed his visit greatly.

HERE IS A NEW PHONOGRAPH With MANY EXCLUSIVE FEATURES



New Reginaphone Style 900



Regina Sound Box

THE NEW REGINAPHONE THE IDEAL TALKING MACHINE

is produced in seven beautiful models (mahogany or oak), each is equipped with the Regina Co.'s new sound box and tone arm. The larger types of Reginaphones have quadruple spring motors which play for thirty minutes and all models have our own make motors, simple, durable, smooth running, with worm driven governors.

The new Regina sound box is unique, always in the same position; to change from lateral cut position to vertical or vice versa a quarter turn is made, the sound box still remaining at the same angle and the needle's position never changing. This feature while revolutionary is the greatest improvement the industry has had in years.

The tone arm and sound box are the simplest in construction and performance of any playing both the lateral and vertical cut records and do away with any objections found in the universal tone arm. The special diaphragm brings out the tone of either type of record with equal facility and in full volume.

The tone amplifying chamber found in most of the larger models sends the sound waves up instead of in the usual forward manner, thus giving the Reginaphone a tone of rare beauty and almost perfect naturalness.

These machines will sell on demonstration. Our proposition will therefore interest every live dealer.

THE REGINA CO.

47 W. 34th Street
New York City

209 So. State Street
Chicago, Ill.

FACTORY: RAHWAY, N. J.

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

TALKING MACHINE MEN DISCUSS FEDERAL CURTAILMENT

Several Meetings Held in New York Recently and Committee Appointed to Act for Entire Trade to Discuss With the Washington Officials the Proposed Curtailment of Output

In the assembly hall of the Columbia Shop, New York, there was held on Tuesday afternoon, April 30, for the first time in the history of the trade, a convention of talking machine manufacturers and their representatives, for the purpose of discussing a matter of vital interest to the entire trade, i. e., the curtailment of the output of talking machines and records by order of the Government.

The call for the meeting was sent out by R. L. Freeman, secretary of the Victor Talking Machine Co., at the suggestion of P. B. Noyes, director of curtailment, after a conference some time ago between Mr. Noyes and representatives of several talking machine manufacturers, with the idea of reaching some trade agreement regarding a basis of curtailment that would be presented to the Federal officials.

Over thirty talking machine men, representing the leading concerns in various sections of the country, answered the call and the meeting was presided over by H. L. Willson, general manager of the Columbia Graphophone Co., as temporary chairman, with J. Schechter, representing the Sonora Phonograph Corp. and the Otto Heineman Phonograph Supply Co., as secretary.

After a lengthy and frank discussion of the general trade situation, particularly as it is at present affected and may in the future be affected by war conditions and Government requirements, during the course of which various suggestions were offered as to the course to be pursued by the trade, a committee of ten was appointed to act upon the matter of curtailment for the trade as a whole.

In addition to H. L. Willson, the chairman, and J. Schechter, the secretary, the committee of ten consisted of R. L. Freeman, Victor Talking Machine Co.; Chas. Edison, Thomas A. Edison, Inc.; E. A. Widmann, Pathé Frères Phono-

graph Co.; Arthur Cushman, Emerson Phonograph Co.; L. Rommell, Bell Talking Machine Corp.; W. H. Alfring, Aeolian Co.; Julius Balke, Brunswick-Balke-Collender Co., and Louis Mandel, Mandel Mfg. Co., Inc.

It had been generally believed that the recent order of the fuel administrator curtailing the output of pianos and parts 30 per cent. for the months of April and May also applied to talking machines and records, inasmuch as the order referred to "musical instruments." Several representatives of prominent manufacturers, however, were called to Washington to confer with the fuel administrator regarding the plans for curtailing the industry, and it was learned that the talking machine trade was to be considered by itself, in the issues of any curtailment order.

The first general notice to the trade that the fuel administrator contemplated a second curtailment order was found in a letter sent out by P. B. Noyes, director of curtailment, to sixteen well-known concerns in the industry, and which read in part as follows:

"In order that sufficient fuel may be assured industries essential to the conduct of the war, the United States Fuel Administration has under consideration curtailment of fuel to be used by less essential industries.

"Before taking any action regarding talking machines we should be glad to confer with the committee representing your industry.

"If the talking machine industry can organize itself and form a war service committee that will represent the industry as a whole, we will be glad to arrange a conference with them before any action is taken."

The letter of Mr. Noyes was followed almost immediately by the call from R. L. Freeman for the meeting at the Columbia Shop.

In addition to the committee already mentioned, those who attended the meeting at the

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.

Columbia Shop included: H. B. Schaad, Aeolian Co.; George W. Lisle and H. N. McMenimen, Pathé Frères Phonograph Co.; F. N. Needham, Sears-Roebuck & Co.; George E. Brightson, president Sonora Phonograph Corp.; C. C. Brooks, Brooks Mfg. Co., Saginaw, Mich.; R. D. Wyckoff, Emerson Phonograph Co.; H. D. McNulty, Wonder Talking Machine Co.; J. D. Manton, the Manton Shop, Inc., New York; Harry Gennett, Starr Piano Co., Richmond, Ind.; J. Bartelstone, Lucky 13 Phonograph Co., New York; L. Blumberg, Regina Co., New York; M. C. Schiff, Vitanola Talking Machine Co., Chicago, and others.

The committee of ten appointed on April 30, after a thorough study of the situation, met again at the Columbia Shop on May 9 to report their findings and decide upon a definite course of procedure. At this meeting a subcommittee of five was named to go to Washington and confer with the United States Fuel Administrator.

The committee of five consists of H. L. Willson, W. H. Alfring, R. L. Freeman, E. A. Widmann and Julius Balke.

At the meeting of the committee of ten also a sub-committee of three, consisting of R. L. Freeman, J. Schechter and E. A. Widmann was appointed to compile data regarding the industry, from statistics that have been gathered, and to prepare a brief for presentation before the director of curtailment at Washington.

The committee has arranged to hold another meeting at the Columbia Shop on May 16, when the brief will be submitted for discussion, and an effort will be made to hold a conference with P. B. Noyes, director of curtailment, in Washington, on the following Monday.

WOODS & SON IN NEW QUARTERS

C. John A. Woods & Son, manufacturers of the "American Maid" phonograph, have moved their executive offices from 30 Church street to 25 Church street, New York, in order to have sufficient room at their command to properly display this line of phonographs. At this address the company has ample space for demonstration display rooms for the service of dealers.

The company states that it has made a number of important agency connections during the past few months, and it has also completed its line in all styles and types. Factory facilities have been also increased, and Mr. Woods is making an energetic drive for the better class of trade.



I HAVE severed my connection with the George A. Long Cabinet Co., and have consummated arrangements with the Nanes Art Furniture Co., whereby I will handle record cabinets made by this company. New improved designs to match the various types of talking machines will be introduced to the trade. Correspondence invited.

CLEMENT BEECROFT

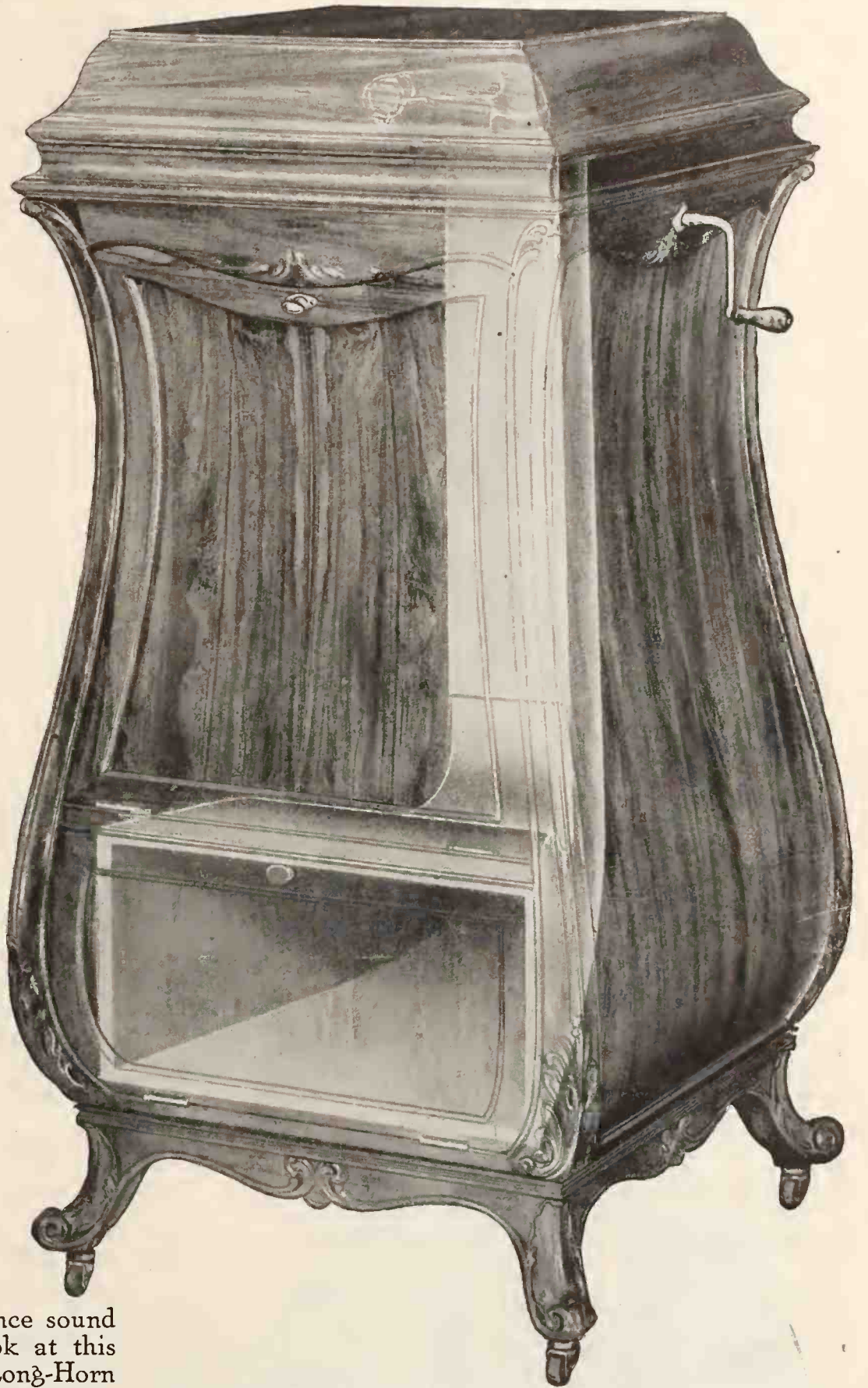
309 W. Susquehanna Avenue
Philadelphia

Also

Record Envelopes, Needles, etc.

PURITAN

The Long-Horn Sensation of the Phonograph Industry



HERE is the most important discovery since sound reproduction was first invented. Look at this phantom illustration. See how the Long-Horn extends from tone arm at the top to the sound chamber at the bottom of the instrument. It means a big fullness, richness and resonance of tone beyond comparison with other sound-reproducing instruments. The Horn is of saxophone design and entirely of wood. It is an exclusive and patented feature of the Puritan.

It is a remarkable selling argument for the dealer and a real, definite, actual advantage to the purchaser.

Note that the sound chamber is at the bottom of the instrument—another exclusive Puritan advantage—and still another is the beautiful convex cabinet. Another tremendous advantage in handling the Puritan line is that you have also our line of Puritan Records made in our own recording laboratory. The Puritan plays any disc record made. Prices range from \$85 to \$350.

Write, wire or phone for our attractive proposition today.

UNITED PHONOGRAPHS CORPORATION
SHEBOYGAN, WISCONSIN



NEW INCREASE IN VICTROLA AND VICTOR RECORD PRICES

New Schedule of List Prices Formally Announced on May 8 and Became Effective on May 10—Increased Manufacturing Costs and Curtailment of Output Given as the Reason

A new increase in the list prices of Victrolas and records was announced by the Victor Talking Machine Co. in a telegram sent to Victor wholesalers throughout the country on the evening of May 7, and received by them on May 8, the increased prices becoming effective on May 10.

The increase in the list price of the various styles of Victrolas, ranging from something less than 5 per cent. to a trifle more than 10 per cent. in certain cases, has become necessary, it is explained, by the fact that manufacturing costs are mounting steadily, while at the same time production has been greatly curtailed through scarcity of labor and other conditions brought about by the war. A revision of the list prices has been expected by the trade for some time past, and therefore caused little excitement, even though the notice carried with it the first increase in record prices.

The new prices on Victrolas are as follows: Victrola IV-A, \$22.50; Victrola VI-A, \$32.50; Victrola VIII-A, \$50; Victrola IX-A, \$60; Victrola X-A, \$90; Victrola XI-A, \$115; Victrola XIV, \$175; Victrola XVI, \$225; Victrola XVI, electric, \$282.50; Victrola XVII, \$275; Victrola XVII, electric, \$332.50; Victor 25, school machine, \$85. Other new machine prices are in proportion.

The list price of the Marconi records, covering the course in wireless telegraphy, have been increased from \$5 to \$6 per set, and the price of the French course from \$2.50 to \$3. The list prices on all other Victor records, except double faced, Black Label, remain unchanged.

The 10-inch double-faced Black Label records will be listed in future at 85c. and the 12-inch double-faced Black Labels at \$1.35. There has in some cases been a readjustment of dealer's discount by jobbers, but this is a matter that rests entirely with the individual wholesaler.

In announcing the increase, together with the discount that will apply to the wholesalers, the Victor Co. stated in part: "It is necessary to advise the trade that the demand for our products is far in excess of our capacity for production. For some years the Victor Co. has found it difficult to meet the requirements even of its old customers, and this deficiency in supply has increased with the labor conditions caused by the present war. So far as possible

the company will endeavor as heretofore to protect its old customers, through whom its business has been so largely developed, by meeting their requirements as fully as possible."

It is a known fact that, although the costs of materials and every other element entering into manufacturing have increased tremendously since the beginning of the World War, the list prices of Victrolas have only advanced about enough to barely cover the War Excise Tax. The company has been absorbing increased manufacturing expenses, and dealers have been meeting heavy selling expenses out of the same margin of profit. According to an official of the Victor Co. a substantial increase in prices would have been warranted over a year ago, and yet the move was delayed.

Up to the present time the company has stood pat on the list prices of records, although the cost of shellac, the principal ingredient, has jumped many hundred per cent., as has the cost of everything else entering into record making. The new increase in record prices does not begin to offset the increased costs, to say nothing of taking care of the 3 per cent. war excise tax on each record produced.

WORKING FOR THE RED CROSS

The Pittsburgh talking machine trade has appointed a committee of six, consisting of J. C. Roush and French Nestor, Standard Talking Machine Co.; C. L. Hamilton, S. Hamilton Co.; W. C. Dierks, C. C. Mellor Co.; A. C. Henk, Columbia Graphophone Co., and George Hards, W. F. Frederick Piano Co., to solicit subscriptions in the Red Cross campaign.

TALKING MACHINE MEN TO MEET

A regular meeting of the Talking Machine Men, Inc., will be held on Wednesday, May 15, in the assembly room of the Merchants' Association in the Woolworth Building, when final action will be taken on various amendments to the constitution and by-laws and committees appointed to act during the year.

Mrs. H. J. Raymond has taken over the talking machine business recently conducted by W. E. Johnson in Corona, L. I.

BRILLIANTONE CO. EXPANSION

Larger Quarters Needed to Meet the Increased Demand for the Brilliantone Steel Needle—Will Have Exhibit at National Music Show

That the additional space added to the headquarters of the Brilliantone Steel Needle Co. in the Marbridge Building, New York City, was an absolute necessity is well proven by the fact that every square foot is utilized and it will not be long before more room will be needed. B. R. Forster, president of the company, reports that their output has reached tremendous proportions and, in keeping with the policy that has been theirs since their incorporation, every order that is received is given their immediate attention and shipped that very day with the possible exception of cases where the stock of the grade requested has run temporarily low. Several additions have been made to the office force of the company, and the addition of a Mr. Kaufman has been announced for the sales staff.

The Brilliantone Steel Needle Co. will be represented at the forthcoming National Music Show to be held at the Grand Central Palace, New York City, from June 1 to 8 by an interesting exhibit occupying two booths on the mezzanine floor, numbers 101 and 102. Mr. Forster will be glad to have the out-of-town talking machine men make that booth their headquarters during the show.

VICTROLA FOR HOSPITAL TRAIN

Machine and Supply of Records Will Entertain Wounded Soldiers on First of New Hospital Trains Turned Out by Pullman Co.—The Donation of a Chicago Club

CHICAGO, ILL., May 11.—A Victrola XI and Victor records will entertain the wounded soldiers on the first hospital train that will be operated in this country.

The H. Reichardt Piano Co., of 6423 South Halsted street, this city, has just sold an outfit to the Englewood Fellowship Club of Chicago, who are donating it to the Government for use on this hospital train.

They are now building at the Pullman shops here twenty-four complete hospital trains which will operate between the Atlantic ports and the permanent Base Hospitals.

Train No. 2 is now nearing completion and will be turned over to the Government within a few days and this will be the first train put in operation. It has been assigned to Fort Sheridan and the Great Lakes Training Station, both located just outside of Chicago.

EDISON MEN MATCH PRESIDENT

When President Wilson made his subscription to the Liberty Loan at a Washington theatre toward the end of the Third Liberty Loan drive, he did not realize that he was starting a popular movement which was called "Match the President" and which eventually added many millions to the Liberty Loan total.

The officials of the Edison Co. enthusiastically set out to get as many of the Edison executives as possible to make a last-minute subscription on this "Match the President" drive, with the result that ninety-one subscriptions were obtained. The subscription sheet that was passed around was headed "Match the President," and Thomas A. Edison headed the list, followed by Charles Edison. A telegram was sent by Charles Edison to President Wilson telling him of the eleventh hour successful drive.

OPENS BRANCH IN RUTLAND

RUTLAND, Vt., May 10.—The United Talking Machine Co. opened its branch at 7 Center street, this city, last week with an interesting concert at which the special features of the Columbia and Pathé machines were demonstrated to a large crowd of people.

SERVICE FOR THE JOBBER



Write today

Seven Patterns in stock
STYLE FOR EVERY
DEMAND

Cabinets only

SELL BEFORE YOU
BUY

Send us Motors; we
install and ship
your

Customer Direct

No freight

No handling

Save you \$4.00 to \$5.00
each Cabinet

Established 40 years

Capacity, 150 per day

JOSEPH KNITTEL SHOW CASE CO. - - - Quincy, Ill.

PLANS FOR JOBBERS' CONVENTION

Sessions to Be Held at Hotel Traymore, Atlantic City, on July 1 and 2—Program Will Carry Out the Present War-Time Spirit

Plans for the forthcoming convention of the National Association of Talking Machine Jobbers are progressing nicely, although, due to the uncertainty of existing conditions, the final arrangements will not be announced until just prior to the convention to avoid possible disappointment.

The business sessions of the convention will be held at the Hotel Traymore, the official headquarters, on Monday and Tuesday, July 1 and 2, with the annual banquet held on July 2. The program of the convention, both in the business sessions and the entertainment features, is strictly in keeping with the war-time spirit, and the main object for the jobbers getting together will be to consider how they may adjust themselves and their businesses to current conditions, and at the same time render the most helpful effort in support of the Government and its work in the matter of backing Liberty Loans, Red Cross and other drives, and in other ways. It is planned to have several prominent speakers make addresses.

The banquet will be a modest affair, devoid of the usual wines, although the diners may gratify their individual desires in the matter of refreshments.

Those planning to attend the convention should make reservations direct to the Hotel Traymore management to insure accommodations when the time comes.

In connection with the convention there will also be held the annual golf tournament, the arrangements for which are in the hands of T. H. Towell, of the Eclipse Musical Co., Cleveland. The tournament will be held at the Atlantic City Country Club, where the talking machine men have shown their skill, or lack of it, on previous occasions.

SOLDIERS WANT GOOD MUSIC

Professional entertainers who have appeared before thousands of soldiers in the training camps in the United States are of the opinion that one result of the innumerable concerts has been the raising of the standard of the programs. Says one singer:

"When the mobilization first began it was supposed by many, including those who gave talking machines and records, that the men wanted only ragtime, jazz band and mooney-looney-wishy-washy stuff, but a few of the good old musical standbys given as encores soon proved by the applause they won that the soldier boys' tastes are above those credited by some producers to the Tired Business Man.

"The troops want the best music we can give them, and since many of the headliners have appeared in the camps the audiences have become critical.

WE GUARANTEE

Our System will pay for itself in 6 months by increasing your sales or it is returnable for FULL CREDIT

FILES, FINDS

and

SELLS RECORDS

in a modern way

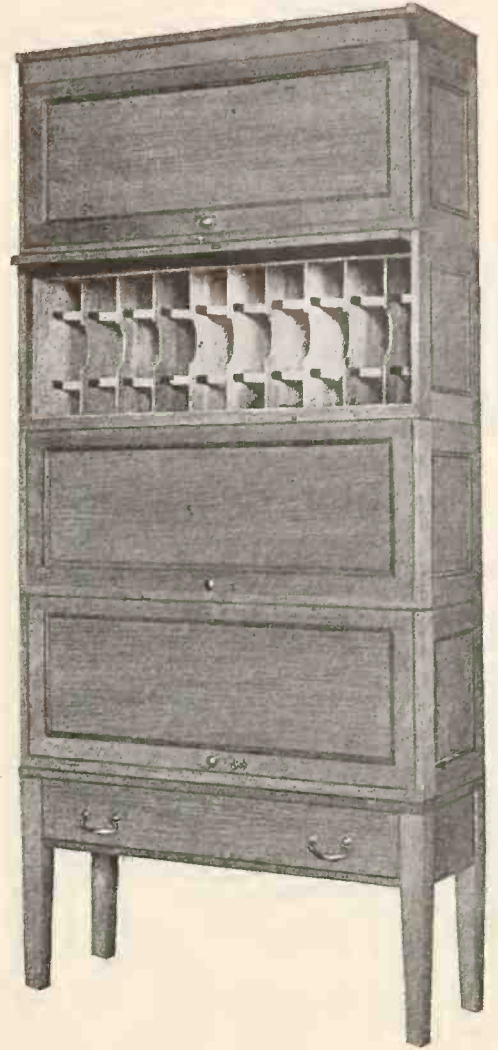
It saves your time and keeps track of what you sell and what you need in the simplest way.

Write today for our new proposal on this

War Time Necessity

Prompt Shipments

OGDEN SECTIONAL CABINET CO., Inc.
LYNCHBURG, VA.



"One thing is sure, they don't want cheap heroics about marching into Berlin. It doesn't ring true, and if there is any place where a man learns true valuations it is in the training camps."

DISCUSSES TRADE CONDITIONS

The editor of the business department of the New York Times keeps in close touch with the talking machine trade evidently, judging from the frequent mentions made of this industry in his columns. For instance, Saturday, he said:

"Considering the time of the year, the phonograph trade is experiencing considerable activity, according to reports from a number of manufacturers with offices in this city. Instalment business in the medium-priced instruments is said to be holding up very well in most sections, and in many cases is increased over the same period in former years. The demand for very high-priced phonographs in elaborate cabinets

seems not to be particularly heavy just now, but the Third Liberty Loan and the season are held to be chiefly accountable for this fact."

ATTRACTIVE WINDOW DISPLAY

PITTSBURGH, PA., May 11.—The Goldenson Furniture Co., of this city, have recently been making some very attractive window displays of the Brunswick phonograph, and the picture herewith, which was taken at night, gives an excel-



The Goldenson Furniture Co.'s Window Display lent idea of the splendid arrangement of this display, which has proven of exceeding public interest.

Although only seventeen he had come to "join up," and was in the recruiting office answering some questions that the sergeant was putting to him.

"Look here, my man," said the sergeant, "are you willing to die for your country?"

The recruit opened his eyes with astonishment.

"No, sir," he replied; "I'm joining up to make a German die for his."

John H. Jensen, manager of the Brunswick Shop in Terre Haute, Ind., has just opened a branch in Clinton, Ind., where he is handling a full line of Brunswick phonographs, pianos and other musical instruments.

WAR SAVINGS STAMPS DELIVERED TO YOUR HOME

Tear Out—Fill In—Hand Letter-Carrier—or Mail to Post Office

TO THE LOCAL POSTMASTER:— Kindly have letter-carrier deliver

to me on _____ for which I will pay on delivery:

(Date) \$5. U. S. WAR-SAVINGS STAMPS at \$_____ each

(State number wanted) (See prices below) 25c. U. S. THRIFT STAMPS at 25c. each.

(State number wanted)

Name _____

Address _____



| W. S. S. COST DURING 1918 | | | | | |
|---------------------------------------|--------|-------|--------|------|--------|
| April | \$4.15 | July | \$4.18 | Oct. | \$4.21 |
| May | 4.16 | Aug. | 4.19 | Nov. | 4.22 |
| June | 4.17 | Sept. | 4.20 | Dec. | 4.23 |
| W. S. S. WORTH \$5.00 JANUARY 1, 1923 | | | | | |

P. A. FUSS JOINS EDISON STAFF

Comes From Toronto to Take Editorship of the Amberola Monthly—Has Had Wide Experience in Newspaper and Phonograph Fields

P. A. Fuss has recently become editor of the Amberola Monthly, published by Thomas A. Edison, Inc. He has had a broad experience and one which fits him well for the new work he has undertaken. He started business with a brokerage house on Wall street, later became traveling auditor for the National Surety Co., and next was traveling salesman with the Thomas J. Plant Co., manufacturers of shoes, becoming subsequently assistant to the advertising manager.

In the talking machine field he has acquired two kinds of experience, the first with the phonograph department of a well-known trade journal, and the second, as the Edison sales manager of the R. S. Williams & Sons Co., Ltd., of Toronto, Canada. In addition to editing the Amberola Monthly Mr. Fuss will serve as general assistant to the advertising manager of Thomas A. Edison, Inc., and will specialize along the line of issuing publicity of general trade interest.



P. A. Fuss

PLEASED WITH BUSINESS PROGRESS

Joseph Hoffay Enthusiastic Regarding Outlook—Improved Cabinet Construction Augments Various Mechanical Attractions

Joseph Hoffay, president of the Hoffay Talking Machine Co., Inc., in a recent statement to a representative of The World said he was very much pleased at the development and prospects of the Hoffay business. In speaking of the new grill work of the Hoffay machines Mr. Hoffay said: "Increasing quantities of Hoffays are being sold throughout this country and abroad and our purpose in giving our new cabinets this distinctive feature was that they might be immediately recognized, so that even when placed on display in the show windows the passer-by would note they were Hoffay instruments. As we believe the Hoffay tone is immediately recognized by those who have heard our machines they also will now be able to recognize the cabinet itself.

INCORPORATED

The American Recording Laboratories, Passaic, were recently incorporated with the authorities of New Jersey, for the purpose of manufacturing and dealing in phonograph records, with a capital of \$25,000. The incorporators are C. E. Sanders, M. E. Sanders and George Thornton, all of Passaic.

BUSINESS ACTIVE IN PITTSBURGH

Conditions Favorable Despite Shortage—Peerless Record Makers Score—J. C. Roush Returns—Edison Tone Tests—German Records Being Interned—Other News of Interest

PITTSBURGH, PA., May 6.—Stock shortage in many lines of machines and records and other wartime conditions to the contrary notwithstanding, the Pittsburgh talking machine trade continues to go ahead in a really satisfactory manner. Jobbers and retailers are working hard, and the results are apparent.

Two big things in the trade during the month have been the appearance of the Peerless Record Makers, under the auspices of the Talking Machine Dealers' Association, and a decision of the executive committee of the association to "intern" records of German music and records by German artists for the period of the war. The relative importance of these two big things naturally depends upon the attitude of the individual.

The Peerless Record Makers, including such well-known artists as Arthur Collins, Byron G. Harlan, Billy Murray, Henry Burr, Albert Campbell, Fred Van Epps and Theodore Morse, appeared at Carnegie Music Hall on April 24 and attracted an overflow audience. Without doubt the majority of the audience were talking machine and record owners who appreciated the opportunity of hearing and seeing their favorite record artists in the flesh. The concert was well handled, and without doubt produced results.

Just how the plan to intern records of German flavor during the war will work out remains to be seen, but a list of nearly a thousand selections in the Victor, Columbia and Edison catalogs has been submitted to the association members.

At the local branch of the Columbia Co. Manager S. H. Nichols declares that March and April have been the best months in the matter of sales that have ever been experienced by the branch. Moreover, May has started off in a big way, and indicates that this month, too, will probably set a new record.

Joseph C. Roush, president of the Standard Talking Machine Co., Victor wholesalers, who returned recently from a vacation spent in Florida, was tendered a special dinner at the William Penn Hotel by the boards of governors of the Mount Lebanon Country Club and the St. Clair Country Club. The dinner was in the nature of a special welcome.

The Dawson Bros. Piano Co. are displaying Emerson records in a big way at their store, 957 Liberty avenue, and have given over considerable show window space to boost that line.

The Pathé Shop, the local headquarters of the Pathé Frères Phonograph Co., has been featuring with great success recently a new twelve-inch demonstration record bearing two scenes from the third act of "Romeo and Juliet," by the principals and chorus of the Paris Opera Co., accompanied by the Opera Orchestra. The demonstration record is offered at \$1, which is said to be just one-quarter of its actual value.

A number of new dealers have been signed up for the Pathé line recently, they including the Salem Music Co., Salem, W. Va.; Butch & Son, Harding, W. Va.; Dowdy Phonograph Co., Clarksburg, W. Va., and C. C. Denham, Fairmount, W. Va.

A number of very successful Edison tone tests have been held in towns embraced in the Pittsburgh territory, under the direction of the Buehn Phonograph Co., Edison jobbers of this city. Other tone tests are also scheduled for the near future.

TAKES ON NEW LINE

Clement Beccroft announces that he has relinquished his connection with the George A. Long Cabinet Co., of Hanover, Pa., and will hereafter represent the line of talking machine cabinets made by the Nanes Art Furniture Co., which he will show in a large number of styles.

IT SELLS
That's why you should have them



THE IMPROVED No. 10



Patented Sept. 26 and Oct. 2, 1906
Sept. 10, 1907 and Nov. 27, 1917
Others Pending

RECORD BRUSH



For Victor Victrolas

NICKEL PLATED 35c. PRICE GOLD PLATED 75c.

