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

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

Entered as second-class matter May 2, 1903, at the post office at New York, N. Y., under the act of Congress of March 2, 1879.
The Highest Class Talking Machine in the World

THE INSTRUMENT OF QUALITY

Sona

Clear as a Bell

the talking machine taught Galli-Curci!!

from an interview with Amelita Galli-Curci in New York Times

I had no training such as most opera singers have. I learned all I know about the voice while studying the role I was to sing. When I tried to sing in New York several years ago there were in my voice faults that worked against me, and now I know that these imperfections sent me away from the wonderful city. To get rid of them I turned to the talking machine. I knew that I could correct them if I could hear them myself. I used many, many records, each time listening for the faults and the next time trying to correct them. I may say that my most painstaking teacher was the talking machine.

FOR the instruction of singers, for the learning of foreign languages, for the entertainment of family and friends, for delightful dance music, for cheering up the boys in camp and those left behind, nothing can equal the phonograph.

1918 sales will break the 1917 big records.

The preference of the public is for the highest class instrument. The Sonora with its superb tone which won highest score for quality at the Panama Pacific Exposition, its many superior and exclusive design and constructional features, and its unequalled prestige, is the phonograph for you to handle.

Sonoras sell with astonishing ease, they delight the purchasers and make splendid money for the dealer.

Write today regarding your agency!

$50 $55 $60 $65 $70 $75 $80 $85 $90 $95 $100 $125 $150 $175 $200 $225 $300 $350 $400 $450 $500 $550 $600 $700 $800 $900 $1000

Art models made to special order to suit any taste.

Sonora Phonograph Sales Company, Inc.

George E. Brightson, President

Executive Offices: 279 Broadway, New York

Sonora operates and is licensed under BASIC PATENTS of the phonograph industry
A TALKING MECHANISM DEVELOPED OVER 160 YEARS AGO

According to John Wesley Mr. Miller, of Lurgan, Ireland, anticipated Dr. Erasmus Darwin in producing a device which formulated articulate sounds—some interesting data presented.

In a recent issue of The Talking Machine World reference was made to a letter written by Dr. Erasmus Darwin, grandfather of Charles Darwin, to Benjamin Franklin in 1772, in which he speaks of a machine which was invented by Dr. Erasmus Darwin, grandfather of Charles Darwin, to Benjamin Franklin in 1772, in which he speaks of a machine which was invented by himself in which he says:—

"I have heard of somebody who attempted to make a speaking machine. Pray is there any truth in such reports?"

Mr. Darwin was interested, it seems, because he himself had learned of it through the gradual spread of the fame of the machine. While we have been working in the local field, we have created a demand throughout a good-sized trade district, and we have on file a number of requests from merchants who are anxious to undertake the distribution."

Shipping conditions have been the bane of Manager Guttenberger's existence recently. At Christmas time he needed a number of machines for which he had bills showing that the shipment had been started several days before. These machines reached him late in February and two others that he needs to settle all debts were still missing the first of the month.

ENTIRE PLAY NOW ON RECORDS

Entire Production on "Why Marry?" Recorded in Order to Illustrate the Use of the Talking Machine in Other Countries—An Important Move

The members of the "Why Marry?" company, playing at the Astor Theatre recently, completed the recording of the entire play on talking machine records. One set of the records is to be preserved as far as the official files of Selwyn & Co., managers of the piece, and the other sets are to be used later when the play is produced in England, Australia, South Africa, Canada, and other countries. It is believed that the records will greatly facilitate the training of the various foreign managers, and will save considerable expense and the possibility of an upset condition of overseas transportation. It is believed to be the first time that a complete play has thus been recorded, although various authors have recorded their particular parts before.

STUDYING FRENCH WITH THE TALKER

Uncle Sam's Forces at Spartanburg, S. C., Making Good Progress in This Direction

It is interesting to note that in the recent news from the camps at Spartanburg, S. C., special attention is paid to the fact that the members of several regiments are studying French with the aid of talking machine records. Notices to this effect have been published in the local newspapers, and have attracted considerable attention. The use of records for the study of French is another significant indication of the importance of the talking machine in war times, and the fact that it can be considered as a first-line essential in the true meaning of the term.

IMPORTANT PURCHASE IN DALLAS

Dallas, Tex., March 2.—The Phonograph Shop, at 1300 Elm street, this city, recently purchased from the Western Automatic Music Co. that concern's entire stock of phonographs and records. The deal places the Phonograph Shop in the position of controlling exclusive selling rights for Edison phonographs in this city and vicinity.

This war should teach us to do without many things—except real loyalty.
How Recognition of the Pride of Race Will Increase Record Sales :: :: By Frank E. Parsons

Pride of race is something that will not be downed even in these abnormal times, and the existence of that fact should provide many opportunities for the talking machine dealer to realize at least more than ordinary results from his record-selling campaign.

We all realize that it is the Italian to whom Italian records most appeal, or the Swede who takes most interest in Swedish records, and so on, but there are many records in the catalog proper, records of the popular, or standard, type sung in English, that will make a special appeal to certain classes—something connected with them, either the title of the piece, or the name and nationality of the singer.

This fact has been emphasized particularly by the live talking machine dealer in an Eastern city, who has practically doubled his sales of McCormack records. There is a large natural demand for McCormack records from musical people of all classes, but this particular dealer realized that the voice of McCormack sounded particularly sweet to the Irishman. He, therefore, sees to it that announcements regarding the new McCormack records as they appear find a place in the Irish and Catholic weekly papers and in the bulletins issued by the Catholic churches in his section. The success of the plan is demonstrated by the fact that the sales of McCormack records, even though good before, have practically doubled with this dealer as a result of this special publicity. The same plan was followed in connection with the publications of the various Knights of Columbus Councils, and with the same satisfactory results.

Take the case of Caruso records, for instance. Practically everybody who buys records buys one or more of the recordings of this famous tenor, but even the lowliest Italian, unacquainted with English to any extent, can nevertheless be appealed to in his native tongue through special publications reaching him by the fact that the tenor himself is an Italian.

There is a certain Polish singer who has recorded the songs of his native land for one of the prominent companies, and who has stimulated his royalty receipts tremendously by bringing his records personally to the attention of his compatriots. Not only that, but he has increased the sale of several of his records in English by that same direct means.

There are in the leading catalogs, and not all in the foreign sections by any means, records that lend themselves particularly to exploitation in certain fields. There are, for instance, records that are designed particularly for use in the ceremonies of various fraternal orders—records that find a place in the ritualistic workings of the Masons, Elks, Odd Fellows, etc. Just simply to have these records on the shelf and to call attention to them in a desultory way, is not enough. All of these orders have special class of buyers and in a special way, would move with a very satisfactory rapidity. The question is worth thinking about and studying.

MOZART PHONOGRAPH CO. RESUMING
Overcoming Effects of Recent Fire and Will Be Working at Capacity Soon

Sr. Louis, Mo., March 4.—The Mozart Phonograph Co. will be working to full capacity again this month, according to a recent statement by President Fitzgerald. One of the buildings of the former Colonial Cabinet Co., which were acquired for Mozart production, is now working full time following the fire in January, and the second and more seriously damaged building will be entirely repaired and restocked soon. "We are taking care of the orders now coming in," said Mr. Fitzgerald, "but business threatens to get too good."

CAN RECORD READINGS FROM NOVELS

Apparently the American law does not prevent talking machine companies from making records of readings taken from novels. It does protect plays against such reproduction. The question arose recently when records were made of chapters from "Pollyanna," the reciter merely cutting out descriptive paragraphs. The secretary of the American Publishers' Copyright League, after examining the law, gave it as his opinion that there had been no infringement of copyright.

SUFFERS HEAVY FIRE LOSS

The building occupied by the Emil Gramberg Mfg. Co., manufacturers of talking machines and furniture, was the scene of a fire recently causing damage to building and stock of about $8,000.

SINCERITY

That's the slogan back of every factor in Ditson Service

It means much just now

Oliver Ditson Co. VICTOR Chas. H. Ditson & Co.
BOSTON Exclusively NEW YORK
Victor Supremacy is overwhelming

Musically, artistically, commercially, Victor supremacy is always, everywhere, in evidence.

Its universal recognition makes success easy for every Victor retailer.

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

Berliner Gramophone Co., Montreal, Canadian Wholesalers

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

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

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

Victor Wholesalers

Albany, N. Y. Gately-Haire Co., Inc.
Atlanta, Ga. Elyce Austell Co.
Austin, Tex. Phillips & Crew Co.
Baltimore, Md. Cohen & Hughes.
Bangor, Me. Andrews Music House Co.
Birmingham, Ala. Talking Machine Co.
Boson, Mass. Oliver Dixon Co.
Cleveland, O. The Rudolph Wurlitzer Co.
Columbia, Mo. The Hext Music Co.
Columbus, O. The Grigsby Campbell Music Co.
Dallas, Tex. Sanger Bros.
Denver, Colo. The Realt Music Co.
Detroit, Mich. C. Bruno & Son, Inc.
Elmira, N. Y. Elkins Music Co.
El Paso, Tex. W. O. West Co.
Henderson, T. H. Bergstrom Music Co., Ltd.
Indiana, Ind. Stewart Talking Machine Co.
Jacksonville, Fla. Florida Talking Machine Co.
Kansas City, Mo. W. J. Jenkins Sons Music Co.
Lincoln, Neb. Ross P. Curtis Co.
Little Rock, Ark. O. K. Heuck Piano Co.
Los Angeles, Cal. Sherman, Clay & Co.
Memphis, Tenn. O. K. Heuck Piano Co.
Nashville, Tenn. O. K. Heuck Piano Co.
Newark, N. J. Price Talking Machine Co.
New Haven, Conn. Henry Horton.
New Orleans, La. Sedgwick Music Co.
Oakland, Calif. Bronco & Son, Inc.
Omaha, Neb. A. Hopper Co.
Omaha, Neb. Price Talking Machine Co.
Portland, Me. Crescent & Allen, Inc.
Portland, Ore. Sherman, Clay & Co.
Poughkeepsie, N. Y. Sherman, Clay & Co.
Salt Lake City, U. S. Columbia Music Co.
St. Louis, Mo. The John Elliott Clark Co.
Toledo, O. The Whitney & Carrier Co.

Victor VI-A, $30
Oak

Victrola IX-A, $57.50
Mahogany or oak

Victrola XI-A, $110
Mahogany or oak

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

Visit us at the New York World's Fair.
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 ALBUM

soon pays for itself in time-saving and preserving records. The initial cost is really an investment which comes back fourfold.

THE PERFECT PLAN

The pockets holding the records are substantially made from strong fibre stock, firmly joined together and bound in attractive covers.

A PLACE FOR EVERY RECORD AND EVERY RECORD IN ITS PLACE

Albums are an Indispensable Requisite in the talking machine business and wherever records are sold. An accessory that is necessary and worth the extra outlay. 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.

PROSPEROUS TIMES IN ATLANTA

Leading Establishments Make Cheery Reports Regarding February Trade and Are Optimistic About Outlook for March—News of Month

ATLANTA, GA., March 8.—The talking machine business in this city was very active during February, and the outlook for March would indicate that we are entering on a very prosperous era in this section.

The Diamond Disc Shop, Edison retailers, report that their February business was larger than that of December, 1917, which is unusual, as December is everywhere recognized as the banner month in the talking machine business. The Edison dealers, however, have been advertising consistently and the results are now becoming apparent in their increased business. The Edison from $165 up, including the $215 and $265 models, has certainly taken the market in a larger proportion than ever.

The Delphian Shop, dealers in the Delphian phonograph, are meeting with fine success in Atlanta, and they have qualified recently as Columbia dealers, having had such persistent demand for Columbia product, as to necessitate their taking on this old and popular line.

The Atlanta Talking Machine Co., Columbia and Vocalion dealers, report a $200 cash sale of records, this being one of the biggest sales of the kind that your correspondent has heard of as late. Some time since H. Phillips completely reorganized this business and injected new life into it.

The Haverty Furniture Co., Columbia and Pathé dealers, state that their February business is far ahead of anything they have ever known, and is growing by leaps and bounds. An interesting feature has recently developed with them, in that they have employed a number of young women in their wholesale record department.

All talking machine dealers in Atlanta anticipate a very large March business.

TALKING MACHINES FOR THE NAVY

Navy League Desires to Secure Machines and Records for Uncle Sam's Boys Who Go to Sea—They Help to Entertain and Instruct

The Navy League of the United States is making a special appeal for talking machines of all kinds and records for the men who are going to sea, and in this connection Mrs. W. H. Hamilton, publicity chairman, has sent out the following letter:

"The men are subject to times of great despondency, and one of the safest ways to fight these spells of ennui is to place a musical reproducing machine of some kind on board all ships. Several weeks ago a ship loaded with ammunition for France was held up five weeks in the harbor for lack of coal. No one could leave the ship but the captain, according to regulations. So there in sight of land an entire crew stayed cold and idle. 'We would have gone mad if it had not been for the Victrola you gave us,' one of the men said.

"A submarine chaser about to start has just become the proud possessor of a Victrola given it by the Navy Club, and among the records is a set of French ones made by the Victor Talking Machine Co., so the men can study French on the way over.

"Another ship carrying many men goes over in the near future. 'We have no Victrola on board. Do you think you could get us one?' said one of the men. It means cheer and homeliness, and gives a comfort where otherwise the boys might grow homesick and discouraged for lack of entertainment. 'You use your Victrolas but seldom; they will use them constantly. There are three ships waiting for a response to this notice; and the response has always been so wonderful I feel that many may be willing to make the sacrifice to brighten up the days in crossing which are so monotonous—those first days, the hardest for the troops and the crews of the ships. Donations are received at the headquarters of the Navy Club, 309 Fifth avenue.'
Victor Supremacy is universally acknowledged

The Victrola has time and time again demonstrated its supremacy in the great things it has actually accomplished.

And with genuine Victrolas from $20 to $400 it is easy for every Victor retailer to reap all the advantages that come with such supremacy.

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

Berliner Gramophone Co., Montreal, Canadian Wholesalers
THE TALKING MACHINE WORLD

A NOTHER month has gone by and still the talking machine trade, every branch of it, continues to be faced with many problems involving both manufacturing and distributing. The bright spot in the situation during the past month has been the withdrawal of the fuelless Monday order, thereby giving back to the industry several days in which to endeavor to meet demands. It is steadily becoming more apparent that the question facing the trade is one of adjustment, and quick adjustment, to conditions that promise to continue for an indefinite period and which will most likely become worse before they get better. In other words, the companies, or individuals, in the trade, who sit still and decry the situation in general and economy talk of prominent bankers and others to the contrary, will suffer no more than all the other industries that will bring in more money to the house, if the leading styles of machines that will bring in more money to the house, are simply stirring up wait for times to change for the better, are simply stirring up practices that a minimum of inconvenience may be occasioned.

Conditions are real. They must be faced, and every endeavor should be made to regulate existing business demands and practices that a minimum of inconvenience may be occasioned. If stocks of machines and records are scarce, and there is every indication that they will be scarce for a long time, the problem resolves itself into doing the largest amount of business, and the best class of business, with the stocks now on hand, or that can be obtained. If the popular hits of the day cannot be secured from the factories, feature the records lying on the shelves, those selling, at higher prices.

One genuine consolation is, if we may accept assurances from Washington, that the talking machine trade, or for that matter the music industry generally, will suffer no more than hundreds of other industries in any action taken to conserve fuel and metal supplies, clear up the transportation tangle, or curtail production. Forceful arguments presented at Washington have convinced the administration that there is really no such thing as a "non-essential" industry, the hysterical economy talk of prominent bankers and others to the contrary notwithstanding. It has been found that one industry depends so much upon the other, and plays such a prominent part in the business and social fabric of the country that to cripple a single line of trade would threaten wide disaster.

War conditions are not pleasant. We are getting abundant proof of that fact, but with the assurance of a square deal from the Government, the trade is in a position to grin and bear it, to make the most of the opportunities that are offered, and to bring about an adjustment that will reduce possible loss to a minimum.

Published the 15th of every month at 373 Fourth Ave., New York.

The Talking Machine World has regular correspondents located in all of the principal cities throughout America.

Published the 15th of every month at 373 Fourth Ave., New York.

PUBLISHED BY EDWARD LYMAN BILL, Inc.

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J. RAYMOND BILL, Associate Editor

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Boston: John H. Wilson, 324 Washington Street

Chicago Office: E. F. Van HARLINGEN, Republic Building, 209 South State Street.

Telephone: Ushak 37


The Talking Machine World has regular correspondents located in all of the principal cities throughout America.

For the makers of talking machines

For the sellers of talking machines

For the buyers of talking machines

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O N and after May 1, 1918, the subscription price of The Talking Machine World Will be $2 per year. For a period of twelve years, since 1906, to be exact, the subscription price has been $1 per year, and has been maintained in the face of increasing production costs, meaning a steadily growing loss on every subscription. Pre-eminent in its field, and the representative organ of the talking machine trade at large, it is but natural that the circulation of the World should increase by thousands each year. The size of the paper, too, has increased tremendously, reflecting as it does the great development of the industry as a whole, and the confidence of our advertisers based on profitable returns. The steady rise in the cost of paper, of printing and of all the elements that go to make a newspaper has placed a burden on the publishers of The World that can no longer be borne and still observe good business practice.

