"The best-known trade mark in the world

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

THE INSTRUMENT OF QUALITY

Sonora
CLEAR AS A BELL

SONORA PORTABLE

$60

This, the highest grade Portable, is a big seller. It has the characteristic rich Sonora tone and appeals instantly to automobilists, vacationists, students, soldiers, and all who have use for a small, quality phonograph. Plays all makes of disc records, all sizes. Weight only 15 pounds complete.

LAST year Sonora's sales were over one hundred times what they were four years ago.

Only a phonograph of extraordinary excellence, you realize, could make such a phenomenal record. Sonora dealers make money.

Sonora's big sales are the result of Sonora's exceptional merit, Sonora's liberal, progressive selling policy, and Sonora's original, forceful advertising. Now—(not six months from now when you may be troubled because of delayed deliveries owing to the filling of previous orders of more foresighted dealers)—now—investigate the remarkable opportunities which are offered to you through the sale of this superb instrument which, point for point, is unequalled.

At the Panama-Pacific Exposition Sonora won highest score for tone quality

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

Art models made to special order

Write today regarding selling Sonoras in 1918

Sonora Phonograph Sales Company, Inc.

GEORGE F. BRIGHTSON, President

Executive Offices: 279 Broadway, New York City

Distributors in convenient centers throughout the country

Sonora operates and is licensed under BASIC PATENTS of the phonograph industry
The Talking Machine World
Vol. 14. No. 2
New York, February 15, 1918
Price Twenty Cents

IMPORTANT CHANGE IN TACOMA

Shaw Supply Co. Takes Over the Eilers Talking Machine Co. and Now Handles Three Leading Lines of Machines and Records

TACOMA, WASH., February 1—John Ramaker, manager of the phonograph supply department of the Shaw Supply Co., 1015 Pacific avenue, announces that his company has taken over the Eilers Talking Machine Co.

"We have been handling the Edison and Columbia machines," said Mr. Ramaker, "and with the addition of the Victor, we hope to be carrying the three standard makes of talking machines. We are enlarging our space to accommodate our new stock and will have three new record rooms, making a total of eight record rooms."

Mr. Ramaker also announced that with the addition of stock the Shaw Supply Co. will introduce a novelty into Tacoma in the form of daily talking machine recitals. The artistically and comfortably furnished record room at the front of the Shaw Supply Co. will be used for these recitals, which will be given daily from 10 a.m. until 5 p.m.

"When I was East recently," said Mr. Ramaker, "the novelty recitals given daily by various music houses were very successful. Some of the houses even served tea during the afternoon. Women downtown shopping would drop in and listen to the music for a few minutes. We will commence these recitals at once and invite all Tacomans to attend."

W. M. RANDOLPH WITH B. H. ROTH
Takes Charge of Victrola and Sporting Goods
Departments in Big Stores in West New York, N. J.—Expects to Increase Business

William M. Randolph, formerly connected with Landay Bros., New York, is now associated with B. H. Roth, of West New York, N. J., one of the largest exclusive Victrola dealers in Hudson County. Mr. Roth has enlarged his parlors and taken the two adjoining stores, adding large and well equipped sporting goods, kodak and toy departments. Mr. Randolph will have full charge of the Victor and sporting goods departments in these new quarters. Sporting goods line is not new to Mr. Randolph, for he was formerly buyer of sporting goods for a large New York house. He also has much wide experience in the talking machine field.

TALKING MACHINES FOR HAITIANS

Natives of West Indian Island Show Strong Desire for American Products

Since the occupation of Haiti by the United States there is said to have developed throughout the island a strong demand for merchandise made in this country, says the New York Times.

The most striking manifestation of this development is a number of orders for low and medium priced phonographs which exporters in this city have received during the last few weeks from Haitian importers to replace goods formerly obtained in Europe. Some of the higher-priced machines have also been wanted, though in more or less limited quantities. The belief expressed by dealers in American phonographs seems to be continuing strong in spite of high freight rates and the difficulties of transportation.

The advertising of your store is a reflection of its personality! You are as much a part of the store's advertisement as the printed daily store news! You are part of the "inside adv."

Mme. Amelia Galli-Curci, Soprano

Galli-Curci Scores in New York

Noted Victor Artist Heard With Chicago Grand Opera Co. in New York—Her Remarkable Career—Puts Royalties Into Liberty Bonds

One of the stars who are making history with the Chicago Opera Company, which has attracted large audiences at the Lexington avenue Opera House, New York, the past few weeks, is Amelia Galli-Curci. This distinguished soprano was not entirely unknown, either here or in the West, for her voice, through the Victor records, has long been appreciated. Naturally, the desire to hear this artist was strong, and there was much uneasiness when it was rumored that owing to a needed rest she would not be able to sing in this city, but this newest of prima donnas, unknown in this country a year and a half ago, appeared in New York and conquered. As a matter of fact she swept musical New York off its feet.

Mme. Galli-Curci's career is an interesting one, and it appears that she has never had a singing lesson in her life, that as a girl she heard all the operas at La Scala; that Mascagni, her piano teacher (she was a professional pianist before she became a singer), told her singers were born, not made; and, having found she was so born, she had taught herself. And never would she let any one, not even her husband, hear her practice (if practice is the right word for what coloratura sopranos do when in training). She locked all the doors, she said, and made her piano her only intimate.

The Italian soprano confesses that in an incredibly short time she has collected royalties from $40,000 in talking machine records and put this money into Liberty Bonds—practical and patriotic, isn't it? Mme. Galli-Curci and her painter husband, Luigi Curel, who is a marquis but doesn't mention it, who are "at home" at 27 West Sixty-seventh street, have expressed themselves as delighted with New York and its people.

Next spring Mme. Galli-Curci expects to visit California. One fact stands forth, that no matter where she goes her voice and her ability will be known in advance by reason of her Victor records—among the greatest aids to public advertising existing to-day.

INTERESTING THE CHILDREN

The children of to-day are the men and women of the future. Build for the future of your store by cultivating the children to-day. Impressions are easily made. It will not be hard for a talking machine dealer to win their friendship, he has such a fascinating line to interest and entertain them. And they'll not forsake you later, when they grow up.

AFTER MISLEADING ADVERTISERS

Talking Machine Trade Should Be Interested in Efforts of Music Industries—Better Business Bureau to Protect Legitimate Business

The Music Industries Better Business Bureau, which has headquarters at 432 Broadway, Milwaukee, Wis., with C. L. Dennis as secretary, is making a monthly report of the activities and the report for December recently issued is particularly interesting. Although the bureau was organized under the direction of the National Association of Piano Merchants, Secretary Dennis has also directed his attention to advertising of musical instruments in various sections of the country.

As has been stated before in The World, the bureau makes a monthly report of the activities and the report for December recently issued is particularly interesting. Although the bureau was organized under the direction of the National Association of Piano Merchants, Secretary Dennis has also directed his attention to advertising of musical instruments in various sections of the country.

One dealer used the name of a prominent machine as the basis for selling his own instruments, and the other made most extravagant statements regarding the capacity of the machines he was producing his machines and the profits that could be made by selling them. In the first case several papers were persuaded to refuse the advertising, and in the second instance fixed prices have stabilized business and given a fair field to the small dealer, who is hardest hit by the price-cutting practice. We are glad, therefore, remarks Leslie's Weekly, that one of the leading makers of an advertised commodity has determined to fight in the courts the Government indictment that the company's refusal to sell its products to dealers who persistently cut prices is in violation of the Sherman law. We agree with Mr. Sidney Colgate that a "great ethical principle" is being violated that affects vitally the entire manufacturing industry, that every manufacturer has "the moral and legal right to protect his good name and his good name."

HOW JARDINE IS "DOING HIS BIT"

E. A. Jardine, who conducts the Sonora Phonograph Agency at 711 Boardwalk, Atlantic City, N. J., has just lost his last 28 feet motor glider in the person of Fairfax A. Jones, who has joined the Aviation Service. Last April Mr. Jardine's son, who was acting as sales manager of his flying school, was killed in an accident, and is now a commissioned officer on the U. S. S. "Wisconsin" "somewhere at sea." Meanwhile, Mr. Jardine declares that he is not only losing his son, but is losing the forces of Uncle Sam on land and sea, but he is "doing business as usual," and thus helping to stabilize industrial conditions.
Why the Salesman Who Oversells His Customer Is Not Exercising Good Business Judgment

The average talking machine salesman if he can induce the prospective purchaser of a $50 machine to take one worth three or four times as much feels that he has done a good piece of work, that he has justified the term salesman as applied to himself and is looking out for the interests of his house. In a great many cases the salesman is right, but there are some cases where to induce a customer to invest several times the amount originally intended shows bad business judgment, and may lead to embarrassment later.

It frequently happens that a man feels that he has $50 or $60 to spend for a talking machine and starts out to buy one at that price, with the intention of paying cash for it. He is also prepared to buy a few records, and with his machine payment out of the way at one time may be expected to keep on buying records, possibly in small quantities, at regular intervals. If the salesman gets hold of such a man and persuades him to invest in a $150 instrument, for instance, the customer, finding that he cannot pay in cash, grabs eagerly at the regular terms and starts out to buy one at that price, with the intention of paying cash for it. He is also prepared to buy a few records, and with his machine payment out of the way at one time may be expected to keep on buying records, possibly in small quantities, at regular intervals. 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**Victor Supremacy**

The enormous public demand for the Victrola is an endorsement of its supremacy. Victor retailers are successful because they give the public what it wants.

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

Bellini Gramophone Co., Montreal, Canadian Wholesalers

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

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

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

**Victor Wholesalers**

Des Moines, Ia.---M. G. Black Music Co.
Detroit, Mich.---Grinnell Bros.
Elmira, N. Y.---Elmira Arms Co.
E. F. Pico, Tex.---W. G. W. Coe Co.
Honolulu, T. H.---Bergavet Music Co., Ltd.
Indianapolis, Ind.---Stewart Talking Machine Co.
Jacksonville, Fla.---Florida Talking Machine Co.
Kansas City, Mo.---J. W. Jenkins Sons Music Co.
Lincoln, Nebr.---Rau P. Corte Co.
Little Rock, Ark.---O. K. Houck Piano Co.
Los Angeles, Cal.---Sherman, Clay & Co.
Memphis, Tenn.---O. K. Houck Piano Co.
Millwaukee, Wis.---Badger Talking Machine Co.
Minneapolis, Minn.---Badger, O'Noll Co.
Mobile, Ala.---Wm. H. Reynolds.
Montreal, Can.---Brunelle Gramophone Co., Ltd.
Nashville, Tenn.---O. K. Houck Piano Co.
Newark, N. J.---Price Talking Machine Co.
New Haven, Conn.---Henry Horton.
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AN IMPORTANT ACCESSORY—ALBUMS FOR FILING DISC RECORDS

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

THE PULLING TEST—THE STRENGTH IS THERE

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

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

We manufacture disc Record Albums containing 12 pockets to fit cabinets of all sizes and styles. We also make Albums containing 17 pockets. For durability, finish and artistic design, our Albums are unsurpassed. We have unexcelled manufacturing facilities, and considering quality our prices are the lowest. Write us giving quantity you may desire, and we will quote prices.

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

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

CHANGING WINDOW DISPLAYS PAY

Butler's Music House, Marion, Ind., Believes in This Policy—Patriotic Records Featured

Marion, Ind., February 8—Despite the severe winter weather and the abundance of snow that kept many people off the streets, Butler’s Music House of this city, of which Edwin Butler is the head, followed its usual practice of changing

Butler Bros.’ Record Window Display

the window display each week, and even under the most unfavorable weather conditions the efforts put into this work were more than repaid by the sales registered.

The company has been paying particular attention to featuring patriotic records, and the accompanying illustration shows one of their recent window devoted to that purpose. As will be seen, the Victor French Course for Soldiers, embodied in three records, is strongly advertised in the center of the display, while on the right appears the company’s service flag with its five stars. The background for the display consisted of large-sized flags of our Allies with the Stars and Stripes in the center. Opportunity was also found for showing the popular models of the Victorola and the Edison Diamond Disc phonograph, for the company handles both lines. The display of records about the floor served to facilitate the making of selections by those who stopped to look.

That the entire display was effective was proved by the increased volume of record sales.

DEATH OF BENTON M. HARGER

Harger & Blish, Inc., Des Moines, Ia., have sent out memoriam cards announcing the death of Benton Merritt Harger, president of that corporation, who died recently at his home in Hollywood, Cal., where he had resided for some years past. Mr. Harger had not been prominent in the trade of late years, merely retaining a financial interest in the corporation which bears his name. Following the death of his wife two months ago, Mr. Harger suffered an epileptic stroke from which he rallied, but a second stroke proved fatal. Mr. Harger was born in Syracuse, N. Y., April 12, 1839, and during his long, active life had been one of the foremost citizens of Dubuque.

The man who attracts attention is the man who is thinking all the time, and expressing himself in little ways. It is not the man who tries to dazzle his employer by doing the theatrical and spectacular.

Talking Machine Hardware

We manufacture hardware for all styles of cabinets

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

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

MAKE BIG RECORD IN SMALL CITY

Huntley-Stockton-Hill Co., Greensboro, N. C., Sell 178 Edison Phonographs in Six Weeks’ Holiday Drive—Good Team Work

The Huntley-Stockton-Hill Co., of Greensboro, N. C., who handle the Edison line of phonographs and records, report an unusually active demand for those goods, a demand stimulated considerably by the energetic efforts of the company’s staff.

During the six weeks’ holiday drive, ending January 1, the company disposed of 178 machines as a result of competition developed by two selling teams.

In a letter to C. B. Haynes & Co., Edison jobbers, of Richmond, Va., the company says regarding its holiday drive:

On about the 17th of November we divided our sales force into two teams and told them that the team that sold the most machines would receive a fine dinner and twenty-five dollars ($25.00) in gold. There were only three or four machines sold until the first of December, when they began to get busy, and by the first of January one team had sold eighty-seven and the other ninety-one, making a total of one hundred and seventy-eight machines, which we feel is a very good showing for a town of this size, and also taking into consideration that we have only had the Edison line for a little over one and one-half years.

We feel that if you could have supplied us with all the machines that we wanted we could easily have sold two hundred and fifty. We want to thank you, as well as the Edison factory, for the co-operation you have given us in the way of advertising matter, and we expect to sell twice as many machines in 1918 as we did in 1917.

The company’s record of business is particularly good when it is considered that Greensboro has a population of approximately 30,000, of which about a third are negroes.
Victor Supremacy

The supremacy of the Victrola is linked with the world's greatest artists.

The prosperity of the music trade, the success of Victor retailers, are the natural result of this overwhelming supremacy.

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

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

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

Important Notice: Victor Records and Victor Machines are scientifically co-ordinated and synchronized by our special processes of manufacture, and their use, one with the other, is absolutely essential to a perfect Victor reproduction.
There has been much talk of the curtailment of the manufacture of "non-essentials," or all those goods not required to provide the necessities of life. That means that the jobber and dealer in normal times is prepared to purchase the goods are two widely separated and distinct things at present.

The freight situation continues serious. With fuel, foodstuffs and munitions having the right of way on the railroads, and with the Government in control of the transportation systems to see that this priority order is enforced, the shippers and consignees of freight not coming within those favored classes must take their chances of delivery, and they are long chances.

Until weather conditions improve, there are only certain days when freight of certain classes will be received by the railroads, and then only in limited quantities. Moreover, there have been tight embargoes placed on the bulk of freight by several Eastern railroads, and there probably will be more embargoes in the future. The wise and logical thing to do, therefore, is to get the freight situation well in advance, and order up to the hilt, is the advertising of instalment terms, and to leave that question for the customer's convenience, provided they are within reason, the average amounts received as first payments and the installments arranged for each month are much higher than the average.

The ordinary business man in making a $200 purchase, for instance, would hesitate to offer $5 or $10 to bind the bargain and agree to pay a similar sum monthly. He realizes the amount of the investment and generally offers an initial payment averaging at least 20 per cent. of the amount of the purchase. Advertising of terms does not affect the talking machine dealer as much as it does the piano dealer, but while in the former case the average value of an individual purchase is smaller, there is at the same time an equal tendency to cheapen the products. A $200 machine for which the dealer will accept $3 or $5 as first payment does not seem nearly as valuable to the purchaser as would be the case if he had to pay $25 or $50 down.

Advertising that the dealer will accept the customer's own terms, if in reason, appears to the ordinary reader to be a most generous proposition. The customer feels that he is safe to make a purchase because he can pay for it any way he sees fit, and his terms, ninety-nine times out of one hundred, will be better than the minimum terms that the retailer has been in the practice of asking. Just now every dollar in cash has an added value, and if by adopting this idea of the piano man the talking machine dealer can bring in the cash on their sales in larger quantities and with greater rapidity, then it certainly is worth trying.

The Garfield order can be accepted as proof of this attitude, and with the demand so as to fill the holes in the retail stocks left by the order issued, the talking machine men, manufacturers, and dealers and record manufacturing is done by machinery, even to the varnishing of the cabinets, and that the use of machinery was sufficient to prevent damage to stock and the freezing of sprinkler systems. The heating of plants and offices during January and February to catch up in some measure was the minimum terms that the retailer has been in the practice of asking. Just now every dollar in cash has an added value, and if by adopting this idea of the piano man the talking machine dealer can bring in the cash on their sales in larger quantities and with greater rapidity, then it certainly is worth trying.
transportation of fuel in increased quantities on those days. Therefore, instead of the order being rescinded in part, it is not improbable that it may be, in some manner or other, extended.

Meanwhile indications are that the trade has adapted itself to the changed conditions and is working along lines that will overcome in a considerable measure the effect of the shut-down, by increased efforts during the five working days, and overtime occasionally, when feasible. There are still many who grumble at the severity of the Garfield order and who are not yet thoroughly convinced regarding its necessity, but these are war times, and the great majority of the people of the United States comprehend that there must be fire where there is smoke and have set themselves to grin and bear it, regardless of personal opinions—in other words, to use a familiar advertising slogan, "there's a reason."

A little extra effort, a closer attention to details, and the go-ahead spirit will enable the trade to overcome these and other obstacles and, barring unforeseen conditions, make 1918 just as good a year for the talking machine industry as has been predicted.

The merchant and his salesman should bear one fact in mind, that the first impressions are the most lasting, and if you give a man a good impression of your place when he enters you have accomplished half the battle of separating him from his money. A quick walk forward, a pleasant greeting and close attention are not hard things to give, but they will make sales where a glum dyspeptic countenance, with mouth drooping at the corners and a general look of having liver trouble, will put a customer in an antagonistic mood that will mean a hard fight to win his trade.

The desirability of applying the trade acceptance to all classes of transactions in buying and selling merchandise is becoming more generally understood in all the leading industries of the country. Leading trade associations are recognizing the value of this plan of putting credits into available liquid form, in this way expanding the use of commercial paper.

There is no doubt that the war, through its related activities, has done much in forcing developments which formerly and for some time recently had appeared disposed to hang fire. For instance, the trade acceptance, an institution whose merit is obvious, and which for years has been included among the fundamentals of commercial systems in practically every other civilized business country of the world, was up to a year ago understood but by a small number of people in this country, while a greater number considered the matter hardly worth their time or effort. What a change, however! Today every merchant and business organization is giving this subject the closest consideration.

The matter of credits has been much in the public mind since the United States entered the war, and business men in particular have become alive to the beneficial results of the use of trade acceptances, with the result that this subject is before the country in a new light. People are getting a better comprehension of how it will broaden industry by liquidizing credits, and thus give the merchant greater opportunities for trade expansion.

Manufacturers and jobbers are giving considerable attention these days to the subject of advertising. Every live man to-day concedes that advertising is a necessity, one that returns good dividends on the investment when space is properly utilized. In this connection it is well to bear in mind that every advertising medium has two costs-space cost and service cost. One gives use; the other gives results. Service cost varies. The amount this varies determines the amount of results—that is, the amount of value received. But this varies always in proportion to the circulation of the medium. The more representative the circulation the higher the service. Since you purchase advertising space to put it to use and secure results, it is false and momentary economy to consider any but the medium of greatest representative circulation. Results, through use, soon offset any initial saving in cost of space. Service includes safety. It protects your reputation and guarantees your sales. Let "Service First" be your motto; it is ours—it is a winning policy.

And, talking about advertising, there are many concerns in this and other industries which, through lack of courage or for other reasons, during the war, have set about curtailing expenses by cutting down, or eliminating their advertising appropriations, and thus undermining the value of their sales departments.

Economy along these lines is not sound nor sensible. The concerns that will reap the harvest when the harvest time of peace comes will be those which have had the courage to push their businesses in the face of war, and the foresight to maintain their advertising campaigns, and keep their sales organizations just as close to normal as conditions will permit.

Money spent along this line is not money thrown away by any means. It is money definitely invested for future dividends. It insures a permanence of name value and develops a cumulative effect that cannot be extinguished—one that will bring most satisfactory returns.

The business men who lose courage and plan to hibernate during the period of the war are, unless peace comes unexpectedly, going to find themselves and their advertising forgotten and their names but distant memories. The time the live ones spend in going ahead the others must spend in starting up again—a handicap which no successful business man desires to have placed upon him.
The Need for Music

Food, raiment and shelter are absolutely essential to existence. But it is not these necessities that make life worth living, they merely make existence possible. In order to sustain the highly developed life of today the individual requires something more than physical sustenance.

In striving for a better, a higher, a more ideal existence, the absolute necessities bear no part but the sustaining of physical life. Life, without many things which are often misnamed "luxuries," would not be "living" at all, it would be mere existence.

Who but the most narrow-minded could possibly call music a luxury. A luxury is anything that can be taken out of our lives without actual suffering. Music could not be taken out of our lives without real suffering. It is honey to the soul. It speaks in all tongues and all ears understand. It brings man into closer touch with his Creator and with his fellow-man than any other medium. It speaks to the souls of men, and men respond with the noblest and purest deeds of heroism. Inspired by it they make the sublimest sacrifices with a smile on their lips. They go into battle—they go down on ships at sea singing songs.

People buy food, clothing and shelter simply because they must have them. We are very proud to feel that they invest in the instrument of Music's Re-Creation because they want it; not because it is absolutely essential to existence but because they very deeply feel that they need it to round out their lives, to help make living worth while, to brighten leisure hours and to bind the home ties closer.

Music's Re-Creation is helping to sweeten the bitter cup that the world now holds to its lips, and every loyal member of the Edison organization is doing his part to make the influence of Mr. Edison's new art felt in every American home.

What a privilege—what a satisfaction it is to be associated with such a wonderful factor in the life of today!

THOMAS A. EDISON, Inc.
Orange, N. J.
It Doesn't Pay for the Salesman to Laugh at the Mistakes of His Customers

It is not difficult for the average talking machine salesman to recount the humorous instances that occur in the course of his experience in the store, of the people who have come in without any knowledge of what they wanted or with the wrong name for the desired record, and people who have been confused as to artists and makes of machines, and brought their troubles to the salesmen. These instances for the most part are really funny, but the time to laugh at them is when the customer has left the store, and when there are no outsiders to hear.

We all know of the story of the bravy Irishman who entered a talking machine store and demanded a record by "Al McGlock." The incident is related as a story, but the average salesman has to meet demands equally as ridiculous every day in the week. Every customer is not well versed in the names of musical compositions, nor can everyone pronounce correctly the names of foreign artists. If fact, there are many salesmen, supposed to be authorities, who have weird methods of pronouncing some of the artists' names.

When a customer enters the store and asks, as did the colored woman, for the record "Human or with the wrong name for the desired record, without any knowledge of what they wanted or with the wrong name for the desired record, the customer has left the store, and when there are no outsiders to hear.

We have seen these customers flush with embarrassment by bringing the desired record forward without delay is one of the traits of the salesman who knows his business.

We have seen incidents where the salesman has smiled in a superior way at the demand of a customer, and taken long enough to explain to that customer just where he, or she, was in error in pronouncing the name or indicating the desired selection. We have seen these customers flush with embarrassment, or more frequently with anger, and hurry out of the store before completing a purchase. Even when the customer stays after being corrected, they acted as though their feelings were hurt and only bought the one record asked for to prevent the further embarrassment of having the salesman answer as they went out empty handed.

We have seen occasions where salesmen have smiled and actually laughed at the mistakes of a customer. It doesn't require statistics to prove that the customer once laughed at is a customer lost.

One of the great problems of the talking machine has been to bring into the lives of the musically uneducated the greatest works of the masters. The man or woman who formerly depended for his music upon the vaudeville theatre or even the hand organ can now play at home and by means of the talking machine, the great arias and symphonies that under ordinary conditions would be as foreign to him as Chinese. It is but natural that the average mortal cannot delve into this new musical world without making some mistakes, and every mistake thus recorded in the talking machine store may be accepted as proof positive that another convert has been won over to the cause of good music.

The man or woman who comes in and pronounces the name of some foreign artist casually and without hesitation generally has much experience with the higher types of music, but the person who comes in and stumbles is exploring a new realm, and the salesman who is looking towards the future of the business should make a special effort to make that exploration pleasant and to remove the stumbling blocks of almost unpronounceable names with courtesy and tact.

Then the customer leaves the store with the feeling that he has been well treated and will come again, rather than with the feeling that he has been laughed at and that his trade is not wanted.

Moreover, if after the exit of the customer making the humorous mistakes the salesman sees fit to laugh by himself, or in company with his fellows, that fact is noticed by other customers who happen to be present, and we may be sure, if any among them is not quite sure of his ground, he is going to think awhile about coming into that store again, unless for a record that is perfectly familiar to him. Of course if the salesman's sense of humor is strong enough to overcome his sense of business and he can only control himself sufficiently to let the customer get out of the store, why, there is a valuable sale lost. He is taking by the throat the rear of the talking machine store to which he can repair and roll on the floor in glee for a few moments to relieve his feelings.

The adage "Laugh and grow fat" is all right under certain circumstances, but the salesman who laughs at customers' mistakes is going to grow thin through lack of nourishment and the wherewithal to purchase same.

NEW WAR USE FOR THE TALKER

KANSAS CITY, Mo., February 5—Now comes Arnold Berns, of Peabody, Kan., pioneer cattleman, who has seen this cattle feeding business in full blossom way to the grade Hereford and Shorthorn in the cattle industry, and declares that the phonograph can be made a great factor in fattening cattle. At the meeting of the Kansas State Board of Agriculture at Topeka, Kan., Mr. Berns said that the phonograph will serve to quiet the nerves of cattle in the fattening stalls and make them more susceptible to the grains and feeds given them and that they will take on fat faster by being quiet and less nervous.

"Many of the cattle in our Western feed lots and stalls," said Mr. Berns, "have been raised on the ranges of the West where the howl of the coyote has been the music of the range. These cattle taken off the range and confined in close quarters naturally become restive and nervous and miss the sounds of music of the ranges. Two bunches of cattle fed under exactly the same conditions near Peabody, Kan., differ in weight and price when marketed. The man who sold the higher priced bunch of cattle was asked for an explanation by his less successful neighbor and was told that he had the advantage of the higher priced bunch of cattle had arisen from his hand when he heard the cattle running around in nervous excitement in the feed lot at night and had gone down the place of the human voice under such circumstances. We could start with a coyote record that would cause the range cattle to forget their homesickness and look longingly for the freedom of the open prairie ranges and then we could educate them up to some of Caruso's or Melba's wonderful arias or the "Marseillaise" or some of the patriotic airs. Think of how unfeastable an army of soldiers would be if fed on beef that had been fattened to the music of such soul-stirring war airs as we are all hearing these days." Mr. Berns spoke on "Cattle Feeding as a Business" and his introductory remarks were in relation to phonographic music as a feature of cattle feeding. His address was notably the leading feature of the Topeka meeting.

The Brunswick Shop, Dallas, Tex., has installed a stock of Columbia Grafonolas and records.

Record Cleaners
Automatic Stops

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

KIRKMAN ENGINEERING CORPORATION, 237 Lafayette St., New York

To the Talking Machine Dealer: HAVE YOU CATALOGUE No. 317 T W?

Sectional Cabinets For Disc Records

The better the facilities you furnish your customers for housing records the greater the quantity of records you will sell.

Look carefully at the cabinet.

It invites you to fill it, in fact, you cannot resist the temptation to fill it. No matter how many sections are bought there will be empty compartments and these are always in sight, inviting you to fill them, and the records too are always in sight, inviting you to play them. Any record is so easily found and quickly replaced that this cabinet adds an extra charm and fascination to the playing of records.

Suppose each of your customers had this cabinet and you had a sample on your salesroom floor to remind them to buy additional sections. Not only would the sale of the cabinets increase but what a tremendous increase in the sale of records would result and there is excellent profit in the sale of both.

Each section has 90 compartments numbered consecutively from 1 up. Globe-Wernicke Catalogue No. 317 T W describes and illustrates these goods fully.

Brown Disc Record Cabinet

For every talking machine made

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.

Ash for Catalogue No. 317 T W

The Globe-Wernicke Co.
CINCINNATI
C. K. BENNETT HEADS OHIO ASS'N

Manager of Eclipse Musical Co. Elected President of Talking Machine Dealers’ Association of Northern Ohio—Annual Banquet of That Organization to Be Held on February 20

CLEVELAND, O., February 2.—At the recent annual meeting of the Talking Machine Dealers’ Association of Northern Ohio, held in this city, Charles K. Bennett, manager of the Eclipse Musical Co., Victor distributor, was elected president for the year 1918, with H. E. Roos, of the Columbia Graphophone Co., vice-president; James Card, of the Lakeside Music Co., secretary; A. L. Maresh, of the Marashi Piano Co., treasurer, and E. B. Lyons, of the Eclipse Musical Co., recording secretary.

The annual banquet of the association will be held at the new Hotel Winton on February 20, and the program on that occasion will be an elaborate one. Among the speakers will be Henry C. Brown, assistant to the general manager of the Victor Talking Machine Co.; J. Raymond Bill, associate editor of The Talking Machine World, and a representative of the Columbia Graphophone Co. An autographic message from Thomas A. Edison is also looked for.

KEEPING SHOW WINDOWS CLEAN

Those who are located in regions where the illuminating medium is natural or artificial gas have experienced considerable difficulty with a peculiar greasy deposit on plate glass windows, which gives to them a bluish appearance regardless of the amount of energy expended in the cleaning. If after having followed the ordinary procedure of cleaning a piece of glass, a small sack be made of coarse cheesecloth and filled with lamp black and the glass thoroughly polished with this and then polished with a clean cloth, it will assume a brilliancy unobtainable by any other means.

TALKING MACHINE AT THE FRONT

Major H. H. Noyes, Who Formerly Travelied for W. D. & C. N. Andrews, Buffalo, Writes of Experiences With Pershing’s Army in France—Asks About the War Sentiment Here

BUFFALO, N. Y., January 21—“The Frenchman warms himself by suggestion. He builds a fire in the fireplace and so long as he can see a small blaze he is content.”

This was one of the many interesting comments of life in France by Major H. H. Noyes, who traveled in the Buffalo territory for W. D. & C. N. Andrews of this city for five years. Major Noyes is now serving his country in France. He is with Pershing’s army and an interesting letter from him was recently received by Mr. and Mrs. C. N. Andrews.

Referring to the subject of heat Major Noyes said: “We are different. We build a fire and put in a good-sized chunk of wood for a back log and really get some heat. We bought wood at about $14 a cord. Coal is a luxury. If one has a piece of hard coal he wears it on his finger in place of a diamond. The houses here are cold and have no furnaces.

“The weather here is so rotten that I cannot wax very eloquent over the scenery. There are wonderful roads and lots of woods, which are mostly planted. Conservation is a religion here. They plant trees which they are not allowed to cut for thirty years or more.

“We eat, sleep and work war, but still you folks know more about the war than we do,” continued Major Noyes. “We are concerned with our own particular little world and have our hands full. Would be glad to learn the mental attitude of the people in the United States. Are they taking this war seriously or not? They should and the pacifist and slacker should not be allowed to sport and exhibit their views, for they are a menace. The pacifist is the worst enemy we have—worse, in fact, than the boche, and that is beyond one’s comprehension. I have personally seen things over here on my trips to the British and French fronts that make one wonder whether or not civilization is more or less of a myth.

“One group of German prisoners wouldn’t believe the American army was here. They thought we were British dressed in the uniform of the U. S. A., just to impress and mislead the Germans. A German prisoner, who had lived in America for several years, said to one of our men that the entrance of America in the war would make no difference. He also said that although we might get a few men over casually, a U. S. troop ship would never reach Europe.

“The funny part of this is that while he was talking a big fleet of transports was steaming in and he hadn’t noticed them. When his attention was called to the fleet and he was told it was one of several already landed, he looked dazed for a minute and then turned away—licked.

Do your bit—but don’t talk of it beforehand!

The ADVERTISING of the SCHUBERT PHONOGRAPH is concentrated right in the newspapers of the dealer’s own home town, hitting hard the only people to whom he can expect to sell a machine.

The dealer’s own name is in every ad.

We shall be glad to tell you all about our plans.

Five Models, $60 Up

The BELL TALKING MACHINE CORPORATION

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

Factories, 1 to 7 West 139th St.

LOCAL TERRITORIAL DISTRIBUTORS


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

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!

PITTSBURGH PATHEPHONE CO.
963 LIBERTY AVENUE, PITTSBURGH, PENNSYLVANIA
Talking Machine Aids Piano Technicians In the Study of Tone Composition

With a knowledge of that change we have no difficulty in appreciating a difference in the voice but it is doubtful if you would recognize your own voice recorded and reproduced. Let us go back to our accepted piano tone composition having a relative active intensity of 50 per cent. in the fundamental and the other six partials in sequentially decreasing intensity until only a trace of the seventh is audible. A heavy stroke on a piano key brings out partials up to or above the twenty-fourth. By means of the resonators they may be heard.

"Talking Machine Demands the Respect of Practical Acousticians"

There is in Chicago a group of technicians in the music industry who meet regularly and discuss scientific matters relating to the designing and construction of pianos and the development of tone with a view to finding some means for improving their product where it is not improved, but all are changed. It is characteristic of the banjo and xylophone are the ones that are reproduced perfectly by the talking machine. Verberation in the room is increased by the presence of a receiver-a horn of different cubical content, which the record was made each augmented the more obvious the echo. Hence there are echoes.

Any room is a reverberating chamber and if the reproductions of the partials, which are reproduced, enter a receiver-a horn the more obvious the echo. That is the reason a room is the sound of echo. When we understand why we can tell one sound from another the pleasure of hearing and comprehending is multiplied. There is not a sound that you hear during the day that is not interesting from a scientific viewpoint.

The fact that a sound may be reproduced, whether the characteristics are quite the same or not is a matter of tremendous interest to the days of the little cylinder with the tin-foil in which the record was made each augmented the more obvious the echo. That is the reason a room is the sound of echo. When we understand why we can tell one sound from another the pleasure of hearing and comprehending is multiplied. There is not a sound that you hear during the day that is not interesting from a scientific viewpoint.

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Mr. Triggs (Prince Lei Lani, Hawaiian tenor) sang "Pua Sabimia," "Aloha Oe" and the "Romanza" with his voice, the next with the record and so on throughout the number. Applying the same theory to the reproduction of piano tone," remarked Mr. Morton, "I confess I spent many hours trying to find the cause of some apparent distortions. I couldn't understand why a piano record sounded so much like a cross between a banjo and a xylophone. The limitations are not failure to record or reproduce, but are caused by other partials, other tones. In volume I think we could approach very closely the volume of the original instrument. The augmented partials would become more obvious than in the talking machine of smaller tone chamber, or horn. We can't magnify the good without magnifying the evil. The relative intensity of partials contained in a tone determines its quality. If that relative intensity is disturbed the quality is changed. The more increase in intensity of one partial above its normal degree would change its quality and this factor, as I have already mentioned, would account for its distortion. It is wonderful that we get as true an effect as we do with that handicap. If you have a nasal-toned piano, with odd numbered high partials, you put your tone regulator on the job, expecting him to make a perfect-toned piano. When such tones appear on a talking machine record we are apt to condemn the talking machine. By the collaboration of the piano manufacturer and the talking machine manufacturer that fault may be eliminated. We are fortunate in having the assistance of Mr. Harold Triggs, who will play for us. We will then have the reproduction of this number on the piano itself-an instrument not yet on the market, of the electronic player grand-and reproduced by the autograph roll, then reproduced on the talking machine." Mr. Triggs played "The Polonaise Militaire," which was then reproduced on electric player grand.

Mr. Morton (talking machine manufac-

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“What would you like to hear?”

No matter what musical taste may be expressed in the customer’s reply, the Columbia salesman can meet it.

Popular and patriotic songs, opera, plenty of Columbia’s own unequaled dance music, sparkling gems of violin and piano, the grand harmonies of a great symphony orchestra, brass band music—all are to be found in Columbia’s offerings for March.


As for the new and novel—there are two splendid features. The first of the Thornton Burgess Bedtime Stories, told for Columbia kiddies, in the author’s own voice, are “Johnny Chuck Finds the Best Thing in the World” and “The Christmas Joy of the Beautiful Pine.” Lacalle’s Spanish Orchestra makes its Columbia debut with “Alegrias” and “Los Crotalos,” two mad dances from the sensational New York musical success “The Land of Joy.”

We’ve given you just an idea of the good things in this March list. Examine it in detail, and you will realize its surpassing excellence.
Let one Grafonola sell another

Columbia music is always good music, whether the Grafonola on which it is played costs $18 or $250.

People buy Columbia Grafonolas in order to enjoy Columbia music. The wise dealer's first aim, in making a sale, is to sell Columbia music. He is not over-anxious that the Grafonola purchased be an expensive model.

He knows that many a home hungry for good music is not yet ready to purchase a Grafonola of the more costly type. But such a home has a place, today, for the model at $18, or $30.

The dealer who sees that this want is met has made two sales. The inexpensive instrument will establish the enjoyment of Columbia music, and some day there will be an exchange for a higher-priced model—with a second profit.

Columbia Graphophone Co.
Woolworth Building, New York

Columbia Grafonolas
Columbia Grafonola
$30
HOW THE TALKING MACHINE AIDS PIANO TECHNICIANS

(Continued from page 15)

sounds like a 'plucked' tone. It is not improbable that this results from the reflection of energy by the walls of the studio, and that this 'shake' is really an echo. You could build on the tone of a piano almost any combination by addition. The upper part of the register is much better than the lower.'

"Now note particularly the difference in the lower and upper registers (demonstrating). From about middle C up the tone more nearly approaches the tone of the piano. From middle C, the farther down the less fundamental is observed. Mr. White has expressed just what I wanted to bring out with this point: Analyses have been made of the tone of the various parts of the piano scale. By means of the phonodesk it was determined with whatever degree of correctness the instrument might show, that the low notes—wound strings—had very little fundamental. If I recall, down in the next to the last octave there was barely a trace of the fundamental. That seemed unreasonable to me because we can determine the pitch of those notes, and it is the fundamental which determines the pitch. A possible explanation might be that the 'taps' on the atmosphere are less frequent at a point where there are only sixty-four vibrations per second than two octaves higher when there are 256. When the rate is only sixty-four per second the intensity, or rather carrying power, is not so great as in the upper register. At the same time I have a strong impression that, given a piano of such size that bass strings of correctly proportioned length and pliability may be used, the recording diaphragm will respond with sufficient intensity to influence favorably the reproduction. If we get a stronger fundamental with a long pliable bass string than we do with a short stiff one, it would be fair to assume that a balance of tone would result, and also that any company making records would be glad to pay the price for a piano that would improve the reproduction.

After considerable discussion on the question of piano tone, and the necessity of having a long string in order to produce the desired fundamental tones in the lower register, the question of reproducing music on the talking machine again came up, and it was agreed that much of the trouble lay in the diaphragm, as it is difficult if not impossible to design a diaphragm that would be suitable for reproducing very rapid vibrations or very slow ones with equal faithfulness. For the diaphragm would have to be changed to give a greater intensity than it would to that of another pitch.

In the course of his discussion Mr. Morton offered some interesting suggestions regarding the reproduction of wind instruments. As a specialist in this field, Mr. Morton, 'the second bass should be placed closer to the horn, the first bass a little farther, etc. It would rid us of the predominant tenor and give us the graceful fundamental.'

"I feel that the public will be much more interested in all records having full strong fundamentals, however produced, than they will in the average present records, both orchestral and vocal. If those in charge of studios will understand that when the public says: 'This is a good and this is a poor tone' and we analyze both it will be found that the one which the public says is good has a dominant fundamental and the one which the public says is poor has little fundamental, they will effect a grateful change."

"I would like to ask what instrument records sell most readily to the public," asked one piano man, to which E. H. Rose replied: "'Cello, violin and harp records.'

There are some very excellent tones reproduced, especially at Morton, but their relationship is distorted. Take two violins, viola and 'cello. The 'cello is usually too light. We glory in a passage where it comes out strong and clear, and then with a gook it goes into a substantial second bass. To determine in a flat vibrating body the true pitch—the fundamental—you can use this instrument known as a phenomenon of sound, locate some foreign sound, locate the desired tone in your piano, vibration of case, plate, etc. When you get through with it you can tell whether your car and local engine trouble. It is an aid to listening and any aid to listening is very well worth while. And now, to return to the talking machine, the diaphragm being flat and vibrating in odd-numbered segments, the attempt has been made to crown it. Just as soon as you near the arch you approach the unresponsive. It has too much resistance. It is not practical. Some day we will get away from the diaphragm entirely. The horn idea will never be entirely satisfactory as a true recorder or reproducer. The horn idea, or tone chamber, is no longer a thing."

