

The TALKING MACHINE WORLD

For the
makers &
sellers of
talking
machines

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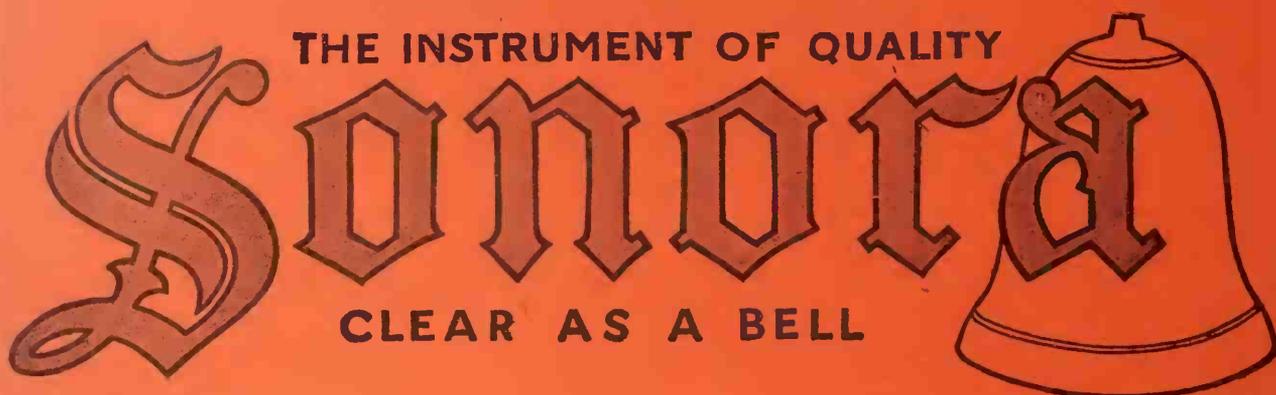


The best-known trade mark in the world

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

The Highest Class Talking Machine in the World

THE INSTRUMENT OF QUALITY



CLEAR AS A BELL



Elite \$180

The first Phonograph made in the world to play all makes of disc records perfectly

<i>Supreme</i>	\$1000	<i>Elite</i>	\$180	<i>Troubadour</i>	\$85
<i>Invincible II</i>	500	<i>Baby Grand</i>	160	<i>Rhapsody</i>	60
<i>Invincible I</i>	375	<i>Intermezzo</i>	140	<i>Mendelssohn</i>	55
<i>Grand</i>	275	<i>Imperial II</i>	110	<i>Melodie</i>	50
<i>Laureate</i>	200	<i>Imperial I</i>	105	<i>Portable</i>	50

Art models made to special order to suit any taste

Catalog and particulars on request

Sonora Phonograph Sales Company, Inc.

GEORGE E. BRIGHTSON, President

Executive Offices: 279 Broadway, NEW YORK

DISTRIBUTORS THROUGHOUT THE COUNTRY

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

HIGHEST SCORE FOR TONE QUALITY AT PANAMA-PACIFIC EXPOSITION

The Talking Machine World

Vol. 13. No. 12

New York, December 15, 1917

Price Twenty Cents

VICTOR MAKES "WIRELESS" RECORDS

In Co-operation With Marconi Institute Helps Fill Demand for Operators

One of the many problems of the War Department at the present time is that of securing a sufficient number of competent wireless operators, and arrangements have just recently been made whereby the Victor Talking Machine Co. in co-operation with the Marconi Institute will issue a special set of records to be used for purposes of instruction.

These instruction records were primarily prepared as a part of the courses offered to radio students by the Marconi Institute of New York.

Owing to the unusual demand for skilled telegraphists in the United States Army and Navy, the institute quickly realized that it would be almost impossible to provide training facilities rapidly enough to meet conditions brought about by the war. To meet this emergency this series of lessons on Victor records was prepared in order that students might have the much more frequent opportunities and all the facilities for study which can so readily be afforded by the Victrola, either at home or in camp.

Those who have experimented at all with wireless know that it is rather more difficult to receive correctly than it is to send. The sending operator at least knows what it is that he wishes to say, and it is easy to understand how valuable these Victor records will be to the student.

In the ordinary way it is necessary to have two people at work before the student can get any practice. There must be someone to send as well as someone to receive, and this difficulty is at once obviated by the use of the records.

Another even more valuable feature of the records is that they afford the student ample practice in receiving under all sorts of "interference." The operation of several wireless instruments in the same area produces a confusion which is known as interference, and which greatly increases the difficulty of receiving correctly. By means of the records the most serious "interference" conditions can be so arranged that the student, through practice, may readily become expert under the most adverse conditions.

WALTER B. FULGHUM'S NEW STORE

Former Manager of Order Department of Victor Co. Now Operating Retail Victor Store in Richmond, Ind., His Home Town

RICHMOND, IND., December 4.—Walter B. Fulghum, who some time ago resigned his position as manager of the order department of the Victor Talking Machine Co., after twelve years of service, is now firmly established in his new retail Victrola store in this city, which is his home town.

Mr. Fulghum bought out Martin's Music Shop and immediately set about remodeling the store with the result that he now has most attractive quarters, modern in every particular, as will be seen by the accompanying illustration.

Mr. Fulghum naturally handles the Victor line exclusively and has put in a substantial stock of both



The Attractive Quarters of Walter B. Fulghum

CHANGE NAME TO MICKEL BROS. CO.

Well-Known Victor Jobbers of Omaha Make Important Announcement

OMAHA, NEB., December 4.—The Mickel Bros. Co., of this city, have dropped the name "Nebraska Cycle Co." and hereafter will be known as the "Mickel Bros. Co., of Omaha."

As is well known the cycle business is a past issue with this firm and they have sold practically everything in the way of accessories, wheels, motor cycles and bicycles, and installed a line of pianos instead, so really the name of "Cycle Co." is a misnomer.

Geo. E. Mickel, manager of the company, remarked: "We have been working toward this for some four or five years and finally have cleaned out all of our stock of the other lines and changed the name."

Business in Omaha is most excellent in all lines and there is only one thing that holds the Victor business down and that is the shortage of machines, as it is impossible to get Victrolas to adequately take care of the business.

BLOOMINGDALE DEPARTMENT MOVED

Victrolas and Grafonolas Now being Sold on Second Floor of the Big Store

The talking machine department of Bloomingdale Bros., the big New York department store, in which both Victrolas and Grafonolas are featured, has been removed to the second floor of the company's store at Fifty-ninth street and Third avenue. The new location is much more convenient for the public, and additional facilities are provided to take care of the growing trade, including the installation of many soundproof demonstrating booths.

A DEFINITION OF SUCCESS

What is success? The accumulation of great riches? Obtaining high offices and gaining the applause of the public? Or is it giving the best that is in us, in a practical way, to the public for the good of mankind? For one to give to the world the best that is in him, in the most useful way, he must be able to make home what it implies, the happiest place on earth.

Victrolas and records. His long connection with the factory has given him a broad knowledge of every detail of the line and his many friends in the trade are confident that the new venture will prove an unqualified success.

In fact, he has received most convincing evidence in this connection from the people of Richmond.

TALKING MACHINE AS A GIFT

Nothing More Suitable for Music Lovers and Its Merits Should Be Presented by Dealers Through Publicity in a Most Emphatic Way

Referring to the most suitable Christmas gift for music lovers, the Pictorial Review in a recent issue spoke of the talking machine and its value in this connection as follows:

"The value of a talking machine as a Christmas present is not confined to the amount of pleasure it will give the untrained music-lover, but includes, too, its immense importance as an educator. There was a time when the talking machine was derided by all who fancied themselves real music-lovers, but now this class of music has no firmer friends nor stancher advocates than the professional musicians, who have recognized the inestimable value to the student.

"Familiarity, as applied to good music, does not breed contempt, but rather understanding and admiration, and the talking machine has made discriminating music-lovers out of many who were previously indifferent to its appeal, and has brought to the music student the best work of great artists in a way that would have been practically impossible before, or would at least have represented the expenditure of many hundreds of dollars in concert and opera tickets. This is especially true for the student of singing and of the violin. A good record of some song or operatic aria, made by one of the great artists of the world, if properly studied and analyzed, is worth many, many lessons from the best of teachers. In fact, there is no other way by which the student can come into such close contact with the great interpreters of music. Talking machines may be found in many differing sizes and styles, ranging in price from \$15 up. To a friend who already owns a talking machine, a few especially good records make a most acceptable gift."

PRESIDENT'S DAUGHTER IN CONCERT

Appearances for Benefit of Red Cross Taken Advantage of by Dallas Dealers to Call Attention to Her Columbia Records

The recent appearance of Miss Margaret Woodrow Wilson, daughter of President Wilson, in concert in Dallas, Texas, was taken full advantage of in the advertising of the Will A. Watkin Co., which called attention to the fact that Miss Wilson sings "The Star Spangled Banner" for the Columbia Co. and gave the number of the record for convenience.

The company also arranged a special Grafonola window display in honor of Miss Wilson's appearance, and her records were strongly featured therein. The proceeds of the concert went to the benefit of the Red Cross.

VOICE RECORDS OF SOLDIERS

At the Museum Association conference held in Sheffield, England, recently it was suggested that every town should arrange for a voice record from every soldier who returned home of his experiences in fighting.

The delegates proposing this added that there should be records from prisoners of war telling how they had been treated by their captors and museums should contain everything that would lead posterity to see, feel and understand the terrible ordeal through which civilization is passing at the present time.

OPENS BRANCH IN WICHITA FALLS

The Numm Electric Co., of Amarillo, Tex., have opened a branch house in Wichita Falls, and have been fortunate in securing the Victor agency, formerly held by Harrison & Everton, at that place. They have also taken on the Brunswick line of talking machines.

Some Qualities That Are Essential to the Success of the Modern Talking Machine Salesman

Not everyone stops to consider that, in reality, a polite man and a politician really mean the same thing. So, for that matter, does a policeman. Policy, police, politics and politeness all have a common root; though they seem far enough apart sometimes. They all hark back to the old Greek word polis, which means simply "city." That explains the politician and the policeman, of course; but likewise it explains the polite man. For he is the "man of the city"; who knows how to be courteous (that is, accustomed to the ways of a Court) and how to be urbane (which is what our Roman ancestors called the quality of "cityfiedness," as you might call it). Yes, the polished way (polis again) is the way of the city, the polite way, the urbane way. And just as the city is the real sign and symbol of modern civilization, so also the polite man is essentially the modern man.

Politeness, however, need not be confined to the city man, for the small-town feller can have it too, even though he does not always have as much of it as would be agreeable. But when the small-town feller happens to be a talking machine salesman he finds politeness his need in more ways than one, and so becomes a city man without always knowing it.

Certainly, the salesman must needs be a polite man, no matter where he may be domiciled; but the politeness which should be his is not the politeness of Lord Chesterfield, the politeness of wigs and hoops, of sedan-chair and minuets by Corelli. It is not, in short, the politeness that murmured under its breath at bluff Dr. Johnson and was all artifice and cynicism, all stiffness and mechanism, that was too unnatural to live; and so died with its mother, the eighteenth century.

The politeness of to-day neither grins, nor bows obsequiously. It is not the trained servility of the man-servant who lifts not his eyes, nor the odious familiarity that claps on the back and pretends to an acquaintance it does not possess. It is not the smirking drivell of the village cut-up among a bevy of girls, nor the stilted formality of the old-fashioned mid-nineteenth century maiden afraid that every man had designs on her. Our sort of politeness is of another sort.

Gradually in America we are evolving a business ideal of politeness. Every man who, like the talking machine salesman, has much to do, in business relations, with the opposite sex, needs to know the basis of this manner and adopt it sincerely for his own. Yet it cannot be made one's own unless one believes in it.

Our American style of politeness is becoming based upon a recognition of the truth that we are finding profitable in advertising; namely,

that a sincere statement of facts, presented without boasting and also without servility, wins; and wins because it is right, not because it seems superficially pleasing.

A salesman who is dealing with women to a large extent and who has to sell expensive talking machines needs to know to-day that sincerity and truth-speaking are the foundations of the only kind of politeness that may be depended on to carry him through every kind of difficulty. To-day it is not necessary to flatter a woman customer, or to be formal with her. It is only necessary to speak the truth and to treat her with the same respect one would give to the women members of one's own family. It is most decidedly not necessary, either, to agree unqualifiedly with every silly or thoughtless statement a customer may make, whether that customer be man or woman. For the question may be asked by one who knows its erroneousness but wishes to be set straight. In any case, to agree with those who know themselves to be ignorant in the specified direction, though they do not perhaps confess it, is to destroy all belief in one's sincerity. When that belief has vanished from the customer's mind, there is slim chance of doing satisfactory or any business.

It is a fact unfortunately true that the general public have obtained some false ideas concerning our business, the profits in it, and the degree of credibility to be assigned to the statements made by salesmen. In consequence of this, it has become the practice for many large houses, and is rapidly becoming the practice of them all, to insist that statements made by salesmen shall be strictly truthful and shall entirely avoid any knocking of competitor's goods. What is this policy but a recognition of the fact that the truest politeness is to tell the truth, and let the merits of the house that offers the goods speak for themselves?

But no one need, or should, suppose that, therefore, the salesman is under less obligation to be courteous. There is all the difference in the world between familiarity and politeness. The old-fashioned familiarity was always based on insolence, and therefore always on lies; because one who takes liberties pretends to believe in the existence of something that does not exist; namely, a right to intrude his personality upon another.

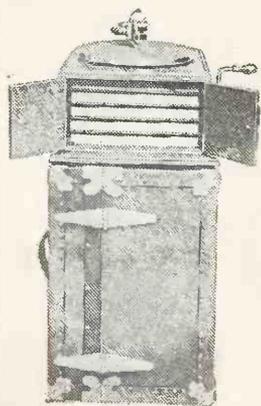
Business politeness, in these days, is based, as was remarked, on sincerity and truth-telling. Now, sincerity and truth-telling cannot be practiced without involving also the development of a better regard for the feelings of others and less insistence upon one's own supposed personal rights. The day is rapidly passing when it is considered an infraction of one's rights to be

required to refrain from smoking in a piano wareroom, or to be expected to keep one's speech free from profanity and objectionable slang. That the average salesman should consider it his duty always to be ready, at any time of the day, to talk business with a lady is no longer a matter for argument. One recognizes the necessity instinctively. Nor is there any longer an excuse, in popular usage or trade custom, for permitting the continuance of any method which contradicts the modern definition of business politeness; which is the habit of telling the truth and of being sincere, without familiarity and without rudeness.

The processes whereby the manners of a people are developed cannot be called rapid upon the most charitable of constructions; but they are perfectly sure. The superficial observer may question whether the rising generation shows any real improvement in respect of politeness over the standard of its fathers; but, in fact, all signs point to a gradual and steady advance in this respect. Those who belong to the older school may well remember that the moral and social standards of our national life are steadily rising, and that behavior which, twenty-five years ago, was accepted as usual—even expected—in business offices and warerooms, would now be considered intolerable.

The professional talking machine salesman needs to possess, above all others who engage in retail business, the priceless asset of urbanity. To be even-tempered, truthful, calm and courteous, in all situations is to be successful in every line of endeavor. But such qualities are especially valuable in the business of selling talking machines and records. To effect the sale of an expensive instrument in the face of stiff competition, with on the one side ignorance and its accompanying suspicion, and on the other side an unscrupulous competitor, is not always easy; but it is quite impossible for the man who is not a gentleman by instinct. The bully, the offensively familiar, and the insincere, can never efface their real nature in business contests of this sort. Only the gentleman can keep his temper and his head at the same time, while telling the truth and exposing the lie. To have these qualities as part of one's make-up is to be that paragon, a truly polite man, in the best and truest sense of the term. It is also to be a successful salesman.

No man can acquire such winning qualities by wishing for them. If he wants them only as weapons wherewith to make sales he will be disappointed. But if he cultivates true politeness, by telling the truth, and trying to be sincere, straight and respectful, without servility or rudeness, then he will acquire these qualities, and with them success.



Corley Fibre Victrola Trunks Are Making Dollars for Dealers Everywhere

From every section of the country come enthusiastic reports of the ready welcome accorded them by Victrola owners. No need for any long-winded sales-talk—simply show them—they sell on sight! Made from durable hard fibre, reinforced metal corners, strong brass lock and snap catches. Staunch, safe—durable.

TWO STYLES—TWO SIZES—BOTH WINNERS

Style 4 (without record tray, for Victrola IV).....	\$5.50
Style 6 (without record tray, for Victrola VI).....	6.50
Style 4-T (with record tray, for Victrola IV).....	6.75
Style 6-T (with record tray, for Victrola VI).....	7.75

Don't overlook this "easy money"—every owner of a cabinet Victrola will want a IV or VI and one of these convenient Victrola Trunks. Be ready to supply them. Get your orders in now—by mail or wire. We will ship promptly upon receipt. Descriptive circulars mailed on request.

The Corley Company,

ORIGINATORS OF FIBRE VICTROLA TRUNKS

213 EAST BROAD STREET

RICHMOND, VA.





Victrola IV-A, \$20
Oak



Victrola VIII-A, \$45
Oak

**“Will there be a
Victrola in your home
this Christmas?”**

That is the question being put before the entire country in the extensive Victor advertising.

That is the question which is going to be settled in thousands of homes—and settled to your satisfaction.

That is the question which will help to make a new high record for Victor Christmas business.

So don't lose sight of the value to you of the Victor holiday advertising and “Will there be a Victrola in your home this Christmas?”



Victrola X-A, \$85
Mahogany or oak



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

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

Berliner Gramophone Co., Montreal, Canadian Wholesalers

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

“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.

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. Eisenhardt Sons, Inc.
- Bangor, Me..... Andrews Music House Co.
- Birmingham, Ala.... Talking Machine Co.
- Boston, Mass..... Oliver Ditson Co.
The Eastern Talking Machine
Co.
- Brooklyn, N. Y..... The M. Steinert & Sons Co.
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. Whitlit 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.
Landy Bros., Inc.
New York Talking Mach. Co.
Ormes, Inc.
Silas E. Pearsall Co.

- Omaha, Nebr..... A. Hospe Co.
Nebraska Cycle Co.
- Peoria, Ill..... Putnam-Page Co., Inc.
- Philadelphia, Pa... Louis Buehn Co., Inc.
C. J. Heppe.
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, B. I... J. Samuels & Bro., Inc.
- Richmond, Va..... The Corley Co., Inc.
W. D. Moses & Co.
- Rochester, N. Y.... E. J. Chapman.
The Talking Machine Co.
- Salt Lake City, U... Consolidated Music Co.
The John Elliott Clark Co.
- San Antonio, Tex... Thos. Goggan & Bros.
- San Francisco, Cal. Sherman, Clay & Co.
- Seattle, Wash..... Sherman, Clay & Co.
- Sionx Falls, S. D... Talking Machine Exchange.
- Spokane, Wash.... Sherman, Clay & Co.
- St. Louis, Mo..... Koerber-Brenner Music Co.
- St. Paul, Minn.... W. J. Dyer & Bro.
- Syracuse, N. Y.... W. D. Andrews Co.
- Toledo, O..... The Whitney & Currier.
- Washington, D. C... Cohen & Hughes.
E. F. Droop & Sons Co.
Roht. C. Rogers Co.

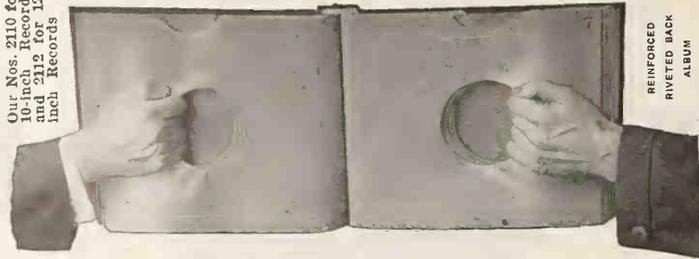
THE PULLING TEST—THE STRENGTH IS THERE

THE STRONGEST ALBUM MADE AT ANYWHERE NEAR ITS LOW PRICE

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

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

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



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

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

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

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

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

CORRESPONDENCE SOLICITED
WRITE FOR PRICES

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

HEIFETZ WITH THE VICTOR

Brilliant Young Russian Violinist, Accepted by Critics as Real Genius, Contracts to Make Records for the Victor Co. Exclusively

Jascha Heifetz will make records exclusively for the Victor, which is a highly important item of news inasmuch as Heifetz has so far provided the greatest musical sensation for the present season, just as Galli-Curci did last year. He is



Jascha Heifetz

of Russian birth, and is the son of a musician who was himself a skilled violinist.

The boy began to study the instrument at the age of three, and the small violin he used at that not very remote period is still a carefully treasured family possession. After a few preliminary lessons from his father, in which the boy showed remarkable aptitude, he was placed under the tuition of Professor Ilio Malkin, of the Imperial Music School at Vilna. At the advanced age of seven and a half he was graduated from that famous institution, having already made sensational appearances in public.

He was then taken to Petrograd for further study with Leopold Auer, perhaps the most distinguished of living violin teachers, who numbers among his many successful pupils many distinguished violinists. Shortly after this he ap-

peared in concerts with phenomenal success in Petrograd, and other Russian music centers. He has also appeared in many of the larger European cities where his playing was highly praised by the most exacting critics.

Still a boy of eighteen, he made his American debut at Carnegie Hall, New York, October 27, 1917. Word of his coming and of his great European successes had already gone forth, and his audience included leading American music critics and a large number of artists of international reputation. His success was overwhelming.

The success of Jascha Heifetz is the more remarkable because it is getting increasingly difficult to take pre-eminent rank as a violinist. The violin has undergone no change in construction in two hundred years, in that respect differing from all other musical instruments. Within that time composers have well-nigh exhausted all the novel effects it is capable of producing, so that violinists all have a somewhat similar repertoire of pieces which

are regarded as standard. The only big advance recently made has been in the realm of violin-teaching. The world is full of violinists to-day whose powers of execution are so high that they would have been considered remarkable fifty years ago, or even twenty-five.

No amount of teaching, however, can turn a man of talent into a man of genius, and it is the possession of this latter quality which places Heifetz head and shoulders above men who have grown gray in the service of the violin. He possesses a tone of exquisite quality, of remarkable power, which is quite individual to Heifetz. His unerring accuracy of intonation throughout the most amazing technical difficulties, his supreme mastery of the bow, which obeys his will with the utmost firmness and flexibility, have all won the highest praise from experts. His wealth of inspiration, musical spontaneity and sunny freshness of style have won him already countless friends who will rejoice at the prospect of hearing him in their own homes through the Victor records.

PURCHASES MAINE MUSIC CO.

C. B. Snow, of Cressey & Allen, Portland, Takes Over Old-Established Business in Rockland, Me.—L. W. Fickett in Charge

ROCKLAND, ME., December 3.—C. B. Snow, wholesale manager of the Victor department of Cressey & Allen, Portland, has purchased the business of the Maine Music Co., this city, and has placed L. W. Fickett, who has been with Cressey & Allen for twenty-five years, in active charge of the store. Mr. Snow will retain his present position with the Cressey & Allen house. The Maine Music Co. has been conducted by Chase & Leach for twenty-nine years and enjoys an excellent reputation.

THRIFT STAMPS FOR CHRISTMAS

WASHINGTON, D. C., December 6.—Prominent merchants and manufacturers all over the country are to be asked by the State directors of war savings to substitute gifts of war saving certificates or thrift stamps for the usual Christmas bonus this year.

It will be pointed out to business men that such gifts will not only aid the Government in its war saving campaign, but will also encourage future thrift on the part of their employes.

SENDS PHOTOGRAPH TO COL. LANDON

Miss Anna Case Presents Pleasing Memento to Commander of New Jersey Regiment

Miss Anna Case, the prominent Edison artist, recently presented an autographed picture of herself, reproduced herewith, to Col. T. D. Landon, now at Anniston, Ala., who was colonel of the Third New Jersey Infantry when Miss



Miss Anna Case

Case presented that unit with an Edison war phonograph at Sea Girt a short time ago. The picture is the latest taken of Miss Case, who posed for it less than a fortnight ago. It shows this favorite artist just as she appears to-day, and will no doubt serve to remind Col. Landon of a very pleasant incident in his military experience.



**Extends to the Talking Machine Dealers
Christmas Greetings and Sincere Wishes
for a Prosperous New Year.**

We expect 1918 to be the banner year of the talking machine industry. We have made arrangements accordingly and can promise our dealers unusual service the coming year in handling their Album requirements.

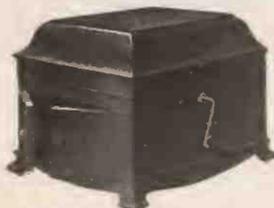
NEW YORK ALBUM & CARD CO., 23-25 Lispenard St., NEW YORK



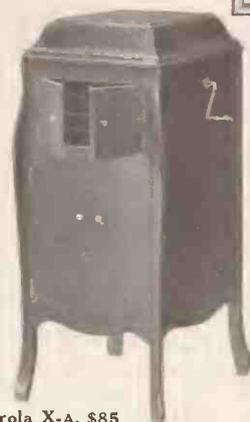
Victrola VI-A, \$30
Oak



Victrola VIII-A, \$45
Oak



Victrola IX-A, \$57.50
Mahogany or oak



Victrola X-A, \$85
Mahogany or oak



Victrola IV-A, \$20
Oak

“Will there be a Victrola in your home this Christmas?”

This important question is confronting the people of the whole country right now.

It is the key-note of our nation-wide holiday advertising campaign, and its force is sending thousands of customers into the stores of Victor retailers everywhere.

It is helping to make this the biggest holiday season you ever had.



Victrola XI-A, \$110
Mahogany or oak

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

Berliner Gramophone Co., Montreal, Canadian Wholesalers

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

“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.



Victrola XIV, \$165
Mahogany or oak



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



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



“HIS MASTER'S VOICE”
REG. U.S. PAT.-OFF.

The TALKING MACHINE WORLD

For the makers & sellers of talking machines

PUBLISHED BY EDWARD LYMAN BILL, Inc.

President, C. L. Bill, 373 Fourth Ave., New York; Vice-President, J. B. Spillane, 373 Fourth Ave., New York; Second Vice-President, J. Raymond Bill, 373 Fourth Ave., New York; Secretary and Treasurer, August J. Timpe, 373 Fourth Ave., New York.

J. B. SPILLANE, Editor

J. RAYMOND BILL, Associate Editor

AUGUST J. TIMPE, Business Manager

Trade Representatives: B. BRITTAIN WILSON, L. M. ROBINSON, WILSON D. BUSH, C. CHACE, E. B. MUNCH, L. E. BOWERS, A. J. NICKLIN, V. D. WALSH

Boston: JOHN H. WILSON, 324 Washington Street
Chicago Office: E. P. VAN HARTINGEN, Republic Building, 209 South State Street.
H. SCOTT KINGWILL, Assistant Manager. Telephone, Wabash 5774
London, Eng., Office: 2 Gresham Buildings, Basinghall St. W. LIONEL STURDY, Mgr.
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NEW YORK, DECEMBER 15, 1917

NO one member of the family of musical instruments has become such an absolute essential to the happiness of the American people, civil or military, as the talking machine. It brings into the home, as into the Army and Navy, the inspiring influence of music, which great military leaders assert is a necessary factor to ultimate victory.

While all musical instruments are essential, the talking machine, in particular, furnishes its possessor with the greatest operatic and instrumental artists in the world, the greatest bands and orchestras, the greatest favorites in concert or vaudeville, and, what is more important still, all the old American folk songs, which are favorites with the song leaders in the camps and community choruses—the kind of music that is considered the great spiritual force in establishing and maintaining the morale of the Army and Navy—hence its peculiar claim to consideration.

The wonderful position won by the talking machine in the domain of music, particularly during war times, should be formally placed before the Government authorities by talking machine men so that they may be properly informed as to the absolute need of maintaining music on a war necessity basis.

Without attempting to belittle the splendid efforts of numerous organizations to provide libraries and amusements of all kinds for the boys in the camps, it can truthfully be said that the efforts of those who are providing music and musical entertainment through the gifts of talking machines are finding the greatest appreciation.

And it is not only in the camps, but in the homes, that the talking machine is best appreciated during war times. Music is the sweetest influence that enters into the home. It refreshes, and cures the heartaches brought about through the absence of loved ones at the front; it is a stimulator of true patriotism; it keeps alive and exalts the very spirit of sacrifice in the great crisis that now confronts this country. It expresses the noblest sentiments and enables those at home to stand firmly behind the flag and the President in the maintenance of American rights and the advancement and betterment of humanity.

IN connection with business management and development no one branch is receiving more consideration these days than that of salesmanship, and one wise manager very aptly points out that the successful salesman is the order maker—not the order taker. The more thorough his knowledge of his custom-

ers' requirements the more business he is morally certain to do. Knowledge of his own goods is vitally important, but knowledge of the use his customer can make of those goods is equally important. In the foregoing is found one of the most important and far-reaching precepts of modern merchandising. Particularly is the probable use the customer can make of the goods a valuable point. To the retail salesman on the floor this should not be very difficult. A little tact, a great deal of observation and some imagination should accomplish wonders. With the information in the salesman's possession as to why the purchaser is desirous of buying this, that or the other, just at this time, a bigger sale than would ordinarily follow should result.

THE increasing production of period styles by the various manufacturers should be viewed with more than casual interest by the talking machine salesman who really has his heart in his work, for the marketing of new styles not only places greater opportunities before him, but, on the other hand, demands of him a greater knowledge of his line to handle the business successfully. The competent salesman of other days knew the mechanical features of the lines of machines, or at least was supposed to, and likewise possessed a more than casual knowledge of what was contained in the record lists, and of musical matters generally, in order that he might talk intelligently on that branch of the business. Now he must also know something about period styles and interior decoration if he is to take the fullest advantage of the opportunity that is his.

Period decoration is not simply an accident—it is a logical, carefully developed art in which every line and every curve means something to the initiated. It is up to the salesman to become initiated so that in presenting a period style to a customer he will be able to talk convincingly of what the style represents, of the faithfulness of the design, and the manner in which the machine will harmonize with the furnishings of the room in which it is placed.

The study of decorative art is entertaining and interesting, and it should be doubly so to the talking machine salesman, because in the future it will prove profitable.

ON several occasions the question of co-operative advertising on the part of retail talking machine dealers has been broached, and attempts have been made to carry out such a program generally with indifferent success, probably because the plan was not sufficiently definite to interest those whom it was intended to benefit. Advertising men, for instance, have addressed talking machine dealers in New York and outlined schedules whereby they could get a maximum of advertising with a minimum individual expense, but comparatively few took advantage of the opportunity.

In Milwaukee, however, there has been established the Milwaukee Association of Music Industries, in which talking machine men have joined with the piano men and other retail music interests. The association is running a series of full-page ads appearing weekly, emphasizing the value of musical instruments generally, as well as the association's slogan and its standing for quality. The advertisements bear at the bottom the names and addresses of the members of the association, and it is significant that twenty-three of the twenty-four concerns thus listed handle talking machines, of one or more makes, several exclusively, and others in connection with pianos, etc. It is planned to have the idea introduced in other cities and talking machine dealers everywhere would do well to keep in touch with the movement.

The development of interest in musical instruments generally is bound to reflect itself in increased sales of talking machines and records. In fact, that should be the first division of the industry benefited.

PRACTICALLY every year the prophecy is uttered that the peak of the talking machine business has been reached, and that a natural falling off is to be expected, or at least a stationary period looked for in the industry.

The prediction was made no later than last Christmas, and still reports from all sections this month indicate that the holiday business of 1917 will be bigger than ever. Factories are increasing, output multiplied, new concerns established, and yet

a shortage of stock makes itself felt annually even with war conditions prevailing.

It is true that production this year has been curtailed in some quarters, owing to difficulties in securing supplies and sufficient competent labor, but this falling off in production, coupled with the more than ordinary increase in demand, has brought about a condition that has driven jobbers almost insane and threatens to cost dealers many thousands of sales, temporarily at least. A pleasing fact, however, is that the demand does exceed the supply. It is a healthy sign in any business.

THE complex character of the new War Revenue Bill, with its provision for an excise tax on talking machines and records, has already offered a fruitful opportunity for swindlers to prey upon unsuspecting talking machine owners, and for that matter owners of other types of musical instruments as well. Several reports have been received of men representing themselves as agents for the Department of Internal Revenue, calling upon talking machine and piano owners and demanding the payment of a tax on the valuation of the instruments, showing newspaper clippings and department notices in support of their claims.

It would be well for talking machine dealers to send out with their monthly notices statements advising their customers that there is no tax whatever to be collected directly from owners of talking machines and records, the tax applying only to machines in the hands of wholesalers and manufacturers, this being collected when the customer purchases the instrument. Such a notice would indicate that the dealer is alive to the interests of his customers, and may serve to guard some of them against fraud.

AFTER reading daily paper despatches from Washington relating to new rules and regulations concerning the various industries put into effect, or about to be put into effect, by the Federal Government, and then learning the actual facts upon which reports are based, it would seem that the Washington correspondents are more anxious to create a scare among business men than they are to promote a feeling of security and confidence in what the Government plans to do.

On several occasions recently when despatches have told of drastic action about to be taken to curtail supplies of certain industries, to place embargoes on certain shipments, and otherwise to hamper or cripple business, musical instruments have appeared in the despatches all too frequently, and if all the things reported had actually taken place the music trade industry right now would be but a memory.

As a matter of fact the officials in charge of the various Government committees and commissions on war work have given frequent assurances, not only through the press but in-

dividually to representatives of the industry, that action along various lines would be taken only when absolutely necessary and then only after formal hearings and full consideration of ways and means for carrying out plans without placing an unexpected or undesired burden on any one particular class of business activity.

It is not wise, of course, to rest in a sense of false security, for the situation demands watchfulness, but it is likewise foolish to spread the cry of "wolf" when there is no necessity therefor. The giving of actual news regarding contemplated Government action is right and proper, but the correspondents should at least endeavor to base their reports upon definite facts and not upon their own suppositions as to what lines the action will probably take.

QUITE a number of the manufacturing, wholesale and retail houses in the music trade have taken occasion to fly from their buildings service flags, the familiar red-bordered flags with white field and a blue star for each member of the organization who has entered the military service of the nation. The idea is an excellent one, for the flags not only prove to the general public that the employes of that particular house are actively engaged in the war, but serve as a constant stimulus to those who remain behind. To announce that a half dozen or a dozen or a score members of an organization have joined the Army and Navy is not half so impressive as to show a flag bearing a star for each of those men. It is good advertising in both a patriotic and business sense.

THE pooling agreement entered into by the railroads should prove of tremendous value at this particular time in solving, in a measure at least, present difficulties surrounding freight transportation. By working together, by using cars immediately available instead of waiting for those belonging to certain lines and by transporting freight from one point to another by the most direct and speediest line, the railroads will be able to stop an enormous waste in time, and while their action may not solve the war time transportation problem it will at least help to improve conditions. The suggestion that motor trucks and trolley lines be used wherever possible for short haul freight should also meet with approval, for it will serve to release cars from short haul duty for the handling of long distance freight. It is quite apparent that any inconvenience occasioned to shippers in certain directions will be more than offset by the advantages arising in other directions.

It is expected that the new arrangement will have the effect of cleaning up somewhat the congestion now existing in railroad yards, particularly those located at terminal points, and the cars thus freed can do good service in relieving the car shortage along the line.



NEW HOME OF
OLIVER DITSON CO.

GREETINGS

We wish to express to our
dealers our best wishes for

A Merry Christmas

AND

A Happy New Year

THE OLIVER DITSON CO.

BOSTON

Edison Message

No. 14

Music's Part in War Times

We commend the following extract from an editorial in the New York Evening Mail of November 27th to all Edison dealers as a substantiation of our claim that music has become one of the necessities:

"Going to a Metropolitan opera or to a good concert in these days of world-wide stress is like leaving a warring world and abiding in a realm of peace for a breathing space. The first magic strains of music seem to exorcise the evil spirit with which the soul of mankind is grappling as the founder of the Christian faith grappled with Satan during the forty days and forty nights in the wilderness. The common language of mankind stills the torturing din of contending peoples. The common sentiment of art heals the breach which has riven the nations asunder. The world seems whole again. For the time being the strain under which we are living is relieved. The world seems sane again.

"At no time in its history has the world stood more in need of healing influences, of sweetening in its bitter cup, than now.

"Make it a point to hear all the good music that you possibly can. It will be well worth your while to banish, be it for ever so brief a time, the menacing shadows that war has cast over the lives of us all. The glimpse into the bright region of the republic of music will make you stronger to deal courageously with the grim realities. It will renew your faith in the future. It will strengthen your determination to do your part to bring that future nearer and more certain.

"Hear all the good music that you possibly can."

Edison dealers who spread this gospel among the members of their community are serving their country just as surely as they would be serving her if they were on the firing line.

THOMAS A. EDISON, Inc.

Orange, New Jersey

Will Saleswomen Replace the Men Serving the Colors On the Business Firing Line

The war shows every prospect of continuing for some time to come. The average salesman of the average talking machine store is fitted by age and physique to help the country by rendering military services. Of course, Uncle Sam does not want to utilize the entire man-power of the nation right away, but as the war goes on the need for new recruits will steadily in-



Miss Helen Coates

W. C. De Forest & Son, Sharon, Pa.

crease. In the minds of farsighted talking machine merchants who have trained themselves to look ahead into the future the question presents itself as to whether women can successfully replace men on the retail firing line. No intelligent man, of course, doubts the practicality of using one or two women in his sales staff, but when the proprietor ponders the question of whether women can replace the men on a large scale the solution becomes a matter for careful study.

The first thing to consider is what women have already done in the selling end of the talking machine business. On this subject *The World* has gathered some rather interesting data, which tends to show that talking machine merchants can lean with confidence on the fair sex whenever a shortage in the present male staff may occur.

Perhaps the best-known case where women have proved their value in the talking machine industry is that accomplished through their endeavors in educational departments. Introducing talking machines into the public schools is hard work and work requiring no moderate degree of intelligence. Yet in this field women have accomplished literally wonders. So far the most pretentious educational department maintained by a talking machine manufacturer is that of the Victor Talking Machine Co. The staff of this department is to a marked extent made up of women, and indeed has as its well-known head a woman of recognized force and ability. But there is no necessity of picking out an individual case, because women have played prominent roles in the educational departments of retail and jobbing houses throughout the country. Examples of this kind are in fact too numerous to mention.

A second point worthy of attention is that neither the idea nor practice of using women on the sales staff proper is new. The introduction of women to the talking machine trade dates so far back that to-day there are scattered throughout the United States not only women who are active members of progressive sales staffs, but also women who are talking machine dealers on their own account.

It has been found that the talking machine saleswoman, conceding that she has a proper education and the requisite talent for the job,

is not only quick to absorb the usual sales arguments of her male confreres regarding the necessity for music in the home, the influence that music in the home exerts to keep the young people around the family hearth, the desirability of a musical education for the children, etc., but that women have the advantage in gaining entré to the prospect's home, thereby securing a quicker opportunity to put her arguments to the test.

Recent experiments conducted by the Aeolian Co. of New York brought about by war conditions are of particular interest to dealers, inasmuch as they show that women have quickly mastered the art of salesmanship in a high degree, thus demonstrating their ability to fill the places of men in war times in still another branch of American business. Heavy war enlistments of the Aeolian staff through conscription suggested to the company's officials the idea of developing saleswomen. In the final weeding out of desirable and undesirable candidates a number of traits which make up the good talking machine saleswoman have been in evidence. Some of the most successful of the recent applicants for the training course have been from twenty-five to thirty years of age; women who must for one reason or another support themselves; women who are natural leaders and have held executive positions in clubs, societies, or churches and in every case women of culture and refinement. The Aeolian Co. officials state that the tactful and sympathetic woman has thus far proven the greatest success in clinching a sale; it is also noted that the womanly talent of pleasing has even made it possible for her to surpass the ordinary salesman who has not had leisure to cultivate this very desirable trait.

It is also of course only fair to point out the things which a talking machine merchant has

not only quick to absorb the usual sales arguments of his male confreres regarding the necessity for music in the home, the influence that music in the home exerts to keep the young people around the family hearth, the desirability of a musical education for the children, etc., but that women have the advantage in gaining entré to the prospect's home, thereby securing a quicker opportunity to put her arguments to the test.

ment manufacturer who has engaged the services of saleswomen ever since the start of his business may not be amiss. "Women of course do not monopolize all the virtues, and it is only fair to mention some of their failings. They are apt to be somewhat temperamental, and the very enthusiasm they put into their work makes them subject to corresponding fits of depression, when they are difficult to handle. They are apt to let their likes and dislikes of buyers affect their work, and slights and rebuffs that a man would ignore may unfit them for business. They lack the impersonal and philosophical attitude that an experienced salesman usually acquires, and they frequently take ordinary reproof or criticism as a deadly personal insult."

Returning to the affirmative side, it seems well to call attention to the fact that nobody has a better understanding of the home and its successful management than the women. They are, so to speak, the guardians of the hearth, and as such should have a particularly fine understanding of where a home instrument such as the talking machine fits in.

Many talking machine merchants have already determined through first-hand experience that women actually make a better record salesforce than men. The record department should then afford the opening point for those retail staffs not now utilizing women sales brains.

Some comments on this subject by L. C. Wiswell, head of the Victor department of the great Lyon & Healy institution of Chicago, may well prove of interest. He said:

"We have found that women are superior in record salesmanship, and we employ women exclusively in the Lyon & Healy record department. Experience has led us to a recognition of the truth that women develop more of a 'fan' spirit, which spirit leads them to take greater interest in the different kinds of music and the adaptability of the different kinds to suit the variety of human tastes. They evince a decided inclination to study the personalities behind the different records and the musical history surrounding the different compositions. This is just the knowledge that makes the ideal background for selling talking machine records.

"We draw very largely from the students of music who are interested in earning an income which simultaneously provides an outlet for their musical ambitions. Through the conservatories we have been able to secure the services of many women who make very enthusiastic saleswomen, and women who from a cultural standpoint are a real credit to our industry."



Miss Ethel Volk

The May Co., Cleveland



Miss Katherine M. Slawik

Manager Department of Cassaday Drug Co., Alliance, O. to take into consideration on the negative side, and in this connection the words of a promi-

We have a
Splendid
Proposition for
Live Dealers

Delpheon

the
Incomparable

Six Models
Retailing from
\$75 to \$175

DELPHÉON SALES COMPANY

Distributors
25 CHURCH STREET, NEW YORK
Telephone—Cortland 4744




Domestic

TALKING MACHINES

If you are looking for a product that is mechanically correct and gives the proper musical tone, you should handle the new Domestic.

There is an appropriate model for every purpose, each possessing distinct characteristics and all exhibiting—

The Standard for Musical Tone

Let us send you a sample line.

Domestic

BLUE RECORDS

If you are looking for quality records that exhibit the artistic, the beautiful, the unusual, records that are true to life, you will be pleased with the Domestic Blue Records. You will find the exceptional tone quality that is so frequently lacking in mechanical reproduction.

As wholesale distributors for Domestic products, we are prepared to give dealers quick and efficient service.

CARSON PIRIE SCOTT & CO.

Adams and Franklin Streets

CHICAGO, ILL.

Quit worrying about window trimming; local advertising, bill boards, store equipment, fixtures and color schemes—the Columbia Dealer Service Department attends to these. Columbia dealers spend their time selling goods and taking in profits.

Columbia Graphophone Co.
Woolworth Building, New York



RALPH W. KNOX IN NEW POST

Appointed Advertising Manager of Columbia Graphophone Co.—Has Had Wide Experience in Sales and Promotion Work in Many Lines

Ralph W. Knox has been appointed advertising manager of the Columbia Graphophone Co., succeeding Edward M. Baker.

He comes to this office from the important position of assistant general advertising manager of the American Chicle Co., where he has had a record of unqualified success. That firm was loath to give him up but did so in the most



Ralph W. Knox

cordial spirit when the opportunities for his greater development with the Columbia Graphophone Co. were put before them. He has been released to take up his work with Columbia on December 1.

For some years Mr. Knox has been known by the men with whom he has worked as "Service Knox," due to his indefatigable work, because he is absolutely square and because he stands ace high with his associates and particularly with the salesmen of the organization which he has served.

Though still a young man he has had a varied, interesting and constructive career and his rapid series of promotions and his increasing and pronounced success in mercantile circles has made some people wonder what was back of it all.

Talking to one of his former employers recently the writer said: "Can you tell me what has made this man Knox come so rapidly?"

The answer was quick and definite. He said: "Sure I can tell you. He has the ability to sell advertising to salesmen so that they can go out and absolutely resell it to the dealer. I wish you could have seen him in our sales convention last winter. He talked on advertising to the

salesmen for an hour every day of the convention and every word that he uttered was to the point and the men rose to it. It is that kind of work that has put Knox where he is to-day with our sales force. He is giving them the right support from the inside."

While not experienced in the details of the talking machine industry yet Mr. Knox is a man who can and will quickly absorb them. He is of the type that works day and night and is never satisfied until he has mastered the problem at hand. His personality is pleasing and he is grounded absolutely in the fundamentals of good advertising and good merchandising, which he insists must go hand in hand to be successful.

Mr. Knox was brought up in a small town in New England and originally worked as a clerk in a drug store. Realizing the limitations of country town business life he started out for a big city and landed in St. Louis at the time of the World's Fair and secured a position with the Fairbanks Co., makers of gas engines. From a small job as office boy he grew to salesman and then to an executive position directing the salesmen. From then Mr. Knox went to the sales department of the Loose-Wiles Biscuit Co. at Boston, and after two years in that office he was transferred to the Kansas City headquarters of that company, where he had direction of the sales promotion, the selling agencies as well as the advertising in that territory. In this position he directed the sales promotion of more than 800 salesmen. He was active in the Advertising Club of Kansas City and was of-

fered its presidency, but about this time he was called to be assistant to the sales and advertising department of the American Chicle Co., of New York, which position he filled with credit until George W. Hopkins, general sales manager of the Columbia Graphophone Co., secured him for the position of advertising manager, where, it is expected, he will give even a better account of himself than he has ever done before, because of the greater opportunities offered.

TAX BILL USED BY SWINDLER

Impostor in Denver Collecting War Tax From Owners of Musical Instruments

A report from Denver, Colo., indicates that swindlers have already seized upon the War Revenue Bill to victimize owners of player-pianos and talking machines. An impostor in that city has been making a house-to-house canvass. He represented himself as an agent of the Internal Revenue Department and proceeded to collect 3 per cent of the purchase price of pianos or musical instruments. To the skeptical ones he displayed a copy of the law with paragraphs regarding musical instruments plainly marked. The local Internal Revenue officer has issued a warning against the swindler.

Alfred W. Fuchs, retail jeweler at 1403 Green Bay avenue, Milwaukee, Wis., is a new Brunswick phonograph dealer in the north side business district of Milwaukee.



SCHUBERT PHONOGRAPH



A "couple" of advantages that clinch competitive sales for SCHUBERT dealers:

Other standard makes of talking machines cannot play the different makes of disc records without an extra attachment.

The SCHUBERT plays all makes of disc records without attachments of any kind, and plays them better than even the machines for which they are named.

Ask any competitor to play a piano record. The SCHUBERT is the only phonograph that can really play a piano record so that you know it is a piano, and not sound like a harp or banjo.

FIVE MODELS, \$60 to \$200

Other advantages are local newspaper campaign; dealer's attractive window display signs and other advertising matter for mailing.

Full particulars on request.



The BELL TALKING MACHINE CORPORATION

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

Factory, 1 to 7 West 139th St.

LOCAL TERRITORIAL DISTRIBUTORS

Schubert Phonograph Distributing Co., 308 Lyceum Bldg., Pittsburgh, Pa.

J. A. Ryan, 3231 Troost Ave., Kansas City, Mo.

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



The Starr

UNDERLYING the design and construction of all musical instruments lie certain fundamental laws, mastery of which is achieved solely with maturity of experience. To seek the evolution of any musical instrument with but limited knowledge of these laws and their devious applications is but to toss from wave to wave upon the sea of Experiment.

Before the Starr Phonograph came into being, nearly five decades of evolving the world's highest quality pianos had ripened the understanding of basic music laws in the vast Starr workshops.

That is the reason the Starr's "Singing Throat" and Sounding Board Horn, the tone chambers, are made of well-seasoned Silver Grain Spruce. Hence the "Difference in the Tone." From scientifically constructed Sound Box to a beautiful piano finish the Starr has been created a masterpiece and has attained distinction of leadership with which the maturity of Starr musical knowledge could not help but endow.

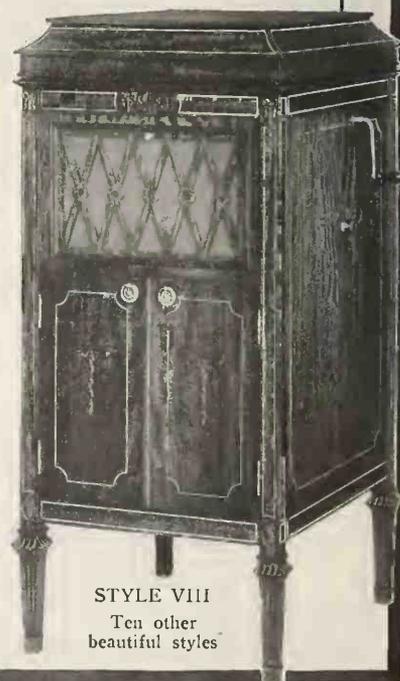
The Starr Piano Co.

Established 1872

RICHMOND,

INDIANA

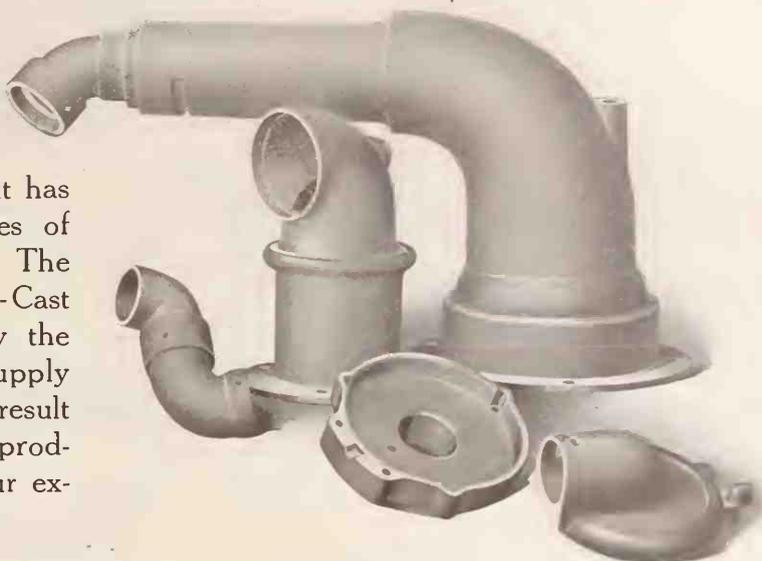
Branches, distributors and dealers almost everywhere



STYLE VIII
Ten other
beautiful styles

DOEHLER DIE-CASTINGS

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



DOEHLER DIE-CASTING CO.

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

SALES OFFICES

CHICAGO
4414 No. Campbell Ave.

DETROIT
914 Ford Building

ROCHESTER
159 St. Paul Street

BOSTON
723 Oliver Building

TO INAUGURATE IMPORTANT LECTURES ON MUSIC

Thos. A. Edison, Inc., Completes Plans Whereby Lectures, Delivered by Staff Lecturers in Schools, Will Be Illustrated by Reproductions on the New Edison Phonograph

The latest constructive move of Thos. A. Edison, Inc., Orange, N. J., takes the form of educational illustrated lectures on music. These lectures are especially designed for presentation

in this way the lecturers are able to bring out the various points they wish to make by other means than mere word-pictures, the New Edison supplying concrete illustrations. The use of the New Edison will also do away with the cut and dried atmosphere that so often prevails where educational lectures are given.

The actual delivering of the New Edison lectures on music has been entrusted to cultured women taken from leading musical conservatories. Their bookings will be made in conjunction with the Edison jobbers on much the same basis as the now famous Edison tone tests are booked.

The lectures will be offered exclusively for the benefit of educational institutions. The proceeds from the tickets of admission that are to be sold by the school will provide funds for the purchase of a New Edison for the school. It is not, however, obligatory for the school authorities to invest the receipts from the lectures in a New Edison, for they can purchase any make of instrument they desire.

A generous supply of advertising matter, including hangers, programs, etc., will be furnished to dealers as a promotion stimulus for the success of the lectures. In a descriptive art folder issued by Thos. A. Edison, Inc., explanatory of the new lectures the following interesting details appear:

"These lectures are presented by graduates of prominent conservatories of music in this country, including the New England Conservatory of Music, Boston, Mass.; the Peabody Institute of Baltimore, Md.; the Institute of Musical Art, New York.

"The subjects are covered correctly and thoroughly. The early lives of the composers, the conditions and environment which influenced their artistic development, are clearly described. Their music (and, in the case of Verdi, the music

of his various so-called periods) is analyzed in a thoroughly interesting manner.

"Both lectures are profusely illustrated by properly grouped selections from their works. The selections are rendered by Miss Anna Case, Madame Marie Rappold, Karl Jörn and Arthur Middleton, of the Metropolitan Opera Co.; Miss Alice Verlet, the wonderful Belgian coloratura soprano; Guido Ciccolini, the young Continental tenor, and other sterling artists whose renditions are literally re-created by Thomas A. Edison's new musical art.

"The lectures will be presented only in educational institutions and for the purpose of establishing funds for the promulgation of musical knowledge and appreciation by means of the New Edison."

ATTRACTIVE PATHE ADVERTISEMENT

The Pathé Frères Phonograph Co., Brooklyn, N. Y., carried a very attractive full page advertisement in the November 17th issue of the Saturday Evening Post. This page presented a striking illustration of the Pathephone No. 175, together with an enlarged reproduction of the famous Pathé Sapphire Ball. Tone was the basis of discussion in the text, and the advertisement as a whole was one of the most effective pieces of copy that has yet been used in Pathé national advertising.

DEALERS EVERYWHERE ARE SELLING QUANTITIES OF OUR

HANA LEI BANJUKES

(Ukuleles in Banjo Form)

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

The Banjuka Will Be the Biggest Holiday Seller in the Musical Instrument Line.

SHERMAN, CLAY & CO.
Sole Manufacturers

163 Kearny Street San Francisco

EDUCATIONAL

ILLUSTRATED LECTURES



GIUSEPPI VERDI

The Man and His Music

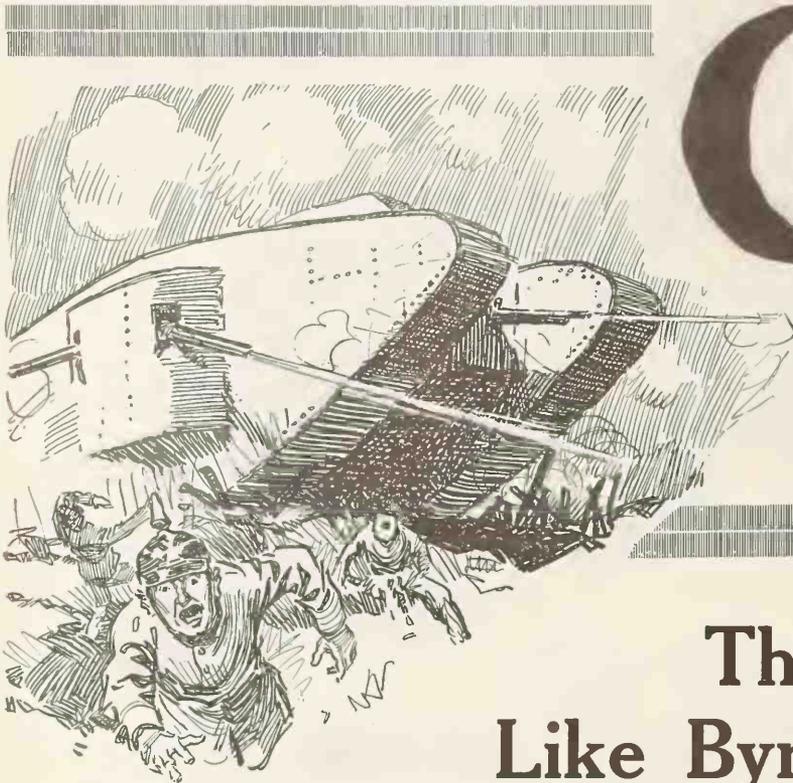
GIACOMO PUCCINI

His Operas



Cover Page of New Edison Lectures in the schools and colleges throughout the country, and aim to familiarize students in an authoritative way with the master composers.

A competent authority has written for the Edison Co. two excellent lectures, one on Giuseppe Verdi and his works, and the other on Giacomo Puccini and his compositions. The lectures are fully illustrated by Edison re-crea-



Columbia Gram

There's a Bang Like Byng's in These 8 Columbia Mid-Month Records

IT'S the big heart of Free America, throbbing to march time. It's the newest, truest, staunchest voicing of the spirit that's sending a million Yankee lads across the sea.

Sell? It'll sell and sell **BIG!** It'll keep you busy wiring for more. Its name is "LONG BOY," and it heads the Columbia Mid-Month List. Turning it over, you'll find "I Don't Want to Get Well." You couldn't beat this pair—the cards aren't in the deck.

"Life in a Trench in Belgium" is straight from the battle line—the real under-fire, over-the-top feelings of the men at the front, told in the words and the voice of one who has been there.

Then those two new dance records by Earl Fuller's Rector Novelty Orchestra—a pair of corking marches—two concert favorites by the New York Philharmonic—and three other **PICKED WINNERS.**

Eight big chances to do big business! Push them right, and they'll give you a Merry Christmas with reindeer, chimes and a stocking full of coin.

We aren't a bit surprised at the way orders are pouring in!

- | | | | |
|------------------------|--|---------------------------|---|
| A2409
10-in.
75c | (LONG BOY. Byron G. Harlan and Peerless Quartette.
(I DON'T WANT TO GET WELL. Arthur Fields. | A2402
10-in.
75c | CHRISTMAS MORNING AT CLANCY'S. Steve Porter and Ada Jones.
HIP, HI GALOP. Prince's Band. |
| A2410
10-in.
75c | LIFE IN A TRENCH IN BELGIUM—Part 1. Lieut. Gitz Rice and Henry Burr.
LIFE IN A TRENCH IN BELGIUM—Part 2. Lieut. Gitz Rice and Henry Burr. | A2403
10-in.
75c | IDA! SWEET AS APPLE CIDER (Fox-trot). Earl Fuller's Rector Novelty Orchestra.
MORE CANDY (One-step). Earl Fuller's Rector Novelty Orchestra. |
| A2399
10-in.
75c | I'M CRAZY OVER EVERY GIRL IN FRANCE. Avon Comedy Four.
WE'RE GOING OVER. Peerless Quartette. | A2398
10-in.
75c | NAVAL RESERVE MARCH. Introducing Blue Ridge. Prince's Band.
JACK TAR MARCH. Prince's Band. |
| A2408
10-in.
75c | SOMEWHERE IN FRANCE (Is the Lily). Henry Burr.
WHEN THE GREAT RED DAWN IS SHINING. Charles Harrison. | A5998
12-in.
\$1.50 | LARGO FROM NEW WORLD SYMPHONY. Philharmonic Orchestra of New York.
MARCHE MILITAIRE FROM "SUITE ALGERIENNE." Philharmonic Orchestra of New York. |



COLUMBIA GR
No. 20

COLUMBIA GRAPHO
Woolworth Building

Columbia Grafonola



Under the Spreading Christmas Tree the Grafonola Stands

ON Christmas morning, the Columbia Grafonola 200 is going to stand under many a gift-laden tree. And the more of them that come from your shop, the merrier a Christmas it will be for you.

Beautiful and artistic in design, clear and brilliant in tone, this superb model of the Columbia Grafonola is always a good seller. But now, during the holiday season, there are unusual opportunities to push it.

Impress upon your prospects that the Grafonola is the Christmas gift *de-luxe*, and the one gift which gives lasting joy not only to the recipient, but to all the family and its friends.

Display the Grafonola 200 prominently in your window, with appropriate Christmas reminders. Feature it in your holiday advertising. Invite people to come in and see it, examine it, play it themselves, learn its splendid tone and incomparably smooth mechanism.

They will want it, when they have become acquainted with it. And when they WANT it, they're ready to buy.

Grafonola

COLUMBIA
GRAPHOPHON COMPANY
New York

EXPANDING ITS ACTIVITIES

The Stern Talking Machine Corp. of San Francisco Have Opened a Store in Richmond and Also in Oakland in Central Quarters, Where They Are Building Up an Exceedingly Large Trade in Imperial Talking Machines

SAN FRANCISCO, CAL., December 3.—The Stern Talking Machine Corp. of this city, Pacific Coast distributors for the products of the Imperial Talking Machine Co., Wilmington, Del., has been achieving remarkable success with this line of talking machines and records. The company has been expanding and extending its activities on different sections of the Coast, and according to its present plans will have greatly increased facilities for distribution in 1918.

In August the company opened a store at Richmond, Cal., which proved such an emphatic success that it was decided to form a new company to handle this business under the name of the Stern Talking Machine Co. of Richmond, the capitalization being \$25,000.

The company has also secured a very fine location in Oakland at No. 1432 San Pablo avenue, and this store is being operated as a subsidiary company to the main office in San Francisco. The prospects for Oakland business are excellent, as the Stern Talking Machine Corp. has 500 accounts in that city despite the fact that it did not have a store there previously.

In a recent chat with The World Frederick Stern, president of the company, stated that he is now negotiating for a store in Los Angeles, Cal., and expects to be able to open this establishment shortly after the first of the year. A subsidiary company will also be organized to handle the Los Angeles business with a capital of \$100,000.

It is the further intention of the company to open many stores throughout the entire Pacific Coast, as fast as they find it consistent with their policy. All of these stores will be operated as exclusive talking machine establishments and the Imperial line will be featured.

NUGGETS OF WISDOM

For the Salesman, Dealer and Jobber—Little Acorns of Thought Which, if Properly Cultivated, May Grow to Be Tall Oaks of Success

Slipshod management begets slipshod help; and carelessness, even in the smallest details, is never unnoticed by the employer.

Never wink at the overcharging of a customer. Reprove a clerk as quickly for an error in your favor as for one in favor of the customer.

No engagement is so unimportant as not to be worth punctuality. Be on hand when you agree to be and you can demand punctuality in others.

The successful man to-day is the practical man. If you are not already familiar with the working side of your business, begin the study of it now.

It will pay any man, no matter how big his store, to see as many customers personally as his time will allow. People like to do business with the head of the concern.

No arrogant man shall pass through the portals of Mercantile Success. He who is an arrogant employer shall have servile employees. What a prize combination for repelling trade!

If you expect your sales force to be enthusiastic about the store and the business, see that you give them some reason to be. Nothing will starve to death much quicker than enthusiasm.

Cultivate the idea of faith in your own ability to sell. Have quiet confidence, but no cheek of the brassy kind.

A WINDOW TIP WORTH NOTING

The outside of the store windows may be made speaking mediums by the use of whitening signs shaded with ultra marine blue, or vice versa. Whitening washes off very easily; and while ultra marine blue comes off easily it will stand a rainstorm and not run; but the lettering must be well done, and so that it does not hide the contents of the display made in the window.

PLATT MUSIC CO.'S NEW HOME

Most Attractively Arranged and Beautifully Equipped in Every Way

LOS ANGELES, CAL., December 2.—One of the finest music establishments in this section of the State is the new home of the Platt Music Co. in



Partial View of New Home of Platt Co.

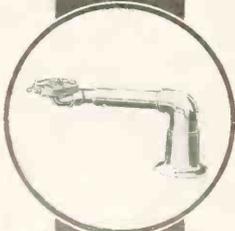
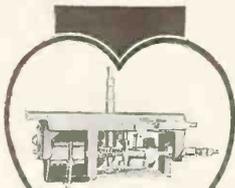
this city. The company only recently moved into these warerooms, and visitors to Los Angeles have referred to this store as representative of the most up-to-date ideas in retail store decorations and furnishings.

The Platt Music Co. handles the Columbia line exclusively in its talking machine department, and these products are displayed to excellent advantage in the company's new home. Columbia Grafonolas are popular in this territory, and the Platt Music Co. has ample facilities to handle the steadily growing requirements of its clientele.

THE VALUE OF CONCENTRATION

Practical efficiency in business means knowing the value of routine. Get your work done with the least possible amount of work and trouble. Don't jump from one thing to another. Don't "make motions." Know what you are trying to accomplish and clear the path toward it with quiet efficiency.

Here's the Trio of Quality



Made in Dayton, where quality of work has earned the name, "The City of Precision." Used wherever discriminating manufacturers want to produce the best talking machines.

This trio is the response of the best engineering talent and the most skilled workmanship to the imperative demand of the manufacturer for "something better." The motor, the tone arm and the sound box each embodies the utmost that science, research and skill can put into it.

Combined, they make a wonderful business builder for the manufacturers who realize that satisfaction to the customer is the basis of success. The enthusiastic commendation of thousands is their best endorsement.



The Dayton Motor

Two styles. Four sizes. Absolutely noiseless, great power, best workmanship. An answer to the demand for "something better." You will appreciate its excellence when you see one at work.

The Dayton Tone Arm

Universal. Will play any record. Special metal that will not ring. Finished in silver or gold. Every nicety of scientific design and correct principle conserved by exactness in building. Five styles.

The Dayton Sound Box

Two styles. The construction of a correct sound box involves certain acoustic properties that reach their highest development in the Dayton. Its perfect tonal quality is remarkable.

These parts represent a great advance in working qualities, tone production and durability. Their use will stamp the quality mark upon your products, bring you more business, and satisfy the most exacting customers.

Consequently They Are Business Winners

Let us prove this by sending you our catalog, with description of the factory, its methods, and its products. Write for it to-day.

The Thomas Manufacturing Co.

322 Bolt Street : : : : DAYTON, OHIO

Do Salesmen and Dealers Appreciate the Opportunities in Exploiting the Period Styles?

Within the last year or so the trade has witnessed the placing on the market of talking machines and phonographs in period styles, machines encased in cabinets wonderful for their elaborateness and faithfulness of detail, and listed at prices ranging into thousands of dollars. It is the logical development of the industry. The companies have, in the past, quite properly devoted themselves to improvements in the mechanical and musical features of their product and for the nonce were contented with standard types of cabinets familiar to thousands, or rather millions, of homes all over the world.

When it came time for the introduction of period styles, however, the matter was gone into with a thoroughness that is characteristic of the trade. There has been nothing haphazard about it. The development has been along definite lines, and although certain of the styles introduced are open to criticism, from a purely decorative standpoint, for the most part they conform with great faithfulness to the period represented and offer some wonderful sales opportunities to the talking machine retailers.

There is an element even among our democratic Americans that demands exclusiveness in the things they buy and are perfectly able to pay generously for it. In other words, the demand is for the product and not the price. This element has naturally been compelled to recognize the musical standing of the talking machine as has every other class in America, but with that recognition has come the knowledge that to purchase a talking machine they must accept a cabinet the counterpart of which is to be found in thousands of other homes. Moreover, from the dealers' viewpoint there is a maximum amount that could legitimately be asked for a machine and that was limited to a few hundred dollars.

The introduction of the period styles has changed all this. It gives to the lover of the exclusive the particular style of machine cabinet that will harmonize most perfectly with the other furnishings of a particular room, or meet the customer's individual ideas and tastes in the matter of period furniture. For the dealer's part, it increases his sales possibilities from hundreds of dollars into thousands, and enables him to approach high-class trade with a new argument.

Opportunities for Retailer or Salesman

The question now is, does the average retailer, or salesman, appreciate fully the opportunities that lie before him in the exploitation of the period styles? There are perhaps some whose stores are located in sections where period furniture is an unknown factor, and where price is the main consideration. To some of these perhaps this new opportunity is not open. The great majority of talking machine dealers, however, have somewhere in their territory prospects to whom these elaborate models should appeal.

In the past the chief requisites of a good talking machine salesman was a knowledge of the mechanical features of his instruments, and also a knowledge of the record catalogs. If he could emphasize the superior mechanical qualities of the product he was selling, and talk more or less intelligently on music, and at the same time select suitable records from his stock with promptness and dispatch, he was considered a good man. He needn't worry about the cabinet. The customer could see that. Now something else is demanded if the salesman is to make the most of his opportunity, and that is a thorough understanding of the period design and what it means.

The Subject Is an Interesting One

The salesman who takes up seriously the study of period furniture design and its application

to present-day products will find that he has launched into a most interesting subject, and the writer speaks from experience when he says that there is hardly a study that is more rich in infinite variety or that is closer linked with the important events of the world's history than the decorative arts. The student of decoration is really a student of history, and will find that all the great political changes of history, the upheaval of empires, the overthrow of old rulers and the installation of new ones, are all faithfully marked by the changes in decorative forms. This can be no better illustrated than in the case of the French styles. The early French styles, for instance, followed closely along the lines of the Gothic, and this in itself reflected the close alliance of Church and State at that time. With Church and State practically one at that time, it was but natural that decorative arts followed those found in Church architecture, and even to this day the Gothic is the Church architecture.

With the coming of Catharine de Medici to France as the wife of Henry II, she brought with her followers from Italy a love for the Italian art and mannerisms, and this influence of the queen is quite evident in the furniture and architectural designs of the period, just prior to 1589, known as the Renaissance. As the rulers of France came and went, with their particular ideas and fancies, so changed the decorative styles with equal regularity.

The Noblest Period of French Decorative Art

Leading up to the reign of Louis XIV we find the first of the styles that may be considered as the modern, or at least one of the styles most familiar to present-day people, and the Louis XIV period is accepted without question as the noblest period of French decorative art. The chief decorative developments of the period were from 1660 to 1683 and were carried out largely under the direction of Le Brun, a court favorite who followed closely the king's ideas in such matters. The period was marked by a large introduction of curves and a further departure from the classic Greek. It likewise got away finally from the Church influence, and the vast amount of ornamentations found in the designs of the period reflects the wealth and prosperity that prevailed in France at that particular time.

With the death of Louis XIV and the ascension of Louis XV, passing over the brief period of the regency, we find the Court of France given over to extravagances and excesses, with the king surrounded by Madame Pompadour, Madame DuBarry and the other notorious women of the court. This tendency, too, is reflected in the arts. Louis XV is the period of the Rococo, Rococo being practically elaboration without regularity, and developing in its later days so that it represented more or less of a riot in ornamentation, with no two curves balancing.

The Tendency Toward Simplicity

A reaction came with the accession of Louis XVI. The rulers of France became duly cognizant of the fact that their extravagances and excesses had driven the public to the verge of revolution, and from the point of extravagance endeavored to revert to extreme simplicity in one move. The intention was good, but the results were more or less ludicrous.

This tendency towards simplicity was more thoroughly set forth in decorative arts than in the accomplishments of the court and the ladies thereof. The Louis XVI style, therefore, will be found full of floral effects, beautifully and elaborately designed, but delightfully simple as to motif. The effect of the floral designs was added to by the liberal use of ribbons and bow knots, and throughout the period there is even a desire to reflect nature as far as possible, and forsake the artificial. The coming of the Reign of Terror and the guillotining of Louis XVI marked the end of the period.

Then came the Directoire with another reaction. The practical abandonment of religion and the substitution of woman as a figure to be worshipped. The French figure of Liberty—the woman with body draped in white and flowing hair covered with a Liberty cap—typifies the brief period of the Directoire, and a glance at the reproduction of the Directoire style will show that the female figure in one form or another acts as the basis of the motif. Incidentally the Directoire period brought a partial re-adoption of the classic style, with its palm leaves, its medallions, its frieze and its garlands. The classic was further developed during the period of the Empire. 1804-1814 ended what is now known and accepted as the style of the Empire Period, distinctly Roman and Grecian in its tendencies, emblematic of the great empires of centuries before.

The English Styles an Interesting Study

The English styles will be found equally interesting in their study, although they reflect the more or less peaceful conditions that prevailed in Great Britain. The British periods are particularly notable for the attention paid to furniture design, and perhaps there is nothing that fits better into the American home to-day than reproductions of the works of Hepplewhite, the Adam brothers, Sheraton or Chippendale. As a matter of fact, the furniture art of the Georgian Period is the basis of what is known as our Colonial style.

Why the Salesman Should Be Well Informed

To sell successfully talking machines in period design the salesman need not necessarily know the history of the nations represented in the styles, but he must know the period styles he is selling, their relation to other styles, and how they will fit into rooms furnished in a certain particular period. After exhausting his musical and mechanical arguments and seeking to make a maximum sale, he must be able to speak with some authority on the decorative treatment of the cabinet he is offering. He must be able to point out its faithfulness to the design of the period, and know what he is talking about. He will find that in getting an education in period furniture he will unconsciously absorb a liberal education in European history.

The libraries of the country are rich in works of decorative art. There are magazines published devoted exclusively to that line. The opportunities for study are there. It rests with the salesman whether he will take those opportunities and fit himself to take full advantage of the field offered him by the period cabinets.

Life is filled with compensations. Yet the man who is learning to play the cornet never lives in the middle of a ten-acre lot.

Talking Machine Hardware

We manufacture hardware for all styles of cabinets

Lid Supports	Door Catches	Sockets
Needle Cups	Sliding Casters	Tone Rods
Needle Rests	Continuous Hinges	Knobs, etc.

BEST QUALITY

LOWEST PRICES

WEBER-KNAPP COMPANY - - Jamestown, N. Y.

THE TRADE IN BOSTON AND NEW ENGLAND

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

BOSTON, MASS., December 5.—The various drives for first one war fund and then another has had some effect on the talking machine business, as it has on other departments of commercial activity. Immediately following the last Liberty Loan campaign there was a temporary slump and conditions were only fair. In the last week in November things began to "pick up," and the two days before Thanksgiving were banner days with almost all the local establishments. The comparatively near proximity of Camp Devens at Ayer to Boston has played a con-



Talking machine on Army Truck Providing Recreation for Soldiers at Cantonment

spicuous part in business and if one doubts the popularity of the Victor, Columbia, Edison and other outfits he has only to pay a visit to Camp Devens to be convinced that talking machines are serving a valuable and serious purpose in camp life. A machine and a gift of records are hailed with great delight by individuals or groups of men, as Vernon Stiles, the noted tenor, whose picture was shown in last month's issue of *The World*, is performing a most praiseworthy part in advancing the cause of music at the camp acting as he does co-operatively with the machines.

Mr. Stiles is about to go to the Columbia laboratories in New York City with a contingent of men to make records, which will not only include the recording of camp songs but a general vocal retrospect of camp life including military orders, army cheers and other features that can complete the picture of life in the cantonments. Stiles in a recent letter to Manager Arthur Erisman, of the Grafonola Co. of New England, most heartily praises the introduction of machines into the camp and advocating their wider use.

Another way in which the talking machine may be used to especial advantage is in preserving the records of some dear son's voice which may be sent to mother, wife or sweet-

heart. According to the present plans as outlined in Boston every Y. M. C. A. and Knights of Columbus hut at the front is to be equipped with a dictaphone into which a soldier can dictate a message to the loved ones at home. When this is done the record is to be sealed and sent to the one to whom it is addressed in this country.

The Grafonola in the Trenches

Apropos of machines in army life Manager Erisman told your correspondent to-day of a story that had just reached him that shows a new use to which a machine can be put at the front. Some time ago a small Columbia was purchased from his establishment and sent to France. A group of Allied fighters bethought themselves of the brilliant idea of putting on the "Marseillaise" as a record and placing the machine in one of the front trenches in No Man's Land. This was successfully done and the machine was started. The sound of the French National hymn so hated by the enemy angered them so that a quartet of Germans started to capture the machine. As soon as one got near, he was popped off. In this way three were got rid of; but the fourth man was successful in capturing the machine; now it is somewhere on the other side of the lines in the hands of the Germans.