For several years past members of the trade, as well as other publishers, have marveled that we could produce and offer a publication of the size and scope of The World at such a low subscription price. Up to now, however, we have given to our readers the full fruits of The World's development at the subscription charge fixed over a decade ago. At the new price of $2 we promise to our subscribers, who have so loyally supported us, still further development and greater value. An announcement in another section of The World tells how the present subscription rate can be enjoyed for some years to come. It is worth reading and acting upon.

T HE value of the talking machine as an entertaining factor and gloom disperser in the great army and naval camps in this country, and in the American military headquarters and trenches in France, is emphasized by the numerous letters sent by the soldiers to their folks at home and by the correspondents to the magazines and to the daily papers. Week after week pictures appear showing how the talking machine is utilized in the great social centers which are fathered by the Y. M. C. A. and the Knights of Columbus, and high tributes are paid to its power to bring joy and pleasure into the lives of these men who are serving Uncle Sam and who are preparing to battle for the rights of man against the rights of might in the great field of war in Europe.

While the piano and the player have aroused enthusiasm among the soldiers, yet the talking machine, through its ability to bring into the camp the voice and personalities of the great operatic and concert artists, as well as the music of the symphony orchestras and the great bands of the nation, give a variety of music that has made the strongest kind of appeal to the soldiers, because of its educational influence. Moreover, in connection with popular army songs, the "talker" has proven a veritable song leader, for "the boys" have taken up these songs and joined forces with the talking machine in making them still more popular.

Music in war times is truly a necessity, and not only in the camps, but in the homes, the talking machine and its music appeals to the emotions and stimulates the imagination. In these days of stress and strife the people who can weld music into their daily affairs are blessed, for what can compare with the talking machine in this respect? Through its medium even the very poorest home can afford to have the best of music as well as the palaces of the rich.

The average business man cannot but view the provisions of the income tax and excess profits tax sections of the War Revenue Act, which he will be called upon to meet very shortly, with more or less misgivings. No matter how anxious a business man is to bear his fair share of the country's war expense, he is bound to be troubled by the complexities of the law in determining just what he should pay and how he should pay it.

Out of the darkness, however, comes one bright light, and
that is the fact that in obeying the law and making his tax returns even the most indifferent merchant will be compelled to take an accurate inventory of his business for the inspection of the Government. He will have to give the matter thought, and is more than likely to come across facts that surprise him. Taking an inventory for the purpose of making a good showing for the year's business is quite different from compiling an inventory that will mean the basis for tax assessment. Facts and not alone pretty figures will be demanded, and in the long run perhaps it is a good thing that some merchants in our own trade, for instance, will be compelled to find out just where they stand financially and what their business amounted to during 1917.

In an interview in the New York newspapers, following her sensational debut in New York with the Chicago Opera Company last month, Mme. Galli-Curci gave full credit to the talking machine for aiding her in training her voice properly. The noted soprano emphasized the point that it was by means of talking machine records that she learned of the various faults in her singing and was enabled to correct them.

The statement of Mme. Galli-Curci is important as coming from an artist of recognized standing, and is practically in line with the claims that have been made for the talking machine as something more than a simple entertainer. Leading artists have long ago learned that the talking machine record presents their voice exactly as it is, with imperfections and all. Before an audience, and on the concert stage, personality may be made to counteract existing faults in singing, but on the talking machine record personality does not count. It is the singing itself that must pass the test. When the artists reach the point where they can, without prejudice, study the recordings of their voices and profit thereby, then is the full value of the talking machine realized.

The accepted rule among a great many institutions is to reduce the advertising appropriation when trade quiets down a bit. No greater mistake can be made. Experts in advertising who study the game from a cold, scientific standpoint—that is for producing results—are a unit on the proposition that a lull should mean increased advertising if anything.

With the professional advertising man such ways and means are the best to adopt that have "pulling" power; they therefore advise no curtailment of the publicity campaign when business is slow. Then is the time to make still further efforts. Where this plan has been followed success has always crowned the endeavors of the advertiser. Quite a few talking machine men are wise enough to pursue this course and are reaping the reward. Would that there were more, and these observations apply with equal force and cogency to every branch of the trade.

A MOST praiseworthy tendency to feature in an unusually energetic manner the better class of records is noted among talking machine dealers in many sections of the country. In their advertising they call particular attention to the records by the noted artists—records that retail at $1 up, and at least one dealer has gone so far as to publish in his advertising special articles on the desirability of a library of records of the better sort. We all know that records are scarce, and that it is the proper thing to make the most of the records on hand, and the limited number that can be obtained, by featuring them in an unusual way. The logic of paying particular attention to the high-priced records is that the gross amount received for their sale is much larger and, therefore, serves to measure up with the total sales volume of popular types of records in normal times from a monetary standpoint. In other words, if a normal business cannot be done on accumulated profits, the condition can be offset to a certain degree by doing a smaller business on large profits.

If a bill before the New York State Legislature becomes a law, it seems as though merchants in all industries in this State will be compelled to observe a one-price policy regardless of their personal desires. The bill seeks to amend the personal property law in order to make it compulsory upon the merchant offering goods on contract, or conditional sale, to place upon the article both the cash price and the conditional sale price. If the bill becomes a law it should prove of material aid to merchants who are already observing the one-price policy, and it should likewise serve to increase the number of cash sales by presenting to the customer the saving he can effect by paying for cash.

Chase the Delay-Snakes Out of Recordland

It is the delays in record deliveries that prevent you from rolling up the big record business that you are planning to do every month. Start right now and be free from "delay-snakes" by getting your

Victor Records thru
PEARSALL SERVICE

This service is operated FOR your requirements. The definite purpose of getting records promptly is all the "magic", there is to it. March your record orders right in now.

SILAS E. PEARSALL CO.
VICTOR DISTRIBUTORS
18 West 46th Street New York, N. Y.
Edison Message No. 18

To take music out of the world would be a calamity. To withhold music from the home would be a tragedy.

Today music is doing its part, a tremendously effective part, in feeding the soul of America and vitalizing the spirit of her sons and daughters—in soothing tensed nerves—in sustaining the pitch of efficient living and doing—in keeping the world from falling below present standards and keying it up to higher standards—in helping to save the world for democracy.

The Edison dealer who comprehends that, in Music's Re-Creation, he has in his hands a power for great good in his community, and who exercises that power, is a true citizen and a valuable member of the Edison Organization.

THOMAS A. EDISON, Inc.
Orange New Jersey
Why the Sales of High Priced Records Should Be Featured Just Now

The present record shortage is not a thing to be dismissed in the belief that it is solely a manufacturing problem and therefore impossible of solution outside of the record factory. As far as the present shortage affects the dealer's profits, the real solution lies right with the dealer himself. Here is what The World recommends, and our suggestion is based on the premise that it is as easy to press operatic records as to press records devoted to ragtime.

We recommend that every dealer get down to brass tacks and utilize every possible idea that is practical that will boom the sale of high-priced records. In this way, it will be possible for both wholesalers and retailers to do a greater cash turnover than last year, but on a numerical smaller record stock.

In the past dealers have relied pretty much on national advertising and other outside influences to sell both talking machines and records for them. The public has acquired the habit of coming in, making its own choice, and taking home whatever it pleases.

But there are few dealers who have taken up the problem in earnest where the numerous attractive store posters have gone around Hawaiian dance records, just so can win the buyer he wants what you want him to select. Without doubt the national advertising of the record manufacturers, the record bulletins, and the numerous attractive store posters have gone a long way toward creating a demand for specific records. But these few dealers who have taken up the problem in earnest where the numerous attractive store posters have gone around Hawaiian dance records, just so can win the buyer he wants what you want him to select.

If the dealer will inject into his entire sales force the fact that every $3 record sold is equivalent to selling three $1 records, or four 75-cent records, it is reasonable to suppose his sales force will soon be offering good practical suggestions for increasing the sale of the high-priced stock.

At this writing we will not discuss in detail plans for selling high-priced records. Broadly speaking, however, there are five excellent channels to work through, five channels the possibility of which have to date been developed by the dealer to a small degree only. They are: one, newspaper advertising; two, window display; three, direct mail communications; four, featuring of selected records; after the customer enters the store and the booth; five, conversation engaged in by the salesmen and saleswomen.

In a general way here is what these five different ways and means of selling high-priced records offer:

1. Newspaper advertising offers an opportunity to introduce the pictures of famous artists. Individual selections can be featured, and it would not seem advisable to run a list longer than ten records in any one advertisement. The playing up of specific pieces and of popular artists will introduce a very newy element into retail advertising, and it will therefore be possible to use small-sized space very effectively.

2. Window display offers the opportunity for originality on an extended scale, with an option between simplicity and extravagance. Just as Hawaiian windows have, for instance, been built around Hawaiian dance records, just so can window displays be built around famous opera scenes, etc.

3. In direct mail communications to regular and prospective customers, feature circulars, etc., can be built around individual records of the high-priced class, thereby helping the public to select from the current record bulletins in favor of the high-priced records and thereby offering the chance of bringing back to mind some of the high-priced records of an earlier date.

4. Many plans may be devised for featuring records inside the store and in the demonstration booth. Special racks, special patterns, special records left apparently carelessly on the machine in the booth, special display tables in the middle of the store, etc., etc., add the limit of human ingenuity.

5. Great things can be accomplished by having the salesmen carefully study the nature of each client, so that he can suggest in an artful and diplomatic way certain high-priced records. Weekly meetings of the sales staff will help bring out the effective ways of working along this line.

All in all, the present is a time when the talking machine man who sits back and says "records are short" and lets it go at that is a slacker. The present is a time when men of action are needed, men with ideas to promote the sale of high-priced records. Every wholesale and retail record department will profit by bearing this thought firmly in mind. The industry will have the satisfaction of knowing it is making good in spite of a numerical shortage and at the same time will be definitely advancing public appreciation for music of the better sort.

MME. GALLI-CURCI IN CONCERT

Amelita Galli-Curci, the great operatic soprano and Victor artist, whose records are so much in demand these days, gave her first song recital in New York on Monday, March 4, at Carnegie Hall, under the auspices of the Bobbin Club, of which Mrs. W. R. Chapman is president. The club bought the entire floor platform seats at a special price, and had as its guests 150 presidents of women's clubs in Manhattan and Brooklyn. Mme. Galli-Curci will give one other concert, her last this season, on Sunday, March 17, at the Hippodrome.

JOINS MERCHANTS' ASSOCIATION

The Blackman Talking Machine Co., Inc., the well-known talking machine distributor of 97 Chambers street, New York, has been elected to membership in the Merchants' Association of New York. Several other talking machine houses are also enrolled in the association.
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 saleroom 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.

The Unit Idea
of sectional construction was originated and brought to the highest state of mechanical and artistic perfection by the Globe-Wernicke Co. It applies equally to Bookcases and Disc Record Cabinets for the home, and to Filing Equipment of every kind for the office.

The Value of G/W Sectional Construction
Start right-get the first section or unit to match your furniture or furnishings-of a style that will be permanently artistic and useful and one that you know you can duplicate at any future time.

The name Globe-Wernicke on any section is a guarantee that you can duplicate it exactly this year or the next generation. This assurance of permanent service is inherently a Globe-Wernicke attribute.

Brown Disc Record Cabinet

For every talking machine made

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

Records lie flat when drawer is closed—No warping.

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

A separate compartment for every record.

No Scratching—Rubbing—Cracking or Breaking.

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

Ash for Catalogue No. 317 T W

The Globe-Wernicke Co.
CINCINNATI

 Manufacturers of Steel Filing Cabinets, Wood Filing Cabinets, Sectional Bookcases and Disc Record Cabinets, Globe Steel Portable Safes.
"Over There," "Keep the Home Fires Burning" and six other great big war song hits on one Columbia dance record—A6024, "War Song Medley One Step." An April bell-ringer.

Columbia Graphophone Co.
Woolworth Building, New York

**TRI-STATE VICTOR DEALERS' PLANS**

Officers of New Association Elected at Recent Meeting in St. Louis—Will Assist Dealers in Maintaining Business

The prime object of the association is making an adequate understanding of their business. In the talk of the organization, said that he believed that he had set up the Exchange Bureau, under the management of John A. Ditzell, would be the big feature of the organization, judging from the comment of new members and the last meeting of the Victor jobbers. Any member dealer having a surplus of records or machines can file himself under the Exchange Bureau, under the management of John A. Ditzell, and these will be reprinted and distributed to all members, who are: President, Arthur M. Magoon, Kieseloehl Piano Co.; secretary, C. F. Lippman, Field-Lippman Piano Stores; treasurer, F. E. Lehman Music Co., East St. Louis. These time, with Val Reis, of the Smith-Reis Piano Co., and John A. Ditzell, of the Famous & Barr Co., are directors. President Magoon, following the permanent organization meeting, said that he believed that the association is assured.

The territory originally contemplated was Missouri, southern Illinois and Arkansas. But the membership will extend beyond these lines, as applications are coming in from eastern Tennessee, and the southeastern part of Kansas. It may reach into Iowa, it is said.

Charles I. Taylor, an advertising counselor who has had much experience with Victor advertising, spoke at the last meeting on the benefits of organization and his co-operation with the association is assured.

An employment bureau for experienced talkers for the job seeker to fill out and these will be forwarded to the boys in the trenches. Forty of the most popular selections have been selected for this purpose; the kind that the boys in camp will like—catchy song hits, dance, instrumental, humorous—the kind of music that will keep them in joyous spirits. Two hundred and fifty sets made up of these fifty selections are on their way, and will be distributed from the headquarters of the Y. M. C. A. Needless to say they will be welcome.

In a chat with The World the secretary of the Emerson Phonograph Co. said: "This is just the first of a series of contributions which we anticipate making to the boys. We feel that it is only our patriotic duty to do this, and that every phonograph company, whether manufacturer or retailer, should send as many records as possible to the boys in camp and in the trenches. This should also apply to the music roll houses, to the sheet music companies, and, in fact, to everyone whose product can afford entertainment for the boys who are 'doing their bit' for their country."

When you "take time by the forelock," be sure it is your own time you're taking!

**RECORDS FOR "BOYS" IN TRENCHES**

Emerson Phonograph Co. Sends 10,000 Disc Records to the Y. M. C. A. for Entertainment of Uncle Sam's Boys at the Front

The Emerson Phonograph Co. New York, manufacturer of Emerson records, has sent out to the Y. M. C. A. 10,000 Emerson disc records to be forwarded to the boys in the trenches.

"War Song Medley One Step." An April bell-ringer.
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 **Pathé** Pathephone

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

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

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

PITTSBURGH PATHEPHONE CO.

963 LIBERTY AVENUE, PITTSBURGH, PENNSYLVANIA
It Isn't Wise to Judge Prospective Purchasers by Their Outward Appearance
:: By Alfred Parsons

In the business of selling talking machines, or in the music trade field as a whole, the outward appearance of prospective purchasers is not always a safe guide to judge of their purchasing ability. There is a time-worn story in the business of several gentlemen who entered a fine piano wareroom, was side-stepped and joshed by all the stall salesmen, and finally was turned over to a "rookie" for final consideration. The gentleman tried out the piano with fingers knotted by earnest toil, and with fingers nailed in deep mourning. The final outcome was that he bought a magnificent grand and paid cash for it, taking the money out of a greasy old wallet dragged from the depths of one of his overall pockets. The illustration is one that draws deep laughter from the all-wise salesman.

One of the first pieces of advice which capable managers give to salesmen is to treat every customer with equal courtesy and consideration, regardless of their apparent circumstances. That this should be the natural attitude without suggestion goes without saying, but it doesn't require a psychologist to note how fine clothes and a suave, cultured manner win the immediate attention of talking machine salesmen, as compared with the indifference shown by their apparent surroundings.

That this should be the natural attitude that circumstances like these

"Treat Visitors, No Matter What Their Station, With Utmost Courtesy"

The salesman was so unimpressed with the appearance and supposed financial inadequacy of his visitors that the head of the business, who happened to be around at the time, was forced to the opinion that these people were not being handed discreetly, and whose clothes were not only unkempt but had the fragrance of the stable about them, entered the wareroom. The salesman sized the visitor up and said, "I want to see one of those here piano players, if you please." The salesman looked him up and down, noted the wearing of blue trousers, and the appearance and supposed financial inadequacy of those two men who came in with him. The salesman sized the visitor up and said, "How much for cash?"

"Sixty-five dollars," was the answer. The salesman sized the visitor up and down, noted the wearing of blue trousers, and the appearance and supposed financial inadequacy of those two men who came in with him.

"How much for cash?" asked the visitor while the salesman's brain began to reel.

"Sixty-five dollars," was the answer. The salesman sized the visitor up and down, noted the wearing of blue trousers, and the appearance and supposed financial inadequacy of those two men who came in with him.

"Sixty-five dollars," was the answer. The salesman sized the visitor up and down, noted the wearing of blue trousers, and the appearance and supposed financial inadequacy of those two men who came in with him.

The $765 was counted out, a receipt given and the sale closed.

An excellent product. FLEXI-TONE Reproducer that you sent me for use on my phonograph. It does all that you claim for it--and a lot more. It makes certain records very clearly and beautifully.

I am indeed pleased with the PERFECTION FLEXI-TONE Reproducer that you sent me for use on my phonograph. It does all that you claim for it--and a lot more. It makes certain lateral-cut records that seemed thin before, full and rich when played with your reproducer.

I tried it on two records, using an "elbow" attachment that is adjustable, and by centering the stylus properly to the -- -- record grooves, obtained with your reproducer a very rich and beautiful tone, and of course, all the necessary volume. It also plays the ---- records very clearly and beautifully.

I congratulate you on a most remarkable product.

