

The TALKING MACHINE WORLD

For the
makers &
sellers of
talking
machines

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



The best-known trade mark in the world

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

The Highest Class Talking Machine in the World

THE INSTRUMENT OF QUALITY

Sonora

CLEAR AS A BELL

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 deliv-

eries 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 *unequaled*.

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 machine we will now 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, "these novelty recitals given daily by the various music houses were very successful. Some of the houses even served tea during the afternoon. Women down town 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 stocked sporting goods, kodak and toy departments. Mr. Randolph will have full charge of the Victor and sporting goods departments and expects to increase the business materially. The 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 had 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 latest 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 sought, though in more or less limited quantities. The South American trade 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.," the daily paper and auxiliaries represents the "cover and trimmings!"

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 Amelita 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



Mme. Amelita Galli-Curci, Soprano

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 450,000 talking machine records and put this money into Liberty Bonds—practical and patriotic, isn't it? Mme. Galli-Curci and her painter husband, Luigi Curci, 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 appreciation existing to-day.

INTERESTING THE CHILDREN

The children of to-day are the men and women of to-morrow. 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 doing good work in checking fraudulent 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 its 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 all types of musical instruments, including talking machines. Among the cases handled by the bureau during December were two in Chicago, Ill., both concerning the advertising of talking machines in a misleading manner.

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 factory 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 similar action is expected in the second instance.

Talking machine dealers throughout the country who are suffering at the hands of unscrupulous advertisers and "gyp" dealers, would do well to acquaint the Better Business Bureau with the facts.

PRICE CUTTING A MENACE

Damaging to the Manufacturer and Inimical to the Public Welfare—Points Worth Considering

Price cutting is not only damaging to the manufacturer but also inimical to public welfare. Careful buyers do not care to deal with the price-cutter. They rightly question his good faith, suspect he has a different price for different buyers, and are convinced that when he loses on a standard article this sacrifice is made up on other articles. The person who never buys unless he can get a bargain, the haggler over prices, is the advocate of the price-cutting practice. 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 here involved that affects vitally the entire manufacturing industry, that every manufacturer has "the moral and legal right to protect his good will and his good name."

HOW JARDINE IS "DOING HIS BIT"

A. E. Jardine, who conducts the Sonora Phonograph Agency at 711 Boardwalk, Atlantic City, N. J., has just lost his best demonstrator 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 this establishment, joined the Naval Service, and is now a commissioned officer on the U. S. S. "Wisconsin" "somewhere at sea." Meanwhile, Mr. Jardine is not only loyally contributing to 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 of the house which may be as low as \$10 down and \$10 a month. The result is that fourteen months are taken in paying off the obligation, the house has to wait for its money and the customer, meeting his payment every month, has little left to buy records, and the whole deal is indeed most unsatisfactory to both parties. If this same man had been permitted to buy his \$50 machine and a few records each month, the total sales during the fourteen months would have approximately equaled in amount the price of the \$150 machine, and the few records bought with it. Meanwhile, the dealer would have had the use of the cash he received from the customer.

There are, of course, many instances, on the other hand, where people inquire about cheaper models who could well afford the more expensive styles. The salesman owes it to himself to be able to judge in some manner the customer's buying power and govern himself accordingly. The salesman who oversells the customer, however, is not only placing on his customer a burden he should not bear, but is adding to the dealer's troubles, by giving him a new account to fret over, for the customer who has not contracted to pay more than he really feels he can afford to pay is going to be slow in meet-

ing his obligations, and will keep the collection department hustling to see that the payments are met.

In closing any kind of a sale, too, the salesman would do well to look at the cash side, and to endeavor to close on that basis if possible. There are too many salesmen who at the first sign of hesitancy on the part of their customer immediately emphasize the point that the machine can be bought on very low terms. In other words, they place all their cards on the table at once. It is just as easy to concentrate on the sale of the machine first and talk

*"Selling the
Customer What He
Can Afford to Buy
Is Good Business"*

terms afterward. If the demonstration is so effective that the customer feels that he really wants to buy the machine and certain records, he is much more easy to handle than if he is sold on the question of terms alone.

When the customer feels favorably impressed with the machine but hesitates to buy with the explanation that he is in doubt if he can afford it just then, that is the opportunity for the salesman to announce that the instrument can be purchased on time if desired, and suggest that 20 per cent. down and 20 per cent. a month would prove satisfactory. He will find that just as many machines will be sold on that basis as when he rushes to put forth the minimum terms of 10 per cent. down and 5 per cent. or 10 per cent. a month.

There are some salesmen who are so anxious to sell records, for instance, that where the customer is paying for a machine they will insist adding the price of half a dozen records to his account, to be paid for on a monthly basis, rather than be satisfied with the sale of three records

for cash. They forget that if the customer really wants the records and does not feel like paying for them at the time, he will most likely come back and get them a little later, and that if he once finds out that his record purchases may be added to his account without argument, he will be inclined to overstep the bounds and keep his account on the books for an indefinite period. Credit is a mighty valuable thing, whether it is individual credit or business credit, and it should not be handled carelessly.

It is cash business that helps men to pay the rent and discount bills, and the salesman who leaves it to the customer to ask for credit and to suggest terms will find that his volume of cash business will show a most satisfactory increase.

MISS MORRISEY'S 35,000-MILE TOUR

Popular Young Contralto Gave 74 Concerts on Recent Tour—Visited Many Military Camps

Miss Marie Morrisey, contralto, the brilliant young Edison artist, who is recognized as one of the foremost concert singers of the day, is a true American musically as well as patriotically. Her programs show her loyalty to American composers, and she featured American songs in a recent record-breaking three months' tour on which she traveled 35,000 miles and gave seventy-four concerts—ten of the concerts just "doing her bit" singing for the soldiers in the camps.

"Just a-Wearying for You" and "Last Night When You Said Good-bye," well known to Diamond Disc owners, and "Happy Days," which is soon to be recorded, found a much-encored place on her program.

"American audiences love American songs," declared Miss Morrisey the other day, "and they are going to have a chance to hear many of them. One good effect of the war will be the bringing forth of American composers. This country is not lacking in composers, but heretofore there has been rather listless encouragement for them, and very little opportunity to be heard. Now, with many foreign composers left off our programs, there is a great cry for American composers, musicians of great talent, who have been patiently waiting, and who successfully are answering the cry."

SINCERITY

That's the slogan back of every factor in

Ditson Service

It means much just now

Oliver Ditson Co.
BOSTON

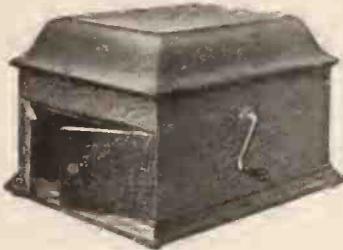
VICTOR
Exclusively

Chas. H. Ditson & Co.
NEW YORK

Victrola IV-A, \$20
Oak



Victrola VIII-A, \$45
oak



Victrola X-A, \$85
Mahogany or oak



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

Victor Supremacy

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.

Berliner Gramophone Co., Montreal, Canadian Wholesalers

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

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

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



Victor Wholesalers

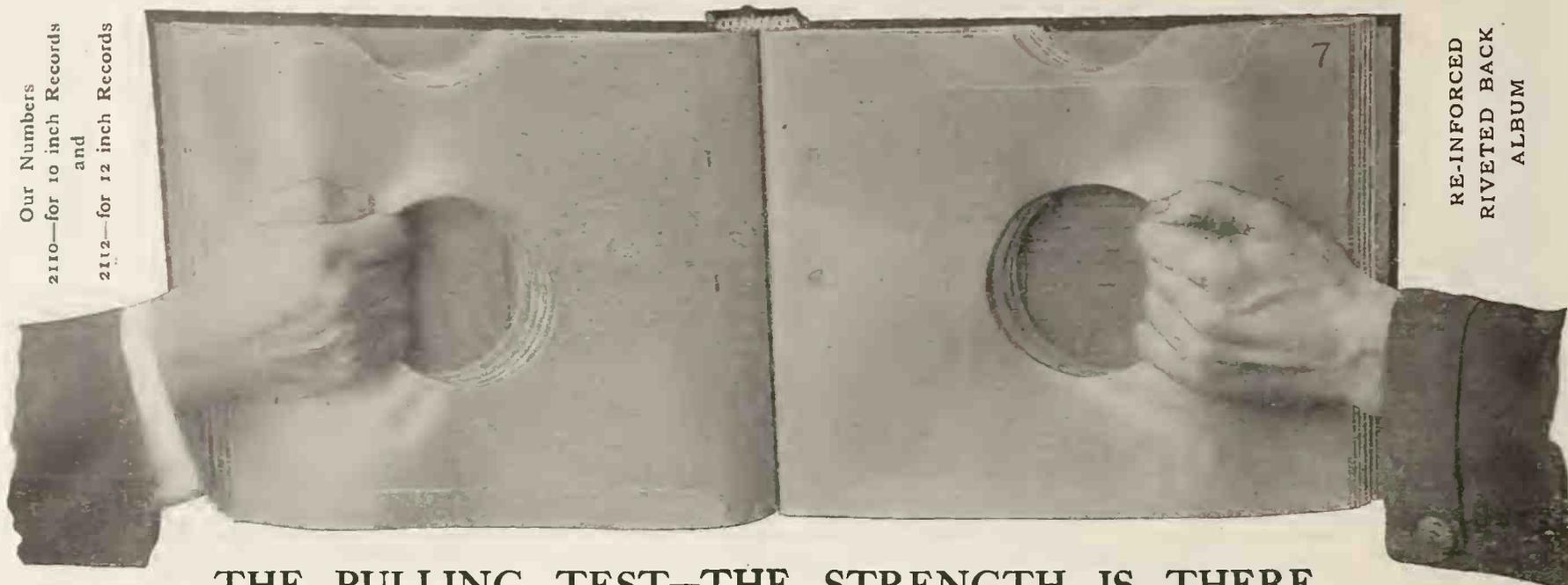
- Albany, N. Y.... Gately-Haire Co., Inc.
- Atlanta, Ga..... Elyea-Austell Co.
Phillips & Crew Co.
- Austin, Tex..... The Talking Machine Co., of
Texas.
- Baltimore, Md.... Cohen & Hughes.
E. F. Droop & Sons Co.
H. R. Eisenbrandt Sons, Inc.
- Bangor, Me..... Andrews Music House Co.
- Birmingham, Ala.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

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

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

AN IMPORTANT ACCESSORY—ALBUMS FOR FILING DISC RECORDS

The enormous demand for "National" Record Albums keeps 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 economic, method of filing and keeping disc records.



THE PULLING TEST—THE STRENGTH IS THERE

STRENGTH AT THE STRESS AND STRAIN POINT

PRACTICALLY UNBREAKABLE FOR REGULAR USAGE

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

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

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

OUR ALBUMS ARE MADE TO CONTAIN VICTOR, COLUMBIA, EDISON, 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 windows 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 Victrola 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 memorial 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.

MAKE BIG RECORD IN SMALL CITY

Huntley-Stockton-Hill Co., Greensboro, N. C., Sell 178 Edison Phonographs in a 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.

Talking Machine Hardware

We manufacture hardware for all styles of cabinets

Lid Supports
Needle Cups
Needle Rests

Door Catches
Sliding Casters
Continuous Hinges

Sockets
Tone Rods
Knobs, etc.

BEST QUALITY

LOWEST PRICES

WEBER-KNAPP COMPANY

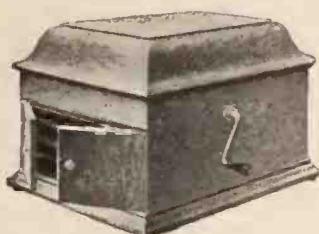
Jamestown, N. Y.



Victrola IV-A, \$20
Oak



Victrola VI-A, \$30
Oak



Victrola VIII-A, \$45
Oak



Victrola IX-A, \$57.50
Mahogany or oak



Victrola X-A, \$85
Mahogany or oak



Victrola XI-A, \$110
Mahogany or oak

Victor Supremacy

The 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.

Berliner Gramophone Co., Montreal, Canadian Wholesalers



Victrola XIV, \$165
Mahogany or oak



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



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

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

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

PUBLISHED BY EDWARD LYMAN BILL, Inc.

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REMITTANCES should be made payable to Edward Lyman Bill, Inc., by check or Post Office Money Order.

NOTICE TO ADVERTISERS.—Advertising copy should reach this office by the first of each month. By following this rule clients will greatly facilitate work at the publication headquarters.

Long Distance Telephones—Numbers 5982-5983 Madison Sq.
 Cable Address: "Elbill," New York.

NEW YORK, FEBRUARY 15, 1918

ORDER well in advance, and order up to the hilt, is the advice that should be followed by the talking machine wholesaler and retailer just at the present time. For, remember, placing orders and getting the goods are two widely separated and distinct things at present.

The freight situation continues serious. With fuel, food-stuffs 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 jump on the situation wherever possible by having goods on order and ready to ship at every opportunity.

Freight received by the jobber and dealer in normal times within a week or so after shipment—now takes anywhere from six weeks to three months en route. That means that the jobber and retailer must work at least that far ahead.

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. Such curtailment would depend upon the point of view of the men issuing the order, and who might or might not have full appreciation of what music means in the present crisis. Assurances from Washington, however, are to the effect that no such discrimination will be practiced by the authorities, that any curtailment order will apply broadly to all manufacturers, and no one group of industries will be singled out for special attention.

The Garfield order can be accepted as proof of this attitude, and with assurances of a square deal from Washington the trade can go ahead and by foresight and the exercise of the proper spirit keep at least even with the game.

IT may interest talking machine men to know that there is a strong movement among piano merchants in the East, backed by the National Piano Merchants' Association, to eliminate the advertising of instalment terms, and to leave that question for

adjustment between the customer and the salesman as circumstances warrant.

It has been proven to be a fact that where minimum terms are quoted in an advertisement, such as \$1 down and \$1 a week, or \$5 down and \$5 per month on the various models, simply as a bait, the prospect comes into the store filled with the idea that those amounts are all he is expected to pay on the instrument he selects, and consequently most of the business is done on that basis, although in many cases the customer is in a position to pay either cash or substantial amounts each month. Where it is advertised that the terms may be arranged to suit the customer's convenience, provided they are within reason, the average amounts received as first payments and the instalments 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 \$5 or \$10 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 dealers can bring in the cash on their sales in larger quantities and with greater rapidity, then it certainly is worth trying.

THE drastic orders of Fuel Administrator Garfield closing down practically all of the industries located east of the Mississippi River for the five-day period from January 18 to 22 inclusive, and for each of the nine Mondays following, naturally hit the talking machine trade hard, although probably no worse than it hit hundreds of other industries.

Wherein the talking machine trade suffered, and will suffer, particularly, is that the majority of the larger factories are far behind in the production and delivery of orders booked for machines and records, and had relied on uninterrupted work during January and February to catch up in some measure with the demand so as to fill the holes in the retail stocks left by the holiday rush.

The spirit of the trade, however, was admirably shown in the observation of the Fuel Administrator's order to the letter. In practically every instance the factories shut down tight on the days named, keeping only a portion of the office force on hand to look after the mail.

Certain manufacturers in many industries apparently found a loophole in the order permitting the heating of plants and offices sufficiently to prevent damage to stock and the freezing of sprinkler systems. The heating thus deemed necessary ranged from 35 to 50 degrees, and it was found that employes could do certain work in that temperature without discomfort. In view of the fact that the greater part of the work in talking machine and record manufacturing is done by machinery, even to the varnishing of the cabinets, and that the use of machinery was absolutely prohibited on the "fuelless" days, however, put the bars up against any manufacturing activities.

Although there was naturally a strong protest immediately the order was issued, the talking machine men, manufacturers, jobbers and dealers fell in line with other business interests and accepted the order as a war necessity, and made the best of a bad situation.

According to reports from Washington, it seems, as this is written, that the effect of the five-day closing down and the subsequent workless Mondays has not been as satisfactory as hoped for in effecting a saving in coal, and in permitting of trans-

portation 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 against 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 but 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. Space cost is fixed. 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.

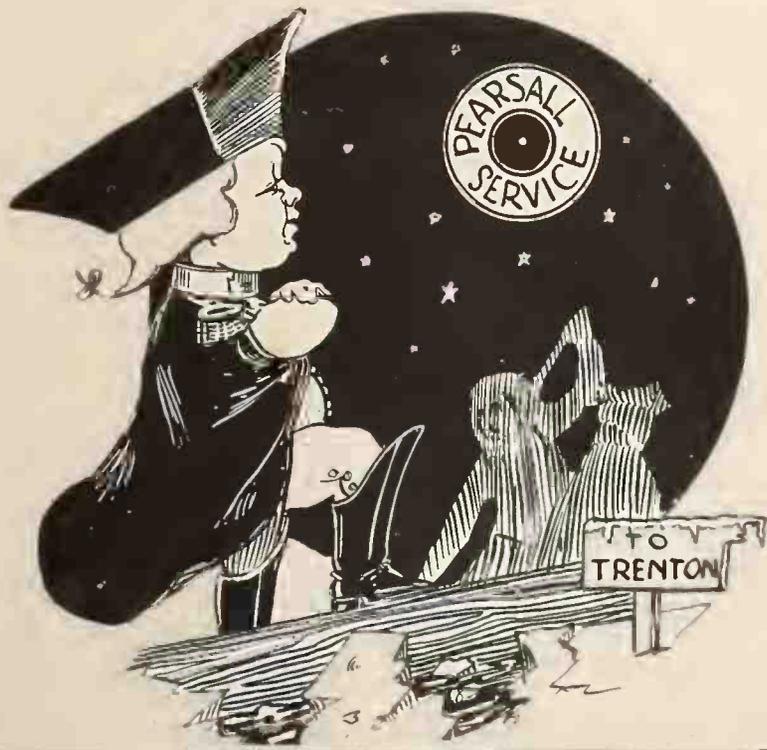
And, talking about advertising, there are many concerns in this and other industries which, through lack of courage or for other reasons, during the war, have set about curtailing expenses by cutting down, or eliminating their advertising appropriations, and thus undermining the value of their sales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

WASHINGTON'S POLICY



in taking the worst night for crossing the Delaware helped him to succeed. It's easy to sell machines, but the fact that so few dealers specialize on selling Victor Records is a BIG reason why you would make more money by devoting more energy to the work.

You will celebrate a year of unusual record profits by beginning right now to SELL MORE RECORDS, and to use

Pearsall Service

TO HELP YOU TO DO IT

SILAS E. PEARSALL CO.

VICTOR DISTRIBUTORS

18 West 46th Street

New York

Edison MessageNo. 16

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!



Official Laboratory Model
New Edison
William and Mary Cabinet
Executed in American Walnut

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 salesman. 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.

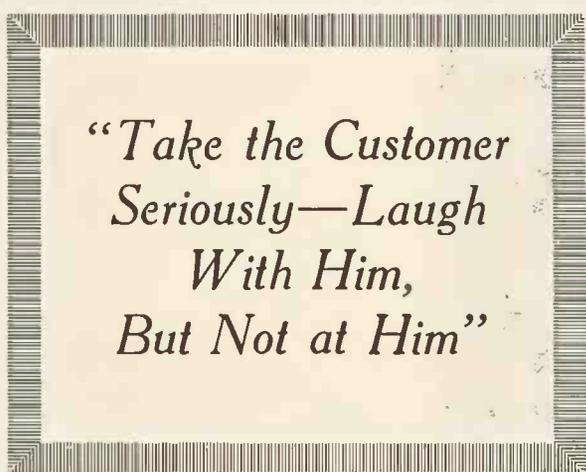
We all know of the story of the brawny Irishman who entered a talking machine store and demanded a record by "Al. McGluck." The incident is related as a story, but the average salesman has to meet demands equally as ridiculous every day in the week. Every customer is not well versed in the names of musical compositions, nor can everyone pronounce correctly the names of foreign artists. In 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 Rest," it is up to the salesman to inquire casually if the record wanted is not "Humoresque," and to act as though the customer had simply made a slip of the tongue. No matter how peculiar may sound some of the demands of customers, to the salesman who knows his line of records there is always a possibility of associating the customer's demand with some record in stock. The words may be different, but there is a phonetic similarity that cannot be mistaken. To grasp that similarity upon the instant and to save the customer 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 customers did stay 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 sneer 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 composition or 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 generally a stockroom in the basement or in 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.

When he is selling records the salesman is not paying for and should not expect free entertainment. The customer comes into the store not in the role of a comedian but in the role of a purchaser and should be treated as such. 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 Cattleman Finds That Cows Fatten Quicker Under Influence of Music—Should Help Increase Meat Production of Country

KANSAS CITY, Mo., February 5.—Now comes Arnold Berns, of Peabody, Kan., pioneer cattleman, one who has seen the Texas longhorn give 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 and music of the ranges.

"Two bunches of cattle fed under identically the same conditions near Peabody, Kan., differed 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 the seller of the higher priced bunch of cattle had arisen from his bed when he heard the cattle running around in nervous excitement in the feed lot at night and had gone down and talked soothingly to them until they became passive and their fright had passed away.

"Not many of us would care to get up of nights and go to the feed yard to talk or sing to a restive nervous bunch of cattle that were not taking on fat because of their nervousness,

"The phonograph could be employed to take 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 the longing 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 undefeatable 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 easily the leading feature of the Topeka meeting.

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

Record Cleaners

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

PRICE, 50 CENTS, LIST

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

SEND 10 CENTS FOR A SAMPLE CLEANER

Automatic Stops



Automatic

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

SEND 50c FOR SAMPLE STOP

KIRKMAN ENGINEERING CORPORATION, 237 Lafayette St., New York

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

Globe-Wernicke

(BUILT-TO-ENDURE)

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.



← No. 351 Art-Mission Top.

← No. 0328 Art-Mission Disc Record Section for ten-inch records.

← No. 0328 Art-Mission Disc Record Section for ten-inch records.

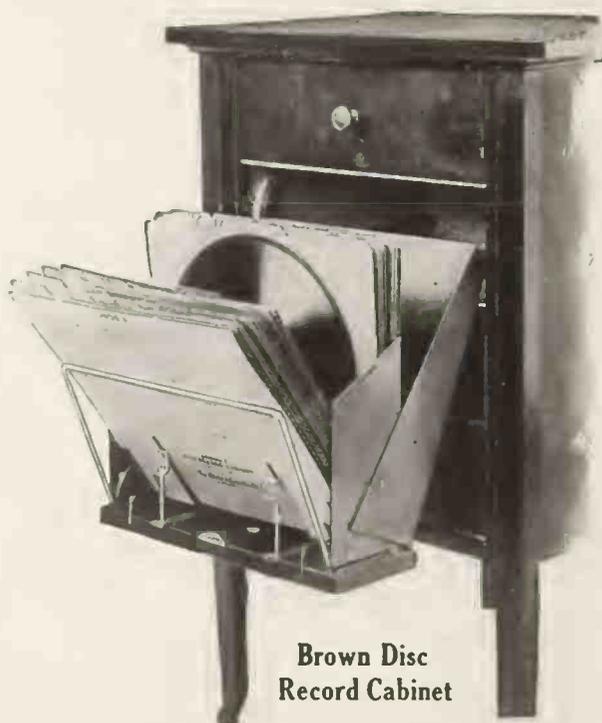
← No. 0329 Art-Mission Disc Record Section for ten- and twelve-inch records.

← No. 357 Art-Mission Base.

Section by section it grows with the growing record library.

Brown Disc Record Cabinet

For every talking machine made



Brown Disc Record Cabinet

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

Records lie flat when drawer is closed—No warping.

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

A separate compartment for every record.

No Scratching—Rubbing—Cracking or Breaking.

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

Ask for Catalogue No. 317 T W



BROWN DISC RECORD CABINET No. 4-T FOUR DRAWER

*No. 4 T with Table Top. For use with Victrola VIII and IX, Columbia Grafonola 15, 25, 35 and 50, Aeolian Vocalion D and E. 32½ inches high. Top 18¾ inches wide by 22¼ inches deep.

The Globe-Wernicke Co.
CINCINNATI

"Over There!"

Arthur Fields.

Columbia.

A Knock-out!!

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



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



Charles K. Bennett

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 Maresh 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 cheese cloth 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 Traveled 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.

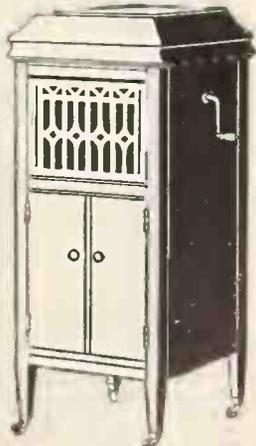
Five Models, \$60 Up

The BELL TALKING MACHINE CORPORATION

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

LOCAL TERRITORIAL DISTRIBUTORS

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



Give Them What They Want!



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

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

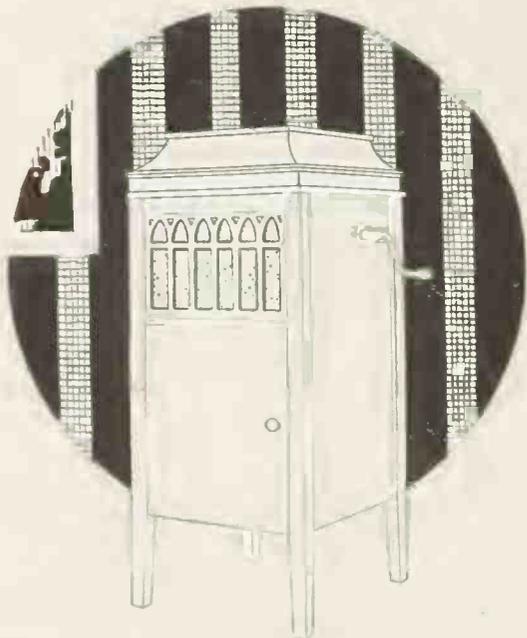
The people want to hear ALL makes of records and they must have a talking machine THAT WILL PLAY all makes of records—

The *Pathe* Pathephone

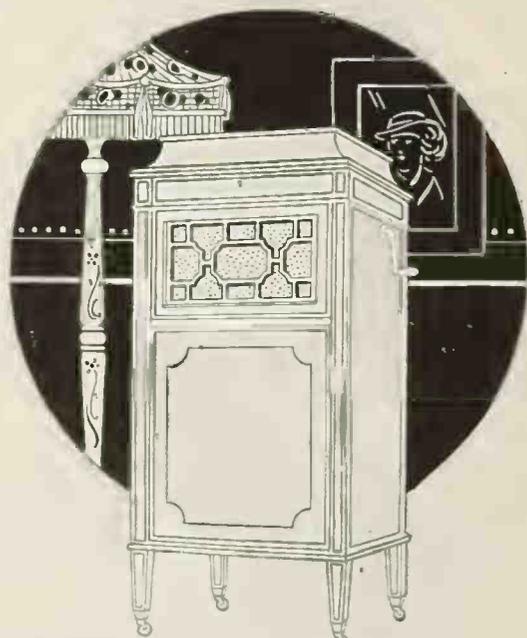
Is the Only Standard Talking Machine That Gives You This Great Selling Advantage

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

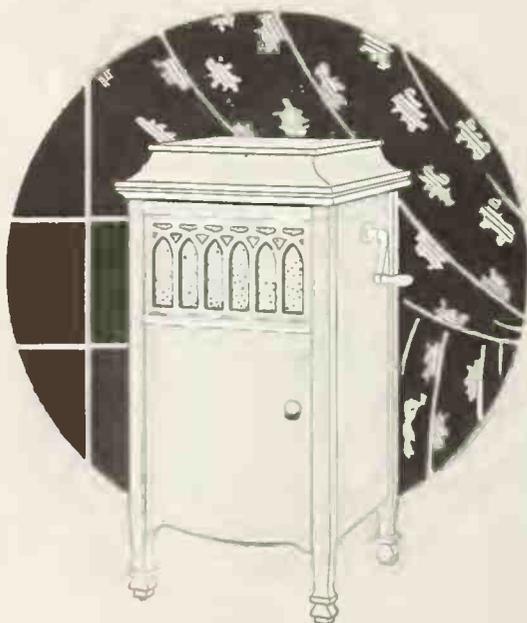
Hook Up With the Pittsburgh Pathephone Co. for Real Pathe Service!



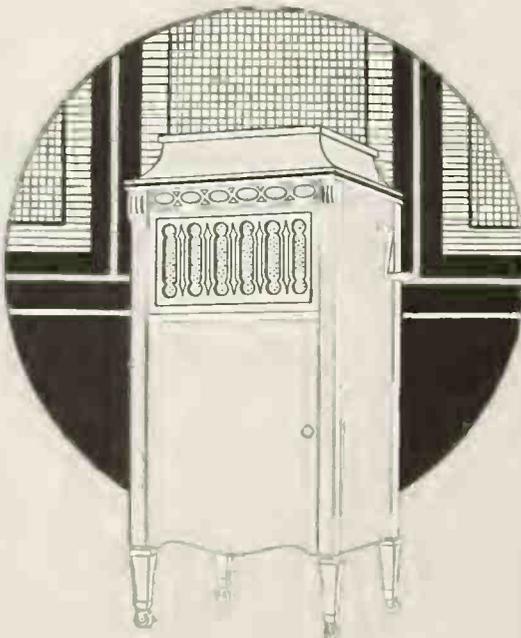
Pathephone \$75 Model



Pathephone \$225 Model



Pathephone \$100 Model



Pathephone \$110 Model



Pathephone \$175 Model

PITTSBURGH PATHEPHONE CO.

963 LIBERTY AVENUE, PITTSBURGH, PENNSYLVANIA

Talking Machine Aids Piano Technicians In the Study of Tone Composition

There is in Chicago a group of technicians in the piano trade who meet at regular intervals 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 possible. A recent meeting of the technicians was devoted to the study of tone composition, and of particular interest from the viewpoint of this industry was the consideration which was given the talking machine, which helped to illustrate many points in the discussion.

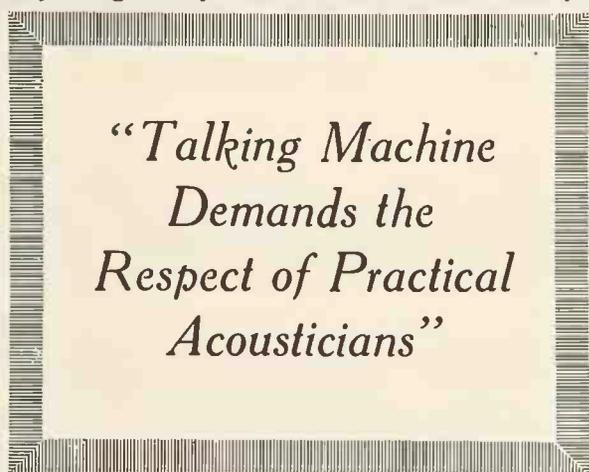
In his opening remarks F. E. Morton, acoustic engineer of the American Steel & Wire Co., the chairman, said: "A knowledge of acoustics may be had by any one who can hear. In instruments and voices we learn to recognize certain combinations of those partial tones making up the entire tone and without specific analysis we hear a sound and say: 'That is the sound of a cornet or the sound of John's voice.' 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 from the days of the little cylinder with the tin-foil around it up to the present day when the sound and reproduction are so nearly identical. That it is not exactly the same in quality as recorded is obvious to the listener. I have more respect for the talking machine now that I know its limitations than I had before I learned them. I also know more of its possibilities. I want to explain briefly for your direction in listening that first we will hear the natural voice and then the reproduction of that voice on this talking machine. The recording studio is a factor. Any room is a reverberating chamber and hence there are echoes.

"The diaphragm of the recording instrument possibly has a better ear than we have and the echo is recorded. The better the reproduction the more obvious the echo. The voice energy enters a receiver—a horn. That horn has a certain number of cubic inches of air which determines its pitch. The column of air vibrates more intensely in response to its own keynote than to any other. The horn material also responds with a greater degree of intensity to its own keynote, which may or may not be the same as the column of air contained. The diaphragm also has its keynote to which it responds with a quality peculiar to flat bodies. It responds to odd numbered high partials with greater intensity than to other partials. In the reproducing the process is reversed and the same conditions obtain. If the reproductions were made by the same diaphragm through the same horn and into the same room as that in which the record was made each augmented partial would be doubled. If reproduced through another instrument having another horn of different cubical content, a different keynote of horn material, a different keynote of diaphragm, other odd numbered higher partials would be augmented as would also the reverberation in the room. And so it is that we have a number of sounds foreign to the one to be recorded.

After very many repeated experiments there is no doubt in my mind that a talking machine record of a banjo number gives a better banjo tone than the banjo itself. The same is true of the xylophone. Those partial tones characteristic of the banjo and xylophone are the ones augmented. There are certain voice qualities which are improved by recording and reproduction. There are other voices and instruments which are not improved, but all are changed.

With a knowledge of that change we have no difficulty in appreciating all.

"You recognize another's 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 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 to or above the twenty-



fourth. By means of the resonators they may be heard.

"The horn material and the diaphragm are loads carried by the talking machine and constitute its limitations. If these loads were eliminated a true reproduction would remain. Break a talking machine record and with a microscope observe the track of the needle and you will find there truly recorded all the tone it was given and more, because it recorded the vibrations of part of its own material."

"It is not a limitation of failure to record but of faithfulness. If a horse hauls a wagon weighing a ton and the contents weighing one-half ton the limitation cause of hauling capacity is the weight of the wagon, or one ton. The horse hauls both. I am not criticizing the talking machine. It is a wonderful instrument. E. H. Rose will now sing for us, alternating with his own record on the talking machine as a demonstration."

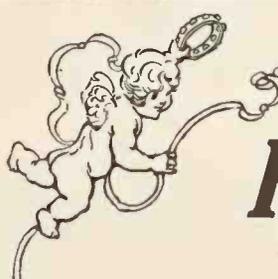
Mr. Rose (Prince Lei Lani, Hawaiian tenor)

sang "Pua Sabimia," "Aloha Oe" and the "Rosary" (Schumann-Heink), taking one period 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 mere 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, a Brambach electric 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 (at talking machine): "I am playing a certain sustained portion of the composition over where the echo occurs. It is in effect not unlike a 'shake' which follows what

(Continued on page 18)



Phon d'Amour

THE TONE MASTERPIECE

TO realize the wonders of the Phon d'Amour you must see it, examine it, hear it play and compare it. To read a list of adjectives about it is not enough. Come to our showrooms. Let us explain the remarkable Fritzsches inventions, the reproducer, the wooden diaphragm, the sound amplifier. Then inspect the Fritzsches craftsmanship that has given to every Phon d'Amour the enduring value of a fine violin.

And last of all hear the Phon d'Amour play—any record of any style or make. Listen to its glorious tone production. Note how it exalts the finest records and eliminates imperfections from less worthy ones. Compare the Phon d'Amour with any other phonograph. Then you will appreciate that here indeed is an epoch-making instrument and that to be satisfied with any other phonograph is to be content with something less than the final, ultimate achievement in phonograph making.

You are invited to see and hear the marvelous new phonograph that has set a new milestone in musical progress

—Manufactured By—
The Fritzsches Phonograph Co., Cincinnati, Ohio



Trade-Mark. Copyright 1917 by
The Fritzsches Phonograph Company



“What would you like to hear?”

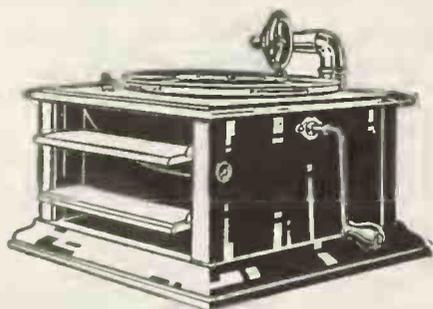
No matter what musical taste may be expressed in the customer's reply, the Columbia salesman can meet it.

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.

Artists? The assemblage includes Stracciari, Lucy Gates, Godowsky, Eddy Brown, Vernon Stiles, Oscar Seagle, Mme. Miura, Al Jolson, Samuel Ash, Gene Green, Brice and King, Greek Evans, Henry Burr, Arthur Fields, Malachy White, Charles Harrison, Collins and Harlan.

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.



Columbia Grafonola
\$18

Columbia Records

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.

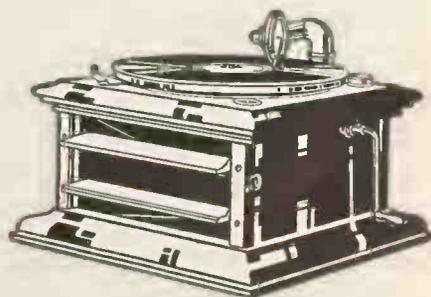
The dealer who sees that this want is met has made two sales. The inexpensive instrument will establish the enjoyment of Columbia music, and some day there will be an exchange for a higher-priced model—with a second profit.



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 and with that this point: Analyses have been made of the tone of the various parts of the piano scale. By means of the phonodeik 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 respond to its own keynote with 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 recording of voices. "I suggest to those making records of male quartets," he said, "that the second bass 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 grateful 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," declared Mr. 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. We like to hear a male quartet with a good substantial second bass. To determine in a flat vibrating body the true pitch—the fundamental—you can use this instrument known as a phenendoscope. You can locate sounds foreign to the desired tone in your piano, vibration of case, plate, etc. When you get through with it you can put it on your car and locate 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 distorting.

"In the meantime we have records to-day that couldn't be replaced by any other means. Think



Read the Trade Mark carefully—
hear the machine, and you'll agree
that it is truly

The World's Musical Instrument
Improves All Records
Send for our Special Proposition

HOFFAY TALKING MACHINE CO., Inc.
3 West 29th Street
New York City

what the record of ancient history would mean in our talking machine studios to-day. Think of some of the great speeches by Roman senators 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 the place of the piano. It never will and never can. 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 interests of music and musical instruments generally. Only last week he succeeded in having printed in the Weekly Rocky Mountain News an interesting story on "Music Greatest Asset of the Country Home," the writer being Burt Wells himself, lover of music, cowman 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-piano were referred to particularly. 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 fairness be it said that the company's name 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 DUES 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 war tax, according to a 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 upon dues or membership fees, including initiation fees, paid to any social, athletic or sporting club or organization, where such dues or fees are in excess of \$12 per year. The tax does not attach upon dues 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 subordinated to the predominant purpose of the organization."

NEW INCORPORATION

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

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

Ward's Khaki Moving Covers



Grade "D" Cover with No. 3 Straps.

PROTECT YOUR MACHINES FROM ALL KINDS OF WEATHER

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

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

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

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

ORDER SAMPLE COVER ON APPROVAL

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

Write for booklet

THE C. E. WARD CO.

(Well-known Lodge Regalia House)

101 William St., New London, Ohio

Also Manufacturers of Rubberized Covers and Dust Covers for the Wareroom



Otto Heineman Phonograph Supply Co.

INCORPORATED

25 WEST 45th STREET, NEW YORK

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



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NEEDLES

DEAN QUALITY

combined with

HEINEMAN EFFICIENCY

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


MEISSELBACH


TONE ARMS
MOTORS
SOUND BOXES

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 those of a French hospital, near which is a cemetery that is daily growing larger, form a mushroomlike military city. Day and night the Americans take trains up under fire and return to sleep and rest in the barracks.

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

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

It Is Never Silent

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

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

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

"I started off with the "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 a couple of months ago for more, but they never materialized. The machine works all day in the hospital and we use it only when the patients have gone to sleep. It would be a calamity if they were deprived of its solace."

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

ever, anybody who wishes to answer the appeal can send records to me and the American post-

GRAFONOLA IN MOTION PICTURES

Release to Be Made Shortly Will Feature Mae Murray and the Columbia Grafonola

The Universal Film Mfg. Co. will shortly present a new picture entitled "The Eternal Columbine." The star in this film will be Miss Mae Murray, one of the most popular and successful motion picture actresses now appearing



Miss Mae Murray and the Grafonola

before the public. A Columbia Grafonola plays quite a part in this new picture, and the accompanying photograph presents a scene in which Miss Murray and the Grafonola occupy the center of the stage.

C. F. Paige & Co., Athol, Mass., have fitted up a special room in their store to house the Victrola department, the business of which is increasing steadily.

office here will see that they are delivered. Anything in the line of music is a balm in the ears of the wounded, even of the French Poilu, who does not understand English. Send all you can and what you can in care of Junius B. Wood, war correspondent, American Expeditionary Force in France."

IMPORTANT FACTOR IN CREDIT WORK

How Good Correspondence Can Be Utilized Effectively in Cleaning Up Bad Accounts

Is the art of letter writing lost—an art than which there is none more important for effective credit work? We must lead men to understand that there can be no more expensive neglect than failure to appreciate the value of good correspondence.

The question arises, what is a good letter? This is a question difficult to answer. Surely, a letter should be neither too brief nor too long, yet thorough so that all points are covered. No important part of the subject under consideration should be neglected. The letter should be courteous, yet, as was expressed by a thoughtful credit man in a recent state conference, it should not "slop over." Fulsomeness is bad and creates a strong suspicion; but the proper expression of courtesy is one of the strongest features of good correspondence.

The letter should aim to accomplish its purpose without offense, leading rather than driving men, and yet sometimes it may happen that the best purpose of a letter may be accomplished if the party addressed is offended temporarily, because, as the editor of The Credit Man points out, some men never awake to a serious situation unless first made angry.

The unnecessary letter should never be written—the necessary letter never neglected—there should be careful thought given to each communication, for merely setting down in a moment of heat without digesting the real purpose and necessities of correspondence will fail of its purpose in the majority of instances. By the digestive process, the exercise of careful thought, the holding in mind of the purposes that are to be accomplished, a letter can perform a wonderful service, be a driving power and bind men together who otherwise would have no points of contact.

Letter writing is a neglected art, yet, by restoring it and making correspondence the subject of careful study and thought, we shall have accomplished much in making this work effective.

Lansing Khaki Moving Covers

PROTECT VARNISH IN THE COLD WEATHER

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

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



No. 3 Carrying Strap Shown in Cut, \$1.15

GRADE B
\$5.00

GRADE A
\$7.50

Carrying Straps Extra

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

Write for booklet

E. H. LANSING
611 Washington St., BOSTON

SAN FRANCISCO OFFICE, Room 530 CHRONICLE BLDG.
WALTER S. GRAY, Manager

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 request 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. Silliman, 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 dealer not acquainted with the line of phonographs carried by 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, F. 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.

Branching 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-Hous-

ton 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.

Generous Action of A. M. Hume Co.

A space in the A. M. Hume Music Co.'s Victor warerooms 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 provide 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 quarters, is rapidly making good in his new line and he is fast familiarizing himself with his new work, which for the time consists

Habits Have to Grow

For several years past Eastern Victor Service has made a specialty of speeding up the record end of the Victor business.

We have therefore contracted the *good habit* of giving the Victor dealer efficient record service.

EASTERN TALKING MACHINE CO.

177 TREMONT STREET

BOSTON, MASS.

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 employes.

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 lately 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 show-

STEINERT'S

35 ARCH ST.

BOSTON.

Victor Distributors

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

We can help you for we have

The Largest and Most Complete Stock of Records in New England

Write, or Telephone Beach 1330

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

ings 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.

Doing Good Business in Lowell

Thomas Wardell, a Lowell dealer in Victor and Edison outfits, was a caller on Boston dealers a few days ago, in fact he comes up here frequently to buy goods. Mr. Wardell bought out the Ring Piano Co. in Lowell a couple of months ago, and has been meeting with good

success especially in his talking machine line. Mr. Wardell has had considerable experience on the stage and is full of interesting reminiscences. He is a veteran in the talking machine business, having been one of the early dealers in the days when the cylinder records were the only thing to be had.

Some of Our Distinguished Visitors

Visitors on the Boston dealers lately have included H. L. Tuers, manager of the Columbia's national dealers' service department, who came to Boston to take his examinations for the

(Continued on page 22)

The discerning wholesale buyer has learned to

SPECIFY BAGSHAW STEEL NEEDLES

Because of their quality, supremacy and reputation

W. H. BAGSHAW CO.
Lowell, Mass.

TRADE IN BOSTON AND NEW ENGLAND

(Continued from page 21)

aviation unit, which by the by he passed most successfully. Another caller was L. L. Spencer of the Silas Pearsall 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 chain of successful stores. The one in this city Mr. Hassett purchased some time ago and he has made a marked success of it from the start.

Just now he is getting a good share of business from the boys at the Navy Yard, where many men are coming and going all the time. Mr. Hassett carries the Victor, Edison and Columbia lines of machines and of these he keeps a large stock always on hand. He has a large number of friends in the business who never pass through the city without making a stop at his place for a handshake.