Active Steinert Business

Between its two splendidly equipped warehouses the M. Steinert & Sons Co. is able to produce some excellent business this fall, and the indications are good for a very creditable holiday trade. Robert Steinert, the third son of the able head of the house, now makes his headquarters at the Arch street store, and has general supervision of the Victor business of the company. In both departments there is a most capable staff of men and women who are intelligently familiar with the business, which means that they can meet customers with a better degree of success than otherwise could be the case. The Arch street store, which is more adapted to meet the needs of business men, being located in the down-town section, is making quite a name for itself because of its two artistic windows which at this season have a unique and catchy display.

Many New Sonora Dealers

The Sonora Phonograph Corp., through its local headquarters, of which Richard Nelson is manager, is becoming especially active in Rhode

Island, and many new dealers have become converts to the merits of this machine. In Providence the Tilton-Thurber Co., one of the large and elegant stores of that city, has taken on the Sonoras which it will carry together with the Victor line. In Woonsocket the Rose Music Store is to carry the Sonora and the Westerly Furniture Co. in Westerly is still another which will make a feature of these machines. In Worcester, this State, Manager Nelson has opened an account with the American Supply Co., and here in Boston both the A. McArthur Co. and Frank Ferdinand have contracted to carry them. Business with the Boston offices of the Sonora is making an exceedingly gratifying showing.

Handling Holiday Demands Under Difficulties

The Eastern Talking Machine Co. in Tremont street, which is among the largest Victor dealers in the city, has found the demand for goods quite as large as could be expected considering the conditions. W. J. Fitzgerald, the wholesale manager, is experiencing some difficulty in finding enough reliable help to assist in the establishment and for this reason he and his staff are working getting out holiday orders under difficulties. Letters have lately been received from Ed. Welch and Jerry Spillane, who are in service in France, and they write that they are well and working hard.

New Members of Vocalion Co. Staff

R. S. Hibshman, manager of the Aeolian-Vocalion Co. in Boylston street, says he has no fault to find with business and the few days before Thanksgiving there was a surprisingly large call for goods. Three new men whom Manager Hibshman has lately added to his staff are C. C. Westervelt, A. E. Russell and H. M. Reynolds, all of them proving thus far to be good business getters. The large show window of this Aeolian-Vocalion establishment is always artistically decorated with flowering plants and ferns, which attract passers-by.

Columbia Officials Visit the Hub

Manager Mann of the Columbia Co. makes a most encouraging report of business. He says that dealers who had early laid in large stocks of Columbia goods are finding themselves running low. A local visitor to Manager Mann some days ago was F. K. Pennington, the Columbia's assistant general sales manager. Manager Mann was fortunate enough to be able to provide for him a dinner ticket on the occasion

Eastern Victor Service

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

EASTERN TALKING MACHINE CO.

177 TREMONT STREET

BOSTON, MASS.

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

of the Pilgrim Publicity Association's recent banquet at the Boston City Club when the special guest was the now famous Editor of the Providence Journal, who told a large audience something about the German spy system and the nefarious work of the Germans in plotting against this Government. Another guest here was General Sales Manager George W. Hopkins, who came to Boston to spend Thanksgiving at his large farm at Concord, Mass. Manager Mann is looking for R. F. Bolton, the company's district manager for New York and New England, who is due here shortly.

H. L. Royer Supplying the Soldiers

Herbert L. Royer, in his new location in Kingston street, just around the corner from Summer street, is doing a good Victor business at this time. Outside his store hangs an electric sign calling attention to the warerooms, which have several booths, and which are artistically decorated and conveniently arranged. Mr. Royer has lately sent a consignment of goods to the Charlestown Navy Yard, and to some of the forts down Boston Harbor, and he is planning to entertain the boys at Commonwealth Pier, where there is a large number of jackies.

To Manage Shaw Co. Department

Harry Anderson, lately with Rosen's Talking Machine Shop in School street, has accepted the managership of the Columbia department of the G. W. Shaw Co. at Quincy. Anderson is a keen, alert young man, with good business judgment, and should make a success in his new undertaking.

Emerson Dealers Appreciate Service

From what one learns hereabouts the Emerson dealers are deeply appreciative of the service that has been rendered them by the local headquarters, of which Oscar W. Ray is the able manager. Manager Ray has convenient quarters in the Little building, and the new location is proving highly advantageous so far as being centrally located. Anticipating a rush, especially with the approach of the holidays, Manager Ray laid in a large stock of records and in this way the local dealers have been able to fill emergency orders very satisfactorily. The Emerson records have become especially popular at the cantonments, and there are good supplies at Camp Devens at Ayer which have been furnished by near-by dealers.

Wallace Currier Goes to Toledo

Wallace Currier, who lately had been conducting an Edison shop in Portland, Me., following an association with Victor interests in Boston, has gone to Toledo, O., where he has charge of the Victor department in the Lyons

Store, a large department establishment in that city. Wallace Currier is the son of Mason P. Currier, the hustling manager of the retail department of Chickering & Sons.

Manager Winkelman's Fine Quarters

Manager Henry Winkelman has been receiving many congratulations from his friends since he has got settled in his new quarters in the

Joins the C. C. Harvey Co. Staff

The C. C. Harvey Co.'s Victor and Edison department has acquired the services of a new man, Raymond Alden, who formerly was with F. C. Henderson in his chain of talking machine stores. Manager White of the department reports a consignment of a Victrola outfit with a large number of records was recently shipped

**Oliver Ditson Co.'s New Retail Talking Machine Department**

Oliver Ditson Co.'s most handsome building. The quarters are among the most exquisite of any Victor warerooms in the city and the visitors are privileged to enjoy listening to the latest records or to try out a new machine under the most luxurious conditions. Manager Winkelman is happy over the good showing that his department is to make for the current year, November having been a particularly good month.

Harry Parker Appointed Manager

Harry Parker has just been appointed head of the Edison and Victor department of the George Lincoln Parker warerooms in the Colonial building. Mr. Parker, who succeeds John Alsen, who is now in France with the 101st Engineers, is a brother of the head of the establishment.

from his department to one of the base hospitals in France.

Selling Edison Period Models

The Pardec-Ellenberger Co.'s Boston headquarters is finding a good holiday demand in Edison goods. Manager Silliman reports several sales of the more expensive period models to wealthy households in his New England territory, where they are great additions to artistic homes.

Change in Columbia Distribution

Manager Fred Mann of the Columbia reports that in an effort to promote better service the Springfield branch of the company has been closed and the Western Massachusetts territory hereafter will be served from the Boston headquarters. M. C. Perkins, who was the

(Continued on page 22)

BAGSHAW STEEL NEEDLES

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

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

TRADE IN BOSTON AND NEW ENGLAND

(Continued from page 21)

manager of the Springfield branch, has been brought to Boston, where he is to be assistant manager to Manager Mann, thus succeeding W. S. Parks, who went to Baltimore a month or more ago.

Exhibiting the Sonora Supreme

The large department store of Jordan Marsh Co., whose talking machine department has lately taken on the Sonora in addition to the



Attractive Jordan Marsh Window

Victor line, is exhibiting in its third floor department a handsome \$1,000 Sonora which is attracting much attention. The window display, a picture of which is presented in this issue, has been favorably commented on and it has gone a long way toward arousing an interest in the Sonora proposition.

Reports an Active Business

Charley P. Trundy, who operates a talking machine supply depot at 16 Beach street, reports that business has been quite good when one takes into account the general situation. The reproducer which he has had on the market now for some time is meeting with continued success among the trade.

W. S. Parks Recovers Health

The many Boston friends, and he has them in many other places, will be glad to learn that W. S. Parks, who resigned the assistant managership of the Columbia to accept the management of the Columbia headquarters in Baltimore, has recovered from his illness. Mr. Parks, it seems, had just reached Baltimore when he

was seized with an old trouble which had necessitated his removal to a hospital when he first came to Boston a year or so ago. When he left Boston he was feeling in pretty good shape and it was rather discouraging to be suddenly taken down just as he was about to assume his new duties. It will be recalled that friend Parks carried away with him some wholesome reminders of his popularity among the Boston boys.

Insisted on Enlisting

John Burke, one of the shippers at the Grafonola Co. of New England, was so anxious to enlist that he went to the Charlestown Navy Yard and stayed in line two whole days and a half of a third day before he was accepted for service. Now he is in the ranks of the Navy and ready for duty wherever his country calls.

Lay in Big Holiday Stock

Chester J. Sylvester, manager of the phonograph department of the C. E. Osgood Co., large furniture dealers, found it necessary to lay in a large stock of Victor and Columbia outfits for the holidays, and his business has been very gratifying.

Lansing Booking Good Orders

General war conditions have somewhat handicapped the business of E. H. Lansing, dealer in khaki moving covers, located at 611 Washington street, but despite the situation dealers have been generous in their patronage of his line, and the year's business all told promises to make an excellent showing.

Activity With Chickering & Sons

The Victor business at Chickering & Sons, as well as that in the Edison line, has been keeping up with the general procession, and the well equipped warehouses on the second floor of the Tremont street establishment are well patronized these days.

THE WINNING MAN

Self-directed action, self-governed intelligence, self-satisfied conscience, and here you have a man who will help himself and help others.



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

CELEBRATED 20TH ANNIVERSARY

R. F. Bolton, New York and New England District Manager for Columbia Co., Congratulated

Twenty years of service with one concern is a record that anyone can well be proud of, and R. F. Bolton, New York and New England district manager for the Columbia Graphophone



R. F. Bolton

Co., is well deserving of the congratulations which he received from his many friends in the trade last month. On November 18 Mr. Bolton celebrated his twentieth anniversary with the Columbia Co., and during these many years of service he has won the friendship and esteem of Columbia dealers as well as of his co-workers.

When Mr. Bolton entered the Columbia service twenty years ago he occupied the post of chief accountant of the company's New York branch, which at that time was located at Twenty-seventh street and Broadway. The talking machine industry was in its infancy then, and the Columbia executive offices which were located in the same building comprised two or three rooms. The company's next move was to larger quarters at Liberty street and Broadway, and when the New York branch moved to 83 Chambers street Mr. Bolton was promoted to the position of credit manager. Soon afterwards he was placed in charge of the New York wholesale division when the company occupied a new home at 353 Broadway.

He was next promoted to the management of the New York branch with headquarters at 111 Chambers street, and he also occupied this important post when another move was made to 83 Chambers street, where large and adequate quarters gave the company sufficient room to take care of its fast growing business in this territory.

In November, 1914, Mr. Bolton was appointed district manager of the New York territory, one of the most important positions in the Columbia service. His success in this work was recognized in March of this year when, in addition to the New York territory, he was appointed district manager for New England.

Mr. Bolton's success may be attributed in a considerable measure to the fact that he thoroughly understands every division of the talking machine industry. He knows and appreciates the problems that confront the dealer, and has made it a point to always be at the service of the Columbia clientele. His friends in the industry are legion and they are all looking forward to the celebration of his silver jubilee with the Columbia Co.

STEINERT'S

35 ARCH ST.  BOSTON.

Victor Distributors

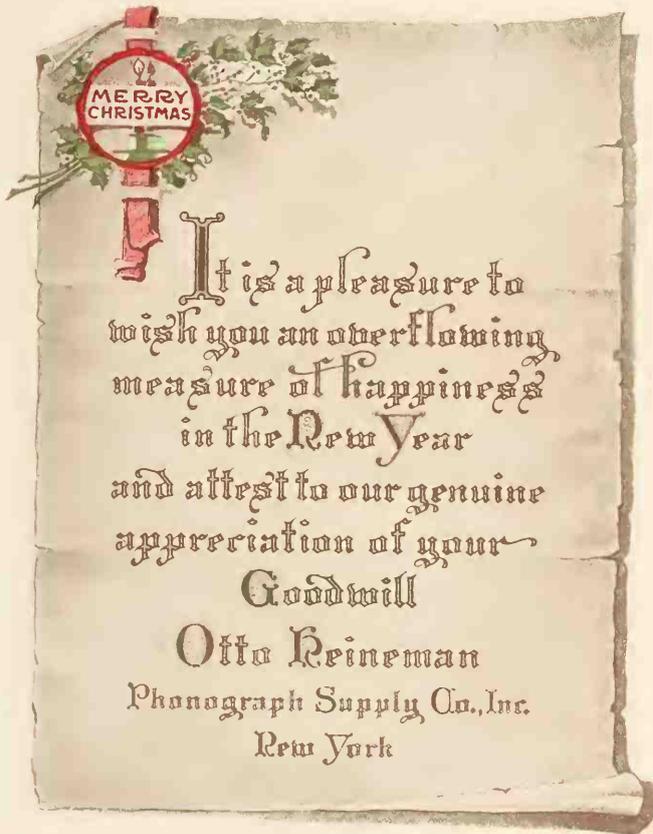
Many talking machine owners are forming their record buying habits now. Be sure they find what they want when they come to your store. Keep your VICTOR record stocks complete.

We can help you for we have

**The Largest and Most
Complete Stock of
Records in New England**

Write, or Telephone Beach 1330

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





NEW ORGANIZATION OF VICTOR DEALERS IN ST. LOUIS

To Incorporate Victor Dealers' Tri-State Association in That City—Officers Elected—Silverstone Opening Delayed—Army and Navy Edison for Soldiers at Scott Field

St. Louis, Mo., December 5.—Steps have been taken to incorporate the Victor Dealers' Tri-State Association, which is planned to include all dealers who obtain their supplies through St. Louis, in other words, the St. Louis trade territory. The preliminary papers say that the object is benevolent, educational and for trade benefit. The charter membership is limited to the chief dealers in St. Louis and suburbs, but the plan is to extend it as rapidly as possible through the territory as soon as the incorporation is complete. The first officers are: President, A. M. Magoon, Kieselhorst Piano Co., St. Louis; secretary, Charles Lippman, Field-Lippman Piano Stores, St. Louis; treasurer, Fred H. Lehman, Lehman Music House, East St. Louis, Ill.; a vice-president is also provided for.

Three directors will complete the board of directors of seven members. The present directors are Val A. Reis, of the Smith-Reis Piano Co., Knapp, of Knapp Bros., Belleville, Ill., and John F. Ditzell, of the Famous & Barr Co.

All of these directors have signed their resignations and placed them with the secretary to be read to the meeting that will be called after the definite plan is laid before the dealers.

"Our plan is to stabilize the Victrola business," said President Magoon, "and to correct some misunderstandings that recently have arisen. Of course, we all realize that the recent turn of events has placed much of the responsibility for the way the Victor business is conducted upon us. Through this organization we hope to maintain the character of the Victor business along the lines which have been so successful in the past. We see many ways in which we can be helpful to each other.

"Also I wish to say that this organization has nothing in common or in opposition to any part of the work of the St. Louis Talking Machine Dealers' Association. There is no suggestion on the part of Victor dealers that the local

association be disbanded or in any way impaired. The association has a distinct line of work before it that the Victor Dealers' Association cannot handle. Rather we might be able to strengthen the work of the local association but our problems will be those of a larger and different territory than that of the local association, which includes all dealers who join and obey the rules, regardless of the kind of machine they sell."

Recently there was considerable confusion among the Victor dealers when one dealer advertised "new prices." Another that "prices will not be advanced," while a third was running a "cut price sale" on what, at careless reading, could be construed as Victor machines but which were not.

The opening of the new warerooms of the Silverstone Music Co. is still in the future. It is probable that the formal opening will not take place until after Christmas, when the proper ceremonies can be staged and people will have time to take notice. It also is probable that the warerooms will be occupied by December 10, but not certain. But the final touches, the decorators say, cannot be expected until Christmas. The opening was announced for November 1.

In the meantime Mr. Silverstone has started his Christmas advertising and he is unwilling to break into this work for an opening.

Two Edison Army and Navy League disc phonographs have been donated by St. Louisans for the soldiers. The first one to go was the personal gift of Mark Silverstone to the men in training at Scott Field, an aviation training camp at Belleville, Ill., a suburb of St. Louis. This gift was made with slight ceremony, Lieut. J. Enright of the camp came to the warerooms of the Silverstone Music Co. to receive the gift on behalf of the aviation students. The photograph showing Lieut. Enright, the machine and Mark Silverstone was taken in the warerooms.

Lieut. Enright was enthusiastic over the gift of the machine. He said that the aviation training camps especially needed the machine as, owing to the transient nature of the population, there was little opportunity to organize a band or orchestra and that music had been found to be one of the very best means of staving off



The Phonograph for Aviation Camp Lieut. Enright (Left), Mark Silverstone (Right) homesickness and discontent. At Scott field, he said, there had been steady efforts to organize for some kind of music, but that there was no provision for equipment and the best that they could do was two trombones, a banjo, two violins and a clarinet. Hardly a desirable layout. As rapidly, he said, as a new man owning an instrument was recruited one of the others would be promoted. The Edison machine, he said, would make them entirely independent of these efforts, but he had noticed that where good talking machine music was supplied it acted as a stimulant on the other efforts.

The second machine will go to the company of the former Fifth Regiment of the Missouri National Guard having the largest proportion of St. Louis men in it. It has been bought by the Lions Club, a business organization. The purse was made up at a recent dinner and at this writing an inquiry is being made as to which company shall receive it.



The Season's Greetings to the entire Talking Machine trade and heartiest good wishes for another year of unparalleled prosperity.

Schmelzer Arms Co.

The Oldest Victor Distributors in the Southwest

KANSAS CITY, MO.

A Cabinet Message for 1918

¶ We thank our patrons for their support and patronage during the past year, for their co-operation and confidence have enabled us to close the biggest year in our history.

¶ Our factories have been oversold in 1917, and, notwithstanding frequent additions and enlargements, our facilities have been taxed to the utmost.

NOW is the time to
place your 1918

CENTURY
ABINET
CONTRACTS

¶ We therefore suggest that you place your orders *now* for the coming year.

¶ CENTURY CABINETS are the standard cabinets of the industry.

¶ Century Cabinets embody quality and attractiveness and the manufacturers using them know that they are furnishing their dealers with the very best selling arguments.

ARRANGE NOW FOR YOUR 1918 CONTRACTS

Century Cabinet Co.

25 West 45th St., New York

Factory: UTICA, N. Y.

*Largest Manufacturers of Talking
Machine Cabinets in the World*

PUBLIC IN BUFFALO BUYING ON A LIBERAL SCALE

Many Talking Machines and Records Being Purchased Both for the Soldiers and for Home Use—Important New Columbia Agencies—Period Models Being Featured—Recent Trade Changes

BUFFALO, N. Y., December 6.—Judging from the marked activity in the local talking machine and record trade during the holidays, Buffalonians are classing this merchandise in the list of essentials, or, popularly speaking, as a war-time necessity. Taking a tip from the Government that American boys in camp, or on ship-board must have music, many people are sending talking machine and records to the young men in the service. Others who believe that patriotism and gloom should never be combined are bringing cheer to their homes through the purchase of machines and records in generous quantities.

"We have just closed a desirable account with Bricka & Enos, a prominent furniture house of this city," said O. M. Kiess, manager of the Buffalo branch of the Columbia Graphophone Co. "This firm has just installed a complete stock of our machines and records for the holiday trade. This house will probably feature our period designs in addition to our regular line, on account of the high position they occupy in the trade. We have opened two other excellent accounts—the Palace Music Shop, of Rochester, and the De Voy Music Co., of Syracuse. A fourth of the same kind is the Verbeck Musial Sales Co., of Buffalo. The fact that this last-named firm was able to secure the Columbia line caused them to open a branch store in Genesee street, this city. We are going into December with a pretty fair stock of machines. We have just issued a last call to dealers to place holiday orders for No. 75 and No. 85 Grafonolas, having received several carloads of these models from our factories. This will probably be the last big shipment we will receive before January 1. The dealers appreciate our new plan to issue a weekly stock sheet, showing all the Grafonolas in our warehouse. In this way they know exactly what types and finishes they can get for immediate shipment."

William H. Daniels, of Denton, Cottier & Daniels, has returned from a business trip to New York City. This concern, which has a large Victrola department, accepts Liberty Bonds as cash.

C. H. Utley is featuring a new William and Mary art model of the New Edison phonograph.

Manager Brennan, of the William Henger Co.'s Victrola department, is featuring that firm's new record library plan.

Victor & Co., Pathephone jobbers, are featuring this instrument prominently in their window displays. The firm has mailed out thousands of Christmas booklets, in which the Pathephone is thoroughly advertised. This store is radiant inside and out with holiday decorations and is crowded with gift buyers.

"We hold a Pathephone recital every Thursday and the attendance is excellent," said R. A. Ramsdell, manager of the Pathephone depart-

ment of Adam, Meldrum & Anderson Co. As a Christmas feature Mr. Ramsdell is using a special concert Pathephone, nine feet high, with a protruding horn.

Walbridge & Co., Victrola dealers, have shut off the large electric sign over their store in accord with the Government's request. The Victrola buyer at this store is E. W. Fox, whose able assistant is Miss Marietta McLaughlin. The company's large mailing list and window displays are used to advantage in the holiday sale of Victrolas.

A novel act was given at Shea's vaudeville theatre, Buffalo, recently by Adeline Francis, "the Grafonola Girl," who sang a duet with her own record, standing by the side of a Grafonola.

In Batavia, Hornell, Attica and Dansville the talking machine dealers co-operated with other merchants in helping to harvest the large crop of potatoes near these towns. Before they took action in the matter the unharvested crops were valued at upward of \$3,000,000 and, if wasted, would have meant a heavy loss indirectly to these business men.

In the Y. M. C. A.'s war fund campaign and in the drive of the Buffalo Chamber of Commerce for a thousand new members several of the local dealers took a prominent part.

Local talking machine dealers gave their co-operation in a campaign to begin Christmas shopping at least two weeks earlier than usual. The basis of the appeal was a possibility that purchasing, if delayed, might result in disappointments over inadequate deliveries, shortage of merchandise and difficulty in replenishing stocks during the eleventh hour. The campaign proved a success and even before Thanksgiving day many bought talking machines and records for gift purposes.

Roy Smith has joined the sales force of the Hoffman Piano Co. The Sonora business at this store "is going big," according to President Hoffman.

The large display windows of Winegar, Lindsay & Seales, piano and talking machine dealers, are attractive with Christmas decorations.

Leland A. Randall, representing the E. J. Chapman Co., Rochester, Victor wholesalers, was a Buffalo caller.

O. Stranburg, of Jamestown, who has the Victor agency in six stores, was a recent Buffalo caller. Mr. Stranburg reported a good holiday trade, but said he had trouble in getting enough goods to supply the heavy demand. He has piano stores in Jamestown, Oil City, Meadville, Franklin and other points.

H. A. Lamor, factory representative of the Victor Talking Machine Co., has been covering this territory for the past three weeks. He is co-operating with the dealers, assisting them in the record business and advancing the Victor line generally.

E. R. Gardner, manager of the Victrola department of J. N. Adam & Co., has returned from his winter vacation in Alabama and other Southern points. "Our new record library plan is proving a success," said Mr. Gardner. "This plan will enable a customer to get records every month by increasing the payment on his Victrola just one-half of the regular monthly amount. For instance, if a customer, who has been paying \$5 a month on his Victrola, pays \$2.50 more each month, he can have \$5 worth of records a month on credit. In this way he can build up a record library with no immediate outlay of cash."

Floyd Barber and J. O. Goetz, former Victrola salesmen in Mr. Gardner's department, are home on a furlough. Mr. Barber is stationed at Spartanburg, and Mr. Goetz is at Camp Dix.

NEW YORK TIMES REVIEWS TRADE

Reports That Talking Machine Business Is Good Throughout the Country—Export Business Said to Be on the Increase Recently

The business editor of the New York Times in a recent review of general industrial conditions spoke as follows of the situation in the talking machine trade:

"A very good demand for talking machines is reported from all sections of the country. Holiday buying in these lines is said to have started in already, and in a number of cases manufacturers say they have received duplicate orders from retailers for nearby deliveries to keep their lines intact for the rest of the season. While cabinet pieces and period styles are selling, the great bulk of the business is being done, according to report, in those lines retailing around \$100 and under. Quite an extensive export business has been done during the last few months, especially with Europe, where the machines are used behind the lines to afford amusement to the soldiers."

DEVICE FEEDS NEEDLES TO MACHINE

A magazine with a capacity for a number of talking machine needles has been patented, which attaches to the sound box of a phonograph and is so made that the steel points can be fed into position one after another as needed, with a minimum of inconvenience. The chamber consists of a slender tube, at the lower end of which is a chuck, by means of which the needle projecting from the end is held in position for use. The other needles are kept from pressing down against the bottom one by a spring that projects through the side of the magazine and can be withdrawn when the operator wants a new needle dropped into place.—Popular Mechanics.

Knowledge and ability may be likened to a dead dynamo. Unless they are connected with the electromotive force of enthusiasm and the starting switch of initiative they are useless and will lie dormant forever.

To Our Dealers:

A Merry Christmas
and
A Happy New Year

The American Talking Machine Co.

356 Livingston St., Brooklyn, N. Y.

Victor Distributors

TALKERS BY EXPRESS TO OREGON

Dealers in Portland Adopt That Means of Transportation to Overcome Freight Congestion—Retailers Hold Successful Dance—General News of Interest to the Trade

PORTLAND, ORE., December 5.—Clear across the continent by express are being sent consignments of talking machines, phonographs, etc., to dealers here who, because of the congestion of freight, have been compelled to get their shipments of talking machines and records by express. The situation is said to be new on the Pacific slope.

Talking machine dealers held a meeting at the Imperial Hotel early last month and arranged for a dance which was held November 21 for the dealers, employes and their friends. A committee was appointed to engage speakers for each monthly meeting and another committee was named to confer with the National talking machine dealers so as to co-operate with them in this work.

Henry Schmidke, traveling salesman for the Portland, Ore., branch of the Columbia Grafonola Co., is completing a trip through Southern Oregon. Reports from him are that business is booming in that section.

Is salesroom space more valuable than window space? The local branch of the Bush & Lane Piano Co. has decided that it is—at least in part—and has started remodeling the big store to convert the Twelfth street windows, extending half a block, into phonographic showrooms. The amazing growth in sale of phonographs and records has caused the change. The Washington street windows, which are always attractively decorated, will be kept for display as heretofore.

M. E. Henry, former San Francisco manager of the Columbia Graphophone Co. and now Pacific Coast representative of the foreign record department of the Columbia, made his first trip through Portland recently and told Portland dealers that his job is such an easy one

that all he has to do is to say that he can supply the records and the dealers give him the orders. He has sold 6,000 records a day on his present trip.

Ysaye, the violinist, who appeared in this city November 28, was especially welcomed by the Columbia Grafonola dealers for whom he exclusively makes records. Windows were decorated with his picture and records and many of these records were purchased in anticipation of his arrival.

DELPEON SALES CO. ORGANIZE

J. D. Manton, one of the best-known members of the local retail trade, is an incorporator of the Delpheon Sales Co., which has been organized recently and which will distribute locally the products of the Delpheon Co., Bay City, Mich. This company will have its executive offices at 25 Church street, New York, and Mr. Manton will be the active head of the concern. A few weeks ago Mr. Manton visited the Delpheon factories at Bay City, Mich., and returned to New York more enthusiastic than ever regarding the sales possibilities of Delpheon phonographs. He is making arrangements to give Delpheon dealers in this territory maximum service, and, judging from the interest already manifested by the local trade, the Delpheon will soon be one of the most successful lines of phonographs merchandised by the Eastern dealers.

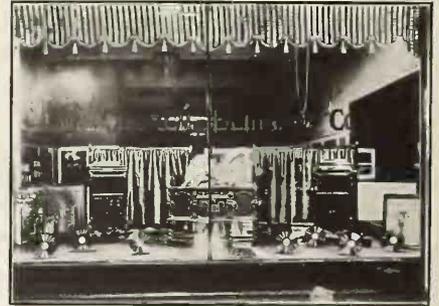
THE ROUNDS MUST BE CLIMBED

There is a certain amount of room at the top of the ladder which is never crowded. Down below there is hardly space for elbow room, and people with sensitive corns are always complaining; but on the top rounds there is space enough for both feet. It is always the same, the fellows at the bottom growl at the competition for a foothold, while up at the top there are empty rounds waiting for a firm step. Perhaps it makes us dizzy to look up, but the rounds must be climbed if success is to be secured.

ATTRACTIVE WINDOW DISPLAY

The Columbia Grafonola was featured in a very attractive window display prepared recently by the Church-Beinkamp Co., Cincinnati, O., well-known piano and musical merchandise dealers. The artistic conception of this window and the unusual beauty of the display may be gleaned from the accompanying illustration.

The Church-Beinkamp Co. is one of the most



Church-Beinkamp Columbia window successful music houses in the State of Ohio. It caters to a high-class clientele and has built up a splendid Columbia business. A portion of this success may well be attributed to its excellent window displays.

NO DELAY IN CONDUCT OF BUSINESS

Fire recently destroyed the building at 136 Liberty street, New York, in which were situated the offices of Clifford A. Wolf, manufacturer of diamond and sapphire points for phonographs. Although the office fixtures were completely destroyed and one or two machines were damaged, Mr. Wolf was fortunate in completely saving his entire stock. Mr. Wolf has taken temporary quarters at his former address, 65 Nassau street, where he announces that business is being carried on in full force as though the fire had never occurred.

"MICKEL"

A Great Name in the Victor Game

Millions of Dollars In Good American Money Await To Be Changed Into "Victor" Records, Particularly During Christmas Season

And you'll get a good slice of this business, even a large "grab" of it, if you are alive to the situation, and carry a sufficient stock of the Victor Records. We offer unlimited help in the way of record service—We will even tip you off to the certain records which will sell "biggest"—We KNOW 'em.

NOTE The Nebraska Cycle Co. of Omaha has changed its firm name to "Mickel Bros. Co."

Mickel Bros. Co.

15th and Harney Streets
411 Court Avenue

OMAHA, NEBRASKA
DES MOINES, IOWA



Those "Lively" Westerners.



A unique record unlike any other in the country; the six great popular song hits of the month; a corking "Kiddie" record for Christmas; a captivating dance, entitled "Ida! Sweet As Apple Cider," two stirring marches; a Philharmonic Orchestra masterpiece—this is the December Mid-Month List in a nutshell.

Columbia Graphophone Co.
Woolworth Building, New York



JULIA HEINRICH HEARD IN RECITAL

Famous Soprano of the Metropolitan Opera Co. Gives Concert in New Castle, Pa., in Conjunction With an Edison Re-Creation of Her Voice—Affair Proves a Great Success

NEW CASTLE, PA., November 26.—One of the most interesting concerts in the history of this town was the invitation recital, under the auspices of W. F. Dufford & Co., of Miss Julia Heinrich, the famous soprano of the Metropolitan Opera Co., who was heard in a number of her favorite songs on Thursday, November 22, on which occasion the Thos. A. Edison laboratory re-creation of her voice was heard in comparison. The local paper in speaking of the magnificent work of the artist and the New Edison said: "So absolutely perfect was the instrument that when the singer would pause in her song the sound of her voice on the record could not be distinguished from her own, except by watching her lips, even then one could not be absolutely sure as she sometimes formed the words with her mouth without uttering a sound. It was convincing proof that the wizard has added another to his already long list of revolutionary inventions. Miss Heinrich was ably assisted by Jac Glockner, who also played with re-creations of 'cello solos. This illustration of perfect tone re-creation was quite as perfect as the singers.

During the number of "Spring Morning," by Avon, the house was darkened and when the lights were turned on the audience was surprised to find that Miss Heinrich had left the stage and that the phonograph was furnishing the music.

The most pleasing number of the program was Schubert's "Serenade." The number was begun by the phonograph and then Miss Heinrich took up the counter melody. The result was a duet. The diamond disc phonograph gave a perfect reproduction of every tone. The audience applauded so long that she was forced to

give an encore, singing the number over again.

The program, which was exceedingly interesting throughout, concluded with "The Star Spangled Banner," sung by Miss Heinrich and the New Edison, and accompanied by Mr. Glockner.

RECORDS IN SEVEN LANGUAGES

Emerson Phonograph Co. Issues First Supplementary List in New Field

The first releases of Emerson records in seven foreign languages are just announced by the Emerson Phonograph Co. of New York, makers of the popular 25-cent records in English. The seven languages are Italian, Russian, Hebrew, Polish, Slavic, Hungarian and Roumanian. The new records are ready for immediate shipment, are seven-inch, with music on both sides and retail at 35 cents each.

A new supplementary list of the foreign records in native tongues has been issued. It is very attractive and shows the flags of the nations in colors. Dealers are given excellent profits on their investments and indications in the trade have shown that a very large business will be done in this field.

It is the intention of the Emerson Phonograph Co., in fact, to get out separate catalogs for the various languages and to branch out further by adding other languages from time to time.

ATTENTION-COMPELLING CARDS

The Bayonne Talking Machine Co., of 473 Broadway, Bayonne, N. J., have secured the services of Louis Gurans, as manager of its Victrola and piano departments. In this connection very attractively designed cards have been sent out asking the public to become acquainted with Mr. Gurans and the establishment. This is publicity of the right kind—dignified and attention-compelling.

VICTOR RAISES WAGES OF EMPLOYEES

Latest 10 Per Cent. Increase Makes Total of 36 Per Cent. Since War Began

PHILADELPHIA, PA., December 3.—The 10,000 employees of the Victor Talking Machine Co. were taken by surprise early last week when the following notice was posted on the bulletin boards: "Effective November 26, 1917, wage rates in all departments are advanced 10 per cent. for all employes whose rate is now less than \$30 per week."

This action followed a series of investigations and conferences by the directors and was taken for the sole reason that the cost of necessities of life has advanced so rapidly.

The officials of the company state that the increase involves a serious risk and certain loss to the stockholders; that during the present year the amount available for dividends is only about half of that for 1916; that their wage rates before the increase were higher than any industries of similar class; that the effect in competition for labor was not considered but only the needs of its present force.

The Victor Co. is not bidding for operatives whose services are needed for Government departments or contractors, but is taking inexperienced people and training them for the jobs left vacant by over a thousand men who have been called to the colors or who have left to serve the Government in other work. Applicants now employed by Government departments are not considered by the Victor Co.

The present increase makes a total advance of over 36 per cent. since the war started, not counting hundreds of individual adjustments.

A new Columbia Grafonola department has been opened on the third floor of the Steiger-Dudgeon Department Store, New Bedford, Mass. Jas. W. Livingston, formerly with M. Steinert & Sons Co., Boston, is manager of the new department.

To
Our
Friends

WE EXTEND GREETINGS OF THE SEASON AND BEST WISHES, AND TRUST TO HAVE THE PLEASURE OF SERVING THEM IN THE FUTURE AS WE HAVE IN THE PAST.

Write for 1918 Catalogue

The Wonder Talking Machine Company

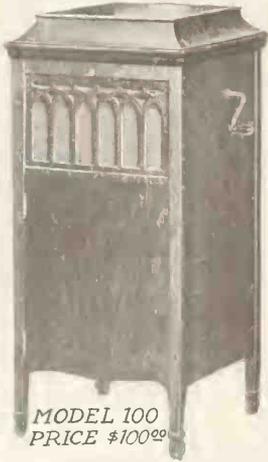
113-119 FOURTH AVE. (At 12th St.)

Telephone, Stuyvesant 1666-7-8

NEW YORK



Pathé Pathephone



MODEL 100
PRICE \$100⁰⁰



MODEL 75
PRICE \$75⁰⁰



MODEL 125
PRICE \$125⁰⁰

The Most Wonderful Musical Instrument in the World

*The Result of French Inven-
tive Genius and American
Manufacturing Skill.*

The Pathé Pathephone has been on the American market but a few years, yet it is today one of the leading selling phonographs.

The reason for its popularity is in its points of superiority that make it the phonograph desired by those who demand the best.

These points of superiority make it an easy selling proposition for dealers to sell. If you wish to learn more of the Pathé Pathephone—

Write us for our dealers' proposition.

**Pathé Pathephones from
\$25.00 to \$225.00**

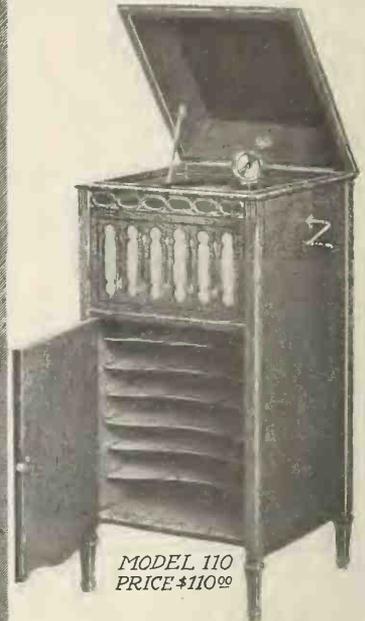
G. Sommers & Co.

Wholesale Distributers

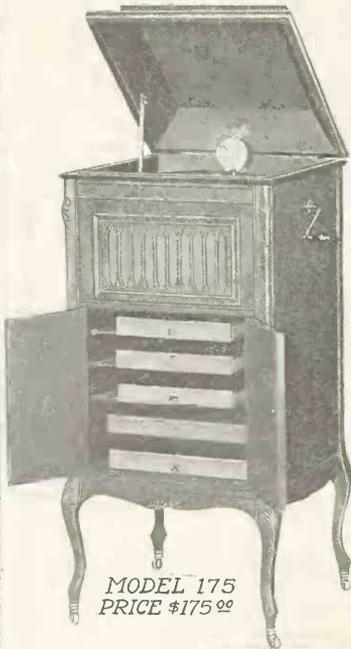
Full stock of Pathephones and records always on hand

ST. PAUL

MINN.



MODEL 110
PRICE \$110⁰⁰



MODEL 175
PRICE \$175⁰⁰



MODEL 225
PRICE \$225⁰⁰



MODEL 25
PRICE \$25⁰⁰



MODEL 50
PRICE \$50⁰⁰

MEETING THE DEMAND, KANSAS CITY'S CHIEF PROBLEM

Usual Holiday Conditions Anent Stock Prevail to an Accentuated Degree—New Dealers Entering the Field—Numerous Tone Test Recitals in District—General News

KANSAS CITY, Mo., December 5.—The talking machine business in Kansas City is fine—far better than it ever was before. The demand is tremendous. There is plenty of money in the country and the people are willing to spend it. Every dealer says he has his hands full and that, if he could only get the goods, he could handle still more business. In fact, from present indications, everyone anticipates the greatest Christmas in the history of the business.

The only fly in the ointment is the oft-repeated "shortage." Dealers and jobbers have stopped being polite over the subject. When a dealer goes to his jobber for more goods, to put it mildly, a hot argument ensues. The dealer explains how many thousand dollars' worth of business he is losing unless he gets the goods and the jobber wearily reiterates that it is nobody's fault and points out the fact that he too, is losing even more money. The dealer then betakes himself back with perhaps a third of the machines for which he has an insistent demand. In records, of course, it is the same thing. One manager was heard to say: "We simply can't count the 'Missouri Waltzes' we have sold and we can't get enough of them. Every time I see a customer come in I want to run. I know it's going to be another request for the 'Missouri Waltz.' If we could only get enough of them!" Such is the opinion of every other dealer in town.

Belleville, Kan., now has an Edison shop. Austin-Hollandsworth Mercantile Co. have taken the agency.

J. W. McMillan, who has music stores at Columbus and Joplin, has established a branch house in Miami, Okla.

The talking machine department of the Architects and Engineers Supply Co. is again handling the Pathé, after having discontinued it for several months. They have also added the Sonora line.

The Starr Piano Co. realizes that the best drawing cards in the world (with the sterner sex) is a pretty girl. At least, such has proved the case with their recent window display, a Colonial setting, wherein a very good-looking lady, garbed in a bright colored costume pointed out the merits of the latest Starr model. The window also held a model of the first phonograph.

The talking machine department of the Kansas City Photo Supply Co. has a new manager, H. P. Laseter, formerly a salesman at the Columbia.

A. A. Trostler, Schmelzer Arms Co., has just returned from a visit to Camp Funston, where he says talking machines are selling like hot-cakes. Every company, almost without exception, is buying a machine and records out of its mess fund.

Conducted a Number of Successful Tone Tests

One of the biggest things that the Edison Shop has ever put on was the tone-test recital on Thanksgiving, which featured Miss Christine Miller. The auditorium had a seating capacity of only 1,500, but 2,100 people cheerfully crowded into it. Four hundred others, who couldn't get in, waited patiently in the room below until the concert was over, when it was repeated for them.

Miss Miller, who had given a tone-test in Leavenworth, Kans., in the afternoon, was delayed in getting into the city, so the audience was obliged to wait. This, however, instead of being unfortunate, proved the contrary, as never did a crowd enjoy itself more. Lester Jones, community chorus director, happening to be present, suggested that they sing and, as some 500 members of the chorus were also in the audience, his suggestion was readily acted upon and soon everyone in the hall was singing "Old Black Joe," etc., with the greatest enjoyment. When Miss Miller did arrive, she was met with the warmest of receptions. The tone-tests were given, of course, in the usual way, Miss Miller giving solos and singing duets with the Edison.

She was assisted in the concert by Jacques Jleckner, celloist. At the last, to show how indistinguishable were the human voice and the recreation, the lights were turned out in the hall while first one and then the other sang.

Miss Miller gave the same tone-tests in Atchison, Hutchinson and Leavenworth.

In the wholesale line interesting tone-tests are also being given. The most successful of these has been the Kalauhi Hawaiian trio which has been going the round of the dealers. In every town it has proven a very successful attraction.

Merle Alcott, contralto, with Grace Freeman, have been making tone-tests in Enid, Okla., Tulsa and Sapulpa, Baxter Springs, Kansas and Coffeyville, Kans. Jacques Jleckner and Guido Ciccolini are giving tone-tests in Marshall, Slater and Lexington, Mo., and Sabetha, Kans.

Odette Fonteney is giving tone-tests in Fort Smith, Ark., Carthage, Mo., Wichita, Kans., Pittsburg, Kans., and Clinton, Mo.

The Edison Shop recently put in a window display that is attracting the attention of everyone. The dancing figures are an exact reproduction of an Italian marble frieze and were built by Ellis Hansen of Chicago and installed by W. F. Reid, window trimmer and buyer for the Parisian Cloak Co. The central feature of the window is one of the new art model Edisons, the cabinet of which was made by the Colby Furniture Co., Chicago.

Lewis Wood, Jr., formerly in the wholesale department, Schmelzer Arms Co., has accepted a position with Sherman, Clay & Co., Los Angeles, Cal. He is only sixteen years old.

Pearl Renne and Marguerite Banta have accepted positions in the Victrola department of J. W. Jenkins' Sons Music Co.

M. A. Riley, Junkins-Riley, Pathé jobbers, leaves Kansas City January 1 for an officers' training camp, aviation branch.

W. C. Junkins has just returned from a trip through Western Kansas and Oklahoma. While there he put the Pathé agency in the Chas. Bote-fuhe Music Co.

The talking machine department of the Famous Furniture Co. has been having such a splendid business that they have been obliged to put on another assistant.

The new Wonderphone Co., under the management of J. D. Wagner, has opened quarters on East Tenth street. The company is the job-

ber for the Munola. The territory will comprise Kansas, Missouri and Oklahoma.

The talking machine department of the Jones Store Co. last month had the largest cash business in the history of the department. The department is holding to its "No Approval" and larger payments on deferred contracts stand.

H. J. Werner, of the Werner Industries Co., was in the house recently for a few days and expressed his great approval of the department, emphasizing that he liked the quality of business as well as the volume. He particularly complimented Mrs. Nellie Williams, manager, on the energy and enthusiasm with which she is handling the business.

The talking machine department of the North-Mehorney Furniture Co. has been doing an excellent business. A. B. Peer has made a specialty of the Mexican trade, having an interpreter who goes about with him in the Mexican quarter. A Mexican catalog is also used, which features Mexican band music. It has been found that these people are good pay and there is a big field among them. Miss Lela Buell, although very new to the department, has already waited on so many of these Mexican-Spanish customers that she is almost a real mistress of the language.

ARTHUR MIDDLETON IN OPERA

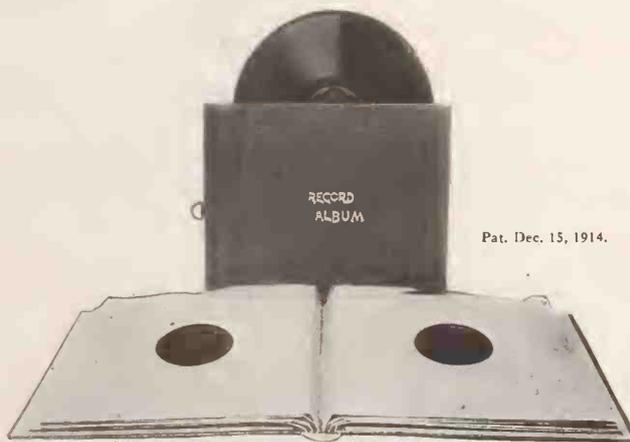
Widely-Known Edison Artist to Be Heard With Chicago Opera Co.

An important item of news in connection with Arthur Middleton, whose title "The McCormack of Baritones" is becoming more and more justified by reason of his great popularity—comes in an announcement from Chicago that Mr. Middleton has been engaged for a series of "Guest" performances with the Chicago Opera Co., and that he will create an important role in Henry Hadley's new opera "Azora," which will have its premiere in Chicago this season. Mr. Middleton has become widely known through his Edison records, which have, of course, greatly widened his popularity.

PRICE MAINTENANCE BEST

An eminent exponent of price maintenance says: "Uncertainty is a dangerous foundation on which to build a business, and there is no more dangerous condition surrounding business than a constant fluctuation of prices. By this method, speculators gain control of the market, and stimulate fluctuation for the purpose of holding their control."

THIS ALBUM MADE US FAMOUS
by selling it. Why don't you try?



Buy Your Albums Direct From the Manufacturer

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

THE BOSTON BOOK CO., Inc.

The only exclusive Record Album Factory in the world.

Chicago Office:
1470 So. Michigan Ave.



There are no "weak sisters" in Columbia Record lists. Each is a winner. Each is picked by experts in the Columbia Sales Department because it answers "YES" to the big question, "Will it be a lively seller?"

Columbia Graphophone Co.
Woolworth Building, New York

FRENCH LESSONS FOR SOLDIERS

Victrola Will Be Specific Aid as Well as Source of Consolation to the American Soldier in France and in Training Camps at Home

For the greater comfort of the American soldier in France the Victor Talking Machine Co. is about to put on the market a special course in French which will be unique in many respects.

A few intelligible words may mean the difference between life and death, and while the American soldier will be in charge of his own officers, it is evident from the efforts being made in the training camps that some knowledge of French is a very necessary acquisition for the man who is going abroad to fight or to serve in any of the war activities.

The idea of teaching foreign languages by means of the talking machine is not new, but the principle involved in the new Victor course represents a noteworthy departure from precedent.

Men who are citizens to-day, but who a year hence may be fighting for their lives in France, will have little time to learn anything more than the essentials of soldiering, but this is precisely the condition that the Victor course is designed to meet.

Two vital considerations have been observed. First, this new course will afford the American soldier—or for that matter the business man or the tourist—a knowledge of French that can be easily learned and which, best of all, can be used

whenever it is needed. The second vital consideration is cost, and the Victor course will be well within the means of the enlisted men.

One of the great difficulties in the way of such an achievement is that accepted systems of teaching are too cumbersome, and if recognized methods are to be set aside there is only one other reliable foundation, which is direct, personal knowledge of the requirements, and that is the reason for the success of the new Victor course.

The idea seems to have been conceived by the directors of the company, who were actuated primarily by a desire to make the Victrola a specific aid as well as a source of consolation in the trenches and behind the battle lines.

COLUMBIA ARMY FOR UNCLE SAM

The November issue of the *Tonearm*, a very successful house organ published by the American Graphophone Co., Bridgeport, Conn. (manufacturer of Columbia products), contains the names of 279 employes of the company's plant who are "doing their bit" for Uncle Sam in the present war.

The publication refers to this list of names as the "Columbia Honor Roll," and this patriotic body of employes is well deserving of the tributes which they are receiving from their associates at the Columbia factories in the shape of Christmas packages and other appropriate reminders from those at home.

EXTENSIVE WINDOW DISPLAYS

Eastern Outfitting Co., San Francisco, Devotes Three Windows to Columbia Products

SAN FRANCISCO, CAL., December 3.—A three-window display featuring exclusively the products of the Columbia Graphophone Co. was recently presented by the Eastern Outfitting Co., of this city, which handles only the Columbia line in



The Big Columbia Display

its very successful and attractive talking machine department.

The company decided to inaugurate a "Phonograph Week," and the remarkable display shown herewith was one of the many unusual ideas which characterized this unique event. "Phonograph Week" was advertised extensively in the local newspapers, and the Eastern Outfitting Co. closed a splendid Columbia business that included an active demand for the higher-priced models of Grafonolas.

PHON D'AMOURS FOR AUSTRALIA

CINCINNATI, O., December 6.—The Fritzsche Phonograph Co., of this city, manufacturer of the Phon d'Amour, has been closing a very successful business during the past few weeks. It has established a number of important agencies throughout the country, and several well-known dealers have written enthusiastic letters of praise regarding the musical and constructional qualities of this phonograph.

Last week the company made a shipment of instruments to E. F. Wilks & Co., Ltd., Sidney, Australia. Mr. Horton, a representative of this company, heard a demonstration of the Phon d'Amour in Chicago, and was so favorably impressed with the instrument that he visited Cincinnati and placed a large order with the company.

LANSING

Khaki Moving Covers

Protect from Rain and Dust

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

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

GRADE B **\$5.00** Use the Lansing Khaki Moving Cover and your delivery troubles will be over.

GRADE A **\$7.50** Write for booklet
E. H. LANSING

Carrying Straps Extra 611 Washington St. BOSTON

SLIP COVERS for the Wareroom and the Home. Now is the time they will be wanted. Write for Samples and Prices.



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

"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

CINCINNATI DEALERS PUZZLED AT NEW ARMY ORDER

Action of Commanding Officer at Camp Sheridan Ordering Removal of Musical Instruments Viewed With Concern—Talking Machines Not Yet Included—Trade News of the Month

CINCINNATI, O., December 5.—Talking machine merchants in this part of the State are very much interested in the news from Camp Sherman, Chillicothe, these days, and hoping for more details of the order of Major General Edwin Glenn eliminating musical instruments from the barracks occupied by selectives from a certain part of Cincinnati.

So far as can be learned the order is not a general one and the one issued did not include talking machines for the reason that this particular instrument seemed to have been overlooked in the presents given to the selectives from the Eighth ward. The donors have been notified to look for the return of player-pianos and trap drum outfits. The order simply announces that the space was required for sleeping purposes and that the instruments must be removed.

The Fritzsche Phonograph Co., an infant in the talking machine field, has landed a distributor in Australia, the deal being closed during the past week. G. H. Horton, representing E. T. Wilks, Ltd., Sydney, Australia, in this country on a business mission, selected the instruments being manufactured by the Cincinnati house in preference to others. The buyer manufactures pianos and has four branches in Australia.

No definite announcement relative to the instrument being assembled at the Harvard factory of the John Church Co. has been made by Frank A. Lee, president. He stated he was trying out several tone inventions and that the work was yet in the experimental stage, although from another source it was intimated that the machine would make its appearance in a limited quantity before the middle of the month.

L. H. Ahaus, well known in phonograph circles, is going to try out a new field in the machine game. Nearly a year ago the doctors told him he was a lung sufferer and ordered him to

seek the open fields. He believes he has recovered his health. While rusticating he did considerable thinking and one thought, that of the dissatisfied customer, attracted most attention. As a result he came to the conclusion that if more attention was given to the delivery of the instrument much of the trouble would be eliminated. Ahaus figures that the buyer would more easily absorb instructions in the home than at the store. Consequently he is having a one-ton truck built that will hold eight machines. He is now arranging with some of the houses to take care of their deliveries.

A decided shortage in the popular-priced machines will exist by Christmas, according to Manager Whelan, of the Columbia branch. The demand at this time is abnormal and is creating a dearth in the existing supply. A like situation prevails in other makes of machines; the Otto Grau Piano Co., dealing in Victrolas, has the happy feeling of being unable to make a credible showing on the floor because the buyers are grabbing up machines as fast as they come through. Paul Hunt, formerly of the Springfield, Mass., office in the Dictaphone branch of the Columbia, has taken charge of the local work.

The Vista talking machine is being featured by the Mabley & Carew Co., one of the largest department stores in the city.

Oscar Onken & Co., Cincinnati, has opened up a temporary branch at 16 West Sixth street for the sale of its machine. The original plan calls for the closing of the store right after the holidays unless indications point to the branch being worth continuing.

Practically sold out for the holidays is the story of the Crystola Co., according to A. J. Swing. The corporation has arranged with Frisse & Kinderman, Evansville, Ind., to do some of its distributing. This concern, located in a healthy furniture section, makes a specialty

of mixed carload shipments and consequently the Crystola will find quite an outlet through that system. Ben. Schwenger, Cleveland, has been given northern Ohio, western Pennsylvania and part of Michigan.

Newman Johnston, factory supervisor of the Edison, is visiting Manager Peterson, of the Phonograph Co. The latter finds no improvement in the express shipping facilities about this territory, he suffering like others who are anxious to secure all stock possible.

Manager Dittrich, of the Victrola department of the Rudolph Wurlitzer Co., discussing the general trade situation, remarked:

"Business is good among the retailers of this city and especially good in the record end of the business. Dealers are selling records in excess of anything that they thought possible before.

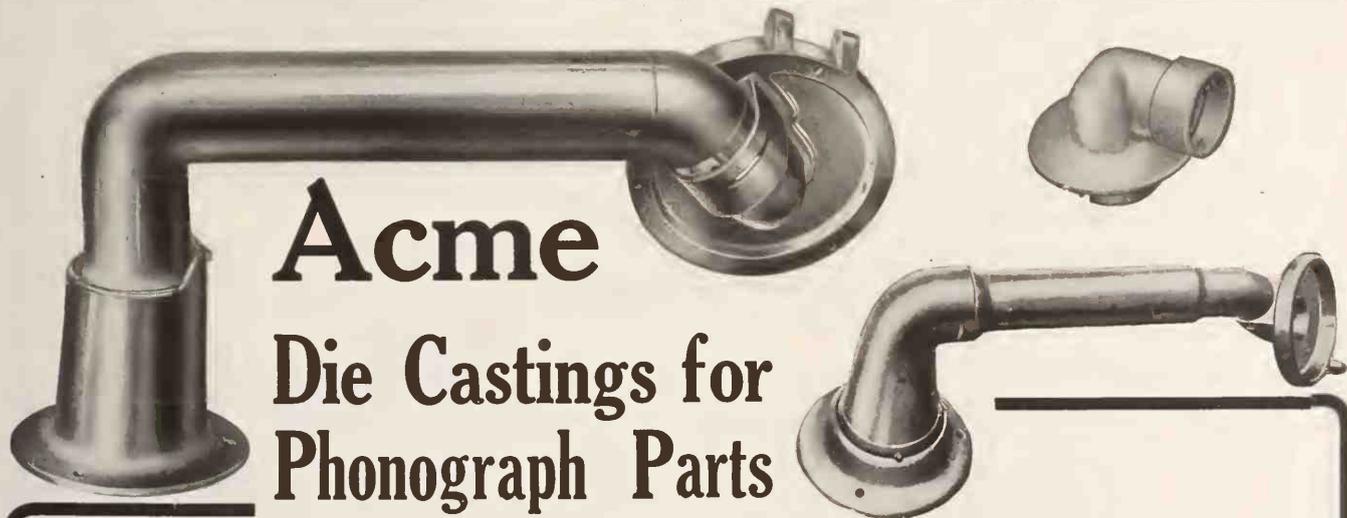
"While there is a great shortage of Victrolas of all styles, the fact remains that the record business can be relied upon to make up in a large measure the shortage of Victrolas. Not only is the record business great in Cincinnati, but also in outlying districts which show even a greater improvement than Cincinnati has demonstrated.

"Practically every retailer will feature records this December even to the extent of specializing on record sales.

"It is a good clean cash business and is more profitable in the long run."

PHONOGRAPHS IN THE WAR

The phonograph is proving a useful adjunct to observation officers on duty in the air. These officers, forced to keep their field glasses continually on the positions they are observing, have found considerable difficulty in making notes of details as quickly as they see them. Observation airplanes are now fitted with a registering phonograph, into which the officers speak through an acoustic tube. Thus all the points the airmen have noted are correctly recorded for future use.



Accurate—Economical—Smooth—Beautifully Finished

Acme Die-Castings in the Phonograph field have achieved an enviable reputation. This is due to the precision and accuracy which characterize all Acme Die-Castings. Acme Die-Castings are economical; they have cut the cost of producing difficult parts to a minimum. Phonograph makers know Acme delivery service is dependable. They get their order when we promise and in the exact quantities they require. Suppose you confer with us on your product. We can help you.

Acme Die-Casting Corporation

Bush Terminal, 35th St. & 3rd Ave.

Brooklyn, N. Y.



BOSTON

PHILADELPHIA

NEW YORK

PITTSBURGH

CHICAGO

ST. LOUIS

DETROIT

ROCHESTER

Mr. Dealer — Can You Afford to Overlook the Fact That
**Every Single One of Your Patrons Who Buys
 a Phonograph or Records Is a Probable
 Purchaser of **RECORD-LITE** Products?**

WE realize that is a mighty broad statement, but it is a plain fact that has been proven; it tells our story in a nutshell, and we'll stand back of it to the limit.

You can draw but one conclusion from it—the conclusion that we've been pounding home for months and months. Simply this—the dealer who does not stock the Record-Lite Line has no desire for those extra dollars with which the cash register would tinkle if Record-Lite products were displayed and demonstrated.

**Now Is the Time to Stock
 Just Before the Holiday Buying Season**

Right now is the time to establish your Record-Lite sales. You can't afford to let this buying season pass without adding the Record-Lite Line.

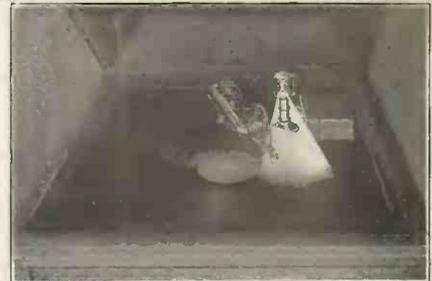
Extremely liberal discounts for dealers. Write to us for Catalog and prices to-day—now.



The Record-Lite

For Victrolas only

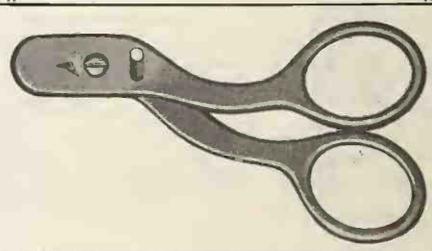
Nickel Finish	- -	\$3.50
Gold Finish	- -	\$4.00



The Universal Record-Lite

Fits Any Machine

Nickel Finish	- -	\$3.00
Gold Finish	- -	\$4.00



The Record-Lite Needle Cutter

For Fibre Needles

Nickel Finish	- -	\$1.50
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The RECORD-LITE COMPANY
 (INCORPORATED)
 SOLE MANUFACTURERS AND PATENTEES
 MANHATTAN BLDG. " " MILWAUKEE, WIS. U.S.A.

RECORDS IN HOLIDAY BOXES FEATURED IN CLEVELAND

Several Concerns Take This Method of Stimulating Sales of Records as Gifts—Many Records for the Soldiers—Steady Increase Noted in General Talking Machine Business

CLEVELAND, O., December 8.—The holiday trade in talking machines is on here in earnest. Dealers are doing a great business. Machines are selling like hotcakes all over the city and the merchants predict the biggest sales in their history.

Manager Tom Davies, of Wm. Taylor Son & Co., announces a system of records done up in special Christmas boxes for the holiday business. The boxes are at different prices, ranging from \$1 to \$10. For instance, in the \$1 Christmas box (which has the Victor seal combined with the Christmas greeting) one may choose any one of the following records tied up neatly in this gift box: "Souvenir," by Elman; "There's a Long, Long Trail," McCormack; "Smiling I Wander Back Again," Whitehill; "Shine of Your Smile," McCormack. In the \$5 box one may find all these records: "Aloha," Gluck; "Caprice Viennois," Kreisler; "Sunshine of Your Smile," McCormack; "Träumerei," Kindler. Manager Davies says he expects to do a \$100,000 business this month.

The Eclipse Musical Co. is receiving many records from the public to be sent to the Ohio Army training camp at Chillicothe. The Eclipse people are going to send a boxful of records to the Camp Sherman boys for Christmas. C. K. Bennett, wholesale manager for the Eclipse, has just returned from New York where he succeeded in pushing along many shipments of Victor machines and records by express.

McMillin's is making an especial effort to broaden the sphere of the talking machine business along educational lines. On account of the large cosmopolitan population in Cleveland there is a big demand for foreign language records, and it is the hope of the McMillin officials to educate the buyers to select their records from various languages, thereby enlarging the vision musically of the purchasers. The Victrola sales are increasing fast at this store and already the company is considering giving a greater space to talking machine booths.

The Cleveland Piano Co. reports a rushing business in Victrolas and records. Many are sold before Wade Poling, the company's president, can get them from the factory.

The Phonograph Co. is shipping Edison machines by express altogether now, according to Manager Blum. The dealers throughout Northern Ohio all complain of a great shortage of Edison machines. It is easy to sell the New Edison, dealers report, but extremely hard to get deliveries of goods. The tone-test concerts at the Edison headquarters, Huron road, have

been canceled temporarily. This is because the Edison dealers throughout the State have signed up for most of the artists who were to appear at the Cleveland concerts this winter. So the head office gave way to the wishes of the dealers. Now and then, however, the Cleveland office will bring on one of the leading Edison tone-test singers for a demonstration here.

There was a notable increase in both Edison machines and records after the Ciccolini tone-test concert here a few weeks ago. A heavy demand has existed for the Ciccolini records and also for patriotic numbers. Liberty Bonds are accepted in payment at the Edison offices.

The B. Dreher's Sons Co. have sold quite a number of Aeolian-Vocalions the past month. Henry Dreher had to go on to New York to hurry along shipments of these talking machines, so insistent has been the demand among the buying public for deliveries of the Vocalions from the Dreher store.

The Starr Piano Co. has recently opened six new Ohio agencies for the retailing of the Starr talking machine, according to District Manager Taylor. The price of Starr machines went up on November 1.

M. P. Fitzpatrick, formerly traveling salesman for the Eclipse Musical Co., has resigned to go with the Silas E. Pearsall Co., New York.

Miss Rice, of the educational department of the Victor Talking Machine Co., is continuing work along educational lines at McMillin's throughout December. She succeeded Mrs. Heaton, who started this educational work at McMillin's when this store was reopened in new attire a few weeks ago.

Buescher's, 1016 Euclid avenue, are advertising the Victrola along patriotic lines with regard to the children. The advertisements read in part: "Now is the time to teach the children patriotism with the Victrola. Teach them to know word for word and note for note the songs that have cheered our forefathers during the early days of the Republic as well as the stirring songs of to-day."

The Eclipse Musical Co. had still another striking window display this week. It was a rural scene, showing the little farmhouse nestled under the hill, and through the lighted window one could see the Victrola and the family seated around enjoying the music. Outside all was white with snow. A sleigh was seen dashing along the country road. Talking machine records were scattered over the hillside. Hundreds of people were attracted to the win-

dow by the unusual display. Another feather in the cap of Manager Savage as a prime window decorator.

The Fischer Co., 940 Chestnut avenue, one of the best known music houses in the local trade, has given up its piano department in order that it may concentrate upon the development of its wholesale Pathé business. This company is the oldest Pathé jobber in the country and at the present time has a large following of Pathé dealers in this territory. Its Pathé business has been growing so rapidly and steadily that the officials of the company decided recently to devote all their energies to this end of the business, and have accordingly sold out their piano department and in the future will specialize on Pathéphones and Pathé records.

The McMillins have taken on the Sonora line of talking machines. Vice-president T. G. Proteroe of McMillins says they received so many calls for the Sonora that they decided to take on this line. And it is making a fine showing as a seller.

McMillins are advertising the Lauder records this week. The announcement accompanied the appearance of Lauder at the Hippodrome a few days ago. Lauder also gave a lecture on the war last Sunday in the Hippodrome to a packed house.

The Wm. Taylor Son & Co. are offering the Victrola XVI and Victrola XVII as special Christmas inducements. These models can be obtained for a down payment of \$15 and a monthly rate of \$5 or \$10. Taylor's keep on hand 95 per cent. to 99 per cent. of all Victor records.

Buescher's are putting out their Christmas certificate which enables the certificate owner (who has received the certificate as a gift) to select a Victrola or records, according to what is named on the face of the certificate. The certificates are sold at Buescher's at varying prices.

START BIG PUBLICITY CAMPAIGN

Columbia dealers were furnished last week with a concrete indication of the remarkable growth of the Columbia International record department when they received through the mail a schedule showing the advertising that will be used by this department in foreign language publications during the month of December.

This schedule of advertising includes the leading foreign advertising mediums throughout the country, and in many languages, selections particularly appropriate for the Christmas season are listed. Good-sized space will be used in every medium, and this advertising will doubtless assist Columbia dealers materially in developing their foreign record business.

An Eclipse Editorial

ECLIPSE

American Prosperity swallowed up the second Liberty Bond issue in short order and now American Prosperity is going to spend itself in a large way on Victrola music. In this connection, Victor Dealers are going to need efficient Victor service endowed with the numerous advantages offered in Eclipse Victor Service.

ECLIPSE MUSICAL COMPANY
CLEVELAND OHIO

Foreign Records

in Native Tongues

THE first releases of Emerson Records in Italian, Russian, Hebrew, Polish, Slavic, Hungarian and Roumanian, are now being delivered. They are 7-inch, double-disc records, retail at 35c each and are ready for immediate shipment. They have music on both sides.

There is big business to be had in these records, and a good profit for all dealers.

Our new special Foreign Supplement is ready. It has a very attractive cover, showing the flags of the nations in colors.

Be sure to write for terms and Foreign Supplement.

Emerson Phonograph Co., Inc.

3 West 35th Street

New York City

MAKERS OF

Emerson Records

STOCK EMERSON RECORDS

for the Big Holiday Business

SITUATION ON PACIFIC COAST GENERALLY SATISFACTORY

Inability to Get Prompt Deliveries From East Serves to Cause Some Trouble—Featuring Period Models—Various San Francisco Houses Expand—Holiday Demand Comes Early

SAN FRANCISCO, CAL., November 30.—The demand for talking machines on this Coast continues as good as ever among the home people and the concentration of tens of thousands of young men in the various military cantonments has added many sales to the normal demand. The music houses report that while the demand for all musical instruments has been good during the past month the real increases in their business have been in the talking machine department. The inability to get prompt deliveries on their orders has been felt by all the shops, and certain models are all but off the local market. On the other hand several houses, notably the Columbia Graphophone Co. and the Edison shop, have been displaying their machines in true art cases, more handsomely decorated and carved than have ever been seen in this city. Some of these machines are priced as high as \$2,500, and of this class no shortage has yet developed. The supply of these, however, is small, and if the Christmas trade lives up to its present promises a shortage will develop in these machines as well as in the other high-grade machines which are sold in more modest cases. While the freight situation is annoying, the trade is more in fear that some action may be taken by the Government which would seriously handicap their business for the period of the war. In the meantime the Christmas trade promises to be a record breaker, both for new machines and new records, especially those which carry the new war songs.

New Home for California Phonograph Co.

The California Phonograph Co., which at one time was a branch of Eilers Music Co., and since its separation under the presidency of F. A. Levy has continued its salesrooms in the same locality, is moving its main shop to 1009 Market street, where it will occupy two floors. Mr. Levy says that the new shop will be the finest and best equipped west of Chicago. Fifteen soundproof demonstration rooms will permit a large number of customers to hear the new records without the delays experienced in less generously equipped shops.

Obtains Good Orders for Pathé Products

Omer N. Kuschke, manager of the Western Phonograph Co., which handles the Pathé machines in this State and also in Nevada and Arizona, has just returned from a trip throughout his territory. While away he obtained a goodly number of orders for the holiday trade. He also established about twenty new agencies. Most of these were in the southern part of the State, and they will be tributary to the Los

Angeles office. Mr. Kuschke reports that he found business in general very good, especially in this State and in the agricultural parts of Arizona. Both States have had bumper crops and the farmers have money, which they are spending freely. H. C. Pressy, who is associated with Mr. Kuschke in the management of the Western Phonograph Co., is in charge of the Los Angeles office. He was formerly with the piano house of Hazelton Bros., New York. New Branches for Stern Talking Machine Co.

The Stern Talking Machine Co. of this city is rapidly growing into a State institution. It opened its first branch in Richmond less than four months ago and is now seeking more commodious quarters in that city to accommodate its growing business. In December the company opens a very handsome store in Oakland and in a short time a Los Angeles branch will be opened. The Oakland branch has seven demonstration rooms finished in the most modern style. Two automobiles will be used in making deliveries in the city across the bay. Fred Stern, the head of the company, says that he is selling machines faster than he can replace his stock. He has a large shipment now on the way and is very anxious to get them in before the Christmas trade ceases.

Plan Changes in Emporium Department

The Emporium Department store, which handles a large number of talking machines every month, is planning to make extensive changes in this department after the first of the year. A number of new demonstration rooms will be fitted up, but most important will be the construction of a concert room, where regular programs can be given from time to time to its customers.

Lively Business in Domestic Line

Walter S. Gray, Pacific Coast representative of the Domestic Talking Machine Corp., has just returned from Los Angeles and other points in the southern part of this State. He says that he did an excellent business while in that section and that all lines of business were prosperous there. F. J. Christopher, who is looking after the jobbing end of the business for the Domestic in California, accompanied Mr. Gray on his trip. It is expected that a number of Domestic agencies will be established in this State during the first few months of next year. There is even some talk of establishing an agency in Alaska. This matter was brought up by Jos. Chilberg, of Nome, Alaska, who is an old friend of Mr. Gray. Mr. Chilberg says that there are very few machines in Alaska, at least

in and about Nome. Only one house handles them there, selling the Victor exclusively.

Holiday Trade Starts Early

Byron Mauzy's music store reports that business is very satisfactory to them, especially in the talking machine department. Chas. Mauzy, who has charge of the department, says that the holiday demand for talking machines opened somewhat early this year and promises to be a record breaker. He says that there are no Victrolas XIV, XVI or XVII to be found in San Francisco, and that there is no prospect of this shortage being filled here. The factories cannot keep up with their orders on account of labor shortage and other war conditions and he looks for other shortages to occur before the Christmas trade is over. Already Victor machines in fumed oak cases are getting scarce.

The Wiley B. Allen Co. is well satisfied with its business as a whole, but it is particularly pleased with its sales of talking machines and records. James Black, head of this department, says that the company has never done a more thriving business in these lines than it has during the past few months. He expects that this business will continue to show increases right up to Christmas day.

The Brunswick phonograph, which is handled in this city by the Brunswick-Balke-Collender Co., is establishing itself in popularity in this State. During the past month about twenty new agencies have been appointed, and good orders are coming in from them.

Claude Adou, Pacific Coast manager of the Emerson Phonograph Co., is just back from a trip in the southern part of the State. He reports that he found business better than ever before, and his only complaint is that he cannot get enough November and December records to satisfy the demand of his customers.

New Wholesale Quarters for Sonora

The Sonora Phonograph Co. has opened up new wholesale distributing quarters at 616 Mission street. The place has been very nicely fitted up with demonstration rooms and places to display their machine to retail dealers. F. B. Travers, who has formerly made his headquarters at the retail shop on Stockton street, will in the future be located at the wholesale house. Mr. Travers is one of the few who is not complaining about slow freights. His foresight enabled him to get in a good stock of Sonoras before the car shortage became serious.

TO MANUFACTURE MACHINES

The Diamond Phonograph Co., Helena, Mont., has been incorporated with a capital stock of \$20,000 by F. F. Stricklin, W. S. Stricklin, and Naomi Ledgerwood, all of Conrad, Mont. The new corporation will deal in talking machines.

The Wise Men

Of this territory know what to expect when they order Victor Records via

Pearsall Service

1918 is going to be the biggest Record year and it is the Record Selling dealer who will make the most profits.

The Pearsall Kid extends his Pleasantest Greeting for A Merry Christmas and A Happy New Year.

Silas E. Pearsall Company

18 West 46th Street, New York



THE TRADE IN PHILADELPHIA AND LOCALITY

PHILADELPHIA, PA., December 5.—The month of November in the talking machine field in Philadelphia has been most satisfactory. The month started a little quiet but it appears to have had a rousing finish. The business, so far as the machines were concerned, was limited only by the supply that the factories were able to deliver. All of the dealers are looking for a most active holiday business.

Opening of New Pathé Shop

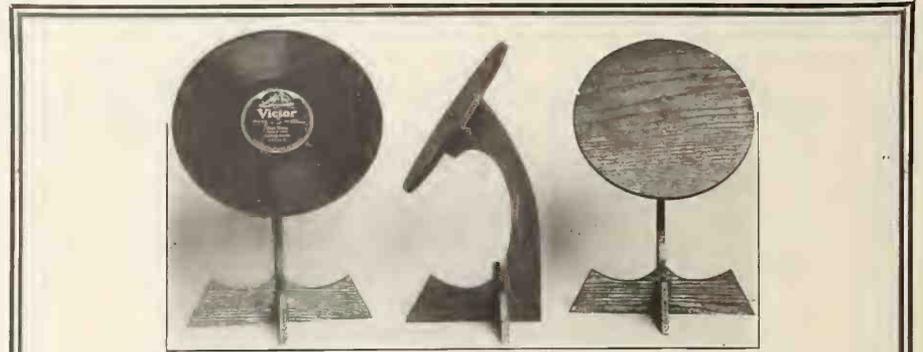
The principal incident of the past week in Philadelphia was the opening of the new Pathé shop here, under the direction of Walter L. Eckhardt. The company controlling the Pathé shop is the Philadelphia Pathephone Co., and it is located at 1026 Chestnut street. The opening was held on Friday, November 30, and the entire Thanksgiving Day was spent in the final preparations. Attractive announcements were mailed pretty generally throughout the city.

The Pathé shop hereafter will be one of the show places of the city. There is no business place here that is more attractive and more artistic in its arrangement and its furnishings. The shop is of unusual depth and affords the eye a broad sweep upon entry that is most satisfying. On either side of the entrance are two display windows, and the first room from the street is a large reception room, which is gorgeously furnished, but in admirable taste as to color effect. The furnishings of this room were made especially for this Pathé shop, and include not only chairs and couches, but standing lamps, writing desks, etc., in all of which the color effect is carried out.

Back of the reception room, on either side, are commodious demonstrating rooms, with a few office rooms in the rear. Then comes the big concert hall—in which the same color effect is carried out—but the stage, which will be at the extreme end, has not yet been put in place. Back of the concert hall are the private offices of Mr. Eckhardt. In the basement are the stockrooms and the shipping rooms.

Joseph Piacentini, who is thoroughly familiar with the work, has been selected to take charge of the operatic department, and make a selection of records. He will be assisted by S. Glover Flood, and a corps of others.