Very truly yours,

E. F. G.
Wonderful Choral Records Feature
Widely Varied April Program

Father Finn’s Paulist Choristers took New York by storm; their tour is a triumphal success. These famous boy singers, who make records exclusively for Columbia, have two splendid numbers in the April list—Tchaikovsky’s “Legend” and Bach’s “Sing Ye to the Lord.”

Stracciari, who won new laurels in his recent appearance with the Chicago Opera Company, sings with tremendous power and fervor for the Columbia April program the heart-touching song to the courtiers from “Rigoletto.”

Al Jolson revels in melodious ecstasy over a priceless gem—his “Lump of Sugar Down in Dixie.”

A pair of song hits from Chu Chin Chow—swirling, coaxing, compelling dance records by Handy Jazzers; Jazarimba Orchestra; Jockers Brothers and Prince’s Band—the very newest war songs—Cohen at the Telephone Again—these give just an idea of the straight-through superlativeness of Columbia’s April offerings.

Give them half a chance, and they’ll sell themselves. Order early.
Sell the Joy of Good Music—Let the Price Fix Itself

No matter how little money a customer can afford to pay for good music, there's a Columbia Grafonola to suit his purse.

The one he can afford to buy is the one to sell him. For, though it is the instrument that is delivered at his home, what he is really buying is the joy and comfort of music.

The low-priced model, at $18 or $30, will give him his desire. A moderate expenditure for an instrument will enable him to buy more records than if he puts nearly all his available purchase money into a higher-priced Grafonola.

Acquaintance with the Grafonola, increasing enjoyment of the wide variety and splendid quality of Columbia music, will make your customer a regular purchaser of Columbia Records, and an advertiser of his Grafonola among his friends.

Some day he will buy a higher priced instrument. That day will take care of itself, if you take care of his present desire in the right way.

Columbia superiority is as marked in the lowest priced instrument as in the Grafonola de luxe.
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

WINSTON A. CHAMBERS

VICTOR WIRELESS COURSE READY

Instruction in Wireless Telegraphy by Means of Records and Instruction Books Herald as a Distinct Aid to the Government

The Victor Talking Machine Co. has just announced a special course of instruction in wireless telegraphy by means of records and accompanying books of instruction. In announcing the course the company says in part:

"Higher pay and better rating are two benefits which the Victor retailer may now help our soldiers to obtain. He may also assist the nation in overcoming a critical need.

"In cooperation with the Marconi Institute in New York, we have prepared a course in wireless telegraphy with that object in view.

"The United States Army and Navy are in need of thousands of skilled wireless operators and a complete course of study will be carried on by means of these records, in camp and at home, at a very small fraction of the expense that is ordinarily involved.

"The course consists of six ten-inch double-faced records with book of instructions, all securely packed in a special container in which they may be transported readily. Our retail price is $5.00 per set.

"Here again the Victor retailer is in position to assist solving one of the big national problems and enable the individual soldier to promote himself from the ranks.

"A special poster and descriptive folders will be used to feature this new product, and to give these records the widest circulation is a patriotic duty no less than a business proposition.

"Special posters and descriptive folders will be issued for the use of the dealers in featuring this latest Victor product, which should meet with a ready demand.

"Arrangements have recently been made with the Marconi Institute in New York to accept orders through Victor dealers for the books on wireless, "Practical Wireless Telegraphy," and "Military Signal Corps Manual," as well as subscriptions for the magazine, "The Wireless Age." A discount will be allowed on the orders.

L. L. LEVERICH AS A WRITER

Assistant Advertising Manager of the Columbia Co. Clever With His Pen—New Cohen Record

In the April list of new Columbia records will be featured a record to be added to the already popular "Cohen" series. This record will be designated as A2488, and will contain two recordings, "Cohen at the Real Estate Office" and "Cohen Calls His Tailor on the 'Phone." It is interesting to note that the former selection was written by Laster L. Leverich, assistant advertising manager of the Columbia Co. Mr. Leverich has achieved signal success as a writer and composer of witty song and verse, and a number of his compositions have been published in magazines and newspapers. It is said that his "Cohen" record is well calculated to compare in popularity with the original "Cohen" selection. The sales of which have reached phenomenal totals. Both sides of this new record are recorded by Joe Hayman, who has made all the "Cohen" records to date.

FIRE IN ALBANY STORE

The stock of the Standard Phonograph Co., 618 Broadway, Albany, N. Y., was badly damaged by fire last week. After the blaze it was found that several talking machines had been stripped of their electric motors and an investigation is being made.

AIDING WAR STAMP CAMPAIGN

Charles K. Haddon, vice-president of the Victor Talking Machine Co., is directing the War Stamp sale movement in Camden County, where it is expected $3,500,000 will be raised by the sale of the stamps.
Frank J. Coupe Returns From Whirlwind Trip in Which He Booked Big Orders for 1918—Big Selling Campaign Now Being Planned

Swinging out from the executive offices in New York, Frank J. Coupe, sales and advertising director of the Sonora Phonograph Sales Co., Inc., jumped from city to city visiting the trade, and after a two week whirl of ten cities (with fourteen nights on sleeper), returned recently with over a million dollars’ worth of 1918 orders for Sonoras. The first stop was Indianapolis, the next Chicago. Business in phonographs in the Windy City is excellent, Mr. Coupe reports, the local representatives, C. J. Van Houten & Zoon, ordering very heavily for the coming year’s business.

At Milwaukee Yahr & Lange, Sonora distributors, were the hosts at a banquet given to the Wisconsin Sonora dealers. In this section every one has money, is spending it for talking machines, and the prospects are splendid. Two of the out-of-town guests at the Milwaukee meeting were Sewall Andrews, of the Minneapolis Drug Co., and Oscar Maurer, of the Keifer-Stewart Co. of Indianapolis, two important Sonora distributors. Many new dealers were signed up, Sonora 1917 sales having been so extensive that it was clearly apparent to every prospective dealer that the Sonora is an extremely easy instrument to sell, decidedly popular, and in strong demand. Many dealers were almost completely sold out and rush orders for immediate delivery by express were commonplace.

At St. Joseph, Mo., a salesman’s meeting was held by C. D. Smith & Co., and Mr. Coupe outlined the policies of the Sonora Co. for 1918 with reference to the plans for extensive and unique dealer cooperation and assistance which the advertising department now has in preparation. Business in Salt Lake has been phenomenal and the Strevel-Patterson Co. were found to be highly enthusiastic over the merits of the Sonora and are preparing for a great year.

That the farmers are cashing in on wheat, corn and other high-priced food products and are buying Sonoras was attested by the Southwestern Drug Co. of Wichita, Kansas, who expect that the coming twelve months will establish new high-selling records. Dealers everywhere were urged by Mr. Coupe to order early this year because of extraordinary transportation and manufacturing conditions.

The results of this short trip of Mr. Coupe’s were highly gratifying to George E. Brightson, President of the company, who also visited some of the dealers during this period.

Well-Known Singer Points Out That the Thoughts It Inspires in the Soldiers at the Front Are Under a Fierce Bombardment—Without a Rest and Without a Halt

"TALKING MACHINE IS THINKING MACHINE" SAYS LAUDER

"When I was across in France seeing the boys," said Harry Lauder, "I often thanked the inventor of the talking machine for not having lived in vain. A record out yonder, where the mud is much deeper than even in the streets of dear old Glascow on the worst winter day, a record brings back the sniff o’ the hills, the wee ingle neuk, and the days o’ auld lang syne. It’s gruen, I’m tellin’ ye! What an invention! Voices o’ loved ones always wi’ ye; songs o’ the homeland, the mountain and glen to inspire you, to fill your heart and strengthen your arm. Aye, the talking machine is a thinking machine, and the thoughts that it inspires are pleasant thoughts—thoughts o’ hame and the dear ones left behind.”

Mr. Coupe stated that the more expensive models from $150 up are in surprisingly good demand, and that despite all pessimistic talk the war is proving the Sonora idea of making the "Highest Class Talking Machine in the World" rather than the largest number of the lowest-priced talking machines, is being emphatically approved by the public.

ADDRESS GRAND RAPIDS DEALERS

L. C. Wiswell and C. B. Gilbert Principal Speakers at Recent Annual Meeting of Retail Music Dealers’ Association in Grand Rapids.

GRAND RAPIDS, March 2—Among those who attended and spoke at the recent annual meeting of the Grand Rapids Retail Music Dealers’ Association were Leslie C. Wiswell, manager of the wholesale Victrola department of Lyons & Healy, Chicago, and C. B. Gilbert, representing the Victor Talking Machine Co. Cudahy, N. J.

Mr. Wiswell dwelt at length upon present existing conditions in the trade and the effect they have on the distribution of both machines and records and stated that now was the time for the development of closer co-operation between the manufacturers in the various cities. Mr. Gilbert also reviewed the present wide situation from the standpoint of the factory man, and gave the retailers some valuable information.

SANSKRIT MACHINE MOVING COVERS

PROTECT VARNISH IN THE COLD WEATHER

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

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

<table>
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<th>GRADE A</th>
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Carrying Straps Extra

No. 3 Carrying Strap Shown In Cut, $1.15

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., March 5—As emphasized a month ago, February was a very stormy month, the shortest one on record, because of the coal shortage which closed up tight three successive Mondays so far as business was concerned. As to the advantages of this Monday closing, all the companies closed the stores for which the business interests certainly are most grateful. It is not surprising, therefore, that business has been rather light, but the one thing that has acted as a welcome stimulus has been the visit of the Chicago Opera Co., which is treated at more length in the succeeding paragraph. One thing that the talking machine men must be given credit for: they have uniformly accepted the unpleasant conditions gracefully; there have been no murmuring, no complaints, and they have come forward generously in response to every appeal for assistance, and there is not a week going by that some new campaign is not inaugurated. Two forthcoming whirlwind campaigns are to be the second drive for the Red Cross and the third Liberty Loan, and the trade may be dependent on in advance to do its share. All honor to the patriotic stand which the trade is taking.

Chicago Opera Co. Stimulates Trade

With the appearance of the Chicago Opera Co. in Boston for two weeks, its season at the Boston Opera House ending on March 2, the various talking machine houses in Boston were keenly alive to the importance of exploiting the records of the various artists. Incidentally the company made a great success, a far greater one than had been expected, and the publicity men must be given credit for: they have uniformly accepted the unpleasant conditions gracefully; there have been no murmuring, no complaints, and they have come forward generously in response to every appeal for assistance, and there is not a week going by that some new campaign is not inaugurated. Two forthcoming whirlwind campaigns are to be the second drive for the Red Cross and the third Liberty Loan, and the trade may be dependent on in advance to do its share. All honor to the patriotic stand which the trade is taking.

L. W. Hough Increases Line Handled

L. W. Hough, of 20 Sudbury street, who is well known as the representative of the George A. Long Cabinet Co., manufacturers of disc record cabinets, has added a general line of albums for records which are manufactured by the New York Album & Card Co., in whose line of goods discriminating representatives of the trade are interested. Mr. Hough is ready at all times to give prompt attention and service to his customers, for whose inspection there will always be a full line of goods.

Steinert Co.'s Patriotic Records

M. Steinert & Sons Co., Victor wholesalers, have issued two booklets of a patriotic nature. One is a little song book with words and music of seven patriotic numbers; the other is an essay to your flag and mine. (with reproductions of famous pictures and colored facsimiles of the various flags of American history. The Victor warerooms of the Steinert Co. at Arch street and at the Boylston street store have been experiencing very good business these past few weeks, despite the comparatively few business days.

About Will Ellsler

Townsend Walsh, dramatic critic for the Boston Traveler, thus writes in his paper of a well-known salesman at Arthur C. Eriaman's establishment in Tremont street, one, it may be added, who has a great many friends in the business:

"I ran across Will Ellsler on Washington street the other afternoon. No more road-touring for him, he sagely said; at least not till theatrical conditions regain their normal equilibria. Mr. Ellsler is the son of John A. Ellsler, one of the pioneer managers of the Middle West who was responsible for launching Abraham L. Erlanger in the business. Effie Ellsler, the onetime favorite, is Will's sister. Mr. Ellsler is now located here in a trustworthily position with the Grafonola Co. of New England."

Some Grafonola Co.'s News

Louis Beissner, who has been a valued member of Arthur C. Eriaman's staff in the Grafonola Co. of New England, is in service, and is attached to the Charlestown Navy Yard, where, as he is an experienced musician, the violin being his specialty, he has been placed in charge of the orchestra.

Stanley B. Bowman, who left the Grafonola Co. of New England some time ago to associate himself with the Columbia distributor at Portland, Me., has returned to his first love, where his old associates are glad to again have him with them.

Lillian Dunnigan has severed her connection with the Grafonola Co. of New England after having served as cashier for five years.

Makes "Hit" at Pilgrim Publicity Dinner

George W. Hopkins, general sales manager of the Columbia Co., arrived in Boston on the first of the month especially to be present at the dinner that night of the Pilgrim Publicity Association. Mr. Hopkins came here from Chicago and at the conclusion of the dinner took the midnight train back to New York, which

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.
made his visit here with Manager Fred E. Mann a very short one. The topic of his address at the advertising men's dinner was "The Psychology of Merchandise." Mr. Hopkins got a big reception from his Boston friends, who are legion here, and he has fond memories of the days he lived in this city.

Books Good Brunswick Phonograph Orders

F. H. Walter, of the Brunswick-Balke-Collender Co.'s staff, has just returned from a very successful trip taken to Providence, Fall River and New Bedford, in all of which places he was able to quicken the spirit of dealers as to the merits of the Brunswick line of machines. Just now the Boston headquarters are pushing the sale of Pathé records as well as Brunswick phonographs, and the demand throughout New England is rapidly growing. Mr. Walters has the sympathy of his friends in the loss of his mother, which occurred three weeks ago in New York.

Recovered From Indisposition

A. M. Hume, head of the A. M. Hume Music Co., Victor dealers, was confined to his home in Melrose for a few days lately with a severe cold. He is now back at the waveroons, we are glad to say. Herman Baker, also of this house, is back from a trip taken to Philadelphia a while ago.

Perfected New Flexi-Tone Reproducer

The New England Talking Machine Co., with which Charles Trundy is closely identified, has finally perfected its new Perfection Flexi-Tone reproducer, on which Mr. Trundy has been diligently at work for some time. Demonstrations are being given at the factory, and a number of talking machine experts are dropping in to study this reproducer at close range.

Composite Victor Retail Publicity

The Eastern Talking Machine Co., Victor wholesalers, has just worked out a scheme of local advertising which is finding immediate favor with those directly interested in the plan. It is a sort of composite advertising in which sixty or seventy Victor dealers are cooperating. The advertisement, which is two columns wide, is to appear weekly throughout the year in one or more of the Boston dailies, and each week there is some special artist featured at the top.

Visiting Columbia Artists

R. F. Bolton, who has lately been made sales manager of the Columbia international record department, was in Boston for a short time toward the end of February. Another local caller at the Columbia wholesale quarters was L. L. Leverich, the company's assistant advertising manager, who came here largely in the interests of some of the Columbia artists who at the time were appearing with the Chicago Opera Co. at the Boston Opera House. S. J. Pabske, a salesman of the international sales department, is spending some time in this territory just now looking over the local field.

Good Reason for His Pride

Wholesale Manager Billy Fitzgerald, of the Eastern Co., is proud of the fact that he now has three nephews in the service of the country. The last one to ally himself with the great cause is now a lieutenant of engineers in the 101st Regiment. Another nephew is a lieutenant in the Regulars, and the third one is a radio inspector.

Good Showing for Shortest Month

R. S. Hibshman, manager of the Aeolian-Vocalion, says that despite the short month business made a good showing in the machines which his house handles. Mr. Hibshman is regretting the anticipated loss of one of his good men, Albert Feldman, who is expecting to be called any day now to enter the service. He is to be connected for a time with the army and expects to go to Dartmouth College for a course (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.
The man with money may succeed, but he must have more than money; he must have character, and the world will be sorry to learn of the death of George A. Waldron, familiarly known as 'Top,' of the Boylston Building at the corner of Washington and Boylston streets. He was one of the original talking machine men in the country, and invented many devices and patented them. He was manager of the Victor recording machine Co., which is one of the most attractive instruments that has been offered the dealers during the past six months.

The Brooks phonograph has won considerable notice from talking machine dealers throughout the country, owing to the fact that it is the only machine on the market that is equipped with an automatic repeater that plays and repeats any size and any make of disc records any number of times and then stops automatically at the will of the operator. This is all controlled by means of a small dial which sets, and starts and stops the machine, and which will play any desired number up to nine or continuous.

The dial is a model of simplicity, and when a record has been played as many times as set for, the machine will stop automatically with the tone-arm suspended in the air above the record. There is no necessity of lifting the needle off the record to change records, as this is done automatically.

The greatest improvement of the 1918 model include a counter-balanced lid support. Large nickel or gold-plated casters replace the smaller ones formerly used. The greatest improvement of the 1918 model, however, is a lever that may be moved with the finger which throws the repeater on or off.

The man with money may succeed, but he must have more than money; he must have brains to handle the business in which that money is invested.

DEATH OF GEO. A. WALDRON

Old-Time Talking Machine Man Who Has Been Closely Associated With Its Mechanical Development Passes Away In Quincy, Mass.