The object of advertising being to make public one's goods with the view of effecting sales, a dealer must first decide if he has the goods the people want, and then, how to apprise them of the fact.

There are standards of colors and President Wilson's picture finds a place in the arrangement, together with likenesses of Washington and Lincoln. Several high-priced Victrolas are in the window. The opposite window is more largely given over to a display of records and this, too, carries out the patriotic idea.

R. O. Ainslee Remains in Boston

When R. O. Ainslee came to Boston to attend the wholesale men's convention of the Hallet & Davis Co.'s Boston local warerooms it was to remain here, and make his home permanently in our midst. Mr. Ainslee came from Chicago, where he was in charge of the phonograph department of the Hallet & Davis house in that city; and coming here he is now occupying the same post. He will give all his attention to the wholesale end of this branch of the business, and as a man of considerable experience he promises to make good. The department will now be built up considerably, for Mr. Ainslee is a man of ideas and understands the art of developing business.

Joins the Naval Reserve

William McAuliffe, of the record department of the Columbia Co., is the latest of the staff to join the colors. A few days ago he reported at Hingham as a member of the Naval Reserve. He is the fifth one from that Columbia department to enter the service.

EDISON THRIFT STAMP CLUB FORMED

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

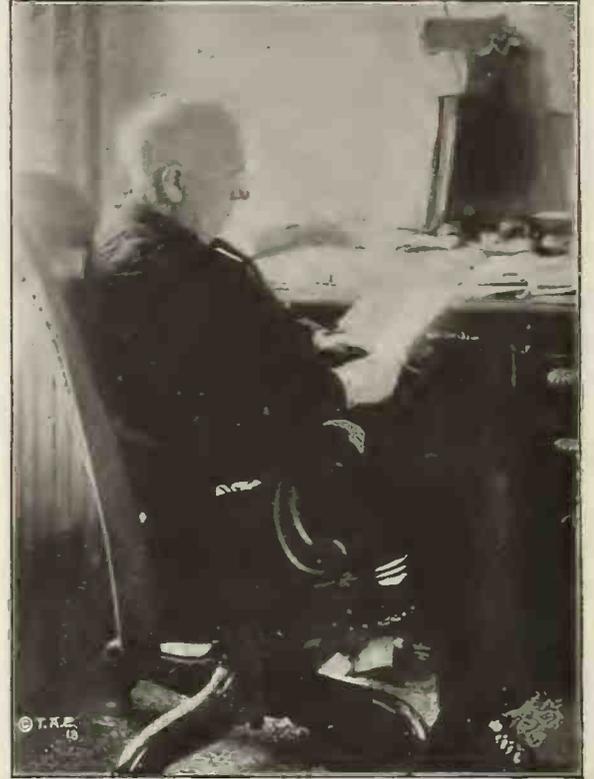
The Edison Thrift Stamp Club was organized at the Edison Laboratories, Orange, N. J., late last month. The meeting was presided over by Charles Edison, who briefly outlined the purposes of the club, and was followed by Mr. Durand, manager of the Ediphone division, who explained the plan of the sale of Thrift Stamps to employes in full detail. Mr. Mambert, vice-president and financial executive; 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 captains and stamp station 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 employes. The captains secure stamps and thrift 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 employes on which they pledge themselves to purchase at least one 25-cent thrift stamp per week. The captain sells the stamps direct to the employe



Mr. Edison With Thrift Card

and takes the money for them, which he turns over to the station attendant. The employe then receives a United States Government Thrift Card on which the stamps are pasted.

An effort is being made to have 100 per cent. of the employes purchasing thrift stamps regularly every week. In spite of the fact that many Edison employes are still paying on Liberty Bonds, the Thrift Stamps have very readily been purchased by the large army of Edison employes. 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

ECLIPSE

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

ECLIPSE MUSICAL COMPANY
CLEVELAND OHIO

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 in 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 Boston Store of Chicago, entered into an agreement in writing on October 15, 1912, with the Columbia Graphophone Co., acting as the agent for the patentee, 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 entering into the contract the Boston Store 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 Cos. 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 Cos. 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 Cos. pointed out that the Columbia price maintenance system was based upon a contract—a direct contract

between patentee's agent and its immediate vendee, 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 Sanatogen cases recently decided by the Supreme Court.

It was further contended on behalf of the Graphophone Cos. that inasmuch as competitive conditions existed to protect the consumer, the contract between the Graphophone Cos. 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 Cos., and Daniel N. Kirby and James M. Beck. Walter Bachrach and Hamilton Moses made the argument for the Boston Store.

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

enough to think about steering Princeton University with the finances of the institution tugging in one direction, the faculty in another and the students and their needs in a third. It hardened and toughened him into the kind of a man who could steer calmly through the midst of the most appalling state of international affairs any American statesman has ever had to face. The salesman who sinks his identity into the needs 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 heading 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 5.—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 \$100,000. 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); other and better machines range from 300 to 400 crowns. The retail prices of records vary from 80 cents to \$4.34.

Talking machines pay an import duty of 0.50 crown per kilo 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. i. 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 50 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. 78,596.

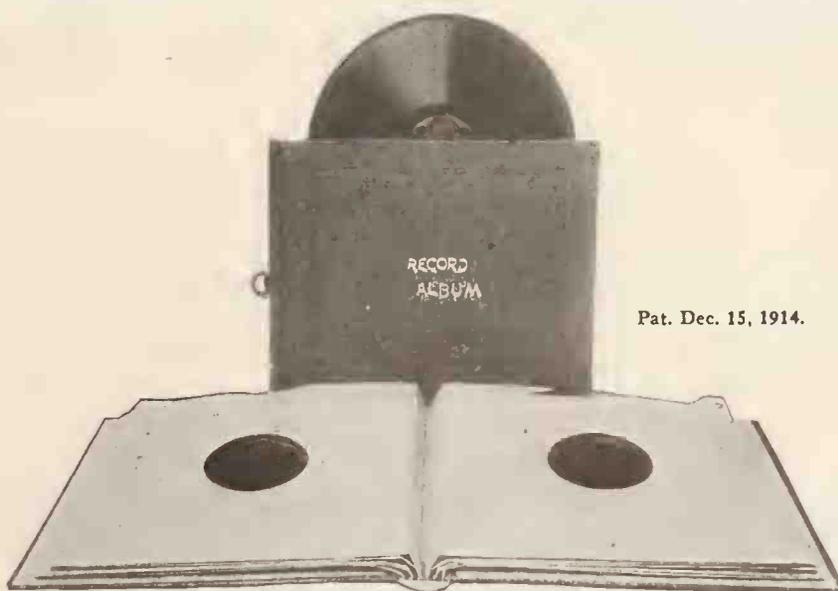
CHARACTER—THE BASIS OF SUCCESS

What the Development of Character Means to the Salesman Most Interestingly Set Forth in an Article in "The Voice of the Victor"

"Character is a by-product," as Woodrow Wilson in one of his illuminating talks once told a group of college boys. Everybody knows that a salesman's success is largely determined by his power of impressing his "character" on his customers. For this reason many salesmen go after character much as though it were money—something they could put in their pocket and forget about until needed, says "The Voice of the Victor." What they get when they do this is not character, but another by-product, a sort of self-consciousness that is more of a liability than an asset.

If a man attends simply to his duty he will unconsciously develop the kind of character best calculated to help him carry on his work. Take the policeman, for instance. He probably never thinks about his "character" or "personality." 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 the 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 yielding over things that are open to discussion, and gracefully firm over things that are not. He must be equally 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

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



Buy Your Albums Direct From the Manufacturer

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

THE BOSTON BOOK CO., Inc.

The only exclusive Record Album Factory in the world.

Chicago Office:
1470 So. Michigan Ave

INDISPENSABLE TO DEALERS

What a Prominent Canadian Merchant Has to Say of The Talking Machine World—Believes in Getting as Near as Possible to a Cash Basis

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 recently installed several new demonstration rooms. They are carrying on a very forceful campaign of publicity in the local papers, in which the Columbia records are featured in a very striking and effective way. James I. Cruse, of the talking machine department of this house, is making a specialty of adjusting and repairing, and is building up quite a clientele.

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 6,039 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 \$173,159, 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-Delphoeon Co., of this city, which was recently formed to act as distributor for the products of the Delphoeon 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 Delphoeon 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.

ISSUE A CLEVER CIRCULAR

Schmidt Music Co., Davenport, Ia., Utilizes Briggs Cartoon in Calling Attention to the Desirability of the Aeolian-Vocalion

DAVENPORT, IA., February 3.—In featuring the Aeolian-Vocalion, the Schmidt Music Co., of this city, recently conceived a very clever announcement for direct-by-mail advertising. The keynote of the circular was a reproduction of a cartoon by Briggs, showing the staid head of the family off his guard and jiggling delightedly to the music issuing from a phonograph. The caption was "It Happens in the Best Regulated Families." The caption appeared immediately under the name "Aeolian-Vocalion" in large letters at the top, thus making a very striking combination. The circular also bore a reproduction of a poem by Augusta Kortrecht, entitled "Since Father Bought the Phonograph," which appeared originally in "The Aeolian" magazine.

The Schmidt Co. states that the circular attracted widespread attention and comment, and judging from results apparently served to stimulate machine and record sales to a certain extent at least.

W. C. BETZER RESIGNS

Wm. C. Betzer, who for the past five months has had the management of the Victrola department of the James Black Dry Goods Co., Waterloo, Iowa, has tendered his resignation, which became effective February 1. Mr. Betzer has been connected with some of the largest talking machine departments in the country, both wholesale and retail, and his loss to the retail trade in Iowa will be deeply felt. The ill health of Mrs. Betzer is the cause attributed for the change being made.

Build on the thing that's yours. The eye that tags opportunity lets the horizon alone; it focuses on the foreground chance—briefly put, a bird in hand is worth two in the bush.



-WHY- Do You Use Tone Arms

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

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

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

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

WE ESTIMATE FROM SAMPLE OR BLUE PRINT

"INDIANA" DIE CASTING COMPANY

East 11th Street at Cornell Ave.

INDIANAPOLIS, IND.

100,000 FOR A NAME

NOTICE

Attention is called to the following changes in the conditions of our name contest, which were not included in the announcement of the contest made in the January issue of The Talking Machine World:

The contest closes at noon on March first, 1918. In the event that more than one person submits the name which is regarded as the best or most appropriate, the full prize of 100,000 needles will be given to each person submitting such name.

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

To the person or persons who suggest 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.

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

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 Portlanders. 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 Hyatt Talking Machine 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 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 H. 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 edu-

cational value of the machines is daily becoming more evident.

That the Victor 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 Victor school machine, paying for it out of his own pocket, being convinced that the school directors of his district would approve of the purchase and buy it for the school. These school machines are very popular in Oregon and are materially assisting in the musical education of the children.

Nat Dumphy, of the Bush & Lane Co., accompanied by Thos. Wilkinson, manager of the firm, went to Seattle, Wash., recently to attend the annual banquet given by the Bush & Lane people. Mr. Dumphy was kept so busy selling Sonora, Victor and Columbia machines that a little relaxation was greatly appreciated.

The Stradivara machine, which is carried by a number of houses in this city, is becoming more and more popular. Eilers Music House had a big trade in these instruments during the holidays. The Remick Song Shop carries this machine and reports an increasing demand for it. The Hudson 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.

A. R. Palmer, manager of the talking machine department of Olds, Wortman & King, this month visited Saginaw, Mich., to purchase Brooks talking machines for the firm.

WESER PHONOGRAPHS

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

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

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

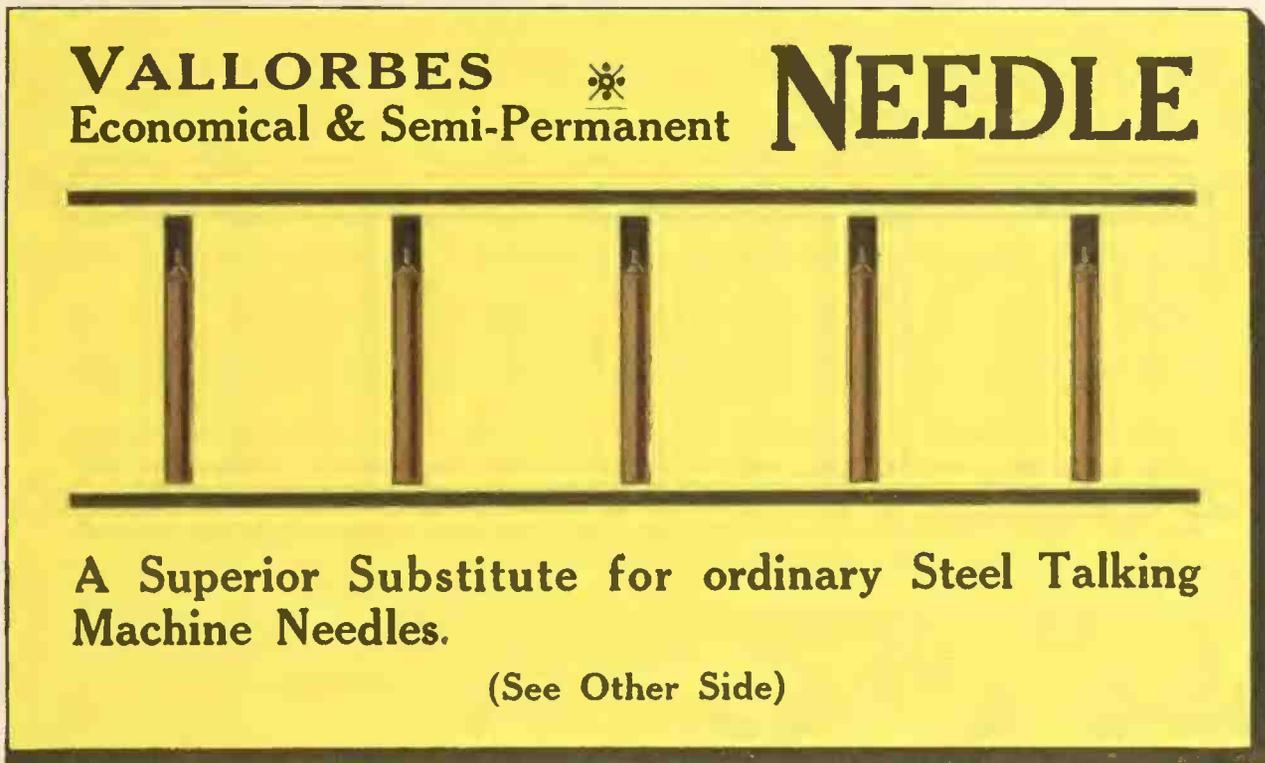
WESER BROS., Inc.

520-530 West 43rd Street

NEW YORK



Necessity—The Mother of Invention



(Enlarged facsimile of package)

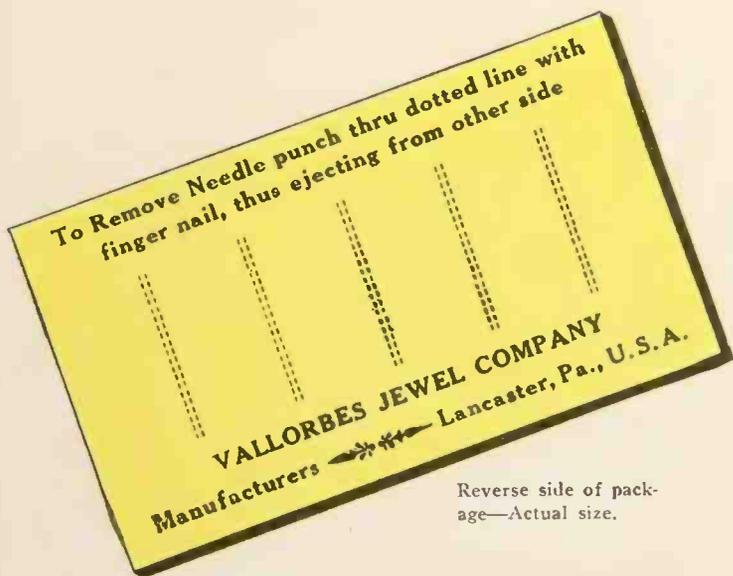
The Great World War has taxed the resources of the human mind, both lay and professional, to produce substitutes for articles made scarce.

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

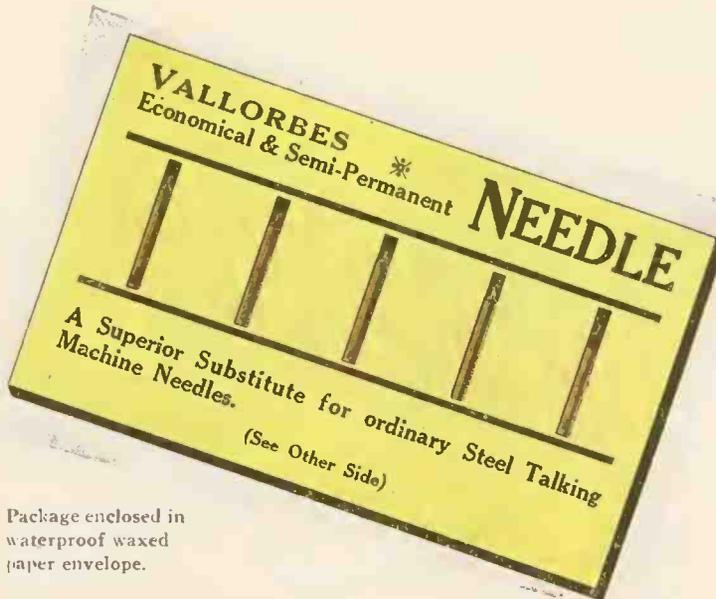
These are here to stay.

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.



Reverse side of package—Actual size.



Package enclosed in waterproof waxed paper envelope.

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.

"Vallorbes Semi-Permanent Needles" are made in Soft, Medium and Loud Tone. They are packed 100 packages to a carton.

SAPPHIRE BALL JEWELS
Loud and Halftone

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 wasn'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 \$5 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 department 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 process 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 he waits upon. 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 retail 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 Fitziu, Rosa Raisa, Rimini, Maguenat, 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 and his intimate knowledge of dealers' problems will doubtless enable 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 let the other fellow 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.

EDISON DISC JOBBERS TO MEET

Annual Convention of Association to Be Held at Hotel Knickerbocker on February 18 and 19—An Interesting Program Planned

The annual convention of the Edison Disc Jobbers' Association will be held at the Hotel Knickerbocker, New York, on February 18-19.

As is usually the case, an elaborate program is being arranged for the affair. There will be papers on important business subjects read by members of the association, talks by factory officials and comprehensive discussions of business conditions. Although nothing official has been announced it is believed that the factory will provide the usual entertainment for the visiting jobbers, which generally includes a dinner and theatre party.

The present officers of the association are: Walter Kipp, of Indianapolis, president; L. N. Bloom, of Cleveland, vice-president; F. E. Bolway, Syracuse, N. Y., secretary; and H. H. Blish, Des Moines, Ia., treasurer.

OPTIMISTIC REGARDING BUSINESS

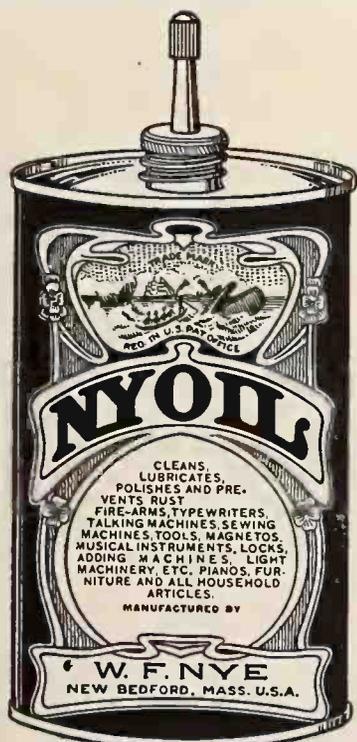
R. W. Gresser Finds Delpheon Jobbers in Atlanta and Dallas Steadily Expanding Their Agencies Throughout an Important Territory

BAY CITY, MICH., February 6.—R. W. Gresser, sales manager of the Delpheon Co., in this city, returned from a trip to Atlanta and Dallas, where he visited the Delpheon 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 Delpheon Co. at the present time is in getting machines to these jobbers soon enough to meet the demand. He states that the Delpheon 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 Delpheon is being received and contracts already closed will triple the factory output for 1918.

AL WILLIAMS TAKES CHARGE

SCRANTON, PA., February 8.—Jack Davis has resigned as manager of the Victor establishment of Stoehr & Fister, 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 sickening smell, being absolutely odorless.

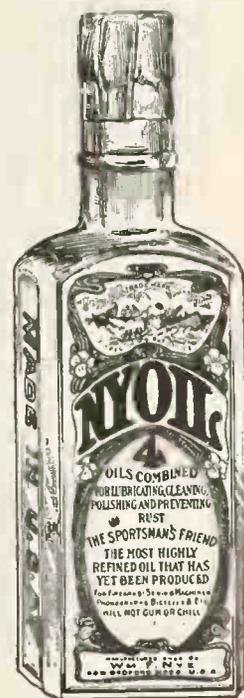
"The finest and most delicate pieces of mechanism do not prove efficient unless properly lubricated. Skill, Genius, Invention and Workmanship must have the proper Oil. Stop and consider this when you have to buy an Oil for household use."

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

NYOIL will lubricate the machinery and polish all woodwork

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

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

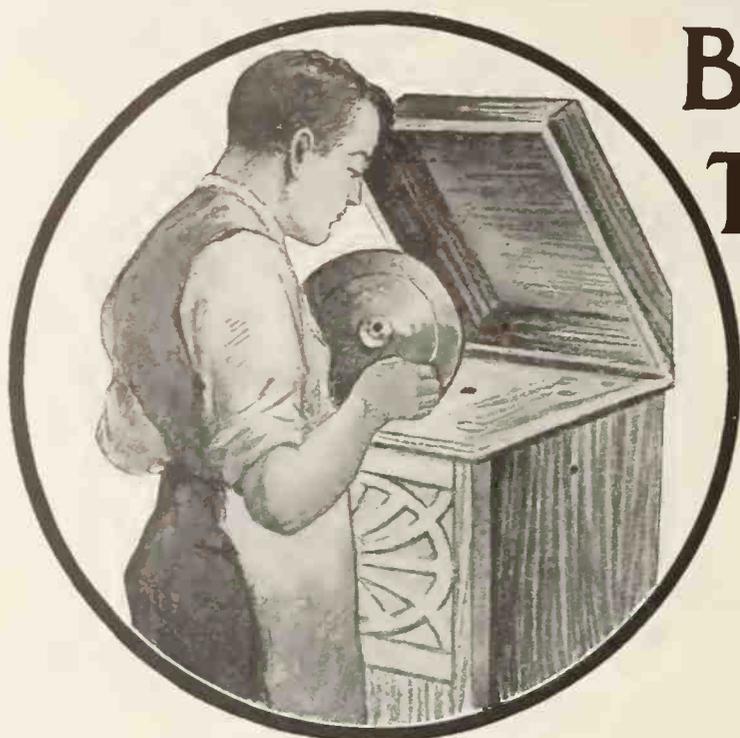


NYOIL is put up in the following sizes:

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

NYOIL is put up in the following sizes:

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



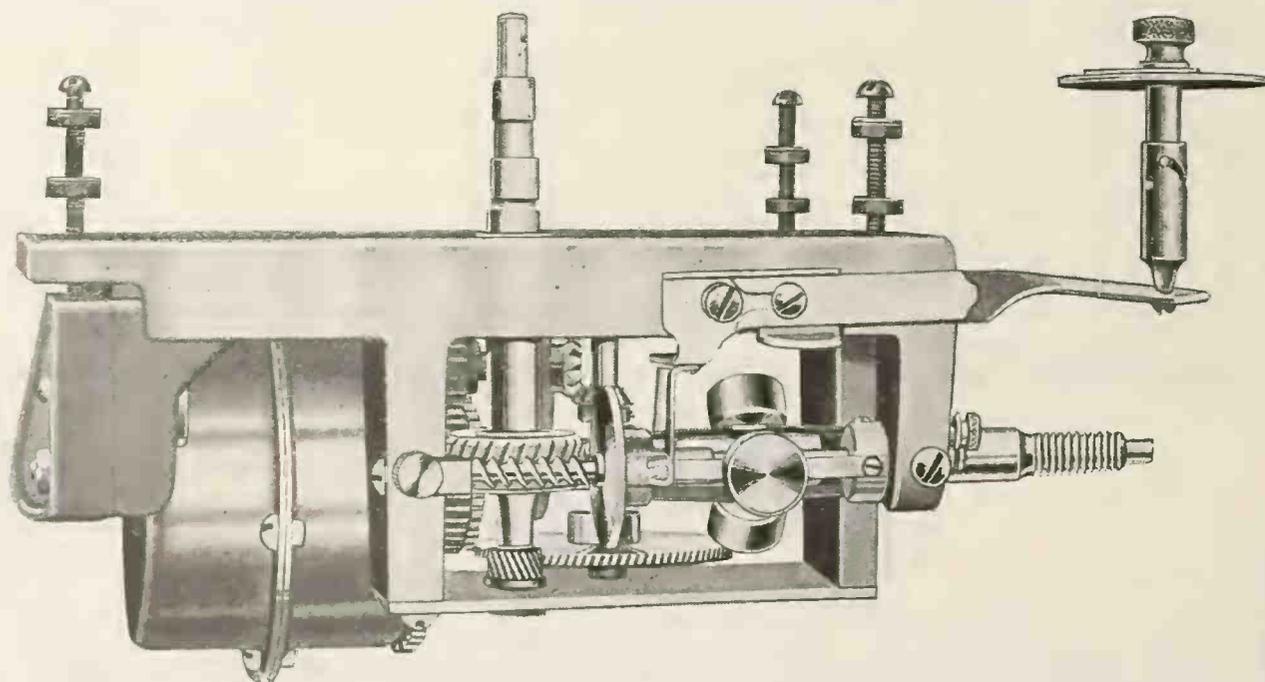
**BUILDING UP or
TEARING DOWN?**



**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 Gallery in Newark, 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 all branches of business 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 similar 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 use 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, essay, 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. Why does the teacher teach children to write friendly letters, anecdotes, descriptions of natural scenery, biographic sketches, moral homilies, yea, even poems, and fail to practice them on clear narratives of How the Clothes Wringer Works, and What to do to a Squeaking Hinge, or descriptions of the Purse I Lost, or Jack's Bob-sled? Why do librarians act as though their buildings were constructed and their salaries paid for lending light literature to be lightly read by light heads? And, for that matter, why do business men fail to demand that the existence of things written for the business world be recognized in libraries, and finally, why does not the business man read what the libraries do have of material that would be of value to his life and his business?"

"This exhibition stimulates one to the asking of these questions. 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 P. Bradt, general manager of the Columbia, 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 120 Walker street, New York, has filed schedules 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., Markt-gasse, 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 \$120; 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 Pathé of Paris have the largest share of the trade. The German imports, including German-made American machines, amounted in 1914 to \$47,828, 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. Twenty to 35 per cent. 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 220 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 cantonments.

BAYONNE, N. J., DEALERS ORGANIZE

Talking Machine Men Form Association for Purpose of Bettering Business Conditions

The talking machine dealers of Bayonne, N. J., which is 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.

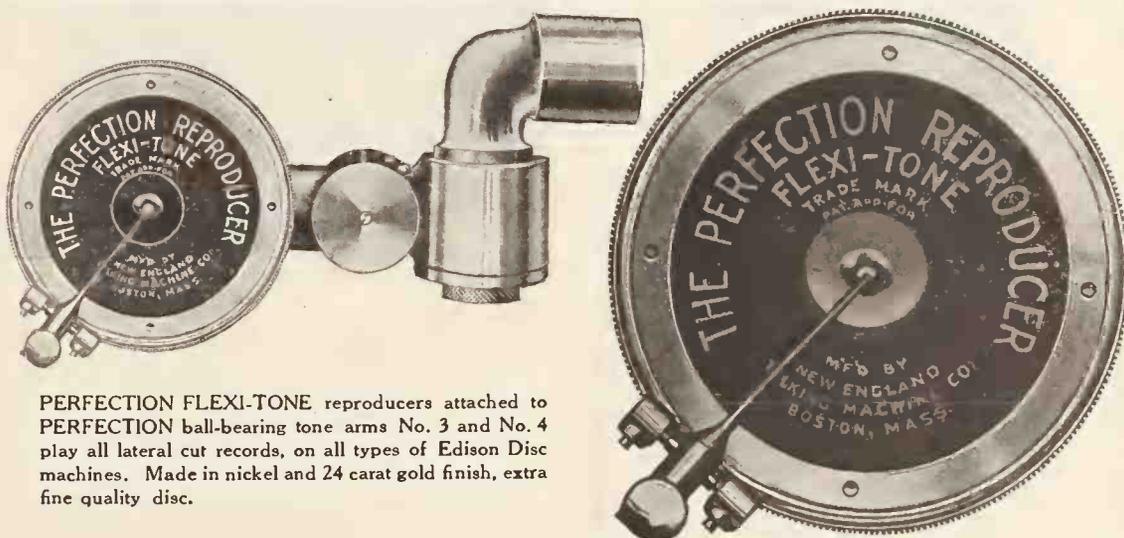
FEATURING HEIFETZ RECORDS

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. Boissat.

Manufacturers—Jobbers—Dealers



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

Tone arms fitted to Edison machines only

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

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

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

NEW ENGLAND TALKING MACHINE CO.

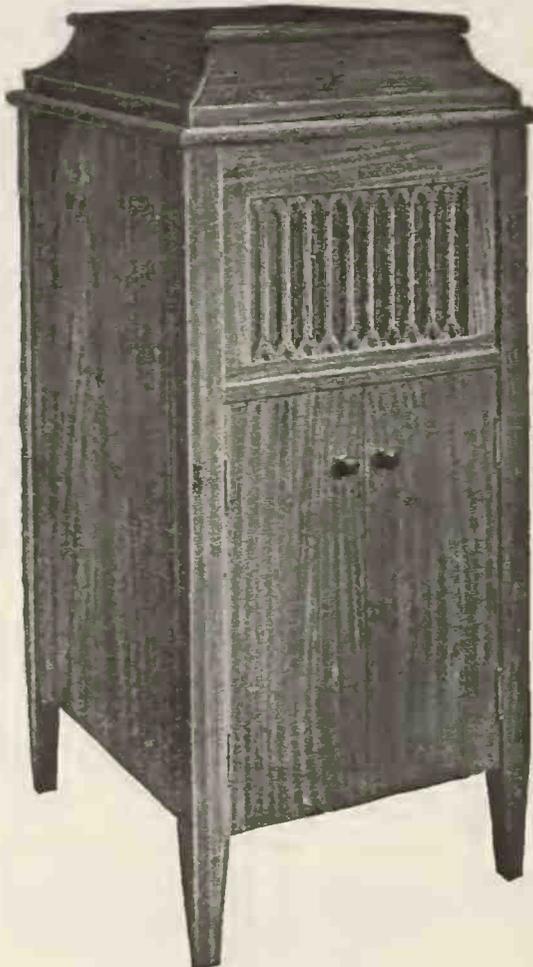
16-18 Beach Street

BOSTON, MASS.

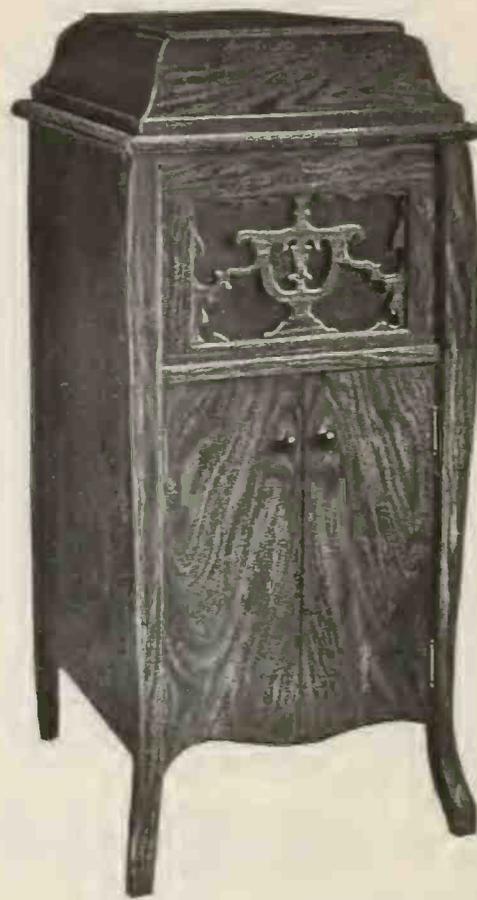
Lucky 13 Phonograph Co., 3 East 12th St. NEW YORK



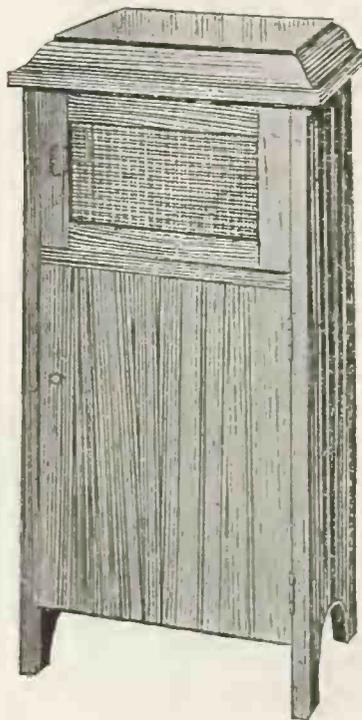
Type B—39 in. high. \$18.50 Wholesale
Double Spring Motor Plays all Records



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



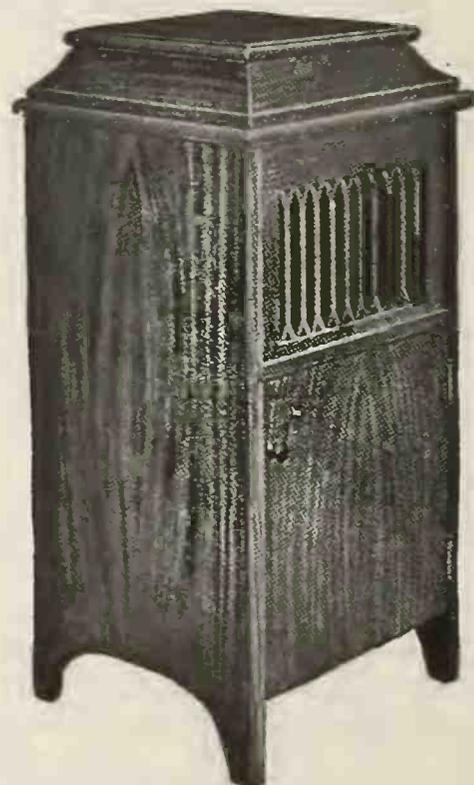
Type D—46 in. high. \$26 Wholesale
Double Spring Motor Plays all Records



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



Type 15 \$8 Wholesale
Double Spring Motor Plays all Records



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

STEEL NEEDLES

65c per thousand. Immediate Delivery.

RECORDS

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

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

MOTORS

No. 0—8-in. turntable\$1.25	10-in. turntable\$1.40
No. 1—10-in. turntable 2.65	12-in. turntable 2.95
No. 6—10-in. turntable, double spring	... 3.50	12-in. turntable 3.85
No. 8—12-in. turntable, double spring, plays 3 records 4.75		
No. 9—12-in. turntable, double spring, plays 3 records 5.75		
No. 10—12-in. turntable, double spring, plays 4 records 6.75		
No. 11—12-in. turntable, double spring, plays 7 records 8.50		

MAIN SPRINGS

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

GOVERNOR SPRINGS

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

SAPPHIRE POINTS AND BALLS

Sapphire Points13c each in 100 lots	12c each in 1000 lots
Sapphire Balls15c each in 100 lots	14c each in 1000 lots

NEEDLE CUPS

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

NEEDLE CUP COVERS

\$10.00 per thousand, \$9.00 per thousand in 5,000 lots. Larger quantities still lower.
We also manufacture special machine parts such as worm gears, stampings, or any screw machine parts for motor manufacturers. Special quotations given for Canada and all other export points. Merchandise delivered with custom duty, war tax and freight paid by us. Write for our 84 page catalogue, the only one of its kind in America. Illustrating 33 different styles talking machine and over 500 different phonographic parts, also gives description of our efficient repair department.

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SAN FRANCISCANS OPTIMISTIC ANENT TRADE OUTLOOK

Believe Action of Government Has Done Much to Help Freight Conditions—Considerable Stock on Way From East—California Phonograph Co. Takes Over Kohler & Chase Department

SAN FRANCISCO, CAL., February 5.—The demand for talking machines of all grades continues very good in this city and at all the Bay points. Shipments are slow in coming in and the stocks of some of the more expensive machines, especially those in art cases, are practically exhausted. The Eastern blizzard and consequent tie-up of freight and the subsequent order of Fuel Administrator Garfield shutting down industrial plants for a period of five days caused some despondency at first. But when realization came that the order was for the purpose of relieving the freight situation a more optimistic spirit prevailed. Last year's business was so satisfactory and this year's demand has kept up so well that the dealers feel that they will get enough stock to keep them going, even if it is not just the kind that they want. The public is beginning to understand the situation as it applies to phonographs, much better, and in most instances the would-be purchasers are selecting some other case when they cannot get just what they wanted. This keeps the stocks moving, and notwithstanding the clouds of doubt in the sky for the present business is good.

Enthusiastic Over the Convention

F. A. Dennison, formerly district manager for the Columbia Graphophone Co. and newly appointed local manager of the San Francisco office, accompanied by C. V. H. Jones, the former San Francisco manager, together with T. O. Moore and Paul West, of the dictaphone department, have just returned from the company's convention in New York. They are all enthusiastic over the convention and the prospects for the coming year. During the absence of the district and local manager A. G. Farquharson had charge of the business. Both managers speak in high terms of his efficient management while serving in the dual capacity of district and local manager. W. F. Stidham, local manager of the Columbia at Los Angeles, returned with the San Francisco boys, and spent several days in this city before returning to his duties in the South. W. W. Weaver has joined the local sales force.

Buys Stock of Fox Piano Co.

The Jackson Furniture Co., of Oakland, which was negotiating for the talking machine department and stock of the Oakland branch of Kohler & Chase, could not reach an agreement with the latter and broke off negotiations. This week the Jackson Co. bought the stock of the Fox Piano Co., and with the purchase secured a Victor sales agency.

California Phonograph Co.'s Important Move

Kohler & Chase, of this city, have sold their entire stock of talking machines to the California Phonograph Co. and gone out of that end of the music business. As yet they have not sold their stock in the Oakland store, although it is understood there are several dealers negotiating for it.

The California Phonograph Co. by the purchase of the stock of talking machines formerly handled by Kohler & Chase, secured the Victor agency to add to the Columbia and Edison, which they already possessed. This company started as a branch of Eilers music house and later became independent. It moved to its present quarters just before Christmas, retain-

ing display on the ground floor of Eilers until the middle of this month when it moved the balance of its stock and the last thread binding it to the parent house was severed.

Plans an Active Campaign

The Steger talking machine, made by the Steger piano people, is said to be attracting some favorable attention on the Coast. George Heidinger, who represents the company, says he is going to make an active sales campaign with the machine this year.

Stern Talking Machine Corp. Branching Out

Frederick Stern, of the Stern Talking Machine Corp., is looking for openings in several Coast cities. This company was formed only a couple of years ago and now has stores in Oakland, Los Angeles and Richmond as well as San Francisco. Mr. Stern says his only difficulty is in getting stock. He finds the easiest part of business is to raise money to finance new stores and to sell machines.

Progress of Brunswick Phonograph

The Brunswick-Balke-Collender Co., with headquarters in this city, has established an agency in every city of any size in the State, and is planning a big campaign for 1918. The local manager is a "live wire."

Geo. W. Lyle Enthusiastic Over Pathé Prospects

George W. Lyle, general manager of the Pathé Co., is making a tour of Western cities with San Francisco as his temporary headquarters. While here he went over the situation with the managers of the Western Phonograph Co., who act as agents for the Pathé machine. Mr. Lyle is enthusiastic over the outlook for the present year, and says that his machine is constantly growing in popularity.

Sells Carload Quickly

George T. Hively, manager of the phonograph department of the Eastern Outfitting Co., says that he received a carload of Columbia phonographs shortly after the first of the year, and nearly all of them were sold before they arrived. The rest, he says, were quickly snapped up and now he is trying to get some more rushed through.

Anxiously Awaiting Victrola Shipments

Sherman, Clay & Co. have received notice that a shipment of Victrolas has been started to them, and A. G. McCarthy, the manager of the department, says that their arrival will be very welcome, as his stock is very much depleted. Under normal freight conditions they ought to arrive in about twenty days, but under present conditions he cannot predict when the machines will get through.

Developing Pacific Coast Trade

The senior member of the firm of Passow & Sons, of Chicago, who make the Musicrola, has been in San Francisco for some time assisting in making their talking machine better known on this Coast. The Century Co., which has two stores in this city under the management of Miss Field, is the agent for the Musicrola, and during his stay Mr. Passow makes his headquarters at these stores.

Featuring Lansing Khaki Covers

W. S. Gray, Coast manager of the Domestic talking machine, has moved his office to 530 Chronicle Building, where he is planning to open up a general manufacturers' agency for lines used by talking machine dealers. He is now representing the Lansing khaki moving covers made by E. H. Lansing, of Boston, and should be able to place these necessary supplies with every live dealer on the Pacific Coast.

Edison Shop Pleased With January Trade

The Edison Shop in this city reports that its last year's business was more than gratifying, and that the way business opened up in January it looks as if this would be a banner year unless something unforeseen happens.

Joins the Baldwin Sales Force

William Lawrence, who for a long time was with the phonograph department of the Em-

porium department store, and more recently in the same department at Kohler & Chase, has, since the latter discontinued its talking machine department, made connections with the Baldwin Co., in this city.

Making Machines in Pasadena

Coops & Sons, who have been manufacturing talking machines in Pasadena, are said to have improved their machine so that it will now play all makes of disc records. The company is establishing agencies all over the Pacific Coast.

MEXAPHONE CO. INCORPORATED

The General Mexaphone Co. of West New York, N. J., has been incorporated for the purpose of manufacturing mexaphones with a capital stock of \$500,000. The interested parties are: Henry T. Crapo, Boston; Willis A. Farnsworth, Winthrop, Mass.; James H. McClellan, Brookline, Mass.; William Walser, West New York.

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

200

STRADIVARA

"KNOWN FOR TONE"

Machines

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 today for a sample machine while the 200 allotment lasts.

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

- | | |
|--|---|
| Pickering,
Pittsburgh, Pa. | Robt. T. Everhart,
Norfolk, Va. |
| Wm. Beagle,
Johnstown, Pa. | Geo. L. Schuyler,
Watertown, N. Y. |
| Russell & Rigg,
Altoona, Pa. | Howell Bros.,
Hoboken, N. J. |
| F. P. Weaver,
Meadville, Pa. | Nat'l Furn. Co.,
Newark, N. J. |
| J. Stearns Wyman,
Boston, Mass. | Cannon Furn. Co.,
Newark, N. J. |
| S. Da Boll,
Rochester, N. Y. | Hoffman Furn. Co.,
Newark, N. J. |
| B. E. Pudney,
Owego & Sidney, N. Y. | S. E. Lee Piano Co.,
Bridgeport, Conn. |
| L. B. Van Wageningen,
Kingston, N. Y. | O. W. Merrell,
Winsted, Conn. |
| Larkin Piano Co.,
Yonkers, N. Y. | Walter Andrews,
Jamestown, N. Y. |
| Lindner Piano Co.,
Buffalo, N. Y. | Geo. A. Fellows,
Gloversville, N. Y. |
| Selmorc Piano Co.,
Brooklyn, N. Y. | |

Space prohibits us from mentioning several hundred After all the supreme selling test is quality—by comparison; and STRADIVARA has all the features of other machines, with the REAL Norwegian spruce sound board tone feature added.

7 Models — from \$45 to \$225

SCHILLING PIANO CO., Inc.

Wholesale Distributors
112 WEST 23d ST., NEW YORK

DEALERS EVERYWHERE ARE SELLING QUANTITIES OF OUR

HANAIEI BANJUKES

(Ukuleles in Banjo Form)

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

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

SHERMAN, CLAY & CO.
Sole Manufacturers

163 Kearny Street San Francisco

No. 2 of a
Series

*Why Not Feature
The Century Phonograph
as Your 1918 Leader?*

**A Popular
Century
Style**



No. 20—Quartered Oak
or Genuine Mahogany,
24 x 24 x 49½. \$200.00

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 bids 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 enterprising 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 looms 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 keener every day, advertising is absolutely imperative and necessary if a respectable profit would be shown.