C. S. Tay and H. A. Pope will be in charge of



The Marvel Victor Record Display Holders

JUST WHAT THE TALKING MACHINE DEALERS HAVE WANTED FOR YEARS

Dealers by using six or a dozen of these in their window displays can double the sale of their Records

Finished in weathered oak, golden oak, mahogany and white.

PRICE \$1.25 EACH

Manufactured and guaranteed by

WEYMANN

VICTOR WHOLESALERS

1108 CHESTNUT STREET

PHILADELPHIA

the wholesale department and the dealers' accounts. The territory about the city will be covered by C. W. Flood, while H. A. Dorian will look after the special promotion work in Philadelphia and vicinity. E. P. Barili will travel up the State and Don A. Morris will travel west and south.

The Pathephone Co. will confine their efforts at the present time principally about Philadelphia, although they are already in touch with some of the distant points. They have already established forty-four different accounts.

On the day of the opening Mr. Eckhardt received a huge floral wreath from the City Business Club, of which he was for a time the president, and a large basket of choice buds from

Joseph Heymann. Both were displayed in the reception room on the opening day.

Good Month for Pennsylvania Co.

The Pennsylvania Talking Machine Co. report that they had a most excellent November on the Columbia. It was the largest month they ever had since the establishment of their business. W. C. Fuhri, the wholesale representative, says that the outlook is very bright for the holiday business. "We seem to be selling a great many more high-priced instruments, from \$75 up, than we ever sold before," added Mr. Fuhri.

George W. Hopkins, general sales manager of the Columbia Co., was here last week, and with Mr. Fuhri they made a visit to the Baltimore branch. Mr. Fuhri last month made a visit to the South, visiting Baltimore, Washington, Charlotte, Atlanta, Jacksonville and Tampa, and other important cities.

A. J. Heath, the local manager of the Pennsylvania Co., reports that their business in this city and vicinity was very good in November. W. A. Quinnt, who was formerly in charge of the wholesale department in Baltimore, has joined the Philadelphia forces. They are exerting every effort to get machines through with as much speed as possible, and have been using the express liberally. Mr. Heath says that thus far they have been able to take care of the demands to a certain degree, and from present indications will be able to give the dealers the service they promised to give them, barring, of course, certain freight conditions.

Since the Linton Co. have purchased the Victrola store formerly occupied by H. F. Nensues, Broad street and Snyder avenue, they have thoroughly renovated the store into an entirely different-looking place by adding new fixtures, Unico hearing rooms, etc.

Good Report from Louis Buehn Co.

The Louis Buehn Co. report that, notwithstanding the acute shortage of records and machines, their business was very good in November. The big shipments promised by the Victor Co. did not materialize during the month, and consequently their business was limited to the supply. The Victor Co. have greatly reduced their January list of records to give them

(Continued on page 38)

We take this opportunity

to extend Holiday Greetings to our many friends in the trade. In wishing you all a Prosperous New Year, we are privileged to offer our Victor dealers' friends something more concrete than words. We are privileged to offer Victor dealers the best "Penn Victor Service," consistent with the varying conditions of the day.

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

Penn Phonograph Co.

17 S. NINTH STREET

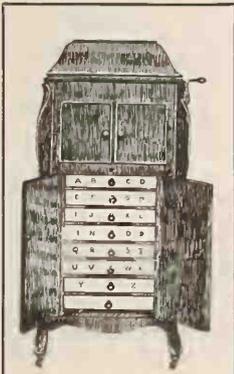
PHILADELPHIA



SALES without delivery
are a **LIABILITY**.

So in the 10 more days of this "peakload" Christmas Season with its biggest sales, biggest profits and smallest unit of expense, you are the loser if you can't **DELIVER** the Victor Records that you sell.

"Forgot to order" or "can't get deliveries" cost you money. It's directly **THROWING AWAY** profits.



We Recommend
Ready File

illustrated herewith. The best way to sell "READY FILE" is to display it. Put it in your machines. Its moderate price, convenience and accessibility make it especially appealing. Send us an order and

**Cash In On the
Holiday Trade**

BUEHN SERVICE

on Victor Records is a sure-service, complete-filling and quick-delivering factor of the successful dealer's success. It takes care of your supply of Victor Records. It is built **FOR** your benefit, and regardless of the tremendous strain on the Buehn Organization because of doubled-December deliveries, Buehn Service **WILL TAKE CARE** of your record wants. But we advise immediate ordering.



*Exclusively
Wholesale*

The Louis Buehn Company
PHILADELPHIA

VICTOR DISTRIBUTORS



THE TRADE IN PHILADELPHIA

(Continued from page 36)

the opportunity to catch up. This is commendable.

Harry Troyer, who for a long time has been connected with the Buchn firm, but recently drafted into the war, has been returned to the store, not being able to stand the strain of camp life and constant marching and drilling.

H. A. Weymann & Son report that their talking machine business was very good in November. They have begun, this week, to receive large shipments of machines from the Victor factory. They have been having a very heavy demand for holiday and patriotic records, and have a very good stock of these instruments on hand.

Many Orders for Weymann Record Holders

The Weymann firm have been meeting with very good response in orders for their record holders, for use by retailers and jobbers. They are made in a very simple form, but most effective in design, and are attractive as well as useful. The price is \$1.25 each, delivered anywhere in the United States. They have been pretty generally used already throughout the United States. The Weymann firm are pushing them and are selling them practically at cost, but they secure profits in the increase in record sales to dealers who use them. They are made in three ply and do not crack or split, and they also preserve records from doing so, as well as keeping them from warping.

At the Local Sonora Warerooms

F. D. W. Connelly, the Philadelphia manager for the Sonora, returned on Tuesday of this week after a month spent in Minneapolis, whither he had gone to assist in the opening of the Sonora department of the Minneapolis Drug Co. He reports the opening very much of a success with the promise of a very good business in that city for the Sonora. Among the recent visitors to the Philadelphia warerooms of the Sonora were George E. Brightson, president of the company; F. J. Coupe, manager of the sales and advertising departments, and Mr.

Lynch, New York City sales manager. Miss Ehrick, of New York, has been in Philadelphia during Mr. Connelly's absence, assisting in the selling of Sonoras. Miss Beatrice McDonald has been added to the office force.

Weymann's Attractive Window Display

H. A. Weymann & Son recently had a most attractive window display to feature the song success, "Keep the Home Fires Burning," in



Display Window That Won Praise

the various forms in which it is offered by the house. A player-piano in one corner of the window had the song and music roll form ready to play, with the sheet music on the music desk. In the center of the room was the figure of a man enjoying the music of a Victrola, while Victor records of "Keep the Home Fires Burning" were placed at intervals about the floor of the room on pedestals. The window arrangement was to represent an attractive home scene, and attracted much attention.

Active Edison Business

Messrs. Blake & Burkhart, the largest dealers here in the Edison, have been having a very satisfactory business, and last Saturday they report they had the largest day since they started to handle the Edison. They have been getting in a big supply of machines and records for the holiday trade, and have already had a large sale on the Christmas records. They have been making a drive and have been selling a great many of the Army and Navy models.

COLUMBIA "TREASURES CAMPAIGN"

Some Excellent Sales Production Literature Placed at Command of Dealers and Proves Most Effective—Some of the Details

Columbia dealers in New York and New England territory were furnished recently with material for a "Treasures campaign" which was prepared by the sales promotion department of this district. This campaign has produced excellent results, and has greatly stimulated the demand for the records featured in the literature that was sent out to the dealers.

Prominent in the "Treasures campaign" was an attractive booth hanger entitled "Treasures," which listed eight Columbia records that were carefully selected by R. F. Bolton, district manager, and his sales promotion department. These records were typical of the diversity of the Columbia repertoire and were calculated to awaken a continuous interest in Grafonolas.

Accompanying the booth hanger was a neat and attractive folder bearing the reproduction on the front cover of the same photograph, "Treasures," that was the basis of the booth hanger. In this folder were presented interesting details regarding the nine records featured in the campaign together with other Columbia records that the dealers could present to excellent advantage for the consideration of the purchasing public.

The campaign was pronounced a distinct success, and it is quite likely that similar campaigns will be instituted by Columbia district managers and sales promotion departments in different sections throughout the country.

NEW INCORPORATION

The Liberty Phonograph Co. has been incorporated under the laws of Delaware with a capital stock of \$1,500,000, for the purpose of manufacturing and dealing in talking machines and records. The incorporators are: Alfred A. Case, C. L. Milroy and Dudley H. Case, of Jersey City, N. J.

LONG CABINETS



D 83

In all finishes. Specially adapted for use with Columbia 50. Front posts made to follow lines of posts on Columbia 75.

FIRST and FOREMOST

In the cabinet field.

Why? Because we've *specialized* in

CONSTRUCTION FINISH and ADAPTABILITY

Our supremacy in these essentials warrants your handling *the perfect line.*

That's why you should anticipate your wants *NOW, when the season's at its height.*



D 79

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

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

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

Happenings in the Dominion of Canada

LATEST DEVELOPMENTS OF THE TRADE IN TORONTO

Whaley, Royce & Co., Ltd., Take on "His Master's Voice" Line and Open Big Department—General Increase in Prices Does Not Affect Business—Many New Concerns in the Field

TORONTO, ONT., December 5.—After a careful consideration of the various makes on the market, and several months' investigation, Whaley, Royce & Co., Ltd., Toronto, have decided to take on "His Master's Voice" lines. The new department is being located on the ground floor, and the work of erecting demonstration rooms is already well under way. These are attractively designed, and will be in oak and plate glass with paneled walls. Five rooms are being erected at once, while further additions will be made as required.

The Whaley-Royce store has a frontage of twenty-five feet, and runs back one hundred and twenty-three feet to a lane. At the present time the space is devoted to the retail sheet music department, small goods, and the general offices. The present fixtures are being removed to make way for a new and more modern equipment. The sheet music department will continue to occupy the space along the south wall of the store.

The purpose of the firm is to make an aggressive campaign for Victrola business, and to take full advantage of their extensive local connection.

The Nordheimer Piano & Music Co., Ltd., who are Canadian distributors for the Aeolian-Vocalion, are notifying the public through their daily paper advertisements that the price of the Aeolian Vocalion will advance by December 1.

Thos. A. Edison, Inc., have announced to their dealers that notwithstanding the fact that labor and every material used in the manufacture of Edison phonographs and records have increased enormously, and their margin of profit has gradually grown less, they have held off as long as possible in making any increase in their prices. It has become necessary, however, in the meantime to add to the old retail price of the instruments, excepting in the cases of C-200, B-375 and the period models which remain as before, an amount pro rata with the estimated taxes on phonographs and records, which makes the advance run from \$1.24 to \$6.88, according to the retail price of the various types.

According to the Edison announcement no change is contemplated in the price of the disc records, but there will shortly be announced revised prices for the disc instruments, cylinder instruments and cylinder records, these latter to be effective the first of January, next.

F. L. Willson, who has been connected with the George McLagan Furniture Co., Ltd., Stratford, for twenty-two years, and who is now representing their interests in Toronto, Hamilton, Niagara Falls and St. Catharines, is also looking after the interests of the firm's Lyric phonographs and records in these cities.

In announcing their Lyric records, for which the George McLagan Furniture Co., Ltd., of Stratford, are Canadian distributors, the Lyrophone Co., New York, have chosen as their slogan, "Musical Value." Speaking of their plans for Lyric records, Mr. Quinlan, the managing director, said to your correspondent: "Our entrance on the market some months ahead of our original schedule, followed by the flood of business from all over Canada and the United States which greeted our arrival, has made it necessary for us to confine our efforts for the present exclusively to our 10-inch records. In the matter of our 12-inch records, though we have many recorded, we are compelled to ask the trade's indulgence until January, when we will be able to distribute them. In this connection, however, the Lyric 10-inch record plays longer than many 12-inch records.

"We must ask the indulgence of our distributors and dealers for the natural and unavoidable delay in making shipments during the first

few months of our factory's activity. In spite of double shifts and unceasing effort we were literally swamped. However, conditions are steadily improving, and we can now give assurance that prompt deliveries will be made in all sections of the country."

In conversation with Armand Heintzman, at the Gerhard Heintzman factory, your correspondent learned that the plant was exceedingly busy on both phonograph and piano orders.

A new addition to the list of "His Master's Voice" dealers is T. H. Frost, of 1093 Bathurst street, Toronto, who is equipping his store with up-to-date soundproof rooms for the handling of Victrolas and Victor records.

With a view to greater efficiency in the production of their line, the Canadian Symphonola Co., Ltd., have placed the superintendency of their factory in the hands of Charles Harris, formerly superintendent of the Karn factories at Woodstock. Mr. Harris, who was with the Karn Piano & Organ Co., Ltd., and the Karn-Morris Piano & Organ Co., Ltd., for twenty-eight years, now devotes himself to phonograph manufacture with much confidence in the future of this branch of the music industries.

"The dealers here all report good business and bright prospects for the winter season," said R. P. Newbigging, head of the Newbigging Cabinet Co., Ltd., Hamilton. "Our own shipments last month were the best yet. A traveler remarked to us the other day that there were more phonographs per capita sold in Hamilton than in any other city in Canada, which only goes to prove that there are a live bunch of salesmen in this city."

"Things are humming at the factory," said John E. Hoarc, head of the Cecilian Co., Ltd., who mentioned that a pleasing feature of the orders coming in for Concertphones was that they were from all sections of Canada.

The Nordheimer Piano & Music Co., Ltd., of this city, report increased wholesale business from all parts of Canada for the Aeolian-Vocalion line.

Your correspondent is informed that the factory of the Brantford Piano Case Co., Ltd., Brantford, is running to full capacity, and working nights to keep up with their Brantola orders. The Brant-Ola Sales Co. in Hamilton report a pleasing list of sales for the last month, with large November and December business shaping up. The Brant-Ola business in the Hamilton district is in charge of E. Brooks, a new addition to the staff of the company.

W. J. Craig and Otis C. Dorian, secretary-treasurer and general manager respectively of the Pathé Co. of Canada, spent a few days in New York, where they saw the Pathé popular-priced art cases. These will shortly be announced in Canada to retail at around \$350.

Fred Taylor, who does an extensive "His Master's Voice" business in the eastern part of Toronto, has enlarged his facilities for handling the business in his two stores, at 190 Main street

and at 290 Danforth avenue, in both of which he handles Victrolas and Victor records.

At its new retail Sonora studios opened by I. Montagnes & Co., in this city, business is reported to be coming in nicely with a large percentage of its sales recently closed cash deals. The demand shows a marked call for the Imperial, Elite Baby Grand and Troubadour types.

A new addition to the retail music stores of Hamilton, Ont., is that recently opened by G. M. Jones, at 407 Barton street east. He is featuring the Symphonola and Cambridge phonographs.

Yvonne de Treville, the coloratura soprano of the Paris and Brussels Opera Co., is touring the principal cities and towns of Canada, giving Edison tone-test recitals to which the public is invited, by ticket only from Edison dealers.

The Solophone Mfg. Co., Toronto, have registered.

The express companies through the Express Traffic Association of Canada are making changes in connection with the ratings and conditions of carriage applicable to shipments by express. Some of the more important items which are being dealt with are containers for light and bulky goods and gramophones.

H. T. Britton, of this city, has opened up a phonograph department in connection with his store.

The department in connection with the George McLagan Furniture Co., Ltd., Stratford, Ont., have decided on the name Lyric for their line of phonographs and, as already mentioned in these columns, have arranged to distribute Lyric records in Canada.

The Lippert Furniture Co., Ltd., the well-known furniture firm of Kitchener, Ont., are now manufacturing a line of talking machines known as the Lyraphone.

E. L. Cucndet, representing Mermod & Co., New York, was among the month's visitors to the trade in Toronto and Montreal.

E. W. Schnorr, representing G. Clay Cox, of Rochester, who is introducing the Phonomotor to the Canadian trade, visited Toronto recently.

W. B. Rollason, the popular music dealer of Welland, was a recent visitor to the Pathé factory, where he was arranging for some substantial shipments of Pathephones and Pathé records. Mr. Rollason has good reports of business conditions in his territory.

H. G. Stanton and B. A. Trestrail, general manager and sales promotion manager respectively of R. S. Williams & Sons Co., Ltd., of this city, attended the recent Edison convention in Detroit.

Such development has taken place in the Victrola talking machine department of the T. Eaton Co., Ltd., Toronto, that they have extended their equipment to embrace some sixteen soundproof rooms.

W. D. Stevenson, of the Canadian Phonograph Supply Co., London, who are the sole Canadian distributors for Starr phonographs and records, is just back from a visit to the Starr factories at Richmond, Indiana. As a result of

(Continued on page 42)

Talking Machine Supplies and Repair Parts

SPECIALTIES:—SPRINGS, SOUND BOX PARTS,
NEEDLES

THE RENÉ MANUFACTURING CO.
MONTVALE, NEW JERSEY

THE UNICO SYSTEM

LET YOUR NEW YEAR RESOLUTION BE

Holiday



Eastern Talking Machine Co., Boston, Mass.



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



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

IT HAS BEEN OUR privilege during the past year to plan and execute for several hundred prominent dealers departments of maximum efficiency which have given these dealers recognized leadership in their respective communities. Let us do the same for you through

THE UNICO SYSTEM

To the Talking

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

THE UNICO SYSTEM

THE UNIT CONSTRUCTION

RAYBURN CLARK

121-131 South Thirty-first Street

Send today dimensions of your available space

UNICO

THE SALES BUILDER

and mented

MAXIMUM SALES IN 1918—WE CAN HELP YOU

Greetings

EIGHT HUNDRED AND forty installations in two hundred and twelve Cities, in 42 States and 5 Foreign Countries have established beyond question Unico Efficiency—Growth and Development are quickly and economically assured through

THE UNICO SYSTEM

Machine Trade

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

(Patented as to design and construction)

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

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

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

THE UNICO SYSTEM

DUCTION COMPANY

MITH, President

PHILADELPHIA, U. S. A.

Plans for a complete department will reach you promptly



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



F. L. Steers Co., New York City



S. B. Davega Co., New York City



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

his visit Mr. Stevenson is glad to say that his firm are getting all the phonographs necessary for the Starr dealers in Canada. In addition to the heavy stock carried in London the Canadian Phonograph Supply Co. have three carloads of some 400 phonographs under way for London, the first of which is expected at once, and another carload following every ten days.

D. S. Cluff, who is on the road for the firm

wholesaling the Starr line, is now down in the Maritime Provinces, where he is meeting with good success, his very first call resulting in arrangements for a new Starr agency.

The T. F. Harrison Co., the large home furnishing house of Kingston, Ont., who opened up with Victrolas and Victor records some little time ago, find the department already producing excellent returns.

has brought a generous response from the Berliner Gramophone Co., Ltd., which has sent a large quantity to the Star, who in turn, forwarded the same to the men. The Berliner Co. also loaned the soldiers a Victrola on which the new records will be used. In the past this company has given many instruments and records to the various battalions which have been recruited in Montreal and also to the various soldiers' clubs.

GENERAL BUSINESS ACTIVITY PREVAILS IN MONTREAL

Various Concerns Making Strong Bids for Business—The Value of the Show Window Fully Realized—Trade Responds Generously to War Charities—Stock Shortage Felt

MONTREAL, QUE., December 3.—The problem of dressing a talking machine window is one of toning up rather than toning down, pointed out a salesman to your correspondent, who just dropped in as the former was in the act of changing the main show window. "You see," he continued, "a display of bare records represents an unattractive heap of black. The machines make a beautiful appearance, but they are too much one shade of color. Even a piano offers no relief in that respect. So I always have some rather showy colors on any display cards used. Bright velvets are suitable for drapings over the machines. Of course you can overdo striking colors, but the greater danger is a dead window from the absence of colored relief."

A reorganization of the sales force of Layton Bros. has resulted in W. W. O'Hara being made sales manager. The phonograph department has added two new men in the persons of F. E. Townsend and Mr. Dupuis.

The business of Wm. Lee, Ltd., has shown such expansion under Mr. Lee's management that it has been found necessary to add two soundproof phonograph rooms for their Columbia and Edison departments.

Almy's Limited Grafonola department (Miss Vezina, manageress) reports Columbia styles 112, 122, 145 and 155 as their best sellers during the past month. The demand for patriotic airs is greater than the supply, and especially so is the call for this class of records from the soldiers' wives.

S. H. Brown, retail sales manager of the Berliner Gramophone Co., Ltd., was a recent visitor to his parents in Providence, R. I., where he was called suddenly on account of the illness of his mother.

George M. Reece, late of the Berliner Gramo-

phone Co.'s retail selling staff, is now in khaki at Key West, Fla., and likewise Harold Dewar in Norfolk, Va.

The Cowan Piano & Music Co. have taken on the local representation of the Brunswick phonograph and purpose developing the talking machine end of their business into a live department.

N. G. Valiquette, vice-president of the Pathé Co., who was recently stricken with paralysis, is making a gratifying recovery. Mr. Valiquette is now able to walk around his room with very little assistance, and plans shortly to go South to recuperate.

The Alexander Furniture Co., Gauvin & Freres, furniture dealers, and the Corona Phonograph Co., Reg., manufacturers, are among recent Montreal incorporations.

The Berliner Gramophone Co., Ltd., subscribed \$50,000 to the Victory Loan Fund.

The Dominion Phonograph Cabinet Co., Montreal, have dissolved partnership.

The Foster Phonograph Co., Foster, Que., are new dealers in phonographs.

Goodwin's Limited are now carrying a complete stock of Diamond Amberolas and Blue Amberol records, this in addition to the New Edison Diamond Disc machines, for which they have built up a large clientele. In order to introduce the machine locally they advertised a machine on three days' free trial with twelve Blue Amberol records.

A Victrola was recently donated by H. C. Wilson & Sons, Ltd., Sherbrooke, Que., for the benefit of the work committee of the Patriotic Society and Red Cross. The night of the drawing selections from the instrument were given on the stage of the Premier Theatre.

The request made by the soldiers at the Victoria Bridge for talking machine records

WITH THE TRADE IN WINNIPEG

Wholesalers and Dealers Prepared to Handle Business of Record Proportions—Scarcity of Needles Causes Worry—New Machines Introduced—Other News of General Interest

WINNIPEG, MAN., December 1.—Business in "His Master's Voice" lines is A1. All the dealers through the West are looking forward to an enormous fall trade. Many orders are being received for the Tungs-Tone Stylus, and record business shows a big increase. Mr. DesBrisay is now visiting dealers on the Prince Albert line with good results, and Mr. Duff is having the same success at Fort William and Port Arthur.

As a result of the recent Edison tone-test recital given by Amy Ellerman, contralto, and Mary Colgan, violinist, in Central church, the coffers of the Great War Veterans benefited to the extent of \$191.20.

Robert Shaw, manager of the Western Fancy Goods Co.'s Columbia department, referred to a continued shortage in needles, but plenty of machines now coming along. "Orders for Columbia goods are still piling in," said he. With Sophie Tucker's visit to the Orpheum, and Pollyanna's visit to the Walker, a big demand has been created for jazz band records and Pollyanna records.

Messrs. Cross, Goulding & Skinner recently received samples of the Brunswick line of phonographs, with which they are delighted, their customers being very enthusiastic over them and pronouncing them par excellence.

Babson Bros. report business as quite satisfactory. The wintry season coming in earlier is having its effect, as shown by the increase of sales in Edison phonographs and records.

Joseph M. Tees, a pioneer of the city and prominent for many years in musical circles, has left Winnipeg to reside in Calgary. Mr. Tees has been appointed manager of the Homestead Art Co.'s Grafonola department in Calgary.

The Dauphin Furniture Co., Dauphin, Man., have added talking machines to their regular lines. They report at present that they are exceedingly busy, that they have had bumper crops in that particular district and that business has been very good. The only drawback is the great scarcity of help.

The Winnipeg Cabinet Makers, 37 King street, Winnipeg, Man., have recently added a complete line of phonographs to their present line.

The T. Eaton Co., Ltd., are jubilant over their Victrola business the past month, and predict a still greater volume of trade for December.

The Winnipeg Piano Co. are able to report satisfactory business in their Edison phonograph department.

TRADE NOTES FROM VANCOUVER

VANCOUVER, B. C., December 3.—All Victor dealers have benefited by the appearance of Madame Gluck in Vancouver, B. C., and a large number of records of this artist have been sold both previous and after her visit here.

The store of the Bowes Music House, Hastings street, Vancouver, B. C., has recently been undergoing alterations which will give them considerable extra space for window display.

W. R. Williams, who has been doing business in Vancouver, B. C., for the past two years, has removed from 2331 Granville street to fresh premises on Robson street.

STRADIVARA

"KNOWN FOR TONE"

The Only Phonograph In The World

WITH A SPRUCE SOUND BOARD—built on the principle of the violin and piano.

Compare the tone of the STRADIVARA with the tone of all other phonographs—

Note its clear violin-like resonance and freedom from motor and needle vibration!

That tone is as peculiar to the Stradivara as the time-mellowed tonal purity of a genuine Stradivarius is peculiar to the genius of Stradivari himself!

After all, TONE is the supreme test of phonograph superiority—the real selling feature. And TONE is the big selling point of the STRADIVARA.

And here are two other BIG Stradivara selling features:

The Stradivara Plays EVERY Kind of Record

Each Stradivara is equipped with the Stradivara Automatic Stop Device.

7 Models—from \$45 to \$225

Progressive Dealers:

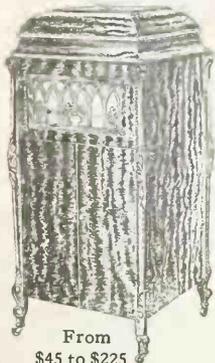
Stradivara sales are exceptionally strong in the trade. And that their strength is rapidly increasing is attested by good reports from our dealers.

Get in line for a share of Stradivara profits today. Write for the most liberal discount proposition ever offered. Distributors of Lyric Records—Write for Proposition.

SCHILLING PIANO CO., Inc.

Wholesale Distributors

112 WEST 23d STREET, NEW YORK



From
\$45 to \$225

No other record was ever made that was anything like "Life in a Trench in Belgium" (Parts 1 and 2) A2410. Compare Columbia Lists with any other and you will quickly see why Columbia stores are headquarters for New Ideas in Records.

Columbia Graphophone Co.
Woolworth Building, New York



EDISON DEALERS IN DETROIT ZONE HAVE CONVENTION

Over 200 Members of the Trade Attend Meetings Held Under Auspices of Phonograph Co. of Detroit, Enjoy Tone Tests and Listen to Stimulating Business Discussions

DETROIT, MICH., December 10.—"It's all over but the shouting," but the "shouting" will continue for many months. We refer to the third annual get-together convention of the Edison dealers in the Detroit zone, which includes Michigan and a part of northern Ohio. About 200 people attended, including dealers, their wives, employees and factory officials, not to forget the number of out-of-town Edison jobbers.

The whole affair was delightful and successful and the credit is due to R. B. Alling, manager of the Detroit jobbing branch, who made all the plans and arrangements. Not one thing happened to interfere with any part of the program, and if anything, the program actually turned out better than was expected.

The exact date of the convention was November 13. Headquarters were at the Hotel Pontchartrain. From 9 to 10 in the morning there was registration and the distribution of badges and tickets for the Anna Case recital. At 10:30 the convention went into session, R. B. Alling making the introductory address. He touched upon the purpose of the meeting, welcomed those from out of town and assured them of every courtesy during their stay in Detroit. He then appointed W. C. Peters, of Monroe, as chairman.

The first address was by J. C. Boykin, director of sales promotion and editor of "Diamond Points," who extended felicitations and greetings from the home office. He then conducted a question box for the dealers and there were many interesting discussions.

Eugene Krone, of Byron, Ohio, spoke on "How I Use the Company's Circularizing Matter." He showed how he made it produce results—some dealers let the matter "die" and then wonder why their business does not increase. H. M. Howe, of Howe & McDonald, of Alpena, Mich., spoke on tone tests and how he made them pay. It proved beyond a doubt that even a small town can conduct these functions with proportionate results to that of the big cities.

E. E. Davidson, manager of the Agreement Department of Thomas A. Edison, Inc., spoke on "Responsibilities of Edison Dealers." James Findlayson, mechanical inspector from the home office, discussed the Edison phonograph from a mechanical point of view, describing the various parts. These proceedings were followed by a complimentary luncheon tendered to the dealers in the grill room.

Promptly at 1:30 the afternoon session began, when W. C. Peters, of the Peters Drug Store, Monroe, spoke on "Why I Chose the Edison as a Merchandising Proposition." P. C. Sweeney, of the Edison Shop, Detroit, spoke on "The New Edison Sales Book." A. J. Desnoyer, of Desnoyer & Pendleton, Jackson, spoke on "How We Sell the Amberola." R. E. Mallory, credit manager of the Phonograph Co. of Detroit, spoke on "Credits and Collections." George F. Maxey spoke on "Intensified Canvassing."

A playlet staged by Mrs. M. A. Trestrail, of Toronto, was then presented by J. Simpson, Frank Marshall and Miss Dorothy McQuillan, all of Toronto. It was written by William Maxwell and called "Guy Wise, Esquire."

Henrietta L. Lesow, of Highland Park, then spoke on "Edison Enthusiasm," and was followed by B. A. Trestrail, director of Publicity and Promotion for R. S. Williams & Sons, Ltd., of Toronto, who spoke on "Advertising," and Frank J. Bayley, of Detroit, who spoke on "Anticipating the Future."

In the evening there was a banquet at the Hotel Pontchartrain, and some splendid musical entertainment of artists-employees of the Edison Shop of Detroit, followed by the entire gathering going to the Arcadia to hear Miss Anna Case in recital. Following the recital there was a reception for Miss Case.

Among the honored guests—we do not speak of the officials, or Edison dealers of the Detroit zone—who attended the convention were C. E. Goodwin, Chicago jobber; Walter Kipp, Indiana jobber; L. N. Bloom, Cleveland jobber; H. G. Stanton, Toronto jobber; B. A. Trestrail, advertising manager of R. L. S. Williams & Sons, Ltd., Toronto; Frank E. Duggan, of the Gundlach Advertising Co., Chicago; William McPhillip, Edison dealers, at London, Ont.

MORE CAPITAL FOR THOMAS MFG. CO.

Capital Stock of Dayton, O., Concern Increased From \$25,000 to \$300,000 in Order to Meet Growing Demands of the Trade

DAYTON, O., December 3.—The greatly increased demand for talking machine motors and parts has been given as a reason for the increase of the capital stock of the Thomas Mfg. Co., this city, from \$25,000 to \$300,000. The additional capital will be utilized by the company for the further expansion of its manufacturing and distributing facilities in order to fill the volume of orders on hand and in prospect.

THE BLISS REPRODUCER IN CANADA

The Hawthorn Mfg. Co., of Toronto, to Handle Wilson-Laird Co. Line

The Wilson-Laird Phonograph Co., New York, has announced the appointment of the Hawthorn Mfg. Co., Toronto, Can., as Canadian distributors for the Bliss reproducer. This company has an efficient selling organization, and has already established a number of active agencies throughout the Dominion of Canada.

This reproducer has been making rapid strides in popularity the past few months, and up to the present time has been adopted for use by a number of talking machine manufacturers. It possesses several distinctive qualities, and has won the approval of prominent tone experts.



Union Universal Tone Arms and Attachments

That enable your customers to play all records with one machine.

Our No. 1 Attachment for the Edison Machine, which enables it to play Victor or Columbia records, is without question the best Attachment on the market. It reproduces perfectly and is guaranteed.

Our prices on Union Universal Tone Arms also afford you an unusually attractive profit. Catalogues and prices sent upon request.

While we do not advertise extensively, we are large manufacturers of Phonograph Motors and we can give quality and satisfactory prices.



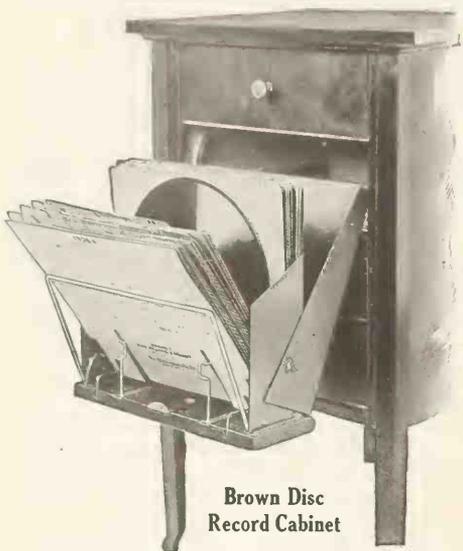
The Union Phonograph Supply Co.

1108 West 9th Street
Cleveland, Ohio

It hands you the record you want

Brown Disc Record Cabinet

For every small talking machine given as a Christmas present



Brown Disc Record Cabinet

Every record right in front of you always.
No searching—No confusion.

Records lie flat when drawer is closed—No warping.

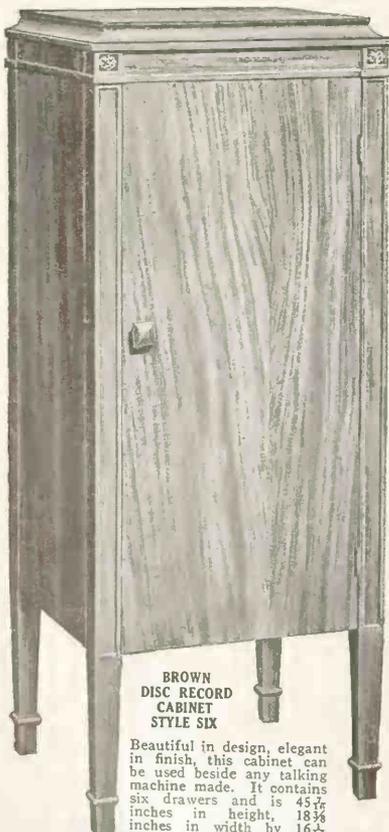
Records are vertical when drawer is open. Every record at your fingers' ends.

A separate compartment for every record.

No Scratching—Rubbing—Cracking or Breaking.

The Brown Disc Record Cabinet was devised to preserve a record perfectly and thereby insure Perfect Reproduction of Sound.

Those people who received small talking machines at Christmas will need Brown Cabinets after December 25th



BROWN DISC RECORD CABINET STYLE SIX

Beautiful in design, elegant in finish, this cabinet can be used beside any talking machine made. It contains six drawers and is 45 7/8 inches in height, 18 3/8 inches in width by 16 3/4 inches in depth. Not designed for use as stand for talking machine. It will hold one hundred and fifty 10-inch or 12-inch records.



BROWN DISC RECORD CABINET No. 4-T FOUR DRAWER

Same as No. 4 but with Table Top. For use with Victrola VIII and IX, Columbia Grafonola 15, 25, 35 and 50, Aeolian Vocalion D and E. 32 1/2 inches high. Top, 18 3/8 inches wide by 22 1/4 inches deep.

The stately beauty and elegance of the Brown is an adornment to any apartment. It is a fit companion piece for the most expensive machine.



BROWN DISC RECORD CABINET No. 2-T TWO DRAWER

Same as No. 2 but with Table Top. For use with Aeolian Vocalion D and E, Victrola IV and VI, Columbia Grafonola 15, 25 and 35. 28 inches high. Top is 17 1/4 inches wide by 18 3/8 inches high.

Your customers will at once appreciate the unique convenience of the Brown Disc Record Cabinet. The records can be instantly located and replaced with an ease and dispatch that bars accidents.

The beauty of these cabinets is unusual. Choice wood, artistic design and superior craftsmanship combined give them a distinctive charm rarely found in goods of equal price. Moreover, they are BUILT TO ENDURE.

Ask for Catalogue No. 317, T W

The Globe-Wernicke Co.
CINCINNATI

TALKING MACHINES ARE REAL ESSENTIALS IN MILWAUKEE

At Least They Appear to Be So Classified by Buying Public—Many Machine and Record Outfits Being Supplied to Boys in Camps—Co-operative Advertising Campaign Brings Results

MILWAUKEE, Wis., December 10.—Any one who doubts that the talking machine is an "essential," as distinguished from a "non-essential" in the classification of manufactures for the purpose of wartime economy, needs only to come to Milwaukee and note how the people of this city consider the phonograph a necessity, both for the enjoyment and entertainment of the soldier and sailor boys in active service or training, and the maintenance of the spirits of those who remain at home.

A comparatively huge volume of business that stamps the talking machine as a wartime necessity has been transacted by local dealers during the last month or more, and it is conservatively figured that an equal or even greater amount of business connected directly with the requirements of the war will be done during the present month, with its annual holiday season.

The cry of the boys in the military camps, at home and abroad, for more music has been answered, both by dealers and by relatives and friends of the soldiers. Scores of machines, thousands of records, and many thousands of needles have gone forth in a steady stream to satisfy the hunger for music. Many more are now being sent, and a great many more will go forward during the next two or three weeks as Christmas offerings from the folks at home.

To the everlasting credit of the talking machine trade in Milwaukee and elsewhere, it must be said that out of this huge volume of business dealers have asked practically no profit, feeling that the purpose is so noble that they are willing to do more than their just share to help those who are fighting in their behalf. The contributions made by dealers, if figured in the equivalent of cash, would amount to a very large sum.

All of this has proven beyond any shadow of doubt that music is one of the greatest necessities of the times, and that to curtail the production of musical instruments of all kinds, more especially the talking machine, would be a grave mistake and sooner or later would result unfavorably and create a most regrettable situation.

As Christmas approaches, it becomes more and more apparent that the supply of talking machines, records and supplies is wholly inadequate to supply the demand. As early as December 1 many dealers reported that their unfilled orders were the largest in number they have ever known, and the hope that they can catch up on deliveries by Christmas Eve seems wholly futile when it is considered that the factories cannot hope to manufacture anywhere near the quantity required. To this is added an acute shortage of cars and congestion of freight transportation. Dealers resort to express shipments at much extra expense, but even through this channel they are unable to obtain the machines required. Even those dealers who anticipated their wants as early as June and July and were able to obtain large stocks are rapidly approaching the day when they will be obliged to put off holiday customers until after January 1. Warehouses which were filled to the brim three months ago practically are vacant.

The production of records also is far below requirements, and many disappointments have resulted from the inability of dealers to fill

orders. Needles are very scarce, although the local situation is less unfavorable than that in many other large cities by reason of the fact that the Record Needle & Mfg. Co., of Milwaukee, is now getting under full headway and producing needles in large quantities.

The Badger Talking Machine Co., Victor jobber, reports that in all its long experience it has never seen a situation like that existing to-day. Dealers are crying for stocks of machines, records, needles, etc., but only a part of their demands can be filled. A similar situation is reported by A. G. Kunde, Columbia jobber, who states that the shortage of records is especially acute. Jobbers in the Pathé, Brunswick, Sonora, Aeolian-Vocalion, Premier and other leading makes fear that Christmas week will witness one of the wildest scrambles for goods that the industry has ever known. The Phonograph Co., Edison jobber, earlier in the year laid in the largest stock of machines and records that it has ever collected to meet holiday demands, but at the beginning of December its sales already had been so large and the requirements of its dealers so broad that it may have serious difficulty in making deliveries of more than a part of the machines and records wanted by its customers.

Talking machine business has been stimulated to a wholly unusual extent through the medium of a co-operative advertising campaign now being conducted by the Milwaukee Association of Music Industries at a cost of about \$3,000. All of the leading talking machine jobbers and retailers in Milwaukee are members of the association and contributed liberally to the special fund raised by the organization to make the campaign possible. A series of ten full-page advertisements calculated to promote musical advancement generally, and the growth of the music industries commercially at the same time, is being published on Friday evenings in the Milwaukee Journal, the largest newspaper of the city, with a circulation of 120,000. For the purposes of the campaign and the future development of the business the association has adopted a trade-mark based on "Quality Products; Genuine Service and Honest Dealings to Every Patron." The names of all member-houses are published in each advertisement, effectively linking the newspaper campaign with the trade-mark and the membership. The campaign is original in every way and already has had a tremendous influence upon trade among dealers belonging to the association. The work of the Milwaukee association is regarded as the most effective ever undertaken by a local organization in support of the National Association of Piano Merchants and the Music Industries Chamber of Commerce and is attracting nation-wide attention. In every respect the talking machine is being "played up" as strongly as the piano or player-piano in the Milwaukee campaign and the attention of consumers is being focused no less intensively upon the talking machine as upon its big brother, the piano.

An important change in the distribution of the Pathé in Milwaukee and Wisconsin has recently been made. Lawrence McGreal, 183-185 Fourth street, who has been Pathé jobber for this territory for about two years, has relinquished the connection and expects to take up another leading line. The Chicago Pathé branch

has added Wisconsin and Upper Michigan to its territory and is serving dealers in the district formerly handled by the Milwaukee house.

In a retail way, the Pathé is undergoing a rapid growth in Milwaukee. During the past week three new Pathé stores have been established here. These are connected with the three big department stores operated by Kroeger Bros. Co., at First and National avenues; Fourth avenue and Mitchell street, and Eighteenth street and Fond du Lac avenue. The Kroeger business was established in 1853 and the stores recently celebrated their sixty-fourth "birthday." The stocks of machines and records in the Kroeger organization are among the largest in the United States.

The opening of The Music Shop at 312 Grand avenue by Miss Helen Gunnis, one of the best-known women engaged in the talking machine trade of the Middle West, was held November 17. It probably is the only store in this part of the country that is operated by a woman. The Music Shop is featuring the Columbia and Starr machines, and as a special feature carries a large stock of Universal music rolls. Miss Gunnis has been connected with several large institutions in Milwaukee and has had an unusually wide experience in retailing the Columbia. The store has been accorded splendid patronage and is destined to be one of the most successful talking machine shops in the city.

The recent appearance of John McCormack, the noted Irish tenor, in this city created an extraordinary demand for his Victor records, and up to this time dealers have not been able to fill more than a part of their orders.

The Edison Shop has been blazing the trail to bigger business by an energetic sales campaign during the last month or two. During November alone the Edison Shop presented three noted artists, Marie Rappold, Julia Heinrich and Betsy Lane Shepherd, in public recitals, the main purpose being to demonstrate the wonderful achievement embodied in the New Edison and to prove that it actually "re-creates" the work of the artist with the strictest fidelity.

The Milwaukee Association of Music Industries, at its regular monthly meeting of November 22, decided to incorporate under the laws of Wisconsin as a non-stock corporation. At the same time it authorized the creation of a board of censors of music advertising, consisting of L. C. Parker, manager of Gimbel Bros.' Victrola department; Charles J. Orth, Sonora dealer; Henry M. Steussy, Magnola and Pathé dealer, and Leonard E. Meyer. Mr. Steussy is secretary of the association and like Mr. Orth is one of the leading piano dealers of the city. The object of the committee is to make music advertising clean and to keep it so. Strict adherence to the principles enunciated by the association will be demanded of all advertisers.

The Barron Victrola Shop, opened recently in Superior, Wis., by E. T. Barron, is an establishment that has numerous features that are out of the ordinary. One of these is the large stock of Scandinavian, Finnish, Polish, German and Slavonian records which it carries. Superior is truly a "melting pot" and the population contains so many representatives of different nationalities that the Barron Shop carries nearly as many foreign-language records as those in English.

Fred W. Albright, retail jeweler, Antigo, Wis., has enlarged his store to provide for a talking machine department.

The Sonora is now handled exclusively in Madison, State capital of Wisconsin, by Wiley L. Ballinger, jeweler, 17 West Main street.

Fred E. Yahr, president of the Yahr & Lange Co., 207 East Water street, distributors of the Sonora in this city, recently was elected to membership in the Milwaukee Association of Music Industries to represent his house in the jobbers' division.

Paul F. Seeger, manager of the Aeolian-Vocalion department of the Edmund Gram Music House, is one of the most enthusiastic talking machine men in the city, due to the remarkable growth of Vocalion business in Milwaukee.

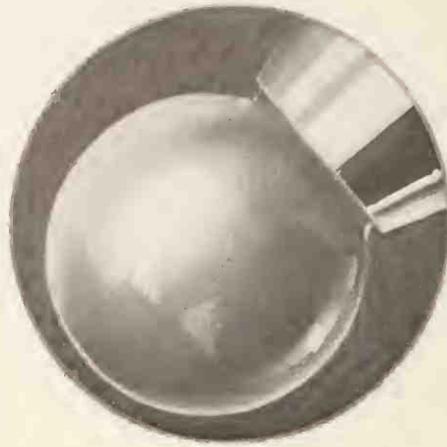


PERSONAL SERVICE

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

Why not communicate at once with us?

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



PATHE GUARANTEE

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

The Biggest Little Thing In the Trade The Pathé Sapphire Ball!

It is small—that tiny, rounded, jewel-polished sapphire!
But it's BIG in its selling points:
The vast new world of music embodied in the record repertoire of

The Pathéphone

That record repertoire is something *new* to unfold to the prospective buyer.

Music of which America still knows little—the great voices of all Europe; the romantic gypsy orchestra; the famed military bands, the songs and music of the lands that *live* romance; the brilliance and beauty of a world of art so far a closed book to most Americans.

To say nothing of the regular monthly list of up-to-date sentimental and popular song successes and dance hits.

Pathé voices are voices to TALK about—the voices of Lucien Muratore, Claudia Muzio, Slezak, Cavalieri, Bispham, and a host of other world-renowned voices—

And here's another *big* point. Pathé TONE—it sells itself!

That's the artistic side of THE PATHÉPHONE.

Here's the practical side:

No needles to change!

The Pathé Sapphire Ball is permanent. It never has to be changed.

Pathé Records play 1,000 times! The Pathé Record Guarantee is one of the biggest record-selling arguments in the world. Read it—it's worth your while!

The Pathéphone plays all makes of records! Each Pathéphone, at any price, is equipped to play not only Pathé Records, but all other records.

Pathé Prices—\$25 to \$225—a price to fit every income!

And last, but not least, the mere name "Pathé" is a confidence-creating force in itself!

PATHE FRÈRES PHONOGRAPH COMPANY, 20 Grand Avenue, Brooklyn, N. Y.

Pathé Frères Phonograph Company of Canada, Ltd., 6 Clifford Street, Toronto



MURATORE
Principal Tenor
Chicago Opera Company



MUZIO
Prima Donna Soprano
Metropolitan Opera Company

ALL CHRISTMAS GREETINGS

to our friends in the trade and those many new acquaintances who are about to enter the Pathé Sales Circle!

What we'd really like to do is to reach out and give each one of our Pathé dealers a congratulatory handshake on the big volume of business that's coming in—

In fact, we owe Pathé dealers a vote of thanks for their whole-hearted selling co-operation during 1917—

A co-operation with *results* that forecast a still greater 1918—

And speaking of 1918—we are going to do more than wish you a prosperous New Year.

We predict it for you!

Cordially yours,

Pathé Frères Phonograph Company

A Brand New Phonograph Field WIDE OPEN!

The new line of Art Period Pathéphones: "William and Mary," "Sheraton" and "Jacobean" are now ready for the trade at a non-competitive retail price.

\$190

subject to the BIGGEST discount ever offered.

Write for details. They are to *your* advantage.



Sheraton Design

One of the three new Art Model Pathéphones at the non-competitive price of \$190.

(Sheraton, Jacobean, William and Mary)



Mme. Gerhardt—the best known singer of folk songs in the world—joins the ranks of exclusive Columbia artists. The first record is the greatest Christmas hymn in the world, "Silent Night, Holy Night." A timely offering for Columbia dealers!

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

PREPARING FOR 1918 BUSINESS

Vitalis Himmer, Jr., Already Making Contracts for Audion Products for Next Year—Greatly Increased Demand Already in Prospect

One of the best-known members of the talking machine parts industry is Vitalis Himmer,



Vitalis Himmer

Jr., who has been associated with the business for a number of years, and whose technical knowledge of tone arms, sound boxes, etc., is reflected in the fact that he has been granted a number of patents covering basic principles in the production of these parts. At the Himmer factory, 77 Reade St., New York, there are manufactured Audion products which have achieved remarkable success in the short while they have been on the market. Audion tone-arms, sound-boxes, etc., have been adopted for exclusive use by prominent manufacturers in different sections of the country, who have arranged to use these products after carefully testing them under the most severe conditions.

In a chat with *The World*, Mr. Himmer stated that he is now making arrangements for 1918 business, and has already secured large contracts for the coming year. The factory was oversold in 1917, and judging from the orders now on hand 1918 business will be far in advance of this year. Although Mr. Himmer de-

votes as much time as possible to the executive end of the business, he endeavors to spend some part of each day in his research laboratories. His experiments have been prolific of excellent results, and Mr. Himmer states that after the first of the year he will have something decidedly novel and unique to present to the trade.

SENDS THE SEASON'S GREETINGS

In accordance with its usual custom, the Otto Heineman Phonograph Supply Co., Inc., New York, has sent out to all its friends in the trade a very artistic card wishing them the compliments of the season. This year's Christmas reminder is unusually attractive and expresses the sincere wishes of the company that the recipient enjoy a happy and prosperous year in 1918.

Mr. Heineman intimated this week that in addition to this Christmas card his customers would also receive something novel and unique before Christmas. This souvenir will doubtless serve as a constant reminder of Heineman service and progress.

ARMY EDISON FOR CAMP HANCOCK

STROUDSBURG, PA., December 3.—The Stroud Theatre held a record audience one night last week when Sergeant Geo. Kemp, of the 109th U. S. Infantry, accepted an Army and Navy Edison phonograph in behalf of the men in his company, now located in Camp Hancock. The instrument was presented to the soldiers by the Volunteers of America, and an elaborate program prepared to mark the presentation.

THE SOFT TONE TUNGS-TONE STYLUS

Victor Co. Announces That Soft Tone Stylus Will Be Distributed in Small Lots

The Victor Talking Machine Co. announced on December 3 that they would shortly begin the distribution of the soft tone Tungs-tone Stylus, for which there has been a strong demand in the trade for some time past, and in fact, since the Tungs-tone Stylus was first placed on the market.

In announcing the distribution of the soft tone Stylus, the Victor Co. says: "We have been laboring indefatigably to meet the demands, but because of present abnormal conditions it has been impossible to procure equipment necessary for the manufacture of the soft tone Stylus in sufficient quantities to start shipments. While our stock on hand is only a small percentage of our unfilled orders, we feel that the small quantity that is available, if distributed, will help just so much to relieve the extreme shortage."

BOOKED LARGE HOLIDAY BUSINESS

WILLIAMSPORT, PA., December 6.—The Rishell Phonograph Co., of this city, manufacturer of Rishell phonographs, records and Rishell sapphire balls, reports a particularly active business at the present time. The company's dealers are evidently closing an excellent holiday trade, for many of the recent orders call for the shipment of several dozens of phonographs by express. During the past few months, the Rishell Phonograph Co. has materially increased its facilities, and is in a splendid position to take care of the 1918 business.



WESER PHONOGRAPHS

For 38 years the piano trade has recognized in Weser instruments the highest piano and player piano value in the market. It always has been our delight to invite comparison of the Weser products with those of any other maker. Many of our best dealers have been acquired by such comparisons.

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

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

WESER BROS., Inc.

520-530 West 43rd Street

NEW YORK



Featuring the Musical Possibilities of the Talking Machine

By William Braid White

[Note.—This is the tenth 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.]

KNOWLEDGE OF ORCHESTRAL MUSIC

Last month I started on a new idea. Just how good that idea is remains to be seen; but so far I have reason to think it all right. Briefly, it is to give a sort of short course in musical appreciation to those who sell talking machines and records, for the especial purpose of enabling such persons to appreciate intelligently, and push more energetically the sale of records devoted to the higher classes of instrumental music. It is, of course, well known to you all that, ever since the talking machine became something commercially important, the leading records have been reproductions of the voices of great operatic singers. As a result, an enormous library of such records has been accumulated, and the sales have been literally huge. The American people, by this time, know a great deal about great operatic singing.

But this is not enough. The more musically cultivated the people become, the more records we shall sell; and the better they will be. But to get the people into a real love for artistic music means that we must acquaint them with the best kinds of instrumental compositions. In no way can we do this so well as through the sale of talking machine records devoted to orchestral, quartet and solo playing. There are literally millions of good citizens who have never heard a symphony orchestra, and very likely never will hear one; but they can hear records of the Boston Symphony, the New York Philharmonic or Chicago orchestras. Now, if we who sell will only learn something about the kind of music which the orchestras play, we shall be able to hand out something like a salesmaking talk on records of this sort and shall find them easy and profitable to sell. The very fact that great record manufacturers have gone to all the immense amount of trouble needed to induce orchestral conductors like Stock, Muck and Stransky to make records of orchestral playing, is the best proof in the world that these concerns recognize the need for pushing the sale of high-class instrumental music. They know that only by thus cultivating the latent music love of the people, can they be sure of building a solid foundation for the future of the talking machine. For all these reasons, then, it is not only desirable, but actually of the highest importance, that every salesman of talking machine records, who desires really to make good in his chosen work, should educate himself to the point where he can recommend honestly, because knowingly and by reason of his own love

for them, the instrumental records he has to sell, not forgetting that the task of learning is easy and delightful, and that the knowledge gained will be a private as well as a business pleasure for all time.

If these arguments, which I have thought it well to set forth yet once more, have any weight with you, I may as well get along with the job of expounding the elements of the forms which we find in music.

More About Symphonies

In speaking last month of the orchestral symphony, I pointed out that a work of this kind is the greatest monument of musical skill and artistic taste, and that the greatest composers have always "put their best foot forward," as it were, when undertaking to compose a work in this form. The beauty and majesty of a symphony largely depend on the fact that it can express, not merely one idea or mood, but a whole range of them. This is because it is divided into sections, or movements, each of which is a complete musical piece in itself, and can be played by itself, if desired, without reference to the others. Of course, for a full comprehension of the beauty of a symphonic movement one ought to hear the whole work. A noble head or the swelling outlines of a beautiful limb, can be appreciated and admired intelligently, only when seen in conjunction with the body to which it belongs.

Last month I spoke, rather roughly and sketchily, concerning the first movement of a symphony and showed that in it the ideas which most strongly animate the composer are set forth fully by the use of two contrasting themes, worked over, elaborated and finally fused into one. But the strength and power which are the signs of the first movement, and which in a great symphony, such as Beethoven's in C Minor (look up a record of it), mount to unsurpassable majesty and virile impressiveness, need to be contrasted with something gentler. The four hammer strokes (simply the thrice repeated G followed by E flat) on which simplest of themes Beethoven builds up that marvelous movement (get it and listen to it) is so tremendous that you feel overwhelmed; and it takes the grave sweetness of the opening phrases of the second movement to give the needed repose. There is a Philharmonic orchestra record of it done under Stransky for the Columbia.

Indeed it is just this lovely contrast, this supersession of strife by tenderness, this substitution of the feminine for the masculine, which makes the entrance of the slow movement in a great symphony so soothing, so tender, so sweet. Take the Stransky-Philharmonic record mentioned above. In the gentle major key of E flat, relative major to the stormy C minor of the opening movement, the theme enters, in-

toned by violas and 'cellos, with pizzicato soft pluckings of the bass fiddles to mark the beats of the melody. It is Beethoven the Titan transformed into a seraph. But not for long; impossible that this fiery spirit should long be tamed. The theme dies away; and as it dies, you hear a soft yet ominous repetition of the hammer strokes which made the first movement what it is. The "motto" of the symphony again! These heart beats signify changes; and the changes come! Like swelling of a great trumpet, sounds out a loud triumphal theme, march-like but solemn with all the power of the full orchestra. Potent but brief it sounds, and then with a sudden modulation ends on a long sharply bowed tone of the bass fiddle.

At once, without pause, the original theme is taken up again, but this time in a variation, sounded by the violas and 'cellos, with the other strings and some of the reeds accompanying. It is to be a theme and variations then? Again, the triumph sound; and again a third variation, lighter and more flowing. Then, lastly, and in just the right time, Beethoven, with wonderful skill, draws together the ends of his themes, works them into a fusion of splendid melody, softens them down to a gentle whisper, brings them up again in tumult and shouting; again sinks them almost out of hearing, and ends in two short sharp phrases, rattled out like volleys of musketry.

Such is the slow movement of Beethoven's fifth symphony; and if you will take the trouble to play over the record made by Stransky and his men you will hear what I have set down here; and if you cannot feel that, at least, it is worth while hearing over again, you had better stop selling musical goods.

But you won't feel that way. You will probably put it aside for further consideration, which is just what I should wish you to do. And then perhaps you will go on to the third movement.

Structure

Before you do this, however, let me say a few words about slow movements in general. As I remarked above, the composer of a symphony has much to express. He is writing a great poem, even though it is expressed in tones and not in articulate speech. The movements correspond with the sections or chapters of a poem or tale. In contrasting the sweetness of this slow movement with the vigor and strength of the first, he only follows the natural laws of contrast which are necessary parts of any artistic work, and without which the monotony would be unbearable. But in all writing of slow movements, there is always certain uniformity in the shape, as it were, of the movement. Just as the short snappy themes of the opening move-

(Continued on page 50)



CHRISTMAS IS NEAR

Are you prepared? The Victor Talking Machine Co. have issued a splendid Xmas folder listing 61 choice records for the occasion. Unless you have a good stock of every one you lose the best part of your Christmas trade. The place to order these is from

"The House of Service"

W. D. & C. N. ANDREWS, Buffalo, N. Y.

THE MUSICAL POSSIBILITIES OF THE TALKING MACHINE

(Continued from page 49)

ment are drawn from the great treasury of dance tunes which every folk have among their traditional lore, so also from the slower, dreamier, more contemplative tunes which have become associated with the love songs of all peoples, the themes of slow movements are naturally and rightly taken. The great musician quite naturally goes to these rich stores of folk music—real popular music that really expresses the thoughts, the hopes, the joys, of a people. We have not yet in America produced a great symphony; but when we do we shall doubtless find that such a tune as the old-fashioned "Arkansaw Traveler" or "Money Musk" has furnished the inspiration for a first movement that shall represent in deathless tones the grand simplicity and honesty of our early national life. The second theme of that movement shall be, perhaps, drawn from one of those grand old psalm tunes which the Puritans knew so well. We shall have that American symphony some day.

But we are getting away from slow movements. I was going to say, when I interrupted myself, that in this very second movement of his fifth symphony, Beethoven has drawn the ideas for his tunes from the fountain head of folk song; and what is true of him is even more true of his predecessors, Haydn and Mozart.

What Is a Scherzo?

A word that you will find in the record catalogs is "Scherzo"; and many people, no doubt, have wondered just what it means. Literally, it is the Italian for "joke" or "jest." And originally, such it was applied to a short piece of the very gayest kind, usually a sort of minuet livened up, as you might say. The third movement in all of Haydn's and Mozart's symphonies is indeed a minuet; but this is a rather slow and stately dance, albeit in the lively 3—4 time. All third movements of symphonies are a sort of a dance, but the old minuet was far too slow to suit the temperament of Beethoven. So he

took the old form and built it into something gayer and more lively, which he called Scherzo. Yet his scherzo is not by any means just simple fun. Far from it. Even in his first symphony, written when he was a young man of thirty, the Scherzo gets miles away from the stiff elegance of the Mozart minuet and becomes a sort of free rhapsody on the lively dance tune which is its first theme. It was Beethoven who developed the Scherzo idea, and in his fifth symphony, which we have been discussing, he produced a piece which is perhaps the most wonderful thing of its kind. It ranges the gamut of emotion from gaiety to sorrow, from triumph to despair; and finally leads, without a pause, into the marvelous finale, which is recorded by the Victor Concert Orchestra and was announced in one of the Victor bulletins issued this fall.

Basses and Trumpets

A marvelous opening is that of this Scherzo. It begins pianissimo in double bass strings, a subdued muttering like of distant thunder. Three times the theme is sounded in the same voice, each time followed by an answering echo in the violins. Then, without a pause, there bursts forth a military peal of trumpets and horns, voicing—what but the four hammer strokes of the first movement?—the motto of the symphony of these four notes a wonderful tune is composed, which works out into a splendid climax, and comes to a sudden stop.

The Elephant's Dance

Instantly, without a moment's hesitation, the entire row of bass fiddles, big lumbering beasts, the elephants of the orchestra, burst into a mad clumsy dance, which runs up and down their fingerboards at express speed, making them, in all their hugeness, imitate the capering antics of the violins. The breathless crazy dance pulls up short, all panting, as it were, with the exertion. At once it begins again; begins and stops. The elephants cannot not dance in tune. They try again; and again stop in confusion. Again; and now they hit the step. The comical row of giants dances its way up the scale, till the lighter and more agile instruments, violas, violins, clarinets and flutes, carry the leaping pulse of the dance to the highest, most aetherial limits of musical sound; and gently bring it to earth again through softest tones of woodwinds.

The first theme takes up once more, first in bass strings, then in violins, first with bow, then with plucked string, but more gently and less resolutely. Comes some working over, a little interweaving of voices, and lastly, the solemn ominous pianissimo stroke of kettle drum, which, like a tolling bell, punctuates an otherwise complete silence. Again and again the stroke sounds, till violins to the constant beat still sounding below them, break out in a sort of passionate wail, a cry for deliverance from this dungeon of despair. The cry is heard, instrument after instrument takes it up, the speed grows faster, the music louder, and louder and faster and faster and louder, till, with one great crashing chord, the entire orchestra, its trumpets pealing, its cellos and basses sonorously intoning, its woodwinds shrilly trilling, dashes into the great triumphal march in C major, opening the splendid, world-conquering, Finale!

But of this last I must speak later. Do you think I have rhapsodized a bit too much? Well, hear the record of it for yourself and then you can judge.

NEW RECORD DISPLAY HOLDER

H. A. Weymann & Son, of Philadelphia, have recently introduced a very practical device known as the Marvel Victor Record Display Holder. These new record holders are built very durable and are made of three ply veneer. They are made in weathered oak, golden oak, mahogany and other finishes and will hold both the ten and twelve-inch records and are primarily designed for use in window displays, where they will serve the admirable purpose of drawing public attention to individual records. The price is \$1.25 each.

The Artophone ^A New ^{\$}55 Model RETAIL



MODEL IX

Height 44 inches
Width 18 inches
Depth 20 inches

Immediate Deliveries can be made
for your Christmas Trade

WE offer our dealers a new model that will undoubtedly be one of the biggest sellers in the talking machine industry.

It is the best value ever presented, and every progressive dealer can use it as a "leader."

We list below some of its features.

1. Large, beautiful cabinet that will ornament any home. Finished in Mahogany, Fumed or Golden Oak.
2. Plays all makes of records perfectly, without the use of extra attachments. Adjustment of the Sound Box all that is necessary.
3. Motor contains 2 springs and is capable of running 3 10-inch records with one winding. Powerful and absolutely silent in winding and running.
4. Tone is rich, clear and full. Equal to phonographs far above its price.
5. RECORD COMPARTMENT, contains three shelves, with ample space to accommodate record albums.
6. TONE MODIFIER, is constructed along scientific principles, and tone may be regulated as desired, without injuring tone quality. Is located conveniently on right side of cabinet.
7. Equipped with wooden horn, automatic lid support, continuous hinge, and four needle cups.
8. ACCESSIBILITY to MECHANISM. It is only necessary to remove four screws to get at motor.
9. THREE-YEAR GUARANTEE on metal parts against defective material and workmanship. Springs excepted.

This is only one of our popular models. Write today for catalog, free trial offer and proposition.

The Artophone Company

1113 Olive Street

ST. LOUIS, MO.

No record anything like Columbia Record A2410 was ever put on sale. You've got to hand it to Columbia for Initiative and Originality.

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



HEAVY VOLUME OF ADVERTISING IN BALTIMORE TRADE

All the Leading Makes of Machines Featured Prominently in Local Advertising by the Dealers—Able to Get a Fair Supply of Machines—Money Is Plentiful and Trade Outlook Good

BALTIMORE, Md., December 5.—Satisfaction with the good business done during the month of November and big preparations for the final drive this morning represent the situation in the local talking machine field. The distributors of the various lines have been able to get a fair supply of machines, but expect to get larger shipments very shortly as they have been held up by the freight embargo. The record business is being held up in some quarters by the lack of being able to get back numbers. This is also expected to improve during the early part of the month. Cash business also is very pleasing to the dealers and collections have been very good both to the jobbers and to the retailers.

There has been an extraordinary volume of newspaper advertising featuring various makes of talking machines. This advertising was done by individual firms and was run in all of the newspapers exclusive of the regular ads of the Victor and Columbia Co.'s. Department stores and furniture dealers featured talking machines in the big newspaper spreads.

With the Columbia Co. S. C. Cook, assistant manager, who has been in charge of the Baltimore branch for the month, reports the volume of business greater than in November of last year. Cash sales also went way ahead of last year's business. The branch is getting good service on records and has been able to keep all of its customers satisfied. The work of the three roadmen, P. W. Peck, Oden F. Jester and W. F. Korhammer, who dropped in at headquarters the latter part of the month, has been very good.

William F. Parks, who became the local manager of the Columbia Co. on September 15, is a patient in Johns Hopkins Hospital. He has been confined to the institution for almost a month.

November business ran way ahead of 1916, says W. C. Roberts, manager of E. F. Droop & Sons Co., Victor distributors. The firm has just completed remodeling its showroom and has added two new booths. Five new handsome bowl lighting fixtures of the modern indirect lighting type have been installed. The firm has added three new men to its staff. They are J. H. Bowen, J. Davis and George Stansmore. These men will principally look after the wholesale business. Machine shipments are daily expected to arrive to make up for the depleted stock, the result of last month's extraordinary business. The record situation is worse to-day as far as back orders are concerned than it has been for four years. In view of there being but fourteen new numbers for January, Mr. Roberts believes that some of the back numbers will come along very shortly.

J. H. Chase, sales manager for Cohen & Hughes, reports the Victor business very fine in both wholesale and retail. Machines have been coming through fairly well and he ex-

pects to see them continue to come in. The record situation with the firm is fairly good. Mr. Chase has been dividing his time between Baltimore and Washington and has been kept busy looking after both branches.

Jesse Rosenstein, for the National Piano Co., Pathé distributors, is more than satisfied with the way business is going. The freight embargo is holding up a great deal of his goods, but he says he has been able in the main to satisfy the Pathé dealers in his territory.

With the nearness of the Christmas holidays

THE WORLD HIS BEST PARTNER

Jake Graham of Liverpool Declares The Talking Machine World Is His Greatest Silent Helper—Sends Greetings to Friends

In renewing his subscription for The Talking Machine World, Jake Graham, the prominent talking machine dealer of Liverpool, England, and who handles the Edison, "His Master's Voice," Columbia and Pathé line in that city, writes in part:

"It is the greatest pleasure in the world to send you cheque, being cash due for renewal of subscription to the trade paper that has been my greatest silent helper. How often I refer to it as I would a partner if I had one. In fact,

many of the talking machine dealers are keeping open at night. This has been beneficial to a number of them, for it has resulted in increased sales of records and in many instances in machines. The big munition and shipping plants around Baltimore, which have attracted hundreds of strangers to the city besides giving employment to as many Baltimoreans as could be had, has resulted in a November business that has far exceeded expectations. The high wages which workers in the plants doing Government work have been receiving has enabled many to pay cash for their musical instruments and also to buy a great many more records than would have been the case under ordinary conditions.

it is one of my partners, but draws very little and gives much service.

"Convey to my friends in America my respects, especially to those whom I met at the Edison factory at Orange, and at the Victor factory in Camden, and the Columbia boys at the big pile down Broadway and at the factory."

Mr. Graham states that he is doing fully \$25,000 more business than he has ever done in his history, even under existing conditions, and that amount would have been increased if he had been able to get a sufficient quantity of Edison products from America.

The pessimist, instead of looking for the needle in the haystack, prefers to sit down in the hay.

Talking Machine Manufacturers

WE BEG to suggest that you look into the merits of our new model VEECO ELECTRIC MOTOR equipped with VITRALOID TURNTABLE.

It is up-to-date and certainly would largely increase your sales when installed in your high class machines.

Runs on either A. C. or D. C. from 100-125 volts without extra resistance or any adjustment and can be supplied for any voltage from 6 to 250.

No more winding.

No more broken springs.

No more running down in the middle of selections.

No more discordant music due to uneven spring tension.

Guaranteed by us for two years.

Send for a sample and try it out.

THE VEECO COMPANY

248 Boylston St.

Boston, Mass.

The Original Producers of a Complete Electric Drive for the Talking Machine Manufacturer's Use



TO QUOTE HELEN WARE'S own words on hearing her first GENNETT RECORD: *"I have always considered the glorious tone of my Stradivarius Violin a thing of beauty without a peer. Not any longer. . . My Gennett Records would amaze the immortal Violin Maker of Cremona."*

"GENNETT RECORDS"

9-11 E. 37th STREET

NEW YORK CITY

DETROIT STILL REPORTED ON HIGH WAVE OF PROSPERITY

Volume of Business Will Only Be Limited by the Available Stocks of Goods—Dealers Appreciate Factory Situation—Some Live Campaigns Now Being Conducted in This Territory

DETROIT, MICH., December 10.—The month of December will surely break all records for the talking machine business in the State of Michigan. This statement is made only after interviews with small and large dealers as well as Michigan jobbers of all lines of talking machines. It is further evidenced by the increased amount of advertising, publicity and pep being injected into the business—and you know a firm usually gets what it goes after. Only failure on the part of the manufacturers and jobbers to deliver will result in disappointment. And right here we might add that there will be some disappointments—there are always in the talking machine business at holiday time—nevertheless, if the dealers sell all they can get they will be ahead of previous years. The demand this year is for machines priced anywhere from \$100 to \$150—which does not say there is no demand for the cheaper grades and those more expensive grades. We speak of the \$100 and \$150 types as being the most popular of any.

Dealers and jobbers of Victrolas in the Middle West are thoroughly conversant with the factory situation. The Victor Co. has never had such a tremendous year for orders—their factory has been working at high speed during the past eleven months of 1917, and the month of December sees its books one mass of orders and a physical impossibility to take care of all of them. So Victor dealers will have to make the best of the situation although even at that, their total business for the year just closing will exceed 1917—we refer to the Victor dealers.

At the J. L. Hudson store both the Victrola and the Sonora are carried in stock, and Manager Ed. Andrew reports the sale to be very good, with shipments arriving weekly but not in the big quantities he would like. He expects to be completely "cleaned" of his stock by Christmas day.

C. W. Cross, of the Bush & Lane Piano Co., now making talking machines as well as pianos, and Ed. Andrew, of the J. L. Hudson store, are members of the Michigan State Troops. They train weekly and have already seen guard duty. Both thoroughly enjoy the work.

Max Strasburg, proprietor of the Max Strasburg Shops, reports that the demand for Victrola styles No. 10, 11 and 14 is far greater than he can supply. He is closing a very successful year, and is optimistic about the future. He has not worried of late much about new business as that seems to take care of itself—what he has been devoting most of his time and attention to was the collection end—keeping contracts paid up and seeing that payments did not lag.

In an announcement on December 4, which appeared in all of the daily newspapers and paid for by the J. L. Hudson Co., attention is called to the facts that "owing to unprecedented war

conditions we are uncertain whether certain shipments of Victrolas will reach us in time for Christmas and that Victrolas we ordered last February have not all been received; thus we cannot urge you too strongly to order your Victrola for Christmas now."

Plans are on foot for fitting up a Pathé phonograph department in the building of Williams, Davis, Brooks & Hinchman Sons Co., Congress and Bates streets, that will be one of the finest displays in the country. This firm which has the Michigan jobbing rights for Pathé is after business "hot and heavy" and is more enthusiastic over the prospect for future business than ever before. During the past sixty days new accounts have been opened in the largest cities of Michigan and northern Ohio and leading furniture concerns in every town of \$10,000 or over now has a live Pathé department for both phonographs and records.

The J. H. Reardon Piano Co., Inc., 65 East Forest avenue, recently engaged in business and is handling the Celestaphone.

At the regular monthly meeting of the Detroit Talking Machine Association held November 9 at the Hotel Charlevoix the members decided to do something in the way of conducting a big recital during January or February and to give all of the receipts to some patriotic organization. The plan met with unanimous approval and was referred to a committee for further working out.

C. H. Grinnell, of Grinnell Bros., Michigan Victor jobbers, is able to take excellent care of customers on records, as shipments are coming along in fine shape, but his troubles are like those of all other Victor jobbers—to get enough of No. 11, 10 and 14 to supply the orders.

Grinnell Bros. retail store is continuing its Thursday afternoon recitals with increased popularity. Even standing room these days is unavoidable and many people are turned away each week. Mr. Wilkinson is now in charge of the retail Victor department. He has been with the company for nearly five years.

Records of well-known artists have been greatly in demand due to their personal appearance in Detroit. The past two months has seen more big artists in recital here than ever before, and local dealers have been taking advantage of their appearance by co-operative window displays and publicity. Two firms who seem to lead in these special displays are Grinnell Bros. and the J. L. Hudson Co.

John DeAngeli, manager of the newly-opened Aeolian-Vocalion department of Keenan & Jahn, 364 Woodward avenue, says that a goodly number of sales have already been made of high-priced machines.

Wallace Brown, of 33 Grand River avenue, has been offering the public the opportunity of buying a Brunswick as far back as November 10 and starting the first payment on February 1. The special liberal terms have resulted in many sales. Mr. Brown says that business on the whole is better than last year for the months of October, November and December.

Frank Bayley, Edison dealer, says his November and December business will run at least 300 per cent. greater than last year. He is a most enthusiastic Edison dealer and is giving this phase of his business the bulk of his attention.

Sam Lind, manager of the Columbia wholesale branch in this city, was never a busier man than right to-day. In fact, Sam has been on the go from early morning until late in the day for the past four months, business going ahead by leaps and bounds. Stop and think of the number of Columbia agencies in Detroit, and among them are the largest retail furniture stores, such as Weil & Co., Summerfield & Hecht and Owen & Co. The Columbia departments in each store occupies practically an entire floor.

R. B. Alling, manager of the Edison Shop, is optimistic about general conditions and reports that 1917 will show a healthy gain over the preceding year.



Announcing the appearance of Styles F and A, in Brown Mahogany and Fumed Oak, of the wonderful FULTON Phonograph. (Retailing at \$150.00 and \$225.00 respectively.)

THE FULTON

is the instrument that created a sensation at the recent National Music Show.

In the FULTON you will find the only *distinct* and *appreciable advance* in "tone-reproduction" in recent years.

Do not expect "just another one" in the FULTON but, rather, superior tone and reproduction to any that you have heretofore ever heard emanating from a phonograph.

We make no false claims for our product, Mr. Dealer, and if after receiving the first instrument you fail to pronounce the FULTON the finest instrument you ever listened to, you may return it for credit, and at our expense.

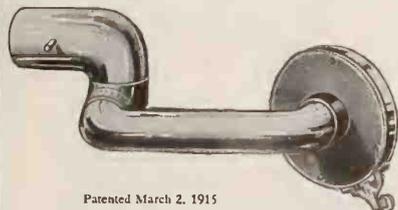
Plays all records—output limited.

FULTON-ALDEN CO
INC.

WAUKEGAN, ILL.

FACTS ABOUT THE KENT ATTACHMENT NO. 1

To Play Lateral Cut Records on the Edison Diamond Disc Phonograph



Patented March 2, 1915

It has been recognized by experts the most perfect device of its kind on the market. It has been on the market ever since the Edison Diamond Disc made its appearance. It can be had with or without reproducer and is made in two lengths. It is guaranteed by the Manufacturer in every way.

F. C. KENT & CO.
Manufacturer of Phonograph Accessories
24 Scott Street Newark, N. J.

LUCKY 13 PHONOGRAPH CO.

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

Bargains

Bargains

Bargains

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

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

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

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

STEEL NEEDLES

65c per thousand. Immediate Delivery.