Boston, Mass., March 8—The talking machine world will be sorry to learn of the death of George A. Waldron, familiarly known as "Pop" Waldron, which occurred recently at his home in Quincy, following an operation, which was the first illness he had had in many years. His relation to the talking machine business covered a period of twenty-seven years, he having entered it in 1891 as master mechanic for the New England Phophonograph Co., then located in the Boylston Building at the corner of Washington and Boylston streets. He was one of the original talking machine men in the country, and invented many devices for cylinder machines which he never had the good fortune to get patented, and these he held closely to himself to the time of his death.

In those early days he was associated with Carl G. Childs, who to-day is manager of the Victor recording-laboratory at Camden, N. J.

Mr. Waldron was the originator of the first dictating machine, which he installed in the Boston police department and in the offices of several local lawyers, and from this beginning came the more complete machines of to-day that are in widespread use. The Eastern Talking Machine Co. possesses two of these original dictating machines.

Mr. Waldron used the old wax cylinder record and he used to shave these in a back room at his home in Quincy. He had been associated with the Eastern Co. for the last thirteen years as master mechanic. He was a native of Quincy, and is survived by his widow and two daughters, both school teachers. He was fond of hunting and duck shooting, and he often could be found sailing his craft in the waters of Quincy Bay.

The man with money may succeed, but he must have more than money; he must have brains to handle the business in which that money is invested.

ATTRACTION PATRIOTIC WINDOW

Buffham & Co., of Idaho Falls, Idaho, Make Timely Display of Grafonolas

Buffham & Co., of Idaho Falls, Idaho, March 2—The patriotic window display of Grafonolas made by Buffham & Co., of this city, has attracted a great deal of attention and praise. The general scheme of coloring is carried out in the National colors, the central design being two Columbia machines. The ribbon crepe paper is alternating red, white and blue, and the floor is covered with red, white and blue crepe paper. Records of a patriotic nature are displayed to good advantage. The window is not an expensive one, but is very attractive and effective, as may be judged from the illustration herewith.

OFFERS PRIZE FOR WINDOW FEATURE

In a recent issue of "Printers' Ink" there was published over the signature of the Emerson Phonograph Co. an announcement offering a $50 prize for the best suggestion with sketch or drawing and color scheme submitted before March 15 which would provide something permanent for the windows of the dealers selling Emerson records. It is suggested that this suggestion be something unique and telling which will attract attention and praise.

Brooks Mfg. Co., Saginaw, Mich., has issued a very attractive large-sized circular devoted to a detailed description of the 1918 model of the Brooks phonograph. This model embodies a number of distinctive improvements over the 1917 design, and in its present form is one of the most attractive instruments that has been offered the dealers during the past six months.

The Brooks phonograph has won considerable notice from talking machine dealers throughout the country, owing to the fact that it is the only machine on the market that is equipped with an automatic repeater that plays and repeats any size and any make of disc records any number of times and then stops automatically at the will of the operator. This is all controlled by means of a small dial which sets, and starts and stops the machine, and which will play any desired number up to nine or continuous.

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The greatest improvement of the 1918 model include a counter-balanced lid support. Large nickel or gold-plated casters replace the smaller ones formerly used. The greatest improvement of the 1918 model, however, is a lever that may be moved with the finger which throws the repeater on or off. When this lever is placed in the off position the phonograph operates the same as the ordinary phonograph, thereby allowing the user to utilize the repeater at will.

The Brooks Mfg. Co., which is one of the country's leading high-grade furniture manufacturers, has a fifteen-acre plant, and has been manufacturing the Brooks phonograph for three years, and during 1917 its sales doubled every four months. It manufactures only one size of phonograph, retailing at $165 with the repeater nickel-plated, and $300, with the repeater gold-plated.

A salesman's indifference will discourage the most eager customer.

BOSTON, MASS., March 8.—The talking machine development passes away in Quincy, Mass.
If you are not pleased with the
Quality and Quantity Deliveries of DEAN Needles,
kindly tell us

"We are at your service"

The Dean Steel Needle is the standard needle of the phonograph industry

If you are pleased with the
Quality and Quantity Deliveries of DEAN Needles,
kindly tell others

"Service is our watchword"
The Talking Machine World

MARCH 15, 1918

THE TALKING MACHINE WORLD

23

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

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

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

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

KOHLER & CAMPBELL, Inc.
11th Avenue and 50th Street
NEW YORK CITY

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

The most successful manufacturers of Pianos, Player Pianos and Grand Pianos in America.
BUFFALONIANS ARE CROWDING THE RECORD DEPARTMENTS

Impossible to Supply Demands for Grand Opera Records—H. A. Brennan With Victor Co.—New Brunswick Dealers—Some Changes in Sales Staff—New Pathé Dealers—Sonora Line With Goold

BUFFALO, N. Y., March 5—Buffalonians are crowding the record departments of the local stores these days and are clamoring for the latest records. Their enthusiasm is unabated and their purchasing power seems to fall little short of this standard, but everywhere the oft-recurring report is made: "The supply of records, like the machines, is far less than the demand." Jobbers and dealers say that unless factory output and railroad conditions prove an insurmountable handicap this will be a banner year in the trade. Expanding business in machines and records has caused one concern to seek larger quarters. New dealers are being appointed in the Buffalo territory and the list is to be augmented as the year advances. It is reported that the recent performance of the Peerless Record Makers in this city has helped the local sale of records materially.

O. M. Kieß, manager of the local branch of the Columbia Graphophone Co., has let contracts for new Columbia quarters at 733-737 Main street. There will be two floors, with 10,000 square feet of space. The place will be ready for occupancy by May 1.

C. M. Wall, assistant manager of the Columbia, is spending the greater part of his time on the road. G. B. Stacey, in charge of the Dictaphone, reports that that branch of the business is increasing rapidly, and that he has equipped some of the largest business houses in Buffalo.

Charles Powers, of Neal, Clark & Neall’s shopping department, and O. H. Williams, traveling representative of that firm, have joined the colors.

H. A. Brennan has resigned as manager of the Victrola department of the William Hengerer Co. to go with the Victor Talking Machine Co. Mr. Brennan successfully reorganized the Hengerer Co.’s Victrola business, which in 1917 was the largest in the history of the firm.

The Delphone Shop
117-119 Peachtree Arcade
Atlanta, Georgia

Walter Verhalen
Busch Building
Dallas, Texas

Delphone Sales Company
25 Church Street
New York City

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

Chicago Display
Sixth Floor, Republic Building

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Or write direct to

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THE DELPHONE COMPANY
BAY CITY MICHIGAN
A Price Announcement

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

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

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

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

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

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

A Chance to Save Money

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

EDWARD LYMAN BILL, Inc.

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

373 FOURTH AVENUE
NEW YORK CITY
With every regiment that goes to the front, war songs become more popular. Ten of them, splendidly sung, in the Columbia April list. A2493, "There's a Service Flag Flying at Our House," sung by the Sterling Trio, will go straight to thousands of hearts.

INDIANAPOLIS TRADE COMPLAIN OF STOCK SHORTAGE

Business, Both Wholesale and Retail, Very Active—Conference of Pathe Dealers—Stewart Co.'s Big Victor Business—Standke Boosts Brunswick—Ready-File Co.'s Expanding Trade

INDIANAPOLIS, Ind., March 5.—Business for local talking machine dealers picked up briskly during the closing days of February and rounded out a good month for most of them.

The wholesale dealers report their business as exceedingly good with the chief difficulty in getting sufficient machines and records from the factories to supply the demand.

W. E. Pearce, of the phonograph department of the Brunswick-Balke-Collender Co.'s branch here, reports that the Brunswick business has been exceptionally good since the first of the year. George McCarthy, of Fortville, Ind., is making a record on the number of the high-priced Brunswick models he is selling.

J. E. Nash & Son, of Franklin, Ind., who also do business in Greenwood and Edinburgh, are showing good results with the Brunswick. Jensen Brothers, who run the Brunswick Shop of Terre Haute, Ind., are figuring on opening a larger store soon.

T. H. Bracken, manager of the Starr Piano Co.'s branch, said that he is looking for a big year for talking machines. Mr. Bracken is planning to push this end of the Starr business this year.

The Stewart Talking Machine Co., distributor of the Victor line, reports that the dealers have been doing a phenomenal record business, and Emerson Knight, advertising manager for the company, says that the national advertising done by the Victor Co. continues to "pull like a team of oxen."

Miss Agnes Fryeberger, of Minneapolis, will come to Indianapolis soon to talk to Indianapolis school teachers on the use of Victor machines in the schools. The Stewart Co. is planning on calling a meeting of its dealers to have Miss Fryeberger, who has written several texts on this subject, address them.

A. H. Snyder, manager of the Edison Shop, does not believe in letting conditions control his business.

"The business is here to be got, just the same as it was before the war," said Mr. Snyder. "But we have different conditions to meet and must adjust our tactics to meet them."

"The dealer who sits in his shop and expects the buyers to come in might as well close up his shop. You've got to get out to the homes and take your proposition to the homes to do the business." Mr. Snyder has been very successful in working his salesmen in zones in which he has divided the city.

George Standke, manager of the local Brunswick Shop, gave the Brunswick a big boost before the American Club in the Chamber of Commerce. This club is composed of about sixty business men who meet every Monday and each member is allowed a day to boost whatever business he is in. Mr. Standke brought a Brunswick machine to the meeting on his boost-day and the machine did the work in great style. He also gave souvenir calendars away.

M. C. Rosner, manager of the Vocalion department of the Aeolian store, reports that business picked up during the last days of February, and that the record business had been exceptionally good since the holidays.

The Mooney-Mueller-Ward Co., distributors of the Pathe, are planning to invite their dealers to a conference to be held within the next two weeks. R. B. Goldsberry, in charge of the company's Pathe department, reports that many contracts have been signed in the last month, and that business for 1918 is looking fine. Lambert Bertha, of La Fayette, Ind., has been engaged to assist Mr. Goldsberry.

H. A. W. Smith, manager of Pathephone Shop, reports that February business was normal, and that indications are for a good business.

H. E. Whitman, manager of the Victor and Edison department of the Pearson Piano Co., says that the record business continues unusually brisk while the sale of machines runs only fair during January.

Officials of the Ready-File Co. are highly pleased with the way Edison dealers in convention at New York recently took to the Edison machine ready-files which will be ready for the market soon. The company has been unusually successful with its file for Victor machines.

Ben Brown, manager of the Columbia store, reports that February business was satisfactory. George W. Hopkins, general sales manager of the Columbia Co., visited the store Tuesday.

THE THOMAS MFG. CO., 322 Bolt Street, Dayton, Ohio

"The Best Motor In the World"

Let us prove it's the best for you too—in quality, price and service.

Dayton Tone Arms are universal, playing any disc record. Five styles—all good.

Dayton Reproducers are scientifically correct and thoroughly practical. Two styles.

Build satisfaction into your products by using the quality line—Dayton Motors, Dayton Tone Arms, Dayton Reproducers. They will bring you more business and satisfy the most exacting customers.
Steelcraft Needles

"Made Right to Play Right"

Harry R. Leithold, of the Fred Leithold Piano Co., La Crosse, Wis., wins 100,000 Needles for sending us the "first choice" name for talking machine needles of

"Steelcraft"

What influenced Mr. Leithold in submitting the name "Steelcraft" was our recent announcement in this publication in which we said:

"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. 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."

"Steelcraft" means perfection. This name emphasizes that the Steelcraft Needle is the supreme achievement of modern craftsmanship.

Remember the name "Steelcraft" when ordering needles from your wholesale distributors for Steelcraft Needles are "Made Right to Play Right."

Record Needle & Mfg. Co.
Manhattan Bldg.
Milwaukee, Wis.
### Lucky 13 Phonograph Co.,

#### 3 East 12th St.

**NEW YORK**

**Type B** — 40 in. high.
- Double Spring Motor
- $18.50 Wholesale
- Plays all Records

**Type C** — 43 in. high.
- Double Spring Motor
- $20.50 Wholesale
- Plays all Records

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

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**STEEL NEEDLES**
- 65¢ per thousand. Immediate Delivery.

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

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

**MAIN SPRINGS**
- No. 1 — 6 in. turntable: 26¢ ea.
- No. 2 — 8 in. turntable: 29¢ ea.
- No. 3 — 10 in. turntable: 32¢ ea.
- No. 4 — 12 in. turntable: 36¢ ea.
- No. 5 — 14 in. turntable: 41¢ ea.
- No. 6 — 16 in. turntable: 45¢ ea.
- No. 7 — 18 in. turntable: 50¢ ea.
- No. 8 — 20 in. turntable: 55¢ ea.
- No. 9 — 22 in. turntable: 60¢ ea.
- No. 10 — 24 in. turntable: 65¢ ea.
- No. 11 — 26 in. turntable: 70¢ ea.
- No. 12 — 28 in. turntable: 75¢ ea.

**SAPPHIRE POINTS AND BALLS**
- **Sapphire Points**:
  - 13¢ each in 100 lots
  - 12¢ each in 1000 lots
- **Sapphire Balls**:
  - 15¢ each in 100 lots
  - 14¢ 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**
- $15.00 per thousand, $12.50 per thousand in 5,000 lots. Larger quantities still lower.

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**TONE ARMS AND REPRODUCERS**
- No. 1 — Tone Arm and Reproducer
- No. 2 — Tone Arm and Reproducer, for playing all records
- No. 6 — Tone Arm and Reproducer, for playing all records
- No. 7 — Tone Arm and Reproducer, for playing all records
- No. 8 — Tone Arm and Reproducer, for playing all records
- No. 4 — Tone Arm and Reproducer, for playing all records

**GOVERNOR SPRINGS**
- $1.00 per hundred. Special price on large quantities for motor manufacturers.
Why Grand Opera Artists Are Heard at Their Best Through Talking Machine Records

No greater tribute to the perfection of talking machine record making can be conceived than the remarks of critical purchasers these days when selecting records of noted opera artists whom they have heard in New York, Chicago and Boston, that their records are not only equal to their voices, but in some respects the numbers are sung with a perfection and artistry that even transcends the work of the artists in person on the operatic stage.

This is not surprising, for it is a well-known fact that almost without exception many grand opera stars would rather sing before the most critical audience than before a talking machine. The latter is a critic that records every imperfection, and when the test comes it often tells the story of slipshod work. The grand opera singer must sing 100 per cent. perfect in the mouth of the receiving trumpet. A few hurried directions are given, and then strict number and instrumental quality especially for the sound waves, and the orchestra made up in a big empty room before a mammoth horn machine and sing, and it might be if the singers did not have to use any more care than they do before an audience. One would think that it is the simplest thing in the world to stand up before a talking machine and sing, and it might be if the singers were so absolutely perfect.

The singer stands on a wooden platform at the mouth of the receiving trumpet. A few hurried directions are given, and then strict silence is the rule. No human voice or sound but that of the singer and the music must now disturb the atmosphere, for the machine behind the curtain relentlessly records every little sound whatever. A red light is flashed, and the orchestra gets to work. Then at the crucial moment the artist has to sing to this strange little assembly with the same zest he would under the inspiration of brilliant lights, beautiful clothes, splendid settings and an applauding audience. It is an ordeal, because he has to sing with far greater care in front of the talking machine than is required when an audience is to be pleased. The slightest variation means a start-over, a slight clearing of a throat, a deep breath or slight shuffle of the feet—and the revolving discs record every one of these faults—and the record is spoiled. But these faults are all criticized by an experienced record-director, and it is his business to see that nothing short of the perfect records are produced—because from these first moulds are made all of the thousands of records that go into so many homes.

When the artist has finished, the record is played over and the imperfections criticized. The weak spots are rehearsed, and the whole trying business commenced over again. And so it is acknowledged by many of the operatic, concert and music-hall stars that to produce a record of pure and distinct tone is far harder than to make their way successfully through a whole operatic score. It is a tremendous task to get a set of the perfect records from the opera favorites. It has been said that Caruso has been forced to spend over four hours of untried work before he was able to perfect his "Ridi Pagliacci" in the opera of "I Pagliacci," and in that time was forced to make over thirty fresh starts before a disc of pure and distinct tone was obtained. This may be fiction, or extravagance of statement, but every operatic artist, whether Caruso or Mme. Galli-Curci, knows that when they make records they are singing to millions rather than to the thousands in the opera house, and the most particular pains are taken to have them right—absolutely perfect.

EXPANSION OF DELPHNEON BUSINESS

Sales Manager R. W. Gresser Says That the Business of the Delphneon Co. Has Tripled in Volume During the Past Two Months

BAY CITY, MICH., March 5—The Delphneon Co., of this city, manufacturer of the Delphneon phonograph, is making rapid progress in all parts of the country, and R. W. Gresser, sales manager of the company, states that the Delphneon business has practically tripled itself in the past two months. It has grown so rapidly that the company is only able to barely keep up with the demand, and it seems as though immediate preparations to provide for adequate expansion are imperative.

Mr. Gresser states that the company is in a better position to do this now than a year or even six months ago, as the work in the factory is now thoroughly systematized, and it is possible to turn out the completed Delphneon phonograph with far less work than before, and on a far more efficient basis.

Orders are being received daily from the Delphneon distributors in the South, and, judging from their reports, there is an era of stability and prosperity in this section of the country.

Foreign Records, too, at Grinnell's

WE HAVE A LARGE STOCK OF ALL THE FOREIGN RECORDS

Those of foreign birth, irrespective of country, are, almost without exception, music-lovers, and if there are such in your territory you are missing a fruitful source of added business and profits if you are not provided with vocal selections in their own tongue or instrumental music characteristic of the country from which they came.

Glad to go into this matter with you further and give you fullest information regarding any and all details.