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 their field of operations are considered general advertisers to a degree that would never pay a local store to emulate. Consequently we are here concerned only with the traders with a definite circumscribed sphere of influence.

The average local trader who sometimes runs several departments finds his advertising a distinct problem and therefore this is the object of our consideration.

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.

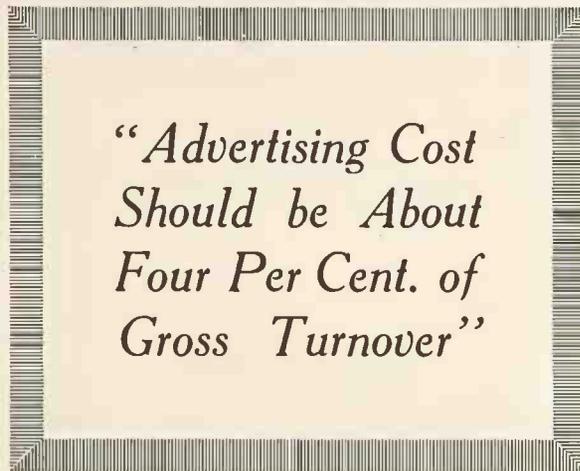
Below this figure is just enough to make advertising an irritating expense, but not sufficient to make the expenditure an investment. No man can advertise a business of this kind scientifically and profitably on less than four per cent., although it ought to be nearer the five per cent. mark.

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 it is for their own benefit and profit.

For the benefit of the doubters 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 ad-



vertise, 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 copywriters 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 of suggestion. It is now well recognized that people do not always buy merely the things they want in a strict sense of the word. If that were so many talking machine houses would find, like Othello, their occupation gone.

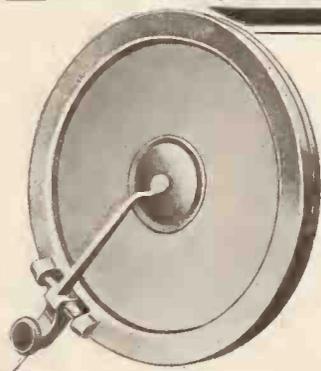
It's the things people believe they want after reading a carefully drawn out advertisement that increase the turnover, and the fellow who draws up the advertisement helps the "almost persuaded" to make up their minds. A salesman must have his customer in front of him before he can do anything, whereas 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 belief 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 will 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 Heatless 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 Escabana, Mich., is a recent acquisition to the Victor educational forces 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.

"NICHOLSON"
New Catalog Showing New Styles
RECORD CABINETS
strictly high-grade construction at prices
BELOW COMPETITION
Write for a copy of the catalog and our
special free advertising help for dealers.
K. NICHOLSON FURNITURE CO. Chase City,
Virginia
Sectional Bookcases and Record Cabinets

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

MARTIN'S
DOUBLE GROUND FLOOR SPACE
HERE'S CONVINCING PROOF THAT
Martin's Music Service Is Superior
Owing to the unprecedented growth of our Victrola and Edison departments, we are forced to double our ground floor space. An architect has been called to the vacant store room adjoining, thus adding 2,000 square feet of floor space.
When we moved into our new building on St. Daniel Avenue in June, we thought we had provided adequate floor space to care for the wants of our customers for some time to come. The holiday rush proved our calculations wrong. It became a common occurrence for us to have every one of the best doing world-famous Victor and Edison demonstrating booths filled with customers, while others stood outside waiting to take their place.
And the Holiday Rush Has Continued—The American People Are Realizing That Music Is a Real Necessity—Now IN WAR-TIME MORE THAN EVER.
Our business since Christmas has proved that the rush was not just a seasonal activity, but a constantly increasing demand for music.
HENCE THE DECISION TO DOUBLE OUR FLOOR SPACE
In order to maintain our music service at the highest point of efficiency, we are adding new booths and improving our facilities, which were already the best in the Southwest.
EVERYTHING IN THE MUSIC LINE
PIANOS THE NEW EDISON DIAMOND DISC PLAYER ROLLS
FLYER PLANOS VICTROLAS EDISON AND VICTOR RECORDS
ORGANS STRINGED INSTRUMENTS SHEET MUSIC
EASY PAYMENT PLAN
PLEASE CANNOT AFFORD FOR TALKING MACHINE SERVICE WHEN FINANCING IN EARLY MONTHS OF WAR YEARS.
MARTIN BROS. PIANO CO.
"Springfield's Largest and Best Music House"
MARTIN BLDG. M DANIEL AVE.

Newsy, Personal Ad That Interests some rather unique examples of talking machine publicity. The first piece of "copy" reproduced herewith illustrates an excellent way in which to make capital of an increase in the size of a

We're Mighty Proud
Our Service Flag Has Seventeen Stars
WE are justly proud of these seventeen men who have put aside their personal ambitions and hopes to help make the world safe for democracy.
We hear from "our boys" every now and then, but we don't hear one word of complaint. Undoubtedly conditions are trying, as the life is new to them. But they have pitched in like all good Americans are doing.
We predict that they will all be men of whom Uncle Sam will be proud.
When it's all over, and the boys come home, they will find good positions awaiting them here.
Any man who leaves the Martin Bros. Piano Co. to fight for Uncle Sam is going to get his position back when he returns. That's the least we can do for him.
And we're proud of the patriotic spirit of our employees who are still here helping. They are ALL doing their bit and helping to "Dr. Right Home."
They have made it possible for us to say that Martin's employees are:
1895 Liberty Bond holders
1895 Red Cross members and subscribers
1895 Y. M. C. A. fund contributors
With such a spirit, it is any wonder that
Martin's Music Service Superior
MARTIN BUILDING Martin Bros. Piano Co. M DANIEL AVENUE
"Springfield's Largest and Best Music House"

How Martin Bros. Help Uncle Sam

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 Peptimist, 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 Peptimist, the successful house organ published by the Columbia Graphophone Co. for and about Columbia men:
"The new year finds our world among events 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 millions of homes must be met with service to millions of homes.

"It is with implicit faith in its 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 the colors of the greater Columbia. And those at home have a duty as well—a duty to cheer, inspire and comfort not only our boys at the front but the homes behind the boys on the firing line.

"Music is a gift to man which few can count in words but all have felt in spirit.

"A singing nation and a singing army can conquer all the powers of darkness and silence. Music serves the spirits which serve their country. Music rests the weary body, soothes the worried mind. Our highest patriotisms are expressed in song. 'Give me a singing army,' once exclaimed a great general. 'Keep on singing,' Lloyd George has exhorted his countrymen.

"And the Columbia recognizes its privilege in having a share in keeping America a singing nation. It is a service. It is this service Columbia men will keep in mind in this new year. You are not selling for the gold you can get but for the good you can do. Sell to serve.

"You are dealing with homes and hearts. "The success in 1918 is in service. "May your share be large."

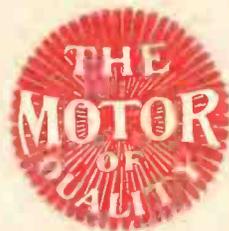


Otto Heineman Phonograph Supply Co.

INCORPORATED

25 WEST 45th STREET, NEW YORK

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



CHICAGO

ATLANTA

SEATTLE

CINCINNATI

TORONTO

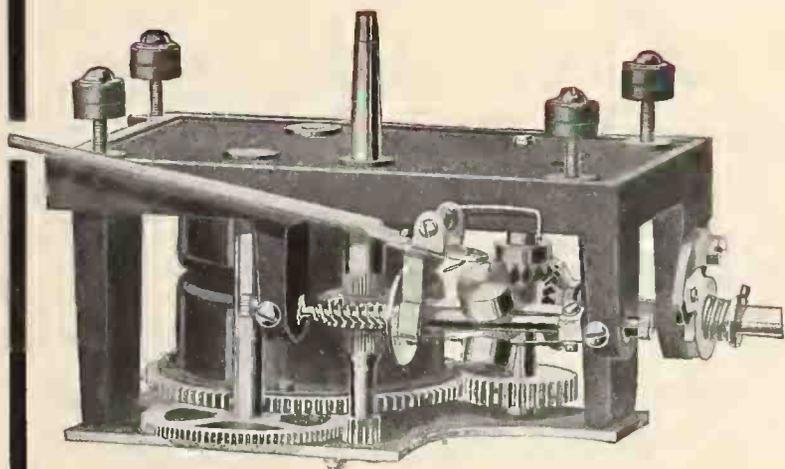
YOU ARE NOT EXPERIMENTING

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 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

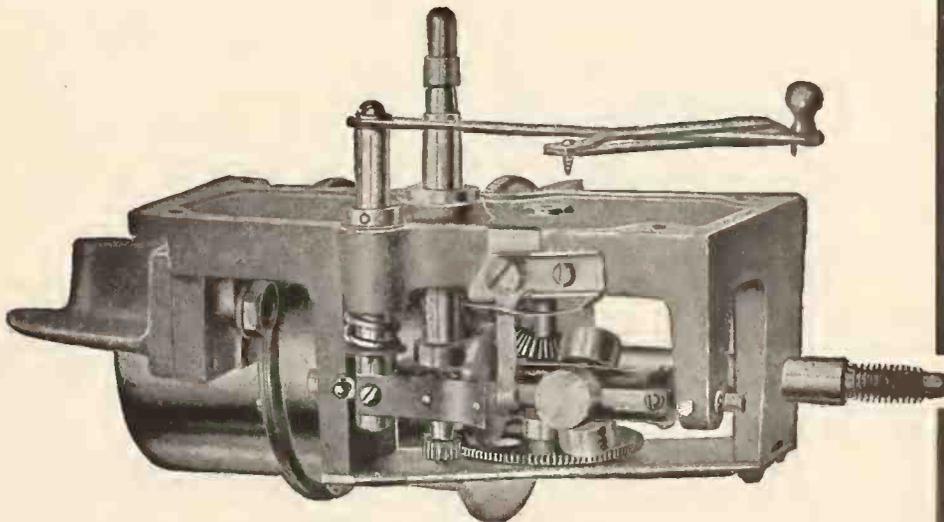
Meisselbach

Tone Arm No. 98

Meisselbach

Sound Box No. 2C

The Ideal Outfit for Your \$165 Machine



Meisselbach Motor No. 18

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



MEISSELBACH



TONE ARMS

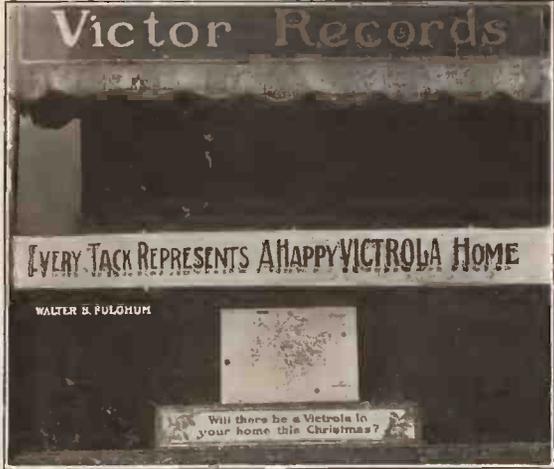
MOTORS

SOUND BOXES

ORIGINAL IDEAS ALWAYS IMPRESS

How W. G. Fulghum Told of Victrola Owners in Richmond—A Sales Developing Idea

Business is certainly humming down in Richmond, Ind., where Walter G. Fulghum is now engaged in the retailing of Victor talking machines and records. Mr. Fulghum the latter part



A Window Display With a Purpose of January informed The World regarding several of the new plans he is trying out.

One of the especially commendable ideas Mr. Fulghum introduced during the holiday season consisted in a window display, the central feature of which was a large map of the city of



Mr. Fulghum and Car in Front of Store Richmond. On this map tacks had been set in to represent every Richmond home in which a Victrola was already resident. This unique tabulation not only offered concrete evidence of the great popularity of the Victrola in Richmond homes, but also aroused considerable interest among the local inhabitants, who frequently gathered before the window in order to pick out their own personal friends in town who owned a Victrola. The size of the map made it easily possible to tell exactly what home each individual tack stood for.

Another idea, apparently simple and yet full of value, that Mr. Fulghum is now employing is what for lack of an official title may be called a score-card calendar. This presents on each sheet the days for just one month. As soon as the first machine sale is made a cross is marked through the first day of the month. Each machine that is sold thereafter means the crossing off of another day on the calendar. The goal is to sell one machine for every day in the year and at the present time the crosses have already been registered several days ahead of the actual date. This plan has developed a remarkable "esprit de corps" among the salesmen as every one in the organization watches the calendar with keen interest and fights to keep the sales right up to scratch.

Two Fords comprise Mr. Fulghum's motor fleet. One of these is a delivery car and the other, a picture of which is herewith shown, is utilized for direct personal solicitation.

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.

EDISON PHOTOGRAPHED IN TYPE

Wm. Maxwell Presents a Masterly Review of Edison's Ideas and Ideals in American Magazine

In a five-page article captioned "Edison—the 'Original Man From Missouri,'" William Maxwell, vice-president and general manager of Thomas A. Edison, Inc., and who enjoys a wide reputation as a writer, has set forth in the American Magazine for February a most interesting analysis of Thomas A. Edison, written from the viewpoint of one who has been closely associated with him and knows what he demands of his associates and of himself, as well as something of his ideas and ideals.

Mr. Maxwell emphasizes particularly Mr. Edison's wonderful capacity for work and his ability to get at the bottom of a problem. He mentions that there are few golfers in the Edison organization, because the men are kept so busy that they do not find time for that particular sport. Mr. Edison, their boss, demands that a thing be done thoroughly, that an employe must not skim the surface, but must dig into the fundamentals of his work.

Of the kind of men Mr. Edison has associated with him Mr. Maxwell says: "Mr. Edison likes men who will dig down to the roots of every problem they encounter. He has small patience with the man who is content to look superficially at a problem and theorize concerning the number and character of its roots. That is why he likes industrious men.

"You, perhaps, have a 10 per cent. greater brain equipment than I, but if I work twelve hours a day and you work only eight, Edison would prefer me to you. He recognizes, of course, that some men are smarter than others; but in his estimation there is no degree of ability that will outweigh laziness or lack of application. The nonchalant genius of business fiction has no place in the Edison organization. No man can last or, at least, no man can achieve importance in Mr. Edison's eyes, unless he is a tireless worker."

Mr. Maxwell 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 Edisons and Columbias 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.

Delpheon the Incomparable

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

DELPHEON plus DELPHEON SERVICE brings SUCCESS

The Delpheon Shop
117-119 Peachtree Arcade
Atlanta, Georgia

Delpheon Sales Company
25 Church Street
New York City

Walter Verhalen
Busch Building
Dallas, Texas

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

Chicago Display
Sixth Floor, Republic Building

Or write direct to

The DELPHEON COMPANY
BAY CITY MICHIGAN

THE 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 carting 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, it is believed, 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 exploiting 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 in the delay of shipping, caused by the weather and the freight embargo.

W. C. Fuhri, formerly the district manager here, has gone on a trip to Florida for a rest, and will not return until the end of the month. The Dictaphone office of the company, now at 924 Chestnut street, has changed managers, C

J. Welford being replaced by Clifford Malliet.

O. F. Jester, formerly connected with the Baltimore store of the Columbia, has joined the Philadelphia offices as salesman. The local manager says that he is very optimistic over the business this year and adds: "I feel that if we get some relief from this transportation condition, it will be the greatest year in the talking machine business."

Business Good With Buehn Co.

Louis Buehn, of the Louis Buehn Co., says that their business has been very good, considering the situation. "We were tremendously handicapped by the lack of goods, especially records, and by shipping difficulties, but in spite of all these troubles we have had a very good month. Our machine shipments this month have been about on a par with last year."

Gillies Co. Buys Connor & O'Neill Stock

The James B. Gillies Co., talking machine dealers at Broad and Susquehanna avenue, have purchased the stock of Connor & O'Neill, and has removed it to his store. The Connor & O'Neill firm have been located, for a number of years, on Fifteenth street, below Chestnut. Mr. Gillies has one of the finest stores up town, and is constantly being compelled to enlarge it.

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 Atwater-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, in which they show 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-Banjoes, 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

"Keystone State" Strings, their retail selling value	\$38.35
Cost to dealer net	18.00
	Profit, \$20.35

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

The various strings may thereafter be re-ordered in quantities of one dozen or more to at all times maintain the complete assortment. Mail your order today to:

H. A. WEYMANN & SON, Inc.

MANUFACTURERS

OFFICES:
1108 Chestnut Street

PHILADELPHIA, PA.

FACTORY:
1109 Sansom Street

Victor Wholesalers

Established Since 1864

BUEHN SERVICE

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

on **VICTOR**
RECORDS

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 Victrola X's and XI's.

Penn Phonograph Co.

17 S. NINTH STREET

(VICTOR
JOBBER)

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 & Burkhart, 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

the association. 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 26. 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. WENDHEISER

Mrs. Delia Kivel Wendheiser, widow of the late Peter Wendheiser, founder of the Wendheiser Music Store at Rockville, Conn., and mother of George P. 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.

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 committees appointed several meetings ago to solicit new members and also try and persuade the larger stores to charge 6 per cent. interest on instalment 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 City 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 the opinion of Chas. H. Ditson & 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 jobber and distributor can be of more assistance 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 their 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 to 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 that time it may be found 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.

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 Wholesaler 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.

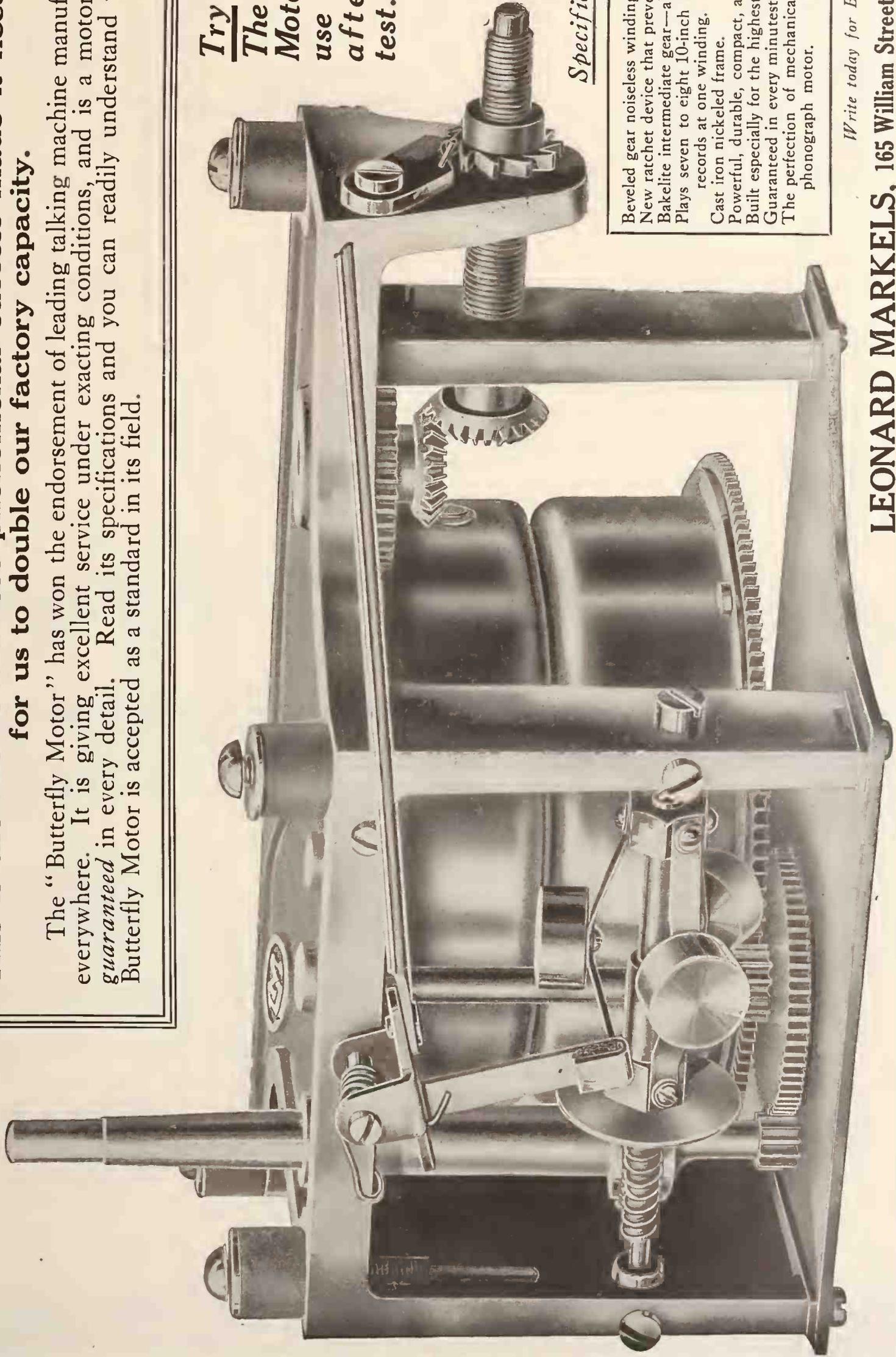
BUTTERFLY MOTOR

Leonard Markels

Jewel-Bearing

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

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

Write today for Butterfly Folder

LEONARD MARKELS, 165 William Street, NEW YORK



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 month of January 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 report that they did better business during the month than they had expected.

All of the dealers said the record business was exceptional and they attributed this to the fact that the closing of theatres on 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 this 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 panning out well.

H. A. W. Smith, manager of the Pathé Shop, said that Tuesday 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 out larger machines to be exchanged later for the smaller models when they arrived and as a result it was able to sell most of the largest machines.

C. P. Herdman, manager of the Columbia department of the Baldwin Piano Co., said that while the weather had naturally affected business it had held up well and that with a change in weather conditions he believed it would soon be back to normal.

A. E. Pfeiffer, manager of the Starr Piano Co. store, said that the Starr records and machines had enjoyed a good business in spite of the weather, although the Monday holiday closing was affecting business to some extent.

George Standke, manager of the Brunswick Shop, ran an ad on optimism on the first Monday closing holiday and he received congratulations from many persons on its timely appeal.

He was in Chicago this week conferring with the factory managers and company officials. The art model, No. 1500, of the Brunswick has attracted considerable attention on display in the shop.

Among the wholesalers the chief complaint has not been a lack of demand for talking machines but the shortage most of them have to worry with due to transportation.

R. B. Goldsbury, of the Pathé department of the Mooney-Mueller-Ward Co., said that January had been better than anticipated, the record business being exceptionally brisk. A number of new contracts have been signed with dealers.

Edgar Eskew, formerly manager of the department, has resigned.

The People's Outfitting Co. has had an exceptional run on Pathé machines. During the last six months only one-half of one per cent. of the records shipped to dealers have been returned, Manager Goldsbury said, adding that this indicates the strong demand for records throughout the State.

At the Stewart Talking Machine Co., Victor jobbers, 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 Indianapolis 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 Yahr & 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 Edisons.

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 Monday 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
TONE ARMS & SOUND BOXES

Place Your 1918 Orders
TO-DAY

for

Mutual

TONE ARMS AND
SOUND BOXES

"Mutual Products Have Made Good"

Mutual Talking Machine Co., Inc.
145 West 45th Street, New York

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 Pathé 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 thresh out 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 under ordinary conditions. He says this is the time for the real salesman and not for the fellow that travels along the line of least resistance.

At the annual Cleveland food show this week a practical demonstration of how phonograph records are made is being given by C. A. Johnson in the booth of an exhibitor. He explains in detail how records are turned out so they may furnish pleasing music in cafes and dining rooms while diners enjoy their meals. This feature of the show has greatly excited the interest of the thousands of visitors.

The annual meeting of the Cleveland Music Trades' Association will be held February 14 at the Hotel Winton. Several talking machine dealers are members and out of town guests are expected.

This association recently expelled one of its members, who, it was declared, resorted to unfair methods in advertising. It was declared he

advertised second-hand instruments without using the word "used" in his ads.

Not for months has Cleveland seen a bigger campaign of publicity for any talking machine than that launched January 27 by the Young Furniture Co. This concern operates two immense stores in Cleveland, one in the swell shopping center of the upper Euclid avenue section, and another in West Side. Full newspaper page advertisements pointed out the merits of the phonographs handled by this house.

The Muehlhauser Brothers Piano Co., organized last October, opened a modest sized store at 1613 Euclid avenue, somewhat out of the lower shopping district, and began an active fight for business. It came right off the reel, in Hallet & Davis pianos and Sonora phonographs. The firm of four brothers did not have to make its name known, for the brothers had already established their reputation with the Cleveland trade. Since opening an additional storeroom has been found necessary, so the firm's future is assured, despite the handicaps met at the start in getting stock.

The Fischer Co., 25 Taylor Arcade, Ohio distributors for Pathé phonographs and records, is doing a splendid business despite war conditions.

Buescher's, 1016 Euclid avenue, still glories in the sale of Victrola outfits and Victor records. This firm carries a large stock of records and machines.

Gennett records reproducing Helen Ware's violin music are features widely advertised by the Starr Piano Co. The firm carries a complete library of Gennett records.

The Clifton Furniture Co., Madison avenue and West Ninety-ninth street, has joined others using phonographs to attract patrons.

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 Brandywine," 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 tomorrow 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

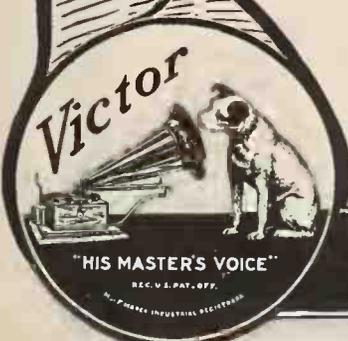
YOUR Part of the Country Is No Different Than Any OTHER Part of the Country, and Victor Record Sales Are Increasing Daily, Hourly, in EVERY Part of the Country!

The point we want to make, is THIS—Are you making the most of the situation? Are you making the most of our superior sized stocks? 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
411 Court Avenue

OMAHA, NEBRASKA
DES MOINES, IOWA



Those "Lively" Westerners.



**QUEEN ANNE No. 6**

Dimensions, 21x22x46 in.
Exposed parts nicked.
Mahogany only. Capacity
80 records with album
space.

Price \$150—with electric
motor \$175.

"Play It Yourself"

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**

Dimensions, 22x36x39 in. Exposed parts nicked.
Mahogany and Walnut. Capacity, 150 records.

Price \$150—with electric motor \$175.

"Play It Yourself"

Columbia's national advertising has just one big aim and purpose—to make people buy Columbia Records through hearing them played on the Columbia Grafonola in Columbia stores.

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



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 the only compensating feature is that every other line of business suffered, too.

Under the circumstances, local talking machine dealers have been doing mighty well since the holiday season passed. Although one full business day has been taken away from them, they have made the best of an unfavorable situation and worked so hard on the other five days of the week that most of them have been able to equal or even improve upon the volume of business for the corresponding period of 1917. It can be imagined how it would have been possible to show good gains if the "fuelless Monday" order had not been promulgated.

Local jobbers state that they still are not able to procure all of the stocks that are required to fill the demands upon their retail dealers, and they express the opinion that under existing conditions in manufacturing, traffic, and other phases of the situation, it is not likely that a surplus can be accumulated for some time to come. It is felt, however, that it is better to have a shortage than a considerable surplus, and by this token existing conditions are better than those of the reverse.

Harry A. Goldsmith, secretary of the Badger Talking Machine Co., Victor jobber in Wisconsin and Upper Michigan, says that the business situation in the territory served by the house is unusually favorable, considering war-time conditions. While the Badger Co. is in a somewhat better position to fill orders than in recent months, including the holiday rush, there is still a large shortage of numerous styles. Records, needles and other supplies are not to be had in the volume demanded by the state of business. As a matter of fact, the shortage of supplies and accessories is relatively greater than that of machines.

A. G. Kunde, Columbia jobber and retailer, expressed the opinion that business is being maintained at a level that is rather surprising under the conditions. While trade could hardly be expected to be as brisk during the first month and a half of the new year 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 dis-

tributors 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 condition of business. 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 Plankinton House in Milwaukee. Fred E. Yahr 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, Yahr & 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 ready sale throughout the country and the dealers are greatly pleased with the distinctive features embodied in this album. Our metal-back album 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 Pathé products in the metropolitan territory, having taken over the interests of the Pathephone Distributors Co. and the Stilwell Co.



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

Pathé



The Quality Phonograph

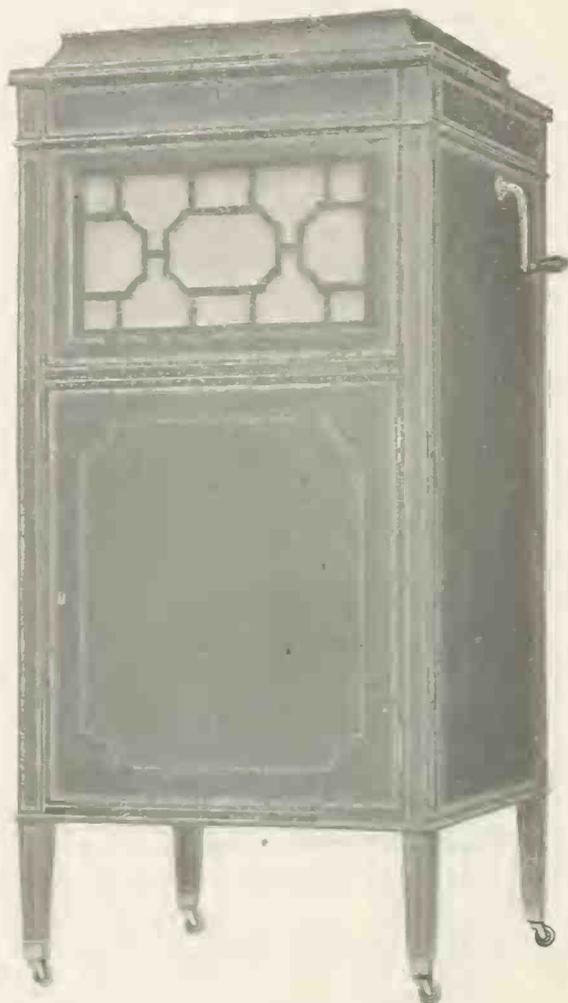
THE wise ones know that the phonograph business doesn't hold still a minute.

It's too healthy.

Maybe you know all the latest moves. And maybe you don't.

We warrant there's something Pathé can tell you which will strike a bright, white light in your mind, and get you busy.

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



Pathé Phonograph, \$225

No Needles to Change

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

Records Don't Wear Out

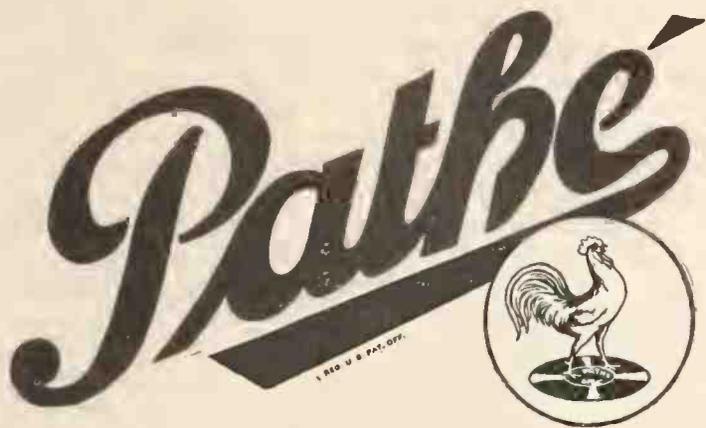
We guarantee every Pathé Record to play at least one thousand times with the Pathé Sapphire Ball without impairing the unexcelled beauty of tone.

The Pathé Controla

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

Each Pathé Phonograph

plays not only Pathé 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.



KOSA KAISA

Recording for Pathé, and most of them *exclusively*

Muratore, Muzio, Thibaud, Ganz, Grace Hoffman, Rimini, Ober, Cavalieri, Bispham, Slezak, Urlus, Weil, Fitziu, Sammarco, Ruffo, De Cisneros, Journet, Chenal and Maguenat.



© Mishkin

ADAMO DIDUR

INVENTS NEW RECORDING METHOD

New York Engineer Applies for Patent on Multiple Diaphragm Phonograph—Each Instrument of Orchestra Recorded Separately on Film—Reproduced in Synchrony

H. Hartman, electrical engineer of New York, has invented and applied for patents 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, as are 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 department 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, welded 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.

MICA

Diaphragms

Quotations and samples promptly forwarded upon request
Send us your requirements
No obligation incurred

INTERNATIONAL MICA COMPANY

Offices and Factory, 37th and Brandywine Streets, WEST PHILADELPHIA, PA.

PHILADELPHIA
PA.

CHICAGO, ILL.
(Insulation Dept.)

AMELIA CO.
VA.

MONTREAL
CAN.

WEST PHILADELPHIA
PA.

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

ST. LOUIS, Mo., February 6.—Several models of Victrolas have been very scarce in this market since the holidays, notably those formerly sold for \$100, \$125 and \$75. It was impossible for most if not all of the dealers to make deliveries of these machines in popular finish. John F. Ditzell, of the Famous & Barr talking machine department, solved the selling problem and it was not the old-time solution of putting in another make machine.

Mr. Ditzell's solution was the selling of ownership certificates. He explained it to the customer in this way:

"There are many popular articles of merchandise that you must wait your turn for. For years buyers of Ford automobiles have paid their money to get their names on the delivery program of that company. They cannot be insured delivery without paying a part or all of the money. Victrolas are like the Fords, the demand at present exceeds the supply.

"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. Ditzell decided to buy a Buick 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. This fact, he 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-6-5 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. The caster, however, can be pulled out at will. (3) A washer fitting around the track plate strengthens and gives long life to the socket. (4) 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 steel is tapered so the caster will be held in true alignment—always ready for maximum service with minimum effort.



Salesman
Carrying
Case.
Holds 25
Records.

Automatic

RECORD CONTAINER

Files All Records

The Automatic is the most practical record filing device on the market. Files all records with equal ease—Victor, Edison, Pathe, Columbia, etc.—and renders them immediately accessible.

Write for catalog and dealer or manufacturer's proposition.

AUTOMATIC CONTAINER CO.

301-303 Tacoma Building, CHICAGO, ILL.



Holds 100 records.

HEAVY RECORD DEMAND A FEATURE OF BUFFALO TRADE

Dealers Building Up Great Business—Remarkable Industrial Activity in Buffalo Helping Trade—Goold Bros. Enlarge Capital—Slow Deliveries Hurt Machine Trade—Delays in Shipments Hurt

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 embargoes. 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.

Goold Bros., Inc., has filed a certificate of incorporation, with a capital stock of \$150,000. This firm handles the Victor line at its store at Main and Utica streets. The directors are George A. Goold, T. Amesbury Goold, Fred L. Armstrong, Gertrude A. Armstrong and William Goold.

"Our business stands practically as before," said T. Amesbury Goold. "My brother and I hold 95 per cent. of the stock in the company. There will be no change in policy. Our trade is in an excellent condition."

By means of vigorous advertising and extra good values the store of Victor & Co., Pathéphone jobbers, is crowded these days. The Pathéphone is always well represented in the firm's advertising and window displays and superior results are attained.

The Adam, Meldrum & Anderson Co. is conducting a series of Pathéphone recitals.

"The train service is slow and all the dealers are crying for goods," said C. M. Logan, traveling representative of W. D. & C. N. Andrews. On account of slow trains Mr. Logan has experienced many delays in covering his territory.

"We have a pretty good supply of the New Edisons," said Charles J. Hereth. "We were afraid of embargoes some time ago and played safe by laying in a good stock. This was before the advance in prices. We made no mistake in stocking up because the demand for the New Edison is steady even during this severe weather."

"You can see that our booths are always crowded, so we are doing a wonderful record business," said W. R. Gardner, manager of J. N. Adam & Co.'s Victrola department. "The cold weather seems to create a desire on the part of people to stay at home and enjoy their selections."

"We are supplying a heavy demand for the Heifetz records," said C. H. Heineke, manager of Denton, Cottier & Daniels' Victrola department. "This demand shows that he is one of the most popular of the Victor artists." Heifetz will give a recital in Buffalo on the evening of March 22.

Harold E. Kuhn, of Kuhn Bros., talking machine dealers, has been engaged temporarily as organist and chorister at St. Paul's Church, this city.

Trying to have "the bad check" law enacted in New York State is engaging the attention of the Buffalo Association of Credit Men, of which some of the talking machine dealers are members. The proposed law would make the issuing of a bad check prima facie evidence of intent to defraud and subject the maker to fine and imprisonment.

H. A. Brennan, manager of the William Henger Co.'s Victrola department, has returned from New York City, where he looked over the trade and received some new ideas for the coming season. Another purpose of his trip was to try to overcome the machine shortage in his department.

Howard W. Webb, talking machine dealer at 150 East Genesee street, is a member of the Jackson Glee Club of this city.

"The Missouri Waltz records are in great demand," said H. G. Towne, manager of Robert L. Loud's Victrola department. "The heaviest demand for records at this store is on Saturdays from 2 o'clock in the afternoon until 10 o'clock at night."

GEO. L. SCHUETZ THE FINAL WINNER

George L. Schuetz, of the Indianapolis branch of the Columbia Graphophone Co., is the final winner in the Pittsburgh district of the individual salesman cup donated by President Whitten for each district, his third victory in November giving him permanent possession of the trophy. He now enters the Columbia "Hall of Fame," along with L. C. Ackley, of the Los Angeles branch, who won the cup offered in the Pacific Coast district. The contests in Philadelphia, New York and Chicago territories are still undecided, a 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 Victrola 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.

Victor Records

GALLI-CURCI RECORDS !!

They Are Profit-Makers For You. Order From Us NOW

The appearance of this greatest operatic soprano in the Chicago Opera Company's engagement NOW running in New York—the big musical event of the year—makes her records the most active in the list.

JASCHA HEIFETZ RECORDS

Another artist enjoying well merited popularity throughout the country and whose records are correspondingly in great demand.

We also recommend the Missouri Waltz 35663, a record for which there are heavy demands.

In view of the prevailing shortage of Records you want to get the good sellers when the opportunity presents itself. We have some of the best records of which we have a limited supply. Anticipate and stock up while the picking is good. Try us on any records, foreign or domestic, you are unable to obtain from your local distributors. ORDER NOW.

Galli-Curci Records

- | | |
|-------|-------|
| 74499 | 74532 |
| 500 | 536 |
| 509 | 538 |
| 510 | 552 |
| 511 | 557 |
| 522 | |

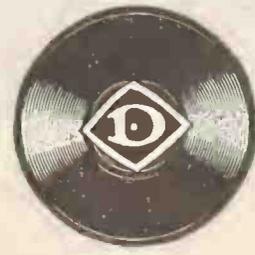
Jascha Heifetz Records

- | |
|-------|
| 64758 |
| 759 |
| 74562 |
| 563 |



I. DAVEGA JR INC

VICTOR FACTORY WHOLESALERS
125 West 125th St. NEW YORK
The House of Service



VICTROLAS—SUPPLIES—NEEDLES

Mr. Dealer:

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

GABELOLA

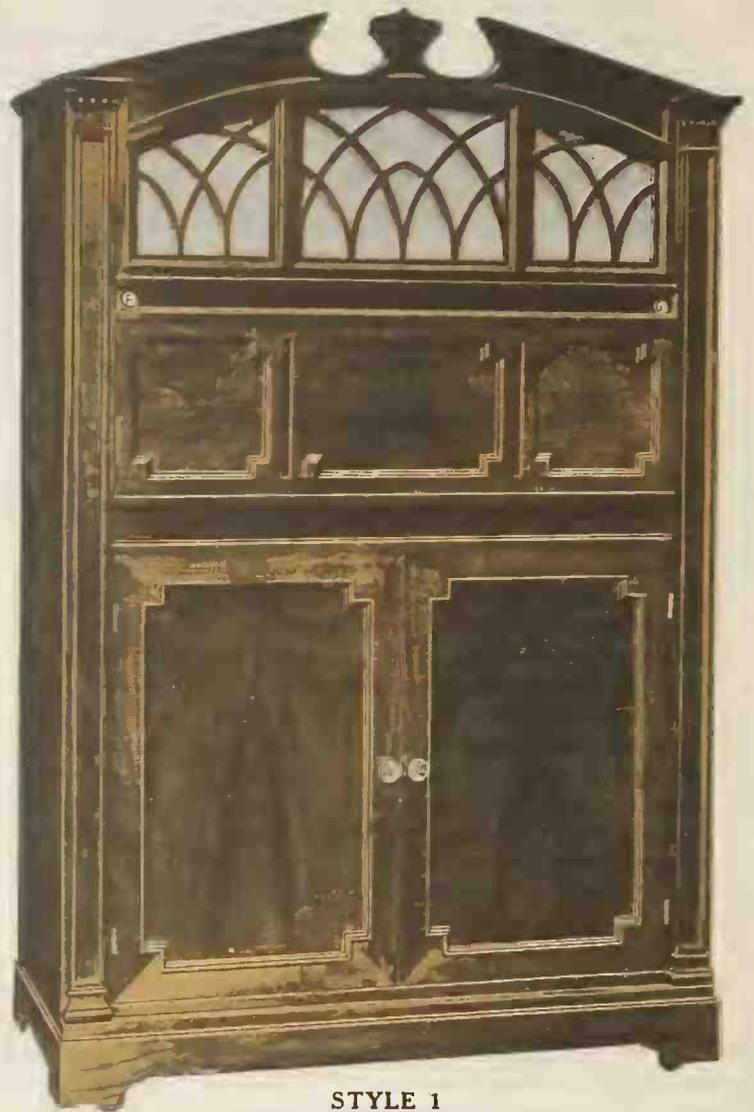
and "*Just Push the Button*"

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.



STYLE 1

THE GABELOLA

Circassian Walnut—Height 66 inches, width 43 inches,
depth 20 inches

Price, \$600.00



STYLE 3

THE GABELOLA

Oak Finish—Height 66 inches, width 43 inches, depth 22 inches

Price, \$550.00

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.

TALKING MACHINE SHORTAGE BADLY FELT IN NORTHWEST

Dealers Complain That Manufacturers, Transportation Officials, Federal Government and Weather Man Are Making Life Miserable These Days—Sonora Men Meet in Minneapolis—News of Month

ST. PAUL and MINNEAPOLIS, MINN., February 5.—Talking machine men in the Northwest, whether they be in the retailing branch or the jobbing branches, have distinct and adequate cause for complaint against almost everybody except the ultimate consumers. The manufacturers, the transportation officials, the Federal Government and even the weather man are combining to make life miserable for the trade men 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.

"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 situation 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 Victrola situation as my information concerning other machines naturally is very limited.

"The dealers in what might be considered non-essentials 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 bubbling 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 Brightson, 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 favorable.

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 in the immense assembling plant of the Willys-Overland Co. The Minnesota Phonograph Co., in conjunction with Bostwick & Brown, Ediphone distributors, have four booths for the display and demonstration of products of the Edison laboratories. Laurence H. Lucker personally supervised the arrangement of the Edison display.

Columbia Grafonolas and Dictaphones were shown in a suite of four booths, with W. C. Hubbard, Dictaphone expert, and W. L. Sprague in charge. The show, opening February 2, will close late February 9, and is drawing thousands of visitors, mainly from St. Paul and Minneapolis, but also from the rural districts. Included among the latter were the Sonora dealers.

R. E. RAY NOW SALES MANAGER

Takes Important Post With Jones-Motrola, Inc.,—G. K. Stickle Returns to Canada

R. E. Ray has been appointed sales manager of the Jones-Motrola, Inc., New York, the manufacturers of the Jones-Motrola. Mr. Ray has already taken up his new duties and will organize the sales force of the company along most efficient lines. He is now making a short trip.

G. K. Stickle, sales manager of the company since its organization, has resigned to enter another line of business in Canada, while C. E. Reiss will continue in charge of the New York office.

The Jones-Motrola has steadily gained ground and has been endorsed by various prominent talking machine companies, among the latest being the Brunswick-Balke-Collender Co., manufacturers of the Brunswick phonograph, having recommended the Motrola to their dealers.

THE PATHE IN PORTLAND, ORE.

PORTLAND, ORE., February 4.—Ten days before Christmas Calef Bros., of Portland, Ore., began selling Pathé machines. The Calef Bros. have a big furniture store and never handled talking machines before. They have the exclusive sale of Pathé for furniture houses in Portland and are amazed at the success they are having.