Insures Long Life to Disk Records and Preserves Tone

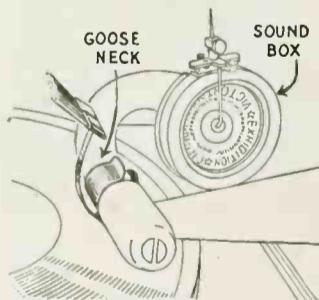
Automatically cleans the Record Grooves and gives the needle a clean track to run in. Preserves a clear Reproduction and prevents Records from soon getting scratchy. Makes the Needle wear better. Dust and dirt in the Record grooves wear the Record out quickly and grind the Needle so it cuts the Record. SAVE THE LIFE OF YOUR RECORDS.

DIRECTIONS FOR ATTACHING BRUSH

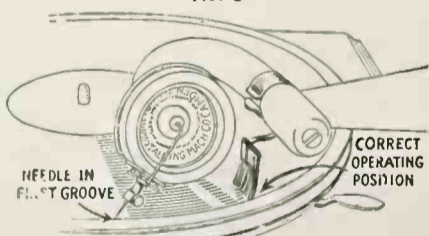
No. 1



No. 2



No. 3



- 1st. Clamp Spring Clips of Brush around Goose Neck. (see 1 and 2). Place Record on Turn Table and Needle in Sound Box. Move Spring Clips along Goose Neck to a position where only outer bristles of brush will sweep the first few threads of record. Test this by resting needle in first groove of record. (See No. 3).
- 2nd. Turn Spring Clips on goose neck to produce necessary pressure on record through yielding spring. Brush top must not touch edge of Sound Box when in operation (see correct position of brush on No. 3). Yielding Spring of Improved Cleanrite Brush eliminates danger of too much pressure on record.

Circulars and Price List mailed on request.
Order from your Distributor or



Blackman
TALKING MACHINE CO.
97 CHAMBERS ST. NEAR CHURCH ST. NEW YORK



NEEDLES

Manufactured by the

DEAN DIVISION

of the

OTTO HEINEMAN PHONOGRAPH SUPPLY CO.

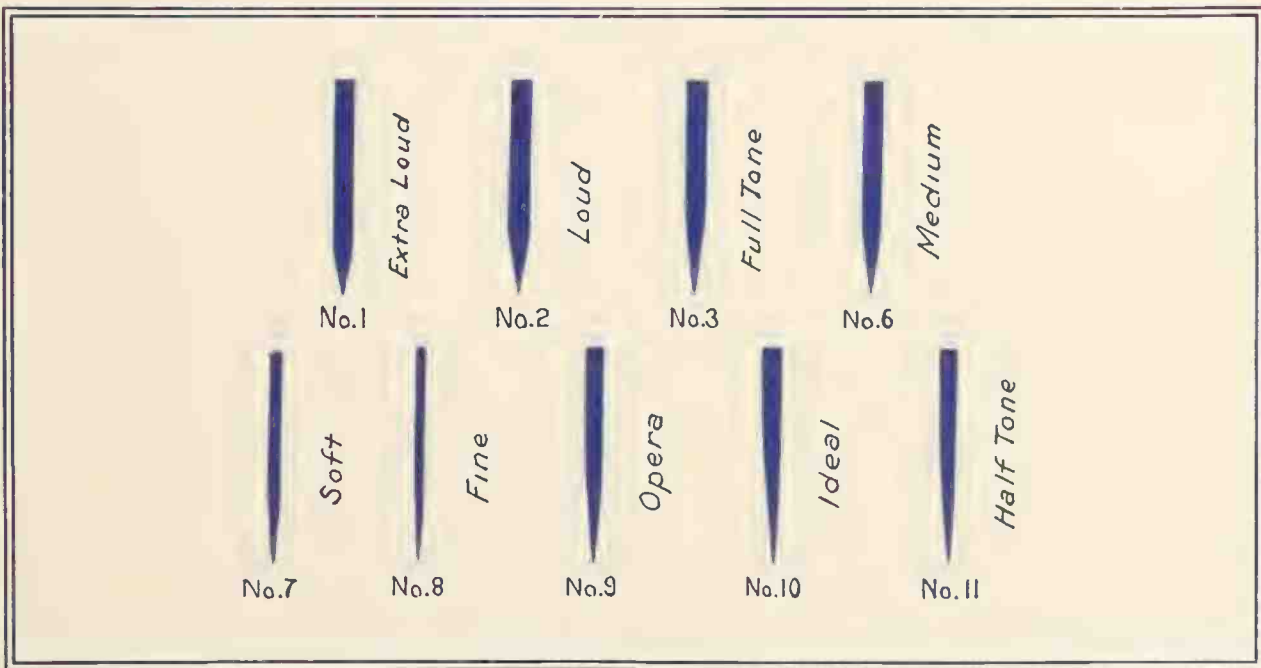
INCORPORATED

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



KOERBER-BRENNER FORMAL OPENING

Great Gathering of Talking Machine Men on May 8 Helped to Celebrate Formal Opening of Their Handsome New Building

St. Louis, Mo., May 8.—The Koerber-Brenner Music Co., Victor jobbers here, held the formal opening of their handsome new quarters, which they occupied more than a year ago without special observance, to-day. An opening was planned when the new quarters were occupied, and then came war delays, transportation delays, a rush of business and other things that happen to business these days; so no auspicious time appeared until now.

The program called for steady entertainment from 11 a. m. until midnight, and nearly 100 dealers of the district who were in attendance enjoyed every minute of the day.

The guests assembled at the Koerber-Brenner warerooms, and, after an inspection of their splendidly equipped and modern merchandising and stock-keeping plant, left in automobiles for a drive about the city, thence to the Sunset Country Club Inn—a beautiful place where many of the best St. Louis folk go to play golf and for dinner dances. A luncheon was served here, and the party returned to the Missouri Athletic Association for the afternoon session, which was along instructive as well as constructive lines. There were two factory men as speakers and a repair expert. Moving pictures of the Victor factory, to give the dealers an idea of what a considerable industry they are a part, was one of the several features of the gathering. The afternoon was all devoted to a discussion of business matters.

In the evening the visiting dealers were the guests of the Koerber-Brenner Co. at dinner—as liberal a dinner as is compatible with war times. Aside from the good things to discuss on the menu, the entertainment included the Temple Quartet—and there are few better in or out of the record studios—the Haenschen Ragtime Orchestra—which is so good that it has had records made and sells them independently—and other features that added to the enjoyment of the evening.

The post-prandial program was in charge of R. E. Lee as toastmaster. Mr. Lee has been a newspaper man, soldier, and is a clever talker. He introduced the various speakers and the hosts. The chief speaker was W. E. Bilhimer, who is regarded as the champion organizer of life insurance salesmen in this section of the country, and for the last year has been the most popular speaker in the community. He was followed by A. W. Magoon, president of the Tri-State Victor Dealers' Association, who told of the good work the association is doing. L. C. Wiswell, manager of the Victor department of Lyon & Healy; A. A. Trostler, Victor manager of the Schmelzer Arms Co., Kansas City, Mo., were also among those who made eloquent addresses and were given an enthusiastic reception. Messrs. Brenner and Rauth, the hosts, were also called upon for remarks.

The Koerber-Brenner warerooms, at 1714 Washington avenue, are on the ground floor of a magnificent white tile building in the wholesale section. They are of massive mahogany furnishings, very much on the plan of a banking office. The plans were made by a business engineer who studied the business for several months, and who gauged his plans for the time when the Victor Co. would be able to supply all of the machines needed for this territory. The feature of the front office is a model show window and demonstration room for the inspection of dealers. This is built in the corridor and not seen from the street. The demonstration rooms are constructed of the latest folding doors and are used for firm and dealer assembly meetings, as twenty-four can be seated. The real pride of the establishment is the record stockroom, which is so ample that it has never been taxed to capacity. It combines all of the features which go to make an up-to-date jobbing stockroom.

ROY J. KEITH'S GREAT SUCCESS

Vice-President and General Manager of New York Talking Machine Co. Sold \$200,000 Worth of Liberty Bonds in Recent Drive

Roy J. Keith, vice-president and general manager of the New York Talking Machine Co., Victor wholesalers, was one of the most energetic workers in behalf of the Third Liberty Loan. As a member of the talking machine committee working for this loan Mr. Keith left nothing undone to increase the figures for this division, and when the final totals were ready for presentation he had the honor of being able to report the receipt of more than \$200,000.

This total included the subscriptions of the members of the New York Talking Machine Co., every one of whom subscribed to one or more bonds. The company itself also subscribed very liberally, and it is interesting to note that at the present time the New York Talking Machine Co. owns Liberty Bonds totaling more than its entire capitalization.

Arthur D. Geissler, president of the company, in addition to a handsome subscription in New York, also subscribed liberally at French Lick Springs, where he spent a fortnight during the loan drive. Incidentally, while at this famous resort, Mr. Geissler bought a golf ball, which was auctioned in behalf of the Red Cross. As he paid \$400 for this golf ball it is safe to assume that he will keep it for tournament play.

The \$200,000 reported by Mr. Keith also includes a subscription of \$33,000 given to Mr. Keith by the Otto Heineman Phonograph Supply Co., well-known motor manufacturers, and \$60,000 of this total was raised at a concert given at the University Glee Club at the Hotel Astor. At this concert Reinald Werrenrath, the famous baritone and exclusive Victor artist, conducted the drive for the Liberty Loan.

Twenty local Victor dealers also subscribed to Mr. Keith's Liberty Loan total, and when it is considered that twenty-nine members of the company's staff are now in the service of Uncle Sam, it can safely be said that this company is "doing its bit" for democracy.

SEMI-PERMANENT NEEDLES

TO FILL AN EVER PERMANENT NEED
IN THESE MOST WONDERFUL



NOT ONLY BECAUSE THEY SELDOM NEED TO BE CHANGED—A PACKAGE OF FIVE NEEDLES PLAYING FAR MORE RECORDS THAN THE SAME NUMBER OF NEEDLES PROCURED FOR THE SAME COST VALUE—BUT ALSO BECAUSE OF A REAL IMPROVEMENT IN QUALITY OF REPRODUCTION AND BY COMPARISON WITH THE ORDINARY STEEL NEEDLE, WHICH IS TAPERED AND ENLARGES ITS DIAMETER AS IT WEARS DOWN, WEARING EACH RECORD NEAR ITS CENTRE MORE THAN AT THE BEGINNING OF THE RECORD, "VALLORBES NEEDLES" REALLY PROLONG THE LIFE OF RECORDS

If your Jobber is one of the large Representative Distributors, write him for prices

SOFT — MEDIUM — LOUD TONE

Send 30c in stamps for a sample package of each

Originators and
Largest
Manufacturers of
Diamond Points



Sapphire
Ball Jewels
Full
and Half-tone

LANCASTER, PA., U. S. A.

REGARDLESS of his product, if a manufacturer is to grow, to prosper, his product must stay sold. A phonograph is made up of many parts, and of these the motor is of major importance.

When the Stephenson Precision-Made Motor was introduced, many compliments were received; on the spring drum construction, the tapered bearing turntable shaft, the silent wind, the running qualities and many initial orders were received. The initial orders were trial orders the subsequent repeat orders were because of the inherent merit of the Stephenson Precision-Made Motor. Because manufacturers appreciate that this motor helps them to keep their product sold helps them to make satisfied customers helps them to prosper, to grow.

Francis V. Nutze

Vice-President

STEPHENSON, INC., One West 34th Street, New York

L. W. McCHESNEY WINS PROMOTION

Is Appointed Assistant General Manager of Thos. A. Edison, Inc.

Leonard W. McChesney, for many years connected with Thomas A. Edison, Inc., has been appointed assistant general manager of Thomas A. Edison, Inc., under C. H. Wilson.

Mr. McChesney started with the Edison organization about fourteen years ago in the ad-



Leonard W. McChesney

vertising department under his father, L. C. McChesney, and gradually progressed to the position of assistant advertising manager. In 1912 he resigned to become advertising manager of the General Film Co., but returned shortly after to the Edison Co. as sales manager of the motion picture division, succeeding H. G. Plimpton as general manager of this division. Until the motion picture business of the Edison Co. is entirely liquidated and closed out, Mr. McChesney will also retain the title of manager of motion picture division.

R. F. BOLTON OFF ON WESTERN TRIP

Columbia Foreign Language Record Business Shows Great Increase—New Literature

R. F. Bolton, sales manager of the international record department of the Columbia Graphophone Co., left this week for a trip through the Middle West, which will include a visit to the Columbia branches and representatives as far west as Kansas City and Minneapolis. Before leaving for the West Mr. Bolton commented upon the fact that the Columbia foreign language record business had shown a splendid increase this year, the sales totals for the first four months of 1918 being far ahead of last year. This record is particularly gratifying in view of the many merchandising problems incidental to the war.

This department has just issued a very attractive set of booth hangers, listing records in the various languages, each accompanied by a descriptive cut. These records are carefully selected from the general catalog, and as the lists are changed monthly, the dealers will have an opportunity of displaying practically the entire catalog in their booths.

The newspaper campaign in behalf of foreign language records which was recently inaugurated under Mr. Bolton's direction is producing splendid results.

STEEL NEEDLES
 2,000,000 Steel Needles Medium Tone, immediate delivery, (100 in envelope), Samples upon request. All goods C.O.D. with examination privileges.
H. C. FLEMING
 223 W. Jackson Blvd. Chicago, Ill.

SOME IMPORTANT APPOINTMENTS

Ratified at Recent Meeting of Directors of Otto Heineman Phonograph Supply Co.

At a meeting of the board of directors of the Otto Heineman Phonograph Supply Co. held May 8 at the executive offices of the company, 25 West Forty-fifth street, New York, the following appointments were ratified:

A. L. Fritzsche was elected a director of the company. Mr. Fritzsche is general sales manager of the General Fire Extinguisher Co., Cleveland, O., being a member of the executive committee of that company. This is one of the most prominent industrial concerns in the Middle West, and is credited with doing the largest fire extinguisher business in the country.

J. Schechter, a member of the law firm of Schechter & Lotsch, New York, identified for many years with the industry, was elected treasurer of the company, and Miss F. Aufrichtig was appointed cashier.

Thos. E. Griffen was appointed manager of the new Springfield, Mass., factory, and Charles E. Kraemer assistant manager. Both are well known in manufacturing circles, and will be in charge of the new record factory.

PRICE QUOTATION SHEETS

Prepared by the Gloria Phonograph Supply Co. for Convenience of Their Dealers—Plan Intensive Sales Campaign to Start Soon

The Gloria Phonograph Supply Co., New York, which placed on the market last month the Gloria steel needle, has just prepared a complete set of price quotation sheets for their needles, in order to provide its patrons with a standard set of prices that will apply to all orders. The company believes that this is the only way to successfully merchandise any product, and this policy will be one of the important factors in the company's sales and merchandising plans.

Since the introduction of the Gloria steel needle last month requests for the agency for this needle have been received from all parts of the country. The company is living up to its promise of making prompt deliveries of its products, and arrangements have been consummated whereby factory facilities will be materially augmented in order to adequately handle the increasing demand for Gloria steel needles.

Plans have been completed for an intensive sales campaign in behalf of this needle, and

Rudolf Gaertner, president of the company, expects to announce the details of this plan within the next few weeks. The company will endeavor to provide the dealers handling Gloria steel needles with an efficient system of cooperation, and several practical ideas have been developed along these lines, to be soon released.

GOOD WORK FOR LIBERTY LOAN

Talking Machine Trade Subscribes \$1,000,000 of \$3,017,250 Reported by the Allied Music Trades—J. N. Blackman's Able Chairmanship

The local talking machine trade made a wonderful showing in the recent Third Liberty Loan drive, when the committee in charge of the talking machine division of the Allied Music Trades, under the chairmanship of J. Newcomb Blackman, rolled up a total of \$1,000,000 in subscriptions, allowing the piano trade, as a matter of courtesy, to tie them at that figure. The total subscriptions to the loan for the Allied Music Trades was \$3,017,250.

Although the official figures for the talking machine men were given as a round million, that department of the trade is also to be credited with a substantial portion of the \$651,700 subscribed at the great rally at Carnegie Hall on April 30, at which musicians and artists associated with talking machine companies supplied the greater part of the program. The story of the rally appears in another section of The World.

The showing made by the talking machine trade is particularly significant inasmuch as subscriptions to the second Loan amounted to something under \$250,000. In other words, the trade quadrupled its record, and in doing so made a bigger gain than any other branch of the industry.

When the totals of the subscriptions to the Third Loan were reported by the committee of the Allied Music Trades, the following significant telegram was sent to William G. McAdoo, Secretary of the Treasury: "We pledged you \$1,000,000 for Third Liberty Loan and actually raised \$3,017,250, a gain of 276 per cent. over our quota, which we hope will be considered a highly essential response from a so-called non-essential industry. We are always ready to answer the call."

So successful was the work of Chairman Blackman and his associates in the Liberty Loan campaign that the piano men tried to have him take the chairmanship for the trade in the coming Red Cross drive, but for business reasons Mr. Blackman was compelled to decline.



809

Mahogany. Golden Oak, Fumed Oak, Weathered Oak, Nickel-plated trimmings. Lock and key. Height, 33 inches. Top, 22 3/4 x 19 1/4 inches. Holds 192 twelve-inch records. Matches new Victrola IX. Highest type of cabinet, both in construction and finish. Average weight crated, 80 lbs.

Specials
FOR
Victrola IX

We also make many other styles for cabinets and will be glad to send our catalog for the asking.

Schloss Bros.
635-37 West 55th St.
NEW YORK
Phone
Columbus 7947



702

Mahogany, Golden Oak, Fumed Oak, Weathered Oak, Nickel-plated trimmings. Lock and key. Rubber-tired wheels. Height, 30 inches. Top, 17 x 20 1/2. Matches New Victrola IX. Top has countersunk holes to accommodate rubber bumpers on machine. Moulding on top securely fits base of machine. Average weight, crated, 75 lbs.

You Ought to Know

In case you are contemplating expanding the sphere of your business to include departments devoted to Pianos, Player-Pianos, Musical Merchandise or Sheet Music, that you'll find news and comments about them all in



ESTABLISHED 1876

The oldest and leading music trade weekly, which covers every branch of the industry.

It Contains

instructive and educational articles. Hints on salesmanship and advertising. Editorials that are timely and authoritative. Facts about the new things in the trade. Trade happenings in all parts of the United States.

“Review the Music Trade With Us”

Send your \$2 now for a full year's subscription to

THE MUSIC TRADE REVIEW
373 FOURTH AVENUE NEW YORK

Drop us a line—

Our Service Department is full up and running over with live, up-to-date selling helps on Portable Grafonolas—

Dip in—they're yours for the asking.

Columbia Graphophone Co.
Woolworth Building, New York



LOS ANGELES "TALKER" MEN MEET

Large Attendance at Recent Meeting—Some Important Resolutions Passed Regarding Time Sales and Interest—Some Interesting Talks

LOS ANGELES, CAL., May 4.—The Retail Talking Machine Dealers' Association of Southern

California had its regular meeting at Barker Brothers on the evening of April 30. In all sixteen out of the twenty-three firms belonging to the association were represented, and many things of interest to the trade were discussed.

It was decided to make the next meeting an open one and all employes in the local talking machine departments are invited. A banquet followed by an informal dance will be the features. Following are the names of the persons in the accompanying picture: Reading from left to right, seated, are Harold Jackson, manager talking machine department, Wiley B. Allen Co.;

president, J. W. Booth, manager talking machine department, Barker Brothers; first vice-president, C. W. Colyear, proprietor Colyear's Furniture Co.; second vice-president, E. Holland, proprietor Vernon Music Co. Standing, left to right, J. B. Chamberland, president Hollywood Furniture Co.; Frank Salyer, manager talking machine department, Bartlett Music Co.; Nathan Shiresohn, proprietor Shiresohn Brothers; Howard Brown, manager talking machine department, Lyon-McKinney Smith Co.; H. H. Fish, representative The Talking Machine World; Wm. H. Richardson, manager talking machine department, Southern California Music Co.; Maurice Caulderon, proprietor, Repertorie Musical Mexicano; George S. Marygold, vice-president and general manager, Southern California Music Co.; F. A. Hartment, manager talking machine department, Eastern Outfitting So.; B. Platt, proprietor, Platt Music Co.; Frank Moreno, Barker Brothers; D. A. Costa, manager talking machine department, Repertorie Musical Mexicano.



Meeting of the Retail Talking Machine Dealers' Association of Southern California

A resolution was passed limiting all contracts to fifteen months, with all contracts to draw 7 per cent. interest. While most of those present seemed to be in favor of not advertising terms, this matter was left to the discretion of the different dealers with the understanding that if they did the advertisement must contain a cut, the model and the price of the machine.

The following firms, Johnston Music Co., Starr Piano Co., Walter R. Gage Co., Broadway Department Store, Hamburger & Sons and the Musical Record Shop, have not joined the association as yet, but committees have been appointed to call on them, and it is expected they will all be in the fold by the next meeting.

Through the courtesy of Mr. Booth, of Barker Brothers, the association picture was taken in the Barker Brothers photographic department.

Only officers and department managers are eligible to membership in this body, but the association kindly elected as an honorary member The Talking Machine World's local correspondent, H. H. Fish.

Frank Anrys, vice-president and general manager of the Wiley B. Allen Co., was present and spoke at length on several subjects of interest.

Wm. H. Richardson, chairman of the publicity committee, gave an interesting talk on that subject, and among other things spoke of the "Memory Contest for School Children," advocated by C. M. Tremaine, of the National Bureau for the Advancement of Music, and its bearing on the trade.

George H. Barnes, proprietor Barnes Music Co.; treasurer of association, E. S. Dible, manager talking machine department, Fitzgerald Music Co.; secretary, P. H. Beck, manager talking machine department, George J. Birkel Music Co.;

EXHIBIT AT NATIONAL MUSIC SHOW

CHICAGO, ILL., May 9.—The Cheney Talking Machine Co., of Chicago, will exhibit a full line of their beautiful instruments at the coming music show to be held in New York June 1 to 8. The exhibit will be shown in Booth No. 44 on the main aisle and will be under the personal supervision of Burton Collver, Eastern representative for the Cheney Co.

ASSIGNEE'S SALE

Paroquette Record Mfg. Company's Assets

Supreme Court: Kings County, New York.

In the matter of the General Assignment for the benefit of creditors of the Paroquette Record Mfg. Company, Inc., Notice is hereby given that the undersigned Assignee will sell at public auction, through Joseph Feldstein, Auctioneer, on Wednesday, the 22nd day of May, 1918, at 10.30 A. M. at Model Loft Building No. 1, Bush Terminal Building, between 2nd and 3rd Avenues, 37th St., Borough of Brooklyn, City of Brooklyn, New York, property and assets of the above estate, consisting of a complete plant for the Recording and Manufacture of Phonograph Records, consisting of:

Hydraulic Record Presses, Moulds, Rings, etc.
Steam Tables, etc.
Accumulator, Pump, and Tank complete.
Auto Shellac Grinder, etc.
16" x 42" Mixing Mills, Blanking Rolls, Cooling Tables, etc.
Tumbler and complete mixing outfit.
Recording and Shaving Machine and complete recording equipment.
Plating Tanks, Trimmers, etc.
Complete Machine Shop equipment.
Lathes, Drill Presses, etc.
Complete equipment for making and melting wax.
Complete Etching equipment, camera, chemicals, etc.
Edging Machines.
Generators 600 Amp. and 1000 Amp., Motors, Fans, etc.
Switchboards, Rheostats, etc.
Pipes, Valves, Tanks, etc.
30,000 Par-O-Ket Records, Phonographs, etc.
Master and Mother Matrices.
Office Furniture, Desks, Typewriters, Safes, etc.

BURNSTINE & GEIST
Attorneys for Assignee
35 NASSAU ST., NEW YORK

MAURICE L. SHAINÉ
Assignee

NEEDLES

Immediate Deliveries Guaranteed
of all Styles of

STEEL NEEDLES Wall-Kane STEEL NEEDLES

SAPPHIRE POINTS
DIAMOND POINTS

Prompt Deliveries of All Orders, Large
or Small

REGULAR DEALER DISCOUNTS

STEPHENSON & CO.

ROOM 1625

1133 Broadway, New York

COLUMBIA RECORDS OF FOLK DANCES

Educational Department of Columbia Co. Announces a Special Set of Country Dances

Because of the introduction of physical training in schools throughout the country and the widespread interest in folk dancing, the Columbia Co.'s educational department has prepared a special set of English country dances, Morris dances, and sword dances, recorded under the personal supervision of Cecil J. Sharp, a recognized authority on this work. These records have been accepted for use in the New York City schools. Mr. Sharp is an honorary director of the English Folk Dance Society and of the Stratford-on-Avon School of Dance and Song. For three years he has been teaching these English dances in the leading educational centers of America, and his work has received the highest praise.

There is a growing demand for penmanship records that will give rhythmic count and instruction helpful to the school children in their daily penmanship exercises. The Columbia Co. takes care of this demand by the issuance of the Kirby rhythmic penmanship records, which is a splendid adaptation of the correct rhythmic forms found in music, woven into rhythmic counting patterns, for use in instructions in handwriting. These records were made by J. Albert Kirby, penmanship teacher of the High School of Commerce in New York City, where this rhythmic system is in daily use.

PROMINENT EDISON STAR "ADOPTS" COMPANY OF INFANTRY

Herewith is shown a picture of Christine Miller, noted Edison artist, inspecting Company G of the 320th Infantry, at Camp Lee, Peters-

J. F. WATTERS JOINS NATIONAL ARMY

Secretary of the Pathé Frères Phonograph Co., Brooklyn, Receives Several Handsome Gifts From His Co-workers on His Departure

J. F. Watters, secretary of the Pathé Frères Phonograph Co., Brooklyn, N. Y., is now a member of the National Army, and, after spending a few weeks in camp, will leave for "over there." Before joining the National Army Mr. Watters was presented with several handsome gifts from his co-workers as a mark of their affection and esteem; these gifts including a gold wrist watch and a silver cigarette case striped and lined with gold.

Although Mr. Watters has been connected with the talking machine industry for only the past few years, he has already won the friendship and esteem of Pathé jobbers and dealers throughout the country. A tireless worker and possessed of a pleasing personality, Mr. Watters during his two years' association with the Pathé Frères Co. has rendered the company's clientele invaluable assistance and co-operation.

He joined the Pathé Frères forces as a member of the sales department, but his unusual ability and thorough knowledge of merchandising soon enabled him to win important promotions until he was finally appointed secretary of the company. Every member of the Pathé force is numbered among his personal friends, and they all wish him "God speed" as a member of Uncle Sam's fighting forces.

RETURNS FROM CANADIAN TRIP

George W. Hopkins, general sales manager of the Columbia Co., returned to New York late last week, after a visit to the company's branches in Toronto, Buffalo and Cleveland. Mr. Hopkins was gratified to find conditions in these sections very satisfactory, and Canadian business in particular is increasing by leaps and bounds.

While at Buffalo Mr. Hopkins addressed the members of the Greater Buffalo Club, who were in session at the Hotel Lafayette, on the subject of "Psychology of the Little Things of Business." This address was enthusiastically received by the Buffalo business men, who appreciated the many effective points that Mr. Hopkins emphasized in his talk.

Twenty-five submarine chasers, built at the Bremerton Navy Yards, have been equipped with Victrolas.

because her former accompanist is a member of it, and the picture shows the company going through "inspection arms" for the benefit of its

"MANAGING BUSINESS IN WARTIME"

Two Volumes Just Issued by A. W. Shaw Co. Designed to Help the Business Man In This Country to Meet His Present Problems

"Managing a Business In Wartime," a most valuable work in two volumes, has just been issued by the A. W. Shaw Co., of Chicago and New York, and is designed to help the business man in this country to meet the problems he is encountering just now, aided largely by the experience of British business men during their several years of war.

In the very first chapter—Adjusting a Business to Wartime Conditions—T. J. Zimmerman, managing editor of the British System, tells exactly how a British business met the new conditions and sudden problems that the war brought.

Other chapters in the first volume are: What American Business Men Can Learn from British Experience; Hints on Handling Wartime Business; How Working Hours Affect Output; Training the Boy Worker.

The second volume treats particularly of ways for American business to meet wartime conditions, and the list of chapter titles suggests the possibilities. For instance, The Probable Effect of the War Upon Prices; A Short Cut in Financing; How to Sell to the Government; More Production with Fewer Men; Wartime Buying Problems; and many others.

Nor are the business problems that will confront us, when peace is declared, forgotten. Here are one or two of the subjects covered: Where Will European Competition Find Us Weakest? What Chance Has America After the War? Preparing for the Trade Contest.

Some of the men who have made these books valuable for American business men by their contributions are Lord Leverhulme, Sir Charles W. Macara, Rt. Hon. John Hodge, M.P., Minister of Labor; Laurence R. Dicksee, of the University of London; Ralph E. Heilman, of Northwestern University; W. R. Basset, of Miller, Franklin, Basset & Co.; Reginald Trantschold, John Hays Hammond, Theodore E. Burton, Noble F. Hoggson, and other successful business men.

In short, these books show the American business man just what he must do to readjust his business to the demands of war, from securing the necessary help to the character of the product he should handle, from the minor problems which may be more or less obvious to anticipating the modifications that the Government might otherwise suggest, sooner or later.

"Managing a Business in Wartime." A. W. Shaw Co., Chicago and New York. Two volumes. cloth bound. \$3.

SALES STAFFS MADE WELCOME

The general sales department of the Columbia Co. has inaugurated a policy of inviting members of the sales staffs in the different branches throughout the country to visit the executive offices, in order to permit the executives to become better acquainted with the men "on the firing line," and so that the salesmen may acquire first-hand information regarding Columbia products. The salesmen visit the factory at Bridgeport and the recording laboratory and return to their home cities imbued with an adequate appreciation of Columbia efficiency and quality.

Among the salesmen who visited New York this week were H. L. Ireland and H. L. Fields, of Pittsburgh, accompanied by Mrs. Ireland and Mrs. Fields; Wm. Roy, Kansas City branch; Louis B. Sayer and George L. Schuetz, of the Indianapolis branch, and W. M. Korhammer, of the Baltimore branch. Mr. and Mrs. Ireland and Mr. and Mrs. Fields made the trip to New York from Pittsburgh, accompanied by K. Mills, assistant manager of the New York branch, and formerly assistant manager of the Pittsburgh branch, who had returned to the "Smoky City" for a day or two in order to bring his automobile to New York.