Grinnell Bros

Distributors Victrolas and Records

First and State Streets, Detroit

Let us add your name to those receiving our advance list of Records likely to be the best sellers.

They meet a present, and very great demand—they provide a service that is not only unique but of definite value to the country—they demonstrate your progress—they are of an up-to-dateness that affords another source of profit for you.

No better time to order them than TODAY!
Will you spend three cents to get rid of that vexing sales problem? That's all the expense necessary—a letter to the Columbia Dealer Service Department will bring you the answer you need.

**MAKING TOUR OF WHOLESALERS**

W. P. White, Manager of Wholesale Victor Department of Thomas Goggan & Bro., Houston, Tex., Making a Most Interesting Trip

A recent visitor to New York was W. P. White, manager of the wholesale Victor department of Thomas Goggan & Bro., Houston, Tex., who is at present on a tour that is taking in the principal cities of the Mississippi. Mr. White is devoting his efforts to calling on Victor wholesalers, and negotiating the purchase, sale or exchange of surplus stocks, and is meeting with an excellent measure of success. On the way to New York he called on a number of Southern jobbers and also visited the Victor factory. He also called on the trade in New England, and on his way home will visit Pittsburgh, Cleveland, Detroit and nearby cities.

Mr. White, who took charge of the Goggan department about a year ago, was before that engaged for some months with the tray-department about a year ago, was before that engaged with an excellent measure of success. On the way to New York he called on a number of Southern jobbers and also visited the Victor factory. He also called on the trade in New England, and on his way home will visit Pittsburgh, Cleveland, Detroit and nearby cities.

Mr. White, who took charge of the Goggan department about a year ago, was before that time connected for some months with the traveling sales department of the Victor Talking Machine Co., covering New England, and thus has an excellent knowledge of the problems of both the Victor wholesaler and the Victor dealer.

**TO AMEND PERSONAL PROPERTY LAW**

Bill Now Before State Legislature Provides for Cash and Installment Prices Being Shown

A bill has been introduced in the New York State Legislature by Assemblyman H. W. Smith to amend the Personal Property Law in relation to displaying the selling price on goods sold under contract or conditional sale. The bill (Assem. Int. No. 537, Pr. 580) adds new Section 68 to the Personal Property Law providing that a conditional vendor who displays or exhibits goods to be sold under conditional sale, shall attach to such goods or chattels, sample or samples, in a conspicuous place, a statement of the selling price for cash and under conditional sale. Violation is a misdemeanor.

**NEW ENGLAND TALKING MACHINE CO.**

Boston, Mass.

**Manufacturers—Jobbers—Dealers**

PERFECTION FLEXI-TONE reproducers attached to PERFECTION ball-bearing tone arms No. 3 and No. 6 play lateral cut records, on all types of Edison machines. Made in nickel and 24 carat gold finish, extra fine quality.

Tone arms fitted to Edison machines only

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

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 watch-like 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

W. P. White, Manager of Wholesale Victor Department of Thomas Goggan & Bro., Houston, Tex., Making a Most Interesting Trip

Mr. White, who took charge of the Goggan department about a year ago, was before that time connected for some months with the traveling sales department of the Victor Talking Machine Co., covering New England, and thus has an excellent knowledge of the problems of both the Victor wholesaler and the Victor dealer.

**L. M. COLE WITH GIBSON-SNOW CO.**

Appointed Eastern Representative for New York State Distributors of Sonora Line

L. M. Cole, the "Sonora Man," whose well-prepared booklet on phonograph merchandising
Ohio Talking Machine Dealers Hold First Annual Banquet

CLEVELAND, O., March 4.—The first annual ban- quet of the Talking Machine Dealers’ Asso- ciation of Northern Ohio, Hotel Winton, the eve- ning of March 4, was attended by representa- tion of everybody present to make 1918 a

important address made by President Bennett, Geo. W. Hopkins, Henry C. Brown, J. Raymond Bill, C. H. Grinnell, an Interesting Letter from Wm. Maxwell

MARCH 15, 1918

and Edison factories delivered by representa-

tion of Northern Ohio, Hotel Winton, the eve-

quet of the Talking Machine Dealers’ Associa-

tion. A. W. Roos, of the Columbus Graphophone Co.; second vice-presi-

dent, Elise E. Baer, of the M. O’Neil Co., Akron; O. secretary, James G. Card, of the Lakewood Music Co.; treasurer, A. L. Marsh, of the Music Man Co.; and George C. Gough, the Secretary, E. B. Lyon, of the Musical Electric Co.

Mr. Bennett will not announce his standing

committees until the March meeting of the asso-

ciation—the third Wednesday of the month.

There was a splendid menu of eatables and

popular and patriotic songs, in which the diners

joined, helped to put every one in good humor.

President Bennett Reviews Conditions

President Bennett started the speech-making

with an excellent address, during the course of

which he said:

"I cannot help but feel that we all have been well

repaíd for our efforts in organizing this

association, and which, I am quite sure will
develop into one of the strongest and largest
organizations in the country; first, because we
have represented here merchants from all over
this State showing the spirit and desire to co-

operate for the good of the business, and sec-
ondly, because we have a great number of large
cities and all within a comparatively short dis-
tance of each other, thus making it possible to
have these get-together meetings frequently.

It is well known that it is the intention

delegation of each individual member of our organiza-
tion to keep his shoulder to this wheel of pro-
gress and do his best and in this way looking towards the up-

ward progress of the business, and as President Hart, of the local Music Trades Association, said the other evening, the more open frankness and the better acquaintance we have with one an-
other the more satisfactory will be our business,' and I wish to urge that we adopt this slogan our-
self."

President Charles K. Bennett

"The war has opened up a world of new ma-
laborers never dream of such a condition

and so shaped their lives to live within the $15

limit. To-day, with the prosperity they are en-
joying, they do not know as a matter of fact

just how to spend this money, and saving is

almost beyond their imagination. They do not
enjoy the fine luxuries, such as fine homes and
fine clothing, and outside of the larger cities
they find it difficult to secure amusements such
as theatres, and the 'booze' question is being cur-
tailed to a most marked degree. The conclusion,

therefore, is a very plain one:

This new field open to us now is that section

in the mill and factory districts. These work-

ing people, like you and I, love music, and in

the past have been contented with the 10-cent

record and the $5 machine, and besides did not

feel that they were welcome in the exclusive

shops, and grand opera music was beyond their

comprehension. I had a personal experience this

last Christmas with an individual coming

into our retail store, dressed very poorly and

looking like the better acquaintance we have with one an-
other the more satisfactory will be our business,' and I wish to urge that we adopt this slogan our-
self."

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"The war has opened up a world of new ma-

machine and record prospects, as we read in

the papers that nine billions of dollars are to be dis-

tributed among the working people in the United

States this year in return for their labors. These

same workers in the past never hoped to be

able to earn more than $15 or $20 per week, but

are now earning $35 and upwards. These same

problems in the factories and the like. The stock market did not interact with the war directly, but it was a reflection of the broader economic conditions.

President Bennett Reviews Conditions

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Father Finn's Paulist Choristers are taking the country by storm; their New York appearance was a triumph. Are you among the many dealers who are sending in repeat orders for their exclusive Columbia records? A new one in April that will go big.

**Ohio Talking Machine Dealers Hold Annual Banquet**

*(Continued from page 31)*

Visitors from the World and we expended on publicity much more than $2,000,000 last year and are going to keep right on spending in 1918. I believe in uplift advertising. We are doing it and we are going to keep on doing it. We are optimistic at our headquarters and are trying to spread this optimism all over the country. We are advertising as much money as possible for public in 1918 as we expended in 1917. We are going to give you the same support we did last year and want your co-operation.

"We gave you more goods in 1917 than you got in 1916," said he. "We are going to keep right on giving you good as long as it is physically possible to produce machines. No man can foretell the future cost of goods. Labor, raw material—everything—has advanced and is going higher. The price of some materials has jumped 1,500 per cent. We have solved problems as they came before us and will continue to do so." He cited an instance where representatives of the Victor went to a big brass center to get materials with which to build machines. They were able to get the materials but could not get them accepted by the railroads. Trunks were bought, automobiles hired, and the goods transported 250 miles in this manner to the Cambridge factories.

In referring to current shortages Mr. Brown said:

"The higher ups set the pace for the paying of talking machines, and naturally when the better classes buy machines the lower classes fall into line. The Victor people could vastly increase their sales by selling an inferior grade. It is not going to be done because of the well-known inferior workmanship and put forth an inferior grade, but we will not do this. Every machine that leaves our factories is to-day.

Mr. Brown also explained the needle shortage, and described the Tungs-tonge stylus and its particular merits. He explained that the taper point of the ordinary steel needle wears away so that it does not fit down into the groove, while the point of the stylus is of the same diameter its entire length, and wears away evenly and thus always fits into the groove. He recommended the use of the Tung-stonge stylus as it will help relieve the needle shortage.

George W. Hopkins Talks on Salesmanship

George W. Hopkins, general sales manager of the Columbia Graphophone Co., who was scheduled to deliver a "message from the Columbia Factory," really delivered a most inspiring address on salesmanship, in which he ranked as an expert. In opening his remarks Mr. Hopkins declared that the heart of Columbia employees, each and every one of them, is in the company they serve.

"I went to accept the resignation of a certain man," said Mr. Hopkins, "but when I saw a card in his office—"To hell with yesterday—what's doing to-day?" I did not ask for the resignation, believing that this employe was destined to overcome everything in his path. This typifies the new spirit in the hearts of Columbia employees. We are seeking to put the buyer in the picture with Columbia Grafonolas. If a buyer is in a snap shot with a machine the salesmen are in the picture. A retailer can start two ways—right or wrong. The phonograph business is different from other lines. Retailers, or many of them, must learn how to merchandise their wares properly in an honest-to-God way.

"It is unfair not to charge interest on installment. The cash buyer should have a discount equal to the interest on installment payments.

"The human eye is a finance committee in seeking selling goods. In too many stores goods are not changed about. You find the same old thing in the same old place from day to day and the result is that no attention is paid to such displays. The ways of our grandfathers get us nowhere in business to-day. We must learn to look out—not in. We should get out and talk business methods with other men to get their viewpoint and to swap ideas. When two men swap dollars each has what he had before, the trade, but when two men swap ideas each swap an idea each has two ideas instead of one.

"We are apt to look too much at big sales—and not to watch the small affairs in our business. We must learn to deal with the ordinary man and not think that the big fellow is the only one. We must have a finance committee in every store, and set up a way to prolong this life—that is, give the machine a new lease on life by offering buyers records which reproduce the proper music—melodies that are wanted. The better-grade music, if reproduced at the psychological moment in trying to make a sale, will start a phonograph on a new lease of life.

"Soldiers want music, yet wherever I go I hear pleads for cigarettes for our boys—but seldom a plea for music. We will have more failures than ever this year. The rich will buy less, but there is another class making war wages that must be taught how to buy. The fellow who up to now has never shot a sparce does not know how really to buy. The two great themes for our educational propaganda are 'What to buy' and 'How to buy.' By advertising the advantages of buying a talking machine we will educate the greatly enriched laboring class to long to own a talking machine. In other words, teach them what to buy before advertising how to buy a talking machine, we will reach that class whose income has been cut down by the war and who therefore are now interested in spending judiciously and with good reason, where heretofore they spent freely and without special thought."

William Maxwell Discusses Non-Essentials

Owing to the fact that he was called upon to attend the annual convention of the Edison Dime Jobbers' Association in New York, William Maxwell, vice-president of Thomas A. Edison, Inc., was unable to be present at the local banquet as expected, but sent a paper, which was read by President Bennett. After a characteristic introduction Mr. Maxwell, in his paper, launched into the discussion of the question of non-essentials and said in part:

"A white back there was quite a number of prominent gentlemen who were pulling long faces and urging that the manufacture and sale of non-essentials be discontinued. A great deal of time was devoted to the preparation of a list of non-essentials. Finally, however, it was discovered that nobody knew what a non-essential really is. I understand that one gentleman said the only non-essential he could think of was lager beer. I do not know why he did not include Bourbon whiskey. Perhaps he is a man who packs a flask on his lip. Another gentleman thought that maybe perfume was a non-essential, but we married men who are familiar with the secrets of feminine toilettes know that perfume is regarded in certain quarters as quite essential."

"The dollar-a-year man and others who were railing against so-called non-essentials apparently did not get very much encouragement from President Wilson. Mr. Wilson intends to
win the war and will go to any necessary lengths to accomplish that result, but it is very evident he does not intend to hamstring business. I cannot understand what all of these men who aired their views as to the proper way to win the war. Take the following for example:

First, cut out the production of luxuries and non-essentials. Second, cut down the additions to permanent improvements and equipment, restricting them to such only as will aid in carrying on the war and essential industries. Third, keep enough people employed upon the necessities to support the country and the army and put the others to war work. Fourth, turn into the treasury, through taxes and loans, the money released which was previously paid to these people now released from private service to war work. I could scarcely believe my eyes when I read the foregoing expression of an opinion. Is not that fourth proposition a corollary? Let us assume that a manufacturer of so-called non-essentials has a pay roll of $100,000 a week. He discharges all of his men, tells them to go out and get work or seriously crippled.

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"I could scarcely believe my eyes when I read the foregoing expression of an opinion. Is not that fourth proposition a corollary? Let us assume that a manufacturer of so-called non-essentials has a pay roll of $100,000 a week. He discharges all of his men, tells them to go out and get work or seriously crippled."

Indeed, I would have said that the expression of an opinion overlooks an example:

The gambler kept shouting, 'come on, boys, money won't grow on the tree.' He discharges all of his men, tells them to go out and get work or seriously crippled.

Fourth, turn into the treasury, through taxes and loans, the money released which was previously paid to these people now released from private service to war work. But I can say to you gentlemen that, in my opinion, nothing short of some great calamity
kind of civilization we have in this country. In America food for the body is only a little more important than food for the mind. Next to religion music is the greatest mental solace. Everyone of you members of the association ought to be proud you are in the musical instrument business and you ought to be insulted if anybody hints that music is a non-essential. We are going to win the war and we are going to make every necessary sacrifice, but the President of the United States, in my opinion, will do his best to see that no unnecessary sacrifice is made. I have confidence in his wisdom and the sincere belief that he possesses the courage of his convictions at all times. I am not a Democrat, but I take off my hat to Woodrow Wilson, the greatest of all Democrats and perhaps the greatest of all American statesmen."  

J. Raymond Bill’s Address

J. Raymond Bill, associate editor of The Talking Machine World, spoke in part as follows:  

"My sole message is to enter a plea that we music men of America bend every effort toward making our nation intensely optimistic. No doubt mistakes have been made at Washington, but many of the errors have already been rectified and if the next six months are characterized by as much forward progress as the last six months have been, Uncle Sam will be in line for hearty congratulation. These days it is important to look at things from the very broadest viewpoint possible, if we would not have our enthusiasm sapped by that worst of parasites, pessimism. Viewed with regard to the immediate present, the fuel shortage, the rail congestion and the non-essential bagaboo might have offered grounds for alarm. And yet we all know mild weather is the certain solution of the fuel and transportation problems. During the last two months, moreover, those in close touch with Washington have seen a definite knockout delivered to the non-essential bagaboo. Banker Vanderlip, chief exponent of what I choose to term irrational economy, has subsided to California where, let's hope, history will repeat itself in that California will not be heard from for some time. Along the same line, I would call attention to two articles appearing in the February issue of The Nation's Business, the official organ of the United States Chamber of Commerce. One article is by Dr. Garfield and the other by Mr. Noyes. Both are important figures in the National Fuel Administration and both in their articles directly refute the idea that there is anything essential or non-essential. It, therefore, remains for us of the music industry to convey to the consumer public the common sense attitude that now prevails in official Washington. "There are many other signs of a highly encouraging nature. Take, for instance, the practice of the modern army. It has been definitely established that the soldiers cannot and will not endure the fearful waiting periods of modern warfare without relaxation. The generals have found that army morale seriously deteriorates when the men are favored with only the so-called essentials of life—food, rainment, lodging. The military experts have found the modern man not a savage and that his list of essentials is somewhat longer. To-day we, therefore, find theatres, reading matter of all kinds and music have joined the colors both with the American Expeditionary Force abroad and with our troops in the national cantonments at home. Three things, which one not versed in human psychology might imagine unnecessary, have proven to be in fact bulwarks of army morale. And if the fighting forces can't do without these things, it is folly to imagine the great civilian populace will dispense with such obvious life-essentials. "I do not hesitate to predict that the music industry will come sooner or later to be recognized as a war industry proper. In the meantime, as I see it, our slogan might well be 'Cheer Up, America' and our purpose, if the ladies will pardon the reference to Sherman, might well be to show Germany that Uncle Sam can fight to victory and at the same time endure the hell of war with a smile on his face."  