"In the meantime we have records to-day that couldn't be replaced by any other means. Think what the record of ancient history would mean in our talking machine studios to-day. Think of the great speeches by Roman senators that are handed down for us to-day as phonograph records. If there is anything on earth that should be encouraged it is the talking machine industry and everything pertaining to it. Give it its proper place. It has a big place and is one which will redound to our glory if we back it up strongly. The talking machine doesn't take up space of the piano but it is a addition. The reproducing piano probably is the closest we can come to-day to a reproduction of an artist's work. The gradations are not as fine as we would like to have them, but we are progressing."

SOME GOOD PUBLICITY IN DENVER

C. B. Wells, Publicity Manager of Knight-Campbell Music Co., Gets Interesting Story on Music on Farm in Representative Papers

DENVER, Colo., January 19—C. B. Wells, manager of publicity for the Knight-Campbell Music Co., is doing some excellent work in the interest of music and musical instruments generally. In the last weeks he has been printing in the Weekly Rocky Mountain News an interesting story on "Music Greatest Asset of the Country Home," the writer being Burt Wells himself of music, born by experience and inclination, farmer by pre-natal instinct, by the grace of God a penpusher. The story told of the lonesome hours spent by women on farms and ranches far from the center of things and how music provides enjoyment in the evening for all hands. Of course the victrola and the player-people were referred to in the article. In addition to having the story in the Weekly News, which reaches about 25,000 country homes, it also appeared in the annual stock show souvenir edition of the Record Stockman which circulates in a vast territory in the West. The story was accepted at its face value and cost the Knight-Campbell Co. nothing, although in the story it is said that the story did not appear throughout the article. Mr. Wells is of the opinion that the same idea could be worked out profitably by piano and talking machine men in other sections of the country.

ASSOCIATION DOES NOT TAXABLE

War Tax Law Held to Apply Only to Social and Athletic Organizations

WASHINGTON, D. C., February 5—Commercial organizations, even though they have social features, are not subject to the tax. This was decided in ruling just issued by the Commissioner of Internal Revenue. The Commissioner ruled:

"Particular attention is called to the fact that the tax is imposed only on membership fees or subscriptions paid to chambers of commerce or other business organizations primarily organized and maintained for the furtherance of business interests. Such organizations may have social features without incurring liability to tax, provided such social features are entirely subordinate to the predominant purpose of the organization."

NEW INCORPORATION

The Audion Photographe Co., New York, has been incorporated, with a capital stock of $5,000, by A. LaGuttata, V. Himmer, Jr., and W. L. Sawyer.

The successful venture achieved an acquired success, no matter how minor or humdrum the job was.

Ward's Khaki Moving Covers

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 a heavy grade flannel, interlined with a heavy grade flannel, interlined with a heavy grade flannel, interlined with a heavy grade flannel, interlined with a heavy grade flannel, interlined

Grade "D" $5.00 Grade "K" $7.25

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

ORDER SAMPLE COVER ON APPROVAL

Write for booklet

The C. E. Ward Co.
(Well-known Lodge Leggalla House)
101 William St., New London, Ohio

Also Manufacturers of Rubberized Covers and Dust Covers for the Warnerone

Grade "D" Cover with No. 3 Straps.

WHAT IS THE TALKING MACHINE WORLD TELLING YOU?

Read the Trade Mark carefully—hate the Trade Mark, you'll agree that it is truly the World's Musical Instrument Manufacturer:

OFFAY TALKING MACHINE CO., INC.
5 West 30th Street
New York City

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The successful venture achieved an acquired success, no matter how minor or humdrum the job was.
Our new needle factories in Putnam, Conn., and Newark, N. J., will soon be completed. Our output will then be tripled.

Watch Our Deliveries

We use only the finest grade of steel in the production of Dean Needles

Otto Heineman
President
**TALKING MACHINES VALUED BY SOLDIERS AT THE FRONT**

Some Interesting Facts in This Connection Set Forth by Junius B. Wood, a War Correspondent Who Tells of the Joy They Bring in the Hospital and in the Camp

What a talking machine and even a limited supply of records means to the soldiers at the front and particularly in the military hospitals, was set forth recently in a graphic manner by Junius B. Wood, who, writing for the New York Globe, said:

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

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

"In that war-born city is one phonograph. Grand-opera singers, amusing actors and entertaining speakers do not come to that hospital in the war zone. A single box of "canned music" is all they have to relieve the monotony of the patients. A single box of "canned music" is all they have to relieve the monotony of the soldiers in the war zone. A single box of "canned music" is all they have to relieve the monotony of the soldiers in the war zone.

"I spent an hour and a half playing the machine. Occasionally German bomb-dropping machines are mistaken for the "canned music," and the apartment house of soldiers crowded in the hall is temporarily turned into a dance hall. Occasionally German bomb-dropping machines are mistaken for the "canned music," and the apartment house of soldiers crowded in the hall is temporarily turned into a dance hall.

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"One thoughtful New York mother sent this ray of brightness to her son, a captain in a railroad regiment. He turned it over, records and all, to the hospital so that all might use it. Now it is never silent day or night until taps sounds. Early in the morning it starts on its rounds through the hospital wards and by evening it reaches the Y. M. C. A. hut and grinds the night on a rough pine board table in the officers' quarters grinding out the old, familiar homesick tunes.

"Occasionally when work is slack the owner goes himself to run the machine. There were from sixty-five to seventy-five men in the ward. Some were suffering from pneumonia and still others were terribly burned by mustard gas. Nearly half of the remainder had not seen daylight for a long time. All eyes seemed to be bandaged and there was an everlasting coughing.

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

**Records Nearly Worn Out**

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

"For military reasons I am not permitted to give the name or location of this American regiment which, in addition to its work of carrying forward ammunition and supplies and bringing back the wounded and dying, is also spreading the Good Samaritanism of music. How-
THE TRADE IN BOSTON AND NEW ENGLAND

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

BOSTON, Mass., February 6.—It is of special interest that, despite general conditions, the month of January proved to be a far better month for most of the dealers than they had looked for. Most of them were able to show a business fully up to that of a year ago, while others went considerably ahead of January of 1917. This is doubly interesting in view of the fact that the business day is now shorter by one hour and there is a whole day, Monday, taken out of each week in deference to the requisition of the fuel administrator, which for the month has considerably shortened the hours, although the Monday closing did not really begin until the middle of the month. For the current month the situation will be worse, for there will be four Monday shut-downs and Washington's birthday, and all in the shortest month of the year. It will be interesting to see how the period will show up.

One good business asset just now is the demand for machines and records that comes from the Navy Yard, the forts down the harbor, Camp Devens at Ayer, and other places where soldiers and sailors may be stationed. The immense quantities of second-hand records that are sent away of course do not affect the dealers, but there are in addition a large number of records that are bought and sent away by friends. This is a most appreciable aid to business.

Oppose Instalment Plan of Doing Business

The trade is interested in the position lately taken by the Retail Credit Men’s Association at a meeting held at a Boston hotel, when a resolution was passed abolishing the instalment plan of doing business. The reasons given for taking this attitude were that conservation is the watchword in the present crisis; that with the increase in the cost of merchandise a proportionate increase in capital becomes necessary; that it is neither wise nor economic to tie up large sums of capital in this form of credit; that it is essential to the national welfare to keep capital liquid, and therefore that all goods sold on credit be paid for on the first of the month following the date of purchase and in no case beyond thirty days from the date of purchase. A copy of this resolution was submitted to the Boston Chamber of Commerce for action by that body.

Fifty Victor Machines for Camp Devens

Herbert L. Royer, who has a well-appointed Victor and Sonora shop in Chauncy street, a few feet from Summer street, is being congratulated by his friends on having successfully completed a deal whereby more than fifty Victor machines are soon to be sent to Camp Devens at Ayer. The purchase was made by a committee headed by Francis H. Spalding, which is interested in supplying music for the boys in camp. The money was largely secured by sums being raised from the proceeds of the sale of a large flag, which was made by Mrs. Martha Pierce Chute of Cambridge and Manchester. With these machines Mr. Royer was able to sell nearly 300 records. The outfits are to be distributed among different companies at the camp.

Dealers’ Co-operation Service

Earl J. Stillman, who was transferred a while ago from the Vermont territory of the Columbia to the Boston wholesale headquarters, has been put in charge of the new record demonstration room where dealers, especially those from out of town, who are not familiar with all the details of good selling, may be coached. It is what might be called dealers’ co-operation service.

Magnificent Display of Brunswick Phonographs

The Brunswick-Balke-Collender Co., at 94 Washington street, will be really surprised at the display which is on the second floor of the building. R. H. Booth is in charge of this phonograph department, and he has two men constantly in the field presenting the merits of the Brunswick machine, P. H. Walter and E. S. Campbell, who have between them all of New England with the exception of Connecticut, which is handled from the New York end. There is A. J. Kendrick besides, who is the district manager, with headquarters in Boston, and between these three live wires the Brunswick is getting a good showing in this field. There are several new styles of Brunswick machines soon to be put on the market which are sure to interest present and prospective agents.

Bringing Out into Larger Fields

R. S. Hibshman, manager of the Aeolian Vocalion, says that the business during January was good, all things considered. This house has begun to branch out into larger fields and to establish wholesale accounts around the city. The large department store of Magrane-Houston Co. in the downtown retail section has contracted for the Vocalions, and at the present time there is a good display in one of the large Washington street windows. This wholesale end of the business has been placed in charge of C. C. Westervelt, who has been with the Emerson Phonograph Co. J. F. Meade, the treasurer of the concern, who makes his headquarters in New York, was a Boston caller a short time ago.

Takes Charges of Victor Department

The Victor department of the Henry F. Miller Co. is now in charge of P. R. Smith, who has lately assumed the position. Mr. Smith has had a good experience in the phonograph business, for he was Thomas A. Edison’s personal representative for some time and as such was called upon to go into many territories to straighten out knotty business problems facing the Edison dealers. Lately he has been in the employ of the United States Government.

Genuinely Action of A. M. Hume Co.

A space in the A. M. Hume Music Co.’s Victor wareroom has been generously donated to the Greater Boston Women’s Committee, and authorized by the National War Work Council of the Y. M. C. A., whose purpose is to furnish music and other forms of entertainment for the soldiers and sailors. Members of this committee are at the Hume warerooms for three hours each day and the Victor proposition is one that especially appeals to them as a desirable form of music.

Reports an Excellent January Business

Manager Fred E. Mann of the Columbia Graphophone Co. makes a most encouraging report of the January business just closed and says that while the demand for goods was naturally light at the beginning of the month, there was considerable speeding up as the days wore on, so that the sum total was considerably in advance of the January business last year. Manager Mann was over in Springfield a while ago looking over the territory and arranging to give that field as good service from the Boston end as it formerly had when there was a local headquarters in that city.

M. C. Perkins, who is now assistant to Mr. Mann, since the closing of the Springfield branch office is rapidly making good in his new line and he is fast familiarizing himself with his new work, which for the time consists of...
largely in perfecting the service stock department where several new men have had to be taken on owing to the demands which the draft has made upon the local Columbia employees.

Pleasant Surprise for Billy Fitzgerald

Wholesale Manager Billy Fitzgerald of the Eastern Talking Machine Co. got a pleasant surprise a few days ago, when he received a package which, upon being opened, brought back vividly to his memory an incident which happened back last summer when he played the part of lifesaver. A woman was crossing Tremont street almost in front of the Eastern establishment when she got mixed up between several teams and she was in danger of being crushed when gallant Bill rushed to the scene and dragged the frightened woman to a place of safety on the sidewalk. The gift was accompanied by a card which spoke the appreciation of the woman.

Tells Story of Progress

Business throughout the Edison territory handled by the Pardee, Ellenberger Co., Inc., is reported as excellent by Manager Frederick H. Silliman, but the staff of traveling men who have Northern Massachusetts, Maine, New Hampshire and Vermont as their fields have interesting stories of the amount of snow to be found in that territory these days.

Announce New Sonora Agencies

Joseph H. Burke, who is associated with Richard Nelson in the local management of the Sonora Phonograph Co. has been doing some telling work lately, and one of the good-sized deals which he later put through was the placing of the Sonora agency with three of the Blake Co.'s large piano houses at Lynn, Attleboro and Pawtucket, R. I. The local management also reports that the large Springfield house of Forbes & Wallace has lately taken on the Sonora line. Both Mr. Nelson and Mr. Burke were in Hartford, Conn., lately in attendance on the salesmen's convention, when plans for the current year's business were considered from every angle.

Franz-Yahn Service Tells of Progress

The wholesale department of the Columbia Graphophone Co. is highly gratified over the volume of business which is being done by F. E. Yahn, who is head of the newly organized concern known as the Franz-Yahn Service, which maintains departments in the Poole Dry Goods Co. in Springfield, the Steiger-Cox Co. at Fall River and the Steiger-Dudgeon Co. at New Bedford. Mr. Yahn maintains an exclusive Columbia department in the Springfield establishment, and in arrangement and volume of goods displayed it makes one of the best showings to be found anywhere about. Mr. Yahn has been in the talking machine business for several years and at one time was connected with the Springfield warerooms of the Columbia, and he is well informed with every phase of the business.

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avion Union, which by the bye passed most successfully. Another caller was L. L. Spence, manager of the Silas Pearse Co., a Victor jobber in New York, and H. M. Blakeborough, manager of the New Haven branch, who was in town for two days.

Joins the Nation's Service

The Eastern Talking Machine Co. has lately lost three more of its men, who have gone into the nation's service. They are John Maguire, who is in the Naval Reserve and is stationed at Hingham; Bernard Finnegan and Byron Corcoran, who are with the railroad engineers at Camp Devens.

Patriotic Atmosphere at Steinert's

The windows of the Arch street store of the M. Steinert & Sons Co., are full of a patriotic atmosphere for February, which month is so full of reminders of the two great men of the nation, Lincoln and Washington, whose birthday anniversaries come within these four weeks. In one of the windows, which is the happy conception of Robert Steinert, the manager of the talking machine department, is a liberal display of red, white and blue. In the center on a pedestal is a large bronze eagle from whose beak radiate streamers of the national colors.

PORTSMOUTH BUSY TALKER CENTER

J. M. Hassett Getting a Good Share of Trade From the Sailor Boys

PORTSMOUTH, N. H., February 2.—Joe M. Hassett has one of the busiest places, at 115 Congress street, that there is in the city. His establishment is one that formerly was operated by Fred W. Peabody, who conducts a department which is the happy conception of Robert Steinert, the manager of the talking machine department, is a liberal display of red, white and blue. In the center on a pedestal is a large bronze eagle from whose beak radiate streamers of the national colors.

EDISON THRIFT STAMP CLUB FORMED

Employees of Edison Laboratories Form Organization for the Purpose of Encouraging Sale of Thrift Stamps to Help the Nation

The Edison Thrift Stamp Club was organized at the Edison Laboratories, Orange, N. J., late last month. The meeting was presided over by Charles Edison, who briefly outlined the purposes of the club, and was followed by Mr. Durand, manager of the Ediphone division, who explained the plan of the sale of Thrift Stamps to employees in full detail. Mr. Mambert, vice-president and general manager, Mr. Wilson, vice-president and general manager, of Thomas A. Edison, Inc.; Mr. Philips, credit manager, also of the Thomas A. Edison interests, and Mr. Bachman, vice-president and manager of Edison storage battery, assisted in the organization work.

The object of the meeting was to bring together all Edison employees, attendants for the purpose of outlining the plan and scope of the club.

A captain has been appointed from each department of the organization for the purpose of selling stamps direct to employees. The captains secure stamps and thrif cards from the stamp stations and turn in all pledges, money and surplus stamps to the stations every night, the attendants of which in turn send all returns to the treasury service department, presided over by Harry Miller, treasurer of Thomas A. Edison, Inc. Upwards of one hundred captains and stamp station attendants were at the organization meeting.

The method of operation is as follows: The captains present a pledge card to the employees on which they pledge themselves to purchase at least one 25-cent stamp per week. The captain sells the stamps direct to the employee and takes the money for them, which he turns over to the station attendant. The employees each receive a United States Government Thrift Card on which the stamps are pasted. An effort is being made to have 100 per cent. of the employees purchasing thrift stamps regularly every week. In spite of the fact that many Edison employees are still paying on Liberty Bonds, the Thrift Stamps have very readily been purchased by the large army of Edison employees. Herewith is shown a picture of Thomas A. Edison holding in his hand a Thrift Card with the first Thrift Stamp purchased through the Edison Thrift Stamp Club attached.

Tie the new to the old. Capitalize your tried-out knowledge rather than fancy's rainbow pots.

The Eclipse Outlook

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

Trade Interested in Arguments Made Before U. S. Supreme Court in Appeal of the Boston Store, Chicago, From Injunction Enjoining It From Selling Columbia Records at Cut Prices

The appeal of the Boston Store of Chicago from the injunction granted by the United States District Court of Chicago in September, 1915, enjoining it from selling Columbia records at cut prices was argued before the United States Supreme Court recently. The case came before the Supreme Court upon a certificate from the United States Circuit Court of Appeals in and for the Seventh Circuit.

It appears from the certificate that the appellant, the Columbia Record Store of Chicago, entered into an agreement in writing on October 15, 1912, with the Columbia Graphophone Co., acting as the agent for the manufacturer, the American Graphophone Co., under the terms of which, among other things, the Boston Store agreed to maintain prices on the Columbia product. Subsequent to the entering into the contract by the Boston Store, a secured a stock of Columbia records and prior to the filing of the suit had sold at retail to the public the records which it had thus obtained, at prices less than the Columbia Co.'s official retail list prices. The records in suit were covered by United States Letters Patent.

It was contended on behalf of the Graphophone Co. that a patentee may, while exercising any of his three co-ordinate monopoly rights of making, using and selling, reserve, by proper agreement, such portion thereof as he may see fit, and that such a proper reservation was made upon the monopoly right to resell by a contract directly with the Boston Store, which was entered into at the very instant of the transaction. It was also contended on behalf of the Graphophone Co. that the grant of the patent gave the article a status which enabled monopolistic bargaining and that the rules respecting ordinary sales did not apply.

Counsel for the Graphophone Co. pointed out that the Columbia price maintenance system was based upon a contract—a direct contract between patentee's agent and its immediate vendor, the Boston Store. No attempt was made to go beyond this, or by a mere "notice" to enforce its price system against any concern which was not a party (or privy) to a contract as in the Victor-Macy and Sanstogen cases recently decided by the Supreme Court.

It was further contended on behalf of the Graphophone Co. that inasmuch as such conditions existed to protect the consumer, the contract between the Graphophone Co. and the Boston Store, which imposed a resale price upon the latter, was valid as being a reasonable restraint of trade, and that the question as to the validity and legality of such a contract was not foreclosed by the decision of the Supreme Court in the Dr. Miles case.

The Boston Store claimed that under the recent Supreme Court decisions it had the right to sell the patented articles at any price it saw fit notwithstanding the fact that it had agreed by contract to maintain prices on them.

The questions certified to the Supreme Court were the following:

1. Does jurisdiction attach under the patent laws of the United States?
2. If so, do the recited facts disclose that some right or privilege granted by the patent laws has been violated?
3. Can a patentee, in connection with the act of delivering his patented article to another for a gross consideration then received, lawfully reserve by contract a part of his monopoly right to sell?
4. If jurisdiction attaches solely by reason of diversity of citizenship, do the recited facts constitute a cause of action?

The case was argued by Elisha K. Camp, general counsel for the Graphophone Co., and Daniel N. Kirby and James M. Beck. Walter Bachrach and Hamilton Moses made the argument for the Boston Store.

The appeal of the Boston Store of Chicago against an injunction granted by the United States Circuit Court of Appeals in and for the Seventh Circuit was heard recently by the Supreme Court. The case came before the Supreme Court upon a certificate from the United States Circuit Court of Appeals in and for the Seventh Circuit.

The uniform, the discipline, the nature of his work all combine to harden and toughen him until he is fit to cope with criminals and to view with alertness a world that to him is always more or less under suspicion. Unconsciously he develops a "cop" mind, and becomes one of Squashville's "bravest." Precisely the same thing will happen to any salesman who attends to his work. His plain duty is to consider his customer's interests and his employer's interests and to make the two fit in with each other. He must be tactful and right in Court, which is always open to discussion, and gracefully firm over things that are not. He must be equal as courteous to the bargain hunter, the fidget, the suspicious buyer, the nervous old lady who fears she is going to spend too much, as to the most accommodating customer on his list. If he does this, he may be assured that one by one the corners will be knocked off him, the creases ironed out of him and he will become an accommodating diplomat with everybody's confidence and good-will. He will be known as a man with a "personality" or "character"—call it which you will—and he may view his future with confidence and serenity.

At the time Woodrow Wilson made the above remark he probably had no thought of becoming President of the United States. He had thought of a small country store need not be surprised if he finds that he has unconsciously developed in himself the kind of personality capable of leading the sales department of a big business.

TALKING MACHINE TRADE IN NORWAY

Figures on the Extent of the Industry in That Country—Prices at Which Talking Machines and Records Are Sold—Methods Used

WASHINGTON, D. C., February 3—United States Consul Charles Forman has recently sent to the Bureau of Foreign and Domestic Commerce some interesting figures regarding the talking machine trade in Norway. The value of talking machines imported in the kingdom annually averages about $10,000. They are received from Germany, France and the United States, but figures showing the exact amount from each country are not available.

Most of the talking machines sold in Bergen are imported by agents at Christiania. The most popular machines retail at $26.80 (100 crowns); second best better machines range from 300 to 400 crowns. The retail price of records varies from 80 cents to $4.34.

Talking machines pay an import duty of 65 cents per barrel net weight (6 cents per pound). The rate of duty is applicable to talking machines from all countries entitled to most favored nation treatment.

The usual method of selling talking machines and discs is through agents in Christiania, who have a sole agency for Norway. Newcomers into the field may adopt this method, or if they prefer, may appoint an agent for Bergen, who should have a certain well-defined territory, and prices preferably should be quoted c. f. destination in dollars.

The usual terms of sale are 2 per cent. for cash, but credit of three months is extended, if desired. Dealers make a profit of 30 per cent. on machines and 33 per cent. on disc records.

A list of dealers has been forwarded to the Bureau of Foreign and Domestic Commerce, which may be procured from the department by referring to File No. 76,596.
Day after day The Talking Machine World receives communications from dealers located in all parts of the world, expressing words of appreciation for the merits of this publication, and the great value it is to them in the conduct of their business. For example, one which came to hand last week from Wm. Lee, Ltd., 618-622 St. Catherine St. West, Montreal, is interesting in this connection. It reads: "We are very much alive to the benefits received through your very excellent magazine, The Talking Machine World. It is very interesting to hear the views of America's successful merchants from a financial standpoint. Finance in the musical instrument business means credit, and the advanced ideas of getting this talking machine business on a nearer cash basis is a very excellent move, as we are all beginning to recognize that the talking machine is to-day a necessity in every household, and when the general public gets educated to the cash basis, or short term payments, there will be just as many machines sold, and the dealer's risks will be at a minimum. Enclosed find check for the following year's subscription to your publication, which no talking machine dealer to-day can afford to be without."

WILL A. WATKIN CO. EXPANSION

The Will A. Watkin Co., Dallas, Tex., are doing an excellent business with the Columbia and Ford to be without.

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 EXPORTS OF TALKING MACHINES

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

WASHINGTON, D. C., February 5.—In the summary of exports and imports of the commerce of the United States for the month of November, 1917 (the latest period for which it has been compiled), which has just been issued by the Bureau of Statistics of the Department of Commerce and Labor, the following figures regarding talking machines and supplies appear: Talking machines to the number of 4,523, valued at $164,762, were exported in November, 1917, as compared with 5,039 talking machines, valued at $163,111, sent abroad in the same period of 1916. The total exports of records and supplies for November, 1917, were valued at $733,159, as compared with $169,224 in November, 1916. For the eleven months 79,117 talking machines were exported, valued at $2,000,371 in November, 1917, and 56,009, valued at $1,414,631 in 1916, while records and supplies valued at $1,663,196, were sent abroad during 1917, as against $1,121,885 in 1916.

NEW DELPHEON DEALERS IN TEXAS

DALLAS, TEX., February 4.—The Verhalen-Delpheon Co., of this city, which was recently formed to act as distributor for the products of the Delpheon Co., Bay City, Mich., has been closing a very satisfactory business. Walter Verhalen, head of the company, recently made a trip through the territory and closed a number of important deals. One of the new dealers which he appointed is the firm of Knight & Pevoto, of Sherman, Tex. This house is a very successful furniture concern and is making plans for an aggressive Delpheon campaign in its locality.

There is rarely ever much work for the chemical engines and hose carriages when a man starts out to set the world on fire.

WE ESTIMATE FROM SAMPLE OR BLUE PRINT

"INDIANA" DIE CASTING COMPANY

East 11th Street at Cornell Ave.

INDIANAPOLIS, IND.
100,000 FOR A NAME

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

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

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

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

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

The contest will close at noon on March first, and the name chosen for our quality needles will be announced in the March issue of this periodical. In the event that more than one person suggests the prize-winning name, the full reward of 100,000 needles will be given to every one who submits said name. Anyone interested in the Talking Machine industry is invited to participate. All we ask is prompt action and to indicate at the same time the name of machine handled and firm with which you are connected.

Record Needle & Manufacturing Co.
Manhattan Bldg., Milwaukee, Wis.
Dollar bait! Al Jolson has sung the great Dixie hit, "I'm All Bound Round with the Mason Dixon Line." A Columbia headliner for March.

PORTLAND A BUSY TRADE CENTER

Some Record Sales During Holidays and January—Furniture Stores Taking on Talkers—Manufacturing Activity Gives Labor Greater Increased Buying Power—Some Big Brunswick Sales—News of Month Worth Recording

PORTLAND, Ore., February 4—The sale of talking machines in Portland during the holidays and the month of January far exceeded all sales of previous years. Eilers Music House had a tremendous trade. H. A. Rayner, manager of the talking machine department, and his assistants had more business than they could handle. One day’s sales amounted to $7,000 and records were sold by the hundred. Such records as “Long Boy,” “Joan of Arc,” “Lil’ Liza Jane” and other popular “Rags” or “Jazz” music were also sold out quickly, and the higher-class records were sold in large quantities.

The beautiful demonstration rooms of the G. F. Johnson Piano Co. were thronged with Victrola buyers during the month and the trade is excellent.

James Loder, manager of the Victrola department of the Wiley B. Allen Co., says they were practically sold out of Victrolas at Christmas and the sale of records by this house is unprecedented.

The Bush & Lane Co. report a big trade. The Sonora continues to gain in popularity among Portanders. Several very high-priced Sonoras were sold by this firm.

The Wakefield Music Co. sold twenty-two Brunswick phonographs during the last month. These phonographs are now carried by a number of Portland houses and are selling rapidly.

The Wakefield Music Co., which carries the Columbia, the Edison and the Victrola machines, is one of the busiest places in Portland. E. B. Hyatt, manager of the company, says the business during the last two or three months exceeded that of any former year.

C. Collins, head of the talking machine department of the Reed-French Co., says that the holiday trade was exceptionally good. Edison and Columbia machines went like hot cakes. H. G. Reed, head of the Reed-French Co., is well satisfied with the business outlook of Portland and the surrounding country.

This department has been moved to the ninth floor and is well satisfied with the business outlook of Portland and the surrounding country. This house will devote much of its attention to rural trade.

Meier & Frank’s big department store carries Victrola, Edison and Columbia machines and has one of the largest stocks on the Pacific Coast. The trade of this house for December and January was immense.

The Lipman & Wolfe department store handles the Victrola, and Miss F. Isaacs in charge reports big sales during the past two months. This department has been moved to the ninth floor and in connection with the piano department makes a very handsome display.

A number of the principal furniture stores in Portland are selling talking machines. The Powers Furniture Co. had a big sale of Victrolas during the holidays. The Edwards Furniture Co. are selling the Brunswick and Unola phonographs and E. Jennings & Sons Furniture Co. sell the Grafonola and Windsor.

Shops, ship yards and lumber yards are all busy and giving work to both men and women of Portland and vicinity. This puts much money in circulation and the music dealers are reaping the benefit with the others. Many schools are being supplied with phonographs and the educational value of the machines is daily becoming more evident.

That the Victrola is a favorite talking machine is evident from the fact that A. D. Hulburd, of Umatilla Co., Ore., came into the G. F. Johnson Piano House here and bought a Victrola school machine, paying for it out of his own pocket.

The Hodson Arms Co., one of the most important sporting goods houses in Oregon, have added the Stradivara to their stock and are extensively advertising it.

Taylor C. White, manager of the phonograph department of Sherman, Clay & Co. here, after an unusually busy month got a three days’ vacation which he spent in Seattle, Wash. Mr. White reports big sales of Victor machines.

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

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

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

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WESER BROS., Inc.
520-530 West 43rd Street
NEW YORK
The Great World War has taxed the resources of the human mind, both lay and professional, to produce substitutes for articles made scarce.

Humanity has benefited by this, for in experimenting many new substitutes have been brought to light that are an improvement on the original articles. These are here to stay.

We are now offering the trade a new needle—the Vallorbes Semi-Permanent Needle for playing lateral cut records.

At present, they retail for 15c per package of five and will return far more reproductions than 15c worth of the ordinary changeable steel needles will. They will not damage records. The points are parallel and as they wear down do not enlarge the lateral surface as do the tapered steel needles, thus conserving the life of the record.

Send 25c in stamps for a sample package. We will also send you dealer's discounts, etc.

Originators and Largest Manufacturers of DIAMOND POINTS

LANCASTER, PA., U. S. A.
WHY ONE PRICE POLICY IS RIGHT

The Right Price for the Right Product Insures Satisfaction and Makes Better Business for the Salesman and Satisfies the Customer

The desire is born in the majority of people to purchase an article a little bit lower than the quoted price. Even though the original price may not be so high, a feeling of elation pervades the being of the person who has succeeded in beating the shopkeeper down. It flatters his vanity, and after a successful deal he considers himself an excellent business man. But does he ever take into consideration the fact that if a man lowers a price on his goods it really isn't worth the first price, anyway, and probably isn't even worth the second price? How disappointing it is to a man who purchases an overcoat after beating down the salesman to see a duplicate of his coat in the window the following week tagged at least $3 cheaper?

The one-price house eliminates all the dissatisfaction that arises from the thought that the lapse of a week or so will probably see the lowering of the price of a purchased article. Those people who are unable to buy anything without haggling over the price need not trade with a one-price house. But the person who desires real satisfaction will find it in that house and in that house only.

Another advantage of this system is that it makes it easier for both the salesman and the customer. If the price quoted is too high, the buyer is privileged to look at other goods not quite so expensive. No friction arises between the two; no argument is possible when the goods are permanently priced. The manager of the establishment is left in peace and is not called to make an article any cents cheaper than it is marked; he is enabled to carry on his end of the business without any unnecessary interference.

Of course, it takes time to educate some people to this system. It takes some time to impress upon them the desirability of a price in which it is impossible for human nature to enter and prove that the "Survival of the Fittest" is the winning law. This great system is a time saver and an energy saver. It does not leave the salesman utterly exhausted, so that he is cross and uncivil to the next customer as he walks upon it. It does not make his day one constant battle of wits. But what it does is to give him more time to display his goods and explain their value to each customer as he comes along.

And what does it do for the customer? It gives him more time to go from shop to shop and get exactly what he desires. He does not have to buy in the first shop he enters because he can beat the salesman down lower there. It does not leave him so weary after the long struggle that he is incapable of making another purchase that day.

But this deplorable state of affairs will not exist when every firm in the country adopts the only system that really gives satisfaction to both the customer and the shopkeeper.

PATHE ARTISTS IN GRAND OPERA

Artists of the Chicago Opera Co., Who Have Made Pathé Records Were Featured During the Season Recently Opened in New York

The advertising department of the Pathé Frères Phonograph Co., New York, has called the attention of Pathé dealers to the fact that a number of famous artists, who are members of the Chicago Opera Co., record exclusively for the Pathé library. As the Chicago Opera Co. began recently a four-weeks' stay at the Lexington Avenue Opera House, Fifty-first street and Lexington avenue, these Pathé artists are being featured extensively by the Pathé Frères Co., in the local newspapers.

The members of the Chicago Opera Co. who are exclusive Pathé artists are the following: Lucien Muratore, world-famous tenor; Anna Ferrini, Rossini; Rosina Rimini, Magonet, Marcel Journet and Chenal.

These artists are appearing during the company's New York season, and the Pathé dealers are taking advantage of their appearances by featuring their records in every possible way.

GEORGE DEACON BECOMES MANAGER

George Deacon, former traveling representative for the New York Talking Machine Co., Victor wholesalers in Pennsylvania territory, has been appointed manager of the Economy Music Co., Scranton, Pa., well known Victor retailers. During his association with the New York Talking Machine Co., Mr. Deacon won the esteem and friendship of the Victor representatives in his territory by his intimate knowledge of dealers' problems, problems which doubtless enabled him to achieve pleasing success in his new post.

A QUESTION WORTH CONSIDERING

"What have I personally done the last year to help increase profits?" is a pretty good straight forward question to put to ourselves. Each one knows in his heart what the answer shall be; whether he has put his shoulder to the wheel, or left the other fellow to take care of profits. That is not the point, however. The past is gone, but it can help us to take stock and plan for the future.

OPTIMISTIC REGARDING BUSINESS

R. W. Gresser Finds Delphene Jobbers in Atlanta and Dallas Steadily Expanding Their Agencies Throughout an Important Territory

BAY CITY, MI., February 6.—R. W. Gresser, sales manager of the Delphene Co., in this city, returned from a trip to Atlanta and Dallas, where he visited the Delphene jobbers who established headquarters in these cities during the past few months. Mr. Gresser states that these jobbers are very optimistic regarding business for the new year, and he was pleased to learn that they had established a number of important agencies in their respective territories, which means enlarged sales.

Mr. Gresser states that the greatest difficulty of the Delphene Co. at the present time is in getting machines to these jobbers soon enough to meet the demand. He states that the Delphene product is being accepted enthusiastically, and that it is being sold with push and earnestness. He is quite optimistic regarding the way in which the Delphene is being received and contracts already closed will triple the factory output for 1918.

AL WILLIAMS TAKES CHARGE

SCHRANT, PA., February 8.—Jack Davis has resigned as manager of the Victor establishment of Stoehr & Fitter, of this city. He is succeeded by Al Williams, who formerly occupied this position and is well known in the local Victor trade.

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

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

The finest and most delicate pieces of mechanism do not prove efficient unless properly lubricated.

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

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

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

WM. F. NYE, NEW BEDFORD, MASS., U. S. A.
BUILDING UP or TEARING DOWN?

Which are you doing in your Talking Machine Business?

Just remember that unless you are putting real quality—super merit—into the working parts of every Talking Machine you make, you are tearing down instead of building up. Every poor machine sent out hurts you, hurts the dealer and displeases the customer. The success of your business depends on your motor.

Build quality into your product. Use the one best motor, because it is the life of your machine.

The Dayton Motor is considered by manufacturers as being the Best Motor in the World

The highest engineering skill was appealed to, and responded with designs for the "Dayton." The machine is built by careful workmen, trained in such enterprises as National Cash Register, Delco, Computing Scale, Wright Airplanes, and others which have given Dayton the title, "The City of Precision." Its workmanship had to be the highest to equal the merit of the design. It has made good wonderfully in thousands of machines.

You will gain reputation and re-orders if you equip your Talking Machines with it, and you will have no motor troubles. Why take chances on other makes when the "Dayton" means satisfaction?

Dayton Tone Arms are universal, playing any disc record. Five styles.
Dayton Reproducers are scientifically correct, and thoroughly practical. Two styles.

Write and let us tell you how to enhance the value of your machines at no more cost. Get our new phono-parts catalogue.

The Thomas Manufacturing Co.

322 BOLT STREET
DAYTON, OHIO
THE WORLD PROMINENT IN EXHIBIT

This Publication, Together With The Music Trade Review, Featured as Representative Organs of Two Leading Divisions of Music Trade at Trade Journal Display in Newark

Two of the outstanding features at the Trade Journals' Exhibit now being held in the Library Art Building in New York, N. J., under the auspices of the Newark Free Public Library and the Newark Museum Association are The Talking Machine World and The Music Trade Review, which have been given a prominent place as the representative organs of the two divisions of the industry which they cover.

The World and The Review are placed in conspicuous positions on sloping screens near the entrance of the exhibit, so that they may be readily seen and examined by those who attend. Altogether there are about one thousand trade journals covering branches of knowledge in the industry, many of them little known by the laymen. The exhibit, however, serves to emphasize the importance of strictly business publications for there is hardly a trade that has not at least one representative publication in the group.

The Newark Library has a business branch, which makes a specialty of "Prints for Business Men." Over 250 trade journals, 350 house organs, and hundreds of publications along other and allied lines are on file at all times and the library subscribes for about $3,000 of such publications annually.

The library officials have long been urging the rise of trade publications in the schools, and literature recently issued says:

"Why does the teacher teach children to read and give them practice in reading fiction, poetry, essays, drama, literary description, and give them to read so little of directly informational material? Children ask for facts, Heaven knows; and we give them only fancies. If they will come to see it, it will doubtless stimulate some members of the community to answer them." -- COLUMBIA EXPANSION IN CANADA

Mervin E. Lyle, of the executive office staff of the Columbia Graphophone Co., has been appointed to the Canadian division of the company for the time being as assistant to James F. Bradt, general manager of the firm in Canada, in the installation and organization of a new Columbia factory in Canada. Mr. Lyle's many years of experience in the manufacturing division of the Columbia Co.'s activities ideally equip him to render Mr. Bradt invaluable assistance in the establishment of the new plant.

FILE SCHEDULES IN BANKRUPTCY

Phonograph Specialties Mfg. Co., of 130 Wall street, New York, has filed suit in bankruptcy with liabilities of $11,091, of which $3,337 are secured claims. The assets of the concern are listed at $4,891.

The Peyer Music Co. has opened showrooms at 415 Cedar street, St. Paul, Minn., where they are featuring Columbia Grafonolas and Sonora phonographs. W. H. Simpson is manager.

TRADE SITUATION IN SWITZERLAND

U. S. Consul at Berne Tells of Class of Talking Machines in Demand in That Country

WASHINGTON, D. C., February 7.—United States Consul at Berne reports that there are some very strong concerns producing talking machines in Switzerland, but German products have a very large sale. Talking machine parts are manufactured extensively in and near Geneva. The greatest concern is the Deutsche Gramophon Gesellschaft at Berlin, represented in this district by Kaiser & Co., Marktgasse, Berne. No talking machine discs are manufactured in Switzerland. Mostly all of them are imported from France and Germany.

Current prices are: German (American) makes, from $32 to $350; German, $8 to $130; Swiss, $7 to $100; French, $10 to $110. German, French and Belgian discs are on the market at $0.40 to $1.50. Since the war started prices have increased 15 per cent.

The German Gramophon Co. of Berlin and Pathe of Paris have the largest share of the trade. The German imports, including German-made American machines, amounted in 1914 to $47,628, and French imports to $15,488, while the direct American imports were valued at $1,752.

Talking machines without horns have the widest sale, but the demand has been reduced by the war. Orders are regularly executed by Germany, however, at $5 to $5 per cent. It is granted to dealers on talking machines and discs. France is a keen competitor in discs.

The exports of talking machines, cinematographs and similar machines in 1914 amounted to 384,573; the imports, to 70,755. The duty on phonographs, according to the Swiss customs tariff No. 955, is $3.86 per 250 pounds.

The Victor Talking Machine Co. contributed $2,500 to the $50,000 fund being raised by the Knights of Columbus of Camden, N. J., for work in the army cantonnements.

BAYONNE, N. J., DEALERS ORGANIZE

Talking Machine Men Form Association for Purpose of Bettering Business Conditions

The talking machine dealers of Bayonne, N. J., who are not far from New York City, have organized a local association and adopted for it the name of "The Talking Machine Men of Bayonne," with Louis Gurans, president; E. G. Brown, secretary, and S. Wolfson, treasurer.

The association was organized at a meeting held recently in the store of the Bayonne Talking Machine Co., under the direction of Mr. Gurans, and it was believed that by getting together the dealers it might aid in eliminating the various trade abuses, and otherwise improve trade practices.

E. G. Brown was named a committee of one to draft and submit a constitution and by-laws for the new association, the charter members of which are Mr. Brown, S. Feldman, Louis Gurans, Harry Gleich, T. H. Kefer, S. Wolfson, J. H. Marshall and E. F. Mumby.

FEATURING HEIFETZ RECORDS

Victor Co. Issues Handsome Posters for the Use of Talking Machine Retailers

The four new Victor records by Jascha Heifetz represent the latest sensation in the Victor catalog, for this young violinist has taken the musical world by storm. The Victor Co. has planned its advertising to give full prominence to the Heifetz records and has sent to dealers most artistic posters bearing a life-size portrait of the violinist, together with an announcement of his exclusive contract with the Victor Co. and the production of his first records. Special advertising electros are also provided.

The Mid-West Phonograph Co., Chicago, has been incorporated with a capital stock of $2,500 by Marion Luce, Anna Thustrup and H. A. Botzat.