Miss Christine Miller Inspecting Her Favorite Company at Camp Lee, Va. Miss Miller, who in private life is now Mrs. Clemson, has "adopted" this company distinguished visitor, who appears to be greatly interested in the procedure.

OPPOSE ZONE POSTAL RATES

Merchants' Association Declares It Will Harm Publishers

The Merchants' Association recently sent the following telegram, protesting against the application of zone postal rates on second-class mail matter, to Senator John H. Bankhead, chairman of the Senate Committee on Post Offices and Post Roads:

"This association believes that the application of zone postal rates on second-class matter must inevitably greatly reduce the circulation of periodicals by making the cost of distant circulation prohibitory, thereby greatly reducing the revenues of publishers, making the business generally profitless, and forcing many publishers out of business. Such zone rates will be especially destructive to the great publishing interests of the Eastern States, inasmuch as the cost of circulation of their publications to distant points will exceed their revenues from such circulation and will, moreover, create conditions which will heavily discriminate in favor of centrally located publishers.

"The Government, because of enforced decrease in the circulation of periodicals, would fail to realize the increase in postal revenues expected from the application of zone rates to second-class matter, and, further, would be deprived of large revenues from the excess profits and income taxes by reason of the unprosperous condition of the publishing business arising from a prohibitory postal charge. The great decrease in the circulation of periodical literature which must result from a prohibitory postal charge will, to a considerable extent, deprive the American people of educational opportunities of great importance and benefit to them. For these reasons we urge that the proposed application of postal zone rates to second-class mail matter be not approved."

PHONOGRAPH HARDWARE CATALOG

Hammacher, Schlemmer & Co. Issue Booklet Bearing on Talking Machine Cabinets

Hammacher, Schlemmer & Co., Fourth avenue and Thirteenth street, New York, have just issued a catalog in which are illustrated and listed various items of hardware which are used on talking machine and phonograph cabinets. Various kinds of hinges are shown, including hinges of wrought brass with dipped butts, the Soss invisible hinges, which are used by a great many talking machine manufacturers, as well as the top supports and slides, stay joints and desk slides.

The book also contains illustrations of elbow catches, grip neck casters, Philadelphia stem casters, faultless casters and "Steel Gem" roller-bearing casters and the various parts which are installed with it. A complete line of furniture slides and leg tips as well as brass leg sockets and flush pulls are shown. Several pages are devoted to knobs, including brass knobs both wrought and cast, polished and dull finished, glass knobs and wooden knobs. A complete line of mortise locks are also included, as well as a display of fancy keys. Other items are corrugated steel fasteners, used for joints and wood screws, paper covers, packing bolts and felt for washers, discs, lining, etc.

TO SELL PAROQUETTE ASSETS

By order of the Supreme Court, Kings County, there will be sold at auction on Wednesday, May 22, the property and assets of the Paroquette Mfg. Co., which has made a general assignment for the benefit of creditors. The assignee, Maurice L. Shaine, will sell at public auction through Joseph Feldstein, auctioneer, at Building No. 1, Bush Terminal, Brooklyn, N. Y., the entire property and assets consisting of a complete plant for the recording and manufacturing of phonograph records, 30,000 Par-o-Ket records, and a large number of master and mother matrices.

THE BRONX EXPOSITION

To Open May 30 and to Remain Open Five Months Each Year

In order to assist the manufacturers of the United States in capturing their just share of the export business of the world, and to provide them with a market place where they may meet the foreign buyers who are coming to this city from all over the globe, the New York International Exposition of Science, Arts and Industries is now being constructed here. It will be opened to the public, beginning on May 30 and continuing until November 1. The exposition is to be permanent, along the lines of Shepherd's Bush, London, and the annual trade conference at Lyons, France. Each year it will be open during the period indicated.

The exposition grounds cover twenty-seven acres, and are situated at the East 177th street subway station, West Farms. This is one of the most accessible points in Greater New York, and is said to have the best transportation facilities ever possessed by an international exposition in this or any other country. The exhibit buildings now under construction include a Palace of American Achievements, Palace of Fine Arts, Temples of Liberal Arts and Varied Industries, and others housing features found at previous expositions of this character.

That Canada will have a representative exhibit now seems assured. The directors of the exposition have received notice that exhibits are being assembled by the Provinces of Quebec, Manitoba, Nova Scotia, New Brunswick, and Ontario. It is expected that for the second year of the exposition Canada will have an entire building in which to house its products.

Charles F. Lilley, proprietor of the New York Phonograph Co., of Elmira, N. Y., recently celebrated his second anniversary in the business. He has been most successful since opening his store in Elmira, and has built up a large and profitable clientele.

EDISON THEATRE AT MUSIC SHOW

Splendid Program Arranged for the Edison Display to Be Made at the National Music Show in Grand Central Palace Early Next Month

Thomas A. Edison, Inc., have arranged their section of the music show exhibit at the Grand Central Palace as an Edison Theatre. This theatre is to be fully equipped with all the necessities of a regular theatre, will seat about six hundred people and have a splendidly arranged stage.

Verdi E. B. Fuller, who is in charge of the Edison tone test work, is arranging a series of recitals for afternoon and evening to be given by such artists as Marie Tiffany, of the Metropolitan Opera Co.; Marie Morrisey, concert contralto; Vernon Dalhart, Frederick Wheeler, the Fleming Trio and others. Anybody who has never heard a tone test will find this a splendid opportunity to become acquainted with this feature of Edison advertising.

The exhibit will be a view de luxe of the celebrated Period models with some surprises in new styles, and will be in a space adjoining the Edison Theatre. There will also be shown in this space the famous Army and Navy model as well as some of the regular models.

The Edison dealers' convention, which will be held at the Waldorf-Astoria, takes place during the same week as the music show, and it is expected that the Edison Theatre will be headquarters for hundreds of Edison enthusiasts.

L. Lehman, of May, Stern & Co., Pittsburgh, Pa., was a visitor to New York recently calling at the Columbia executive offices and renewing his friendship with Manager Friedl, of the New York branch, who, prior to his arrival in New York, had been manager of the Pittsburgh branch. May, Stern & Co. are one of the largest Columbia dealers in that territory, and Mr. Lehman's satisfaction with Columbia product is reflected in the company's fast-growing sales totals.



Ten Inch

OPERAPHONE RECORDS

(HILL & DALE)

PLAY ON ALL

Universal Tone Arm Machines

With Steel Needle

No Jewel Point Needed

Standard American Catalogue Now Ready

*If your line of Machines will play all Records
prove it by demonstrating Operaphone Records*

ALL THE POPULAR ARTISTS

Send for Complete Catalogue and Special Terms to Dealers

OPERAPHONE CO., Inc.

Creek and Meadow Streets

Long Island City





The GREATEST MOTHER in the WORLD

Stretching forth her hands to all in need; to Jew or Gentile, black or white; knowing no favorite, yet favoring all.

Ready and eager to comfort at a time when comfort is most needed. Helping the little home that's crushed beneath an iron hand by showing mercy in a healthy, human way; rebuilding it, in fact, with stone on stone; replenishing empty bins and empty cupboards; bringing warmth to hearts and hearths too long neglected.



Seeing all things with a mother's sixth sense that's blind to jealousy and meanness; seeing men

in their true light, as naughty children—snatching, biting, bitter—but with a hidden side that's quickest touched by mercy.

Reaching out her hands across the sea to No Man's Land; to cheer with warmer comforts thousands who must stand and wait in stench and crawling holes and water-soaked entrenchments where cold and wet bite deeper, so they write, than Boche steel or lead.

She's warming thousands, feeding thousands, healing thousands from her store; the Greatest Mother in the World—the RED CROSS.



Every Dollar of a Red Cross War Fund goes to War Relief



This page contributed to the Winning of the War by the

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| <p>NEW YORK TALKING MACHINE COMPANY 119 West 40th Street, New York</p> | <p>CHICAGO TALKING MACHINE COMPANY 10 No. Michigan Ave., Chicago, Ill.</p> |
|---|---|

FROM OUR CHICAGO HEADQUARTERS

E. P. VAN HARLINGEN,
Manager

World Office
Republic Bldg., 209 South State St., Chicago
Telephone: Wabash 5774

CHICAGO, ILL., May 10.—Both the wholesale and retail trade of Chicago are jubilant over the showing that they made during the recent Liberty Loan campaign. While it is true that the allotment for the music trades of Chicago was handled principally by piano men, the talking machine men proved themselves a potent factor during the big drive by helping push their quota of \$700,000 over the top. When the final returns of the big drive were officially announced it was shown that from the music trade alone there were 3,485 subscribers, and the amount subscribed was actually \$740,150 or approximately 6 per cent. above the original allotment. All the manufacturers, distributors, jobbers and retail men rolled up their sleeves and took part in the fray, devoting every possible moment that they could to make the drive a success.

However, the wholesale trade had a very good month and are trying the best they can to take care of their orders, which kept coming in principally from the outlying districts. The supply, however, was way below the demand, and as a result distributors were very careful in apportioning their goods in order to keep peace in the family, so to speak. The record situation is somewhat improved over last month and shipments are coming through from the plants in better shape.

If the demand for records may be used as an indicator of the nation's pulse, it is an assured fact that the great wave of patriotism which has swept over the country is growing more intense. This is apparent because the demand for patriotic numbers has increased in greater proportion than any other time during the past.

With the retail trade there was a slight falling off in Chicago during the past month. This was expected as, according to the majority of the dealers, it is customary at this time of the year—moving season. The falling off, however, was principally for machines, but the record business made a good showing and the sale of patriotic and dance records had a tendency to balance the deficiency in sales of machines, and as a result kept the trade in a somewhat even status.

He Went to Rockford

H. Elthorn, who for the past five years has been traveling through the Indiana and Illinois

territory for the wholesale Victor department of the Rudolph Wurlitzer Co., was called to Rockford with others of the draft contingent, leaving on Monday of this week.

H. S. Conover Manages Department

H. S. Conover, who was formerly connected with the wholesale Victor department of the Rudolph Wurlitzer Co., has accepted a position with Simon Bros., of Gary, Ind., and is now manager of their talking machine department.

Enlists With Canadians

Ray Cepek, who is in charge of the Victor record order department at the Rudolph Wurlitzer Co., left Chicago last week bound for the Canadian training camp at Toronto, where he enlisted in the British-Canadian overseas forces.

Edison Artist Sings

Hardy Williams, an Edison artist, is entertaining in person during the showing of the Thos. A. Edison war film, "The Unbeliever," now appearing at the Auditorium Theatre. This war drama was produced by Thos. A. Edison, Inc., in conjunction with the United States Marine Corps. Mr. Williams renders patriotic songs during the intermission.

S. A. Ribolla in New York

S. A. Ribolla, manager of the Chicago headquarters of the Otto Heineman Phonograph Supply Co., spent a few days last week in New York in the company's interests.

Move to Larger Quarters

The Emerson Phonograph Co. within a few days will move the headquarters which it now occupies on the fifth floor of the Regal Building, 7 East Jackson boulevard, to its new location on the fourth floor of the same building. Manager F. W. Clement states that the new headquarters will occupy the space of approximately five thousand square feet and the offices are being arranged so as to provide for several large demonstration rooms. The shipping department will be on the same floor as well as the general offices and demonstration rooms, and arrangements have been made for a large space in the basement which will be devoted entirely to stockroom. Mr. Clement states that the new nine-inch Emerson records have impressed the trade very favorably, and from present indications the new field for these records is unlimited in that the independent dealers are now

able to supply their trade with large records, which heretofore they were unable to do. A large stock of these nine-inch records is carried by the Chicago headquarters and the wants of the Central Western territory are supplied from this point.

To Jefferson Barracks

H. W. Higgins, assistant to F. W. Clement, manager of the Chicago branch of the Emerson Phonograph Co., received his official notice this week to report to Jefferson Barracks, St. Louis, Mo., on April 6. Mr. Higgins has been Mr. Clement's assistant for the past two years and will be a great loss to the Chicago branch.

Reduced Price on Certain Styles

The Columbia Graphophone Co. announced through a letter which was sent out to their dealers a few days ago that their small-size talking machine type "E" had been reduced from \$85 to \$75. Columbia has two types of this machine, the large and the small, and this reduction was made in order to differentiate as both were formerly quoted at the same figure.

W. C. Fuhri Visits

W. C. Fuhri, manager of the Chicago headquarters of the Columbia Graphophone Co., made a short visit to the Columbia headquarters in New York this week.

Singing Lullabies

W. H. Wade, of the Wade Talking Machine Co., is receiving congratulations from his many friends in the trade, due to the fact that a young lady by the name of Ruth Hall Wade is now residing at his home. About two weeks ago "along came Ruth" and since the arrival, Daddy Wade has been an exceptionally busy man memorizing various well-known lullabies.

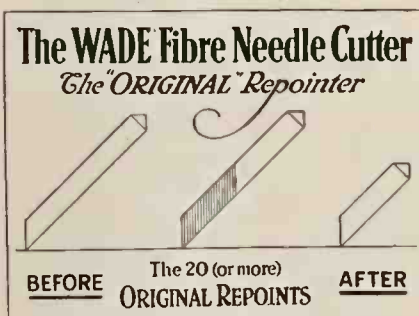
A Busy Man

Frank P. Read, of the Automatic Container Co., is up to his neck in work these days in making preparations for the big show at New York, and formulating plans for the big sales campaign to be launched by his company within the next few weeks. He is establishing a large corps of competent traveling salesmen and fitting them out with sample displays. He is also fitting out a full line of the company's product for exhibition purposes at the New York show and will be in personal charge of the company's booth, number 116 on the mezzanine floor. W.

(Continued on page 85)

THE "WADE" FIBRE NEEDLE CUTTER

Still in the Lead and Running Well



Another milestone in the great talking machine industry is almost reached. The success of the coming year will largely depend upon the wisdom with which the experience of the past is applied.

Ask the man who sells Wade Fibre Needle Cutters—he knows from experience that they are ready sellers.

BECAUSE

- they give "20 or more" new points to *each* fibre needle.
- each* repoint is identical to the *original* point—their use means *increased sales* of fibre needles, the habitual use or which lengthens the life of the records, renders more natural reproduction, increases the enjoyment and
- last but not least, regular jobbers' discounts apply

Write for Samples or Further Information



The Wade
Fibre
Needle
Cutter No. 2

Price \$2.00

WADE & WADE, 3807 Lake Park Ave., Chicago, Ill.



Dependability!

Service during constantly changing conditions.

The demands of our Army and Navy come first—then come our civilian needs.

This organization is on a strictly up-to-the-minute basis—alert at all times to render our customers the very best possible service that the situation permits.

Good advertising now is more important than ever.

Write for information on our tested Advertising Services—

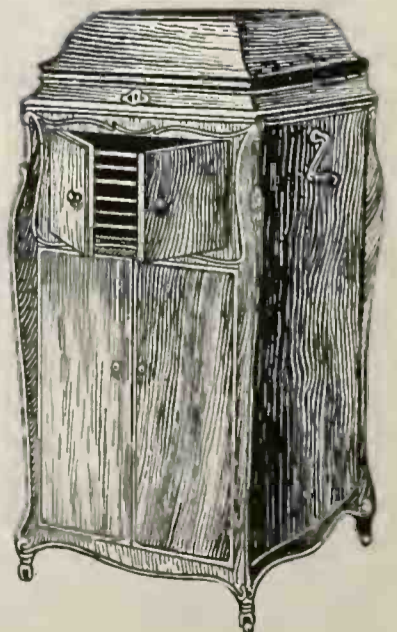
- Newspaper Advertising.
- Window Card Advertising.
- Container for Monthly Supplement Advertising.

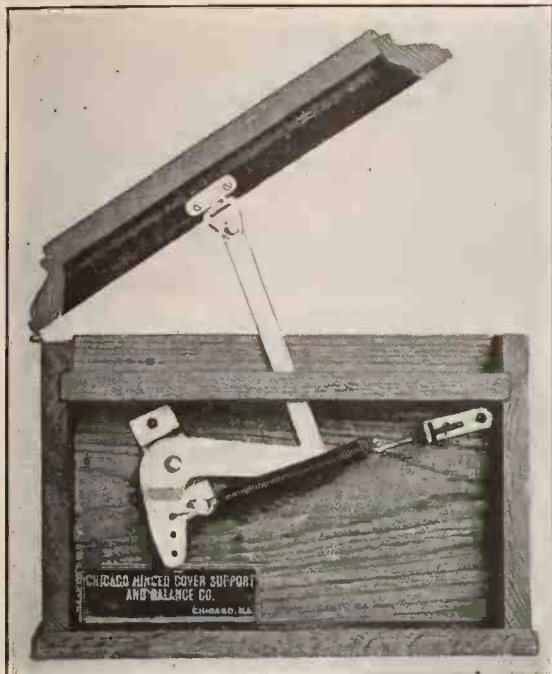
EVERYTHING KNOWN IN MUSIC

LYON & HEALY

Victor Distributors

CHICAGO





(Pat. Applied For) COVER BALANCE No. 1

The Block Signal is essential in preserving the lives of passengers and preventing accidents. For that reason wise travelers select the railroad with this kind of equipment.

The Chicago Cover Balance No. 1

is essential in preserving the lives of records and preventing smashed fingers. There's no possible way for the cover to fall and break a record or smash a finger when a talking machine is equipped with the

CHICAGO COVER BALANCE No. 1

The cover is "PUT" and "STAYS PUT"

WE ALSO MANUFACTURE CONTINUOUS AND GRAND TOP HINGES

Chicago Hinged Cover Support and Balance Co. 2242-44 W. 69th Street
CHICAGO, ILLINOIS

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 83)

A. Fricke, of the Lakeside Supply Co., will accompany Mr. Read to the show and will assist him in taking care of the display. Both Mr. Read and Mr. Fricke will demonstrate for the benefit of the manufacturers attending just how the Automatic Container Co.'s filing devices can be used in all models of talking machines. A very beautiful Artkraft model containing the latest design of the automatic container filing device is being prepared for the show by the Lakeside Supply Co.

A. D. Geissler Visits

A. D. Geissler, president of both the Chicago Talking Machine Co. and the New York Talking Machine Co., was a visitor to Chicago the first part of the week, having come from French Lick Springs, where he was enjoying himself for about two weeks. After spending a few days in Chicago Mr. Geissler left for his headquarters in New York.

Six Best Sellers

The six best Edison sellers for the past month are: "U. S. Army Camp Songs"; "Bungalow in Quogue" and "Just a Voice to Call Me Dear"; "Leave It to Jane" and "Sirens' Song"; "Jack O'Lantern Fox Trot" and "Knit, Knit, Knit"; "That's Why My Heart Is Calling You" and "Will You Remember"; "Naval Reserve March" and "Spirit of America."

Pathé announce for the past month the six best sellers as follows: "Who Knows?" and "Mary of Argyle"; "Keep the Home Fires Burning" and "When the Great Red Dawn Is Shining"; "Vocal Gem Medley, No. 2"; "One Day in June" and "I'm Sorry I Made You Cry"; "Hungarian Rag" and "American Jubilee"; "Hearts and Flowers" and "Will You Remember."

Six best Victor sellers for the months are: "Four American Folk Song"; "Sweet Emalina, My Gal" and "While the Incense Is Burning"; "Each Stitch Is a Thought of You, Dear" and "A Little Bit of Sunshine"; "Everybody's Crazy

'Bout the Dog-Gone Blues" and "In the Land o' Yamo Yamo"; "Roses of Picardy" and "Love's Garden of Roses"; "The Last Long Mile" and "K-K-K-Katy."

The six best Columbia records for the month are: "Quartet From Rigoletto" and "Sextet From Lucia"; "I Hate to Lose You" and "For the Two of Us"; "Any Old Place the Gang Goes (I'll Be There)" and "Faugh-a-Ballah"; "On the Road to Home, Sweet Home" and "Bring Back My Daddy to Me"; "Keep the Home Fires Burning" and "Pack Up Your Troubles in Your Old Kit Bag (and Smile, Smile, Smile)"; "Tales of Hoffman" and "Melodie in F."

Six best Emerson sellers for the month are: "Au Revoir, But Not Good-bye, Soldier Boy" and "On the Rockin' Rosa Lee"; "The Missouri Waltz" and "Kathleen Mavourneen"; "A Baby's Prayer at Twilight" and "Gate City"; "Kilima Waltz" and "Hilo March"; "What Are You Going to Do to Help the Boys?" and "I'm Going to Follow the Boys"; "Cleopatra" and "K-K-K-Katy."

The six best Paramount sellers for the month are: "Pasadena Day March" and "Lights Out"; "Poet and Peasant Overture, Part 1" and "Poet and Peasant Overture, Part 2"; "Where the River Shannon Flows" and "When You and I Were Young, Maggie"; "Come Where My Love Lies Dreaming" and "The Rosary"; "Baby's Prayer at Twilight" and "One Day in June"; "Havanola" and "Ragging the Scale."

Gennett records: "Humoresque" and "Ave Maria" (Helen Ware) (Art Tone record); "Mary of Argyle" and "Eileen Allanna"; "Hilo March," Aloha Oe" and "Ua Like No a Like" (Hawaiian instrumental trio); "Good-bye Barney Boy" and "Yock-a-Hilo Town"; "Fox-Trot Medley" and "One-Step Medley"; "Hello, I've Been Looking for You" and "Liberty Bell."

Donates Victor to U. S. S. "Wilmette"

Mrs. Edwin Allen Mead, a prominent society

woman of Wilmette, has donated a large Victor cabinet talking machine to the crew of the U. S. S. "Wilmette." The "Wilmette" was formerly the old steamer "Eastland," which capsized in the Chicago River, causing a loss of six hundred lives. This boat has been recently remodeled and converted into a scout ship for the U. S. Navy and received its overhauling and complement of men and guns at the shipbuilding yards in South Chicago. Many of the boys of the crew are sons of well-known families of Wilmette, and for this reason Mrs. Mead made her donation. The talking machine was purchased from P. S. Ridgeway, manager of the Victor department of the Cable Company.

New Home for Hiawatha

The Ottawa Pianophone Co., whose plant at Ottawa, Ill., was destroyed by fire a few weeks ago, have purchased a splendidly equipped factory at Geneva, Ill., only an hour's ride from the Chicago market. It is a three-story brick structure, thoroughly equipped for the exclusive manufacture of phonographs and is run entirely by electric power with individual motors for each machine. The plant is now in operation and several hundred cabinets are already in progress through the factory. Within the next few weeks they will be ready to make shipments to their trade. At the general offices and wholesale warerooms in the Republic Building, Sales Manager Fred Moynahan expressed his satisfaction that, although six weeks elapsed between the burning of the plant and the resuming of operations in the new factory no cancellations of orders had been received, this showing conclusively the value placed on the Hiawatha agency by the dealers. It is the intention of the company to change the name to the Hiawatha Phonograph Co., and a meeting of stockholders has been called for June 3 in order to take the necessary steps to that end.

(Continued on page 87)

TRANSFER NAME-PLATES

We make the Transfer Name-Plates and Trade-Marks for the largest talking machine manufacturers in this country and for dealers in every state.

YOUR NAME, Mr. Dealer, on every machine brings the owner back to you for records and his friends to you for a machine:

Samples, Suggestions and Sketches Furnished Free

THE MEYERCORD COMPANY, CHICAGO

Largest Manufacturers of

DECALCOMANIA

Transfer Name-Plates

PLAYS ALL RECORDS

If All Phonographs Were Like The Brunswick

IF ALL were endowed with The Brunswick Method of Reproduction, the opportunity for dealers would be similar and uninteresting.

Brunswick Dealers, however, have infinitely more to offer their customers.

And ideas that are exclusive.

No other instrument has, or can ever have, this new-day way of playing records.

Some may attempt, but our patents are broad.

Only Brunswick Dealers, in pointing out the advantages of The Brunswick Method of Reproduction, can offer The Ultona, the wonderful all-record player.

Only Brunswick Dealers can offer The Brunswick Tone Amplifier, the latest and greatest advancement of all in acoustic arrangements.

Other dealers cannot offer these wanted features.

And we are creating a demand for them among music lovers in our national advertisements.

People want to know about The Brunswick Method

of Reproduction. They want to hear this instrument.

Only Brunswick Dealers can satisfy this demand and make the sales.

A peep in our new sales portfolio will make you read the whole interesting story.

A copy will be sent on request to super-dealers who are interested in handling the super-Brunswick in a super-way.

We already have a great many fine dealers, but there are several locations offering profitable opportunities.

Ask for The Brunswick Dealer Portfolio now — it tells a money-making story.

Brunswick Models
Price \$32.50 to \$1,500

THE
BRUNSWICK-BALKE-COLLENDER
COMPANY

General Offices
CHICAGO

Branch Houses in Principal Cities of the United States, Mexico and Canada

Canadian Distributors:
Musical Merchandise Sales Co.
Excelsior Life Building
Toronto

(1132)



The
Brunswick
ALL PHONOGRAPHS IN ONE

FROM OUR CHICAGO HEADQUARTERS (Continued from page 85)

Makes Important Widdicomb Deals

E. C. Howard, manager of the phonograph division of the Widdicomb Furniture Co., of Grand Rapids, spent considerable time in Chicago last month and announced that very important arrangements for the distribution of Widdicomb phonographs had been made. A full line of the beautiful instruments is now on exhibition at the warerooms of H. P. A. Mossner, who opened headquarters at 532 Republic Building last month as sales agent. The Widdicomb Sales Co. has been organized to do a jobbing business in the Widdicomb product with headquarters at 327 South LaSalle street. Mr. Ernst and Mr. Stewart, who control the concern, are experienced talking machine men and are very enthusiastic regarding the new line. They will carry a stock in Chicago for the benefit of their trade.

Mr. Howard made a trip to St. Louis a week ago, and on his return announced that the great Meyer Bros. Drug Co., of that city, known as the largest wholesale drug house in the world who have an army of seventy-five traveling salesmen covering Southern and Southeastern territory, had taken on the Widdicomb line and would push it vigorously. Other Western distributors recently reported are Sanborn Kinney Co., Sioux City, Ia., and the H. Dinwoodey Furniture Co., Salt Lake City, Utah. Ben Schweneger, formerly with the Manophone Co., is now on the road for the Widdicomb people. He is making his headquarters in Cleveland and has established some excellent dealers accounts in the Buckeye State.

Youthful Record Maker

Good talking machine records have been made of the voice of Master Howard Dewar, whose mother, Mrs. Mary Allene Dewar, is a saleswoman for H. A. Rintleman, manufacturer of Goldentone needles, with headquarters in the Republic Building. The boy soprano has an unusually fine voice and has appeared at very notable entertainments in Chicago. Mrs. Dewar

is herself handling the records of her son's voice with considerable success.

Attends Koerber-Brenner Opening

L. C. Wiswell, manager of the Victor department of Lyon & Healy, left for St. Louis on Tuesday evening of this week to attend the opening of Koerber-Brenner Co.'s new store at 1712-16 Washington avenue. The formal opening of the new quarters took place on Wednesday, May 8, and an elaborate program was offered. An informal reception and inspection of the new quarters took place in the morning. This was followed by a twenty-five-mile auto trip through the business and residence section in St. Louis up to the Sunset Hill Country Club, where the guests partook of a buffet luncheon. After luncheon the return trip was made to the convention hall of the Missouri Athletic Association Clubhouse, where a Victor factory film was shown. This was followed by practical demonstrations by window trimming experts, and in the evening the guests were given a banquet in the Athletic Club, where many speeches were made. After the banquet Mr. Wiswell gave a strong talk on salesmanship, which was eloquent in the best sense of the word and full of practical wisdom. Mr. Wiswell was accompanied by Mrs. Wiswell.

Andrew McCarthy a Visitor

Andrew McCarthy, treasurer of Sherman, Clay & Co., San Francisco, and in charge of the Victor department of that company, was a visitor to Chicago the early part of the month. Mr. McCarthy was returning to his headquarters from a visit to New York and the Victor factories at Camden.

C. L. Egner Visits

C. L. Egner, assistant traveling manager of the Victor Co. with headquarters in Camden, N. J., was in Chicago during the latter part of April. While here he held a sales conference with W. F. Fries, J. E. Durham and Wm. Yeager, Victor traveling representatives. After the meeting Mr. Egner left for St. Louis to hold

a conference with the Texas, Oklahoma and other Southern Victor travelers. Mr. Fries travels Minnesota, Mr. Durham, Michigan, and Mr. Yeager, Illinois for the Victor.

Ellis Visits Trade

G. P. Ellis, sales manager of the Chicago Talking Machine Co., spent the entire month of April visiting dealers in Illinois, Indiana, Iowa, Michigan, Missouri, Wisconsin, Kentucky and Ohio.

The Lakeside Rotometer

The Lakeside Supply Co. have installed their new punch presses for making the Lakeside Rotometer and are now ready to supply these instruments in any quantities. These little instruments are designed so as to take up the least possible space and are calibrated to indicate when the proper turn table speed has been attained. This company also carries a large stock of the Stephenson precision motors and has established a repair service department especially for this motor to serve the users in Chicago and adjacent territory. The Lakeside Supply Co. is also assembling one of their beautiful Artkraft models of their Luxfibre talking machine for the Automatic Container Co. for the purpose of demonstrating its automatic filing device during the coming New York show. The Artkraft Luxfibre machines are very beautiful and have been most favorably commented on by the trade, although they have been only on the market about six weeks.

Godfrey Isaac, a son of the late Theodore Isaac, who was president of the Klingsor Talking Machine Co., is now connected with the Lakeside Supply Co., and is specializing on the sale of their Artkraft Luxfibre talking machine in both the wholesale and retail lines.

W. A. Fricke, secretary of the company, will accompany Frank P. Read, of the Automatic Container Co., to the New York show and will assist him in demonstrating the Automatic Container Co.'s full line of filing devices.