What Pittsburgh Dealers Have Done

French Nestor, scheduled to tell about what has been accomplished in Pittsburgh by the dealer association in that city, could not attend, and Leo Halp, president of the Pittsburgh Dealers' Association, spoke in part as follows: "First of all we got together and got acquainted—both with each other and with each other's problems. We learned to call ourselves and our mistaken methods by their right names. We canned the spirit of antagonism and retaliation and instituted instead a real honest-to-God desire to help each other in trade matters, to build up clean methods of advertising, etc. "All that we have accomplished or hope to accomplish we attribute solely to getting started right and to maintaining the closest possible friendly relations, to frank discussions in open meetings, and genuine desire on the part of all members to keep conditions and competition clean. Do we believe in competition? We do. We believe in more business just as strongly as in better business and we have religiously avoided from the start any ruling or policy that would limit members. We favor complete freedom to formulate and carry out one's own sales policies and to advertise them in his own way—so long as the essential principles of fair play and trade betterment are observed. "It is our policy to encourage initiative and 'pep' of whatever variety or kind. "True, we believe in co-operation for trade building, but we realize success of the individual merchant depends solely on his own individual effort, energy and foresight. We do not jolly ourselves into believing that our association guarantees us continued prosperity, unless each member puts the right amount of effort and energy into conducting his particular business. "We believe in music as a prime human necessity. We believe absolutely in the future of the talking machine industry, because the talking ma-

**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.

We Estimate from Sample or Blue Print

"INDIANA" Die Casting Company

East 11th Street at Cornell Ave.

Indianapolis, Ind.
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.
THE TRADE IN PHILADELPHIA AND LOCALITY

PHILADELPHIA, PA., March 6.—The talking machine business in Philadelphia during the month of February has been as good as could reasonably be expected, from the general condition of affairs. It was hardly as good as February a year ago, but then this country had not entered the war, and the February of 1917 was an exceptionally good month, and the question of meeting war demands did not enter into the situation, tending to curtail the output.

During February the Victor Co. have delivered a fair percentage of the machines ordered, but they have been shy on records, and many of the most popular sellers have been hard to obtain, and therefore the amount of business has been somewhat curtailed. The freight situation has eased up a bit and the jobbers and dealers are getting out their goods very much more satisfactorily.

Larger Quarters for Geo. D. Ornstein & Co. George D. Ornstein & Co., recent retailers and jobbers of the Victor talking machine, who for a brief period were located at 9 North Eleventh street, have taken very large and commodious quarters at the southeast corner of Eleventh and Chestnut streets, where they will occupy the second, third and fourth floors of that large and spacious building. They began to move in the past week, and are having the place shelved and will have as much floor space for the handling of machines and records as any firm in this city. The offices of the firm are on the second floor, and they will have fine elevator service.

Two new Victor dealers in this city are Theodore Presser, the big music publisher, and the Estey Piano Co. at Seventeenth and Walnut streets.

Busy Times With Columbia Co. The Columbia Graphophone Co., at 210 North Broad street, report that their business has been remarkably good for the past month. During the early part of the month they were pretty well tied up with freight embargo, but this was lifted, thereby enabling them to get records from the factory in sufficient quantities to keep the dealers supplied, especially with the popular sellers. Machines from the Columbia factory have been coming through in fairly good volume. Among the visitors at the company's offices the past week was F. K. Pennington, assistant general sales manager of the Columbia Co.; W. A. Quint, of the office force, has enlisted in the navy and has been sent to Fort Trumbull, New London, Conn.

Solving the Freight Problem J. E. and W. H. Nace, Columbia dealers at Hanover, Pa., took the freight troubles by the horns the past week. They came to Philadelphia with four automobile trucks, loaded them with Columbia machines and records and returned home. The only trouble they experienced being the running short of gasoline, one puncture and one blowout. The drivers of the trucks were W. H. Nace, Allen G. Nace, George T. Adams and C. B. Myers.

WEYMANN SERVICE

GIVES THE VICTOR DEALER WHAT HE WANTS WHEN HE WANTS IT.

Let our organization furnish you the goods to make you the dominating Victor Dealer in your territory.

We can do it.

WEYMANN

Victor Wholesalers

1108 Chestnut Street

PHILADELPHIA, PA.

Good Report From the Louis Buehn Co. Louis Buehn, of the Louis Buehn Co., Inc., states that his business in February was very satisfactory on the whole, but showed a loss against February of 1916, but entirely to their inability to secure goods from the factory. "The record supply question," Mr. Buehn says, "is very serious at present, and it has been almost impossible to secure the most popular of the records. Machines in February came through on a par with last year." Mr. Buehn does not believe that conditions will improve to any great extent during the spring and summer, owing to the supply and manufacturing situation.

Among the Buehn visitors the past week were Leon Wittich, of Reading, and Mr. Kleinhans, representing the Werner Co., of Easton, Pa.; Edward J. Bliss, of the Buehn sales force, who recently enlisted in the navy radio service, has been transferred from the Navy Yard here to the Marens Hook station, where he will be in charge of the wireless plant.

Good February for Penn Co. February was the best month the Penn Graphophonic Co. has ever had, "strange as this statement may seem to the trade," said Mr. Barnhill, but it was due to a condition, the stating of which would reveal a trade secret. Mr. Barnhill states that business looks very promising for March.

Charles A. Reed, who has a large talking machine store at 2718 North Sixteenth street, has put in two new hearing booths, and otherwise improved his store.

Minnie M. Hart, of Chester, Pa., has just opened a new store and fixed it up with new booths, and had a very satisfactory opening a few days ago.

At "The Home of the New Edison" Blake & Burkart, "The Home of the New Edison" in Philadelphia, are very much elated over the business they have done in February. "We are going at it strong this month," says Mr. Blake. "Machines and records are coming through very well, except the delay in shipments." If the delay should continue they are contemplating bringing the goods here by auto trucks. They have placed an attachment on the Edison machine in their store which is called the C and E.

(Continued on page 38)
Four words only of the English language end in CION.

But EVERY sale of a Victor Record ends in COIN.

So we can create "Record-coin," which is most essential for your business vocabulary.

Make this new word your slogan for Spring record sales. Buehn Service has been telling you for years about selling more records and has been backing it up with such efficient record co-operation that altho it operates locally in one sense, its reputation has become National.

You would be surprised to know about the many record orders received by Buehn Service from all over the country; it does make deliveries if we have a surplus, but our main efforts are exclusively for the Victor dealers of Philadelphia territory.

The Victor factory sends you many good points on HOW to sell more records and Buehn Service delivers the records when you want them.

Create a prestige as "the record house" of your city.

THE LOUIS BUEHN CO.
PHILADELPHIA

BUEHN SERVICE
on VICTOR RECORDS

Every Victrola in your city should have a Record-Lite. It corresponds to searchlight on an automobile. It gives more light where the Victrola owner needs it and nets you a good profit for your interest in his behalf.
THE TRADE IN PHILADELPHIA
(Continued from page 36)
Repeater. It is a very useful device for its purposes, the attachment lifting up the arm of the machine and carrying it back and placing it in the proper starting position on the record, making possible the playing of a record over and over until the machine runs down.

Blake & Burkart have begun the issuing of a little magazine of information, which is entitled "Re-Created Notes." It is attractive in appearance, is utilized for the advertising of every part of their business, as well as the exploitation of the Edison machines and records. They are preparing an elaborate celebration for their Anniversary Week, which occurs April 14-20.

Pathé Shop Starts Publicity Campaign

The Pathé Shop here has started an advertising campaign in the local papers and with telling effect. In February Mr. Eckhardt says there was a constantly increasing interest and sale for the Pathé products, and notwithstanding the limited number of days they were able to do business in February, the month ended with a most satisfactory finish. Mr. Eckhardt says: "The finish was even beyond our most sanguine expectations, the month's business having exceeded somewhat the quota that had been established. It is quite evident that the local trade and patrons in this vicinity are becoming aroused in the limited number of days they were able to sale for the Pathe products, and notwithstanding their Anniversary Week, which occurs April 14-20.

Pathé is represented in this city and vicinity by seventy dealers at present, and they have at length gotten their school in thorough operation, and it is in charge of Miss Belle R. Kinaloe. Among the recent visitors was William Koblin, of the executive offices of the company. They have added several new men to their selling force.

The Dictaphone Co. had a very interesting exhibit of the machine at the Atlantic City convention the past week of the National Educational Association. C. F. Hanson was in charge.

Cheney Machines Forging Ahead

The Cheney talking machine has been rapidly forging to the front in this city. A number of new agencies for the machine were created in February. G. D. Shewell, who represents the machine in this city, spent nearly a week at the Chicago factory recently. One of the most substantial of the dealers who started the handling of the machine in February was the Mather Brothers of New Castle, Pa. Marion Cheney, a son of the inventor, whose home is in Philadelphia, and who is a sergeant in the army, was in Philadelphia on a ten days' furlough.

Victor Display at Weymann's

The Weymann firm is this week making a very fine window display of the Victor. They have a miniature British tank with military surroundings which is attracting a great deal of attention. The Weymann business in February was very satisfactory. They succeeded in securing large orders for the Marvel Victor Record Display Holders from firms who have come to recognize in this the best device on the market for the attractive display of records. The dealers who have used it find that it materially increases the sales of Victor records. The firm have placed in their Victorola department the past week Freda Robson and Leo Sandman to take the place of their men who have gone into the Government service.

ONE OF H. A. WEYMANN & SONS' PATRIOTIC WINDOWS

PHILADELPHIA, Pa., March 4—There are a thousand and one ways in which American business has adjusted itself to war times. Among others is the introduction of the war motive into window display, and along this line a recent window of H. A. Weymann & Sons, Inc. of this city, challenges all comers for attracting the attention of passers-by. The display shown in the accompanying picture was made possible through the cooperation of a Philadelphia who recently returned from active service in France. A typical fighting trench has been built up by the use of sand bags and a foliage screen. Behind the sand-bag wall a dummy man clad in a British officer's uniform is shown listening to a portable model Victorola. Several close-up war photographs are shown in the foreground and numerous war trophies are appropriately placed in the trench scene. The war trophies are all genuine and include gas masks, the knives of the African Chasseurs, a rifle, a ukulele, shell noses, steel helmets, and other paraphernalia of the battle-

WESE PHONOGRAPH

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.

WESE BROS., Inc.
520-530 West 43rd Street
NEW YORK
The achievements and progress in phonograph motor manufacturing in recent years are emphasized in the latest designs of HEINEMAN and MEISSELBACH MOTORS.

HEINEMAN and MEISSELBACH Motors are recognized the world over as the *best* horizontal and vertical spring motors that are produced.

They are offered to the trade with an iron-clad guarantee from the world's largest manufacturers of phonograph motors.

"We are at Your Service"
WINTER IS GONE, AND PEOPLE BEGIN TO LINGER IN FRONT OF THE SHOP WINDOWS. IS YOUR COLUMBIA DISPLAY ONE THAT WILL BRING THEM INTO YOUR STORE? LET THE COLUMBIA DEALER SERVICE DEPARTMENT HELP YOU. WRITE TODAY.

COLUMBIA GRAPHOPHONE CO.
WOOLWORTHS BUILDING, NEW YORK

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

BUSINESS VOLUME BREAKS ALL RECORDS IN MILWAUKEE

Comparative Figures That Are Most Impressivé—Another Co-operative Advertising Campaign—Business—Edison Popularity—News of Month

The success of the Pathéphone departments established December 1 in the four stores of Kroeger Bros. Co., Milwaukee, has induced the company to open piano departments in connection with each department store, and it is now competing with the Pathephone.

The United Phonograph Corp. maintains large factories in Port Washington, Sheboygan and Grafton, Wis., and studios and recording rooms in New York City and at Grafmont. The make the entire machine and the records as well.

The Puritan already is widely known throughout the country, and particularly Wisconsin, where it is manufactured. The United Phonograph Corp. maintains large factories in Port Washington, Sheboygan and Grafton, Wis., and studios and recording rooms in New York City and at Grafmont. The make the entire machine and the records as well.

The co-operative advertising campaign conducted from the middle of November until the middle of January has stimulated business to a remarkable extent. As a matter of fact, the influence of the campaign really is only beginning to feel its effects. It takes time to absorb such things. The absorption period has ended and the sales are now becoming evident.

To keep the public in mind with the meaning of the campaign, and to follow up the advantage already gained, the association has put into definite shape a plan to undertake a second campaign, which it is hoped to start next week. It will not be so expensive or elaborate a publicity drive as the first, but it is predicted thereon and doubtless will serve to even improve the present fine state of business.

The situation is described as remarkable because not a single talking machine manufacturer in the United States, and particularly Wisconsin, had looked for or even dared to hope that 1918 would bring a business as good as that of former years—probably because of the general feeling that one must expect poor business under conditions such as the trade is contending with. But Milwaukee dealers started out the new year with a firm determination to throw off that feeling, and the results speak for themselves.

January, 1918, showed a fine gain over the same month of 1917 on the books of most dealers. February showed up even better, and the tone of business so far in March indicates that the same will be true of the third month. Trade is being accelerated in a really surprising manner, and if local dealers are given the benefit of ample stocks for the remainder of the year, there seems to be no question that 1918 will prove most satisfactory.

The retail drug trade is taking a parallel and so far in March.

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UNICO SYSTEM
THE SALES BUILDER

UNICO RECORD DEPARTMENTS
are the
Standard of Service and Sales Efficiency

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

MAXIMUM CAPACITY
MINIMUM SPACE
MODERATE COST

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

THE UNICO SYSTEM

Patriotic Records will help win the War

DEMONSTRATING ROOMS
RECORD RACKS
RECORD COUNTERS
WALL DECORATIONS
COMPLETE INTERIORS

(Patented as to design and construction)

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

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

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

THE UNICO SYSTEM

THE UNIT CONSTRUCTION COMPANY
RAYBURN CLARK SMITH, President

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

Send today dimensions of your available space

Plans for a complete department will reach you promptly
IMPORTANT COLUMBIA CHANGES IN PITTSBURGH DISTRICT

J. F. Henk Forms Columbia Music Co.—Wholesale Division Moves to Larger Quarters—Dealers Connect Publicity With Noted Artists' Appearances—Pittsburgh Association's Advertising Plans

PITTSBURGH, Pa., March 6.—The Columbia Graphophone Co., Sixth street and Duquesne way, has announced an important change involving both the wholesale and retail departments of this branch, whereby the two departments will be operated separately. The new arrangement became effective March 6. Following out the policy adopted in other cities, the retail agency has been sold to the Columbia Music Co., which concern is continuing that end of the business at the present location. The Columbia Music Co. is owned and managed by J. F. Henk, formerly assistant manager of the Columbia Graphophone Co.

The wholesale department of the Columbia Graphophone Co. is moving to new and larger quarters at 632-642 Duquesne way, where it will have greatly improved facilities for handling its trade. Manager E. H. Nichols states that the change has been made necessary by the vast increase in the business of this distributing agency and to permit a still greater expansion. The spacious building leased by the Columbia Graphophone Co. is well adapted to the needs of the business, and will be one of the finest wholesale talking machine establishments in the country. Further announcements of the reorganization and rearrangement of the Columbia wholesale branch are to be made in the near future, Manager Nichols states.

The Pittsburgh Talking Machine Dealers’ Association is now carrying on a very aggressive newspaper publicity campaign, in which the idea is being effectively developed that music is being effectively developed that music is the fourth member of the Standard organization and rearrangement of the Columbia Music Co., is spending several weeks' vacation at the present location. The Columbia Music Co. is owned and managed by J. F. Henk, formerly assistant manager of the Columbia Graphophone Co.

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"The Greatest Move You Ever Made
WE’RE SELLING MORE and
MAKING MORE"

These are the words expressed just as definitely and even more enthusiastically by dealers all over the country.

"At first we thought that the increase in price might temporarily reduce our Emerson sales volume," said one of these dealers last week, "but it has had quite the opposite effect.

"There must be something about human nature which makes people readier to buy something for which they pay 35c or 3 for $1.00.

"We have sold more people 3 records than previously we had sold only one.

"The number of people buying Emerson Records hasn’t decreased, but the quantity purchased by each buyer has gone up.”

This is the report sent in from all parts of the country concerning

Emerson Records

Retail 3 for $1.00 or 35c Each

But this is only one-half the advantages of the new scale of prices. The new fact about Emerson Records now is that you make more on every Record that you sell than you did before.

Emerson Records now cost you 21c in unbroken packages, and 22c in broken packages of less than 25 records of a selection.

The new list is the best we have ever issued. Included in it are most eminent stars; backing it is some of the finest display material we have ever printed.

Emerson Phonograph Company
3 West 35th Street
New York
The Columbia Grafonola was "First in France" with our boys, and more of them are going over with every transport. Call the attention of your customers to the jolly, rollicking songs of Al Jolson, George O'Connor, Arthur Fields and others, in the April list. They'll want to send them to the camps in France. There's a Columbia Grafonola in every Y. M. C. A. and K. of C. Army Hut.

Columbia Graphophone Co.
Woolworth Building, New York

FLAG RAISING DAY AT EDISON LABORATORY, ORANGE, N. J.

Ceremonies Also Included the Flinging to the Breeze of a Service Flag Containing 362 Stars—Stirring Address by General Sales Manager Leonard a Feature of the Celebration

Flag raising was the order of the day February 22 at the Edison Laboratories, Orange, N. J. Following the annual custom Old Glory was raised to the top of the flagpole on the roof of Mr. Edison's laboratory. An added feature of this year's ceremony was the flinging to the breeze of a service flag containing 362 stars, each star representing a man from the Edison organization who has gone into the service of Uncle Sam. The service flag hangs out of one of the top windows of Mr. Edison's laboratory and faces Valley road, where it is in full view of all passersby.