SILVERSTONE MUSIC CO.'S OPENING

Handsome New Warerooms in St. Louis Open to Public With Special Ceremonies During Week of February 4—Tone Tests Given

St. Louis, Mo., February 6.—The Silverstone Music Co. held the formal opening of their new warerooms this week. There was no formal program, but there were daily tone test recitals all week by Prof. Chas. Kaub, a violinist of the St. Louis Symphony Orchestra, and Mme. Blanche Skrainka, a local soprano. As an added attraction, a band of Hawaiian stringed instrument players were brought on for the week and proved to be a popular attraction.

Despite the fact that this opening was first planned to be in December, there was much work to be done at the last moment. Working men to put on the finishing touches to the interior were scarce and materials hard to get and even the removal of the eight booths from the old warerooms to the new, where they were installed on the second floor as record demonstration booths, proved to be a work of weeks, instead of days. It required a grand rush to get all of the reserve stock out of boxes and into the new bins before the opening day came.

There are those who accuse Mr. Silverstone of second sight in the renting of an additional five-story building across the street and stocking it with machines several weeks ago in anticipation of the present conditions. That is what he did and it is this stock that is supplying the means for the present trade.

In his opening advertising, Mr. Silverstone featured a letter from Mr. Edison explaining that he was unable to attend the opening because of his work "for Uncle Sam" and he invited people to come and see the first Edison machine, the massive iron affair that was fashioned in 1878.

Asking a customer to call again helps some, but the thing that counts for most is to treat him so well that he will come without asking.

Manufacturers— Jobbers—Retailers

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



Harponola

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

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

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

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

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

THE CELINA FURNITURE CO.
CELINA OHIO

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 how 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 pattern. 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. The Baltimore headquarters looks after business in Maryland, Virginia, West Virginia, North Carolina and the District of Columbia. Business at this branch is gone away ahead of many of the branches and is now in good position with only New York, Philadelphia, Chicago and Pittsburgh leading in sales.

Mr. Parks has just returned from a tour of Virginia and among the places he visited were Richmond, Norfolk and Petersburg, Va., and also Washington. Mr. Parks says he found all of the merchants happy and confident that business would show from 50 to 100 per cent. increase this year over the past year. The trip was in part taken for the purpose of introducing A. C. Creal, the new district salesman, to the trade in that territory. Mr. Creal has joined the Columbia forces and will be in charge of the selling end in eastern Virginia and District of

Columbia. He was formerly advertising manager of the Eagle Furniture Co., of Memphis, Tenn. William Korhammer will be in charge of sales in the western part of Virginia. W. B. Sibbet, formerly in charge of the Dictaphone end of the business here, has become city and State salesman for the talking machine line and is succeeded in that branch by C. F. Smythe, formerly of the A. B. Dick Co., of Boston. A. Hoffman has been added to the Dictaphone department sales force.

THE TRADE SITUATION IN ATLANTA

January Business Very Good Considering Conditions—Future Prospects Unusually Bright—What the Dealers Are Doing

ATLANTA, GA., February 4.—Everything considered, talking machine business for the month of January in this section was quite satisfactory. 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 Haverty Furniture Co. have taken on the full line of Pathéphones and Pathé records, in addition to their leading line, the Columbia Grafonola.

Phonographs, Inc., local Edison jobbers and retailers, have been enlivening 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. Endres has purchased the entire interests of the Bruett Piano Co., Gay Building, Madison, Wis., and will continue to feature the Kimball piano and phonograph line. A. J. Bruett, founder of the company, has returned to Milwaukee and will engage in the piano and talking machine business in that city.

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 29 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.

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.

A

AMERICAN

A



No. 22—\$175.00



No. 13—\$135.00

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.



No. 4 \$40.00



No. 5—\$50.00



No. 8—\$65.00



No. 9—\$80.00



No. 10—\$100.00



No. 11—\$115.00

We stand back of every American

AMERICAN PHONOGRAPH COMPANY

Main Office, 39 Fountain St., N. W., GRAND RAPIDS, MICH.

Branch Office, 503 Cable Bldg., CHICAGO, ILL.

A

A

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 ending in the middle of January than 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 or offered shall first have 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 originally asked for the instruments when new.
5. This association condemns the breaking of offering of instruments at prices higher than the standard market value as represented by prices fixed in a majority of sales actually made.
6. This association condemns the advertising of private sales at residence addresses and places not recognized as regular trade locations.
7. This association condemns advertising as "Free" those articles included in the purchase price of the instrument, such as bench, scarf, etc.
8. This association condemns advertising of "Manufacturers' Sales," and the offering of instruments at "Factory Prices," and the advertising of "Special Sales" in which instruments

"Must Be Sold Regardless of Cost or Value."

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

10. 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.

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 Aeolian-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 be 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
248 Boylston St. Boston, Mass.

The Original Producers of a Complete Electric Drive
for the Talking Machine Manufacturer's Use

TRANSPORTATION THE BIG PROBLEM IN ST. LOUIS TRADE

Talking Machine Men More Interested in Getting Stock Than in Making Sales at Present—Fire Destroys Mozart Talking Machine Co. Factory—General Trade Conditions Reviewed

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 Victrola line of machines has been short of the styles selling for \$110 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 the 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 Irby 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 ever held." He was anxious to get 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 pressure of 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 fame is secure for 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 Cooperation to Dealers—Important Move

I. Davega, Jr., Inc., Victor factory distributors, 125 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 on 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 watch. He explained 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.

Big Profits—Quick Sales

DEALERS who are selling the Elmbrola are making big profits because the machine is right and the price is exceptionally low. The handsome appearance of the beautiful Elmbrola, together with its clear, distinct tone, makes it one of the easiest phonographs to sell you ever saw. Space prevents us from telling you about the many exclusive features of the



Model B Elmbrola



"Sounds Clear — Made Sound"



Model D Elmbrola

but a postcard or letter will bring you full particulars and some beautiful pictures.

We Guarantee Prompt Deliveries

When you take on the Elmbrola, your orders will be shipped to you promptly the same day we receive them. But the big reason why you should find out all about the Elmbrola is the exceptional profits you can make.

The Elmbrola is really a beautiful machine—its clear sweet tone wins all who hear it. Compare it with any other. See the handsome woodwork, the finish—and then put on a record.

Get full particulars right away—send us a postal or a letter now

ELMBROLA TALKING MACHINE CO., Dept. A, ST. PAUL, MINN.

Featuring the Musical Possibilities of the Talking Machine

By William Braid White

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

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 very high 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 is a hackneyed saying about the need for greater musical knowledge on the part of those who sell talking machines, in the light of the rapidly advancing musical taste of the public. Nor should it be—though it is—needful to point out that as this taste continues to grow, that which is expected and demanded of the talking machine in the way of mechanical and musical excellence becomes ever more clearly conceived and definitely formulated.

In brief, the talking machine has to satisfy a more refined public taste. 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 the *raison d'être* of articles like this one. 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 pleasure is, as it were, not evenly divided between the three instruments. Whenever I listen to a trio like this on the talking machine, I always notice clearly the modifications of tone-quality which so clearly come out. 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 at one end and a guitar at the other than like a true harp. No! it is not the harp that merely gives the pleasing effect.

On the other hand, the smooth and clear beauty of the flute, without any emotion or brilliant color in it, carries something soothing and superficially most attractive. Yet its tone is not of lasting attractiveness, for one tires of it too soon; it is too monotonous. The violin's tones, on the other hand, possess just the color that the flute lacks, have just the sustained quality which the harp has not, and seem to attract any and every kind of musical taste from lowest to highest alike.

Yet it is a fact that, in the upper part of the scale, the talking machine reproductions of flute and of violin are almost indistinguishable. The low tones of the violin can be distinguished readily from those of the flute, but the higher tones of both instruments seem to melt into each other, each losing something of its true

quality while gaining nothing worth while in exchange.

The Quartet of Strings

These facts have more than an academic interest. The violin and its big sisters, the violoncello and viola, are, beyond doubt, the loveliest and most generally attractive of all instruments to the ear, taking into consideration all possible advantages and disadvantages, and balancing one against the other. It is, however, a well-known fact that violin records do not sell so well, on the whole, as those of the 'cello, while the viola is hardly known. But what is more important still is that none of these instruments is as popular among buyers of records as its qualities would make one expect it to be.

To what extent, now, should one suppose that the peculiar modification of the violin tone in the upper registers, which makes it sound like a flute in these regions, is responsible for the relative slowness of sale, of which I have spoken? Candidly, I don't think we should put too much importance upon this fact, although it is one that ought to be mentioned and taken into consideration. As I said above, when you listen to a trio of violin, flute and harp, you undoubtedly like the violin tones best. Why then should not the records of solo violin playing be even more popular

The Source of Trouble

To tell the plain truth, I am pretty well convinced that the whole trouble is to be found in the retail stores. 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 slowness 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 Mac-Millen 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 *Al*, 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,

(Continued on page 54)

7th Floor

229 Fulton Street

Clifford A. Wolf

MANUFACTURER OF

Diamond and Sapphire
Phonograph Points

New York City

Phone, 1678 Cortlandt

Note New Address

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 eminently worth 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 actually want filth; and instinctively says that this is what the public want, too. Yet it is a serious mistake all the time! The taste of the public is always better than it is supposed to be. That does not mean that the plain people are all educated in the latest musical ideas and fads; but that the public taste is always towards the sane, the healthy and the clean in art, when it has 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 slowness 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 every one listen 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, gentler 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 get out that record and listen to it. Then go and sell it.

Maud Powell might almost be called—apolo-

gies to a charming lady—a "veteran" of the concert stage. Her very fine violin and her super-fine playing have been exhibited through Victor records for some time, but she is yet to be spared to us, let us hope. She has done the Dvorak Humoresque, a Chopin valse arrangement, and, I think, the finale of Mendelssohn's violin concerto. She is a woman without "nerves," but all "nerve," a woman whose musical thought reflects her true self, in its pure clarity and perfect cleanness, 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 little bald-headed 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 show-pieces. 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 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 the sometimes whining 'cello may be a glorious baritone voice sending 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, anyway, 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 new offices in the Marbridge 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 have even gone ahead of their plans.

It was originally announced that deliveries of this new needle would commence on February 1. Orders were accepted on this basis. Mr. Forster announces that large quantities of the needles were shipped during January, far in 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 Kranich & Bach. The credit for these years of service in this capacity should be given to H. W. Acton, secretary of the 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 has the qualifications that you are lacking? Your time and efforts may be profitably employed in the accounting department of your store, instead of the managing and sales department.

KOCH-O-PHONE

\$24.50



No. 23

The KOCH-O-PHONE is the FORD of the Phonograph world. There is no charge for the name or expensive advertising added to the cost. Most people would rather pay \$48 (resale price) than \$100 for the same amount of pleasure. Plays all makes of disc records. No disconnecting needed in exchanging from one make of record to another. Simply turn the sound box and change needle to suit make of record. This machine for tonal quality and volume is not excelled by any \$100 machine on the market.

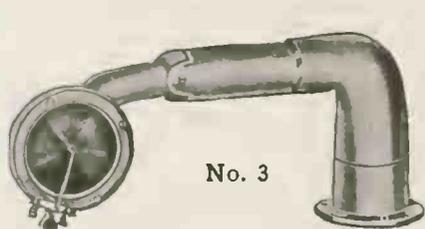
No. 23—Height 43 in., width 19½ in., depth 22 in.; double spring worm driven motor; 12 in. turntable, all metal trimmings are nickel plated; made in mahogany finish. With tone modifier; weight about 125 lbs.\$24.50

Cabinet alone, complete with needle cups . . \$15.00
Equipped with tone modifier 50 cents extra

Tone Arms and Sound Boxes

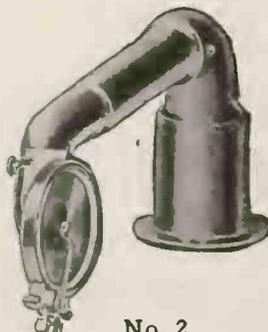
(Genuine Mica)

Our new universal tone arm and sound box, No. 3, has proven a big success. Has all the desired requisites in the way of producing a clear, rich and musical tone.



No. 3

Price\$1.50
In Lots of One Thousand



No. 2

Real Mica, \$1.00
in 100 Lots
Imitation Mica, 85c

ANDS KOCH, Manufacturer

296 Broadway

NEW YORK

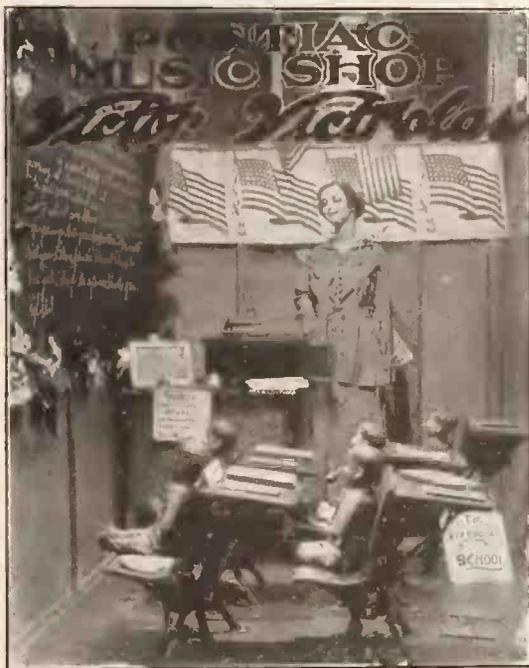
FEATURING EDUCATIONAL SIDE OF THE VICTROLA

What Dealers in Various Sections of the Country Are Doing to Impress Upon the People in Their Communities the Value of the Victor in the Schools—Original Ideas Set Forth

PHILADELPHIA, PA., February 4.—One of the important forces operating for the advancement of music lies in the work being done by the 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 cities in the United States alone.

The possibilities of the Victrola along strictly educational lines are, of course, being empha-

display utilizes the blackboard and desks, but in addition has introduced dummies to represent the children and the teacher, thereby add-



An Illinois Conception

ing a human element that is decidedly attractive. The Calder window features the school model Victrola and shows several very interesting pictures of the Victrola being put to use for educational purposes.

NEW STORE OPENED

The Munn-Brunswick Phonograph Co. has leased the Boehmler business block at 209 Main street, Cedar Falls, Ia., and has installed a complete line of phonographs and other musical instruments.

OPEN NEW BRUNSWICK SHOPS

Handsome Establishments Opened in Boston and Quincy by Arthur Koerner

BOSTON, MASS., February 6.—Arthur Koerner, prominent in the affairs of this city and an officer in the American Bankers' Association, is interested in two specialized Brunswick phonograph shops, one in this city and one in Quincy. It is announced that he has made arrangements to open up additional departments and stores to be conducted as exclusive Brunswick shops. He will devote his entire time to these establishments. It is reported that these will probably number eight or ten. The addition of these stores is a direct result of the success of the two stores mentioned above, which were only opened last September. A. J. Kendrick, of the Brunswick-Balke-Collender Co., who consummated this deal, left the early part of the week for New York.

LYRIC RECORDS ARE POPULAR

The Lyraphone Co. of America, manufacturers of the Lyric records, report that the sales of their records during the past two months have exceeded the expectations of the management. The February releases have met instant response from the dealers, who seemed to be especially pleased with the concert and operatic numbers. Both the February and the March lists contain a goodly number of the late popular songs.

LOCATED IN NEW QUARTERS

Clifford A. Wolf, manufacturer of diamond and sapphire phonograph points, is now situated in new quarters at 229 Fulton street, New York. The new offices greatly exceed the space formerly occupied and are combined with the manufacturing end of the business. Mr. Wolf reports the continuance of good business and is optimistic over the future.



A Connecticut Window

sized in many constructive ways by the educational department of the Victor Co. But it is not a single-handed crusade, for many of the prominent Victor jobbers have within the last year or two created educational departments of their own, and the movement has also been



A Pennsylvania Display

taken up in earnest by leading Victor dealers throughout the country. In most cases the educational departments of the retail establishments are headed by women, 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 designs 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 to a nicety the way Victor dealers are co-operating in helping the public to appreciate the educational mission of the talking machine.

The Weymann window utilizes the school desks and a blackboard for "color." On the blackboard is written "The Victrola in the School for Drills, Games, Marching, Dancing, Singing Games, Physical Education, Stories and Games, Band Accompaniments and Chorus Singing." The mounted pictures shown in the window illustrate the Victor being used for each of these different purposes. The Pontiac window



Tone—the vital thing

If you, as a manufacturer, can talk and prove *tone superiority* in your product, you have a selling argument to overshadow all the "talking points" of cabinets, and designs and accessory features.

And you can talk tone superiority. You can put out a product that will be a revelation in tone-purity, tone-quality, tone-volume. When you realize what vivid, lifelike, colorful tone can be produced and sustained by the talking machine equipped with

Parr Magnetic Reproducer

fitted with the

Vibratone Patented Diaphragm

These two dominating and proven inventions open up wonderful possibilities for manufacturers eager to put their product at the top-notch of class and character.

You want your product to be RIGHT!

If you want your product worthy of your name, you certainly want that product to be right in its most *vital feature*. And it will be right if it is equipped with the Parr Magnetic Reproducer—the reproducer for those who seek perfection.

The indestructible, non-crystallizing, always resilient

VIBRATONE PATENTED DIAPHRAGM

Possessing all the good points of mica diaphragms, it overcomes all mica's bad features. Guaranteed uniform in quality, free from bubbles, blisters and waves, the Vibratone Patented Diaphragm is non-porous, non-absorbent.

It has a definite function and it performs it. It improves tone; in fact it creates new tone possibilities for every reproducer of other types.

PARR MANUFACTURING CORPORATION

1 UNION SQUARE At Fourteenth St. NEW YORK

Take the Parr Magnetic Reproducer—

The most sensitive of reproducers. The permanent magnetic device, an integral part of the reproducer, acts on the stylus box. Its possibilities in giving warmth and delicacy in the tonal reproduction of quiet passages make old-style sound boxes seem obsolete. And in fortissimo passages where ordinary reproducers create unpleasant, music destroying blasts, caused by the needle jumping and losing its grip, the Parr Magnetic Reproducer, with its marvelous flexibility, follows every wave and vibration in the record and takes everything the record holds.

Quality and Economy—Plus



The New Edison
Diamond Amberola
Model 75

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.

INCREASED MACHINE DEMAND EXPECTED IN KANSAS CITY

Prospective Prosperity in Agricultural Sections Encourages Talking Machine Men—Working Hard to Prepare for Demand—Excellent Reports From Both Jobbers and Dealers

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 advisedly 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 with the production of machines. The distributors at Kansas City have made an even more careful survey than usual of the conditions, and have been closely in touch with their dealers. The recent extremely cold weather in this territory has been stimulating to optimism 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 spirit of co-operation has not been exemplified any more interestingly in Kansas City territory than at a "convention" of Edison dealers at Coffeyville, Kan., Tuesday, January 29. A score of Edison dealers gathered from eastern Oklahoma and eastern Kansas for a conference, the meeting 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 extension of acquaintance to other members of the Edison family.

F. J. Mortboy, formerly with the Manhattan Furniture Co., Manhattan, Kan., 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 reference to 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 Henley-Waite 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 summer and of course next fall a repetition of the increases of the past year.

Mrs. Nellie Williams, manager of the Victrola department of the Jones Store Co., stated that their business for January was the biggest January 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 record business had been especially good, 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.

Burton 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 Patsy 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 sadness 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 Junkins-Riley Co., Pathé 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 Oklahoma. 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. Abernathy, Highland, Kan., a Pathé dealer, recently died following a short illness.

Baily Bros., Greencastle, Mo., recently took the agency for the Pathé 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 Wunderlich Piano Co. has been having its usual steady business in Victrolas. 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 violin 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 recently "discovered" in the city's Little Italy quarter.

Miss M. Ellis, Architects' and Engineers' Supply Co., Pathé 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. Practically 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. Laseter 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 until the owners now feel that they can well hold their own with some of their oldest competitors. Their most popular model has been the \$180 in Adam brown. The more expensive records have not been as popular as formerly but collections are holding up fine on all sales of machines.

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

Size 49½ x 21 x 25

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

FULTON-ALDEN CO
INC.

WAUKEGAN, ILLINOIS

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-

tings 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.

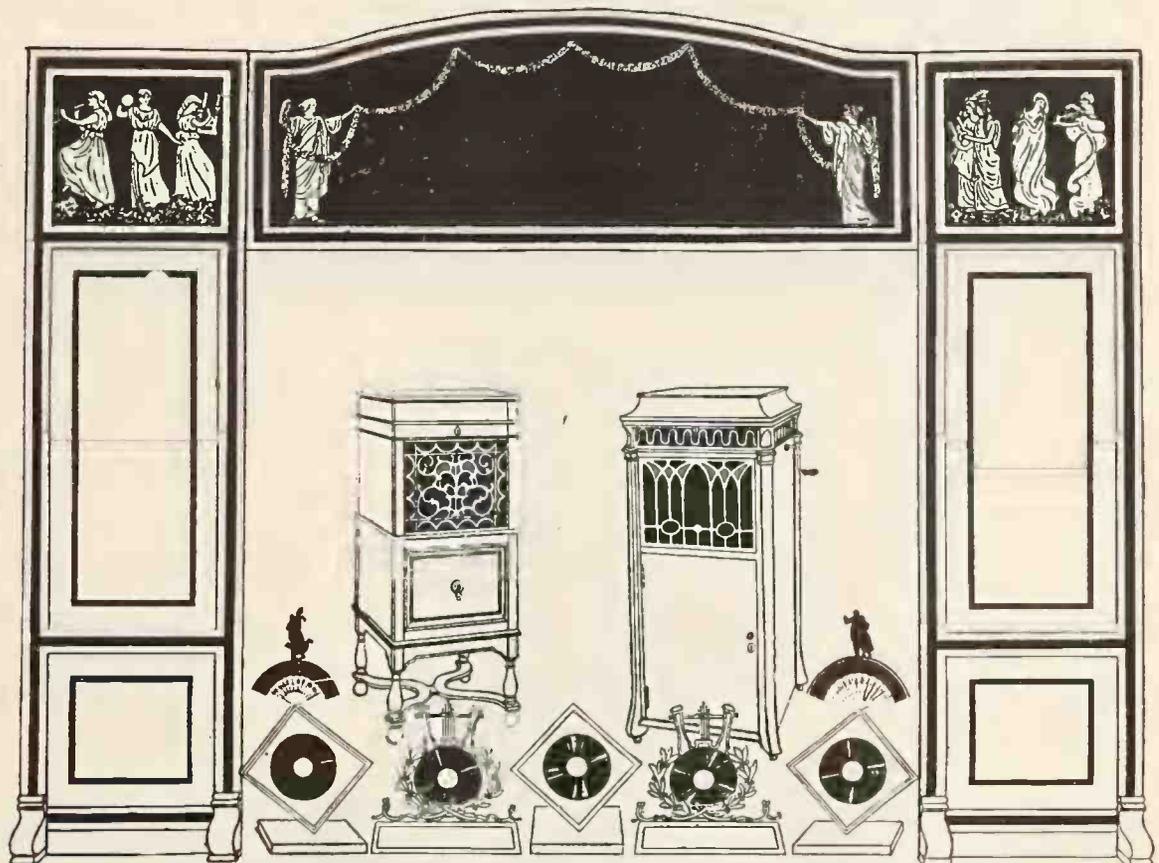


An Interesting and Idea-Suggesting Edison Grand Opera Window—No. 1

Birthday display, illustrated and described in last month's World, and of which all of the ready-made display material was disposed of, not only to the Eastern dealers but as far west as Fresno, Cal., has proved without a doubt that dealers are very much alive to the importance of good talker trims.

Going over my file of letters received during the last year (this being the twelfth article on window displays) I find that some of the most effective displays have been criticized and complained about on account of being too large, too costly and too difficult to make to be practical for the average dealer. Among the dozen or more described the two finest are to my mind, undoubtedly, the silhouette display in the May, 1917, issue and the Edison prize display published in the November issue. In this article I have simplified these very fine displays and, in doing so, I have reduced the size about one-half, which will enable the great majority of stores to make use of them.

The tendency in the making of musical instruments, and particularly so in talking machines, is to produce the artistic and beautiful. Just look at the improvement in the appearance of talking machines the last few years! Some of the fine period cases now on the market are veritable works of art. But even the inexpensive instruments are in many cases convincing proofs of the skill of the designer, with a dignity of line



Details of a Simplified Arrangement of the Above Window—No. 1

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.

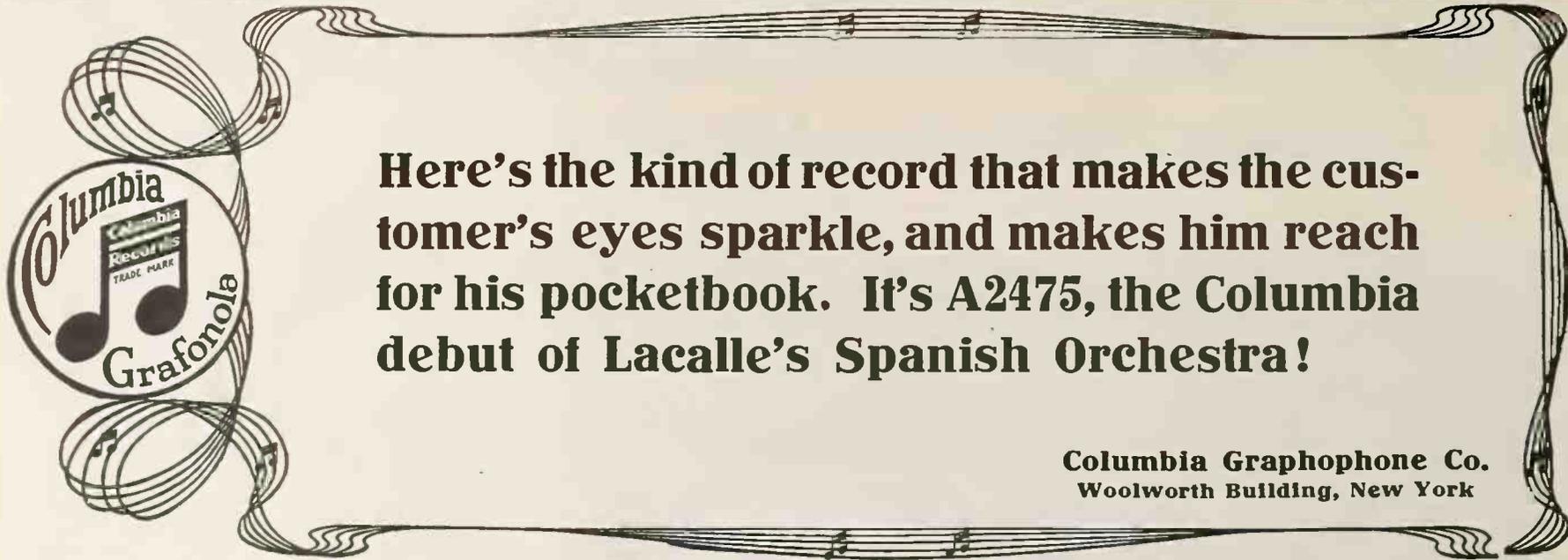
In the Edison grand opera window, No. 1, and in the silhouette display, the joyous and triumphant groups of dancing and playing children tell the true story of the joy and happiness that music adds to life.

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)



Relief Art Utilized Most Effectively in This Window Display—No. 2



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

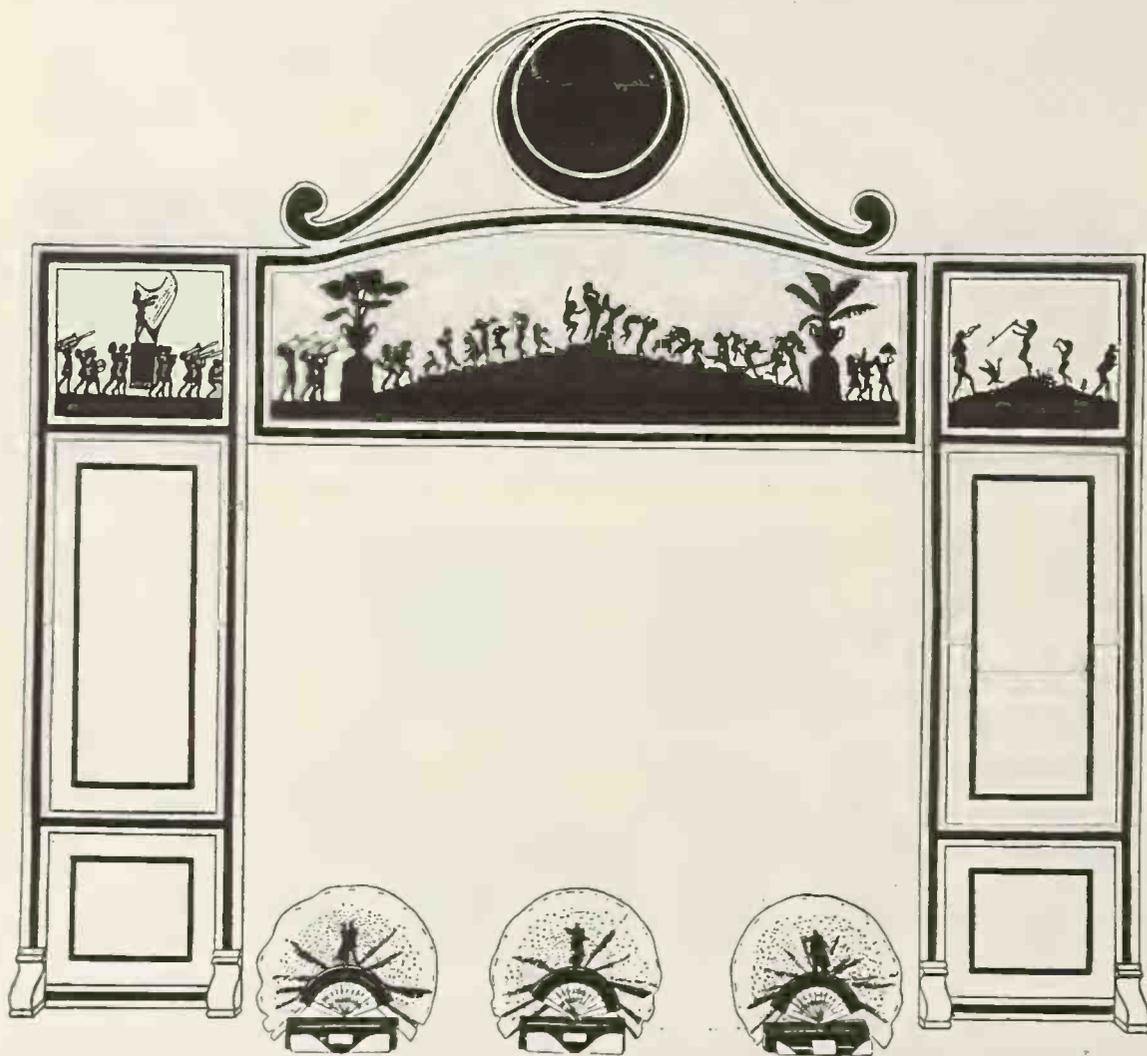
(Continued from page 59)

Every one and all of the other twelve displays pictured the time 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

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-



Details of Simplified Relief Art Window (No. 2) Shown at Bottom of Page 59

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.

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

ASBURY PARK, N. J., February 7.—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 to-day 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.

WM. 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
41 WEST 37th STREET, NEW YORK

The New 9 inch Emerson Records

Emerson Record
 INDIANOLA
 Instrumental
 Novelty and Fox Trot
 65c
 In U. S. A. No. 903

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.

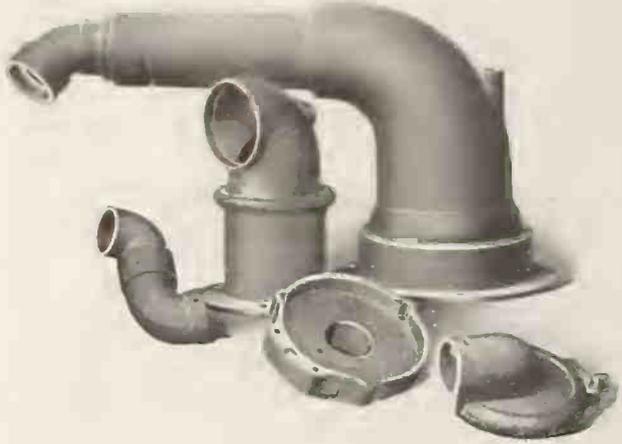
3 West 35th Street, New York City

**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 instruments produced to-day from the most prominent makes down, the greater number, by far, are equipped with Doehler die-cast tone arm and sound box.

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

DOEHLER DIE-CASTING CO.

MAIN OFFICE AND EASTERN PLANT
BROOKLYN, N. Y. NEW JERSEY PLANT
NEWARK, N. J.
WESTERN PLANT
TOLEDO, OHIO.

VALLORBES JEWEL CO.'S NEW NEEDLE

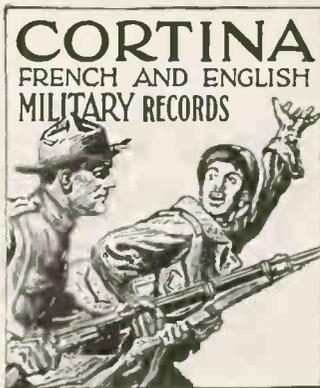
Manufacturers Well Known in the Sapphire Trade Introducing New Semi-Permanent Needle for Talking Machine Records

LANCASTER, Pa., February 6.—The Vallorbes Jewel Co., of this city, have recently perfected a new needle for the talking machine, playing lateral cut records. It is to be known as the "Vallorbes Semi-Permanent Needle," and is attractively carded in sets of five and then placed in a moistureproof waxed envelope.

The Vallorbes Jewel Co. have been engaged in the needle business for some time, and claim to be the originators of the diamond point. As their name would imply they have hitherto restricted their output to the Vallorbes sapphire ball needle, which has made quite a name for itself in the trade, and diamond points. W. F. Meiskey, president of the company, realizing the demand for needles and their scarcity, due to the great worldwide war and its prior claims on the steel industry, set about to produce a needle which would be semi-permanent in form. The Vallorbes semi-permanent needle, he announces, is not only a "conservation" needle but a great improvement as well. Necessity has brought forth many new inventions during these wartimes that have proved a great boon to industry. The Vallorbes semi-permanent needle, it is claimed, is one of these and is here to stay. These needles are made in soft, medium and loud tones.

A BIG DEMAND

Throughout the Country for



Get your share of this business. An ideal gift for the boys in training or the trenches. It often sells a machine with it.

The course consists of an authoritative Military Manual containing a foreword by Major-Gen. Leonard Wood.

WITH TWENTY PHONOGRAPH RECORDS (10-12" double face discs). Send for full information. Advertising matter, military poster-hangers free.

Also Spanish, Italian, German, and English and French for Spaulards

CORTINA ACADEMY OF LANGUAGE
12 East 46th Street, New York

EFFECTIVE COLUMBIA PUBLICITY

A Timely and Attractively Arranged Advertisement in the Saturday Evening Post Has Come in for Considerable Notice and Much Praise

The Columbia Graphophone Co., New York, used a very attractive advertisement last week in the Saturday Evening Post featuring a picture that was recently shown in the Talking Machine World which portrayed a family in England seeking shelter from the bombs dropped by German air raiders and taking along with them a Columbia Graphophone to relieve the wait until the "all clear" signal was given. It is said that this photograph pictures a scene very usual in the London district.

Under the heading "What Would You Have Taken With You?" the text of this interesting advertisement reads as follows:

"The people in this picture are seeking shelter from the bombs dropped by German air raiders. When the 'Take Cover' siren sounded they hustled to the dugout. You will notice that there are seven people here, and a Columbia Graphophone (as the English prefer to call it) is the only thing they are taking along.

"You who have never been bombed, and you who have never owned a phonograph may think this a queer choice. Some might have taken bed clothing, others food, others silverware and valuables, others a card-table and a lamp.

"But this family, owners of a phonograph, do not appear to have hesitated.

"Only the people who are actually feeling the horrors and dangers of war can completely appreciate the necessity for music.

"Music allows you to forget the discomforts of the present hour—it helps you to remember happier things and to dream of still happier seasons.

"The Columbia Grafonola, by virtue of the diversity of records, songs, dances, and instrumental selections that it will play, represents the greatest relief from boredom or oppression that is known.

"Incidentally, for the benefit of the curious, we will state that this is a Columbia instrument shown in the photograph. Any good phonograph would have been desirable in the dugout, but this happens to have been a horn type of Columbia Grafonola. They are very popular in Great Britain and all her colonies.

"In the United States the most popular Grafonola is the standard type, with the horn enclosed in the cabinet."

SOME WARTIME SUGGESTIONS

If yer want ter get ter somewheres,

Walk ahead!

Don't yer loiter by de roadside

Playin' dead.

Walk, an' whistle when yer walkin'!

Smile, an' do some friendly talkin'!

An' you'll get there without balkin'!

Walk ahead!

MAKING SONA-TONE PHONOGRAPHS

The Sona-Tone Phonograph Co., Inc., Organized With Men of National Prominence Interested to Manufacture This Instrument—Some Prominent Purchasers of the Sona-Tone

Thomas Dixon, author of "The Birth of a Nation," recently wrote the following letter to the Sona-Tone Phonograph Co., Inc., referring to a Sona-Tone phonograph which he had purchased for his New York home from E. W. Ladd, inventor of this instrument: "I am enclosing you my check for the Sona-Tone phonograph which we have played almost continuously in our home for the past week. I find it the clearest and sweetest toned musical instrument I have ever heard."

Two years ago Mr. Ladd, who holds patents on several successful and widely used mechanical devices, became interested in phonographic reproduction, and particularly along the lines of greater resonance. He worked to produce an instrument that would practically eliminate the noises due to accidental imperfections or the ordinary wear of the record, and as a result of his experiments the Sona-Tone was placed on the market and soon won considerable praise.

The commercial success of the line attracted the attention of a group of local business men, and a company was formed with Mr. Ladd as head of the production department, and controlled by interests identified with the United States Steamship Co. and its subsidiaries. The following are the officers of the Sona-Tone Phonograph Co., Inc.: President, B. G. Higley, vice-president and general counsel of the United States Steamship Co.; vice-president, H. F. Morse, president of the Hudson Navigation Co. and vice-president of the Groton Iron Works; secretary and treasurer, T. A. Sherman, counsel for the United States Steamship Co.

It is planned to manufacture a complete line of instruments, and among the recent purchasers of Sona-Tone phonographs are the following: Mrs. John F. Yawger, president of the New York City Federation of Women's Club; I. H. Griswold, president of the Bell Telephone Co., Plattsburgh, N. Y.; Stuart Gibboney, member of the law firm of Barker, Watson & Gibboney; George Hodgson, prominent in Buffalo social and religious circles; H. C. Hequemburg, president of the Dunkirk Iron Works, Dunkirk, 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.

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.

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



DISTRICT MANAGERS' CUP TO YERKES

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. Yerkes, field sales manager of the company, had won the President



Cup Won by H. A. Yerkes

Whitten district managers' 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 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. Yerkes 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 Loeser & Co., Brooklyn, N. Y., as assistant manager. Mr. Proudfit has had much experience in handling Victrolas with the Loeser 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.

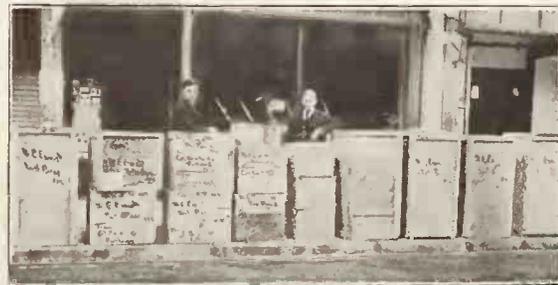
Success is an easy thing to understand after it has been attained. The great problem is to understand in advance how to acquire it.

GRAFONOLAS POPULAR IN OREGON

M. E. Everitt, of North Bend, Selling Many of These Instruments in His Territory

PORTLAND, ORE., February 4.—The local branch of the Columbia Graphophone Co. recently received an interesting photograph from M. E. Everitt, North Bend, Ore., who owns one of the finest drug stores in the State. Mr. Everitt handles the complete Columbia line and is an enthusiastic "booster" of all of the Columbia products.

The accompanying photograph shows a shipment of Grafonolas recently received by Mr.



Big Columbia Shipment for M. E. Everitt

Everitt, this shipment of machines being the third shipment sent to Mr. Everitt during the last few months. Up to about six months ago there were no railroads in the town where Mr. Everitt is located and most of the machines which he sold were taken out from this town with either a rowboat or a gasoline launch, up the various rivers to the dairy farms and logging camps.

PATHE WINDOW HANGER FOR MARCH

The Pathé Frères Phonograph Corp., New York, has sent to its dealers a very attractive hanger featuring the new Pathé March records. This hanger contains a splendid picture of Grace Hoffman, a prominent coloratura soprano who records for the Pathé library exclusively. Miss Hoffman has a new record in this March list which will doubtless meet with a ready and extensive sale.

The March supplement of Pathé records also contains a number of well-known popular hits, dance records, Hawaiian numbers, standard vocal records, instrumental solos, band and orchestra records and a specially selected list of Irish records.

CRYSTAL EDGE MICA DIAPHRAGMS

**M
I
C
A**

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

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

PHONOGRAPH APPLIANCE CO., 109 West Broadway, NEW YORK

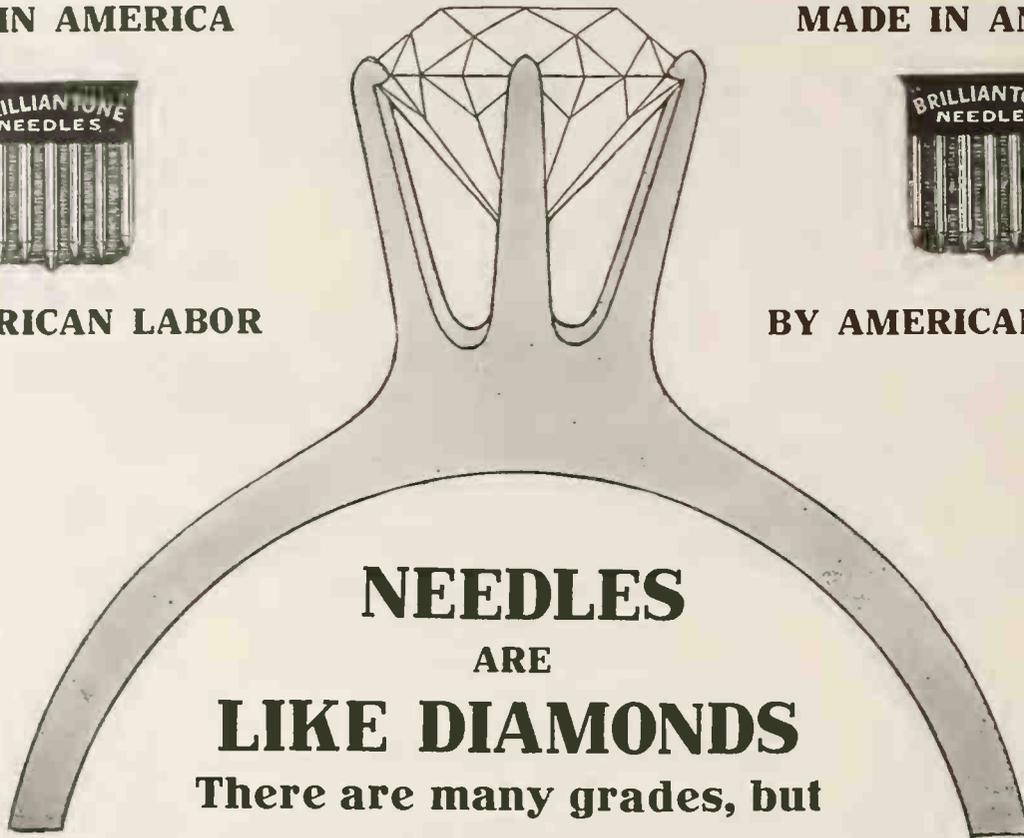
MADE IN AMERICA

MADE IN AMERICA



BY AMERICAN LABOR

BY AMERICAN LABOR



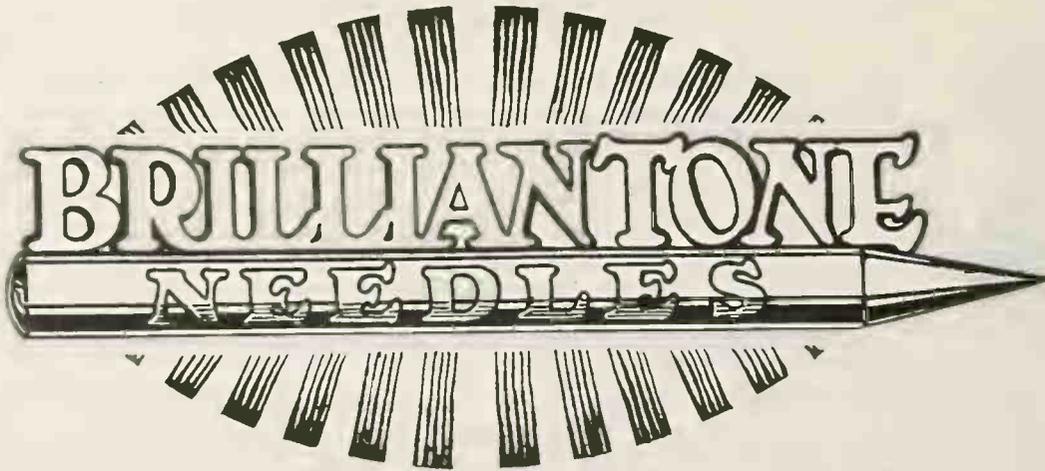
NEEDLES
ARE
LIKE DIAMONDS
There are many grades, but

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

Half-tone
Loud
Extra
Loud



Prices
and
Samples
on
request

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

RECENT HEINEMAN EXPANSION

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 employes with maximum convenience and comfort the Otto Heineman Phonograph Supply Co., Inc., manufacturer of the Heineman products, Meisselbach 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.