(Continued on page 89)



Model A I
\$140

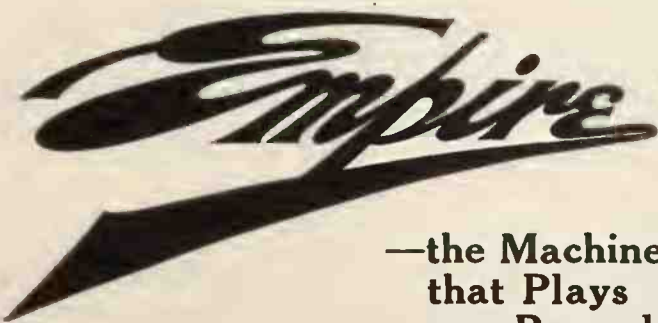
EMPIRE RECORDS RETAIL AT POPULAR PRICES



Write us for "Dorothy" Booklet

A Distinctive Line for Exclusive Dealers

WE do not aim to manufacture a cheap line of talking machines—our proposition is not a merchandising one but rather one to establish permanent Empire dealers in each city, on an exclusive agency basis. We are proud to state that all our dealers are more than satisfied with the results they are having in handling the Empire line and you are certain to find this machine the one best "bet."



—the Machine that Plays any Record

The Empire line comprises nine attractive models. Each one has an automatic stop and our own Empire tone arm and reproducer and an exceptionally high-grade motor. Prices retail are from \$27.50 to \$215. Write today for our dealers proposition and new catalog.

EMPIRE TALKING MACHINE CO.

JOHN H. STEINMETZ, President

429 South Wabash Ave.

Chicago, Ill.



Model B.
\$110

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 87)

Returns From Vacation

G. W. Davidson, of the Talking Machine Shop, who for the past six weeks had been visiting Philadelphia as well as the Victor plant in Camden, returned to headquarters in Chicago this week. Others of the Talking Machine Shop now on vacations are Miss Pauline Tishler and Frank Nall.

Like Morenus Talking Machines

The Morenus Piano Co., of this city, report that business is developing very nicely, and that dealers are particularly well pleased with the special horn construction and acoustic properties of the talking machine. R. F. Morenus has been out on the road a large part of the last month demonstrating the Morenus machine for some of his old friends in the piano trade with the result that he has secured some excellent accounts who are already sending in largely repeat orders.

B. & H. Co. Increase Capacity

The B. & H. Fibre Mfg. Co., makers of the B. & H. fibre needles, have found the demand for their product increasing at such a heavy rate as to necessitate larger facilities; consequently, they have taken an entire additional floor of the building at 35 West Kinzie street, in which their factory is located, and it is now being equipped for their purposes.

Inside of thirty days the company will place a new package of fibre needles on the market. The needles which will be known as the No. A needles are considerably shorter than the standard fibre needles and naturally produce a greater volume of tone. The price, however, will be the same as the regular package, namely, 40 cents per hundred needles.

Puritan Distributor Active

James B. Orth, the new distributor for Puritan phonographs in Chicago, is dispensing luxurious-looking cigars in glass cases in his richly furnished display rooms in the Republic Building. Also he is enthusiastic about the

prospects for the new long horn wonder—as the Puritan is being advertised.

Mr. Orth says he never realized what students dealers are until they began to come to him in ever-increasing numbers to inspect this new long-horn principle and tell him what he didn't know about physics and the principles of sound. Every one who sees it is so enthusiastic that sometimes the cabinet is threatened with destruction to get a real look at the horn, consequently Mr. Orth is having especially built a skeleton model showing this feature, and will have this on exhibition in a few days. G. A. Langheck and E. W. Graham, both salesmen on Mr. Orth's staff, are now calling on the trade in Missouri and southern Illinois, where a lively interest is reported.

Empire Phono Parts Progress

John H. Steinmetz, president of the Empire Talking Machine Co., spent several days at Cleveland last month at the plant of the Empire Phono Parts Co., of which he is secretary and treasurer. President McNamara and he made plans for the increasing of the output of the plant in order to take care of the large volume of business for the company's product. "Our tone arms and reproducers will soon be the standard equipment on a number of well-known talking machines," said Mr. Steinmetz. "Furthermore, we will be ready about the middle of this month with our new attachment for playing lateral cut records. The trade is showing much interest in this device and we are anticipating a large demand for it."

Big April for Vitanola

Jeffrey B. Schiff, sales manager of the Vitanola Co., states that April proved to be one of the largest months they have had since December. Orders are coming from all points.

Use Victor Machine

During the big Liberty Bond drive in Chicago a small Victor table machine was used by those in charge of the Geo. P. Bent Co.'s booth

at Wabash avenue and Adams street. Various well-known patriotic records were rendered on this machine, and by its use large crowds were constantly attracted to the booth. The little machine was donated for the purpose by the Victor department of the Rudolph Wurlitzer Co.

Sings at Empire Concerts

Miss Emma A. Kiess, music teacher and concert singer of Williamsburg, Pa., has made an



Emma Kiess.

arrangement with the Empire Talking Machine Co., of this city, by which she is appearing in recitals given by Empire dealers throughout Pennsylvania, singing in accompaniment with
(Continued on page 90)

The

EMPIRE

THE EMPIRE PHONO PARTS CO.

Patent Applied for

Showing the Empire Reproducer turned back to permit insertion of needle

Showing the Empire Tone Arm set in position for playing vertical cut records

Plays Any Make Record Perfectly

This wonderful tone arm and sound box has been adopted by several large talking machine manufacturers and the outlook is that we are going to be kept very busy taking care of our orders.

No Set Screws to Adjust

We are, however, splendidly equipped to handle a large volume of business, and those manufacturers who are looking for a tone arm that will be an improvement over the equipment they are now using should write us at once to submit sample and prices. The Empire Tone Arm and Reproducer are without question superior to any on the market.

Write for Descriptive Circular

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

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 89)

Empire records as played on Empire talking machines. Miss Kiess' reputation as a singer results in attracting large audiences to these concerts, and her superb rendition of numbers has been the subject of much comment in local papers. Her engagement by President Steinmetz was brought about by a letter she wrote the Empire Co. expressing her delight with the Empire machine which she had purchased. Her tribute to its excellence and her appreciation of its value to her both as a singer and a teacher led to a correspondence which resulted in her engagement.

New Aeolian Manager

Fred Aylesworth, who for the past three years has been manager of both the Aeolian-Vocalion and Sonora departments of Julius Bauer & Co., has resigned his position and will take charge of the Vocalion department of the Aeolian Co.'s branch at Indianapolis on May 15. For a youngster he is to be complimented upon the excellent results he produced in building up

the fine talking machine trade for Julius Bauer & Co.

Occupy New Offices

The Combination Attachment Co. have moved from the Republic Building to new and larger quarters in the U. S. Annuity Building, 20 Jackson boulevard, E. They have four large rooms, as suites 401 and 402 on the fourth floor, furnishing them with excellent offices and salesrooms with a comfortable demonstrating parlor for the purpose of showing the visitors the excellence of the Orotund and Superior sound boxes and attachments for playing the various types of records on all classes of machines.

New Perkins Plant

The Perkins Phonograph Co. has developed a very large talking machine business in the last two years and has purchased the plant of John Kimmeth & Co., formerly utilized as a furniture factory on the southeast corner of Wood and Clarinda streets. The purchase included a four-story mill constructed sprinkler building

Equip Your Phonographs With Perfect Automatic Brakes

Samples
\$1.00 Each
Cash with order

State make
of tone arm used



Also made
with long
brake shoe
for 1 inch
offset

Patented Aug. 28, '17

Simple construction and easily attached.
Made in four styles to fit any make of tone arm.

Write for attractive quantity price

PERFECT AUTOMATIC BRAKE CO.
Room 400, 425 S. Wabash Ave., Chicago

Hiawatha Organization

Demonstrates the Caliber of the

Responsibility

behind the

Hiawatha Phonograph

In Six Weeks from the date of the fire that destroyed their Mammoth Factory at Ottawa, Ill., the **New Modern Hiawatha Factory** is now in full operation.

Working day and night to meet with the demand for Hiawatha Phonographs from all parts of the world.



New Home of the Hiawatha Phonograph
Geneva, Illinois

Dealers appreciate the wonderful quality of tone, construction and finish.

Write today and embrace the opportunity

Address all correspondence to

209 So. State St., Room 802, Republic Building
CHICAGO, ILL.

with ground dimensions of 70 by 130 feet and a lot of 115 by 30 feet. The purchase price is said to be \$70,000. The company has heretofore manufactured at two plants, one on Wright street and the other at the headquarters of Wilbur Perkins interests, 1925 South Western avenue. Now, however, all case work and assembling will be done at the new plant, although the company will continue manufacturing their own tone arms, motors and sound boxes at the old location.

Manufacture New Cover Support

Barnhart Bros. & Spindler announce that they will soon have ready for the market a new cover support for phonographs. They state that it has been thoroughly covered with patents and will support the cover at any point at which it is placed and will prevent it from warping.

The company is having an excellent demand on the Scotford tone arm and the Superior universal reproducer.

Paramount Records Popular

C. J. Woodard, Chicago representative for the New York Recording Laboratories, Inc., of Port Washington, Wis., has moved his office from 503 Cable Building to Room 204 Athenaeum Building, 59 East Van Buren street. Mr. Woodard has a larger and more modern office than formerly, and the new location enables him to carry a larger sample stock of new Paramount records and to also accommodate visitors. Mr. Woodard has done excellent work on the Paramount, and the numbers of local dealers specializing on these records is constantly increasing. There are now four Chicago Paramount jobbers, namely, Carson, Pirie, Scott & Co., the Automatic Container Co., Moore & Evans and Joseph Hagan Co.

M. C. Schiff Talks on Curtailing Music

The following article on the curtailment of music, written by M. C. Schiff, president of the Vitrola Talking Machine Co., appeared recently in the Chicago Daily News, and it makes good reading:

"Recently there appeared an article indicating the possibility that the Government would take steps to curtail the production of musical instruments, the industry being designated as non-essential.

"Since music in the home is the most positive preventive of deterioration to a morose practically, it is essential to the degree that it affects the morale of the home, the very foundation of the nation's institutions, and therefore the morale of the nation. Music is the most ennobling of all human agencies. Without it the ideals of the nation and hence the nation itself would suffer. It is essential to the home in which is to be maintained the mental attitude necessary to national hope and courage.

"The message of patriotism that great bands and famous musicians impart in their masterful interpretation of our national songs, expressing in most potent manner the great ideals for

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 90)

which America stands, will go a long way at this time, when events transcend the powers of the ablest writer or orator, toward binding together in common ideals and sympathies the people throughout the country.

"Let us find some way for the industry to serve the country without risking injury to the spirit of the people who now, more than ever, need and depend upon music for economical mental relaxation and clean entertainment."

Personals and Visitors

Among the recent visitors to the Chicago trade the past month were A. Cleveland, Beloit, Wis.; Fred Leithold, of Leithold Piano Co., La Crosse, Wis.; Wm. Hubble, of Wm. Hubble Bro., Monroe, Mich.; W. C. Larrew, Knox, Ind.; H. G. Power, Taylor Carpet Co., Indianapolis, Ind.; H. E. Whitman, Pearson Piano Co., Indianapolis, Ind.; Fred Pearson, Pearson Piano Co., Indianapolis, Ind.; Geo. P. Cheatle, Music Shop, Springfield, Ill.; Ensign Thor Norberg, Norberg Music House, Moline and Rock Island, Ill.; and D. J. Maher, of Maher Bros., Jackson, Mich.

New District Sales Managers

The Jones-Motrola, Inc., announce that W. Afton Carter has been appointed district sales manager for Illinois, Indiana, Michigan and Wisconsin with headquarters in Chicago, and that F. L. Sheppy has been appointed district manager for Missouri, Kansas, Nebraska and Iowa with headquarters in Kansas City.

S. J. Turnes With Brunswick

Sam J. Turnes, who was formerly connected with the Geo. P. Bent Co. in the capacity of advertising manager, is now associated with the phonograph division of the Brunswick-Balke-Collender Co. as advertising manager. After leaving the Geo. P. Bent Co. Mr. Turnes went over with the Burnett & Weinberger Co. as sales service manager and remained with them until he accepted his present position. Mr. Turnes succeeds H. E. Nelson, who is now stationed at the U. S. Government Aviation School

for Mechanics at Portland, Me. To use his own words, "Sam," as he is popularly known throughout the trade, says that he just couldn't keep away from the old stamping ground and is glad to be back among his congratulatory friends on the Row.

Brunswick Activities

The following is a partial list of new agencies that have been established by the talking machine department of the Brunswick-Balke-Collender Co. during the past month: Porch Bros., Altoona, Pa.; Wunderlich Piano Co., Kansas City; Kieselhorst Piano Co., St. Louis; the Knabe Warerooms, Inc., Baltimore, Md., and Washington, D. C.; J. Goldsmith & Sons Co., Memphis; E. Witzmann Piano Co., Memphis; and Hollenberg Music Co., Little Rock and Pine Bluff, Ark.

SEEBURG EXHIBIT AT MUSIC SHOW

Chicago Manufacturers Will Make Fine Display of Phonogrand at National Music Show

CHICAGO, ILL., May 9.—One of the most interesting exhibits at the National Music Show in New York from June 1 to 8 will be that of the J. P. Seeburg Piano Co., of this city. They will occupy Booth No. 14, and will be devoted to the Phonogrand, the company's remarkable combination of electrically-driven player-piano and phonograph. Illustrations of the instrument will be found in the company's advertisement elsewhere in this paper. The Phonogrand was announced to the trade last fall, but the company is now ready to go on the general market with it and have perfected their productive capacity to that end. In the meantime it has been tested in actual use, and a number of the instruments have been sold from the retail ware-rooms of this city, where it has proven to be a sight seller. In every instance the greatest degree of satisfaction has been expressed by purchasers. Furthermore, some of the best-known

dealers in the country have placed sample orders and are extremely pleased with the instrument and its selling possibilities. Repeat orders are coming in rapidly.

The Phonogrand is but a little larger than a large phonograph. The piano plays all standard eighty-eight-note player rolls and is especially adapted to the Q R S expression rolls with which it reproduces wonderfully the playing of the great piano artists. The phonograph is of the latest type and is equipped for playing all types of records. It is operated by a separate electric motor, independent of that operating the player-piano. The Phonogrand is, it must be understood, not a coin-operated instrument. It is designed particularly for home use, but is also particularly adapted for clubs, hotel parlors and other places where it competently substitutes for both a good talking machine and a full player-piano. Those who have heard the instrument have been surprised at the volume and quality of tone of both the player and the phonograph. The Phonogrand is a strictly unique instrument and will be inspected with keenest interest by the visitors to the show. It will also be shown permanently in New York at the company's new offices and salesrooms in the Bush Terminal Exposition Building, at 130 West Forty-second street.

WHAT'S TIME TO A HOG?

Does not this old story illustrate clearly the wrong viewpoint of the merchant who is habitually slow when meeting his obligations?

The mountaineer's razor-backs were running loose and feeding on such fattening forage as grass and green apples. "Why don't you pen them up and fatten them quick with corn?" asked the summer boarder. "It takes so much time to get them ready for market so long as they run wild." "Hell!" snorted the mountaineer, "What's time to a hog?"—Kansas City Association Bulletin.



Trade Mark Registered

Claims Are All Right— But Only Proofs Count

Any manufacturer may claim for his product all the qualities there are. That is his privilege. He may even think his claims are justified. You read the advertisements, so you know that makers, as a rule, are not over-modest in that regard. If you believe them all, they all make super-phonographs. In your experience, that theory doesn't hold.

THE VITANOLA.

must be good, because it sells—and stays sold. Many propositions look good on paper—but when you apply the real test—selling—how many can stand up and sell the way the Vita-nola does? AFTER THE FIRST VITA-NOLA IS SOLD IN YOUR TOWN more buyers will come in and ask for it. The consumer likes the Vita-nola—because it gives a round dollar's worth of value for every dollar put into it. For this reason every owner is a Vita-nola booster—and you know what consumer boosting means to your store. YOU GET A NICE PROFIT FROM EACH SALE. You get advertising of the best kind from each buyer—why shouldn't you handle the Vita-nola in your town?

Write today for our catalogue and prices

VITANOLA TALKING MACHINE COMPANY
501-509 WEST 35th STREET
CHICAGO, ILL.

Lakeside Supply Co., Inc.

See and hear this beautiful talking machine at the New York Music Show. Booth No. 116 (Mezzanine)



The Luxfibre Case

Our ART-KRAFT Luxfibre case machines are now ready for the market and can be supplied in any finish on short notice. Equipped with best materials at prices ranging from \$200 to \$300 retail. Liberal dealers' discount. Write for particulars.

Lakeside Rotometers now ready for delivery. We carry a full line of hardware and motors. We also handle the Stephenson precision motor. Send us your orders for diaphragms—any size—any material.



Jumbo Tone Arm No. 4
Latest model plays all records in ONE position.

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.

LAKESIDE SUPPLY CO., Inc.

Phone, Harrison 3840

202 S. Clark St. Chicago, Ill.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 91)

OPENING OF ELBEL BROS. STORE

Nearly 12,000 People Attend—All Entertained With Delightful Program—Description of Building—Many Representatives From Prominent Music Houses Present

SOUTH BEND, IND., April 29.—Elbel Bros., Inc., new store was a veritable bower of spring-time blossoms and greenery Saturday on the occasion of the formal opening. Nearly 12,000 people visited the store and were shown throughout the day and evening.

On the basement floor the sheet music is to be found, an endless array of all kinds of music. Three soundproof "tryout" rooms are given over to the player-pianos on this floor. On the first floor in the rear of the building is a beautiful green-tinted room, which is the recital hall. This room has a seating capacity of about sixty persons and was filled during the entire day. On the first floor are to be found twelve soundproof rooms for the trying out of Victrolas. An instant service record counter is on the first floor near the offices.

The front display window was tastefully arranged as a music room. Near the window was placed a wonderful floral creation, the compliments of the Chicago Talking Machine Co., Victor distributors. A beautiful basket of pink roses which stood at the entrance of the music room was the gift of the Whitney-Currier Co., Toledo, Victor distributors.

On the second floor, which extends over the Max Adler store as well as the Ebel Building, the rooms are given over to the exhibition of grand and Duo-Art pianos. The walls of the rooms are beautifully tinted and add much to the general attractiveness of the display rooms. Donahue's Orchestra played in these rooms during the evening. Beautiful roses were given as favors to the guests during the day and evening. Hundreds of pianos and Victrolas were on display in the six rooms on the second floor,

and on the third floor is to be found the stock and repair room. An automatic electric elevator in the rear building gives service to the four floors.

Representatives from several of the leading music houses were guests at the store for the opening day. They were W. W. Michaels, W. C. Griffith and G. P. Ellis, of the Chicago Talking Machine Co.; J. F. Dunham, of Camden, N. J.; Warren K. Kellogg, of Toledo, O.; Henry Gennet, of the Starr Piano Co., of Richmond, Ind., and David F. Cordingley, New York City.

FEATURE PARAMOUNT RECORDS

Active Campaign Inaugurated by the New York Recording Laboratories, Inc., Port Washington, Wis., in Behalf of These Records

An interesting feature of The World this month is a supplement devoted to Paramount records, made by the New York Recording Laboratories, Inc., Port Washington, Wis. The facts set forth therein give an excellent idea of the development of this organization both in the numbers represented as well as the artists connected with the recording department. This company have inaugurated an active sales campaign, and with a well-developed organization will bring the Paramount records to the attention of a large dealer and a purchasing clientele throughout the entire United States.

WINDOW THAT ATTRACTED MANY

During the recent drive for the Third Liberty Loan the Flatbush Music Co., Brunswick dealers of Brooklyn, N. Y., trimmed their windows in a particularly attractive and patriotic manner, which drew quite heavy crowds. The Brunswick-Balke-Collender Co. were so pleased with the window that they had photographs taken of it and sent to all their dealers with a suggestion that they use similar window displays.

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.

A TRIBUTE TO THE COLUMBIA

Letter of Praise for the Columbia Grafonola From Iowa Dealer Contained in Latest Issue of the "Columbia Record"—Other Items

There is published in the latest issue of the "Columbia Record," a house organ issued by the Columbia Graphophone Co., New York, an interesting letter from L. Ginsberg & Sons, Des Moines, Ia., relative to their satisfaction with the Columbia line, which they handle in their successful retail establishment in that city. This letter, which is a tribute to the sales possibilities of the Columbia product, reads as follows:

"After six months of pushing Columbia Grafonolas we wish to compliment you on the wonderfully dependable machines you people put out. Our troubles have been so small that you can call them practically nothing considering the number of Grafonolas we sell.

"We may here state that our business during the month of November, on Columbia Grafonolas exclusively, was over six times as much as the month of November, 1916, when we handled several different makes, and did not push any particular make.

"We also wish to take this opportunity of expressing our appreciation for the way the Schmoller & Mueller Piano Co. have handled our business, as they have many times gone out of their way to give us service.

"Hoping that the Columbia Grafonolas will continue to progress in the future as they have in the last six months; we remain, yours truly, L. Ginsberg & Sons (Signed), I. D. Ginsberg."

Other interesting articles in this issue of the "Columbia Record" include a letter from the president of Townsend Harris Hall, College of the City of New York, referring to the fact that this society has become deeply interested in the artistic series of window displays produced by the Columbia dealer service department for the use of Columbia representatives. The president

of the society requests the Columbia Co. to supply them with copies of this display material for use by the members of the society.

There are the usual number of articles featuring attractive window displays, with special mention of the signal success achieved by the Columbia international record department with its new display service.

10 PER CENT. WAR TAX IN CANADA

Musical Instrument Manufacturers Much Perturbed Over Proposed War Budget

OTTAWA, CAN., May 6.—The members of the piano and talking machine trade in the Dominion are naturally quite excited over the War Revenue Budget urged by the Hon. A. K. MacLean, acting Minister of Finance, and which, among other things, would levy a war excise tax equal to 10 per cent. upon automobiles, gramophones, phonographs, talking machines, cylinders and records therefor, mechanical piano and organ players and records therefor . . . when manufactured or imported after the 30th day of April, 1918, on the duty paid value when imported and on the price when manufactured and sold, provided that such war excise tax shall not be payable when the articles are manufactured for export.

Musical instrument manufacturers in the United States, who are paying only a 3 per cent. war excise tax on certain of their products, are being regarded with envious eyes by the manufacturers of this country who see little hope of having the proposed tax of 10 per cent. cut to any appreciable degree. An appeal, however, has been sent to George W. Pound, general counsel of the Music Industries Chamber of Commerce of America, in New York, who carried on the fight before Congress in the interests of the trade in that country, for advice and assistance in our own time of trouble.

Attention!

Victor, Edison and Columbia Dealers and Distributors

Don't forget, when a customer questions you as to what attachment will equip his machine to make it universal, in playing all makes of records most perfectly and without destruction, that

The Orotund and Superior

attachments are the only scientifically perfected outfits on the market, playing all makes of records, producing the greatest musical results, positively reducing surface sounds, and in many instances entirely eliminating disagreeable scratching and nasal effects. If you have not as yet had a real demonstration as to the highest type of music and entertainment from the various makes of records, you should visit our office, or ask for a personal demonstration.

If, after hearing our different attachments and reproducers with a few of the most beautiful records ever recorded, you do not believe we have produced some wonderful results which you have never before thought possible on a talking machine, we will then apologize for wasting your time.

You will increase your sales of records by handling these attachments.

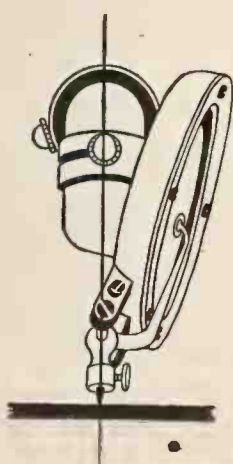
We guarantee to improve the tone of your machine. We sell attachments, tone arms and jewel points, Diamond and Sapphire.

Write for circulars and prices.

COMBINATION ATTACHMENT CO.
20 Jackson Boulevard, East, Chicago, Ill.

To Jobbers and Dealers

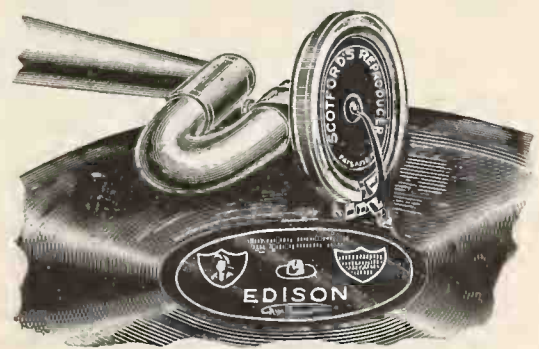
Especially those selling Hill-and-Dale Records



YOU can greatly increase the demand for the best Records by selling these Reproducers and Attachments applying them to standard machines.

Write for Quantity Prices

Liberal Arrangement for Jobbers



Superior Universal Reproducer

The Reproducer that pivots on its axis—taking the correct angle for all makes of Records—and the needle retains the same center in both positions

| | Sample Prepaid | Retail Price |
|--|----------------|--------------|
| With Attachment for Victor | Nickel \$4.10 | Gold \$6.50 |
| With Attachment for New Victor | Nickel 3.50 | Gold 5.50 |
| With Attachment for Columbia | Nickel 3.70 | Gold 5.85 |
| With Attachment for Edison | Nickel 4.10 | Gold 6.50 |
| With Attachment for Pathe (old style arm) | Nickel 3.70 | Gold 5.85 |
| As is—it fits the new Pathe (universal arm) | Nickel 3.15 | Gold 5.00 |

*This refers to the latest type having the enlarged Tonearm

"The Superior Universal 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 underlines never before heard with other Reproducers are brought out with pure, crystal-like clearness. Your Reproducer places the needle in exactly the right angle for either the Columbia and Victor or the Pathe and Edison Records. It is one of the few which safely play the Edison Diamond Disc Records without skidding across the record, which causes the jewel point to dig into the record and ruin it. Other makes 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 Pathe, Edison, Lyric and other vertical-cut records with so great and beautiful a tone. I have sixteen different Reproducers fitted to my machine, but I know that for perfect articulation, beautiful tone and volume, your sound-boxes have no equal."

Wilmington, Delaware
March 28, 1918

Alfredo L. Demorest
Vice-Consul of Paraguay

Scotford Model I Reproducer

The original Scotford Reproducer—plays only Hill-and-Dale Records, but plays them at their best

| | Sample Prepaid | Retail Price |
|-------------------------------------|----------------|--------------|
| As is—it fits the Victor | Nickel \$3.50 | Gold \$5.50 |
| With Attachment for Columbia | Nickel 3.75 | Gold 5.85 |
| With Attachment for Pathe | Nickel 4.05 | Gold 6.35 |

Can be used on the Edison with the Kent Attachment

Barnhart Brothers & Spindler
Manufacturers of Superior Specialties for Phonographs
Monroe & Throop Sts.—Chicago

BUSINESS HAS BEEN SOMEWHAT SLOW IN LOS ANGELES

Liberty Loan Campaign, Successfully "Put Over," Engaged the Attention of Public—Machine Stock Situation Improves—War Records in Favor—Harold Jackson With Wiley B. Allen—Other Items

LOS ANGELES, CAL., May 6.—The month of April did not prove to be a very good month for business in the talking machine line. In fact, it was the poorest so far this year. Of course, there were several good reasons for this, and the best excuse, probably, was the great Liberty Loan drive, which has just been brought to a successful finish.

The machine situation has cleared up to a considerable extent, and all of the local dealers have more machines in stock now than at any time since January 1. Records, however, are still hard to obtain and most stocks are sadly depleted with very little hope of any shipments in the near future. This shortage has been a sort of blessing after all, as it has made the merchants push the sale of many good records that were poor sellers before.

The demand for the popular war records keeps up, and it is impossible to get some of the numbers at present. The call for patriotic music is good—the most popular being the "Star Spangled Banner" with "America" second. The French national air seems to be the best liked of the foreign songs.

G. C. Beckwith, of Beckwith-O'Neal Co., Victor wholesalers at Minneapolis, Minn., paid a visit to Los Angeles after a month's sojourn with his family at Coronado, Cal.

R. C. Daynes, who was connected with the talking machine department of Barker Brothers for several years, has left there to go into the farm tractor business.

John Miller has left the Wiley B. Allen Co. to accept a position with Sherman, Clay & Co., local Victor wholesalers.

Howard Brown, manager of the talking machine department for Lyon-McKinley-Smith, is very much pleased with his last month's business, and says that, although he did not do as much as some months before, yet the cash business was larger and his average down payments on instalment sales was 22½ per cent. This company handles the Brunswick line exclusively.

Harold Jackson, for many years connected with the Southern California Music Co., and for the last three years on the road for the Diamond Disc Distributing Co., now the Edison Phonograph, Ltd., has taken the management of the talking machine department for the Wiley B. Allen Co. Mr. Jackson is well known in southern California in the music business, and has handled the Edison line for years. The Wiley B. Allen Co. are also agents for the Victor.

E. Holland, proprietor of the Vernon Music Co., says business has been as good with him

OPPOSE NEW POSTAL LAW

Hear Protests Against Zoning Provisions for Second Class Mail

Further protests against the application of the new postal zoning provisions for second class mail matter in the war revenue law were made public this week. Ex-Attorney General George W. Wickersham said: "There should be no law against limiting intelligence. It is against the public interest. The people are entitled to all the information they can get."

Dr. Charles A. Beard called the principle of the provisions "contrary to the principles on which our Government was founded. Jefferson," he said, "promulgated the theory more than a hundred years ago that newspapers and periodicals were essential to the success of our democracy. It is wrong in spirit and wrong in theory to hamper the national development of the country."

Newcomb Carlton, president of the Western Union Telegraph Co., said that the measure should be repealed and a more equitable method of raising revenue substituted.