The Edison Employes' Band participated in the exercises by marching from their headquarters in one of the buildings around to the front of Mr. Edison's laboratory and into the laboratory yard where they played the "Star Spangled Banner" while Old Glory was raised on the top of the laboratory, and "America" when the service flag was run out of the window. The Edison Employes' Band participated in the exercises by marching from their headquarters in one of the buildings around to the front of Mr. Edison's laboratory and into the laboratory yard where they played the "Star Spangled Banner" while Old Glory was raised on the top of the laboratory, and "America" when the service flag was run out of the window, all in the midst of a lively snowstorm. Thomas J. Leonard, general sales manager of the musical phonograph division, was master of ceremonies and made a most appropriate and splendidly delivered address following the raising of Old Glory and preceding the breaking out of the service flag. Mr. Leonard said in part:

"At the call of their country in its hour of need and inspired by the example of their employer, serving the Government devotedly and as modestly as the humblest soldier in the ranks, 362 Edison men stepped into the service of Uncle Sam. This is a magnificent showing, but probably not more than might be expected from the organization which set a standard for all other manufacturing organizations in its response to the Liberty Loan appeals and which, through its individual employees, has contributed with corresponding generosity to the successive forms of wartime demands."

"We gather today to pay a simple honor to our comrades and associates who have joined the colors. The day is especially well selected, for the principles for which the father of his country fought the good fight are the same principles that are today imperiled by the false doctrine of Prussianism."

After some eloquent comments regarding the origin of the service flag and what it is intended to typify, Mr. Leonard continued:

"There is another significance to the service flag. It is a reminder of our duty to the boys who are going to the front. Nothing is too good for our boys in the service. These boys, the chosen defenders of our flag, are willing to suffer hardship and every inconvenience that you and I may be permitted to live in peace and security. Remember, they are no more under obligation to risk their lives than you and I are. It is our country as well as our country—our responsibility as well as their responsibility. Yet these boys—our boys—are willing to make the supreme sacrifice to protect our homes and our wives and children—yes, they are willing to go through hell itself that this great

of that duty. Let it have this additional significance. Let it inspire you to subscribe to the necessary things which will help win the war and make the task of our boys easier.

"All these will call for a sacrifice on your part, but this is the season of sacrifice and sacrifice is the least duty you and I can perform. Let the service flag on the old 'Lab' wall be a silent reminder then of your duty to the boys at the front who are fighting for the honor of the flag that has never been unfurled save in a righteous cause—your flag and my flag."
SOMETIMES the phonograph procession changes over night.

Not like a Bolshevik policy, but some new impulse is injected into a company's plans.

Right now, any dealer can profitably look into what Pathé has to offer.

PATHÉ FRÈRES PHONOGRAPH CO.

20 Grand Avenue

Brooklyn, N.Y.
Recording for Pathé, and most of them exclusively

Muratore, Muzio, Didur, Thibaud, Ganz, Grace Hoffman, Rimini, Ober, Cavalieri, Bisham, Slezak, Urlus, Weil, Faziu, Sannmarco, Ruffo, De Claneros, Journet, Chenal, Maguenat and others.

THE retail sale is the final objective point.

And the ultimate user of a phonograph is inclined to buy the machine where he need not change the needle.

That's only one Pathé advantage.

Write—we'll give you the others.

PATHÉ FRÈRES PHONOGRAPH CO.
20 Grand Avenue
Brooklyn, N. Y.
A $9000 ADVERTISEMENT SHOWING "VAN VEEN BED-SET" BOOTHS

In a recent issue of the Saturday Evening Post the Columbia Graphophone Co. used a back cover in colors; an advertisement which cost $9000. In this copy, the above photograph was featured, showing the interior of Hardman, Peck & Co.'s store in Brooklyn, N.Y., where Van Veen booths are installed. This store with its "Van Veen Bed-Set" installation was selected from thousands of installations as sufficiently attractive to call to the attention of 10,000,000 people. Let us prove how Van Veen Bed Set Booths will increase your record sales and pay for themselves in a short time.

WRITE FOR A COPY OF OUR NEW CATALOG

A. L. VAN VEEN & CO., Marbridge Bldg., 47 West 34th Street, NEW YORK

TALKING MACHINES AND PIANOS

Herbert Simpson, Vice-President of Kohler & Campbell, Inc., Formerly in Talking Machine Industry, Knows Requirements of Dealers—Is Ready to Aid Dealers Who Can Handle Pianos

The results of harmony between the talking machine and piano industries have been forceful and manifest during the last few years in many instances where piano dealers have found it profitable to handle talking machines in connection with their piano business. There have been many men who, previously connected with the piano industry, have been very successful in merchandising talking machines. Believing that a greater harmony between the two industries will promote even greater success to both Kohler & Campbell, Inc., Fifth Avenue and Eleventh Avenue, New York, one of the largest and most progressive piano manufacturers in the country, have been carefully studying the requirements of the talking machine industry, and have developed a department for meeting the requirements of the retail talking machine trade, so far as pianos are concerned. Their familiarity with the talking machine trade has been greatly augmented by the fact that Herbert Simpson, vice-president of this concern, was at one time assistant advertising manager of the Victor Talking Machine Co. Upon leaving this organization he became advertising manager for Kohler & Campbell, and through his success in the field of merchandising he has gradually worked his way up to his present capacity. During his affiliation with the talking machine industry, Mr. Simpson made many fast friends, who appreciate his capabilities and who realize that he has a thorough knowledge of the requirements of the talking machine dealer.

The tremendous manufacturing facilities of Kohler & Campbell, Inc., places them in a position not only to give the trade pianos and player pianos of highest quality, but also an unexcelled service in deliveries and merchandising aids. The Jersey City Talking Machine Co., Jersey City, N.J., was incorporated this week with a capitalization of $10,000.

PRIZES FOR BEST WINDOW DISPLAYS

Emerson Phonograph Co. Make Announcement Regarding Sales-Producing Record Displays

Prizes to the value of $300 in Emerson records are offered to dealers in a new store and window display contest just inaugurated by the Emerson Phonograph Co. These prizes will be given for the most original and best sales-producing displays in either the interior or in the window of the dealer's store. The dealers are asked to send photographs of the displays to the offices of the Emerson Phonograph Co. before April 15, and in order to assist the dealers in every possible way the company's advertising department has prepared a special package of hangers, announcements, etc., which the dealer can secure upon request. It is planned to print the various winning photographs in early issues of the "Emerson Spotlight," the company's house organ. The first prize is $75 worth of Emerson records, the second prize, $50 worth; third prize, $25 worth, and five prizes of $10 worth of Emerson records each. Only those records that dealers had on hand before March 1 may be used in their displays.

WANT RECORDS IN NAVAL CAMPS

Phonograph records to be sent to the aviation training camps throughout the country are greatly needed, says the aeronautic committee of the Women's Naval Service, and its members make an earnest appeal to the public to aid in supplying them. Several thousand are required. They may be sent to the Women's Naval Service, 269 Madison avenue, in care of Mrs. Charles A. Van Rensselaer, chairman of the aeronautic committee.
TWIN CITY DEALERS ENDEAVORING TO MAKE ENDS MEET

Make a Strenuous Effort to Meet Demands Pending Improvement in Transportation and Receipt of New Stocks—Machines Being Brought in by Express—General Trade Very Satisfactory

MINNEAPOLIS and ST. PAUL, Minn., March 6.—Between the shortage reported by manufacturers and transportation delays the local talking machine business is much upset owing to their inability to supply their customers with machines as rapidly as they sell them. They are hopeful, however, that with better weather things will mend.

F. M. Hoyt, of the Beckwith-O’Neill Co., showed the writer twenty-six contracts on which he had taken first payments, but has been unable to deliver Victrolas that the contracts called for.

“It cost me $2,000 extra expense for express charges in February alone,” remarked W. L. Sprague, manager for the Columbia branch in this district. “With improved weather conditions we are hoping for better service, but are somewhat consoled because of a growth of 80 per cent, in the volume of business for February as compared with the same month of 1917, and also because we have become the permanent owners of the $400 silver trophy which this branch won in three successive months.”

“Six carloads of Edison machines, ordered sent by express are being held up somewhere in the country,” said Laurence H. Luckey, president of the Minnesota Phonograph Co. “Virtually the entire shipment will be transhipped the moment it arrives. Express is slower than slow freight by freight and fully twenty days by express, at greatly additional expense. We hope for a better showing now that the weather has improved.”

The only jobber in the Twin Cities who is not complaining is R. L. Kern, manager of the Brunswick-Balke-Collender Co., manufacturers and distributors of the Brunswick phonographs. He has started four travelers through the Northwest and is opening new accounts almost daily. Incidentally, although a recent arrival in the business has quite exceeded expectations, according to manufacturer and distributor.

Thirty are general salesmen and thirty-five salesmen are talking Pathe machines throughout the Northwest for G. Sommers & Co.

FINDS CANNED PROPAGANDA

Chicago Official Discovers Praise of Kaiser on Phonograph Record

A dispatch from Chicago indicates that United States District Attorney Glynn is investigating what he believes to be active pro-German propaganda conducted through phonograph records.

The text of one of the German language records seized by Federal officials, which was given out yesterday without comment by the district attorney, lauded the Kaiser and war lords of Germany. The record in question, according to the district attorney, was made for the Mozart Lodge of New York.

Joseph Fisch, of 1442 Third Avenue, president of the Mozart Lodge, New York, when seen said that while the lodge had purchased such records a long time before the war, the practice had been discontinued as soon as the United States entered the world conflict.

BUY LIBERTY BONDS
and THrift Stamps

And then make your patriotism complete by stocking and pushing

Vallorbes
Economical

Soft—Medium—Loud Tone

Semi—Permanent

Needles

For their use conserves steel for Uncle Sam, democracy and civilization, and they are a real convenience and spell the beginning of the end of the old style needle steels.

Send 30c. in stamps for three sample Packages (one soft, one medium, one loud), dealers' discounts, etc.

Vallorbes
Jewel Company

LANCASTER, PA., U. S. A.
These 4 Beautiful Models
Make The Elmbrola Easy To Sell

There's an Elmbrola Model for everyone—a low priced machine, a reasonably low priced machine, a medium priced machine, and a very fine machine at a price way below what you would expect to pay for it. This is what makes the Elmbrola so easy for dealers to sell—but there are still more exceptional selling features to the Elmbrola.

Handsomely Finished In Beautiful Woods
There's a distinctive, high class appearance to every Elmbrola. The appearance is so out of the ordinary and the finish is so beautiful that your customers are surprised when you tell them the remarkably low price. You feel proud to display these wonderful Elmbrolas, because your customers are bound to be pleased.

Sweet And Clear In Tone
Sit down for a minute and listen to the Elmbrola play. Its clear, sweet tone is so delightful that you want to hear it play for hours. Never before have you heard a tone that surpasses the tone of the Elmbrola. Thousands of people say that nothing can equal it, but judge the machine for yourself.

The dealers who are selling the Elmbrola are making big profits because the machine is right and the price is right. You should be handling the Elmbrola right NOW, and you certainly will handle it if you get our special low dealer prices.

Wonderful Improved Tone Regulator
This big feature enables you to get all the delicate shades of tone so necessary in the perfect reproduction of sound. You can play loud or soft as you wish by simply turning the button.

We Guarantee Prompt Deliveries
When you handle the Elmbrola, your orders will be shipped to you promptly the same day we receive them. There's no waiting—no delay. Our factory turns out the machines as fast as you can sell them.

This Is Your Opportunity To Cash In
Now is the time to sell the Elmbrola. Get our special proposition to dealers and see what big profits you can make. We have a Sales Plan for you that is a winner. Write us at once for full particulars—there's no obligation whatsoever.

Write for our proposition to dealers NOW

ELMBROLA TALKING MACHINE CO.
Dept. A
ST. PAUL, MINN.
SAN FRANCISCO BUYERS MEETING DEALERS HALF WAY

Show Willingness to Accept Available Styles of Machines or to Place Orders for Future Delivery —More Commodious Quarters for Columbia Co.—General Trade News of Interest

SAN FRANCISCO, CAL., March 4. —The talking ma-
chine dealers are well satisfied with their Feb-
ruary business. While there has been a short-
age in some makes and styles the dealers say
that their customers are accepting the situation
good naturedly, and either ordering the machine
age in some makes and styles the dealers say
chine dealers are well satisfied with their Feb-
MARCH 15, 1918

a large office furniture store.

and excellent light is provided everywhere with-
the available as was provided in the old loca-
quarters, where nearly twice as much space will
pany will move by the first of April to its new

and he does not anticipate any shortage dur-
tion by having them sent by express.

saying that he has kept up his stock of records
during the period of the worst freight conges-
tion by having them sent by express. These ad-
tions to the heavy stock he had on hand have
prevented him from feeling any serious short-
age. Mr. Hively says that he placed heavy or-
ders for Victors at the fac-
tory, but as his company are jobbing the Victor
as well as selling it at retail in their several
stores the business of the Victor on the Coast
passes through their hands. With such a de-
mand he finds it impossible to keep everyone
well supplied.

Humphrey Making a Fine Record
Edward Humphrey, who was recently put in
charge of the talking machine department of
Byron Mauzy, is making a splendid record in
his department. Chas. Mauzy, the general
manager of the company, says that his depart-
ment is far ahead of the previous year despite
the fact that a real shortage of Victor records
and Victor higher-priced machines exists in the
store. Mr. Humphrey has had his department
redecorated and fitted up for the greater con-
venience of his customers, and the results are
showing themselves in the record of the sales.

Kohler & Chase Sell Stock in Oakland
Kohler & Chase have sold their Oakland
stock of talking machines to the John Breuner
Co., a furniture dealer of that city, and they
have now retired definitely from the talking
machine business in both cities. By this pur-
chase the furniture company acquires the
agencies of both the Victor and Columbia ma-
chines.

Salesman Badly Injured
F. A. Smith, of the Brunswick-Balke Phono-
graph Co., says that his business for February
was very satisfactory. He has just received in-
formation that James F. Maloney, salesman for
the company, met with a painful accident at
Fresno on February 27, which may incapacitate
him for some time. According to the infor-
mation in Mr. Smith’s hands Maloney slipped
while boarding a train at Fresno and either
sprained or broke his ankle. An X-ray will be
necessary to ascertain the extent of the injury.

Noted Artists Coming
The announcement that McCormack and Galli-
curei will sing in this city at early dates has
already stimulated the demand for Victor rec-
ord of their voices. It is expected that the sale
will increase still more and continue for some
time after their appearance.

Dealers to Hold Dance
The talking machine dealers of San Francisco
are making ready for their second annual dance
to be given at St. Francis Hotel on April 2.
William Morton, of Sherman, Clay & Co., will
have charge of the dance as chairman of the
committee appointed for the purpose.

Some Trade Briefs
F. B. Travers, of the Sonora Phonograph
Co., has just returned from a trip through the
southern part of the State. While there he
covered the territory in company with E. M.
Bonnell, the company’s regular representative.

E. N. Clintsman, one time manager of the
wholesale talking machine department of Koh-
ler & Chase, and at another time in the gen-
eral talking machine business in the northwest,
has recently been appointed deputy assessor of
Alameda.

Charles S. Ruggles, who has charge of the
wholesale Victor sales for Sherman, Clay &
Co. at Los Angeles, has returned from a trip
East, where he visited with his son, Wesley,
who recently finished his military course and is
leaving for France.

The San Diego branch of the Wiley & Allen
Co. has greatly enlarged the floor space of the
talking machine department.

G. E. Morton, recently with the Columbia
Graphophone Co. in New York, has been ap-
pointed manager of the talking machine depart-
ment of the Empire.

Serious Question of Labor
A. G. McCarthy, of Sherman, Clay & Co., says
that one of the difficult problems which the
dealers in talking machines have to solve is the
question of labor. The number of young men
wanting to go into the business in the past has
always been ample. Now, however, so many
have gone into the service of Uncle Sam that
the dealers have been taking on younger boys.
The call of the shipyards with pay of $5 or $6
a day is now depleting this supply and many
are having recourse to girls. Girls with any
experience are now scarce, and many dealers
are really short-handed because they do not feel
that they can take the time to train green girls.

On Selling Records

There are many excellent ideas the Victor Dealer
can use to stimulate the sale of slow moving stocks.
Some of these ideas have already been put into practice, others
have not yet been discovered. We urge Victor dealers
to encourage their salesmen in originating new plans for
selling records, and along the same line our travelling repre-
sentatives will be glad to offer several good suggestions.

ECLIPSE MUSICAL COMPANY
CLEVELAND
OHIO
DROOP'S EDUCATIONAL PUBLICITY

E. H. Droop’s Campaign to Inculcate a Better Appreciation of High-Class Music Excites Commendation—Helps Industry as a Whole

WASHINGTON, D. C., March 8—E. F. Droop & Sons Co., Victor wholesalers and dealers, have been carrying on an original and most effective advertising campaign in the local newspapers in the interests of high-class Victor records. The advertisements are in the form of articles credited to E. H. Droop, head of the company, and give Victrola owners some new angles from which to regard their record libraries. In one of the articles, for instance, Mr. Droop says:

In our previous article we dwelt on the lack of knowledge possessed by the average Victrola user of the higher and better forms of music known as "classic" or "semi-classic" compositions.

It is not surprising that this condition should exist, and it must be said in justice to the great masses of our people that it is of comparatively recent date that they have had made available to them a medium through which every form of music could be brought right into the home—the Victrola—and that quite naturally they took up with the more catchy and trivial things in music, because these amused and entertained them; little thought has been given to the more serious forms of music—which are not only far more beautiful and lasting than the catch-penny airs that are whistled to-day and forgotten to-morrow—but they have an educational value which proves a great help as progress is made in the study and understanding of music.