MOTORS

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

MAIN SPRINGS

No. 0—¼ in. 20 gauge 8 ft. 6 in. 25c ea.	100 lots 20c ea.	1000 lots 19c ea.
No. 1—¼ in. 25 gauge 10 ft. 39c ea.	100 lots 35c ea.	1000 lots 33c ea.
No. 2—13/16 in. 25 gauge 10 ft. 39c ea.	100 lots 35c ea.	1000 lots 33c ea.
No. 3—¾ in. 25 gauge 11 ft. 49c ea.	100 lots 44c ea.	1000 lots 42c ea.
No. 4—1 in. 23 gauge 10 ft. 49c ea.	100 lots 44c ea.	1000 lots 42c ea.
No. 5—1 3/16 in. 27 gauge 18 ft. 90c ea.	100 lots 85c ea.	1000 lots 80c ea.

GOVERNOR SPRINGS

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

SAPPHIRE POINTS AND BALLS

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

NEEDLE CUPS

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

TONE ARMS AND REPRODUCERS

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

NEEDLE CUP COVERS

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

RECORDS

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

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

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

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

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

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

NEW DEALERS' SERVICE DEPARTMENT

Latest Division Added to General Sales Department of Columbia Co. for the Benefit of Their Retailers—H. L. Teurs in Charge

George W. Hopkins, general sales manager of the Columbia Graphophone Co., New York, has announced a new "dealers' service department," which will be a division of the general sales department.

This new department, which is introduced with the single purpose of providing practical assistance for Columbia dealers in merchandising Columbia products, will be under the management of Harold L. Teurs. Mr. Teurs has been associated with the Columbia Graphophone Co. and its products for a number of years, and his previous retail experience well qualifies him for his new post. He was the organizer and the head of the sales promotion department of the New York branch, and in his new position will be assisted by a corps of competent and thoroughly experienced Columbia men.

"The sole object and endeavor of 'dealer service,'" Mr. Teurs says, "is to take from the Columbia dealers' shoulders a good proportion of the worry and work of planning sales campaigns, and to prepare for the dealer actual material for him to use. Eliminating his time and work on sales plans will allow him greater time to devote to the other details of the business, at the same time giving the dealer a wealth of time, study and research to his problems.

"We hope to be favored with the dealer's confidence so we may step in and offer the result of our experience in the talking machine field, and advise him on all details that go to make up the successful Columbia retail shop. We hope to advise him on the equipment of his salesrooms, the personnel of his sales force, and to help him appreciate the value of Columbia advertising so he may successfully connect with it to our mutual benefit. We want to fill the gap between the dealer and the advertising department, to the end that every dollar's worth of Columbia advertising will mean business for that particular dealer. We hope to encourage the dealer's belief in our whole-hearted desire to assist him to a successful and developing business.

"The Columbia Graphophone Co. is spending millions annually in developing a demand for Columbia Grafonolas and Columbia records. Any Columbia representation with ordinary managing will prove a success. We are not satisfied with this form of success; we want dealer development; we want to watch him expand with us, and to so stimulate this expansion, we want him to appreciate the return value in all forms of modern publicity.

"If we discover some Columbia dealer located

just around the corner off a busy street and who is losing business by reason of the fact that passers-by do not know he is there, we are going to tell him how the proper electric sign will bring results to him. We are not going to tell him what kind of a sign to arrange for; we're not going to ask him to spend his time dickering with electric sign manufacturers or deciding on the sign for his shop, but we are going to place in his hands the photograph of an electric sign that will just suit his purpose and which we have already made up for him and which is ready for delivery at a cost ridiculously



H. L. Teurs

small by reason of the fact that we have manufactured thousands of these same signs for other dealers.

"Further, we hope to make the 'dealer service department' thoroughly co-operative and encourage dealers to transmit to us sales ideas and plans that have worked satisfactorily and brought results. Every dealer should feel free in giving us the particulars surrounding some selling plan that has worked advantageously for him, in order to give all the other Columbia dealers the advantage of his experience, time and brains. In turn, we may be able to help this dealer to a greater business on some simple little selling plan that some other dealer has worked out. Mr. Hopkins aptly sums up the whole 'dealer service' idea in a paragraph from his recent announcement to Columbia dealers, which I quote:

"A big expense is incurred by dealers who maintain their own publicity department or buy the services of an advertising agency. Were it possible for a number of Columbia dealers to organize and maintain such a department for

their collective benefit, the proportionate expense would be considerably less. The Columbia Graphophone Co. is taking the responsibility of presuming that dealers will welcome the announcement of such a service maintained by the company, the success and continuance of which depends entirely upon the support of the dealers. This department is the dealers' department, working in immediate touch with the sales department in the dealers' interest. Our brains and time will be devoted without charge. A dealer will be asked to pay only the manufacturing cost of material supplied. The mighty purchasing powers of the company and quantity of production will permit our offering sales material at an amazingly low figure, compared with the time, labor and expense previously devoted by dealers for similar publicity material.

"Co-operate with us; give us the support we so earnestly solicit and make this service an unceasing mutual benefit."

"Returns from dealers on our initial dealer service efforts were fairly startling," continued Mr. Teurs. "We anticipated the co-operation of a good many dealers, but we were absolutely overwhelmed by a return that indicated a much larger spirit of hearty accord and co-operation than was expected. We knew that a co-operative service would meet with the approval of every Columbia dealer, but we fully anticipated some little skepticism on their part as to the practicability of being able to step in their stores and help their sales. We are greatly encouraged in our efforts and have a more enthusiastic, determined desire to do bigger things for Columbia dealers in the future."

A TRUE SON OF PORRIDGE LAND

One of those "freak" sales that happen once in a long time occurred recently at the Victor establishment of F. F. Herrman, Stapleton, S. I. A Scotchman visited this store and asked to see several Victrolas. Manager Burnham waited on him, and after a few minutes sold him a \$110 Victrola. When it came to the selection of records the purchaser merely glanced at the Victor catalog and completed his purchase by giving a blanket order for every Harry Lauder record in the catalog.

MELODOGRAPH CORP. SCHEDULE

The Melodograph Corp., talking machine and record manufacturers, of 142 West Fourteenth street, New York, has filed schedules in bankruptcy showing liabilities of \$16,141, and assets of about \$4,000, consisting of cash received from the sale of the assets of the company by the assignee. Among the principal creditors are the Melophone Talking Machine Co., the Melodograph Record Co., Inc., and Morris Friedberg.

**Every Victor Dealer Can
PUSH READY-FILE**

And Increase His Profit

THE ONLY PRACTICAL FILING DEVICE FOR VICTROLAS
X AND XI ON THE MARKET

Ask any important Victor Distributor or write for detailed information to

READY FILE CO., Incorporated

Indianapolis, Indiana

PATENT APPLIED FOR
New Price
Style X \$7.00 Style XI \$7.50



There is no camouflage about Columbia Sales Department Service! Merchandising problems solved in a practical way; dealer helps that drag the passer-by into your store and make him spend money. That's Columbia Service!

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

STRONG DRIVE FOR HOLIDAY BUSINESS IN INDIANAPOLIS

Prospects Are That 1916 Record Will Be Broken—More Expensive Types of Machines Most in Favor—What the Various Concerns Have to Report Regarding Current Conditions

INDIANAPOLIS, IND., December 6.—Indications from reports of both wholesale and retail talking machine dealers point to a big, successful drive for holiday business that should surpass the record of last year.

The wholesale and retail men already are beginning to have trouble in getting machines fast enough and in all likelihood there will be the usual Christmas shortage of machines. The wholesale men say that many dealers who thought they had ordered enough machines to carry them through the holiday season are beginning to send in additional orders.

Ben Brown, manager of the Columbia store, says that the November sales show an increase of nearly 50 per cent. over November of last year and the chief difficulty at present is in supplying the demand for machines. Mr. Brown accompanied S. H. Nichols, the district manager, to Louisville, Ky., last week where they called on several Columbia dealers. The Grafonola Co. of Louisville had an increase of 100 per cent. in sales last month over November of 1916. This company is fitting out a new store in the Speed Building, which will be ready for occupancy January 1.

D. Sivado, manager of the Columbia department of Herman Straus & Sons, of Louisville, told Mr. Brown that he expected to smash all previous holiday records.

The Indianapolis Columbia dealers are giving Mr. Brown similar reports.

The Baldwin Piano Co. has put on a new auto truck for the exclusive use of the Columbia department. C. P. Herdman, manager of the department, says that conditions are satisfactory and he can see no reason why a big record should not be made in holiday business. Many people already have ordered machines for Christmas delivery.

Robert D. Duffy, the retail floor manager of the Columbia store, went to Louisville to spend Thanksgiving.

A. H. Snyder, manager of the Edison shop, notes a trend towards the \$250 model machine, saying that three times as many of these machines are being sold as any other priced models. Mr. Snyder says that business has improved wonderfully and that there is a greater percentage of cash transactions than ever before. Tone-test concerts being given by the Edison artists, Ida Gardner and Harold Lyman, and Betsy Lane Shepherd and Clarence Royer, are attracting much attention to the Edison shop.

Walter Kipp, of the Kipp Phonograph Co., distributors of the Edison machines, says that his only complaint is the difficulty in getting machines fast enough. Forty-eight tone-tests are being given in cities of Mr. Kipp's dealers and reports reaching him from these dealers are that the tests are proving highly successful in stimulating the growing demand for the Edison.

At the Brunswick Shop, George Standke, manager, reports that business has been hum-

ming. The \$130 model is proving the big seller in the Brunswick line, Mr. Standke says. A good percentage of cash sales and large down payments feature the business.

Mr. Standke has been visited by numerous dealers from out of town who handle the Brunswick machines and they all have been enthusiastic over the arrangement of the shop.

H. E. Whitman, manager of the talking machine department of the Pearson Piano Co., says that business is showing a good, normal increase and is better than he anticipated on account of conditions. The higher priced Edison and Victor machines are the best sellers and the record business is unusually brisk. A good many Liberty Bonds have been received as payment for machines. Mr. Whitman says the Ready File for the Victor machines is proving popular as a Christmas gift suggestion.

A. E. Pfeiffer, manager of the Starr Piano Co., says the Starr phonograph and record business is good and that in his opinion the dealers will not have enough for the holiday business as the demand on the factory will be too great.

Edgar Eskew, manager of the talking machine department of the Mooney-Mueller-Ward Co., wholesale distributors of the Pathé line, says that dealers are ordering heavily and that Christmas business looks exceptionally good. The \$75 and \$100 models are proving to be in

the biggest demand. The \$125 electric is also popular. There has been an unusual demand for Pathé records, Mr. Eskew saying that more records have been shipped out in the last four weeks than have been received in the last four weeks.

H. A. W. Smith, manager of the Pathephone shop, says that business exceeds his expectation. He is confident the holiday trade will keep his force working overtime. The Pathephone shop has been renovated and redecorated during the past week.

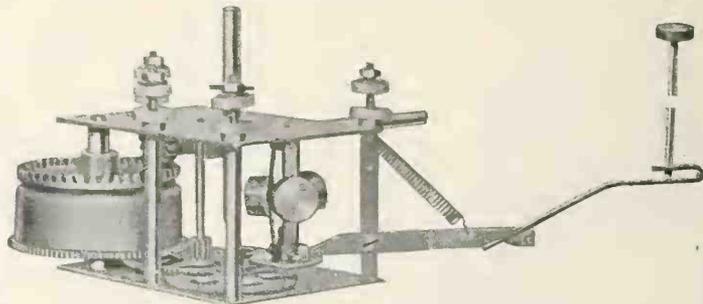
O. C. Maurer, manager of the Sonora department of the Kiefer-Stewart Co., distributors of the Sonora line, reports that business is unusually great and the big trouble has been keeping up with the demand.

At the Stewart Talking Machine Co., distributors of the Victor machines, business is much bigger than it was last year. C. B. Gilbert, a Victor field representative, who visited the Stewart Co. last week, said that both in Kentucky and Tennessee dealers were reporting difficulty in getting machines fast enough and that business in Victors everywhere appeared to be booming.

Emerson Knight, advertising manager for the Stewart Co., has been accepted for the balloon division of the army and will be called into service within the next two months.

George Stewart, manager of the wholesale firm of the Stewart Co., has been named office manager of the state fuel administration with offices in the Federal building.

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

Dictating Machines Not Taxable

Provisions of War Revenue Act Do Not Apply to Such Types of Phonographs or Talking Machines—Ruling of Revenue Collector

Although apparently slow progress is being made in solving some of the puzzles found in the War Revenue Act, the Treasury Department has nevertheless given some interesting rulings in specific instances, direct and through local Internal Revenue collectors. Among the rulings of particular interest to the trade is that announced by Wm. H. Edwards, collector of the Wall street district, New York, to the effect that machines used for dictating purposes, like dictaphones and dictagraphs, are not subject to tax, not being classed as musical instruments. He has also emphasized the point that the provisions of the act in no case affect those private owners of talking machines, etc., who had the instruments in their possession before the law went into effect, and that the tax can only affect machines unsold at the time the tax bill was passed.

Receiver for Lorimer-Hicks Co.

Talking Machine Manufacturers of Troy, O., Declared to Lack Capital

Troy, O., December 3.—A receiver has been appointed for the Lorimer-Hicks Mfg. Co., makers of the "Lorophone" talking machines in this city. It is stated in the petition that, although there are plenty of orders on hand, the company has insufficient capital to operate. The assets of the company are given as approximately \$65,000, and liabilities \$52,000. The company is capitalized at \$50,000.

The Huntington Park Hardware Co., Huntington Park, Cal., has secured the agency in that city for the Columbia Grafonolas, records and supplies and have installed a large stock in their store.

Offering Sales-Building Service

Jones Motrola, Inc., Advertising the Motrola in National Magazines—Provide Advertising Literature for the Use of the Retailer

Jones Motrola, Inc., the manufacturers of the Jones Motrola, the successful electric winding device for talking machines, have recently been paying particular attention to their publicity, both through the magazines and through literature for dealer display and distribution.

In the Saturday Evening Post of December 1 there was an attention-compelling full-page advertisement devoted to the Motrola and which pictured in a practical manner the usefulness of the device. The advertisement carried a partial list of the dealers handling the Motrola, thereby making the advertisement particularly effective from the dealer's standpoint. The Saturday Evening Post ad was reproduced in the form of a large hanger, and sent out to dealers for display in their windows and warehouses.

In order to stimulate holiday sales, Jones Motrola, Inc., have prepared for dealer's use a most attractive folder emphasizing the desirability of the Motrola as a Christmas present. The folder has suitable holly decorations, and there is space on the back page for the dealer's name. There has also been issued a carefully compiled folder for the use of the salesman and containing information about, and arguments for, the Motrola.

Special booth hangers, in rich colorings, and free electrotype service for local advertising by dealers are also included in the Jones Motrola, Inc., plans for co-operation with their retailers.

The Phonograph Shop, Inc., of Tulsa, Okla., has purchased the Edison business of the R. C. Bollinger Music Co.

Wages have gone so high in many places that the men have to strike to get time to spend their money.

Lantern Slides for Dealers

Victor Co. Announces Series of Fifty Specially Designed Slides for Use of Retailers in Neighborhood Motion Picture Theatres

The Victor Talking Machine Co. has just prepared for the use of its dealers an elaborate series of fifty specially designed lantern slides intended for display in the moving picture theatres of the country. The slides are all different, and two of them, numbers 201 and 203, are so designed that the dealer can have shown on the slide any particular artist or any particular type of machine desired. The slide showing the artist is especially suitable for use in connection with the appearance of that particular artist in concert in the dealer's city. All the slides with the exception of one, which is free, are furnished to the Victor dealer at 25 cents each postpaid. Many of them are designed particularly for use during the Christmas season and should be ordered at once if the full sales effect is to be obtained.

In announcing the new slides the Victor Co. calls attention to the fact that it is estimated that 13,000,000 attend moving picture shows daily in this country, and they for the most part represent neighborhood crowds coming from the dealer's own territory.

Now Lieut. Paul Pennington

Frank K. Pennington, assistant general sales manager of the Columbia Graphophone Co., New York, was advised last week that his son, Paul Pennington, had been commissioned a general officer in the U. S. Navy; his appointment being that of a lieutenant with his present headquarters at Annapolis. Lieut. Pennington, who reported for duty on December 3, is a graduate of the University of Pennsylvania with the degree E.E., and is also a member of the American Institute of Electrical Engineers. He has spent the past few years on intensive research work, and is destined to achieve signal success in his chosen profession.



December 25th is Near

MERRY XMAS

PROSPEROUS NEW YEAR

Have you, Mr. Dealer, enough PATHEPHONES to deliver on that day?

Will you lose the sale of a particular model PATHE on Xmas Eve because you haven't it in stock?

*For your sake—Don't lose that sale
For our sake—Order at once*

The Fischer Company

(OLDEST PATHE JOBBERS)

940 CHESTNUT ST.

CLEVELAND, OHIO



Fischer says: "Railroads are congested; express companies are overburdened; everything to be delivered for Christmas should be ordered NOW."

SITUATION IS SATISFACTORY IN PITTSBURGH TERRITORY

Campaign for Holiday Business Producing Results and Stocks of Machines and Records Are in Fair Shape—Prove Wisdom of Ordering Early—What the Trade Reports

PITTSBURGH, Pa., December 4.—The talking machine business in Pittsburgh and adjacent territory is on the upward trend, and dealers report an early rush of holiday buying. Christmas displays are now in evidence everywhere, with seasonably cool weather creating a favorable interest in talking machines as gifts. The supply of machines has increased, as jobbers are receiving more prompt deliveries from the factories, and in most instances the present active demand is being taken care of better than for some time past. The chief obstacle that threatens to interfere with the movement of goods to dealers at surrounding points is the placing of embargoes upon outgoing freight shipments. Most of the roads are accepting shipments only two days a week. Wholesale distributors state, however, that the trade has been generally well supplied, as the difficulties of transportation had been anticipated by placing orders far enough in advance.

The Columbia Graphophone Co.'s local wholesale branch reports business highly satisfactory for the month of November, despite transportation difficulties, and the outlook is quite favorable. The chief handicap has been in securing enough machines to supply the urgent demand. Manager Kenneth Mills states that every indication points to an unprecedented call for both records and machines in December. The beautiful Columbia art models, retailing as high as \$2,100, are now on display in Pittsburgh and at other points in the territory controlled by this branch. They are commanding attention from all sides, Mr. Mills reports, and have been received most enthusiastically by the dealers handling them.

The Columbia special Christmas displays, shown throughout the Pittsburgh district, are attracting no little attention and favorable comment. This trim, the first of a series to be issued by the Columbia Co. consists of eight set pieces with attractive banners and cards.

The C. A. House Co. held a grand opening of their new talking machine department at Steubenville, O., on November 27. The affair was a brilliant social and trade event, and was attended by a number of leading music dealers from different parts of the country. Manager Cooper carried out an elaborate program of entertainment, with vocal and instrumental music throughout the day, and flowers were presented to all visitors. Col. and Mrs. House, of Wheeling, W. Va., were present, and received the congratulations of their host of friends and patrons.

The C. A. House Co. are prominent piano dealers of Wheeling and Steubenville, and have heretofore also operated a talking machine department at the former place. The company enjoys a wide prestige and a rapidly growing piano business at Steubenville, and the new department was established to care for a demand for talking machines. The quarters have been enlarged and now comprise a spacious double store, handsomely furnished and equipped. The Columbia line is handled exclusively.

Manager Brennan, of the Pittsburgh wholesale distributing agency for the Pathé Pathephone, reports an excellent volume of holiday business, both in machines and records. The movement during November showed a marked increase over previous months throughout this territory. Mr. Brennan states, and a big December trade is in prospect. A majority of the Pathé dealers have strengthened their stocks for the Christmas rush, and supplies in most instances are ample.

A number of new Pathé agencies have been established during the past month. Mr. Brennan reports. The Kittanning Supply Co., Kittanning, Pa., has opened a new talking machine department, and will feature the Pathé line exclusively. G. W. Sharpnack, Rice's Landing, Pa., installed several demonstration parlors recently, and will represent the Pathé. M. Smith, Ridgeway, Pa., has taken on the Pathé line, and

will feature it in addition to the Victor. J. C. Campbell, Clarion, Pa., also a Victor dealer, is now handling the Pathé line.

Business at the attractive Pathé shop, Liberty avenue, this city, is quite active, Mr. Stewart reports, and Christmas buying has begun in earnest. Demand continues to run noticeably to the better grade machines. At H. M. Pickering & Sons' Pathé retail department, Eleventh street and Penn avenue, a phenomenal trade is also being enjoyed at this time.

L. C. Schauble, prominent Columbia talking machine dealer at Twenty-first and Peach street, Erie, Pa., formally opened his newly enlarged store on December 1. Judging from the size of the attendance and the interest exhibited in the new art models, the opening was a big success. Mr. Schauble presented every lady guest with handsome souvenirs. The Schauble store has been enlarged to double the size of the original quarters, and is now one of the finest talking machine shops in Erie. There are seven spacious booths, modernly equipped and beautifully furnished.

The Standard Talking Machine Co., prominent local Victor distributors, report business seasonably active throughout the territory. A large auto truck has been added to the equipment for facilitating deliveries to and from freight depots.

French Nestor, manager of the Standard Talking Machine Co., visited in New York City the latter part of last month, and on November 21 delivered an address before the Talking Machine Dealers' Association there. His topic was "The Advantage of Association Work."

The Davis Drug Co., Altoona, Pa., recently held a very successful formal opening of their new Columbia talking machine department. The line is displayed effectively in elegantly furnished showrooms, and the department is attracting much favorable attention. G. B. Davis

states that he is encouraged by the surprising volume of business accruing in the first month of the department's existence.

J. Newcomb Blackman, of New York, president of the National Talking Machine Jobbers' Association, accompanied by Mrs. Blackman and Louis Buehn, the well-known jobber of Philadelphia, were visitors in Pittsburgh, November 21.

The Kaufmann Bros. talking machine department is in the midst of a lively rush of holiday trade, Manager E. F. Harwood reports, both machines and records being in extremely active demand. To relieve congestion of the department on the eleventh floor and for the convenience of patrons a record service has been established on the main floor and the slogan is "All the records all the time." Both the Victor and Columbia lines are featured.

De Coster Bros. have opened a handsome new talking machine shop at Jeannette, Pa. The Columbia line is featured exclusively. The store adjoins their attractive ice-cream parlors, in which line they enjoy a long-established reputation in Jeannette.

The Pittsburgh Retail Talking Machine Dealers' Association will hold its regular monthly business meeting December 11 at the Atlantic Gardens, and plans have been laid for an enjoyable evening.

George Lyons, of the traveling department of the Victor Talking Machine Co., called upon the local trade the week of November 26.

PHONOGRAPH FOR ALBANY BOYS

ALBANY, N. Y., December 3.—The Second Hospital Corps, recruited in this city, was recently presented with an Army and Navy Model, Edison phonograph, by the Ladies' Auxiliary of the organization, the instrument being purchased from H. & J. Pommer, 153 South Pearl street, the local Edison dealers.

Rome was not built in a day, nor a business reared on a single ad.

KOCH-O-PHONE

\$24.50



No. 23

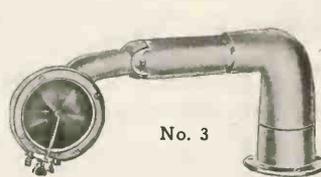
The KOCH-O-PHONE is the FORD of the Phonograph world. There is no charge for the name or expensive advertising added to the cost. Most people would rather pay \$48 (resale price) than \$100 for the same amount of pleasure. Plays all makes of disc records. No disconnecting needed in exchanging from one make of record to another. Simply turn the sound box and change needle to suit make of record. This machine for tonal quality and volume is not excelled by any \$100 machine on the market.

No. 23—Height 43 in., width 19½ in., depth 22 in.; double spring worm driven motor; 12 in. turntable, all metal trimmings are nickel plated; made in mahogany finish. With tone modifier; weight about 125 lbs. \$24.50

Tone Arms and Sound Boxes

(Genuine Mica)

Our new universal tone arm and sound box, No. 3, has proven a big success. Has all the desired requisites in the way of producing a clear, rich and musical tone.



No. 3

Price\$1.50

In Lots of One Thousand



No. 2

Real Mica, 95c
in 100 Lots
Imitation Mica, 85c

AND'S KOCH, Manufacturer

296 Broadway

NEW YORK

"Compare," we say to readers of Columbia advertisements. **"Investigate,"** we say to dealers. The more you know about Columbia products and the practical merchandising helps the Columbia Dealer Service Department offers to dealers the more you will want to become a Columbia dealer.

Columbia Graphophone Co.
Woolworth Building, New York



TALKING MACHINES A "NECESSITY" IN THE TWIN CITIES

Increasing Demand for These Instruments for Both Home and Camp Purposes—Big Campaign of Publicity Instituted for Holiday Business—The Strike Situation

ST. PAUL and MINNEAPOLIS, MINN., December 5.—Music reproducing machines, whether named talking machines or phonographs or some other combination of "phone" and "graph" would appear to be a household necessity in the Twin Cities judging from the display that is made of these instruments by the music houses and the department stores. Phonograph advertisements have the conspicuous pages in the daily newspapers and the department stores save their best windows for their display.

What the sales will aggregate for the holiday season alone is not easy to determine, but the figures will be up among the leading commodities in the totals. A phonograph is a staple article of commerce in this section of the country.

The fact has become more noticeable since the National Guard commands and the National Army were called out. While the military authorities refused to assign any of the National Army cantonments to Fort Snelling and also hurried the guards away as soon as they had mobilized the latter remained long enough to bring some business to the dealers in talking machines. Several Victrolas and the Army and Navy style of the Edison went out to Fort Snelling before they got away, and had Fort Snelling received what the local people believe would have been a fair proportion of the guards and the army there would have been a big trade in talking machines and records to the soldier boys. As it is the people back home are forwarding records to the various camps in a continuous stream.

These instruments also have become a necessity in the public schools, not only for entertainment purposes, but as an aid in teaching. Practically every school in the Twin Cities has machines, and the effort is being made to install one in every room, so great is the utility of the instruments in teaching.

Miss Blanche Sorenson, formerly with the Victor Co., is at the head of the education campaign conducted by W. J. Dyer & Bro., and any one doubting that the talking machine has become a public necessity should follow in her wake for a few days.

Should talking machines be left off the list of freight essentials it will hit Minnesota a serious blow and not entirely from a financial standpoint either.

The Columbia Co. is taking a conspicuous part in the advertising campaigns now being conducted in the Twin Cities. The addition of the Columbia line to the Foster & Waldo trade has given it an increased vogue, particularly in Minneapolis. At the same time houses like the T. C. Borg Furniture Co., the Bonyea Co. and Howard, Farwell & Co. are making notable Columbia displays in St. Paul.

The Victrola business is unprecedented according to veracious statements of the jobbing houses and retail dealers alike. It is impossible to obtain certain lines of Victor goods and

that's all there is to it. The dealers perform must do the best they can with what is doled out to them from the headquarters and see a lot of nice business escape them but they smile cheerfully over their losses.

E. F. O'Neill, of the Beckwith-O'Neill Co., states that the retail men are in positive distress as they have no reserve stock worthy of the name and the demand is much heavier. Foster & Waldo have sent out wires in all directions to ship anything over \$50 machines without delay and regardless of style or wood, anything that has a Victor name on it.

Just as if the Victor dealers did not have troubles enough they now are threatened with scarcity of records. The old standard compositions are hard to get and certain favorites the Beckwith-O'Neill Co. can't supply.

W. J. Dyer & Bro. have disposed of their Edison cylinder line to Laurence H. Lucker, president of the Minnesota Phonograph Co. The Dyers handled this line for about fourteen years, and were instrumental in giving it a wide prestige in the Northwest. George Mairs, manager of the talking machine department, explains that the sale is made solely for the convenience of the house in consolidating its stock and giving additional space for its expansion plans. The Edison instruments have been going out in carload lots of late.

The Brunswick phonograph is making a bid for the public attention through conspicuous newspaper advertising, the biggest publicity work being by Boutell Bros., a large furniture house in Minneapolis.

The Twin Cities are in the heat of a street car strike, which may upset the hopes of the people for a peaceful period. Organized labor and the State public safety commission are deadlocked on a proposition of wearing union buttons by a small portion of the street railway employees. The labor leaders insist that Federal authorities settle the matter, but to this the Governor and the commission are opposed. As yet there has been no serious interruption to business, except to the saloons, which have been closed for a day or two at a time, as the authorities deemed advisable.

SECURING ORDERS FOR READY FILE

Frank O. Wilking, President of Ready File Co., at Present Covering the East

Frank O. Wilking, president of the Ready File Co., Indianapolis, is at present in the East calling on the trade in the interests of the Ready File. The very convenient and successful filing system for talking machine records. The results of his trip thus far have been gratifying, he having taken a large number of orders for immediate and future delivery. The holiday demand for this important accessory has broken all previous records.

Ward's Khaki Moving Covers



Grade "D" Cover with No. 3 Straps.

PROTECT YOUR MACHINES FROM ALL KINDS OF WEATHER

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

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

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

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

ORDER SAMPLE COVER ON APPROVAL

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

Write for booklet

THE C. E. WARD CO.

(Well-known Lodge Regalia House)

101 William St., New London, Ohio

Also Manufacturers of Rubberized Covers and Dust Covers for the Wareroom

The Widdicomb Phonograph

A Finished Product



Adam. 21x22x45. \$100.



Early American. 22x39x36. \$115.



Queen Anne. 22x39x36. \$165.



Chippendale. 23x23x48. \$250.

Reaching the highest pinnacle in the Art of Reproduction—Cabinet building and mechanical perfection

A phonograph in the construction of which no expense has been spared and assembled with the greatest of care.

CABINETS.—Superlative in their artistic design and beautiful finish.

TONE.—Interprets records of any make more clearly, distinctly, naturally, and without the slightest rattle or blast than it is possible to conceive. Surface noises eliminated.

VOLUME.—Greater than usual and regulated to any shade from any part of the room—by the operator.

MOTOR.—A wonderful piece of mechanism, in a class by itself for smooth, quiet running and winding. We claim for this motor that it is unequalled for efficiency and noiselessness.

ELECTRIC MOTOR.—We will install our electric motor in any of our styles at an additional price of \$25 for any model.

RECORD CONTAINERS.—Commodious and convenient to the highest degree. Capacity from 80 to 200 records.

OTHER QUALIFICATIONS

- Positive Auto Stop.
- Wood Horn.
- Jewel Points.
- Point always on centre for all records.
- Plays all records.
- Remove one screw to expose motor.

Since 1865 The Widdicomb Furniture Company has been one of the largest and highest-class manufacturers of fine furniture in Grand Rapids—the home of fine furniture—and are too sound and conservative an institution to make the above claim without facts as foundations.

We offer eight models—four conventional uprights and four table types, in mahogany or walnut, ranging in prices from

\$100 to \$250

Being from \$25 to \$100 below the usual list prices. Owing to low overhead carried by the phonograph division, and the fact that we make all our most expensive parts.

Catalogues Now Ready

This line is the dealers' opportunity to offer the acme of value to the prospective customer and enjoy for themselves an unusual discount.

PHONOGRAPH DIVISION

The Widdicomb Furniture Co.

Established 1865

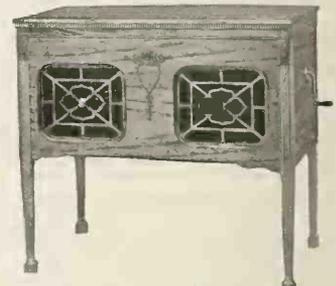
Grand Rapids

Michigan

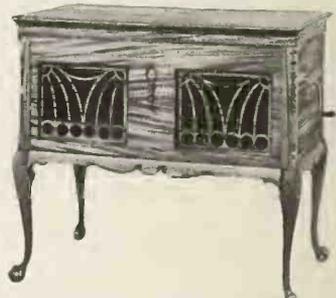
ATTENTION, INVENTORS—While our product is equipped with every known improvement we will gladly consider any new inventions.



Queen Anne. 21x22x46. \$150.



Adam. 22x39x36. \$140.

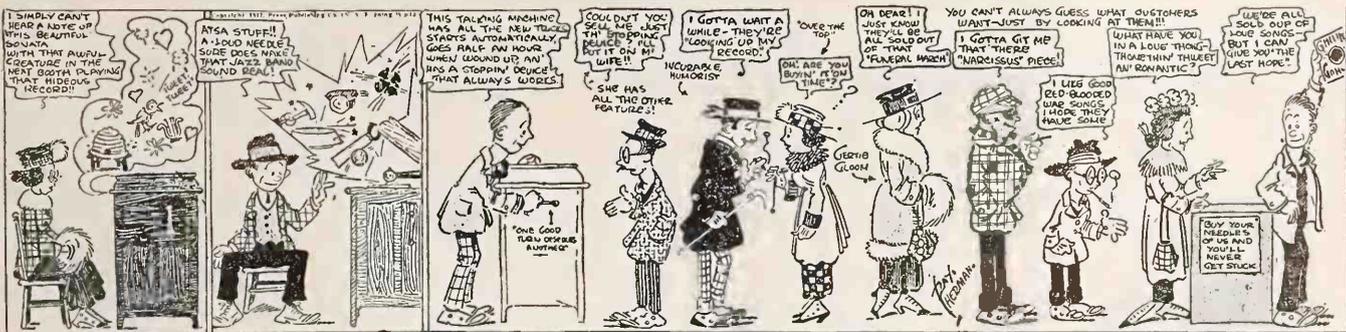


Chippendale. 23x40x36. \$200.



Colonial Adam. 24x23x48. \$175.

HOW NEW YORK EVENING WORLD CARTOONIST SIZES UP THE TALKING MACHINE TRADE



ENTHUSIASTIC OVER HOLIDAY PROSPECTS IN ST. LOUIS

Jobbers and Dealers are Especially Pleased Over Conditions in Country Districts—Refuse to Send Records on Approval—Columbia "Bed-Time" Series Popular—News of the Month

St. Louis, Mo., December 8.—There are some spotted reports heard as to the Christmas. Some dealers report an increased number of holiday sales in storage, others assert that the number is far less than usual. The jobbers are enthusiastic over the prospects and the orders already on file and those filled. There is less talk as to a lack of machines this year than for several years, but on the other side there are more of the formerly exclusive dealers who have added a second line and are prepared for the worst. Jobbers assert that the small dealers and the country merchants are quite enthusiastic over the showing so far and are liberal with their orders for December shipment. Of course, the larger dealers have made their case as to stocks and they appear to be rather confident of the situation.

The recent record trade apparently has been heavier than there is precedent for and to a large extent unexpected. Apparently the factories have been able to meet the demands in fair way, for few complaints are heard. Extraordinary preparations are being made for handling the gift trade during the holiday season, a trade which has been growing as the ownership of machines is extended.

During the past month the Artophone Co., at 1113 Olive street, has been showing more enthusiasm over the local trade than at any previous stage of its existence. Daily newspaper advertising has been carried for the \$55 model, recently put on the market, and R. H. Cone, Jr., reports a surprisingly good business. He says that he now is realizing the benefit of the name "Artophone," which has been on the market for three years, but has never been advertised previously except in a quiet way. Until two months ago the Artophone made no bid for retail trade.

Wholesale Manager Salmon, of the Columbia Co., reports an enthusiastic reception of the "Bed Time Stories," as the Thornton Burgess records are known. He took them to the trade the first of the month and found every dealer

ready to welcome them. A good drive also has been made on the sets of special holiday cardboard show cards for Columbia records, Mr. Salmon says. "I do not see how business could be much better with us," was Mr. Salmon's summing up of the situation. "Our dealers are enthusiastic and confident and our orders are taxing our capacity."

Manager Guttenberger, of Aeolian Hall, Vocalion department, was making a private showing early in the month of the new models of Vocalions in square cabinets. These models, which were to be priced from \$215 up, amazed the practical men of the trade who were invited to give them an inspection.

The executive committee of the Victor Dealers' Tristate Association, reported elsewhere, has decided to open a record exchange for members. J. F. Ditzell, of the Famous & Barr Co., who made the suggestion, will work out details. Members overstocked with certain records will post their list with the secretary and see what exchanges can be made. Settlements will be made monthly. E. A. Rauth, of the Koerber-Brenner Music Co., has been made chairman of the publicity committee with power to select his associates.

The Murmann Co. has opened a salesroom for the Grand-Trolia machine, which is made in various models at a long scale of prices.

The Artophone Co. will soon offer the Gennett records in addition to the Emerson records, which have been handled for several months.

Miss Rose Rosenblatt, who was in charge of the phonograph department for the Brunswick-Balke-Collender Co., has joined the Aeolian Hall staff to take charge of the record department. Miss Schroeder, who is in charge of this department, has joined the Mingle Music Co. staff.

The Mozart Talking Machine Co., formerly working in connection with the Missouri Furniture Co., has acquired the Colonial Cabinet Co., recently damaged by fire, and soon will have a cabinet factory going of its own.

The Kieselhorst Piano Co. has ceased to send

out Victor records on approval. A. M. Magoon, manager of the talking machine department, says that the new plan is working out well and, barring the first few disappointments, there have been no complaints and no worth-while customers have been lost. The customers are urged to come and hear the new records monthly.

This step was taken after careful record was kept of the number of records involved in the approval plan, the damage and the extra stock accumulated in an effort to keep a working supply on hand. It was shown that the sales did not justify the expenditure and the trouble. Later sales have proven this. No effort will be made to sell sealed records, as the records handled are kept clean until sent out.

As a part of the exhibit supplied for the opening of the new warehouses of the Silverstone Music Co., it is announced, is the original phonograph made by Thomas A. Edison, the one with the tinfoil for the record.

NEW RECORD OF MISSOURI WALTZ

Victor Co. Announces Twelve-Inch Record of Popular Number by Smith's Orchestra

In response to a strong demand from the trade for twelve-inch orchestra records of the tremendously popular "Missouri Waltz," the Victor Talking Machine Co. has announced a record of that type (35663) played by Smith's Orchestra, and bearing on the reverse side "Kiss Me Again," by the same author.

The new record has not been listed in the January advance list, but dealers are advised that they may have orders now on file for the ten-inch band records of the waltz filled by the twelve-inch orchestra record, if they notify their wholesalers accordingly.

CLOSING A GREAT BUSINESS YEAR

I. Davega, Jr., Inc., Victor distributors, report that they are closing an exceptionally fine year. I. Davega is now back at his desk after an absence of about one and one-half years, and is anxious to welcome his friends who are numerous in the trade.



The GABELOLA
The Home Entertainer Supreme

Plays a repertoire of 24 numbers continuously, doing all the work itself. The owner does not have to change the needles, records or wind the motor. It plays any lateral cut record.

It is decidedly artistic in appearance, has a wonderful tone, and musically and mechanically represents a distinct achievement. It is absolutely unique, and is an instrument that will appeal to the very best trade in your community. It is made in several attractive styles and is finished in Mahogany, Circassian walnut, oak and mission.

The GABELOLA will prove a veritable bonanza for the high class holiday trade.

GABEL'S ENTERTAINER COMPANY
210 N. ANN STREET, — General Offices and Factory — CHICAGO, ILL.
GABEL'S ENTERTAINER SALES CO., Suite 512, No. 117 N. Dearborn St., Chicago

Give Them What They Want!



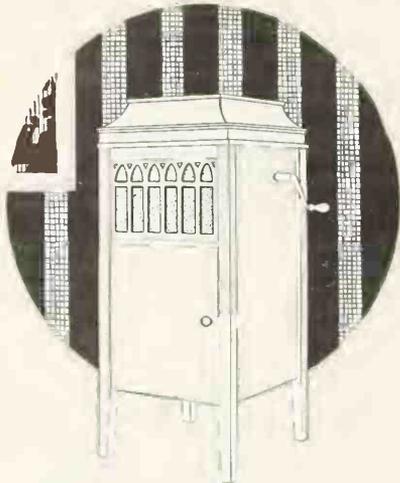
The tremendous demand for PATHE PATHEPHONES during the past year is UNQUESTIONABLE PROOF that the people are no longer satisfied with a ONE-RECORD machine.

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

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

The *Pathe* Pathephone

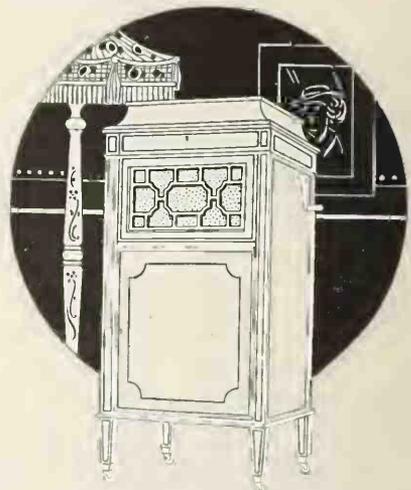
Is the Only Standard Talking Machine That Gives You This Great Selling Advantage



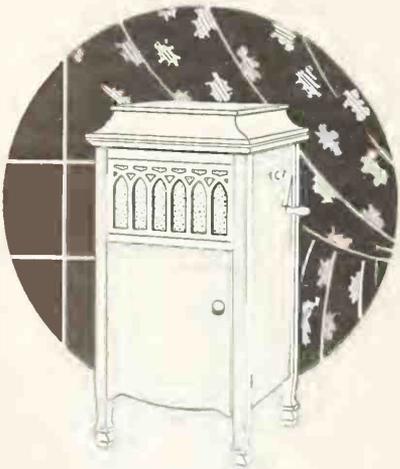
Pathephone \$75 Model

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

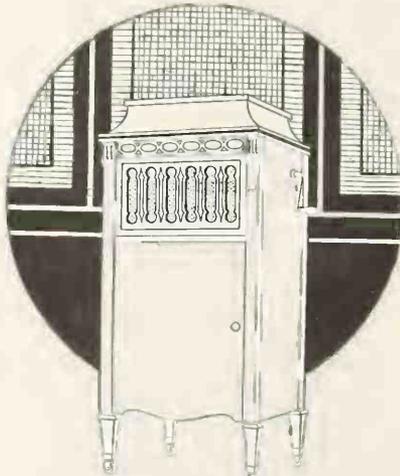
*Hook Up With the
Pittsburgh Pathephone Co.
for Real Pathe Service!*



Pathephone \$225 Model



Pathephone \$100 Model



Pathephone \$110 Model



Pathephone \$175 Model

PITTSBURGH PATHEPHONE CO.
963 LIBERTY AVENUE, PITTSBURGH, PENNSYLVANIA

FORECAST LIVELY BUSINESS YEAR

Otto Heineman Bases Optimistic View of 1918 Prospects on Authentic Reports from All Sections of the Country—Plans Expansion

"We are looking forward to an excellent talking machine business in 1918," said Otto Heineman, president of the Otto Heineman Phonograph Supply Co., New York. As the head of this very successful house, Mr. Heineman's predictions for the coming year are based on authentic reports from his sales offices throughout the country. Heineman motors and the other products manufactured by this concern are being used by all of the leading manufacturers, and Mr. Heineman's views reflect the sentiments of manufacturers located in various parts of the country.

"There is every reason to believe that those manufacturers who have established their products and their names during the past few years will find no difficulty in developing profitable business in 1918. We have adopted the slogan 'A phonograph for every home,' and we firmly believe that the talking machine can be regarded as more essential in times of war than in times of peace. The public must have music and the talking machine offers the ideal form of entertainment at a minimum expenditure.

"The past year has been very satisfactory in all divisions of our business, and we are making plans for an increase all along the line in 1918. We have made arrangements for an additional factory at Putnam, Conn., to handle the Dean needle business, and during the past six months our Meisselbach division has more than doubled its machine equipment in order to handle the fast growing demand for the Meisselbach products. A. F. Meisselbach, second vice-president of our company, and Pliny Catucci, his technical expert, are working day and night to furnish talking machine manufacturers with prompt deliveries of the Meisselbach motors, tone arms and sound boxes. At Elyria, where the Heineman products are manufactured, we have enlarged practically every department of our factory during the past year. Even with these increased facilities we have found it impossible to keep pace with the demands of our clients, and according to our present plans there will be further factory enlargements at the Elyria plant after the first of the year."

CATALOGS OF VICTROLA PARTS

Fourteen New Folders Issued Covering the Latest Types of Machines Marketed

The Victor Talking Machine Co. has just issued for the convenience and information of wholesalers and dealers fourteen new repair part catalogs for Victrolas IV-A, VI-A, VIII, IX (2), X, X-A, XI (2), XI-A, XIV (2), XVI and XVII, which are equipped with new style motors and improved taper arms.

The new mechanical features that have been incorporated in the machines have necessitated the issuance of the new catalogs and repair parts, and they have been prepared on the comprehensive scale that characterizes Victor Co. literature of that sort. The various parts are illustrated in detail on one page, and on the succeeding page are found the prices and other special features. The parts are carefully grouped for the sake of convenience in ordering.

The man who has done his best has done everything. The man who has done less than his best has done nothing.

BRIDGEPORT PLANT DOES WAR WORK

Factory of American Graphophone Co. Now Manufacturing Small Motors for Photographic Machines Used by U. S. Army Aviators

There recently appeared an article in a Bridgeport, Conn., newspaper referring to the fact that the American Graphophone Co., of that city (manufacturer of Columbia products) is making special apparatus for the use of the Government in the present war. This article read as follows:

"It was announced recently that the American Graphophone Co. is just now engaged in the making of some articles of war, as well as the making of talking machines and records, in the shape of a small motor for photographic machines used by aviators of war, so the article hardly comes under the head of 'munitions' although it adds to the diversity of Bridgeport's industrial activity to aid Uncle Sam in the present war.

"The making of a motor for a photographic instrument is a new departure, but the secret of it all is that an inventor at Rochester, N. Y., where all the kodaks are made, has perfected a camera for this special work. The old methods used by aviators of war in taking pictures of a country was that they took up a certain number of plates and did the adjusting and all that sort of thing when flying at a rapid rate, a method long considered too cumbersome to work to full advantage, and 'it was never just ready at the right time.'

"The kodak people received all the complaints of the French and American aviators at the war front in France, and the question came up if there was not some way to overcome them. The result of experimenting is that a photographic instrument has been designed and invented for war flying machines.

"By this machine the pictures are taken on a film instead of plates, and when the motor is running will take 1,000 overlapping impressions, or pictures, capable of taking fifty miles of territory.

"This machine is made for the American aviation service, but it may be extended to the French and British machines, at least that is expected. The machine, it is said, is a big jump forward in photography. It has a wonderful lens, and the photographs of the enemy's country—trenches, roads and positions—are brought out wonderfully clear, and the point of interest is, that the machine is ready to snap when the operator wants it with the aeroplane going at

the rate of sixty or a hundred miles an hour.

"As stated, the entire machine is made in Rochester, but the small motors for it are made by the Graphophone people, and so far only 125 of them have been made, but at that the aeroplane is keeping ahead of the making of the flying machines. The officials are hopeful that the order here will eventually be a very important one in the factory's output."

EMPHASIZE USE OF BAND RECORDS

Suggestion of Pathé Frères Phonograph Co. is Most Timely in View of Gen. Pershing's Order that Army Bands be Strengthened

The Pathé Frères Phonograph Co., Brooklyn, N. Y., has often suggested to its dealers that they feature the many band records which are listed in the Pathé catalog, and has frequently emphasized the fact that its repertoire of band recordings include selections played by the best European bands. The company's enthusiasm over its European band records is well justified by an article written recently by Thomas W. Johnson that appeared in the New York Evening Sun. This article, which was entitled "Yankee Bands to Be Remodeled," reads as follows:

"WITH THE AMERICAN ARMY IN FRANCE, November 24.—Gen. Pershing has ordered that all army bands be improved and strengthened so the troops may have the inspiration of first-class martial music. It is regrettable, but true, that at present the French bands are far superior to the American organizations, so the Americans are learning from the French.

"All bandmasters of the first contingent are visiting the bands of French regiments stationed nearby. The Americans are studying new methods, the result of which will change our bands, increasing the present maximum of twenty-eight pieces so that they can attain the same volume as the French bands, which often have fifty bandmen in addition to thirty-six drummers and trumpeters. American musicians are to be regrouped so as to obtain a better tone. Also they will have a larger money allowance for the purchase of music.

"The French are allowed ten times as much for buying music as the Americans are. Their repertoires are far larger than ours. Just now they practice six hours a day to our three, because our bandmen are learning first aid, so as to act as stretcher bearers when our troops go into action.

"The American bandmen are full of admiration for the French musicians, who not only delight the ear but also the eye, because of the fanfare in which the trumpets, decorated with bright pennons, are tossed into the air.

"Our shortcomings are largely due to the fact that the old army bands were not strong enough to furnish the nucleus of new musician organizations for the many new regiments. These regiments have had to build up their bands anew.

"The importance of stirring music is fully recognized in all armies. It has a great effect on the morale of troops, as witness the inspiration of the 'Sambre et Meuse' for the French at the battle of Verdun. The Yankees are determined to be as good as the best."

VICTOR RECORDS

In Every Language

VICTOR NEEDLES

Tungstone and Fibre

200 IN A
METAL BOX

STEEL NEEDLES

300 IN A
METAL BOX

For Immediate Delivery

Write for Our Prices



I. DAVEGA, Jr., Inc.

125 WEST 125th STREET NEW YORK

Victor Factory Wholesalers

THE EFFECT OF DAMPNESS ON TALKING MACHINE RECORDS

Interesting Subject Treated at Length by James Scott in Illustrated Article in Talking Machine News of London—How Moisture Injures the Playing Surface of Records

Throughout all nature water exerts a wonderful influence, either beneficially or detrimentally. It acts, with the gases entangled in it, as a solvent for the hardest rocks and metals, gradually reducing them to powders or solutions, which ultimately get washed away by its own help. Mineral masses become soft, which yields some of its ingredients for the support of plants, and these latter enable animals to subsist and multiply. We get our resins, waxes, fats, oils, and so on, from all sources—animal, mineral, and vegetable—but if it had not been for the assistance rendered by water these would not now be in existence. This brief generalization forces us to conclude that water must be expected to still act effectively on manufactured goods of almost every kind; even when its presence is not very obvious.

Dampness, mist, moisture, steam, vapor—these are all convenient designations for vary-

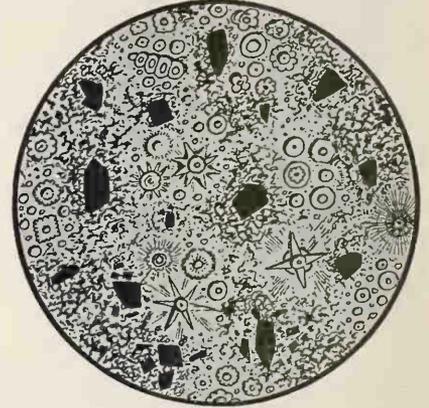
ing degrees of water, which is produced visibly as such by their condensation on to cooler objects.

There is too much readiness to assume that the dulness which overspreads the surfaces of records is due to a film of smoke, dust, etc., which is really an addition to the substance. It would be nearer the truth to regard the deposit as consisting largely of minute particles extracted from the wax by moisture, intermingled with debris from other sources. When this layer is wiped off, and the record is restored to a fresh state of brightness, many of its actual ingredients must be removed. As, however, the separate granules are invisible to the naked eye, it does not appear that any difference of structure has occurred, but in such cases, constantly repeated, there is evidently an alteration capable of spoiling the quality of the reproductions.

Closely examine the surface of a record, in

a good light, through a strong reading lens, and you will see that the so-called wax is speckled in an exceedingly minute manner. These dots indicate granules and indefinable substance between them, which are separated by wear and other agencies.

While it is not necessary, for our present purpose, to deal with the constituents of records, it may be stated that the foundation substances are shellac and carbonaceous matter, along with certain fats, oils, and waxes. It is



No. 1—One-thirtieth inch space on glass, magnified, showing the powder of a record soaked in a drop of water, which has extracted various ingredients and deposited them as curious objects.

not a true wax in itself, because a wax melts to a transparent fluid, and cools in an opaque solid. Most of these items are nominally insoluble in water; but it is quite easy to prove that some of them do dissolve out when they get the opportunity. If we magnify the fractured edge of a record we shall see that it is composed of a granular mass in which brilliant, and also dull, crystals are scattered.

By rubbing the ribbed surface of a piece of record against the edge of a broken piece, holding them meantime over a sheet of white paper, a fine dust will be obtained. There are sharply angular granules, between which lie collections of the minutest possible particles in the form of filigree. Now transfer the dust to a drop of water lying on a glass slide, and leave it undisturbed for a few hours. The water will sodden some of the granules, and extract their soluble elements. Upon evaporation, the extract will be deposited around, and within, the pile of granules as an irregular whitish smudge. Magnify this area, and we shall find that it is composed of beautifully shaped crystals, nodules, and other figures, some transparent, and others opaque, or nearly so, as shown in No. 1. The proportion of extractives, although really small, is, when compared with the amount of record dust itself, quite considerable. Of course, in this instance we use excess moisture; but it will give us a clue to what is possible of removal by continual dampness. The dampness which reduces the lustre of a record lies upon it as myriads of invisible globules and discs in close association with one another. Breathe steadily for a while on a record, and you will get a fogginess equivalent to a covering of ordinary dampness. Rub a finger across this patch, and the invisible globules will be forced together into streaks of actual wetness, which can be both seen and felt as such.

In No. 2 is shown the surface of a damp record. The globules are naturally almost transparent, individually, and are only perceptible by reason of the light striking portions of their rotund forms. The dulness observable, in bulk, to the naked eye, is due to the hosts of these minute reflections seen against the dark background of wax. These globules rapidly evaporate; but the majority of them leave behind tiny specks of the substance dissolved out. Multiply these over and over again for months, and they must seriously affect the record.

It is plain that if the dampness is cleaned off from a record, taking with it the scraps of substance soaked out from itself, the remainder must be the weaker to that extent. Numerous repetitions of the process entail a corresponding

Delpheon

The
Incomparable

COMPARISON REMOVES ALL DOUBT OF ITS INDISPUTABLE SUPERIORITY

It is only when you have listened to and critically examined the instrument that you can know and appreciate the difference between *Delpheon* and merely a phonograph.

DELPHEON IS READY TO UNDERGO ANY TEST AS DIFFICULT AS CAN BE DEvised TO PROVE ITS ABSOLUTELY INCOMPARABLE TONAL BEAUTY

An opportunity awaits you, dealers.
Only a postal card is necessary.

The DELPHEON COMPANY
BAY CITY MICHIGAN

A record-breaking finish of a record-breaking year. That's the Columbia business record for 1917. We wish you all A Merry Christmas and A Happy New Year.

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



result. It does not need that signs of weakness ought to be detectable before a record is injured. These goods are treated in many quarters as though they were immune to deterioration; and when they snap the affair is attributed solely to accident. Everything has its characteristic weakness, which is either caused or emphasized

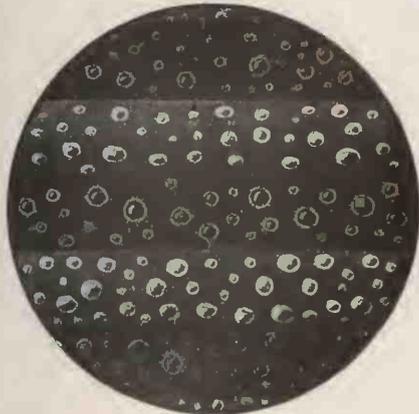
in the top and bottom of this each groove extends as a mere scratch. The actual working area for the needle point is extremely small, as are also the individual crevices which represent the different notes. Therefore, it does not require that the main mass of a record shall be interfered with before it is spoiled so far as

uniformly; whereas dampness attacks the grooves irregularly, and leaves them porous, and open to chipping of a kind which will be worse than smooth and even reduction. The tiniest particle dissolved out leaves an equal-sized hole; but ordinary use simply trims a perfect groove a trifle wider and deeper. I believe that many of the jarring, inharmonious interferences so often heard are traceable to the action of moisture.

SHOWING COMPLETE DELPHEON LINE

The Delpheon Sales Co., 25 Church street, New York, distributors of the Delpheon products in this territory, is showing a complete line of these machines in its warerooms at this address. The attention of passers-by is directed to the Delpheon machines by a very attractive flasher sign which runs above the entire width of the two large show windows. This sign features a reproduction of the Delpheon phonograph with the silken cord which acts as a tone modifier. This device is called the "Modumone" and has been a leading factor in the country-wide success of the Delpheon. The sign illustrates the use of the "Modumone," and this part of the display has a human interest appeal which is most effective.

The Limited Steel Products Corp., New York, has been incorporated with a capital stock of \$50,000 to manufacture and deal in phonographs. The incorporators are S. P. Durenheiner, O. C. Deutscher and F. C. Canfield.



No. 2—One-thirtieth inch of a record surface, magnified, covered by invisible globules of moisture, which, when they evaporate, leave tiny specks of extracted matter behind. Two ridges and three grooves are shown.

by external influences finding their way inside them and acting internally. It should be borne in mind that a persistently damp location will give rise to the long presence of damp globules on the records. Take them into a warm place and they will soon disappear, but leave behind the specks of extracted matter.

Place some small drops of clean water on the surface of a record, and inspect it the following day. There will be observable distinct glistening rings, indicating a deposit of the constituents dissolved out, and left thus, when the water has evaporated. When magnified, this portion appears as shown in No. 3, the grooves containing curious particles of extracted matter which are very conspicuous against the surrounding dark ridges. The grooves are blocked by it, and when it is wiped off they become very sadly disfigured.

Water usually contains dissolved salts in small quantity; but in the experiments described the minerals have been too trifling to have any influence on the subject. Indeed, the extracted items have the appearance of being fatty, or kindred, substances. Besides, while condensed vapor should be equal to distilled water, it contains gases and chemical fumes likely to make the trouble much worse.

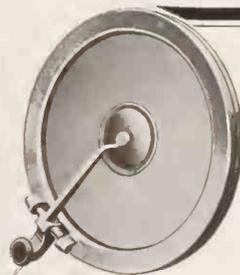
The removals are too infinitesimal to affect the weights of the records; but it should be remembered that in comparison with the depth of the sound grooves the proportion of attacked space is considerable. People do not, as a rule, pay much attention to these apparently trivial yet important phases. Records are fairly thin, while the combined depths of the grooves on each side of them is only about one-twelfth of the whole thickness. In other words, the thickness averages about one-tenth inch, and



No. 3—One-thirtieth inch of record surface magnified, with the three grooves occupied by glistening products developed by an invisible portion of a drop of water.

its tunes, etc., are concerned. Parts become unstable and wear down quicker than the others.

Although somewhat large amounts of a record are removed in delicate ribbons by the needle point, these are shaved off



**The Bliss Reproducer
Will Play All Records**

A new superior and scientifically constructed sound box—no mica, rubber or cork used.

Beautiful full, rich tone quality, clear articulation. It individualizes each voice and instrument in the record. Greater volume with lighter needles. Reduces scratch and minimizes wear on records.

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

Comparative tests solicited. Write today for dealer proposition.

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

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

Domestic

BLUE RECORDS

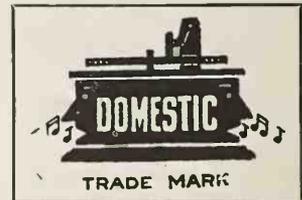
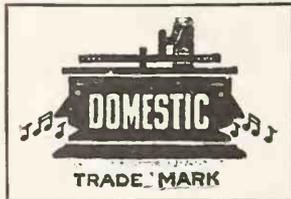
Size and Price

10 inch
 2 selections \$.70
 2 selections, ^{blue} label85

12 inch
 2 selections 1.00
 3 selections, ^{blue} label . . 1.25

Quality

A revelation for exceptional volume, musical tone, clear definition, smooth surface, wear.



Talent

The highest grade. Nothing but finished artists being recorded.

Selections

The latest, up-to-the-minute popular numbers.

It is not the quantity of selections appearing in a record catalogue that counts, but the **quality** of those listed. Every Domestic Blue Record is an artistic masterpiece and consequently a ready seller.

Domestic Talking Machines

From all quarters we are receiving enthusiastic dealers' reports on the sale of Domestic Talking Machines.

The reasons lie in their
Correct Mechanical Construction
Artistic Appearance
Exceptional Values
Wonderful Musical Tone

There are six Domestic Models, each possessing valuable individual features not found on other makes.

Domestic No. 17 Price \$17.00	Domestic No. 25 Price \$25.00	Domestic No. 38 Price \$38.00
Domestic No. 50 Price \$50.00	Domestic No. 100 Price \$100.00	Domestic No. 135 Price \$135.00

If you are not already a Domestic dealer, it will pay you to either communicate with one of our distributors, or wire us for full information.

DOMESTIC TALKING MACHINE CORPORATION
 HORACE SHEBLE, Pres. 33rd and ARCH STREETS, PHILADELPHIA, PA.

Proofs That the Talking Machine Is a War-Time Necessity Abound on Every Side

Nothing in musical history compares with the growth in popularity of the talking machine. This instrument has brought music to the masses—the very best in music. It has opened an almost inexhaustible mine of pleasure and joy, and it is exercising an aesthetic and educational

fight for their country. It is consoling and uplifting, and gives an ideal entertainment in times of war whether for public or private purposes.

But more important than all is the fact that the talking machine is a prime factor in the war. The stories which reach us from Europe tell

talking machine absolutely unique. It requires no interpreter. It brings joy and pleasure at the greatest minimum of cost, and it is appreciated as no other musical instrument can be.

It is absurd to consider for a moment that such an instrument should be deemed non-essential; no other instrument to-day is more essential. Ask those mothers and fathers whose sons have gone to the front, or the soldiers in the camps, or in the trenches, and we venture



Underwood & Underwood

The Graphophone Furnishes Entertainment During Bomb Attacks in London

influence that is being acknowledged by leaders in the musical and pedagogic fields.

The talking machine to-day, hand in hand with the nurse, is proving the greatest assuager of suffering. It is dispelling gloom in the homes of those whose loved ones have gone forth to

every day of the use of the talking machine in the trenches, in the hospital, in the camp, always exercising an influence for good—a stimulation to greater achievement among the men.

In London during the airplane raids the talking machine formed a part of the treasured

equipment of those who ventured underground to escape the ravages of the destructive Germans. In fact, England to-day recognizes the importance of the talking machines, and musical instruments generally, as an absolute essential to people's happiness and betterment, and it will be remembered that the officials of the English Government who first considered musical instruments as non-essential to the war, reversed their opinion completely, and very soon decided that musical instruments, and music broadly considered, were absolute essentials.

In view of the important part which music is playing to-day as a factor in maintaining the morale of our own troops and our own people, it is safe to assume that the talking machine as well as musical instruments generally are deemed as absolute essentials by all who appreciate the influence and value of this instrument. The fact that the talking machine brings to the soldier in the camp, the civilian in his home, the repertoire of all the great singers, all the great orchestras, all the great bands, as well as all the popular music of the day, makes the



Soldiers Enjoying the Army Edison

to say that there will not be found one who will not willingly and truthfully concede that the talking machine is one of the greatest factors in times of war in keeping the minds of the people settled and at a normal level.

L. C. ACKLEY WINS SALESMAN'S CUP

Los Angeles Man First to Win Permanent Possession of One of the Whitten Trophies

This month's issue of the "Peptimist," the bright and newsy house organ published by the Columbia Graphophone Co. for and about Columbia men, contains the welcome news that L. C. Ackley, of the company's Los Angeles branch, is the first man to win permanent possession of one of the individual salesman cups offered by Francis L. Whitten, president of the Columbia Co.

Mr. Ackley was the winner of the cup in his district in the month of June, repeated his victory in August and clinched his permanent right to the trophy by winning it in September. The rules and regulations regarding this cup contest call for the winning of the cup by a salesman in his district for three months, and Mr. Ackley's victory in the Pacific



Salesmen's Trophy



L. C. Ackley



Geo. L. Schuetz

Coast district is well deserving of hearty congratulations.

G. L. Schuetz is the second man in the race for individual ownership. Mr. Schuetz, who is a member of the Indianapolis sales staff, won the cup in July and repeated his victory in September. One more month at the top will give him permanent possession of the cup in his district. In the three other districts throughout the country no salesman has yet won the cup twice, which makes the contest especially keen and exciting.



The Victor's service to the Nation at war



**In the trenches
In camp
On shipboard
In the hospitals
At Y.M.C.A. centres
With the folks back home**

Music—a war-time necessity

A famous general once said that the only comies he ever feared entered the battle with a song on their lips.

Patriotism is three parts emotion and music is the language of the emotions. Courage is born of the heart and music speaks straight to the heart.

In times that try men's souls, every force which keeps the nation's spirit bright is a great and positive asset. Every means of combating trial with happiness must be carefully conserved and fostered.

A nation at war requires food for its soul as well as for its body. The morale of the fighting forces must be maintained. The mental and moral resources of the people must be preserved at their full vigor. Recreational and cultural activities must provide the needed relaxation, revive the drooping spirits, soften the sting of sorrow, instill new ardors of bravery and determination. The sound of laughter must be heard in the land.

Instinctively men turn to music for entertainment and inspiration. Music speaks a tongue that all can understand, that nothing else can speak. It reaches down to the hidden springs of feeling, replenishes and freshens them. To the mysterious power of music, the pulse responds and hopes run high. Under its healing influence, gloom and despair lose their evil grip.

Imagine, if you can, a nation going into war without the thrill of music! Imagine, if you can, a nation battling through the dark days of a prolonged struggle without the heartening comfort of music!

The Victrola is literally the nation's chief source of music. More Americans—and Americans in the making—have learned "The Star Spangled Banner" from the Victrola than from any other one source. The Victrola is in millions of homes. It is in camps, on shipboard, in the trenches, the hospitals, the schools, and the churches. It is the principal source of cheerfulness and entertainment to the soldiers and sailors of Uncle Sam. "Back home" among the folks behind the army—the farmers, the men and women in the fields and the factories, in city and in country, the Victrola is one of the greatest—not the greatest—means of diversion.

It is the mission of the artist to create beauty and pleasure. It is the mission of the Victrola to carry them directly to the people, to plant them in their homes and thus to contribute to their mental and spiritual well-being.

The tremendous popularity and use of the Victrola and Victor Records indicate how strongly established they are in the affections of the people, how completely they are fulfilling a national need. The Victrola performs no mean service to the nation.

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

Current Victor Advertising Worthy of Emulation by Dealers

TALKING MACHINE MEN, INC., HEAR PROMINENT SPEAKERS

French Nestor, of Pittsburgh, and George W. Hopkins, of New York, Talk on Advantages of Association Work and Salesmanship Respectively—Business Matters Handled

The Talking Machine Men, Inc., the live organization composed of talking machine dealers in New Jersey, Connecticut, and Southern New York, held a most successful meeting and luncheon in the Green Room of the Hotel McAlpin, New York, on Wednesday, November 21, registering one of the largest attendances on record with the exception of annual meetings.

The organization had as its guests Geo. W. Hopkins, general sales manager of the Columbia Graphophone Co., New York; French Nestor, manager of the Standard Talking Machine Co., Victor wholesalers of Pittsburgh, and Oscar Saenger, originator of the Saenger Course of Vocal Training for the Victor Talking Machine Co.

In view of the importance of the occasion the usual business procedure was dispensed with, with the exception of the election of new members, three new firms being added to the Association rolls. They were: Gimbel Bros., O. W. Wuertz, and the F. L. Steers Co., all of New York.

President J. T. Coughlin, who presided, introduced French Nestor as the first speaker. Mr. Nestor has had wide experience in both wholesaling and retailing of talking machines, and is likewise one of the active factors in the Pittsburgh Talking Machine Dealers' Association. He was, therefore, well qualified to talk authoritatively on the subject: "The Value of Association Work." Mr. Nestor said in part:

I shall try rather to confine myself to the two general divisions into which my subject naturally separates itself, and to give you briefly some of my impressions on each. For want of a better term I will call the first one a "spiritual" or preparatory division represented by "association" and the second a "practical" or productive division represented by "work"—work in the sense of co-operative effort.

I believe I can make my impressions clearer

to you by considering this last division first and coming back to the other one later.

When an enterprise of any kind is to be carried through to success things have got to be accomplished. That means work, and if the enterprise undertaken happens to be an effective trade organization it means co-operative work—team work of the highest type. It means every influential member of a trade pulling together in harmony and understanding with the



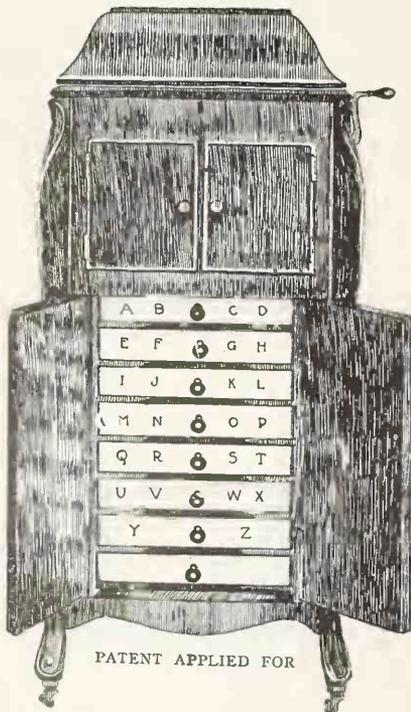
French Nestor

single purpose of cleaner conditions and better methods in that trade, and on top of that the determination to stick it out through thick and thin till the thing shall be done. No trade organization has ever gotten very far or accom-

plished very much except through that sort of common purpose and that sort of definite co-operative effort. In fact, association work is little more than a farce and can never be productive of any great good unless the entire effective membership is imbued with the spirit of true co-operation. And since co-operation plays so large a part in all association work it is important that we consider that subject by itself, particularly in connection with its natural opposite "competition."

Competition Enemy of Co-operation

Ever since the first commercial transaction of which we have any record (that one in the Garden of Eden where an apple was one of the considerations) the natural opposite and enemy of co-operation has been competition. Not competition in a sense of rivalry for better quality, better methods, better service and greater individual sales—all of which is right and expected—but competition in the sense of that ruthless and unscrupulous business warfare which disorganizes industry, diverts legitimate trade from its proper channels and creates monopoly—the sort of competition which has been carried to the Nth degree in a military sense by the German Kaiser in his "Me Und Gott" theory of existence by might with no regard for right. Through all the ages this antagonistic principle has persisted; a perverse and contrary spirit of evil discouraging, and for the most part subduing, the more natural and wholesome spirit of co-operation. That this competitive spirit was fostered by primitive conditions there is no doubt. Yet, strangely enough, the first comprehensive set of laws enacted for the protection of society placed all civic and social life on a co-operative basis and at the same time put a premium on competition in business. In that connection it is interesting to note that whatever progress we have made so far toward co-operation in business has not come through the insight nor by the grace of legislative bodies, but through the force of gradual economic changes which have been consistently opposed and postponed. The conditions aris-



PATENT APPLIED FOR

WE ARE READY

to fill orders for

READY FILE

The Safest, Surest and Simplest

RECORD FILING SYSTEM FOR VICTROLAS X AND XI ON THE MARKET

Big Discounts and Large Sales are assured to Dealers who carry it

SEND US AN ORDER FOR A SAMPLE SET OF EACH

Your customers will quickly see the advantage of equipping their machines with it and no difficulty will be experienced in disposing of a set with every Victrola X and XI sold.



Blackman
TALKING MACHINE CO.
97 CHAMBERS ST. NEAR CHURCH ST. NEW YORK
VICTOR DISTRIBUTORS



ing out of the war have brought complete freedom of co-operative effort in business nearer by many years. Indeed I believe that the best of our emergency legislation designed to bring about closer co-operation between business and the Government, to increase production, improve distribution, regulate prices, etc., will, by the end of the war, have proven such sound and advanced economics that the automatic repealers in those bills will themselves be repealed and the essential part of the legislation with such revisions as experience in applying it may dictate, be retained as permanent peace legislation. I believe this is particularly true of legislation and regulation with regard to price standardization.

Secretary Redfield's Views

But to return directly to co-operation and competition: I heard an address some time ago by Secretary Redfield, of the Bureau of Commerce of the United States, on "Business Conditions After the War." Mr. Redfield's constant contact with and study of the big commercial and economic problems of the day places him in a position to speak on these subjects with authority. In this address were some splendid pointers for every man in business—for every man holding a responsible position in this or any other industry. As individual business men and as organized trade bodies we and those allied with us in our fight for the fundamental principles of fairness in merchandising should find a great deal of encouragement in the fact that the chief of our National Bureau of Commerce, perhaps the one man most competent by position and study to judge, sees broadly the very results we have labored to bring about "emerging . . . out of the new order." With your permission I am going to read a part of Mr. Redfield's address:

"Finally, there emerges as perhaps the most important present contribution to our progress out of the new order the dawning day of co-operation among us. Long we worshipped at the shrine of competition. But competition in its worst and unrestricted phases is a false god, a devourer of things economic, a creator of monopoly. It is the cruel law of the survival of the strongest. It is the *lex talionis* of the business world. In its pure form competition means that he shall take who has the power, and he shall keep who can. The path of competition is spread with industrial and human wrecks. From it we reacted into combination, to the opposite extreme, out from the frying pan into the fire, led by the *ignis fatuus* of fancied profits. Great combinations grew, often contrary to economic law, and so visibly abusive of the rights of the business and the consuming world, that statutes completed the destruction which economics had in process. The combination left to its unrestricted self is as false in theory and bad in practice as cold competition was cruel.

"Economic laws do not run backward. We may not grind with the water that has passed under the mill. Competition can not be restored by statute law when economic law has decreed its doom. Its good—and there was much good in it—will be retained; its evil will not come back to plague us. From combination too we shall extract the good, and the evil which we have rejected we shall not again take to our bosom. Both in their strengths and in their weaknesses point to another and a better thing. I call it co-operation. It is larger than competition. It is more unselfish than combination. It is safer than either. It involves the charging upon business of a public interest. It forbids that the producer shall be who exacts from the consumer the utmost practicable farthing. It declares that a business transaction is and must be a mutual affair and that producer, wholesaler, manufacturer, consumer are not and cannot permanently be at odds with another but that a new thought has arisen which makes them in a sense partners with one another, working together, not in antagonism."

"Not in Antagonism!"

There, gentlemen, in a single phrase is a beautiful sermon on the advantages of association work. Men have preached many longer sermons on the same subject than that, but no one has preached a better. In that one fragment of a sentence is expressed the fellowship engendered at your association gatherings carried to its natural result and reduced to an essence. In the end it is the "association"—the personal contact that counts. That is the cohesive force which makes co-operative effort possible and effective. If more need be said on the advantages of association work, it brings men together. It makes men acquainted. It introduces to each other men who have lived in the same community engaged in the same line of business perhaps for years—and yet are strangers. It turns on the clear light of mutual understanding and reveals men to each other not as crooks and cranks but as likable human beings, heir to the same human failings but blessed also with the same spirit of tolerance and common craving for friendship.

The Human Family

The earth was not created and blessed with abundance for one man or for little cliques of

men, but for the great family of mankind in its entirety. The community spirit may have been slow in pervading our business relations with each other but it has come—and it will abide.

In conclusion, gentlemen, let me say that the message I bring from Pittsburgh, and have tried as best I could to convey, is one of fellowship. Not get together, because it is obvious you have already done that; but stick together. Meeting the very uncertain and rapidly changing conditions we are now going through and coping with the great reconstructive work to be done after the war demands the very utmost of co-operation throughout the entire trade and that wisdom of decision which comes only of common council.