Manufacturers—Jobbers—Dealers

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

Tone arms fitted to Edison machines only

PERFECTION FLEXI-TONE reproducers Nos. 3, 4, 5 and No. 7 will all types of Viciot and Columbia machines. Made in nickel and 24 carat gold finish, extra fine quality.

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

NEW ENGLAND TALKING MACHINE CO.

16-18 Beach Street

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

Type B—39 in. high.
$18.50 Wholesale
Double Spring Motor
Plays all Records

Type C—42 1/2 in. high.
$20.50 Wholesale
Double Spring Motor
Plays all Records

Type D—46 in. high.
$26 Wholesale
Double Spring Motor
Plays all Records

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

STEEL NEEDLES
65¢ per thousand. Immediate Delivery.

RECORDS
The "Popular" Brand, 10-in. double face, lateral cut,
all instrumental:
32¢ in lots of 100
30¢ in lots of 1000
29¢ in lots of 5000

MOTORS
No. 1—8-in. turntable $1.25
No. 2—10-in. turntable $1.40
No. 6—10-in. turntable $1.25
No. 5—12-in. turntable, double spring, plays 2 records $1.50
No. 6—12-in. turntable, double spring, plays 2 records $2.00

MAIN SPRINGS
No. 0—8 in. 20 gauge 8 ft. 6 in. 25¢ ea. 100 lots 90¢ ea.
No. 1—8 in. 20 gauge 10 ft. 30¢ ea. 100 lots 110¢ ea.
No. 2—10 in. 20 gauge 10 ft. 37¢ ea. 100 lots 130¢ ea.
No. 3—12 in. 20 gauge 12 ft. 42¢ ea. 100 lots 145¢ ea.
No. 4—12 in. 23 gauge 12 ft. 49¢ ea. 100 lots 155¢ ea.
No. 5—12 in. 20 gauge 12 ft. 50¢ ea. 100 lots 160¢ ea.

NEEDLE CUPS
$2.00 per thousand. $17.50 per thousand in 5,000 lots. Larger quantities still lower.

SAPPHIRE POINTS AND BALLS
Sapphire Points 13¢ each in 100 lots
Sapphire Balls 15¢ each in 1000 lots

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

TONE ARMS AND REPRODUCERS
Baby, to play 7-in. records only $ .60
No. 1—Tone Arm and Reproducer, for playing all records $ 2.00
No. 2—Tone Arm and Reproducer, for playing all records $ 2.65
No. 3—Tone Arm and Reproducer, for playing all records $ 3.50
No. 4—Tone Arm and Reproducer, for playing all records $ 2.50
No. 5—Tone Arm and Reproducer, for playing all records $ 2.25

NEEDLE CUP COVERS
$1.50 per thousand. $9.00 per thousand in 5,000 lots. Larger quantities still lower.

We also manufacture special machine parts such as worm gears, stampings, or any screw machine parts for motor manufacturers. Special quotations given for Canada and all other export points. Merchandise delivered with custom duty, war tax and freight paid by us. Illustrated 33 different styles talking machine and over 500 different phonographic parts, also gives descriptions of our efficient repair department.
An Open Letter to Every Live Dealer in the Trade

We want more dealers to know about STRADIVARA, and the quickest way we know how to do so is to "deliver the goods," and here's how we intend to do it:

WE WILL SHIP from our regular stock as dealers' samples.

If you consider yourself a "Live Dealer" be one of the "200" to join us in forcing the issue for our big Spring drive for business. Write to us for our "200" model machine while the 200 allotment lasts.

Join this list of Live Dealers who have sold hundreds of machines and are making REAL PROFITS:

Pickett Washington, Pa.
W. N. Johnson, Peoria, Ill.
F. W. Waples, Des Moines, Ia.
J. Stearns Wyman, Boston, Mass.
S. D. Hall, Rochester, N. Y.
H. T. Crapo, Boston, Mass.
W. A. Farnsworth, Portland, Ore.
S. V. Heilbronn, N. Y.

We have an Open Letter prepared and ready for mailing.

If you have a live dealer that is not on the list, write to us and we will send him a copy of our Open Letter prepared especially for him.

SHERRING, CLAY & CO.

Sole Manufacturers

7 Models—from $45 to $225

SCHILLING PIANO CO., Inc.

Wholesale Distributors

112 WEST 23D ST., NEW YORK
Why Not Feature
The Century Phonograph
as Your 1918 Leader?

What the Century Represents
The dealer who handles the Century Phonograph is not handling an experiment or a fly-by-night product, but a substantial, established and guaranteed phonograph.

Why the Century Leads
The Cabinets are manufactured by the largest talking machine cabinet manufacturers in the world, the Century Cabinet Co. The tone quality is pronounced by experts as unsurpassed and every part is a distinctive Century product. The Universal tone arm on the Century phonograph is the best on the market and an established success—every part on this phonograph except the motor is a Century guaranteed product, and the motor is the best obtainable.

What We Offer the Dealer
We offer progressive dealers a complete line of machines and a liberal proposition, backed up by a company that is in business to stay—not for a few weeks or months.

WRITE TODAY FOR
OPEN TERRITORY

Century Cabinet Company
25 West 45th Street, New York

Factory—Utica, N.Y.
What Amount Should a Dealer Spend to Make Publicity Profitable :: By W. Denville Simons

The talking machine dealer who avoids advertising is fair to become as extinct as the dodo before very long. Here and there may be found firms or individual traders who, by virtue of a good position contiguous to some more aggressive rival, are able to "reap where they have not sown," and benefit by efforts to increase trade to which they have contributed nothing. Such firms nowadays are, however, in the exception, and the item of advertising booms more or less largely among the expenses which have to be watched warily so as to attain the greatest possible results for the outlay.

In the face of competition, which grows keen every day, advertising is absolutely imperative and necessary if a respectable profit would be to be made.

Certain expenses are incidental of course to every business, and it is a well-known axiom that "one must spend money to make money," and this cannot be avoided.

The money for rent, light, taxes, delivery charges, and salaries, all has to be spent before money can be earned to constitute a profit, and in the same way advertising is coming to be regarded more and more as an inevitable charge.

There is no experimental work in advertising nowadays, as it has been conclusively proved to be a profitable investment, but the question is, what is the right amount to devote to this indispensable item? In this article it is proposed to endeavor to fix a standard of advertising cost whereby individual cases of advertising may be tested and a more or less satisfactory working basis arrived at.

Many traders working under different conditions in different localities have given the writer the benefit of their experience, with the result of such information imparted being of considerable value.

Broadly the trade must be classed as national and local, each having its own distinct problems to solve. It is not proposed to deal with the national advertising problem, though doubtless investigation here would demonstrate that advertising nationally is even more costly than the local. The reason to be borne in mind is that the large city stores making any State field of operations are considered general advertisers to a degree that would never pay a local store to emulate.

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After making every inquiry and giving careful thought to the whole subject the writer believes the average figure to be somewhere about four per cent. on the gross turnover, which should cover all work and mailing charges on your mailing list and whatever press advertising is done. This may be rather a generous estimate to some, though many successful traders place it higher.

Below this figure is just enough to make advertising an irritating expense, but not sufficient to make the expenditure an investment. No man can advertise a business of this kind scientifically and profitably on less than four per cent., although it ought to be nearer the five per cent. mark.

A dealer advertising to a better class clientele at slightly under this figure obtains a small measure of results, while the aggressive dealer or store out for the trade of the Tom, Dick and Harry type, to supply everything that brings in a profit at all, must be prepared to come nearer the five per cent. of his gross turnover towards his advertising expenditure. The above figures are arrived at by actual experience of men who regularly advertise and who should know. Furthermore, the firms who have given the writer the above information are now successful and progressive, and not likely to continue spending money without being perfectly assured for the benefit of the doublers as to the advantage of spending so much money, a few words as to what advertising really means to a business man would not be out of place.

Far too many business men consider advertising a bugbear—they feel they ought to advertise, and when they make a spasmodic attempt, it has the experience of a nightmare, and is a constant worry until it is safely handed over to the postal authorities for distribution. Can you wonder why such men doubt if it pays? Then again, that class of advertiser expects too much for his advertising, as should his announcement fail to produce an immediate return of orders the whole system is put down as being no good, money thrown away, etc. That is the fetish of "direct results" which has a deterrent effect on many a man who could advertise to his own great advantage, but fails to grasp the real significance of what advertising can do for him.

One of our cleverest American copyrighters once said: "The essence of advertising is reputation that is indispensable to any considerable advance being made." That is a solid truth and nothing will create reputation quicker than smart and careful advertising. It goes without saying that the written word must be backed up by the performed action, otherwise it were best that it were not written.

The greatest value of any advertisement, in the writer's opinion, however, lies in the power to increase the turnover, and the fellow who draws up the advertisement helps the "almost persuaded" to make up their minds. A salesman must have his customer in front of him before he can do anything, whereas the work of the advertisement can be done anywhere, and this is its chief value.

Any particular line advertised may not be asked for at once if the talking machine is used as a side line in the business, but they have stimulated interest and brought the folks into the store to spend. That is what you pay the 4 per cent. for and it is worth it every time. Don't let it be believed that the writer has no faith in the possibility of direct sales from advertising. Such is far from the case, but the contention is that the ordinary retail business must look for more or less indirect results, in fact, will find it more satisfactory to proceed on such lines and be guided by the collective effort.

Advertising is but one link in the chain of business. One wheel in the machine set up to attract custom. Do not expect one wheel or that one link to work alone and do not expect an undue share of work from other parts by omitting it.

The consideration of one other aspect of the case must suffice for the present time. The favorite cry of one who never advertises is, "we give too good a value to be able to afford to advertise." In reality it is the advertising firm that gives good value every time, because, un-

(Continued on page 34)

The Bliss Reproducer Will Play All Records

A new superior and scientifically constructed sound box—no mica, rubber or cork used.

Beautiful full, rich tone quality, clear articulation. It individualizes each voice and instrument in the record.

Greater volume with lighter needles, thus minimizing wear on records.

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

Comparative tests solicited. Write today for dealer proposition.

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

Canadian Distributors: HAWTHORN MFG. CO., 145 Yonge St., Toronto, Can.
A window display that will bring people into your store—you want it. The Columbia Dealer Service Department will give it to you.

Columbia Graphophone Co.
Woolworth Building, New York

**TO MAKE PUBLICITY PROFITABLE (Continued from page 33)**

like the man who does not advertise, they have promises to live up to. Such a claim of non-advertisers is farcical as a deeper examination would prove. Take two of the most common prices in the trade, namely, 75c. and $1. In one case it is three cents, and in the other case a consideration of four cents on each record sold. Surely it is worth such an additional outlay to increase your trade.

To pursue this argument further would soon demonstrate what a very little extra business has to be expected before the advertising pays directly for itself, but that is not a part of the purpose of this article, which has been written with a view to rendering some assistance to the man who feels the necessity of deciding the important question (what ought I spend on advertising?).

It may not be out of place to mention in conclusion of the subject having been dealt with from the point of view of an established business, although a newly started dealer would find it necessary to spend a little more.

**JOS. C. ROUSH NOW IN FLORIDA**

The Heatsless Days in the North Will Not Bother Talking Machine Man for Some Time

Joseph C. Roush, president of the Standard Talking Machine Co., of Pittsburgh, Pa., and secretary of the National Association of Talking Machine Jobbers, spent a day or two in New York recently to confer with President Blackman of the Association before leaving for his annual winter vacation with his family in Florida. Mr. Roush stated that he planned to visit all the principal resorts and would return to the North when the birds told him it was time to migrate.

**JOINS VICTOR EDUCATIONAL FORCE**

Miss Frances E. Ryan, formerly supervisor of music in the public schools of Escanaba, Mich., is a recent acquisition to the Victor educational force and is covering the schools in New Jersey, demonstrating the advantage of the school Victrola. Mrs. Frances E. Clark, manager of the educational department of the Victor Talking Machine Co., has outlined a splendid program that will mark a distinct advance in Victor educational work throughout the country this spring.

**PUBLICITY THAT AIDS PRESTIGE**

(An Illustration of How Ads With a Strong Amount of Newsy Personal Flavor Help to Interest Public in a Talking Machine Store)

The recent newspaper advertising of the Martin Bros. Piano Co., of Springfield, Mo., offers some rather unique examples of talking machine publicity. The first piece of "copy" reproduced hereunder illustrates an excellent way in which to make capital of an increase in the size of a retail talking machine department. The second piece of "copy" is a very striking way of letting the local community know about "the boys who have joined Uncle Sam's fighting forces." Particularly in the smaller-sized cities this latter type of advertisement must have a strong amount of newsy personal interest.

**SUCCESS FOR THE PRESENT YEAR**

The Pepitivist, Issued by the Columbia Graphophone Co., Contains Interesting Forecast of Possibilities for Success This Year

Under the heading of "Success in 1918" the following timely and interesting article appears in the current issue of The Pepitivist, the successful house organ published by the Columbia Graphophone Co. for and about Columbia men: "There is a year for success this year for all sorts of advertisers without historic precedent. Nations, commerce, industry, the lives of every man and woman in the civilized lands of the earth are changed. Business has changed—you must change to meet the new front.

"Success will be made of sterner stuff in 1918 than in the year past. The keynote of the world's life to-day is sacrifice. Not a home in America but gladly bears its share of the burden. At the threshold of a year which holds within its palm unguessed lines of fate and fortune we Columbia men stand, earnestly willing and solemnly prepared to do the best in our power for our country, our homes and our neighbors. Success is still our aim but a new one. Where is the secret of the new success? "Success in 1918 will follow and come, and only come and follow Service. The sacrifices of homes must be met with service to millions of homes.

"It is with implicit faith in the truth we state the Columbia has its share, a true and big one, in serving its country. Already from our factory, sales branches and executive offices over four hundred Columbia men have joined Uncle Sam's fighting forces."

"You are dealing with homes and hearts. Not a home in America but gladly bears its share of the burden. At the threshold of a year which holds within its palm unguessed lines of fate and fortune we Columbia men stand, earnestly willing and solemnly prepared to do the best in our power for our country, our homes and our neighbors. Success is still our aim but a new one. Where is the secret of the new success? "Success in 1918 will follow and come, and only come and follow Service. The sacrifices of homes must be met with service to millions of homes.

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YOU ARE NOT EXPERIMENTING
When You Use

HEINEMAN and MEISSELBACH Products

These Motors, Tone Arms and Sound Boxes are produced by the largest manufacturers of phonograph parts in the world, and are in use everywhere.

Here are two outfits we recommend and guarantee

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

The Ideal Outfit for Your $85 Machine

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

The Ideal Outfit for Your $165 Machine

All prices F. O. B. New York or nearest branch office
FEBRUARY 15, 1918

Mr. Fulghum has succeeded in drawing a word picture of Mr. Edison that will prove a revelation even to those privileged to have a business acquaintance with the great inventor. He has brought out facts often overlooked in the average biography, and portrays Mr. Edison not as a man apart but as a man among men. He points out that there are two Edisons—one is the Edison of coldly scientific mind, who reasons ruthlessly and relentlessly to a conclusion far beyond the average man’s foresight. The other is an Edison vividly human, intensely sympathetic, extremely generous and incessantly active in the interests of mankind. Edison can be the lion that he resembles, he can even be unjust; but he is never avaricious, and he is unfailingly generous.” A full-page photograph showing Mr. Edison in a characteristic pose accompanies this vivid and interesting human interest article.

FINE BUSINESS RECORD IN LOUISVILLE

The talking machine department of the Kaufman-Straus Co., Inc., Louisville, Ky., of which H. V. Boswell is manager, has been moved to the second floor, a much better location than heretofore, where a good stock of Edison and Columbia records is being shown. Business last month showed an increase of 25 per cent. over the same month last year, while an idea of the holiday business may be gleaned from the fact that the day before Christmas the department sent out thirty machines, all sold for cash.

SOME PERTINENT POINTERS

Customers are guests, and more, they are guests that pay. Be sociable with your customers; they like it. The more people you know personally, the greater can be your hold upon your trade. If people talk about your store, if it becomes noted, you will do business. Get all your store improvements commented upon in the news columns of your papers. It costs you nothing and it all counts.

TRAVELERS’ LICENSE IN CHILI

The United States Consul General L. J. Keena at Valparaiso, Chili, reports that importers in that country are urging enforcement of the law of December 22, 1916, imposing a license tax of 1,000 pesos (about $240) on foreign commercial travelers. The importers threaten to refuse to do business with any salesman who has not obtained the necessary license.
THE TRADE IN PHILADELPHIA AND LOCALITY

PHILADELPHIA, PA., February 4.—The month of January was a profitable one for talking machine dealers in this city, despite conditions that served to keep the trade guessing most of the time. The poor transportation facilities handicapped the jobbers considerably in the shipment of their machines, but the fact that it was hard to ship machines out of the city worked to the advantage of local dealers in cutting distance of the jobbers' warehouses.

Although there was considerable improvement in the Victor machine situation during the month, both jobbers and dealers were only able to get a percentage of their record orders filled from the factory, due to various conditions, including labor, governing record production. Dealers in Columbia and Edison lines also reported stock shortage, due to delayed shipments from the factory. The trade, however, is keeping up courage, and for the most part is optimistic regarding the future.

New Columbia Dealers' Service Pleases

The Columbia Graphophone Co. (formerly the Pennsylvania Co.) report that their business in January was quite satisfactory, and especially so considering the circumstances. Their new dealers' service has been meeting with hearty approval, and the latter appreciate the assistance the Philadelphia office is giving them in the expediting of the Columbia, both machines and records. They had an enormous record business in January, and having had the foresight to order heavily, they felt little the inconvenience of their machines, but the fact that it was hard to ship machines out of the city worked to the advantage of local dealers in cutting distance of the jobbers' warehouses.

The Connor & O'Neill firm have been located, for a number of years, on Fifteenth street, below Chestnut. O'Neill firm have been about on a par with last year. The Connor & O'Neill have put forth their best efforts and have made a large complement of machines during the month.

Victor Wholesalers

Victor machinery business is giving them in war times. They have the machines and records done up in non-destructible packages and about these packages are war relics picked up in many sections, and especially from the war front in France. They report that their business in January was very good, and especially from the factories during the month. Our machine shipments this month have been about on a par with last year. Our machine shipments this month have been about on a par with last year.

Dictaphone in "The Grit" office at Williamsport: Cheney will be raised in price from $15 to $25 announced in the papers the past week that the representative of the Cheney talking machine, has removed it to his store. The Connor & O'Neill firm have been located, for a number of years, on Fifteenth street, below Chestnut. G. Dunbar Shewell, who is the eastern representative of the Connor & O'Neill talking machine, has announced in the papers the past week that the Cheney will be raised in price from $15 to $25 beginning the first of February.

Increase Prices

G. Dunbar Shewell, who is the eastern representative of the Cheney talking machine, has announced in the papers the past week that the Cheney will be raised in price from $15 to $25 beginning the first of February.

Dictaphones for Large Companies

The Dictaphone Co. report that their business was very fair in January, and they believe it will be very good from this on. Owing to the great scarcity of stenographers and typists they have just placed a complete outfit of the Dictaphone in "The Grit" office at Williamsport, with George Wharton Pepper; the Lehigh Portland Cement Co., of Allentown: and the Water-Kent Mfg. Co. have added a large complement of machines during the month.

Penn Co. Stocking Up

Manager Barnhill of the Penn Co., says that in January our business was about as good as could be expected under the weather conditions, the freight embargo, and the impossibility to move stock promptly. Records have been very scarce and especially in the better grades. Mr. Barnhill, however, believes that business is going to be first rate this spring and summer, when transportation again becomes normal, and they are getting in a stock that will assure them the ability to fill all orders, and with promptness.

J. Fisher, of C. C. Mellor Co., Pittsburgh, Pa., was one of the recent visitors to the Penn Co.

Weymann's War Music Display

H. A. Weymann & Son have this week a very attractive window display which shows how the Victor talking machine is an absolute necessity in war times. They have the machines and records done up in non-destructible packages, and about these packages are war relics picked up in many sections, and especially from the war front in France. They report that their Victor business in January was very good, and believe that the remainder of the winter and spring is going to make an excellent showing. For Mr. Weymann says that music, he believes, has become a war time necessity.

Pathé Shop Getting Results

The Pathé Shop has been having a most excellent business in January. While there were only nineteen working days in the month, they have put forth their best efforts and have made every minute count. Their business was not

(Continued on page 38)

OPPORTUNITY

To increase the profit of every Talking Machine Dealer

The Weymann "Keystone State" Musical Instruments and Strings have a national reputation.

Leading dealers feature the Weymann make exclusively in conjunction with their Talking Machine and Record line, to attract the musical buying public to their stores. Thousands of "Weymann" "Keystone State" Mandolutes, Ukuleles, Mandolin-Banjos, etc., are in daily use creating a continually increasing demand for "Keystone State" Strings. Here is an opportunity to supply these demands. Send us your initial order for our special assortment of Strings, their retail selling value $38.35. Cost to dealer net $20.35.

We will furnish free of cost a show case string display cabinet.

H. A. WEYMANN & SON, Inc., Manufacturers

PHILADELPHIA, PA.

Victor Wholesalers

OFFICES: 1108 Chestnut Street

FACTORY: 1109 Sansom Street

Established Since 1864
AGGRESSIVE Victor Record selling is the key-note of 1918 work. You cannot exhaust the record sales mine. Doubling of record aggressiveness this month actually increases your sales for March, too.

And so it goes—an endless chain of profits.

A stimulated record buying sustains its own buying power if you maintain the momentum with suggestions.

BUEHN SERVICE sees that the records you recommend are in your store to DELIVER. It is the deliveries of sales that prove the value of your record work and Buehn Service is most vital to record sales success.

Buehn Service does only one thing—"delivers the goods." And with the deliveries goes the co-operation that is helpful because it represents the nucleus of the information on problems solved by other dealers.

Buehn Service means a great deal to you in 1918.

The Louis Buehn Co., Philadelphia

ENVELOPES
The modern way of "wrapping" and delivering records. Made with string and Button Flap.
10 in. $10 per M
12 " 12 "
Your imprint, $2 per M extra
From a patriotic standpoint

the Victor dealer can't jam more pleasure into the leisure hours of men-of-war and men-of-peace than to dole out, in ever-increasing quantities, the comfort and inspiration that characterize Victor talking machine records.

From a service standpoint

Penn service at all times is consistent with factory production and delivery.

Distributors for the Ready File
for Victor's X's and X's.

Penn Phonograph Co.
17 S. NINTH STREET (VICTOR) PHILADELPHIA

THE TRADE IN PHILADELPHIA

(Continued from page 36)

quite as good as in December, but of this they have no cause to complain. They are finding considerable difficulty in making shipments to their dealers, but through judicious management they have been able to keep all their dealers and have added a number to their already long list during January. They report that business looks very promising for February. Walter Eckhardt, the head of the Pathé Shop, was in New York on Wednesday of this week. They expect, in February, to make quite a publicity campaign, and are arranging some extensive recitals to be given at their warerooms.

The Pathé Shop must be seen to be appreciated. It is one of the show places of the city. It is most artistic in its color effect and the arrangement for business, and customers cannot go away without a most pronounced impression of everything about the place, whether it is the Pathé machines and records, or the fine accommodations that Mr. Eckhardt has made for their comfort and convenience.

Closed Great January Business

Herbert Blake, of Blake & Burkart, reports that their business was very good in January. It was the biggest January they have ever had with the exception of 1916, when their sales were extraordinary for that month. This month, Mr. Blake says, has started off very good, and that it looks very promising. He is especially pleased with the February list of Edison records, which contains many Broadway hits.

Gathering of Edison Dealers

On Tuesday night next at the monthly meeting of the Edison dealers here, which will be held at the Bingham House, T. J. Leonard, the sales manager of the Edison Co., will address

Charles Gardner, the district superintendent for this district, will also be present and is expected to make a speech. They expect to have present about twenty-eight to thirty dealers.

DOMESTIC CORP. CHANGES

Horace Sheble Resigns as President and General Manager—George Anderson, Treasurer of Company, Now in Charge of Business

George Anderson, recently elected treasurer of the Domestic Talking Machine Corp., of Philadelphia, became acting head of that concern on January 25. Mr. Anderson succeeds Horace Sheble, the former president and general manager. Mr. Sheble's retirement is entirely voluntary and it is rumored he is to take up Government war work. He carries with him the best wishes and hearty good will of his associates and the board of directors.

DEATH OF MRS. D. K. WENDEHEiser

Mrs. Delia Kivel Wendheiser, widow of the late Peter Wendheiser, founder of the Wendheiser Music Store at Rockville, Conn., and mother of George F. Wendheiser, at present a well-known piano and talking machine dealer in that city, died recently at the family homestead.

PLANT DESTROYED BY FIRE

The plant of the Carolina Veneer Co., Columbus, S. C., was totally destroyed by fire last week with a loss of $100,000. Among the stock destroyed was much cabinet veneer intended for talking machine manufacturing, the shipment of which had been held up by traffic conditions.

THE VICTOR TALKING MACHINE COMPANY, in recognition of his twenty years of active service as Manager of the Traveling Department, has appointed Mr. GEORGE D. ORNSTEIN

a Wholesale of Victor Products in the city of Philadelphia and the neighboring territory. In order that the retailers of that district may enjoy the benefit of Mr. Ornstein’s unique experience, the undersigned company has been incorporated to carry on an exclusively wholesale business, with temporary quarters at 9 North Eleventh Street, Philadelphia, for the purpose of providing the retail trade with the most direct, efficient and satisfactory service.

Very sincerely yours,

THE GEO. D. ORNSTEIN COMPANY.

TALKING MACHINE MEN MEET

First Session of New Year Held on Wednesday—Amendments to By-Laws Passed—To Determine Membership Status of Jobbers.

The first meeting of the new year held by the Talking Machine Men, Inc., took place on Wednesday, January 23, in the rooms of the Merchants’ Association in the Woolworth Building, New York. President J. T. Coughlin, of the association, presided, and one of the most successful meetings held in some time resulted.

The action of the executive committee at a recent meeting, making an amendment to the by-laws to require seven days’ notice of intention to propose a new member, was adopted and the amendment will provide two days for the membership committee to investigate the candidate and allow the secretary to give the usual five days’ notice by mail to every member of the organization.

The committee appointed several meetings ago to solicit new members and also try and persuade the larger stores to charge 6 per cent. interest on installment sales reported progress and a new committee was appointed to assist them in their endeavors. It is thought that with a campaign along these lines during the next few months the association will be able to announce that every dealer in the Greater New York district is charging 6 per cent. interest on time sales. Already a number of local dealers have put the interest clause into effect and this has also been done by dealers who are located in the New Jersey district.

The executive committee also sent out a letter a number of days ago to the leading jobbers to find out the consensus of opinion in regards to whether they wish to continue as active or associate members. This is a question that has come up many times during the past year, and the letters from a number of jobbers show the majority of them feel they can be of more value to the organization as associate members than otherwise. This includes P. B. Noone, H. S. Dilson & Co., S. B. Davega & Co., Ormes, Inc., American Talking Machine Co., Emmanuel Blout, and I. Davega, Jr. A letter from J. Newcomb Blackman, of the Blackman Talking Machine Co., who has been interested in the Talking Machine Men, Inc., since the birth of the organization, gave it as his opinion that the wholesale and distributor should be given more recognition as non-member. A letter from him stating his views was read and made a distinct impression upon the meeting.

The law committee was instructed to draft an amendment to the constitution which will embody the ideas of the distributors as well as the association in regard to the activities as members. This will be done after an amicable agreement is reached with the distributors as to the fee they should pay for membership. The constitution will be amended to take in the distributors as associate members at a somewhat larger fee than is now in force, which is $3.

The secretary was instructed to address a communication to every member and find out their views in regard to the suggestion to close all talking machine stores at 9 p. m. If it is not feasible to close in every district at once, it may be based on a good idea in certain localities, and, with the expressed opinion of all the members, agreements in different sections can be made.

TRADE CONVENTION POSTPONED

Fifth National Foreign Trade Convention to Be Held April 18, 19 and 20

The executive committee of the National Foreign Trade Council announced this week that, owing to the railroad congestion and the desire of the Council to co-operate with the Government in the relief of the situation due to the war, the dates of the fifth national foreign trade convention, to be held at Cincinnati, O., have been changed from February 7, 8 and 9 to April 18, 19 and 20.
This is the MOTOR whose phenomenal success made it necessary for us to double our factory capacity.

The "Butterfly Motor" has won the endorsement of leading talking machine manufacturers everywhere. It is giving excellent service under exacting conditions, and is a motor that is guaranteed in every detail. Read its specifications and you can readily understand why the Butterfly Motor is accepted as a standard in its field.

Try a Sample of The BUTTERFLY Motor. You will use it exclusively after a thorough test.

SILENT BUTTERFLY MOTOR
Jewel Bearing

Specifications

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

Write today for Butterfly Folder.

LEONARD MARKELS, 165 William Street, NEW YORK
One evening a week with theatres and movies closed means just so much more demand for those never-off-the-job entertainers, Columbia Grafonolas and Columbia Records.

Columbia Graphophone Co.
Woolworth Building, New York

INDIANAPOLIS DEALERS REPORT LARGE JANUARY TRADE

Record Business Has Been Exceptional—People Staying More at Home Has Helped Sales—How Victor Publicity Helps—Good Demand for Talking Machines But Difficult to Get Them

INDIANAPOLIS, IND., February 5—Although the Monday holiday was the coldest in the history of the local weather bureau and in spite of the closing orders of the national Fuel Administrator, the local talking machine dealers generally reported that they did better business during the month than they had expected.

All of the dealers said the record business was exceptional and attributed this to the fact that the closing of theatres of Tuesdays, together with the extremely cold weather, indicated that people were staying at home and enjoying their talking machines.

The weather moderated considerably during the last few days and thus had the effect of stimulating the sale of machines. Most of the dealers express the opinion that the Monday closing order simply makes Saturday or Tuesday a bigger day in sales and that the loss of Monday does not figure to any extent on the week's business.

"Our record business increased during the month and the sale of eight machines on the first Tuesday after the first Monday holiday indicates that we are making up for the lost Monday business on Tuesdays," said A. H. Snyder, manager of the Edison Shop. The total January business was ahead of last year in the same month, he added. Mr. Snyder is working his outside salesmen in zones and his plan is passing off well.

H. A. W. Smith, manager of the Pathé Shop, said that their business was showing up well, but he doubted whether it was offsetting the loss of Monday. The January business as a whole was good, he said.

H. E. Whitman, manager of the talking machine department of the Pearson Piano Co., reported that the record sales were far ahead of January of last year. Both the Edison and Victor machines were in steady demand, but a shortage of stock has been the worst problem, Mr. Whitman said.

This Christmas the Pearson Co. did not send it was said that the demand for machines was much heavier this January than in 1917, but that transportation difficulties had kept the business down.

The national advertising done by the Victor Co. is bringing practical results, according to the Stewart Co. From fifteen to twenty inquiry cards sent to the Victor Co. by prospective buyers have been reaching the Stewart Co. every day. These cards are in turn sent to the nearest Victor dealer.

The local Victor dealers are expecting a large demand for the records of Jascha Heifetz, the Russian violin marvel, who will play in Indian-
apolis February 14.

The appearance here last week of Victor Herbert with the Cincinnati Symphony Orchestra boosted the sale of the Herbert records. A large number of the latest musical comedies are scheduled to appear here in the next few weeks and the record song hits of these shows will be in demand.

O. C. Maurer, in charge of the Sonora department of the Kiefer-Stewart Co., was a guest at the convention of Sonora dealers held under the auspices of the Vail & Lange Drug Co. of Milwaukee, Wis., recently. Mr. Maurer said that the enthusiasm evinced by the Wisconsin dealers in spite of the cold weather that prevailed was notable and he added that he obtained a number of good points from the meeting.

Walter E. Kipp, of the Kipp Phonograph Co., Edison distributors, said that there was no complaint to make about the demand for Edison records. H. A. Verkes, field sales manager of the Columbia Co. and Ben Brown, manager of the local branch, went to Louisville, Ky., last Mon-
day. The Grafonola Co. of Louisville, enjoyed an unusually big January business, the chief difficulty being in getting the machines, Mr. Brown said.

KEEPING UP ORDER DELIVERIES

Boston Book Co. Makes Good Shipping Progress Despite Handicaps—Pays Employees in Full for Time Lost on "Workless" Days

The Boston Book Co., manufacturer of record albums, has been making reasonable progress in the shipping of its orders despite the condition now affecting the railroads. The company has been in a nice position in regard to the materials entering into its products as it has large quantities on hand and in storage for now and future use. J. M. Alter, president of the company, in speaking of trade conditions recently, said: "The demand for our albums is greatly on the increase and from the indication of the orders arriving in every mail the talking machine industry is preparing for a year of great prosperity." The Boston Book Co., in following out its plans of keeping its labor standards on the highest plane, paid its employees in full during the recent five-day closing period and will continue to pay them for the lost Mon-
day of each week. During the period when coal was scarce the company bought oil heaters to supplement the low pressure in the steam pipes, thereby keeping the temperature of the plant up to normal.

We are all inclined to kick when difficulties come our way, and it is a well-established fact that some of the keenest pleasures of life come from successfully overcoming difficulties.

THE MUTUAL

PLACE YOUR 1918 ORDERS TO-DAY FOR

"Mutual Products Have Made Good"

Mutual Talking Machine Co., Inc.
145 West 45th Street, New York
SHORTAGE OF STOCK IN CLEVELAND A SERIOUS PROBLEM

Matters of Interest to Be Discussed at Coming Banquet of Talking Machine Dealers' Association of Northern Ohio—Displaying Records at Food Show—Fischer Co. Doing Fine Pathe Business

CLEVELAND, O., February 6.—Shortage of stock, for which the responsibility is divided between the factories and the railroads, workless days, as prescribed by the Fuel Administrator, and other conditions similar to those affecting business throughout the East, serve to put a slight damper on the talking machine trade in this city, although the jobbers and dealers are going right ahead endeavoring to get the best results possible in the face of the handicaps.

C. K. Bennett, general manager of the Eclipse Musical Co., and the new president of the Talking Machine Dealers' Association of Northern Ohio, states that at the annual banquet of the association, to be held on February 20, an effort will be made to tide over the problems for the benefit of the dealer. He states that one particular point will be emphasized, the necessity of pushing stock records that do not have the call benefit of the dealer. He states that one particular point will be emphasized, the necessity of pushing stock records that do not have the call benefit of the dealer. He states that one particular point will be emphasized, the necessity of pushing stock records that do not have the call benefit of the dealer. He states that one particular point will be emphasized, the necessity of pushing stock records that do not have the call benefit of the dealer. He states that one particular point will be emphasized, the necessity of pushing stock records that do not have the call benefit of the dealer.

The McMillin Music Co., 2053 East Ninth street, continues to champion Victor records accompanied by their slogan, "Cleveland's Leading Music Store."

John McCormack, great tenor, is coming to sing for the Red Cross in Keith's big Hippodrome, March 3. As soon as McCormack's coming was scheduled dealers handling McCormack's songs and records reproducing them got busy with window displays and catchy ads. Meanwhile everybody is trying to get educated to McCormack's wonderful songs which the talking machine has popularized in every music-loving home in Cleveland.

The Fischer Co. declares the Edison record, "On the Banks of the Brauwynee," is one of the winter's best sellers, while Harry Lauder's "Wee Hoose 'Mang the Heather" is another of the Victor records having a phenomenal run since Lauder appeared here in person.

The Eclipse Musical Co. has been having a run on Victor records reproducing the music of Jascha Heifetz, the new Russian violinist, who will appear in person in Gray's Armory to-morrow night. Cleveland violinists pronounce the new Russian a wonder with "his fiddle."

A Pathé record that is a winner here is the "Arrival of the U. S. A. Troops in France." Fred Fairbanks' "It's a Long Way to Berlin," another Pathé record, is also a big seller at stores handling these favorites.

Song hits which carry inspiration for the boys in military camps and "over there" characterize the offerings of most of the talking machine dealers. "La Marseillaise," by the Gennett Military Band, is a Starr hit among the latest records. "The Royal Hymn of the Republic" is another Starr catch.

The New Edison is attracting attention and selling rapidly at the two establishments of the Phonograph Co., whose main emporium is the entire third floor of the building, 1240 Huron road.

The Dictaphone Co., 1375 Euclid avenue, reports a good January business, particularly the latter half of the month.

MICKEL
A Great Name in the Victor Game

YOUR Part of the Country Is No Different Than Any OTHER Part of the Country, and Victor Record Sales Are Increasing Daily, Hourly, in EVERY Part of the Country!

The point we want to make, is THIS—Are you making the most of the situation? Are you making the most of the "SERVICE" we offer? There are so MANY things to be gained if you will make an immediate contract with—

Mickel Bros. Co.
15th and Harney Streets
OMAHA, NEBRASKA
411 Court Avenue
DES MOINES, IOWA

Those "Lively" Westerners.
Quality Wins Again

The talking machine trade has shown its enthusiastic appreciation of a high grade product by ordering liberally. So liberally that the initial cutting of the Widdicomb Phonograph was not sufficient to supply the insistent demand.

But during March we will be able to ship to all buyers,

The Widdicomb

A Finished Product

The most expensively constructed and intelligently assembled phonograph in the world in its respective class is now ready for those dealers who believe in "quality first" last and all the time.

THE WIDDICOMB PHONOGRAPH IS MADE
For the dealer who wants to offer better value for the money
For the dealer who wants a better profit than usual
Do you come under this classification?

If so send for our catalogue now, and secure a Widdicomb agency or still better—send for a sample instrument and "Play It Yourself." Compare it point by point with the machine that you consider the best.

Aside from the beautiful case, noiseless precision motor, efficient filing device, and great attention to all details, you will be greatly impressed with the perfectly natural tone reproduction of the Widdicomb and will enjoy the sensation of controlling that sound from a distance by the medium of our sound modulator with which each Widdicomb is equipped.

These good points all mean sales for the Widdicomb dealer.

Aggressive jobbers will do well to connect with this line

PHONOGRAPH DIVISION
The Widdicomb Furniture Co.
Established 1865
Grand Rapids, Michigan

ADAM CONSOLE No. 2
Price $150—with electric motor $175.
"Play It Yourself"
MILWAUKEE DEALERS ARE TOO PATRIOTIC TO COMPLAIN

Believe in Carrying Out Instructions of Government—Dealers Had Excellent January—Jobbers Short of Stock—Sonora Dealers in Convention—Entertained by Yahr & Lange—News of Month

Milwaukee, Wis., February 10.—Milwaukee talking machine dealers are just a bit too patriotic to make serious complaint over the effect of the Federal Fuel Administration order which restricted business to five days a week during the last half of January and early part of February. Nevertheless, it is a fact that the curtailment has cost all of them a considerable volume of business and profits. While trade could hardly be expected to be as brisk during the first month as it was during the last two months of the old year, it is better than anticipated.

At the Edison Shop, Edison jobber and retailer, much time in recent weeks has been devoted to overcoming the effects of the big fire which caused a heavy loss early on Christmas morning and wiped out a considerable part of the wholesale stock. Shipments have been coming in fairly good volume and while stocks are not yet what they should be the Edison distributors are much gratified over the situation.

Paul A. Seeger, manager of the talking machine department of the Edmund Gram Music House, representing the Aeolian-Vocalion and Columbia, is very much pleased with the conditions. It has been Mr. Seeger's experience that the higher-priced styles have been selling relatively better than others. This does not mean that medium and low-priced styles are not moving, for many excellent sales of these are being made right along. Yet the tendency has been toward the costlier machine, due probably to the better financial position of buyers who patronize the Gram house.

Yahr & Lange, Sonora jobbers for Wisconsin and Upper Michigan, recently entertained more than one hundred of its retail representatives at a first annual sales convention and banquet at the New Plankington House in Milwaukee. Fred E. Yahrl presided as toastmaster at the dinner, and among the principal speakers were F. D. Andrews, Minneapolis, and O. C. Mauer, Indianapolis. Since taking the wholesale representation of the Sonora a year ago, Yahrl & Lange have built up a remarkable organization.

ARRANGE TO MEET ALL DEMANDS

Vice-President Ravis, of the New York Album & Card Co., Tells of Increased Facilities—New Representative for New England

In a chat this week with The World, Philip A. Ravis, vice-president of the New York Album & Card Co., 23-25 Lispenard street, New York, commented as follows regarding general conditions:

"With the additional facilities that we are now utilizing in the production of our albums we have every reason to believe that we will be in a position to supply our clientele promptly with albums the coming season. However, I would suggest that the dealers anticipate their requirements wherever possible in view of shipping difficulties at the present time and in order to make sure that the albums will be on hand when they need them. With the additional space which we now occupy we have also increased our facilities for printing delivery envelopes, and this branch of our business is steadily growing.

and given the Sonora one of the finest introductions ever enjoyed by a talking machine line in this territory.

George F. Ruez, president of the Badger Talking Machine Co., Victor jobber, and interested in numerous other concerns of note in the talking machine world, has been elected a director of the Merchants' and Manufacturers' Bank of Milwaukee.

A fourth store has been opened at Thirty-second street and North avenue by Kroeger Bros. Co., operating department stores at First and National avenues, Fifth avenue and Mitchell street, and Eighteenth street and Fond du Lac avenue. The Pathé departments establishment on December 1 in the three stores have been extended to the fourth store.

Edward Quick, 180 Villard avenue, North Milwaukee, is a new retail representative of the World phonograph.