Otto Heineman

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 various directions and give the shipping department sufficient room to meet the requirements of the Heineman business.

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. Aufrechtig, treasurer; Paul L. Baerwald, 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 snugly 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 Hit of
'Chu Chin Chow'

'AT SIESTA TIME'

Victor Record
18424

A Display Card Series of Value

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?

In this way there is possible the sales that would not otherwise come to you. The war and its many phases and its appeals now to the people has brought about a newer meaning for the talking machine. Feature a window display with a soldier camp and a talking machine that has real human interest in it.

Make a display that will really appeal and then show the desirability of getting some records for the boys and sending them to the camp for the enjoyment of the soldiers.

Have a feature in your store and give a

prominent part to the playing of national anthems of all the allied countries. Have these played on frequent occasions and in this way familiarize the people with the various national hymns of those countries. Create in this way a little more patriotism, and at the same time give your talking machine an opportunity to help you make your sales larger. Get the people to seek you and have frequent concerts that will attract the people to your store. Getting the people inside will be a big help. The sales will often follow as a natural course.

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 had he 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 motor truck company," said 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 this plan is that we have to get 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. Sindler & 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.

C. H. 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 a new class of buyers 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

Graspin' 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"
IT GROWS 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.

Adapted 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 shelf is indexed by a letter and each compartment by a number, forming a system of filing unsurpassed for simplicity and convenience.

Neat in appearance: No empty shelves; no overcrowding. Case always complete, yet always capable of additional expansion.

Carefully made and beautifully finished in plain and quartered oak, and in imitation and genuine mahogany.

Made in two sizes; to hold 10-inch and 12-inch records. Each section holds 200 records (100 Edison records). Stack may be made up with all sections of the same size; or sections for 10-inch records may be used above sections for 12-inch records by means of a reducing section as shown in accompanying illustration. Record sections furnished with or without doors.

Price for section \$3.00 and up

Cases shipped on approval direct from factory at considerable saving to you; on orders amounting to \$10.00 and over we pay freight to all points East of Montana, Wyoming, Colorado and New Mexico. 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



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 recording laboratories. This is Buffalo's first and probably only opportunity of hearing these artists. Your record library contains selections by one or more of these artists and you will welcome this opportunity of hearing them sing and play just as they do when making records for their millions of admirers. A varied program, which will include many standard and up-to-the-minute numbers as well as old-time favorites, will make an appeal to every taste. Knowing these artists as you do, you can appreciate that their personal appearance in a concert will be an unusual treat."

The plan of bringing the Peerless Record

Makers to Buffalo was presented to the local association by C. N. Andrews about a year ago. Mr. Andrews did considerable correspondence in the matter, but arrangements for the Buffalo appearance could not be made at that time. When the present concert was recently considered Mr. Andrews, O. L. Neal and C. H. Heineke were appointed a committee to make the arrangements.

President T. A. Goold also appointed the following committee on advertising and tickets: V. W. Moody, Neal, Clark & Neal; F. G. Hohm, Bricka & Enos; John G. Schuler, Schuler Piano Co.; O. M. Kiess, 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 welcome entertainment in other cities in the East in co-operation with the members of the trade.

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 recital 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."

RECORDS

—Try Us on Your Next Order

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!

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.

Grinnell Bros

Distributors, Victrolas and Records

First and State Streets, Detroit

Happenings in Dominion of Canada

TORONTO CONTINUES TO BE VERY ACTIVE TRADE CENTER

Leading Makes 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., the well-known department store, is the newest addition to the local list of "His Master's Voice" dealers. The company's "Music Studio" is located on the sixth floor, where they have no less than eight demonstration rooms. It is in charge of Mr. Brown, formerly manager of the Mason & Risch Victrola department in Vancouver, and more recently on that firm's selling staff in 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, and the packing cases being broken, scorched and soaked.

"No records exchanged" is the policy of the Toronto Grafonola 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 Grafonolas.

The branch store opened up at 1657 Dufferin street, this city, last fall, by Toronto Grafonola Co., is reported by H. Ritz to have proven a good addition to their business.

"We are well satisfied with the amount of business developed during 1917," said I. Montagnes, referring to the Canadian distribution of Sonora phonographs, for which line his firm 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 makes, a number of Toronto's best-known citizens being among recent purchasers. Harry R. Braid, manager of this department, said that the Christmas and New Year's business arising out of the December campaign was very gratifying.

The R. S. Williams & Sons Co., Ltd., are now running a newspaper series of lists of Edison re-creations.

Domestic records are now being distributed in Canada by the Pollock Mfg. Co., Ltd., who maintain factories in Kitchener and Elmira, Ont.

H. L. Willson, New York, and C. A. Hanson, Bridgeport, vice-president and general works manager, respectively, of the Columbia Graphophone Co., visited the Canadian branch during the past month. This was Mr. Willson's first visit to Canada and was the coldest day ever experienced by him until his return to New York.

Patrons and friends of the Music Supply Co., Columbia distributors, were pleased to receive with that firm's good wishes for Christmas and New Year's a neat little vest pocket tickler. This with renewable fill came in a fine quality of seal with the Columbia trade-mark in gold.

With the calendar year Pathé Frères Phonograph Co. of Canada, Ltd., have started out on their second year. "The first year's results exceeded our anticipations," remarked Otis C. Dorrian, general manager of that firm.

Arthur M. Tanney, general manager J. A. Banfield of Winnipeg, Man., was among the January visitors to the Columbia factory in this city. The Banfield house has a Columbia department in which Mr. Tanney stated more business had been done in the last six months than they had thought could be done in a year.

Messrs. Wettlings and Dupont, Welland, Ont.; Mr. Britton, Grand Valley, Ont.; Mr. McKibbon, Wingham, Ont.; Alex. E. Creemore and H. Judson Smith, Brantford, Ont., have secured the agency of the Brunswick phonograph and records of this make.

"Music in the Home" ideas are incorporated in some Columbia Grafonola copy being run in the local newspaper by A. & H. Wideman of Markham, Ont.

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 beautiful recital halls, to be used almost entirely for the sale of phonographs.

In the Edison Week Patchwork Advertisement Contest, from October 20 to 27 last, Gordon R. Diver, 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 holidays in New York. Mr. Pott 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.

Mr. Burgess' place on the road in Ontario with the Pathé Co., Toronto, will be taken by C. Le Voi, an experienced and successful talking machine salesman, whose apprenticeship was passed with the Columbia Co. During the last three months Mr. Le Voi 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 Pathephones. They are in the shape of console tables, and include examples of Jacobean, William and Mary, and Sheraton. They retail for \$350. A fine display of these machines was made in one of the Yonge street windows of the Robert Simpson Co.

E. C. Pelton, formerly of Kentville, Ont., who moved into Ottawa 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 executive heads. 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 salesrooms, in the Ryrie Building at Yonge and Shuter streets, has added "His Master's Voice" line of talking machines.

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

New premises at 864 Bloor Street, West, this city, have been purchased by J. H. MacMillan, suburban piano and talking machine man dealer. At present Mr. MacMillan is handling with good success the Aeolian-Vocalion phonograph.

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

The Great War Veterans' Association, Toronto, Ont., in a recent letter from the secretary, 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 results from this particular piece of newspaper copy were splendid.

The Treadgold Sporting Goods Co., Kingston, Ont., has taken the agency for the Brunswick.

Mahood Bros. report good Victor business in Kingston, Ont.

New talking machine firms recently registering in Toronto, Ont., include The Phonograph Shop and the Concertola 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 Malcom, president of Pathé Frères Phonograph Co. of Canada, Limited, has been elected mayor of the town of Kincardine, Ont.

Talking Machine Supplies and Repair Parts

SPRINGS, SOUND BOX PARTS, NEEDLES

THE RENÉ MANUFACTURING CO.
MONTVALE, NEW JERSEY

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



UNICO DEMONSTRATING ROOMS
RECORD RACKS
RECORD COUNTERS
WALL DECORATIONS
COMPLETE INTERIORS

(Patented as to design and construction)

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

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

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

THE UNICO SYSTEM



THE UNIT CONSTRUCTION COMPANY

RAYBURN CLARK SMITH, President

Fifty-eighth Street and Grays Avenue, PHILADELPHIA, U. S. A.

Send today dimensions of your
available space

Plans for a complete department
will reach you promptly

TRADE CONDITIONS IN THE DOMINION OF CANADA—(Continued from page 68)

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 R. W. 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 friends in the trade. 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 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 a term of years.

The entire stock of Victrolas will be stored in this building along with materials for record manufacture, so that the parent factories and warehouses 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 record retailing.

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 records of special value in this country and specials by Canadian artists, as events made recordings of particular titles desirable.

Henry Burr recently made a special trip to Montreal to record two songs.

The Pratte Piano Co., Ltd., manufacturers of the Pratte piano, have registered their manufacturing phonograph department under the name of the Prattephone Co.

Almy's, Ltd., report an exceedingly heavy volume of business in January for Columbia Grafonolas and Columbia records, and Miss Vezina, who has charge of this department, is very much pleased that there has been no apparent falling off after the record business established by her department in December last. The amount of business already done in February promises a good outlook for its continuance.

The Berliner Gramophone Co., Ltd., report no falling off in sales of Victor machines and records as compared with their record Decem-

ber business of Victor machines and records, and state that it is wonderful the way business is keeping up, their various stores presenting an appearance of holiday times.

AFTER MISLEADING ADS IN CANADA

Amendments to the Criminal Code Advocated As a Means for Checking That Evil—Text of Proposed Law—Grafonolas 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 owing 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 of the criminal code have been suggested and will come up for consideration in the near future. The original act, passed on June 12, 1914, is reproduced herewith, with the inclusion of the proposed amendments:

"His Majesty, by and with the advice and consent of the Senate and House of Commons of Canada, enacts as follows:

"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, employe, 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 any interest therein, containing 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 any interest therein, or 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.

"The production by the informant 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 whose name shall be mentioned therein, as the advertiser, or proprietor, owner, agent, manager, as the case may be, of the business referred to in said advertisement. The word person shall include an 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 Eastern Trip—Some Records That Are in Strong Demand at the Present Time

WINNIPEG, MAN., February 4.—Columbia Grafonolas and records are now coming along more freely to the Western Fancy Goods Co., who are the Western distributors for the company. January is reported as being one of the biggest months in this firm's history. There is a decided increase in the call for the higher priced machines.

Robt. 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 New Edison Diamond Disc machines and Edison records—a decided increase in sales being shown for the months of December and January.

Mason & Risch, Ltd., are handling a large

Miss Perrault, saleslady of the Berliner Gramophone Co., Ltd. (East End store), was married on January 22, as was also Miss Beauregard, cashier of the company's new store, on January 28.

Harold Dewar, late of the Berliner Gramophone Co.'s retail selling staff, and to whom has been made at various times in these columns, has gone overseas. H. M. Reece is at Key West, Fla.

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, "Somewhere in France" and "Missouri" waltz records being tremendous sellers.

Cross, Goulding & 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 Spencer; "Say a Prayer for the Boys 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 Stanwoods, Ltd., has severed his connection with this firm, his position being filled by Mr. Roberts of the Brunswick Co., Toronto.

Ralph & Limon, Ltd., Calgary, Alta., are handling the Veolian and the Playola, both cabinet phonographs.

J. W. Kelly, president of the J. J. H. McLean Co., Ltd., His Master's Voice dealer here, recently visited Toronto and Eastern points.

SELLS AUTOS AND PHONOGRAPHS

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 and Edison records. These lines are side by side in this firm, showrooms. 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 warerooms 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. In winter especially, 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 example 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 has had several demonstration booths built for the purpose of demonstrating machines, records, pianos and players. His showrooms for an automobile buyer present a most up-to-date 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.

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 Fritsch 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., Charlestown, 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., Doing 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



Store of Columbia Co., Inc., Norfolk, Va. and through the use of aggressive sales methods has built up a substantial demand for that line.

T. J. Carey, president of the company, is a firm believer in the value of efficient merchandising, and during the eight years that the Columbia Co., Inc., has been in business has left nothing undone to render service and co-operation to the store's patrons. Mr. Carey attributes the success of the company largely to the fact that it carries a complete stock of everything listed in the Columbia catalog, both Grafonolas and records. It also maintains an expert repair department which proves of great advantage.

CLOSE MANY IMPORTANT DEALS

Century Cabinet Co. 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.

Pettiness in money matters encourages pettiness in many matters.

LONG CABINETS



No. 83

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

FIRST and FOREMOST

In the cabinet field.

Why? Because we've *specialized* in

**CONSTRUCTION
FINISH and
ADAPTABILITY**

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

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



No. 79

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

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

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



10-Inch
75 cents
and up

DOUBLE

FACED;

12-Inch
\$1.00
and up

“The Road to Profits”

Stock the Records that bring back satisfied customers

IMPERIAL RECORDS

Recorded in our own laboratory and made in our own factory, faithfully reproduce the **World's most famous** Instrumental, Operatic and Popular Music.

The **Imperial Records** can be played on all makes of Talking Machines and are backed by our catalog of over Two Thousand numbers, containing among them a galaxy of Artists known the World over.

Supplements listing new attractive and varied additions to our repertoire published every month.

You will make no mistake in writing us for further details and our very liberal discounts.

IMPERIAL TALKING MACHINE COMPANY, Main Office and Factory:
No. 9 Vandever Avenue, Wilmington, Del.

Recording Laboratory and Showrooms: 35 West 31st Street, New York City

Pacific Coast Distributors: The Stern Talking Machine Corporation, 1085 Market Street, San Francisco, Cal.

REPAIRS

TALKING MACHINE TROUBLES AND HOW TO REMEDY THEM

Conducted by Andrew H. Dodin

[This department of The Talking Machine World is designed for the service of all classes of our dealers, including those who make, and those who sell, talking machines. Andrew H. Dodin, who conducts this department, has a wide and enviable reputation as a repairer of talking machines and conducts an exclusive talking machine repair shop at 176 Sixth avenue, New York. Tell him your troubles through The World and he will help you if possible. The service is free.—Editor.]

SOME INQUIRIES ANSWERED

WEST ALLIS, 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?
H. H. R.

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 point needle should track the groove of the record at an angle of about 50 degrees to the surface of the record, steel needles at about 45 degrees. In some cases a little more or less degrees of angle will give better results.

The angle is determined by setting the sound box in the position giving the least blast. For instance, a sound box might play satisfactorily at the angle of 45 degrees, but would blast at an angle of 50 degrees, etc.

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, but carrying a governor ball of about the same weight as the two that remained. Although the motor apparently runs at proper speed, there is a peculiar grinding noise coming from the governor, although it seems to revolve all right. Could the shorter spring have that result?
M. M.

ANSWER—If there is one short spring and two long ones in the governor it will naturally be thrown out of balance and is most likely to cause grinding or knocking noise. I would suggest that you write to the manufacturer of your motor for a complete set of springs and governor balls of the same size and attach them to the governor.

BOSTON, MASS., February 2, 1918.

A. H. Dodin,

care The Talking Machine World:

Is it possible to sharpen steel talking machines needles so that they may be used again without damage to the record? I understand that the shortage of needles has resulted in the placing on the market of machines for sharpening them. Can these machines be used safely?
J. H. W.

ANSWER—Steel needles of the usual type are generally hardened at the point by some special process, and if this hardened surface is not entirely worn away by use it should be possible to re-point 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.

NEW JOBBER IN PHILADELPHIA

The George D. Ornstein Co. Appointed Victor Jobber With Quarters at 9 N. Eleventh Street

PHILADELPHIA, PA., February 4.—George D. Ornstein, who recently severed his connection as manager of the traveling department of the Victor Talking Machine Co., and in direct charge of the company's traveling representatives throughout the country, after over twenty years in the Victor service, is president of the new George D. Ornstein Co., which has been appointed wholesaler of Victrolas and Victor records in this city, and opened quarters at 9 North Eleventh street on February 1. Associated with Mr. Ornstein in the new venture is George A. Lyon, who for several years past



George D. Ornstein

was his assistant in the traveling department of the Victor Co.

It is doubtful if a single man in the talking machine trade is as well known among Victor wholesalers and dealers as Mr. Ornstein, for he has covered the country thoroughly and has kept in close personal touch with all developments from coast to coast. He has a keen knowledge of the talking machine business in all its phases, and has the ability of training new material to become effective in the field.

As a Victor wholesaler, Mr. Ornstein is particularly well equipped to win success. He is in a position to render distinct service to the dealers in the matter of giving advice, and his company is planning some original things in the matter of general service.

The company will confine itself to wholesale business exclusively, and starts with a floor space of nearly 10,000 square feet in the business center of Philadelphia, a location most convenient in every respect.

INCREASED WIDDICOMB DEMAND

This Artistic Phonograph Grows in Favor With the Trade, Judging From Orders Placed

GRAND RAPIDS, MICH., February 9.—The Widdicomb Furniture Co., of this city, report that the demand for the Widdicomb phonograph has far exceeded their expectations, and appreciative words regarding this meritorious product are heard on all sides.

The Widdicomb phonograph was the object of much interest at its debut at the Furniture Show held in Grand Rapids during the month of January. The full line was exhibited, four upright models and four console types. The popularity of the line was attested to by the fact that they were entirely cleaned out of a number of the models. It is announced that they are now able, however, to resume uninterrupted deliveries. With the immense facilities of the Widdicomb Furniture Co. at its back the phonograph division will be enabled to expand to take care of all business.

With such an auspicious start, H. C. Howard, manager of the phonograph division, looks for great things during the coming year. It is his opinion that a large part of the success the Widdicomb line has built up for itself has been through the prospective jobber or dealer following their suggestion to "Play It Yourself."

ISSUE FRIEDA HEMPEL FOLDER

Thomas A. Edison, Inc., have just issued an artistic and impressive folder calling attention to the fact that Frieda Hempel, the noted Metropolitan opera prima donna, has been added to the already extensive list of Edison artists, as announced in The World last month.

The folder, which is produced in two colors, contains an excellent portrait of Miss Hempel, together with something about her career in opera, and the announcement that the Edison Re-Creation of her voice will soon be available.

NOW IS THE TIME TO REPLENISH YOUR STOCK

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

VICSONIA



Mr. Dealer:

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

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

State Make of Machine

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

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?

Francis V. Nutze

Vice-President

STEPHENSON, INC., One West 34th St., New York

DETROIT TALKING MACHINE DEALERS ELECT OFFICERS

S. E. Lind Heads Organization as President—Annual Convention of Grinnell Forces Tells of Progress—Busy Pathé Jobbers—Edison Shop Looks for Big Trade—The Business Outlook

DETROIT, MICH., February 7.—We have had many adverse conditions confronting us for the past thirty days owing to the coal situation. People 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, Columbia 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, Sidney J. Guest, 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 & Hinchman 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 phonograph.

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-



S. E. Lind, President T. M. D. Association member for Edison phonographs, and of which Mr. Alling is also manager, is taking on new accounts right along, but they are the kind that produce results and this means profits to the dealer. Daily recitals are given at the Edison Shop, and too much praise cannot be given the two young ladies who have charge of these recitals. Both are high-class artists themselves and the in-

creasing attendance shows that they are worthwhile and worth the effort. The Edison Shop is the only phonograph store in Detroit that actually boasts of a recital hall—and it is right on the main floor.

S. E. Lind, local Columbia manager, was in New York during the early part of January, to attend the convention of Columbia branch managers. He is still effervescing over the convention, and he is determined that regardless of adverse conditions his books shall show an increase over the great record he made in 1917.

W. F. Huttie, sales manager of the Starr Piano Co.'s branch in this city, assisted by five other branch managers, were in Grand Rapids most of January in connection with the midwinter exhibition of furniture manufacturers. Their purpose in spending so much time in Grand Rapids was to sign up furniture dealers for the Starr line of phonographs and records. Mr. Huttie had splendid success, as did the other men there.

J. Henry Ling, Columbia dealer, Detroit, was hurt February 1 in a motor car accident, but is now on the road to recovery.

H. L. TUERS IN AVIATION SERVICE

Manager of Dealer Service Department of Columbia Graphophone Co. Joins Aviation Section of the Signal Officers' Reserve Corps

H. L. Tuers, manager of the dealer service department of the Columbia Graphophone Co., New York, has been accepted as a member of the Aviation Section of the Signal Officers' Reserve Corps and expects to be assigned to his new duties in the near future. Mr. Tuers is in line for an officer's commission at the end of the technical ground school course and the usual flying examinations. His successor has not yet been appointed.

A bluff is good (when you have enough reserve power to protect yourself should the bluff be called).

22 BEE CROFT YEARS

Connected With The Talking Machine Business

Thirty desirable records. You may not have all of these selections. We will gladly play any record for you.

INSTRUMENTAL		VOCAL - Continued	
1008	March of the Firemen	1001	Swanee Song
1009	March of the Firemen	1002	Swanee Song
1010	March of the Firemen	1003	Swanee Song
1011	March of the Firemen	1004	Swanee Song
1012	March of the Firemen	1005	Swanee Song
1013	March of the Firemen	1006	Swanee Song
1014	March of the Firemen	1007	Swanee Song
1015	March of the Firemen	1008	Swanee Song
1016	March of the Firemen	1009	Swanee Song
1017	March of the Firemen	1010	Swanee Song
1018	March of the Firemen	1011	Swanee Song
1019	March of the Firemen	1012	Swanee Song
1020	March of the Firemen	1013	Swanee Song
1021	March of the Firemen	1014	Swanee Song
1022	March of the Firemen	1015	Swanee Song
1023	March of the Firemen	1016	Swanee Song
1024	March of the Firemen	1017	Swanee Song
1025	March of the Firemen	1018	Swanee Song
1026	March of the Firemen	1019	Swanee Song
1027	March of the Firemen	1020	Swanee Song
1028	March of the Firemen	1021	Swanee Song
1029	March of the Firemen	1022	Swanee Song
1030	March of the Firemen	1023	Swanee Song
1031	March of the Firemen	1024	Swanee Song
1032	March of the Firemen	1025	Swanee Song
1033	March of the Firemen	1026	Swanee Song
1034	March of the Firemen	1027	Swanee Song
1035	March of the Firemen	1028	Swanee Song
1036	March of the Firemen	1029	Swanee Song
1037	March of the Firemen	1030	Swanee Song
1038	March of the Firemen	1031	Swanee Song
1039	March of the Firemen	1032	Swanee Song
1040	March of the Firemen	1033	Swanee Song
1041	March of the Firemen	1034	Swanee Song
1042	March of the Firemen	1035	Swanee Song
1043	March of the Firemen	1036	Swanee Song
1044	March of the Firemen	1037	Swanee Song
1045	March of the Firemen	1038	Swanee Song
1046	March of the Firemen	1039	Swanee Song
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1048	March of the Firemen	1041	Swanee Song
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1079	March of the Firemen	1072	Swanee Song
1080	March of the Firemen	1073	Swanee Song
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1086	March of the Firemen	1079	Swanee Song
1087	March of the Firemen	1080	Swanee Song
1088	March of the Firemen	1081	Swanee Song
1089	March of the Firemen	1082	Swanee Song
1090	March of the Firemen	1083	Swanee Song
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1093	March of the Firemen	1086	Swanee Song
1094	March of the Firemen	1087	Swanee Song
1095	March of the Firemen	1088	Swanee Song
1096	March of the Firemen	1089	Swanee Song
1097	March of the Firemen	1090	Swanee Song
1098	March of the Firemen	1091	Swanee Song
1099	March of the Firemen	1092	Swanee Song
1100	March of the Firemen	1093	Swanee Song

Record Cabinets
Record Envelopes
Needles

CLEMENT BEECROFT

309 W. Susquehanna Avenue

Philadelphia

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.

**New York Talking
Machine Co.**
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.**
12 N. Michigan Ave. Chicago



FROM OUR CHICAGO HEADQUARTERS

E. P. VAN HARLINGEN,
Manager

World Office
Republic Bldg., 209 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 shut-down and the "heatless Monday" edict, there is no grumbling among the dealers from this source, their only means of complaint at present being the poor shipping facilities 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 parts 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 it has had a tendency to cause impetus in the record business. Those of the people who already owned machines are at present coming down on Saturdays and loading up with records that will tide them over the "double holiday." There is also quite a demand for records on Tuesdays, owing to the fact that theatres and moving picture houses are compelled to close that day and people are prepared, therefore, to spend the evening at home. The dealers who keep their fingers on the public's pulse by watching the bookings of the big

shows that are billed for Chicago are the ones 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 songs months 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 farsighted 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.

Discusses Conditions Exhaustively

H. P. Ellis, of the Chicago Talking Machine Co., reports that they are still inconvenienced by the bad shipping conditions. "We have," said Mr. Ellis, "deliveries on the way that had 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 railroad companies are using their car tracers for other purposes, the shipper has to look out for himself. We have, therefore, employed 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 purchaser if he is given the opportunity to hear them. By pushing these records the dealer cannot 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 fourteenth 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 instances 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-graph 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.

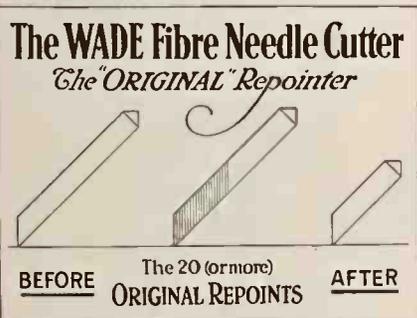
Exhibitors at the Furniture Show

The January furniture show in Chicago was a big success notwithstanding trade conditions that were not considered altogether favorable.

(Continued on page 79)

THE "WADE" FIBRE NEEDLE CUTTER

The "Original" Repointer Which Gives 20 or More "Original" Repoints



The term "Original" applies to the Wade Fibre Needle Cutter in several interesting and important ways.

The Plier-handle principle (protected by patent) of the "original" Wade Fibre Needle Cutter was the "original" idea of the "original" Mr. Samuel O. Wade, an inventive genius and skilled mechanic of great ability and wide experience.

The "original" intention of Mr. Wade to make the very best, most economical and durable Fibre Needle Cutter on the market has long since been fulfilled.

The "original" Wade Fibre Needle Cutter is simple in operation, strong and durable,

AND BEST OF ALL, IT GIVES 20 OR MORE "ORIGINAL" REPOINTS as shown by accompanying illustration.

YOU'LL SELL MORE "WADES" BECAUSE THEY GIVE MORE FOR THE MONEY



Price \$2.00

WADE & WADE, 3807 Lake Park Ave., Chicago, Ill.



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

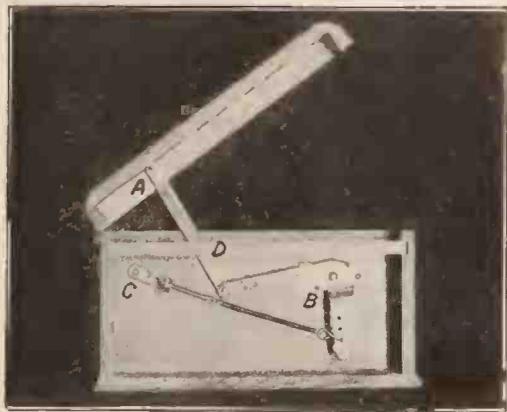
Samples and Prices Free—Write for Them



Lyon & Healy

Victor Distributors
CHICAGO





CHICAGO COVER BALANCE NO. 1

Others—Why Not You?

Most of the new talking machines of real merit are equipped with the

CHICAGO COVER BALANCE

It is not merely a Talking point; it's a Positive point of vantage. Don't take our word for it. Ask the users. Investigate.

WE MAKE NO CHARGE FOR SAMPLES TO BONA-FIDE MANUFACTURERS

CHICAGO HINGED COVER SUPPORT AND BALANCE CO.

2242 WEST 69th STREET, CHICAGO, ILL.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 77)

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., Elmbrola Talking Machine Co., Vitanola Talking Machine Co., Mandel Mfg. Co., and the United Phonographs Corp.

B. & H. Fibre Co. Preparedness

"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 employes 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 drill them properly. Nevertheless, I was prepared in a measure for the loss of some of my most valued employes, 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 for work they will have a little nest egg waiting for them which they don't expect.

"I have been receiving a great number of testi-

monials 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 braggadocio; 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. Geissler a Visitor

A. D. Geissler, 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 warehouse 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.

(Continued on page 81)

TRANSFER NAME-PLATES

We make the Transfer Name-Plates and Trade-Marks for the largest talking machine manufacturers in this country and for dealers in every state.

YOUR NAME, Mr. Dealer, on every machine brings the owner back to you for records and his friends to you for a machine.

Samples, Suggestions and Sketches Furnished Free

THE MEYERCORD COMPANY, CHICAGO

Largest Manufacturers of

DECALCOMANIA

Transfer Name-Plates

Are One-Record Phonographs Doomed?

A Frank Discussion of a Situation Which Faces Every Dealer

HERE 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-BALKE-COLLENDER CO.
CHICAGO SAN FRANCISCO NEW YORK CINCINNATI

Branch Houses in Principal Cities of the United States, Mexico, France

623-633 South Wabash Avenue, Chicago

29 West 42nd St., New York 7th and Main Sts., Cincinnati

Canadian Distributors
Musical Merchandise Sales Co., Excelsior Life Building, Toronto



Prices
\$32.50 to \$1500

The
Brunswick
ALL PHONOGRAPHS IN ONE

"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 tacks 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 but populous 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 in point of tone and detail. Its reproduction of both vocal and instrumental music is decidedly realistic.

With this sound box, it is claimed that one can use the fibre needle 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 was 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 man-

ager 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 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.

"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 generosity 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 one eye and sauntered majestically to his desk in the stockroom. Soon after, strange and various well-known lullabies issued from a Victrola in the stockroom.

Talking Machine Shop News

C. L. Davidson, of the Talking Machine Shop, reports that they are still doing a nice business regardless of weather conditions and "heatless Mondays." "Our business for the past month compares very favorably with the January of last year," said Mr. Davidson, "and we therefore have no reason to kick. We have a good supply of records on hand, just exactly the stuff that people want at present. We are, therefore, able to fill 90 per cent. of our orders. The trade so

(Continued on page 83)

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 8 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 operating are 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 mailing 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



Model B

Price \$110

The Empire, Model B, conceded to be the greatest value ever offered in a high grade talking machine.

Empire Talking Machine Co.

JOHN H. STEINMETZ, President

429 South Wabash Avenue

Chicago, Ill.

The
**“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.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 81)

far 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 settling 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 Tishler and whispered savagely, "I must have them at once!" "What?" stuttered Pauline. "The four new Heifetz records—oh, 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, made in New York. He plans an active campaign in his territory for these products.

Mandel Mfg. Co. Plans Big Things

The Mandel Mfg. Co., Inc., with headquarters at 501-511 South Laflin street, have consummated arrangements whereby they will bring their full line of talking machines to the attention of the trade in this country in a most prominent way during the present year. They have concentrated considerable attention on this branch of their business and are turning out a very attractive line which shows extreme taste in designing, and better still, a most careful attention to details, as far as tone reproduction is concerned. 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 approbation 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 Rhinehart 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 the 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 "Columbian" girl, having been connected with many of the largest talking machine departments throughout the city. Mr. Cotter stated that they contemplate enlarging their phonograph depart-

ment 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 2713 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.

Maurice Hebert represents the new company as chief designer. He is well known to the trade as one of the most capable artistic and original draftsmen in the country. He is known not only for his work in the talking machine industry which is in itself remarkable but also as

(Continued on page 85)

EMPIRE PHONO PARTS

Appeal to Manufacturers and Dealers in many ways

FIRST: In quality of tone production.

SECOND: In attractiveness of design (Patent applied for).

THIRD: In quality of material and workmanship.

FOURTH: In moderate cost, considering quality and utility.

They are the product of many years' experiment and experience, and are of proven worth and excellence



Universal Tone Arms and Reproducers No. 9

as illustrated, will add distinction to the highest grade machines.



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

JOHN H. STEINMETZ, Sec. and Treas.

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.



Retail Price, Model No. 3
\$100

No bigger value for the money exists today. This is the machine we will send on FREE TRIAL just to prove that we have confidence in our product

Mandel Manufacturing Co., Inc.

General Offices :
501-511 S. LAFLIN STREET
CHICAGO, ILL.

New York Display Rooms :
41 UNION SQUARE

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 mica 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 massive design best for correct reproduction.
- Permanent adjustment for all records except Pathé, when a weight is applied (see cut), which makes it just exactly right for playing Pathé. This weight also serves as a retainer for Edison and Pathé needles, which usually are mixed with the steel needles or lost.
- Arm fitted with long telescopic neck to make longer or shorter.
- Punched sound box clamping ring has a curvature preventing rubber gasket from working out.

ALL NEW FEATURE PATENTS APPLIED FOR

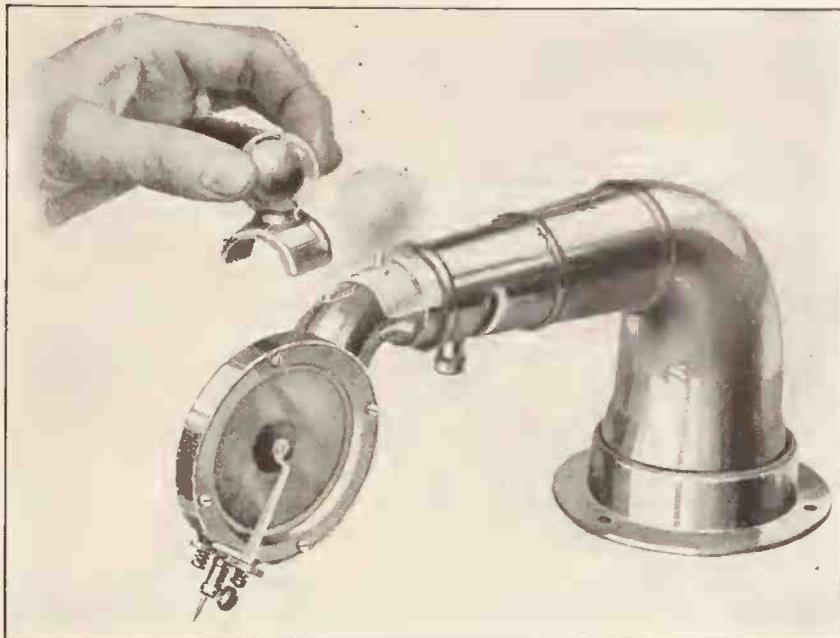
We also supply hardware, cabinets, motors and accessories for talking machines. Ask for our Bulletin.
We maintain an expert motor repair department.

LAKESIDE SUPPLY CO., Inc.

Tel. Harrison 3840

202 South Clark Street

CHICAGO, ILL.



RETAIL PRICE \$7.50 EACH

Sample	\$4.00 each	Prices to Bona Fide Dealers	Lots of 12 to 49.....	\$3.50 each
Lots of 6 to 11.....	3.75 each		Lots of 50 to 100.....	3.25 each

A further slight reduction on yearly contracts in 100 minimum lot shipments.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 83)

the designer of palatial residences. He is the man who designed the million-dollar residence of Charles M. Schwab, the steel magnate, and is a man of international reputation.

Organize New Company

The Empire Phono Parts Co. was organized at Cleveland, O., on February 2, and the officers elected were J. MacNamara, president, and John H. Steinmetz, secretary and treasurer. Mr. MacNamara is a pioneer manufacturer of tone arms, sound boxes, and accessories and was until recently president of the Union Phonograph Supply Co., of Cleveland, which succeeded the Union Specialty and Plating Co. He is well known to the trade as a producer of these products. Mr. Steinmetz is president of the Empire Talking Machine Co., of Chicago, and as is well known is an exponent of quality in any of the products that he offers to the trade, and in identifying the Empire trade-mark with the product of the Empire Phono Parts Co. the trade is assured that the product of this new company will conform with standard of quality that appeals to those seeking excellence and dependability rather than "price" alone.

The Empire Phono Parts Co. occupies the factory located at 1008 West Main street, Cleveland, which is directly opposite the Union Depot. This factory is equipped with the most modern machinery and is capable of turning out accurate products, and also includes as part of its assets what is considered to be one of the best plating plants in the State of Ohio, and is under the personal supervision of Mr. MacNamara. They are already turning out a considerable quantity of their products and manufacturers who have

seen and tested these products are enthusiastic about them. They have also applied for design patents on their new tone arm, thus protecting not only themselves but their patrons. They will cater to the phonograph manufacturers by producing standard goods of recognized merit. The sales offices are located at 427 South Wabash avenue, Chicago, and are in charge of Mr. Steinmetz. All inquiries relative to samples, etc., may be addressed in his care. They have prepared other attractive specialties which will be announced later. The illustration shown herewith is their number nine tone arm shown with connections and motor board equipment. The sound box is turned back permitting inser-



Empire Tone Arm and Sound Box No. 9

tion of the needle. This feature appeals to the consumer, as there is no possibility for the needle or jewel point to be set at an improper angle. The Empire equipment allows no chance, therefore, to injure the record while changing needles and all movable joints connecting with the sound box are screwed joints, which assure no looseness of parts.

Some Recent Visitors

Among the visiting dealers to Chicago this month were: H. E. Whitman, manager Pearson Piano Co., Indianapolis, Ind.; John F. Ditzell, manager Famous-Barr Co., St. Louis, Mo.; Thor Norberg, proprietor Norberg Music House, Moline, Ill.; Miss Mary E. Carroll, manager J. C. Baxter Piano Co., Davenport, Ia.

Magnola Progress

The Magnola Talking Machine Co., which, as everyone now knows, is backed by the same capital and the great experience of the M. Schulz Co., one of the largest piano manufacturers in the world, is having wonderful success with the Magnola talking machine. Representing years of experience in the acoustic field and also in the production of high-grade cabinet work these people have just naturally produced a talking machine in the Magnola that is distinctive and right. Furthermore, it has been a comparatively easy thing for them to build up a large trade, because they have the confidence of piano dealers everywhere. In the first stage of their existence the Magnola was sold largely in the piano trade. All they had to do was simply tell dealers they had a talking machine, and the dealers said

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-man 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

(Continued on page 86)

!!! ATTENTION !!!

Manufacturers of High Class Talking Machines

The new "Orotund" tone-arm and reproducer are now ready.

Universally correct. You can play all records perfectly and safely with this new tone-arm outfit.

Artistic in design. Workmanship perfect. Tone quality exquisite. Acoustically correct.

Two styles—No. 3-A and No. 3-B.

No. 3-A—With mild tone sound-box.

No. 3-B—With loud tone sound-box.

We also make the most perfect universal attachments for the Victor, Edison and Columbia machines.

Send for circular and prices.

COMBINATION ATTACHMENT CO.

324 Republic Bldg.

CHICAGO

Sapphire Needles

FOR PATHE and EDISON RECORDS

These needles are made in Switzerland of Asiatic Sapphires, which are recognized as the best.

Price **\$3.00** per dozen

Send check with order or goods will be sent C. O. D.
Quotations given on larger quantities.

CHARLES J. WOODARD

Room 503 Cable Bldg. 57 E. Jackson Blvd., CHICAGO

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 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 Victrola 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. "Alleluia Haec Dies" and "Veni Jesu" (Paulist Choristers of Chicago); "Barbiere Di Sivighia," "Largo Al Factotum" (Make Way for the Factotus); "Battle Hymn 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

The Perfect Automatic Brake



New Styles
To Fit
All Makes of
Tone-Arms.
Now Ready
for Shipment.

Patented Aug. 28, '17

Simple construction. Easily attached. No Talking Machine complete without it.

Samples \$1.00 each, cash with order.
State make of tone-arm used.

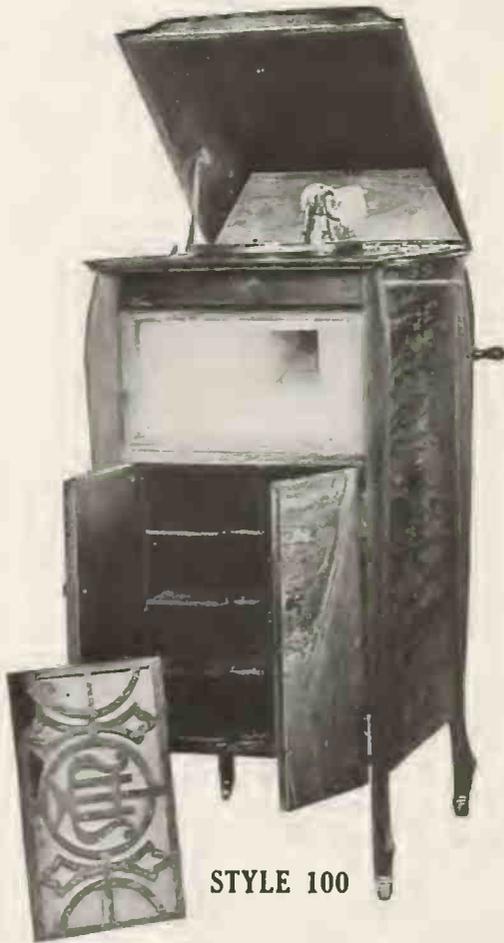
Write for attractive quantity prices.

PERFECT AUTOMATIC BRAKE CO.
Room 400, 425 S. Wabash Ave., Chicago

Hiawatha Phonographs

MEAN

Quality Assured



STYLE 100

Quality of Tone
Quality of Construction
Quality of Finish

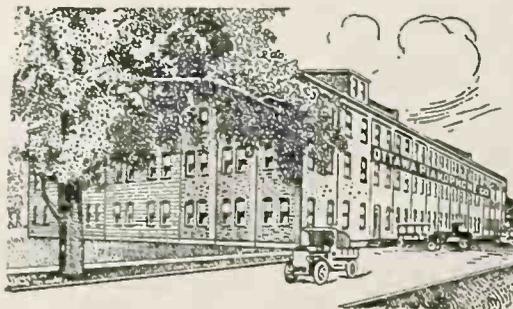
Models \$35, \$50, \$75 and \$100 retail. A complete line of Quality Phonographs. Quality is the keynote of the success of the Hiawatha.

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"

Tone chamber made of genuine Spruce. No metal.
Cabinets made of 5-ply stock. Construction guaranteed.
Motors and equipments, using double spring motors, highest standard of Quality.
Electric motor \$25.00 extra.
Tone modifier, built in as part of the machine, not an attachment. Patent applied for.
Plays all records with the same attachment.

OTTAWA PIANOPHONE COMPANY

City Address: 802 Republic Building, Chicago, Ill.

Ball" (Fox Trot) and "Homeward Bound" (Medley One Step); "Leave It to Jane" (Medley Fox Trot) and "Umbrellas to Mend" (One Step); "Pigtails and Chopsticks" (Xylophone Solo) and "Concert Polka" (Xylophone Solo).

Edison's six best sellers for the month are: "Battle Hymn of the Republic" (Old Plantation Melody); "My Heart at Thy Sweet Voice—Samson and Dalilah" and "Triumphal March—Aida"; "Loin du Bal" and "Marché Lorraine"; "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 Mornin'" 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" (Orchestral); "Over There" and "Laddie Boy"; "Stars and Stripes Forever" and "Fairest of the Fair" (Sousa); "Somewhere in France is the Lily" and "My Sweetheart is Somewhere in France"; "Modern Maiden's Prayer" and "That's the Kind of a Baby for Me."