NEW INCORPORATION

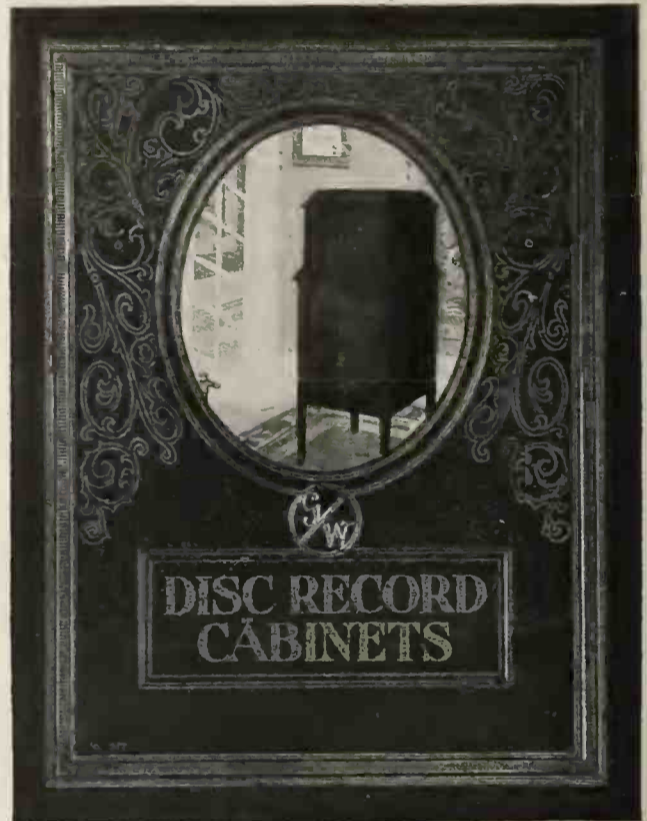
The Disk Phone Piano Method, New York, has been incorporated with capital of \$100,000, by L. T. Fetzer, J. V. and T. H. Robinson.

as ever. This is certainly a ray of sunshine to the other dealers who have complained of a considerable slow-up during April and are glad to hear of some one whose business did not let up. Mr. Holland's business is located quite a way from the business center of the city, but he has a fine trade and is always hustling for more.

W. G. Bailey, window trimmer for the Southern California Music Co., has had some very interesting displays for the talking machine department lately. One that attracted unusual notice was the "Spirit of '76." In this the figures were all working, the three dummies keeping time and even the flute player's fingers working to the tune of a lively piece. Mr. Bailey displays great ingenuity in his animated signs and has no equal on the Coast in this work.

BROWN RECORD CABINET CATALOG

The Globe-Wernicke Co., Cincinnati, O., has recently published a handsome catalog featuring the Brown disc record cabinets which are made in four sizes, and the Globe-Wernicke sec-



Cover of a Globe-Wernicke Catalog

tional cabinets which are manufactured in standard and art mission styles. This catalog is being generally distributed among talking machine dealers, who are using it to excellent advantage in developing disc record cabinet business.

COLUMBIA DEALERS TO MEET

Lambert Friedl, manager of the local wholesale branch of the Columbia Graphophone Co., has announced that the fifth monthly meeting of Columbia dealers in this territory will be held on May 17 in the Myrtle Room of the Waldorf-Astoria Hotel, at 2 p. m. A very interesting program is now being prepared for this meeting.

Arthur Goyet has taken over the music store of H. J. Provost on Main street, Woodland, Cal. He will handle talking machines.

PURITAN

The Long-Horn Wonder

The Greatest Jobber
and Dealer Proposition
in America Today

Phone, Write or Wire Us for
Territory in Illinois, Indiana,
Michigan and Missouri

YOU want deliveries—you want action—you want service. We are in position to give you all three. We want to demonstrate the advantages of the Puritan to you. We want to show you how we are equipped to serve you and help you make a bigger thing of the talking-machine business than you ever made before. Come in and look over the line. Remember, it means an excellent line of records as well. All backed by a big advertising campaign.

Factory Distributors:

JAS. B. ORTH & CO.
422 Republic Bldg. Chicago Phone Wabash 7630



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

SHERMAN, CLAY & CO.
Sole Manufacturers
163 Kearny Street San Francisco

HEINEMAN "OKEH" RECORD NOW READY FOR THE TRADE

Otto Heineman Phonograph Supply Co. Announces Heineman Record—Hill and Dale Cut—Will Be Sold Through Authorized Jobbers—Recording Studio in New York—Factory in Springfield, Mass.

Otto Heineman, president of the Otto Heineman Phonograph Supply Co., New York, announced this week that the company is now



Otto Heineman

ready to place on the market the Heineman record, which will be known as the "OkeH" record. This name is derived from the original Indian spelling of the term colloquially known as O. K., standing for "all right." This record has been in course of development the past year, and Mr. Heineman has been devoting a considerable part of his time to the perfection of this record, in order that it might be fully commensurate with the prestige and quality of the other Heineman products.

According to present plans the Heineman record will make its formal trade appearance at the National Music Show to be held at the Grand Central Palace from June 1 to June 8, in conjunction with the annual convention of the National Association of Piano Merchants. The Otto Heineman Co. has made arrangements for an extensive exhibit at this show, and the Heineman record will be one of the features of this exhibit, which will appear in Booths 40 and 41.

The Heineman record is a hill and dale cut record, to be played with either a sapphire point or a steel needle. The company is planning to manufacture only ten-inch records at this time, retailing at the uniform price of 75 cents. All of the records will be double-faced, and the library will include popular and standard se-

lections. The first list, ready for distribution to the trade on June 1, will contain about fifty records, and the artists listed in this first supplement include many of the best-known recording artists now before the public.

It is planned to merchandise the Heineman record to the dealers through duly authorized jobbers, and the prominence of the Otto Heineman Co. in the talking machine industry is reflected in the fact that the company has already received numerous requests from all parts of the country for this valuable jobbing franchise. In fact, several appointments have already been made, and will be announced in the very near future.

The recording laboratories for the Heineman record are located in New York, and are under the supervision of Charles L. Hibbard, technical director, and Fred W. Hager, musical director. Both of these men are generally recognized as two of the best-posted members of the technical and musical divisions of talking machine recording, and Mr. Heineman is very pleased to announce their addition to his staff.

This record is manufactured in a large and up-to-date factory at Springfield, Mass., which is now a member of the Heineman group of factories. This manufacturing is under the supervision of Thos. E. Griffen and Charles Kramer, both well known in their fields. Mr. Kramer has personally supervised the construction of several record manufacturing plants and is thoroughly familiar with every phase of this important work.

During the past few weeks visitors to the company's executive offices have had an opportunity of listening to the Heineman record, now christened the "OkeH," and they have all expressed their hearty approval of this record, stating that it possesses musical qualities which

will undoubtedly win instant recognition from talking machine dealers and the music-loving public.

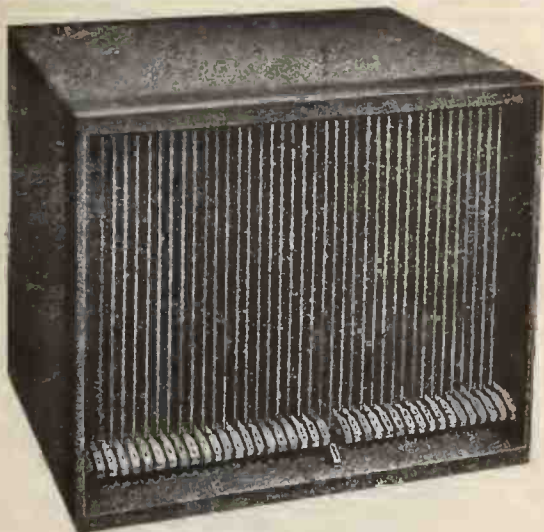
This announcement of the Heineman record marks another stride in the remarkable progress achieved by the Otto Heineman Phonograph Supply Co. during the past two years. From a modest beginning in a small office in New York this company has marched steadily forward, until to-day it is the recognized leader in talking machine motor production, and, in addition to its executive offices in the leading cities, owns and controls factories in Elyria, O., Newark, N. J., Putnam, Conn., and Springfield, Mass.

The original product, the Heineman motor, is now the head of a family of products which includes Heineman motors, tone arms, sound boxes, etc.; Meisselbach motors, tone arms, sound boxes, etc.; Dean steel needles, etc., and finally the Heineman record.

Each one of these products is a leader in its field, and full credit for this wonderful progress in the short period of two years must be given to Otto Heineman, president of the company. Thoroughly familiar with every phase of the talking machine industry, and internationally prominent as an expert on the technical end of the business, Mr. Heineman has worked indefatigably to place his company in the front ranks of the talking machine field. That he has succeeded even beyond his expectations is indicated in the prestige and position that the company now occupies.

DOEHLER EMPLOYEES BUY BONDS

The patriotism of the employes of the Brooklyn plant of the Doehler Die Casting Co. was splendidly manifested by their subscriptions to the extent of \$56,000 to the Third Liberty Loan so successfully launched recently. These men, like millions of others throughout the country, helped in a most emphatic way to put this loan well "over the top."



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.

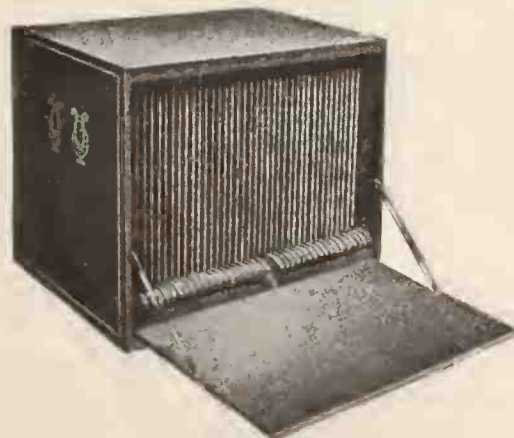
COLUMBIA DEALERS: Eject-o-files are built to fit the style 75 and others. Slip them in as they are wanted. Why carry that big stock of 85's, etc., when the Eject-o-file does the trick? "The Eject-o-file is Efficient" and you are in business for dollars and cents.

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.

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.]

KEEPING TRACK OF THE MOTOR

It seems to be the natural and usual thing that a talking machine owner never looks at the motor of his machine until it won't play properly. Then almost without hesitation he calls on the dealer from whom he purchased the instrument and requests that it be repaired at once. The dealer turns the matter over to his repairman and upon his arrival at the scene of the trouble he often finds a broken governor spring—the leather out of the brake—the motor screws loose so that the turntable hits the brake or regulator—or some other little thing wrong that takes about five minutes' actual working time to remedy. The dealer has spent some valuable time—the repairman possibly has spent an hour or so riding to the house to remedy a little fault that the owner could have prevented if he had been given a few helpful words at the time he purchased his machine.

In this time of war when all things call for the conservation of resources, time in particular, why not make it a point to call the buyer's attention to the following important facts:

1. A machine must be oiled at stated times.
2. If used to any great extent make a point of going over the governor spring screws and tightening them up about once every six months—also the motor board screws and nuts.
3. Make a point of taking out the winding key and oiling the threads on the winding shaft and

also oiling the key where it rubs against the escutcheon.

4. Put vaseline on the spiral cuts of the turntable spindle and governor spindle.

5. See that brake leather is properly held in place, and that turntable does not hit or rub against any parts of the motor board attachments.

These little hints, if given to and followed by the machine owner, will save him trouble and expense and will certainly conserve for other purposes, the time of the dealer and repairman.

Proper Pressure of the Needle Point

New York, May 1, 1918.

Editor, Talking Machine World:

Would you kindly advise me regarding the proper pressure of the talking machine needle on the record to secure the best results? I have had a lot of varied opinions on the subject, but nothing authentic, and believe that the pressure of the needle has much to do with the reproducing and wearing qualities of the record.

—S. B. B.

ANSWER.—Too much weight or pressure at the needle point will certainly affect the wearing qualities of the record. The correct weight pressure at the needle point for disc records of the lateral cut type is six ounces, and for the Edison record four ounces.

When the Reproducer Goes Bad

Philadelphia, April 29, 1918.

A. H. Dodin, care Talking Machine World:

Some of my customers have complained that after a year or more their machines have lost certain of their tone qualities. I have investigated and everything seems to be all right even to the adjustment of the reproducer. A friend of mine suggested that perhaps the diaphragm has lost its vibratory qualities. Could this be a possible explanation of the trouble, and how can it be remedied?—J. A. C.

ANSWER.—If the diaphragm is made of any composition or material other than mica, it is possible that the trouble will be found in the diaphragm itself. In boxes where mica diaphragms are used it is always found that the

PROOF

Mr. Fred. T. Cunningham, Hattiesburg, Miss., said: "I find your products are all you claim for them and that is considerable." Thousands of Dealers and Repairmen are as well satisfied with **LESLEY'S PATCHING VARNISH**, which dries in 10 seconds and enables them to make perfect patches. Scratches, Holes, Broken Veneer and Molding, or any other damage done to varnish, can be repaired successfully with our No. 275 Finishers' Outfit. Price \$3.00 U. S. A., or \$3.30 Canada. Contains enough material for 100 average patches and is sold on a **MONEY BACK GUARANTEE**. If you have this kind of trouble, order today. **LESLEY'S CHEMICAL CO., 350 Virginia Ave., Indianapolis, Ind.**

gaskets and adjustment of the needle arm are the general cause of all troubles. It is understood that the mica is the correct thickness for the diameter of the box, and it is shellacked to the gasket in such a way that its edges do not touch the cap of the box at any point in its circumference.

When Spring Slips While Winding

Harrisburg, Pa., April 26, 1918.

Editor, Talking Machine World:

I have an old style Columbia disc machine with horn, and notice that every once in a while the spring seems to slip and then catch on again while winding. I may wind the machine constantly for several hours without a slip and then suddenly the spring will slip several times in succession. When wound up the machine seems to run without difficulty. Can you tell me what is likely to be the trouble, so that I may have some guide before taking the machine apart?—T. L. B.

ANSWER.—You will find upon examination of the springs that the trouble lies somewhere in the hooking of the spring ends either on the cage or shaft rivets. I have often had cases like this and have found that in many instances the spring would slip off the rivet head and then on the next winding catch and hold firm, only to slip off again when spring had completely unwound.

KOHLER & CAMPBELL SUCCESSFUL

Great Piano Manufacturing Concern Who Made Intensive Study of Retail Phonograph Trade, Has Found Many Dealers Who Can Successfully Handle Pianos in Their Display Rooms

A few months ago Kohler & Campbell, Inc., Fiftieth street and Eleventh avenue, New York, numbered among the most enterprising organizations in the piano industry, started to devote considerable attention to the piano requirements of talking machine dealers.

In connection with their campaign they have been conducting a consistent effort through the advertising columns of The World with the result that they have discovered that talking machine dealers are finding that the handling of pianos in connection with their line of machines and other musical products is proving very successful.

The Kohler & Campbell organization has been built up in such a way that they are in a position to offer not only pianos of an exceptional value, but also a legitimate dealer's service, which helps greatly in the presenting of the product to the public as well as to the closing of sales. The building up of this aid work to the retail trade has been the result, in the phonograph field as well as in the retail piano field, of intensive study of the requirements of the general public and the various retail merchants. In this way the very best methods have been adopted and are at the disposal of all dealers who handle Kohler & Campbell pianos and player-pianos.

The belief, which Kohler & Campbell had, that the greater the harmony between the piano industry and the talking machine industry the more mutual benefits derived, has proved to be a far-sighted reality, and to-day many talking machine dealers are finding it profitable to handle pianos and player-pianos in connection with their regular business.

If you are short of cash capital try investing a few thousand smiles. Many a man has built a business with nothing much but a capital of smiles.

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

MANY NEW JOBBERS APPOINTED

To Handle the Wall-Kane Steel Needles Reported by President Tauber—Good Reports From Talking Machine Trade in the East

In a chat this week with The World D. Tauber, president of the Progressive Phonographic Supply Co., New York, sole distributor for Wall-Kane steel needles, stated that the company's business during the past six weeks had far exceeded expectations. New jobbers have been appointed in all parts of the country, and these jobbers state that their dealers are well satisfied with the sales possibilities of the Wall-Kane needle.

This needle is being merchandised to the dealers with an absolute guarantee that it will play ten records perfectly, and the company's entire campaign has been based on this important sales argument. The Wall-Kane factory has been considerably enlarged since the first of the year, in order to handle the demand for this needle, and judging from present indications additional factory space will be imperative in the near future, as the dealers throughout the country report a constantly increasing call for the Wall-Kane needle.

Mr. Tauber has been visiting the trade in the East during the past six weeks and states that the dealers are enthusiastic in their praises of the Wall-Kane needle. He has encouraged the dealers to interest their customers in the scientific merits of this needle, and has prepared a simple test, which the dealers are using to excellent advantage, in order to illustrate the distinctive features of the Wall-Kane steel needle.

The more customers of the store a man shakes hands with, the more of them are going to get acquainted with him and come back. The politicians haven't made handshaking the first move in every campaign without having first discovered that it is the very best-known method of making folks feel friendly at first sight.

PATHE RECORD BY ADAMO DIDUR

One of the Features of the Diversified Supplement Issued by This Company for June

The new list of Pathé records for June features an interesting record by Adamo Didur, basso, of the Metropolitan Opera Co., who has achieved signal success in many important roles. This list also includes operatic vocal records by Claudia Muzio and Florencio Constantino, both of whom are well known in musical and operatic circles.

The popular records for the month include two songs by the Farber Girls, co-stars with Al Jolson in his new show at the Winter Garden. There are, of course, the usual number of popular selections by the Peerless Quartet, the Sterling Trio and other well-known artists.

There are also represented on the June list the latest dance records, standard and sacred vocal numbers, and instrumental records, including two records made by the Garde Republicaine Band.

ISSUE SUPPLEMENTARY CATALOG

Wm. Volker & Co., Kansas City, Mo., Pathé distributors, have just issued a spring supplementary catalog, which contains several pages devoted exclusively to Pathé phonographs. This catalog is mailed to more than 10,000 "live" dealers throughout the company's territory, and is therefore a valuable link in the company's Pathé campaign. There are reproduced in the pages of the Pathé section several illustrations of the standard Pathéphone models, together with some of the salient features of the Pathé sales plan. There are three pages featuring Pathé art models, together with photographs of the Wm. Volker & Co.'s wholesale demonstration booths. This section is artistically compiled and cannot fail to impress the dealers favorably, and produce results for the Volker Pathé department.

NEW QUARTERS FOR SONA-TONE CO.

Company Discontinues Retail Branch to Concentrate on Wholesale Business—Many New Agencies Will Soon Be Announced

The executive offices of the Sona-Tone Phonograph Co., Inc., have been moved from 3421 Broadway to 3366 Broadway, New York, corner of 136th street. The company has discontinued its retail branch in order to concentrate upon the development of wholesale trade, and in its new quarters will have plenty of room for the expansion of its business.

In a chat this week with The World L. C. Seiler, manager of the company, stated that the only trouble experienced so far has been the inability to secure sufficient merchandise to handle the requirements of the dealers, but this condition is now showing improvement, and shipments are being made to all parts of the country. Mr. Seiler expects to announce in the near future a long list of agencies that have been established the past few months, and judging from all indications this phonograph is meeting with a ready sale.

GETS AGENCY FOR CHICAGO PRODUCT

Phonograph Clearing House to Represent Automatic Record Container Co. in the East

S. N. Rosenstein, president of the Phonograph Clearing House, New York, stated this week that his company had been appointed Eastern representative for the Automatic Record Container Co., Chicago. This device is meeting with great success in all parts of the country, and will be represented at the National Music Show to be held at the Grand Central Palace next month. Mr. Rosenstein states that he has been closing a very satisfactory business the past few months, and that the various lines he now represents in the East are meeting with a ready sale with leading manufacturers who speak highly of their merits.



Pathé Phonograph \$225
Other Models \$30 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 Controls
With the Pathé Controls 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



"The Quality Phonograph"

and

FISCHER SERVICE—

Both Are Important to You!

PATHÉ Phonographs and Records are important to you because they mean more customers and more sales right along month after month.

Fischer Service is important because it means that you won't disappoint any of these customers—that you can supply any Pathé Model or any Pathé Records within 24 hours' time.

No, you won't lose any sales because of the frequent rushes on certain Models or Records—you'll make all the big money coming to you on Pathé Phonographs and Records, if you *use Fischer Service*.

THE FISCHER COMPANY

"Oldest Pathé Jobber"

940 to 1030 Chestnut Street

CLEVELAND, OHIO

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

FEDERAL COMMISSION RECOMMENDS FIXED PRICE LAW

Federal Trade Commission Emphasizes the Need of Congressional Action to Deal With the Price-Cutting Evil in View of Recent Decisions—Powers of Commission Curtailed by Present Statutes

WASHINGTON, D. C., May 7.—In a formal public statement published May 4, the Federal Trade Commission announced the policy which must govern the disposition of all cases involving resale price control and the right of refusal to sell. The commission declares itself bound by the recent decision of the United States Supreme Court in the Graphophone Case to forbid producers to indicate prices, to secure agreements from dealers as to prices, or to refuse to sell to or discriminate against price-cutters.

The most important feature of the statement is its final paragraph in which the commission frankly admits its inability under present law, as laid down by the courts, to deal adequately with the price-cutting evil and emphasizes the need of remedial standard price legislation by Congress "in the manner suggested by Mr. Justice Brandeis."

It seems unnecessary, and would obviously be improper at this time, to comment further upon the significance and potentiality of this vital declaration by the governmental agency whose special duty it is to study and pass upon the ethics and public policy of commercial practices.

A complete copy of the commission's statement is as follows:

"For a considerable time there has been a controversy throughout the country over the question of the right of manufacturers, wholesalers, etc., fixing resale prices at which their articles could be sold, and the right to maintain such resale prices has been contended for by them, and the question whether such right exists has been brought before the Federal Trade Commission numerous times.

"Many hearings have been had, many complaints have been made, and much consideration has been given to the subject by that Commission. Many business concerns have been refusing to sell to customers who would not agree to maintain the resale price fixed by the seller.

"The Federal Trade Commission has just disposed of the first of these cases in which com-

plaints have been issued charging violations of law through fixing the resale price of articles, and an order to cease and desist from this practice has just been issued by it in the case of Chester Kent & Co., Inc., of Boston, manufacturers of proprietary medicines.

"Attorneys for the company admitted that in the past the practices complained of had been in use. The order, the first in cases of this character, forbids the company to:

"(a) Indicate to dealers the prices for which its proprietary or patent medicines shall be resold.

"(b) Securing agreements from dealers to adhere to such prices.

"(c) Refusing to sell to dealers who fail to adhere to such prices.

"(d) Refusing to sell to dealers who fail to adhere to such prices upon the same terms as dealers who do so adhere.

"(e) Furnishing any advantage to dealers who adhere to the resale prices, while refusing similar treatment to dealers who do not adhere to the prices.

"This order of the Commission follows the decision of the Supreme Court of the United States in the American Graphophone Co. case lately decided by it.

"Some of the most distinguished lawyers in the United States have appeared before the Commission to argue this question, as well as many of the leading business concerns of the country, some of whom have insisted that the maintenance of resale prices was proper, and others who have contended that it was not. Almost all of the large department stores of the country have been heard in opposition to it.

"After full consideration the Federal Trade Commission has decided to issue complaints against all business concerns who refuse to sell unless the purchaser will agree to maintain a resale price fixed by the seller. The case just decided is the first formal finding by the Commission to that effect.

"When once an article has passed from the

maker to a purchaser, he owns it, and the owner of such article may sell it at any price that he chooses, provided he does not himself sell it at such price as to be below cost, and thus thereby enter into unfair competition with other retailers selling the same article.

"This decision is going to be open to considerable controversy in relation to the subject matter thereof, and the matter will probably have to be settled by an act of Congress in the manner suggested by Mr. Justice Brandeis in his concurring opinion in the Supreme Court of the United States, in the case of the American Graphophone Co. The Stephens Bill which is now in Congress is in relation to that matter, but in the estimation of many business men and others it is thought to be broader than it should be. It may be that resale prices can be so regulated by placing the power somewhere protecting against unfair prices as to make it work equitably, and be a fair method of competition in commerce, but that question will undoubtedly have to be settled by Congressional action."

C. L. STEPHENSON NOW SALES AGENT

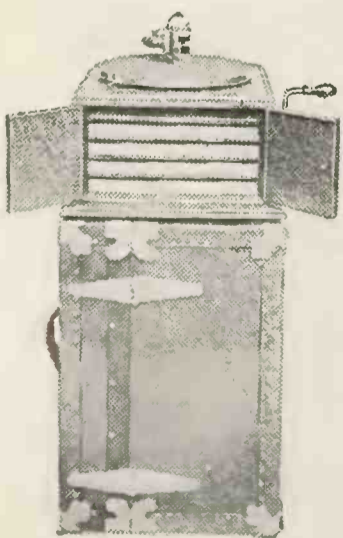
The New Jersey Reproducer Co., Newark, N. J., manufacturer of the "Invincible" sound box, has announced the appointment of C. L. Stephenson as general sales agent. Mr. Stephenson has opened New York offices at 1133 Broadway, and is making plans for an aggressive campaign in behalf of the company's products.

C. L. Stephenson has been associated with the talking machine industry for the past two years, and was formerly president of the Wilson-Laird Phonograph Co. He is familiar with the most important details of sound box manufacture and merchandising, and is now making arrangements whereby the users of the "Invincible" products will receive 100 per cent. co-operation and service. Mr. Stephenson is planning to visit the trade in the very near future, in response to many inquiries that have been received from well-known manufacturers regarding the use of the "Invincible" sound box on their machines.

A PROGRESSIVE BELFAST MERCHANT

T. Edens Osborne, the enterprising talking machine merchant of Belfast, Ireland, with his usual keen-sightedness utilized for his publicity in the local papers the article which appeared in *The Talking Machine World* of March 15, referring to a "speaking machine" invented by Mr. Miller, of Lurgan, in 1758. After giving the "meat" of this article Mr. Osborne closes one of his reading announcements as follows:

"One hundred and forty years later, October, 1898, the first type of 'His Master's Voice' gramophone was introduced in Belfast by T. Edens Osborne, of 11 Wellington place, who holds the most extensive stock of gramophones, phonographs and records in Ireland." This is educational publicity of the right kind.



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.

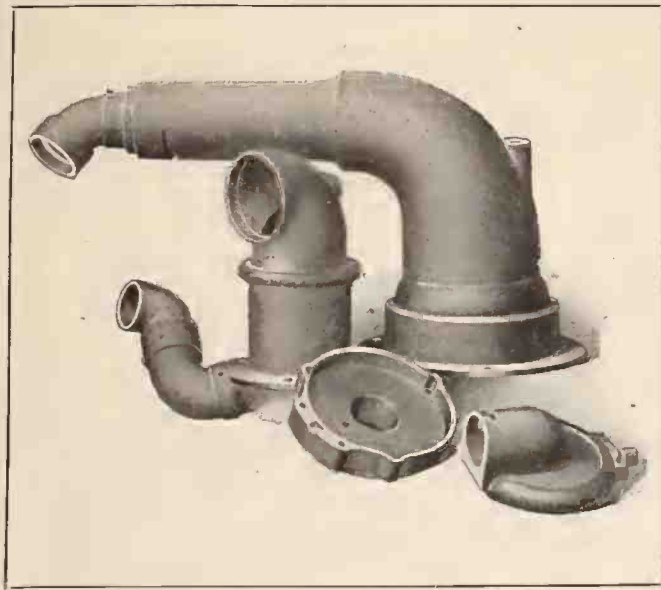
The Corley Company;

ORIGINATORS OF FIBRE VICTROLA TRUNKS

213 EAST BROAD STREET

RICHMOND, VA.





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
WESTERN PLANT **NEWARK, N. J.**
TOLEDO, OHIO.

ACTIVE ADVERTISING IN CINCINNATI

Believed That New Campaigns by Dealers Will Bring About Improvement in Conditions—New Machines on the Market—General News

CINCINNATI, O., May 8.—Talking machine merchants are again devoting space towards advertising machines and are giving attention towards pushing records. This let-up in publicity may explain a decline in the retail field of the past month. Jobbers find exceptionally good business in the smaller centers in close reach of rural sections, but not much doing in the big towns.

The John Church Co. last week put its talking machine on the market through the Church-Beinkamp Co., the first lot consisting of two sizes, the smaller one selling for \$85. The feature of the instrument is a tone clarifying chamber, the entire throat of the machine being so shaped as to eliminate any harshness that otherwise might be heard.

W. E. Summers, Washington C. H., Ohio, was a caller at the Phonograph Co. last week, being entertained by Manager Peterson, who reports a slight increase in shipping facilities.

Otto A. Gressing, recently with the Melville Clark Co., has taken charge of the selling department of the Crystofa Co., this city. Mr. Gressing is entirely familiar with the machine field, having been connected with the Victor Co. and the Musical Instrument Sales Co. At one time he had charge of the latter's St. Louis branch. He comes here from New York City.

April business with the Cincinnati branch of the Columbia Co. was by far the largest April in the history of this branch. Manager Dawson states that record orders are coming in from the factory more promptly than at any time for several months.

The Cincinnati branch now has three traveling men covering the territory, and shipping requirements have so increased that the local branch finds it necessary to consider the matter of moving to new quarters. They have taken an option on a six-story building on West Fourth street, near Central avenue, and hope in a short time to complete negotiations for leasing the building which will be ample for their requirements. This is a six-story building with more than fifteen thousand square feet of floor space and will be occupied exclusively by the Columbia Co.

Carl Kraner, who recently made his first trip for the Columbia Co., is making a splendid record, and reports that business is showing more than usual activity in the mining sections of West Virginia, surrounding Huntington.

Mr. Spring, of Spring Brothers Co. department store, Eaton, O., was in Cincinnati a few days ago visiting the local branch of the Columbia Co., and while in the city arranged with the company for franchise to handle Columbia goods. Their initial order was considerably above a thousand dollars.

The Walnut Hills Grafonola Shop recently

opened a beautiful Columbia store at 2507 Gilbert avenue, which is one of the best trading points in Cincinnati, as it serves a community of many thousand people. Miss Carrie Althaus, who was for several years assistant manager of the Columbia Co.'s store in Louisville, Ky., is the owner and manager of this enterprise.

H. L. Moorey, one of the traveling auditors from the New York office of the Columbia Co., has been spending the past two or three weeks at the Cincinnati branch going over the accounts.

J. C. Dubriel, who has been spending some time with the Cincinnati branch, has gone to Cleveland as assistant manager of that branch.

C. L. Byars reports a very satisfactory Vocalion business in April at the local Aeolian store. A number of the larger instruments were sold. Mr. Byars says business is not easy to get these strenuous times, but the right kind of salesmanship can get sales over, and it is the hard sales that give the salesman real pleasure after all.

H. L. Lewis, formerly connected with the Edison Shop at Indianapolis, is now enlisted with the Vocalion forces. Mr. Byars has also had the good fortune of acquiring the services of Geo. Kleeman, who was connected for some time with the local Edison Co. These two men have finished their preliminary training and are now taking their regular turns in the trenches.