Geo. W. Hopkins' Interesting Remarks

Geo. W. Hopkins was the next speaker and delivered a sales talk full of ginger and genuine information. Mr. Hopkins has a faculty of putting his thoughts into language, and gave the dealers some advice that should prove of genuine profit to them if it is followed.

Mr. Hopkins declared that the selling of talking machines was in all essentials just like the selling of any other line, and that the dealers in this trade could profit materially by studying the systems and methods followed by those in other lines of business. He declared that the average retailer was too prone to take a narrow view of his business, and worried over the solution of his own problems instead of taking a broad view and seeing how the other fellow had, perhaps, solved that same problem. "Watch for the man who is going ahead by doing things in an original way. He is the man worth meeting, and the man I try to meet. Every time I buy anything, whether clothing, food, or any other article, I listen to the salesman and very rarely do I come away without some new thought on merchandising. That is applicable to a sales talk on Grafonolas."



Geo. W. Hopkins

Another danger, declared Mr. Hopkins, was for the dealer to endeavor to do all the important work around the store himself and leave for his employees only unimportant details. Such a man is simply doing that which he is paying others to do for him, said the

speaker, and he would find results much more satisfactory if he would allow his clerks to attend to the running of the store and confine himself, as far as possible, to getting in personal touch with every customer—putting himself in the position of floor walker, for instance, and greeting every new arrival at the door with a smile and a handshake. It is this injection of personality into business that proves a tremendous factor in winning success, and also encourages the salesman by getting him out of the idea that the boss is simply hanging around to take sales away from him, and, with the sale, the credit that should be his, and perhaps some commissions. "Treat your salesmen in the light of partners," said Mr. Hopkins. "Make them a part of the business, and each, if he is worth his salt, will realize that it is going to mean something to him, and puts forth greater energy. Let each salesman take his regular turn in trimming the window and having charge of some department in the store. He will thus realize that he must work against competition and the added responsibility of throwing him on his own resources will cause him to work that much harder and put just so much more interest in his efforts."

The co-operation of salesmen, he said, was an absolute essential in every business, and that no selling or advertising plan could succeed without that co-operation.

Oscar Saenger Gives Demonstration

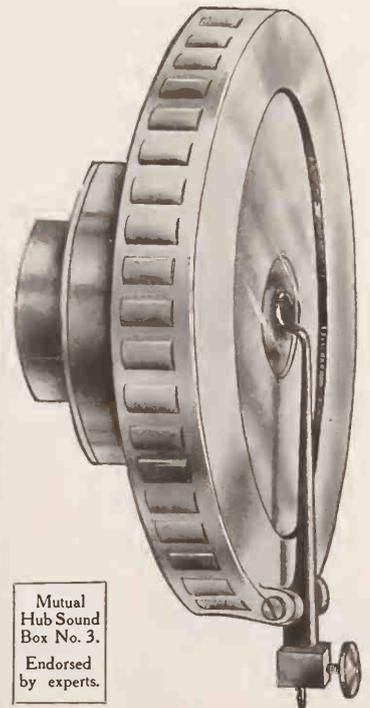
Following Mr. Hopkins' speech, which was received with tremendous enthusiasm by dealers, Oscar Saenger gave a lecture demonstration of his course with the Victor records. Mr. Saenger was assisted by one of his students and the demonstration served to give many of those present a new angle on the importance of the Oscar Saenger Course as an asset to their business when it was featured intelligently.

Standardized Contract Adopted

Before the close of the meeting Irwin Kurtz, chairman of the Contract Committee of the Association, reported that the members had accepted with favor the new form of standardized instalment contract drawn up by the committee, and which is designed to meet the statutes of the three States represented in the Association. The contract is printed in card form.

Max Landay Suggests an Insignia

Max Landay, of Landay Bros., exhibited to the members an insignia which he suggested should be displayed in the window of every member of the Association to call the attention of the public to the fact that the dealer had an established standing in the trade.



The Mutual

TONE ARMS & SOUND BOXES

The MUTUAL TONE ARMS Nos. 1 and 2 now embody many improvements. Patented May 29, 1917, and July 3, 1917. Other patents pending. Best value for the money.

MUTUAL Products have given excellent service to all manufacturers using them.

We thank the members of the trade for their patronage the past year, and extend to them the greetings of the season. We can assure them that our service in 1918 will be unsurpassed.

Write for samples and prices

Mutual Talking Machine Co., Inc.
145 West 45th Street, NEW YORK

Mutual
Hub Sound
Box No. 3.
Endorsed
by experts.

WARNS AGAINST "GYP" DEALERS

C. L. Dennis, Secretary of Better Business Bureau, Watching That Type of Advertiser

MILWAUKEE, Wis., December 10.—C. L. Dennis, secretary of the Better Business Bureau of the National Association of Piano Merchants, has just sent out a warning to the trade against the operation of "gyp" dealers in various sections of the country, and urges that piano merchants watch the classified advertising columns of their local newspapers for the purpose of checking the operations of the "gyp" dealers so far as possible.

Mr. Dennis gives considerable information regarding a case in Chicago in which misleading statements were made, and against which action was taken by the National Vigilance Committee of the Associated Advertising Clubs. The advertising in modified form also appeared in the Milwaukee papers and was promptly discontinued at the request of the bureau. Dealers who can prove that advertisers are selling instruments under misrepresentation are urged to report the cases to the bureau.

TO INTRODUCE THREE NEW MODELS

American Phonograph Co., Grand Rapids, Mich., Announce Coming Additions to Their Line—Products Meet with Pleasing Success

"Our business during the past three months has been above all our expectations," said an executive of the American Phonograph Co., Grand Rapids, Mich., in a recent chat with The World. "Before placing the American phonographs on the market on September 1, we had given careful consideration to every detail of construction and tone, and our sales have indicated that this close attention to detail has resulted in the production of machines which are giving excellent service and satisfaction.

"After the first of the year we expect to have three new models to our line, giving us a complete line of nine models, retailing from \$35 to \$150.

"We have made it a point to keep an adequate supply of stock on hand of each model in our line, and this foresight has enabled us to make shipment within twenty-four to thirty hours after the receipt of the order. All of our models are proving popular with our dealers, and the other day we received a letter from a successful dealer who stated: 'We are much pleased with the tone, motor and cabinet of your "American," which does justice to the name it bears. We have decided that the "American" is good enough for anybody, and have several prospects already on hand for the sale of this talking machine.'"

MYSTERIOUS DANCERS ATTRACT

In Windows of Rhodes-Mahoney Co. in Chattanooga—Dance to Music of Talking Machine

CHATTANOOGA, TENN., December 9.—There was one show in this city last week that played to a full house afternoon and night and the principals were the mysterious dancing couple in the window of Rhodes-Mahoney Furniture Co., who handle talking machines.

They tripped to the tunes of one-steps and waltzes before the wondering gaze of as many pairs of eyes as could be crowded before the window.

A large part of the audience maintained that the dancers were mechanical figures propelled by electricity, while the other part of the audience very dubiously endeavored to convince the larger part that the figures were human beings made up to represent figures.

"Boy, ef ah'd see datta man comin' thru th' woods alone all by hisself, an' jerkin' aroun' lak he is, dey wouldn't be nothin' on disyeah earth could stop me," mumbled a big-eyed negro in the audience.

"Aw, nigger, that man's alive," commented a newsie, "lookit th' sweat on his neck. I bet that guy's been drafted."

The women in the audience seemed more interested in the style of the gown worn by the feminine dancer than in solving the mystery.

ILSLEY'S GRAPHITE PHONO SPRING LUBRICANT

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

D. F. TAUBER'S SUCCESSFUL TRIP

President of Progressive Phonographic Supply Co., New York, Makes Important Connection for Distribution of Wall-Kane Needles—Sees a Busy Year Ahead for the Trade

D. F. Tauber, president of the Progressive Phonographic Supply Co., New York, returned



D. F. Tauber at His Desk

recently from a month's trip, which included a visit to the leading cities in the South and Middle West. This company is the sole distributor for the Wall-Kane steel needle, which has achieved remarkable success during the past year.

Referring to general conditions, Mr. Tauber said: "Judging from the optimism of the mem-



A Scene in the Wall-Kane Factory

bers of the trade whom I visited, 1918 will be a prosperous year for the talking machine industry. The jobbers and dealers expect, of course, that it will be necessary to make some readjustment of business methods and policies during the coming year, but they all feel that the talking machine will enjoy a greater popularity during war times than in normal years.

"Our own business is far beyond our highest expectations, and on this trip I established important jobbing arrangements with some of the best known and most successful jobbers in the country. They had all received samples of the Wall-Kane needle, and after carefully testing them under severe conditions, had become convinced of their exceptional quality.

"We recognized some time ago that the demand for steel needles this season and in 1918 would break all previous records. We therefore made arrangements to more than double our factory capacity during the early part of the year, and I am gratified to find that our customers have been receiving prompt deliveries of all quantities that they have ordered. We are now making contracts for 1918, and the orders already in hand for the new year indicate that the Wall-Kane needle will find a high place in the industry by reason of its scientific construction and distinctive qualities."

The Eureka News Co., Eureka, Cal., have secured the agency for the Edison phonographs and records.

Manufacturers— Jobbers—Retailers



Harponola

HARPONOLAS cost less money than talking machines of the same intrinsic value.

They combine all of the good features and have none of the restrictions of the otherwise high grade machines.

We can sell you either cabinets only, or completely equipped "Harponolas"—with your own trade mark, should you so prefer.

Whether you buy cases only or complete machines, there are none better, as we are never satisfied until we have the best.

Tell us what you want today and we will serve you tomorrow.

THE CELINA FURNITURE CO.

CELINA

OHIO

Closing a Year Which Witnessed a Distinct Progress In All Branches of the Industry

It was to be expected, naturally, that there should be definite progress made in the talking machine trade during the year, and a review of the accomplishments during the last twelve months indicates that the expectations were well founded. The developments, however, have not been alone along lines of industrial expansion, nor have they been confined to mechanical improvements, but have been marked most forcibly by the marketing and exploitation of the period styles.

From a mechanical viewpoint it is quite possible that the various instruments included under the broad head of talking machines have not reached the peak of perfection, for an acknowledgment that such is the case would indicate that the industry must either stand still in that particular, or accept the only other alternative and slide back. In the matter of production the trade will be fortunate if the total for 1917 approximates those of the previous year, for scarcity of supplies, difficulties of transportation and other factors growing out of the war have all had their effect on the factory output. The introduction and development of the period styles, therefore, is to be accepted as the logical move.

The talking machine as a music producer or reproducer has won a definite place with the public. It is established and recognized, thanks to untiring publicity and energetic exploitation. Attention has been directed in the past to the mechanical and musical side, to recording the best there was in music, and also toward the most advanced mechanical improvements for reproducing that music naturally and satisfactorily. The accomplishments have been great.

It has been recognized, however, that in the matter of cabinets there have been limitations, and there are undoubtedly thousands of well-to-do people of artistic sense in the matter of interior decoration who even in their music demand harmony in appearance as well as harmony in sound. The fact that in purchasing a talking machine they have been compelled to accept the type of cabinet exactly the counterpart of cabinets to be found in thousands of other homes, has caused more or less of a jar, for a mahogany cabinet, no matter how elaborately designed, does not fit well into, say, a Louis XV interior. Recognition of this fact by talking machine and phonograph designers has resulted in the production of a number of period styles by several leading companies that should serve to meet every normal demand.

Period Designs Well Done

The designs for the most part have been well done, and particularly in the English periods art has triumphed over the mechanical, and the cabinet design rather than the machine has received the consideration. The result has been a production of styles that to the ordinary eye might represent anything but a talking machine. They are really beautiful pieces of cabinet work ranging in form from commodes down to secretaries, that are intended to fit in and harmonize with the furnishings of a room without a jar.

There are some designs that are still open to criticism from the standpoint of the period decorator, but it must be remembered that the talking machine in cabinet form has been long established, and that at one blow to subordinate that long established type to the demands of a certain period is to expect too much. As new styles are put out it seems very likely that the real spirit of decorative art will make itself more apparent.

A Broadened Field

The introduction of period styles broadens the field for the talking machine dealer many fold and gives him a brand new argument. He needn't confine himself to the mechanical or musical possibilities of his machines, but can bring to the attention of the possible customer

the real artistic merits of the cabinet. In other words, to be plain, he can offer a most desirable piece of furniture and incorporate in it a musical instrument. It means that the sale limit has moved from a few hundred dollars into the thousands, that the wealthy customer who before could only legitimately be asked to spend comparatively small sums can now be offered a product that runs into real money, and at the same time be confronted with the argument of exclusiveness.

To the lover of the beautiful there is almost as much charm in fine furniture as there is in music. The demand for harmony is just as insistent, and that the trade are now able to make capital of this fact means that the opportunities of 1917 have been grasped to a most satisfactory degree.

The introduction of period styles has not, however, called a halt on mechanical improvements. These have been frequent, and probably will be frequent for a long time to come. New types of motors, new reproducers, subtle mechanical touches here and there looking toward general betterment have all been offered. In the matter of music new names of international prominence have found their way into the record lists. The idea of bringing the voice of the artist into the home has not been lost sight of for an instant, and the result is apparent in the new material which has been offered to the talking machine owner. The remarkable advance in the matter of music has been the successful recording by great symphony orchestras—not simply orchestras, capable though they might be, that have been organized for the particular purpose of recording, which to the initiated conveys much, but orchestras of 75 or 100 pieces or more, whose music has been re-

corded with a faithfulness that is praiseworthy.

Each year sees formal limitations of the recording room broken down and new marks set at which to shoot, and in the long run this would seem to be the proper attitude. It is what is on the record that counts. That is where the music itself is recorded, and no matter how elaborate the musical reproducing medium, no matter how artistic the cabinet, there can be brought to the ears of the listener in the home only the music that has been recorded on the record. There can be no improvement on that. The maximum efficiency in reproducing is to bring out all there is in the record. Anything else is imperfection.

The year now closing has also been one of expansion with The Talking Machine World, and we take pleasure in extending to our subscribers, advertisers and friends at home and abroad, Christmas greetings and every good wish for the New Year.

TO INCREASE FACTORY FACILITIES

In a chat this week with The World Wm. Phillips, president of the Mutual Talking Machine Co., New York, stated that the company had completed plans to materially augment its factory facilities in order to handle a much larger business in 1918. During the past year, the company has been sorely pressed for sufficient room for the production of Mutual tone arms and sound boxes, and its capacity was considerably over-sold in 1917.

Mr. Phillips admits that the company has been unable to make as prompt deliveries as he had hoped to do during the past year, but assures his clients that with the increased facilities, 1918 service will meet all requirements.



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.

PLAN TO INCREASE NEEDLE OUTPUT

Otto Heineman Phonograph Supply Co. to Enlarge Capacity of John M. Dean Division in Putnam, Conn.—A. Heineman in Charge

The Otto Heineman Phonograph Supply Co., New York, is now making plans whereby the

of industrial affairs have enabled him to render invaluable co-operation in the development and expansion of the "House of Heineman."

Dean steel needles are popular in all parts of the world, and a visit to the Dean factories reflects the success that these needles have achieved. There is hardly a language in which envelopes containing Dean needles have not

the most remote corners on the map. Every hamlet apparently is feeling the influence of the talking machine, and it follows as a matter of course that talking machine needles are required to reproduce this music.

Under the able direction of A. Heineman, the John M. Dean division of the Otto Heineman Phonograph Supply Co. expects to be in a position to adequately handle the requirements of its patrons during the coming year. Mr. Heineman is working in close co-operation with John M. Dean and Charles Dean, sons of the founder of this well-known house. This trio of competent talking machine men are leaving nothing undone to give the trade efficient service in 1918, although the present abnormal conditions in the raw material markets would well warrant the suggestion that contracts for the coming year be anticipated as much as possible.



John M. Dean

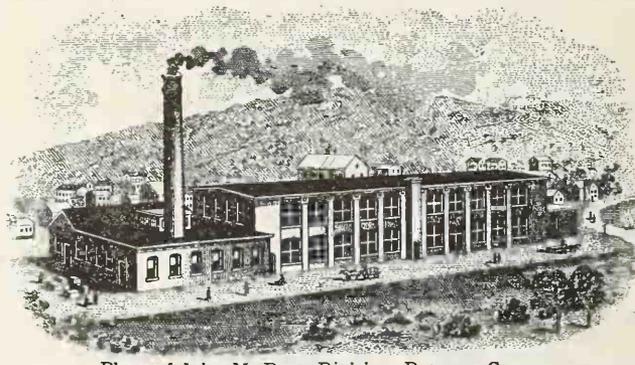
A. Heineman

Charles Dean

capacity of its John M. Dean division at Putnam, Conn., will be greatly augmented during the coming year. At the present time a large and up-to-date factory is in process of construction, and this additional building will give the company an opportunity to offer its patrons maximum co-operation in the future.

A. Heineman, assistant general manager of the company, who was responsible for the consummation of arrangements whereby John M. Dean & Co. were amalgamated with the Otto Heineman Phonograph Supply Co., is spending a considerable portion of his time at the Putnam factories. Mr. Heineman, who has been the "right bower" to Otto Heineman, president of the company, for many years, is particularly well qualified to take under his wing the destinies of the John M. Dean division. He has been associated with the talking machine industry for many years and is thoroughly familiar with the most important problems that confront the executive, from both a manufacturing and sales standpoint. His intimate knowledge of general business conditions and his detailed study

been printed. Daily shipments include European countries and nations in the Orient, and the other day a shipment of Dean needles left



Plant of John M. Dean Division, Putnam, Conn.

for unpronounceable parts of India. All of this not only indicates the worldwide popularity of the Dean steel needle, but also reflects the fact that the talking machine has gained access into

the whole idea should serve to produce excellent results for the dealer who realizes what a tremendous aid these posters are as a means of producing sales.

NEW PATRIOTIC RECORD POSTERS

Victor Co. Issues a Series of Posters That Should Prove Productive of Excellent Results—Recognizes Value of Uniform

It is a recognized fact that the uniform of the soldier or sailor always makes a strong appeal to the civilian, especially in these war times, and the appeal is particularly strong to those who have friends or relatives in the fighting forces. In recognition of this fact, the Victor Talking Machine Co. has issued a most effective series of patriotic posters. One of the series for window and showroom displays is of the poster, or impressionist type, and shows a group of soldiers gathered around the Victrola in camp in the evening, their figures outlined by the glare of the campfire. The whole is set against this blue background, and the effect is excellent.

Another and more recent poster brings to mind the embarkation of the troops for France. Prominently in the foreground is a group of khaki-clad soldiers gathered at the end of a dock. In the middle distance is a great transport, outward bound, and convoyed by destroyers, while overhead a fleet of aeroplanes offers additional protection. The legend on the poster calls attention to the new Victor patriotic records, and

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AMERICAN

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Clear in Tone, Beautiful in Design, Smooth Running Motors

The American phonograph, which embodies all the good qualities and special features that the buying public demands, has no equal as to price, beauty and tone. You cannot afford to be without this popular line for your holiday business. The American line has many fine features, beautiful in design, finest of material and workmanship, and the right quality of motor for each particular model, making a well-balanced line at popular prices and a ready seller.

Mr. Dealer: Whether you are at the present time handling any other line of phonographs or are yet undecided as to what line you will have, ask us for the full particulars and you will find that this line will increase your profits and add materially to the volume of your business

PRICES QUOTED ARE WHOLESALE



No. 3—\$18.50



No. 5—\$23.50



No. 6—\$29.00



No. 10—\$47.50



No. 13—\$61.00



No. 22—\$85.00

We stand back of every American

AMERICAN PHONOGRAPH COMPANY

Main Office and Factory, 111 Lyon St., GRAND RAPIDS, MICH.

503 Cable Bldg., CHICAGO

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How the Banker Can Help the Talking Machine Dealer In War Time :: :: :: :: :: By William Maxwell

Recently a well-known dealer in Michigan sought to increase his line of bank credit in order that he might stock up heavily with Edison phonographs and records in anticipation of the Christmas trade. His banker took the position that music is non-essential, and that the bank did not care to increase its loans for the purpose of furthering the sale of phonographs. William Maxwell, vice-president of Thomas A. Edison, Inc., wrote the banker in question, and we publish the text of his letter below, with the names deleted:

"Dear Sir—Mr. _____ thought it would not be a breach of confidence to acquaint us with the contents of your letter of the 17th, and I am sure you will take the same view of the matter.

"What you have to say is of great interest to me, first, because you are a banker; second, because you are evidently a patriotic banker; and third, because your letter indicates a very considerable reflection on the broad economic aspects of the war.

"Briefly stated, if I interpret your views correctly, you feel that Mr. _____ should curtail his phonograph business, because phonographs are unessential to winning the war and that energy expended in their manufacture or sale is a misdirection of effort which might be put to a better use.

"Contrasted with your opinion as a banker and public-spirited citizen is the opinion of a Missouri banker, who says in effect that he is liberal in his policy towards the Edison dealer in his town, because he feels that every time he aids in placing music in an American home he is performing a useful service for society.

"You state that the Government has said that phonographs are a luxury and are one of the things the Government considers placing under an embargo, thus making it impossible to ship them. Later advices than those available at the time your letter was written indicate that the Government's attitude has been misunderstood. Considering the practical operation of railroad transportation, it is quite apparent that continuous freight embargoes against any particular commodity, or group of commodities, would not be a logical procedure and would result in an abnormal movement of empty cars. It is probable that our Government will adopt the policy of Great Britain. In other words, instead of saying what must not be produced, it will say what must be produced and in what quantities. The railroads and industries of this country must produce all of the munitions and equipment that are required. The soundest procedure is obviously to distribute this war work in such a way that no legitimate industry will have to go out of business, and, after contributing its share to the Government's work, will not only be per-

mitted, but encouraged to manufacture as much of its regular product as is possible or as can be sold. Considering the fact that the Government will spend approximately 8 per cent. of our entire national wealth during the first twelve months of the war, it is apparent that the creation of new wealth is a collateral undertaking of such importance that it is but slightly overshadowed by our military preparations.

"Very possibly there will, from time to time, be temporary freight embargoes, giving priority to certain commodities and resulting in the deferred transportation of other commodities.



Wm. Maxwell

There will also, very likely, be times when so-called non-essential industries will experience difficulty in getting all of the materials they require. These two factors, coupled with the probability that many non-essential industries will devote a portion of their manufacturing capacity and personnel to the making of war munitions, indicate that there will be a lessened production of many so-called non-essentials. I am very certain, however, that the Government will do its best to prevent the complete collapse of any legitimate industry. Speaking of phonographs and records, I have not the slightest hesitation in saying that they will be manufactured during the entire duration of the war, although possibly in somewhat lessened quantities.

"Considering, therefore, that the phonograph industry is not going to be put out of business, but that very possibly there will be some curtailment of the supply, it is manifestly good business for Mr. _____ to stock up with

Edison phonographs and records. This brings us to the other question presented by your letter: Is an Edison phonograph a luxurious extravagance in which the people at this time should not indulge? And, accordingly, is it your duty to discourage the sale of phonographs?

"From Confucius down through the ages a majority of the philosophers of note have recognized music as a human necessity. I shall not take up your time by giving you quotations, but if you would like to see some I should be very happy to refer you to various philosophers who have expressed opinions in accordance with the thought that music is an essential to the proper kind of living. Bovee, a modern philosopher trained for the bar, puts it this way:

"Music is the fourth great essential of human nature—first, food; then raiment; then shelter; then music."

"Approaching the subject from another angle I call your attention to yesterday's dispatches from the Italian front announcing the arrival of the French and British reinforcements. Prominent place was given to the fact that the English regimental bands would again give the Italians music and thus aid the Italian morale. It was explained that the Italians were so desperately striving to check the Austro-German advance that they had made soldiers of their bandsmen, and now welcomed the arrival of the English regimental bands.

"Lord Kitchener at the beginning of the war disbanded a number of the military bands, but they were soon brought together again, as it was found that music is an essential in a soldier's life.

"I have a letter before me from a Major in the U. S. Regular Army, which I am going to quote in its entirety:

"On behalf of the men of this battalion I wish most courteously to thank Mr. Edison and yourself for your generosity in giving us an Edison phonograph and twenty-five Re-creations. I know they will serve a mighty good use in giving the boys many hours of real good pleasure and aid in making them cheerful fellows. The higher army officials teach that to be a strong army we must be a 'singing army,' and in this gift I feel that you have aided materially in the cause that every good American is so ardently working for. Again with most sincere thanks, and God bless you."

"Hundreds of phonographs are in the base camps 'over there.' Thousands are in the cantonments here. I am at the present time endeavoring to see that phonographs are placed on every transport. The American regimental bands in France are being reorganized with a view to their improvement. Music is going to play an important part in winning the war.

(Continued on page 74)

5 Reasons why the

DUO-TONE

attachment is a Talking Machine Necessity

Dealers! This is a most attractive opportunity for you. Write or wire us at once for our descriptive folder and details on our dealer's proposition.

THE DUO-TONE phonograph recorder is the final refinement for all machines using a non-permanent needle. A simple, compact bracket containing one loud and one soft Tungsten needle—an attachment which can be inserted into the needle holder of any standard machine—the DUO-TONE is a practical talking machine necessity for the following reasons:

- 1 Loud or Soft Without Changing Needles.** With the DUO-TONE, one can play records requiring loud needles as well as those best played with a soft needle without the inconvenience of removing needles after each record.
- 2 From 100 to 300 Records Per Needle.** Everyone knows the better wearing qualities of the Tungsten. Few, however, know that these needles should be worn down on one side only to get best results. The DUO-TONE makes this possible for both loud and soft records.
- 3 Easy Interchangeability.** If desired to change to steel or fibre needles, merely remove the DUO-TONE attachment from the needle-holder.
- 4 Economy—Convenience.** Every phonograph user knows the greater economy of the Tungsten needle. The DUO-TONE, therefore, insures this economy plus the convenience of no needle changes!
- 5 \$1.00 is All the DUO-TONE Costs.** And this includes a set of loud and soft Tungsten needles. At this remarkably low price, every phonograph owner is a possible buyer.



THE DUO-TONE COMPANY
ANSONIA CONNECTICUT

HOW THE BANKER CAN HELP THE DEALER IN WAR TIME

(Continued from page 73)

Bands sustain the martial spirit—the fighting morale of our soldiers. The phonograph has another part to play in the soldiers' life. At the base camps and in the billets, the music of the Edison phonograph soothes the raw nerves of the boys who have just returned from the trenches, lessens the moral strain of the reaction that follows with their idle hours, and helps in every way to make their lives more tolerable.

"It must be admitted, I think, that music in whatever form it can be provided is an essential in a soldier's life. I am sure that General Pershing would say that this is true. His reported cablegram to the War Department for more bands and better bands shows the importance he attaches to music. Music is not an essential in the same sense as rations, clothing and ammunition. It can be dispensed with, and soldiers can still live and fight. But it has been demonstrated that a soldier fights better, lives a cleaner life, is less oppressed by his surroundings, and in every way is a better man if music is constantly available.

"Now, then, my thought is this: If the philosophers agree that music has always been an essential to mankind, and if it has been proved that music is a necessity in the trenches, must we not concede that in our civilian life music assumes an importance that merits your support of Mr. _____ in his efforts to provide the people of your city with good music in their homes? Let me quote from a recent editorial in the New York Evening Mail:

"Going to a Metropolitan opera or to a good concert in these days of world-wide stress is like leaving a warring world and abiding in a realm of peace for a breathing space. The first magic strains of music seem to exorcise the evil spirit with which the soul of mankind is grappling as the founder of the Christian faith grappled with Satan during the forty days and forty nights in the wilderness. The common language of mankind stills the torturing din of contending peoples. The common sentiment of art heals the breach which has riven the nations asunder. The world seems whole again. For the time being, the strain under which we are living is relieved. The world seems sane again.

"At no time in its history has the world stood more in

need of healing influence, of sweetening in its bitter cup, than now.

"Make it a point to hear all the good music that you possibly can. It will be well worth your while to banish, be it for ever so brief a time, the menacing shadows that war has cast over the lives of us all. The glimpse into the bright region of the republic of music will make you stronger to deal courageously with the grim realities. It will renew your faith in the future. It will strengthen your determination to do your part to bring that future nearer and more certain.

"Hear all the good music that you possibly can."
"Music to me is perhaps less essential than to the average man. I am a man who finds much pleasure in reading. Accordingly I am never at a loss for a means of detaching myself from the worries of to-day and the apprehensions of to-morrow. However, I must admit the full truth of what the Evening Mail says, and I believe that you will agree with me.

"Let us assume, Mr. _____, that you were a visitor at the home of a mother who has sent her boy to France, and who daily scans the casualty lists. Her heart is torn by the conflicting emotions of patriotism and an unending fear of what may happen to her boy. What would you advise her to do? You would advise her to get her mind off of her troubles. You would advise her to go to the theatre, to concerts, to motion picture shows. She would probably tell you that she hasn't the heart to go anywhere. In that case, what better advice could you give her than to suggest that she purchase an Edison phonograph from Mr. _____? Am I right, or am I wrong?"

"Take the case of the man who has subscribed for Liberty Bonds, or for some other reason is economizing. He has cut out the theatre and his occasional game of pool; he is smoking a pipe where he used to smoke cigars; he is wearing last winter's overcoat; he is having his wheatless and meatless days; his wife and daughter are similarly economizing. As they would perhaps put it, 'We are not going out very much this winter.' What would you say about such a family? You and I know that food, warmth and shelter do not make an Ameri-

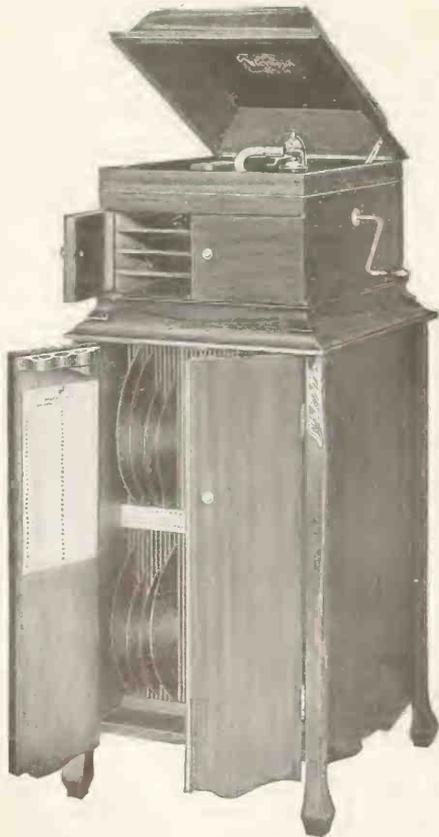
can home. They make a Russian home, but they don't make an American home. The man who fails to provide instructive entertainment for his family, if he is able to do so, is failing in his duty almost as much as if he failed to provide them with adequate food and clothing. Next to religion, there is no force which more firmly cements the family relation than good music in the home. Needless to say, self-made music is in this respect superior to all other kinds, but there is not one person in ten thousand who can make good music—that is to say, sufficiently good music to be truly entertaining and helpful to others. Therefore, a good phonograph is the best means of bringing good music into the home.

"I claim that money invested in a good phonograph is well invested, just as I consider that money invested in good books is well invested. I believe, Mr. _____, that you are too broad-minded and too sincerely interested in the best interests of your community not to revise, upon reflection, the opinion which you expressed to Mr. _____ in your letter of the 17th. I don't ask you to alter your decision as a banker, but in justice to music and to the phonograph, I hope you can be prevailed upon to abandon your views as to the unessentialness of the phonograph in wartime.

"I personally feel that Mr. _____ is doing a good work in putting music in the homes of your people, and, within the limits of conservative banking, I consider that he deserves your assistance."

LEFT AN ESTATE VALUED AT \$300,000

Frederick J. Warburton, formerly vice-president of the American Graphophone Co. and the Columbia Graphophone Co., who died at his home in Scarsdale on November 2, left an estate which is valued at \$300,000. The major part is inherited by his widow during her lifetime, while various other relatives receive legacies. The will was offered at probate at White Plains, N. Y.



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

Trade Winning Holiday Outfits

Salter Cabinets, made to harmonize with portable models of standard machines, enable you to offer your trade outfits which serve to land customers who would otherwise escape.

The felt-lined compartments of which we are the originators are a feature of all Salter Cabinets. Each record has a compartment to itself, is thus protected against scratching, breakage and dust, and is instantly accessible.

SEND FOR CATALOGS

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

SALTER MFG. CO.

337-49 N. Oakley Boulevard
CHICAGO, ILL.



No. 111. Cabinet (Opened)
For Columbia \$50.00 Machine
33 1/2 inches high. Top, 23 x 19 1/2 inches

THE TRADE IN NEW YORK CITY AND VICINITY

A tremendous shortage of product, including both machines and records, has been the predominant feature of November and December local talking machine business. The scarcity of machines is particularly acute, and the factories have frankly admitted their inability to deliver before Christmas anywhere near the vast amount of machines ordered by the jobbers and dealers. At the present writing it seems as though certain types of machines will not be available until after Christmas, and the wise dealer is making plans to educate his sales force so that they will sell efficiently the machines that are on hand. The record shortage is also becoming more general, and the scarcity of records includes the popular patriotic numbers, and the standard selections which are always in demand.

November Business Generally Satisfactory

The local dealers report that November business as a whole was generally satisfactory, although in some localities the sales totals for the month were not up to expectations, and did not show an increase over November, 1916. This is balanced, however, by the reports of the dealers in other sections of the city, who closed the month with a good-sized gain over 1916. December business to date has been good, but some of the dealers report a falling off in machine sales.

Opening of G. Schirmer Victor Salesrooms

One of the most important events the past month in local talking machine circles was the opening of Victor salesrooms by G. Schirmer, Inc., at 3 East Forty-third street, New York. This concern, which is one of the most prominent and successful music publishing houses in the country, is devoting its entire second floor to its Victor salesrooms, and this department, which opened the first of the month, is considered by the local trade as one of the finest talking machine establishments in the country. The department is furnished with costly decorations and furniture, and an atmosphere of dignity and refinement characterizes every detail of these salesrooms. There are eleven sound-proof booths, all of which are furnished tastefully and comfortably, and the department is in complete accord with the standing and prestige of G. Schirmer, Inc., in the music publishing world. R. O. Hunter, well known in the local trade, and formerly manager of the Victor department of Wm. Knabe & Co., is manager of the new Victor salesrooms of G. Schirmer, Inc. The New York Talking Machine Co., Victor distributors, has rendered invaluable assistance in the opening of these new salesrooms, and Arthur D. Geissler, president of this company, has spent considerable time in personally co-operating with the executives of G. Schirmer, Inc.

Closed the Biggest Month in History

"We have just closed the biggest month in the history of this branch," said Lambert Friedl, manager of the local wholesale branch of the Columbia Graphophone Co. "The total sales for November were greater than those of any single month in our history, even exceeding by a comfortable margin the figures for November, 1916. This increase was limited only by the stock that was available from the factory, and we are hopeful that December will establish a high-water mark for the sales totals of this branch." Mr. Friedl has complimented the members of his sales staff upon their splendid showing in November, expressing his appreciation of their hearty co-operation which made the wonderful record for November possible.

The Outlook for the Future

Referring to the business outlook at the present time, J. Newcomb Blackman, president of Blackman Talking Machine Co., Victor distributors, said: "Our experience in the past month or two has been that the demand for machines, of course, has been in excess of the

supply, but the normal demand for records and talking machines in general seems to be about the same proportion as a year ago. I would say that the demand was not generally an increased one, owing to the many uncertainties by reason of war conditions, but a demand that is more apparent than real, owing to the increased shortage of product. I would recommend a liberal purchase of records that are staple selections, in view of the shortage which bids fair to become chronic as against the present conditions, which might be termed acute."

Pathé Artist at Camp Upton Concert

Pathé dealers in local territory were greatly interested to learn that Mme. Eleonora de Cisneros, famous operatic mezzo soprano, and exclusive Pathé artist, had been a soloist at a complimentary concert tendered to Col. Sherrill and the officers and privates of the 302d Engineers' Regiment at the Y. M. C. A. Hall, Camp Upton, L. I., on December 12. Mme. de Cisneros has always graciously responded to any calls which have been made upon her by individuals or organizations for the entertainment of the "boys" in Uncle Sam's service, and at last Wednesday's concert her singing was tumultuously applauded by an appreciative audience, which demanded encore after encore.

A New Uptown Grafonola Shop

A new Grafonola Shop, handling the products of the Columbia Graphophone Co. exclusively, has been opened by R. J. Fitzsimmons at 2280 Broadway, New York. This establishment is located at 108th street, in the heart of the uptown residential district, and Mr. Fitzsimmons is making plans to render music lovers in that territory efficient service in every detail. The store is attractively decorated, and every convenience is offered prospective purchasers of Grafonolas and Columbia records.

A Successful Re-Creation Concert

Mme. Carolyn Lazzari, well-known operatic contralto and a member of the Chicago Opera Co., appeared last week at a Re-creation concert held in the auditorium of the Edison Shop (owned by the Phonograph Corp. of Manhattan). Mme. Lazzari, who has made a number of very successful Edison Diamond Discs, sang several selections, which in turn were played on the Edison Diamond Disc phono-

graph. As usual, this test demonstrated conclusively the remarkable musical qualities of this artistic instrument. Miss Koewing, a violinist of exceptional ability, also played at this recital, and contributed to the success of the concert.

Attend Opening of Victor Dealer's New Store
Several members of the local talking machine trade, including Roy J. Keith and J. J. Davin,



James Donnelly's Victor Warerooms

of the New York Talking Machine Co., attended the opening of the Victor warerooms of James Donnelly, South Norwalk, Conn. A feature of this opening was the appearance of the Hawaiian artists who have been appearing in different Victor establishments throughout the country. These artists, who record for the Victor library, contributed materially to the success of Mr. Donnelly's "opening day."

Effective Newspaper Advertising

The Sonora Phonograph Corp. used in the rotogravure section of last Sunday's newspapers a very artistic full-page advertisement illustrating the complete line of Sonora phonographs. This advertisement was distinctive and effective, giving the public a fair idea of the attractive cabinet design that is one of the many sales arguments used by Sonora dealers to excellent advantage.

A Service Flag With Fifteen Stars

Two more service stars have been added to the flag flying from the local wholesale branch of the Columbia Graphophone Co. at 55 Warren street, making a total of fifteen stars. The two additions to the company's list of patriots are Charles Price and J. L. Matthews. The latter is a member of the Aviation Corps.

Room 73

65 Nassau Street

Clifford A. Wolf

MANUFACTURER OF

Diamond and Sapphire
Phonograph Points

New York City

Phone, 2124 Cortlandt

SERVICE ITEMS YOU NEED



ART LETTERHEADS
\$3 ²⁵ PER 1000 PLAIN
THREE LINE IMPRINT
75¢ PER 1000



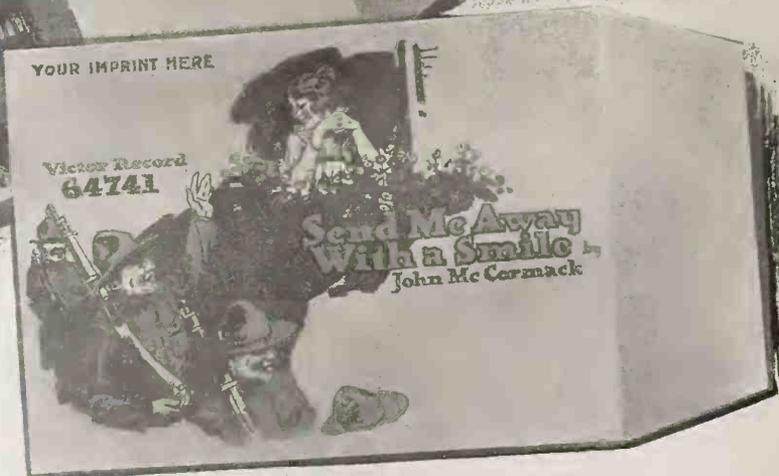
ART ENVELOPES
LARGE SIZE \$3 ⁵⁰ PER 1000
IMPRINTED 60¢ " 1000
SMALL SIZE \$2 ⁴⁰ " 1000
IMPRINTED 60¢ " 1000



MONTHLY SUPPLEMENT ENVELOPES

\$3 ⁷⁵ PER 1000
\$1 ⁹⁰ " 500
\$1 ⁸⁰ " 400
\$1 ⁶⁵ " 300
\$1 ⁵⁰ " 200
\$1 ²⁵ " 100

PRICES INCLUDE IMPRINT



NEW YORK TALKING MACHINE CO.

119 WEST 40TH STREET

NEW YORK

- - - THE LARGEST STOCKS IN THE TWO -

IN YOUR BUSINESS

TAMACO DELIVERY ENVELOPES

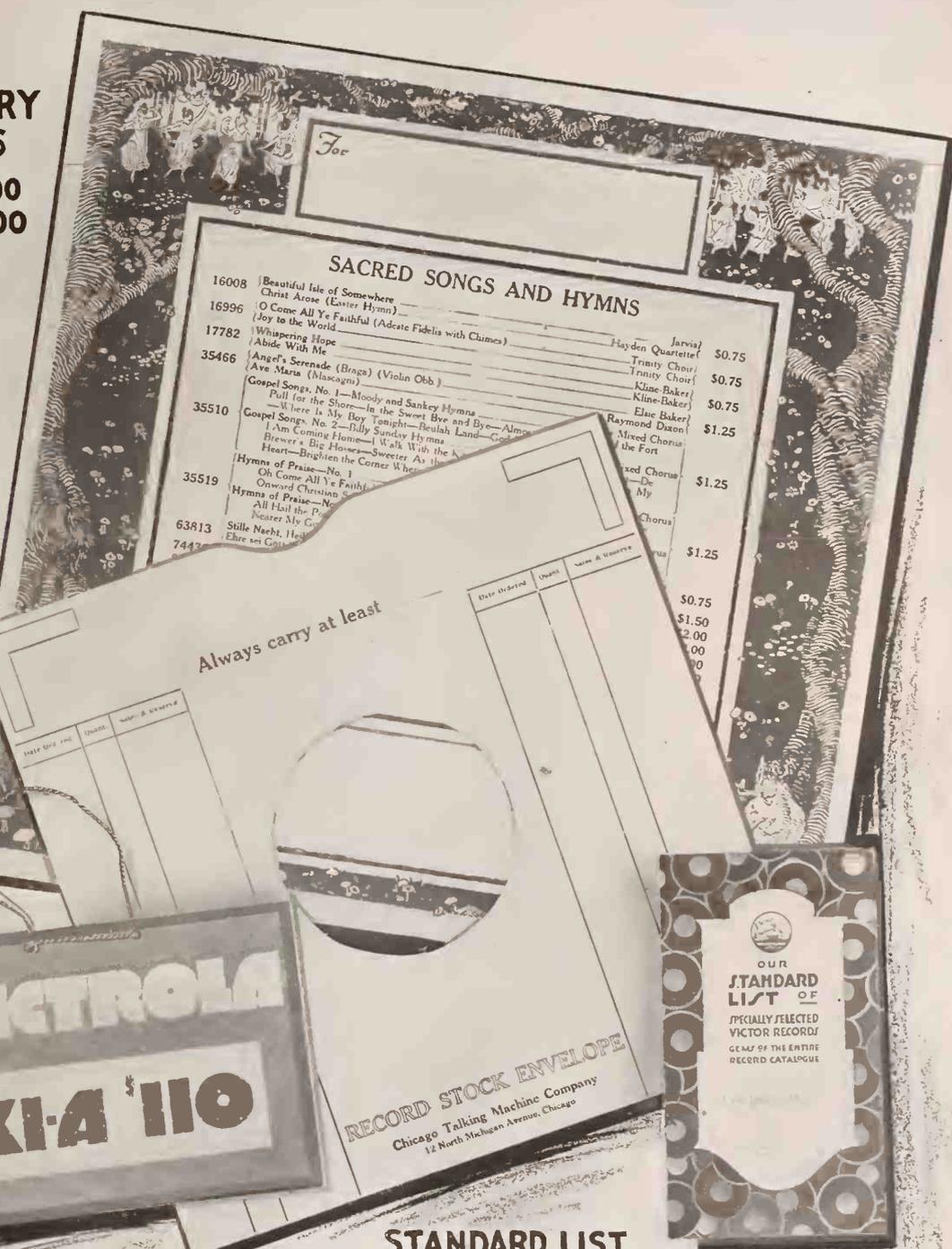
10" PLAIN \$9⁷⁵ PER 1000
 12" " \$11⁷⁵ " 1000

THREE LINE IMPRINT
 \$1²⁵ PER 1000

TAMACO STOCK ENVELOPES

10" SINGLE OR DOUBLE FACED \$12⁰⁰ PER 1000
 12" SINGLE OR DOUBLE FACED \$15⁰⁰ PER 1000

SPECIFY SINGLE OR DOUBLE FACED IN ORDERING



NEW VICTROLA PRICE CARDS
 85¢ PER SET

STANDARD LIST
 PLAIN \$10⁰⁰ PER 1000
 IMPRINTED \$11⁰⁰ " 1000

CHICAGO TALKING MACHINE CO.

12 NORTH MICHIGAN AVE.

CHICAGO

LARGEST CITIES - WHOLESALE ONLY - - -

McCORMACK TO RAISE \$100,000

Tenor to Give Concert Tour of Country to Aid Red Cross—Victor Dealers Should Take Notice

John McCormack, the celebrated tenor, whose Victor records are so widely popular, announced this week that he would start on a concert tour on December 18 and would stop only after he had earned \$100,000, which he will give to the Red Cross. Mr. McCormack will pay all of his personal expenses. His first concert will be given on the date mentioned in Washington. President and Mrs. Wilson have promised to attend.

Two nights before the first concert he will sing at the big mass meeting to be held by the Red Cross at the Hippodrome. This mass meeting is called in the drive for 500,000 new members in this city and 10,000,000 in the nation.

MISS BIRNS A VICTOR ENTHUSIAST

Niece of Saul Birns Shows Great Ability in Managing Office and Sales Force

One of the most active Victor enthusiasts in the local trade is Miss Dorothy Birns, niece of Saul Birns, the well-known and successful Victor dealer, whose establishment at 111 Second avenue is one of the finest Victor stores in the city.

Miss Birns is in charge of the entire office and sales force of this organization, and her enthusiasm for Victor products, coupled with a



The Hoffay Resurrectone

Our Cabinets, like all Cabinets used by phonograph manufacturers, are beautiful, but our "Resurrectone" stands alone in its field of performances.

It emphasizes the effectiveness of our machine, it makes a record finer, more musical, more truly realistic.

Our Resurrectone on a talking machine means that the vibrant, stringy tone of the violin, the full clear tone of the flute or clarinet, is brought out with true realism, and this takes this talking machine out of the phonograph class, and makes it a real musical instrument. This is but one of the four important exclusive features which make for the supremacy of the Hoffay. Send for Special Proposition.

HOFFAY TALKING MACHINE CO., Inc.
3 West 29th Street New York City

CLOSING PROSPEROUS YEAR

Piersol Carpet Co., of Lancaster, Pa., Have Built Up a Great Sonora Trade in Their Locality—Open Up Many New Accounts

LANCASTER, PA., December 7.—The Piersol Carpet Co., of this city, Sonora jobbers since 1914, report the closing of an excellent year and freely predict that 1918 will exceed the sales totals of the past twelve months by a considerable margin. They attribute their 1917 success to the fact that the Sonora product is giving uniform satisfaction, and the dealers handling this line can place every confidence in the instrument. The company has instructed its salesmen not to accept any dealers who are not strictly "high class," and their list of agencies reflects the wisdom of these instructions.

The Maryland territory, which the Piersol Carpet Co. recently acquired, is proving a very good field for the Sonora, and several excellent accounts have been signed up in the past month or two. The company states that its biggest obstacle right now is the transportation problem, both in the receipt of goods from the factory and the shipments to the dealers. However, it has been very fortunate to date, and nearly all of its dealers are receiving their goods without any delay other than that caused by the usual holiday rush.

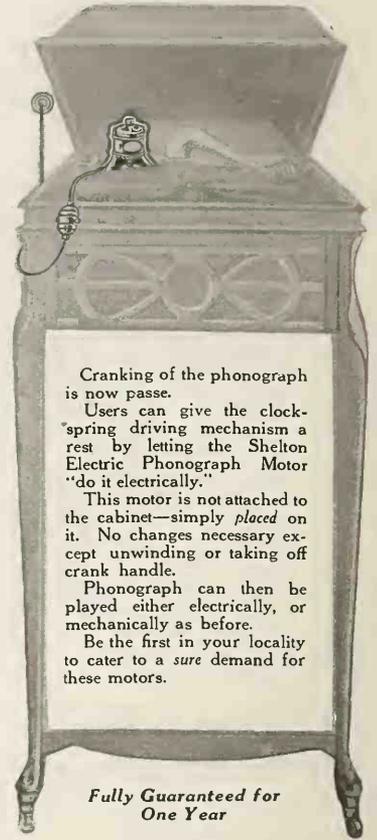


Miss Dorothy Birns

thorough knowledge of merchandising, have been valuable factors in the steady growth of the Saul Birns' Victor business. Miss Birns has made a detailed study of the possibilities of Victor record trade, and is a keen student of music.

Get Ready for Christmas

Order today the Shelton Electric Talking Machine Motor. \$15 Retail



Cranking of the phonograph is now passe.

Users can give the clock-spring driving mechanism a rest by letting the Shelton Electric Phonograph Motor "do it electrically."

This motor is not attached to the cabinet—simply placed on it. No changes necessary except unwinding or taking off crank handle.

Phonograph can then be played either electrically, or mechanically as before.

Be the first in your locality to cater to a sure demand for these motors.

Fully Guaranteed for One Year

U. S. Patent
July 31, 1917

SHELTON ELECTRIC CO.

NEW YORK—30 East 42nd Street
CHICAGO—30 East Randolph Street
BOSTON—101 Tremont Street
SAN FRANCISCO—62 Post Street

AWARDED FIRST PRIZE

The Adam Schaaf Co., Chicago, were awarded first prize in the recent Edison window display competition offered by the Edison Phonograph Co. for the most successful window display. The prize, amounting to \$75, was turned over by the Adam Schaaf Co. to Ellis Hansen, who is one of the leading decorators in the trade.

PRESTO UNIVERSAL TONE-ARM



In Position for Playing Lateral Cut Records

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

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

Prices and Samples Upon Request

Let us figure on your other phono parts requirements

PRESTO PHONO. PARTS CORP.

124-130 PEARL STREET,

BROOKLYN, N. Y.

Importance of the Proper Display of Records During the Holiday Season :: :: :: By Ellis Hansen

Among all musical instruments the talking machine is probably the most popular Christmas gift. As in years gone by this Christmas will add thousands of new talking machine owners in every city in the country, which again means many new record customers. Every dealer should take advantage of his show window and make January the banner month for new record business. Successful record window advertising, however, does not come by chance or by mere luck. People are too busy these days to look at a window unless their interest makes them do it and that interest is a thing that the dealer must try to create. It is not enough to leave six or eight records on the floor in front of a talking machine. Dealers must remember that the new record prospects probably know very little about the great variety of music and other delightful entertainments to which their new instrument entitles them. Here is where the mission of the show window comes in. By displaying a number of records and make the observers understand that no matter how their taste runs great pleasure is theirs through the purchase of new records.

In the long run it is from the sale of records that the dealer should make the greater proportion of his profits. The fact that the outer appearance of records does not indicate the important part that they play in the game is one more reason why dealers should apply their wits and make record displays as interesting as possible. About fourteen years ago I devised the circular label or paper ring that has now come into general use all over the country. These labels furnish ample space for the show card writer to print the title of the record and name of performer. In connection with ten or twelve record stands which I shall fully describe any dealer can make an interesting and attractive record display. Now for the January window.

Make ten record stands with record attachment, which enables you to place three records on each stand—select ten groups of classified double disc records—each group consisting of six selections (three records) as follows:

- #1. Patriotic records.
- #2. Dance records.
- #3. Operatic records.
- #4. Sacred records.
- #5. Hawaiian records.
- #6. Light opera and musical comedy.
- #7. Popular song records.
- #8. Humorous records.
- #9. Children's records.
- #10. Home and folk songs.

Have show cards in front of each group reading as follows:

Blank & Co.'s
Best Dance Records
6 Selections (3 Records)
Price \$.....

Have a somewhat larger card in the center of the display with the following:

Blank & Co.'s Best Record Selections.
To facilitate and assist our customers in making a satisfactory selection of (name of make) records we have grouped six fine selections (3 records) of each class in this display. If you will step inside you will find these records on special display ready for you to hear. A number of these *Best Records* are already wrapped up for immediate delivery.
Blank & Co.

A display of this sort will appeal to the great majority because it is at once evident that the dealer makes a sincere effort to please and satisfy his new customers.

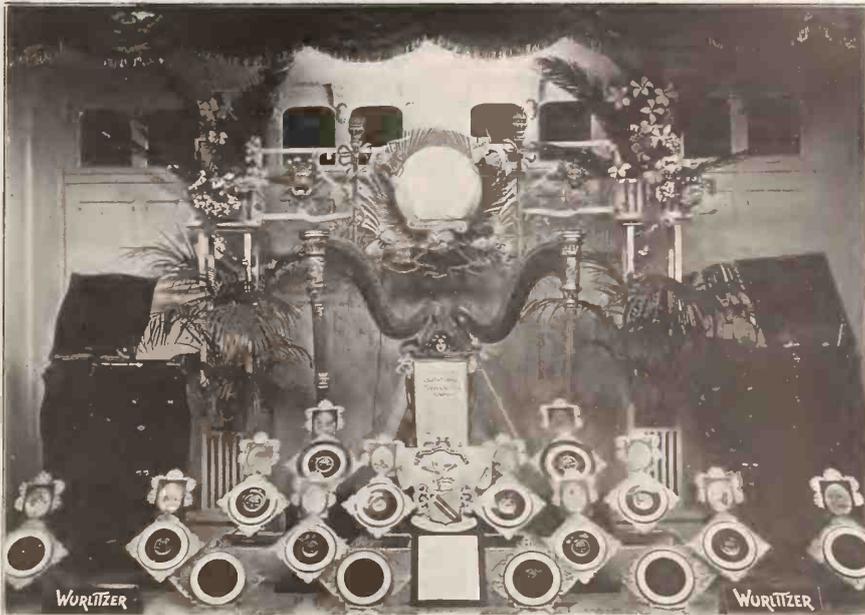
Beside records the dealers should feature talking machine accessories and one or more in-

struments according to the size of the window.

Description of record stand: The base of stand is twelve inches by twelve inches and one inch high. It is made of veneer nailed and glued

No. 3 and No. 9 attachments have been used.

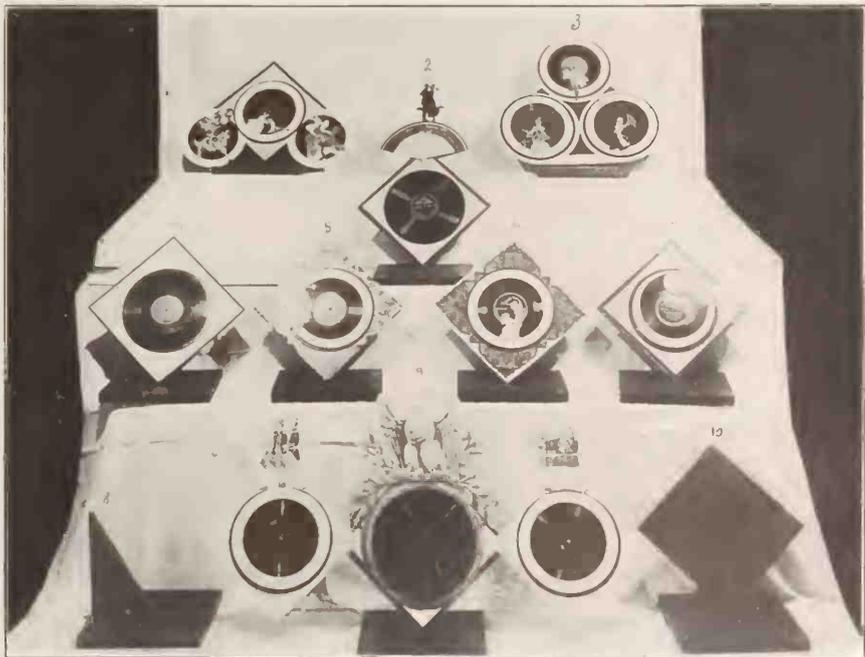
For No. 3 use heavy cardboard, make three circles ten and one-half inches in diameter and make holes in center to fasten records on with



A Shakespeare Display Showing the Use of Record Stands

on four strips of wood. This is done to prevent warping. Saw a triangular piece of one and one-half wood, the size of which should be six by ten by twelve inches (thirty degrees by sixty degrees). Fasten this securely to the bottom. Make another piece of one-quarter-inch veneer twelve by twelve inches for the diamond-shaped front of the stand and fasten to the triangular support with two screws. Have a small round-headed screw in center in front to hold record, but be sure the screw-head is

three-sixteenth-inch stove bolts. Cut out the outlines of the three circles as shown in photograph and place on the records and record rings. In No. 9 a strip of wood three-eighth-inch by two inches wide and forty-two inches long has been used. Cut out three square pieces of cardboard eleven by eleven inches and mark the center of each piece. Tack on to strip of wood as indicated in picture (No. 9). Drill one-quarter-inch holes in center of each cardboard and bolt attachment to record stand. Place records

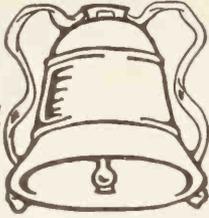


How Record Stands Can Be Made and Utilized

smaller than the hole in the record. Nos. 8 and 10 in illustration will make the simple construction clear. Anybody at all handy with tools can easily make these stands. After the woodwork is completed give the stands one coat of black stain, then varnish or shellac. With ordinary care such stands will last for years and years. The illustration shows a number of ways in which these stands can be used. In

on stand by bolting the two outer ones, using three-sixteenth-inch by one-inch stove bolts. Place on record rings and you will have the same effect as shown in illustration No. 9. Illustration No. 2 is intended for a dance display. No ring is used, but on top of stand is arranged a small ivory fan mounted on black cardboard with title of dance record and cut out silhouette

(Continued on page 81)



We of the B. & H. Fibre Mfg.
Co. extend hearty Holiday
Greetings to our many clients
and numerous other friends
in the trade, together with a
wish that 1918 may hold for
you a full measure of business
prosperity.

33-35 West Kinzie Street
Chicago, Ill.



GOOD DISPLAY OF HOLIDAY RECORDS
(Continued from page 79)

of dancing couple. Nos. 4, 5, 6 and 7 show different designs of record rings and record doubles used by me in some of my most successful displays. Record stands and rings have made the foundation for every one of the hundreds of talker trims I have made and designed in the last ten years, and I cannot overemphasize this important feature. Almost any important historical or artistic event can be taken advantage of by record displays. The photograph of the Shakespeare display made to commemorate the three-hundredth anniversary of the death of the master poet will illustrate my point. Sixteen records of Shakespeare songs and recitations were used for the display. A special Shakespeare tercentenary program was made up and placed in center of display.

[In conclusion I want to thank all my friends in the music trade for the interest they have shown in this series of articles. I have received a great many letters of appreciation with suggestions. Being a very busy man, I have not always been able to answer these letters, although I have tried to follow out many of the very excellent suggestions that have been made. I shall try to make future articles as helpful to dealers as I know how.—Ellis Hansen.]

SOUTHERN CALIFORNIA NEWS ITEMS

Coming of Holiday Season Finds Dealers Handicapped in Matter of Stock—Records Help Fill Gap—Happenings in Los Angeles Trade

LOS ANGELES, CAL., December 7.—The holiday season is now approaching and it finds all local dealers in the talking machine industry more handicapped than usual at this time of the year. Of course, during the holidays all dealers expect a scarcity of goods, but never in the history of the business in Los Angeles have the local jobbers been out of so many different models and finishes of machines and so many selections in records.

The outlook for Christmas, in fact, is very slim, as none of the wholesale houses are expecting any large amount of shipments prior to January 1. This will mean that some models of machines, and a great many records, will be entirely out of stock before that time. No help can be expected from the factories as they will not begin to catch up with their orders for several months. Prospective buyers, as a rule, are realizing the seriousness of the situation, and an early Christmas business is looked for this year. It is hard to convince some people that it is generally impossible to carry a complete line during the holiday season, and a great many of them will be disappointed by not getting the particular model they wish to purchase. The shortage on machines and records is especially hard on the small dealers as they cannot afford to lay in a large surplus stock, and now find themselves unable to obtain the goods.

The Victor, Edison and Columbia Cos. issue scores of fine records that are generally classed as "poor sellers," simply because they have not been properly demonstrated and explained to the public. Therefore, during the present famine of so-called "best sellers" it will be necessary to bridge the gap with these selections.

The demand for the larger and more substantial models of machines has gradually been increasing for several years, and all city dealers are expecting a heavy demand for them this Christmas.

The Lombardi Italian Grand Opera Co., which was brought to Los Angeles by our local impresario, L. E. Behymer, has just finished a successful three weeks' engagement at Clune's

Only \$50.00 a Unit
CAPACITY 2150 RECORDS
(2 Units Illustrated)

MODEL No. 2150—A Locking Sectional Roller Panel Door Cabinet, equipped with Ogden Patented Filing Device. Made of Quartered Oak and Birch, finished to match all interiors.

350-10 inch Records
350-12 inch Records
Patented Adjuster for Using 10 inch Records
Soft, Flat Springs Hold Records Upright and Prevent Warping.

42 INCHES
CAPACITY 2150 RECORDS
TOTAL SPACE REQUIRED 84 X 14 INCHES
CAPACITY 4300-10 OR 12 INCH RECORDS
PATENTED
42 INCHES
CAPACITY 2150 RECORDS
14 INCHES

Write for Our Manual of Filing Dept. K.

Ogden's Patented Cabinets
Protect against Dust, Warping and Theft. Save Time, Space, Money. Prices Subject to Change.

UNCONDITIONALLY GUARANTEED

OGDEN SECTIONAL CABINET CO., Inc., Lynchburg, Va.

Auditorium. In their repertoire was "Carmen," "Faust," "Thais," "Il Trovatore," "Barber of Seville," "La Tosca," "Rigoletto," "Madame Butterfly," "Cavalleria Rusticana," "Pagliacci" and "La Boheme." This was an excellent company and was supported by a good chorus and a fine orchestra. Prominent among the artists was Maggie Teyte, who makes records exclusively for the Columbia Co. The opera season helped the record business very greatly.

A. G. McCarthy, treasurer and general manager of the Victor wholesale department of Sherman, Clay & Co., San Francisco, spent a few days in Los Angeles last week visiting C. S. Ruggles, manager of the local branch. Mr. McCarthy has charge for Sherman, Clay & Co. of jobbing branches in Spokane, Seattle, Portland, San Francisco and Los Angeles, which cover the largest territory controlled by one firm in the United States. Mr. McCarthy is very enthusiastic about this year's business, and says that all former records made by his house will be broken.

The Bartlett Music Co., exclusive Columbia dealers, now located on West Seventh street, had their formal opening last week. They still maintain a branch at their former place of business, 231 South Broadway.

Barker Bros., exclusive Victor dealers, are busy preparing for their holiday trade. C. B. Boothe, manager of the talking machine department, deplors the shortage in goods, but says that the Eastern jobbers seem to be as bad off as our local jobber.

L. V. Ridgeway, traveling representative for Lyon & Healy, Chicago, Victor jobbers, is in Los Angeles at the present time on his semi-annual visit

O. A. Lovejoy, manager of the Diamond Disc Distributing Co., Edison jobbers, has just received several carloads of Edison goods. This will enable him, he says, to fill to a great extent most of his back orders. However, he does not look for any further shipments before the first of the year.

REMODELED QUARTERS IN SAN JOSE

Sherman, Clay & Co. Now Have One of the Handsomest Stores in This Section

SAN JOSE, CAL., December 7.—Sherman, Clay & Co. have recently finished remodeling and enlarging their store at 192 South First street, this city, and running through on an "L" to San Antonio street. The entire store is handsomely finished in birch, specially treated, and is one of the most attractive in this section. The First street side is entirely devoted to demonstrating and salesrooms for Victrolas, and pianos are shown in the San Antonio street section. The lighting, ventilating and heating arrangements are of the most modern type.

C. C. Gallagher, Paxton, Ill., has installed the Columbia Grafonolas and records in his talking machine department where he already handles successfully the Brunswick phonograph and Pathé records.

PHILADELPHIA PA. CHICAGO, ILL. (Insulation Dept.) AMELIA CO. VA. MONTREAL CAN. WEST PHILADELPHIA PA.

INTERNATIONAL MICA COMPANY
MICA DIAPHRAGMS

Let our Diaphragm Department take care of your Diaphragm Difficulties and be covered on this essential part for the future. Quotations and samples promptly forwarded upon request.

Offices and Factory, 37th and Brandywine Streets, WEST PHILADELPHIA, PA.

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

Proven Superiority



THE NEW EDISON DIAMOND AMBEROLA
MODEL 50 RETAILS FOR \$50

IT is easy to make claims, but it is not so easy to prove them. In the case of the New Edison Diamond Amberola we have made very strong claims regarding its remarkable superiority from a musical standpoint. We have not only made these claims but we have proved them time and again, we have proved in side by side comparison tests that a \$50 New Edison Diamond Amberola is unquestionably the musical superior of talking machines costing as much as \$250, and we stand ready to *show* any dealer who might hail from a certain state just West of the Mississippi.

Not only musically but also mechanically is the

NEW EDISON DIAMOND AMBEROLA

a superior instrument. For instance, the **GENUINE DIAMOND** reproducer stylus (which makes needles unnecessary and which requires no changing) and the wonderful Blue Amberol Records which are almost unwearable and unbreakable is evidence that speaks for itself.

The New Edison Diamond Amberola and Edison Blue Amberol Records are remarkable for combining two selling points seldom found in a single line of merchandise, viz., quality and economy.

If you are figuring on putting in a line of phonographs, wouldn't it be wise to get full particulars regarding the New Edison Diamond Amberola?

THOMAS A. EDISON, Inc.

Amberola Department, ORANGE, N. J.

REPAIRS

TALKING MACHINE TROUBLES AND HOW TO REMEDY THEM

Conducted by Andrew H. Dodin

[This department of The Talking Machine World is designed for the service of all classes of our dealers, including those who make, and those who sell, talking machines. Andrew H. Dodin, who conducts this department, has a wide and enviable reputation as a repairer of talking machines and conducts an exclusive talking machine repair shop at 176 Sixth avenue, New York. Tell him your troubles through The World and he will help you if possible. The service is free.—Editor.]

NOTES ON REPAIRING VICTOR MOTORS

By request of several Victor dealers during the past few weeks I am going to give a list of short notes on little things to bear in mind when repairing Victor motors.

Graphite

Use Victor Spring Lubricant. In the large springs put two tablespoonfuls, and in small springs (Victrola 4, 6 and 8) put about one and one-half tablespoonfuls of the mixture to each spring.

Springs

Never use an old spring having a crack near the rivet holes on the ends—always replace these with new springs and be sure to have the spring center so shaped that it fits the shaft good and tight, thus insuring a good fit for the shaft rivets.

Do not hammer spring cage plates so hard that you bend them in the center, causing the plate to press against the spring, which causes spring to jump.

Always, when at work on the spring cage, have in mind the spring cage gear—do not bend or nick the teeth of this gear, as this is one cause of variation of the speed of the motor. Always have the spring gear placed squarely on a level bench or exactly at right angles to the bench.

Before taking out a broken spring, note if spring is coiled in cage to the left or to the

right of the rivet. Put in new spring to the left or right as the case may be.

Winding Ratchets and Pawls

Always be sure that teeth of winding ratchets are smooth and that the points of pawls are not broken or chipped. Winding ratchets should fit snug on the shaft—if too tight file down the shaft—do not file the hole in the winding ratchet.

Governors

Governor balls should each be of exactly the same weight. Governor springs should be exactly straight, with no bends of any kind.

In replacing a broken spring, always use three new springs. Governor springs when used for some time lose their tension, and consequently one new spring placed on a governor would have a different tension than the two old springs, and would cause the governor to run uneven.

Spring Cages

Always be sure that the spring cage gear rivet heads do not extend above the level of the bottom of the spring cage so that the spring will catch on them when unwinding.

Be sure that the backs of the rivets in the sleeve do not extend so far inside the sleeve that the spring cage shaft binds on them. If they do, take a round file and trim them down flush with the sleeve.

Turntable Spindle and Gears

The turntable spindle should be perfectly straight and the spiral cut should be perfectly smooth and clean. The bottom end of the spindle should be beveled and the ball bearings should be clean and bright.

The governor drive gear should fit snugly on the spindle and should be placed on a dead center with governor spindle cut. In all new style motors the turntable spindle is slotted to receive the end of the gear set screw—thus insuring the placing of the gear in its proper relation to the governor spindle.

Turntables—Replacing Felts

On old style turntables—which are cast iron—clean off the old felt thoroughly and rub bright with emery cloth. Coat with shellac (or Victor

turntable cement) and put on new felt, smoothing down with a whisk broom as smooth as possible. Place on a perfectly level space, put a heavy weight on the back and allow to dry four hours or longer if possible—then trim the edge with sharp scissors.

On new style turntables—which are of pressed steel—clean same as above. If you cannot get Victor turntable cement, first coat the turntable with good varnish—set aside and allow to dry, then coat with shellac and finish same as cast iron turntable.

PROTECTING THEIR DEALERS

Roy J. Keith, Vice-President and General Manager of the New York Talking Machine Co., Chats Upon This Important Topic

In a chat this week with The World, Roy J. Keith, vice-president and general manager of the New York Talking Machine Co., Victor distributors, stated that this company is making every effort to protect the dealers in its territory and be loyal to the Victor representatives in this section.

"During the past few months," said Mr. Keith "we have been besieged with personal requests, letters, telegrams, etc., from dealers in all parts of the country asking us to ship them machines and records. We have simply told these dealers that the goods we get are distributed to the merchants in our immediate vicinity and who are now counting upon us to take care of them in every possible way.

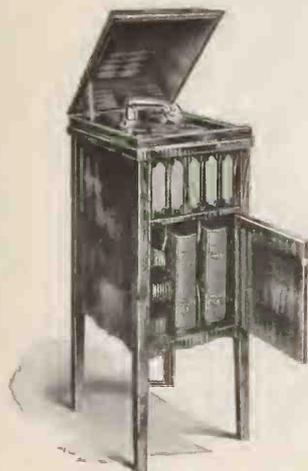
"In pursuance of this policy, we have been obliged to refuse thousands of dollars worth of record orders, not alone machines, in order that the dealers in this territory could feel that we are protecting their interests conscientiously."

The B. L. Foord Furniture Co., Seventh and Shipley streets, Wilmington, Del., have opened a talking machine department featuring the Aeolian-Vocalion.

Three Money-Making Phonographs

Moderate priced machines will bring a world of business to a "live" dealer in every town. Our three models cover 90% of the entire demand—they go to every home

The Perfect Tone
OPEROLLO
For Every Home



MODEL F

40 inches high, 18 inches deep, 15 inches wide

Retail Price \$40

Big Selling Chances

By selling low-priced machines you do not tie up your money for a long period. Low prices cause Quick Sales—and bring Quick Returns.

WRITE FOR OUR SPECIAL DISCOUNTS

Rush order for samples so you can get started.



MODEL A

41 inches high, 18 inches wide, 20 inches deep

Retail Price \$50



MODEL MASTER

50 inches high, 20 inches wide, 20 inches deep

Retail Price \$75

Three Outstanding Features

Perfect Tone—
Reproduction full, rich, natural

First-class Motor—
That gives satisfaction

High-Grade Finished Cabinets

OPEROLLO PHONOGRAPH CO., Inc.

Lightner Building, DETROIT, MICH.

VALUABLE "SALES HELPS" FOR SONORA DEALERS ISSUED

Latest Sonora Phonograph Corp. Publication Received Enthusiastically by the Retailers—Contains Much Material of Value and Interest—Gives Biography of Officials

The Sonora Phonograph Corp., New York, has just issued one of the most attractive and valuable publications that has made its appearance in the talking machine trade in recent years. "Sales Helps" is the title of this new book, and its purpose is well set forth in the following paragraph that appears on the frontis-



George E. Brightson

piece. "A collection of data on successful phonograph selling methods, with illustrations and descriptions of the various material now ready for use to assist the dealer in attracting the public and in increasing his volume of business.

This book is divided into four sections, the first one featuring Sonora phonographs, the

instrument, styles, features of superiority and selling points. The second section is devoted to the most attractive and practical arrangements of store and windows. The third section is named "Making More Business for You," and consists of modern sales aids ranging from letters to newspaper advertisements. The fourth section is a resumé of the advertising used by the Sonora Phonograph Corp. in newspapers, magazines, posters, car-cards, electric signs, etc. Also newspaper advertising for the dealer and suggestions as to its use.

One of the most interesting and unusual pages in this publication is one entitled "The Man With Whom You Deal," and presents photographs of George E. Brightson, president; Joseph Wolff, treasurer, and Frank J. Coupe, sales and advertising director of the Sonora Phonograph Corp. Single paragraph biographies refer to this successful trio of talking machine men as follows:

"Mr. Brightson, after a long and successful mercantile career in connection with the leading firms in its line in this country, in five years has developed the Sonora Phonograph Corp. from a tiny beginning to one of the leaders of the phonograph industry.

"In charge of manufacturing and executive details, Mr. Wolff has been quick to catch the trend of public taste, and through his unlimited efforts and ability the Sonora phonograph is now recognized as the premier quality instrument—the sales for the current year incidentally being over one hundred times as great as those of 1913.

"Having for the past twenty years been responsible for the great growth of many important enterprises through proper publicity and sales organizations, Mr. Coupe's suggestions based on a vast fund of practical knowledge are of much value to the progressive dealer."

Each section in this new book could well be

compiled as a separate publication, for the various sections are complete in every detail, and furnish the dealers with invaluable information regarding the Sonora line. In the first section there is a two-page illustration showing the Sonora phonograph, with arrows pointing to the distinctive mechanical features of the instrument. In following pages there are reproduced splendid illustrations of the various models in the Sonora line, which at the present time comprise the "Supreme," retailing at \$1,000; the "In-



Jos. Wolff

vincible," in two styles, retailing at \$375 and \$500; the "Grand," retailing at \$275; the "Laureate," \$200; "Elite," \$180; "Baby Grand," \$160; "Intermezzo," \$140; "Imperial," in two models, \$110 and \$105; "Troubadour," \$85; "Rhapsody," \$60; "Mendelssohn," \$55. Two pages are devoted to a presentation of the very successful



-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.

Sonora portable phonograph and a full page with appropriate illustrations announces Sonora period designs and other special designs made to individual order.

In the second section, under the heading "Your Store and Windows," are various practical hints such as glass electric flash signs, window displays and material, moving picture slides and metal counter-sign, demonstration booths, framed car-cards for window display, etc. In section three, entitled "On Getting Business," are valuable suggestions compiled under



Frank J. Coupe

the headings, "Securing and Using Prospect Lists," "The Customer's Taste and the Choosing of Records," "How the Other Man Sells," "Literature Available for Distribution," etc.

Section four, devoted to general advertising, gives the dealers some idea of the extensive campaign sponsored by the Sonora Phonograph Corp. to further the interests of their representatives. There are reproductions of newspaper and magazine advertising, a photograph of the mammoth electric sign on Broadway, illustrations of the 24-sheet poster on display boards and various other items in this connection. A final word to the dealers by Mr. Brighton is a fitting conclusion to this splendid publication.