H. L. Sorenson, Neenah, Wis., has recently enlarged his store and added a complete display and stock room, with demonstrating booths, to accommodate his rapidly growing Victor department.

Miss Gertrude Louise Gram, daughter of Edmund Gram, Steinway and Aeolian-Vocalion representative at Milwaukee, was married Saturday, February 9, to Frank W. Magin, a well-known manufacturer of Milwaukee.

"Our new No. 1012 album is meeting with a steady sale throughout the country and the dealers are greatly pleased with the distinctive features embodied in this album. Our metal-back albums continues to be a prime favorite with our clientele and is giving excellent service everywhere."

L. W. Hough, well known in the New England talking machine trade, has been appointed New England representative for the New York Album & Card Co., with headquarters at 20 Sudbury street, Boston, Mass. Mr. Hough will carry a complete line of the company's albums in stock at all times and will also carry a stock of delivery and stock envelopes.

NOW SOLE PATHE DISTRIBUTORS

The Pathephone Sales Co. of New York, Inc., 111 East Fourteenth street, New York, is now the sole distributor for the Pathe products in the metropolitan territory, having taken over the interests of the Pathephone Distributors Co. and the Stilwell Co. in the territory.

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
No Needles to Change
The Pathe Sapphire Ball takes the place of needles. It need not be changed.

Records Don't Wear Out
We guarantee every Pathe Record to play at least one thousand times with the Pathe Sapphire Ball without impairing the unexcelled beauty of tone.

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

Each Pathe Phonograph
plays not only Pathe Records, but all other makes of records, and plays them perfectly.
The Quality Phonograph

It isn't altogether a question of retail price, either - though that's important.

And it isn't altogether a question of better tone and longer-lasting records - though they're mighty important.

No, it's a number of things and they mean money you can't get otherwise.

Write

PATHÉ FRÈRES PHONOGRAPH CO.
20 GRAND AVE. BROOKLYN, N. Y.

Recording for Pathé, and most of them exclusively

Muratore, Muzio, Thibaud, Ganz, Grace Hoffman, Rimini, Ober, Cavalieri, Bispham, Slezak, Urrus, Weil, Fitziu, Sammarco, Ruffo, De Cisneros, Journet, Chenal and Maguenat.
New York Engineer Applies Patent on Multiple Diaphragm Phonograph—Each Instrument of Orchestra Recorded Separately

H. Hartman, electrical engineer of New York, has invented and applied for a patent on a multiple diaphragm phonograph, or electric orchestra, which offers a brand new idea in the recording and reproduction of musical sounds. It is claimed by Mr. Hartman that recording for talking machine records as at present conducted is limited in its possibilities, owing to the fact that a single diaphragm must take and record the tones of a great variety of instruments at one and the same time. He points out that as the musical vibrations produced by a violin and contrabasso are widely different, and the vibrations produced by other orchestral instruments, it is not scientifically possible to record perfectly all the instruments at one time, because the diaphragm cannot respond simultaneously with the great variety of vibrations.

In recording for Mr. Hartman's electric orchestra he uses, in place of the usual records, a special film on which the tones of every instrument in the orchestra, to the number of forty-eight, if desired, are recorded in a separate track. By recording the music of each instrument separately the diaphragm can confine its action to the particular vibration of the one instrument and therefore there is no confusion or distortion of sound.

For the purpose of reproduction the film is wound on a reel and is led from a special compartment over guide rollers to a long, narrow and horizontally arranged compartment which contains as many sound boxes as there are record lines on the film. The sound boxes are separated as far as possible, and each is provided with a separate trumpet, the various trumpets being arranged in rows facing the audience. In order to regulate the movement of the film it is taken up over a sprocket wheel or on a drum at the opposite side of the cabinet. It is stated that a film of 1,500 feet in length will play continuously for more than an hour, and when the end is reached can be readily replaced by another film bearing other music. The sound boxes are fixed in position, walled to one another and rest freely upon the film, with the needle in a certain sound line. Sapphire and diamond needles are used to avoid the necessity of changing needles. It is claimed by the inventor that the device has been so perfected that perfect synchronization is obtained between the various instruments in the reproduction of the record.

Mr. Hartman is also the inventor of the "speaking clock," which also uses a flexible film two inches wide, in place of the usual type of record. Operation of the clock is so arranged that the exact time is announced every fifteen minutes. A continuous film is used that runs twelve hours before regulating.

ONE PLAN FOR SAVING SALES

John F. Ditzell, of the Famous & Barr Store, Takes Advance Orders for Machines and Has Customer Make Payments Until Machine Is Delivered—Follows Automobile System

Mr. Ditzell's plan is to save salesmen and to make it possible for the customer to have exactly what he wants.

Mr. Ditzell's solution was the selling of only one Victrola at a time; if a customer in this way:

"We do not know just when we can deliver this machine to you, but if you begin paying now you will get the first machine of this model that we receive. We will deliver it just as soon as we can."

It is surprising to many folk that the plan has succeeded and some of the most surprised persons are on Mr. Ditzell's force. They predicted that the plan would not sell any machines, but it has. In one case the buyer not only paid in full for the machine, but he has visited the store several times to hear records and make his selection and these are paid for and have been put aside to be delivered to him when the machine arrives. This many, and the others who have not paid as much, are content because they are going to get exactly what they want as soon as it is possible.

Mr. Ditzell tells rather an amusing story in this connection, which illustrates the point. E. C. Rauth, the Victor wholesale distributor here, had ordered a Buick car of a certain model. The company did not have that car, so Mr. Rauth made a payment and was assigned to a place on the delivery list. Some time later Mr. Rauth made another payment and ordered another car, but he picked another model and this sort was ready for delivery, so, despite the fact that he started later than Mr. Rauth, he was driving a Buick first. Mr. Ditzell said, rather surprised Mr. Rauth, but he told him that it was exactly the same proposition as the Victrola situation. Those who selected the models in stock got immediate delivery, while those who selected other models had to pay their money and wait.

BUILDING UP SUCCESSFUL BUSINESS

The Faultless Caster Co. Closes Many Contracts With Talking Machine Manufacturers

The Faultless Caster Co., Evansville, Ind., one of the most successful manufacturing concerns in the Middle West, has closed a number of contracts with prominent talking machine manufacturers whereby the company's casters will be used exclusively on 1918 product. The Faultless Caster Co manufactures a complete line of high-grade casters, suitable for all kinds of furniture, and has perfected a special caster for talking machines designated as C-6-5 which has won the endorsement of well-known manufacturers, including Thomas A. Edison, Inc., the Sonora Phonograph Corp. and the Aeolian Co.

The C-6-5 caster is a nickel-plated, steel wheel caster, and as the company guarantees all of its casters against imperfection of workmanship and material, talking machine manufacturers using this caster have called the attention of their dealers to its merits and the fact that it is absolutely guaranteed.

The Faultless caster was awarded a gold medal at the Panama-Pacific International Exposition, and in fact this caster has won recognition from the most successful furniture manufacturers as a product which embodies all the necessary requirements for use on the most expensive manufacture. The Faultless Caster Co manufactures 500 styles of casters for different uses.

A recent circular issued by the company featuring the C-6-2 caster for talking machines emphasized the following points of superiority as compared with the ordinary caster: (1) All the weight rests on a round-headed pivot stem; only one point of contact in each caster—friction reduced to a minimum. (2) Springs fitting into the neck of the stem never allow the caster to drop out of the socket. (3) The steel wheel is made of two shells, one fitting inside the other. The outside shell being rimmed leaves the edge smooth and this evenly corresponds with the other side of the wheel. (5) A reinforcement around the bushing holds it tight and gives the wheel double strength and long life. (6) Stem made of screw stock is tapered so the caster will be held in true alignment—always ready for maximum service with minimum effort.
HEAVY RECORD DEMAND A FEATURE OF BUFFALO TRADE


BUFFALO, N. Y., February 7.—A heavy demand for records is the dominating feature of the talking machine trade this month. The booths are crowded, the demonstrators being kept busy from morning to night in taking care of the customers. Machines, however, are as scarce as sugar, coal and other staple articles. Added to the shortage reported at the factories are the delayed shipments on account of railroad barge. The dealers are closing their stores on the "heatless Mondays" and are trying to crowd six days' business into five and most of the dealers are satisfied with their receipts during the short weeks.

One great source of hope for plenty of trade during the coming year is Buffalo's remarkable industrial activity. According to the State Industrial Commission, the total amount paid wage-earners here in 1917 was 168 per cent. more than the total in 1914. The number of wage-earners in Buffalo was increased 70 per cent. in the past three years. There is not likely to be a let-up of this activity for many months. Goodl Bros., Inc., has filed a certificate of incorporation, with a capital stock of $150,000. This firm handles the Victor line at its store on the city of three-time winner in these districts having not yet been registered.

VICTROLA SPEEDS UP TYPISTS

PORTLAND, Ore., February 4.—The High School of Eugene, Ore., has adopted an original and effective method for speeding up the typewriting classes of the commercial department. A Viciola is used and at each beat of music a letter must be struck on the typewriter. As the typists develop speed the class strike two letters to each beat. Not only is speed acquired, but a smooth, steady movement is obtained. They don't give rain checks for the Seats of the Mighty.
Mr. Dealer:

Do you know that if you seat your prospect in a comfortable chair before the

GABELOLA

and “Just Push the Button”

that it will sell itself?

You can say with perfect frankness and without fear of contradiction that—

“This super-talking machine is winning its way in the thousands of homes where something more than a mere talking machine is desired.”

It is self-operating — you don’t have to change needles, records, or wind it up because these things are taken care of automatically.

The Needle magazine contains 600 needles, and a new one drops into place each and every time a selection is played.

The record container (which contains a repertoire of 24 selections) automatically changes the record just as soon as a selection is played.

The motor is electrically driven and controlled.

It is ideal for the home, dancing school and restaurant.

A personification of pleasure and entertainment “with all the bother left out.”

You can say all this and more, but it would be unnecessary.

“Just push the button” and then have your order blank ready.

GABEL’S ENTERTAINER CO.

GENERAL OFFICES AND FACTORY

210 N. ANN ST. CHICAGO, ILL.

GABEL’S ENTERTAINER SALES CO.

Suite 512 No. 117 N. Dearborn St.
Dealers Complain That Manufacturers, Transportation Officials, Federal Government and Weather Cause Talking Machine Shortage

**THE TALKING MACHINE WORLD**

February 15, 1918

Dealers Complain That Manufacturers, Transportation Officials, Federal Government and Weather Cause Talking Machine Shortage

The recent demand for talking machines has been so tremendous that manufacturers, transportation officials, federal government and weather may all be charged with a share of the blame for the shortage. The manufacturers, transportation officials, the federal government and even the weather man are combining to make life miserable for the trade by hampering and limiting shipments of talking machine goods while the people are clamoring for instruments and records.

Yet one will travel far to hear any talking machine man offer a direct criticism. They realize full well that no complaint and no agitation that they make will aid them one iota and the best that they can expect is that fate will be as kind as possible.

The general Northwestern situation for the entire business is well stated by Eugene F. O'Neill, of the Beckwith-O'Neill Co., following:

"The machine receipts in this territory during January virtually amounted to nothing as the factories centered more on Eastern points as the holidays approached. The early January shipments have not come through and hardly can be expected before the middle of February on account of the uncertain traffic conditions. In the meantime the record of shipment in quantities has become fully as complicated as the machine situation and our afflictions instead of disappearing after the holidays only are increasing. I speak only for the Victoria situation as my information concerning other machines naturally is very limited."

"The dealers in what might be considered essential materials will receive an awful jolt some day if they do not realize that war time conditions now prevail and will govern every angle of the business from the production of the raw materials, through the factories and jobbers to the retail dealers."

"We must face every new cross with the best grace possible and trust that the future will bring a marked improvement in our affairs, but to tell the truth, the labor situation, the difficulty in obtaining raw materials, and the transportation problems hardly warrant one in hugging over with enthusiasm."

Sonora dealers from all over the Northwest will gather at the West Hotel, Minneapolis, February 6, for their annual convention and banquet. The Minneapolis Drug Co., distributor of the Sonora products, will do the honors, with Sewall D. Andrews as the chief steward. President Brightman, of the Sonora Co., was heralded as one of the headliners with some of the leading Eastern distributors in his supporting company.

W. L. Sprague, manager of the Minneapolis branch of the Columbia Graphophone Co., is back with the fine trophy he won at the Columbia convention. Having won the honor three times in succession the trophy becomes the permanent property of his branch. Although greatly hampered by various conditions, the branch increased its business for January, 1918, by 100 per cent. It could have shown much better results had certain matters been more favorably disposed of.

E. F. O'Neill, of the Beckwith-O'Neill Co., returned Friday from Boston, after an absence of two weeks. He was summoned to his old home by the death of a sister.

Several of the dealers in musical instruments are exhibiting in the Industrial Exposition, which is a winter fair and the outgrowth of the annual automobile shows. The exposition is conducted at the immense assemblage plant of the Willys-Overland Co. The Minnesota Phonograph Co., in conjunction with Bostwick & Brown, have for the display and demonstration of products the Edison laboratories. Laurence H. Lucker personally supervised the arrangement of the Edison display.

If you are ready to take advantage of the enormous demand for good talking machines, we can serve you two ways.

We are in the position to sell you the finest looking and scientifically constructed cabinets at reasonable prices.

We can sell you fully equipped machines under your own trade mark or ours, in carload lots at jobbing discounts.

If you are a dealer, please bear in mind that we manufacture only high grade cases and are installing the best mechanical equipment that money can buy. A postal will bring you our catalogue with full details.

Our prices and discounts are fair to the manufacturer, liberal to the jobber, right to the dealer and just to the public.

Write us today as we are now placing orders for raw material for our 1918 requirements.

**THE CELINA FURNITURE CO.**

**CELINA**

**OHIO**
NEW COLUMBIA HOME IN BALTIMORE

Local Branch of Columbia Graphophone Co. Plans to Occupy Handsome New Five-Story Building on South Howard Street on March 1

BALTIMORE, Md., February 4.—Announcement is made by W. S. Parks, the local manager for the Columbia Graphophone Co., that the local branch will shortly prepare to move to larger and more commodious quarters at 16 South Howard street. There they will have a five-story building with an entrance on German street as well as Howard.

The new Columbia headquarters will have three times the floor space of the present home and it is planned to occupy it on March 1. The first floor will be devoted to handling incoming records on the Howard street side and they, together with machines, will be shipped out of the German street side of the building. A model show window will always be kept trimmed as a suggestion to dealers to properly display their machines and records, with the aim of increasing business. The first floor will show display rooms as models, after which dealers who want to improve their business, may easily patterns. The second floor will be used principally for general offices. Mr. Parks plans to spend most of his time outside on the firing line looking after the sales and the headquarters will be practically taken care of by S. C. Cooke, the assistant manager, who did such fine work for the company during Mr. Parks' illness.

Mr. Parks has just returned from a tour of the South, in common with the whole country, having recently come through the most severe weather in years, has been affected in a business way, but with the advent of better weather and the fact that cotton, the South's great staple, is bringing the highest price in years, the phonograph business at present is large and broadening.

I. M. & R. D. Bame, Victor dealers, have added the Sonora to their line, and are enjoying a fine business on same.

The Havery Furniture Co. have taken on the full line of Pathephones and Pathe records, in addition to their leading line, the Columbia Graftonola.

Phonographs, Inc., local Edison jobbers and retailers, have been enlisting their store with tone tests and recitals. At the time of this writing Miss Anna Case is due in the city for a concert at the Auditorium and will doubtless be favored with an enormous crowd.

The record business with all phonograph stores is quite active, the late patriotic and war hits being in great demand.

A. J. Kendrick is returning to the West to continue his promotion work in establishing exclusive Brunswick shops. This work was temporarily suspended on account of readjusting the Eastern situation. The work now being resumed, it is planned to enlarge its scope and several Eastern cities may be included in this campaign.

These specialized shops, now fourteen in number and established throughout the Middle West, are based upon an idea of diversified merchandising carrying several of the Brunswick products. The Brunswick phonograph is, however, the prime factor in each case.

The Brunswick phonograph has recently been exhibited in the various furniture shows held in New York, Grand Rapids, and Chicago. In every case the Brunswick booth was well visited and the results from each exhibit were gratifying.

Among the recent visitors at the New York headquarters of the house were J. F. Ditzell, of Famous & Barr, D. J. Nolan, of the May Co., enthusiastic Cleveland Brunswick dealers, and O. A. Field, of Field-Lippman, St. Louis, who are Brunswick dealers in that city. Mr. Field reports that the holiday business transacted in Brunswick phonographs was particularly fine.

The progress of the Brunswick phonograph in and about New York has been most satisfactory and the outlook for the year is declared to be excellent.

AMERICAN

Clear in Tone, Beautiful in Design, Smooth Running Motors

AMERICAN embodies all the good qualities and special features of phonographs and you cannot afford to be without this popular line. The finest of materials used, workmanship that cannot be surpassed, and a line designed and made from a dealer's standpoint. With this line many dealers are increasing their profit and adding materially to their volume of business.

NEW BRUNSWICK SALES MANAGER

Edward Strauss Takes Charge of Wholesale Phonograph Department of Brunswick-Balke-Collender Co. in New York—Other Changes Among the Salesmen—Trade Good

Edward Strauss, long connected with the Brunswick-Balke-Collender Co., manufacturers of the Brunswick phonograph, at their offices in Chicago, has come to New York as manager of the wholesale phonograph department here, with headquarters at 20 West Thirty-second street. Mr. Strauss has made a thorough study of the phonograph field and comes to his new post well equipped to develop business for the Brunswick phonograph in the East.

The sales organization of the company is being strengthened constantly. J. J. Brophy, formerly with the New York office, will in future travel through New England, with headquarters in New Haven.

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AMERICAN PHONOGRAPH COMPANY

Main Office, 39 Fountain St., N. W., GRAND RAPIDS, MICH. Branch Office, 503 Cable Bldg., CHICAGO, ILL.
Thousands of homes will welcome the Columbia Records of Father Finn’s Paulist Choristers. “Agnus Dei” and “Salve, Regina” are the newest.

Columbia Graphophone Co.
Woolworth Building, New York

GOOD RESULTS FROM MILWAUKEE ADVERTISING CAMPAIGN
Talking Machine Men Enthusiastic Over Co-operative Publicity Plan of Milwaukee Association of Music Industries—Standards of Practice Adopted by the Trade

MILWAUKEE, Wis., February 6.—No members of the Milwaukee Association of Music Industries are more pleased with the results of the co-operative advertising campaign conducted by the association at a cost of $3,000 for ten weeks than are the talking machine men. For direct results, as shown by the talks with patrons, the campaign did wonders for the men of this industry. They have been able to trace a large volume of business to the publication of ten full-page advertisements, one of which was devoted exclusively to the talking machine and the others being combinations of sales effort directed at all types of pianos and talking machines.

A result of the advertising campaign has been the adoption by the association of a code of ethics, or standards of practice, which place the Milwaukee dealers in a most commanding position as a progressive organization, and one which has ventured perhaps further ahead than any similar body in the United States. The code consists of ten articles and has been aptly styled “The Ten Condemn-ments.” It reads as follows:

Standards of Practice
(Ten Condemn-ments)

1. This association condemns advertising of, or otherwise offering by any dealer, instruments not regularly carried in stock by such dealer with the consent of the manufacturer, unless the instrument or instruments so advertised shall have first been offered to the manufacturer thereof or to the nearest regularly authorized agent at cost.

2. This association condemns the practice of advertising instruments not regularly carried, unless the advertiser offers them in good faith and stands ready to sell said instruments at once to any buyer.

3. This association condemns the breaking of sales or malicious criticism of any instrument by a dealer or salesman for the purpose of dissatisfying the buyer after the sale of such instrument has been consummated.

4. This association condemns the advertising of used instruments stating the prices original-ly asked for the instruments when new.

5. This association condemns advertising of “Special Sales” in which instruments “Must Be Sold Regardless of Cost or Value.”

6. This association condemns “Puzzle Contests” and “Guessing Contests,” as the result of which “Purchase Coupons,” orders or vouchers are given.

7. This association condemns advertising in which high-grade instruments and cheaper grades are listed indiscriminately, with the lowest prices and terms quoted to appear to apply to all.

8. This association condemns advertising of “Special Sales” in which instruments at “Factory Prices,” and the advertising of “Manufacturers’ Sales,” and the offering of instruments at “Factory Prices,” and the advertising of “Special Sales” in which instruments are advertised as “Factory Prices” or to the nearest regular trade location.

9. This association condemns the breaking of sales or malicious criticism of any instrument by a dealer or salesman for the purpose of dissatisfying the buyer after the sale of such instrument has been consummated.

10. This association condemns advertising instruments at “Factory Prices,” and the advertising of “Special Sales,” and the advertising of “Special Sales” in which instruments are advertised as “Factory Prices” or to the nearest regular trade location.

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The Milwaukee association, which was organized in February, 1917, has been incorporated under the laws of Wisconsin, and at its first annual meeting as a corporation elected the following officers: President, Henry M. Steussy, general manager Steussy-Schulz Piano Co., representing the Magnola and Pathéphone; vice-president, Paul F. Netzow, secretary-treasurer Milwaukee Piano Mfg. Co., representing the Imperial; secretary, Richard H. Zinke, general manager Badger Talking Machine Shop, Victor dealers; treasurer, William R. Winter, president Winter Piano Co., representing the Columbia; directors, Edmund Gram, representing the Aro laughs-Vocalion; Fred B. Bradford, Victor dealer, and Leslie C. Parker, manager of the Victor department of Gimbel Bros.

Edmund Gram was president during the first year of the association’s existence and Mr. Steussy was secretary. The latter’s splendid work in that position made him the unanimous choice for president when Mr. Gram announced his determination to retire because of the extraordinary demands upon his time by the presidency of the National Association of Piano Merchants of America and his private business affairs. In electing Mr. Zinke as secretary, the association gave deserved recognition to one of the most prominent and influential talking machine men of the Middle West. The association has a total of forty-one members, embracing practically every reputable music house in Milwaukee, and has made a splendid record since its inception.

SECURES THE EDISON AGENCY
The Lund Jewelry Co., Seymour, Conn., has been appointed representative for the Edison Diamond Disc Phonograph and Edison Re-Creation, and the establishment will be known in the future as The Edison Shop. The store has been remodeled, to admit of the installation of demonstration rooms and a large reception room.

MULTUM IN PARVO
Take all the men who have failed since Creation; take all the causes of their failure; and, though there lie ten, or ten million, not one is proof of your failure. Every man is master of his own destiny.

Anticipate Your 1918 Requirements Now
by investigating at once the merits of our improved Veeco Electric Motor and Vitraloid Turntable for electrically equipping your higher grade machines.

The Veeco motor runs on either A. C. or D. C. of 100-125 volts without any adjustment, and can be supplied to run on any voltage from 6 to 250.

To dealers we supply the motor mounted on either 12" or 12½" square mahogany boards, all ready to install.

Send for a sample and try it out.
Orders for 1918 should be placed at once.

THE VEECO COMPANY
The Original Producers of a Complete Electric Drive for the Talking Machine Manufacturer's Use
TRANSPORTATION THE BIG PROBLEM IN ST. LOUIS TRADE


ST. LOUIS, Mo., February 6—Local talking machine dealers are talking transportation more than sales at present. It is their belief that the talking machine dealer who has an ample stock in this section is the one who will reap the harvest this spring. Stocks of certain styles of machines are exceedingly short and with other companies' records are the difficult point. The Columbia Co. was considerably embarrassed for a time because the after Christmas shipments of records expected for the first of the year were lost in transit. The Victor line of machines has been short of the styles selling for $10 and the styles priced above and below this have been entirely out of stock.

Robert Cone, of the Artophone Co. said that the freight question had become a very serious one with that company. They had a large number of machines almost ready for use but that the minor parts were several weeks past due and machines that were to be shipped on after Christmas shipments were still held. "Some of our working men have shown considerable ingenuity in getting by the scarcity of certain parts," he said, "and we have kept up fairly well with the most acute demands, but we are much farther behind than we like to be. As to cabinets, we are well fortified by reason of precautions taken last summer and recent tracers have shown that our most needed shipments are making progress."

One of the unfortunate happenings of this month was the burning of the Mozart Talking Machine Co. plant the second day after it had begun operations. The plant was formerly known as the Colonial Cabinet Co. and was bought by the Mozart Co. after a fire. It had required six months to re-equip the plant, chiefly because of the delay in obtaining motors and certain machinery. The plant had been in operation only two days when it was again destroyed by fire. The plant was well covered by insurance and so the heaviest part of the loss will be in the disarrangements of plans and the necessary wait to get a new plant equipped under the war conditions. In the meantime President Fitzgerald expects to find means of continuing the production of the Mozart machines.

Despite the handicaps of the shipping, trade has been very good, according to all reports. Of course, it could be better with the full stocks of records and machines, but some of the houses will show an increase over any previous January, they assert. The jobbing trade has been excellent, counting by orders filed. Not so good if counted by orders delivered.

Manager I. W. Reid of the Columbia Co. spent a busy month-end after his return from the New York conference of branch managers, which he termed "the greatest sales meeting in the history of the company." He was everywhere in his wholesale staff together and pass on some of the ideas and enthusiasm brought back from the East, but was unable to call this meeting until February 4 because of the present business.

The new Columbia records made by Handy's jazz band at Memphis has proved a winner in the St. Louis district, where that band was well-known and its famous front man is the present kind of music. The records have proven to be wonderful sellers in the country districts and especially in that section nearer Memphis.

TO ISSUE "TRADE NEWS SERVICE"

I. Davega, Jr., Inc., to Render Practical Co-Operation to Dealers—Important Move

I. Davega, Jr., Inc., Victor factory distributors, 123 West 125th street, New York, are compiling a "News Service" for Victor dealers. This publication will be named "Trade News Service" and will be full of live news and timely helps for the dealers. It will be compiled and edited by Abram Davega and Joe Schwetz, who have a wide and varied experience in the merchandising of Victrolas and supplies. It will prove a very valuable assistant to the dealer and numerous requests have already been received to have their names placed upon the list. The initial issue is expected to make its appearance within about one month.

TO AID TRADE ACCEPTANCES

Council Asks War Credits Board to Insist on Their Use by Manufacturers

With the view of hastening the more general adoption of the use of trade acceptances, the American Trade Acceptance Council has suggested to the authorities in Washington that the War Credits Board, which looks after the granting of advances to manufacturers and contractors doing Government work, should adopt the policy of refusing to approve advance payments until the applicant has availed himself of his own credit by resort to trade acceptances in the purchase of goods. It is felt that, while the Government cannot itself pay for goods under the trade acceptance plan, by reason of certain legal obstacles, there is no valid reason why the contractor should not reduce the financial burdens of the Government by using trade acceptances to the widest possible degree. It is believed by bankers that these manufacturers and contractors should receive advances only after they have entirely exhausted their own credit facilities.

TRAVELING MEN'S TROUBLES

They Are Multitudinous in These Days of Disrupted Train Schedules

The troubles of traveling salesmen these days are not confined to paying taxes and enforced idleness on Mondays, says the New York Times. One traveling man who just recently returned from a trip through the South relates that due to the curtailed passenger service on the railroads, he was delayed for three days in one town, and that in order to pay his swollen hotel bill he had to pawn his watches. He continued that, while his expense checks had been mailed by his firm on the prescribed dates to various points along his route, it had taken him so much longer to get from one point to another that it was frequently impossible to make his last check cover his expenses until he reached the town at which the next one would be waiting.
Featuring the Musical Possibilities of the Talking Machine

By William Braid White

[Note.—This is the first 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 by opening up field sales expansion opportunities neglected wholly or in part.—Editor.]

RECORDS OF STRING MUSIC

The other day, at one of the meetings of the Chicago Piano Technicians’ Conference, the statement was made that the most popular type of instrumental talking machine record is that of violin, harp and flute trio. The assertion was made by a professional authority, and all the information I have seems to confirm it, generally speaking. The point is interesting and important, and involves certain considerations which ought, I think, to be clearly understood by all to whom the musical possibilities of the talking machine are rightly sensed.

It is hardly necessary for me to repeat what already has been well published on the powers and the limitations of the machine. In brief, the talking machine has to satisfy a most exacting and highly trained public. The salesman must therefore know what a refined taste is, and must possess something of the same himself. More than all else he should be thoroughly well posted on the powers and the limitations of the talking machine and should know its strongest and its weakest musical points thoroughly.

The necessity to know of these things constitutes one of the most important, if not the most important, advantages of dealing in instruments of this nature. The particular musical point which I am now bringing up is of enormous importance, and a thorough knowledge of it cannot fail to improve the selling ability of any man who deals with the public at retail.

The Popular Trio

To begin at the beginning, why is the violin, flute and harp trio so popular? To answer this question, get a record of, say, Schubert's Serenade, played by this combination of instruments, take it into a quiet place, where you won’t be disturbed, put on the machine a soft-tone needle and listen critically. The effect is undoubtedly pleasing, but I think you will agree with me that the violin, in this case, was not appreciated as it should have been. The harp, for instance, is certainly good, for it seems that plucked tones, as harp, mandolin or banjo, come out very well; but even so it sounds more like a mandolin than a harp. To my ear, the flute is not appreciated as it should be on the machine. I think it would, in fact, be wrong to blame on the record or on the instrument itself what is really not of enough importance. I felt sure that someone would speak of the well-known facts regarding the reproduction of high violin tones; so I also spoke of them. But, while this is all true, it is also true that a trio of violin, flute and harp, where two of the three instruments sound almost wholly alike in certain registers, is a very popular form of instrumental music with record buyers. Then there must be some other reason for the success of which I complain.

In fact, we come back to the old facts. The violin is not appreciated by record buyers as it should be, any more than great violin playing is appreciated as it should be when it comes out before the public in the person of an Ysaye, a Powell or a Heifetz. Of course, the musicians rave over it; but the musicians are only a small minority. Now, I believe that one of the undeveloped fields in record selling is right here in solo violin and solo 'cello reproductions; and I feel sure that if intelligent and well-informed work is put into promoting these, any salesman can reap a rich reward in his community, and among those who habitually visit him to buy.

The Great Players

The list of great artists who have made and are making records of their violin playing for the various talking machine record makers is formidable in quantity and dazzling in quality. Fritz Kreisler, Eugene Ysaye, who shall choose between them? Maud Powell and Kathleen Parlow; are they not the greatest women players of the world, unsurpassed since Norman Neruda herself? Albert Spalding, Francis Milled and Eddy Brown, are they not making patriotic Americans proud of their country? Indeed, there are plenty of great violin players from whose records the best of violin music can be chosen at one's own sweet will anywhere and at any time.

But I shall perhaps be excused for remarking that here, as elsewhere in the record game, one finds a narrow-mindedness on the part of the retailers which can only be put down to want of familiarity with the contents of the catalogs. It is simply incredible that any man who has once heard the lovely playing of Kathleen Parlow in that exquisite slow movement of Mendelssohn's violin concerto could fail to recommend the record to his customers. Of course, you cannot expect the latter to know for themselves: the very word "concerto" will frighten most of them. But the salesman owes it to himself to know at least the sound of every record made by a well-advertised artist; simply because, in the first place, the Victor, Columbia, Edison and Pathé people do not promote and exploit an artist unless he or she is really AI, and because, in the second place, these manufacturers have a right to expect that the labor they and the artists expend, not to mention the money and time, in getting out fine records,
THE MUSICAL POSSIBILITIES OF THE TALKING MACHINE

(Continued from page 53)

shall not go in vain even to the smallest degree. When I add that the violin and 'cello records are all eminent in excellence while and that they are suitable to every kind of decent taste—to every kind of taste that is not actually degraded—I have said all that need be said to recommend them. It only remains to point out that records as good as these can and should be made hot-cake sellers.

Taste!

In this respect may I say just a word on that very much discussed subject, public taste? Nothing is easier than to argue from one's own standpoint about other persons' ideas; and nothing is more fallacious. When a sensational, salacious newspaper is accused of degrading public taste, it always replies that it gives the public what it wants. The truth is that it gives the public what its own vulgarity wants, and the public responds to the suggestion in numbers always large enough to look superficially impressive, yet never really representative.

The same thing is true with music; the vulgar mind wants only trash, when it does not have a chance to go in its own direction to suit its own ideas.

That is why it is always much easier to sell high-grade instrumental records than it seems to be; when the salesman himself knows what he is selling and cares for it.

Getting Acquainted

Now, then, what is easier than to make a sort of at-home study of the stringed-instrument records during the next few weeks, with a view to becoming acquainted with them more completely and definitely? I am convinced that there exists a great and almost undeveloped field for exploitation in this particular department of record selling, and I know, from observation, from talks with owners of talking machines and the statements of men in the business who know how to look for themselves at facts, that ignorance and not indifference or dislike is at the bottom of any public swillowness to take up the reproduction of violin and cello music.

Some of Them

Just a word must follow about some of the violinists and 'cellists and about some of their records.

It is always safe to introduce a prospect to Kreisler or to MacMillen. Kreisler is manly, energetic and tonally lovely in his playing. His interpretation of the Dvorak Humoresque has sold well, but his other pieces have been badly neglected. I should like to have one every listener to his records of his own adaptation of Viennese dance tunes, to his Tambour in Chinois, and to some of the lighter music he has recently played. MacMillen is charming, gentle and less energetic. He has as yet done too little, but the two or three light bits he has recorded will tickle the ear and fancy of even an untrained music lover.

For clear, virile calmness, commend me to Spalding. He, too, is an American and a fine one; and now I believe is in the service. Get some of his Edison records and try them. You will enjoy them and him.

Pure glory of tone and pure serenity of thought are Kathleen Parlow's. Her playing of that lovely Andante of the Mendelssohn violin concerto is the best thing she has yet done. Its title is against it, but if you don't want to be out of date in heaven's name give out that record and listen to it. Then go and sell it.

Maud Powell might almost be called—apoligies to a charming lady—a "veteran" of the concert stage. Her very fine violin and her superlative playing have been exhibited through Victor records for some time, but she is yet to come into her prime. But I believe, if we let her have a chance, that the Dvorak Humoresque, a Chopin valse arrangement, and, I think, the finale of Mendelssohn's violin concerto. She is a woman without a rival. She is and all "never mind" talk about her merely an affectionate thought reflects her true self, in its pure clarity and perfect cleanliness, in its classic beauty of outline and abstract beauty of tone. She is a wonder. Don't neglect her.

Pablo the Bald!

Just a line about the 'cellists. Casals! Kreisler calls him "the greatest artist that ever drew a bow." I heard that fine head-led Spaniard play a set of variations for 'cello and orchestra with the Chicago Symphony Orchestra; and he drew tears to the eyes. And I, for one, don't care for 'cello concertos and showpieces. His 'cello recordings are marvelous. Listen to his playing of the Adagio (slow movement) from that charming concerto in D minor by Papa Haydn, a little thing more than a century old, and you know something of what lovely tone really is. Try his air for the G string by old Bach, still more aged, and learn for yourself that sometimes whining 'cello may be a glorious harp tone voicing its harmonies rapturously heavenward.

There are other 'cellists, good old Kronold, Kindler, Kefer, and a number of others. But of them I must talk some other day.

Perhaps some one will feel like taking a bit stronger of this advice, humbly and sincerely offered by one who believes in the talking machine and in its wonderful mission.

BRILLIANTONE NEEDLE SHIPMENTS

Ship Needles Far in Advance of Advertised Date

—Eugene Latham Joins Force

The Brilliantone Steel Needle Co. are now well established in their offerings. The old bridge Building at Sixth avenue and Broadway, New York. B. R. Forster, president of this new company, reports exceptionally fine business, the sales of the first month having far exceeded the amount anticipated. He says that in spite of this unexpected heavy demand all orders have been promptly filled. In this respect the company has been able to guard the head of their plans.

It was originally announced that deliveries of this new needle would commence on February Orders were accepted on this basis. Mr. Forster announces that large quantities of these needles were shipped during January, for advance of the advertised date.

The Brilliantone Steel Needle Co. announce that Eugene Latham, well known in the talking machine field, having been connected for a number of years with the Silas E. Pearsall Co., has joined their sales staff. Through ill health Mr. Latham severed his connection with that organization and for almost a year has been in Atlantic City regaining his strength. Now fully recovered. Mr. Latham comes to this new organization, ready for the big work ahead of him.

Through an error last month it was stated that H. Ettinger, vice-president of this company, had been connected with the Victor department of Kranch & Bach. The credit for these years of service in this capacity should be given to H. W. Acton, who had been employed by that company, although Mr. Ettinger is also well known to the trade.

WHY NOT? SAY WE

Says a merchant who has done it himself: If your individuality and personality do not attract sufficient business or if you be weak in that respect, why not hire a good manager who will take the qualitization and sell for you? Your time and efforts may be profitably employed in the accounting department of your store, instead of the managing and sales department.
PHILADELPHIA, Pa., February 4.—One of the important forces operating for the advancement of music lies in the work being done by educational department of the Victor Talking Machine Co. Within the last few years such remarkable headway has been made in introducing talking machines into the schools, as a means of educating young America, that today the list of public and private institutions of learning equipped with Victrolas includes several thousand schools of the United States alone.

The possibilities of the Victrola along strictly educational lines are, of course, being emphasized in most cases by branch managers who have been previously trained to understand the psychology of children and how best to please and interest and at the same time teach them.

The accompanying pictures show window displays with which have been presented by H. A. Weymann & Sons, of Philadelphia, John W. Calder & Co. of New Haven, Conn., and the Pontiac Music Shop of Pontiac, Ill. Each of these window displays has been built around an educational theme, and typifies in a nice way the Victor ideals, that is co-operating in helping the public to appreciate the educational mission of the talking machine.

The Weymann window utilizes the school desks and a black board for “color.” On the black board is written “The Victrola in the School” and the window displays pictures of a classroom scene. And in front of the pictures where ordinary reproducers create unpleasant, music destroying blasts, caused by the needle jumping and losing its pitch, the Parr Magnetic Reproducer, with its marvelous wave and vibration in the record and takes everything the record holds.

The most sensitive of reproducers. The permanent magnetic device, an integral part of the reproducer, acts on the stylus blade. Its possibilities in giving warmth and delicacy in the musical reproduction is limited only by the skill of the operators of the record plant. And in front of the pictures of pupils where ordinary reproducers create unpleasant, music destroying blasts, caused by the needle jumping and losing its pitch, the Parr Magnetic Reproducer, with its marvelous wave and vibration in the record and takes everything the record holds.

Take the Parr Magnetic Reproducer—

An Illinois Conception

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, and accessory features.

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

Parr Magnetic Reproducer possesses all the good points of micro diaphragms, it overcomes all micro’s bad features. Guaranteed uniform in quality, free from bubbles, blisters and cracks. The Vibratone Patented Diaphragm is non-poisonous, non-absorbent. It has a definite function and it performs it. It improves tone; it makes the instrument produce a wonderful sound...
Quality and Economy—Plus

For highest quality at a low price we do not know of any line of merchandise that compares with the New Edison Diamond Amberola and Edison Blue Amberol Records.

The New Edison Diamond Amberola repeatedly has defeated the best known makes of talking machines costing from two to four times as much in side-by-side "tone" comparisons before unbiased, uninfluenced audiences of phonograph experts.

Incidentally—no needles are required to play the Amberola because it has a permanent stylus (reproducer point) made from a genuine diamond, beautifully rounded and polished, and Edison Blue Amberol Records are practically unwearable and unbreakable.

If you would know the "reasons why" the New Edison Diamond Amberola is so much superior musically to talking machines costing several times as much, and if you are interested in the profits being made by Amberola dealers, address:

Thomas A. Edison, Inc.
Amberola Department
Orange, N. J.
Prospective Prosperity in Agricultural Sections Encourages Talking Machine Men—Working Hard for the Sale of Machines with a View to an Increase in Demand

FEBRUARY 15, 1918

INCREASED MACHINE DEMAND EXPECTED IN KANSAS CITY

KANSAS CITY, Mo., February 6—The present prospects indicate that a much larger number of persons will want talking machines than bought them last year, and local dealers generally are laying their plans for a substantial increase this summer, and for a good trade in the fall and winter. The statement is made absolutely, that they are thus laying plans considerably in advance, since many of them realize the possibility that freight conditions might hamper shipments, and that war conditions may interfere to some extent with the supply of machines. The distributors at Kansas City have made an even more careful survey than usual of the conditions among business men and farmers; chiefly because it was accompanied by heavy snows, which provided needed moisture for planted wheat, and for the soil which will bear corn and other crops in the spring.

The present preparation has not been exemplified any more interest the Kansas City territory than at a "convention" of Edison dealers at Coffeyville, Kan., Tuesday, January 29. The distributors gathered from the eastern, Oklahoma and Kansas Kansas city for a conference, the conference resulting in the effecting of a definite organization. M. M. Blackman, manager of the Phonograph Co., Edison distributor in Kansas City territory, and C. L. Smith, of the same office, were among the "outsiders" present, Mr. Blackman, especially joining in the discussions of sales methods and of trade matters. The dealers present reported a great deal of benefit from the discussions, and also much pleasure from the basis of acquaintance to other members of the Edison family.

F. J. Morboy, formerly with the Manhattan Phonograph Co., is now traveling for the Edison Co. in western Missouri, eastern Kansas and Oklahoma. This territory was formerly covered by C. L. Smith, who now has duties in the sales department of the Kansas City distributing headquarters.