C. W. Neumeister, local representative of the Otto Heineman Co., is about the happiest man in the talking machine field of the Middle West just now, for he stands to establish a new record in orders this year, thereby bearing out a prediction made earlier in 1918.

"People," he said, "are just mad for needles. This is just one of the big wants that are being supplied in liberal quantities just now. The manufacturers want supplies. Many are turn-

ing out goods to their limit, believing that the field will be unlimited for talking machines before the end of the year. This bears out an assertion that I have made, claiming that 1918 ought to be almost a record-breaker in the retail line. The histories of the allied belligerent countries is identical to what the United States is going through. There was a time when production almost disappeared, which was followed by a demand.

"There are several manufacturers in the Middle West, with good machines, who will be badly disappointed with their results when the books for the year are closed. They do not realize, apparently, that these are abnormal times and have not used methods which should be in use under such conditions. Yes, business is good in the Middle West."

WOMAN MANAGER MAKING GOOD

Miss N. Moody Introduces New Ideas in Retail Department of Philip Werlein, Ltd.

NEW ORLEANS, LA., May 4.—Miss N. Moody, who recently took charge of the Victor retail department of Philip Werlein, Ltd., reports an unusual sale of Victrolas and records for this time of the year. Miss Moody bears the distinction of being the only retail Victor lady manager in a large Southern city, and is fast making a name for herself as being a very successful one. She has installed some very novel selling ideas that are bringing in a large amount of business.

NEW BRUNSWICK DEALERS

The Winegar Piano Corp., Buffalo, the Thomas Piano Co., Inc., Lockport, and O'Reilly & Son, Medina, N. Y., have been appointed agents for the Brunswick talking machine.

**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

NUMEROUS TALKING MACHINE DISPLAYS AT MUSIC SHOW

Machine, Record and Accessory Manufacturers Planning Elaborate Displays at Big Exposition to Be Held at Grand Central Palace, New York, on June 1 to 8

Within two weeks after this issue of The Talking Machine World is in the hands of its readers, the National Music Show will be in full swing at the Grand Central Palace, New York City, the formal opening taking place on Saturday, June 1, and the show running until the following Saturday, June 8.

The plans for the exhibition are now practically completed, and the exhibit space still available is being contracted for rapidly. There will be approximately fifty exhibitors, representing almost every branch of the music industry, with the talking machine trade particularly well represented, and the exhibits will occupy two floors of the Grand Central Palace.

The show committee, consisting of H. L. Willson, Columbia Graphophone Co.; William Maxwell, Thos. A. Edison, Inc., as well as J. A. LeCato, George W. Gittins and C. C. Conway, the latter three representing the piano and supply trades, have been working hard for several months in co-operation with Charles H. Green, manager of the show, to make the exhibition the largest and most impressive of its kind ever held, and it appears as though their efforts would prove successful.

During the week of the show a number of important trade conventions will be held in New York, several of them right in the Grand Central Palace Building. There will be the annual gathering of the Edison dealers at the Waldorf-Astoria, which it is expected will be attended by over a thousand dealers. There will also be held the annual conventions of the National Piano Manufacturers' Association, the National Association of Piano Merchants, the National Piano Travelers' Association, the National Music Roll Manufacturers' Association, and the Music Industries Chamber of Commerce, bringing hundreds of dealers to the city, and incidentally to the show.

The Grand Central Palace itself is New York's largest exposition building, and the home of the

automobile, flower, motor boat, electric, and other shows of international reputation and importance. The building is located at Forty-sixth street and Lexington avenue, and within easy reach of the various prominent hotels in the city.

Governor Charles S. Whitman, of New York,



The Grand Central Palace, New York, Where the National Music Show Will Be Held



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.

will officiate at the opening of the show, and representatives of the United States Army and Navy will be in attendance. Many prominent men of America's leading industries, recognizing the national scope of the exposition and the work that the music industry is doing in the war, will be present during the week of the show. The exposition will be the most dignified and educational affair of its kind ever housed under one roof.

The increasing importance of the music industry undoubtedly will be felt when the public becomes acquainted with the rapid advances made during the past year in things musical. The various exhibits are bound to create an interest which will work for the benefit of the entire industry as a whole. The show will be a means of cementing co-operation on a broader scale than ever before, and manufacturers, dealers and others will profit through this co-operation. In other words, the show will be a big store window for the industry, in which everything new and novel will be displayed for the public's approval. Those who believed that the music industry was a non-essential one will suddenly realize how important it really is, what it is doing to bring cheer to the boys in our army and navy, what gladness and sunshine has penetrated into saddened homes through the medium of music, and what can be expected of the music industry of the future.

To single out what each exhibitor is to show would prove quite a task, although each one is planning special features of distinct interest to both the trade and the public.

The Pathé Frères Phonograph Co. is to practically transplant its laboratory from Brooklyn

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

Make your Summer Sales follow the thermometer—up!

Sell Portable Model Grafonolas for out-of-door music. It's the Big Idea this year.

Columbia Graphophone Co.
Woolworth Building, New York



to the Palace, but, of course, it will be in miniature. Phonograph records will be made right in the Palace, and in order to do this it will be necessary to install all the equipment used in the regular laboratory. Each night of the show Pathé artists will be in attendance to register their talents.

Thomas A. Edison, Inc., of Orange, N. J., are to have a section of the show set apart for the Edison Theatre. It will be fully equipped, will seat about 600 persons and will be complete in every way. Artists whose voices have been recorded by Mr. Edison will be in attendance daily and a comparison of their tone quality will be made with that of the New Edison instruments.

The Columbia Graphophone Co., while it has not announced the details of its exhibit, will, nevertheless, have numerous surprises to offer visitors to the show when the time comes, as will the Otto Heineman Phonograph Supply Co., the Cheney Talking Machine Co., the Emerson Phonograph Co., the Automatic Record Container Co. and other concerns.

There will likewise be a distinct patriotic touch given to the show by the announcement that every dollar taken in for admission tickets at the door will be devoted to the purchase of musical instruments, records, etc., for the soldiers and sailors. The show, moreover, has the endorsement of many of the leading members of the trade who believe that just at this time it will prove a powerful factor in impressing upon the public generally the importance of our industry.

Among the concerns who have already taken space at the show are: American Piano Co., American Player Action Co., the Autopiano Co., Auto Pneumatic Action Co., Automatic Record Container Co., Bennett & White, Inc., Brambach Piano Co., Bjur Bros., Inc., Chickering & Sons, Cheney Talking Machine Co., Columbia Graphophone Co., Thomas A. Edison, Inc., Estey Piano Co., Estey Organ Co., the Glidden Varnish Co., Hallet & Davis Piano Co., Hazelton Bros., Inc.,

Otto Heineman Phonograph Supply Co., Wm. Knabe & Co., Kranich & Bach, Kohler & Campbell, Inc., Laffargue Co., Murphy Varnish Co., Paul G. Mehlin & Sons, L. J. Muttly Co., Milton Piano Co., National Lead Co. (Atlantic branch), Operators Piano Co., Pathé Frères Phonograph Co., Ricca & Son, Rythmodik Music Roll Co., Standard Pneumatic Action Co., Pease Piano Co., J. P. Seeburg Piano Co., Staib-Abendschein Co., Steinway & Sons, Soloelle Co., Inc., Q R S Music Roll Co., Weser Bros., Inc., Wilcox & White Co., Melville Clark Piano Co., Emerson Phonograph Co. and Armour & Co.

H. A. YERKES' NEW POST

Becomes Assistant to H. L. Willson, General Manager of the Columbia Graphophone Co.

H. A. Yerkes, one of the most popular members of the Columbia Graphophone Co.'s sales staff, who has been occupying the post of field sales manager since the first of the year, has been appointed assistant to H. L. Willson, vice-president and general manager of the company, and will in the future make his headquarters at the executive offices in the Woolworth Building, New York.

Mr. Yerkes is one of the "veterans" of the talking machine industry, and has been associated with the Columbia Co. for many years. He is thoroughly familiar with every angle of talking machine merchandising, and in the executive posts that he has occupied has achieved signal success.

WHEN IT'S TIME TO TRANSFER

If you are on the gloomy line,
Get a transfer;
If you're inclined to fret and pine,
Get a transfer;
Get off the track of doubt and gloom,
Get on the sunshine train—there's room,
Get a transfer.

NOW ANNOUNCE THE REGINAPHONE

Regina Co. Ready to Place Their Latest Talking Machine Product on the Market—New Line Is Produced in Seven Models

The Regina Co. with offices in the Marbridge Building, New York, and a factory in Rahway, N. J., who for the past twenty-five years have been manufacturers of musical instruments and who in more recent years have been actively associated with the talking machine industry, being the manufacturers of the Regina Hexaphone and other talking machine products, now announce the Reginaphone, a talking machine with many exclusive features.

This new line of machines is produced in seven models, five of them of full cabinet size and three table models. All the machines are equipped with a new patent tone arm and sound box, which plays all makes of records with equal facility. Of special note is the fact that the sound box always remains in the same position, the point of needle remaining in the direct center and the vertical and lateral cut changes are made by a quarter revolution of the sound box without changing the angle.

All the larger styles are equipped with a quadruple spring motor, which will play for over thirty minutes, and every model is equipped with a tone modifier. While the larger models are manufactured with an automatic stop there are also start and stop push buttons. They also contain a new style sound chamber which throws the sound upward instead of in the usual forward manner. The cabinets are in both mahogany and oak and are unusually attractive in appearance.

A. J. KENDRICK VISITS SOUTH

A. J. Kendrick, of the phonograph division of the Brunswick-Balke-Collender Co., was recently a visitor in New Orleans, giving his old friends there the pleasure of seeing him once more.



MODEL 100

SONA-TONE

A Phonograph of Distinction with the Tone You Can't Forget

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 Sonatone 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.

3366 Broadway, New York City

\$35, \$70, \$100, \$150, \$200, \$250

"The music is on the record—the tone is in the phonograph."

ALLIED MUSIC TRADES HOLD GREAT LIBERTY LOAN RALLY

Greatest Demonstration of the Patriotism of the Music Industry Ever Seen Took Place at Liberty Loan Meeting at Carnegie Hall on April 30—Subscriptions Total \$2,200,000—Farrar and Caruso Sing—French and American War Heroes Wildly Applauded—Credit to Committee

Carnegie Hall was filled to capacity, and a little more, and a tremendous crowd estimated at close to 15,000 battled with police reserves to enter the hall after the doors had been closed in order to participate in the Liberty Loan Rally of the Allied Music Trades on Tuesday evening, April 30. It was without question the greatest affair ever held under the auspices of the music industry, and is believed to be the most successful rally held by any industry, or organization, in connection with the Liberty Loan campaign.

It was a wildly enthusiastic crowd that answered the public call of the Allied Music Trades to help Uncle Sam by subscribing for bonds, and there was every reason for the audience to be enthusiastic, for sensation followed sensation. For nearly two hours the audience was almost constantly on its feet as a tribute to the national anthems of one of the allied countries, or in enthusiastic welcome of some unit, military or naval, marching down the center aisle.

Even the most blasé New Yorker might well have fought for the privilege of enjoying a musical treat such as only the industry itself could offer, and it might be said right here that, although men of all divisions of the trade worked hard to make the affair a success, it was the talking machine trade that contributed most to the entertainment by providing the musical features which were a big factor in its success.

Bringing in the Colors

It was just about 8.45 p. m. when the Columbia Band on the stage, under the able directorship of Chas. A. Prince, opened the program with a medley of patriotic American music, bringing the audience to its feet at the end with "The Star Spangled Banner." Hardly had the strains of the national anthem ended when the doors opened and down the center aisle and on to the stage was carried Old Glory under escort of a full company each of sailors and soldiers. After a brief drill, to the accompaniment of much cheering, the fighting men took their places on the stage where they remained for the entire evening.

Geraldine Farrar Sings National Anthems

Geraldine Farrar, the famous opera artist, next created a wave of patriotic emotion in the audience by singing "The Star Spangled Banner" after kissing the emblem. As an encore she sang the "Marseillaise," with a sailor holding over her the Tri-Color of France. Next came a selection from "Madame Butterfly," and as a

finale, "Annie Laurie," all sung to the accompaniment of the Victor Orchestra, under the direction of Joseph A. Pasternack.

Music's Contribution to Patriotism

James M. Beck, the noted publicist, who was scheduled for an address, chose for his subject "Music's Contribution to Patriotism," and in a most interesting way cited many historical instances where music had played a part in matters of world importance. He told how music served to reflect courage, and cited as an example the fact, that as the names of a few survivors of a naval engagement early in the war were flashed on the screen in a small town theatre in England, where the non-appearance of a name meant that some one in the audience had probably lost a loved one, the women arose en-masse to sing "Rule Britannia." He offered as a prophecy that the time will come when the Hymn of France will be sung again in the city of Strassburg. "Let us hope," said he, "that its strains will go down the Unter den Linden in Berlin."

The Edison double male quartet next appeared, and sang several of the most popular of the war songs of the day, including "Long, Long Trail," "Keep the Home Fires Burning," and finally the Liberty Bond song, "What Are You Going to Do to Help the Boys?" with Cesare Sodero as director. For a time the audience refused to let them leave the stage.

French "Blue Devils" Prove Sensation

Next came one of the big sensations of the evening, when the company of French "Blue Devils," the men who at the beginning of the war, nearly four years ago, occupied a section of Alsace-Lorraine, and have not since yielded an inch of the ground thus gained, came swinging down the aisle and on to the stage with their needle-like bayonets gleaming in the light. The men uniformed in dark blue, with tam-o-shanters rakishly perched on one side of their heads, were accorded an uproarious reception, and lined up across the stage, stood at attention while their commander read a message to the American people from General Foch, urging support of the Liberty Loan.

Boys From "Over There" Wildly Received

Although it seemed as though the limit of enthusiasm had been reached in the reception of the "Blue Devils," it was not a marker to the tumult that arose when, unannounced, except by the sudden playing of the band, a dozen of Pershing's own men, three of them members of the old Sixty-ninth Regiment, N. Y. N. G., and now a part of the 165th U. S. Infantry, trooped up to the stage. The United States soldiers, all of whom had seen at least six months of actual fighting, and several of them wearing the Croix de Guerre, had arrived direct from the firing line only a few days before, and were introduced individually to the audience. Sergeant Eugene MacNeff, of the Sixty-ninth, explained modestly how he happened to win the French War Cross, but gave most of the credit to his pal, Corporal Milo Plant, of the Sixty-ninth. The unit to which the men belong made an excursion into the German trenches, but were caught in a barrage, and had to make their way back to their own lines as best they could. It was then learned that eight men were left in No Man's Land wounded or dead, and Sergeant MacNeff and Corporal Plant volunteered to go after them. Seven were brought in success-



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

fully. The eighth man was picked up in a bag next morning and buried. The committee could have started bond subscriptions right then and there wouldn't have been a slacker in the house.

"Fighting Parson" Tells Experiences

Some first-hand information of what the fighting men of the Allies are enduring on the Western Front, of the barbarous fighting methods of the Germans, and their delight in killing deliberately the aged, the women and infants, and the hopes that the world is placing upon America to turn the tide to victory, was furnished in a most graphic manner by the Rev. Dr. Travis, an American of the Canadian forces, and known as the "fighting parson." Dr. Travis made a long address, but every bit of it was interesting. He declared that, although America had done much she had not done enough if victory was to be assured, and recalled the promises that had been made at our entrance into the war regarding the airplanes we were to put over the European lines. "We were under shell fire for four months," he said, "and, by God, we never saw an American airplane, although I had told my comrades to look for the coming of machines bearing the star."

Sergeant Empey Pleads for Support

Sergeant Arthur Guy Empey, the author of "Over the Top," and probably the best known among the fighting men who have returned to relate their experiences, gave one of his characteristic addresses, during the course of which he flayed Americans for their apparent lack of interest in, and support of, the war. He pictured a very dismal future unless America woke up, and incidentally made a strong attack upon pro-Germanism and the activities of German agents in this country, who he said represented a greater menace than the Kaiser's army. He said the man to look out for was not the man who yelled "Hoch the Kaiser" in public, because he was brave but foolish and we knew where he stood. The fellow to guard against was the man with the American flag in his button hole and wearing Liberty Bond and Red Cross buttons, who worked to poison the minds of his neighbors.

The Mutual

TONE ARMS & SOUND BOXES

Place Your Orders
TO-DAY
for
Mutual

TONE ARMS AND
SOUND BOXES

"Mutual Products Have Made Good"

Mutual Talking Machine Co., Inc.

145 West 45th Street, New York

"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

"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. |
|--|---|

For joyous, sparkling, up-to-the-minute music that everybody loves—

Columbia Records on the Columbia Grafonola.

Columbia Graphophone Co.
Woolworth Building, New York



At the conclusion of his address Sergeant Empey asked for bids on a poster in oils rep-



"Victory," by Mrs. Julian T. Mayer

resenting "Victory," draped in an American flag and pleading for Liberty Bonds. The poster was the work of Agnes E. Mayer, and was donated by her to the cause. The bidding quickly jumped to \$160,000, the successful bidder being H. L. Willson, of the Columbia Graphophone Co., who immediately returned the picture for further bids.

The oil painting of "Victory," which was auctioned off for bonds, was the work of Agnes E. Mayer, a well-known portrait artist, with studios in New York, and the wife of Julian T. Mayer, chairman of the Liberty Loan Committee of the Allied Music Trades. Mrs. Mayer donated the picture for Liberty Loan work, and at various rallies it was the means of raising several hundred thousand dollars' worth of bonds.

Caruso Sings Own Composition

One million four hundred thousand dollars was subscribed in about fifteen minutes, when bond selling ceased temporarily to permit of the appearance of Enrico Caruso, the famous tenor, who sang several selections and as a finale rendered his own stirring composition in march time, entitled "Liberty Forever," accompanied by the Victor Orchestra.

\$2,200,000 Subscribed for Bonds

Bond selling was then resumed with a vim, with the result that the total subscriptions for the evening were over \$2,200,000. In other words, the trade went "over the top" with a will.

Sergeant Empey proved an excellent stimulator of interest in bonds, and created some amusement by throwing a German helmet on the stage and permitting all who would subscribe \$1,000 to kick it off. Two young ladies

took a kick at the helmet, one of them Sergeant Empey's sister, who managed to knock over a couple of music stands in the orchestra. Even the soldiers on the platform entered into the spirit of the occasion and subscribed \$6,500.

Rally a Huge Success

The rally was the biggest thing that has ever been attempted in the trade, and the fact that it went over without a flaw, and that the details were carried out like clockwork, is a distinct tribute to those who conceived the idea and had the matter in charge. Anyone who has ever had doubt regarding the possibilities of music in arousing enthusiasm to the highest pitch and in preserving the spirit of civilians and soldiers, could not have left Carnegie Hall without being converted to the cause.

Much credit, too, is due to the members of the various committees in the trade and their assistants for their work in soliciting bond subscriptions in the audience.

The committee in charge of the rally consisted of the following: C. H. Child, Victor

Talking Machine Co., Camden, N. J., chairman.

Talking machines and phonographs: J. Newcomb Blackman, Blackman Talking Machine Co.; George W. Hopkins, Columbia Graphophone Co.; George Babson, Phonograph Corp. of Manhattan; Walter Miller and E. H. Jennings, Thos. A. Edison, Inc.

Pianos: Julian T. Mayer, J. & C. Fischer; Frederick Steinway, Steinway & Sons; Mark Campbell, Brambach Piano Co.; William V. Swords, Aeolian Co.; E. P. Hamilton, Frederick Loeser & Co., and George W. Gittins, Estey Piano Co.

Music publishers: George H. Bliss, Q R S Co.; Isidor Witmark, M. Witmark & Sons; J. M. Prialux, Charles H. Ditson & Co.; Lawrence Ellert, B. F. Wood Co.

Musical instruments and supplies: George H. Hilbert, of Carl Fischer, and A. W. Johnson.

Liberty Loan representatives: M. K. Parker and George P. Learned.

Director of publicity: Henry C. Brown, the Victor Talking Machine Co.



Model "C"

The
HARPONOLA

A Talking Machine of Splendid Performance and within the means of the great American People

A machine that is within the means of the masses means quantity sales and quantity profits for the dealer.

Take on the Harponola line and see for yourself how it sells.

Tone—Marvellously sweet.

Cabinets—Artistic to the highest degree.

Equipment—Most modern and best money can buy. Plays all records.

Send for fully descriptive illustrated catalogue. We will send you cases only or complete out-fitted machines.

Guaranteed and Manufactured by

THE CELINA FURNITURE CO.
CELINA :: :: :: :: :: OHIO

EDISON FORCES PARTICIPATE IN LIBERTY LOAN PARADE

The employes of Thomas A. Edison, Inc., helped in a very material way to celebrate the success of West Orange in going "over the top" in the Third Liberty Loan drive. Robert A. Bachman, vice-president and general manager of the storage battery division, was grand mar-

shal, and one of his principal aides was William Maxwell, vice-president and general of the musical phonograph division.

One of the features of the parade was the attractive floats designed and built by Edison employes, a few of which are shown in the illustrations herewith, demonstrating the patriotism of the entire Edison organization in a very practical and forceful manner. The floats attracted much favorable comment for their artistic appearance.

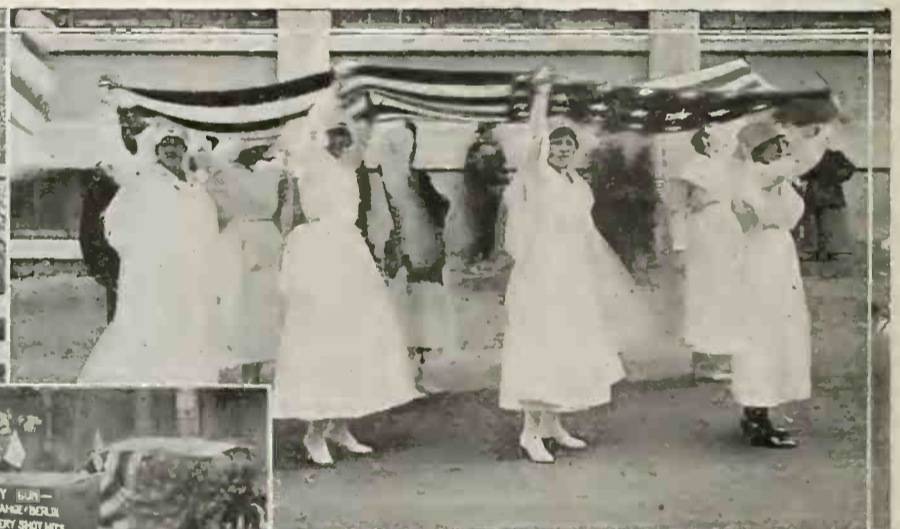
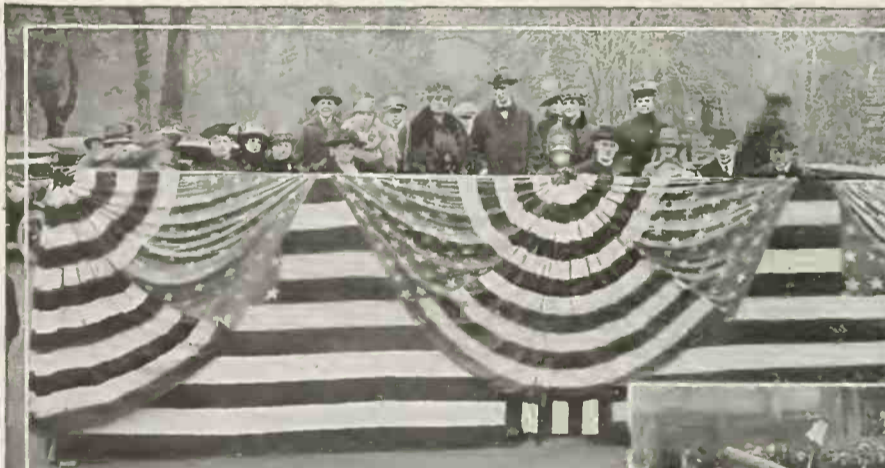
pany, is the originator of this new product which has been named the "Liberty Album." The binding itself attracts attention by the fact that it has a gold center imprint of Uncle Sam surrounded by ships, guns and other war material which will make the world safe for democracy, and is a fitting addition to the company's products at this time. Over fifteen thousand of the "Liberty Albums" were sold on the first day of their release, thus demonstrating that the trade feels the new product will have a favorable reception from the public.



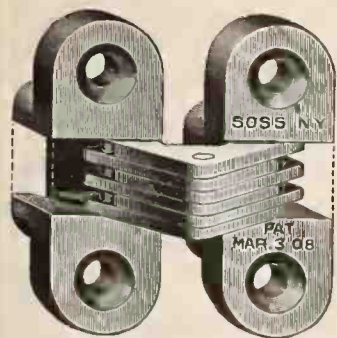
NEW "LIBERTY" RECORD ALBUM

Important Additions to the Line of the Boston Book Co., Bound in Khaki

The Boston Book Co., manufacturers of record albums, have just placed on the market a timely and appropriate record holder. The album is bound in khaki and is very patriotic in appearance. J. M. Alter, president of the com-



Scenes Taken During Recent Liberty Loan Parade in West Orange, Showing Edison Employes in Line, and Floats Built by Them



No. 103

SOSS

INVISIBLE HINGES

Preserve Beauty

In many beautifully designed, finely finished Talking Machines, Pianos, Music Cabinets, Piano Players and Benches, the elimination of the unsightly protruding Hinge is essential to preserve the beauty of the design.

Design and Construction

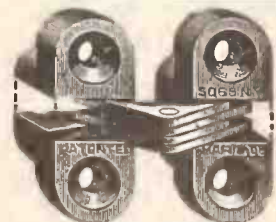
The fine cabinet work which is required in many instances to preserve the disguise of the instrument requires that the hinges be as inconspicuous as possible. **SOSS Hinges are invisible.**

WRITE FOR CATALOGUE "T"

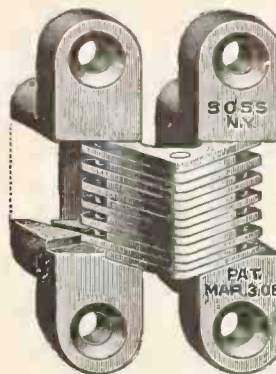
SOSS MANUFACTURING COMPANY, 435 Atlantic Avenue, BROOKLYN, N. Y.

DETROIT—922 David Whitney Bldg.
SAN FRANCISCO—164 Hansford Bldg.

LOS ANGELES—224 Central Bldg.
CHICAGO—John C. Bold & Co., Clark and Washington Sts., Conway Bldg.



No. 100



No. 101

WOMEN WORKERS ADORN UDELL FLOAT IN LOAN PARADE

On April 6 a Liberty Loan parade took place in Indianapolis which was unquestionably the biggest and most patriotic parade ever staged in that city. In this parade the Udell Works, well known manufacturers of music roll and talking machine record cabinets, participated with one of their big 3½-ton trucks.



The Udell Float in Liberty Loan Parade

This truck was loaded with some of the good looking women that are now so conspicuous around the Udell factory. The sign displayed on the top of the truck was 12 feet long by 3 feet wide. The slogan on the sign brings out the excellent point that the Udell Co. is helping to win the war by employing female labor, thereby releasing men for military service.

SONORA SALES SERVICE

Individual Sales Service for Dealers Introduced by Sonora Phonograph Sales Co., Inc.

The Sonora Phonograph Sales Co., Inc., has introduced a dealer's individual sales service, which is well calculated to produce excellent returns for Sonora dealers. This sales service will be issued each month, and in its present form constitutes one of the most complete and valuable dealer helps that has ever been prepared. A brief summary of this sales service will give some idea of its practicability, although this resumé hardly does justice to the quality and attractiveness of the many helps included in the service.

According to this summary this service will include the following: 1. Answers to questions the dealer wishes to ask about his business. 2. Large window display frame with monthly card change. 3. Small window display frame with card change. 4. Appropriate window display material of a decorative nature. 5. Examples of good form letters. 6. Printed post cards to send to prospects. 7. Leaflets, catalogs and folders to send to prospects. 8. Suggestions on selling. 9. Methods of securing filing and using prospects' names. 10. Ideas as to effective office furniture, files, cabinets, etc. 11. Electrotypes or matrices of several suitable advertisements monthly, and special advertisements made to the dealer's order. 12. A certain amount of stationery free—the rest at cost. 13. Special signs of various kinds. 14. Moving picture slides. 15. Latest advance news of what other dealers are doing throughout the country.

Frank J. Coupe, director of advertising and sales for the Sonora Phonograph Sales Co., is in charge of this very important work, and is being ably assisted by L. C. Lincoln, who is now associated with the Sonora advertising division under Mr. Coupe's direction. Mr. Lincoln is well known in the piano and talking machine fields, having previously been advertising manager of Otto Wissner, Inc., where he was very successful. Sonora dealers throughout the country are enthusiastic regarding the new service, and Mr. Coupe confidently believes that every Sonora representative throughout the country will soon be enrolled for this monthly service.

MANY INTERESTING ARTICLES

To Be Found in the Latest Issue of the Columbia Record—Advertising Plans and Window Displays Used by Local Dealers Featured

Volume 2 of the "Columbia Record" in its new form reached Columbia representatives recently, and this very successful house organ, which is intensely practical in its make-up and arrangements, has won high praise.

There are many interesting articles in this issue, including the result of a tone test down South, where the Columbia Grafonola won first place by a substantial margin, and a timely article featuring the Grafonola military trunk, which was recently introduced. There are several articles on different phases of Columbia advertising, one article emphasizing the big selling idea which is in back of it. A reproduction of a recent window display prepared by the international record department gives representatives who handle foreign language records an opportunity to display these records to excellent advantage.

There are presented various illustrations of the shops of Columbia dealers, each carrying out some special feature worthy of mention. Buffham & Co., of Idaho Falls, Idaho, sent in a very artistic window display that is reproduced, and an artistic window display presented recently by the Rosen Talking Machine Co., of Boston, is also shown. The delivery of a large shipment of Grafonolas to N. E. Everitt, in North Bend, Ore., forms another interesting illustration.

There are reproductions of various newspaper "ads" for Columbia dealers, together with a wealth of incidental items received from all sections of the country that should prove of interest to dealers.