From a typographical standpoint "Sales Helps" is one of the most artistic publications ever compiled by any firm in this industry, and compares favorably with the literature issued by the leaders in other mercantile fields. It is high-grade and dignified in every detail, and its appearance as a whole is in complete harmony and accord with the fame and prestige of the Sonora phonograph.

SAENGER RECITAL IN BROOKLYN

Well-Known Vocal Teacher Gives Demonstration of Oscar Saenger Vocal Course

Oscar Saenger, the well-known vocal teacher and originator of the Oscar Saenger Vocal Training Course employing Victor records, gave a most successful recital and demonstration on the training course at the Brooklyn E. D. Turn Verein, Bushwick and Gates avenues, Brooklyn, on November 18, under the auspices of E. A. Schweiger, Inc., Victor dealers at 1525 Broadway, Brooklyn. Admittance to the hall was by invitation, and the audience was a large one.

ISSUE ATTRACTIVE FOLDER

The Victor Talking Machine Co. have just sent out a very handsome folder bearing on their new Victrola XXV-A. This type of Victrola is specially designed for school use, and is so arranged that the horn can be placed underneath the machine, the bottom cross braces furnishing a safe and convenient place for it when not in use. This design is in use in hundreds of schools throughout the country.

SERVICE FLAG WITH TWENTY STARS

The New York Talking Machine Co., Combined With the Chicago Talking Machine Co., Have Twenty Men "Doing Their Bit" for Uncle Sam—A "Voice" From the Front

A service flag with twenty stars now flies from the offices of the New York Talking Machine Co., Victor distributors, 119 West Fortieth street, New York. This flag bears silent testimony to the fact that sixteen members of this company's staff and four of the force of the Chicago Talking Machine Co. are now "doing their bit" for Uncle Sam.

When it is considered that there are only forty-five male employes in the offices of the New York Talking Machine Co., a record of sixteen patriots from this office constitutes what is probably as large a proportion of men in the Government service as can be found in any industrial enterprise. The executives of this company are proud of the men from their forces who are now helping the United States in its fight for democracy, and there are many personal reminders going forth daily to the boys on the firing line to let them know that their friends at home have not forgotten them.

Roy J. Keith, vice-president and general manager of the New York Talking Machine Co., recently received an interesting letter from Joseph E. Swan, who is now "somewhere in France." Mr. Swan was formerly a member of the company's force, and the "Bill" mentioned in his letter is W. G. Porter, who was one of Mr. Keith's right bowers before enlisting for service in the ambulance unit.

Mr. Swan's letter reads as follows: "Quite an unusual thing happened two days ago. While wandering around our section camp, off duty, I ran across a weather-beaten copy of 'The Voice of the Victor.' I tell you my mind was in a whirl for quite a time. How did this paper ever reach France and wander into the heart of the fighting area? My final solution was that it had been left behind by Meiklejohn, son of

our Pawtucket dealer. He was in the section that we relieved here at the front. I tell you Bill and I spent more than a little time with that bit of news right before our eyes, and I will admit, Mr. Keith, that home-sick feeling came over me for nearly the first time, but it was not until to-day that I got together enough courage to ask you to place my name again on your mailing list. That must seem a bit odd for one no longer connected with 'His Master's Voice,' but I am in mind and would sure appreciate anything that you can do towards sending the 'Voice' and N. Y. T. M. advertising.

"The section in which we are is at present fairly quiet, but you understand we are with the French army, and at times see plenty of action. In fact, some of the fellows come from their posts with wild tales, but so far not even an accident. 'Bill' probably holds the record with a machine gun firing on his ambulance. With kindest regards to all, I remain, Joseph E. Swan."

GUY DEETZ APPOINTED MANAGER

Guy Deetz, formerly manager of the Emerson Piano Co., Decatur, Ill., has been appointed manager of the Temple of Music, Scranton, Pa., a new and exclusive Victor establishment which was recently opened in that city. This store is said to be one of the finest Victor warehouses in the East, and its equipment includes ten artistic sound-proof demonstration booths.

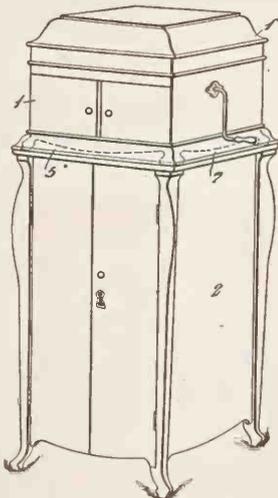
FEATURES THE BRUNSWICK

The Photogravure section of the Sunday Sun of December 9 was notable for a very artistic page advertisement devoted to Brunswick phonographs. It was admirably conceived and made a most artistic and impressive showing.

C. V. Hieronymus, representative for the Pathéphone in Beardstown, Ill., has just installed a new series of soundproof booths.

The Trade Is Advised

That I have been granted United States Letters Patent No. 1,244,944, dated October 30th, 1917, on a cabinet for Talking Machines (the design of which is shown herewith) and for which the following claims are made:



DESIGN OF CABINET

1. A cabinet for a talking machine having a top on which the casing of the machine is adapted to be supported, an inclosure rising from said top, and formed of cleats which are adapted to engage the sides of the base, certain of the cleats being fixed to said top and another cleat forming a gate for entrance into the space of the inclosure, and means for holding the gate in closed position and permitting its opening.

2. A cabinet for a talking machine having a top on which the casing of the machine is adapted to be supported, cleats rising from said top forming an inclosure for the sides of the base of said machine and adapted to interlock therewith, one of said cleats being separate from the other cleats and movable forming a gate for the insertion of said base into the space of said inclosure, the inner sides of the cleats overhanging so as to form interlocking joints with said base.

I am prepared to protect my interests under said patent to the fullest extent and all infringers will be prosecuted vigorously.

(Signed) CLEMENT BEECROFT

PLACE ORDERS NOW FOR

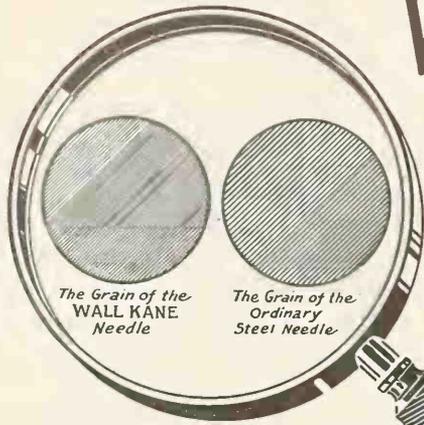
- Record Delivery Envelopes
- Record Stock Envelopes
- Catalog Supplement Envelopes
- Record Cabinets
- Talking Machine Needles
- Peerless Locking Plates

CLEMENT BEECROFT, 309 West Susquehanna Ave. **Philadelphia, Pa.**

Incontestable Proof of the Superiority of the

WALL-KANE STEEL NEEDLE

Showing why this needle plays 10 records perfectly



This is an actual reproduction of the grain of the WALL-KANE Steel Needle in comparison with the ordinary steel needle, as shown after both needles were broken in two and placed under a magnifying glass.

The much closer and finer grain of the WALL-KANE Steel Needle creates a much stronger and more durable unit. Through intricate chemical processes three coatings cover the WALL-KANE Steel Needle, the point of which thereby has a beneficial effect upon the grooves of the record.



**Jobbing Territory
Open for
Progressive Houses**

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

LARGER QUARTERS FOR MARKELS

The Well-Known Motor, Sound Box and Tone Arm Manufacturer Arranging to Cope With the Expansion of His Business

Leonard Markels, the well-known motor, sound box and tone arm manufacturer, announced this week that arrangements are pending whereby



Leonard Markels

his plant will occupy new and much larger quarters as soon after January 1 as practicable. Mr. Markels now occupies several floors in the building at 165 William street, New York, but the business has grown so rapidly that the present quarters have been found inadequate and the capacity too small for the demand for the Markels product.

In a chat with The World, Mr. Markels said: "During the past few weeks we have closed large contracts for 1918 with some of the most successful manufacturers in the country. We are advising our clients to anticipate their re-

quirements as much as possible, and have suggested that they place their 1918 contracts at an early date, in view of the unsettled raw material markets and abnormal labor conditions.

"The demand for our 'Butterfly Motor' has exceeded my highest expectations, and we have received very gratifying letters from prominent manufacturers expressing their satisfaction with the service this motor is rendering. We have been over-sold on the 'Butterfly' all year, but are making plans for a much larger output in 1918."

D. R. Doctorow, credit and sales manager for Leonard Markels, returned this week from a visit to Canada. On this trip Mr. Doctorow closed several important contracts with successful Canadian houses who will use the Markels products exclusively. The Canadian business has grown so rapidly that two service men are now spending all of their time visiting the Canadian manufacturers and rendering them maximum service in the use of the Markels product.

NEW SERIES OF WINDOW DISPLAYS

Dealers' Service Department of the Columbia Co. Makes Important Announcement of Interest to Dealers—Enthusiastic Regarding Plans

The "dealers' service department" of the Columbia Graphophone Co. has just announced a series of new window displays which are furnished to the dealers at cost. The department plans to give the dealers each month a special large cut-out for the center of their window which will be different from the stereotyped cut-out and which will be designed to attract general attention.

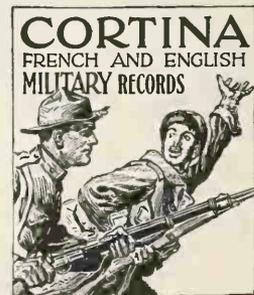
Fourteen different units comprise the whole display, all of cardboard and fitted with easel stands and record holders. There are eight small and one large cut-outs, three half and two quarter sheet cards and a complete set of new Grafonola price cards. The display is lithographed in six colors and is packed com-

plete in an individual corrugated cardboard container each month.

The small cut-outs will feature records from the new monthly supplements, and the half and quarter sheet cards will also be devoted to artistic illustrations presenting the new records. This window display service represents the work of prominent artists and the close co-operation of the dealers' service department with the sales division and the recording laboratories. Columbia dealers who have been informed of the new service are enthusiastic regarding its possibilities.

A BIG DEMAND

Throughout the Country for



Get your share of this business. An ideal gift for the boys in training or the trenches. It often sells a machine with it.

The course consists of an authoritative Military Manual containing a foreword by Major-Gen. Leonard Wood WITH TWENTY PHONOGRAPH RECORDS (10-12" double face discs). Send for full information. Advertising matter, military poster-hangers free.

Also Spanish, Italian, German, and English and French for Spaniards

CORTINA ACADEMY OF LANGUAGE
12 East 46th Street, New York

FROM OUR CHICAGO HEADQUARTERS

E. P. VAN HARLINGEN, Manager
H. SCOTT KINGWILL, Ass't. Mgr.

World Office
Republic Bldg., 209 South State St., Chicago
Telephone: Wabash 5774

CHICAGO, ILL., December 11.—The wholesale dealers of this section are all reporting that they have all the business they can handle, and the only trouble is lack of goods as usual. Shipments both from the factories and to their customers are being delayed and in some instances the lack of goods necessary in order to carry on business is becoming alarming. The call for machines of the period type is greater than was anticipated and popular-priced models and goods of the higher grades are steadily being called for. The local machine producers and factories manufacturing phonoparts and accessories are being literally swamped with orders from the dealers and jobbers, and the only drawback to the whole situation is lack of help and shortage of material.

Business with the local retail dealers is just hitting its stride, and the majority of them are emitting wails of despair owing to a lack of goods in both machines and records. Of the latter selections made by symphony orchestras, dance music, war songs and operatic records are in great demand. There is also a steady demand for the popular-priced machines, far greater than was anticipated at the opening of the season, and which it is feared by some will grow to greater proportions as the season advances.

Wholesale and retail dealers throughout this section are having better collections, the retailers in particular are asking and getting more cash with orders than heretofore.

The "anti-approval plan" for selling records, which was adopted by some of the retail dealers in this city several months ago, is reported as being successful and is appreciated by a majority of their customers. While it is true there was a percentage of the customers who couldn't see the idea at first, they have been educated to the viewpoint of these dealers and are now said to be working in harmony with them. Other dealers say that the "anti-approval plan" is a joke, as the time consumed in playing a bunch of records for a customer in order that he may make selections at the shop greatly offsets value of the sale. But those in favor of the idea come back with—"No, you've got to play the records anyway." If they take them out for approval to try on the folks at home, the next customer comes along and won't stand for those used records being unloaded on him.

The next question to arise is this: Has the business of this year been greater than that of last year? Wholesale dealers say more so. They claim that the business of the latter part of 1916 was greater than this year for actual trading during the latter part of last year. During the summer months of this year business was far in excess of the corresponding period last year owing to the fact that a great number of these dealers took orders during the summer months which were dated for delivery during the months of September, October and November. This business accounts for the fact that there was a dull period among the wholesalers during the latter months, the retail dealers being already stocked long in advance, before there was any shortage of material or help at the factories. Orders that were taken during these months for immediate shipment went to supply the increased demand. Nevertheless, the demand has grown to greater proportions than could be satisfied with the large amount of stock on hand and that there will be a serious shortage of goods before the season is over is anticipated by many of the retail dealers in this section.

Pleased With Opera

Theodore Bauer, of the record department of the Columbia Graphophone Co., was a recent visitor to Chicago, and while here took in the grand opera at the Auditorium Theatre and heard Riccardo Stracciari in "Rigoletto" with Galli-Curci as his co-star. It was during this performance that the great Italian baritone made his American debut. "I am more than pleased with Stracciari's work," said Mr. Bauer, "and feel confident that three of his records we already have on the market will be accepted by the trade as a true and perfect rendition of the tonal qualities of his wonderful voice." At the conclusion of the final rehearsal, just before making his initial bow to Chicago, Stracciari was heartily applauded by the members of the orchestra. This incident is said to be something unusual, and has occurred in this city only once before. The Columbia Co. will introduce some new Stracciari records in the near future that will command considerable appreciation.

"Ole Close Man"

Miss Mary Wood Hinman, chairman of the dancing committee of the war recreation committee, has sent out a call for 2,000 talking ma-

chine records to present to the boys at the Great Lakes Training Station. Old ones are expected, but new ones will do even better. The headquarters are at 120 West Adams street, Chicago, and anyone in the trade who cares to do a patriotic duty by making donations for the benefit of the Jackies may direct them to Miss Hinman.

Another One After Vilhelm

C. W. Monroe, for the past year and a half Chicago representative for the Emerson Phonograph Co., has joined the Moving Picture Corp., a new organization of the U. S. Army, and will leave for the barracks at Columbus, O., on Monday of next week. Eighty-two Chicago boys have joined this new corps and are being trained by the Government as moving picture operators. Whether they will be used for the purpose of projecting pictures for the benefit of the boys "Over There" or "Over Here" is not known. Nevertheless we have "Chucks" assurance that if he ever throws the "spot" on any of the Kaiser's gang—O, Buckets of Blood!

But, that ain't all. L. J. Korack, a traveler for the same company, went down to Rockford and is now connected with the Base Hospital Unit, and Thomas L. Pinkney, Emerson's Illinois traveler, will hit the trail for Rockford Monday.

New Vitanola Agency

H. Reitman has recently opened a store at 114th street and Michigan avenue and will be the local representative of the Vitanola talking machine in that territory. Mr. Reitman was for the past four years connected with the firm of Winogiad & Congold, who handle the Victor line in Roseland. The new store will also carry a complete line of sporting goods and accessories.

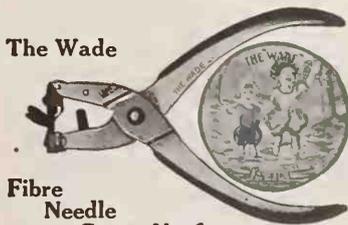
New Pathé Agency

R. O. Ainslee, manager of the talking machine department of the Hallet & Davis Piano Co., has just closed a deal whereby the Terre Haute Furniture Co., Terre Haute, Ind., become the new Pathé dealers in that city. B. Goldman is the proprietor of the new agency which was opened December 3, and since the opening has duplicated his large initial order for the Pathé products. Other new Pathé dealers recently taken on by the Hallet & Davis Co. Chicago branch are: W. D. Williford, Mt. Carmel, Ill.;

(Continued on page 89)

THE "WADE" FIBRE NEEDLE CUTTER

Is Proud of Its 9 Years



The Wade
Fibre
Needle
Cutter No. 1
Price \$1.50

—of satisfactory service to the Distributor, the Dealer and the Public.

Distributors and Dealers, who are vitally interested in "stock turn-over" tell us the Wade Fibre Needle Cutter is the "best seller" among all cutters now on the market.

There's a reason—the "WADE" perfectly repoints each fibre needle 18 to 20 times.

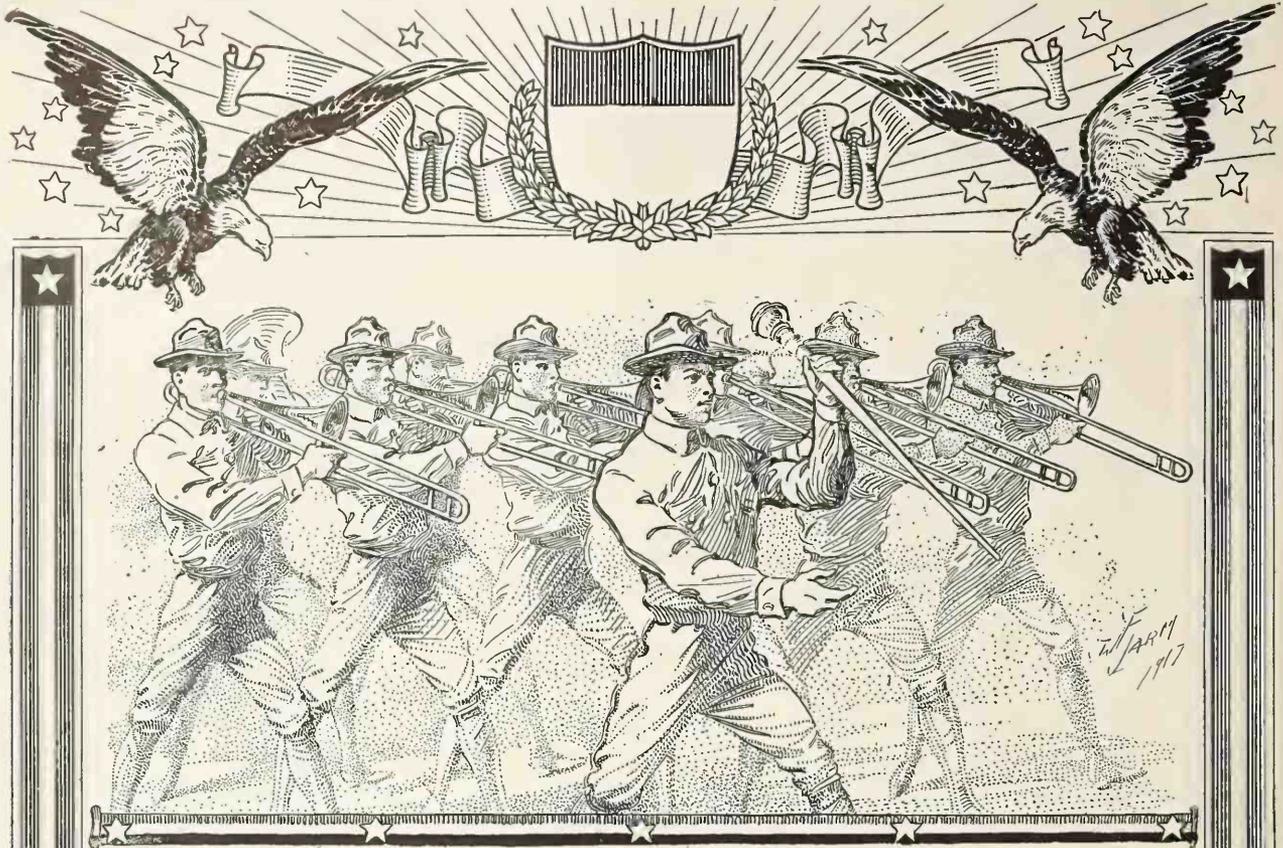
The "WADE" plier principle was finally adopted as the simplest, strongest and best for the purpose, after exhaustive tests of all other known principles of cutting, shaving, trimming, etc., and is fully protected by letters patent.

YOU SELL MORE "WADES" BECAUSE THEY GIVE MORE FOR THE MONEY



The Wade
Fibre
Needle
Cutter No. 2
Price \$2.00

WADE & WADE, 3807 Lake Park Ave., Chicago, Ill.



LINE UP FOR
1918!

VICTROLA

Get ready for the big demand for Victor Records there will be after the holidays.

Order Now!

Don't delay. The tens of thousands of new Victrola owners will want their records promptly. Order liberally.

Also send for a supply of fibre needles and L. & H. Fibre Needle Cutters



EVERYTHING KNOWN IN MUSIC CHICAGO VICTOR DISTRIBUTORS

LYON & HEALY

© 1917



CHICAGO COVER BALANCE NO. 2

Furnishes the Pivotal Argument

Many people insist on thinking that "a talking machine is a talking machine." Therefore, with all your eloquence and demonstration the sale may go to another and cheaper machine than yours.

But a single good "talking point"—a feature that is a real addition to the machine—may turn the scales in your favor.

This is just what the Chicago Cover Balance is. It makes the operation of the machine a joy—a light touch of the hand raises the cover or closes it. There is no ear racking slamming or damage to delicate fingers.

Mr. Dealer: See that the machine you buy is equipped with a Chicago Cover Balance. It means increased sales.

WE MAKE NO CHARGE FOR SAMPLES TO BONA-FIDE MANUFACTURERS

CHICAGO HINGED COVER SUPPORT AND BALANCE CO.

2242 WEST 69th STREET, CHICAGO, ILL.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 87)

Ritterskamp & Scheid, Vincennes, Ind.; Paletine Commercial Corp., Chicago, Ill.; J. S. Kibler, Olney, Ill.; and Ben Murrenbaum, Evansville, Ill. The Paletine Commercial Corp. will specialize in foreign records only. They are in the general merchandise business and will open their new department on Monday. "The only trouble we are experiencing are the poor shipping facilities," said Mr. Ainslee, "but this is the usual thing for this time of the year, for as a general thing the dealers come to life just before the holidays, and we are having a hard time to meet the demand. The new Pathé art models are taking very well with the trade, especially the new popular-priced spring and electric machines."

U. S. Army Raids Schaaf's

Three of the Sammies of Uncle Sam's new army raided the Edison phonograph department of the House of Adam Schaaf on Tuesday of this week and captured three of the girls of the sales force. The three captives were hurriedly taken by the raiders to the altar and life sentences were imposed upon them. Miss Julie Schaulin was sentenced to become the life prisoner of Leslie Faulkner, a member of the Eleventh Illinois Home Guard; Florence Dungan was sentenced to become the bride of Lieutenant Robert Cromby, who recently received his appointment at Second Officers' Reserve training camp at Fort Sheridan. He will leave his bride behind and report for duty at Seattle, Wash., in a few weeks. Corporal A. T. Donnellan was given the authority to take Miss Zella Clark under his protecting wing, she, of course, being given to understand that all future orders would be given by him. Corporal Donnellan is stationed at Camp Grant and expects to leave for Texas in a few weeks. Walter Schaaf, it is said, is about to appeal to the Government asking that they please refrain from further attacks on his sales force, owing to the

fact that the holiday season is drawing near and what few girls he has left will be necessary to enable him to take care of the Christmas rush. "War Brides and Butterflies," the latest Edison record, is also on sale at the talking machine department at the House of Adam Schaaf.

Takes Over Edison Agency

W. B. Hattenhauer Drug Co. has taken over the Edison agency of J. H. Hutchinson. Mr. Hutchinson decided to give up his phonograph business owing to the fact that his son Arthur has enlisted in the army. He will, however, continue as proprietor of his hotel in that town.

C. L. Davidson Undergoes Operation

C. L. Davidson, president of the Talking Machine Shop, was suddenly taken ill at 11 o'clock in the morning of November 21, and was immediately rushed to the Michael Reese Hospital and was operated on that afternoon for appendicitis and gall stones. Reports coming from the hospital say that he is doing well and expects to be fully recovered so that he will be able to partake in the Christmas rush of business.

J. J. Welker Reports for Duty

J. J. Welker, who was reported in a recent issue of The Talking Machine World as having closed out his partnership with J. A. Fawcett, of the Woodlawn Talking Machine Shop, owing to his being drafted, has just received his order from the Government to report for duty and will leave the latter part of next week for the big cantonment at Rockford, Ill. Mr. Welker is well known to the trade and was formerly connected with the Victrola Supply Co., of Lyon & Healy. A farewell dinner will be tendered him by the Woodlawn Business Men's Association on Tuesday of next week. He is one of the youngest members of this organization.

New Tone Arm Success

S. A. Ribolla, sales manager of the Central

West division of the Otto Heineman Supply Co., reports that the customers continue to send in great quantities of small orders for immediate shipment. The trade has a tendency to open steadily and increasingly, and the new Meisselbach No. 97 tone arm is meeting with a great demand. This tone arm, in the opinion of Mr. Ribolla, is the best that the Heineman Co. has ever put out. The workmanship is excellent, and it has aroused much favorable comment throughout the trade.

Manophone Sales Increase

J. Warren, Jr., of the Manophone Corp., Adrian, Mich., was a recent visitor to Chicago. He stated that their line of talking machines is meeting with great success, and also said that their business has grown to such great proportions that they were compelled to discontinue making cabinets for others and themselves.

Period Styles Pleasing

H. A. Yerkes, district manager for the Columbia Graphophone Co., will leave for New York the latter part of the week and will be gone for about five days. He said that they are getting numerous letters from their customers reporting that they have already received Period styles and are very much pleased with the instruments. These art models are well appreciated by those who have already received their shipments and more orders are being received every day.

Columbia's Banner Month

Chas. F. Baer, manager of the Chicago branch of the Columbia Graphophone Co., reports a large increase of business over that of the past month. This month opened up very well, and from present indications December promises to be their banner month. "December, 1916," said Mr. Baer, "was the greatest month we ever had in the history of this office, but I expect this December of this year will leave that record

(Continued on page 91)

TRANSFER NAME-PLATES

We make the Transfer Name-Plates and Trade-Marks for the largest talking machine manufacturers in this country and for dealers in every state.

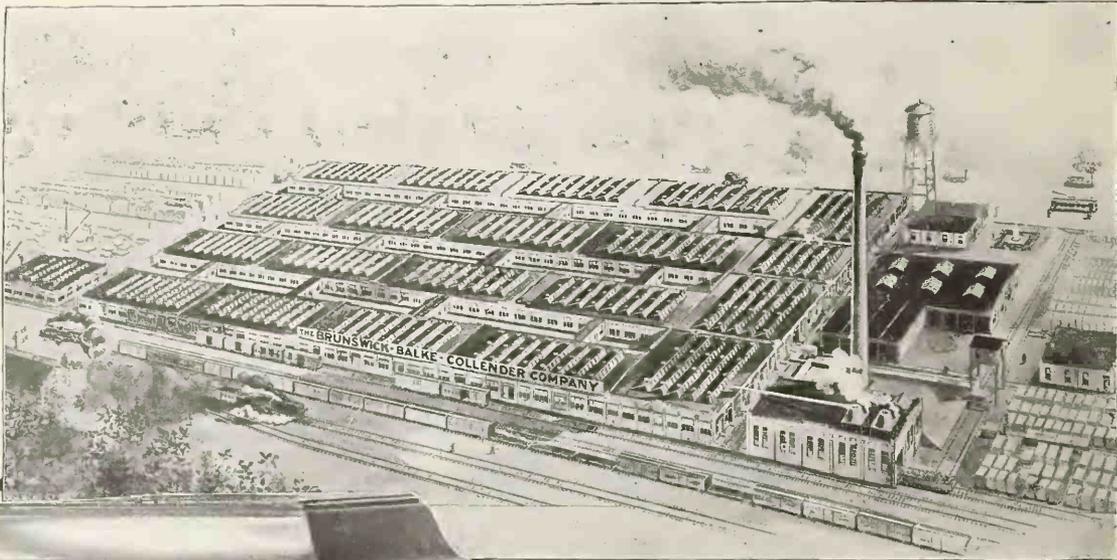
YOUR NAME, Mr. Dealer, on every machine brings the owner back to you for records and his friends to you for a machine.

Samples, Suggestions and Sketches Furnished Free

THE MEYERCORD COMPANY, CHICAGO

Largest Manufacturers of **DECALCOMANIA** Transfer Name-Plates

\$15,000,000 00



Prices
\$32.50 to \$180

What is Back of The Brunswick ALL PHONOGRAPHS IN ONE

(First of a series of advertisements giving reasons why you should sell The Brunswick)

An important factor in considering the phonograph you sell is the house back of the instrument.

The House of Brunswick has for more than 72 years stood pre-eminent in the lines of manufacturing and merchandising in which it has engaged.

And, today, with a capital of over \$15,000,000.00, with unexcelled manufacturing facilities, with 40 branch houses in the United States and with an unsurpassed reputation for quality, we offer you something unusual in phonographs and in real intelligent selling help.

We also offer to Brunswick dealers the sale of the renowned Pathe Records and prompt shipments from our Chicago stocks.

Correspondence is invited with dealers who are in a position to properly represent The Brunswick. The Brunswick Proposition explains in detail the advantages of such an alliance. Write.

THE BRUNSWICK-BALKE-COLLENDER CO.
CHICAGO SAN FRANCISCO NEW YORK CINCINNATI

Branch Houses in the Principal Cities of U. S., Canada, Mexico, France
623 South Wabash Ave., Chicago 29 West 32nd Street, New York 7th and Main Streets, Cincinnati

Canadian Distributors: Musical Merchandise Sales Co., Excelsior Life Bldg., Toronto

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 89)

far behind before the holidays are over. The only thing to stop us may be a possible shortage of goods, but the way shipments are coming in and going out at present gives promise that the balance of the season will continue to be healthy and give perfect satisfaction. We have the business, and all we want is help and goods."

Reports Heavy Shipments

H. P. Bibb, wholesale sales manager of the phonograph department of Brunswick-Balke-Collender Co., reports that the Brunswick shipments for the past month have been exceedingly heavy. "At present the shortage of some of our styles is imminent. However, we have supplied our branch houses—over forty in number—with a large stock of goods," said Mr. Bibb, "and hope to be able to satisfy the large demand."

New Brunswick Agencies

The Brunswick-Balke-Collender Co. report four new agencies for the past month. They are as follows: Brunswick Shop, 229 Superior street, Toledo, O.; Gazzola & Lane are the proprietors; the May Co., Cleveland's largest department store, are now handling the Brunswick line in their talking machine department; the big department store of Scruggs Vandervoost & Barney, St. Louis, Mo.; Chas. E. Roat Music Co., Battle Creek, Mich.

The Brunswick Shop at Salt Lake City, owned by Wasatch Phonograph Co., report a big Brunswick business for the past month.

The William Gushard Dry Goods Co., of Decatur, Ill., are now representing the Brunswick phonograph in this city and surrounding territory.

The F. G. and A. Howald Co., furniture dealers of Columbus, O., have placed a large order with the Brunswick-Balke-Collender Co., and will devote a large floor space for displaying this line.

New Emerson Foreign Records

E. W. Clement, manager of the Chicago branch of the Emerson Phonograph Co., has received a large consignment of the new Em-

erson foreign records. These new double-faced records sell for 35 cents each and are in Italian, Polish, Roumanian, Slavish, Hungarian, Russian and Jewish. They are in good demand wherever the foreign population prevails, said Mr. Clement, and are especially appreciated by these people owing to the fact that the various artists whose works they reproduce are all foreign-born and their accents and interpretations of the songs are exactly as they are sung in their respective native countries.

Editorial Praises Steger Machines

An unusual tribute to a talking machine was recently paid to the Steger talking machine by Ruth Wakefield, the well-known writer, in a special editorial in the Chicago Post. The musical and structural qualities of the Steger talking machine were set forth most enthusiastically. A special point was made of the fact that the machine will play all types of records. Something is also said of the convenience of the electrically operated.

New Service Flags

Three new service flags made their appearance in Piano Row this week. A large outdoor flag, which was placed above the first floor of the Cable Building, tells a story to the passer-by that forty-seven of their employes have enlisted to date. Hanging from the ceiling above the center aisle in the Lyon & Healy establishment is a massive silk banner containing forty stars. This banner is of exceptional beauty, being of extra heavy silk, the edges of which are trimmed with yellow silk braid with gold tassels. The Talking Machine Shop has also placed a service flag with six stars above the entrance of its warehouses.

Put It Into Your Piano

George Clay Cox, one of the well-known members of the trade, is in Chicago this week and is stopping at the Congress Hotel. He is demonstrating to Chicago manufacturers his new Clayola combination of a talking machine for installation in an upright piano. He has installed one of these instruments in a Smith

& Barnes upright piano for demonstration purposes. An electrically driven motor is placed in the lower part of this instrument and is connected by a long shaft with the turntable, placed in the same position as the spool box in a player-piano, talking machine being so arranged that anyone able to play the piano can play his own accompaniment to a desired selection. The turntable folds in half when not in use, thus allowing the upper panel of the piano to be closed. Both the Baldwin and the John Church Co., of Cincinnati, have made arrangements whereby they will soon place the Clayola on the market, according to Mr. Cox.

Foolproof It Is

W. A. Robbins, treasurer of the Veeco Co., of Boston, was in Chicago recently, demonstrating their new 1918 electric talking machine motor. This motor is very simple in design and is said to be absolutely "foolproof." It contains many new improvements over previous models and according to Mr. Robbins is being favorably received by the trade.

Cylinder Business Alive

When called upon by The World this month, James I. Lyons, of the J. I. Lyons Co., was found seated at his desk with a big pile of orders in front of him. "Say," said Mr. Lyons, "if anyone tells you the cylinder business is dead, you tell them they're nutty."

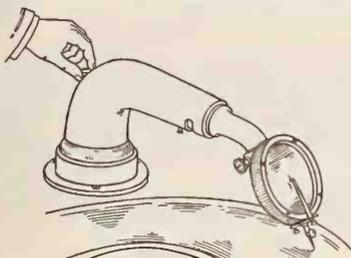
More Roaring Lyons

Howard Lyons, nephew of James I. Lyons, of the J. I. Lyons Co., left for Houston, Tex., on Wednesday of this week, where he will join Company "A" of the 132d Engineers. Two of his cousins, Wm. H. and Milton H. Lyons, both sons of James I., are already enlisted in that regiment, and it is said that the three young Lyons can hardly wait to get "Over There."

Ish Kabibble

Charles Bryan, head of the Bryan Supply Depot, reports that he has a good supply of material on hand, and that the out-of-town business this year is greater than the local trade. "I

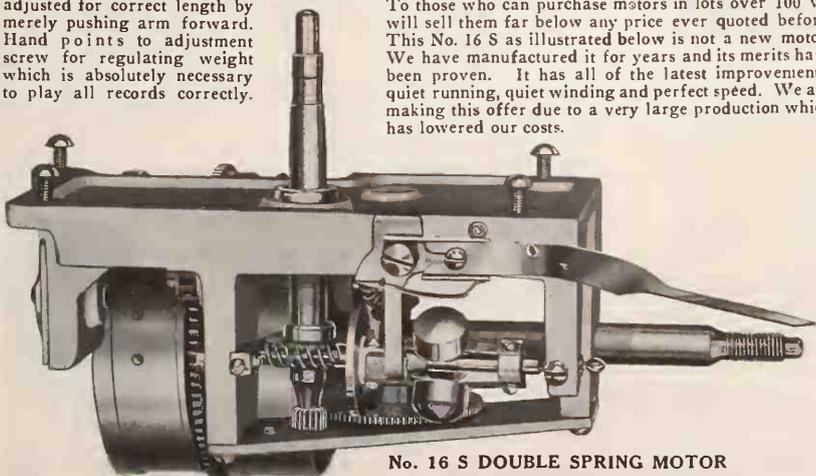
(Continued on page 92)



No. 1 W. PLAYRITE TONE ARM

Proven to be the loudest and clearest tone reproducing arm on the market.

Locks itself into either position. Can be adjusted for correct length by merely pushing arm forward. Hand points to adjustment screw for regulating weight which is absolutely necessary to play all records correctly.



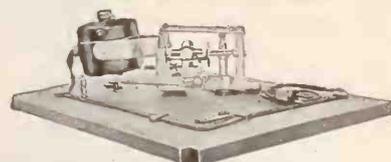
No. 16 S DOUBLE SPRING MOTOR

ATTENTION!
Manufacturers and Assemblers
DOES YOUR PHONOGRAPH PLAYRITE?

To insure lasting quality, equip your phonographs with PLAYRITE tone arms, reproducers, spring and electric motors.

A REMARKABLE OFFER

To those who can purchase motors in lots over 100 we will sell them far below any price ever quoted before. This No. 16 S as illustrated below is not a new motor. We have manufactured it for years and its merits have been proven. It has all of the latest improvements, quiet running, quiet winding and perfect speed. We are making this offer due to a very large production which has lowered our costs.



PLAYRITE ELECTRIC MOTOR

Look at it! The new Playrite is the simplest electric phonograph motor on the market. **WHY?**

There is absolutely nothing on it that can get out of order.

Furnished for either direct or alternating current. When ordering, state whether for use with direct or alternating current.

PRICE SURPRISINGLY LOW

Order Samples Now, also Write for Our Descriptive Leaflet.

AMERICAN Phonoparts Company

512 West 35th St. Chicago, Ill.

Manufacturers of

"PLAYRITE PHONOPARTS"

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 91)

can't account for the general increase from this source," remarked Mr. Bryan. "Nevertheless, such is the present situation. All of my business is being handled by parcels post, and delayed shipments and embargoes are not causing me any worry."

Patriotic Girls of Chicago Talking Machine Co.
In the organization of the Chicago Talking Machine Co. the patriotism is not by any means confined to the men employes, as the photograph herewith shown gives undisputed evidence that

Danielson and Hazel Rokohl. One evening each week is given up for knitting, the girls meeting at one another's homes. The club has just one rule, and that is that everything which is knitted must be for the soldiers and sailors of the United States. They are contributing their own materials as well as their time and are giving up both, freely and gladly in a splendid spirit of patriotism.

Big Cut for Fibre Needles
F. D. Hall, head of the B. & H. Fibre Mfg.

dealer trade. The recent advertising of the Wilson talking machine in the Saturday Evening Post has been productive of good results. Mr. Suffill informed the representative of The World that a very high percentage of the dealer orders coming in call for express shipments.

Phono-Grand Grows in Favor
A decided demand has already sprung up for the Phono-Grand, the combination electric player-piano and talking machine manufactured by the J. P. Seeburg Piano Co., of Chicago. The introduction of this new type of instrument has met with such an excellent reception that the Seeburg Co. is laying plans for a considerably larger production after the first of the year.

Salter Plant Running to Capacity
John F. Mortensen, of the Salter Mfg. Co., informed The World that his factory is running at rush capacity in order to meet the orders for Salter cabinets that will come in right after the holiday season. Mr. Mortensen said in part: "We know the dealer wants prompt delivery on his cabinet orders in January, and we are bending every effort to take care of the dealer in a prompt and efficient manner."

Utilizing Window Display
The house of Adam Schaaf is now using its window display to good advantage. It had an exhibition during Edison Week as a stage setting for its retail hall. The photograph and article concerning this setting were printed in the November issue of The World. This setting is very attractive and has aroused much favorable comment in the trade.

Imposing Electric Signs
Julius Bauer & Co. have two new electric signs on display in their window. One is a Sonora advertisement containing a water scene and the big portrait of the Sonora machine. The vari-colored bulbs behind the picture flash intermittently, and this makes a very attractive and pretty advertisement. The other is the new Aeolian flash sign containing some very good talking points, also a narrow strip across the



Knitting Club of the Chicago Talking Machine Co.

the girls of this company are just as loyal in their support of the Government during these stirring times as the men. The girls have a natural desire to materially assist our boys "over there" and make them more comfortable, and have therefore organized a knitting club which is composed of the following members of the office force: The Misses Agnes McGeary, Hattie Boniwell, Adele Kane, Helen Bauer, Mary Kiser, Helen Davies, Ann Olsen, Vera

Co., Chicago, is delighted with the great increase in the sale of fibre needles for 1917 over 1916. The high percentage of increase gives positive evidence that not only a great many dealers, but also a large part of the consumer public is now insisting on fibre needles.

Booked Many Good Orders
Joseph Vasey, of the talking machine division of Thos. E. Wilson, is spending the first half of December traveling through the Illinois

Stewart

PHONOGRAPH

\$775

Stewart Military \$3⁷⁵
Special - - - Extra for Case

Live Dealers Make Big Profits Selling the Stewart Phonograph

Live dealers see in the Stewart Phonograph an unparalleled opportunity for making liberal profits with little effort on their part. Are you going to let this opportunity go by? Some dealer in your neighborhood is going to make many profitable sales. Will you supply the trade in your vicinity or will your competitor across the street get this business? It is the dealer who gets there first, who stocks and sells Stewart Phonographs at once, that will get the cream of the business.

The regular model, which retails at \$7.75, will be a very popular seller. It is ideal for home use.

The Stewart Military Special, which retails at \$11.50, will be in great demand because of its many uses. Thousands will be sent to the boys in the Army and Navy. It is most suitable as a gift for Uncle Sam's fighting men. It is easy to see that large numbers will be sold. That the Stewart Phonograph fills every requirement has been proven. It gives a beautiful, faithful and natural reproduction of all kinds of music, including popular songs, marches, dance music and the finest classical and operatic selections. From a musical standpoint, the Stewart Phonograph fills every requirement perfectly.

Because of its superior qualities, and very moderate price, it will be an easy and rapid seller. The price places it within the reach of all. Send your order today.

Stewart Military Special is in great demand for Uncle Sam's fighting men.

STEWART PHONOGRAPH CORP., 327 Wells Street, CHICAGO, U. S. A.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 92)

top with a geometrical reproduction of the Aeolian sound waves.

Flying Service Flag

The Chicago Talking Machine Co. is now flying a service flag containing twenty stars, which represent the enlistments of men from both their Chicago and New York organizations.

Returns From Eastern Trip

D. A. Creed, vice-president, and G. P. Ellis, sales manager, both of the Chicago Talking Machine Co., have just returned from New York, where they spent several days in looking after matters of interest to their company. They also attended the directors' meeting of the New York and Chicago Talking Machine Co. while in that city.

Aeolian-Vocalion Exhibit Paintings

The new Aeolian-Vocalion retail warehouses on Michigan avenue, near Adams street, have on exhibition this week an exhibit of modern paintings by fourteen Chicago artists. The purpose of the exhibition is to acquaint the Chicago public with the contemporary art of this city. C. H. Addams, retail manager of the company, is elated over the success of the affair as the place is crowded with visitors all day long and numerous sales of talking machines this week can be traced directly not only to the curiosity caused by this event but also to the extensive advertising the Aeolian has been carrying on in the local daily papers.

Joins Staff of Tone Shop

Gerhard Schumacker is a new addition to the office force of the Tone Shop. Besides being an expert bookkeeper Mr. Schumacker is quite a musician and devotes his spare time as a violinist under the direction of W. A. Pushee at Guyon's Paradise.

"Canned Music" to Be "Tanked"

If the suggestion of a Chicago woman as was recently exploited through the columns of the Chicago Sunday Herald is carried out, the most unique campaign will be inaugurated in this city. She has suggested that subscriptions be taken,

and the money that is obtained go towards a fund for purchasing phonograph records to be used for the enjoyment of those soldiers who are at present and others who will eventually man the tanks which create such havoc among the enemy "over there." This woman, whose name is withheld for various reasons, has already donated \$50 towards this fund. We would suggest that some of the jazz records now on the market be donated to this tank fund, as music of this kind emanating from the weird iron caterpillars may appeal to "Hans" as being weird and grotesque wherein he may be possibly jazzed up in such a manner by the originality of the music that it may have the desired influence to induce him to plead "Kamarad."

Six Best Sellers

The six best Columbia sellers the last month included: "We're Going Over," and the reverse side "I'm Crazy Over Every Girl in France"; "Hong Kong," and on the reverse side "My Little China Doll"; "Scarf Dance," and on the reverse side "Stephanie Gavotte"; "National Emblem" (March), and on the reverse side "Stars and Stripes Forever"; "Smiles, Then Kisses," and on the other side "Hawaiian Echoes"; "Throw No Stones in the Well That Gives You Water," and on the other side "Good-bye Broadway, Hello France."

The six best Emerson sellers the past month included: "So Long, Mother" (Patriotic Solo), and on the reverse side "The Farmyard Blues"; "I Miss My Mississippi Home"; "Joan of Arc" (Medley March and Two-step), and on the reverse side "The Liberty Bell March"; "Billy Boy" (Patriotic Solo), and on the other side "Sailin' Away on the Henry Clay"; "Somewhere in France Is the Lily" (Patriotic Solo), other side "March the 17th" (March and One-step); "Break the News to Mother," on other side "Set Aside Your Tears Till the Boys Come Marching Home" (March and One-step); "Cheer Up, Liza" (Baritone Solo), and on other side "Invincible Eagle March."

The six best Edison for past month are: "It's a Long Way to Berlin, But We'll Get There" and "We're Going Over"; "Ain't You Coming Back to Dixie Land?" and reverse side "Good-bye Broadway, Hello France"; "U. S. Army Bugle Calls," parts 1 and 2. "Cheer Up, Liza," fox-trot, and on the reverse side "Melody Land"; "Holy, Holy, Holy," and reverse side "O Holy Land."

The six best Pathé for the past month are: "Pagliacci," "Balletella" (bird song), and on the reverse side "Manon Lescaut"; "Holy, Holy, Holy," and on other side "O Holy Night"; "I Love You Truly," and "Just You"; "Melody Land," from "Cheer Up," and "Cheer Up, Liza"; "Some Sunday Morning" (fox-trot), and on the reverse side "Lily of the Valley" (one-step); "Cohen at the Telephone" (comic monologue), and "Beans, Beans, Beans."

The six best sellers for the Victor library for the past month are: "Lohengrin," prelude from Act 4; "The Crucifix"; "The Garden of Sleep"; "Smiles and Chuckles," and reversed side "Comedy Town"; "Lil' Liza Jane," one-step, and reversed "A Coon Band Contest," fox-trot; "Holy Night," and reversed side "Silent Night, Holy Night."

Able to Take Care of Holiday Trade

F. A. Sieman, retail manager of the Victrola department of the Rudolph Wurlitzer Co., says that he is now in a position to take care of the trade for the holiday season as the work of remodeling and installation of the new demonstration booths has at last been completed. This work has been in progress for several months and was a major factor in hindering business at that store. "The business is now running on in a good clip," said Mr. Sieman, "and we have plenty of stock on hand to take care of the holiday trade and our new decorative features and new booths are receiving much favorable comment throughout the trade. We have more booths this year than we had last

(Continued on page 95)

Empire
The Machine
that Plays
any Record



Christmas Records is now ready for distribution. Ask for our complete catalogs of Empire Machines and Records, and our attractive Dealer proposition, and prepare to cash in on Empire co-operation.



WE WISH to extend Heartiest Christmas Greetings and Sincere Wishes for a Happy and Prosperous New Year to our many friends in the trade, and especially do we wish to express our appreciation to our loyal Empire Dealers for their generous support and the business they have favored us with during 1917. We also wish to assure our Dealers that we are prepared to more than duplicate our record of Christmas, 1916, when we shipped every order in time for Christmas delivery by our Dealers. Our stock of Empire Machines and Empire Records is complete, and we predict that the Empire Dealers who have prepared for an unusual volume of business this Holiday Season are not going to be disappointed.

¶ We still have valuable territory open for wide awake Dealers who cater to the trade that demands quality, and we hope to welcome a host of new Dealers into the Empire family during 1918.

¶ Our December Record Supplement featuring all the latest hits and a number of special



The Empire, Model B, conceded to be the greatest value ever offered in a high grade talking machine.

Empire Talking Machine Co.

JOHN H. STEINMETZ, President

429 South Wabash Avenue, Chicago, Ill.

The MANDEL

Built to satisfy the ultimate purchaser.

Built by one maker who assumes full responsibility for the proper performance of the phonograph.

Our free trial offer to responsible dealers demonstrates the confidence we have in our machine.

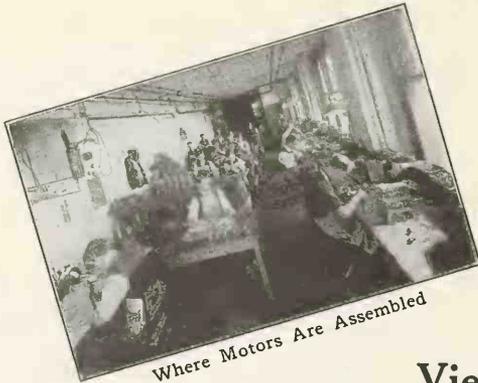
No high sounding, meaningless name was adopted for our product. Just plain MANDEL—THE MANDEL PHONOGRAPH. We are proud of what we make and have nothing to conceal. So our name and guarantee goes with every phonograph we ship.

Retail Prices—\$35.00 to \$250.00

Let us send you Model No. 3, illustrated here, on **free trial**. Write today for full information and descriptive literature.



Model No. 3
\$100



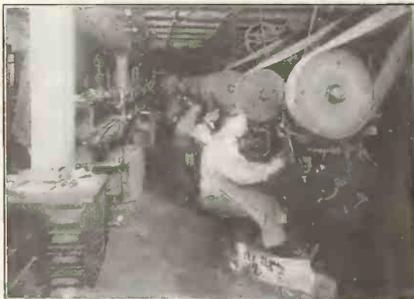
Where Motors Are Assembled



General Machine Shop

Views of the MANDEL FACTORIES

Just a few views to emphasize the fact that we are not merely assemblers of talking machines. Every part that goes into the MANDEL is made by us. Visitors to Chicago are invited to call at our plant and see the phonograph parts in the making.



Punch Press Department



Drill Press Department

MANDEL MANUFACTURING CO., INC.

General Offices :
501-511 S. LAFLIN STREET
CHICAGO, ILL.

New York Display Rooms:
41 UNION SQUARE

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 93)

year and they are modern in every respect, and are well ventilated and heated. Our store will remain open evenings as usual during the holiday season."

L. E. Noble, manager of the wholesale Victrola department of Rudolph Wurlitzer Co., reports that he has a goodly supply of stock on hand and can take care of considerable business for the balance of the season. The remodeling work at the wholesale warerooms at 615 South Wabash avenue has been completed and ample space has been provided for stock and reception rooms to take care of the out-of-town trade.

Concerts Attract Large Audience

The Edison Shop still continues to draw large crowds of visitors to its concert hall every Wednesday afternoon. During these concerts Miss Helen Rudesill sings duets, accompanied by various Edison recreations, and Albert Wayne, in charge of the sales force of that company, presents violin renditions of obligatos and counter melodies also accompanied by Edison recreations. There will be a series of concerts held during the winter months.

Lyon & Healy Knitting Club

One hundred and twenty-five girls employed throughout the various departments of the firm of Lyon & Healy have been united through the efforts of Mrs. Mark A. Healy and have formed

patriotic spirit shown by them this is but a secondary matter, as their slogan is "America first, last and always," and they are doing their duty by spending all the time they can making these articles that will help the boys win "over there."

Boom! Boom!

Harry L. Flentje, Jr., traveling representative for the talking machine department of the W. W. Kimball Co., has resigned his position with that company and has enlisted with the Ordnance Department of the United States army and is on his way to Columbus Barracks, at Columbus, O. Before leaving he was given a little farewell dinner by several of his friends in the trade.

L. & H. Prepared

Lyon & Healy have discontinued the use of their concert hall for recital purposes for the remainder of the holiday season and have installed six of the Unit Construction Co.'s knockdown booths in order to have the additional demonstration space necessary for them to take care of the holiday business. The seats were removed in order to make room for the booths, and the stage is being utilized as a display stand for a number of the higher priced instruments. In the center of the stage is placed a beautiful gold enameled Victrola and



Members of the Lyon & Healy Knitting Club

a knitting club, which is a navy auxiliary of the Red Cross. The young ladies have pledged themselves to supply sweaters, scarfs, helmets, and wristlets to the Red Cross for the benefit of the boys of the United States Navy. Miss R. L. Maack is in charge of the organization and the Misses Elizabeth Hayes and Lucille Wagner, of Department H, who are expert knitters, are the instructors for the organization, and have taught many secrets of the art of knitting to the girls. As fast as an article is knitted it is turned over to the Red Cross and numerous articles have already been finished and are on their way to their destinations. All the work being done by the girls is accomplished during their spare time at home and while on the cars to and from work. Many of the girls have even gone so far as to neglect their Wednesday, night engagements, but from the

the vari-colored lights playing above this instrument set it off to great advantage.

L. C. Wiswell, manager of the Victrola department, says that this step was necessary as he anticipates a large increase in business during the holiday season, and has set up these temporary booths in order to conveniently take care of the holiday trade. He has increased the sales force of the record department by an additional twenty-five girls, and several men have also been added to this department.

Personals and Visitors

Recent visitors to this city included: James P. Lacey, Diamond Disc Shop, Peoria, Ill.; J. C. Seaton, Aurora, Ill.; Chas. Cornelius, of J. H. Hoffman, Ligonere, Ind.; Geo. H. Black, Buchanan, Mich.; W. L. Sprague, manager, Columbia Graphophone Co., Minneapolis, and Marion Dorian, auditor, Columbia Graphophone Co., New York; Otto Aicher, Michigan City, Ind.; Henry Steussy, of Levitan Steussy Co., New Glarus, Wis.; Joe Kuss, La Salle, Ill.; M. Lindorf, of Meyer Lindorf, LaPorte, Ind.; H. P. Saylor, president of the Joliet Home Furnishing Co., Joliet, Ill.; F. J. Miller, Dixon, Ill.; E. N. Anderson, Rock Island, Ill.

TONE ARMS from \$1.25 to \$4.25
MOTORS from \$1.65 to \$11.50
JOHNSON ELECTRIC MOTORS \$17.50
EDISON IMPORTED SAPPHIRE POINTS
PATHE IMPORTED SAPPHIRE BALLS
EDISON IMPORTED DIAMOND POINTS

Continuous Hinges Phonograph Hardware

Lakeside Supply Co.

220 So. Clark St., CHICAGO, ILL.

Phone, Harrison 3840

Do You Want Phonographs?

We have a large stock of Standard size Phonographs on hand and can supply you.

MAZOPHONE MFG. CO.
 23 N. Crawford Ave. CHICAGO

The Perfect Automatic Brake



Patented Aug. 28, '17

Simple construction. Easily attached. No Talking Machine complete without it.

Samples \$1.00 each, cash with order. State make of tone-arm used.

Write for attractive quantity prices.

PERFECT AUTOMATIC BRAKE CO.
 Room 400, 425 S. Wabash Ave., Chicago

New Styles To Fit All Makes of Tone-Arms. Now Ready for Shipment.

SOME RECENT EMPIRE LITERATURE

Special Folders Prepared and Issued for the Use of the Retailers

The Empire Talking Machine Co., Chicago, has just issued some interesting and valuable literature for the use of its dealers. One notable folder illustrates most convincingly the various talking points of the Empire machine, by means of actual pictures showing the salesman demonstrating the machine for a customer. It takes eleven views to cover the various points, but the work has been done unusually well. The center spread of the folder contains illustrations and descriptive matter of the various models in the Empire line. The folder is attractively printed and should prove of great assistance to the salesman.

The second folder, designed for mailing purposes, illustrates the various models of Empire machines giving specifications and prices.



"Orotund" Tone-Arm and Attachment

Tone-arm No. 1 has the turn back effect for changing needles.

Tone-arm No. 2 has the side upward position. This outfit has the loudest and clearest and most high grade mica diaphragm sound-box on the market.

Samples of either sent only upon receipt of check or C. O. D.

No. 1 Tone-arm and sound-box, Nickel \$4.00; Gold \$5.00

No. 2 Tone-arm and sound-box, Nickel \$4.00; Gold \$5.00

QUANTITY PRICES ON APPLICATION

COMBINATION ATTACHMENT CO.
 324 Republic Building, CHICAGO



The Avon Comedy Four has joined the Columbia staff. Our contract with this star vaudeville organization means greater prosperity for Columbia dealers and greater pleasure for your customers.

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

THE BUSINESS SITUATION

Discussed by J. Newcomb Blackman, Who Returned From an Extensive Trip—Observations Are Timely and, as Usual, of Value

J. Newcomb Blackman, president of the National Association of Talking Machine Job-



J. Newcomb Blackman

bers and head of the Blackman Talking Machine Co., Victor distributors, returned recently from a two weeks' trip through the West. This trip included a visit to Cleveland, Toledo, Detroit, Chicago and Pittsburgh, and in all of these cities Mr. Blackman called on the Victor

trade, both wholesale and retail, and endeavored to observe general business conditions and gather opinions upon which to base a forecast of business conditions in the near future, particularly in the holiday season.

Referring to his trip, Mr. Blackman said: "The impression seemed to prevail that there had been, following the various Liberty Loan, Red Cross and Y. M. C. A. campaigns, a certain retail depression, but almost without exception the trade seemed to be confident of good holiday business, and as usual the chief fear was inability to get adequate stock to fill the demand.

"Among the most representative concerns I noticed a tendency to regard the present business situation as one calling for a keen interpretation of present and possible future conditions, in order that policies would not, by a hasty decision, bring about a sudden retrenchment through pessimism, or on the other hand reckless indifference through what I might term prejudiced optimism at all times, regardless of conditions.

"These are times when the man who is a friend of business in general uses every possible means of intelligence to strike what we all endeavor to, but seldom do—a happy medium. War is war, and if it represents Sherman's term in our business, or business in general, it is because we act on extreme impulses, rather than after a most careful analysis of the problems of business during war times."

NEW EDUCATIONAL RECORDS ISSUED

Columbia Graphophone Co. Announces Series to Be Known as "Columbia Bedtime Stories"

The educational department of the Columbia Graphophone Co. has just announced a new series of records for children which will be issued under the designation of "Columbia Bedtime Stories." These records were made by Thornton W. Burgess, author of "Bedtime Stories," and one of the most popular authors of children's stories in the country.

When the Columbia Co. advised its dealers and branches last week of these new records it received letters of congratulation from all parts of the country, and there is no doubt but that Mr. Burgess' Columbia records will meet with a hearty welcome. There are four double disc records included in the first recordings, and these records introduce the characters that have made Mr. Burgess famous in educational circles and beloved by the children everywhere.

The Bedtime stories written by Mr. Burgess are being syndicated through the medium of the leading newspapers in all of the country's metropolitan centers. These stories feature characters that have become as popular as the stories themselves, and there is hardly a child who has not heard of "Peter Rabbit," "Buster Bear," "Reddy Fox," "Old Mr. Toad," and their adventures in animal land, and who does not love them.

While these stories amuse and entertain the little folk, they have an educational value that can hardly be overestimated. They acquaint the children with animal life, instruct them as to the nature and habits of the little people of field and forest and teach lessons of wisdom, generosity and loyalty. They have won the endorsement of educators, nature lovers and parents.

The educational department of the Columbia Co. is planning an extensive publicity campaign in behalf of Mr. Burgess's records, and Columbia dealers will be given an opportunity to develop unlimited new business with these Bedtime story records. Mr. Burgess will record for the Columbia Co. exclusively.

The Sonora phonograph, with its full line of styles, constituted one of the artistic pages of the Photogravure section of the New York Times of Sunday last, December 9. The entire advertisement was most artistically composed and constituted distinctly artistic advertising.

The VICSONIA

IS THE **Reproducer**

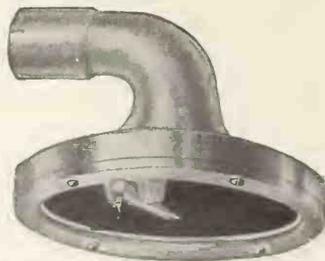
YOUR CUSTOMERS WILL LIKE

It plays EDISON Records on any make phonograph.

Its tones are unequalled for naturalness and sweetness. No rattle or blast. Permanent jewel point. Easily and quickly attached.

In order that you may become acquainted with the VICSONIA we will send one to any dealer on receipt of check for \$3.50, with the understanding that same may be returned within ten days and money refunded if not entirely satisfactory.

You be the judge



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

HEARINGS ON PRICE-MAINTENANCE

Federal Trade Commission Takes Under Consideration Methods of Two Prominent Concerns—Status of Findings Outlined

The Federal Trade Commission recently had under consideration in Washington the cases of the Cudahy Packing Co., makers of the "Old Dutch Cleanser," and of the Mishawaka Woolen Mfg. Co., which markets rubber shoes and boots. Both cases involve price restricted trade-marked goods, and the principles set forth were of a character that had wide application.

The report of the Commission's findings which has appeared in various daily and trade papers, would lead the reader to believe that the Commission had given a "knock-out" blow to price standardization when, as a matter of fact, this body merely voiced the results of a preliminary investigation—not a final or judicial ruling.

The real status of the Commission's report as set forth for *The World* by a well-known attorney in close touch with the price maintenance situation, is well worth reading in this connection, because of its clear definition of the practice of the Federal Trade Commission in these matters.

"The commencement of these proceedings in no way constitutes a ruling by the Federal Trade Commission against the legality or fairness of price standardization, but is merely the necessary legal formality by which alone the Commission can officially take jurisdiction of the subject, with a view to examining all the facts, and weighing all the legal and commercial considerations involved, and reaching its own conclusions upon the legality and fairness of the plan.

"Those familiar with the investigation of price standardization started several years ago by the

Commission, and the widely attended public hearings upon price standardization recently held by the Commission at Washington, have known that the Commission is very strongly impressed with the importance of making an investigation, in order to reach a conclusion regarding standard price plans.

"In order that such an investigation may be made, and a report handed down which will determine the legal status of these plans, it is necessary that a complaint be filed and a proceeding begun. But the docketing of a complaint and the commencement of a proceeding is, of course, not to be considered or understood as being really a finding by the Commission that any such plan is unlawful.

"To suggest that the Commission, in starting these proceedings, has taken any position for or against price standardization is not merely unjust to the respondents in these proceedings. It is like accusing the Supreme Court of the United States of having decided against the Steel Corporation merely because the Court has allowed the attorney-general in the Government suit to file a brief asking that the corporation be dissolved."

A PHONOGRAPH CLEARING HOUSE

S. N. Rosenstein, well known in the local trade, has formed a new concern known as the Phonograph Clearing House, Inc., with headquarters at 51 East Forty-second street, New York. This concern will act as a general clearing house for everything required by the phonograph manufacturers. Mr. Rosenstein will continue to represent the Independent Talking Machine Co. and will also be the representative of other manufacturers in this field, in addition to his new activities.

APPOINTED PATHÉ DISTRIBUTORS

Harbour-Longmire Co., of Oklahoma City, to Represent the Pathé Line in Its Territory

The Pathé Frères Phonograph Co., 20 Grand avenue, Brooklyn, N. Y., announced this week the consummation of arrangements whereby the Harbour-Longmire Co., Oklahoma City, Okla., will act as distributors for the Pathé products in that territory. This deal was closed by H. N. McMenimen, who recently visited Oklahoma in the course of an extended Western trip.

The Harbour-Longmire Co. is a large and successful furniture house with an efficient sales staff. It is planning to send out several men in its territory who will concentrate in developing Pathé business, and talking machine dealers in this section will be offered maximum service in handling the Pathé line.

FEIST TO START NEW AD CAMPAIGN

Prominent Music Publisher Planning National Publicity to Run in January Magazines—Full Page in Saturday Evening Post January 19

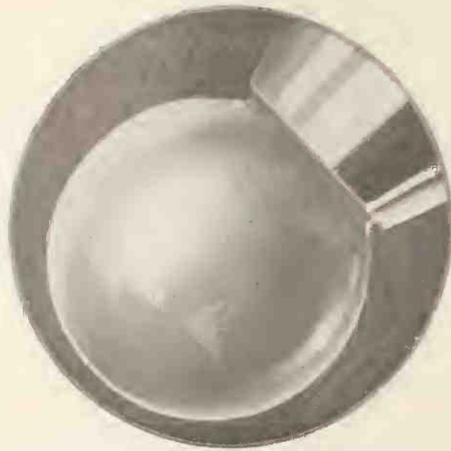
Leo Feist, Inc., the well-known publishers of popular music, will start their advertising campaign for the coming year immediately after January 1. Among other methods they will use to exploit their songs will be advertisements in papers of national circulation. A full-page advertisement will appear in the Saturday Evening Post on January 19, and three songs will be featured: "Over There," "Strutter's Ball," and a new song, "Land of Wedding Bells." This national publicity is of special interest to all talking machine dealers, inasmuch as in all the Feist ads, it is stated the songs advertised can be had on the leading talking machine records.

A Yuletide Message to Sonora Dealers!

We extend to SONORA Dealers everywhere our Hearty Good Wishes for the New Year, and trust that 1918 will show double the results of 1917. Our distribution this year will be more than three times the amount of last year, which speaks well for SONORA efficiency. Good Dealers in Pennsylvania and Maryland should write or wire for our SONORA proposition without delay. Our increased facilities will enable us to render maximum service and co-operation during 1918.



PIERSOL CARPET CO. Sonora Jobbers (Since 1914) **Lancaster, Pa.**



The Pathé Sapphire Ball enlarged 200 diameters

The Biggest Little Thing You Can Sell in a Phonograph—

the Pathé Sapphire Ball that plays the PATHÉPHONE—has made its debut in a new role:

The Art Model Pathéphone

A timely response to the fast growing demand for a phonograph that is in keeping with the demand for art period furniture.

It opens up before you a brand new field of profit. For it sells at not only the astonishingly low retailing price of

\$190

but it is subject to an unprecedented dealer's discount and based upon an exclusive selling contract it will well repay you to investigate. Write us *now* for particulars.

This new line of Pathéphones is not only a splendid artistic achievement, but it embodies all of the practical selling features that have made the Pathéphone world-famed as the musical instrument that combines unexcelled tone with mechanical convenience:



Jacobean Design—in fumed oak. With Spring Motor \$190, and \$200 electrically equipped.

One of the three new Pathéphone Art Models—Jacobean, William and Mary, and Sheraton

No Needles to Change

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

Records Won't Wear Out

Here's the Pathé Guarantee: We guarantee every Pathé Record to play at least one thousand times with the Pathé sapphire ball without impairing the unexcelled beauty of tone.



Williams - Davis - Brooks & Hinchman Sons
26 East Congress Street
DETROIT, MICH.

ENTERS THE PHONOGRAPH FIELD

The Widdicomb Furniture Co., Grand Rapids, Prominent Furniture Manufacturers, Offer Interesting Line—E. C. Howard in Charge

GRAND RAPIDS, MICH., December 10.—The Widdicomb Furniture Co., an old-established house of this city, has now entered the phonograph field in a very auspicious manner. This house, established since 1865, is one of the largest and highest-class furniture manufacturers in this city, and has produced this line after a long period of careful preparation.

E. C. Howard, an experienced talking machine man and well-known to the trade, is actively in charge of the phono-

eight being floor models, but four of the table type and four of the conventional type of talking machines.

It is to be expected, naturally, that the cabinet work of these machines, put out by a furniture house of the standing of the Widdicomb Furniture Co., would be most artistic and represent the acme

the huge plant shown in the illustration at Grand Rapids and see for themselves the vast facilities for producing this line.

It is planned to maintain a permanent exhibit in the showrooms of this factory at Grand Rapids.

The offering of this new line to the trade comes most opportunely, just at the period when plans are being made for the ensuing year, and it is Mr. Howard's intention as sales manager to as rapidly distribute the territory as possible.

ASKS FOR DISMISSAL OF MACY SUIT

The Victor Co. in Answer to Action Filed on Monday Hold That the Allegations Made Are Not Proven and Court Is Without Jurisdiction

On the grounds that the complaint failed to set forth any reason for action under the Clayton law, that the Federal District Court did not have the authority to try the case and that the Sherman and Clayton laws were unconstitutional, the Victor Talking Machine Co. last week asked for the dismissal of the suit brought against it by R. H. Macy & Co.

After denying most of the allegation made in the complaint the Victor Co. states that it fails to set forth any cause for action under the Clayton law and that the court has no authority to entertain the suit because the authority to enforce such complaints is vested with the Federal Trade Commission, and until such authority has been exercised by the Commission no person has the right to sue for damages alleged to have been sustained by reason of anything forbidden in the Clayton Act.

The answer also asserts that the Clayton Act is supplementary to the Sherman law and they are both unconstitutional because repugnant to the fifth amendment of the Constitution in that they unreasonably and arbitrarily violate and restrict the defendant's right of freedom of contract and deprive him of property without due process of law. For these and other reasons stated in the answer the Victor Talking Machine Co. asks for the dismissal of R. H. Macy & Co.'s complaint.

It is expected that the answers of the Victor wholesalers named as co-defendants in the suit will be filed in a few days.

The National Association of Credit Men, with offices at 41 Park Row, is acting as a receiving station for phonograph records to be sent to the different cantonnments in the United States. The association distributes them to responsible persons in the training camps and will bear any expenses incurred in getting the records to the proper parties.



E. C. Howard Showing Two Artistic Widdicomb Models

graph division. He is shown in the accompanying illustration proudly, and justly so, standing between two beautiful Chippendale models

of perfection. And thus not only is the most careful attention given to the cabinet work, but the motor and all accessories have been selected to match up with them in perfection. The machines come equipped with the latest improvements known to the trade, but the policy of the company is well expressed in their determination to keep constantly in touch with the new inventions of the talking machine trade and constantly incorporate all suitable inventions in the Widdicomb line.

E. C. Howard has entire charge of the sales end of this new phonograph and his optimism concerning the way this new line will be received by the trade is abundant. It is his plan to shortly visit the trade and he extends a hearty invitation to all interested in taking over the jobbing end for any amount of territory to visit



The Widdicomb Furniture Co. Factory

made by this popular and enterprising concern. The Widdicomb line now being announced and offered to the trade consists of eight models, all

THE TIPHANY MOTOR IS WORTH ITS WEIGHT IN GOLD

THE RUSH for 1917 business is over, and contracts for 1918 will be considered in the near future.

IF YOU ARE in the market for a better motor than you have had at any time before

DO NOT neglect to investigate the merits of the *Tiphany Motor*

BEFORE "you tie yourself up" with a big contract for the whole year's business.

NO REASON why you shouldn't get the best for your money and give satisfaction to the trade and the public.

100 PER CENT perfection we claim for the *Tiphany Motor* in *Quality, Durability and Beauty.*



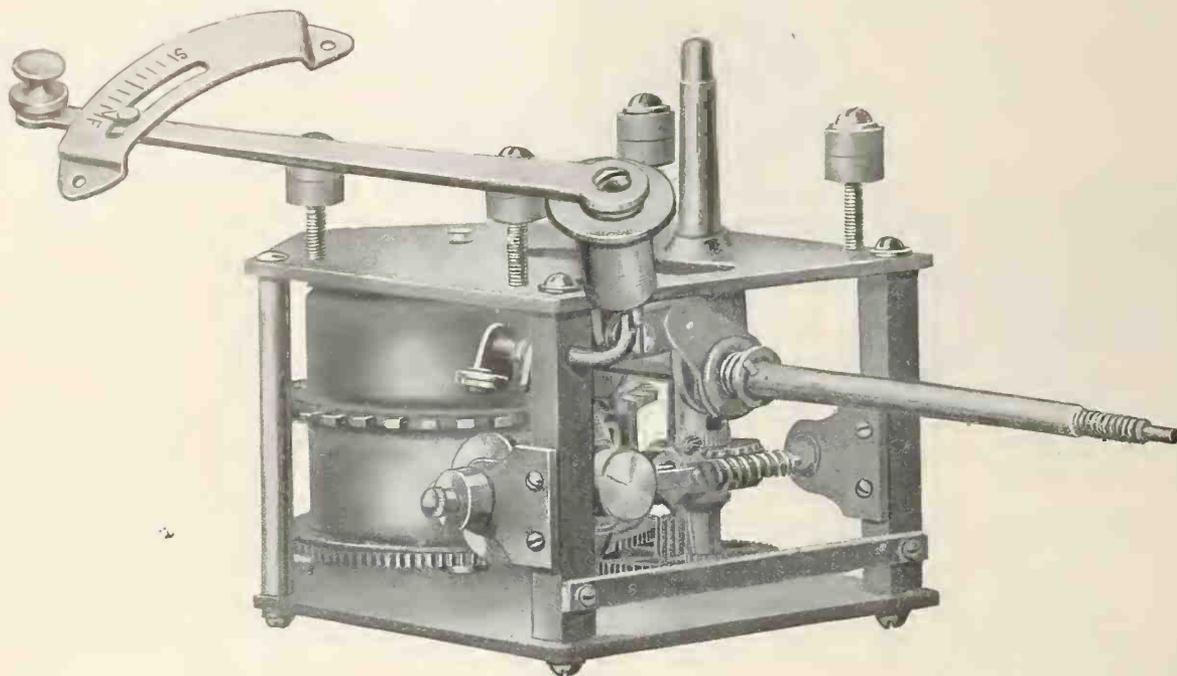
Will play two 12 in., four 12 in., six 12 in. Records Made for high grade machines only

THE TIPHANY MOTOR CO.,

32 Union Square
TELEPHONE STUYVESANT 396

NEW YORK, U.S.A.

The Biggest Event in Motordom!



Everybody in the Phonograph Trade Knows

The Heineman No. 2 Motor

It has been generally accepted as the most reliable and popular of its class, in proof of which

Over 250,000 Are in Use!

One of the most prominent manufacturers in the United States alone has used over

80,000

We have been able, by a shrewd buy, to secure a large quantity of these Motors, equipped with a Stop and Start Attachment and Regulating Device, working on the Governor direct instead of the Turntable.

We are ready to take orders, either for immediate delivery or for specified deliveries, during the year 1918, subject to prior sale.

THE PRICE? That's what makes this deal a Record Breaker. It's lower than even you expect.

Write at once and surprise yourself!

Independent Talking Machine Company, Inc.
54 Bleecker Street
NEW YORK, N. Y.

EMPLOYMENT OF WOMEN IN TALKING MACHINE FACTORIES

Some of the Labor Problems Brought About by the War That Will Probably Have to Be Solved With Women Workers—Some Interesting Experiences of the British Trade

One important development of the war conditions in the music trade has been the consideration of the question of the more general employment of women in the various factories devoted to the manufacturing of talking machines, parts and accessories. Female labor has always been a factor in various departments of the large

In fact, some plants have even gone so far as to employ female superintendents, or assistant superintendents, to have direct charge of the women workers.

A prominent talking machine man of Great Britain in a recent interview declared: "England is 100 per cent. better off to-day because

That women are capable of handling fine cabinet work such as that required in talking machines is proven by the experience of the Udell Works, the well-known talking machine cabinet manufacturers of Indiana.

The Udell Works employ at the present time twenty-three girls in the various departments of the plant, many of whom operate somewhat complicated machinery. They have taken the place of an equal number of men who have entered the service. In commenting upon the



Courtesy Saturday Evening Post

Women Busy in a Prominent Factory Near London Pressing and Shipping Records

Copyright 1917

talking machine factories, such as that of the Victor Co. They have operated record presses, assembled parts of the mechanism, looked after certain phases of the packing, and otherwise filled definite places in the factory organization.

she had to bring in women. It has made manufacturers bring their plants up-to-date. The Englishman wouldn't take out his old machinery until it fell apart, and was very heavy and did not fall apart for centuries. The Ministry of Munitions has been asking the manufacturers: 'How many of these can you make a week?'