Big Order for Uniset Reproducer

The Uniset Reproducer Co., which is located in the Cable Building, Jackson boulevard and Wabash avenue, expect to make deliveries of the "Uniset Reproducer" the second week in February. Manufacturers who have tested this reproducer are enthusiastic over its great possibilities.

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 reproducer is an absolute departure from all other sound boxes that are now on the market. It will play all records no matter of what 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 convention 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.

FROM OUR CHICAGO HEADQUARTERS (Continued from page 86)

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

CHICAGO, ILL., Feb. 10.—Wm. Tures of the Combination Attachment Co. with headquarters in the Republic Building is a man who conducts

his own business in such good shape that the men observing him want to avail themselves of the same intelligence and energy. Mr. Tures has recently been made a director of the Republic Merchants' Association, who conduct the wonderful service system in the great building in

which the Combination Attachment Co. is located. He is also a member of the publicity committee of the same organization. The Republic Item, a sprightly little monthly published in the interests of the Merchants' Association, recently told the history of his life and also printed the photo cut of him. Mr. Tures in a recent talk with The World described the latest introductions in the line of "Orotund" universal tone arms and sound boxes—combinations which give an excellent tone and also are adapted to both hill and dale records. Talking about the combinations represented by either number 3A or number 3B tone arms and sound boxes, Mr. Tures said:

"Is mechanically correct as it can be adjusted to any condition so that the proper angle is obtained, regardless of the height of the turn table or the size of the sound box. It is the only tone arm in which such adjustments can be obtained. The special adjusting sleeve construction and the continuous tapering elbow enables the arm to be lowered or raised, also the tone is carried unobstructed down into the throat of the tone chamber.

"The graduated or tapering effect is correct to produce perfect acoustic conditions.

"The tone produced by the sound box is conveyed to the tone chamber in such a way as to produce rich, clear, musical tones.

"The base of the arm is mounted to swing on ball bearings, a patent construction not found in any other tone arm and the only ball bearing arrangement where all bearings are in contact at all times, and have a perfect rolling action.

"A perfect turn back joint which also can be adjusted, is the most convenient method for changing needles.

"The universal sound box centers perfectly when changing from the hill and dale jewel record to the lateral cut record position.

"The weight is correct so that any record can be played safely and the fibre needle can be used universally on all records. This cannot be said of any other tone arm construction.

"The 'Orotund' universal tone arm and sound box is a work of art, as it is symmetrical and very attractive in appearance. It is an ornament on any talking machine. It was not the idea of the designer to see how cheap it could be made, but to embody all the best and important features to make it the highest grade tone arm on the market and to produce it at a fair price."

TO EXHIBIT AT NATIONAL MUSIC SHOW

Among the leading talking machine companies in the East who have reserved space at the National Music Show, to be held at the Grand Central Palace, New York, in June, and of which Charles H. Green is manager, are Thos. A. Edison, Inc., the Columbia Graphophone Co. and the Pathé Frères Co.



Wm. Tures

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. Clemon, of Pittsburgh—Spending Their Honeymoon in Chicago, Many Congratulations

CHICAGO, ILL., February 12.—The many friends in this city of Miss Christine Miller, the distinguished contralto, who is widely known in the talking machine trade through her Edison tone tests and her large repertoire of Edison records, were somewhat surprised to-day to learn of her marriage. The happy man is Daniel M. Clemon, formerly one of Carnegie's partners, and one of the big magnates of Pittsburgh, where it is stated he has prepared a \$500,000 home for his beautiful and talented wife. Mr. and Mrs. Clemon are spending their honeymoon in Chicago to-day, and are receiving the most cordial felicitations of a host of friends in the talking machine trade, for there are few artists who have such an army of admirers in and outside the industry.



VITA-NOLA

"The Quality Goes Clear Through"

Hooverize



Model No. 100

Utilize



Model No. 125

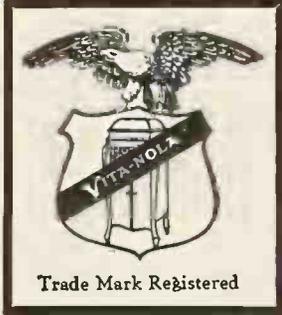
Economize



Model No. 150



Model No. 75



Trade Mark Registered

Make Every Dollar Count

And remember—Vita-Nola Talking Machines work in perfect accord with the spirit of the times—the spirit that demands efficiency without waste.

While good to look at, thoroughly dependable and wonderful tone qualities, not one unnecessary dollar goes into the maintenance of a Vita-Nola.

Thousands of people have seen the VITA-NOLA TALKING MACHINES last month at the furniture exposition. Hundreds of them have commented upon them. And what they all say is this:

"We had no idea that the VITA-NOLA was such an extraordinarily good phonograph."

That's our fault. We have been modest. We still are. We believe it is good business in the long run to give our buyers more than they have been led to expect.

But we know we are selling "MORE PHONOGRAPH" for the money than any other manufacturer.

To prove this write for our FREE TRIAL OFFER and you will be the judge. Also write for catalog and surprisingly low prices.

Vitanola Talking Machine Company

501-509 West 35th Street CHICAGO, ILL.

DISTRIBUTORS:

J. Pritzlaff Hdwe. Co., Milwaukee, Wis.
Standard Phonograph & Accessory Co., 1005 Commerce St., Dallas, Texas.
New England Vitanola Talking Machine Co., Boston, Mass.
Geo. C. Wetherbee & Co., Detroit, Mich.
The Chesterman Co., Sioux City, Ia.

Moore-Handley Hdwe. Co., Birmingham, Ala.
F. W. Hanpeter Furn. Co., St. Louis, Mo.
A. C. McClurg Co., Chicago, Ill.
Vitanola Distributors Co., Philadelphia, Pa.
Carpenter Paper Co., Omaha, Nebr.
Landauer & Co., Milwaukee, Wis.
J. M. Bennett Co., Minneapolis, Minn.

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 continued, “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 packed 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, Saturday 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’ agents 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, presi-

dent 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 802 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 being able 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 Oakwoods 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.



Style B

**The greatest Children's Records ever made
—Thornton Burgess' Bedtime Stories, told
in the author's own voice. A Columbia gold
mine for live dealers.**

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



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 indorsed 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 own 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, Champ 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 of steel and will be preserved in the Government archives at Washington. For use at public meetings, in moving picture theatres, lodge rooms, assembly halls, Y. M. C. A. auditoriums, and similar gathering places, other 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 facsimile 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., February 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.



Two Signboards Used by Mr. Brown on Roads Leading to Detroit



Sign Used by Mr. Brown in the City of Detroit

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 this company undertakes to sell the whole production of the three plants.

The Aluminum Ware 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 Mirrorphone Co., of Troy, O., has been incorporated with a capital of \$10,000 to take over the output of the Lorimer-Hicks Co., manufacturers of the Lorphones.

"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.

TEST offered to dealers to prove the superiority of Wall-Kane Steel Needles

Take two standard disc records of the same selection, play one ten times with the same WALL-KANE loud needle; play the other record, the same selection, ten times, but with ten, new, full tone steel needles.

You will find that the record played ten times with the same WALL-KANE needle will sound clearer, will have less surface noise, and that under the magnifying glass the grooves of the record played ten times with the ten steel needles will seem to be more disturbed.

Beware of Imitations

Package of 50 WALL-KANE needles. Loud, Extra Loud and Medium, greater value than 500 ordinary steel needles, retails for 10c, costs the dealer 6 1/2c. Jobbing territories open.

Progressive Phonographic Supply Co.
145 West 45th Street, New York

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.

MORE 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.

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



Wm. A. Schreiner

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 an extra charge is made for machines of walnut, 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. Rummell, 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.

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



Blackman
TALKING MACHINE CO.

97 CHAMBERS ST. NEAR CHURCH ST. NEW YORK

Factory Distributors Victor Talking Machines





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.



Columbia Grafonola
Price \$215
With electric motor \$240

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. Mr. Ruggles will be gone three or four weeks, and will visit the Victor factory before returning to the coast. R. B. Bird, from Sherman, Clay & Co., San Francisco, is taking charge of the local branch during the absence of Mr. Ruggles.

The Wiley B. Allen Co. have lost two of their boys this week, Robert P. Raygust having already been called to the colors, and Walter Allee expecting to leave in the near future.

The Andrews Music Co. report a fine business during the month of January, and expects to also have a good February trade, providing the stock holds out that long.

Mis Juanita Brown, of the talking machine department of Barker Bros., was married on Monday, January 21, to Walter Mack, who left the next day for the Aviation Training Camp

at Atlanta, Ga., preparatory to service in France. The bride remains in the employ of Barker Bros.

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, about 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, Ia.

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 employes did not let the occasion go by unnoticed. Since the declaration of war Mr. Edison has been working for the Government in an effort to solve the U-boat problem and has taken only one short vacation. He is at present in Florida with Mrs. Edison.

The "Edison Pioneers," an organization composed of the old associates of Thomas A. Edison, gave a luncheon at the Lawyers' Club on Monday in celebration of the inventor's birthday, there being forty-five present, and they took the occasion to send the inventor the following message:

"We, the Edison Pioneers, assembled at our first annual luncheon to celebrate your birthday, express our pride in your present patriotic occupation and send you our warmest love and hearty congratulations on this anniversary."

Secretary Daniels also sent the following telegram to Mr. Edison:

"Congratulations upon your birthday. Your friends rejoice in your youthful optimism and clear vision of national needs. It has been a privilege to be a co-worker with you."

CONDITION OF INTERNATIONAL TRADE

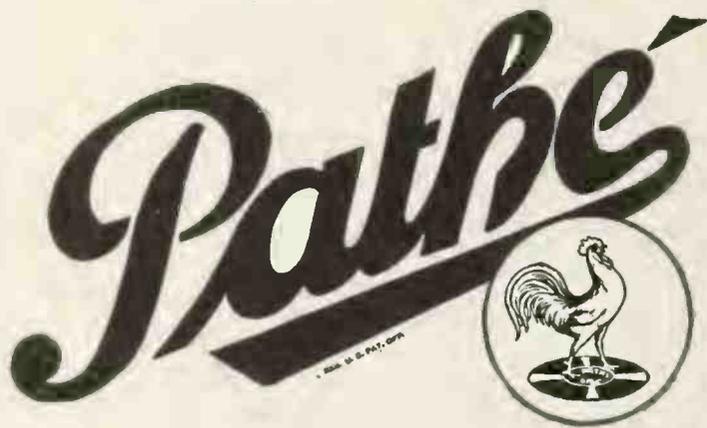
Secretary Redfield Discusses on the Likely Course of Foreign Trade—Declares Present Condition Is Deliberately Abnormal

That the current condition of international trade is deliberately abnormal is the opinion expressed by Secretary of Commerce Redfield in a statement addressed to the Bureau of Foreign and Domestic Commerce on the subject of foreign trade organization by industries after the close of the war.

"It seems to me," he writes, "there are two abnormal stages through which we must go before what we may call the normal ebb and flow on international trade will, after the war, resume its movement.

"First, the current condition is deliberately abnormal. All the great exporting nations are directly interfering with the progress of their export and import trade and treating it as a war measure on a strictly and avowedly different basis from that of peace.

"Second, another abnormal state must follow immediately after the war, which may be described as like the process of settlement to rest of particles suspended in a fluid in order that the fluid may become clear. In other words, there will be a long period of international reconstruction. It will take the form, at the beginning, of excessive demands for raw materials of many kinds, and probably for finished lumber and machinery and certain kinds of equipment. The whole object during this time will be restoration toward a normal economic manufacturing and productive basis. This period must be gone through fully before the third period, which I speak of as the normal condition, shall arise."



"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 PATHE SAPHIRE BALL takes the place of needles. And it is permanent. It never wears out.

They signify the world-wide Pathé Record Repertoire: Music new to America—vocal and instrumental celebrities of European fame.

And the Pathé monthly list of patriotic, popular, musical comedy and sentimental songs and dance hits—

Plus the brilliant Pathé artist personnel:

Muratore, Muzio, Ober, Cavaleri, Didur, Thibaud, Ganz, Bispham, Grace Hoffman, Slezak, Urlus, Weil, Fitziu, Sammarco, Ruffo, De-Cisneros and others.

Of further significance is the fact that Pathé Records, despite their unique guarantee, cost no more than other makes of records—

And the fact that they are subject to a dealer's discount so generous it will well repay you to investigate—to-day.

No Needles to Change

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

Pathé Records Won't Wear Out

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

The Pathé Phonograph Plays All Makes of Records

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

The Pathé "Controla"

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

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, Cal., 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 inventing processes 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 pictures show how faithfully 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 is thus produced which contains a series of images so colored as to give, when projected, a moving picture in natural colors, without the use at all of 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, impossible in black and white. There is no more light required than is used in projecting black and white, and a speed of only twenty-four to the second is 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, while 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, all of the delicate shades and hues of flesh tints, of clothings and draperies, of the gradually changing sky tints of sunrise and sunset are reproduced with magical subtlety.

"The art of producing motion pictures of great brilliancy, showing every slight difference of the various shades of color, by a practicable and inexpensive process, has been accomplished."

INCREASES LINES HANDLED

S. N. Rosenstein, 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. Rosenstein's line are the products manufactured by the Automatic Record Container Co., Chicago; the Scotsford line of phonograph accessories manufactured by the Barnhart Bros. & Spindler Co., Chicago; the lines made by the Weber, Knapp Co., Jamestown, N. Y., and the Crescent Talking Machine Co., New York. Mr. Rosenstein is planning to give these lines aggressive representation in New York, and judging from his 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 Records Upright And Prevent Warping.

Capacity 2150 thin records, 1075 Edisons.

Every record at your finger tips as simple as 1-2-3.

Built to fit your needs.

Prices { Oak \$55
 { Birch \$60

UNCONDITIONALLY GUARANTEED

Ogden's Patented Cabinets Protect against Dust, Warping and Theft. Save Time, Space, Money. : : Prices Subject to Change : :

OGDEN SECTIONAL CABINET CO., Inc., Lynchburg, Va.

TO INTEREST SHORTHAND WRITERS

How Talking Machine Records May Be Utilized by Students in the Taking Down of Actual Dictation—Some Pointers of Interest

It is herewith 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 listening to records 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 suggest that their pupils practice by listening to prose talking 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 and will doubtless be sent to Chicago, after which he will obtain a six months' course at Harvard University.

A SIGNIFICANT LETTER

Fred A. Girdwood, druggist and stationer, Perth, Ont., Canada, a Talking Machine World subscriber, writes as follows: "We are now handling Victor records and Victrolas, and find them the best paying side line we ever introduced, in fact, if we are not careful, the drug business will soon be the side line." This letter is a significant tribute to the growing popularity of the talking machine throughout Canada, and the prospects are for a wider appreciation as time goes on.

MCCORMACK'S POPULARITY GROWS

John McCormack, the famous Irish tenor, whose Victor records are so widely popular, has been scoring a great success with the Metropolitan Opera Co.'s forces in New York this season. His splendid aid toward raising funds for the Red Cross has also come in for a large measure of public recognition. Next summer he plans to visit France and sing to "our boys" who are "over there."

JOSEPH MUSANTE

Electro-plater and Silversmith
Gold, Silver, Nickel and Antique Finishes
Specializing in phonograph parts and musical instruments

168 CENTRE ST. NEW YORK
Telephone, Franklin 3053



A New Record Repertoire and Greater Record Sales for the New Year!

NOT only do Pathé Records represent the largest and most unique record repertoire in the world: music of which America still knows little—the great voices of all Europe; romantic instrumental ensembles of the Old World's Bohemia; the famed military bands, the songs and melodies of lands that *live* romance; the brilliance and beauty of a world of art so far a closed book to most Americans—

To say nothing of the regular monthly list of up-to-date patriotic, sentimental, musical comedy and popular song successes and dance novelties—

But they represent *continuous* sales

And increased "record dividends" to the dealer—

because there is a fast-growing demand for records that play without needles. And Pathé Records mean:

No Needles to Change

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

Pathé Records Won't Wear Out

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

The Pathé Phonograph Plays All Makes of Records

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

The Pathé "Controla"

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

No Needles to Change

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

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."

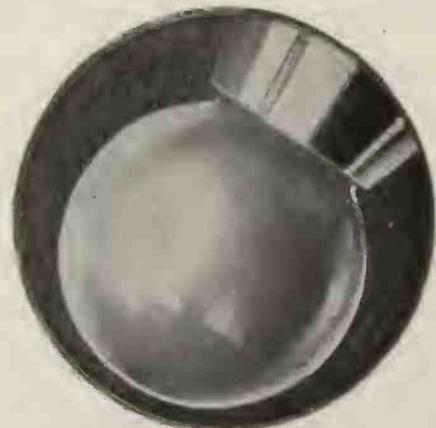
Pathé recordings are not merely phonographed recordings of such world-famed artists as Muratore, Muzio, Cavaliere, DeCisneros, Grace Hoffman, Ober, Slezak, Urlus, Bispham, Sammarco, Ruffo, Weil and others. They are the *realism* of those voices.

Pathé Records cost no more than other records and because they offer the dealer an unusually generous discount.

Write for details TO-DAY.

Williams-Davis-Brooks & Hinchman Sons

26 East Congress Street
DETROIT, MICHIGAN



The Pathé Sapphire Ball
Enlarged many times

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. Hollands, 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; Wiley 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 employes 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 sidewise, 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 first inside cover. Then there is a full-page portrait of Jascha Heifetz, the latest Victor acquisition, pictures of DeLuca 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. Lawrason, 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. Lawrason 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.

Stracciari, 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

Prices and Particulars on Request

The C. J. Lundstrom Mfg. Co.
LITTLE FALLS, N. Y.

Branch Offices: Flatiron Bldg.

New York City



Setting Victrola into Cabinet



Sound Doors Open for Playing



Completely Closed

You Ought to Know

In case you are contemplating expanding the sphere of your business to include departments devoted to Pianos, Player-Pianos, Musical Merchandise or Sheet Music, that you'll find news and comments about them all in



ESTABLISHED 1876

The oldest and leading music trade weekly, which covers every branch of the industry.

It Contains

instructive and educational articles. Hints on salesmanship and advertising. Editorials that are timely and authoritative. Facts about the new things in the trade. Trade happenings in all parts of the United States.

“Review the Music Trade With Us”

Send your \$2 now for a full year's subscription to

THE MUSIC TRADE REVIEW
373 FOURTH AVENUE NEW YORK

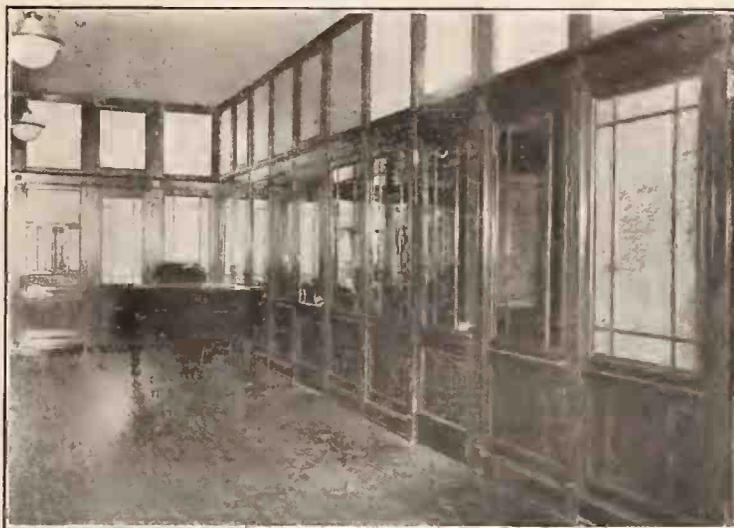
VAN VEEN "BED-SET" BOOTHS

Increase Your Record Sales

Write for a copy of our
NEW CATALOG

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

Prepare for a Machine Shortage
by Developing Record Sales



Demonstration Booths Mean
Additional Record Business

Illustration shows a recent installation for the Winterroth Piano Co., on West 42d Street, New York.

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

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

LIEUT. J. H. GILES A VISITOR

Former Member of the Blackman Traveling Staff "Doing His Bit" for Uncle Sam—A. D. Robbins Has Joined the Aviation Corps

A visitor this week to the offices of the Blackman Talking Machine Co., New York, Victor wholesalers, was Lieut. James H. Giles of the 104th Field Artillery, now stationed at Spartanburg, S. C., and preparing to leave for "over



Lieut. James H. Giles

there" in the very near future. Lieut. Giles, who is now an acting captain, was formerly a member of the company's traveling staff, resigning to "do his bit" for Uncle Sam.

A. D. Robbins, who has been a member of the Blackman Talking Machine Co.'s sales staff for several years, and who has been visiting the Victor dealers in this territory for the past year, has enlisted as a member of the Aviation Corps, and is now stationed in Texas, preliminary to sailing for the other side.

George W. Lyle, assistant to the president of the Pathé Frères Phonograph Co., Brooklyn, N. Y., is at his desk again after a month's visit to the Pathé jobbers throughout the country, including the Pacific Coast.

ATTENTION OF MANUFACTURERS AND ASSEMBLERS

I have just completed a new kind of talking machine motor, and have a perfect model ready for demonstration. The motor can be used for machines retailing from \$20.00 upward. Would manufacture the same for the exclusive use of one large assembling house that can use a substantial quantity, or turn it over to a responsible manufacturer on a royalty basis. Address "Box 498," care The Talking Machine World, 373 Fourth Ave., New York.

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 \$6,226,000,000, 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 \$1,776,000,000 in 1915.

Gold imports amounted to \$538,000,000, against \$686,000,000 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 \$156,000,000 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 your friend,
It never bores nor gossips,
Never borrows, never lends.

It is always waiting for you
With the thing your mood most wants,
Whether raggy, jaggy music
Or the dreamy kind that haunts.

You sit back in a corner
With the shadows all about
And the music sets you dreaming,
And your pipe goes out.

Fairies gather round you,
Sometimes whispering in your ear,
Sometimes kissing shut your eyelids,
Leaving on your cheek a tear.

Ghosts of long ago peer at you,
Bringing back forgotten things,
When the record on your graphophone
Plays melodies or sings.

There's the tinkle of a cow bell
Or the gurgling of a brook,
Then a strain recalls to memory
Some sweet line from a loved book.

There's the scent of apple blossoms
And the murmur of the sea;
And a cupid comes a-whispering,
"Won't you listen, Love, to me?"

And he throws a few love kisses
From the record where he stands
And he dances to the music
While he waves his chubby hands.

Then comes a strain that makes you hear
A voice that's long been still;
And you see the grass and withered flowers
On a narrow slab-marked hill.

Then the fairies came back laughing,
(Music must give joy or pain);
Begging you to cease your sighing
And to light your pipe again.

All your heart is with the phantoms
As they dance about your chair
Ah! But when you try to touch them—
They're but music in the air.

SUPPLY MUSIC TO THE SOLDIERS

Company K at Camp Logan Proud of Their New Edison Phonograph

KEWANEE, ILL., February 10.—W. A. Bowen & Son, who handle Edison phonographs and records in this city, recently supplied an Army and



Company B and Its Edison Phonograph

Navy Edison phonograph to Company K, at Camp Logan, one of Uncle Sam's virile fighting forces. This firm have built up a very excellent business for the Edison in this territory.

CONGRATULATIONS FOR F. P. OLIVER

Fred P. Oliver, vice-president of the Blackman Talking Machine Co., New York, Victor wholesalers, is receiving congratulations from his many friends in the trade upon the arrival on Sunday morning of a baby girl. Miss Oliver has been christened Virginia, and, if early signs are any indication of the future, her career as a vocal star is almost assured.

The Mickel Bros. Co., Victor wholesalers in Omaha, Neb., and Des Moines, Ia., closed a large volume of business the past month.

Phonograph Clearing House, Inc.

Found 100 items for 100
manufacturers and dealers
in one month.

Phonograph Clearing House, Inc.

Disposed of an equal
number of items for an
equal number of manu-
facturers and dealers dur-
ing the same period.

What Do You Want?
What Have You to Sell?

Get It or Sell It
Through Us

Phonograph Clearing
House, Inc.

51 East 42nd Street NEW YORK



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.

Columbia Graphophone Co.
Woolworth Building, New York

THE DELPHEON IN THE SOUTH

Delpheon Co., Inc., in Atlanta to Distribute Delpheon Phonographs in Georgia, North Carolina, South Carolina, Florida and Alabama

ATLANTA, GA., February 7.—The Delpheon Co., Inc., of this city, which was recently organized to distribute the products of the Delpheon 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

paper 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

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 help greatly in quickening the interest of the employes.

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.



One of the Display Rooms of the Delpheon Co., Inc., Atlanta

Delpheon 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 Delpheon phonograph.

D. G. Sunderland, who is the head of the Delpheon Co., Inc., of Atlanta, is leaving nothing undone to give the Delpheon aggressive representation in this territory. The Delpheon Shop has already been the subject of several news-

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.

AUDION

A New Reproducer; Composition Diaphragm

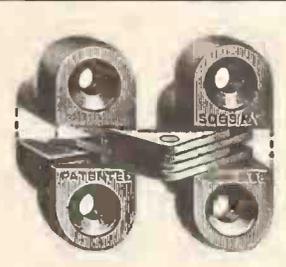
Plays more pleasing to the public than any other; fits all standard phonographs. Retail at \$3.00, and dealers should stock these reproducers and sell them to the public on a money-back guarantee.

WRITE FOR TRIAL OFFER

AUDION PHONOGRAPH CO., 77 Reade Street, New York



SOSS



INVISIBLE HINGES

Preserve Beauty
 In many beautifully designed, finely finished Talking Machines, Pianos, Music Cabinets, Piano Players, and Benches, the elimination of the unsightly protruding Hinge is essential to preserve the beauty of the design.

Design and Construction
 The fine cabinet work which is required in many instances to preserve the disguise of the instrument requires that the hinges be as inconspicuous as possible. SOSS Hinges are *Invisible*.

Write for catalogue "T"

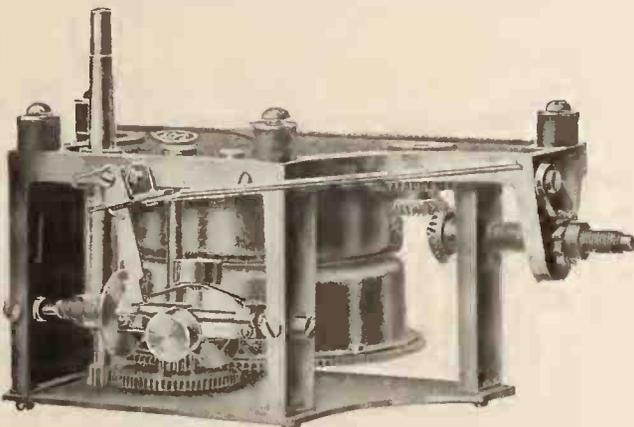
SOSS MANUFACTURING COMPANY

435 ATLANTIC AVENUE BROOKLYN, N. Y.
 LOS ANGELES, 224 Central Bldg. } **Branch Offices** { SAN FRANCISCO... 164 Hansford Bldg.
 Canadian Representatives—J. E. Beauchamp & Co., Montreal, Can. } DETROIT—922 David Whitney Bldg.

CLOSE IMPORTANT CONTRACTS

Leonard Markels During His Recent Trip West Closed a Number of Deals Whereby the Markels Motor Will Be in Demand This Year

Leonard Markels, well-known motor manufacturer, 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-



The Markels "Butterfly" Motor

ceived recently that they desired to place good sized orders for the coming year.

Mr. Markels states that the demand for the "Butterfly" motor is exceeding all expectations and that in order to keep pace with the orders which he is receiving for this motor, he has been obliged to materially increase his factory output. This motor has won the enthusiastic praise of manufacturers throughout the country, who state that it embodies the necessary requisites for a successful silent running motor. According to present plans, the Markels factory will produce in 1918 a motor output considerably ahead of last year, and the "Butterfly" will be one of the leaders in this production.

D. R. Doctorow, credit and sales manager for Leonard Markels, will leave for Canada during the next few days in response to several requests that have been received at the executive offices from well known Canadian manufacturers who contemplate using the Markels' products in 1918.

JOIN COLUMBIA SALES FORCE

A. B. Creal, formerly a member of the sales staff of a prominent Memphis furniture house has been appointed a member of the sales force of the Baltimore branch of the Columbia Graphophone Co., W. S. Parks, manager.

A. E. Landon has been appointed a member of the sales staff of the Columbia Co.'s Cleveland branch, A. W. Roose, manager. Both Mr. Creal and Mr. Landon have been spending some time in New York, prior to assuming their new duties.

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., manufacturers 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 page of this issue of The World, and among other things of interest to the trade is technical description of the action of vibrations on the diaphragm.

The Hoffay Co. will shortly inaugurate a campaign of publicity in behalf of their product. The various specialties will be illustrated and every feature will be numbered in accordance with an accompanying description.

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 alongside 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.

"THORNTON BURGESS" WEEK

February 25 to March 2 Designated by the Columbia Co. as "Thornton Burgess" Week—Under Auspices of Educational Department

The week of February 25-March 2 has been designated by the Columbia Graphophone Co. as "Thornton Burgess" week, and under the auspices of the company's education department, an interesting and practical campaign will be instituted to stimulate the public's interest in the Thornton Burgess Columbia records during this week.

As announced recently in The World, Thornton Burgess, creator of the famous "Bed-Time" stories for children has made a series of these famous stories for the Columbia

Co., exclusively. These records have already met with a remarkable sale throughout the country, and Columbia dealers are unanimous in acclaiming them as the best selling children's records that have yet been introduced.

According to its present plans "Thornton Burgess" week will be observed by the use of full-page advertisements in the Saturday Evening Post and the Youth's Companion featuring these records. These pages will appear in the issue of February 28, and three other advertisements will appear in the long list of newspapers that are included on the Columbia advertising schedule. The value of this publicity is tremendous, and this advertising, together with the special window display, counter-cards, leaflets, etc., prepared by the Columbia advertising division cannot fail to arouse the public's interest in these "Bed-time Stories."



Thornton Burgess

We have a
Splendid
Proposition for
Live Dealers

Delpheon

The
Incomparable

Six Models
Retailing From
\$75 to \$175

Delpheon Sales Company

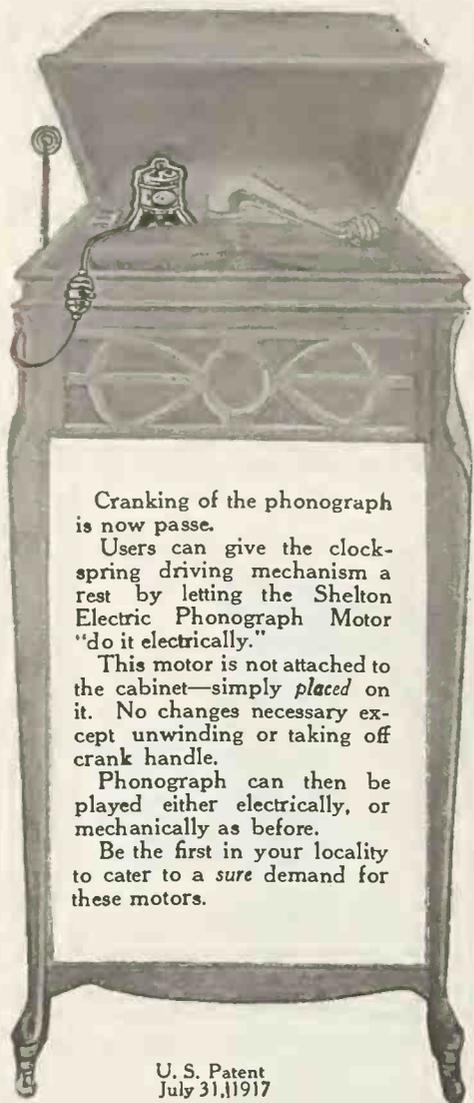
Distributors
25 Church Street, New York
Telephone—Cortland 4744




\$15 Retail

Shelton Electric Talking Machine Motor

FULLY GUARANTEED FOR ONE YEAR



Cranking of the phonograph is now passe.

Users can give the clock-spring driving mechanism a rest by letting the Shelton Electric Phonograph Motor "do it electrically."

This motor is not attached to the cabinet—simply placed on it. No changes necessary except unwinding or taking off crank handle.

Phonograph can then be played either electrically, or mechanically as before.

Be the first in your locality to cater to a sure demand for these motors.

U. S. Patent
July 31, 1917

SHELTON ELECTRIC CO.

NEW YORK—30 East 42nd Street
CHICAGO—30 East Randolph Street
BOSTON—101 Tremont Street
SAN FRANCISCO—62 Post Street

TALKS BY GEORGE W. HOPKINS

Will Give Series of Advertising Talks at Ad Men's Club—Arthur C. Erisman in Town

George W. Hopkins, general sales manager of the Columbia Graphophone Co., New York, will make a series of advertising talks on alternate Fridays at the headquarters of the Advertising Men's Club of New York. Mr. Hopkins gave the first talk in this series last Friday, his subject being "Practical Application of Business Psychology," and the interest which was accorded his address is indicated by the fact that there was a larger attendance at the clubhouse to hear Mr. Hopkins than at any similar event in the history of the club.

Arthur C. Erisman, president of the Grafonola Co. of New England, exclusive Columbia dealer, was a visitor last week at the executive offices of the Columbia Co., in the Woolworth Building, New York. Mr. Erisman spoke optimistically of the business situation in his territory, stating that his company's sales for the past six weeks had been far ahead of expectations, and indicative of a gratifying industrial outlook for the new year.

Other visitors this week at the Columbia executive offices were Messrs. White, representing the Southerly Furniture Co., Richmond, Va.; Mr. Koteen, representing the Virginia Mercantile Corp., Norfolk, Va., and Mr. Kades, of Miller & Kades, Harrisburg, Pa.

EXPEDITING 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 talking machine 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 would reduce 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, resulting possibly in 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 effecting 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 expecting 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 receiving 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 Phonograph and Pathé Records in Pontiac, Ill., to Good Purpose

PONTIAC, ILL., February 9.—The photograph of the store of the Armstrong Drug Co., of this city, illustrates the manner in which talking machines can be carried and displayed effectually in connection with other lines and where the space is limited. The Armstrong Drug Co. handles a full line of Brunswick phonographs



Armstrong Drug Co.'s Brunswick Display

and Pathé records and is pushing this end of the business vigorously. Mr. Armstrong has the able assistance 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.

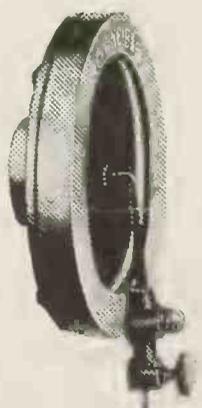
THE BRONX EXPOSITION

Governors of Several States and Others Associated in an Advisory Capacity

The management of the New York Permanent International Industrial Exposition, which opens in the Bronx next Memorial Day, has announced the association with the project in an honorary advisory capacity of the Governors of a score of States, United States Senators, members of Congress, Mayors of many large cities, and men prominent in financial and commercial affairs throughout the country. The chairman of the committee is Governor Charles S. Whitman, of New York.

Invitations to join the committee and to assist in the effort of the Exposition management to establish in New York a permanent nation-wide market place have 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.



The "INVINCIBLE"

A New and Better Sound-Box

- ☐ Plays all makes of records.
- ☐ Pure, clear and sweet tone.
- ☐ Constructed to give service and absolutely guaranteed.
- ☐ No superfluous parts, and production uniform—no seconds
- ☐ Supplied with mica or composition diaphragms.

WRITE TODAY FOR SAMPLES AND PRICES

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

ILSLEY'S GRAPHITE PHONO SPRING LUBRICANT

Ilsey's Lubricant makes the Motor make good
Is prepared in the proper consistency, will not run out, dry up, or
become sticky or rancid. Remains in its original form indefinitely.
Write for special proposition to Jobbers.

MANUFACTURED BY
ILSLEY-DOUBLEDAY & CO., 229-231 Front St., New York
Established 1853

ENLARGE CAPACITY OF DEAN PLANT

Demand for Dean Needles Necessitates This Important Move—Doing Phenomenal Business—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 this week that 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 clientele, 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.

REMOVE EXECUTIVE OFFICES

The New Jersey Reproducer Co., Now Located at 847 Broad Street, Newark, Has Considerably Larger Floor Space—Business Excellent

The New Jersey Reproducer Co., manufacturer of the "Invincible" sound box has removed its executive offices from 10 Oliver street to 847 Broad street, Newark, N. J. In its new quarters the company has considerably more floor space than in its old home, and moreover, the present offices are in the heart of the business section of the city, easily accessible to all modes of travel.

Hector Pocaroba, sales manager of the New Jersey Reproducer Co., is now away on a Western and Canadian trip, and to date has been very successful in interesting the trade in the company's sound box. He states that in his opinion it does not require an expert salesman to sell the "Invincible," for a demonstration of its tone quality invariably results in the placing of an order.

Mr. Pocaroba recently returned from a trip through the New England States, where he closed several deals with prominent houses, and made arrangements whereby the "Invincible" will be included in the equipment of a number of successful machines. He states that the fact that the "Invincible" plays all types of records has helped materially in the introduction of this new sound box.

DON'T LIKE SLOW ACCOUNTS

How credit conditions are viewed in other industries is of interest to members of the music trade industry. For instance, the New York Times says: "There is a retail credit man in this city who takes issue with those of his profession who insist that certain accounts are good even if they are slow. His contention is that no account which is always slow can ultimately be good, and in addition to this it is a very hard account to handle. 'Suppose an account is slow sixty days,' he said yesterday. 'That makes an actual loss of 1 per cent. for the store. Even if interest is paid on an account of this kind, there is still a question of loss through the creditor's not being able to use his money in the meantime for earning discounts on merchandise he buys, etc. For this reason, if no other, it must be conceded that a slow account cannot be profitable in the long run and should be avoided.'"

RECORD VERSUS SHEET MUSIC SALES

One Publisher Sells Only 40,000 Copies of a Certain Song But Receives Royalties on Over 70,000 Records From a Single Company

When the present copyright law, that of 1909, first went into effect with its provision that the owner of the copyright receive 2 cents per copy for the mechanical reproduction of his music, there was considerable unfavorable comment from music publishers and song writers regarding that phase of the measure. With checks for hundreds or thousands of dollars received regularly from talking machine companies in settlement of royalty statements, these complaints have dropped off to practically nothing.

Just what the talking machine records do towards increasing the income of the copyright owner, who is most generally the publisher of the music, was brought to light in a recent case in New York, where one talking machine company made a return of 2 cents each for 71,000 records of a certain number, while the sale of the number in sheet music form totaled only slightly over 40,000 copies. In other words, there were nearly two records sold for every copy of the music itself.

AN INTERESTING LETTER

Recording Department of Columbia Co. Receives a Letter in Spanish From Would-be Recording Artist Who Admits He Is a Wonder

The recording department of the Columbia Graphophone Co., New York, received the other day a letter which brought a smile to the most confirmed pessimist in the building, for if self-valuation can be considered as a recommendation the writer of this letter is destined to become one of the world's greatest singers.

In this letter which is written in Spanish, the sender makes a request to be enrolled as a Columbia artist, and in part says:

"In this community my name has obtained so much fame that I am considered one of the best singers in the northern section of my State, and if you will consider me as such on the strength of my word, I will be ready to give you entire satisfaction, because I have always won fame which was practically impossible of attainment.

"I am voluntarily demonstrating the gift with which God endowed me. I should like to show the public in general the little success that I have obtained in my profession. It doesn't make any difference, I can even sing songs in English, and I hope to the omnipotent God that some day I will be one of the greatest singers in history.

"While it is true that up to the present I have not taken any lessons to sing for phonographic recordings, judging from my ability I figure that it would not take me even one-quarter of the time that it takes others, and I am only twenty-nine years of age.

"If you don't avail yourselves of my services after I have given you the first chance, and wherefor I shall wait until I receive your answer to see whether I can secure a place with you, I shall be obliged to communicate with the _____ Co., to whom, I believe, I have already been recommended."

R. B. CALDWELL AT HIS DESK

The many friends in the trade of R. B. Caldwell, sales manager of the Pathéphone Sales Co. of New York, Pathé distributors, will be glad to learn that this popular "veteran" of the talking machine industry is now on the road to permanent recovery, after being confined to his home for fourteen weeks. On election night Mr. Caldwell was waylaid by highwaymen on Eighteenth street, New York, and injured to such an extent that his condition was considered critical for several weeks. He suffered two relapses in December and January, but is now back at his desk, and visiting the Pathé dealers in his territory.



**THE WONDERFUL
"RESURRECTONE"
and the
"HALF-FORK-TONE"**

Here are illustrated and described the two supreme reproducers, which are now sold to fit machines of other makes, to show what is the minimum tone that can be expected from the "HOFFAY"—the unusual "Airtight-phone."



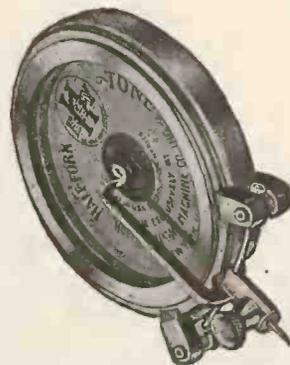
PRICE: Nickel-plated \$10. 22 karat gold plated \$12.50. To fit Victors, Sonoras, and attachments for Edison machines, etc. Money refunded if reproducer returned within 5 days from receipt.

Naturalness of sound requires accuracy of diaphragm vibration, which varies according to pitch. For instance, when the Bass strikes "E," there are 160 vibrations per second; when the Tenor strikes "C," there are 512 vibrations; and when the Soprano strikes "C" (high C) 2048 musical vibrations are transmitted to diaphragm every second of time. The terrific rapidity of vibration bends the one arm lever which moves the diaphragm to the extent of the resiliency of the lever, each bending adding additional superfluous vibrations (on account of the "reaction" of the one arm lever) thus making sounds higher in pitch and "strident"—in fact, artificial.

In the "RESURRECTONE," the diaphragm is vibrated by a "tuning-fork" working on both sides, the resiliency of the two arms being automatically "taken up," accuracy of vibration and "naturalness" of sound being therefore accomplished facts.

In the "RESURRECTONE," the connection of the two arms to the diaphragm is of the HOFFAY flexible kind, which is another exclusive feature making this reproducer absolutely superior to all others. In the "HALF-FORK-TONE" a one-arm lever rigidly connected vibrates the diaphragm, instead of the "tuning-fork."

The "HALF-FORK-TONE" is still much better than reproducers of other makes because the lever is supported by the other remarkable exclusive features of the "RESURRECTONE"—including the "flexed" Piano Wire Mounting which "tunes-up" the sound, and which has the additional great value of being "insulated" from the casing of the reproducer.



PRICE: Nickel-plated \$6. 22 karat gold plated \$7.50. To fit standard machines and attachments for Edisons. Money refunded if reproducer returned within five days from receipt.

Order a sample; improve your machine; increase the value of your records, and learn by actual test how much better the complete "HOFFAY" instrument must be than most other machines. "Tone" requires "airtightness" and the "RESURRECTONE," "HALF-FORK-TONE," as well as the "HOFFAY" are absolutely "airtight."

Hoffay Talking Machine Co.
INCORPORATED
3 West 29th Street NEW YORK





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.**

Columbia Graphophone Co.
Woolworth Building, New York

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 Re-adjusted 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 head when the war broke out; who refused to cut salaries, or slash expenses; who refused to

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

some of the cases were occupied by machines so they could sell them over again, and thereby take care of the steadily growing demand.



Each Empty Case Represents an Edison Phonograph Sold by N. E. Olin & Son

number of machines sold, is indicated by the array of empty cases which contained machines disposed of during Christmas time. Now the members of the company wish at times that

Olin & Son report that business for January has opened up most satisfactorily and they are exceedingly optimistic over the business outlook for 1918.

believe that the end of the world had come. That merchant happens to be an American, and last year his store paid the English Government an excess profits tax of \$200,000.

"When the war broke out," Mr. Selfridge told George T. Bye, of The Nation's Business, "it was the general opinion that the end had come for business. Many merchants reduced staffs and cut wages. The second or third day of the war I was waited upon by a committee of our buyers, who informed me that they were sure of heavy losses, and that they wished to see it through with me on a half-salary basis.

"But I wasn't sure business was going to be bad, and, with thanks for their loyalty and good spirit, I told every one in the house that Self-

ridge's would make no changes for the present. To that stand we owe something of our present prosperity. By keeping on our brightest face, spending more money for advertising, and serving our patrons with greater attention, we have increased our business to a volume of over \$15,000,000—a gain of \$2,500,000 in one year."