NEW ORLEANS BRANCH DOING WELL

Many New Brunswick Agencies Established in That Section of the Country

NEW ORLEANS, LA., May 4.—The local branch of the Brunswick-Balke-Collender Co. reports a very large sale of Brunswick phonographs and the establishment of many new agencies for that instrument in this territory. Among the new dealers recently recorded are: R. C. Gaddis, Laurel, Miss.; Sharp Furniture Co., Natchez, Miss.; T. M. Bissat, Lafayette, La.; Hyde Drug Co., Poplar, Miss.; Richard Bell Furniture Co., Lake Providence, Miss.; J. McGrath & Sons, Brookhaven, Miss.; J. E. Briggs Jewelry Co., Fayette, Miss.; Picon Drug Co., Eunice, La.; J. J. Hollins Jewelry Co., Jennings, La.; W. Hemingway, Vicksburg, Miss.; Harry Hollins Jewelry Co., Crowley, La., and the Heidelberg Furniture Co., Hattiesburg, Miss.

The fellow who gives as little as he can get by with will generally be forced to get by with very little.

"MAGNET" DECALCOMANIE NAMEPLATES

FOR TALKING MACHINE CABINETS ETC.

From the
DORAN CO.
95 MICHIGAN AVE.
DETROIT

SOLD BY
HURTEAU, WILLIAMS & CO.
MONTREAL — OTTAWA

Kunkel Piano Co.
BALTIMORE

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

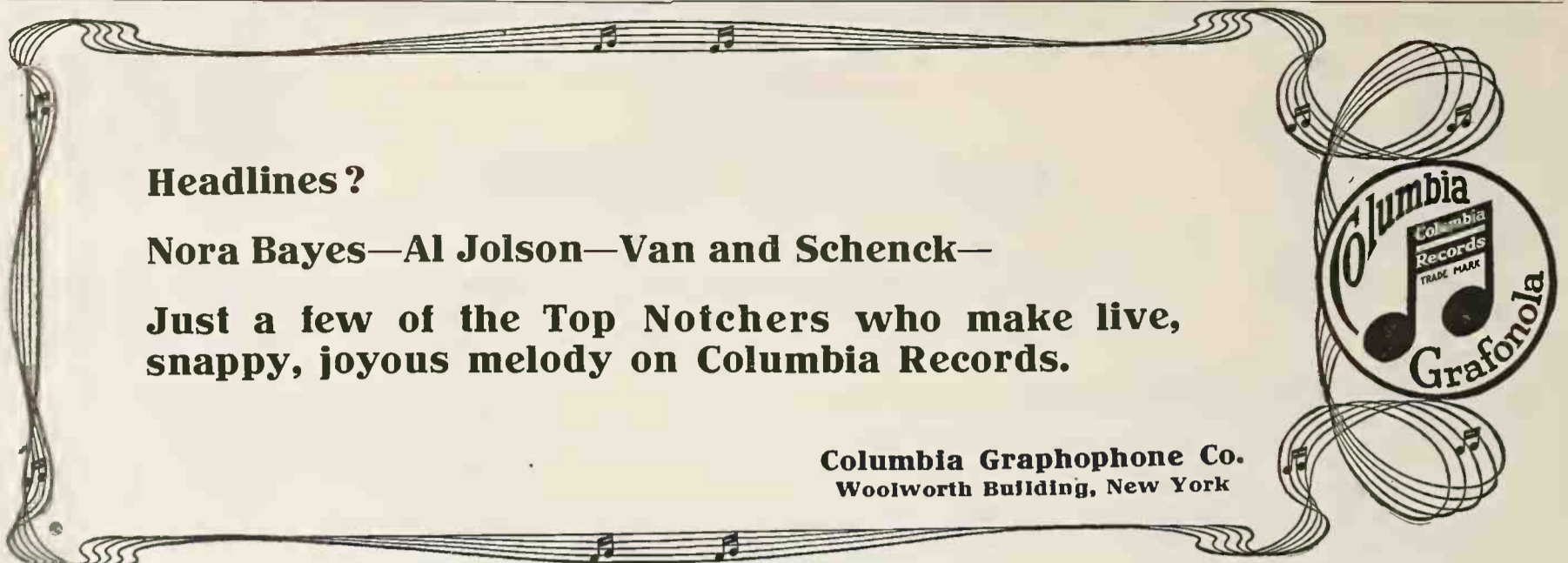
SMITH-SCHIFFLIN CO.

126 Liberty Street New York City

FROM
THE PHONOGRAPH CO.
1240 HURON ROAD (First Inter. Bldg.)
PHONES—PROSPECT 2-140—CL 11-1604
—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.—



Headlines ?

Nora Bayes—Al Jolson—Van and Schenck—

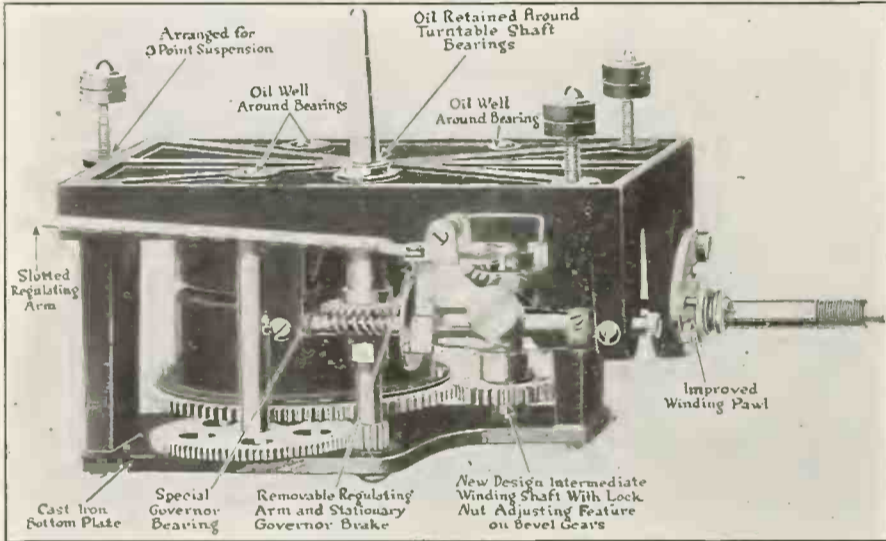
Just a few of the Top Notchers who make live, snappy, joyous melody on Columbia Records.

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

HEINEMAN MOTOR NO. 77 LIKED

Although on the Market But Short Time Has Met With Great Favor

The Otto Heineman Phonograph Supply Co., New York, has been achieving signal success with the Heineman new No. 77 motor, which,



Heineman Motor, New No. 77 Model

although it has been on the market a comparatively short while, has met with the hearty approval and endorsement of talking machine manufacturers throughout the country. This motor embodies many new and exclusive features, some of which are shown in the accompanying illustration. The company's technical engineers spent many months perfecting these new improvements, and the motor is offered to manufacturers with the usual iron-clad Heineman guarantee.

Record Delivery Envelopes
Safe - Swift - Secure

The heavy paper means protection; the button and cord mean speed — you can wait on more customers.

Bring out YOUR OWN NAME. Every time an envelope leaves your store, let the advertisement on it take your name to the homes and bring new trade. The advertising more than pays for the envelope. Write for samples and prices.

Lewis C. Frank, 694 Book Bldg., Detroit

CHANGES IN PORTLAND, ORE., TRADE

Several Managers and Salesmen Make New Connections in That City

PORTLAND, ORE., May 4.—Changes were comparatively few in the various talking machine stores in Portland in April. Dealers are congratulating themselves on the fact that their experienced help has stayed as well as it has in the face of big opportunities opening on every side and the great labor shortage in the Pacific Northwest. There have, however, been changes in virtually every house in Portland.

J. H. Matney has been made manager of the talking machine department in the Meier & Frank Co. store, taking the place of Mrs. M. E. Gibson, who has resigned. Mr. Matney has had a great deal of experience in the talking machine business, having been with the Wiley B. Allen Co. in Portland and with Sherman, Clay & Co. in Spokane, Portland and Seattle. He has recently been at the Graves Music Store here.

Donald Smith, who has been with the Meier & Frank talking machine department, is at present in San Francisco visiting friends. H. A. Rayner, the well-known and popular manager of the talking machine department of the Eilers Music House, has resigned and accepted a position with the Hopper-Kelly Co. of Tacoma, Wash.

N. Dunphy, for many years a phonograph salesman and recently connected with Bush & Lane Co. here, has resigned on account of ill health and has gone to Los Angeles to recuperate.

Miss Mabel Le Vanway, formerly with the Graves Music store, has been elected treasurer of the Oregon-Eilers Music House.

Portland had a visit late last month from F. B. Travers, manager of the Sonora Co., of San Francisco. Mr. Travers visited the Northwestern cities and is well pleased with the showing made by the Sonora dealers. The Sonora is becoming popular in Portland and the demon-

stration rooms at the Bush & Lane house, which has the exclusive sale of this machine, are always well filled with interested prospects.

Mrs. Thomas Carrick Burke, chairman of the music committee for the Fosdick commission, is asking for Victrola records for the Soldiers' and Sailors' Club of Portland, Ore. A piano and Victrola have been donated by the G. F. Johnson Piano Co., but records are needed.

EDISON HAS SECOND GRANDSON

Thomas A. Edison has a second grandson who was born on April 22. He is John Edison Sloane, son of Mr. and Mrs. John E. Sloane, and was born in the Edison home at Llewellyn Park. When the child was twenty-two hours old Mrs. Edison, his grandmother, purchased a \$100 Liberty Bond for him.

The Fordham Talking Shop of the Bronx was incorporated at Albany recently with a capital stock of \$15,000.

STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC., REQUIRED BY THE ACT OF CONGRESS OF AUGUST 24, 1912,

Of The Talking Machine World, published monthly at New York, N. Y., for April, 1918.

STATE OF NEW YORK,
COUNTY OF NEW YORK, ss.

Before me, a Notary Public, in and for the State and county aforesaid, personally appeared August J. Timpe, who, having been duly sworn according to law, deposes and says that he is the Business Manager of The Talking Machine World, and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management (and if a daily paper, the circulation), etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in section 443, Postal Laws and Regulations, printed on the reverse of this form, to wit:

1. That the names and addresses of the publisher, editor, managing editor, and business managers are:
 Publisher—Edward Lyman Bill, Inc., 373 Fourth avenue, New York City.
 Editor—J. B. Spillane, 373 Fourth avenue, New York City.
 Managing Editor—J. B. Spillane, 373 Fourth avenue, New York City.
 Associate Editor—J. Raymond Bill, 373 Fourth avenue, New York City.
 Business Manager—August J. Timpe, 373 Fourth avenue, New York City.

2. That the owners are: (Give names and addresses of individual owners, or, if a corporation, give its name and the names and addresses of stockholders owning or holding 1 per cent. or more of the total amount of stock): Edward Lyman Bill, Inc., 373 Fourth avenue, New York City; Caroline L. Bill, New Rochelle, N. Y.; J. B. Spillane, 373 Fourth avenue, New York City; J. Raymond Bill, 373 Fourth avenue, New York City; August J. Timpe, 373 Fourth avenue, New York City; B. B. Wilson, 373 Fourth avenue, New York City; Carleton Chace, 373 Fourth avenue, New York City; L. M. Robinson, 373 Fourth avenue, New York City; E. P. Van Harlingen, 209 South State street, Chicago, Ill.

3. That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent. or more of total amount of bonds, mortgages, or other securities are: (If there are none, so state.) None.

4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest direct or indirect in the said stock, bonds, or other securities than as so stated by him.

5. That the average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the six months preceding the date shown above is..... (This information is required from daily publications only.)

AUGUST J. TIMPE,
Business Manager.
Sworn to and subscribed before me this 20th day of March, 1918.
(Seal) EUGENE R. FALCK,
Notary Public, 8.
(My commission expires March 30, 1920.)

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

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

FROM OUR EUROPEAN HEADQUARTERS

2 GRESHAM BUILDING, BASINGHALL STREET E. C., LONDON, W. LIONEL STURDY, MANAGER.

Passing of the New Man Power Bill Causes Much Uneasiness in Talking Machine Trade—Expected That the Trade Will Survive Any Upheaval—Women Will Help Solve Labor Problem—The United States Import Embargo—New Editor for "The Voice"—What the Various New Record Lists Have to Offer—Supplying Machines and Records to the Fighting Men—Experimenting With Substitutes for Steel Needles—Records by the Late Lord Roberts—General Trade News of the Month

LONDON, ENGLAND, E. C., April 26.—During the last few months nothing so seriously untoward has happened, as things go these times, to mar the general belief of a steady future of war-time prosperity for the talking machine trade as the passing of the new man-power bill. In common with other trades, it will materially affect the gramophone industry in more ways than one. But only for a time, I think.

Let us examine the situation calmly, in the light of the nation's need. In the latter sense, however much one may feel inclined to deplore the recent reverse to the British arms and its probable result, the potent fact remains that the Allies are as ever determined to brook no thought of defeat. There is some consolation in the fact, too, that history is only repeating itself—that, however we muddle through, we shall eventually get there all the same. The war has become more than ever a national one for us, and I believe the Government is at last alive to its importance. Officialdom no longer holds the enemy as cheaply as the last three and a half years' policy would seem to suggest. The nation has now to get into harness and work and fight as never before. Let the

necessity for that sink into all minds, and we shall the more easily resign ourselves to the drastic action centered in the new bill which provides for the wholesale cancellation of exemptions and the call up of all citizens between the ages of eighteen and fifty.

Now, as to its effect. That there will be a temporary dislocation and upheaval of commercial life there can be little doubt. Deletion has been brought to such a pitch that one is inclined to think trade will suffer more by withdrawal of men from the administrative side than by the calling up of subordinates and general routine workers.

Among the luxury trades to be "combed" is the musical instrument industry, most sections of which are specifically mentioned in the official schedule. Whether this comb is to operate at once or gradually has not been clearly defined, but this much is certain—a strict cancellation of exemptions held by the eighteen to forty-one men of grades one and two if not of grade three. Men of the first category coming within the new age extension limit will doubtless be called up almost immediately; those of category two, gradually, and of the third class not at all unless, of course, conditions develop which may render it necessary.

With the aid of women it is the forty to sixty men who have kept alive the output of records—only just. Indeed, during the height of the season output has fallen short of demand. We start then with a new demand for men that can ill be spared from an already labor-pressed industry. Yet these men are necessary in the national interests, and they must go, however much one regrets the cause which has made it necessary. How to replace them?—that is the

question. On the one hand suitable female labor is growing more scarce each day; on the other hand, the gramophone trade is determined to somehow survive. That it will triumph I have not the slightest doubt. There may be vacant places at the factory benches or the pressing tables for a time. That cannot be avoided. Salvation must come through two sources, the women and time-expired or discharged soldiers. A further demand must be made in the columns of the daily press and employment agencies for women, and if need be the rate of pay for each "accepted" record must be slightly increased. No effort must be spared to bring in as quickly as possible the largest number of women so that when the men have to go they may be semi if not wholly proficient to carry on the good work of providing the nation with a plentiful supply of music. To fill up the gaps I am of opinion that to a great extent reliance will need to be placed upon women rather than ex-soldiers, since, if medically fit, few of the latter can withstand for long a close atmosphere, particularly the heat of a record-pressing room, after their open-air life. Still, there exists a very large reservoir of discharged men from whom to choose a suitable number, and for some time I believe record manufacturers have been taking advantage of this class of labor.

Given a due recognition of the immediate need for persistent effort, there should be no prolonged shortage of factory labor, and in this regard I am much more hopeful of the situation than of the likely effect of the new bill on the executive and administrative side of our industry. The loss of the men upon whom devolves

(Continued on page 108)



"His Master's Voice"

Copyright

This intensely human picture stands for all that is best in music

—it is the "His Master's Voice" trade-mark, and it brings to you, no matter where you are, the very best music of every kind, sung and played by the world's greatest artists—the greatest singers, pianists, violinists, orchestras and bands—all enshrined in the unequalled "His Master's Voice" records

'His Master's Voice'

—the trade-mark that is recognized throughout the world as the

HALL-MARK OF QUALITY

Branches

DENMARK: Skandinavisk Grammophon-Aktiesselskab, Frihavnen, Copenhagen.

FRANCE: Cle. 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 Michallovskaya Ulitsa, Baku.

INDIA: The Gramophone Co., Ltd., 139, Bal-laghatta 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; Laurence & Cope, Post Box 132, Bulawayo; The Argus Co., Salisbury.

EAST AFRICA: Bayley & Co., Lourenso Marques.

HOLLAND: American Import Co., 22a, Amsterd Veerkade, The Hague.

ITALY: A. Bossi & Co., Via Orefici 2, Milan.

EGYPT (Also for the Sudan, Greece and the Ottoman Empire): K. Fr. Vogel, Post Box 414, Alexandria.

FROM OUR LONDON HEADQUARTERS—(Continued from page 107)

all the responsibility for the successful conduct and administration of large businesses is regarded in trade circles with something like consternation, though, forsooth, in no spirit of cavil.

Their chief concern is to reconcile the official call with their very natural anxiety for the carrying on of businesses which have been nursed and built up over a period of long years to a state of prosperity. It is rightly said these times that no man is indispensable. True enough though it may be, how is replacement to be effected when all men of the same class have also to direct their services into State channels? That is the problem which time and circumstance alone can solve. Each firm will, of course, make every effort to adjust itself to the situation, and must succeed to an extent, but the measure of their success is obviously dependent upon the chance needs of the military situation. An important man may be called up at any time, subject to a few days' notice. His removal would very likely throw out of gear the whole commercial machinery, other employes being interdependent upon his particular work. It is not altogether a pleasing prospect and one can only trust that in looking upon the extreme side of things the result may not be so disheartening as at present appears.

Among gramophone firms the present is a time of preparation. An ounce of quick decision now is better than a ton of effort a month hence. Never was the old adage "procrastination is the thief of time" more true than it is to-day. We must all buckle to in the knowledge that if the Germans get through our businesses wouldn't be worth a damn.

In the foregoing I have touched upon but one aspect of the new man-power bill, excluding to the last any reference to its likely effect upon record sales. Owing to the general social and commercial upheaval it will entail, talking machine men are of opinion that sales of luxury articles may be adversely affected, for a time at least. Consideration of the position convinces me that there will be no great falling off in the demand for mechanical music; it is too much of a necessity in the national life, these times, and as for soldiers and sailors—to them record music is absolutely essential. If, therefore, a shortage of sales is registered I firmly believe it will be more the result of an output failure rather than anything else. America is out to do her "big" bit; so is Great Britain. We are, in fact, doing it at terrible cost. In the face of that, who shall say that anyone must over-worry as to the preservation of the gramophone industry?

United States Import Restrictions

The Board of Trade are in receipt, through the Foreign Office, of telegraphic information from His Majesty's representative at Washington to the effect that the War Trade Board have issued a list of commodities, licenses for the import of which into the United States will be

granted only under the following conditions:

If the goods are shipped to the United States as return cargo from ports in Europe, and then only when (a) They are shipped from a convenient port, and (b) They are loaded without delay.

The list of restricted imports from all countries specifies musical instruments and parts thereof, while from Europe only phonographs, gramophones, graphophones and parts thereof included.

It is understood that the United States authorities, subject to the foregoing conditions, will grant licenses freely for the import of United Kingdom goods.

Applicants for import licenses will be required to show that the conditions laid down have been complied with. In the case of shipments from Europe on and after April 15, therefore, it will practically be necessary for the applicant for a license to afford proof that shipping space for the goods has been engaged; and such is understood to be the intention of the regulations.

After April 15 United States Consuls will not certify Consular Invoices for goods included in the list unless they are furnished with the number of the import license granted, or other evidence that a license has been issued. Shipping agencies are advised not to accept for shipment consignments of listed articles without similar evidence.

New Editor for "The Voice"

In the current issue of "His Master's Voice" house organ C. F. Higham announces his relinquishment of "The Voice," which he has so interestingly conducted since its inception. The editorship passes to Miss G. Ivy Sanders.

It is interesting to note, by the way, that Mr. Higham was recently admitted to the freedom of the city of London.

The Wireless Voice at Sea

At the Royal Institution lectures Prof. J. Joly recently described a radio-telephone in use by the United States. In certain lighthouses where there was no human being, a phonograph spoke into a receiver, which converted its sounds into ether waves, which in turn were picked up by the ships and again translated into sounds. Thus, on approaching Point Judas, the sailor hears the words "Point Judas" called out again and again. As he nears the dangerous point the wireless voice will notify in a considerably deeper tone: "Keep off; you are getting into danger."

Sound travels under water with such clearness, said Prof. Joly, that a watertight watch which had been lost in the sea and continued to go was recovered by a diver, who traced it by its tick from a considerable distance.

"His Master's Voice" Issue "The Mikado"

It will come as welcome news to the lovers of the gramophone that the Gramophone Co. has prepared a series of twelve-inch double-sided records bearing the entire opera of Gilbert and Sullivan's great favorite. Many records of "The

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

Mikado" have, of course, been issued from time to time, but this is the first complete set recorded under the direction of the popular D'Oyly Carte Opera Co. The music and song is produced in conformity with this company's high standard of quality, the chief executants having been chosen from such eminent artists as Ernest Pike, John Harrison, Robert Radford, Edna Thornton, Violet Essex, etc. It is altogether an artistic achievement of which everybody concerned may be justly proud, while from a sales point of view it furnishes the dealer with an excellent opportunity for unlimited trade, having regard to the very wide appeal which this opera makes.

"Winners" for Popular Titles

Shorn of all embroidered language one can only describe the current issues of Winner records as representing the utmost possible value in quality of recording as in the class of fare provided. The current program presents a galaxy of good things, there being a well-chosen variety of vocal and instrumental numbers of the popular order by artists of considerable repute, as, for instance—The Two Bobs, Stanley Kirkby, Band of H. M., First Life Guards, De Busse, the Carlton Vocal Trio, the Bijou and the Royal Court Orchestras, Corner House Rag-time Band, etc. A recent issue comprises a double bearing thereon two of the greatest favorites of the day—"When the Bells of Peace Are Ringing" and "Sergeant Daddy, V. C." (No. 3180), by Stanley Kirkby. It is altogether an excellent record, and one which live oversea dealers would do well to order heavily.

Not Quite Up-to-Date

What must be regarded as a tribute to the value of continuous publicity is found in the publication of the Gramophone Co.'s title as the Gramophone Typewriter Co. The artist who drew the cartoon on the front cover of a recent issue of "The Passing Show" will evidently be surprised at the information that this well-known firm dropped out the word typewriter from its title almost a decade ago. He should take an interest in some of the more current "His Master's Voice" advertisements!

Records by the Late Lord Roberts, V. C.

The great field marshal was not the only wideawake man in this country (though there were precious few) to warn us against, and to prepare for, Armageddon, but his efforts and the weight of his reputation created an impression which cut deep into the minds of all thinking men. His advocacy of conscription was fortunately "canned" by the "His Master's Voice"

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 108)

company on a series of six records. These records find many buyers these days, though in this regard it is seldom one comes across a public reference to them. One would have thought to the contrary. Curious to relate, the first public announcement of these records I have seen for a long time reaches me from the Emerald Isle, of all places! It is in the form of an advertisement by Thos. Edens Osborne, the great Belfast factor, whose temerity would be surprising were it not that he evidently knows his public. That a demand is anticipated is distinctly pleasing, and I hope the results will prove even more so!

Gramophone Outfits for Jack and Tommy

There is no general conspiracy to provide our soldiers and sailors with free gramophones and records, but it is really surprising the several channels which exist for their distribution and collection from a generous public. One of the most popular organizations for this purpose is the Daily Express Cheery Fund, which under the guidance of one named "Orion" dispenses all sorts of games and amusements to the different services. Free "drawings" have been instituted for outfits consisting of a fine Columbia trench gramophone, six double records and a thousand needles. Any soldier or sailor acting for a group of comrades may participate by making application, countersigned by an O. C., to the Daily Express office, London. The "drawings" take place periodically, the outfits being equally divided between the two services. By this scheme about forty free gramophone outfits, value nearly £10 each, have been distributed in a few weeks. The demand is, of course, greater than the supply, which is dependent upon a generous public. Unless more funds are subscribed within the near future there will be a falling off in the number of outfits available for distribution. Here is a chance therefore to supplement Orion's splendid efforts to provide the right kind of amusement for the rest camps behind the line—the line that keeps the enemy from desecrating our Homeland. Who will help? Any reader wishful of so doing either in goods or in hard cash should communicate with Orion at the above address, and receive his grateful acknowledgment. Do it to-day!

The Shortage of Steel—Substitutes for Needles

Owing to the available supplies of steel for all purposes other than war work having been seriously curtailed, recourse has been had to substitutes for the ordinary steel gramophone needle. A measure of success has been achieved by two or three enterprising firms in the direction of resharpening by a special process old or used needles, but this method does not seem to have altogether met what is to-day a difficult problem.

The bamboo or fibre needle is coming into vogue at a greater rate than formerly, though a certain amount of prejudice remains to be overcome before this substitute can be regarded as likely to materially counterbalance the steel needle shortage, owing in part to its soft tone,

and mainly to the initial expense of the repointing equipment. Where volume is the great desideratum, as it is with a large circle of gramophonists, the fibre point makes little or no appeal, and, except of necessity, is scarcely likely to displace the steel needle.

There are a few sapphire points on the market, and a glass one, too, I believe. But what I have seen and heard of these types does not impress me with any favorable leaning towards them. Their reproducing qualities are harsh and strident, to say nothing of the abnormal damage they cause to the record sound walls.

Experiments, I am told, with the ordinary bush thorn, have given delightful results from the viewpoint of tonal quality. But here again the work of their collection and shaping precludes the general use of such, as it is not a commercial proposition by any means.

A more interesting prospect is furnished by the suggestion to utilize the spines from hedgehogs. This suggestion is reported as a "discovery" by an army officer, who has tried the plan with great success. He gives it as his opinion that there is nothing to equal the purity and detail of tone derived from a hedgehog spine, and recommends all gramophonists to try it. A somewhat dangerous piece of advice, I think, though amusing to picture a band of music lovers indulging in the noble sport of hedgehog hunting. I think, after all, 'twere better not to forsake the steel needle!

A Special Sunday at Home Program

Quite a novelty in record lists is announced by the British Zonophone Co. It comprises a program embodying sacred, classical and semi-religious musical items suitable for Sunday rendition for the family circle. The idea has caught on immensely among the wholesale and retail trade, and many a live dealer reports the inauguration of special period sales, coupled with local advertising and attractive window dressing. It is certainly an unique opportunity for a big local sales campaign.

A Gramophone Firm's "Tank" Contribution

As mobile banks, the Tanks have been doing great things around the country. The story of an individual firm's contribution makes interesting reading, as reflecting the determination of the people to see the war through to the bitter end. One week's contribution from Brown Bros., Ltd., and their staff amounted to no less than £8,500, representing a further investment of £5,000 by the firm, and £3,500 by its members' War Saving Association. If every firm did as well as this in the purchase of certificates and bonds when the Tank calls, there will be little need of worrying about the financial part of the war. Many other music trade concerns have also made substantial contributions.

The Adventures of Four "H. M. V." Records

In a letter to the Gramophone Co., Ltd., a captain in the R. E.'s outlines an interesting story of the adventures of four records. He writes: "After doing their bit in the Cambrai

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 "Knotaslep, London".

W. H. Reynolds (1915) Ltd.

45, City Road, London, E. C.

Write for new illustrated
Complete Catalogue

show they had the misfortune to become booty for the Boche, who quite possibly made them serve their turn for him. However, he, too, had to abandon them, evidently in a hurry, as we found them lying out in the open in No Man's Land, where they had lain for a month, exposed to rain and frost, not to speak of barrages, and so forth. We think that after such a dose of the horrors of war the records really play quite well, even on our old war-worn machine."

To say the least, it speaks well for the quality of the "His Master's Voice" record material, that it could withstand so well the elements of weather and warfare to the extent mentioned.

"Yes, Uncle," First on Columbia

Two orchestral records on a special issue of Columbia are the first to be announced of the popular musical play at the Prince's Theatre. One is an orchestral selection giving the eight principal numbers. The record is in two parts, played by the London Revue Orchestra. The other "Yes, Uncle," record is by Jacob's Trocaderoians, and provides an unusually sparkling performance of "Widows Are Wonderful" and "Think of Me," the play's outstanding songs.

A Strong "Double"

In response to a very wide demand, there is announced this month a Columbia record of "Smoke Clouds," the delightful song first introduced by Miss Jennie Benson in "Topsy Turvy" and since the rage of the whole country. It is sung by Basil Lloyd, with 'cello obbligato. On the back it carries a fine recording of "Roses of Picardy."

The End of a Perfect Day

All that was left after a fire at the mess of a Provincial military camp was a copy of the song, "The End of a Perfect Day."

GUARDSMAN RECORDS

REGISTERED

10 inch and 12 inch Lateral Cut



TRADE MARK

We can ship you immediately, any quantity of Records:

BANDS

ORCHESTRAS

INSTRUMENTAL SOLOS

VOCAL

SELECTION OF AMERICAN AIRS

including, "Marching Through Georgia"—"Dixie"—"Arkansas Traveller"—"Red, White and Blue"—"Star Spangled Banner," etc., etc., Recorded by Full Regimental Band of H. M. SCOTS GUARDS. Get Ready Now for the Big Trade coming and have

THE FINEST RECORDS of THE FINEST TITLES at THE FINEST PRICES

Apply for Lists and Prices to INVICTA RECORD COMPANY, Ltd.

Cables: Duarrab, London

1 New Inn Yard, London, E. C., England

WORLD'S CLASSIFIED ADVERTISING

Any member of the trade may forward to this office a "Situation" advertisement intended for this Department to occupy a space of four lines, agate measure, and it will be inserted free. Replies will also be forwarded without cost. Additional space will be at the rate of 25c. per line. If bold faced type is desired the cost of same will be 25c. per line.

WANTED—Manager for phonograph department. A man with organizing ability and selling experience (with Edison phonographs) preferred. A good proposition will be offered to the party who can show results. Apply with full particulars, in confidence, to Layton Bros., 550 St. Catherine St., W., Montreal, Canada.