Kansas City business men are up against the same problem that business men in other cities are with the demand for office help. While there seems to be a bountiful supply, the turnover is extraordinarily fast. The Dictaphone, naturally, is helping with this problem. The branch office in Kansas City probably received more voluntary inquiries with reference to Dictaphones in the last two or three months than at any other time in its history.

The Henry-Vaisey Music Co. is taking time by the forelock and anticipating any possible inconvenience with reference to freight shipment by ordering six months' supplies in advance, and designating shipment. This company, like most of the others, is not afraid for the business that will develop this year. It looks like a big trade during the winter and of course next fall a repetition of the increases of the past year.

Mrs. Nellie Williams, manager of the Victoria department of the Jotes Store Co., stated that business for January was the biggest the department had ever had, in fact, that the sales went way over those of last year. She added that were it not for the shortage of machines, thousands of dollars' worth more of goods could easily have been sold—in fact, many sales were lost outright for this reason while in others substitutions were made. Mrs. Williams stated also that the business has been of unusually happy, especially the sale of out-of-town records, which has increased 200 per cent. John McCormack's concert on January 31, as usual, greatly stimulated the sale of his records. Before the opening of the store on the morning of February 1, people were calling up and asking for the records of the songs McCormack had sung the night before.

Barton J. Pearce, manager of the talking machine department of the J. W. Jenkins' Sons Music Co., stated that a tremendous volume of business has been done, ever since the holidays, both in the wholesale and retail departments, the only handicap being the insufficient supply of goods.

Miss Fatty Ann Epperson, head of the record department, says that the sale of records continues to be wonderfully good. The firm's extensive advertising to the effect that the war spirit of audiences should be counteracted by lots of music in the home seems to have a direct effect on the sale of records.

A. A. Trostler, manager of the talking machine department of the Schmelzer Arms Co., is in the East where he will stop off at the Victor factory.

The Jenkins-Riley Co., Pathe jobbers, report business having slowed down considerably since Christmas but say that collections are holding up splendidly. This great plentitude of money on the part of the people is particularly true in the Kansas city. Business has never been better there, especially right in the heart of the oil district.

Here the new art models are a great favorite. F. G. Abertanthy, Highland, Kan., a Pathe jobber recently closed a big trade in the new art models.

Baily Bros., Greenscicle, Mo., recently took the agency for the Pathe machine and say the initial business has been really excellent.

Otto D. Standke, manager of the talking machine department of the Geo. B Peck Dry Goods Co., stated that business was better than ever before—the department having made a very substantial increase over last year's volume. Like every one else, however, Mr. Standke lamented the shortage but said that it was only recently that he had been seriously handicapped, as he had been fortunate enough to have had a fair supply on hand.

The Wonderlich Piano Co. has been having a steady business in Victorals. Of course, it has felt the lack of machines and is, in fact, practically cleaned up on almost all models.

Miss M. E. Tower is the new assistant to Mr. Hall in the Hall Music Co.

The Edison Shop recently put on another stunt which, like its Hawaiian players, drew the crowd. In a series of recitals, Spalding records and other voice records were used in conjunction with the playing of Gilbert Jaffy, the "Boy Wonder" of Kansas City. This boy, who at fifteen is considered an embryo genius, was re-examined, "discovered" in the city's Little Italy quarter.

Miss M. Ellis, Architects' and Engineers' Supply Co., Pathe and Sonora dealers, is a new assistant in that department. She was formerly with the J. W. Jenkins' Sons Music Co.

The Kansas City Photo Supply Co., which is in the center of the shopping district, installed on October 15 the Columbia line. It was an experiment, but it has developed in less than four months into a big retail distributing point. Especially one-half of the floor space of the company has been turned over to its use. Three additional rooms for demonstrating machines and record stocks in addition to a beautiful rest room are now in the course of construction. H. P. Laster is in charge.

The Brunswick Shop, 923 Walnut street, which has not yet been in existence a year, has had a steadily increasing volume of sales, and locally the results are now in the course of construction. P. H. Laster is in charge.

Send for Catalogue

FULTON-ALDEN CO
INC.
WAUKEGAN, ILLINOIS

AN INVALUABLE ASSET

Courtesy is a good thing that any man can use, because the only thing he has to spend to acquire it is a little thought and care.

Style A
Price, $225.00

In Fumed Oak or Satin Mahogany

Triple Spring, Spiral Gear, Nickeled Motor, Tone Modifier, Plush-covered Turntable, Automatic Stop, Lock Needle-cups and Rests, Leg Sockets and Casters.

Record compartment opening on side through a rising and falling balanced door, fitted with five ten-inch and four twelve-inch high-grade albums, capacity 108 records.

All exposed metal parts heavily gold-plated.

The patented spun vibratory horn is finished in Roman Gold.

Send for Catalogue

Not Sold Through Jobbers
A Mighty Strong Argument

FOR THE DEALER TO PUT
BEFORE HIS CUSTOMERS

The B & H FIBRE NEEDLE and Needle REPOINTER

is a combination hard to beat—

The one Saves the Record and the other Saves the Needle

The two together Save you Money

B & H FIBRE MANUFACTURING CO.

33-35 W. Kinzie Street, Chicago, Ill.
Two Artistic Window Suggestions Described for Talking Machine Dealers

By Ellis Hansen

The hearty response from dealers all over the country to the small but effective Washington that would be astonishing only a few years ago. Such beautiful instruments deserve artistic set-
ing and real skill in decoration to make the picture of the window harmonious and attractive.

An ideal setting for a fine period cabinet would be a music room furnished in the same historic design as the instrument. This is being done by at least one big store in Chicago (Lyon & Healy) and the result is very beautiful. But the average store has not the space nor does the expense justify such a realistic window display.

There is, however, some well-defined and specific decorations used for music rooms that could be applied to the average show window and which would make that sympathetic and appropriate environment that adds its charm to the tastefully decorated music salon. Music suggests allegory and symbolism. Nowhere is the power of symbolism more attractively manifest. The musical instruments pictured in allegorical decorations lend themselves beautifully to decorative effects.

The accepted meanings of some of the symbols most useful for music dealers (in window as well as printed advertising) are here recorded.

Pan Pipes: Music.

Lyre or Harp: Heavenly music.

Mask: Dramatic art, light or grand opera according to expression of mask.

Lamp or Torch: Learning, education, wisdom.

Bell: Joy, earthly music, call to worship, invitation.

Candle: Study, information, attribute of Christmas (with holly wreath).

Trumpet: A message, a warning.

Scroll: Poetry, ancient learning.

Laurel: Victory, earthly success, reward.

But the richest field for the decoration for music windows are the thousands and thousands of paintings and panels on musical subjects from which the thoughtful decorator can choose the motif that is suitable for his purpose.

The most attractive features of the two displays herewith illustrated are the symbolic pieces.

In the Edison grand opera window, No. 1, and in the silhouette display, the joyous and triumphant groups of dancing and playing children tell the true story of the joy and happiness that music adds to life.

All the several features that made the two original displays so successful have been retained, as will readily be noticed by comparison.

(Continued on page 60)
Here's the kind of record that makes the customer's eyes sparkle, and makes him reach for his pocketbook. It's A2475, the Columbia debut of Lacalle's Spanish Orchestra!

Columbia Graphophone Co.
Woolworth Building, New York

TWO ARTISTIC WINDOW DISPLAYS FOR "TALKER" DEALERS
(Continued from page 59)

Every one and all of the other twelve displays pictured in this series of articles appeared can be simplified and reduced in size and cost the same way. Dealers should be able to adapt for their own needs the most important display features in any display described in this journal suitable for their own particular clientele and their own particular location. No other people on the face of the earth appreciates "Yankee ingenuity" more than the people in the land of its birth, and Yankee ingenuity is only another word for originality, and this applies equally to window trims as well as to Ingersoll dollar watches and other distinctive American inventions.

Display Adapted From Edison Window No. 1
This display consists of three frames made of wood and enameled ivory ornamented with one-inch black velour strips, as plainly seen in picture. Four ornamental wood supports serve to keep the side frames securely fastened to bottom of floor. The art panels consist of hand-colored figures mounted on black velour, which makes a very rich and striking contrast. The open space with the flower wreaths is intended for the name of the phonograph that is to be featured.

Description of Silhouette Display No. 2
The frame work is identical with the Edison display except the circle on top, which is intended for the trade-mark, monogram or any other effect wanted. The silhouettes are hand-cut from black reinforced velour and mounted on white silk. The large center panels in the two uprights are intended for showcard and poster work.

STEINBACH & CO. EXPANDS

STEINBACH & CO., of this city, one of the leading department stores in this section of the State, has purchased the Victor business of the Zacharias Co. Steinbach & Co. have opened up a very attractive Victor department on the fourth floor of their building, and according to their present plans will give the Victor products an aggressive representation, fully in accord with their prestige and quality.

Sometimes we feel that the ultra-progressive stores are today suffering from over-management as much as some of the old-timers have been suffering from neglect.

STILL JOINING THE SERVICE

Ernest Fontan, of the Traveling Staff of the New York Talking Machine Co., to Serve Uncle Sam—This Company Now Has Twenty-Three Stars on Its Service Flag

Ernest Fontan, one of the most popular members of the traveling staff of the New York Talking Machine Co., New York, Victor wholesaler, who has been covering New Jersey territory, was accepted this week as a member of the new National Army and according to present plans will enter the service of Uncle Sam the end of the month.

With Mr. Fontan's entry into the Government's service the New York Talking Machine Co. now has twenty-three stars in its service flag and this number is considered one of the finest records proportionately that has been attained by any commercial organization, in view of the fact that the company's staff is comparatively limited. At the present time several of the former members of the sales force are "somewhere in France" while others are in camps getting ready to leave for "over there" in order to do "their bit" in the war for democracy.

It is also understood that five members of the shipping force will soon be called for duty in the second draft giving the company's service flag a grand total of twenty-eight stars.

W. L. GARBER RETURNS

William L. Garber, who was formerly associated with the New York Talking Machine's executive offices for several years and who enlisted as a member of the artillery corps some months ago, has just returned to New York and has rejoined the company's sales staff.

Mr. Garber was ready and willing to serve his country, but after spending several months in camp the medical examiners found that he was suffering from an "athletic heart" and this ailment necessitated his return home.

"I'm going to break a record one of these days," remarked the athletically inclined youngster. "Fine," said his dad. "What record?"

"One of the phonograph records," replied the boy.

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 27th Street, New York
THE latest achievement of the Emerson Phonograph Co. — a 9 inch double disc, the unquestioned artistic equivalent of any record on the market. Plays as long as the average 10 inch record, and sells at 65c retail.

It opens a completely new field for those who have hitherto been restricted from selling other large records, besides offering an exceptional merchandising opportunity to phonograph manufacturers.

For some time at least it will be our policy to confine the production of these records to quick selling, popular, dance, vocal and patriotic selections.

Applications for exclusive agencies in certain territories will be considered in the order of their receipt.

Emerson Phonograph Company inc
3 West 35th Street, New York City

A 9 inch Universal Cut Record. Music both sides. Plays on all phonographs with sound box in either position. Retails at 65c
At a liberal profit to you
DOEHLER DIE-CASTINGS

for tone arms, sound boxes and talking machine attachments are STANDARD throughout the industry.

Of the many die-castings produced today from the most prominent makes down, the greater number, by far, are equipped with Doepler die-cast tone arm and sound box.

The enormous output of our three large plants permits advantages to the users of die-castings, as regards prices and deliveries, not otherwise possible.

DOEHLER DIE-CASTING CO.

NEW YORK PLANT
165 North Moore Street
NEW YORK, N. Y.

BROAD IN CHARGE AT SCHIRMER'S

Henry Broad, well known in the Victor trade, is now in charge of the Victor department of G. Schirmer, Inc., 4 East Forty-third street, New York. This department will be under the general supervision of Mr. Andrews, the manager of the various retail departments of G. Schirmer, Inc. Mr. Broad succeeds H. O. Hunter, who resigned as manager of the Victor department last week.

BROADER SUGGESTIONS

If you want to get somewhere,
Walk ahead!
Don’t you detest the sidewalk Playin’ dead.

Walk, an’ whil’ you walkin’;
Smile, in’ do some friendly tallin’;
An’ you’ll get there without bakin’.
Walk ahead!

THE TALKING MACHINE WORLD

February 15, 1918
Don't waste 24 valuable hours by waiting until tomorrow to put your individual sales problem up to Columbia's Dealer Service Department. Write today.

DISTRICT MANAGERS' CUP TO VERKES

Field Sales Manager, Making His Headquarters in Chicago, Wins President Whitten's Sterling Silver Trophy Offered to District Managers

George W. Hopkins, general sales manager of the Columbia Graphophone Co., New York, announced recently that H. A. Verkes, field sales manager of the company, had won the President's Cup for three months, and notwithstanding the result of the contest was in doubt until the last day, Mr. Verkes won the cup with only one more victory to clinch their right to permanent possession of the cup.

Mr. Verkes was congratulated upon this victory, for his branch manager of the Minneapolis branch, is also being named for among the district managers throughout the country. The terms of this contest provided that permanent possession of the trophy rested with the district manager who won the cup for three months, and notwithstanding the fact that he did not register his first victory until October, Mr. Verkes won the cup with three consecutive victories.

Mr. Verkes was the President Whitten district managers' cup as district manager of the Middle West territory, and W. L. Sprague, manager of the Minneapolis branch, is also being congratulated upon this victory, for his branch was a most important factor in bringing the trophy to the Chicago division. The final result of the contest was in doubt until the last moment, for several of the district managers had been winners for two months, and needed only one more victory to clinch their right to permanent possession of the cup.

H. A. Verkes is one of the most popular members of the Columbia sales organization, and was recently appointed field sales manager. He is at present making his headquarters in Chicago.

PRESSER CO. TO HANDLE VICTROLAS

Philadelphia Music House to Inaugurate New Talking Machine Department on March 1 With A. D. Proudfit in Charge as Manager

PHILADELPHIA, Pa., February 8.—It has been announced that the Theodore Presser Co., prominent music publishers and dealers of this city, have arranged to open a new Victrola department with a store at 1710 Chestnut street, adjoining their present quarters, on March 1. The new store is being fitted up in a most elaborate manner with a full equipment of sound-proof demonstrating booths. Passageways will be cut from the present store of the company into the new Victrola section. The Victrola department will be under the management of A. D. Proudfit, at present manager of the retail piano store of the Estey Piano Co., New York, and formerly connected with the piano and Victrola department of Frederick Loesser & Co., Brooklyn, N. Y., as assistant manager. Mr. Proudfit has had much experience in handling Victolas with the Loesser house and is considered well qualified for his new post.

TO ISSUE "EMERSON SPOTLIGHT"

Emerson Phonograph Co. Bringing Out House Organ for Its Dealers

The Emerson Phonograph Co., New York, manufacturer of the Emerson records, has announced the publication of a new house organ which will be known as the "Emerson Spotlight." The company decided to publish this house organ in order to keep its dealers posted on the latest developments of the Emerson business. The first issue of the house organ is now in the hands of the printers and will be in the mail by the end of the week. The "Emerson Spotlight" is essentially a practical publication and aims to tell the dealers how to increase the sale of Emerson records. If the first issue is any indication of the future numbers, this new periodical will be helpful, entertaining and useful to every storekeeper handling Emerson records.

Success is an easy thing to understand after it has been attained. The great problem is to understand in advance how to acquire it.

CRYSTAL EDGE MICA DIAPHRAGMS

Let us send you samples today of our diaphragms and you will readily understand why the best talking machines are equipped with Crystal Edge Mica diaphragms exclusively.

We use only the very finest selected mica, the best diaphragm material in the world.

PHONOGRAPH APPLIANCE CO., 109 West Broadway, NEW YORK
NEEDLES ARE LIKE DIAMONDS
There are many grades, but
YOU WANT ONLY THE BEST

Get the needles that prove they are the best because they are of uniform length, have uniform points and have uniform hardness. They are standard and reliable

ORDER

They Assure Customer Satisfaction

BRILLIANTONE STEEL NEEDLE CO.
of America, Inc.
B. R. FORSTER, President
Marbridge Bldg., Broadway at 34th Street, New York
ROOMS 657-659
Otto Heineman Phonograph Supply Co., Inc., Takes Over Portion of Second Floor in Present Building in Order to Accommodate the Steadily Growing Volume of Business

In order to accommodate its fast growing business and in order to provide its employees with maximum convenience and comfort the Otto Heineman Phonograph Supply Co., Inc., manufacturer of the Heineman products, Meat Meissel products and the Dean steel needle, has materially increased the floor space that it occupies in the Central Building at 25 West Forty-fifth street, New York. In addition to occupying the greater part of the sixteenth floor at this address the company has made arrangements to also occupy a considerable portion of the second floor of this building.

According to the plans of Otto Heineman, president of the company, the executive and general offices will be located on the sixteenth floor and will be given over exclusively to the shipping department. This arrangement will enable the company to augment its office staff in the shipping department. This arrangement will enable the company to augment its office staff in the shipping department.

For several months past the Otto Heineman Co. has been seriously handicapped by the fact that the executive officers were obliged to work in cramped quarters and the office force could not be enlarged in view of the limited space available. This condition has been relieved by the leasing of space on the second floor which is ideally suited for the Heineman shipping department.

The offices on the sixteenth floor will include the private office of Otto Heineman, president and general manager of the company; Adolph Heineman, assistant to Mr. Heineman and in charge of the John M. Dean division; W. C. Pilgrim, assistant general manager; F. Aufrichtig, treasurer; Paul L. Baervald, Eastern sales manager.

The export department which has steadily increased in importance during the past year will also occupy several rooms on the sixteenth floor, and R. C. Ackerman, manager of the Heineman export department, will have ample opportunity to adequately take care of this important and active division of the Heineman business.

The shipping department in its new home on the second floor will be in a position to render efficient service to the Heineman clientele and will leave nothing undone to co-operate with the users of these products in expediting shipments of goods that can be handled from New York.

CORLEY CO. EXECUTIVES IN TOWN

John G. Corley and Frank Corley Bring Good Business Reports From Richmond

Among the recent visitors to New York was John G. Corley, head of the Corley Co., Victor distributors and piano merchants of Richmond, Va. Mr. Corley was accompanied by his son, Frank Corley, who is in charge of the wholesale and retail Victor departments of the company. Mr. Corley, Sr., attended the meetings of the Board of Control of the National Association of Piano Merchants, of which he is an ex-president. He stated that business in Richmond was thoroughly satisfactory during the holidays, and that judging from results in January there was a good year ahead of the talking machine dealers in his section of the country.

LIQUID MUSIC IN PORTLAND, ORE.

Phonograph Cases Found to Contain Imitation Machines Lined With Five-Gallon Kegs of Whiskey—Columbia Co. Manager Through Error Aids in Foiling the Smugglers

PORTLAND, ORE., February 4—Phony phonographs they proved to be, all done up in Sonora boxes and billed to the Columbia Graphophone Co., this city. Liquid music indeed it was which was sent from San Francisco to Portland. When Deputy Sheriff Christofferson opened the cases at the county jail he found instead of phonographs five-five-gallon kegs of perfectly good jazz whiskey which hadn't any business in dry Oregon.

The shipment was consigned to an unknown person, but the boxes bore the address and name of the Columbia Graphophone Co. They came up on the steamer "Beaver" from San Francisco, and were lying round in everybody's way waiting for somebody to come and take them away. Finally, in order to relieve the congestion the dock officials telephoned to S. D. Heater, of the Columbia Co., to send for the boxes. This he did, and when the boxes arrived at the house wonderment was expressed that they should be Sonora cases. Down into the basement the janitor moved them. Mr. Heater went down shortly afterward and found the janitor trying hard to shove something quickly back into the cases. Examination showed a five-gallon keg of liquor.

Mr. Heater promptly notified the sheriff's office and the offending cases were removed. Inside the cases were tall fir boxes painted a mahogany red to imitate the conventional talking machine. Inside each box, securely fastened, was snuggly resting a five-gallon keg of liquid music.

The person to whom the shipment really belonged appeared at the dock with a bill of lading covering the shipment after it had gone and demanded his goods. Upon being informed what had become of it he disappeared abruptly and has not been seen since, although the sheriff is looking for him.

The cards are 14" x 22", each individual card painted by an artist, and presenting a striking sales appeal for Victor Records. Designed especially for Bruno Service and are "exclusive." The service consists of two cards monthly.

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

C. BRUNO & SON, Inc.
351-353 Fourth Avenue
NEW YORK
We Do Not Retail
How Best to Weld the War Spirit and the Sales End Advantageously

By Warfield Webb

The only way to sell talking machines and to increase the sale of records is the method that will attract customers to your store. You want to get a legitimate trade and you want to increase the sales in a manner that will not smack too much of side-show methods. You want to line up the customers with a novel method that will give you an opportunity for real business getting. Why not make your talking machine department a feature? Why not make it appeal with something of a novelty that will attract without undue publicity?

TRADE NEWS FROM BALTIMORE

Dealers Complain of Shortage of Machines and Records—Bad Weather Delaying Shipments and Hurting Trade—New Pathé Dealers Established—Reports From Leading Dealers

Baltimore, Md., February 5.—With a general cry of shortage of machines and records from most of the firms, business went ahead in January of the previous year, despite the difficulties faced by all dealers. The most severe January that the retail trade has had to face from the standpoint of weather in the history of the industry was the lot of these merchants in this city and this section. One snowstorm followed another in rapid succession, and even with a vigilant street cleaning department it was not possible to keep the streets clear of snow in the retail shopping centers.

Stores having talking machine departments away from the main centers improved their business until the shortage of records of the late numbers stopped them. The freight congestion is the most serious phase of the situation, and even goods shipped by express are just as hopelessly delayed as those sent by the freight route. Some of the Baltimore jobbers are now taking up the question of bringing in goods by motor trucks from New York and Philadelphia, a motor truck line being in course of organization at this time. This will take care of the freight problem in a measure, for Victor goods will be brought down over the line from Camden.

W. C. Roberts, manager of E. F. Droop & Son, Inc., is in anything but a pleasant frame of mind. He says January business went back considerably over last year, not because of business conditions, but because of lack of instruments and records. It would have been easy to have increased business if he had been able to get goods.

There was a demand for 10 per cent. more records and 20 per cent. more machines than could be taken care of. "I am in conference with A. D. Geissler, president of the company, says Mr. Roberts, and plan to have shipments brought in on five-ton trucks. This will help to relieve the situation, but the difficulty we are facing in securing Victrolas is that we have to order shipments up to New York or Philadelphia because there is more tonnage in New York to come here than can at present be handled. I am hoping that this congestion will improve because the business is here and we ought to be able to get hold of it.

Jesse Rosenstein, for the National Piano Co., Pathé distributors, says that business went ahead last month, but not very much, owing to the shortage of records and instruments. He looks forward to showing big improvement in business just as soon as the goods that have been in transit for a long time arrive. A. Sandler & Son, furniture dealers of this city, have signed up a Pathé contract and will handle the line in a new music department to be established by them.

E. J. Eisenbrandt, of H. R. Eisenbrandt, Victor distributors, says that business showed an increase in January despite the shortage of instruments. He expects to see further improvement if only shipments of goods reach him.

HIGHER PRICED MODELS IN DEMAND

Victor Department of Ludwig Baumann & Co., New York, Tells of Increasing Demand for the More Expensive Types of Victrolas

In a chat this week with a representative of The World, F. J. Conn, manager of the Victor department of Ludwig Baumann & Co., Thirty-sixth street and Eighth avenue, New York, commented upon the fact that business the past month or so had been marked by an increased demand for the higher priced models of Victrolas. This is particularly gratifying in view of the fact that Mr. Conn's department during the past year has been the largest consumer of the smaller models of Victrolas in the city, and it is pleasing to learn that in the past month or so there is now in the market for cabinet Victrolas with an evident appreciation of the true musical qualities of the Victrola. Mr. Conn states that business has kept up very well so far this year, and judging from all indications these activities will continue for some time to come in the talking machine trade.

D. A. CREED A NEW YORK VISITOR

D. A. Creed, vice-president and general manager of the Chicago Talking Machine Co., Victor wholesalers, was a visitor to New York last week. Mr. Creed left Chicago for this city in company with A. D. Geissler, president of the New York Talking Machine Co., and the Chicago Talking Machine Co. Mr. Geissler had planned to spend a week or more in Chicago, but was called home suddenly owing to the illness of his little daughter, Martha. Mr. Geissler's many friends will be glad to know that this little lady has fully recovered from her recent operation and has now regained her usual good health and spirits.

YOU'VE GOT TO KEEP SHOVING

Grapin' opportunity ain't the only thing. You've gotta put your shoulder to it and shove and keep shovin'. When you get a big thing movin' it's easier to keep it movin' than to stop and rest.

"Lundstrom" is GROWING WITH YOUR BUSINESS

Standard Sectional Record Cabinet

A practical, inexpensive, convenient cabinet for dealers; made on the sectional principle, affording the following advantages:

- It grows with your requirements: You first purchase just the number of sections you actually need for your present requirements; as you need more space, add more sections.
- It adapts to any space: As many sections as desired may be placed in a stack; as many stacks may be used side by side as wall space will permit. Each section or stack is indexed by a letter and each compartment by a number, forming a system of filing unsurpassed for simplicity and convenience.
- It is neatly finished: No empty shelves; no overcrowding. Case always complete, yet always capable of additional expansion.
- It is carefully made: Made in two sizes; to hold 10-inch and 12-inch records. Made in two sizes; to hold 10-inch and 12-inch records. Made in two sizes; to hold 10-inch and 12-inch records.
- It is finished in plain and quartered oak, and in imitation and genuine mahogany.
- It may be placed in a stack; as many stacks may be used side by side as wall space will permit.

Price for sections $3.00 and up

Cases shipped on approval direct from factory at usual selling saving to you; on orders amounting to $10.00 and over we pay freight to all points East of Montana, Wisconsin, Ohio, and Maine, 10 cents a mile. To points in and West of these states, we equalize freight charges. For further particulars and full list of prices for the different sections in the different grades, write for illustrated circular No. 80.

The C. J. Lundstrom Mfg. Co.
LITTLE FALLS, N. Y.
Branch Office, Flatiron Bldg., New York City
Fifteen Years' Experience Making High Grade Filing Cabinets and Bookcases

February 15, 1918
MEETING OF COLUMBIA DEALERS

To Be Held at Columbia Shop on Fifth Avenue on February 15 Under the Auspices of the Local Wholesale Branch of Columbia Co.

An informal meeting of the Columbia dealers in the metropolitan district will be held to-day, February 15, in the special hall of the Columbia Shop, 411 Fifth avenue, New York, under the auspices of the local wholesale branch of the Columbia Graphophone Co. Lambert Friedl, manager of this branch, is responsible for this meeting and, according to his present plans, Columbia representatives in this territory will have an opportunity to discuss practical problems and hold a general "pow-wow" regarding merchandising and sales activities.

Mr. Friedl has prepared a program that includes many topics of vital interest to the dealers and he has planned to balance the serious part of the program by arranging for the appearance of several well-known Columbia artists, who will render a number of selections during the course of the afternoon.

In a chat this week with The World Mr. Friedl stated that business had kept up splendidly during the past few weeks and commented upon the fact that the Columbia Co. is leaving nothing undone to co-operate with the dealers in this territory. Referring to the difficulties incidental to securing goods at the present time, Mr. Friedl said: "We are going to almost unreasonable expenses in order to co-operate with the Government as well as our customers. In other words, we are making the Columbia Co. the third consideration in our business activities. "The other day we paid express charges totaling several hundred dollars in order to secure some machines from the factory, and our dealers can therefore readily understand that the cost of doing business has increased tremendously during the past few months. However, we are charging this increased expense to patriotism and loyalty to our dealers."

RIGHT NOW get your stock of Records of "First Aid" Course in French

A big new field for business is open to you through these Records. Thousands of the boys liable to call will welcome the opportunity to acquire a working knowledge of French. Don't be without the "First Aid" course.

FREE

—Each Month

—an advance list of the Records which our committee of twelve decide will be the most popular among those to be issued. You'll find this of great help to you in ordering. Write us to send it—no obligation whatever.

In giving us the opportunity to care for your needs, you can expect promptness and care in the very greatest degree.

First, a complete stock as a basis for our serving the Victrola dealer—then service in which the utmost dispatch and conscientious attention to every detail of your order, are prominent features always—make the Grinnell Victor distributing organization of very great assistance to you in serving your Victrola and Record buying public.

It's to our own interest to help you to a greater business. We leave nothing undone!

RECORD MAKERS APPEAR IN BUFFALO

Favorite Recording Artists Draw Capacity Audience at Concert Given in That City on February 7 Under Auspices of Dealers

BUFFALO, N. Y., February 7.—Buffalonians of all classes who own talking machines thronged Elmwood Music Hall to-night to see in the flesh, and to hear at close range, the artists who have made records for years and with whom they have been long acquainted through that medium. The occasion was the concert given by the Peerless Record Makers, a group of favorite recording artists brought to this city by the Talking Machine Dealers' Association of Buffalo, and the event proved successful beyond all expectations.

Those who appeared with the Peerless Record Makers included Henry Burr, Billy Murray, Arthur Collins, Byron G. Harlan, J. H. Meyers, Albert Campbell, Peerless Quartet, Theodore Morse, Fred Van Epps and Sterling Trio.

The dealers threw plenty of human interest in their advance notices to the public regarding the program. Everything was done to herald the importance of the unique concert. This was one of the typical announcements of the dealers: "Recognizing the popular desire to hear the famous Record Makers, we have arranged this concert at great trouble and expense and through special arrangements with the record makers, we have arranged to offer their two hours of entertainment.

It is believed this concert will be a powerful impetus to the sale of records in this section.

At the conclusion of the concert the record makers were entertained at a special banquet by the famous Record Makers, we have also arranged to offer their two hours of entertainment. H. G. Towne of Robert L. Loud's store.

President T. A. Good also appointed the following committee on advertising and tickets: W. V. Moody, Neal, Clark & Neal; F. G. Hohm, Bruck & Einos; John G. Schuler, Schuler Piano Co.; G. M. Kies, Columbia Phonograph Co.; banquet committee, W. J. Bruehl, Neal, Clark & Neal; H. A. Brennan, William Hengerer Co., and H. G. Towne, of Robert L. Loud's store.

Thousands of circulars advertising the concert were furnished free to the dealers and were enclosed with their monthly lists. The dealers all sold tickets and everyone was appointed a booster. This personal canvassing of friends by the dealers helped greatly in swelling the attendance. No details were overlooked in the use of window signs and billboard and newspaper advertising. Many reading notices of the event appeared in the local press.

H. G. Towne, secretary of the Talking Machine Dealers' Association, sent to each member a comprehensive notice regarding the entertainment.

It is believed this concert will be a powerful impetus to the sale of records in this section.

At the conclusion of the concert the record makers were entertained at a special banquet by the local dealers and were heartily congratulated on the success of the entertainment. W. J. Bruehl paid tribute to the singers in several original parodies.

Last night the Peerless Record Makers gave a very successful concert in Syracuse under the auspices of the local talking machine dealers and have also arranged to offer their two hours of entertainment in other cities in the East in co-operation with the members of the trade.
**Happenings in Dominion of Canada**

**TORONTO CONTINUES TO BE VERY ACTIVE TRADE CENTER**

Leading Makers of Talking Machines and Records in Demand—Steady Expansion in Stores and New Concerns Indicate That 1918 Will Be a Big Year in This Progressive City.

**Toronto, Ont., February 6.—The Robert Simpson Co., Ltd., well-known department store, is the newest addition to the local list of the dealers in phonographs. It is in charge of Mr. Brown, formerly manager of the Mason & Risch Victrola department in Vancouver, and more recently on that firm's staff at this city. The Canadian Symphonola Co., Ltd., have just received at their factory an interesting souvenir of the Halifax disaster. A couple of their De Luxe Symphonolas that had not yet been opened by W. H. Phinney & Co., Ltd., the Nova Scotia distributors of these lines, came back for repairs, the cabinets being badly used up by fire and water, someacking cases being broken, scorched and soaked.

"No records exchanged" is the policy of the Toronto Symphonola Co. A notice to this effect is displayed in each of the twelve demonstration rooms. In discussing this policy H. Ritz, manager of the company, stated that he could credit increased record business to it.

"A very good January trade," report A. R. Blackburn & Co., "in both the piano and Victrola departments." The same report was made by R. F. Wilks & Co., who handle Columbia Graphophone.

The branch store opened up at 1657 Dufferin street, this city, last fall, by Toronto Symphonola Co., is reported by H. Ritz to have proven a great success.

"We are well satisfied with the amount of business developed during 1917," said G. Montagne, referring to the Canadian distribution of Symphonolas, which lines have the Canadian representation. E. Van Gelder of this firm has just recently returned from New York, where he visited the Sonora factory to arrange for 1918 deliveries. In their retail department they report good success in closing cash sales for the higher priced numbers, a number of Toronto's best-known citizens being among the purchasers. Harry R. Blackburn, manager of this department, said that the Christmas and New Year's business arising out of the December campaign was very gratifying.

George Dodds, who opened up on Danforth avenue, this city, a couple of years ago with His Master's Voice lines, has lately improved his selling facilities by adding a new demonstration room.

Frank Stanley is making extensive alterations for the equipping of what appears to be one of the most modern demonstration rooms, it being almost entirely for the sale of phonographs.

In the Edison Week Patchwork Advertisement Contest, from October 20 to 27 last, Gordon R. Shaver, Montreal, won fifth prize. J. C. Pott, Canadian sales manager of the Otto Heineman Phonograph Supply Co., Inc., accompanied by Mrs. Pott, spent the Christmas and New Year's holiday season in Toronto. In Mr. Pott's year on the job, the outlook is of the opinion that 1918 will see great developments in the Canadian phonograph business.

P. K. Wood, of the local branch of the Thomas Mfg. Co., makers of Dayton motors, recently spent a week at the firm's factory in Dayton, Ohio. Mr. Wood reports that the management are installing additional machinery to double their capacity for 1918 deliveries.

Mr. Burgess' place on the road in Ontario with the Pathé Co., Toronto, will be taken by C. Le Vol, an experienced and successful talking machine salesman, whose apprenticeship was passed with the Columbia Co. During the last three months Mr. Le Vol has been in charge of the talking machine departments of Messrs. Jury & Lovell in Oshawa and Bowmanville. During that time he established a record for sales which will be difficult to beat in towns of this size.

The Pathé Co. have just received the first examples of some new art designs in Pathophones. They are in the shape of console tables, and include examples of Jacobean, William and Mary, and Sheraton. They retail for $350. No records exchanged. A fine display of these machines were made in one of the Yonge street windows of the Robert Simpson Co. E. C. Pelton, formerly of Kentville, Ont., who moved into an office a couple of months ago, taking with him Sherlock-Manning representation, has added the Starr line of phonographs and records. Until taking on the Starr Mr. Pelton had never connected up with the talking machine business.

John A. Croden of the Canadian Phonograph Supply Co., London, Ont., who are distributors in Canada of Starr phonographs and records, paid a visit to the factory at Richmond, Ind., recently.

New firms handling Brunswick phonographs and records include Alex Earle Creemore and H. Judson Smith & Co., Brantford, Ont. J. P. Bradt, general manager of Columbia Graphophone Co.'s Canadian division, with headquarters at Toronto, attended the convention in New York of Columbia division managers and district managers.

At the same time the division salesmen and the district managers of the Dictaphone Co. had their convention.

Harry E. Wimperly, who is making a success of upstairs piano salerooms, in the Ryrie Building at Yonge and Shuter streets, has added "His Master's Voice" line of talking machines.

The J. R. Miller Co., Ltd., are now listed among His Master's Voice dealers, having stocked Victor lines in their stores at Toronto, London, Hamilton and Kitchener. "The New Home of the Victrola" is the slogan featured in recent advertising of this department.

New premises at 854 Bloor Street, West, this city, have been purchased by J. H. MacMillan, who plans to open a new talking machine man dealer. At present Mr. MacMillan is handling with good success the Aeolian-Vocalion phonograph.

The John Raper Piano Co. of London, Ont., report the showing in their Victoria department for 1917 as remarkable. They trebled the 1916 sales of Victrolas and Victor records.

The Great War Veterans' Association, Toronto, Ont., recently held their convention. The conclave was attended by W. E. Turley, to the R. S. Williams & Sons Co., Ltd., expressed himself as follows with regard to the new Edison Diamond Disc machine:

"The Edison is much appreciated by the members of this association. During the several months we have had the use of it at the clubhouse headquarters it has been the means of providing splendid entertainment for the members of this association. We have never had the slightest difficulty with it during that time and it has proved itself to be of sound construction, giving splendid reproductions of musical and vocal numbers. We believe it will provide fine entertainment for returned soldiers for many years to come."

Previous to the appearance in Toronto of Louise Homer, Mason & Risch, Ltd., ran a complete list of Homer Victor records preceded by a photo of this popular Victor artiste. The record is a typical piece of newspaper copy were splendid.

The Treadgold Sporting Goods Co., Kingston, Ont., has taken the agency for the Brunswick "Singing Bird" record. Mr. Wood Berry, of the firm, report good Victor business in Kingston, Ont.

New talking machine firms recently registering in Toronto, Ont., include The Phonograph Shop and the Concertina Mfg. Co.

In the Columbia Graphophone Co.'s newspaper advertising of recent date they say: There is a Columbia Grafonola in every Y. M. C. A. and Knights of Columbus Army hut. Following their name and address of the company, they finish up as follows:

"Food will win the war. Don't waste it."

James Malouf, president of the Friche Freres Phonogaph Co. of Canada, Limited, has been elected mayor of the town of Kincardine, Ont.
UNICO SYSTEM

THE SALES BUILDER

UNICO RECORD DEPARTMENTS

are the
Standard of Service and
Sales Efficiency

THE PURCHASING

Public quickly discriminates. Look for the busiest Record Department in your community and you will usually find The Unico System of Demonstrating Rooms, Record Racks and Record Counters.

MAXIMUM CAPACITY
MINIMUM SPACE
MODERATE COST

Record Sales in 1918 will surpass all previous demands. Prepare now to secure your share of this business by installing

THE UNICO SYSTEM

Patriotic Records will help win the War

DEMONSTRATING ROOMS
RECORD RACKS
RECORD COUNTERS
WALL DECORATIONS
COMPLETE INTERIORS

(Patented as to design and construction)

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

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

Follow the lead of the leaders. Double sales and profits through

THE UNICO SYSTEM

THE UNIT CONSTRUCTION COMPANY

RAYBURN CLARK SMITH, President
Fifty-eighth Street and Grays Avenue, PHILADELPHIA, U.S.A.

Send today dimensions of your available space

Plans for a complete department will reach you promptly.
TO OPEN PATHE DISTRIBUTING BRANCH IN MONTREAL

Move Necessary to Take Care of Growing Business—Talking Machine Men Have Successful Meeting and Dinner—Berliner Gramophone Co., Ltd., Enlarge Quarters—General News

MONTREAL, Que., February 5.—Owing to the rapidity with which their business is growing in the Province of Quebec, the Pathe Co. have decided to open a branch in this city to take care of that province. This branch will be under the management of Mr. W. V. Burgess, who has been so successful in handling the wholesale business in Ontario. Mr. Burgess' promotion is a well-earned one, and will cause great satisfaction to his associates in the Toronto office. His territory will be a large one, but with his long experience and natural ability he should have no difficulty in handling it successfully.

The talking machine men's night out entertainment and dinner, this is the way the tickets read, will take place at Cooper's February 8, when it is expected a large assemblage of talking machine, piano and musical men will be present. The purpose of the gathering is to foster and stimulate an interest outside of business amongst the members of the trade, and no doubt this informal gathering will be the nucleus of an association for social enjoyment, to create better fellowship and have the members of the trade become better acquainted. The idea is not merely to form a business association but to confine it strictly for social purposes.

In conformity with their policy of service, the Berliner Gramophone Co., Ltd., are making material enlargements to their record output and facilities for carrying larger stocks. An entire new building, with a private siding on the Grand Trunk Railway, has just recently been leased for that purpose.

The entire stock of Victrolas will be stored in this building along with materials for record making, and even greater stocks of records will be devoted entirely to the record branch of the business, head offices and sales department. The building just leased and of which possession has already been taken, gives the firm an additional 23,000 feet of floor space or an increase of 50 per cent. It is being fitted up to the requirements of the company, while extensive alterations in the record storage warehouses in the way of additions are being made. Not only is the factory output increased and the storage facilities enlarged, but even greater stocks of records will be carried at the company’s distributing houses in Toronto, Winnipeg and Calgary, making possible quick deliveries, so essential in this line.

A particularly interesting feature of the Berliner plant in Montreal is the recording department. Experiments and research work carried on by H. S. Berliner, vice-president of the company, personally, and with a staff of expert assistants for a number of years, has made recording in Canada possible. His Master's Voice dealers have been able to stock many hits, while still hits, through the efficiency of this recording department, which has also made possible record sales in Canada than they did not, in fact one often hears, sell out the sale of the other he remarked. Mr. Dohan also conducts an exclusive phonograph and piano ware rooms in another part of the city, and at one time actively connected with the piano business, but having a good opportunity of renting his premises at that time took advantage of the situation and vacated, going into the automobile business. Naturally, when business in automobiles is quiet, Mr. Dohan finds the piano and phonograph business a desirable one, especially during the months of December and January. Mr. Dohan is to the best of our knowledge the only automobile dealer in Canada exploiting motor cars, pianos, phonographs and records, and his experience might be easily followed by other aggressive merchants who could turn their idle minutes (during the winter) to profits. Mr. Dohan has not gone into the phonograph business half heartedly, as he had several years' experience of the purpose of demonstrating machines, records, pianos and players. His showrooms for an automobile are the best he has ever had, and with his appearance, the floors nicely carpeted, easy chairs, splendidly lighted with up-to-the-minute electric fixtures, etc. Mr. Dohan is well satisfied with his recent idea of combining these lines.