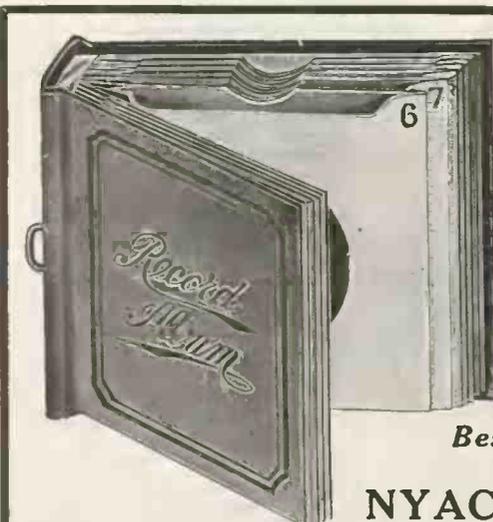
Mr. Selfridge took advantage of every twist in the war situation. He advertised that every person in his store during any German aeroplane attack was insured free, without preliminary registration, to the amount of \$5,000 for death resulting directly from the raid. The result was to make every woman turn to his store as a safe place to shop and lunch; and to direct public attention to its solid concrete construction. He has consistently sold "war bread" a cent or two cents a loaf lower than any one else in London—another great trade attracter.

But most important has been the maintenance of his personnel, and the adaptation of his line of goods to meet the changed conditions.

As fast as men have been called away, he has substituted women workers; and many of these, he says, will never be replaced by men. And he has foreseen each shift in the public demand, and provided for it. The luxuries of the rich early ceased to be a factor in his trade, as social life in London quickly diminished; but the luxuries of the poor—inexpensive pianos and jewelry and the like—have rapidly grown more important as the wages of workers have risen.

His advice to the American merchant is:

"Keep your business going at high pressure. Watch with the greatest care your organization, and your ability to fill with women or men above enlistment age the posts vacated by men called away. Watch the market, and keep your stock as full and up-to-date as you can."



THE LATEST ALBUM



No. 1012

This album has heavy green envelopes, interlocked so that each envelope forms an individual record container. Both ends are finished with brass metal tops as shown in illustration.

Best Value on the Market for the Money

NYACCO METAL BACK ALBUMS

The Only Metal Back Album Manufactured.

A Leader in the Album Field

Write for Samples and Prices

NEW YORK ALBUM & CARD CO.

23-25 Lispenard St., New York

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 co-operate with Columbia representatives in every possible way, with the idea of materially increasing their foreign record sales.

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 in all the intimate details of this important branch of the business, and as one Columbia dealer remarked the other day: "The combination of Heindl and Bolton will doubtless mean big things for the Columbia international record department."

HONOR EDISON ON BIRTHDAY

Edison Disc Jobbers' Association Pay Strong Tribute to the Patriotic Work of Thomas A. Edison on Occasion of 71st Birthday

The Edison Disc Jobbers' Association, made up of the jobbers of Edison phonographs and records throughout the United States and Canada, recently sent the following letter to Thomas A. Edison upon the occasion of his seventy-first birthday anniversary on February 11.

Indianapolis, Ind., Feb. 11, 1918.

Mr. Thomas Alva Edison:

Greetings and congratulations to you on your seventy-first birthday. 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. KIPP, President,
L. N. BLOOM, Vice-President,
FRANK E. BOLWAY, Secretary,
H. HARGER BLISH, JR., Treasurer,
A. H. CURRY, Executive Committee,
W. L. F. ROSENBLATT,
E. BOWMAN.

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 & Howland, a new firm which will open a music store at 18 Broad street, Ossining, N. Y., on March 1 will feature Victrolas as well as pianos.

MURATORE WINS IN NEW YORK

Leading Tenor of Chicago Opera Co. Accorded Great Reception in Metropolis—Pathé Records of His Voice in Great Demand These Days

One of the outstanding factors in the remarkable success achieved by the Chicago Opera Co. in its New York season which recently started at the Lexington Theatre has been the individual honors accorded Lucien Muratore, leading tenor of the company, and one of the greatest artists of the present generation. Mr. Muratore has appeared at a number of performances at the Lexington Theatre, and every



Lucien Muratore

role in which he has been presented has served to enhance his fame and renown. Not since the days of Jean de Reszke has any tenor won such public acclaim.

Although Muratore had been accorded the most enthusiastic praise by Chicago musical critics, and his appearance with the Chicago Opera Co. in this city had been heralded as one of the "star" events of this company's local season, the New York music-loving public was hardly prepared for the superb brilliancy of Muratore's voice. Every local critic referred to his New York debut as an epoch-making event in operatic history, and each succeeding performance helped to augment this spontaneous praise and acclaim.

Muratore is an exclusive Pathé artist, and his Pathé records have been sold in large quantities by Pathé dealers everywhere. The Pathé Frères Co. has been congratulated upon their acquisition of Muratore as one of their artists, and this company's local representatives have taken advantage of the New York season of the Chicago Opera Co. to feature Muratore's records to excellent advantage.

AN OPPORTUNITY

to secure a TALKING MACHINE at a very low cost



We have left over from a large contract a number of cabinets, all of which we have equipped with mechanisms, making a complete Talking Machine, as illustrated. While they last, we offer them at **\$6.50 each**, net cash, F.O.B. our factory. Orders for less than five machines will not be accepted.

Specifications

Oak or Mahogany Cabinet, 15 in. wide, 17 in. deep, 8 in. high. Nickel-plated Tone Arm and Soundbox. Single Spring Motor. 10 in. Turntable.

THE GEORGE A. LONG CABINET COMPANY
HANOVER, PA.

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

a clever illusion, was in continuous movement. In front of the Faust scene were arranged six

Edison Re-Creations from "Faust" and the same number of Gioconda selections in front of the other scene.

CARD No. 1

Faust Re-Created on the New Edison
Gounod's opera "Faust" is recognized as one of the world's greatest operatic masterpieces. To every voice is allotted a superb aria—each one in itself sufficient to make Faust famous.



Adam Schaaf Store, Chicago, Winner of First Prize

The Jewel Song—soprano solo, Alice Verlet. Edison Re-Creation No. 82086.

The Flower Song—contralto solo, Eleanora de Cisneros. Edison Re-Creation No. 82519.

All Hail Thou Dwelling Lowly—tenor solo, Paul Alt-house. Edison Re-Creation No. 82096.

Even Bravest Heart—baritone solo, Thomas Chalmers. Edison Re-Creation No. 82060.

In addition to these magnificent solos, there is the great swelling Soldiers' Chorus—Edison Re-Creation No. 80121, and the graceful, melodious Faust Waltzes No. 80353. With the New Edison you can Re-Creat "Faust" right in your own home and by artists noted for their exquisite interpretation.

Another interesting feature was the ten news clippings from such well-known papers as the New York Tribune, Philadelphia Ledger, Detroit Free Press, San Francisco Chronicle and other famous newspapers. The heading of each paper was obtained and posted on the showcards and the wording was arranged as on the front page of the newspaper with cuts of the different Edison artists as they appeared in the concerts described.

CARD No. 2

A Musical Triumph in the Life of Edison
The ten news clippings here reproduced contain extracts from articles written by musical critics of five hundred of America's principal newspapers, after hearing artists sing in direct comparison with Edison Re-Creations of their work. Two thousand five hundred different materials and compositions had to be tried and discarded, and more than one million dollars expended in research work, before Mr. Edison obtained his desired result.



Capwell's Department Store, Oakland, Cal., Second Prize Winner

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 Edisons 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."

TWO COLUMBIA ARTISTS SCORE

Mme. Barrientos and Hipolito Lazaro Win Triumph 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 re-

ferred 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.

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



Mme. Maria Barrientos

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



Hipolito Lazaro

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 \$5.00. Cash with order. We refer you to any Victor, Edison or Columbia Jobber in our section as to our reliability.

HYATT TALKING MACHINE CO., Portland, Oregon

Lufranc Quality



RECORD DELIVERY ENVELOPES

START THE NEW YEAR WITH A GOOD SUPPLY by Placing Your Order Now

Samples and Prices Furnished Cheerfully

Write Today Get the Best Always

LEWIS C. FRANK

654 Book Building

DETROIT, MICH.

T.M.W. 1217

WORLD'S CLASSIFIED ADVERTISING

Any member of the trade may forward to this office a "Situation" advertisement intended for this Department to occupy a space of four lines, agree measure, and it will be inserted free. Replies will also be forwarded without cost. Additional space will be at the rate of 25c. per line. If bold faced type is desired the cost of same will be 25c. per line.

POSITION WANTED—9 years' experience in Victor business, at present connected with large retail store in New York City. Am desirous of making a change and would consider taking charge of Victrola department with reliable firm. Capable of showing results. Know the Victor catalog thoroughly, and previous experience in handling salesmen, and have had several years' experience in charge of Victor department. Can furnish highest references from previous and present employers. Address "Box 492," care The Talking Machine World, 373 Fourth Ave., New York.

WANTED—To get in touch with some one with about \$25,000 to take half interest in an A1 talking machine manufacturing, paying, business. Plenty of cash customers and over \$40,000 worth of assets. A big chance for man with money. Entire plant, machinery, etc., can be moved to any location if desired. If you are interested address "Big Chance," care The Talking Machine World, 373 Fourth Ave., New York.

WANTED—Salesman on commission basis to sell high grade up-to-date talking machines, 3 salesmen for Southern territory and 2 for Eastern. Only those showing capable results need apply. Address Premier Cabinet Co., Williamsport, Pa.

SITUATION WANTED—Middle-aged man with fifteen years' experience in phonograph construction, would like to become associated with honorable concern desiring to build or building talking machines. I have several valuable inventions to offer along with my knowledge of the art for the right concern. Address "Box 486," care The Talking Machine World, 373 Fourth Ave., New York.

POSITION WANTED—A thorough experienced Edison jobbers' traveler and also manager with all the constructive dynamic attributes of character, a live wire and hustler. Can hold and build up trade, enthusiastic and convincing. Highest references from headquarters. Address "Box 485," care The Talking Machine World, 373 Fourth Ave., New York.

WANTED—Large Gramophone company in London is anxious to procure spring motors, tone arms and sound boxes of the highest grade to assemble their machines. At present using 90 per cent. Swiss and the balance British parts, but would like to get hold of good American parts if they can import them. Manufacturers of these parts are requested to communicate with "Box British," care The Talking Machine World, 373 Fourth Ave., New York.

WANTED—A thoroughly experienced Edison Diamond Disc salesman. In applying state age, experience, and give as references names of former employers. A good opening for a high class man. Address "Box 493," care The Talking Machine World, 373 Fourth Ave., New York.

WHOLESALE SALESMAN desires to make change. Well known and has built up successful record. Can furnish best of references from present connection. Victor line preferred. Address "Box 497," care The Talking Machine World, 373 Fourth Ave., New York.

SITUATION WANTED—Man of 12 years' talking machine experience desires a road position, can produce. Make me a proposition. Address "Lyb," care The Talking Machine World, 373 Fourth Ave., New York.

POSITION WANTED—Cabinet superintendent and designer wishes to connect with live concern March 1. Familiar with up-to-date methods. Good executive and knows how to obtain results. Now employed in New York City. Highest references. Forty years old. Address "Box 494," care The Talking Machine World, 373 Fourth Ave., New York.

POSITION WANTED—Manager or superintendent of phonograph factory will be open for position March 1. Now with a firm manufacturing high grade commercial phonographs. Output 125 a day. Am in a position to show how your production can be increased and your merchandise improved without increasing your cost. Specialize on designing period and modern styles, general construction, cost, elimination of waste. Executive ability in handling labor and labor problems. If it's production you need, address "Box 495," care The Talking Machine World, 373 Fourth Ave., New York.

SITUATION WANTED—Experienced Edison salesman and manager desires to make connection with live Edison dealer. Hold similar position now. Address "Box 496," care The Talking Machine World, 373 Fourth Ave., New York.

WANTED—Capable, experienced, reliable person to take charge of disc manufacturing department. Address "Box 480," care The Talking Machine World, 373 Fourth Ave., New York.

WANTED—A position as manager of talking machine store or department. Young, married man of long, practical experience. A1 references. Middle West preferred. Address "E. B. 6," care Talking Machine World, 209 S. State Street, Chicago, Ill.

TRAVELERS visiting talking machine trade can make \$50.00 per week easily, selling our sensational novelty for talking machines as a sideline. Pocket samples. Excellent proposition. Only first class men need apply. State particulars, and district you cover. Address Uniset Reproducer Co., Wabash avenue and Jackson boulevard, Chicago, Ill.

POSITION WANTED—Would like to work in phonograph store or anywhere else in phonograph line. Address "Box 489," care The Talking Machine World, 373 Fourth Ave., New York.

SITUATION WANTED—Experienced Edison salesman and manager open to offer. Hold similar position now. Age 33, married. Address "Box 490," care The Talking Machine World, 373 Fourth Ave., New York.

WANTED—By a New York manufacturer, an expert man to develop a phonograph motor. Answer in detail by letter only, state experience and salary expected. Address M. Weingarten, 286 Fifth Ave., New York.

SITUATION WANTED—Superintendent at present employed, thoroughly familiar with every angle of the phonograph business, desires to make a change. Address "Box 491," care The Talking Machine World, 373 Fourth Ave., New York.

SITUATION WANTED—By high grade finishing foreman. Have had several years' experience on talking machines. Will be open for position February first. Want to connect up with a good, live, growing concern, one that would appreciate first class finishing, production and efficiency in every respect. State amount of men in finishing room, the output whether table or floor cases, the salary you would pay for an A1 man. Address "J. D.," 306 East South Grand Ave., Springfield, Ill.

SITUATION—Mechanical engineer thoroughly understanding the manufacturing of phonograph parts, complete machine assembling or machine work, is open for a position as superintendent or production manager. Highest credentials as to ability. Address "Box 473," care The Talking Machine World, 373 Fourth Ave., New York.

ENERGETIC—Young man with clerical, order and executive experience, familiar with the phonograph record line, desires position in any part of the country. Address Philip Greenberg, 2325 East Sixty-third St., Cleveland, Ohio.

SITUATION WANTED—If it were possible to secure a sales manager who has sold over \$21,000 worth of phonographs, personally, in one year, to manage your department, would you consider him? Have good position now. Will explain reasons for wanting to make a change. Will furnish signed statement of business done. Strictly confidential. Address "Box 472," care The Talking Machine World, 373 Fourth Ave., New York City.

POSITION WANTED by expert mechanic with thorough knowledge of motors, assembling, cabinets and inspection of finished production. Competent to take full charge. Address "Box 487," care The Talking Machine World, 373 Fourth Ave., New York.

SALESMAN—Calling on talking machine and piano dealers, to handle a profitable side-line that may be developed. Territory open. Proposition one that most dealers will not refuse. Steady return on repeat business. Address "Box 488," care The Talking Machine World, 373 Fourth Ave., New York.

WANTED—Experienced salesmen in the talking machine and piano trade (having a slight knowledge of wood finishing will be an asset), to sell a meritorious article as a side line. Write for particulars at once, as territory is going rapidly. Our offer to the trade gets the business for the salesman. Address Master Mfg. Co., Box 96, Camden, N. J.

WANTED—An expert talking machine assembler by a manufacturer in New York City. Permanent position for a man who thoroughly understands the assembling of popular priced machines. Address "Expert," care The Talking Machine World, 373 Fourth Ave., New York.

WANTED—A superintendent for a talking machine plant who is a capable executive and who can organize an efficient working class. We want a progressive and thoroughly efficient man who can take complete charge of the plant, which is one of the most complete in the country. Give full details as to past experience, training, etc. All replies held strictly confidential. Address "Box 476," care The Talking Machine World, 373 Fourth Ave., New York.

WANTED—Experienced talking machine salesmen who are familiar with the wholesale trade, and who are capable of handling a first class line of machines and records. There is an excellent opportunity for the right men, with unlimited earning possibilities. Give full particulars in first letter. This is a proposition that will place the right men with one of the best equipped manufacturers in the trade. Address "Box 477," care The Talking Machine World, 373 Fourth Ave., New York.

WANTED—By a New York distributor an assistant repair man. Salary to start \$14. Address "Repairs," Box 478, care The Talking Machine World, 373 Fourth Ave., New York.

Wall-Kane Needles

60 packages without stand, \$3.90; 60 packages with stand, \$4; 100 packages without stand, \$6.50; single packages, 6 1/2c, any quantity.

ORDER NOW
RICHMOND NEEDLE CO., 2014 Fifth Ave., New York
Side-Line Salesmen Wanted

FOR SALE

at a very attractive price—6 handsome Unico Music Booths, model No. 2, finished in two tones of French gray enamel. These booths are of double construction throughout, making them as nearly sound proof as possible. Upper panels are of leaded glass. We are moving shortly and these booths must be sacrificed immediately. Write us for full particulars. Neal, Clark & Neal Company, 643 Main Street, Buffalo, N. Y.

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

MAIN SPRINGS
For Columbia Motors, size 1"x0.28x11", each... 0.60
" " " size 7/8"x0.23x10", each.. 0.35
" " " size 3/4"x0.22x8 1/2", each. 0.24
For Victor Motors, size 1", each..... 0.50
1 1/4", each 0.75

GOVERNOR SPRINGS
For Columbia Motors, bent, per 100..... 1.75
For Victor Motors, per 100..... 1.50
For Heineman, Markell, etc., per 100..... 0.60

THUMB SCREWS FOR STYLUS BARS
For Victor Soundboxes, per 100..... 1.50
For Columbia Soundboxes, per 100..... 1.50

MICA DIAPHRAGMS
For Victor Soundboxes, each..... 0.15
For Columbia Soundboxes, each..... 0.25
For all standard Soundboxes, each..... 0.22
Needle Cups, nickel plated, per 100..... 2.00
Needle Cups, per 1000..... 17.50
Covers to nickel cups for used needles, per 100.. 1.25
Covers, per 1000..... 10.00

FAVORITE PHONOGRAPH ACCESSORY CO.

1491 DeKalb Avenue Brooklyn, N. Y.

FOR SALE

Long established furniture factory, well and favorably known and successful—factory well equipped—150,000 square feet floor space—has had considerable experience in making high grade cabinets—labor conditions good, no unions or labor troubles—cheap labor—good reasons for selling. Correspondence confidential. Address "Phonograph," care The Talking Machine World, 373 Fourth Ave., New York.

SPOT CASH PAID—WANTED

Any amount of records in all languages, Talking Machines, Horn or Hornless, also parts of all makes. Address Phonograph and Record Exchange, 2104 Third Ave., New York. Telephone 7848 Harlem.

STEEL NEEDLES

Loud tone. 200 in envelope. A few million to close out at \$525 per million or 55c per thousand, in hundred-thousand lots. Bargains in motors, tone arms, parts, and complete machines.

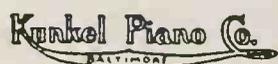
FULTON TALKING MACHINE CO.
640 BROADWAY NEW YORK CITY

FOR SALE

Four-minute indestructible records, all new clean stock 10 cents each in 100 lots. Denninger Cycle Co., Rochester, N. Y.

SALESMAN WANTED—Experienced traveling phonograph salesman calling on the retail trade to carry as a side line an exceptional popular priced record. Address "Box F. B. 6," care The Talking Machine World, 209 South State St., Chicago, Ill.

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FROM OUR EUROPEAN HEADQUARTERS

2 GRESHAM BUILDING, BASINGHALL STREET E. C., LONDON, W. LIONEL STURDY, MANAGER.

Trade Making Slow Recovery After Post-Holiday Reaction—With a Few Notable Exceptions the Dealers Appear to Lack Realization of Publicity Possibilities—Improved Conditions in Machine Market—The Handling of Resharpended Needles—Steel Wire for Needle Making—Handling Accounts in Enemy Countries—W. H. Reynolds, Ltd., in New Home—What the New Record Lists Offer—The Copyright Question Discussed—Invicta Record Co. Recovering From Effects of Fire—Photographing the Voice—Bars Removed Against Dispatch of Catalogs—Other Trade News

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, and now that the pantomimes are in full swing there is every prospect of increasing business. Every gramophone concern has published a list of records bearing the catchy numbers from the chief pantos, which, by the way, are very well patronized; aerial and other wartime exigencies considered. The lure of the theatres directly reflects itself in favor of the dealer; every theatregoer possessing a gramophone being a potential buyer of records. This fact is utilized to good advantage in the publicity

announcements of manufacturers, though unfortunately the average dealer this side fails to grasp the value of coupling up his activities and publicity propaganda therewith. One day, I suppose, dealers will come to realize that, as the link between supply and demand, it is up to them to work in close association with the manufacturer, and thus double the value of the latter's expenditure. As it is, the enterprise is all on one side, with the result that a percentage of its selling power—how much it is impossible to estimate these times—is absolutely lost. Now and again one hears of a few real live dealers, like Jake Graham, of Liverpool; Thos. Edens Osborne, of Belfast; Paskell, of London, apart from the big stores, who actively co-operate with manufacturers, but taking the average dealer his apathy in this regard is very disappointing. Indeed, it is fair to say, of at least 50 per cent. of retailers, that they do not sell gramophones and records; people come in and buy them. That is a basic truth, notwithstanding the great difficulties which surround us.

In the machine domain trade conditions are somewhat better than when last I wrote. Motors are coming along in larger quantities from Switzerland, at least for a period, and deliveries are more prompt. 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 ever again allow to be re-established the pre-

war German monopoly. If this is to be achieved, however, I would suggest that the trade co-ordinate its plans so as to embrace a definite offer of encouragement of any and all legitimate efforts to secure to British interests alone the British gramophone market. This co-ordination should take the solidly practical form of financial support, if possible, and certainly the actual placement of a good order, 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 and introduction of a settled plan of 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 enthrone 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 resharpended needles is causing a cer-

(Continued on page 108)



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Copyright

This intensely human picture stands for all that is best in music

—it is the "His Master's Voice" trade-mark, and it brings to you, no matter where you are, the very best music of every kind, sung and played by the world's greatest artists—the greatest singers, pianists, violinists, orchestras and bands—all enshrined in the unequalled "His Master's Voice" records

'His Master's Voice'

—the trade-mark that is recognized throughout the world as the

HALL-MARK OF QUALITY

Branches

DENMARK: Skandinavisk Grammophon-Aktieselskab, Frihavnen, Copenhagen.

FRANCE: Cie. Française du Gramophone, 115 Boulevard Richard Lenoir, Place de la République, Paris.

SPAIN: Compañía del Gramófono, 56-58 Balmes, Barcelona.

SWEDEN: Skandinaviska Grammophon-Aktiebolaget, Drottning Gatan No. 47, Stockholm.

RUSSIA: The Gramophone Co., Ltd., 45, Nevsky Prospect, Petrograd (Petersburg); No. 1 Solyanka, Solyanoi Dvor, Moscow; 9, Golovinsky Prospect, Tiflis; Nowy-Swiat 30, Warsaw; 33, Alexandrowskaya Ulitsa, Riga; 11 Michallovskaya Ulitsa, Baku.

INDIA: The Gramophone Co., Ltd., 139, Bal-laghatta Road, Calcutta; 7, Bell Lane, Fort, Bombay.

Great Britain :

The Gramophone Company, Ltd.

HAYES - MIDDLESEX - ENGLAND

Agencies

AUSTRALIA: S. Hoffnung & Co., Ltd., Sole Concessionaries of The Gramophone Company, Limited, 163, Pitt Street, Sydney.

NEW ZEALAND: Gramophonum, Ltd., 118-120 Victoria Street, Wellington.

SOUTH AFRICA: Darter & Sons, Post Box 174, Capetown; Mackay Bros., Post Box 251, Johannesburg; Mackay Bros. & McMahon, Post Box 419, Durban; Ivan H. Haarburger, Post Box 105, Bloemfontein; Franz Moeller, Post Box 108, East London; B. J. Ewins & Co., Post Box 86, Queens-town; Handel House, Kimberley; Laurence & Cope, Post Box 132, Buluwayo; The Argus Co., Salisbury.

EAST AFRICA: Bayley & Co., Lourenso Marques.

HOLLAND: American Import Co., 22a, Amsterd Veerkade, The Hague.

ITALY: A. Bossi & Co., Via Orselet 2, Milan.

EGYPT (Also for the Soudan, Greece and the Ottoman Empire): K. Fr. Vogel, Post Box 414, Alexandria.

FROM OUR LONDON HEADQUARTERS—(Continued from page 107)

tain amount of interest this side, in view of the increasing quantities of used needles which are collected and dispatched for re-pointing. This class of business has developed considerably of late and one of the most important questions involved is, whether these needles should be re-sold as new.

The re-pointing process is in the main pretty good, though it falls a little short of being rightly considered equal to the fine, smooth, evenly-tapered points of new needles. Were it otherwise, the question would lose much of its value. As it is, if these re-pointed needles are sold without any notification that they are other than new, one could not avoid the feeling that an unintentional departure is made from equity. This very question was noted in a previous article devoted to an encouragement of re-pointing of old needles, and I then took the opportunity of stating that in my opinion every box of these needles should carry a clear indication that they were "resharpened needles." The position is a well-defined one, which, to my mind, permits of no quibbling. Unless he is informed to the contrary, the purchaser of a box of needles is rightly entitled to assume that they are new ones. That being so, to continue the sale of resharpened needles, except as such, is committing a pious fraud on the public. I honestly believe that this aspect of the case has not occurred to those who are developing this new field of economizing steel, but now that it has received publicity I think any of our friends whom this subject may affect will respond to the justice of the case, and adopt a policy which in itself will answer in the negative the question raised herein.

How They Do Things in the Navy

Warships which possessed a harmonium and a competent musician to operate it have in the past received an official grant of two shillings weekly. A new order endeavors to make it clear that the harmonium player need not really exist, the instrument itself being sufficient justification for the payment. It takes a column of close print in the London Gazette to explain this simple fact in official language, though nothing is said of the more modern and diverse musical instrument—the gramophone, or whether, as a contemporary puts it, the naval harmoniums are to be fitted with an automatic player attachment which will operate upon insertion of the Admiralty grant in the slot.

Steel Wire for Gramophone Needles

The first official action having for its object the rationing of steel for needles terminated on November 28 last. In the present ration of twenty-five tons of steel-wire is an official renewal which expires on February 28. It is expected that from this latter date permission will be given for the same amount of steel-wire to be allocated for the purpose named, each quarter, or otherwise as supplies permit. The ministry stipulate that the whole of the needles made from this ration, in which, by the way, all firms are entitled to participate, shall be utilized

for army and navy demands, and for no other purpose. The needle manufacturers must distribute supplies proportionate to their customers' previous ratio. We look like getting down to business at last.

Anent Branches in Enemy Countries

At the recent annual general meeting of the "His Master's Voice" shareholders, the chairman made interesting reference to the position of the company's branches in enemy countries and allied continental territory in enemy occupation. The statement is self-explanatory, and is just now of particular interest. He said: "In other parts of the world where business has been possible, sales have also been good. Our branch managers and agents have done everything humanly possible, steadfastly and loyally keeping up our trade and good name under circumstances of exile, hardship, privation and even personal danger. We thank them all most heartily and sincerely. Those of you who are acquainted with our history and have followed from time to time what I have been able to tell you at our annual meetings will know that our German branch is a separate German company, all the shares being owned by this company. We have been informed that our shareholding or ownership has, under orders from the German Government authorities, been sold by public venter to the highest bidder. Our information is meagre, and I merely mention the bald fact so that it may be within your knowledge. We have lodged a claim with the controller here as to our assets in enemy territories, and as it is understood that the balance of accounts between Great Britain and Germany is largely in Great Britain's favor it is open to hope that we shall not eventually be losers in respect to the reported sale. You will also know that we have, or had, a large record factory at Riga, which seaport town has recently passed into enemy hands. In July, 1915, when the Germans previously threatened Riga, the whole of our plant, machinery, and effects of every description, including boilers and plant, were moved to new premises in Moscow, where they have since been utilized for our purposes. Our total loss in Riga is therefore confined to the value of the land and the stripped building."

W. H. Reynolds, Ltd., in New Quarters

A recent call at W. H. Reynolds (1915), Ltd., revealed the interesting fact that a wartime removal is in progress. Their present location, 45 City road, is a building of many historic associations. For the past decade it has been occupied by successive firms, though I cannot say the place has proved over lucky from the viewpoint of enterprising occupants. The present tenants, Messrs. Reynolds, may certainly be considered an exception, as witness their need of the more commodious building they have now been forced to acquire, owing to trade expansion. The new home is almost opposite—22 City road, and removal thereto is now in course of operation. Upon visiting the new

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place, I am of opinion that it is in every way more suitable for our class of business than is No. 45. It is a large airy warehouse of five floors, not counting the basement; plenty of natural light; steam heated throughout, and so equipped as to insure prompt handling of gramophone repairs, the hundred-and-one parts and accessories stocked, packing and dispatch of complete machines, etc. In the basement there was to be seen a pleasing sight in the shape of several cases of Swiss motors, of which, I was assured by the director, there would be reasonable supplies for some time ahead. This enterprising firm evidently mean to maintain output on the highest possible level, quality being the declared keynote of their future policy. That is as it should be; the British trade has had enough of the cheap and nasty. We progress!

New Supplies of "Guardsman" Records Ready

The recent fire at the factory of the Invicta Record Co., which caused damage sufficient to disorganize output, 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 rebuilding 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 are 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 leavening of panto "hits" 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., under, be it noted, a new title—The Murdoch Trading Co. The business has nat-

EDISON BELL**WINNER**
TRADE MARK
GRAMOPHONE RECORDSCABLE
"PHONOKINO,
LONDON"**ARE THE GREATEST VALUE FOR MONEY PRODUCED IN GREAT BRITAIN**

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DOUBLE SIDED

NEEDLE CUT

PLAY ON ALL GRAMOPHONES**Catalogue contains 4000 Titles by the Premier Artistes, Instrumentalists, Orchestras and Bands of the British Empire**

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Proprietors and Manufacturers, J. E. HOUGH, Ltd., 62 Glengall Road, London, S. E. 15, England

FROM OUR LONDON HEADQUARTERS—(Continued from page 108)

urally been very considerably disorganized, and though every effort is being made to satisfactorily straighten things out, the indulgence of the trade at such a time will be much appreciated. It is perhaps scarcely necessary to mention this, in view of the general sympathy of the trade already expressed to Messrs. Murdoch. A sad feature of the disaster is that while endeavoring to combat the outbreak of fire one of the oldest employes lost his life. He did his duty, and more, under circumstances that one day shall be told in full. The World begs to tender to the firm its sincere sympathy.

"Over There," the American war song which has achieved among the "Sammies" a rage only to be likened to our own "Tipperary," has just been announced by the Columbia Co. as a special issue. The song was brought over to this country by Albert de Courville and introduced by that astute producer into "Zig-Zag" at the London Hippodrome, sung by Shirley Kellogg.

Marie Corelli Buys a Compactophone

Miss Marie Corelli, the world-famed novelist, has just purchased a Regal Compactophone for sending to the soldiers. The famous writer has largely suspended her fiction writing activities and is devoting great energy to matters of war interest, of which this purchase of a Regal Compactophone is striking evidence. The sale of the instrument was effected by Keys Phono Depot, of John Bright street, Birmingham.

Not From the States This Time

Those who keep in touch with the taste of the public in popular songs will know that for some seasons past the big song of the year has been of the coon type. Thus we have had "Down Home in Tennessee" and "Down Where the Swanee River Flows," to quote the most recent examples. This year, again, the fashion reigns, but while those mentioned are airs that came to us from the U. S. A., it is interesting to note that this season's newcomer is by English authors and an English composer, A. J. Mills, Fred Godfrey and Bennett Scott, to wit. The song is "Down Texas Way," and even in advance of pantomime its merry catchy melody had already established a unique niche for itself. The song is issued on Columbia this month, sung by the Unity Quartet and Geo. F. Murray, tenor.

"Almost Uncanny"

Unquestionably the surprise of the present season have been the Columbia records of "Daddy" and "Love's Old Sweet Song," sung by Madame Clara Butt. The divinely gifted contralto has been responsible for many remarkable records since her association with Columbia, but, in all her glorious career she has never made records that compare with these.

"Rigoletto" Sells "Aida"

It is an accepted axiom of business that one good line sells another, but the Columbia Co. say they were not altogether prepared for the new "boom" which has suddenly set in for their complete opera of "Aida." It can only be

due, they say, to the favorable reception accorded to the newest issue of the complete "Rigoletto."

Alleged Injustice of a Copyright Society's Policy

Some interesting correspondence has recently been published by The Times newspaper from eminent composers relative to the methods of working the provisions of the Copyright Act, 1911, by the Performing Rights Society. The initial letter, which is signed by such eminent men as Sir Joseph Beecham, Sir Frederick Cowen, Dr. Walford Davies, Sir Edward Elgar, W. Landon, E. Ronald, Dr. Ethel Smyth and others, complains of the injustice which the policy of the Performing Rights Society inflicts alike on the public and the composer, and continues—"unless and until the Performing Rights Society produce and make available, at a reasonable inspection charge, to those interested, a full list of the works they claim to control, stating the prices they mean to charge for performing rights, composers of Allied and British nationality will continue to suffer by the inference that expensive legal consequences will result from the performance of their recent works, and those interested will be compelled to avoid their music and confine themselves to undoubted out-of-copyright or enemy works."

In his reply to this letter William Boosey, the president of the society, stated "that the society's composers and authors were perfectly satisfied with the manner in which their business was conducted and with the financial results of the same, and claimed for the society freedom to conduct their own business in their own way."

Whether or not this is a reasonable claim we leave to the good sense of our readers. There can be no doubt, however, that concert managers feel a grievance in this matter, and while "that lasts the position must remain exactly as set forth by the complainants. We do not know what the Performing Rights Society imagines it has to lose by the publication of the names of the composers, etc., whom they represent, and a little light on this dark subject would doubtless give all concerned the key to a better understanding.

The Photographic Light of the Voice

In one of his lectures at the Royal Institution, Professor J. A. Fleming explained to his juvenile audience that by an invention of his own the vibration of the human voice upon the diaphragm of a telephone receiver, or on a phonograph record, could be visually reproduced, and shown on the lantern screen. By an apparatus connected with the motor of a gramophone he could cause the voice to make rays of light which by being reflected upon a circulating mirror were shown on the screen as a circle of light vibrating in accordance with the "waves" of the voice. Proceeding to the experiment he placed a record on his gramophone and played the national anthem, and the voice circle on the screen aroused considerable interest among the audience. "My invention," said the lecturer,

Soundboxes

If you are after a genuine offer of soundboxes, you'll do well to communicate with us immediately. We have tens of thousands of perfect soundboxes, fitted with the best quality mica. Confidently recommended for cheaper machines, absolutely reliable and give excellent reproduction. Price to clear \$50 per gross, F. O. B. London.

Orders for less than gross lots not accepted

Wire "Knotaslepe, London".

W. H. Reynolds (1915) Ltd.
45, City Road, London, E. C.

Write for new illustrated Complete Catalogue

"makes it possible to photograph the waves of the human voice."

Industrial Fairs Postponed

It is announced that the new accommodation for the British Industries Fair (Glasgow), 1918, may not be entirely completed by February 25, and as it is of great importance that the British Industries Fair in London and Glasgow should be held simultaneously, the Board of Trade have decided to postpone the opening of both fairs for two weeks. Accordingly, the period for which the British Industries Fairs in London and Glasgow open, will be March 11 to March 22.

Prohibited Exports From Sweden

The news is published by the Swedish Chamber of Commerce for the United Kingdom that plates and cylinders for gramophones, phonographs, and like instruments, also worn out plates and cylinders, have been added to the list of goods which are now prohibited for exportation from Sweden to all countries.

Of Special Interest to Advertisers

A recent official announcement makes known that "The unrestricted dispatch of trade catalogs and price lists from traders to traders is permitted up to January 31, 1919. Other classes of advertising circulars may be distributed up to the same date on the basis of one-third of the total weight of such matter distributed between February 1, 1916, and January 31, 1917. Annual reports of companies or societies issued to their own members, auctioneers' and surveyors' catalogs and price lists, prospectuses and application forms dispatched by insurance companies in response to requests in writing are definitely excluded from the order.

(Continued on page 110)

GUARDSMAN RECORDS

REGISTERED

10 inch and 12 inch Lateral Cut



TRADE MARK

We can ship you immediately, any quantity of Records:

BANDS ORCHESTRAS INSTRUMENTAL SOLOS VOCAL

SELECTION OF AMERICAN AIRS

including, "Marching Through Georgia"—"Dixie"—"Arkansas Traveller"—"Red, White and Blue"—"Star Spangled Banner," etc., etc., Recorded by Full Regimental Band of H. M. SCOTS GUARDS. Get Ready Now for the Big Trade coming and have

THE FINEST RECORDS of THE FINEST TITLES at THE FINEST PRICES

Apply for Lists and Prices to INVICTA RECORD COMPANY, Ltd.

Cables: Duarrab, London

1 New Inn Yard, London, E. C., England

FROM OUR LONDON HEADQUARTERS—(Continued from page 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 of the report which dealt with the net assets. These net assets, after deducting debenture stock and all other liabilities, amounted on June 30 last to £1,148,539 3s. 6d., this being more

J. Stead & Co., Ltd.
Manor Needle Works
SHEFFIELD, ENGLAND
 MANUFACTURERS OF
Talking Machine
Main Springs
Best Prices—Best Quality
Inquiries Solicited

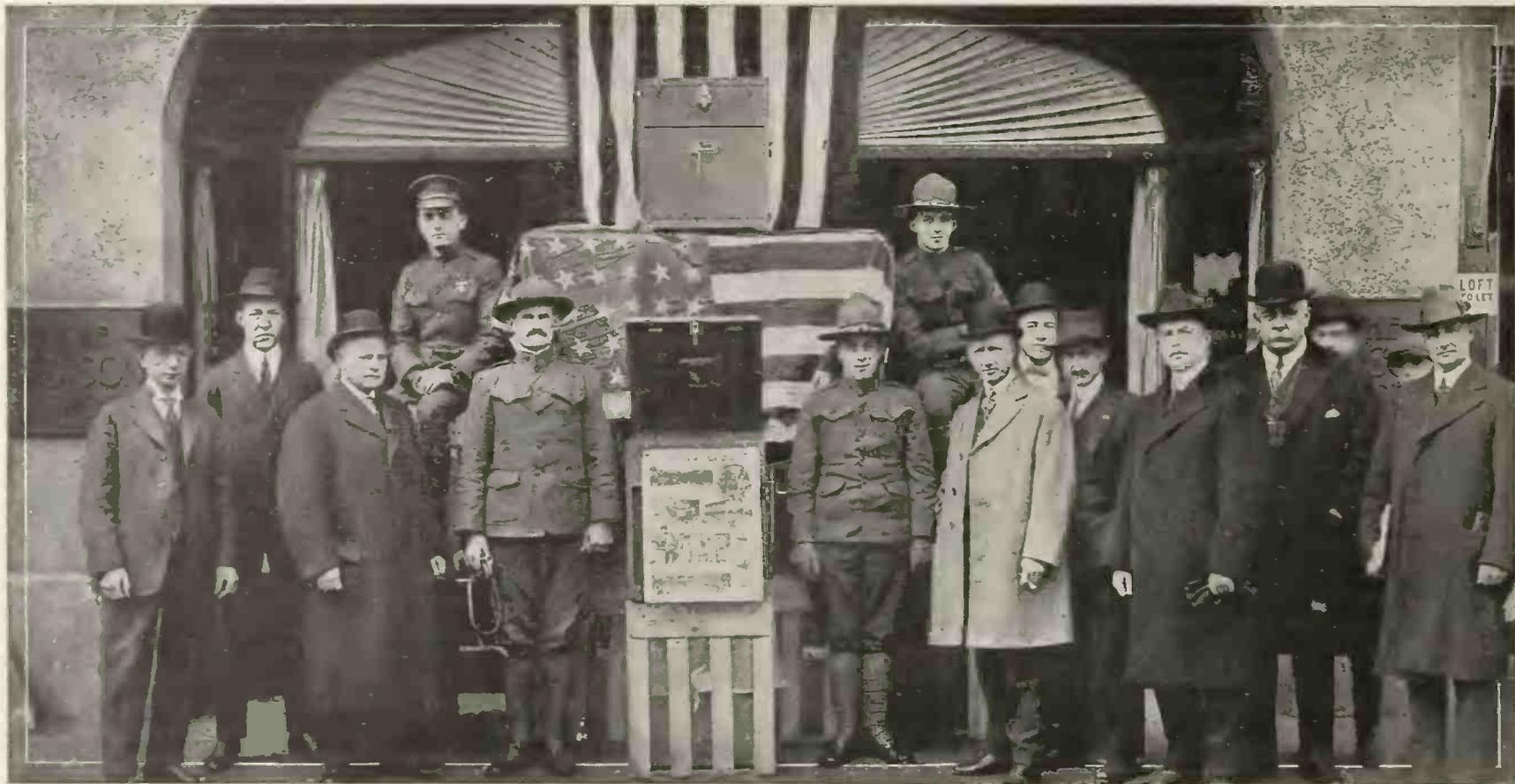
than double their ordinary share issue capital, and being in excess of the net assets shown in the previous balance sheet by £257,079. This

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 rec-

ord 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.

(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.

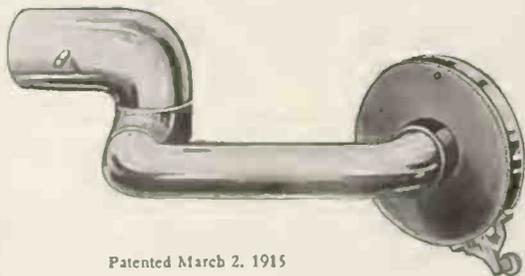
The decided drop in freight rates from \$1 per cubic foot to 70 cents in the past few months for shipments to South America is very encouraging.

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 in 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.

FACTS ABOUT THE KENT ATTACHMENT NO. 1

To Play Lateral Cut Records on the Edison Diamond Disc Phonograph



Patented March 2, 1915

It has been recognized by experts the most perfect device of its kind on the market. It has been on the market ever since the Edison Diamond Disc made its appearance. It can be had with or without reproducer, and is made in two lengths. It is guaranteed by the Manufacturer in every way.

F. C. KENT & CO.
 Manufacturer of Phonograph Accessories
 24 Scott Street Newark, N. J.

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:

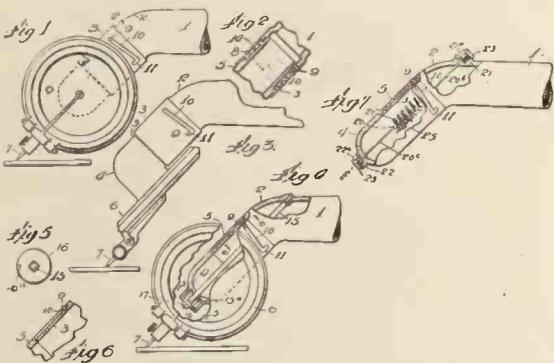
- (1) In Argentina, Bolivia, Chili, Costa Rica, Cuba, Guatemala, Paraguay, Peru and Venezuela, trade-mark titles absolutely depend upon priority of registration. Furthermore, any one may lawfully register a United States trademark (registered or unregistered) and thus prevent entry of the goods into 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 trademark without registration.

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

WASHINGTON, D. C., February 8.—PHONOGRAPH SOUND BOX CONNECTION.—Charles S. Burton, Oak Park, Ill. Patent No. 1,247,220.

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-valley records, the specific purpose being to insure the adjustment from one position to the other being made completely and not halted with the parts at an intermediate position.

In the drawings: Figure 1 is a side elevation of a portion of the tone arm and sound box 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

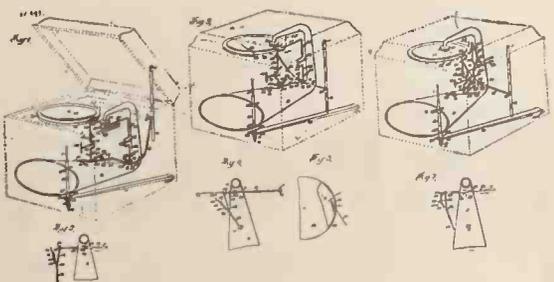


with the sound box in the other of the two positions to which it is adjustable for adaptation to the different types of records. Fig. 3 is a section at the line 3—3 on Fig. 2. Fig. 4 is a section similar to the sectional part of Fig. 1, showing a modification in certain details.

ATTACHMENT FOR TALKING MACHINES.—Lester Moroney, Manhattan Beach, Ore. Patent No. 1,247,441.

This invention relates to a means 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 operation 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 with the swinging of the horn, and a means automatically adjustable to the size of the record to govern the movement of the horn-actuating means.