"A thousand," the manufacturers answer.

"All right, we'll send you some new machinery and you can make 10,000 a week.'

"Can't get the men.'

"Use women,' the Government answers.

"I know that with the new improved automatic machinery they can be used to advantage and the private employer is likewise finding this out.'

"One thing for the American employer to be careful about is to get girls as nearly as possible adapted physically and by experience to the new job," he said, and cited a case where employes were required to work in one department where a high temperature was maintained at all times. Ordinarily girls could not stand the heat, but the factory manager finally solved the problem by recruiting a corps of women who formerly worked as laundresses.

efficiency of women, Tom Griffith, sales manager of the Udell Works, said:

"They not only are doing the work, but they are achieving results which are gratifying to the factory managers. We started this plan last spring, and it did not seem to work out very well at first. Now that we have it better organized we are getting along fine.

"The plan really has worked out splendidly and we are well pleased with results. We find that the women, after they thoroughly understand what they are supposed to do, go right ahead and handle the work very efficiently. We have women operating the swing saw and jointer. One woman is an excellent cabinet maker, one operates a continuous feed glue jointer, and others operate successfully shaping machines and polishers.

"In addition we are using labor of this kind on sanding machines in our trimming and assembling rooms, and in our staining and filling departments. We have adapted our factory to take care of them. By this I mean we have placed dressing rooms around the factory conveniently located, and have tried to make things as pleasant for them as possible."



Woman at Sander in Udell Works

The call of the Government for both its military and industrial work have had the effect of depleting seriously the working staffs in talking machine factories, and it has been found difficult, and in fact, almost impossible to fill all the gaps with new men. The result has been the recruiting of women to do work of a type formerly considered strictly within the province of man.

It has been found, for instance, that women proved efficient in the handling of rather heavy machinery in the mill room, for instance, running sanders, planers and other machinery without any difficulty. They have also operated with success metal machinery, including lathes, and other equipment producing work in which deftness is essential, and insuring the desired accuracy.

The use of women in the talking machine and piano factories in Great Britain has already been commented upon, and there is hardly a department in the British plants in which they have not found a place.

Phon d'Amour

THE TONE MASTERPIECE

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

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

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

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

Trade Mark. Copyright 1917 by The Fritsch Phonograph Company



10-Inch
75 cents
and up

DOUBLE

FACED

12-Inch
\$1.00
and up



“The Road to Profits”

Stock the Records that bring back satisfied customers

IMPERIAL RECORDS

Recorded in our own laboratory and made in our own factory, faithfully reproduce the **World's most famous** Instrumental, Operatic and Popular Music.

The **Imperial Records** can be played on all makes of Talking Machines and are backed by our catalog of over Two Thousand numbers, containing among them a galaxy of Artists known the World over.

You will make no mistake in writing us for further details and our very liberal discounts.

IMPERIAL TALKING MACHINE COMPANY, Main Office and Factory:
No. 9 Vandever Avenue, Wilmington, Del.

Recording Laboratory and Showrooms: 35 West 31st Street, New York City
Pacific Coast Distributors: The Stern Talking Machine Corporation, 1085 Market Street, San Francisco, Cal.



GOVERNMENT LOANS DO NOT HURT KANSAS CITY TRADE

Apparent That Public Is Not Foregoing the Pleasures of Music in Order to Make War Savings
—E. Earl Elsham a Benedict—Trade Members in the Nation's Service

KANSAS CITY, Mo., December 8.—How will the thrift stamp campaign affect the sale of talking machines and records in Kansas and Missouri? Nobody can answer that question yet, with any certainty, of course. But here is the way one man tried to answer: "I figure that, since there is an abundance of money in the greater part of this district, the sale of talking machines and records will not be seriously affected. The thrift campaign is aimed chiefly at the elimination of the luxuries, the candy and toys, the pure amusements—and at the saving of quarters and dimes. People will have money to spend for the more important items that go to make home life not only enjoyable but of the nature to assist the development of the spiritual side of the children and grown folks. They will have money to spend for good clothing, for good food, for gasoline and automobiles—and for talking machines. When it comes to the scratch I figure that the records will be classed rather as a necessity than a luxury—there will be many other things the public will save on before sacrificing their music."

E. Earl Elsham, manager of the retail Victrola department of the Schmelzer Arms Co., was married on Thanksgiving day to Miss Eva A. Muehe, of Dyersville, Ia. Mr. Elsham is well known in the talking machine trade, and indeed among piano men, too. He was for several years secretary of the Trafford Co., Mason City, Ia., of which his father is president. He traveled some years for the Victor Co. in Missouri, Oklahoma and Kansas, and served also with Chase & West, formerly Victor jobbers and retailers at Des Moines. He has been a year at Kansas City. Miss Muehe is not only an attractive young woman, but an accomplished musician.

Lloyd Wood, Victrola department, Jones Store Co., has joined the Aviation Corps.

Jack Green, formerly of Dallas, Tex., is a new man on the outside with the same department.

R. T. Smith is a new salesman in the piano department.

Walter Rupelian and C. G. Smith, J. W. Jenkins' Sons Music Co., have enlisted in the Aviation Corps.

Ed Ferguson, head of the print department, is ill.

The J. W. Jenkins' Sons Music Co. furnished pianos for the big benefit given in Convention Hall for the colored division of the Y. M. C. A. work in the army. Rowland Hayes participated in the concert as did a community chorus of 500 voices.

B. R. Wright, who was formerly with the Starr Piano Co., is again connected with that company.

G. W. Hodges, salesman with the Starr, is on a trip in Kansas.

C. V. Bissell, manager of the Starr Piano Co., has just returned from a trip in Kansas and Oklahoma. Mr. Bissell stated that if wholesale shipments continued to be so large the company would have difficulty in keeping up with the supply.

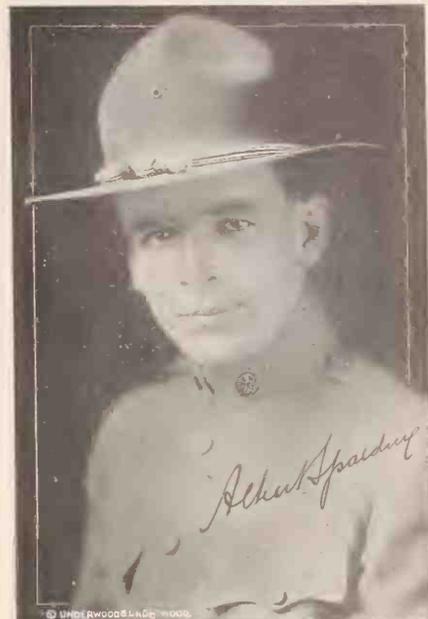
Jos. A. Mullen, salesman for a number of years with Carl Hoffman, and now with the Wunderlich Piano Co., recently was called to Watertown, Wis., to attend the funeral of his brother.

ALBERT SPALDING IN FRANCE

Celebrated Violinist and Edison Artist Now in United States Aviation Corps

One of the prominent Edison artists who has given his services to his country is Albert Spalding, the celebrated violinist, who is now at the front in France with a section of the United States Aviation Corps. The extent of Mr.

Spalding's sacrifice upon entering the service is indicated by the fact that at the time of enlistment he canceled over \$50,000 worth of concert engagements made for the present season. Be-



Albert Spalding

fore sailing for France some weeks ago, Mr. Spalding appeared several times in uniform at local benefits and other musical affairs, and on each occasion was accorded a most enthusiastic reception.

A certificate of incorporation has been issued to the Barnes Talking Machine Co., Inc., of Brooklyn, N. Y. The capitalization of the concern is \$8,000, the incorporators being R. Burkhard, H. Barnes and J. M. Lifschitz.

IMPORTANT

HANOVER, PA., November 20, 1917

To Our Customers and the Trade:

You have probably been notified by Clement Becroft, of Philadelphia, Pa., or his attorneys, Wiedersheim & Fairbanks, of Philadelphia, Pa., of an alleged infringement of letters patent No. 1,244,944, dated October 30, 1917.

We wish to say that we have an irrevocable license to manufacture and sell this cabinet, and the patentee has no claim, either in law or equity, against this Company, or any of its customers.

We therefore notify you that we will stand back of you in any dealings with this Company, and that we will defend any suit for infringement which may be brought against you.

If further intimidation by the patentee is resorted to, we wish you would notify us, and we will take legal action to have the patentee enjoined.

Very truly yours,

THE GEO. A. LONG CABINET COMPANY

(See our regular advertisement on page 38 of this issue of The Talking Machine World)



Taking the worries of publicity and store equipment off of dealers' shoulders. This is the kind of service the Columbia Dealer Service Department gladly gives to Columbia dealers.

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

VISUALIZING MUSIC IN DISPLAYS

Show Window Affords the Talking Machine Retailer Best Means for Impressing the Local Public, Declares Ronald C. Lee, of New York

"Circumstances are such that it is extremely difficult for the local talking machine dealer to secure the full benefit from newspaper advertising in his home town papers, for competition of other dealers makes it quite likely that an advertisement by one dealer will also benefit other dealers, making it impossible for the advertiser to get 100 per cent. efficiency from his appropriation," declares Ronald C. Lee, president of the Display Fixture Co., New York.

"This means that his show window becomes by all odds the most important factor in the extension of his business. It occupies the dual role of his best advertising medium and his strongest and most successful salesman. If well done it appeals irresistibly to the thousands of pedestrians who pass daily. Unless a window display succeeds in attracting the gaze of one out of every three passers-by it is not fulfilling its maximum efficiency as an advertising medium and as an expert salesman. This is not easy. The art of window displays is not only difficult, but unless handled by a specialist who can reduce the cost, by making fixtures in large quantities, it is extremely expensive; in any case it requires a great deal of technical knowledge. Unfortunately the result is that too many talking machine windows are simply a collection of dumb furniture and a few reading placards.

"If it were possible to so place machines in a window and have them play audibly to the

passer-by it would undoubtedly attract considerable attention. But one very important detail of salesmanship would be lost, that is the great desirability of having a prospective customer come into the store to listen to the record under the supervision of a salesman.

"Properly handled, a show window can be made to visualize music. This is the last word in talking machine salesmanship. It arouses a desire to hear the record so attractively illustrated, and it arrests attention by the universal appeal of pictures. It is easy to picture the thrill of martial music, the whirl and gaiety of the dance, the grand and stupendous pageant of the opera.

"It is the object of the Display Service Co., New York, to furnish indestructible figures for the building of such window displays. These displays come in various sizes, either in single pieces or in groups, with suggestions of how they should be used in attractively building up the display."

EXCELLENT YEAR FOR HOFFAY CO.

Joseph Hoffay, president of the Hoffay Talking Machine Co., New York, reports that his company is closing a year of most satisfactory business, and that the success attained by the Hoffay instruments has been most gratifying. The progress of the company is illustrated by the number of new dealers in all sections of the country who have been placed on its lists during the past few months. Orders throughout the fall season have taxed the capacity of the plant, and it has been necessary not only to add to the staff and equipment, but to do considerable overtime work to keep up with the demand.

CONGRATULATIONS FOR W. C. FUHRI

W. C. Fuhri, district manager for the Columbia Graphophone Co., Philadelphia territory, has received congratulations from the company's executive officers upon the remarkable business which he closed in the month of November. Some idea of Mr. Fuhri's activities may be gleaned from the fact that this month was the largest single month in the history of the Philadelphia division, even exceeding all previous Decembers.

Every branch in Mr. Fuhri's territory con-



W. C. Fuhri



A. J. Heath

tributed to this wonderful victory, and the Philadelphia branch also reported November as the biggest month in its history. This record is all the more remarkable in view of the fact that Mr. Fuhri only assumed charge of the Philadelphia territory two months ago, and A. J. Heath, manager of this Philadelphia branch, also took charge at the same time. Mr. Heath is one of the most popular members of the Columbia company's selling organization, and his thorough knowledge of all angles of talking machine merchandising has been a most important factor in his pleasing success.

"STERLING" Tone Quality



Style 501



Style 900

STERLING phonographs have been specially designed throughout for the time reproduction of the original music.

Let us show you why the **STERLING** has "made good".

Every **STERLING** phonograph is equipped with our specially designed durable spring worm gear motor, playing *five ten-inch records* with one winding, a motor that is used regularly in machines retailing at \$100. All models are equipped with our Universal Tone-Arm.

Your request for samples will have immediate attention. Write Today,

STERLING PHONOGRAPH CO., 285-287 No. 6th St., Brooklyn, N. Y.

ESTABLISHED 1914



Style 1700

Wholesale Prices

501—\$8.75 in quantities
900—\$13.50 in quantities
1700—\$22.50 in quantities

THE BRUNSWICK SHOP IN INDIANAPOLIS A GEM OF ART

INDIANAPOLIS, IND., December 8.—Expressions of a most complimentary nature continue to reach George F. Standke, manager of the Brunswick Shop, of this city, in connection with

The attractiveness of this establishment must be attributed to the ideas of Mr. Standke, who seems to have embodied in this establishment the result of his years of experience in the trade



Partial View of New Brunswick Shop in Indianapolis

the opening recently of their magnificent new emporium at 124 North Pennsylvania street, which in design and equipment may well be entitled a thing of beauty and a joy forever.

throughout the country, with the purpose of placing an instrument so closely allied to art as the talking machine in sympathetic environment. The main idea was to make the Bruns-



Geo. F. Standke, Brunswick Manager

wick Shop wonderfully artistic, and yet equally inviting and attractive. Mr. Standke aimed to get away from the dismal ceremoniousness which obtains in some establishments, and desired a place where people would be glad to come to—a place of cheeriness, comfort and restfulness—where all the latest music might be heard, whether popular or operatic.

A very handsome line of phonographs are being shown in the Brunswick Shop, covering all the various creations, and individual recital rooms are so delightfully arranged that they command the enthusiastic appreciation of all visitors.

As reported in last month's World, the opening of the Brunswick Shop was one of the events of the season in the musical world, and was the subject of considerable notice in the daily papers.

TWO PATENTS FOR J. N. BLACKMAN

Head of Blackman Talking Machine Co. Secures Patents on Improvements in the Place Record Cleaning Brush Marketed by His Company

J. Newcomb Blackman, president of the Blackman Talking Machine Co., has just been granted United States Patent No. 1,248,064, dated November 27, 1917, for a record cleaner for sound reproducing machines. In Mr. Blackman's invention the brush holding arm is fixed to an attaching clamp having opposite spring fingers to clasp the sound box, sound tube or other parts of reproducer, which moves over the record, so that the cleaner can be attached to or detached from the movable member, and will brush and clean the record in front of the following stylus. The invention represents an im-

provement on the record cleaning brush as patented by Henry A. Place, and which has been marketed by the Blackman Talking Machine Co.

A second patent, No. 1,248,063, has also been granted Mr. Blackman under the same date for a record cleaner for sound reproducing machines which also represents an improvement on the Place invention, the improvement consisting of a pliable brush clamp, permanently attached to an elastic reproducer clamp.

GROWING DEMAND FOR THE VICSONIA

Many New Dealers Handling That Reproducer —Heavy Volume of Holiday Orders

Thos. P. Carolan, secretary of the Vicsonia Mfg. Co., Inc., New York, reports a steadily growing demand for the products of his com-

pany consisting of the Vicsonia reproducers, by means of which Edison records may be played upon machines designed to reproduce lateral cut. There is a particularly pleasing volume of orders received for the holiday trade, and new dealers are taking on the Vicsonia line constantly.

Although the price of all types of metal products has advanced tremendously, the Vicsonia Co. has not yet increased the price of the Vicsonia, although it may perhaps be necessary to take that step in the near future. Dealers should take notice of this fact.

The New Jersey Music Co., 72 Washington street, Bloomfield, N. J., has purchased the stock of Victrolas and records from E. A. Edden, that place, and will handle the line in a special department.

IS YOUR DISPLAY WINDOW NOTHING BUT DUMB FURNITURE

?

You Can Make It Speak and Sing to the Eye by Using Our Indestructible Figures



You can lay out a stage setting that will enthrall every passer-by with the Romance of the Tropics, the Thrill of Soldiers Abroad, the Whirl of the Dance, the Pageant of the Opera.

SEND For an illustrated catalog and book of suggestions. These figures are from 18 inches to 48 inches high, and the price is so moderate it will surprise you.

DISPLAY SERVICE CO., 16 West 19th St., New York



IN the busy street below my window motor cars are always passing, hundreds of them. Some "just cars", and some Packards and some Cadillacs. And I think of the wonderful perfection of those engines, those Packard twin-sixes and those Cadillac eights, quiet, sweet running and powerful.

Then I turn from the window and look at a phonograph motor on my desk. Not "just a motor" but a Stephenson Precision-made motor, the Packard and the Cadillac of the phonograph world.

Pardonable pride? I think so.

STEPHENSON, Inc.
ONE WEST THIRTY-FOURTH STREET
NEW YORK

Wm. V. Nutze
Vice-President

FIGHTING FAKE ADVERTISING GAME

Better Business Bureau of Music Industries Chamber of Commerce Investigating Cases in the Talking Machine Field—A Recent Incident

Among the recently organized activities of the National Association of Piano Merchants is the Better Business Bureau, which has for one of its principal objects the checking of misleading advertisers in the music field. Under recently completed arrangements the Better Business Bureau has come under the control of the Music Industries Chamber of Commerce, in which membership is held by organizations representing practically every branch of the music industry. C. L. Dennis, of Milwaukee, has been installed as secretary of the Better Business Bureau and has reported a number of investigations of cases wherein misleading advertising was alleged.

Several of the cases were adjusted without difficulty by calling the attention of the alleged offenders to the complaint. One recent case occurred in Chicago and should prove of interest to the talking machine trade. It was reported as follows:

"Chicago.—Advertising in the classified columns of various newspapers in cities throughout the country, reading as follows:

"Phonograph—Rare opportunity; for sale, my \$200 Victrola-size phonograph and records; guaranteed ten years; will accept \$60; used only ten weeks; wonderful bargain. Will ship C. O. D., allow examination and trial without one cent deposit. If found unsatisfactory, will pay freight both ways. Write T. Nordin, 3166 Ogden avenue, Chicago, Ill."

"This and similar advertising crops out frequently in different newspapers, in spite of efforts to suppress it. Eternal vigilance on the part of dealers who see advertising of this kind and report it promptly will soon make it unprofitable for the advertiser.

"The advertising, with the word 'Victrola' eliminated, appeared in a Milwaukee newspaper and was promptly discontinued upon request of this bureau.

"The national vigilance committee of the Associated Advertising Clubs reports as follows:

"This advertising is, of course, misleading, in that it reads as though it were an offer by an individual and not by a dealer. The use of the word 'Victrola' is also misleading, inasmuch as he has been selling a so-called ——— and also a ——— phonograph and tried to create the impression that it is a Victrola-size machine, whatever that is. A number of newspapers are no longer carrying this advertising, because the man has been shown up in his true light as a dealer who is making a business of selling this brand of machines, and we have also learned that a Chicago advertising agency formerly handling his copy is no longer doing so. The advertising that this man does is not only misleading to the public, but it is unfair competition with local dealers."

"Dealers all over the country are urged to look out for this class of advertising in their local newspapers, and to report it if they can prove that the advertiser is making a business of selling instruments under the misrepresentation that he is a private owner."

The Automatic Record Container Co., Wilmington, Del., was incorporated last week to make phonographs and parts. Capital \$50,000.

AUDION
COMPOSITION DISC DIAPHRAGMS
Give the Finest Tone. Try AUDION
Sound Boxes and Tone Arms
Made by

Vitalis J. Zimmer, Jr.
77 Reade Street, NEW YORK

Brunswick Poster Advertising

Billboards Used to Exploit Brunswick Phonograph in Addition to Regular Newspaper and Magazine Channels—A Striking Poster

The trade and public generally are familiar



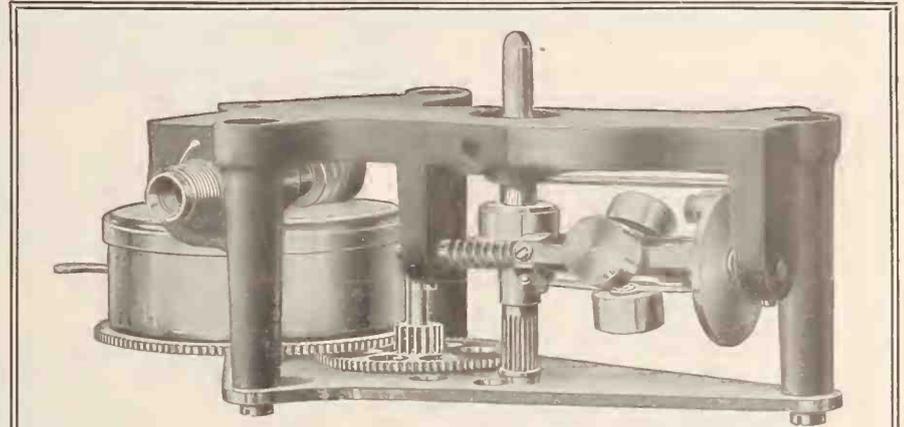
Striking Brunswick Poster, Original in Color

to some extent with the elaborate program of publicity now being carried out by the Brun-

wick-Balke-Collender Co. in the interests of the Brunswick phonograph. Daily newspapers and national magazines are being widely used, large spaces taken, and special attention has been given to the holiday demand. In addition to newspaper advertising, the company has also

done a great deal of billboard advertising and has been using some striking posters, one of which is illustrated herewith. The poster illustrated is of twenty-four-sheet size and is particularly effective, showing the god of war under the spell of music issuing from the Brunswick phonograph. The spirit is caught in the caption: "Music Hath Charms," and the en-

tire effect is most striking as it is attention-compelling.



Stewart Single Spring Motor

Rigid cast frame. Simple design. Hobbled gears. Powerful and silent. Plays one 12" or two 10" records. Furnished with side or top speed regulator control.

We are furnishing this remarkable Stewart Motor to some of the large phonograph manufacturers. It will pay you to get our prices.

Our large plant, equipped with special machinery for economical production in large quantities, places us in a position to offer phonograph manufacturers parts of quality at exceedingly attractive figures.

It will pay you to use Stewart parts. Our facilities enable us to handle large orders promptly. Write for detailed information and prices.



Stewart
Tone Arm and
Universal
Reproducer
Plays All
Records

STEWART PHONOGRAPH CORPORATION

Manufacturers of Phonograph Motors and Parts

CHICAGO

327 Wells Street

ILLINOIS

TALKING MACHINE VAUDEVILLE ACT

Clever Idea in Theatricals Now Being Presented on Keith Circuit

The talking machine has again made its appearance in vaudeville in a way that should not only prove good advertising for the talking machine itself, but proves the fact that the public is quite familiar with both machine and records. Barto & Clark, now playing on the Keith circuit, have the novel act booked as "Columbia and Victor." The stage is set to represent the interior of a modern music store, with a grand piano at one side, an upright piano on the other, and a Victrola XVII in the center. In the center there were also two large machines of the cabinet type.

When the curtain goes up there is heard a dialogue between the two big machines. One tells how it has been in half a dozen homes, pulled out again, owing to lapsed payments and other causes. The other machine tells of similar experiences. Then the doors of the machines open and from one steps a man and from the other a woman. The man has a costume made up largely of imitation records, and with a turntable on the front of his coat upon which a record is placed, while the machine plays the real music. The woman's costume features the musical notes suggestive of the Columbia Co.'s trade-mark. The Victrola furnishes the music for a clever dance. Many of the old jokes and some new ones revolving around talking machines are used to provide the comedy for the act.

RULINGS ON PARCEL POST TAX

War Tax on Packages Requiring Over 25 Cents Postage Must Be Paid in Internal Revenue Stamps Canceled by the Sender

WASHINGTON, D. C., December 10.—That the war tax on parcel post mail must be paid in internal revenue stamps canceled by sender is the ruling made in a notice issued to postmasters by the Third Assistant Postmaster General. The notice reads as follows:

(a) Postmasters are instructed to bring to the attention of their patrons the provisions of the War Revenue Act embodied in paragraphs 7 and 8, section 456, Postal Laws and Regulations, as amended by order No. 731, October 27, 1917, appearing on page 33 of the November supplement to the Postal Guide imposing a tax of 1 cent for each postage charge of 25 cents or fractional part of 25 cents on packages of fourth class of parcel post matter on which the postage amounts to not less than 25 cents each. The paragraphs referred to read as follows:

7. Upon every parcel or package transported from one point in the United States to another by parcel post on which the postage amounts to 25 cents or more there shall be paid a tax of 1 cent for each 25 cents or fractional part thereof charged for such transportation, to be paid by the consignor. No such parcel or package shall be transported until a stamp or stamps representing the tax due shall have been affixed thereto. (Act of October 3, 1917, section 807, paragraph 14.)

8. The tax on fourth class matter referred to in the preceding paragraph is not applicable to parcels on which the postage amounts to less than 25 cents. On a parcel subject to 25 cents postage the tax is 1 cent; on parcels on which the postage amounts to from 26 to 50 cents the tax is 2 cents each and so on. Parcels shall not be accepted for mailing unless both the required postage and tax are fully prepaid. Special internal revenue stamps shall be used to pay the tax; postage stamps are not valid for this purpose.

ENLARGE TALKER DEPARTMENT

The Fowler, Dick & Walker Co., Binghamton, N. Y., have recently made several enlargements in their talking machine department, adding several new booths. Both Victor and Edison lines are handled.

20,000 ATTEND FISCHER OPENING

Much Interest Displayed in New Quarters of Fischer Music Shop, Kalamazoo, Mich.

KALAMAZOO, MICH., December 8.—It is estimated that nearly 20,000 people visited the Fischer Music Shop Thanksgiving Day on the occasion of the formal opening in its new location on the second floor of the First National Bank Building. Just twenty-two steps from the main hub of the city's business activity is one of the most attractive music shops to be found in this section of the State. With wonderful lighting facilities alike for the interior and the windows, attractive furnishings, and every facility for giving rapid service to the music shopper, the shop is thoroughly cosmopolitan throughout.

Through the center of the big display room are five separate rooms, each attractively decorated and charmingly furnished, where records may be heard and Victrolas tried. The record department is at the front and the records are easily accessible, and filed for immediate use. An unusually fine line of stringed instruments

is being carried by the shop, while the sheet music department is distinctly up-to-date.

ADVERTISING MATTER FOR XMAS

Rich Assortment Sent Out by the Victor Co. for the Use of Its Retailers

The Victor Talking Machine Co. recently sent to the trade its usual allotment of special advertising matter to stimulate holiday business. The posters and hangers are prepared in a most elaborate manner, rich in colors and gold, and with an abundance of holly and mistletoe to carry out the suggestion of the Christmas spirit. The matter includes a large hanger listing in large type over sixty specially selected records for Christmas. Then there is a big window strip in gold and red and with holly ornaments bearing the slogan: "Will There Be a Victrola in Your Home This Christmas?" A smaller folder, also elaborately designed, calls attention to the suitability of the Victrola Book of the Opera as a Christmas gift. A holly wreath bearing the Victor trade-mark also attracts.

BANKRUPT SALE

of the Entire Plant, formerly the

FLEMISH PHONOGRAPH CO.

CHAS. SHONGOOD, U. S. Auctioneer, will sell

in single lots, to highest bidder, on November 20th (10.30 A. M.), at the Flemish factory, 269-37th Street (Bush Terminal Building No. 1), Brooklyn,

2,000 Complete Phonographs

(CABINET SIZE)

40,000 Records

Also Completely Equipped Plant consisting of

MACHINERY

- 6 Browne & Sharpe 00 Automatic Screw Machines
- 2 Browne & Sharpe 0 Automatic Screw Machines
- 6 New Cleveland Automatic Screw Machines
- 4 Acmes—Spindle
- 2 No. 1 Cincinnati Universal Milling Machines
- Browne & Sharpe Grinders with Magnetic Chuck
- 25 Drill Presses—1, 2 and 3 Spindle—High-Speed
- 25 Power Presses—No. 1 Bliss Toggle and No. 4 V. & O. (b. g.)
- 4,000 lbs. of Belting
- Pulleys, Shafting and Hangers
- 25 Motors, 5 to 25 h.p. (G. E. make)
- 10 Quick Change Lathes (American and Seneca Falls)
- Precision Lathes—Sloan & Chase—Stark
- 12 Standard Automatic Gear Cutters (new)
- 6 No. 1 and No. 2 Pratt & Whitney Screw Machines
- 25 Toledo Computing and other Scales
- And Thousands of other tools too numerous to mention, such as Reamers, Drills, Grinders, Files, etc.

DIES

Two complete sets for manufacturing Motors, including patent rights. Parts to assemble 100,000 1 and 2 Spring Motors

PLATING and BUFFING ROOM

4,000 lbs. Nickel and Copper Anods, Plating Barrels, Tumbling Barrels, Buffs, Polishing Heads, Exhaust Blowers, Chemicals, etc.

OFFICE EQUIPMENT

- 25 Oak and Mahogany Desks and Chairs
- 3 Int'l Recording Time Clocks
- 12 Underwood Typewriters
- 2 Moon-Hopkins Automatic Billing Machines
- 1 Model "T" 16-inch Elliott-Fisher Billing Machine
- 1 dozen Safes

STOCK

- 400,000 lbs. of Cold Rolled Steel (flat and round)
- 5,000 lbs. of Brass Rods
- 10-ton Wrapping and Tissue Paper
- 250,000 gross of Wooden Machine Screws (in original packages)
- 50,000 Turntables (7-8-10-12 in.)
- Thousands of gross of various other hardware, such as Hinges, Handles, Tone-Arms, Reproducers, Stylus Cups and Covers, Winding Crank Escutcheons, Cover Supports, Regulators, etc.

Office of Auctioneer - 539 Broadway

VAN VEEN "BED-SET" BOOTHS

Increase Your Record Sales

Write for a copy of our
NEW CATALOG

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

Prepare for a Machine Shortage
by Developing Record Sales



Demonstration Booths Mean
Additional Record Business

If a special feature is desired, different from regular catalog design, we will build it to suit. Illustration shows special design of front for booth of Norman W. Herrington, Brooklyn, N. Y.

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**

EVOLUTION OF THE SOUND BOX

Some Interesting Remarks in This Connection
by G. L. Thompson, of N. J. Reproducer Co.

The "Invincible" sound box, manufactured and marketed by the N. J. Reproducer Co., Newark, N. J., is achieving signal success, and H. Poceroba, who recently made a trip through New York State, reports the closing of several important deals. This sound box was invented by George L. Thompson, who has made a study of tone for many years.

Referring to his experiments, which resulted in the production of the "Invincible" sound box, Mr. Thompson said: "In 1898 I was a member of the U. S. Signal Corps in Cuba during the Spanish-American War, and among my possessions was a talking machine. During one of our hurried trips the diaphragm's reproducer was crushed, and it was necessary to experiment with any available substitute in order to put the machine in working order.

"In 1899, when we were quarantined at Egg-mount Key, Fla., I had an opportunity to discover the base of the diaphragm composition, and from that time until the present day I have been developing both diaphragms and stylus bar mountings. I found through these experiments that it is necessary, in order to produce full, clear, round tone, to use a stylus bar semi-rigidly held in place. This eliminates the possibility of too free an action in transmitting the tone vibration or uneven undulations of the record to the center of the diaphragm. We have followed this principle in our new sound box.

"Our sound box is merely a plate back with a funnel-like aperture in the center, two rubber gaskets, and a ring for the front frame. In this ring we have mounted two cone-shaped pins, and under the base of the stylus bar we have two spots countersunk to fit the head of the cone-shaped pins. This is all held in place by a coil spring set in a socket in the face of the stylus bar, and all held in place by a single screw. The adjustment of the tone can all be regulated by the amount of pressure exerted by the screw on the stylus bar.

"We have also found with this type of mounting that we can get good results from any diaphragm: in fact, we have used all known makes of diaphragms from gold to silk, with pleasing results. We have been able to make sound boxes with diaphragms of three to five inches in diameter, and obtain a good quality of tone."

In addition to Messrs. Thompson and Poceroba, the staff of the N. J. Reproducer Co. includes A. Luciano, who has been granted a number of patents on talking machines and talking machine parts.

REMOVE TO NEW QUARTERS

The Recotone Co., Inc., have removed from 2136 Seventh avenue, New York, to new and larger quarters at 328 West 125th street. They are Columbia dealers and carry a complete stock of machines and records.

GEO. W. HOPKINS ACTS AS HOST

Entertains His Executive Associates and Heads
of Departments at Formal Dinner

Geo. W. Hopkins, general sales manager of the Columbia Graphonola Co., New York, was the host at an informal dinner given to his executive associates in the Woolworth Building, and to the heads of the departments allied with the sales and advertising divisions. This dinner, which was given at the Old Colony Club last week, was thoroughly enjoyed and was marked by a spirit of informality and good cheer that reflected the enthusiasm and harmony which exists among all divisions of the Columbia forces.

Mr. Hopkins presided as toastmaster, and in one of his usual forceful addresses gave his associates an idea of the aims and plans of the sales department for the coming year. In order that everybody might participate in the evening's "work," Mr. Hopkins announced that every man present would be called upon for a speech, and some of the diners surprised themselves by making addresses which were enthusiastically received by their co-workers.

Among those present at the dinner as Mr. Hopkins' guests were the following: H. L. Willson, vice-president and general manager of the Columbia Co.; Frank K. Pennington, assistant general sales manager; E. F. Sause, export manager; Ralph W. Knox, advertising manager; Frank Dorian, Dictaphone manager; N. F. Milnor, Dictaphone sales manager; F. E. Goodwin, educational department manager; Anton Heindl, international record department manager; A. R. Harris, sales promotion department; Theodore Bauer, operatic and concert manager; H. L. Tuer, dealers' service department manager; W. H. Gould and W. A. Willson, educational department; L. E. Rosenfield, sales manager, international record department; L. L. Leverieh; Paul Haydn, W. T. Harden and O. F. Benz, of the advertising department.

BECOMES ADVERTISING MANAGER

J. H. McShane Takes Charge of Publicity Department of Pathé Frères Phonograph Co.

The Pathé Frères Phonograph Co., Brooklyn, N. Y., has appointed J. H. McShane, advertising manager of the company. Mr. McShane succeeds H. A. Harris, who resigned from this position a fortnight since. Before joining the Pathé Frères Phonograph Co. Mr. McShane was associated with the Columbia Graphophone Co., and his advertising and sales experience also includes successful work with several prominent industrial concerns. He has specialized in advertising and sales, and his thorough knowledge of the basic principles of successful advertising well equips him to achieve success in his present position.

EMPIRE ADVERTISING SLIDES

Prominent Chicago Concern Supplying Effective Sales Slides to Its Dealers

CHICAGO, ILL., December 8.—The Empire Talking Machine Co. are issuing attractive new advertising slides for use in motion picture theatres which are being supplied the dealers in the Empire line of talking machines. The Empire Girl has made such a hit that she has become an important part of the Empire advertising matter. The slides are attractively finished in colors and make a strong appeal.

The Empire line is doing an exceptionally thriving business these days, and according to President Steinmetz many homes are to be made happy with them at Christmas time.

A new list of records of unusual excellence is added to the Empire library in the new month's list, which is given in another part of this publication. The Empire record sales are increasing by leaps and bounds.

James A. Coudret is to be lost from the Empire organization. This week Mr. Coudret leaves for Columbus barracks at Columbus, O.

(THE PERFECTION BALL BEARING TONE ARM is a patented mechanism. The ball bearing swivel idea is our origination so therefore all manufacturers of ball bearing tone arms are cautioned against infringing this patent.)



Our new model "PERFECTION" BALL BEARING TONE ARM AND REPRODUCER, No. 4, has proven to be a phenomenal success as more than half of the Edison dealers in the country and many who sell other makes of machines as well are promoting the exclusive sale of this newly improved accessory. Almost 25,000 sets are now

in use and giving excellent satisfaction to the owners of Edison Disc machines. For playing lateral cut records on all types of Edison Disc machines this accessory has proven to be unequalled, both mechanically and scientifically. All phonograph dealers should carry a quantity in stock. It helps the Edison dealer to sell

machines and when shown to owners of Edison Disc machines by dealers who handle lateral cut records, it will be the means of creating a new demand for steel needle records. Prices quoted on application.

NEW ENGLAND TALKING MACHINE CO.
16 BEACH STREET BOSTON, MASS.

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.

MANAGER OF VICTROLA DEPARTMENT—Doing one hundred thousand dollars, desires a change January 1 or thereabouts. The vicinity of New York City preferred. Age 27, salary \$3,000. Further particulars by letter. Address "Box 479," care The Talking Machine World, 373 Fourth Ave., New York.

ATTENTION—A live, experienced talking machine man will be in position to consider an offer around the first of the year. Has had both wholesale and retail experience and is familiar with all phases of talking machine merchandising. He has represented one of the largest manufacturers in the East and South, and has been assistant manager and manager of large retail departments. Has good position now but desires something bigger. Age 27, college graduate and is married. Would consider proposition as jobber's representative or as manager of large retail department. For full details write "F. A. R.," care Talking Machine World, 373 Fourth Ave., New York.

MANUFACTURING OR SALES—Thoroughly experienced talking machine man is open for engagement with a Greater New York house. Thirteen years' practical experience, can take charge of a manufacturing plant or handle a sales proposition. Speaks Spanish, Portuguese and Bohemian. A No. 1 references. "Box 483," care The Talking Machine World, 373 Fourth Ave., New York.

POSITION WANTED—Salesman and manager. Thorough knowledge of all machines. At present managing retail store in New York City for large phonograph corporation, but desires to make change. Address "Successful," care The Talking Machine World, 373 Fourth Ave., N. Y.

MANAGER—Experienced talking machine man (all lines), desires to make a change. Preferably New York. Personal sales last year over \$23,000. Will state reasons for making change. Address "Confidential," care The Talking Machine World, 373 Fourth Ave., New York.

WANTED—A small plant for recording lateral ten-inch records with a complete outfit for manufacturing records. Address, with full details, "Box R. M.," care The Talking Machine World, 373 Fourth Ave., New York.

SITUATION—Mechanical engineer thoroughly understanding the manufacturing of phonograph parts, complete machine assembling or machine work, is open for a position as superintendent or production manager. Highest credentials as to ability. Address "Box 473," care The Talking Machine World, 373 Fourth Ave., New York.

ENERGETIC—Young man with clerical, order and executive experience, familiar with the phonograph record line, desires position in any part of the country. Address Philip Greenberg, 2325 East Sixty-third St., Cleveland, Ohio.

WANTED—Capable, experienced, reliable person to take charge of disc manufacturing department. Address "Box 480," care The Talking Machine World, 373 Fourth Ave., New York.

WANTED—An experienced salesman for outside work on Edison phonographs and records. Position of manager is open for the right party. Please give references and state salary required. Address "Box 481," care The Talking Machine World, 373 Fourth Ave., New York.

SITUATION WANTED—Experienced Edison manager and salesman open to offer January 10. Hold similar position now. Broader field wanted. Address "Box 482," care The Talking Machine World, 373 Fourth Ave., New York.

SITUATION WANTED—After first of year by experienced Grafonola salesman. Texas or California territory. Warrant department will positively get results. Address H. Burdge, 4207 Oak, Kansas City, Mo.

POSITION WANTED—By two experts in manufacture of disc records. Thoroughly familiar with latest and best method of recording, electrotyping, pressing and equipments. Address "Box 378," care The Talking Machine World, 373 Fourth Ave., New York.

WANTED—First-class finishing-room foreman for high-grade cabinet work; also several cabinetmakers. Address "Cabinetmaker," care The Talking Machine World, 373 Fourth Ave., New York.

POSITION WANTED—Experienced talking machine repair man desires position. Chicago preferred. Address "N. O. 2," care The Talking Machine World, 209 South State St., Chicago, Ill.

WANTED—By an established New York manufacturer, an experienced salesman to visit the dealers. Excellent proposition for the right man and a side-line arrangement will also be considered. Address "Opportunity," care The Talking Machine World, 373 Fourth Ave., New York.

FOR SALE

Large and beautiful equipped Edison shop. Write for particulars to "H," care The Talking Machine World, 373 Fourth Ave., New York.

FOR SALE

Four-minute indestructible records, all new clean stock 10 cents each in 100 lots. Denninger Cycle Co., Rochester, N. Y.

FOR SALE

A phonograph and photograph business doing over \$30,000 per annum. Will sell at once. Reasons—Account of other business. Location in New Jersey, 45 minutes from Broadway. Address R. U. Wide-awake, care The Talking Machine World, 373 Fourth Ave., New York.

STEEL NEEDLES

They are scarce as sugar, but we have them in stock and sell them at a low price by the thousand, or million. 10-inch double face Records, \$25 per 100; 12-inch, \$40.

REPAIR parts for all talking machines, including MAIN Springs, governor springs, rubber backs, needle arms, screws, etc. Cabinets, Motors, Tone Arms, Sound Boxes and complete machines.

Fulton Talking Machine Co.
640 Broadway, New York

WANTED—An expert talking machine assembler by a manufacturer in New York City. Permanent position for a man who thoroughly understands the assembling of popular priced machines. Address "Expert," care The Talking Machine World, 373 Fourth Ave., New York.

WANTED—A superintendent for a talking machine plant who is a capable executive and who can organize an efficient working class. We want a progressive and thoroughly efficient man who can take complete charge of the plant, which is one of the most complete in the country. Give full details as to past experience, training, etc. All replies held strictly confidential. Address "Box 476," care The Talking Machine World, 373 Fourth Ave., New York.

WANTED—Experienced talking machine salesmen who are familiar with the wholesale trade, and who are capable of handling a first class line of machines and records. There is an excellent opportunity for the right men, with unlimited earning possibilities. Give full particulars in first letter. This is a proposition that will place the right men with one of the best equipped manufacturers in the trade. Address "Box 477," care The Talking Machine World, 373 Fourth Ave., New York.

WANTED—By a New York distributor an assistant repair man. Salary to start \$14. Address "Repairs," Box 478, care The Talking Machine World, 373 Fourth Ave., New York.

SITUATION WANTED—If it were possible to secure a sales manager who has sold over \$21,000 worth of phonographs, personally, in one year, to manage your department, would you consider him? Have good position now. Will explain reasons for wanting to make a change. Will furnish signed statement of business done. Strictly confidential. Address "Box 472," care The Talking Machine World, 373 Fourth Ave., New York City.

SITUATION—Mechanical engineer thoroughly understanding the manufacturing of phonograph parts, complete machine assembling or machine work, is open for a position as superintendent or production manager. Highest credentials as to ability. Address "Box 473," care The Talking Machine World, 373 Fourth Ave., New York City.

POSITION WANTED—As traveler. Have had several years' experience with Victor line. Highest references. Address "Box 474," care Talking Machine World, 373 Fourth Ave., New York City.

WANTED RECORDS—325-Salome—Sousa's Band, and 1218-Salome—Kendle's Band. If records are in good condition, state price, and address communication to Sigmund Klein, Odeon Bldg., St. Louis, Mo.

POSITION WANTED—By all around repairman, experienced in all kinds of motors. Has had full charge of motor and assembling department. Address "Box 475," care The Talking Machine World, 373 Fourth Ave., New York City.

SALESMAN AND SALES MANAGER for the New Edison in Kansas City zone. Applications strictly confidential. The Phonograph Co., 1305 Walnut St., Kansas City, Mo.

HIGH CLASS New York Fifth Ave. House desires an experienced phonograph man, who is thoroughly qualified to take full charge of phonograph department. Write, giving all qualifications. Communications held strictly confidential. Address "Box 465," care The Talking Machine World, 373 Fourth Ave., New York.

WANTED—Position as manager of talking machine department. Have had best of connection with New York City dealers for the past ten years and am thoroughly competent. Am married and thirty-four years of age. Address "Box 467," care The Talking Machine World, 373 Fourth Ave., New York.

SITUATION—Mechanical engineer thoroughly understanding the manufacturing of phonograph parts, complete machine assembling or machine work, is open for a position as superintendent or production manager. Highest credentials as to ability. Address "Box 466," care The Talking Machine World, 373 Fourth Ave., New York.

SALESWOMAN—Experienced Pathé-Edison and other lines as department head—desires to make change—high reference. Salary \$25 per week. Address "Special," care The Talking Machine World, 373 Fourth Ave., New York.

1918 Greetings to Victor Merchants

WE thank our friends for their co-operation and patronage the past year, and trust that 1918 will be their most successful one.

It is our policy to serve our clients to the best of our ability, and accordingly, during this period of exceptional demand for Victor merchandise, we are concentrating our efforts on rendering service to those Victor retailers already numbered among our clientele.

We sincerely hope to be in a position later to handle the requirements of additional clients.

G. T. WILLIAMS CO., Inc.

Victor Wholesale Exclusively

217 Duffield Street

Brooklyn, N. Y.

SOSS
INVISIBLE HINGES

Preserve Beauty
In many beautifully designed, finely finished Talking Machines, Pianos, Music Cabinets, Piano Players, and Benches, the elimination of the unsightly protruding Hinge is essential to preserve the beauty of the design.

Design and Construction
The fine cabinet work which is required in many instances to preserve the disguise of the instrument requires that the hinges be as inconspicuous as possible. SOSS Hinges are *Invisible*.

Write for catalogue "T"

SOSS MANUFACTURING COMPANY
435 ATLANTIC AVENUE
LOS ANGELES, 224 Central Bldg. } Branch Offices { SAN FRANCISCO...164 Hansford Bldg.
DETROIT—922 David Whitney Bldg.
Canadian Representatives—J. E. Beauchamp & Co., Montreal, Can. BROOKLYN, N. Y.

T. H. FLETCHER NOW A DIRECTOR

General Manager of Retail and Advertising Departments of the Aeolian Co. Elected a Member of the Aeolian Board of Directors

Thomas H. Fletcher, general manager of the retail and advertising departments of the Aeolian Co., New York, has been elected a member of



Thomas H. Fletcher

the company's board of directors. Mr. Fletcher, who is one of the best-known members of the music trade industry, has been congratulated by his many friends upon this announcement and all of his co-workers and associates are unanimous in stating that he well deserves this honor.

Thomas H. Fletcher has been associated with the Aeolian Co. for the past nine years and since April 1, 1913 has been manager of the company's retail division at Aeolian Hall, New York. When he first arrived in New York the Aeolian Co.'s only metropolitan distributing center was at 29 West Forty-second street, but during the past four years Aeolian retail stores have been established in Brooklyn, Bronx and recently in Newark. All of this expansion has been started and completed under Mr. Fletcher's direction, and the tremendous success achieved by the Aeolian Co.'s retail division in recent years may be attributed in a considerable measure to Mr. Fletcher's indefatigable work and his through knowledge of every phase of the retail piano industry. His ready grasp of the most intricate executive and sales problems has won for him the admiration and respect of the entire piano trade, and he is recognized to-day as one of the foremost factors in the retail field.

About a year ago Mr. Fletcher assumed charge of the Aeolian Co.'s advertising department, in addition to his duties as manager of

the retail division, and under his supervision Aeolian advertising has steadily increased in prestige and renown. Aeolian advertising is recognized in musical, commercial and advertising circles as embodying all that is desirable in high-class and effective publicity, and this year's campaign has been particularly deserving of praise.

Mr. Fletcher has won from the very start of his association with the Aeolian Co. the hearty co-operation and invaluable assistance of every member of his sales staff. He has built up one of the most powerful retail selling organizations in the country, every member of which is working with him "shoulder to shoulder" to achieve new sales records month by month.

VAN VEEN & CO.'S HANDY SOUVENIR

Booth Manufacturers Present Friends in Trade with Convenient Desk Blotter

Arthur L. Van Veen & Co., New York, manufacturer of Van Veen "Bed-set" demonstration booths, have sent out to their many friends in the trade an attractive Christmas reminder in the shape of a brass desk blotter. This blotter contains appropriate wording, together with a reproduction of one of the popular models of Van Veen booths.

During the past few weeks this company has completed a number of important installations, including equipments for the following dealers: Kirsner Bros., Atlantic avenue, Brooklyn, N. Y.; Otto Dornyak, Perth Amboy, N. J.; Winterroth & Co., 141 West Forty-second street, New York.

STARR CO. MAKING AEROPLANE PARTS

Production of Such Parts for the Government Will Represent Large Portion of Output of Factory During 1918—Not Expected to Interfere With Musical Instrument Production

RICHMOND, IND., December 4.—The Starr Piano Co., of this city, announce that they have closed contracts for the manufacture of aeroplane parts for the United States Government in connection with the big Government assembling plant at Dayton, O. The work of production has already started and will represent a substantial portion of the company's business during 1918. In announcing the taking of a new contract for aeroplane parts the company says:

"We do not anticipate that this addition of Government work will affect our regular phonograph, piano and player-piano trade, owing to the fact that during 1916 we largely increased our factory and had just occupied same the latter portion of that year, giving us substantial floor space, which we can devote to this department without interference with our regular business.

"The work for the Government we are doing most willingly. We are very much in favor of the Government policies, and intend to cooperate to our utmost ability in production work; in fact, we believe that material aid can be extended by the musical instrument industry in connection with the aeroplane program of the Government and that, with the completion of the drawings and plans which have recently been approved, many factories interested will be able to obtain contracts, if they so desire."



A. Weiler & Co., of Greenville, Greenwood and Clarksdale, Miss., get some excellent publicity from the Jumbo Edison delivery truck shown herewith, which is used to deliver new Edisons and records in their territory. The insert shows Millard Weiler and a sample of real mahogany finish.

PERIOD DESIGNS A FEATURE OF THE COLUMBIA SHOP

Magnificent Retail Headquarters of the Columbia Graphophone Co. on Fifth Avenue, New York, House Many Exquisite Grafonola Models Done in a Very Wide Range of Periods

When the Columbia Graphophone Co., several months ago, opened its magnificent Columbia Shop at Fifth avenue and Thirty-seventh street, New York, in the heart of the world's finest shopping district, it was freely predicted that this establishment would soon become one of the most talked about retail warerooms in the country. This prediction has been more than fulfilled, for the new Columbia shop has

the Columbia Shop and inspected the complete line of period designs which are being displayed there.

When the Columbia Co. decided to introduce a comprehensive line of period Grafonolas it engaged the services of a famous firm of architects, and many months were spent in the preparation of sketches and drawings before the final designs were approved by the Columbia execu-

bethan, Japanese, as well as others of interest.

During the past few weeks the Columbia Shop has been visited by a number of famous artists recording for the Columbia library. These artists have been astounded at the wonderful decorations and furnishings of these warerooms, and in order to perpetuate their visits consented to be photographed with some of the artistic period Grafonolas which they admire. A few of these photographs are shown herewith, and it is quite likely that other famous Columbia artists will also be photographed at the Columbia Shop some time in the very near future.



Miss Alice Nielsen, Famous Operatic Soprano

not only been the subject of country-wide praise and comment, but its fame and prestige have reached the other side of the ocean. In fact, it is now recognized as one of the trade's institutions, and its unique position is being strengthened day by day.

Aside from the many other features which have made the Columbia Shop distinctive in retail circles the fact that in these warerooms

As a result of this careful consideration to detail, Columbia period design Grafonolas are faithful replicas of the different periods whose characteristics they follow.

There are twenty-two models in the complete line of period Grafonolas, ranging in retail price from \$250 to \$2,100. They are all on display in the new Columbia Shop, and each one has its admirers. Included in this line are instru-



Leon Rothier, Operatic Basso

The advertising used by the Columbia Co. in behalf of the Columbia Shop has reflected in every detail the dignity and refinement that characterizes these warerooms. The copy has been somewhat unusual, as there is no attempt at a direct selling talk. Instead, the public is invited to visit the Columbia Shop whenever convenient, and each advertisement directs attention to some particular model in the Colum-



Miss Margaret Wilson, Daughter of the President

were displayed for the first time the Columbia Co.'s complete line of period models has also been an important factor in establishing the fame of this "Shop." Columbia art Grafonolas have been enthusiastically acclaimed by prominent musicians and architects who have visited

ments whose characteristics are in accord with the following types of furniture and design: William and Mary, Early English, Adam, Italian Renaissance, Early Italian, Gothic, Charles II or Jacobean, Queen Anne, Chinese Chippendale, Fifteenth Century Gothic, Louis XVI, Eliza-



Mme. Tamaki Miura, Operatic Soprano; Theodore Kittay, Tenor

bia Co.'s line of period Grafonolas. That this copy has been successful is indicated in the many sales of art models that have been closed at the Columbia Shop during the past few months, and by the fact that these warerooms are visited daily by hundreds of prominent mem-

bers of the musical, society' and industrial worlds.

The Columbia Shop is under the management of H. E. Speare, one of the most successful and popular members of the Eastern retail trade.



H. E. Speare

Mr. Speare has gathered around him a capable and efficient sales force, and under his able direction the Columbia Shop is achieving an even greater measure of success than the Columbia officials anticipated. Mr. Speare's previous experience with several prominent talking machine houses eminently qualifies him for his present post, and his many friends in the trade are greatly pleased to learn that the Columbia Shop is already recognized as a success in every sense of the word.

LIST OF 100 SELECTED RECORDS

The Pathé Frères Phonograph Co., Brooklyn, N. Y., has just sent out to its dealers a list of 100 selected records which were carefully chosen from the general Pathé catalog and which Pathé dealers can feature to excellent advantage. The company states that it has made arrangements to carry a large stock of these records so that prompt service can be rendered at all times, and it is suggested that the Pathé dealers and their salesmen avail themselves of every possible op-

portunity to stimulate the demand for these hundred specially selected records.

Enclosed with this list were two new sublists of foreign records, which are issued in addition to the foreign records presented in earlier supplements. Pathé dealers report a fast growing demand for foreign records, and these new recordings should meet with a ready sale.

ARTISTIC EDISON VOLUME

It Is Entitled "Composers and Artists Whose Art Is Re-Created by Edison's New Art" and Is Beautifully Produced in Every Particular

A volume of more than ordinary interest and attractiveness has just been issued by Thos. A. Edison, Inc., Orange, N. J. It is entitled "Composers and Artists Whose Art Is Re-Created by Edison's New Art," and contains portraits and brief biographies of Mr. Edison's favorite composers and of the great artists whose re-created performances can be heard on the New Edison. The portraits represent the highest art of the engraver, and are printed on heavy coated paper, giving a most perfect reproduction. Some 180 artists, including those famous in the operatic and concert field, are represented, among others such well-known personalities as Margaret Matzenauer, Anna Case, Arthur Middleton, Jacques Urlus, Emmy Destinn, Karl Jörn, Marie Rappold, Giovanni Martinelli, Otto Goritz, Edoardo Ferrari-Fontana, Julia Heinrich, Lucrezia Bori, Albert Spalding, Kathleen Howard, Marie Sundelius, Alessandro Bonci, Giovanni Zenatello, Guido Ciccolini, Thomas Chalmers, Christine Miller, Carl Flesch, Helen Stanley, Alice Verlet, Maria Labia, Betsy Lane Shepherd, Eleonora de Cisneros, Paul Althouse, Yvonne de Treville, Heinrich Hensel, Giuseppe Anselmi, Marie Delna, Rosa Olitzka, Gladys Rice and Elizabeth Spencer.

The volume will be found not only useful to salesmen in bringing to the attention of prospective purchasers the large number of noted artists who can be heard through the medium of the New Edison, but it will be desired by Edison phonograph users who will be anxious to have in their possession such an imposing list of their favorite artists. As an example of the "art preservative" this volume is certainly a delight and congratulations are in order to all interested in its production.

The Fannan Piano Co., Marysville, Kan., has established a branch store in Frankfort, under the management of Geo. Mason.



First Machine Gun Company of North Dakota Lined Up With Their Army and Navy Model Edison Phonograph

Our Duty!

In order to "do our bit" in the present crisis, we have placed our plant in **The Service**, and are now manufacturing large quantities of mica specialties used by Uncle Sam in the prosecution of **The War**.

The production of

CRYSTAL EDGE

MICA DIAPHRAGMS

will not be decreased because of this work. On the contrary, we have quadrupled the capacity of our plant, and this increase in facilities has enabled us to produce these high grade diaphragms in larger quantities than before.

Let us figure today on your 1918 requirements.

PHONOGRAPH APPLIANCE CO.

109-113 West Broadway - - - New York



There are records that are sales hits; and there are records that are song hits. Columbia experts have the happy faculty of picking out records that are BOTH kinds of hits.

Columbia Graphophone Co.
Woolworth Building, New York

THE AEOLIAN CO. ANNOUNCES PERIOD STYLE VOCALIONS

Sixteen Various Styles Represented in New Line Now Ready for Distribution—Created in Response to Demand for Machines Which Harmonize With Interior Furnishings

The Aeolian Co., New York, announced quite recently the addition to its line of Aeolian-Vocalion phonographs of sixteen period style Vo-

calions, illustrations featured in this advertising being shown herewith.

In the text of its newspaper advertisements

ing," commented as follows upon the introduction of the new period style Vocalions: "In selecting furniture for even the moderate home a purchaser is now enabled to secure a harmony of effect that in the past was available only to the wealthy. The Aeolian Co. has recognized this condition and has taken steps to meet it. The superb group of period styled Vocalions here announced is its response to the growing popular demand for phonographs of reasonable price that will harmonize with the finest modern furniture.

"Like the best examples of furniture to-day, these period Vocalions have their origin in the rich traditions of the historic past. Furthermore, they are thoroughly adapted to the practical needs of the present, making them a true product of this age as well as beautiful illustrations of the art of the cabinet maker of ages past. There are sixteen of these period models, with motifs ranging from Gothic and Jacobean through Queen Anne, Chippendale and others, to our own American Duncan Phyfe."

The model shown in the illustration is designated as style No. 1493, Queen Anne, 1702-1714, and its technical description follows: "In this design, the Holland influence, a factor in Queen Anne furniture, is very marked. The curve base, whose curve is continued by the characteristic 'cabriole' leg, gives this Vocalion a grace very pleasing to those who admire this period. The finely moulded top, the shaped chamfering of the corners and the decorative grille, all contribute to the harmony of the whole."

A SUCCESSFUL WOMAN DEALER

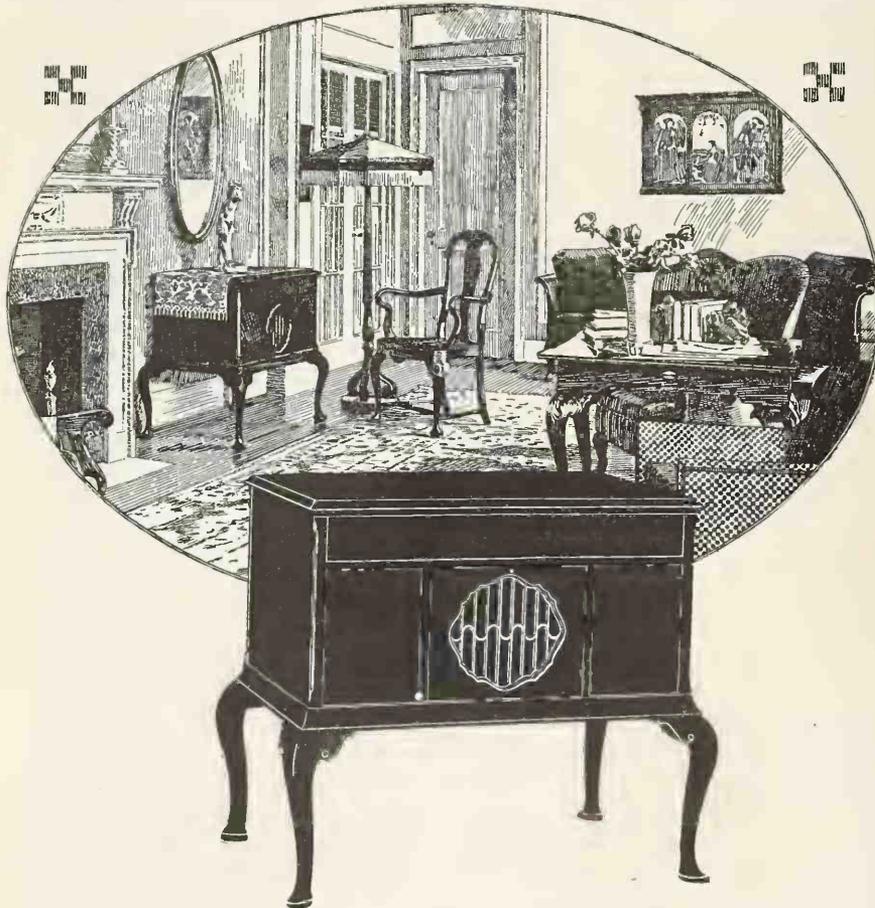
Mrs. M. B. Kaplan Has Built Up Excellent Victor Business in Jamaica—Miss Grace Gallagher Proves Energetic Manager

One of the most successful Victor establishments on Long Island is the store owned by Mrs. M. B. Kaplan at Jamaica. This store is fitted up very attractively, and through the use of progressive sales methods and consistent local publicity, these ware-rooms have become a "Mecca" for music lovers in that section of Long Island.

Miss Grace Gallagher, the manager of this store, has worked indefatigably to develop the sales of Victrolas and Victor records, and her efforts have been rewarded in the shape of increased sales totals month after month. Miss Gallagher is a talented musician, and her knowledge of music has assisted her materially in her chosen work of supplying those musically inclined with talking machines and records of the highest quality.



Miss Gallagher



Central Design Used in Advertisement Announcing New Aeolian-Vocalion Period Styles calions at popular prices, retailing from \$215 upwards. These new instruments were advertised in the Sunday newspapers, one of the the Aeolian Co. called attention to the distinctive qualities of the Aeolian-Vocalion, and, under the heading "Harmony in Home Furnish-

"MAGNET" DECALCOMANIE NAMEPLATES

FOR TALKING MACHINE CABINETS ETC.

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

SMITH-SCHIFFLIN CO.
126 Liberty Street New York City

From the **DORAN CO.** 45 MICHIGAN AVE. DETROIT

SOLD BY **HURTEAU, WILLIAMS & CO.** MONTREAL OTTAWA

Kunkel Piano Co. BALTIMORE

FROM **THE PHONOGRAPH CO.** 1240 HURON ROAD (Upper Level Floor) CLEVELAND

SOLD BY **WALTER D. MOSES & CO.** Oldest Music House in Va. and N.C. 103 E. BROAD ST. RICHMOND, VA.

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

WHERE BROWN CABINETS ARE MADE

Extent of the Great Plant of the Globe-Wernicke Co., Which Is Located at Norwood, Gives an Idea of Efficiency Production

The Globe-Wernicke Co., Cincinnati, O., manufacturer of the Brown disc record cabinet and



Cabinet Department, Globe-Wernicke Co.

sectional cabinets for disc records, occupies a large factory at Cincinnati, O., which is generally recognized as thoroughly representative of the most modern ideas of manufacturing efficiency. The factory is located at Norwood, and comprises several buildings, each one of which provides the employes with ideal surroundings and maximum comfort and convenience.

For many years the Globe-Wernicke Co. has been the leading manufacturer of sectional bookcases and office files, and its products are in use the world over. The factories reflect the success of the Globe-Wernicke line, inasmuch as the mechanical equipment represents the most modern types of machinery and labor-saving devices. About a year ago the Globe-Wernicke Co. placed on the market the Brown disc record cabinet, and in a comparatively short while this cabinet gained recognition from the dealers as a quality product which could be offered to the most discriminating purchasers with confidence in the service it would render. This cabinet has many distinctive fea-

tures and has been endorsed by the leading jobbers and dealers throughout the country.

The Brown disc record cabinet is manufactured in its entirety at the Globe-Wernicke factory and particular attention is paid to the production of a cabinet that will be in harmony with the prestige and success of the several Globe-Wernicke products. Slipshod and indifferent methods are unknown in this factory and every detail is given the same careful consideration as the basis product itself. As a result of this manufacturing efficiency the Brown disc record cabinet is recognized as a product of unusual merit, and is a welcome addition to the dealer's stock.

The latest styles of Brown disc cabinets, some of which are shown in the Globe-Wernicke advertisement elsewhere in The World, are designed to appeal to those members of the trade who appreciate absolute merit of construction and design combined with genuine quality.

WHY HE IS KNOWN AS SANTA CLAUS

Sergeant Bernard K. Baruth, of Company I, 305th Infantry, stationed at Camp Upton, N. Y., has become known as the "Santa Claus" of



Where Box Files and Cabinet Parts Are Manufactured

Capt. King's command. Already he has donated a fine new piano and 100 phonograph records for the benefit of his comrades, and the end is not yet.

Do something—not somebody.

BARTLETT MUSIC CO. OPENING

New Store of Los Angeles Piano House Well Furnished and Decorated—Crowds Attend Opening Recently—Firm Long Established

LOS ANGELES, CAL., November 30.—With the rooms charmingly decorated with an abundance of chrysanthemums and roses, the new store of the Bartlett Music Co., at 410 West Seventh street, was formally opened on Tuesday of last week. The event drew a steady stream of well-wishing friends all during the afternoon and evening, who were entertained with music and presented with souvenirs.

The company's new location is in the heart of the city's new department store district, and is therefore very advantageous. It comprises a building of two stories and basement, as well as a roomy mezzanine, with a frontage of twenty-five feet and a depth of 135 feet. The ground floor space is devoted to the business offices, three all-glass talking machine rooms and a small exhibit of pianos and players; the mezzanine is given over to the music roll library and a display of grand pianos, and on the second floor are located the main piano and player salesrooms, while the basement is used for second-hand stock and for storage purposes. The walls throughout are tinted a light creamy-buff shade, with a stenciled border scheme of dull blue; and included as a part of the artificial lighting system is a rather novel arrangement of wall lights, in the main floor room, that displays the names of the company's leading agencies.

The entrance to the store is especially attractive. It is flanked overhead by two large oil paintings by Ledeboer, the well-known Dutch artist, both of which represent scenes from Wagner's "Parsifal"—one entitled "The Dance of the Flower Maidens" and the other "Entering the Temple of the Holy Grail"; and in the center of the entrance is an island showcase, equipped with a turntable operated by an electric motor, of sufficient size to enable the display of anything from a talking machine to a grand piano. Another striking feature is comprised by the three main floor talking machine rooms, which are constructed entirely of heavy plate-glass, where Columbia Grafonolas are displayed.

The Bartlett Music Co. was established about forty-three years ago, making it one of the oldest music firms in southern California. Its previous location was at 231-235 South Broadway, having occupied the premises there for the past several years; and on its new quarters on West Seventh street, to which it removed some weeks prior to the formal opening, it has signed a lease for a period of ten years.

No. 100

Our factory leader. Simple in design; priced within reach of all, yet artistic enough for the most discriminating.



No. 200

Heavily gold plated on all exposed metal parts. Sound chamber has special carved doors opening out from it.



No. 150

Needle receptacles set in tandem in sliding disappearing receptacles. Heavily nickel plated on all exposed metal parts.



These instruments are made of genuine mahogany of exquisite workmanship and design, and compare favorably with the most expensive standard machines now upon the market. They are unapproachable in their priced class anywhere.

The prices of all standard makes of Phonographs have been increased. We have determined to keep ours the same until after the Holiday Season. Write us for our agency proposition TO-DAY.

JUST TEAR THIS OFF
Put it in an envelope with your business card or letter head and we will send you immediately free of charge a beautiful illustrated catalog of high-grade cabinet machines.
MELOPHONE TALKING MACHINE CO., Inc.
318 Lafayette St., N. Y.
27 E. Madison St., Chicago

FACTORY OF THE SONORA PHONOGRAPH CORPORATION IN SWITZERLAND



In This Large Factory Hundreds of the Most Expert Workmen, Many of Them With Generations of Experience in the Construction of Musical Instruments, Make Sonora Motors and Sound Boxes

QUADRUPLE FACTORY FACILITIES

Phonograph Appliance Co., Although Working on Government Orders, Also Increases Output of "Crystal Edge" Mica Diaphragms

During the past few months the Phonograph Appliance Co., New York, manufacturer of "Crystal Edge" mica diaphragms, has quadrupled its factory facilities. J. L. Frazee, head of this well-known concern, decided some time ago that it was the duty of every concern to assist the Government in the conduct of the present war if possible, and to that end offered his factory to the Government for the manufacture of any mica specialties that were needed at the present time. This offer was accepted, and large orders were received for high-grade mica specialties for which the company's factory was particularly fitted.

With this increase of facilities Mr. Frazee found that it was also possible to add to the capacity of the "Crystal Edge" mica diaphragm department, and just now his company is turning out a larger number of these diaphragms than ever before. The extra facilities that were needed for the Government work are also being utilized for the diaphragms business and new

contracts with talking machine manufacturers are being signed for 1918, with the understanding that the company will be in a position to give unusual service to its talking machine clients during the coming year.

J. L. Frazee, Jr., is making his headquarters at the company's mines, being in charge of the production of mica at these mines. The Phonograph Appliance Co. has just opened up three new mica mines, and is now taking the output of eighteen to twenty mines in other districts in addition to handling large shipments of imported mica. Mr. Frazee, Jr., is achieving signal success at the mines and will probably visit New York in the very near future.

INCREASED DEMAND FOR LUBRICANT

Ilsley-Doubleday & Co. Report Growing Use of Their Product by Talking Machine Trade

"The demand for Ilsley's Graphite Phonograph Spring Lubricant is increasing steadily," said P. Kerler, of Ilsley, Doubleday & Co., New York, manufacturers of this product. "At the present time this lubricant is being used by practically every talking machine manufacturer of any importance throughout the country, and

they are all well pleased with the service it has rendered. We are making plans to handle a very active trade in 1918, and judging from present indications the coming year will be a successful one for all factors of the talking machine industry."

Main-Springs
Governor Springs
Thumb Screws for
stylus bars
Steel Needles
Mica Diaphragms
in any size, our specialty

**FAVORITE PHONOGRAPH
ACCESSORY CO.**

1491 De Kalb Ave. Brooklyn, N. Y.

READY REFERENCE OF GENERAL SUPPLIES

DEALERS

Send for our "Trial Proposition" on the Regina Hexaphone—the latest and best paying popular priced coin-operated instrument for use in public places.

THE REGINA CO.

211 Marbridge Bldg., 34th St. and Broadway, New York City
Manufacturers of Regina Music Boxes; Reginaphones;
Coin-operated Mandolin Orchestrations; Vacuum
Cleaners and other specialties.

NEEDLES

WE MANUFACTURE

Diamond needles for Edison
Sapphire needles for Edison
Sapphire needles for Pathe
in stock ready for delivery

MERMOD & CO., 505 5th Ave., N. Y.

Keep Your Record Stock with

THE
Heise
SYSTEM TRADE MARK

Costs about \$2.00 for 250 records for 50 years
Send for 20-page catalog

**THE SYRACUSE WIRE WORKS,
SYRACUSE
NEW YORK**

FROM OUR EUROPEAN HEADQUARTERS

2 GRESHAM BUILDING, BASINGHALL STREET E. C., LONDON, W. LIONEL STURDY, MANAGER.

Despite the War London Is Experiencing Quite an Active Demand for All Kinds of Instruments—Machine Shortage Still Acute—Trade Spirit, However, Is Admirable—Needle Shortage Continues to Be Most Pronounced

LONDON, ENGLAND, November 29.—The prophecies of a demand for musical instruments of unexampled proportion, taking into consideration, of course, the unusual conditions growing out of the war, and the somewhat confused economic situation, are apparently well founded. Although the holiday spirit in England is naturally dampened somewhat, for these will be the third holidays since the beginning of the great war, the public is showing its fortitude in its insistence upon retaining enough of that holiday spirit to make the times appear normal to some degree at least if only to cheer up the fighting men home on furlough from the trenches.

The machine shortage still exists and the problem of the manufacturers in securing a sufficiency of supplies just to keep things going is steadily becoming more serious. Taking into consideration the handicaps, however, the output is quite remarkable, and there are machines sufficient to take care of close to 50 per cent. of dealers' demands.

Spirit of Trade Keeps Up

The spirit in the trade is best shown perhaps in the amount of advertising appearing in both magazines and newspapers. Records are featured for the most part in the advertising in a well-defined effort to swing the demand in some measure from machines to records.

The real problem of the trade at the present

time is that of securing steel needles. It is practically certain that no steel will be allotted to the industry for the making of needles with the exception, perhaps, of just enough to provide needles for the use of the soldiers and sailors and for the Red Cross and the hospitals. Although many plans have been advanced for overcoming the needle shortage by devising means for collecting and resharpening the used points, there has been nothing definite done towards this end, and it is generally confessed that the collection of used needles in itself will represent a problem that will prove difficult to solve. Had the conservation of needles been promulgated a year or more ago we might have seen some light at this time.

Needle Situation Still Serious

The seriousness of the needle situation is particularly well indicated by the experiences of a London firm, who received the following postcard from a customer not a gramophone dealer. The exact wording was: "On the _____ we sent you four needles to be repaired, but they have not been returned. We shall be glad if you will let us have these at the earliest moment." A serious situation indeed.

There have been placed on the market several devices for resharpening steel needles at home. One clever device is attached to the brake of the machine, a holder is provided to hold the needle against the small grinding wheel, which is revolved by the turntable.

The New Record Lists

The new record lists continue to hold remarkable interest. New artists are announced with great regularity, and the various companies vie with each other to fill their list with good things.

Of course, there are a number of special recordings for the holiday season, but they have not interfered with the production of quantities of records of the usual type.

The Banks Take a Hand

We have not yet attained to the welcome policy adopted by continental banks in financing prospective trade ventures on an interest basis, but recent information points to the fact that we are well on the road towards that desirable object. Under the aegis of the government there has recently been formed a big banking institution under the title and description of the British Trade Bank. Its object is to assist in the development of oversea commerce, and its capital of ten million pounds may be accepted as good guarantee of its ability to make good in that direction. A government committee has been considering the financial facilities for post-war trade, especially relating to the financing of large oversea contracts. The bank will be in close touch with the Commercial Intelligence Department of the Board of Trade, and if the proposals outlined materialize, and there is no reason to think they will not, British trade after the war should receive a great fillip.

Other bank news refers to an arrangement between the London and South Western Bank, Ltd., and the Banca Italiana Disconto, whereby these banks will act on a reciprocal basis for trade development between the two countries.

[Editor's Note—For some unexplained reason the usual batch of news matter from the London office of The World failed to reach New York before press time, with the exception of the usual introductory matter to our London letter which is presented herewith.]



"His Master's Voice"

Copyright

This intensely human picture stands for all that is best in music

—it is the "His Master's Voice" trade-mark, and it brings to you, no matter where you are, the very best music of every kind, sung and played by the world's greatest artists—the greatest singers, pianists, violinists, orchestras and bands—all enshrined in the unequalled "His Master's Voice" records

'His Master's Voice'

—the trade-mark that is recognized throughout the world as the

HALL-MARK OF QUALITY

Branches

DENMARK: Skandinavisk Grammophon-Aktieselskab, Frihavnens, Copenhagen.

FRANCE: Cie. Française du Gramophone, 115 Boulevard Richard Lenoir, Place de la République, Paris.

SPAIN: Compañía del Gramófono, 56-58 Balmes, Barcelona.

SWEDEN: Skandinaviska Grammophon-Aktiebolaget, Drottning Gatan No. 47, Stockholm.

RUSSIA: The Gramophone Co., Ltd., 45, Nevsky Prospect, Petrograd (Petersburg); No. 1 Solyanka, Solyanoi Dvor, Moscow; 9, Golovinskiy Prospect, Tiflis; Nowy-Swiat 30, Warsaw; 23, Alexandrowskaya Ulitsa, Riga; 11 Michalovskaya Ulitsa, Baku.