TRADE CONDITIONS IN THE DOMINION OF CANADA—(Continued from page 68)

MISPELLING ADELS IN CANADA

Amendments to the Criminal Code Advocated As a Means for Checking That Evil—Text of Proposed Law—Grafenolos in Army Camps

TORONTO, Ont., February 2.—The subject of fraudulent advertising has been a vexed question for some time past. Many parties have been accused of advertising in such a way, but owning to the loopholes existing in the present law many cases that seemed to present fraudulent methods have been allowed to escape through technical difficulties in its enforcement. To meet these difficulties, amendments to the criminal code have been suggested and will come up for consideration in the near future. The following section has been proposed and introduced herewith, with the inclusion of the proposed amendments:

"I. "The Criminal Code, chapter 146 of the Revised Statutes, 1906, is amended by inserting the following section immediately after the section 406 thereof:

"a. Every person who either himself or by his agent, servant, employ, or anyone on his behalf, knowingly publishes or causes to be published any advertisement for either directly or indirectly promoting the sale or disposal of any real or personal, movable or immovable property, or for the purpose of any conveyance, corporation, or false or misleading statement, or false representation which is of a character likely to or is intended to enhance the price or value of such property or, in the case of advertisements intended to promote the sale or disposal thereof, or is liable to mislead anyone as to the true value of such property, shall be liable upon summary conviction to a fine not exceeding two hundred dollars or to six months' imprisonment, or to both fine and imprisonment, or in the case of a corporation to a fine not exceeding five hundred dollars.

"b. The provisions of any advertisements containing any statement alleged to be false or misleading shall be prima facie evidence that the same was knowingly published by the person who shall be presumed therein, as the advertiser, or proprietor, owner, agent, manager, as the case may be, of the business referred to in said advertisement. The said person, his agent, father, or any individual or partnership company or corporation."

WITH THE TRADE IN WINNIPEG

Stocks Coming Along in Better Shape and Dealers Find Business Active—Robert Shaw to Make Report on "Victrola Records That Are in Strong Demand at the Present Time"

WINNIPEG, Man., February 4.—Columbia Grafenolas and records are now coming along more freely to the Western Fancy Goods Co., and it is the Western distributors for the company. January is reported as being one of the biggest months in the history of the business, and there is a decided increase in sales in the higher priced machines.

Robert Shaw, Western manager of the Columbia Grafonola Co., will shortly leave for a visit to the Columbia factory in Toronto.

Babson Bros. report satisfactory January trade in N. J., and also in the West. Disc music and Edison records—a decided increase in sales being shown for the months of December and January.

Mason & Risch, Ltd., are handling a large volume of Victrola business both in machines and for His Master's Voice records.

Campbell & Campbell, of Brandon, are active in the retail talking machine field with the Pathe and Brunswick lines.

The Western Gramophone Co. report an enormous Christmas and January trade in Victor machines and records, and for His Master's Voice and "Missouri" waltz records being tremendous sellers.

Mr. Gouding & Skinner report a remarkably good talking machine business during the month of January. Heintzman & Co., Edmonton, Alta., report the most popular Victor selling records of the past week as follows:

"Wait Till the Boys Come Home," sung by Green-MacDonough; "My Sweetheart Is Somewhere in France," sung by Elizabeth Slee; "Say a Prayer Out There," sung by Peerless Quartet; "When We Wind Up the Watch on the Rhine," sung by Henry Burr; "I Love to Be a Sailor," sung by Harry Lauder; Hungarian Dance No. 5, played by Philadelphia Orchestra; "She Wandered Down the Mountain Side," sung by Alma Gluck.

Mr. Hood, who was until recently in charge of the phonograph department of the Daily News, has severed his connection with this firm, his position being filled by Mr. Roberts of the Brunswick Co., Toronto.

R. E. & L. M., Calgary, Alta., are handling the Vezolin and the Playola, both cabinet phonographs.

J. W. Kelly, president of the J. T. McLean Co., Ltd., his Master's Voice dealer here, recently visited Toronto and Eastern points.

SELLS AUTOS AND PHONOGRAPH S

Dohan's, Ltd., of Quebec, adds Pianos and Edison Phonographs to Line of Automobiles—Makes Profits During the Winter

QUEBEC, Que., February 5.—Dohan's, Ltd., Palace Hill, who handles several makes of automobiles, recently took on the agency of the Martin-Orme line of pianos and players and the Edison Diamond Disc phonograph records. These lines are side by side in this firm, showroom. When asked if the lines conflicted in any way with his automobile business he replied that they did not, in fact one often helps out the sale of the other he remarked. Mr. Dohan also conducts an exclusive phonograph and piano warehouse in another part of the city, and was at one time actively connected with the piano business, but having a good opportunity of renting his premises at that time took advantage of the situation and vacated, going into the automobile business. Naturally, when business in automobiles is quiet, Mr. Dohan finds the piano and phonograph business a desirable one, especially during the months of December and January. Mr. Dohan is to the best of our knowledge the only automobile dealer in Canada exploiting motor cars, pianos, phonographs and records, and his experience might be easily followed by other aggressive merchants who could turn their idle minutes (during the winter) into profits. Mr. Dohan has not gone into the phonograph business half heartedly, as he had several years' experience of the purpose of demonstrating machines, records, pianos and players. His showrooms for an automobile are the best he has ever had, and with his appearance, the floors nicely carpeted, easy chairs, splendidly lighted with up-to-the-minute electric fixtures, etc. Mr. Dohan is well satisfied with his recent idea of combining these lines.

FEBRUARY 15, 1918

THE TALKING MACHINE WORLD

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CINCINNATI TRADE OPTIMISTIC

Excellent Business for January Gives Rosy Tint to Future—Many New Dealers Enter the Field—Freight Embargoes handicap the Trade

CINCINNATI, O., February 4.—Fair deliveries of records and a good demand for this phase of the talking machine business resulted in the trade accumulating a good record for the first month of the year.

It can be stated without question that the volume of disc sales in January was considerably above the anticipation of the trade. Much of this may be attributed to the prolonged cold spell and the heavy snows during the month, which caused a decline in the amount of street travel and forced people to remain at home and entertain themselves with concerts. Constant playing brought about a demand for additional records and the trade benefited accordingly.

The Fritschi Phonograph Co. is looking forward to a decided increase in its business this year. Many new openings have been established and the officers expect to continue this work for several months. Among the agencies established in January were the Roberts Jewelry Co., Augusta, Ky.; Phonograph Record Exchange Co., Huntington, W. Va.; Smith Music Store, Parkersburg, W. Va.; Burgen Music Co., Charleston, W. Va., and the Intermont Drug Co., Appalachia, Va.

The Phonograph Co., Edison dealers, according to O. A. Peterson, manager, is daily expecting a decided increase to its depleted storage department. His assistants have spotted several cars and an opening of the weather, now apparently under way, is expected to enable the railroads to rid themselves of many “dead” cars. These have been on sidings for weeks, no attempt being made to haul these while the Middle West was suffering from lack of coal.

F. F. Dawson, acting manager of the Graphophone Co., is still on the job at the Cincinnati branch and is not likely to be relieved until March 1. His assistant, Herbert Schmiedeke, has joined the colors, the vacancy not being filled.

The Crystola Co. is handicapped by embargoes placed against outgoing shipments. Dr. A. J. Swing, of the company, reports many inquiries and looks for a big year.

A LIVE NORFOLK, VA., INSTITUTION

Columbia Co., Inc., Performing Very Well in That City With Columbia Line Exclusively

NORFOLK, VA., February 6.—One of the most successful retail establishments in this city is the talking machine store conducted by the Columbia Co., Inc. This store handles the products of the Columbia Graphophone Co. exclusively.

The Century Cabinet Co. is steadily expanding its line of phonograph representatives throughout all sections of the country.

The Century Cabinet Co., New York, manufacturer of the Century phonograph, has closed a number of important deals the past few months whereby this high-class instrument will be handled by representative dealers in different sections of the country. Some of these new Century dealers are leaders in mercantile activities in their respective cities, and are in a position to give this line splendid representation.

The Century Cabinet Co. is recognized as the largest manufacturer of talking machine cabinets in the country and the Century phonograph is therefore the product of a concern which has already won the confidence of the talking machine trade. James T. Lee, president of the company, is personally supervising the production and merchandising of the Century phonograph and is keenly interested and gratified in the fact that these products are being well received by the dealers.

PRAISE BRUNO DISPLAY CARDS

This Enterprising Firm of Victor Wholesalers Issue Most Artistic Announcements

C. Bruno & Son, Inc., Victor wholesalers, have received several letters from Victor retailers praising the display cards which this company is issuing monthly. These cards, which are 14 by 22 inches, are painted by a well-known artist and contain a sales appeal that acts as a stimulant to the sales of the records that are featured. One of the attractive cards in this month’s series presents the hit of “Chu Chin Chow,” entitled “At Siesta Time,” and if this card is displayed properly it is certain to increase the sales of this particular record.

Pettness in money matters encourages pettiness in many matters.

LONG CABINETS

FIRST and FOREMOST

In the cabinet field.

Why? Because we’ve specialized in

CONSTRUCTION 
FINISH and

ADAPTABILITY

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

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

No. 83

In all finishes. Specially adapted for use with Columbia 35. Front posts made to follow lines of posts on Columbia 75.

No. 79

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

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

THE GEO. A. LONG CABINET COMPANY

HANOVER, PA.
"The Road to Profits"
Stock the Records that bring back satisfied customers

IMPERIAL RECORDS

Recorded in our own laboratory and made in our own factory, faithfully reproduce the World's most famous Instrumental, Operatic and Popular Music.

The Imperial Records can be played on all makes of Talking Machines and are backed by our catalog of over Two Thousand numbers, containing among them a galaxy of Artists known the World over.

Supplements listing new attractive and varied additions to our repertoire published every month.

You will make no mistake in writing us for further details and our very liberal discounts.

IMPERIAL TALKING MACHINE COMPANY, Main Office and Factory: No. 9 Vandever Avenue, Wilmington, Del.
Recording Laboratory and Showrooms: 35 West 31st Street, New York City
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 valuable reputation as a repairer of talking machines, and knows all about them. He is the most prominent person connected with the Music and Phonograph Industries of the East, and has practical experience in all parts of the country. If you have a difficult machine that you think is beyond repair, or if you have a machine that is out of order, and you cannot get it started, write to Andrew H. Dodin, and he will help you if possible. The service is free.—Editor.

SOME INQUIRIES ANSWERED

West Atalas, Wis., January 31, 1918.

Editor, The Talking Machine World:

I would like advice on the following items, as I find phonograph people do not seem to agree on these points:

What is the correct playing weights of points on records of various standard makes of machines?

Is there a definite angle at which to place the needle or jewel point when in playing position on the record? If so, what determines this angle?

ANSWER—The weight or pressure at the needle point of the Edison Diamond Disc sound box is between three and four ounces, and at the needle point for sound boxes playing lateral cut records, should be about six ounces. A diamond needle point should be slightly sharper than the surface of the record, steel needles at about 45 degrees to the surface of the record and steel needles at about 40 degrees. In some cases a little more or less degrees of angle will give better results.

The angle is determined by the position in the sound box giving the least blast. For instance, a sound box might play satisfactorily at an angle of 45 degrees, but would blast at an angle of 50 degrees. Etc.

R. H. R.

New York, N. Y., January 30, 1918.

Repair Department, The Talking Machine World:

Some time ago one of the governor springs in a machine in my store was broken, and I was forced to substitute a spring not quite so long, which made the machine throw out of balance and is most likely to ruin the record.

Can you tell me if it is possible to resharpen steel talking machine needles at all, or is it necessary to have new ones made?

ANSWER—Steel needles of the usual type are generally hardened at the point by some special process, and if a hardened surface is not entirely worn away by use it should be possible to resharpen them successfully. The point and sides of the needle, however, will have to be ground smoothly, and then polished until no roughness is discernible. There have been needle-sharpening devices on the market here, but they have met with indifferent success, owing to the plentiful supply of needles up to this time. It may be that if there is a genuine needle shortage an improved sharpening machine may make its appearance.

Mr. Dealer:

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

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

State Make of Machine

Vicsonia Manufacturing Company, Inc.

313 East 134th Street (Bronx)

New York, N. Y.
A WAR POLICY
Being an Announcement from Stephenson, Inc., New York

We have entered this war to see it through to a deadly finish; an end that will insure for always the homes of civilized peoples against unbelievable ravage..... Stephenson Precision Made Motors are manufactured by DeCamp & Sloan, Incorporated, of Newark, N. J., whose enviable reputation for the manufacture of precision machinery has brought to them much work for the Government..... tools and dies of infinite accuracy..... parts for munitions, for aeroplanes. Thus, it has been their duty to apply their skill to things that wound and maim and kill; and, in the strange way of Fate, to apply the same skill to parts that gladden the heart..... the phonograph in the home, where a service flag means a son at the front..... and phonographs in the camps of the boys "over there."

And their war policy is to do their bit in every way. To apply their skill on Government work..... and always to apply the same skill on our work—the manufacture of the Stephenson Precision Made Motor. For, surely, music as well as shrapnel, has its part in war..... and who shall say it has a lesser part?

Frank V. Hutge
Vice-President

STEPHENSON, INC., One West 34th St., New York
Detroit, Mich., February 7.—We have had many adverse conditions confronting us for the past three years owing to the coal situation, which is in almost every section of the State have been without coal, and so serious has been the lack of coal and fuel that numerous cities have had to shut down their retail stores and Industries almost completely. Railroad traffic has been tied up, and freight and express shipments have been the worst in their history. Notwithstanding this condition of affairs, it is really remarkable the encouraging reports one hears from dealers of talking machines and records. We don't mean to infer from this that all dealers are reporting a brisk business, but it is true that most of them report that business is entirely satisfactory. There are complaints by some dealers of their inability to get certain popular-priced models of machines, while others report a shortage of records. The wholesalers attribute the shortage to poor railroad shipments. Several dealers who ordered talking machines from outside jobbers had them sent by express and even then it took nearly thirty days to get them through to destination.

The Detroit Talking Machine Dealers' Association held its annual meeting in January at the Hotel Charlevoix with a very good attendance, the meeting itself being one of unusual interest and enthusiasm. The election of officers resulted as follows: President, S. E. Lind, Colubmia Graphophone Co.; first vice-president, George W. Smith, Detroit Music Co.; second vice-president, Wallace Brown, Brunswick dealer; secretary, W. D. Trump, Jr., Max Strasburg Shops; executive committee, A. A. Grinnell, Superb C. H. Grinnell, H. L. Tuers, Phil B. Lang and Edward Andrew, Jr. The association passed resolutions to render unanimous and hearty support to the Government in its endeavor to render the greatest service to the country. The election of officers resulted as follows: President, S. E. Lind, Coolumia Graphophone Co.; first vice-president, George W. Smith, Detroit Music Co.; second vice-president, Wallace Brown, Brunswick dealer; secretary, W. D. Trump, Jr., Max Strasburg Shops; executive committee, A. A. Grinnell, Superb C. H. Grinnell, H. L. Tuers, Phil B. Lang and Edward Andrew, Jr. The association passed resolutions to render unanimous and hearty support to the City and State fuel administrators; also to put on the proposed concert some time around Easter, the money for tickets sold to be turned over to one of the patriotic funds. Reports of the various past officers and committees showed the association had prospered, and that with a larger membership than ever the new year gives promise of great things.

Grinnell Bros., operating twenty-four branch retail stores, held their fifteenth annual convention at Detroit from January 29 to 31. It was the greatest meeting of its kind in the history of the company. C. A. Grinnell, vice-president of the company, presided at the business sessions. Among the numerous subjects discussed were the Victrola retail and wholesale departments. Reports showed that these departments enjoyed splendid business during 1917—probably the best of any in the Detroit or branch stores. A. A. Grinnell, vice-president and treasurer of the company, and C. H. Grinnell look after the Victrola departments both as to buying and distribution.

Max Strasburg, of the Max Strasburg Shops, who had planned to leave early in January for the South, has postponed his trip until some time in February. He will probably be "chasing the white ball on the green" under balmy skies ere this issue of The Talking Machine World is off the press.

Williams, Davis, Brooks & Hinman Co., Michigan distributors for the Pathé line, are very well pleased with their sales the past year on Pathé machines and records, and both Mr. Chambers and Mr. Saunders, of this department, report that 1918 is going to be much better. In their building at Bates and Congress streets they have fixed up a very attractive room of what can be termed a "perfect Pathé Shop." It is of special interest to those who are already in business or who contemplate entering the talking machine business. The room shows just how a modern Pathé Shop should look as to decoration, booths and display as well as stock-keeping.

The East Detroit Music House and the J. L. Hudson Co. are doing a good business with the Sonora phonographs.

R. B. Alling, of the Edison Shop, is confident that 1918 is going to be a big year for all Edison dealers in his respective territory. The Phonograph Co., of Detroit, which is the job-

It's a good year (when you have enough reserves to protect yourself should the bluff be called).
Build Up the Record end of your Business!

It ought to be bigger than the machine end—but is it?

You can sell a machine to a family but once, but there are dozens of new records every month and thousands of old favorites that will sell if brought to the attention of your machine owners.

119 W. 40th St., New York

During the present shortage on Victor Records, retailers in all sections of the United States have found it profitable to forward record orders to the two largest exclusive wholesalers.

Chicago Talking Machine Co.
12N. Michigan Ave. Chicago
THE TALKING MACHINE WORLD

FROM OUR CHICAGO HEADQUARTERS

E. P. VAN HARLINGEN, Manager

World Office
Republic Bldg., 200 South State St., Chicago
Telephone: Wabash 5774

Chicago, Ill., February 11.—While the manufacturing end of the Chicago trade has been materially handicapped by the recent five-day shutdown and the "heatless Monday" edict, there is no grumbling among the dealers from this source, their only means of complaint at present being the booking policies throughout the country. They are having a great deal of trouble in securing the necessary cars to make deliveries and when they are fortunate enough to secure some of the railroad rolling stock and place their product aboard they are out of the woods by no means, as then begins the real trouble. Owing to the fact that the railroads have discontinued the use of their car tracers, many consignments are miscarried while in transit, as there is a likelihood that a shipment consigned to New York may turn up in New Mexico or vice versa.

A great many of the manufacturers were also inconvenienced somewhat by the recent coal shortage, which was brought about by the big blizzards during the middle of January, but the fuel administration proved its worth in the emergency by literally commandeering numerous train loads of coal throughout the South and heading them off to Chicago. The railroad situation is bad throughout the entire country at present, as is well known; and for this reason jobbers as well as the retail dealers handling the products of the old-established concerns located in various ports of the country have suffered from a shortage of goods. The medium-priced machine has created such a strong demand throughout the trade that the stocks of the dealers have been rapidly depleted. While the "heatless Monday" edict has been a means of curtailing the retail business to a certain extent so far as the sale of instruments is concerned, and for this reason shipments are being held up with records that will tide them over the present coming down on Saturdays and loading people who already owned machines are reaping the harvest in the record business at present. For example, the demand for popular music such as is being used by the Ziegfeld Follies at present in Chicago is very brisk. The wiser dealers have got in their supplies of these numbers a month ago, and are therefore able to take care of the demand. There are musical shows that will reach Chicago in the near future which will also create a demand for other selections, and those dealers who have been far-sighted enough to watch the bookings of these big shows have a plentiful supply of records on hand to care for the demand as it arises. There is still the shortage of steel needles, but not so great as during the holiday period, as shipments of these are coming in in fair shape at present, having been ordered several months ago.

Piece of Good News

H. P. Ellis, of the Chicago Talking Machine Co., reports that they are still inconvenienced by the bad shipping conditions. "We have," he says, "a number of orders on file that has not been shipped from the factory on December 12. They are some place between here and the Victor factory, but just where we don't know. As the railroads are using their cars for coal tracers for other purposes, the shipper has to look out for himself. We have, therefore, em- ployed a man who does nothing else but tear up and down the railroad tracks trying to locate our shipments for us. The only way we are receiving the goods from the Victor factories at present is through a very roundabout route. The city of Camden seems to be entirely tied up so far as the railroads are concerned, and for this reason shipments are being sent by boat through either Norfolk or Newport News, and then placed upon the cars and shipped to their destination over the B. & O. and C. & O. We can trace our cars, up to the time they are loaded on the trains at these points, but after that it takes a veritable Sherlock Holmes to find them.

"Records are coming in by express and this is increasing our overhead expenses materially. The record situation so far as popular selections are concerned is very grave at present. The demand is exceedingly strong, and the factories are working to capacity. Nevertheless shipments are a bugbear in this instance also. A great many of our dealers who profited by our advice and ordered ahead way back in October and November are profiting. There are also a great many dealers who have a large supply on hand of records other than the popular ones, but they never took the trouble to use their salesmanship ability in selling these records. They just merely put them in stock and took a chance on their being called for, as they devoted their time to selling the popular numbers. These dealers are now having a demand for popular stuff, but are unable to fill them. They have, therefore, taken the trouble to go over their stock and are finding numerous selections that can be sold with little effort, as they are selections that give satisfactory returns to the purchaser. All that these records needed was a little energy behind them, and now that they are being pushed they are selling in the majority of cases better than the popular ones. We have a plentiful supply of these records on hand, and, therefore, can take care of the demand, as they are all good sellers and are liked by the pur- chaser if he is given the opportunity to hear them. By pushing these records the dealer can not only relieve the situation materially, but can continue to do a good business as well if he will just expend a little energy towards pushing these numbers. In machines, the demand for elevens and fourteens got beyond the control of the dealers and the demand for these instruments grew to such proportions that the dealers' stock was rapidly depleted in many in- stances early in the season. The wise ones, therefore, began pushing the tens and sixteens, and these models have proved very satisfactory in taking care of the demand."

New Repeating Device

The Repeat-o-graphi Co., of Illinois, is being incorporated with a capital stock of $100,000 for the manufacture of a new device for a repeater and stop for talking machines. The attorney for the company says that their clients do not wish to make any announcement at present, although they will furnish details regarding their organization and product in the near future.

Exhibitors at the Furniture Show

The January furniture show in Chicago was a big success notwithstanding trade conditions that were not considered altogether favorable.

(Continued on page 79)
SERVICE

Your customers will enjoy improved service at lower cost if you sell them fibre needles and a L. & H. Fibre Needle Cutter.

Also Advertising Services to aid you in making yours the best known talking machine name in your locality are offered by us.

Subscribe to our Advertising Services and get striking cuts for a purely nominal price.

VICTROLA ADVERTISING SERVICE
52 CUTS A YEAR

VICTROLA HALF SERVICE
26 CUTS A YEAR

VICTROLA FOLDER SERVICE
For Holding the Monthly Supplements in Place of Envelopes

VICTROLA WINDOW DISPLAY CARDS
Featuring the New Records

SMALL INSTRUMENT ADVERTISING SERVICE
36 CUTS A YEAR

PIANO ADVERTISING SERVICE
Free to Dealers Who Represent America's Most Popular High Grade Piano

Samples and Prices Free - Write for Them

Lyon & Healy
Victor Distributors
CHICAGO
In the various buildings on Wabash avenue devoted to exhibits there were a number of displays of talking machines, and the exhibitors all seemed to be satisfied with the amount of business done. Among those having displays were the Brunswick-Balke-Collender Co., Elmhrota Talking Machine Co., Vitanola Talking Machine Co., Mandel Mfg. Co., and the United Phonograph Corp.

B. & H. Fibre Co. Preparing

"Notwithstanding existing conditions," said F. D. Hall, president of the B. & H. Fibre Co., "there seems to be no let-up in the amount of orders coming in for our product. These orders are not coming in from any particular part of the country in excess to other parts, but it is general all over the country, and for this reason I am inclined to believe that the only thing that will interfere with the trade in general this year will be transportation. While several of my most expert and valuable employees have been called to the colors there has been no interruption to our progress. It is, of course, a hard matter to get workers to make fibre needles, as it takes from four to five months to prepare them properly. Nevertheless, I was prepared in a measure for the loss of some of my most valued employees, because I always keep several in training prepared for any emergency that may arise. The absentees who have been called to the colors have been assured by me that whenever they return their same positions will be waiting for them, and not only that, but I think that I will have a mighty pleasant little surprise awaiting each one just as soon as he returns, as I am keeping their names on the salary list, and every payday I put their salary into a savings account which was taken out under their name. Therefore, should any of them come home and be physically unfit to work they will have a little neat egg waiting for them which they don't expect."

"I have been receiving a great number of testimonials from people all over the country who have purchased the B. & H. fibre needle pointer. Some of these letters are very amusing and others are written by intelligent, keen thinkers, and the prevailing statement which seems to appear in all of them is "best I have ever used." In making this statement, perhaps one is apt to be skeptical and accuse me of bragging; nevertheless I make this statement in all fairness. It is only the quotation contained in a great number of these testimonials which have been received recently, and, therefore, is not original on my part."

Gets Responsible Position

Miss H. McCormack, formerly with the talking machine section of the Hillman department store, is now connected with the Wade Talking Machine Shop, and is in charge of the record department. Miss McCormack is a very capable young lady and, although having been in the talking machine business for a little over a year, has proven her worth in this short space of time and is considered a valuable asset to the Wade Shop.

Acquire Canadian Patents

The Orilla Furniture Co., of Orilla, Canada, have recently made arrangements with the Automatic Container Co., of Chicago, whereby they have acquired the Canadian patent rights to manufacture the automatic filing devices that are produced by the latter company. A. V. Taylor, superintendent of the company, has written a letter to Mr. Read, president of the Automatic Container Co., in which he states that there is a very big demand for this product throughout Canada. The holiday trade reached proportions far beyond their expectations, nevertheless with their completely equipped factory and their unlimited stock on hand they were able to take care of the demand.

Mr. Read states that the business of the Automatic Container Co. has progressed steadily of late and had grown to such proportions that it has become necessary to enlarge their factory facilities. For this reason he has made arrangements with a cabinet manufacturer located in Buffalo to make the necessary cabinets in that city and handle the Eastern trade from the Buffalo factory.

Arthur D. Geisler a Visitor

A. D. Geisler, president of both the Chicago Talking Machine Co. and the New York Talking Machine Co., spent last week in Chicago looking after the business interests of both companies.

New Victor Store

The Pearson Piano Co., of Anderson, Ind., a branch of the Pearson Piano Co., of Indianapolis, have acquired the Victor stock of the Meyer Bros. Drug House, of Anderson. The Pearson Piano Co. have a well-established warehouse in Anderson, and are better able to take care of the talking machine business, being a piano house, than were the Meyer Bros. Drug House. They have been located in their present premises for the past year and a half and have a very fine trade established. They have fitted up their wareroom with the necessary demonstration booths and have a competent sales force to handle this business.

Brunswick Doings

"The year of 1917 surpassed our expectations and the new year has started off with a rush," said H. B. Bibb, sales manager of the phonograph division of the Brunswick-Balke-Collender Co. "The number of new contracts coming in daily is very gratifying indeed. We are very fortunate in having our factory located in Dubuque, Iowa, as it is west of the Mississippi river and does not come under the Garfield fuel saving order. Our plant is working overtime and while some difficulty is being experienced in moving freight to the Eastern territory, we are able to keep our different branches supplied with stock by making express shipments."
Are One-Record Phonographs Doomed?

A Frank Discussion of a Situation Which Faces Every Dealer

There are two kinds of fine phonographs now, the one-record instruments and the all-record Brunswick. Many dealers, noting the welcome of this new, final-type phonograph, are wondering about the future.

And they may well spend time in studying the trend of public demand. . . . the changing attitude.

Up to now, the music lovers have had to content themselves with one-record instruments. They have been compelled to take one certain line of records, barring all the others. This has meant a limited selection and the uncomfortable feeling that they were deprived of many favorites.

No One-Record Maker Offers All the Great Singers and Musical Selections

Indications point strongly to the fact that music lovers prefer to make up their selection of records by names of singers of musical organizations instead of by name of record makers.

The Brunswick plays all records.
This includes Pathe Records.

An alliance between Brunswick and Pathe gives each Brunswick dealer the right to handle Pathe Records. This includes one of the largest musical collections in the world—all the latest hits, all the great operas, all the instrumental and band selections.

The Brunswick is the premier instrument with the all-record feature. All Brunswick dealers unite in the belief that this new-day phonograph is destined to dominate the entire musical world.

Nine customers out of ten, once they hear The Brunswick and compare it with others, prefer it. And no Brunswick owner would ever go back to an old-type machine.

Dealers with a vision of tomorrow's trade, men who want to know more about the tendency of the times, are invited to write to us so that we may present further interesting and important facts. For those who are looking ahead, we have a very interesting proposition.

The Brunswick

ALL PHONOGRAPHs IN ONE

Prices
$32.50 to $1500
"A large contract has been closed with Martin Bros. Piano Co. by our representative, K. McInnis, who travels out of a St. Louis office. C. W. Kalder, who was in charge of our exhibit at the recent Grand Rapids furniture show, closed a number of contracts with some of the largest furniture dealers in the U. S."

G. F. Gamble is the new Brunswick representative in the New Orleans territory.

The large wall map of the United States hanging in Mr. Bibb's office, which designated by means of small tags the location of Brunswick dealers throughout the country, is beginning to look like a forest. The central States are completely covered and the Western States as well as the Pacific Coast States are filling up rapidly.

A. G. Kendrick, in charge of the Brunswick's Eastern territory, is showing some speed in securing new accounts.

Edward Strauss, formerly connected with the Chicago office of the Brunswick Co., has been transferred to their New York office, of which he will be general manager.

Wallace Brown, the live wire Brunswick dealer of Detroit, hopped into Chicago on a visit one day last week, stirred things up a bit and then hopped back to Detroit.

Among other Brunswick visitors to Chicago within the past week were J. Lane, of the Brunswick Shop, Toledo, and G. F. Standke, manager of the Brunswick Shop, Indianapolis.

E. S. Bristol, who covers in a most intensive way thirty-six counties in northern and central Illinois, has been spending a week or so in Chicago attending the furniture show. Mr. Bristol has had remarkable success in the restricted box popular territory covered by him.

The New F. & W. Sound Box

The F. & W. Mfg. Co., of this city, is about to place on the market a new and distinctive sound box. It is constructed on new lines, inasmuch as the sound waves have no direct communication with the tone arm, but are passed through a separating partition into an acoustic or tone chamber, then through proper channels, into the tone arm. The stylus bar or needle holder is suspended in an entirely new manner, making perfect connection, yet without friction, thus the sound is amplified with excellent results. Its reproduction of both vocal and instrumental music is decidedly realistic.

With this sound box, it is claimed that one can use the tone arm and get better detail, and in most cases a volume of tone equal to the ordinary box with the steel needle, thus saving wear and tear on records.

The sound box has been invented and perfected by Elmar Fletcher, of Chicago, an old-time phonograph man, having been in the business both in the making and reproducing of records, before the molded record was known. The box will be marketed by Roscoe L. Wickes, a well-known business man of Chicago, and Mr. Fletcher under the firm name of the F. & W. Mfg. Co., 6 East Lake street.

The trade will be duly notified when the box will be ready for the market.

H. A. Yerkes' New Post

H. A. Yerkes has been appointed field sales manager of the Columbia Graphophone Co. and will shortly leave his present office in Chicago to take up his new duties at the Columbia headquarters in New York. He has just returned from a successful tour of the Central States, having visited Indianapolis, St. Louis, Kansas City, Omaha and Minneapolis and reports that the business throughout the sections of the country he had just visited is in fine shape and the dealers he visited are very optimistic.

Mr. Yerkes has just received an announcement from the New York headquarters that he has won the President Whitten district manager's cup, a handsome sterling silver trophy, which had been donated by Mr. Whitten, and which had been keenly contested for among the district managers throughout the country. The terms of this contest provided that permanent possession of the trophy rested with the district manager who won the cup for three months, and notwithstanding the fact that he did not register his first victory until October, Mr. Yerkes won the cup with three consecutive victories.

Mr. Yerkes won the President Whitten district manager's cup as district manager of the Middle West territory, and W. L. Sprague, manager of the Minneapolis branch, is also being congratulated upon this victory, for his branch was a most important factor in bringing the trophy to the Chicago division. The final result of the contest was in doubt until the last moment, for several of the district managers had been winners for two months, and needed only one more victory to clinch their right to permanent possession of the cup.

"All Through the Night"

Mr. Griffith, in charge of the stockroom of the Chicago Talking Machine Co., came down to work the other day wearing a big grin on his face, said good morning to everyone in the office, and then began to pass cigars around to the boys. When asked the reason of his geniality he replied: "The stork brought a new baby girl to our house last night, so I have a sneaking suspicion it is up to me to receive congratulations." After giving everyone in the office a cigar he tipped his hat over his face, said good morning to everyone in the office, and then began to pass cigars around to the boys. When asked the reason of his geniality he replied: "The stork brought a new baby girl to our house last night, so I have a sneaking suspicion it is up to me to receive congratulations." After giving everyone in the office a cigar he tipped his hat over his face, said good morning to everyone in the office, and then began to pass cigars around to the boys. When asked the reason of his geniality he replied: "The stork brought a new baby girl to our house last night, so I have a sneaking suspicion it is up to me to receive congratulations." After giving everyone in the office a cigar he tipped his hat over his face, said good morning to everyone in the office, and then began to pass cigars around to the boys. When asked the reason of his geniality he replied: "The stork brought a new baby girl to our house last night, so I have a sneaking suspicion it is up to me to receive congratulations." After giving everyone in the office a cigar he tipped his hat over his face, said good morning to everyone in the office, and then began to pass cigars around to the boys. When asked the reason of his geniality he replied: "The stork brought a new baby girl to our house last night, so I have a sneaking suspicion it is up to me to receive congratulations." After giving everyone in the office a cigar he tipped his hat over his face, said good morning to everyone in the office, and then began to pass cigars around to the boys. When asked the reason of his geniality he replied: "The stork brought a new baby girl to our house last night, so I have a

Convincing Proof of Merit

are the unsolicited testimonial letters which come to us from dealers and owners in every day's mail:

A characteristic letter from an Empire owner sent to us by the dealer who sold him the machine:

"The Model B Talking Machine I bought of you reached me last Saturday in splendid condition. This machine was my choice among a number of different ones which I looked at and heard play. I heard 5 other leading machines and none of them came up to the Empire. A friend of mine here also has a Model B. The Empire records are all good, some of them very good. The machine in appearance is as good as any $200 cabinet I have seen and the quality of tone and the simplicity of being superior to anything I have seen for the price."

Our files contain many letters from dealers similar to this:

"We are in receipt of the Model B Empire Phonograph and must say that it is all you claim it to be, and for that reason we are making you order for four models today. Please ship these out at once as we have only one machine on the floor at this time."

Write today for our complete catalogs of Empire Machines and Empire Records, and full information regarding our Splendid Dealer Helps

Empire Talking Machine Co.

JOHN H. STEINMETZ, President

429 South Wabash Avenue

Chicago, Ill.

Price $110

The Empire, Model B, conceded to be the last value ever offered in a high grade talking machine.
The "Uniset Reproducer" does absolutely what we claim for it. It plays all Records, lateral and hill and dale cut in one position, in rich, sweet natural tone.

Absolutely no parts to change except needle Simple! Perfect!

Our first announcement has brought us an enormous number of enquiries and orders from Manufacturers, Assemblers, Jobbers and Dealers all over the country.

"Uniset Reproducer" with Straight Tonearm, of all absorbing interest to Manufacturers and Assemblers, large and small.

"Uniset Reproducer" for Victor, Columbia, Edison, Pathe, etc. Machines—the Dealer's best side line. Stimulates record business in all makes of records. Prevents losing sales of Machines.

"Uniset Reproducer"—greatest progress in Phonography

UNISET REPRODUCER CO.
Cable Building, Jackson Boul. & Wabash Ave. Telephone, Harrison 1166 CHICAGO, ILL.
for this month has been steadily picking up, and at present is far ahead of the first two weeks in February, 1917. I think that trade in general has a good year before it, as we are now setting down to business, and the people are not as flighty as they formerly were when they read a newspaper, but are taking a more philosophical view of the situation."

Miss Ruth Lundgren, formerly with the Wade Shop, is now connected with the sales force of the Talking Machine Shop, having taken the place of Mrs. Myrtle Frame, who has joined the forces of the Davis Phonograph Co. on Adams and State streets.

Eddie Cantor, with the Ziegfeld Follies Co., who plays the part of the son of the character taken by Bert Williams, just returned from college, came tearing down the street the other day and dashing into the Talking Machine Shop, approached Miss Pauline Tissier and whispered savagely, "I must have them at once!"

"What?" stuttered Pauline. "The four new Heifetz records—or, boy, some music—I must have them."

To Handle Paroquet Record

C. J. Woodward, 57 East Jackson boulevard, has secured the representation for Chicago and Cook County of the Paroquet record, formerly connected with many forces. Woodward, 57 East Jackson boulevard, has secured the representation for Chicago and Cook County of the Paroquet record, formerly connected with many forces.

Mandel Mfg. Co. Plans Big Things

The Mandel phonographs of 1918 represent the combination and concentration of some of the keenest minds in the industry, to the end that their products may be of a standard to win the approval of the most critical purchasers. That this enviable position has been attained is evident from the fact that the output last year far exceeded expectations, while the volume of orders which have been reaching this company since the first of the year, is of such magnitude as to demonstrate that the Mandel phonographs are constructed along lines that please the critical purchaser. Open New Victor Department

Elbe Bros., South Bend, Ind., will formally open their new Victor department this month. The new department is beautifully decorated and is situated on the ground floor of the building. They have installed twelve beautiful soundproof record demonstrating booths, and this, together with their large record department, gives them the largest Victor department in the State of Indiana.

New Hillman Manager

Forrest Edwards, formerly connected with the Rinehart Piano Co. at Sixty-third and Halsted streets, is now manager of the Victor department of Hillman's department store. This department is operated by the National Talking Machines Sales Corp. of Boston.

New Wilson Manager

W. E. Cotter is now in charge of the retail phonograph department of the Thos. E. Wilson & Co. warerooms on the corner of Monroe and Wabash avenue. Mr. Cotter is very well known throughout the trade, having been for the past twelve years connected with the firm of W. W. Kimball Co., as wholesale traveler, representing them as salesman for pianos and talking machines. He has for his assistant Miss Margaret Campbell, a very pleasing and charming young woman, who is an experienced "Colombian" girl, having been connected with many of the largest talking machine departments throughout the city. Mr. Cotter stated that they contemplate enlarging their phonograph department and adding four new soundproof demonstrating booths, as well as a new series of record bins. "Our business has shown a decided improvement for the past month," he stated, "and is rapidly increasing, due to our extensive advertising throughout the local daily papers as well as from the combined efforts of twenty-four women we have working for us on the outside. These women are bringing in great numbers of prospects and as a result we are making some very satisfactory sales. We are handling both Columbia and Sonora machines as well as the Wilson talking machine, which is manufactured by ourselves, and, therefore, have an exceptionally good line that will please the most exacting purchaser."

New Company Formed

There has just been organized in this city a new firm which has been incorporated in Illinois for $10,000 and is known as the National Phonograph Co., Inc. They are located at 213 West Twelfth street and occupy the three-story building which was formerly the plant of the Elkin & Seidel Mfg. Co. They are equipped with the most modern machinery both steam and electrical and have the capacity of turning out 1,500 cabinets a month. Their specialty is to produce a complete machine for the trade, Frank Cummings, an experienced and capable man, is the manager of the company, he was formerly connected with the World Phonograph Co., and had had charge of the finishing, machine shop, cabinet and assembling departments. The new company at present has two beautiful and original models prepared for the general trade and already over 200 machines are on the floor awaiting delivery.

They are the product of many years' experience and experience, and are of proven worth and excellence as illustrated, will add distinction to the highest grade machines.

Universal Tone Arms and Reproducers No. 9

Prices on samples and quantities quoted on request. We are in position to make prompt shipments.

THE EMPIRE PHONO PARTS COMPANY

W. J. McNAMARA, President

FACTORY: 1102 West 9th St., Cleveland, Ohio

SALES OFFICES: 427 South Wabash Ave., Chicago, Ill.
Bigger Things for 1918
Bigger for You — Bigger for Us

We have planned and prepared for BOTH a larger output — insuring better services, prompt deliveries, and even a better product than in 1917.

The Mandel line of talking machines, varying in retail price from $35 to $250 and meeting the price demands of every class of trade, has been improved in many details which means in the aggregate a considerable increase in intrinsic value.

This is a line which has proved a distinct satisfaction giver from the start.

Every part of every Mandel—Case, Motor, Tone Arm, Sound Box, Horn, Tone Chamber not only is distinctive but made in the Mandel factories, thus securing standardization and uniformity of output.

Do you want to handle just this type of machine?

It costs you nothing to investigate.

Let us send you model No. 3, illustrated here on FREE TRIAL.