Figure 1 is a perspective view of the attachment and indicating the cabinet of the talking machine in dotted lines, the view showing the position of the parts when the cover is in the raised position. Fig. 2 is a fragmentary plan view. Figure 3 is a view similar to Fig. 1 with



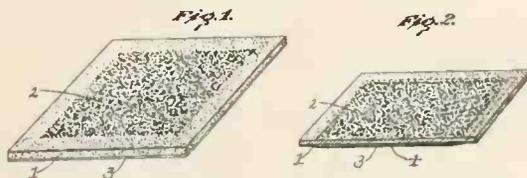
the cabinet cover lowered, certain trip elements being indicated in the positions they assume just as the cover reaches its lowermost position before the final movement of the said trip devices; Figs. 4 and 7 are views similar to Fig. 2 but showing the parts in different positions; Fig. 5 is a fragmentary 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. 1 and 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.

LUBRICATING AND POLISHING PAD FOR TALKING MACHINE RECORDS.—Patrick B. Delany, South Orange, N. J. Patent No. 1,247,232.

This invention comprises a pad of peculiar construction and make-up for treatment of talking machine records for the purpose of incidentally removing dust but primarily to polish or smooth and lubricate the surface of the record and lubricate the needle which traverses it.

Figure 1 is an elementary form of this device that experience has demonstrated to be highly efficient; and Fig. 2, shows a modification. The device comprises a pad of appropriate soft materials adapted to be superficially coated or



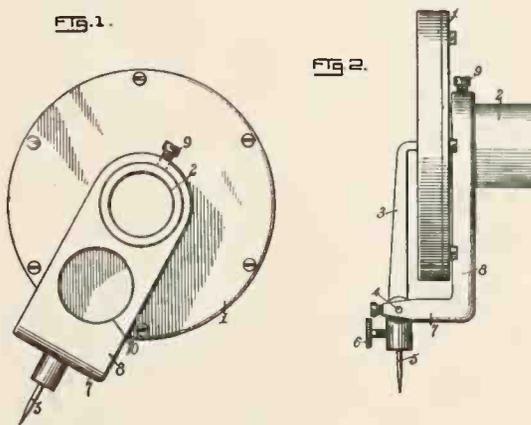
impregnated with graphite. The pad shown in the drawing may be a piece of felt, plush, corduroy, fustian or other fabric, all of good quality.

SOUND BOX.—Herman L. Berger and Francis C. Knochel, New York. Patent No. 1,248,062.

This invention relates to sound boxes for talking machines, and has for an object the provision of an improved construction whereby the vibration of the sound box will not be transmitted to the stylus.

Another object in view is to provide a separate support for a stylus formed independent of the parts forming the sound box proper, in order that none of the vibration or movement of the stylus caused by the grooves in a record shall be transmitted to the diaphragm.

In the accompanying drawing: Figure 1 is a rear view of a sound box disclosing an em-



bodiment of the invention. Fig. 2 is an edge view of the sound box shown in Fig. 1.

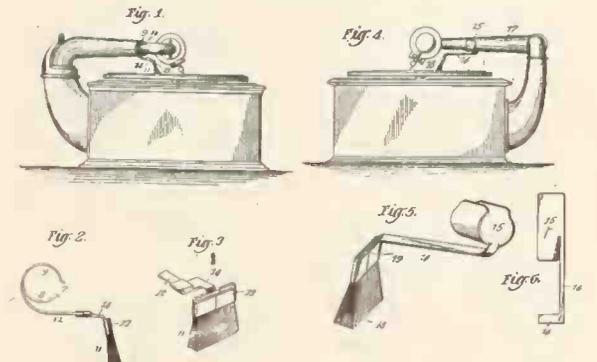
RECORD CLEANER FOR SOUND REPRODUCING MACHINES.—Jos. Newcomb Blackman, New York. Patent No. 1,248,064.

This invention relates to record cleaners for sound reproducing machines of the type described and claimed generically in United States patent to Henry A. Place, dated September 25, 1906, No. 831,987, and shown in United States patent to C. E. Tackman, dated November 28, 1916, No. 1,206,168, in each of which a brush-holding arm is fixed to an attaching clamp having opposite spring fingers to clasp the sound box, sound tube, or other part of the reproducer, which moves over the record, so that the cleaner can be attached to or detached from the movable member, and will brush and clean the record in front of the following stylus.

In the specific examples of said invention illustrated in said patent to Place, the brush-holding arm is made integral with and fixed directly to the reproducer clasp.

In the present improvement, the inventor makes the adjustable reproducer clasp of elastic or resilient metal or 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 surringing arm, to the free end of which the brush clamp 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.

Figure 1 represents a record cleaner embodying the present invention applied to an ordi-



nary phonograph of the Victor type. Figs. 2 and 3 are enlarged detail views of the said cleaner embodying the present invention, applied to a phonograph of the Columbia type. Figs. 5 and 6 are enlarged detail views of the latter cleaner.

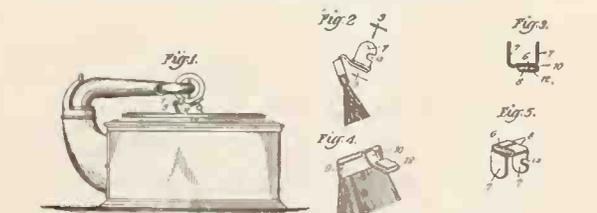
RECORD CLEANER FOR SOUND REPRODUCING MACHINES. Jos. Newcomb Blackman, New York. Patent No. 1,248,063.

This invention relates to record cleaners for sound reproducing machines of the type described and claimed generically in United States patent 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 Letters Patent No. 865,674, issued September 10, 1907, is described a specific improvement on said generic invention, in which the spring fingered reproducer clasp is formed integrally with the brush holding clamp and arm. The specific examples of the invention shown in the said Place patent are also made in this way.

The disadvantage of this specific construction is that whereas the material of the brush-holding clamp should be soft and pliable properly to bind the brush bristles when set thereon, and the reproducer clasp should be of elastic material so as properly to grip the reproducer, the integral construction of the brush clamp and reproducer clasp does not permit such a divergent construction.

The present specific improvement on the said Place invention, therefore, consists of a pli-



able brush clamp permanently attached to an elastic reproducer clasp.

Figure 1 represents a record cleaner embodying the present invention, attached to the sound box of an ordinary Victor talking machine. Figs. 2, 3, 4 and 5 are enlarged detail views showing the novel construction of the said record cleaner.

SOUND REPRODUCING APPARATUS.—Samuel D. (Continued on page 112)

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS—(Continued from page 111)

Mott, Passaic, N. J., assignor of one-half to Arthur B. Sullivan, Allendale, N. J. Patent No. 1,247,861.

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 each record groove in which it is traveling without the provision of special compensation devices and attachments for varying the position of the stylus needle as it travels in the record groove. The most advantageous relation for the reproduction of sound is to position the stylus or needle 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 needle breaks or chips the walls of the grooves and destroys the record as well as failing in accurately reproducing all the sounds registered in the groove. It has been heretofore proposed, especially in machines in which the record disc rotates on a fixed support and the sound box travels across it, to vary the relation of the sound box to the record as it moves across it by mechanical compensating devices of various designs, but such expedients have failed to come into commercial practice owing to the undesirability of increasing and complicating the mechanism of sound reproducing machines with the attendant unreliability. 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 it is also possible to successfully employ records of almost any diameter without providing the special compensating devices above referred to and which permits the reproduction of compositions heretofore not practical.

Other objects will be apparent from the subjoined description, among which might be mentioned the reduction of the number of movable joints or connections in the reproducing arm to which the sound box carrying the stylus is attached whereby the liability to loose connections owing to continued use and the consequent imperfect operation of the arm is practically overcome.

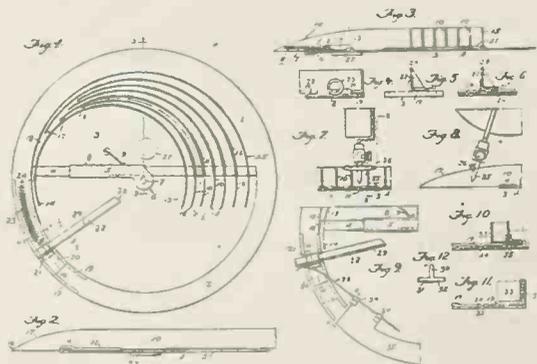
In the accompanying drawings Fig. 1 illustrates in plan view the mechanism, in accordance with this invention, for rotating the record and for causing it to travel bodily, the balance

tion is to provide a device which can be quickly and easily attached to a talking machine and which will efficiently operate to effect the movement of the reproducing elements of the talking machine to repeat the record.

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 so design the invention that it will be durable and of comparatively simple construction.

Figure 1 is a top plan view of the improved repeating device. Fig. 2 is a section on the line 2—2 of Fig. 1. Fig. 3 is a section on the line 3—3 of Fig. 1. Fig. 4 is a section on the line 4—4 of Fig. 1. Fig. 5 is a section on the line 5—5 of Fig. 1. Fig. 6 is a section on the line 6—6 of Fig. 1. Fig. 7 is a fragmentary sectional elevation showing certain of the elements of the invention. Fig. 8 is a section on the line 8—8 of Fig. 7. Fig. 9 is a fragmentary plan view showing a modification of certain of the parts

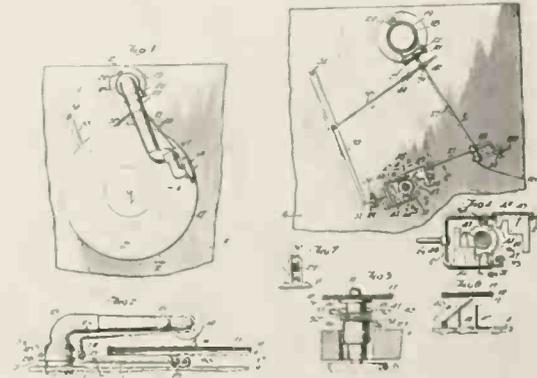


illustrated in Fig. 1. Fig. 10 is a section on the line 10—10 of Fig. 9. Fig. 11 is a section on the line 11—11 of Fig. 9, and Fig. 12 is a view of a cross arm employed in combination with the ordinary form of phonograph needle and instead of the specially constructed needle shown in Figs. 7 and 8.

PHONOGRAPH.—Magnus W. Turnquist, Chicago, Ill. Patent No. 1,249,251.

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. 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 produce a repeating mechanism for phonographs, having adjustment means to accommodate various sizes of record discs.

Figure 1 is a plan of a fragment of a phonograph, showing a simple embodiment of the present invention applied thereto; Fig. 2 is a view partly in side elevation and partly in ver-

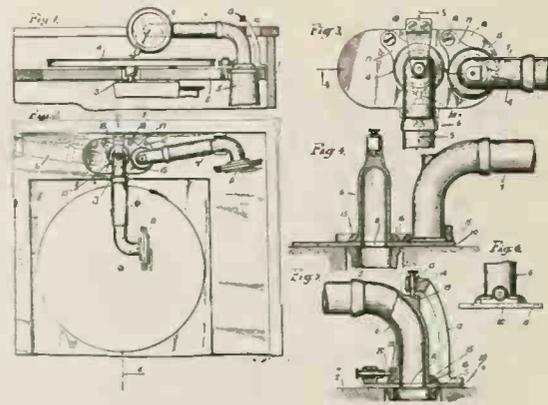


tical section of the parts seen in Fig. 1, the line of section being indicated at 2—2 in Fig. 1; Fig. 3 is a view partly in plan and partly in horizontal section, the line of section being taken at 3—3 in Fig. 2; Fig. 4 is a detail plan of a fragment of a certain oscillatory and reciprocatory frame; Fig. 5 is a detail vertical section taken on the line 5—5 of Fig. 3; Fig. 6 is a detail, vertical section taken on the line 6—6 of Fig. 3; and Fig. 7 is a detail end view of certain anti-friction bearing rollers.

PHONOGRAPH AND THE LIKE.—Henry B. Tremaine, Westfield, and E. S. Votey, Summit, N. J., assignors to the Aeolian Co., New York. Patent No. 1,248,757.

This invention relates to improvements in phonographs and the like and more particularly to means which readily permits the instrument to be used with any one of a plurality of sound boxes. This permits the ready interchange between sound boxes of both the hill and dale and lateral cut record types and between different sizes and qualities of sound boxes of the same type, also the same ready interchange between tone arms appropriate to the several sound boxes.

In the drawings, Figure 1 is a fragmentary vertical section of a phonograph showing the improvements in side elevation, the section being

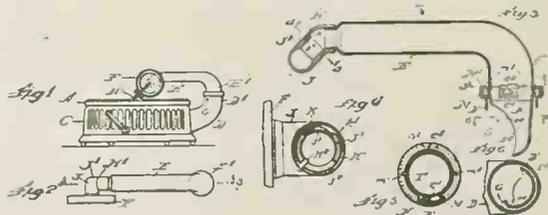


taken on the line 1—1 in Fig. 2 looking in the direction of the arrows; Fig. 2 is a plan view of the same; Fig. 3 is an enlarged detail of Fig. 2; Fig. 4 is a vertical section partly in elevation on line 4—4 in Fig. 3 looking in direction of the arrows; Fig. 5 is a vertical section partly in elevation on line 5—5 in Fig. 3 looking in direction of the arrows; and Fig. 6 is a detail view of the lower portion of Fig. 5 seen from the left.

PHONOGRAPH.—Leslie McArthur, Kenilworth, Ill., assignor to the Stewart Phonograph Corp., Chicago, Ill. Patent No. 1,249,791.

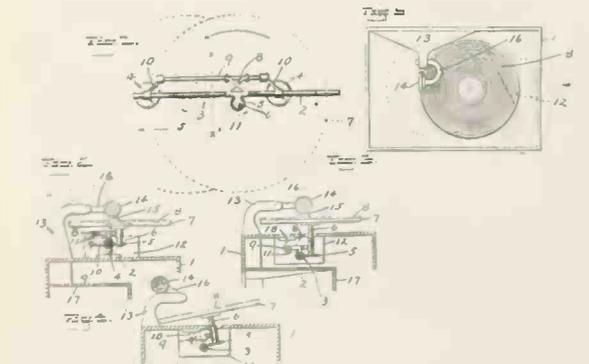
The purpose of this invention is to provide an improved construction in several details of a phonograph, or talking machine, so-called.

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. Herms, of Quaker Ridge, New Rochelle, N. Y., last week donated a Victrola and a goodly number of records for the soldier boys in response to an advertisement of Mrs. Wm. E. Ogden, who is making a very strenuous campaign to supply the soldiers with music as a means of entertainment.



of the apparatus being removed. Fig. 2 is a side elevation and partial cross-section through a sound reproducing apparatus constructed in accordance with this invention, the cabinet containing the amplifying horn being broken away. Fig. 3 is a similar view illustrating a slight modification in the disposition of the disc driving mechanism. Fig. 4 is a similar view to Fig. 3 showing the parts as shifted to position to return the turntable to its original position. Fig. 5 is a plan view of the apparatus.

REPEATING DEVICE FOR TALKING MACHINES.—George F. Voith, Philadelphia, Pa. Patent No. 1,248,041.

This invention consists of a repeating device for talking machines. One object of the inven-

REPAIRS

All Makes of Talking Machines Repaired Promptly and Efficiently

TALKING MACHINE REPAIR AND SALES CORPORATION

ANDREW H. DODIN, President
176 Sixth Avenue New York
TELEPHONE, CHELSEA 8437

RECORD BULLETINS FOR MARCH, 1918

COLUMBIA GRAPHOPHONE CO.

- POPULAR HITS OF THE MONTH
A2477 Sweet Little Buttercup.....Henry Burr 10
A2470 Over There.....Arthur Fields 10
A2478 I'm All Bound 'Round with the Mason-Dixon Line.....Al Jolson 10
A2458 Sailing Around.....Samuel Ash 10
A2453 There's Another Angel Now in Old Killarney, Samuel Ash 10
That's Why I Love You and Call You Machree, J. Malachy White 10
DANCE RECORDS OF THE MONTH
A2417 The Old Town Pump—Fox-trot, Handy's Orchestra of Memphis 10
Sweet Child—One-step, Handy's Orchestra of Memphis 10
A2418 A Bunch of Blues—Fox-trot, Handy's Orchestra of Memphis 10
Moonlight Blues—Waltz, Handy's Orchestra of Memphis 10
A2456 Sing Me Love's Lullaby—Waltz, Introducing "Celeste Aida", Prince's Orchestra 10
Southern Nights—Waltz, Prince's Orchestra 10
A6017 I'm Going to Follow the Boys—Medley One-step, Introducing (1) Come on Over Mary to Old Father John, (2) I've Heard About the Knights of Columbus, (3) The Army's Full of Irish, Prince's Band 12
Cleopatra Had a Jazz Band—Medley Fox-trot, Introducing (1) Sillysonnets, (2) You Stinky Baby, (3) When There is Peace on Earth Again, Prince's Band 12
A6018 Indianola—Fox-trot, Prince's Band 12
Remick Medley One-step, Introducing (1) Sweet Little Buttercup, (2) So This is Dixie, (3) Way Down There, (4) Mammy Jinny's Hall of Fame, Prince's Band 12
INSTRUMENTAL NUMBERS
A6014 Jewels of the Madonna—Act III, Chicago Symphony Orchestra 12
1. Praeludium. 2. The Bee, Chicago Symphony Orchestra 12
A6012 Orientale, Eddy Brown 12
Concerto in D Minor, No. 2, Finale, Alla Zingara, Eddy Brown 12
A6013 (a) Etude No. 2 in F Minor, Opus 25, (b) Arabesque No. 1 in A Flat, Opus 45, Leopold Godowsky 12
(a) Serenade in D Minor, Opus 93, (b) Vienna Waltz No. 3 in F Major, Opus 42, Leopold Godowsky 12
A2475 Alegrias (Table Dance) from "The Land of Joy", Lacalle's Spanish Orchestra 10
Los Crotalos (Tambourine Dance) from "The Land of Joy", Lacalle's Spanish Orchestra 10
A6011 Tosca—Selections—Part I, Columbia Symphony Orchestra 12
Tosca—Selections—Part II, Columbia Symphony Orchestra 12
A2454 The Mocking Bird, George Stehl 10
Good-Bye Sweetheart, Good-Bye, George Stehl 10
A2463 Whispering Hope, Taylor Trio 10
Hearts and Flowers, Taylor Trio 10
MUSIC FROM HAWAII
A2457 Mahina Malamalama Waltz, Kalani and Kalei 10
Hawaiian Medley, Introducing (1) Moanalua Hula, (2) Maunawili, (3) Meleana, Louise and Ferera 10
A2455 Columbia Graphophone Company March, Prince's Band 10
Manhattan Beach March, Prince's Band 10
VOCAL NUMBERS
A2465 Home, Sweet Home, Columbia Stellar Quartet 10
Santa Lucia, Columbia Stellar Quartet 10
A2464 There Is a Green Hill Far Away, Henry Burr 10
All Hail the Power of Jesus' Name, Henry Burr 10
A6007 I'll Sing Thee Songs of Araby, Vernon Stiles 12
The Dear Little Shamrock, Vernon Stiles 12
A2462 The Sunshine of Your Smile, Charles Harrison 10
Only a Year Ago, Charles Harrison 10
A2469 Nobody Knows De Trouble I've Seen, Oscar Seagle 10
I Don't Feel No Ways Tired, Oscar Seagle 10
49265 Madam Butterfly—Love Duet, Tamaki Miura and Theodore Kittay 12
A2466 Agnus Dei, Paulist Choristers 10
Salve, Regina, Paulist Choristers 10
A7524 Johnny Chuck Finds the Best Thing in the World, Thornton W. Burgess 12
The Joy of the Beautiful Pine, Thornton W. Burgess 12
COMEDY SKETCHES OF THE MONTH
A2461 In a Bird Store, Golden and Heins 10
Towser Is Dead, Golden and Heins 10

VICTOR TALKING MACHINE CO.

- POPULAR SONGS
18427 Sweet Little Buttercup, Elizabeth Spencer with Shannon Four 10
Homeward Bound, Peerless Quartet 10
18433 The Further It Is From Tipperary, Billy Murray 10
I'm Going to Follow the Boys, Elizabeth Spencer-Henry Burr 10
18434 Liberty Bell (It's Time to Ring Again), Peerless Quartet 10
There's a Service Flay Flying at Our House, Shannon Four 10
VOCAL AND INSTRUMENTAL RECORDS
45148 Lorraine, Reinald Werrenrath 10
Chimes of Normandy, Lambert Murphy 10
45146 When Stars are in the Quiet Skies, Florence Hinkel 10
The Homeland, Lucy Isabelle Marsh 10
35666 Gems from "Jack O' Lantern," Victor Light Opera Co. 12
Gems from "Leave it to Jane," Victor Light Opera Co. 12
18405 Fun in Flanders—Part I, Lieut. Gitz Rice and Henry Burr 10
Fun in Flanders—Part II, Lieut. Gitz Rice and Henry Burr 10
18430 U. S. Field Artillery March, Sousa's Band 10
Liberty Loan March, Sousa's Band 10
18432 Maytime Waltz (Will You Remember?), Waldorf-Astoria Dance Orchestra 10
American Serenade—Fox-trot, Waldorf-Astoria Dance Orchestra 10
RED SEAL RECORDS
EMILIO DE GOGORZA, Baritone
64722 Thou Art Near Me, Margarita, Barnett-Meyer-Helmund 10
GIUSEPPE DE LUCA, Baritone—In Italian
64686 Pastorale, S. di Giacomo-E. de Leva 10
JASCHA HEIFETZ, Violinist
64760 La Capricieuse (Op. 17), Edward Elgar 10

AMELITA GALLI-CURCI, Soprano—In Italian
64748 Nozze di Figaro—Non so piu cosa son (Marriage of Figaro—I Know Not What I'm Doing), Mozart 10

PATHE FRERES PHONOGRAPH CO.

- POPULAR "HITS" OF THE MONTH
20277 Wait Till the Cows Come Home, from "Jack o' Lantern" (Caryll), Campbell and Burr 10
Any Time's Kissing Time, from "Chu-Chin-Chow" (Norton), Jean Sterling, Contralto; Henry Burr, Tenor 10
20296 My Sweetie (Berlin), Arthur Fields, Tenor 10
Yock-a-Hilo Town (Donaldson), Peerless Quartet 10
20294 There's a Green Hill Out in Flanders (Flynn), Harry McClaskey, Tenor 10
Chimes of Normandy (Wells), Jean Sterling, Contralto 10
20295 "Sweetness" (Honeysuckle of Mine) (Stern), Arthur Fields, Tenor 10
Mandy Lou (Cook), Noble Sissle, Tenor 10
20292 Give Me the Moonlight, Give Me the Girl (Von Tilzer), Peerless Quartet 10
Hello! I've Been Looking for You, from "The Big Show," N. Y. Hippodrome (Golden-Hubbell), Louis Winsch, Baritone 10
20293 Hush-a-bye, Ma Baby (Missouri Waltz) (Knight-Logan-Eppel), Campbell and Burr 10
They Needed an Angel in Heaven (Morecaldi), Henry Burr, Tenor 10
NEW STANDARD BALLADS SUNG IN ENGLISH
25008 Solvejg's Lied (Sunshine Song) (Grieg), Violin, flute and piano accomp., Grace Hoffman, Soprano 10
Swiss Echo Song (None He Loves But Me) (Eckert), Soprano, violin, flute and piano accomp., Grace Hoffman 10
27008 Lady Moon (Bruhns), David Bispham, Baritone 10
A Warrior Bold (Adams), David Bispham, Baritone 10
40117 Sweet Genevieve (Cooper-Tucker), James Stanley, Basso 12
Mother o' Mine (Tours), Gordon MacHughes, Baritone 12
20287 When You and I Were Young, Maggie (Butterfield), Harry McClaskey, Tenor 10
John Anderson, My Jo (Robert Burns), Louise Brentwood, Contralto 10
20291 The Bridge (Carew), University Quartet 10
How Can I Leave Thee? (Cramer), Isabelle Cannon, Mezzo-Soprano 10
NEW PATHE "DE LUXE" DANCE RECORDS
20298 "Miss 1917"—Medley fox-trot (Wodehouse-Kern), Intro.: "The Land Where the Good Songs Go" and "The Picture I Want to See," American Republic Band 10
Twilight Waltz (Savino), Pathé Dance Orchestra 10
20299 Smile and Show Your Dimple—Medley fox-trot (Berlin-Ruby), Intro.: "The Dixie Volunteers", American Republic Band 10
The Wild, Wild Women—Medley one-step (Pierce-Glogau), Intro.: "Look Me Up When You're in Dixie", American Republic Band 10
20300 I'm Coming Back to You, Poor Butterfly—Medley fox-trot (Donnelly-Golden-Hubbell), Intro.: "Geel What a Wonderful Mate You'll Be," American Republic Band 10
Dance With Me—From "The Grass Widow"—Medley one-step (Pollock-Wolf-Hirsch), Intro.: "Just You and Me", American Republic Band 10
NEW INSTRUMENTAL RECORDS
27009 Spring Song (Mendelssohn), Piano solo, Rudolph Ganz 10
Maiden's Wish (Chopin-Liszt), Piano solo, Rudolph Ganz 10
40118 Tambourin Chinois (Kreisler), Violin solo, Mischa Violin 12
Minuet in G, No. 2 (Beethoven), Violin solo, piano accomp., Mischa Violin 12
40116 Nocturne No. 2 (Chopin), Violoncello solo, piano accomp., Josef Hollman 12
Romance sans paroles (Faure), Violoncello solo, piano accomp., Josef Hollman 12
20302 Softly Awakes My Heart—From "Samson and Delilah" (Saint-Saëns), Cornet solo, Sergeant Leggett 10
Until (Sanderson), Cornet solo, Sergeant Leggett 10
20288 Souvenir (Drdla), Violin solo, piano accomp., Jan Rubini 10
The Blush Rose (O'Hara), Violin solo, piano accomp., Jan Rubini 10
NEW BAND AND ORCHESTRA RECORDS
20289 Up the Street (Morse)—March, American Republic Band 10
Washington Grays (Grafulla)—March, American Republic Band 10
20254 Dutch Doll Dance (Rich), Pathé Salon Orchestra 10
Ma Belle Charmante (My Lady Fair) (Roberts)—Waltz, Pathé Salon Orchestra 10
40115 Maynada (Morera), Sardinian Orchestra 12
Lo Can del Pastoret (Vicenz), Sardinian Orchestra 12
NEW RECORDINGS BY THE HAWAIIANS
20297 Hello, Aloha, Hello! (Meyer), Hawaiian Orchestra accomp., Harry McClaskey, Tenor 10
Aloha Land (Herzer)—"Waltz," Louise and Ferera Waikiki Orchestra 10
NEW STANDARD CLASSIC RECORDINGS
63020 Garibaldi Hymn (Italian National Air), "Inno de Guerra dei Cacciatori," in Italian, Claudia Muzio, Soprano 12
Canzone Guerresca (Giordano), "Italian War Song," in Italian, Claudia Muzio, Soprano 12

EDISON BLUE AMBERL RECORDS

- 3433 Are You From Heaven? (Gilbert-Friedland), Tenor Solo, orch. accomp., Vernon Dalhart 10
3423 For You and Tennessee (Bernard E. Fay), Male Quartet, orch. accomp., Harmony Four 10
3437 Someone Is Waiting for You (Al Piantadosi), Male voices, orch. accomp., Shannon Quartet 10
3428 Somewhere in France Is the Lily (Joseph E. Howard), Baritone Solo, orch. accomp., Edward Allen and Chorus 10
3426 They Go Wild, Simply Wild, Over Me! (Fred Fisher), Tenor Solo, orch. accomp., Billy Murray and Chorus of Girls 10
3424 When You Hear That Raggy Refrain (Herman Darewski), Tenor Solo, orch. accomp., Billy Murray and Male Chorus 10
ST. PATRICK'S DAY SPECIALS
3434 Blackthorn-Stick Medley of Jigs, Violin, orch. accomp., Charles D'Almaine 10
3435 Katy Mahone (Chauncey Olcott), Male Voices, orch. accomp., Shannon Quartet 10
3417 Medley of Irish Reels, Accordion, Piano accomp. by Denis L. Smith, Patrick J. Scanlon 10
3430 Tho' I had a Bit o' the Divil In Me (Harry Von Tilzer), Tenor Solo, orch. accomp., George McFadden 10
3429 Victory!—Easter Carol (R. M. Neal), Mixed

- Voices, orch. accomp., Carol Singers
3436 Break the News to Mother (Chas. K. Harris), Tenor Solo, orch. accomp., George Wilton Ballard and Chorus
CONCERT LIST
28281 Azt mondják Scènes de la Csárda—No. 8 (Jenö Hubay), Op. 60, Violin, Piano accomp. by Jacques Grunberg, Mary Zentay
28280 Three Fishers (John Hullah), Baritone Solo, orch. accomp., Arthur Middleton
REGULAR LIST—SONGS AND BALLADS
3412 Dixieland Memories—No. 1, Orch. accomp., Orpheus Male Chorus
3413 Dixieland Memories—No. 2, Orch. accomp., Orpheus Male Chorus
3425 Lullaby (E. W. Hanscom), Contralto and Male Voices, orch. accomp., Helen Clark and Shannon Quartet
3422 Suki San (Where the Cherry Blossoms Fall) (Walter Donaldson), Tenor Solo, Vernon Dalhart
INSTRUMENTAL
3414 Impassioned Dream Waltz (J. Rosas), Peerless Orchestra
3415 Love's Message—Morceau Characteristic (F. H. Losey), Sodero's Band
3420 Ma Belle Charmante—Concert Waltz (Chas. J. Roberts), Peerless Orchestra
3432 Nightingale and the Frog (Rich. Eilenberg), Op. 119, No. 2, Piccolo and Bassoon, orch. accomp., Weyert A. Moor and Benjamin Kohon
3421 Saxophone Sobs (Ernie Erdman), Saxophone, orch. accomp., Rudy Wiedoeft
TOE-TICKLING DANCES
3416 Hy-Sine—One-step (Morgan-Chapi), For Dancing, Jaudas' Society Orchestra
3419 Jack O'Lantern Fox-trot (Ivan Caryll), For Dancing, Jaudas' Society Orchestra
3418 That's It—Fox-trot (Creamer-Layton), For Dancing, Frisco Jazz Band
3431 Favorite Hymns of Fanny Crosby—No. 1, Mixed Voices, orch. accomp., Calvary Choir
3427 Laughing Song, Orch. accomp., Ed Meeker and Empire Vaudeville Company
TWO FRENCH RECORDS
27181 Elle était vendeuse (Serpiéri), Baritone Solo, in French, orch. accomp., Hector Pellerin
27180 La Cocarde de Mimi Pinson (Marinier et Heintz), Baritone Solo, in French, orch. accomp., Hector Pellerin

GENNETT RECORDS

- TYPICAL HAWAIIAN MELODIES
7638 Hilo March (Hawaiian Steel Guitar with Guitar and Ukulele), Louise, Ferera and Greenus Trio
(1) Aloha Oe (Farewell to Thee) (Liliuokalani); (2) Ua Like No a Like (Sweet Constancy) (Hawaiian steel guitar with guitar and ukulele), Louise, Ferera and Greenus Trio
7636 Honolulu March (Hawaiian Guitar Duet, Louise and Ferera
Kilima Waltz (Hawaiian steel guitar with guitar and ukulele), Louise, Ferera and Greenus Trio
7600 Hapa Haole Hula Girl (My Hawaiian Maid) (Cunka) (Hawaiian Guitar Duet), Louise and Ferera
Kawaihau Waltz (Hawaiian Guitar Duet), Louise and Ferera
7524 Hula Medley—Intro.: "Moanulua-Manunawile-Meleana" (Hawaiian Guitar Duet), Louise and Ferera
Hawaii Waltz—Intro.: "Song from Hawaii-Sweet Lei Mona" (Hawaiian Guitar Duet), Louise and Ferera
VOCAL RECORDS OF SPECIAL MERIT
10033 Danny Deever (Kipling-Damrosch), Baritone with orch. accomp., Royal Dadmum
The Pauper's Drive (Noel-Homer), Baritone with orch. accomp., Royal Dadmum
10032 Some Day (Wellings), Baritone with orch. accomp., Albert Wiederhold
Love's Sorrow (Shelley), Baritone with orch. accomp., Albert Wiederhold
10034 Bonnie, Sweet Bessie (Root-Gilbert), Tenor with orch. accomp., James Harrod
I'll Take You Home Again, Kathleen (Westendorf), Tenor with orch. accomp., James Harrod
(Recorded under personal supervision of Pietro Florida)
INSTRUMENTAL RECORDINGS OF OLD FAVORITES
7640 (1) A Perfect Day; (2) A Soldier's Farewell, Brass Quartet
(1) Absence; (2) Annie Laurie, Brass Quartet
7639 (1) Believe Me if All Those Endearing Young Charms; (2) Drink to Me Only With Thine Eyes; (3) Auld Lang Syne, Brass Quartet
(1) The Rosary (Nevin); (2) Sweet and Low (Barnby), Brass Quartet
7635 Oh, Promise Me—From "Robin Hood" (De-Koven), Cornet with orch. accomp., Chester W. Smith
Answer (Robyn), Cornet with orch. accomp., Chester W. Smith
LATEST SONG SENSATIONS
7641 Hello! I've Been Looking for You (Golden-Hubbell), Tenor with orch. accomp., Arthur Hall
Liberty Bell (It's Time to Ring Again) (Goodwin-Mohr), Tenor with orch. accomp., Arthur Hall
7637 Says I to Myself, Says I (Morn-Von Tilzer), Soprano with orch. accomp., Ada Jones
I'm Old Enough for a Little Lovin' (Mama Told Me So Last Night) (Walker-Skidmore), Soprano with orch. accomp., Ada Jones
7629 I Don't Want to Get Well (Pease and Johnson-Jent), Tenor with orch. accomp., Arthur Hall
Hail! Hail! The Gang's All Here (Esrom-Morse-Sullivan), Vocal quartet with orch., Peerless Quartet
ART TONE RECORDS
12502 Humoresque (Dvorak), Violin with piano accomp. by Francis Moore, Helen Ware
Ave Maria (Schubert), Violin with piano accomp. by Francis Moore, Helen Ware
10030 When the Bell in the Lighthouse Rings (Lamb-Solman), Bass with orch. accomp., Frederic Martin
Rocked in the Cradle of the Deep (Knight), Bass with orch. accomp., Frederic Martin
10019 Vulcan's Song—"Philemon et Baucis" (Gounod), Bass with orch. accomp., Frederic Martin
Gipsy John (Clay), Bass with orch. accomp., Frederic Martin
12501 Largo (Handel), Violin with piano accomp. by Francis Moore, Helen Ware
Meditation—"Thais (Intermezzo Religieuse) (Massenet), Violin with piano accomp. by Francis Moore, Helen Ware

EMERSON PHONOGRAPH CO.

- FEBRUARY LIST
HITS OF THE MONTH
7312 The Wild, Wild Women Are Making a Wild Man of Me (Piantadosi-Wilson-Lewis), Char-

(Continued on page 114)

RECORD BULLETINS FOR MARCH

(Continued from page 113)

- acter song, orch. accomp. Henry Lewis
- Oh! You Wonderful Girls! (Wm. B. Friedlander). Character song, orch. accomp. Henry Lewis
- 7310 Liberty Bell, It's Time to Ring Again (Goodwin-Mohr). Patriotic solo, orch. accomp., Arthur Burdin
- Send Back Dear Daddy to Me (Sullivan-Tenney-Maslof). Baritone solo, orch. accomp., Harry Lawrence
- 7311 Sweet Emalina, My Gal (Creamer-Layton). Baritone solo, orch. accomp. Henry Lewis
- When the Moon Is Shining Somewhere in France (Private Frederick Raib). Patriotic solo, orch. accomp. Harry Evans
- 7305 Homeward Bound (Johnson-Goetz-Meyer). Patriotic solo, orch. accomp. Jack Warner
- Give My Regards to Broadway (George M. Cohan). Patriotic solo, orch. accomp., Arthur Burdin
- 7307 Somebody's Done Me Wrong (Will E. Skidmore). Character song, orch. accomp., Eddie Nelson
- Hello, Aloha, Hello (Johnson-Meyer). Baritone solo, orch. accomp. George Beaver
- 7303 The Crickets Are Calling (Wodehouse-Kern). Baritone solo, orch. accomp. Jack Warner
- March of the Toys (Victor Herbert), Emerson Military Band
- 7304 Leave it to Jane (Wodehouse-Kern). Baritone solo, orch. accomp. Jack Warner
- Al Fresco—Intermezzo (Victor Herbert), Emerson Military Band
- 7309 Meet Me at the Station. Dear (Lewis-Young-Snyder). Character song, orch. accomp., Eddie Nelson
- One Day in June—It Might Have Been You (Goodwin-Hanley). Baritone solo, orch. accomp. Harry Lawrence
- 7308 We're Going to Hang the Kaiser Under the Linden Tree (Kendis-Brockman). Patriotic solo, orch. accomp. Harry Evans
- There's a Green Hill Out in Flanders, There's a Green Hill Up in Maine (Allan J. Flynn). Patriotic solo, orch. accomp. Jack Warner
- 7313 My Sweetie (Berlin)—Fox-trot, Emerson Military Band
- So Long Mother (Egan-Kahn-Van Alstyne)—One-step Emerson Military Band
- 7314 Any Time Is Kissing Time (Frederick Norton). One-step Emerson Military Band
- That's the Kind of a Baby for Me (Harriman-Egan). Baritone solo, orch. accomp., George Beaver
- 7306 Battle Hymn of the Republic (Julia Ward Howe). Patriotic solo, orch. accomp., Harry Evans
- Under the Double Eagle (J. F. Wagner)—March and one-step Emerson Military Band

PLAN TO RELIEVE FREIGHT JAM

Merchants' Association of New York Devises Pick-up System Which Should Help Restore Transportation Facilities to Normal

In order to relieve the congestion at the freight terminals in New York City, both in the handling of incoming and outgoing freight, the Merchants' Association of New York has evolved a "store door delivery" and "pick-up" system to free the railroads from the accumulation of freight and likewise to serve the interests of the consignees.

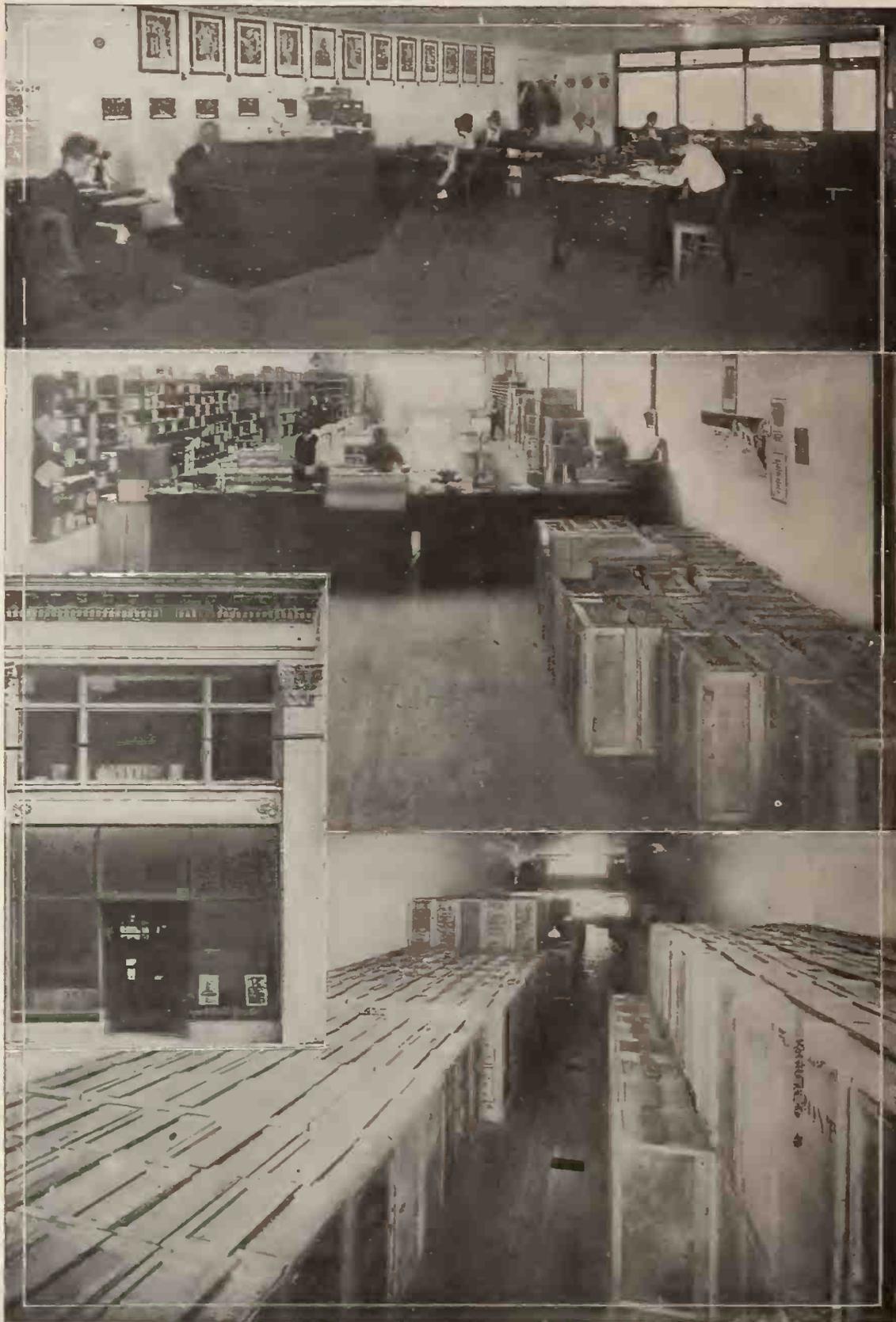
As conditions now stand, a truck may stay in line all day in order to reach an unloading pier, and carry away a single case of goods. Under the proposed plan, as fast as the freight is received it will be placed in charge of a trucking company controlled by a carrier, according to the zone in which the consignee is located, and immediately delivered to him. By this system one truck could handle as much incoming freight in a day as a dozen trucks do under present conditions. The association urges that the carriers be permitted to form trucking companies or that present trucking companies be permitted to consolidate under Government supervision for the purpose of following out the system.

For outgoing freight the "pick-up" method would be followed, the trucks on their way back to the piers stopping at various points and gathering up freight intended for shipment.

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Views of Phonographs, Ltd., New Home in San Francisco with A. C. Ireton glancing over his desk; the store front; the ground floor with disc instrument stock, and the record stock department and shipping department. In using these views in Edison Diamond Points, the editor says: Francisco zone, will find it well worth your while to pay A. C. Ireton a visit. We know him. We know what he did for our Edison education. We know what he can do for yours." A pretty nice tribute.

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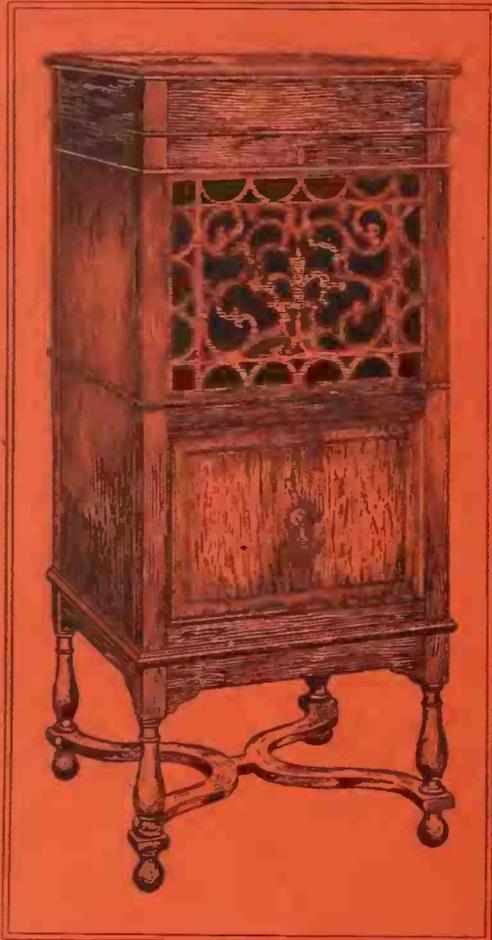
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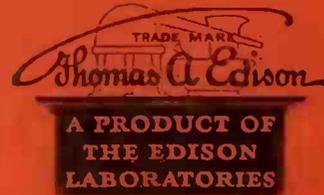
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