INDIA: The Gramophone Co., Ltd., 139, Balighat Road, Calcutta; 7, Bell Lane, Fort, Bombay.

Great Britain :

The Gramophone Company, Ltd.

HAYES - MIDDLESEX - ENGLAND

Agencies

AUSTRALIA: S. Hoffnung & Co., Ltd., Sole Concessionaries of The Gramophone Company, Limited, 163, Pitt Street, Sydney.

NEW ZEALAND: Gramophonum, Ltd., 118-120 Victoria Street, Wellington.

SOUTH AFRICA: Darter & Sons, Post Box 174, Capetown; Mackay Bros., Post Box 251, Johannesburg; Mackay Bros. & McMahon, Post Box 419, Durban; Ivan H. Haarburger, Post Box 105, Bloemfontein; Franz Moeller, Post Box 108, East London; B. J. Ewins & Co., Post Box 86, Queenstown; Handel House, Kimberley; Lanrence & Cope, Post Box 132, Bulawayo; The Argus Co., Salisbury.

EAST AFRICA: Bayley & Co., Lonrenzo Marques.

HOLLAND: American Import Co., 22a, Amsterd Veerkade, The Hague.

ITALY: A. Bossi & Co., Via Orefici 2, Milan.

EGYPT (Also for the Soudan, Greece and the Ottoman Empire): K. Fr. Vogel, Post Box 414, Alexandria.

EDISON BELL



CABLE
"PHONOKINO,
LONDON"

ARE THE GREATEST VALUE FOR MONEY PRODUCED IN GREAT BRITAIN

TEN INCH

DOUBLE SIDED

NEEDLE CUT

PLAY ON ALL GRAMOPHONES

Catalogue contains 4000 Titles by the Premier Artistes, Instrumentalists, Orchestras and Bands of the British Empire

DEALERS PREPARED TO DO BUSINESS ARE INVITED TO COMMUNICATE WITH

Proprietors and Manufacturers, **J. E. HOUGH, Ltd., 62 Glengall Road, London, S. E. 15, England**

NEW MAIL REGULATIONS

Government Soon to Issue Rules Governing Foreign Communications

WASHINGTON, D. C., December 10.—Regulations to govern the transmission to or from the United States of communications not in the regular course of the mails will be issued shortly under the Trading With the Enemy Act.

Ship and consignees' mail consisting of bills of lading and similar business documents probably will not be forbidden when destined to neutral countries, and considerable latitude will be allowed commercial travelers and other representatives of business concerns to carry in luggage letters relating strictly to their business. Most other communications will be forced into mail channels to be subjected to censorship. Communications to enemy or ally of enemy countries are prohibited except by license.

The customs division of the Treasury will have charge of the administration of the regulations.

FAIRNESS TO ALL INDUSTRIES

Is the Promise Made by Messrs. Lovett and Garfield, Who Agree to Apply no War Restrictions Without a Full Hearing

WASHINGTON, D. C., December 8.—Robert S. Lovett, Chairman of the Priority Board, and H. A. Garfield, the Fuel Administrator, announced to-day that they would endeavor to place every safeguard about industry, if steps were necessary to curtail shipments of coal to the producers of non-essentials and to restrict the transportation facilities.

While admitting that the situation needed close scrutiny, and that the war-time industries must have first consideration, the officials issued statements which were intended to eliminate panicky feeling. Ex-Judge Lovett said that no action would be taken without "reasonable notice and an opportunity to be heard." Mr. Garfield said that voluntary curtailment might make more drastic action unnecessary.

The situation to-day assumed great importance in the official deliberations, and while no definite policy was proclaimed there was a distinct tendency to inform the many industries and the financial interests involved that the Government was prepared to work for an equitable readjustment of conditions to solve the problems faced.

J. Stead & Co., Ltd.

Manor Needle Works

SHEFFIELD, ENGLAND

MANUFACTURERS OF

Talking Machine

Main Springs

*Best Prices—Best Quality
Inquiries Solicited*

**Established in the Talking Machine
Business 1886**

DON'T MISS THIS TALK

WE can save you about 50% on exports of Gramophones in either Horn, Hornless or Trench Types. Also in Motors, Tone Arms, Sound Boxes, Needles, etc. Our factory's capacity (with full supply of metal) is 500 motors per day.

We have had years of experience in the invention and manufacture of Talking Machine goods and can guarantee satisfaction.

Write right now for catalogue and terms, and to save time mention your requirements.

MARKS:

"Ajax"

"Magnophone"

"Fibrolse," etc., etc.

LOUIS YOUNG & CO. (Reg'd)

54, City Road,

London, E. C., England

Telephone
Central, 1812

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 "Knotascepe, London".

W. H. Reynolds (1915) Ltd.
45, City Road, London, E. C.

Write for new illustrated Complete Catalogue

INTERESTING VISITOR FROM CHINA

Lionel Jupp, of the S. Moutrie Co., Shanghai, Victor Distributors, Now in United States

A most interesting trade visitor to New York recently was Lionel Jupp, of the S. Moutrie Co., Ltd., Shanghai, China, and with several branch establishments in China, India and the Federated Malay States. In addition to manufacturing pianos and organs in Shanghai and handling several makes of American and English pianos the Moutrie Co. are also distributors for the Victor Talking Machine Co., and do a large business in that line in the Far East. Mr. Jupp is on a year's vacation in the States and has visited many of the more prominent cities in this country since leaving China last May. He is a most entertaining talker and full of interesting information regarding business conditions in China.

OPEN BRANCH IN FRANKLIN

Bailey's Music House, which operates a number of stores in Vermont and New Hampshire, has opened a new branch in Franklin, N. H.

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

CO-OPERATIVE ADS RESULTFUL

The Series of Advertisements Sponsored by the Milwaukee Association of Music Industries Proves a Tremendous Success—Demonstrates Big Possibilities in This Line for Dealers in Musical Instruments in Other Cities

MILWAUKEE, WIS., December 8.—On Friday of last week there was published the fourth of a series of full-page advertisements being featured in the local newspapers by the Milwaukee Association of Music Industries. The fourth advertisement was especially designed, as had been the previous announcements, and was devoted particularly to the question of music at Christmas time, the caption reading: "What Better Christmas Gift Could There Be Than This? (a player-piano) or This (a talking machine)" and the instruments in question were separated by a fully trimmed Christmas tree in the center, around which the children were giving vent to their joy on Christmas morning.

The series of page advertisements being run by the Association has attracted a large amount of attention not only in Milwaukee but in other cities of the country where piano men are considering the possibilities of inaugurating a similar campaign locally. Milwaukee is fortunate in having in its association every leading house dealing in pianos, talking machines and other musical instruments and their names, together with the line they carry, appear at the bottom of each advertisement.

In each advertisement appears the official insignia of the Association, which is also used in the individual advertising of its members and also appears prominently displayed in their store, the idea being to impress the public with the fact that a display of the insignia indicates an established merchant and a guarantee of honest dealing.

A new design appears at the top of each ad and the entire arrangement is also changed about. Those whose names appear at the bottom of the advertisement and who include practically every big house of standing in the city are: The Badger Shop, Victrolas; the Boston Store, pianos and Victrolas; the J. B. Bradford Piano Co., pianos and Victrolas; Geo. H. Eichholz Co., Victrolas and Edisons; Espenhain's, Grafonolas; Flanner-Hafsoos Music House, general musical goods; Gether Piano Co., pianos and talking machines; Gimbel Bros., pianos and Victrolas; Joe Goldman, talking machines; Edmund Gram, pianos and talking machines; Kesselman-O'Driscoll Co., Kreiter Piano Co., pianos and talking machines; Milwaukee Piano Mfg. Co., pianos and talking machines; Noll Piano Co., pianos and talking machines; Chas. J. Orth, pianos and Sonoras; Chas. H. Schefft & Sons, Victrolas; Schuster's, pianos and Victrolas; Steussy-Schulz Piano Co., pianos and talking machines; Smith Piano Co., pianos and Grafonolas; Waldheim & Co., pianos and Grafonolas; C. C. Warner, Victrolas; Winter Piano Co., pianos and Grafonolas; Yahr & Lange,

Sonoras; Badger Talking Machine Co., Victrolas, and the Wm. A. Kaun Music Co., music.

Edmund Gram, president of the National Association of Piano Merchants, and also president of the Milwaukee Association of Music Industries, is chiefly responsible for the carrying out of the co-operative advertising idea, and it is hoped to see the idea adopted in many other cities of the country with the aid of the National Association if possible.

HULDAH VOEVISCH NEW EDISON STAR

Talented Young Lady Ranks Equally Well as Violinist, Pianist or Singer—At Present on Tone Test Tour of Country

One of the recent additions to the imposing list of artists is Huldah Voevisch, who is at present on a tone test tour for Thos. A. Edison,



Huldah Voevisch

Inc., in the role of a violinist, although she is equally well known as a pianist and singer. Although thoroughly trained in all three forms of musical expression, Miss Voevisch has steadily refused to specialize in any at the sacrifice of the other two.

Miss Voevisch early displayed signs of musical talent. She received her musical education at the Leipzig Conservatory of Music. She studied the violin with Han Sitt, piano with Emil Lieblich, and voice with Dr. Rueblich and Mrs. Octave Bracken. Miss Voevisch has an attractive personality and is strongly devoted to outdoor sports. At the close of her present season she has arranged to make a number of records.

GRAMOPHONE RECORDS

10 Inch Double Sided
"NEEDLE CUT"

for Overseas Keen Buyers

A British Firm of Repute
Manufacturing
HIGH CLASS PRODUCTS

OFFERS CLOSE QUOTATIONS

5,000 Lots and Up to CUSTOMER'S SELECTION

"OPENING ORDERS" for sample 1000 "assorted" "containing" 75% of Bands and Instrumentals, and 25% of latest vocals, accepted and despatched at Bulk Rates.

CORRESPONDENCE INVITED

POINTS

- Repertoire, nearly 2000 Titles.
- Hundreds of Superb Bands and Orchestrals.
- Lightning Shipments under Export Licenses.
- Packing by Experts.
- Real Rock Quotations.
- F. O. B. London or Port of Entry.

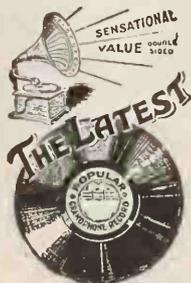
Address

SOUND RECORDING CO., Ltd., "Export Dept."

18-19 Swallow Street, Piccadilly

LONDON, ENGLAND

Cables "GRAMMAVOX" London



ADVERTISING CAMPAIGN FOR MUSIC

Philadelphia North American Inaugurates Novel Campaign in Its Columns for the Benefit of the Music Trade Generally—Results Should Prove Interesting to the Trade in All Sections

What is probably the most ambitious effort yet put forth by a daily newspaper to arouse a more general interest in music and the things that go to make music was found in the cam-

A Word of Timely Wisdom to Music Lovers

A PIANO in your home is as necessary to your intellectual and spiritual self as is proper food for the nourishment of your body.

The acquisition of a piano, a player-piano or a talking machine is often the difference between a household disrupted and a happy home circle.

In Philadelphia today there are many thousands of families in which a breach has been made—brother, son or father have entered the military service of their country.

We have the word of the greatest thinkers of all times that there is nothing so uplifting, nothing so comforting, nothing so soul-satisfying in all the world as good music.

THE NORTH AMERICAN this morning addresses this word, earnestly to every reader of its columns and says to you that now, more than ever before, a piano or a player-piano is essential in every home that can afford to own one.

This is not a time to let the "black butterflies of gloom" gather undisturbed in your mind.

This is a time, above all others, when you should seek to uplift and divert your mind by the irresistible influence of music.

In the words of the song, you will find every member of your family more inclined to "Keep the Home Fires Burning" and "Smile, Smile, Smile."

THE NORTH AMERICAN

Ad Featured by Philadelphia North American paign of advertising in the interest of music just inaugurated by the North American of this city, which claims the distinction of being the oldest newspaper in America. The first advertisement of the series appeared in the North American on last Sunday and is reproduced herewith. The reproduction also shows the character of the copy used and the thought that it is planned to bring before the public.

E. S. Edmondson, advertising manager of the

Exchange what you don't want for what you do

If you have anything in the line of parts or accessories that you don't want, the **Phonograph Clearing House** will sell it for you.

If there's any part you want and don't know where to get it the **Phonograph Clearing House** will get it for you.

Out of town manufacturers wanting metropolitan representation, write at once.

We Sell Everything in Phono Parts

Phonograph Clearing House, Inc.

51 East 42nd Street NEW YORK

North American, states that frequently during the next few weeks advertisements of a like character will appear in that newspaper and it is believed that they will produce direct benefits for the piano and talking machine dealers in Philadelphia.

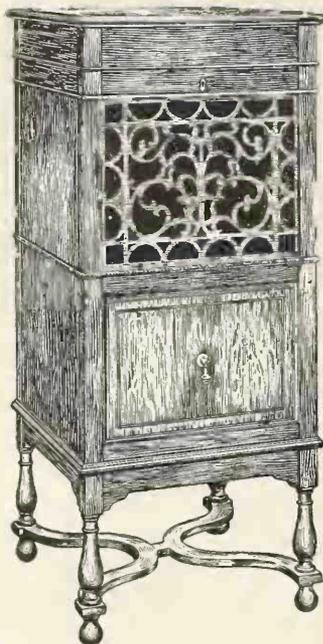
In explaining the details of the campaign Mr. Edmondson said: "It seems to us that this is a time when some effective business-producing measure should be adopted for the furtherance and help of the piano and talking machine business generally, for we want to see such industries kept going at the present time at the height of activity."

The results of the North American campaign will be watched very carefully by local piano men and should serve to interest members of the trade, as well as newspaper publishers in other cities, with a view to carrying out the same plan if the results warrant it.

LABORATORY MODEL IN NEW CASE

Laboratory Model of New Edison Now Furnished in Walnut With Case Design After the William and Mary Period to Meet Demand

In response to a persistent demand from dealers and the public, Thos. A. Edison, Inc., have recently distributed to the trade the official Laboratory Model, New Edison, in a new walnut case designed after the period of William



The William and Mary Laboratory Model Edison and Mary. The mechanical features of the Laboratory Model are retained in the new model, simply the case being changed. The original Laboratory Model was cased in Chippendale Style, and the William and Mary design was chosen to make an appropriate use of the walnut. The attractiveness of the new case style is indicated by the illustration herewith. A folder has been issued describing the William and Mary Official Laboratory Model.

The Walker Piano Co., 823 South Hill street, Los Angeles, Cal., have taken on the agency for the Pathéphone.

Lufranc Quality



TALKING MACHINE DEALERS — READ THIS

"The use of a proper oil in connection with Edison Phonographs is important. We have thoroughly tested NYOIL and find that it is suitable for use on our phonographs." — THOMAS A. EDISON, Inc.

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., 3 1/4 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.**

CALLS IN BUSINESS MEN

Chamber of Commerce Prepares for Further Co-operation in the War

WASHINGTON, D. C., December 12.—Chairmen of war service committees, representing every branch of industry in the country, have been called by the Chamber of Commerce of the United States to meet here to-day, December 12, to perfect plans for co-operation with the Government.

These committees, which will take over the work of the abandoned special industrial and business committees of the Council of National Defense's Advisory Commission, already are effecting their organizations. The purpose of the meeting is to get in closer touch with the Government.

WILL SCAN EXPORTERS' MAIL

Byron R. Newton, Collector of the Port of New York, gave notice last week that from now on all consignees' mail must be brought to the Custom House with the letters unsealed and examined by Government officials before being sent to outgoing ships. Under the old system such mail was taken directly to ships and mailed in sealed envelopes without examination.

Under the Trading with the Enemy Act the sending of mail is made subject to the direction of the President. The President designated the Secretary of the Treasury to pass upon the manner of handling shipping mail, and he ordered that only mail pertaining to shipments on the particular vessel that carries the mail, first examined to see that it carries no matter that might be of use to the enemies of the country, might be sent to ships. Exporters are directed to send their mail to Room 615, Custom House, for examination.

Dyas & Co., the large sporting goods house of Los Angeles, Cal., have opened a talking machine department and are handling the Columbia.

RECORD DELIVERY ENVELOPES

START THE NEW YEAR WITH A GOOD SUPPLY by Placing Your Order Now

Samples and Prices Furnished Cheerfully

Write Today Get the Best Always

LEWIS C. FRANK

654 Book Building

DETROIT, MICH.

T.M.W.1217

H. SCOTT KINGWILL COMMISSIONED

Former Assistant Manager of Chicago Office of The Talking Machine World Now a First Lieutenant in United States Officers' Reserve

H. Scott Kingwill, formerly assistant manager of the Chicago office of The Talking Machine World and The Music Trade Review, who recently finished a three months' course at the Officers' Training Camp, Fort Sheridan, Ill., has been commissioned a First Lieutenant of Infantry in the United States Officers' Reserve. Lieut. Kingwill had also attended the civilian training camp at Plattsburg in 1916, and found the experience of great value to him.

Lieut. Kingwill has been assigned to the military camp at Charlotte, N. C., and on passing through New York on his way from Chicago to his new post, on December 12, was tendered a dinner and theatre party by the executives of Edward Lyman Bill, Inc.

WON DISTRICT MANAGERS' CUP

The sales department of the Columbia Graphophone Co., New York, announced this week that H. A. Yerkes, Middle West district manager with headquarters at Chicago, has won the President Whitten district managers' cup for the month of October. The branch in Mr. Yerkes' district which was the most important factor in his victory was the Minneapolis branch (W. L. Sprague, manager), and the President Whitten cup will remain in possession of this branch for one month.

The contest for this handsome silver trophy is becoming more exciting and interesting month by month. Up to date F. A. Denison, Pacific Coast district manager, has won the cup twice; R. F. Bolton, New York and New England district manager, W. C. Fuhri, Philadelphia district manager, and Mr. Yerkes have each won the cup once. Permanent possession of the trophy will be awarded to the district manager who wins the cup for three months.

The winners of the salesman's individual cups for the month of October will be announced in a few days. These cups have also been donated by President Whitten, and each district is in the throes of a keen contest for honors.

NEW STOCK SYSTEM FOR DEALERS

The Victor Talking Machine Co. has just announced a new and improved record ordering and stock system for the use of Victor retailers, which is designed to show the selling value of

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

EDISON CARLOAD FOR GREENE SPECIALTY CO., MALONE, N. Y.

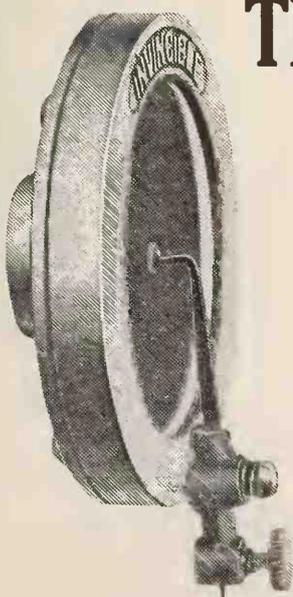


each record and to prevent over-ordering. The new system has been carefully thought out and is based upon data regarding the retail business

which the Victor Co. has been collecting for some years past. Instruction sheets and specimen pages of the system have been prepared for the information of the dealer.

COLUMBIA DEALER WHO DOES THINGS

CHICAGO, ILL., December 10.—A. M. Davis, manager of the Davis Music Stores, in commenting upon business conditions, said: "I can see no reason for becoming nervous over present conditions, which are in the main a mere letting up in the normal amount of business being done. The business man who quits cold just because he is not disposing of as much stock as he was at this time last year deserves no sympathy. I am not referring to the talking machine trade in particular," said Mr. Davis, "but it peevs me painfully to see a fellow quit; in this I refer to several old-established furniture houses who are giving up their downtown stores at present. But I am thankful for one thing, and that is that the men of our trade are doing a big thing for their country, and not becoming panic stricken by a lot of newspaper talk they read in the dailies. I am in favor of 'Now or Never!' and the mere fact that I have opened six stores in the past two months and intend to open six more shortly bears me out in this stand I have taken. I am primarily a Grafonola dealer and have recently added a Davis Music Store to the music department of the firm of Siegel, Cooper & Co. This department now carries a full line of Columbia machines and small goods. The same applies to the firm of Becker, Ryan & Co., the largest South Side department store.



The "INVINCIBLE"

A New and Better Sound-Box

- ☐ Plays all makes of records.
- ☐ Pure, clear and sweet tone.
- ☐ Constructed to give service and absolutely guaranteed.
- ☐ No superfluous parts, and production uniform—no seconds.
- ☐ Supplied with mica or composition diaphragms.
- ☐ Our composition diaphragm is a staple product and is guaranteed to be the best for all sound box purposes, has stood the test equivalent to 200 years' wear and still in service, thousands of them in use in homes throughout the U. S. and Canada.

WRITE TODAY FOR SAMPLES AND PRICES

New Jersey Reproducer Co.
10 Oliver Street NEWARK, N. J.

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

WASHINGTON, D. C., December 8.—COVER SUPPORTING DEVICE.—Henry S. Sturtevant and Edward K. Riddy, Hartford, Conn. Patent No. 1,242,736.

This invention relates to a device for holding up the cover of a talking machine, trunk, or other device.

The principal objects of the invention are to provide simple mechanism for this purpose which will effectively hold the cover up and yet can be operated by a simple downward pressure on the cover to release it and allow it to be lowered; and also to provide a construction by which a comparatively light spring can be employed for preventing the cover from falling accidentally. Although capable of general use, this invention is especially designed for talking machines.

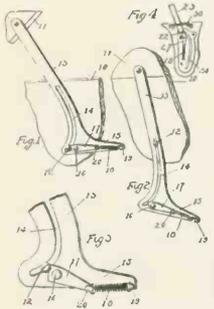


Figure 1 is an inside view of part of a box and pivoted cover therefor with a preferred form of this invention shown in position for holding the cover wide open. Fig. 2 is a similar view showing the cover closed. Fig. 3 is a view of the operating mechanism on enlarged scale showing it in the position assumed when the cover is being depressed, and Fig. 4 is a view similar to Fig. 1 showing a modification.

TABLET SUPPORT FOR TALKING MACHINES.—Pliny Catucci, Newark, N. J. Assignor to Otto Heineman Phonograph Supply Co., New York. Patent No. 1,242,920.

In prior Patent No. 1,128,756, dated February 16, 1915, there were fully and clearly set forth the advantages of a tablet support constructed with a plain or flat disc, strengthened by a dished or flattened, cone-shaped disc, the margin of which is rigidly secured to the flat disc. In practice it is the custom to place a circular sheet of felt upon the upper surface of such a tablet support, either permitting the same to rest loosely upon such support, or securing the same in place by the use of some adhesive. The use of felt for the purpose has become universal for the reason that when used in either of the ways just described there is no tendency to ravel or fray at the margin of the sheet of felt. Should any other fabric be used for the purpose it would be necessary either to hem the margin of the sheet or bind it with other material to prevent its fraying or raveling. The felt possesses the disadvantage of distortion upon the accumulation of moisture, either accidentally or from the moist condition of the atmosphere, so that it frequently happens that the felt sheet must be replaced.

It is well known that a pile fabric such as velvet or plush is more suitable for the purpose than felt; but hitherto, because of the tendency of velvet or plush to ravel and fray at the margin, it has not been used.

One of the objects, therefore, of the present improvement is to provide means upon the tablet support for firmly securing the margin of a pile fabric sheet upon the upper surface of the support without the necessity of a marginal binding or hem.

It is also desirable in practice to provide means whereby the tablet support may be readily removed from the driving spindle or mandrel. In prior patent referred to there was described a central thimble which is rigidly secured to the discs forming the elements of the tablet support, such thimble being provided with a central aperture which nicely fits over the spindle. The difficulty with such a construction in practice is that because of the

mandrel itself being slightly tapered such thimble frequently becomes fixed or set upon the mandrel, so as to require considerable effort to remove the same. It has been found in prac-

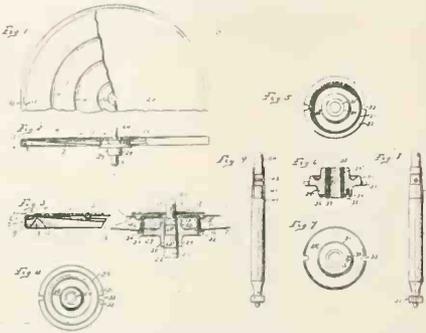


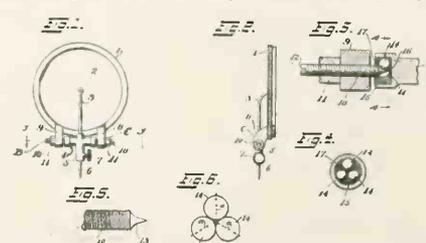
Figure 1 is a top-plan view of the improved tablet support. Fig. 2 is a side elevation, partly in section. Fig. 3 is an enlarged sectional view showing the details of the construction. Fig. 4 is a plan view of the center bearing and spindle with the tablet support removed. Fig. 5 is a plan view of a modified form of center bearing. Fig. 6 is a vertical section and Fig. 7 is a bottom plan of said modification. The object of the present invention is therefore to provide means for a floating fit between the tablet support and the spindle.

Figure 1 is a top-plan view of the improved tablet support. Fig. 2 is a side elevation, partly in section. Fig. 3 is an enlarged sectional view showing the details of the construction. Fig. 4 is a plan view of the center bearing and spindle with the tablet support removed. Fig. 5 is a plan view of a modified form of center bearing. Fig. 6 is a vertical section and Fig. 7 is a bottom plan of said modification. Fig. 8 is a side elevation of a spindle. Fig. 9 is a similar view, partly in section, of said spindle.

SOUND POST MOUNTING FOR PHONOGRAPHS.—James G. Nolen, New York. Patent No. 1,242,227.

The present invention relates to an improvement in sound boxes and like sound producing devices, and has for its object to provide a rigid, tensioned and substantially frictionless stylus bar mounting therefor which may be adjustable for wear, is self-centering and insures a true axial rotation about the pivotal point of such stylus bar without end or side play thereof, thereby counteracting the so-called "needling," and "blasting sounds" of various kinds that occur owing to looseness of the pivots in their trunnions, thereby improving the clarity of tone produced therefrom.

The important advantage of this construction is that it permits of true transmission of the wave oscillations imparted to the needle, through the stylus bar and sound post to the diaphragm without any loss due to im-



properly fitted or worn trunnions which permit of considerable play, and therefore, owing to the ratios of arm lengths the loss of consider-

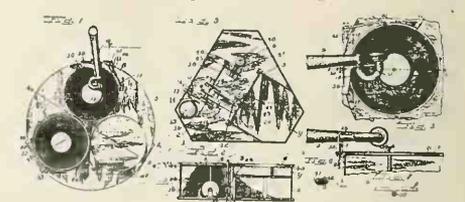
able diaphragm movement, and therefore reduce the volume of tone as well as muffling enunciation of spoken parts and songs.

In the accompanying drawings, Figure 1 is a front elevation of the device; Fig. 2 is a side elevation thereof. Fig. 3 is an enlarged sectional view of one of the trunnions. Fig. 4 is another sectional view thereof. Fig. 5 shows an enlarged end portion of the pivot. Fig. 6 is a diagrammatic view showing certain principles involved therein.

MULTIPLE DISC TALKING MACHINE.—Emil Milton Clason, Chicago, Ill. Patent No. 1,243,385.

Heretofore, although machines employing cylindrical records have been arranged to permit a plurality of record cylinders to be continuously and automatically operated in the same machine, it has been difficult (and deemed impractical) to continuously operate a plurality of flat or disc records in a single machine. In consequence, a considerable interval of time must elapse in such instances after the reproduction of the selection before the played record can be removed, a new record substituted a reproducing needle changed, and the machine again set in operation. This is objectionable in many instances, as, for instance, when a number of records are to be used consecutively as in the reproduction of certain operas and other musical productions in which case a marked interval of time elapses during the changing of records, causing an unpleasant break in the performance, which is distinctly distasteful to the hearer.

The object of this invention is to provide a talking machine adapted to receive a magazine of records, as for instance, an entire opera, lecture, or other selection requiring more than one record for its production and to so construct and arrange the machine and its mechanisms to enable the records to be played one by one and consecutively until the last of the series has been reproduced and to successively discharge the played records into a receptacle provided for that purpose, thus maintaining substantially the same order as that in which the records were arranged in the magazine.



It is also an object of the invention to afford mechanism for automatically and quickly shifting the sound box and arm therefor from the point where the reproduction of the last record was completed to the point for beginning the next succeeding record.

It is also an object of the invention to afford means for supporting a part of the records in the magazine while the record selected for playing is discharged from the magazine into position for reproduction.

It is an important part of the invention to afford means for automatically shifting the needles to automatically present, if desired, a fresh needle for use on each record, and also to provide in a machine of the class described in connection with a magazine of records to be successively played, a magazine of needles to enable a fresh needle to be employed on each record.

In the drawings: Figure 1 is a top plan view of a device embodying the invention, showing the horn in dotted lines. Fig. 2 is a slightly reduced section on line 2-2 of Fig. 1. Fig. 3 is a section on line 3-3 of Fig. 2. Fig. 4 is an enlarged fragmentary top-plan view of the reproducing mechanism, table, and record. Fig. 5 is a section on line 5-5 of Fig. 4. Fig. 6 is an enlarged section on line 6-6 of Fig. 4. Fig. 7 is a section on line 7-7 of Fig. 5. Fig. 8 is a fragmentary side elevation of the machine, showing the magazine broken away. Fig. 9 is a section on line 9-9 of Fig. 8. Fig. 10 is a section on line 10-10 of Fig. 9. Fig. 11 is a fragmentary face view of that portion of the

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS—(Continued from page 122)

device shown in Fig. 10. Fig. 12 is an enlarged side elevation of the mechanism for operating the tables. Fig. 13 is a top plan view of the same partly broken away and with parts omitted. Fig. 14 is an enlarged section on line 14—14 of Fig. 12. Fig. 15 is a section on line 15—15 of Fig. 12. Fig. 16 is an enlarged fragmentary detail of the mechanism for varying the rate of rotation of the disc. Fig. 17 is a section taken on line 17—17 of Fig. 4. Fig. 18 is a fragmentary sectional detail of a part of the trip mechanism for stopping and returning the sound box and reproducer arm to starting position. Fig. 19 is a view in elevation of the same taken in the direction of the arrow 19, on Fig.

ing the members at the various positions in such adjustment.

PHONOGRAPH TONE ARM CONNECTION.—Steger & Sons Piano Mfg. Co., Steger, Ill. Patent No. 1,243,854.

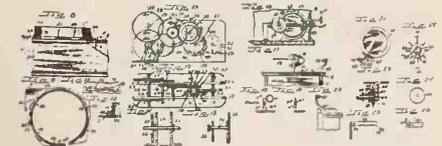
This application is a division of application No. 125,554, filed October 14, 1916, and now pending, for improvement in phonograph tone arm connections.

The purpose of the present invention is to provide an improved construction of the tone arm of a phonograph or talking machine and

In the common form of phonograph records little difficulty is experienced in reproducing the voices of comparatively loud singers and the music from comparatively loud instruments, but great difficulty is experienced where the sound to be reproduced is weak. This has been overcome to some extent by using loud toned needles, but the results obtained by using them are not as satisfactory as is desired.

It is the object of this invention to provide a means for greatly magnifying the reproduction of the sound made by a singer having an extremely weak voice or an instrument having an extremely weak tone, and to this end it consists of a specially constructed phonograph record provided with an internal sound box.

Figure 1 is a plan view partly broken away and in section of one form of phonograph record constructed in accordance with this inven-

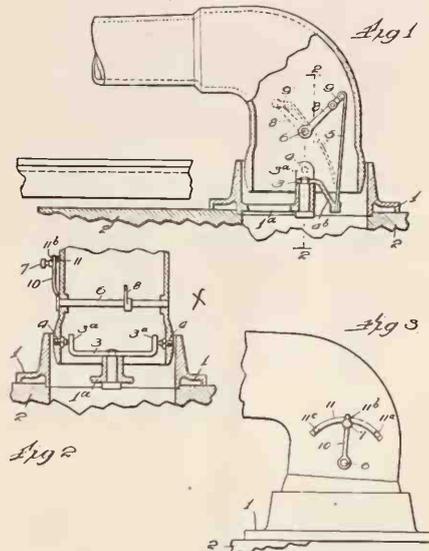


18. Fig. 20 is a fragmentary view in elevation taken in the direction of the arrow 20 on Fig. 1. Fig. 21 is a face view of the reproducer and sound box showing the magazine needle holder in place. Fig. 22 is an enlarged face view of the magazine needle holder showing the same detached from the sound box. Fig. 23 is a section on line 23—23 of Fig. 22. Fig. 24 is a face view of a part of the needle holder. Fig. 25 is an enlarged side elevation of the shifting device for the needles. Fig. 26 is an enlarged detail of the resilient finger whereby the needle magazine is shifted to present a new needle.

PHONOGRAPH TONE ARM CONNECTION.—Steger & Sons Piano Mfg. Co., Steger, Ill. Patent No. 1,243,853.

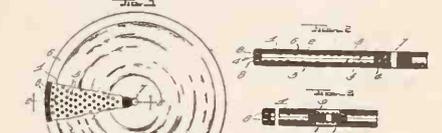
The purpose of this invention is to provide an improved construction of the tone arm of a phonograph or talking machine, particularly with respect to its connections for swinging over the record and toward and from the record and with respect to the mounting of the sound box thereon for various adjustments of the latter.

In the drawings: Figure 1 is a side elevation of a portion of a phonograph comprising a tone arm and sound box, and embodying the features of this invention. Fig. 2 is a top plan view of the structure shown in Fig. 1. Fig. 3 is a side



its mounting, particularly with respect to its connections for swinging over the record and toward and from the record, and for counterbalancing any excess of weight of the tone arm causing undue pressure of the stylus upon the record.

In the drawings: Figure 1 is a partly sectional side elevation of a portion of a phonograph comprising the tone arm and its mount, section being made axially with respect to the tone



tion; Fig. 2 is a transverse sectional view of the record taken on the line 2—2 of Fig. 1; and Fig. 3 is a similar view of a slightly modified form.

GRAPHOPHONE ATTACHMENT.—James I. Buffa, San Francisco, Cal. Patent No. 1,244,170.

The present invention relates to improvements in talking machines, and especially in Edison disc phonographs. The object is to provide means, automatically operating with the movement of the reproducer, to remove the dust from the record in front of the reproducer.

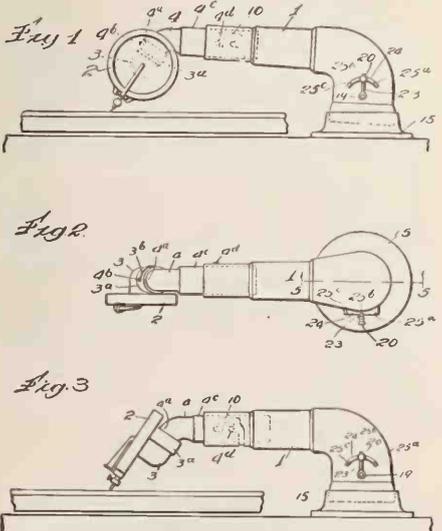
In the accompanying drawing, Figure 1 is a broken plan view of an Edison phonograph disc, the reproducer thereon and improvement attached thereto. Fig. 2 is a perspective view of



said reproducer and attachment; Fig. 3 is a broken bottom plan view thereof; Fig. 4 is a perspective view of the attachment detached; Fig. 5 is a broken perspective view of the reproducer arm; Fig. 6 is a broken perspective view showing a modification.

SOUND REPRODUCING MACHINE.—Henry T. Schiff, Chicago, Ill. Patent No. 1,246,474.

This invention relates in general to improvements in sound reproducing machines, but more particularly to improvements in tone arms therefor, and one of the objects of the invention is to provide an improved construction of tone arm and sound box therefor, whereby the sound box may be readily adjusted or positioned to adapt the same for playing records of different types, such as records having vertical sound undulations or lateral sound undulations. A further object is to provide improved means whereby the length of the tone arm may be varied to compensate the varying distances between the stylus and the pivotal axis of the arm when the soundbox is adjusted.



elevation of a portion of the tone arm and sound box having the sound box adjusted to a different position from that shown in Fig. 1. Fig. 4 is a similar view showing the sound box in a third position, namely, for receiving the stylus. Fig. 5 is a vertical section at the line, 5—5, on Fig. 2. Fig. 6 is a section at the line, 6—6, on Fig. 5. Figs. 7, 8, 9, 10, 11, 12 and 13 are detail views of a telescopic connection between the tone arm and the sound box elbows, showing a variety of forms of a slot in one of the telescopically-interfitting members for permitting the various adjustments of said joint and lock-

arm at the vertical plane of the axis about which it swings horizontally. Fig. 2 is a section at the line, 2—2, on Fig. 1. Fig. 3 is a detail side elevation of the elbow portion of the tone arm, showing an exteriorly-accessible device for adjusting the tension of the counter-balancing spring.

PHONOGRAPH RECORD.—Otto Carl Schroeder, Detroit, Mich. Patent No. 1,243,987.

This invention relates generally to acoustics and more particularly to certain new and useful improvements in phonograph records.

REPAIRS

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TALKING MACHINE REPAIR AND SALES CORPORATION

ANDREW H. DODIN, President

176 Sixth Avenue New York

TELEPHONE, CHELSEA 8437

RECORD BULLETINS FOR JANUARY, 1918

COLUMBIA GRAPHOPHONE CO.

6000 Second Hungarian Rhapsody. Part 1 (Liszt). Piano solo. Percy Grainger. 77088 Ernani (Verdi) "O De' Verd' Anni Miei (Oh, Bright and Fleeting Shadows)—Act 3. Orch. accomp. under direction of Giorgio Polacco. Riccardo Straaciani, baritone. 47211 Il Trovatore (Verdi) "Di Quella Pira" (Tremble Ye Tyrants). Tenor solo, orch. accomp., Hippolito Lazaro. A2416 My Laddie (Thayer). Soprano solo. Mrs. Ross David at the piano, Margaret Woodrow Wilson My Old Kentucky Home (Foster). Soprano with quartet, banjo and piano accomp. Mrs. Ross David at the piano, Margaret Woodrow Wilson. 8649 Rigoletto (Verdi) "Caro Nome (Dearest, Name). Orch. accomp. under direction of Giorgio Polacco. Maria Barrientos, soprano. 47350 Am Elvsterabend (New Year's Eve) (Schulz). Mezzo-soprano, orch. accomp. Elena Gerhardt. A2400 Lullaby (Brahms). Violin, flute and harp trio. Stehl-Lufsky-Schuetze Alpine Violets (Andre). Violin, flute and harp trio. Stehl-Lufsky-Schuetze A5998 New World Symphony (Dvorak) "Largo." Philharmonic Orchestra of New York Marche Militaire. From "Suite Algerienne" (Saint-Saens). Philharmonic Orchestra of New York A2406 Woodland Whispers (Czibulka). Prince's Orchestra Under the Greenwood Tree (Sous la feuillie) (Thome). Prince's Orchestra A2409 Long Boy (Walker). Orch. accomp. Byron G. Harlan and Peerless Quartet I Don't Want to Get Well (Jentes). Orch. accomp. Arthur Fields, baritone A2408 Somewhere in France Is the Lily (Howard). Orch. accomp. Henry Burr, tenor When the Great Red Dawn Is Shining (Sharpe). Orch. accomp. Charles Harrison, tenor A2399 I'm Crazy Over Every Girl in France (Wendling Wells). Orch. accomp. Avon Comedy Four We're Going Over (Sterling-Grossman-Lange). Orch. accomp. Peerless Quartet A2415 Give Me the Moonlight, Give Me the Girl (and Leave the Rest to Me) (Von Tilzer). Orch. accomp. Samuel A. Brown, tenor Give Me the Right to Love You All the While (Glatt). Orch. accomp. Sterling Trio A2411 Down South Everybody's Happy (Paley). Orch. accomp. George H. O'Connor, tenor Down Where the Sweet Potatoes Grow (Von Tilzer). Orch. accomp. George H. O'Connor and Columbia Quartet A2413 My Rose of Waikiki (Burnett and Burke). Tenor duet, accomp. by orch. and Hawaiian guitars. Campbell and Burr Hello, Aloha, Hello! (Meyer). Tenor duet, accomp. by orch. and Hawaiian guitars. Campbell and Burr A2412 My Sunshine Jane (Ball). Orch. accomp. Fred'k Wheeler, baritone, and Reed Miller, tenor In the Land of Wedding Bells (Meyer) Tenor duet, orch. accomp. Campbell and Burr A2423 Over the Top (Wells and Wendling). Orch. accomp. Columbia Quartet Homeward Bound (Meyer). Orch. accomp. Greek Evans, baritone A2425 Smile and Show Your Dimple (Berlin). Orch. accomp. Samuel Ash, tenor Hello! Wisconsin (Ruby). Orch. accomp. Irving Kaufman, tenor A2422 Wait Till the Cows Come Home, from "Jack O' Lantern" (Caryll). Orch. accomp. Henry Burr, tenor A Sweetheart of My Own, from "Jack O' Lantern" (Caryll). Orch. accomp. James Harrod, tenor A2414 It's a Long Way to Berlin, But We'll Get There (Flatow). Introducing (1) "Throw No Stones in the Well That Gives You Water;" (2) "Mammy Blossom's Possum Party" (Morse). One-step. Prince's Band There's Always Something New in Dixie (Vincent). Introducing (1) "Any Little Girl Can Make a Bad Man Good;" (2) "I Don't Want to be Loved a Little by a Lot of Little Boys" (Hanley). Fox-trot. Prince's Band A2403 Ida! Sweet as Apple Cider (Mason). Fox-trot. Earl Fuller's Rector Novelty Orchestra More Candy (Kaufman). One-step. Earl Fuller's Rector Novelty Orchestra A6001 The Sun Shines Brighter (Kern). Introducing Siren's Song, "The Crickets Are Calling," from "Leave It to Jane." Fox-trot, violin and piano duet. Jackers Brothers Just You Watch My Step (Kern). Introducing "Leave It to Jane," "I'm Going to Find a Girl," from "Leave It to Jane." One-step, violin and piano duet. Jackers Brothers A6002 I Don't Want to Get Well (Jentes). Introducing (1) "Hail! Hail! The Gang's All Here" (Morse and Sullivan); (2) "My Old Irish Mother and Ireland" (Freeborn); (3) "It's a Long, Long Way to My Home Town" (Mack). One-step. Prince's Band Smile and Show Your Dimple (Berlin). Introducing (1) "Everybody Took a Kick at Nicholas" (Hess, Lewis and Young); (2) "Meet Me at the Station, Dear" (Snyder); (3) "My Sweetie" (Berlin). Fox-trot. Prince's Band A6003 So Long, Mother (Van Alstyne). Introducing (1) "Down South Everybody's Happy" (Paley); (2) "My Rose of Waikiki" (Burnett and Burke); (3) "So Long, Sammy" (Gumble). One-step. Prince's Band The Bravest Heart of All (Whiting). Introducing (1) "My Mother's Eyes" (Paley); (2) "Throw Me a Kiss" (Whiting); (3) "Our Little Mountain Home in Switzerland" (Wells). Medley fox-trot. Prince's Band A2410 Life in a Trench in Belgium—Part 1 (Rice). Orch. accomp. Lieutenant Gitz Rice, of First Canadians, and Henry Burr Orch. accomp. Lieutenant Gitz Rice, of First Canadians, and Henry Burr A2395 Tancredi Overture (Rossini). Accordion solo, unaccomp. Guido Deiro Cavalleria Rusticana (Mascagni). Accordion solo, unaccomp. Guido Deiro A5999 Les Deux Grenadiers (Two Grenadiers) (Schumann). Bass solo, orch. accomp. Leon Rothier Le Cor (The Horn) (Flegler). Bass solo, orch. accomp. Leon Rothier A2397 Through the Air (Damm). Piccolo solo, orch. accomp. Marshall P. Lufsky

You and I (Short). Cornet duet, band accomp. Vincent C. Buono and Harry Brissett A5997 Polonaise Militaire (Chopin). Columbia Symphony Orchestra La Czarine (Ganne). Mazurka. Rusec. Prince's Orchestra A2341 Hail Columbia (Phile). Orch. accomp. Charles Harrison, tenor, and Columbia Stellar Quartet Columbia, the Gem of the Ocean (Shaw). Orch. accomp. Charles Harrison, tenor, and Columbia Stellar Quartet A2402 Christmas Morning at Clancy's (Porter). Comedy sketch. Steve Porter and Ada Jones Hip, Hi, Galop (Ferrazzi). Prince's Band A2407 All Erin is Calling Mavourneen (O'Hara). Unaccomp. Columbia Stellar Quartet Asthore (Trottere). Columbia Stellar Quartet A2396 Come Spirit Come (Townner). Unaccomp. Chautauqua Preachers' Quartet That Beautiful Land (Jones). Unaccomp. Chautauqua Preachers' Quartet A2404 Mr. Lem Underdunk—easily. Hornet of the Silver Cornet (Sale). Comedy sketch. Charles "Chic" Sale Mr. Lem Underdunk's Sleigh Riding Party (Sale). Comedy sketch. Charles "Chic" Sale A2398 Naval Reserve March (Sousa). Introducing "Blue Ridge" Prince's Band Jack Tar March (Sousa). Prince's Band A2405 La Paloma (The Dove) (Yradier). Hawaiian guitars and ukulele trio, Louise Ferera and Greenus Valse Bleue (Margis). Guitars and ukulele trio. Louise Ferera and Greenus A2401 When You and I Were Young, Maggie (Butterfield). Orch. accomp. Ruby Helder, girl tenor Berceuse (Lullaby) from "Jocelyn" (Godard). Orch. accomp. Ruby Helder, girl tenor A2382 The Old Grey Mare (adapted to Allen Sanger's poem, "Your Old Uncle Sam"). Arranged by Panella. Baritone and tenor duet, orch. accomp. Collins and Harlan When We Wind up the Watch on the Rhine (Thompson and Davis). Orch. accomp. Peerless Quartet

VICTOR TALKING MACHINE CO.

POPULAR SONGS 18399 Will You Remember? Alice Green-Raymond Dixon Just a Voice to Call Me, Dear. Alice Green with Orpheus Quartet 18408 Wait Till the Cows Come Home, Green-Macdonough with Mixed Quartet A Sweetheart of My Own, Elizabeth Spencer with Mixed Quartet 18409 Somewhere in France Is the Lily. Charles Hart My Sweetheart Is Somewhere in France, Elizabeth Spencer 18411 There's a Green Hill Out in Flanders, Alan Turner Say a Prayer for the Boys Out There, Peerless Quartet 18413 Long Boy, Byron G. Harlan with Peerless Quartet I Don't Want to Get Well. Van and Schenck 18414 Hail! Hail! The Gang's All Here! Shannon Four Bring Back the Kaiser to Me. American Quartet VOCAL RECORDS 70118 I Love to Be a Sailor. Harry Lauder RED SEAL RECORDS ENRICO CARUSO, Tenor—In French (Harp by Francis J. Lapitino) 88589 Nero—Ah, mon sort! Rubinstein 64732 The Rainbow of Love. John McCormack, Tenor WILLIAM F. KIRK-GUSTAVE FERRARI AMELITA GALLI-CURCI, Soprano—In Italian (Flute obligato by Clement Barone) 74557 Proch's Air and Variations. H. Proch 74503 She Wandered Down the Mountain Side, ALMA GLUCK, Soprano, Arthur Schenck, Tenor FIRST RECORDINGS OF THE PHILADELPHIA ORCHESTRA (Leopold Stokowski, Conductor) 64752 Hungarian Dance No. 5. Johannes Brahms 64753 Hungarian Dance No. 6. Johannes Brahms ERNESTINE SCHUMANN-HEINK, Contralto 88592 Danny Boy. Fred E. Weatherly

EDISON BLUE AMBEROL RECORDS

CONCERT LIST 28277 Anchored! (Watson). Baritone, orch. accomp., Thomas Chalmers 28276 E lucevan le stelle (The Stars Were Shining)—Tosca (Puccini). In Italian. Tenor, orch. accomp. Guido Ceccolini REGULAR LIST 3375 Hail! Hail! The Gang's All Here! (Morse-Sullivan). Mail voices, orch. accomp. Shannon Quartet 3378 I Don't Want to Get Well (Jentes). Baritone, orch. accomp., assisted by Grace Woods. Arthur Fields 3368 It's a Long Way to Berlin, but We'll Get There (Fields-Flatow). Baritone, orch. accomp., Arthur Fields and Chorus 3370 Melody Land—"Cheer Up" (Hubbell). Baritone, orch. accomp., Lawrence E. Gilbert and Chorus of Girls 3374 There It Goes Again (Goetz-Flatow-Jentes). Tenor, orch. accomp., Billy Murray and Chorus 3380 Wake Up, Virginia, and Prepare for Your Wedding Day (Seifert-Rosenfeld-Porter). Male voices, orch. accomp., Shannon Quartet 3367 We're Going Over (Sterling-Grossman-Lange). Male voices. Premier Quartet DANCE RECORDS 3369 Cheer Up, Liza—"Cheer Up." Fox-trot (Golden-Hubbell). For dancing. Jaudas' Society Orchestra 3364 Cute Little Wiggin' Dance (Creamer-Layton). Fox-trot. Frisco Jazz Band 3363 Good-bye Broadway, Hello France! One-step. For dancing. Jaudas' Society Orchestra 3360 Peacock Strut ("Frisco" Martyn). Fox-trot. xylophone, orch. accomp., Lou Chihia "Frisco" INSTRUMENTAL 3376 Divertimento—Il Convegno (Ponchielli). Clarinets, orch. accomp., Anthony Giannatoto and Fred J. Brissett 3361 Medley of Irish Jigs. Accordion, piano accomp., Patrick J. Scanlon 3372 Royal Italian March. New York Military Band 3379 Song D'Automne—Valse (Joyce). Frisco Jazz Band 3358 Spirit of America—Patriotic Patrol (Zamecnik). American Symphony Orchestra New York Military Band ANOTHER BOY-SOPRANO RECORD 3384 Comin' Thru the Rye (Anonymous). Boy soprano, orch. accomp., Master Claude Isaacs

SONGS AND BALLADS 3359 Forever Is a Long, Long Time (Von Tilzer). Soprano, orch. accomp., Gladys Rice 3373 I'll Remember You, Love, in My Prayers (Hays). Soprano, orch. accomp., Betsy Lane Shepherd and Chorus 3362 It's a Long Way Back to Mother's Knee (Sterling-Grossman-Lange). Tenor, orch. accomp., George Wilton Ballard 3385 Nightingale's Song—Pinafore (Gilbert-Sullivan). Tenor, orch. accomp., Vernon Dalhart and Chorus 3366 Sea Make a Man a Man (Ross-Blackman). Bass, orch. accomp., Donald Chalmers 3371 That's Why My Heart Is Calling You (Matzan). Tenor, orch. accomp., Vernon Dalhart 3377 Torn' a Surriento (de Curtis). In Neapolitan. Baritone, orch. accomp., Fernando Guaneri 3383 Where the Sunset Turns the Ocean's Blue to Gold (Petrie). Tenor, orch. accomp., George Wilton Ballard 3382 Wonderful Thing (Kummer). Soprano, orch. accomp., Betsy Lane Shepherd WHOLESOME HUMOR 3381 I'd Feel at Home If They'd Let Me Join the Army (Gumble). Comic song, orch. accomp., M. J. O'Connell 3365 Long Boy (Walker). Rube war song, orch. accomp., Steve Porter

PATHE FRERES PHONOGRAPH CO.

POPULAR "HITS" OF THE MONTH 20265 The Crickets Are Calling (Kern). Emma Stephens, soprano 10 The Man in the Battle-Plane (Stephens). Emma Stephens, soprano 10 20266 It's a Long Way to Berlin (Flatow). Fred Fairbanks, tenor 10 That's What Ireland Means to Me (Hanley). Harry McCleskey, tenor 10 20267 The Old Gray Mare (Panella). University Quartet, unaccompanied 10 There It Goes Again (Jentes). Noble Sissle, tenor 10 NEW STANDARD BALLADS SUNG IN ENGLISH 52026 The Nightingale's Song (Zeller). Piano, violin and flute accomp., Grace Hoffman, soprano 12 The Swallows (Cowen). Grace Hoffman, soprano 12 59021 From the Land of the Sky Blue Water (Cadmans)—"American Indian Songs." Eleonora de Cisneros, mezzo-soprano 12 Remembrance (Hamblen). Eleonora de Cisneros, mezzo-soprano 12 59020 When the Boys Come Home (Speaks), David Bispham, baritone 12 Danny Deever (Damrosch). David Bispham, baritone 12 25006 Within the Garden of My Heart (Scott). Craig Campbell, tenor 10 Love, Here Is My Heart! (Slesu). Craig Campbell, tenor 10 NEW SACRED AND SEMI-SACRED GEMS Largo (Handel). Kathleen Howard, contralto 10 20251 The Ninety and Nine (Sankey). Organ accomp., William Wheeler, tenor 10 Safe in the Arms of Jesus (Doane). Organ accomp., William Wheeler, tenor 10 FAVORITE BALLADS SUNG BY FAMOUS QUARTET 29003 On the Banks of Allan Water (Old Scottish Melody). Unaccomp., British Mixed Quartet 12 When Hands Meet (Pinsuti). Unaccomp., British Mixed Quartet 12 NEW DRAMATIC RECITATIONS 20259 Barbara Frietche (Whittier). Russell Hunting 10 The Dying Soldier (Miller). Russell Hunting 10 NEW PATHE "DE LUXE" DANCE RECORDS 20261 Sing Me Love's Lullaby (Morse-Silesu)—Medley waltz. Pathe Dance Orchestra 10 Sailin' Away on the Henry Clay (Van Alstyne). One or two-step. Pathe Dance Orchestra 10 20262 Till the Clouds Roll By. From "Oh Boy" (Kern). Fox-trot. American Republic Band 10 Just You Watch My Step. From "Leave It to Jane" (Kern). Medley one or two-step. American Republic Band 10 20263 Bungalow in Quogue. From "The Riviera Girl" (Kalman). Medley one or two-step. American Republic Band 10 Indianola (Onivas). Fox-trot. American Republic Band 10 20264 Send Me Away With a Smile (Glogau). One or two-step. Pathe Dance Orchestra 10 If You Saw All That I Saw in Arkansas (Ager). Fox-trot. American Republic Band 10 NEW HAWAIIAN RECORDS 20257 Kamawe (Shake Your Feet), Louise & Ferera Hawaiian Troupe 10 Kilima Waltz (Pali). Louise & Ferera Hawaiian Orchestra 10 20258 Allah's Holiday. From "Katinka" (Friml). Fox-trot. Louise & Ferera Waikiki Orchestra 10 Merry Widow Waltz (Lehar), Louise & Ferera Waikiki Orchestra 10 EXCITING PATHE RECORDING OF THE NEW MUSICAL SETTING TO "AMERICA" AS SUNG IN THE PUBLIC SCHOOLS AND ELSEWHERE 20252 America (McCabe). With male chorus, Gordon MacHughes, baritone 10 Hail, Land of Freedom—Battle Cry of Freedom (Turner). Pathe Concert Orchestra 10 A REMARKABLE RECORDING OF THE "ARRIVAL OF THE U. S. TROOPS IN FRANCE" 20269 Arrival of the U. S. Troops in France. With band accomp., Russell Hunting 10 Hail! Hail! The Gang's All Here (Morse). Unaccomp., University Quartet 10 NEW OPERATIC AND STANDARD RECORDS 64010 Christmas Valse (Margis)—In French, Lucien Muratore, tenor; Lina Cavalleri, soprano Au Clair de la Lune (Lullu) (In the Moonlight)—In French, Claude Muzio, soprano 12 Lucien Muratore, tenor; Lina Cavalleri, soprano 12 La Tosca (Puccini) "Vissi d'arte" (For Love and Art)—In Italian, Adamo Didur, basso 14 82006 Elisir D'Amore (Donizetti) "Udite, o rustici" (Listen, Rustics)—In Italian, Adamo Didur, basso 14 L'Oracolo (Leon) "Mio figlio" (My Child)—In Italian, Adamo Didur, basso 14 62031 La Favorita (Donizetti) "Spirto gentil" (Gentle Spirit)—In Italian, Aristodemo Giorgini, tenor 12 Luisa Miller (Verdi) "Quando le sire al placido" (When in the Evening)—In Italian, Aristodemo Giorgini, tenor 12 59009 La Tosca (Puccini) "O dolci mani" (Gentle Hands)—In Italian, Tito Schipa, tenor 12 Paggiacci (Leoncavallo) "Serenata" (Serenade)—In Italian, Tito Schipa, tenor 12 NEW OPERATIC AND STANDARD BALLAD RECORDINGS 59016 Die Walkure (Wagner) "Ho-yo-to-ho" (Brunnhilde's Battle Cry)—In German, Eleonora de Cisneros, mezzo-soprano 12

Tristan Und Isolde (Wagner) "Wacht Lied" (Sentry Song)—In German, 12
Eleonora de Cisneros, mezzo-soprano
59022 Le Prophete (Meyerbeer) "Ahl mon fils!" Ah, My Son)—In French, 12
Eleonora de Cisneros, mezzo-soprano
A Dream (Bartlett), 12
Eleonora de Cisneros, mezzo-soprano
59023 Faust (Gounod) "Faites-lui mes aveux" (Flower Song)—In French, 12
Eleonora de Cisneros, mezzo-soprano
Martha (Flotow) "Last Rose of Summer, 12
Eleonora de Cisneros, mezzo-soprano
NEW POPULAR PRICED OPERATIC RECORDS
26009 Le Jongleur de Notre Dame (Massenet) "Le-
gende de la Sauge" (Legend of the Sagebrush)
in French, 10
M. Danges, baritone
Manon (Massenet) "Eponuse quelque brave fille"
(Marry Some Brave Maiden)—In French, 10
M. Danges, baritone
26010 Manon (Massenet) "Le Reve" (The Dream)—
In French, 10
M. Vaguet, tenor
LA Damnation de Faust (Berlioz) "Invocation"
In French, 10
M. Vaguet, tenor
NEW BAND AND ORCHESTRA RECORDS
40111 Norwegian Rhapsody, Part 1 (Lalo), 12
Garde Republicaine Band of France
Norwegian Rhapsody, Part 2 (Lalo), 12
Garde Republicaine Band of France
20253 Second Regiment, Connecticut National Guard
March (Reeves), American Regimental Band
American Republic March (Thiele),
American Regimental Band
40098 In the Sun (Steiner) "Intermezzo,"
Imperial Symphony Orchestra
The Miracle (Humperdinck) Concert waltz, 12
Imperial Symphony Orchestra
NEW INSTRUMENTAL NOVELTIES
20255 Sing Me to Sleep (Greene), Violin solo, piano
accomp., 10
Jan Rubini
Love, Here Is My Heart (Siles), Violin solo,
piano accomp., 10
Jan Rubini
29004 Silver Threads Among the Gold (Danks), Cornet
solo, 12
Harry Graham
Our Hands Have Met, But Not Our Hearts
(Wallace), Cornet solo, 12
Harry Graham
40113 Andante (Hollman), Violoncello solo, 12
Josef Hollman
Idylle (Mothé), Violoncello solo, 12
Josef Hollman
59019 Romance (Sibelius), Piano solo, 12
Rudolph Ganz
Prelude in C Sharp Minor (Rachmaninoff), Piano
solo, 12
Rudolph Ganz

GENNETT RECORDS

POPULAR SONGS
7624 Send Me Away With a Smile (Weslyn-Pianta-
dosi), Baritone with orch. accomp., Jack Kimbal
I May Be Gone For a Long, Long Time (Brown-
Von Tilzer), Tenor with orch. accomp., Harry Ellis
7623 It's a Long Way to Berlin, But We'll Get There
(Fields-Flatow), Tenor with orch. accomp.,
Arthur Hall
Over There (Cohan), Baritone with orch. ac-
comp., Jack Kimbal
7627 Somewhere in France Is the Lily (Johnson-
Hloward), Tenor with orch. accomp., Arthur Hall
When Yankee Doodle Came to Parlez Vous
Francis (Hart-Nelson), Tenor with orch. ac-
comp., Arthur Hall
7629 Hail! Hail! The Gang's All Here (Esrom-Morse
& Sullivan), Vocal quartet with orch.,
Peerless Quartet
I Don't Want to Get Wet (Pease & Johnson-
Jentes), Tenor with orch. accomp., Arthur Hall
DANCE RECORDS
7626 Melody Land (Golden-Hubbell), One-step from
"Cheer Up", Liza (Golden-Hubbell), One-step from
"Cheer Up", Gennett Band
7628 Paddle-Addle (Snyder), Fox-trot,
Vess Ossman's Banjo Orchestra
He's Just Like You (Von Tilzer), One-step,
Vess Ossman's Banjo Orchestra
10029 Aloha Sunset Land (Kauels), Fox-trot, Intro-
ducing "Simplicity" by Dorothy Lee, Gennett Band
Battleship New York (Fulton), March,
Gennett Military Band
HAWAIIAN MELODIES
7625 Kilima Waltz, Hawaiian steel guitar with guitar
accomp. by Emilio Calamara, William D. Reid
He Lei No Kalupai—Mau! Girl, Hawaiian steel
guitar with guitar accomp. by Emilio Calamara,
William D. Reid
STANDARD RECORDINGS
10025 On the Road to Mandalay (Kipling Speaks),
Baritone with orch. accomp., Royal Daddmun
Keep the Home-Fires Burning (Ford-Novello),
Baritone with orch. accomp., Royal Daddmun
7601 The Sweetest Story Ever Told (Stults), Vocal
quartet unaccomp., Manhattan Quartet
Come Where My Love Lies Dreaming (Foster),
Vocal quartet unaccomp., Manhattan Quartet
7611 Can't You Hear Me Calling, Caroline (Gardner-
Roma), Tenor with orch. accomp., William Scherer
The Last Rose of Summer (Moore), Soprano
with orch. accomp., Inez Barbour
ART SONG RECORDS
12501 Largo (Handel), Piano accomp. by Francis
Moore, Helen Ware, violinist
Meditation—"Thais" (Massenet), Piano accomp.
by Francis Moore, Helen Ware, violinist
10030 When the Bell in the Lighthouse Rings (Lamb-
Solman), Frederic Martin, bass
Rocked in the Cradle of the Deep (Knight),
Frederic Martin, bass
10019 Vulcan's Song—"Philemon et Baucis" (Gounod),
Frederic Martin, bass
Gipsy John (Clay), Frederic Martin, bass

EMERSON PHONOGRAPH CO.

(THE CURRENT LIST)
7287 So Long Mother (Eagan-Kahn-Van Alstyne)—
Patriotic Solo, orch. accomp., Arthur Burdin
The Farmyard Blues (I Miss My Mississippi
Home) (Smith-Troy)—Character song, orch.
accomp., Arthur Collins
7285 Long Boy (Herschell-Walker)—Comic character
war song, orch. accomp., Byron G. Harlan
My Broken Rosary (Wm. J. McKenna)—Baritone
solo, orch. accomp., Jack Warner
7286 Joan of Arc (Berlin-Leslie-Meyer)—Medley
march and two-step, Emerson Military Band
The Liberty Bell March (J. Philip Sousa),
Emerson Military Band
7278 Billy Boy (Roberts-Valton)—Patriotic solo, orch.
accomp., Burdin
Sailin' Away on the Henry Clay (Kahn-Van
Alstyne)—Southern character song, orch.
accomp., Arthur Collins
7288 Somewhere in France Is the Lily (Johnston-
Johnson)—Patriotic solo, orch. accomp., Burdin
March the 17th, Introducing "St. Patrick's Day
in the Morning," "Wearin' of the Green,"
"Top of Cork Row," March and one-step,
Emerson Military Band

7284 Break the News to Mother (C. K. Harris)—Lyric
tenor solo, orch. accomp., Jim Doherty
Set Aside Your Tears, Till the Boys Come
Marching Home—Medley (Friedland-Franklin-
Gilbert)—March and one-step, Introducing
"Honey Girl" by Emerson Military Band
7290 When Yankee Doodle Comes to Parlez Vous
Francis (Nelson-Hart)—Patriotic solo, orch.
accomp., George L. Thompson
Sammy Boy (Your Father Deserves a Medal)
Kendis-Brockman)—Comic patriotic solo, orch.
accomp., Thompson
SONG HITS AND DANCE SELECTIONS
7282 They Go Wild, Simply Wild Over Me (Fisher-
McCarthy)—Comic character song, orch.
accomp., George L. Thompson
Love Me To-day (To-morrow, We May Part)
(Henry-Onivas-Whitson)—Baritone solo, orch.
accomp., Jack Warner
7283 Melody Land (Golden-Hubbell), From "Cheer
Up" at the New York Hippodrome—Baritone
solo, orch. accomp., Harry Evans
Sweet Genevieve—Mezzo soprano solo, orch.
accomp., Marion Wilson
7281 Cheer Up "Liza" (Golden-Hubbell) From "Cheer
Up" now at the New York Hippodrome—Baritone
solo, orch. accomp., Harry Evans
Invincible Eagle March (J. Philip Sousa)—March
and one-step, Emerson Military Band
7277 I Sent My Wife Away for a Rest (I Need It)
A. Von Tilzer-McCarron-Brown)—Comic song,
orch. accomp., Robert Grant
Marche Indienne (A. Sellenick)—Hindu march,
Emerson Military Band
7280 Will You Remember? (Romberg-Young), From
"Maytime"—Baritone solo, orch. accomp.,
Jack Warner
The Rosary (Ethelbert Nevin)—Soprano solo,
orch. accomp., Ruth Lenox
7279 For You a Rose (Edwards-Cobb)—Fox-trot,
Emerson Band
Umbrellas to Mend (Kaufman)—One-step,
Emerson Band
APPROPRIATE CHRISTMAS RECORDS
7289 Holy Night (Michael Hayden)—Mezzo soprano
solo, orch. accomp., Marion Wilson
Aria From Joshua ("Shall I in Mairnes Fertile
Plain")—Bass solo in French, accomp. by
Reisenfeld's Rialto orch., Enzo Bozano

EMPIRE TALKING MACHINE CO.

POPULAR HITS OF THE DAY
5467 Where the Black-Eyed Susans Grow—Tenor
solo, Manuel Romain
Waiting for You—Tenor solo, Charles Ryan
5469 I Feel Lonesome Sometimes—Tenor solo,
Harvey Hindermeyer
There's a Million Reasons Why I Shouldn't Kiss
You, But I Can't Think of One—Tenor solo,
Sam Ash
5470 The Girl You Can't Forget—Tenor solo,
Manuel Romain
5475 Indiana—Contralto solo, Amy Coxie
I Don't Know Where I'm Going, But I'm on
My Way—Tenor solo, Henry Burr
Some Sunday Morning—Duet,
Ada Jones-Harry Dunning
5476 If You Ever Get Lonely—Tenor solo,
Manuel Romain
I May Be Gone for a Long, Long Time—Tenor
solo, Henry Burr
5477 The Man Behind the Hammer and the Plo,
Empire Male Quartet
5484 Over There—Tenor solo, Francis Carroll
On the Beach at Waikiki—Tenor solo,
Irving Kaufman
The More I See of Hawaii, the Better I Like
York—Comic solo, Harry Dunning
5485 Send Me Away With a Smile—Tenor solo,
Manuel Romain
5486 Laddie Boy—Tenor solo, Henry Burr
5486 Joan of Arc—Tenor solo, Henry Burr
Bring Me a Rose—Tenor solo, Sam Ash
5496 My Own United States—Tenor solo,
Charles Ryan
Good-bye Broadway, Hello France—Tenor solo,
Irving Kaufman
5497 So Long, Mother—Tenor solo, Charles Ryan
Somewhere in France Is Daddy—Tenor solo,
Henry Burr
COMIC SELECTIONS
5489 Where Do We Go From Here?—Comic selec-
tion, Geo. L. Thompson
Constantinople—Comic selection, Ada Jones
5500 Cohen Telephones the Garage—Comic selection,
Geo. L. Thompson
The Death of Towser—Comic dialogue,
Golden-Heins
5512 It Takes a Long, Tall, Brown-Skinned Gal to
Make a Preacher Lay His Bible Down—Tenor
solo, Irving Kaufman
The Old Grey Mare—Comic duet, Collins-Harlan
5513 Well! Keep Things Going 'Till the Boys Come
Home—Comic selection, Ada Jones
When Yankee Doodle Learns to Parlez Vous
Francis—Comic selection, Geo. L. Thompson
DANCE SELECTIONS
5479 I'll Make You Want Me—One-step, Empire Band
The Clown Band—Novelty, Fox-trot, Empire Band
5480 The Cavalry Wiggle—Fox-trot, Empire Band
Listen to This—One-step, Empire Band
5481 Yaddie Kaddie Kiddie Koo—Fox-trot,
Empire Band
Keep Your Eyes on the Girlie You Love—One-
step, Empire Band
5491 It's a Pippin—Fox-trot, Empire Band
Eve Wasn't Modest 'Till She Ate the Apple—
One-step, Empire Band
5492 When the Sun Goes Down in Dixie—Fox-trot,
Empire Band
It's Time for Every Boy to Be a Soldier—One-
step, Empire Band
5516 Somewhere on Broadway—Fox-trot, Empire Band
For You a Rose—One-step, Empire Band
5517 I May Be Gone for a Long, Long Time—One-
step, Empire Band
You're a Great Big Lonesome Baby—Fox-trot,
Empire Band
HAWAIIAN SELECTIONS
5483 Kohala March—Hawaiian duet, Louise-Ferera
Sweet Lei-Lehua—Hawaiian trio (Introducing
Irene Greenis, Hawaiian singer and whistler,
Ferera-Greenis
5493 Maui Waltz—Hawaiian trio—Ukulele acc.,
Louise, Ferera-Greenis
Hawaiian Hotel March—Hawaiian duet,
Louise-Ferera
5505 Kamawe (Shake Your Feet)—Hawaiian duet,
Louise-Ferera
One, Two, Three, Four—Hawaiian trio (Miss
Irene Greenis singing), Louise, Ferera-Greenis
5519 Ukulele Blues—Hawaiian duet, Louise-Ferera
Wiliwili Wai (Surging Waters)—Hawaiian trio,
Louise, Ferera-Greenis
VOCAL SELECTIONS
3112 The Trumpeter—Baritone solo, Millo Picco
Le Cor—Bass solo, Enzo Bozano
3113 My Old Kentucky Home—Soprano solo,
Rose Dreban-Male Chorus

Carry Me Back to Old Virginny—Soprano solo,
Rose Dreban-Male Chorus
CHRISTMAS AND SACRED SELECTIONS
3117 Shall I in Mairnes Fertile Plain (from
"Joshua")—Bass solo, Pierre Byron
The Lost Chord—Tenor solo, Edward Charlton
Paris Anfelitus (O Lord Most Holy)—Soprano
solo, Adelaide Kann
Ave Maria (Gounod)—Soprano solo—Violin and
Piano accomp., Mme. Clothilde Sirischewich
5515 The Birthday of a King—Tenor solo,
Harry Evans
Adeste Fidelis (Oh, Come All Ye Faithful),
Empire Male Quartet
INSTRUMENTAL SELECTIONS
1064 Forge in the Forest—Descriptive, Empire Band
12 Monastery Bells (Idyll), Empire Band
1066 Midsummer Night's Dream (Mendelssohn Wed-
ding March), Empire Band
Woodland Whispers (Characteristic Morceau),
Empire Band
1067 'Till the Clouds Roll By (from "Oh Boy"),
Empire Band
Spooky Spooks Medley (Intro, Honolulu Hieki
Boola Boo), Empire Band
5495 America (My Country, 'Tis of Thee)—Bass
solo, Alan Turner
Columbia the Gem of the Ocean—ECHO Quartet
Alan Turner
5521 Joffre March (Savino), Empire Band
The Allies Parade (Sidgood), Empire Band

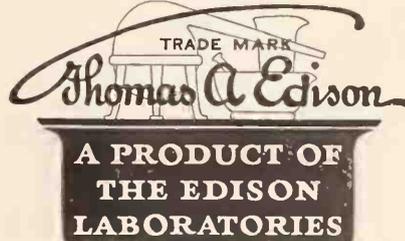
PAROQUETTE RECORD MFG. CO.

116 I Don't Know Where I'm Going, But I'm on My
Way (Von Tilzer), War Song, Tenor solo,
Henry Burr
Way Down in Arkansas (White), Campbell-Burr
117 Indiana (Hanley), Sterling Trio
You're a Grand Old Flag (Cohan), Irving Gillette
118 Over There (Cohan), Popular war song, Henry Burr
I'm Happy When the Band Plays Dixie (Van-
derveer), ECHO Quartet
119 I've Got the Sweetest Girl in Maryland (Donald-
son), Wm. Sheffer
Just Idle Dreams (Mackin), Campbell-Burr
120 The Movie Picture Hero of My Heart (Erd-
man), Gillette-Bell
A Face Only a Mother Could Love (Grossman-
Lange), Comic song, Geo. L. Thompson
121 The Holy City (Adams), Reed Pinkney
Flee as a Bird (Dana), John Wilbur
122 Killarney (Balfe), Henry Burr
Loch Lomond—Scotch Folksong, Henry Burr
123 Break O'Mora (Greay), Bird warblers by Joe
Belmont, Concert Orchestra
The Music Box (Laidlow), Concert Orchestra
124 Oh, Johnny! Oh, Johnny! Oh!—Medley One-
step (Olman), Introducing "At Seven, Sev-
teen and Seventy", Dance Orchestra
If You Can't Make a Hit in a Ball Game, Med-
ley One-step, Introducing "Dat Am De Rag"
(Held), Dance Orchestra
125 I'm a Longin' fo' You—Waltz (Hathaway),
Dance Orchestra
In the Gloaming—Waltz (Harrison), Dance Orchestra

NEW EDISON TRADE-MARK

New Design Adopted by Edison Officials Will Be Used on Every Edison Product in the Future—Also to Appear in Advertisements

Thos. A. Edison, Inc., has announced that the officials of the Edison affiliated interests have



The New Edison Trade-Mark adopted a new trade-mark which will distinguish all Edison goods in the future. This trade-mark will appear in all advertisements, stationery, shipping cases, etc., used by the Edison organization. Herewith is presented a reproduction of the new Edison trade-mark, which consists of the well-known signature of Thos. A. Edison, which stands out in bold relief against the outlines of a retort, mortar, pestle and graduate.

VISITS COLUMBIA OFFICES

Alfred D. Engelhardt was a visitor this week to the executive offices of the Columbia Graphophone Co., New York, and also called at the company's recording laboratories and at the Columbia Shop. Mr. Engelhardt, who is very well known in the piano industry, is now associated with the Columbia Co.'s wholesale division, traveling from the New Haven branch. He has been very successful, and is enthusiastic in his praises of the sales possibilities of Columbia Grafonolas and records.

The music store of Bowman & Co., Ingersoll, Ont., was recently burned, the loss amounting to \$20,000.



We wish to thank the
Phonograph Motor Trade for the generous
encouragement to our endeavors,
the recognition of the fruit of our labors
as expressed in the
Great Motor Achievements of the year—
the Jewel-Bearing Butterfly, the Little Butterfly,
the No. M-3 and the No. M-2—
and the patience and loyalty shown by the trade in
our efforts to take care of
an expanding business beyond our fondest dreams.

This has been a Great Year for us,
and it is a pleasure to record our gratitude
and our sincerest wishes for a
Banner Year for all our customers in 1918!

The House of Leonard Markels
One Hundred Sixty-five William Street, New York