Write today for full information and descriptive literature.

Mandel Manufacturing Co., Inc.

General Offices:
501-511 S. LAFLIN STREET
CHICAGO, ILL.
New Lakeside No. 4 JUMBO TONE ARM

Only foolproof arm on the market, as all adjustments are permanent and user has no adjustments to make.

Best ideas used so fastened to the stylus to prevent same from pulling out. All parts machined to make a perfect mechanical fit.

No adjustments when shifting from Victor to Edison.

Heavy massed design best for correct reproduction. Tone quality exquisite.

The Empire equipment allows no chance, therefore, to injure the record while changing from Victor to Edison. There would be a greater increase if their capacity were not limited by the war departments as they are compelled to do a certain amount of governmental work. The little slump experienced in this country for the few months preceding the holidays has passed. A great many

to themselves, "A product made by a company of which Otto Schulz is president," and ordered without seeing the machines. They have had no occasion to regret their action as steadily increasing repeat orders has clearly shown.

Ribolla's Interesting Comment on Trade

"Reports coming in from our Canadian office show a striking gain in business for the past year. This increase tends to progress steadily, and from present indications the talking machine business of Canada will be bigger than ever this year," said S. A. Ribolla, sales manager of the Chicago office of the Otto Heine Motor Co. "Similar conditions existing to-day in this country now existed in Canada at the beginning of the war. Up there they were disorganized to a great extent and business in general was demoralized when the war broke out, but conditions have adjusted themselves to such an extent that at present they are running on in a normal manner and business is nearly back to its normal condition. The war had a tendency in that country to stimulate the music industry and this is steadily gaining from day to day.""

"This situation in Canada is the fact upon which I base my convictions that war conditions in the United States will ultimately make business better," continued Mr. Ribolla, "and for that reason I see a good year ahead of us. The Canadian Government has practically stamped music as a necessity. We know that the big limited companies who make a specialty of talking machines throughout Great Britain and her possessions show a more material increase in their business than they have for many years. There would be a greater increase if their capacity were not limited by the war departments as they are compelled to do a certain amount of governmental work. The little slump experienced in this country for the few months preceding the holidays has passed. A great many

Sapphire Needles

FOR PATHE and EDISON RECORDS

These needles are made in Switzerland of Astoria Sapphires, which are recognized as the best.

Price $3.00 per dozen

Send check with order or goods will be sent C. O. D.

CHARLES J. WOODARD

Room 503 Cable Bldg. 57 E. Jackson Blvd., CHICAGO

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 83)
FROM OUR CHICAGO HEADQUARTERS—(Continued from page 85)

dealers are carrying over a large amount of business. With more women wage earners than we ever had before, combined with the wonderful crops we had all over the country in the past year, which necessarily brought with them better wages than ever before, there is bound to be a notable improvement in business in the near future.

Returns From Eastern Trip

L. E. Noble, manager of the wholesale Victoria department of the Rudolph Wurlitzer Co., returned last week from a trip through the East, where he visited several of the large Eastern cities, as well as the Rudolph Wurlitzer headquarters at Cincinnati. "I received quite a shake-up on January 23," said Mr. Noble. "While aboard the Manhattan Limited, running through Philadelphia about three miles outside of North Philadelphia, something happened and all the coaches piled up. One man was killed and eight men were injured severely, but I managed to escape unscathed. The visit I paid to the Victor factory left me full of optimism, as they certainly are doing things down there. Many of our dealers have reported that their business has increased materially in the past year and that the holiday trade was very satisfactory."

The Six Best Record Sellers

The Columbia library announce the six best sellers for the month as follows. "Althea Haez Dies" and "Veni Jesu" (Paulist Choristers of Chicago); "Barbiera Di Siviglia," "Largo Al Factotum" (Make Way for the Factotum); "Battle Hymns of the Republic" and "Star Spangled Banner"; "The Best Things in Life Are Free" and "For You a Rose"; "Calling Me Home to You" and "There's a Long, Long Trail"; "Caprice Viennois" (Opus No. 2) and Thais "Meditation," a violin solo.

The six best sellers for Pathé for the past month are: "The Honeysuckle and the Bee" and "Pansy Faces"; "Liberty" (Loan March) (Sousa) and "The Invincible Eagle" (Sousa); "Gold and Silver Waltz" and "Jack o' Lantern" (Medley Fox Trot); "The Darktown Strutter's Ball" (Fox Trot) and "Homeward Bound" (Medley One Step); "Leave It to Jane" (Medley Fox Trot) and "Umbrellas to Mend" (One Step); "Pigails and Chopsticks" (Xylophone Solo) and "Concert Folks" (Xylophone Solo).

Edison's six best sellers for the month are: "Rumble Hymn of the Republic" (Old Plantation Melody); "My Heart at Thy Sweet Voice —Samson and Dalilah" and "Triumphal March" (Aida); "Loin du Ball" and "Marche Lor- raine; "New York Blues (Rag Classical)" and " Saxophone Sobs; " Ellis March (Instrumental Duet)" and "One, Two, Three, Four Medley (Waltz); "It's Nice to Get Up in the Morning" and "And when the Bonnie, Bonnie Heather is Blooming (I'll Return, Annie Laurie to You)."

Victor six best sellers for the month are as follows: "My Sweetie" and "Some Sunday Morning; "Midsummer Night's Dream" (Orchestrated); "Over There" and "Laddie Boy"; "Stars and Stripes Forever" and "Fairest of the Fair" (Sousa); "Somewhere in France" (Medley) and "My Sweetheart is Somewhere in France; "Modern Maiden's Prayer" and "That's the Kind of a Baby for Me."

Return From Eastern Trip

Mr. W. Hadart, vice-president and general manager of the company, has just closed contracts with a large phonograph company in the Middle West, which manufactures 75,000 machines a year. This is only one of several important deals that emphasizes how the "Uniset Reproducer" will play a prominent part in the industry this year.

As was mentioned in this department last month this reproduction is an absolute departure from all other sound boxes that are now on the market. It will play all records no matter of make or description, including Victor, Columbia, Edison, Pathé and Gennett, etc., in one and the same position without change of any kind.

Charles H. Green Coming

Charles H. Green, who will be the manager of the National Music Show at the Grand Central Palace, New York, during the piano con- vention in June, will be in Chicago this month. He will be prepared to outline in detail the plans for the show to the local manufacturers. Mr. Green was very successful in his conduct, not only of the previous piano exhibitions, but also of shows in other lines, consequently the Music Trade Exhibitors' Association is to be congratulated on having secured him for this year's event.

Talking machines will be featured at this year's show on an elaborate scale, as they were last year in this city.

### Hiawatha Phonographs

**MEAN QUALITY ASSURED**

**Quality of Tone**

Models $35, $50, $75 and $100 retail. A complete line of Quality Phonographs. Quality is the keynote of the success of the Hiawatha.

**Quality of Construction**

Highest standard of equipment. Every Hiawatha Phonograph guaranteed fully. You owe it to yourself to investigate.

Hiawatha means success.

We can prove it.

**Capacity 300 Machines per Day**

**The Home of Hiawatha**

**OTTAWA, ILLINOIS**

**All Orders F. O. B. Factory**

**okia, 802 Republic Building, Chicago, Ill.**
A PROGRESSIVE CHICAGO MAN

Wm. Tures, of Combination Attachment Co., has built up an excellent business with the "Orotund" universal tone arm and sound box.

The Empire Talking Machine Co., Chicago, has just issued a comprehensive record catalog which lists in convenient form all Empire records issued up to and including January, 1918. For the convenience of machine owners the records are first listed in alphabetical order, and then, according to the type of selection whether concert music, dance music, etc. For the further convenience of the reader there is also a list provided in the back showing the pages upon which records of a certain price and size may be found.

The volume is carefully indexed, and makes a most impressive showing. It also indicates the substantial progress that has been made by the Empire Talking Machine Co. to date in the production of records.

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THE TALKING MACHINE WORLD

FROM OUR CHICAGO HEADQUARTERS

NEW EMPIRE RECORD CATALOG

Attractive Volume Just Issued Includes All Records Up to January, 1918—It Is Carefully Indexed and Interestingly Prepared

The Empire Talking Machine Co., Chicago, has just issued a comprehensive record catalog which lists in convenient form all Empire records issued up to and including January, 1918. For the convenience of machine owners the records are first listed in alphabetical order, and then, according to the type of selection whether concert music, dance music, etc. For the further convenience of the reader there is also a list provided in the back showing the pages upon which records of a certain price and size may be found.

The volume is carefully indexed, and makes a most impressive showing. It also indicates the substantial progress that has been made by the Empire Talking Machine Co. to date in the production of records.

CHRISTINE MILLER MARRIED

Popular Edison Artist Married to Daniel M. Clemom, of Pittsburgh—Spending Their Honeymoon in Chicago, Many Congratulations

CHICAGO, ILL., February 12.—The many friends in this city of Miss Christine Miller, who has so long 

been widely known in the talking machine trade, for there are few artists who have such an army of admirers in and outside the industry.
FROM OUR CHICAGO HEADQUARTERS—(Continued from page 87)

WANTS TO SEE THE TRAINS MOVE

Just a Little Sunshine and Rain Needed, Says L. C. Wiswell—Lyon & Healy Resume Concerts—Bartlett Markets Die Castings—New Morenus Phonograph—Other Timely Topics

Chicago, Ill., February 11.—"All we want is just a little sunshine, just a little rain. That will melt the snow—so the trains can go, And the trade will smile again," mused L. C. Wiswell, manager of the Victor department of Lyon & Healy, when called upon by The World this month. "But," he continued, "that's getting to be an old story now, sad but true. Too much snow and not enough trains. If the train service of the country had been normal through the past month, I don't believe there is a dealer in the country who would not be doing an enormous business to-day, more even than he would have dared anticipate. It is really surprising, when one stops to consider, how great the demand for talking machines is to-day."

"A great many dealers ask me this question," continued Mr. Wiswell. "If the factories are working to capacity how is it that there are not more machines produced than formerly?" "Now that is a very simple question to answer," he replied, "if one stops to think. In normal times there is an average of twenty-six working days during the month. But take January of this year for example. To begin with there was the usual New Year's holiday, four Sundays and four half-day holidays on Saturday making the average of seven days that the factories were idle that month. But added to this we have had packing on a five-day shutdown on account of conserving fuel, as well as two heatless Mondays, which makes a total of fourteen days that were lost out of the thirty-one. For the month of February we have before us, counting Sundays, Saturdays half days, Lincoln's and Washington's birthdays as well as the four heatless Mondays a total of twelve full days out of the month that will be lost. Taking these facts into consideration, in spite of the factories working at full capacity, how can anyone wonder why they are not producing the same amount as formerly? That is a concrete example of the situation at present, but just as soon as the railroads are in good working order again and there are no more added holidays there is certainly going to be a busy season ahead."

A Good Sales Puller

Lyon & Healy have resumed their concert season and attracting large numbers of people daily with their three afternoon performances. One of the features of these recitals are two very talented and entertaining young ladies who appear during each performance. Miss Olive June Lacy, one of the pleasing entertainers, demonstrates to the audience the applicability of the Victrola to the student of vocal culture by singing duets, accompanied by the instrument, while the other young lady, Miss Edna Baum, is accompanied by various instrumental selections in presenting classic and fancy dances. Many inquiries from prospective purchasers of machines are resulting from these concerts and numerous sales have already been made.

They Market Die Castings

E. P. Bartlett & Co., jobbers and manufacturers of steel copper products, 15 North Jefferson street, this city, represent the Indiana Die Casting Co. of Indianapolis, in Minnesota, Michigan, Indiana and Illinois. They not only take orders for die castings, but also market the company's complete tone arms, sound boxes and stylus bars. They are in a position to manufacture to order practically all parts for talking machines. They report excellent business.

New Morenus Phonograph

The Morenus Piano Co., well-known manufacturers of pianos and player-pianos on West Superior street, corner of Orleans street, Chicago, have entered the talking machine trade with a line which is well worthy of the attention of dealers everywhere. R. F. Morenus, president of the company, himself a practical piano manufacturer of many years' experience, naturally turned his attention to the acoustic proposition at the start. The horn of the Morenus machine is shaped like a saxophone and enters the tone chamber from the bottom instead of the top. It is made entirely of wood and the tone, which is big and vibrant although large in volume, is in no way unpleasant. Play the machine with a fibre needle and you get the fine result. It is equipped with a unique graduating tone modifier, which Mr. Morenus himself designed. The machine has a high-grade reproducing tone arm and many little conveniences which are calculated to please the consumer. It is equipped with a Chicago hinged cover support. The Morenus is made in three attractive styles, retailing respectively at $110, $125 and $150.

Ottawa Pianophone Co. Progress

The Ottawa Pianophone Co., with general sales offices at 807 Republic Building, Chicago, states that the factory at Ottawa, notwithstanding the deterrence caused by the "fuelless Mondays" and difficulty in making their shipments, is now rapidly heading towards the desirable state of ability to make shipments of Hiawatha talking machines with some degree of promptness. They also show some very fine letters from dealers who have been selling these excellent machines in direct competition with other machines, all of which goes to show that the merits of the Hiawatha are being widely recognized.

Death of Mr. Ryde, Sr.

James Ryde, father of J. B. Ryde, assistant manager of the Victrola department of Lyon & Healy, died at his home, 7239 Princeton avenue, Wednesday, January 30. He is survived by his widow, two sons and one daughter. Albert Ryde, one of the sons, is at present in training at the Great Lakes Naval Station, Great Lakes, Ill. The funeral was a private affair, the services being conducted at the family home and interment was at the Oakwood Cemetery.

Different But Practical

The MORENUS Phonograph is a Distinct Departure from a Tonal Viewpoint.

The horn, which is entirely of wood, is built on the principle of the saxophone and enters the tone chamber at the bottom, not the top. The tone is big and full but mellow, and the reproduction of the artist's voice or instrument is faithful to an unusual degree.

Among the other features is a unique tone moderator which actually graduates an exceptionally high grade and acoustically correct tone arm and reproducer, and a cover support which makes handling the lid a delight.

The case designs are right and the cabinet work and finish unexcelled.

The MORENUS is in 3 STYLES

A. OAK,
48 inches high. Retail price $110
B. MAHOGANY, " " 125
C. OAK and MAHOGANY, 50 " " 150

Very liberal discounts to the trade Send for our new descriptive catalog

The MORENUS PIANO CO.
341-371 West Superior Street
CHICAGO, ILL.
The greatest Children's Records ever made

PATRIOTISM ON RECORDS
Words of Leaders Will Be Heard All Over the Country—Campaign to Start Soon

The Four-Minute Men, who now make speeches to audiences on the war work of the country, will soon have their rivals in the addresses of leaders of America and her allies, which will be taken on the talking machine and delivered far and wide to public meetings throughout the country. The new idea was conceived by Guy Golterman, a St. Louis attorney, who is now in the East in the interest of the Nation's Forum, the organization which he has founded to push the work. He is informed by the Committee on Public Information, which sees in this new method the possibility of getting the war speeches of America's leaders, not only in their words, but in their own voices, before the entire country.

Among the American leaders who have already made five-minute records for the movement are Secretaries McAdoo, Daniels, Baker and Lane; Frank A. Vanderlip, Samuel Gompers, Senators Harding and Lewis, Chauncey Clark, James W. Gerard and Otto H. Kahn. Mr. Golterman expects to add to this list General Pershing and the leaders of the armies, navies, and civil governments of Great Britain, France, Italy and Belgium. The master records on which the speeches have been recorded are on plates which the speeches have been recorded are on in the Government archives at Washington.

These records will be manufactured in great numbers, and on the reverse of each record will be a selection of patriotic music. These records will be spoken by especially manufactured talking machines, which will project the voice for a distance much further than usual.

"The idea came to me," said Mr. Golterman, "as I looked at the facade of Washington's farewell, and the original of Lincoln's Gettysburg address, in the Congressional Library. I profoundly wished that the vitality of their voices could have been preserved."

LIVE PUBLICITY OF WALLACE BROWN PHONOGRAPH SHOP

Detroit, Mich., Feb. 12.—Wallace Brown, the well-known talking machine man of this city, is a hustler, and especially so when it comes to concentrating the attention of the public on the Brunswick Shop, which he controls, and the Brunswick phonograph, which he handles. The illustrations herewith give a very impressive idea of his activity in this direction. One shows two different sign boards which are used by Mr. Brown on the roads leading to Detroit, and the second illustration shows Wallace Brown's Brunswick Shop ad, which he is using in this city. This is advertising of a result-producing kind.

FORM MILLION DOLLAR CORPORATION

The Aluminum Ware Mfg. Co., of Elmira, to Take Over Toyphone & Woodware Co.

ELMIRA, N. Y., February 8.—A new million dollar corporation, with its plant and home offices in this city, has been formed recently under the name of the Aluminum Ware Mfg. Co., of Elmira. The consolidation effected absorbs the National Aluminum Works of this city, the Toyphone and Woodware Mfrs. Corp., of New York City, and the Aluminum Distributing Co., of New York. The latter is a sales company headed by James H. Opp and his company undertakes to sell the whole production of the three plants. The Aluminum Warehouse Mfg. Co., in taking over the Toyphone and Woodware Co., New York, secures the patents for a talking machine which this company has made and exploited during the past year. This machine has met with considerable success, and all of the parts will be manufactured at the new company's plant in Elmira.

The Mirrophone Co., of Troy, N. Y., has been incorporated with a capital of $10,000 to take over the output of the Lorimer-Hicks Co., manufacturers of the Lorophones.

"COMBINATION" PLAN INTERESTS

Trade Well Pleased With "Combination" Plan of Otto Heineman Phonograph Supply Co.

In a chat with The World this week, Otto Heineman, president of the Otto Heineman Phonograph Supply Co., Inc., New York, commented upon the fact that the manufacturers throughout the country are very well pleased with the "combination" plan that the company featured in last month's issue of The World.

In this plan Mr. Heineman called attention to an ideal combination for an $85 machine; this combination including the Heineman motor No. 77, tone arm No. 11 and Ideal sound box No. 2. An ideal combination for a $165 machine was featured as the Meisselbach motor No. 18, tone arm No. 98 and sound box No. 20. These two combinations are being used to excellent advantage by talking machine manufacturers who state that the motors, tone arms and sound boxes featured are ideally adapted for the different types of machines presented in this combination plan. The Heineman motor No. 77 and Meisselbach motor No. 18 are recognized as two of the most popular motors on the market and talking machine manufacturers state that they are giving excellent service.
THE TELEPHONE AS A SALESMAN

How Eugene E. Hardie Has Increased Columbia Sales by Demonstrating Records Over the Phone—His Plan of Operation Interesting

BUTTE, Mont., February 11.—A novel idea has been introduced by Eugene E. Hardie, who has charge of the Columbia Graphophone department of the Newbro Drug Co., of this city, for increasing the sales, by demonstrating records over the telephone. He has had a telephone installed specially for this purpose and has fixed up a separate booth and apparatus which allows any person to hear any record over the phone just as clear as if they were standing by the machine. And from the success that the Newbro Drug Co. has had there is no doubt it would be to the advantage of any dealer to try Mr. Hardie’s plan. He says that during the cold and wet weather they had to have a demonstrator specially to take the calls and demonstrate the records, and, if the calls increase, that they will have to install more telephones and special booths. If you don’t think this works call up No. 162 Butte, Mont., and Mr. Hardie will demonstrate personally and to your satisfaction.

MORCE TIME FOR INCOME TAX RETURN

Time Limit Moved From March 1 to April 1 by Internal Revenue Commissioner Roper

WASHINGTON, D. C., February 11.—Internal Revenue Commissioner Roper announced to-day that the time for filing income and excess profits returns had been extended from March 1 to April 1. The ruling applies also to reports on payments of more than $800 a year to be made by employers and business enterprises, and covers incomes both above and below $3,000 and corporation incomes.

Delay in the preparation of blank forms and regulations was the principal cause of the postponement.

J. C. Fulton has arranged to carry a line of phonographs and records in his sewing machine store at 231 South Broad street, Middletown, Pa.

At Last
we are able to accept additional orders and will make
Immediate Delivery of
Playrite and Melotone Needles
If ordered at once

This is your CHANCE to get a stock ON HAND
Don’t delay, for we cannot promise Continued IMMEDIATE delivery

Samples and Price List Mailed on Request

Blackmon Talking Machine Co.
97 Chambers St. New York
Factory Distributors Victor Talking Machines

Wm. A. SCHREINER GETS NEW POST

Is Appointed Manager of Sales Promotion Department at Local Wholesale Branch of Columbia Co.—Well Known in the Trade

William A. Schreiner has been appointed manager of the sales promotion department of the wholesale branch of the Columbia Graphophone Co., at 55 Warren street, New York. This department is a division of the local branch which devotes its entire time to co-operating with the Columbia dealers in the development of Columbia Grafonola and record business. This department carries out the activities of the executive dealer service department, which plans and prepares all such material for the Columbia dealers throughout the country.

Mr. Schreiner is well known in the local trade, having formerly been a member of the Columbia Co.’s sales organization and also occupying important posts in various retail talking machine establishments. He is therefore splendidly equipped to render the dealers efficient service in his new position, as he thoroughly understands their problems and can handle their requirements adequately.

RAISE PRICE OF SCHUBERT MACHINES

Bell Talking Machine Corp. Will Assume War Tax, However—Also Introduce New Style—Extra Charge for Walnut Machine and Electric Motor—Mr. Rummell Discusses Situation

The Bell Talking Machine Corp., 44 West Thirty-seventh street, New York, has announced an increase in prices of the Schubert phonographs, and the introduction of one new style, to be known as Standard No. 75. The increase in the price averages about $15.00 per machine, and the company assumes the war tax, while the regular styles including mahogany and oak. A charge of $30.00 is to be made where it is desired to have a machine equipped with electric motor. The new prices, which will go into effect on April 1, are as follows: Unity, Style 60, $60; Standard, No. 75, $75; Opera, No. 100, $100; Melody, No. 115, $115; Concert, No. 165, $165; Grand, No. 215, $215.

L. Rummel, speaking to a representative of The World this week, said: "We have taken great care to see that our regular customers are provided for, and during the last year, even through the holiday season, we made this our policy, not taking on new customers until our regular trade had been well taken care of. Owing to the increase and cost of material we have been forced to increase our prices, and are laying plans for a greater increase in facilities, so that we may give even better service than we have in the past.”

Frank T. Nutze, vice-president and sales manager of Stephenson, Inc., New York, manufacturers of the Stephenson Precision motor, who has been visiting the Western trade, going as far as the Pacific Coast, has booked some large orders.
Help Us Bring the Best Youngsters of Your City to Your Store

The week of February 25th to March 2d is to be "Thornton Burgess Week." There will be a full page advertisement in the Saturday Evening Post and Youth's Companion appearing February 28th. And in a large list of newspapers there will appear three advertisements—all featuring Thornton Burgess Bed Time Stories on Columbia Records. The readers will be urged to visit their Columbia Dealers and hear these records played.

Your Chance to “Cash-In”

Use our special window-display material, counter cards, leaflets, etc., and have your own "Thornton Burgess Week." Your branch will supply gladly all your needs. Do some special advertising yourself. Circularize homes and schools. This is a real opportunity you ought to take advantage of. Cash in on it.

COLUMBIA GRAPHOPHONE COMPANY, NEW YORK

Columbia Grafonola
SOUTHERN CALIFORNIA TRADE NEWS

January Proved a Better Month Than Was Predicted—C. S. Ruggles Visits New York—Fitzgerald Music Co. Recitals—Other News

LOS ANGELES, CAL., February 6.—January proved a better month than was predicted by most of the local dealers. Scarcity of stock has, of course, been a great handicap to the merchants, and now it is not a case of ordering from your jobber, but take what he can give you and be satisfied.

The demand for the large models continues brisk, and most of the dealers are entirely out of them by now, with little hopes for future deliveries.

Southern California is experiencing the driest winter season in years, and this year's rainfall is far below normal. Not much damage has been done so far, but if the rains do not come soon some of the crops are bound to suffer.

The new draft will take a number of salesmen who were exempted before, and at the present writing a number are already on the way to American Lake.

C. S. Ruggles, manager for Sherman, Clay & Co., Victor jobbers, has left for New York to see his youngest son, Wesley Ruggles, who is due to sail for France in the near future.

Mis Juahita Brown, of the talking machine department of Barker Bros., was married on Monday, January 21, to Walter Mack, who left the Aviation Training Camp at Atlanta, Ga., preparatory to service in France.

The Fitzgerald Music Co., which in its phonograph department handles the Edison exclusively, recently gave two Glen Ellison and Edison tone-test recitals. The first was held on Tuesday of last week and the second on the Friday following. Both were attended by crowds that packed the company's recital rooms to their full capacity, almost 500 persons. They were naturally made the most of in an advertising way. Mr. Ellison left Los Angeles after the second recital for Des Moines, la.

THOS. A. EDISON NOW 71 YEARS OLD

Well-Known Inventor Passes a New Milestone in Life—At Present in Florida—No Formal Celebration at West Orange Factories

Thomas A. Edison, head of the Edison interests in Orange, N. J., and honorary president of the Naval Consulting Board, celebrated his seventy-first birthday anniversary on February 11.

Owing to his absence there was no formal celebration at the West Orange plants as has been the custom for several years past, but his associates and employees did not let the occasion go by unnoticed.

The Pathé; Phonograph Plays

The “Pathé Records” Their Significance to the Dealer:

They signify not only the largest record collection in the world, but they signify the only records that bear the Pathé Record Guarantee:

Pathé Records Won't Wear Out

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

They signify:

No Needles to Change

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

Pathé Records Won't Wear Out

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

The Pathé Phonograph Plays All Makes of Records

Each Pathé Phonograph at any price plays out only Pathé Records, but all other makes of records.

The Pathé “Controls”

With the Pathé “Controls” you may increase or decrease the total volume of the Pathé Phonograph at will.

FISCHER COMPANY

940 Chestnut Avenue

CLEVELAND, OHIO
EXHIBITION OF COLOR PICTURES

The New Process of Producing Motion Pictures of Color of Nature Invented by Leon F. Douglass Is Demonstrated in New York

Under the direction of Thomas Boyd, of San Rafael, Calif., a private exhibition was given on February 12 and 13 in Wurlitzer Hall, New York City, of the new process for producing motion pictures of the colors of nature invented by Leon F. Douglass. Mr. Douglass is well known in the trade as the chairman of the board of directors of the Victor Talking Machine Co. In discussing Mr. Douglass' latest invention Mr. Boyd said to The World:

"Mr. Douglass for many years devoted his time to solving the problems which would bring superior tone qualities to the talking machine, and it was due in part to his efforts that the Victrola has been brought to the high standard of excellence as a sound reproducer which it enjoys to-day. Having mastered the laws of sound, he took up, at San Rafael, Cal., the problem of reproducing pictures in their natural colors, and for many years made a most exhaustive experiment to develop a theory which he had formulated when he first began this work. Success has been attained, and the picture itself actually the invention is able to reproduce every hue, shade and tint of the colors of nature.

"The process is not only practicable, but is comparatively inexpensive. By means of a small and not costly device that may be attached to any motion picture camera, several color values of the image photographed are given to the negative, from which positive films are printed by a chemical process which I am not at liberty at this time to divulge. A film thus printed contains a series of images so colored as to give, when projected, a moving picture in natural colors, without the use of all the rotary colored shutter which is usually required.

"By this contrivance the brilliancy and intensity of the projected colored picture is increased and a stereoscopic effect is obtained, instead of in black and white. There is no more light required than is used in projecting black and white, and a speed of only twenty-four to thirty feet per second is required, and through certain experiments being made this speed will be reduced. The cost of producing pictures by this process is slightly more than that for making black and white, and the advance in the art of producing motion pictures is considerable.

"The effects obtained are marvelously true to nature. The range of tint and hues unlimited. The presence of grays and neutral tints which are always present in nature, and which soften and tone down the harsh colors, are plentiful in these pictures. Thus, in addition to showing the vivid colors, while the advance in the art of reproducing motion pictures is considerable.

"The art of producing motion pictures of great brilliancy, showing every slight difference of the various shades of color, is practicable and inexpensive process, has been accomplished."

INCREASE LINES HANDLED

S. N. Rosenberg, of the Phonograph Clearing House, New York, announced this week that he is now handling a number of well-known lines in addition to those that he has represented during the past few months. The latest additions to Mr. Rosenberg's line are the products manufactured by the Automatic Record Container Co., Chicago; the Patented Eldjuster for records by the Barnhart Bros. & Spindler Co., Chicago; the lines made by the Micromatic Co., J. W. and the Crescent Talking Machine Co., New York. Mr. Rosenberg is planning to give these lines aggressive representation in New York, and judging from the activities the past few months the success of his company is assured.

YOU NEED THIS RECORD SYSTEM

New Model No. 2150 DD
Improved in design and construction. UNITS fit flat together on the end. DOUBLE drawers in the Base. SOLID Oak and Birch in all standard finishes.

Write for Our Manual of Filing
Dept. K.

350-10 inch Records
350-12 inch Records Patented Adjuster for Using 10 inch Records

Soft, Flat Springs Hold 12 inch Records And Prevent Warping.

Capacity 2150 thin records, 1075 Edisons.
Every record at your finger tips as simple as 1 2 3.
Built to fit your needs.
Prices
Oak $55
Birch $60
UNCONDITIONALLY GUARANTEED


TO INCREASE SHORTHAND WRITERS

How Talking Machine Records May Be Utilized by Students in the Taking Down of Actual Dictation—Some Pointers of Interest

It is hereewith suggested that talking machine dealers investigate the possibilities of selling records to the students who are learning shorthand. After a student has mastered the symbols of stenography there is a period of several weeks' duration during which the student must practice taking down actual dictation. At first the student cannot keep up with the speed of ordinary conversation, and it is only by continued practice that he or she learns to work fast with shorthand. While the student is learning to write fast he is often hard put to get somebody to read or dictate to him, as the occupation is exceedingly boring for the person lending the "helping hand." This is just where the talking machine can fit in, for there are many records in the catalog of recitations, speeches, poems, etc., which the student could play to his heart's content and at any desired rate of speed. While the record was playing he could take down what was said in shorthand and then afterwards be able to verify the accuracy of his stenographic effort. In this way the student would not have to bother any one else while he was going through the "practice makes perfect" stage.

In a great many cities located throughout the country there are commercial colleges teaching shorthand. The talking machine dealer can interest the instructors in these institutions to introduce the idea of selling such records to students for dictation as part of the course. Shorthand is also taught in the majority of the public high schools and arrangements could be made with the local teachers to arrange for their pupils' practice by listening to proce machine records. The many people learning shorthand by correspondence would also be excellent prospects for the progressive talking machine dealer to consider.

PUTNAM, PAGE CO. DOING THEIR BIT

The Putnam, Page Co., Victor wholesalers, Peoria, Ill., are certainly doing their bit for the country. Roy Page, junior member of the firm, enlisted when war was declared with Germany, and is now a First Lieutenant in the U. S. A. Next in line to volunteer was Arthur Graham, who is in the Aviation Corps, and last week William Dane joined the Radio Electrical Corps for the Red Cross has also come in for a large share of the local teachers to suggest that their pupils

JOSEPH MUSANTE
Electro-plater and Silversmith
Gold, Silver, Nickel and Antique Finishes
Specializing in photographic parts and musical instruments.

164 CENTRE ST.
Telephone, Franklin 3053
NEW YORK
A New Record Repertoire and Greater Record Sales for the New Year!

NOT only do Pathé Records represent the largest and most unique record repertoire in the world: music of which America still knows little—the great voices of all Europe; romantic instrumental ensembles of the Old World's Bohemia; the famed military bands, the songs and melodies of lands that live romance; the brilliance and beauty of a world of art so far a closed book to most Americans—

To say nothing of the regular monthly list of up-to-date patriotic, sentimental, musical comedy and popular song successes and dance novelties—

But they represent continuous sales
And increased "record dividends" to the dealer—

because there is a fast-growing demand for records that play without needles. And Pathé Records mean:

No Needles to Change
THE PATHE SAPPHIRE BALL takes the place of needles. And it is permanent. It never wears out.

Pathé Records Won't Wear Out
We guarantee every Pathé Record to play at least one thousand times with the Pathé Sapphire Ball without impairing the unexcelled beauty of tone.

The Pathé Phonograph Plays All Makes of Records
Each Pathéphone, at any price, plays not only Pathé Records, but all other makes of records.

The Pathé "Controls"
With the Pathé "Controls" you may increase or decrease the initial volume of the Pathé Phonograph at will.

No Needles to Change
THE PATHE SAPPHIRE BALL takes the place of needles. And it is permanent. It never wears out.

Pathé Records Won't Wear Out
Here's the Pathé Record Guarantee: "We guarantee every Pathé Record to play at least a thousand times with the Pathé Sapphire Ball without impairing the unexcelled beauty of tone."

Pathé recordings are not merely phonographed recordings of such world-famed artists as Muratore, Muzio, Cavalieri, DeCisneros, Grace Hoffman, Ober, Slezk, Urlus, Bispham, Sammarco, Ruffo, Weil and others. They are the realism of those voices.

Pathé Records cost no more than other records and because they offer the dealer an unusually generous discount.

Write for details TO-DAY.

Williams-Davis-Brooks & Hinchman Sons
26 East Congress Street
DETROIT, MICHIGAN
DEALERS' ASSOCIATION IN LOS ANGELES JUST ORGANIZED

Herman Beck Elected President of Organization at Recent Meeting—Association to Try for Trade Betterment—To Take Up Question of Approvals and Time Sales

LOS ANGELES, CAL., February 7.—One of the most important happenings that has taken place in the talking machine business in Los Angeles for some time was the organization recently of the Retail Talking Machine Dealers' Association of Southern California. The meeting was called at the Hotel Clark and was attended by twenty-six dealers, or their representatives. The following stores were represented: The Vernon Music Co., Mr. Holland, proprietor; the Hollywood Music Co., Messrs. Chamberlin and Tilden; Southern California Music Co., George Marygold, vice-president, and William Hobbs Richardson, manager, talking machine department; Zellner Music Co., Mr. Patten; George J. Birkel Music Co., Messrs. Geißler and Beck; Colyear's Furniture Co., Curtis Colyear; Bartlett Music Co., Frank Salyer, manager; Glockner Music Co., Mr. Glockner, proprietor; Platt Music Co., Mr. Gallagher; Overell's Furniture Co., Mr. Stoll; Eastern Outfitting Co., Mr. Brown; Lyon-McKinney-Smith Co., Howard Brown; Shireson Bros., Mr. Shireson; Holmes Supply Co., Mr. Gibson; Fitzgerald Music Co., Mr. Earl Dibble, manager; Barker Bros., Mr. Boothe; Willey B. Allen Co., Mr. Tucker; Andrews Talking Machine Co., Irving Andrews; Barnes Music Co., George Barnes.

The following officers were elected for the ensuing year: Herman Beck, president; Curtis Colyear, first vice-president; C. B. Boothe, second vice-president; Earl Dibble, secretary; George Barnes, treasurer.

The object of the association is for the betterment of the trade in general and to try to regulate the approval system on records, and also fix a limit to the time for contracts to run. This is to be strictly a business organization to meet once every month at the different stores. It is the intention of the officers to have three or four open meetings during the year when all employees in the trade will be welcome and a special program is to be provided for their benefit.

SEEK SPY EVIDENCE ON RECORDS

U. S. Secret Service Operatives to Examine Many Discs Brought in by "Nieuw Amsterdam" for Dangerous Messages From Enemy

One thousand phonograph records brought to an Atlantic port last week aboard the Holland American liner "Nieuw Amsterdam" are to be tested by United States Secret Service operatives, who believe the discs may bear code messages for German spies.

The records are in several languages, and none will be passed until it has been translated, read backwards and forwards and sideways, tested for acrostics and musical note alphabets and examined microscopically for marks that might be messages.

Many messages have been cleverly concealed among the words and the apparently meaningless "tra-la-las" of song records. And frequently messages have been hidden under the labels of discs.

MARCH VICTOR RECORD SUPPLEMENT

Little Volume Is as Usual Full of Interesting Text and Illustrations

The Victor record supplement for March is a most interesting volume gotten up in the usual elaborate form and with pictures of unusual character. The cover design illustrates the Barcarolle from "Tales of Hoffman," with descriptive text on the front inside cover. Then there is a full-page portrait of Jascha Heifetz, the latest Victor acquisition, pictures of De Luca engaged in the popular pastime of knitting, a view of John Philip Sousa leading the band of the Great Lakes Naval Station, and a picture of Lieut. Gitz-Rice in the trenches leading a group in song. The two center pages tell of the Victrola's service to the nation, and quotes from the comments of Walter R. Creighton, son of the late Lord Bishop of London, on the value of talking machine music in the trenches.

TALKING MACHINES FOR SOLDIERS

Talking Machine and Record Committee for Army and Navy Base Hospitals Doing Good Work in Getting Outfits for Sick Soldiers

An important war work is now being conducted by the Talking Machine and Record Committee for Army and Navy Base Hospitals, which is headed by Arthur L. Lawson, of the Nevada Apartments, Broadway and Sixty-ninth street, New York. The object of the committee is to get talking machines of all makes with disc records and needles to provide for the amusement and diversion of our soldiers when they return wounded or invalided, as well as for the sick already in camps and hospitals. Mr. Lawson is a Canadian who is unable to serve in the army, but has done excellent work both in that country and the United States for the comfort and welfare of the fighting men. Those who have no machines or records to donate are appealed to for cash donations for the purchase of same.

Stracciarri, the baritone and Columbia artist, scored a big success with the Chicago Opera Co. at his debut last week.

Standard Stock With Leading "Victor" Dealers

The Lundstrom Patented Converto Cabinet, now in its second year, has experienced an unusually rapid growth in sales and popularity. Convertos are now carried as standard stock by a large number of the leading Victor dealers and distributors. In spite of the increased facilities it is and always has been difficult to keep supply up to demand. This is due to the distinct advantages of the Converto for user, dealer and distributor. It houses a small Victrola—converts it into a handsome cabinet type, completely encloses the machine, takes the place of a stand, provides dust-proof record rack; it revives interest in records, helps dealers meet low-priced competition in cabinet machines; it costs no more than a good stand and gives dealers a good profit.

Talking Machine Cabinet

Branch Offices: Flatiron Bldg.

Prices and Particulars on Request

The C. J. Lundstrom Mfg. Co.

LITTLE FALLS, N. Y.

Branch Offices: Flatiron Bldg.

New York City
You Ought to Know

In case you are contemplating expanding the sphere of your business to include departments devoted to Pianos, Player-Pianos, Musical Merchandise or Sheet Music, that you'll find news and comments about them all in

THE MUSIC TRADE REVIEW

ESTABLISHED 1876

The oldest and leading music trade weekly, which covers every branch of the industry.

It Contains

Instructive and educational articles. Hints on salesmanship and advertising. Editorials that are timely and authoritative. Facts about the new things in the trade. Trade happenings in all parts of the United States.

"Review the Music Trade With Us"

Send your $2 now for a full year's subscription to

THE MUSIC TRADE REVIEW
373 FOURTH AVENUE
NEW YORK
Lieut. James H. Giles

1917 FOREIGN TRADE RECORD
Total of $9,178,000,000 Reported; $1,300,000,000 Over 1916

WASHINGTON, D. C., February 5.—America's foreign trade surpassed all records in 1917, amounting to $9,178,000,000. Official figures just issued by the Department of Commerce showed that there was a gain of nearly $1,300,000,000 over the preceding year. December exports of $589,000,000, an increase of $100,000,000 over November, caused the big increase. The year's exports amounted to $6,250,000,000, and imports to $2,952,000,000. Free imports formed 72 per cent of the total.

The balance of trade in favor of the United States has nearly doubled in the last two years, amounting to $3,274,000,000 in 1917, compared with $1,770,000,000 in 1915.

Gold imports amounted to $538,000,000, against $986,000,000 in 1916, the decrease being due largely to the fact that since the United States entered the war purchases by the Allies have been financed by credits. Exports of gold totaled $372,000,000, compared with $1,564,000,000 in 1916.

Silver imports were $53,000,000, against $32,000,000 in 1916, and exports $84,000,000, against $71,000,000.

The general outlook as far as foreign trade is concerned is certainly improving.

TRIBUTE TO THE TALKING MACHINE

It is silent when you're weary And therefore, unlike you, your friend. It never turns its back. Nor does it ever pretend. It is always waiting for you With the thing your mood most wants, Whether snare, happy music As you desire it or your own sounds. You sit back in a corner With the shadows all about And the music sets you dreaming, Or the gurgling of a brook, With the thing your mood most wants. Or the dreamy kind that haunts. It never borrows, never lends. And you sit back to listen. And your pipe goes out. With the music in your ears And the music sets you dreaming, Or the gurgling of a brook, With the thing your mood most wants. And your pipe goes out.
THE DELPHEON IN THE SOUTH

Delphoeon Co., Inc., in Atlanta to Distribute Delphoeon Phonographs in Georgia, North Carolina, South Carolina, Florida and Alabama

Atlanta, Ga., February 7.—The Delphoeon Co., Inc., of this city, which was recently organized to distribute the products of the Delphoeon Co., Bay City, Mich., in the States of Georgia, North Carolina, South Carolina, Florida and Alabama, has opened a very attractive store known as the Delphoeon Shop, a photograph of which is shown herewith. This store is considered one of the finest talking machine establishments in this State, and the company is planning to conduct it on a basis which will impress music lovers with the quality of the Delphoeon phonograph.