WANTED—A manager for our phonograph department at our Ottawa warerooms. Apply with reference to C. W. Lindsay, Ltd., 512 St. Catherine St., W., Montreal, Canada.

WANTED—A thoroughly experienced man in selling and ordering records; one experienced in Victor and Columbia records preferred; capable to take charge of record department for a leading firm in large Western Coast city. Good permanent proposition to right party. Must be a business producer and know how to handle other record sales people and get results. References required. Address "Box 517," care The Talking Machine World, 373 Fourth Ave., New York.

FOR SALE—Old established Victor agency in Pacific Coast town of 45,000. Reasonable rent and fine location. Also Eastman Kodak agency and only stock of classified sheet music in city. Best of reasons for selling. Address "Box 518," care The Talking Machine World, 373 Fourth Ave., New York.

WANTED—High class salesman in our wholesale department to cover Southern States principally. Excellent position for high class salesman. Must be energetic and enjoy a reputation for getting results. Address Crafts-Starr Phonograph Co., 218 North Second St., Richmond, Va.

SALESMEN wanted to sell phonograph dealers nationally advertised very successful phonograph attachment. Will give exclusive rights in territories of six States each or less contributory to Boston, Philadelphia, Pittsburgh, Atlanta, Dallas, Denver, Los Angeles, Seattle, Minneapolis and San Francisco. Liberal commission. Drawing account possible. State age, experience, present employer and expectations. May arrange as side line some territories. Address Jones-Metrola, Inc., 29 West Thirty-fifth St., New York.

LINEs WANTED—Wholesale representative with fine warerooms in Republic Building, Chicago, wants agency for medium grade talking machine and also for accessories and articles that go hand in hand with talking machine and piano trade. Address "A. P. 27," care The Talking Machine World, 209 South State St., Chicago, Ill.

EXPERIENCED SALESWOMAN of personality, driving automobile. Will solicit phonograph sales from farmers. Submit offers to "M. A. 4," care The Talking Machine World, 209 South State St., Chicago, Ill.

WANTED in Chicago, experienced packer and repair man on talking machines. Give experience and references. Address Channing L. Sentz, Marquette Building, Chicago, Ill.

POSITION WANTED—Would like position with talking machine manufacturer as laboratory experimental man or charge of construction. Am thirty-five years old with several years' experience in every phase of the art. I also have complete mechanical equipment for experimental work and several valuable inventions which I would gladly turn over along with my services to the right concern. Address "Box 519," care The Talking Machine World, 373 Fourth Ave., New York.

SITUATION WANTED—Young married man now employed as manager of a wholesale phonograph house wishes to make new connections with some large Chicago manufacturer. Thoroughly capable of assuming management of sales and advertising or handling sales promotion work. Can furnish unquestionable references. Would also consider position as Chicago representative for some outside manufacturer. Address "A. P. 30," care The Talking Machine World, 209 South State St., Chicago, Ill.

WE WANT JOBBERS to represent us and sell our product in Ohio, Wisconsin, Illinois, New York State, Louisiana, Connecticut, Georgia, Minnesota, Montana, New Jersey, Michigan, Texas and Missouri. We manufacture high grade tone arms for Edison disc machines, also high grade reproducers for use on Victor, Columbia, Sonora and Edison disc machines. We have recently enlarged factory space, and can make quick deliveries of large quantities. Write for information, New England Talking Machine Co., 16-18 Beach St., Boston, Mass.

TO THE TRADE—Have just bought 15,000 records. Closing out in hundred lots. Full details will be given upon inquiry. Address Jos. Dumas, 54 West Lake St., Chicago, Ill.

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.

POSITION WANTED—Mechanic with fifteen years' experience constructing and repairing phonographs of all makes. With the largest houses in this country; desires to make a change. Capable executive, thoroughly efficient with modern methods. Can furnish best of references. Will go anywhere. Address "Mechanic," care The Talking Machine World, 373 Fourth Ave., New York.

WANTED—Salesmen, sideline to dealers, filing cabinets for phonograph records, patented, advertised, no samples, sell from photographs; liberal commission. Automatic Container Co., 506 Republic Bldg., Chicago, Ill.

POSITION WANTED—Young man, married, would like to get position anywhere in talking machine line where there is a chance for advancement. City or country. Can be used as all-around man, as I can be a shipping clerk, salesman, repair man, assembler, delivery man; willing to work, not afraid of hard work or long hours. Address "Box 520," care The Talking Machine World, 373 Fourth Ave., New York.

POSITION WANTED—Experienced cabinet factory manager and designer wishes to make a change. Thoroughly familiar with up-to-date methods. Forty years old. Highest reference. Now employed. Address "Box 521," care The Talking Machine World, 373 Fourth Ave., New York.

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.

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.

CASH

Paid for list of names of phonograph owners, any and all makes; all names and addresses must be guaranteed as machine owners, Victor, Columbia, Edison Disc, etc. If you have a mailing list quote us your price.

Address Box 499, c/o The Talking Machine World
373 Fourth Ave., N. Y. City

STEEL NEEDLES

| | |
|---|-------|
| 100 Needles in Envelope, per 1,000 needles..... | 0.60 |
| Sapphire Needle for Pathé or Edison, each..... | 0.25 |
| MAIN SPRINGS | |
| For Columbia Motors, size 1"x0.28x11', each... | 0.60 |
| " " " size 7/8"x0.23x10', each.. | 0.38 |
| " " " size 3/4"x0.22x8 1/2', each. | 0.24 |
| GOVERNOR SPRINGS | |
| For Columbia Motors, hent, per 100..... | 1.50 |
| 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..... | 0.10 |
| Green Felt for 12" turn-tables, each..... | 0.15 |

FAVORITE PHONOGRAPH ACCESSORY CO.

1491 DeKalb Avenue Brooklyn, N. Y.

DEALERS

Cash in on your surplus and overstock records.

We pay cash. 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.

WANTED—Victor and Columbia records in any quantity. *Instant cash.* Describe fully.

JOSEPH GRANGER,
1125 Wilson Ave., Chicago, Ill.

WANTED—Will pay cash for dealers' stock of talking machines and records, all makes. State quantity, quality, whether records have been out on trial or new stock and price in first letter.

THE RECORD EXCHANGE
328 West 2nd St. Daveuport, Iowa

FOR SALE
PHONOGRAPH RECORDS

10-inch, 12-inch lateral-cut, standard make, at low prices. A fine lot of different selections.

I. DECKINGER
3064 Alhany-Crescent Ave. New York, N. Y.

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.

COMPLETE stock of Victor records for sale. Price according to quantity purchased. Also large quantity of steel and jewel needles. Also record racks.

WILSON-BROADWAY MUSIC CO.
1140 Wilson Avenue 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.

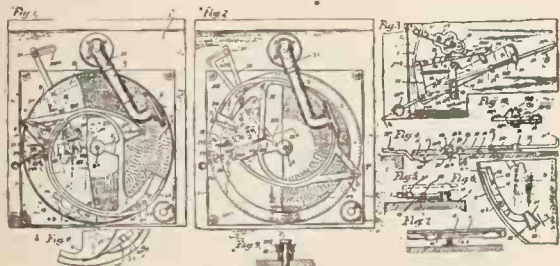
FULTON TALKING MACHINE CO.
640 Broadway New York City

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

WASHINGTON, D. C., May 8.—AUTOMATIC RECORD REPEATING MEANS FOR PHONOGRAPHS AND THE LIKE.—Richard James Prettie, Jamaica, N. Y., assignor to the Aeolian Co., New York. Patent No. 1,255,117.

The present invention relates to automatic record-repeating means for phonographs and the like, the features and advantages of which will be apparent to those skilled in the art from the following description in connection with the drawings.

In the latter, Figure 1 is a plan view of a phonograph comprising one embodiment of the record-repeating means, said figure showing the parts in set position with the record playing; Fig. 2 is a similar view except that the parts are shown in tripped position with the needle and sound box lifted off the record and in the act of being carried back by the conveyer to be replaced on the record at its starting point; this figure further illustrates a change in the adjustment of the device to make it do this for a smaller record, e. g., a ten-inch record, whereas Fig. 1 shows the adjustment for a twelve-inch record. Fig. 3 is a plan view, on an enlarged scale, of the mechanism underlying the turntable; Fig. 4 is a vertical section partly in elevation on the line 4—4 in Fig. 3 looking in the direction of the arrows; Fig. 5 is a similar view on the line 5—5 in said Fig. 3; Fig. 6 is an underneath fragmentary view of the turntable on a larger scale to illustrate the movable dog carried thereby; Fig. 7 is a vertical section partly in elevation on the line 7—7 in Fig. 6 looking in the direction of the arrows; and Fig.

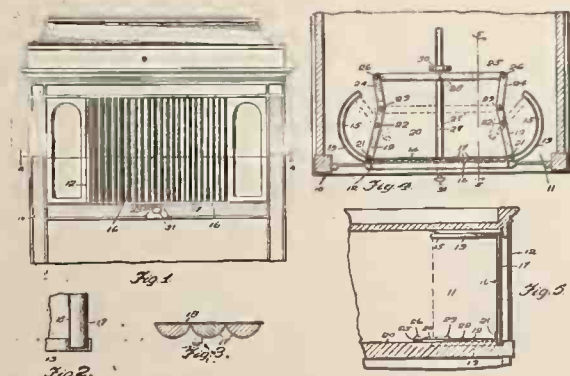


8 is an enlarged detail of Fig. 1, the switch member being shown adjusted as for a ten-inch record, Fig. 9 is an enlarged sectional view on the line 9—9 in Fig. 2, looking in the direction of the arrows, and Fig. 10 is a vertical section on line 10—10 in Fig. 3.

SOUND CONTROL MECHANISM.—Nicolas Kolby, Chicago, Ill. Patent No. 1,256,025.

This invention relates to improvements in volume controlling apparatus for sound reproducing machines. An important object of the invention is to provide apparatus of the above mentioned character, which is attractive in appearance, highly efficient in operation, and convenient to actuate.

Figure 1 is a side elevation of apparatus embodying the invention. Fig. 2 is a detail transverse section through the lower track for the panel curtain. Fig. 3 is an enlarged horizontal



sectional view through a portion of the panel curtain, Fig. 4 is a horizontal sectional view taken on line 4—4 of Fig. 1, and Fig. 5 is a transverse sectional view taken on line 5—5 of Fig. 4.

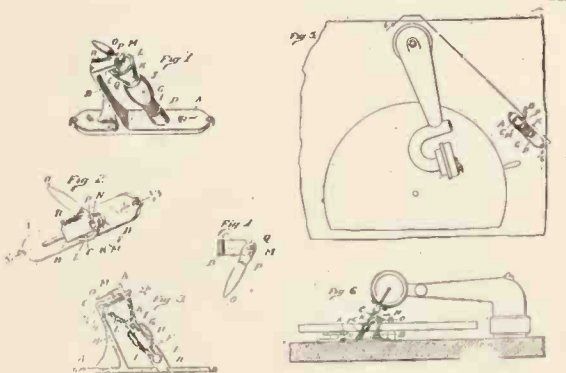
NEEDLE SHARPENER.—Harry L. Notter, Chicago, Ill. Patent No. 1,256,034.

This invention has for its object to provide a device for sharpening needles, and which is particularly adapted for sharpening needles of metal or other material used on talking machines.

The invention has for its main object to provide a needle-sharpening attachment for sound-reproducing instruments constructed and arranged with relation to the sound box thereof, and the horn carrying such sound box so that when it is desired to sharpen a needle engaged with the sound box the latter may be swung on the pivot of the horn so that the needle enters the sharpening means and is held firmly in position with relation to the sharpening element, and may then be sharpened and returned to normal position for playing further talking machine records.

The invention has for its further object to provide a small, simple and efficient device of the character set forth which may be easily attached to the casing of a sound-reproducing instrument in position for ready operation to re-sharpen needles used thereon.

Figure 1 is a perspective view of a needle-sharpening device constructed in accordance with the invention. Fig. 2 is a top plan view



of the same. Fig. 3 is a vertical longitudinal section of the same on the line 3—3 of Fig. 2. Fig. 4 is a fragmentary detail section on the line 4—4 of Fig. 3. Fig. 5 is a fragmentary view in side elevation partly in section showing a portion of the casing of a sound-reproducing instrument equipped with a needle-sharpening device constructed in accordance with the invention. Fig. 6 is a top plan view of the same.

PHONOGRAPH ATTACHMENT.—Robert L. Baker, Aurora, N. Y., assignor of one-half to Henry Morgan, same place. Patent No. 1,256,099.

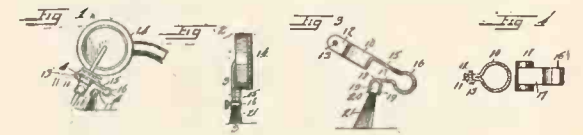
This invention relates to improvements in phonograph attachments and particularly to devices for cleaning a record in advance of the needle so as to remove particles of dirt and dust therefrom.

Devices have been provided for the same purpose as this invention but by reason of the particular construction of this device and by reason of the specific way in which it is mounted upon the native parts of the talking machine, advantages are secured that are not attained by the previous devices. One disadvantage of such devices already produced is that they are attached to the shell of the sound box and since they include spring elements, they present readily vibrated bodies which are in position to receive their vibrations from the diaphragm of the sound box through the shell of the sound box and when the phonograph is in operation there is a tendency for such devices to vibrate with a singing sound and interfere with the clear tones of the instrument. In the construction the device is mounted upon the stem of the needle post and moves therewith as the needle post is moved with the needle. The needle post, of course, has a positive movement with the needle and not a vibration such as is imparted to the diaphragm and thus the tendency of the

metal portions of this device to vibrate is prevented.

One object of the invention is to provide a device of this character which is resilient in its nature so as to readily accommodate itself to varying conditions, due to the use of longer or shorter needles.

Another and primary object of the present invention is to provide a cleaning brush which may be mounted upon the stem of the needle post of a sound box and which will lie with its brush portion transversely of the line of movement of the record so that with the lateral movement of the needle as it engages the sides of the record groove, the brush will also move laterally and as a result of this movement will



more thoroughly clean the record groove.

Another object is to provide a structure in which, while the brush portion is movable vertically with respect to the needle and is held against the record by spring action, there will be resistance to lateral movement of the brush with respect to the needle so that the brush will move with the needle positively as stated above.

Another object is to provide a device of this character in which the cleaning element or brush can be removed when worn out and a new one placed therein, without the necessity for removing the device from the phonograph.

In the drawing: Figure 1 is an enlarged elevation of the invention applied to the needle clamp of a phonograph sound box; Fig. 2 is a front elevation; Fig. 3 is an enlarged vertical section on the line 3—3 of Fig. 2; Fig. 4 is an enlarged section on the line 3—3 of Fig. 1.

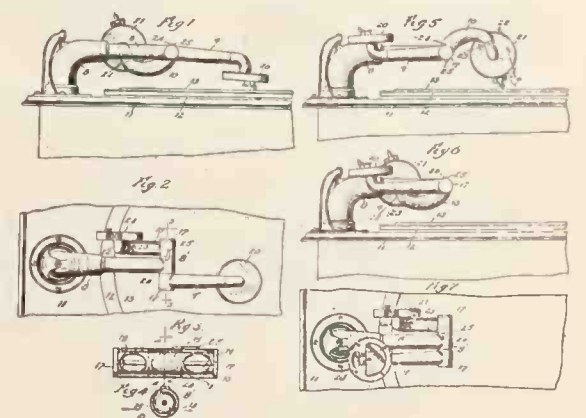
TALKING MACHINE TONE ARM.—Arthur R. Schwarzkopf, Muskegon, Mich., assignor to the Brunswick-Balke-Collender Co., Chicago, Ill. Patent No. 1,257,939.

This invention has for its object to provide a universal talking machine tone arm for use with records of both the bottom cut and side cut types and particularly those familiarly known as the Victor, Edison and Pathé records.

A further object of the invention is to dispense with the necessity for detaching any parts of the tone arm when it is desired to play one or the other make of records, but to enable this to be done by simply moving parts into and out of operative position and which can be done easily and quickly by any user without special skill or instruction.

A further object of the invention is to proportion and dispose the parts so that the stylus for each type of record will be held in place in the groove under the proper pressure, thereby preserving the desired tone volume and quality.

Figure 1 is a side elevation showing the invention arranged for playing an Edison record; Fig. 2 is a top plan view of the invention as shown in Fig. 1; Figs. 3 and 4 are sectional



views on the lines 3—3 and 4—4 of Figs. 2 and 3, respectively; Fig. 5 shows the invention arranged to play a Victor record; Fig. 6 shows both sound boxes thrown back in position at rest, and Fig. 7 is a plan view of the invention as shown in Fig. 6.

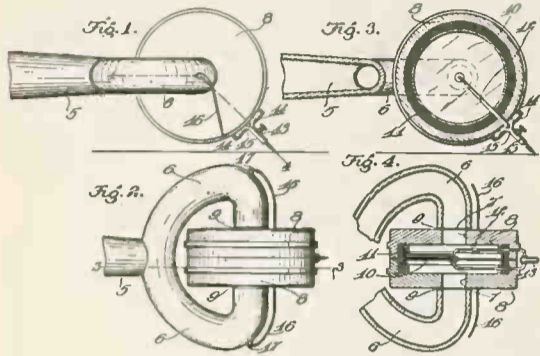
(Continued on page 112)

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS—(Continued from page 111)

TALKING MACHINE SOUND BOX.—Thomas F. Jones, Maywood, Ill. Patent No. 1,258,341.

This invention relates to sound boxes of talking machines, and its object is to provide a novel and improved mounting therefor whereby it is free to rotate about its own axis rather than swing bodily about an axis outside of itself, this arrangement resulting in advantages.

Figure 1 is a side elevation of a fragment of the tone arm of a talking machine and the sound

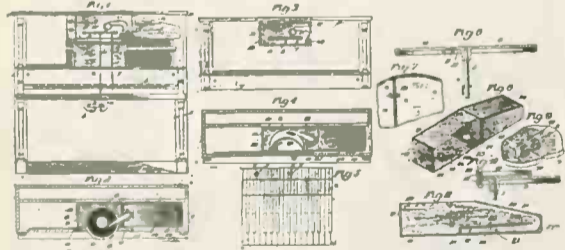


box carried thereby; Fig. 2 is a plan view thereof; Fig. 3 is a section on the line 3—3 of Fig. 2, and Fig. 4 is a section on the line 4—4 of Fig. 1.

SOUND REPRODUCING MACHINE.—Willard E. Cleveland, Rochester, N. Y., assignor to George Clay Cox, same place. Patent No. 1,258,189.

This invention has reference to sound reproducing machines and its purpose is more particularly to provide an apparatus that is readily applicable to and used in conjunction with pianos so that a phonograph mechanism may be used either independently of or in conjunction or harmony with a piano. A more especial purpose of the invention is to afford a novel drive or controlling mechanism that permits ready application of the device to a piano structure. Another object of the improvement resides in the novel construction and relationship of the horn to the record table, so as to create a maximum of sound volume and clearness in a minimum space and with due regard to the simplicity of the construction.

In the drawings: Figure 1 is a front elevation of a piano, with a portion of the case broken away, and showing the application of a preferred form of the invention; Fig. 2 is a horizontal sectional view on the line 2a—2a of Fig. 1; Fig. 3 is a front elevation of the upper part of the piano case, with the record table in playing position; Fig. 4 is a horizontal sectional view showing the position of the record table when out of operation; Fig. 5 is a plan view of the keys and key levers; Fig. 6 is a central vertical sectional view of the record table; Fig. 7 is a plan view of the same partially broken



away; Fig. 8 is a perspective view of the housing and horn for the record table; Fig. 9 is an enlarged detail view showing the hinge connection between the two parts of the record table; Fig. 10 is a sectional view taken through the hinge portion of the table and showing the latter in its folded and inoperative position, and Fig. 11 is a sectional view of the housing and horn for the record table.

TALKING MACHINE.—Henry Lobschutz, New York. Patent No. 1,258,128.

The object of this invention is to provide an improved tone arm for talking machines. More particularly it is one of the objects of the invention to provide a tone arm in which the passages for the sound waves are constructed almost entirely of wood. By using a wooden tone arm, the objectionable metallic, harsh or

scratching sounds accompanying tone reproduction in talking machines may be almost entirely eliminated and only the tones sought to be reproduced are heard. This invention further provides a wooden tone arm of a certain novel interior construction whereby a clearer and more soft tone reproduction is obtained.

Figure 1 is a view, partly in section, of a tone arm and sound box embodying the invention; Fig. 2 is a plan view of the supporting bearing for the tone arm.

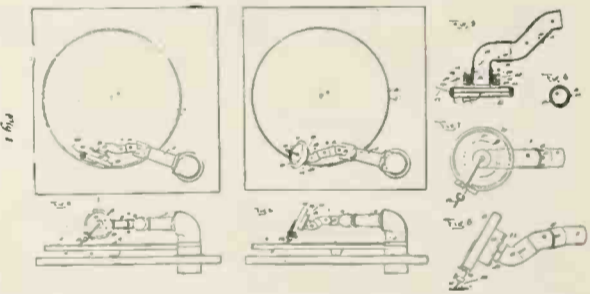
ATTACHMENT FOR TALKING MACHINE.—André Junod, New York. Patent No. 1,259,242.

This invention relates to that type of talking machine employing a record carried on the face of a disc which is revolved by a suitable motor, and has for its object to produce a device whereby a sound box or reproducer may be employed for the purpose of reproducing sound from a disc having a sinuous record groove in which the reproducing stylus is moved laterally relatively to the face of the disc, and the same reproducer may be employed to reproduce sound from a disc having a vertically cut record groove in which the stylus is moved in the direction perpendicular to the plane of the disc.

A further object is to produce a device whereby the position of the sound box may be reversed to give access to the needle holder without reversing or in any way altering the position of the tone arm or any part thereof.

A further object is to produce a device in which the sound vibrations set up by the diaphragm will be caused to travel into and through the tone arm without encountering obstructions and without making sharp turns.

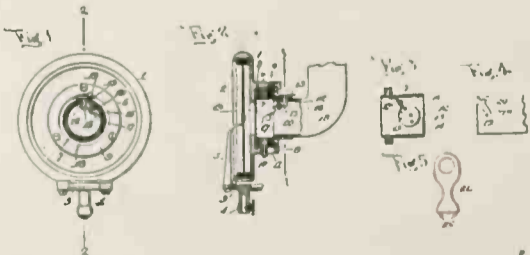
In the drawings: Figure 1 is a plan view of the device operating in conjunction with a record disc having a sinuous or lateral cut groove; Fig. 2 is a side elevation of the same; Fig. 3 is a view similar to Fig. 1, but showing the de-



vice engaging a vertical cut record; Fig. 4 is a side elevation of the same; Fig. 5 is an enlarged detail sectional view of a reproducer in position to operate on a sinuous groove record; Fig. 6 is a section on the line 6—6 of Fig. 5; Fig. 7 is a side elevation of the parts shown in Fig. 5; and Fig. 8 is an enlarged side elevation of the device in position to operate on a vertical cut record.

LOCKING DEVICE FOR TALKING MACHINE.—Joseph Wolff, Brooklyn, N. Y., assignor to the Sonora Phonograph Co., New York. Patent No. 1,259,189.

This invention relates to locks and more particularly to a device for securing the repro-



ducer or speaker of a talking machine to the tone arm, and has for its object to produce a device whereby the reproducer will be securely locked to the tone arm, and cannot be removed by an unauthorized person.

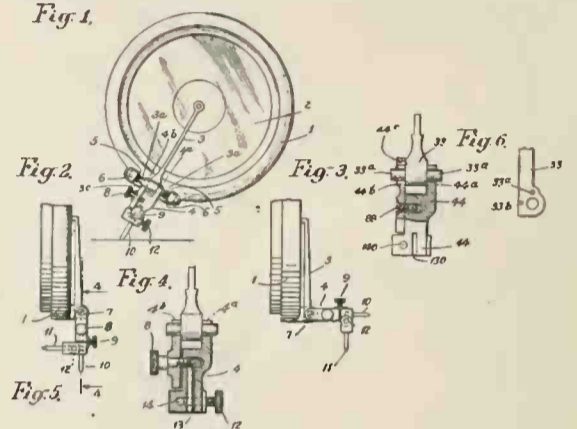
In the drawings: Figure 1 is a rear elevation

of a reproducer partly in section, the section being taken on the line 1—1 of Fig. 2; Fig. 2 is a section on the line 2—2 of Fig. 1; Fig. 3 is a plan view of the lock with the thimble in section; Fig. 4 is an elevation of the end of the tone arm; and Fig. 5 is an elevation of the key.

SOUND BOX.—Richard James Prettie, Jamaica, N. Y., assignor to the Aeolian Co., New York. Patent No. 1,263,468.

The present invention relates to improvements in sound boxes and comprises improvements whereby the sound box can be converted to play either lateral or vertical wave records.

In the latter Figure 1 is a face-view of a sound box illustrating one form or embodiment of this improvement shown as if playing a lateral-wave disc record. Fig. 2 is a partial edge view of the sound box in Fig. 1; Fig. 3 is similar



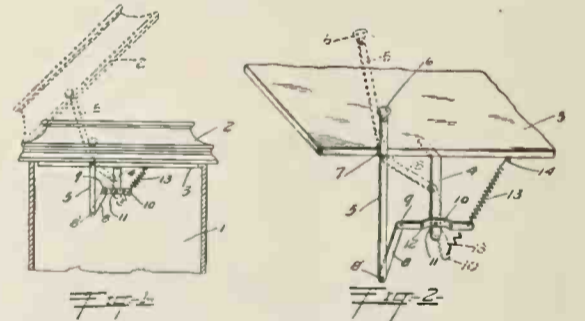
to Fig. 2 except that it shows the device adjusted as if to play a vertical-wave disc record; Fig. 4 is an enlarged vertical section partly in elevation on the line 4—4 in Fig. 2 looking in the direction of the arrows; Fig. 5 is a modification, the view being otherwise similar to Fig. 4; and Fig. 6 is a side view of one of the parts in Fig. 5.

HINGED-COVER SUPPORT.—Charles J. Bousfield, Bay City, Mich., assignor to the Delpheon Co., same place. Patent No. 1,262,167.

This invention relates to hinged cover supports for talking machine cabinets and the like.

One object of the invention is to provide means for holding the cover open through the instrumentality of suitable mechanism controlled by the tension of a spring.

Another object resides in the provision of



means whereby the tension of the spring is exerted only when the cover is in open position.

Figure 1 is a partial sectional side elevation of a talking machine cabinet equipped with the improved cover supporting means, showing the mechanism in two different positions.

Fig. 2 is an enlarged isometric view of the mechanism comprising the supporting means.

IMPROVEMENT IN FOREIGN TRADE

Department of Commerce Reports Substantial Recovery From Recent Decline

WASHINGTON, D. C., May 10.—March imports and exports show a partial recovery from the decline in recent months, according to a statement issued to-day by the Bureau of Foreign and Domestic Commerce.

Exports for March amounted to \$531,000,000, an increase of \$119,000,000 over February. For the nine months ended with March exports were valued at \$4,394,000,000, a decrease from the \$4,637,000,000 recorded for the nine months' period a year ago.

RECORD BULLETINS FOR JUNE

(Continued from page 113)

- 2054 Au Revoir, But Not Good-bye, Soldier Boy (Brown-Von Tilzer).....Henry Burr
Bring Back My Daddy to Me (Tracy-Johnson-Meyer).....Henry Burr
- 2051 Three Wonderful Letters From Home (Goodwin-McDonald-Hanly).....Royden D. Massey
A Little Bit of Sunshine (McDonald-Goodwin-Hanly).....Royden D. Massey
- 2053 Round Her Neck She Wears a Yeller Ribbon (Norton).....Byron G. Harlan
Life Is a Merry Go Round (Golden-Burt).....Dan Quinn
- RECORDS FOR DANCING
- 30033 Livery Stable Blues—Fox-trot,
Saxophone Jazz Orchestra
The Dark Town Strutters' Ball (Shelton-Brooks),
Cordes Jazz Orchestra
- 30034 Wait Till the Cows Come Home (Caldwell-Caryll).....Yerkes Jazarimba Band
More Candy.....Yerkes Jazarimba Band

EMERSON PHONOGRAPH CO.

PATRIOTIC AND POPULAR SONG HITS

- 7350 What Are You Going to Do to Help the Boys? (Kahn-Van Alstyne). Patriotic solo, orch. accomp.Harry Evans
Way Down There a Dixie Boy Is Missing (Tierney-Murphy). Patriotic solo, orch. accomp.Harry Evans
- 7355 They Were All Out of Step But Jim (Irving Berlin). Patriotic character song, orch. accomp.Eddie Nelson
Second Regiment Connecticut March (D. W. Reeves). March and one-step,
Emerson Military Band
- 7353 Tom, Dick and Harry and Jack, Hurry Back (Johnson-Ager). Patriotic solo, orch. accomp., D. (Bud) Bernie
That's All One Mother Can Do (Reid-De Rose). Tenor solo, orch. accomp.Robert Rice
- 7354 All Aboard for Home, Sweet Home (Burkhart-Piantadosi-Glogau). Patriotic solo, orch. accomp.D. (Bud) Bernie
Mothers of America, You Have Done Your Share (Ellis-Porter). Patriotic solo, orch. accomp.Harry Ellis
- 7357 The Last Long Mile (Emil Breitenfeld). Patriotic solo, orch. accomp.Arthur Burdin
The Stars and Stripes Forever (J. P. Sousa). March and one-step.Emerson Military Band
- 7351 K-K-K-Katy (Geoffrey O'Hara). Stuttering song, orch. accomp.D. (Bud) Bernie
What a Wonderful Dream It Would Be (Charles K. Harris). Tenor solo, orch. accomp.,
Frank Woods
- 7358 'N Everything (De Sylvia, Kahn and Jolson). Character song, orch. accomp.Eddie Nelson
Chu Chin Chinaman (Hanley-MacDonald). Quartet, orch. accomp.Peerless Quartet
- 7356 I'm Sorry I Made You Cry (N. J. Clesi). Tenor solo, orch. accomp.James Matthew
Killarney (Michael W. Balfe). Tenor solo, orch. accomp.Frank Woods
- 7359 You're a Better Man Than I Am, Gunga-Din (Ehrlich-Osborne). Character song, orch. accomp.Henry Lewis
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