D. G. Sunderland, who is the head of the Delphoeon Co., Inc., of Atlanta, is leaving nothing undone to give the Delphoeon aggressive representation in this territory. The Delphoeon Shop has already been the subject of several newspaper articles, and judging from all indications this instrument will soon be favorably known throughout Atlanta and the adjacent sections.

JASCHA HEIFETZ IN PITTSBURGH

The Standard Co. Makes Capital of Coming Appearance of Popular Violinist in That City

Pittsburgh, Pa., February 12.—The appearance in this city of Jascha Heifetz, the latest wonder violinist, whose first Victor records have created such a sensation, is not to go unnoticed by the local dealers if the Standard Talking Machine Co. can prevent it. The Standard Co. has sent out elaborate notices of Mr. Heifetz's concert at the Shriners' Mosque on March 11, with the Philadelphia Orchestra, and has made arrangements to receive subscriptions from dealers for tickets to the concert. The special slips supplied by the company for the ticket orders are coming in at a rapid rate and indicate that there will be a large attendance.

Columbia Graphophone Co.
Woolworth Building, New York

War does not lessen the demand or the need for good music—it increases it. There was never a better day than today to sell Columbia Grafonolas. It just depends on the dealer.

ADVERTISING AND SELLING PRACTICE

Excellent New Book, Treating of This Subject in a Most Comprehensive Manner, Written by John B. Updycke and Published by A. W. Shaw Co.—Thoroughly Practical

"Advertising and Selling Practice" is the title of a most interesting and valuable volume of information for the advertising man and salesman, written by John B. Updycke, specialist in advertising training in the New York City schools, and published by the A. W. Shaw Co., Chicago and New York. Price, $1.25 net.

The book explains the origin of advertising and shows just how modern advertising and selling developed. It shows how to study the specimens of early advertisements which are reproduced, and to compare them with advertisements in the papers and magazines to-day.

But the book is not limited to the history and theory of advertising and selling. It also gives specific plans and knacks which distinguish the superior from the mediocre merchandiser, and the well-selected illustrations will greatly in quickening the interest of the employers.

The preparation of copy, the style of copy that builds business, how to judge the effectiveness of advertisements, what mediums to use, methods for checking returns, the advertising morgue, etc.

Mr. Updycke also takes up some principles of selling and explains the policies and methods that pay best in merchandising, giving a careful analysis of the fields and kinds of advertising and salesmanship.

All the way through the book he guides the beginner in a practical, helpful manner with problems at the end of each chapter to cover the text matter and require the reader to think for himself. Here is a problem selected at random: "Make a chart of the advertising you find in your community, in all mediums, and account for the mediums selected by certain advertisers for certain commodities."

In addition the book includes a most comprehensive bibliography on advertising and selling.

WANTS UNIFORM CITY POSTAGE

Senator Calder's Bill Would Abolish Increased Rates Between the Five Boroughs

To establish a uniform rate on first-class mail matter within the confines of Greater New York, Senator Calder has introduced the following amendment to the pending Post Office Appropriation bill:

"Provided, that the rate of postage on drop letters of the first-class, mailed in the City of New York for delivery within the confines of that city, shall be 2 cents an ounce or fraction thereof."

The effect of this amendment will be to provide a 2-cent rate on all first-class matter mailed in any of the five boroughs of Greater New York, a Most Necessary Move.
CLOSE IMPORTANT CONTRACTS

Leonard Markels During His Recent Trip West
Closed a Number of Deals Whereby the Mar- 
kels Motor Will Be in Demand This Year

Leonard Markels, well-known motor manu- 
facturer, recently visited the manufacturers 
throughout the West and closed a number of 
important contracts whereby Markels products 
will be used exclusively by these manufacturers 
during 1918. These contracts include both the 
customers who used the Markels motor in 1917 
and manufacturers who were so impressed with 
the samples of Markels motors that they re- 
cived recently that they desired to place good 
sized orders for the coming year.

The Markels "Butterfly" Motor 

The Markels "Butterfly" Motor 

HOFFAY CO. MARKETS SPECIALTIES

Hoffay Co. Markets Specialties

Decide to Put the "Resurrectone" and New "Half Fork-Tone" on the Market in Response to Numerous Requests for Those Products

The Hoffay-Talking Machine Co., Inc., manu- 
facturers of the Hoffay "Airtightphone" and the "Resurrectone," the special Hoffay sound box and diaphragm, have decided to place the "Resurrectone" and a new "Half Fork-Tone" sound box and diaphragm on the market. Joseph Hoffay, president of the company, decided on this move some time ago in answer to many requests the company has received throughout the past year. In speaking of the release of these products Mr. Hoffay said: "I owe a lot of apologies to those to whom in the past we refused our products to, owing to the policy of the company in force up to this time."

The Hoffay announcement appears on another 

Soldiers and the Victrola

Squad in New York Transports Machines and Records Very Carefully Through Streets

A convincing illustration of the part played 

by the talking machine in the life of the soldier 

was seen on one of the principal streets in New 

York recently. A squad of twelve or fourteen 

men in charge of a corporal was parading along-
side the sidewalk in the column of twos, the 
first two men carrying between them a Victrola 
IX and one of the men in the rear transporting 

a sizable bundle of records. The Victrola was 

fully exposed so the public could gaze and be 

impressed with the instrument and the guard 
of honor that accompanied it, just to show, as it 

were, how essential is music.

We have a Splendid Proposition for Live Dealers

We have a Splendid Proposition for Live Dealers

Delpheon

Delpheon

Incomparable

Delpheon Incomparable

Delpheon Incomparable

DELPHION SALES COMPANY

Distributors 25 CHURCH STREET, NEW YORK

Phone—Cortland 4744

We have a Splendid Proposition for Live Dealers

Six Models Retailing From $75 to $175

Three Models

$75"R" Model

$75 "R" Model

$75 "R" Model

$75 "R" Model

$75 "R" Model

$75 "R" Model

$75 "R" Model

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EXPEDIENT FREIGHT DELIVERY

A. J. Marshall, an Authority on Electric Vehicles, Proposes Means for Eliminating Confusion Now Existing in Trucking

Interesting suggestions for remedying inefficiencies at railroad terminals and in the present methods of hauling goods to and from such terminals have been submitted by A. Jackson Marshall, secretary of the Electric Vehicle Section of the National Electric Light Association. The subject is of immediate interest to members of the trucking industry.

To emphasize the need of improvements Mr. Marshall makes the statement that where the cost of transporting freight from Philadelphia to New York by rail is 27 cents a ton, the terminal charges amount to no less than $3.65. Even for the long haul between Chicago and New York the terminal charges are 65 cents more per ton than the rail charge.

Considerable delay and consequent confusion result from uneven demands on terminals for service. Trucks deliver freight at the terminals and call for freight at the same time, the result being that long lines of vehicles wait for service. This lack of schedule and the inability to serve trucks properly, owing to inadequate facilities at the terminals, not only block the streets but entail considerable monetary loss due to idle investments represented by the waiting trucks.

Mr. Marshall suggests that a more reasonably uniform demand on terminals and reduced congestion, make possible the use of fewer trucks and drivers, and improve traffic conditions in the streets. He thinks that co-operation of individual trucking interests and an arrangement whereby a few well-organized truck concerns would handle the bulk of the freight, would tend to expedite freight handling.

Co-operation with experienced concerns such as the express companies is also urged. Another suggestion is that a plan could be worked out whereby the railroads themselves, or operating through a co-operative truck concern, could handle freight directly from shipper to consignee, thus minimizing confusion and affecting many economies.

The interesting proposal is made that much of the freight could be handled at night by noiseless trucks, with trailers if necessary. These trucks would not have to contend with the usual daytime congestion in the streets, and would in fact help to reduce such congestion.

The railroads work on a 24-hour schedule, and it is expected too much of the terminals to hold up their end with only a ten or twelve hour day.

The Commercial Economy Board, Council of National Defense, has been investigating the subject of co-operative deliveries, and has found that when such systems are properly organized and managed savings of no mean proportions have been effected. Mr. Marshall thinks that the country is likely to witness extensions of co-operative delivery systems in the not-far-distant future, especially if the war continues for any length of time.

Make your store a headquarters for talking machine outfits donated to the fighting men—it will help.

BUILDING UP GOOD BUSINESS

How the Armstrong Drug Co. Is Featuring the Brunswick Phonographs and Pathe records and is pushing this end of the business vigorously. Mr. Armstrong has the able assistances of Dave C. Miller and Mr. Horn, and the results of the holiday trade made them very enthusiastic regarding Brunswick phonographs as an annex to the drug business.

They are not only getting a good business from the town, but are going aggressively after the country trade and are getting it. The Armstrong deal was engineered by E. S. Bristol, who travels the northern Illinois territory for the Brunswick people. He is a man who believes in service of a constructive kind as the dealers he calls on can justify.

THE BRONX EXPOSITION

Governors of Several States and Others Associated in an Advisory Capacity

The management of the New York Permanent International Industrial Exposition, which opens March 29, expects to attract an attendance of more than a million people from all parts of the country and from foreign lands. The exposition is expected to be a great educational agency, and to serve as a stimulus to the efforts of the producers of American products in securing foreign markets. The exposition will be held in the Bronx next Memorial Day, and is an effort of the Exposition management to establish in New York a permanent nation-wide market place that has been extended to the Governors of additional States and the Mayors of the larger municipalities. It is hoped that in this manner the manufacturing interests throughout the entire country will be interested in joining in a concerted effort to expand American trade in foreign lands, especially South America, and in the education of the masses of the people along lines of thrift and economy.

Now is the time to push those "slow-selling" records.
FEBRUARY 15, 1918

Looks Like 1918 Will Be Biggest Year

Adolph Heineman of the Otto Heineman Phonograph Supply Co., Inc., who is in charge of the John M. Dean division of the company, states that the arrangements are now being made whereby the capacity of the Dean needle factories will soon be tripled. Mr. Heineman and his associates are working indefatigably to co-operate with the Dean managers, and it now seems as though these efforts will be productive of gratifying results.

Mr. Heineman states that the company has closed a phenomenal business the past few weeks, the total business being limited only by the factory capacity. The Dean steel needle is winning new friends day by day and Mr. Heineman has expressed his appreciation of the broad-minded spirit of the company’s patrons, which has taken into consideration the many obstacles and handicaps that have confronted manufacturers since the first of the new year.

RECEIVE A LETTER FROM A JOURNEYMAN SING...
Are you selling your share of the Columbia Records which the folks at home are buying for their soldier boys? Remember there’s a Columbia Grafonola in every Y. M. C. A. and Knights of Columbus Army Hut.  

OHIO EDISON DEALER GIVES PROOF OF GOOD BUSINESS

The excellent volume of holiday business handled by N. E. Olin & Son, Edison phonograph dealers at Kent, O., and particularly the

READY TO DELIVER NEEDLES

Blackman Talking Machine Co. Reports That Supplies Are Now More Plentiful

The Blackman Talking Machine Co., New York, has frequently called the attention of its dealers to the fact that the needle situation has been so uncertain the past few months that it has been unable to do other than try to fill the very urgent orders. J. Newcomb Blackman, president of the company, has just advised the trade, however, that the company is now able to see a little “daylight,” and is ready to make reasonably prompt needle deliveries. The Blackman Talking Machine Co. is sole distributor for the “Playrite” and “Melotone” brands of steel needles, both of which have attained considerable popularity throughout the country. A timely suggestion from the company advises the dealers to anticipate their needle orders wherever possible in order to take advantage of the slight improvement in the general situation.

HOW SELFRIDGE MET CONDITIONS

Famous English Merchant Tells How He Readjusted His Business to Meet War Needs—Some Lessons for American Business Men

The pressure brought about through war demands in the United States has resulted in no small degree of pessimism among certain manufacturers and business men, who professedly are patriotic, but who apparently suffer from “cold feet.” To those people who feel like dropping their advertising, laying off their force and closing up shop, metaphorically speaking, we commend the attitude of Gordon Selfridge, the prominent London merchant, who was one merchant in England who refused to lose his money. George T. Bye, of The Nation’s Business, “it was the general opinion that the end had come. That merchant happens to be an American, and believe that the end of the world had come. He advertised that every empty case which contained machines disposed of during Christmas time. Now the members of the company wish at times that they had disposed of during Christmas time. Nov the members of the company wish at times that they had disposed of during Christmas time.

A change in the political situation is causing some of the cases were occupied by machines so they could sell them over again, and thereby take care of the steadily growing demand.
R. F. BOLTON IN NEW POST

Appointed This Week as Sales Manager of the International Record Department of the Columbia Graphophone Co.

George W. Hopkins, general sales manager of the Columbia Graphophone Co., New York, announced this week the appointment of R. F. Bolton as sales manager of the Columbia international record department. Mr. Bolton has already assumed his new duties, with headquarters at 104 West Thirty-eighth street, New York.

R. F. Bolton

R. F. Bolton is one of the most popular and best-posted members of the talking machine industry, having been associated with the Columbia Co. for twenty years. During this time he has occupied posts of importance and responsibility, and has always been in close touch with the Columbia dealers. He enters his new work with the determination to cooperate with the company's remarkable progress throughout the world.

The success of the Columbia Co.'s international record department has been one of the salient factors in the company's remarkable growth the past few years. Anton Heindl, manager of this department, is thoroughly versed with the idea of materially increasing their foreign record sales.

The Edison Disc Jobbers' Association, representing the entire body of distributors of the Amberola and Edison Disc phonograph products in the United States of America and the Dominion of Canada, unite in extending to you a warm greeting on this, your seventy-first birthday.

Our association with the name of Edison is always the source of great personal satisfaction to each and every one of us, but as we extend our greetings to you, sir, on this, your seventy-first birthday, we bring with them a deep sense of gratitude for your untiring devotion to your country and the cause of democracy throughout the world.

We are proud of you, Mr. Edison, and while you are throwing your great energy into the fight against the brutal autocracy that threatens the future of every liberty-loving people of the earth, please accept our pledge of unswerving loyalty to you and yours, through each trying hour of the task you have so nobly and cheerfully undertaken for mankind. We will try to profit by your splendid example and courage and we wish you many, many happy returns of this day.

Very obediently yours,

WALTER E. KIEP, President,
L. N. BLOOM, Vice-President,
FRANK E. BOLWAY, Secretary,
H. HARGER BUSH, JR., Treasurer,

A PHILADELPHIA INCORPORATION

The North Philadelphia Talking Machine Co., Philadelphia, Pa., has been incorporated, with a capital stock of $10,000, by Henry A. Gautschi and others.

Pudney & Hwirck, a new firm which will open a music store at 18 Broad street, Ossining, N. Y., on March 1 will deal in Victrolas as well as pianos.

AN OPPORTUNITY

to secure a TALKING MACHINE at a very low cost

We have left over from a large contract a number of cabinets, all of which we have equipped with mechanisms, making a complete Talking Machine, as illustrated.

Orders for less than five machines will not be accepted.

Specifications

Oak or Mahogany Cabinet, 15 in. wide, 17 in. deep, 8 in. high. Nickel-plated Tone Arm and Soundbox. Single Spring Motor. 10 in. Turntable.

THE GEORGE A. LONG CABINET COMPANY

HANOVER, PA.
PRIZES AWARDED FOR EDISON WEEK WINDOW DISPLAYS

Adam Schaaf, Chicago, Wins First Prize, With Capwell’s Department Store, Oakland, Cal., Second, and A. D. Elster, Meriden, Conn., Third—Great Interest in Contest

Winners of the three grand prizes of $300 for first prize, $125 for second prize and $75 for third prize in the Edison Week (1917) Dealers’ Window Display Contest have just been announced. They are: First, Adam Schaaf, Chicago; second, Capwell’s Department Store, Oakland, Cal.; third, A. D. Elster, Meriden, Conn.

This contest was entirely in the hands of Edison jobbers with the exception that the Edison Laboratories offered to give three prizes to the best three photographs submitted in the United States and Canada. Each jobber conducted a contest in his zone in accordance with rules laid down by him and gave from three to seven prizes, winners of first and second prizes being eligible for the grand prizes. This method necessitated a considerable length of time to eliminate non-winners in the various zones, to forward all of the photographs to Orange and have the non-winners in the grand prize contest eliminated.

An unusually large number of attractive displays were entered in the contest which is indicated by the three prize winners illustrated on this page. A considerable improvement over the previous year’s display was readily noticeable, not only from a purely decorative standpoint but from the success of the dealers in telling the story of Mr. Edison’s new art—Music’s Re-Creation—by means of their displays. Many displays included life-size figures standing beside the laboratory model of the New Edison to represent Edison artists as they sing in direct comparison with the New Edison at the tone tests, which have been witnessed by upwards of 2,000,000 music lovers and music critics on approximately 1,500 different occasions, with the result that the auditors failed to distinguish the faintest difference between the actual voice and the New Edison’s Re-Creation of it. Thirty noted Edison artists have participated in these tests, which have taken place in all parts of the United States and most of Canada.

The first prize winning display in the Grand Prize Contest was truly a masterpiece in the art of window dressing, as one glance at the reproduction on this page will readily confirm. The following description of this window will help to visualize its attractiveness:

Several novel ideas were introduced in this display, among which the most noteworthy were the two stage pictures—the garden scene from “Faust,” portraying Alice Verlet singing the Jewel aria, and the very beautiful ship scene from “La Gioconda.” These scenes were painted by artists and arranged exactly like stage settings, lighted by twenty incandescent concealed lights, and made a very realistic appearance. Even the moon appeared in one of the scenes and the moonrays were playing on the water, which, by

Display of A. D. Elster, Meriden, Conn., Which Won Third Prize
Joseph C. Smith and his famous dance orchestra are now making records for Columbia. Like all Columbia Dance Records, they sell themselves.

Columbia Graphophone Co. Woolworth, Building, New York

The color scheme of the display was pink, black and gold, and the friezes representing grand opera were painted in light water colors and mounted on black velvet which made a very beautiful and strong contrast. Five New Edison and twenty Edison Re-Creations were displayed.

AN INTERESTING ANNOUNCEMENT

Name Desired for the New Steel Needles of the Record Needle & Mfg. Co., Milwaukee

The Record Needle & Mfg. Co., of Milwaukee, Wis., have a very interesting announcement in another part of The World, in which they ask the co-operation of the trade in selecting a fitting name for their new steel needles. H. A. Goldsmith, who is actively interested in this enterprise, is a practical talking machine man, who is fully acquainted with the needs of the trade, and it goes without saying that whatever he and those associated with him place on the market will be most reliable and satisfactory. The company are planning to conduct a large volume of business during 1918, and they have already booked some very large orders.

O. K. Houck AIDS HOSPITAL FUND

Well-Known Piano Man of Memphis Works Hard to Corner the Dollars

MEMPHIS, Tenn., February 5.—O. K. Houck, of the O. K. Houck Piano Co., is one of the most active workers in raising a fund of $200,000 for the Baptist Memorial Hospital in this city. Mr. Houck has not only worked hard in getting actual subscriptions, but has been one of the principal speakers at the various meetings held to stimulate the work. Mr. Houck’s well-known fund of humor has in many cases gotten more results than some of the more serious discussions of other business men.

E. L. THOMPSON A WINNER

E. L. Thompson, a member of the local wholesale branch of the Columbia Graphophone Co., 55 Warren street, was the winner of the President Whitten individual salesman’s cup for the month of December in this district. This was Mr. Thompson’s first victory, and the contest for permanent possession of the trophy continues to be “fast and furious.”

Mme. Maria Barrientos and Hipolito Lazaro Win Triumphant at Metropolitan Opera House

Two famous Columbia artists, Hipolito Lazaro and Mme. Maria Barrientos, figured prominently in New York’s operatic news this month, for both made their initial 1918 appearance with the Metropolitan Opera Co. Mme. Barrientos had made her debut with this opera company in the season of 1915-1916, but Lazaro’s performance in “Rigoletto” last week marked his initial appearance at the Metropolitan Opera House. Both of these artists won the enthusiastic praise of the musical critics, their performance in the leading roles in “Rigoletto” being referred to as one of the finest renditions of this popular opera that has been heard in recent years. These artists are scheduled for a number of performances this season at the Metropolitan Opera House, and their 1918 debut augurs well for their continued success at America’s celebrated opera house.

Mme. Maria Barrientos and Hipolito Lazaro are both exclusive Columbia artists, and their Columbia records have already met with a very favorable reception throughout the country. Mme. Barrientos is a coloratura soprano who has achieved fame here and abroad, and her debut with the Metropolitan Opera Co. was one of the sensations of that season. Hipolito Lazaro is considered one of the greatest tenors of recent times, and his appearance in Spain, Italy, Buenos Aires, London and Havana has given him international renown. He has won praise from distinguished critics for the remarkable range and power of his voice, and his Columbia records have served to add to his laurels as a tenor who will be an invaluable contributor to the history of operatic music.

MICKEL BROS. CO. HANDLING PIANOS

The Prominent Victor Jobbers of Omaha Are Now Handling Pianos and Players

OMAHA, Neb., January 28.—The Mickel Bros. Co., jobbers of Victor talking machines and records, with headquarters at Fifteenth and Harney streets, this city, who also carry other specialties, are now handling pianos and are working up a nice and satisfactory trade with the Packard and Hobart M. Cable pianos and player pianos. The Mickel Bros. Co. are widely known throughout the State of Nebraska and have a big trade following.

Do You Collect Your Accounts?

FOR some time past we have been using a follow up system of collecting both our installment and open accounts that has brought us wonderful results. 90% of the work done right in your office. Saves attorneys’ fees and keeps the good will and patronage of your customer.

The complete layout, simply explained, sent for $1.00. Cash with order. We refer you to any Victor, Edison or Columbia Jobber in our section as to our reliability.

RECORD DELIVERY ENVELOPES

START THE NEW YEAR WITH A GOOD SUPPLY

Write Today Get the Best Always

LEWIS C. FRANK

654 Book Building
DETROIT, MICH.
T. M. W. 1317

Lufranc Quality

THE SUREST ENVELOPES MADE

Columbia Graphophone Co., Portland, Oregon
Wall-Kane Needles
60 packages without, $3.95; 60 packages with stand, $4.10. Also available in placeable package, 8% per, any quantity.

RICHMOND NEEDLE CO., 2014 Fifth Ave., New York
(See latest advertisement WANTED.)

FOR SALE
At a very attractive price—a handsome Union Music Box model—fully functional in two types of finish grey and grey lacquer. These boxes are of double construction throughout, making them as nearly sound proof as possible. Upper panels are of beaded glass. We are moving shortly, and these must be sold immediately. Write us for full particulars. Neal & Co., 616 Adam Street, Butler, N. J.

FOR SALE
STEEL NEEDLES (Extra Loud)
Made in America, of the best Carbon steel wire, 100 needles, in elegant black envelopes, per 1,000 needles $6.50.

MAD SPRINGS
For Columbia Makers, size 6", 30-cents each, .60
size 6 1/2", 25-cents each, .35
For Victor Makers, size 1", 15-cents each, .75

GOVERNOR SPRINGS
For Columbia Makers, per 100, .90
For Triumphs, .50

THUMB SCREWS FOR STYLUS BARS
For Japanese Phonographs, per 100, .30

MICA DIAPHRAGMS
For all standard Soundboxes, each .15
For Columbia Soundboxes, each .25

Needle Caps, nickel plated, per 100, .20
Needle Caps, per 100, .15
Covers for nickel plated caps, per 100, .10
Covers for nickel chrome caps, per 100, .12

FAVORITE PHONOGRAPH ACCESSORY CO.
1481 DeKalb Avenue
Brooklyn, N. Y.

FOR SALE
STEEL NEEDLES
Extensive line of fine steel needles of all classes—low priced, moderately priced, and high priced. An extensive line of needle cups, needle caps, and needle covers. Also a complete stock of all the latest phonograph accessories. Address—"Phonograph," care The Talking Machine World, 373 Fourth Ave., New York.

FOR SALE
Spot Cash Paid—WANTED
Any amount of records in all languages. Talking Machines. Horn or Hornless, also parts of all machines. Address Phonograph and Electric Export Company, 2103 Third Ave., New York. Telephone 7848 Harlem.

FOR SALE
STEEL NEEDLES
Long established furniture dealer and favorably known and favorably well equipped—100,000 square feet floor space—300,000 dollars invested—great experience in making high grade cabinets—labor cost 0.15c. per hour. No unions or restrictions. Address Corcoran, care The Talking Machine World, 373 Fourth Ave., New York.

Spot Cash Paid—WANTED
Some thousand packages of Columbia Records, $6.50 per thousand. Address Manager C. B. Keeler, 476 Liberty Street, New York. To be delivered immediately.

FULTON TALKING MACHINE CO.
640 BROADWAY
NEW YORK CITY

FOR SALE
Four-minute indestructible records, all new on steel stock 100,000 in 100 lots. Denninger Cycle Co., Rochester, N. Y.

SALESMAN—WANTED—Experienced traveling phonograph salesman calling on the retail trade to carry as a sideline an exceptional popular priced record. Address Box "Salesman" care The Talking Machine World, 209 South State St., Chicago, Ill.

FOR SALE
373 FOURTH AVE., NEW YORK
SMITH-SCHIFFLIN CO.
126 Liberty Street
New York City

Wall-Kane Needles
60 packages without, $3.95; 60 packages with stand, $4.10. Also available in placeable package, 8% per, any quantity.

London, England, E. C., January 30.—As in most countries, the period immediately succeeding Christmas tide is somewhat slack from the viewpoint of talking machine sales. In normal times the British market quickly recovers, and indeed the volume of trade often surpasses the ephemeral pre-holiday rush. To-day all this is changed. The trade recovery is considerably slower, the demand for records and machines being non-progressive. From inquiries around the trade and in conversation with retailers I learn that sales, of records especially, are only just picking up again after a period of somnolence considered.

From the chief pantos, which, by the way, are still swing there is every prospect of increasing business, for the British output of motors is still poor. There is, I am told, not much hope of improvement while the war is on, as it continues to absorb all available labor and material. Nevertheless, it is a matter of satisfaction to the trade that experiments are progressing along lines which should insure a big output immediately the situation permits, and, in any case, render it unnecessary for any Britisher to entertain the thought that we need legitimate efforts to secure to British interests the actual placement of a good order, if, after a satisfactory demonstration of the motor. Such action would materially assist the manufacturer, enabling him to plan a definite post-war campaign in the interests of British Empire trade. I am not aware that this matter has yet received the attention it deserves at the hands of our trade as a body, though individual support along the lines suggested has not been, and is not, wanting. In this connection, however, there is need for the establishment of a central authority for the encouragement of a definite post-war campaign along lines of more or less general agreement in conformity with the trade's aims and ambitions based upon an intimate knowledge of the situation. A "prepared" policy is much preferable to any hasty or haphazard plan evolved at the last minute. The trade should know in advance of peace what it is hoped to accomplish. The best incentive to the success of those aims is to enthuse individuals with the thought that it depends largely upon personal effort of an active, not a passive, nature. Let us try and get each member of the trade to realize this.

Second-hand Needles—Sales Policy

The sales policy in connection with the marketing of resharpened needles is a cero-

(Continued on page 108)

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"His Master's Voice"—the trade-mark that is recognized throughout the world as the HALL-MARK OF QUALITY

Branches

DENMARK: Skandinavisk Grammophon-Aktiebolag, Piastrueet, Copenhagen.


SPAIN: Compania del Gramophone, 58-59 Balenci, Barcelona.

SWEDEN: Skandinaviska Grammophon-Aktiebolaget, Drottning Ostan No. 41, Stockholm.


INDIA: The Gramophone Co., Ltd., 136, Dalbagnot Road, Curritucka; 7, Bell Lane, Fort, Bombay.

Great Britain:

The Gramophone Company, Ltd.

HAYES - MIDDLESEX - ENGLAND
FROM OUR LONDON HEADQUARTERS—(Continued from page 107)

The new list embodies vocal, instrumental, and descriptive numbers galore, and, in my opinion, the demand is so great that the result is self-explanatory, is being made good as quickly as possible. At the time of writing the best possible report is to hand anent the progress of the various operations, and I learn that the pressing of records has again commenced in earnest. It will, of course, be some time before conditions can permit of normal output, but the company are sanguine, given a continuance of the present rate of progress, that rebuilding operations will be completed within the near future.

New "Winners" for 1918

The first new year Winner program of records is, in quality and value, an excellent augury of the company's 1918 service. Last year's sales were rumored to have reached unexpected proportions, and by the list under mention it certainly looks as though J. E. Hough, Ltd., are out on the right road to an eclipse of all previous records. The new list embodies vocal, band, orchestral and descriptive numbers galore, recorded by first-class artists. I don't hesitate to say that every title is a "cinch." There is a goodly learning of piano, as usual amongst them, and some real tongue twisters, as for instance—"Sammy Salter Salted Sausages in Salter's Shop." Say it quickly, if you can! Altogether a fine sales list.

The Murdoch Trading Co.

Owing to the recent disastrous fire which entirely destroyed their large London warehouse, John G. Murdoch & Co., Ltd., are now carrying on their business at 59 Clerkenwell road, London, E. C. 1, under, be it noted, a new title—The Murdoch Trading Co. The business has nat-

REX GRAMOPHONE CO.

are making a Specialty of EXPORT
in
Horn, Hornless & Portable Disc Machines

REX GRAMOPHONE CO. 2 Elizabeth Place
Liverpool Street, LONDON, E.C. 2

Cable Address "LYNNEORAD, LONDON"
FEBRUARY 15, 1918

FROM OUR LONDON HEADQUARTERS—(Continued from page 108)

urged that the Government was not sufficiently, and that there were other means of accomplishing the ends which were sought.

There were several alternative methods, including the use of spies, the use of the army, and the use of the navy. The Government was considering all of these options.

As for the use of spies, there were several agents who were already in place. They were to be used to gather information about the enemy's plans and activities.

For the use of the army, the Government was considering the deployment of additional troops to the region.

And for the use of the navy, the Government was considering the possibility of blockading the region to prevent any further supplies from reaching the enemy.

The situation was complex, and the Government was taking all possible measures to ensure the success of its objectives.

(Continued on page 109)
FROM OUR LONDON HEADQUARTERS—(Continued from page 109)

Makes an Excellent Financial Showing

At the recent general meeting of the Gramophone Co. Ltd., E. T. L. Williams, the chairman, stated that the company became a controlled firm under the Munitions Act in September, 1915, and since then it had been impossible until now for the directors to submit any accounts. It was only during the first week of last month that the accounts for the year ended June, 1916, were finally settled. The adjustment of the 1917 accounts was also then possible. The balance was one upon which they might well congratulate themselves. The position was given in a nutshell by that paragraph just quoted from the report which dealt with the net assets.

The net assets, after deducting debenture stock and all other liabilities, amounted on June 30 last to £1,148,539 3s. 6d., this being more than double their ordinary share issue capital, and being in excess of the net assets shown in the previous balance sheet by £257,079. This splendid financial showing met with the hearty approval of the stockholders of this enterprising and patriotic company.

No January List of Records

Owing to the great and continuous rush of orders, and to permit factory record stocks to be brought up-to-date, the Gramophone Co. announced that the usual monthly supplementary list would not be issued in January. Something good may be expected in February, though, and I should advise oversea dealers to keep well in touch with events. Some fine classics have lately been issued, and the grand opera in English records are all the rage. For the latter, especially, sales are progressive beyond all expectations, and there are more of these records to come! This appreciation of opera records in English is a healthy sign.

NEW JERSEY REGIMENTS EQUIPPED WITH ARMY AND NAVY MODEL EDISON PHONOGRAPH

This photograph, taken in front of Phonographs, Ltd., Newark, N. J., shows a few of the Army and Navy Model New Edison Phonographs recently given to the New Jersey Regiments, the purchases being made with a fund raised by the Newark Call at a Benefit Recital given by Edison Artists at the Broad Street Theatre, Newark.

TWO SALESWOMEN GO WEST

PORTLAND, Ore., February 4.—The talking machine trade in the East has contributed several members to local sales staffs recently, among them being Miss Alma Hartman, formerly with Lyon & Healy, Chicago, and now with the record department of the G. F. Johnson Music House, and Miss Helen Zedell, of New York, who has taken charge of the record department of the Graves Music Store. Evidently the familiar slogan embodying the advice to the male sex to journey west must now include the fair sex—a tribute to woman's new place in the commercial world.

SOUTH AMERICAN IMPORT FACTS

Some Important Data Which Exporters to South America Should Remember

Manufacturers and exporters selling trademarked goods in foreign countries, particularly South America, may be interested in these few vitally important facts as set forth by the First National Bank of Boston:

1. In Argentina, Bolivia, Chili, Costa Rica, Cuba, Guatemala, Paraguay, Peru and Venezuela, trade-mark titles absolutely depend upon priority of registration. Furthermore, any one may lawfully register a United States trade-mark (registered or unregistered) and thus prevent entry of the goods into the country.
2. In Brazil, Cuba, Guatemala and Panama the trade-mark must be registered in the United States Patent Office before it can be registered in these countries.
3. In Ecuador, Mexico and Nicaragua no suit may be brought for infringement of a trade-mark without registration.
4. It is said on good authority that our enemies are now registering United States trademarks in countries mentioned in clause (1) through "dummies." The result is obvious; manufacturers who anticipate exporting trademarked products will find themselves blocked in their effort to do so.

More and effective business would result, says this institution, if American merchants and exporters would state exactly who their representatives are in Argentina. By making this information more public, the local Argentine buyer, when in the market for goods, would then not need to write the head office, and thus much time would be saved.

The decided drop in freight rates from $1 per cubic foot to 70 cents in the past few months for shipments to South America is very encouraging.

B. H. WOLFMAN APPOINTED MANAGER

Bernard H. Wolfman has been appointed a member of the traveling staff of the local wholesale branch of the Columbia Graphophone Co., 55 Warren street. Mr. Wolfman will cover the territory in the southern part of New York State and, although he is a newcomer to the talking machine industry, his previous experience with several prominent organizations well equips him to work in close co-operation with the Columbia dealers in his territory.

The purpose of this invention is to provide an improved connection between the sound box and the tone arm of a phonograph, adapted to permit swiveling of the two connected parts for adjustment of the sound box to two positions, and particularly adapted to permit such adjustment for zigzag and hill-and-vale records, the specific purpose being to insure the adjustment of the relative positions of the parts being made completely and not halted with the parts at an intermediate position.

In the drawings: Figure 1 is a side elevation of a portion of the tone arm and sound box embodying this invention, a portion of the sound box being broken away to show other parts which are in section with respect to telescoping and swiveled members. Fig. 2 is a similar view with the sound box in the other of the two positions to which it is adjustable for adaptation to the different types of records. Fig. 3 is a section similar to the sectional part of Fig. 1, showing a modification in certain details.

ATTACHMENT FOR TALKING MACHINES.—Lester Moroney, Manhattan Beach, Ore. Patent No. 1,247,441.

This invention relates to a device adapted to be attached to a talking machine of the Edison type, whereby to cause the raising and lowering of the cover to perform various detail operations now required to be performed manually and which usually are found more or less irksome. The invention provides a means whereby the horn is automatically swung to bring the sound box over the record, and then lowered, the operations being performed in proper sequence by the lowering of the cover, and the reverse operations taking place by the raising of the cover. The attachment includes means to automatically stop and release the turntable before the final movement of the said trip elements and indicating the cabinet of the talking machine.

In the accompanying drawings: Figure 1 is a side elevation of the cabinet cover lowered, certain trip elements being indicated in the positions they assume just as the cover reaches its lowestmost position before the final movement of the said trip devices; Figs. 4 and 7 are views similar to Fig. 2 but showing the parts in different positions; Fig. 3 is a fragmentary plan view with parts broken away and in section, the view being given to show the relation of the brake device to the depending brake flange of the turntable. Fig. 6 is a perspective view similar to Figs. 3 with the parts in the position after the sound box has moved to the center of the record and which results in the automatic stop being brought against the turntable.

Fig. 7 is a similar view with the sound tube and horn in the position to which it is adjustable for adaptation to permit such adjustment for zigzag and hill-and-vale records, the specific purpose being to insure the adjustment for zigzag and hill-and-vale records, the specific purpose being to provide an improved connection between the sound box and reproducer clasp.

In Letters Patent No. 865,674, issued September 10, 1907, is described a record cleanner embodying the above specific construction of the said phonograph of the Victrola type. Figs. 2 and 3 are enlarged detail views of the said phonograph of the Victrola type. This invention relates to record cleanners for sound reproducing machines of the type described and claimed generally in United States patents to Henry A. Place, dated September 25, 1906, No. 831,987, and in which a brush-holding arm is fixed to an attaching clamp having opposite spring fingers to clasp the sound box, sound tube or member which moves over the record, so that the cleaner can be quickly attached to or detached from the movable member, and can be adjusted thereon so as to bear at the proper point and with the proper amount of pressure on the record directly in front of the following stylus.

In the present improvement, the inventor makes the adjustable reproducer clasp of elastic or resilient material to embrace yieldingly the sound tube and bend and extend the elastic material thereof almost horizontally toward the stylus so as to form a light vertically surging arm, to the free end of which the brush clasp is attached. By this construction, the brush can be adjusted on the sound tube both radially and vertically with respect to the record, and when properly adjusted will bear yieldingly and lightly on the record in front of the stylus, so as to accommodate itself to all variations in the record or reproducer mechanism, while bearing at all times with uniform light pressure on the record.

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Fig. 1 represents a record cleaner embodying the present invention applied to an ordinary phonograph of the Victor type. Figs. 2 and 3 are enlarged detail views of the said phonograph of the Victor type. This invention relates to record cleanners for sound reproducing machines of the type described and claimed generally in United States patents to Henry A. Place, dated September 25, 1906, No. 831,987, and in which a brush-holding arm is fixed to an attaching clamp having opposite spring fingers to clasp the sound box, sound tube or member which moves over the record, so that the cleaner can be quickly attached to or detached from the movable member, and can be adjusted thereon so as to bear at the proper point and with the proper amount of pressure on the record directly in front of the following stylus.

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This invention relates to sound reproducing apparatus known as a "disc machine." Among the objects of the invention is to attain a sound reproducing machine using a disc record in which the stylus will maintain the same relation to the record groove as it travels in the record groove. The most advantageous relation for the reproduction of sound is to position the stylus so that it will be tangent to the record groove in which the stylus is engaged. By maintaining this position for all grooves of the record, increased life is given to the record and a more perfect reproduction of the sound is attained, as when the position of the stylus varies from tangency, the reproduction of the sound is affected, as when the stylus is engaged.

Another object is to so construct the invention that it will not injure any of the several parts of the talking machine or record. Another object is to provide improved means for rotating the record disc to travel with relation to the record in which the stylus will maintain the same position as that in which it is engaged. By this invention the sound box is maintained in a stationary position and causes the rotating record disc to travel with relation to it in such manner that tangency of the stylus with the groove in which it is traveling is maintained.

By this invention the sound box is maintained in the stationary position and causes the record disc to travel with relation to it in such manner that tangency of the stylus with the groove in which it is traveling is maintained.

Another object is to provide improved means for rotating the tone arm and the reproducing needle to their starting place, whereby the musical selection or other sound produced may be repeated automatically with the reproducer and needle to their starting place, whereby the musical selection or other sound produced may be repeated automatically without any further attention on the part of the attendant. Yet another object is to provide a simple, comparatively cheap, efficient and practical mechanism for accomplishing this result. Another object is to provide a repeating mechanism for phonographs, actuated by the turntable or disc which supports the record. Another object is to provide a repeating mechanism for phonographs, having adjustment means to accommodate various sizes of record discs.

This invention relates to phonographs, and its principal object is to provide improved means for returning the tone arm and therewith the reproducer and needle to their starting place, whereby the musical selection or other sound produced may be repeated automatically without any further attention on the part of the attendant. Yet another object is to provide a simple, comparatively cheap, efficient and practical mechanism for accomplishing this result. Another object is to provide a repeating mechanism for phonographs, having adjustment means to accommodate various sizes of record discs.

This invention relates to repeating devices for phonographs, and its principal object is to provide improved means for returning the tone arm and therewith the reproducer and needle to their starting place, whereby the musical selection or other sound produced may be repeated automatically without any further attention on the part of the attendant. Another object is to provide a simple, comparatively cheap, efficient and practical mechanism for accomplishing this result. Another object is to provide a repeating mechanism for phonographs, having adjustment means to accommodate various sizes of record discs.

Another object is to so design the invention so that the reproduction of the sound will be improved in several details of a phonograph, or talking machine, so-called.

In the drawings: Figure 1 is a side elevation of a phonograph embodying the features of this invention. Fig. 2 is a plan view of a tone arm and sound box. Fig. 3 is a section at the line 3–3, on Fig. 2. Fig. 4 is a detail section at the line, 4–4, on Fig. 3. Fig. 5 is a detail section at the line, 5–5, on Fig. 3. Fig. 6 is a section at the line, 6–6, on Fig. 3.

Mrs. Frank J. Herm, of Quaker Ridge, New Rochelle, N. Y., last week donated a Victrola and a goodly number of records for the soldiers boys in response to an advertisement of Mrs. Winn E. Ogden, who is making a very strenuous campaign to supply the soldiers with music as a means of entertainment.

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Portland, Ore., Columbia Graphophone Co., 438-491 Washington St.

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