Again we make the statement that if we can interest you to listen attentively for a little while to a few good selections chosen from the lighter classics—explaining what the composer had in mind when he wrote his tone picture, and helping you to clearly understand its rhythm and "phraseology," as it were—you will, if you persist in hearing similar selections, rapidly grow into appreciation of the masterpieces with which the great minds in music have endowed the world, and a realm of melody will be opened which you will never cease exploring.

Music is a vital force and from the cradle to the grave plays an important part in our lives; it entertains, refinès, educates, soothes, comforts, and inspires, and now that the Victor records have made it available, the best music which the great minds in music have endowed the world and a realm of melody will be opened which you will never cease exploring.

Music is a vital force and from the cradle to the grave plays an important part in our lives; it entertains, refines, educates, soothes, comforts, and inspires, and now that the Victrola records have made it available, the best music which the great minds in music have endowed the world and a realm of melody will be opened which you will never cease exploring.

Mr. Droop says:

We are at your service to help in building up a library of choice records of which you will not tire and which will always reflect credit upon the owner's taste. Whether you want to buy or not—our Victrola booths are at your disposal and we invite you to call and try out the suggestion we have made. Suppose you hear some or all of the latest records. It may be said that the articles have been effective in bringing about increased sales of the higher class Victor records, and it is planned to continue the series of talks for some time to come.

No matter how perfect a locomotive may be, it takes steam to drive it. No matter how clever a man may be, he will get nowhere without hustle.

Lufranc Quality

CASTERS

Casters that roll easily across the floor—and smoothly. No chatter—no unsteadiness.

Simple construction—no complicated parts to get out of order, nothing to retard easy movement. Strong—plenty of metal in required places to resist strains.

Silent—not appearing—a real necessity to YOUR talking machine, these FAULTLESS CASTERS.

Made with leather, fibre, felt, steel and lignum-vitae wheels. A word from you puts all our caster experience at your service and brings you a copy of Faultless Catalog "G."

GIVES TALKER TO JAPANESE SCHOOL

PORTLAND, Ore., March 5—Away off in far-away Japan will be felt the generosity of a music dealer of Portland, Ore., Harold S. Gilbert, of the Harold S. Gilbert Piano Co., who has presented a Columbia graphophone to the Doshisha Girls' School of Kyoto, Japan. Mr. and Mrs. Gilbert have had as their guest Miss Denton, a missionary from the school at Kyoto, which is a school supported by the Congregational Church. The interest which Mr. and Mrs. Gilbert felt in the school after hearing Miss Denton's description of conditions resulted in the handsome gift.

SECURES ORDERS FOR VEEOO MOTOR

H. A. Robbins Has Most Successful Trip in the Interests of His Product

One of the recent visitors to New York was H. A. Robbins, treasurer of the Victrola Co., Boston, Mass., manufacturers of the Victrola electric motor for talking machines. Mr. Robbins had just completed a tour of the West, spending some time in Chicago, and succeeded in securing orders from a goodly number of representatives of the motor manufacturers. He also gathered a substantial bundle of orders in New York before leaving for his Boston headquarters. Mr. Robbins had with him the new model Victrola motor, which embodies many improvements over the older models.
Are you reaching the kiddies with Thornton Burgess' stories for children, told in the author's own voice for Columbia records exclusively? "Peter Rabbit Plays a Joke" and "Little Joe Otter's Slippery Slide" are the latest. Parents enjoy them just as much as the little folks.

CINCINNATI, O., March 8.—An opening of the latest of transportation in and out of Cincinnati, which took place to a fair degree towards the close of February, put pep into the trade and exhilarated the retail situation. While certain of the lines are still in the embargo class, enough territory is open to enable the talking machine merchants to do some shipping.

So crying is the need of Edison machines around Bellefontaine, O., over 100 miles from Cincinnati, that J. C. Smucker, of Smucker Bros., representatives of the Phonograph Co., this city, travelled with a truck to the Queen City Friday to secure what goods he could get. It was Smucker's idea, and he benefited. Two weeks ago Manager Peterson's house secured goods from New York City which had been in transit since early in November. E. J. Stevens, Middletown, likewise came to the city in a machine during the past week and secured Edison goods.

Carload shipments are coming through to the Columbia house. It has been doing some shipping by express, and the breakup out of Cincinnati has been so great in recent months that R. L. French, traffic manager, came here last week from the Bridgeport, Conn., factory to get a line on the situation. F. F. Dawson, who took charge of the Cincinnati branch in December, expects to remain here several more months. He reports having an increase of almost 100 per cent last month over February of a year ago. J. L. Dubriel, of the general sales department, arrived in the city Saturday to temporarily fill the position of assistant manager. G. W. Hopkins, general sales manager, passed through earlier in the week, en route to St. Louis. Another of Mr. Dawson's visitors was W. C. Fulhri of the Chicago branch, en route home from a Florida vacation.

C. W. Neumeister, local representative of the Heineman Phonograph Supply Co., is spending the week in New York City, attending a convention of agents.

THE NEW VEECO

THE ELECTRIC MOTOR WITHOUT A FAULT

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

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

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

SEND FOR A SAMPLE AT ONCE

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

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

BOSTON, MASS.

THE VEECO COMPANY

248 BOYLSTON STREET
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.
PROTECTION OF TRADE NAME
Recent Decision in Favor of the Aeolian Co. of General Trade Interest

The Aeolian Co., New York, was successful recently in a trade-mark case which should prove interesting to the talking machine industry, as indicative of the value of trade names. This decision in the Aeolian Co.'s favor was handed down by the Circuit Court of Appeals, from whose decisions there is no further appeal.

Some time ago a talking machine company made application for the registration of the trade-mark "Orchestrelle" for a talking machine. The Aeolian Co. filed a claim in opposition to the granting of this trade-mark in behalf of its well-known instrument the "Orchestrelle," an automatic pipe organ which has been on the market for many years.

After the case had passed through the usual trade-mark channels it reached the highest court in the land, which handed down an opinion denying the talking machine company the right to use or otherwise of an automatically operated organ produced by the Aeolian Co. and marked 'Orchestrelle' desired to purchase a phonograph (the Aeolian Co., as we have seen, now produces phonographs), and is shown one marked 'Orchestrelle,' would he not be likely to think it was produced by the same company as produced the organ and buy it on that account?

"Perhaps if the two instruments were placed side by side, one marked 'Orchestrelle' and the other 'Orchestrelle,' he would be able to detect the difference between the marks; but where they were not so placed, and he was compelled to rely upon his memory only, unless he possessed one remarkably accurate in its impressions—the law considers the ordinary, not the extraordinary in cases like this—we believe he would not distinguish the one from the other. To be sure, they have points of difference, but the points of resemblance dominate and give character to the terms.

"We entirely agree with the Assistant Commissioner that the two words are 'confusingly similar' and would be likely to mislead not only as to the goods themselves but also as to their source of manufacture, and hence his decision is affirmed."

DEBUT OF "EMERSON SPOTLIGHT"

The first issue of the "Emerson Spotlight," the new house-organ published by the Emerson Phonograph Co. for benefit of Emerson record dealers, made its appearance a fortnight since, and has already won the enthusiastic approval of the Emerson selling organization and Emerson representatives throughout the country. It is planned to publish this house-organ monthly, and there is good reason to believe that it will be a pronounced success.

The first issue contains a number of practical suggestions to Emerson dealers how to boost Emerson record sales; these suggestions appear under the headings "Phone Customization," "Attractive Packages," "Special Bulletins," "Newspapers Free," "Dance Programs," etc. There are some timely hints as to ad. helps, and the dealers are acquainted with the likenesses of some of the most popular artists in the Emerson record library.

When Service and Quality keep house together, Satisfaction hangs up its hat for a long stay.

THE TALKING MACHINE WORLD

THE "TALKER" AT THE FRONT
Uncle Sam's Forces Rapidly Learning French Through the Talking Machine

The talking machine as an educator is proving quite a favorite with Uncle Sam's forces who are now in France "doing their bit" to make the world safe for democracy. As a means of learning the French language they find the talking machine invaluable. In a recent letter from the front we read:

"The American soldiers attend a class in French every day at the Y. M. C. A. or at the Soldiers' and Sailors' Home, where an American volunteer or French professor gives lessons. The boys know a few set phrases when they land, but they are adding to their vocabulary all the while. Professors are rather scarce at the camps, but lessons are given by the talking machine. The Americans have found that a deep knowledge of French is not necessary for the short time they are here, in Paris, and especially so since they trade only in shops where at least one of the clerks speaks enough English to carry through a deal. Some of the college fellows have carried on their reputation of slang making, and they have invented funny phrases both in English and French.

"The Americans like the talking machine method. Its voice may be metallic and the tone monotonous, but the machine is a patient teacher and the pupils make it go over the words till they are satisfied. It is effective for pronunciation, for it does not vary, and the constant call on it for phrases does not wear on its voice. A living teacher would be put through such stunts.

To make this year one of the best you've ever had in "making good"—is a good resolution to make!
DETROIT TRADE BUOYANT REGARDING GENERAL OUTLOOK

Removal of Restrictions Helps Business Expansion—A. A. Grinnell's Interesting Views—Button Collier With Cheney Co.—Pathé Jobbers Pleased with Outlook—Some Noted Visitors

DETROIT, Mich., March 9.—The worst is over so far as adverse conditions are concerned in the talking machine business in Detroit. We do not mean by this that business has been dull, but simply that certain conditions have prevented sales being much greater. During the months of January and February dealers were up against the crisis in the coal situation—the extreme cold weather, freight congestion, and the after-effects of December holidays. On top of this came the restrictions on business hours and workless Mondays. Now, however, all this—over—there are no restrictions on business hours, the crisis in the coal situation is past, and freight shipments are improving. It's a positive fact that all the lines of business investigated recently by The Talking Machine World correspondent, except those devoted to war orders, the retail talking machine business is the very best.

A distinguished visitor was in Detroit the last day in February—being some other than H. C. Brown (and wife), of the Victor Talking Machine Co., of Camden, N. J. The visit of Mr. Brown was a combination of business and pleasure. He spent a few minutes with A. A. Grinnell and C. H. Grinnell, of Grinnell Bros., who are Victor jobbers, and E. P. Andrew, general manager of the J. L. Hudson music store. Mr. Andrew, by the way, has been elected secretary of the Detroit Music Trades Association.

At 247 East Jefferson avenue, Detroit, is the wholesale branch of the Brunos-Balke Co., who are Victor jobbers, and E. P. Andrew, general manager of the J. L. Hudson music store. A part of his time was spent with Mrs. Brown in motoring about the city.

KOCH-O-PHONE

$18.00

The KOCH-O-PHONE is the FORD of the Phonograph world. There is no charge for the name or expensive advertising added to the cost. Most people would rather pay $36 (resale price) than $75 for the same amount of pleasure. Plays all makes of disc records. No disconnecting needed in exchanging from one make of record to another. Simply turn the sound box and change needle to suit make of record. This machine for total quality and volume is not excelled by any $75 machine on the market.

No. 18—Height 40 in., width 18 in., depth 18 in.; double spars, worm driven motor; consists of five pieces; all metal trimmings are nickel plated; made in mahogany finish. Weight about 100 lbs.

Cabinet alone, complete with needle cups $10.00

No. 18—Height 40 in., width 18 in., depth 18 in.; double spars, worm driven motor; consists of five pieces; all metal trimmings are nickel plated; made in mahogany finish. Weight about 100 lbs.

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AND KOCH, Manufacturer

NEW YORK

296 Broadway

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Cabinet alone, complete with needle cups $10.00

AND KOCH, Manufacturer

NEW YORK

296 Broadway
Brunswick for Lilly Base Hospital, France

The machine is ready for shipment and will soon be cheering the Indians who are toiling behind the battle lines of France.

CLOSE IMPORTANT CONTRACTS

Southwestern Distributor of Delphion Photographic Tells of Company's Progress—M. C. Collier Joins Traveling Sales Staff

DALLAS, TEX., March 5.—Walter Verbalon, of this city, Southwestern distributor for the Delphion phonograph, has announced the appointment of H. C. Collier as a member of his traveling sales staff. Mr. Collier is visiting the dealers in this territory, and has already closed a number of important contracts, among which are the Durham Dry Goods Co. at Waxahachie, and Ray Royell, of Waco.

Mr. Collier has had an extensive experience in the musical business for the past twenty-five years, having been State agent and wholesale representative of one of the largest piano companies in the country. He has also had several years' experience selling phonographs at wholesale and expressed himself recently as most enthusiastic regarding the musical qualities of the Delphion phonograph, which he states is certain to meet with success throughout this territory and in all parts of the country as well.

A DEFINITION OF ECONOMY

A good definition of economy is that it is good management. Economy carries with it the idea of saving, of careful spending, but talking machinery men should bear in mind that it does not mean niggardliness. It relates as much to what you get as to what you spend. In advertising it is possible to spend a million dollars as economically as it is to spend ten dollars. Many times the expenditure of a small sum will prove to be more extravagant than the expenditure of a much larger sum, since the larger sum may bring better proportionate results than the smaller.

PUT ON YOUR DEDUCTION CAP

When a goose lays an egg, she just waddles off as if she was ashamed of it—because she is a goose. When a hen lays an egg—ah, she calls heaven and earth to witness it! The hen is a natural-born advertiser. Hence the demand for hens' eggs exceeds the demand for goose eggs, and the hen has all the business she can attend to.—Andrew Lang.

Arthur F. Odell, a jeweler of Quincy, III., has bought out the Quincy Phonograph Co., at 411 Hampshire street, that city, and has placed Theo. Arnold in charge as manager.

The House of Service

Rhodes-Mahoney Furniture Co., Chattanooga, Does Nearly $6,000 Worth of Machine and Record Business at Camp Near That City

CHATTANOOGA, TENN., March 4.—The important position held by the talking machine as a means of entertainment at the various military encampments is strongly emphasized in the record just hung up by the Rhodes-Mahoney Furniture Co., this city. Through the efforts of H. G. Ray, manager of the Victrola department of the company, there were sold to various individuals and organizations at the army camp here ninety-two Victrolas valued in all at $5,488.65, together with over $3,000 worth of records. The machines were bought in some cases by officers, and in other cases by company units, and Victrolas IX, XI and 14, were surprisingly frequent in the list. The figures, as offered, were compiled up to and including February 26, and several outfits sold since that time are not included.

Mr. Ray has made a complete list of sales to the camp, including the name of the purchaser, style of machine, and the price, and it makes a most impressive showing, one of which the company can feel proud.

TO VICTOR RETAILERS

Instruct us what records you desire us to hold on order and to ship whenever received from the factory. We will thus be able to fill in your stock on the good numbers.

Very often good numbers arrive after your order has been filled and unless we have instructions to back order, the opportunity of getting them is lost.

The retailer who places his order in this manner has the advantage over the one who doesn't.

Get the advantage—Order NOW.
Mr. Dealer:

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

GABELOLA

and "Just Push the Button"

that it will sell itself?

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

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

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

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

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

The motor is electrically driven and controlled.

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

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

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

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

GABEL'S ENTERTAINER CO.

GENERAL OFFICES AND FACTORY

210 N. ANN ST.      CHICAGO, ILL.

GABEL'S ENTERTAINER SALES CO.

Suite 512  No. 117 N. Dearborn St.
The customer who is not asked to buy a more expensive Columbia Grafonola than he can afford will come back for a higher-priced model, some day. And he will spend more for records, in the meantime, because he will have more to spend.

Columbia Graphophone Co.
Woolworth Building, New York

MANY NEW DEALERS ENTER THE FIELD IN BALTIMORE

Baltimore, Md., March 5—Talking machine business with the retailers is in fine shape in this territory, but the jobbers are not as well off, owing principally to the lack of goods to meet the demands on hand. During the month A. H. Creel, general manager, devoted most of his time on the road, and the general office reported the arrival of a shipment of machines to make a big drive.

During the month the Columbia Co. ran a series of advertisements in one of the local papers featuring the Burgess Bed-time Stories for Children, which they have put on records. This paper carries the Burgess feature and the advertisements appeared on the same page. The Burgess story has been doing a good business, and has not been able to meet the demands for either records or machines.

Several talking machine dealers also took advantage of the Burgess page, which is being conducted in The Star and appeared with the other piano houses offering pianos and players. The ads were attractive and all music dealers believe the page will make an increased music public and bring about business.

The Columbia Co. moved into its new headquarters at 16 South Howard street this week and are just getting things in shape to handle business for the coming season. W. S. Parks, the local manager, is delighted with the new home and is looking forward to big business, which will be handled with more facility and dispatch. Mr. Parks expects to devote most of his time on the road, and the general office work will be in the hands of S. Clifford Cooke, the assistant manager. Mr. Cooke just now is devoting most of his efforts to watching the shipping department and making every effort to get goods out. During the month A. H. Creel, W. T. Sibbett and P. W. Peck, of the sales force, were sent to the New York headquarters of the Columbia Co. to take a special selling course.

The Columbia Co. is using motor trucks to ship machines and records to Washington and points along the line. Many dealers in the outlying section are driving to the Columbia headquarters in their motor cars and obtaining their supplies of machines and records. Mr. Carlyle, of Gaithersburg, Md., who recently became a Columbia dealer, grew impatient in not getting his goods quickly and motored to Baltimore and obtained his supply. Mr. Bullock, of the Bullock Furniture Co., of South Carolina, was a visitor to local Columbia headquarters during the week. February business with the city trade showed an increase for the Columbia Co., but the territory did not go ahead, owing to shipping conditions, and not the lack of orders. For the past three weeks Mr. Parks and Mr. Cooke have been getting on the job at daylight, and working until late in the evening with the force getting things in shape.

The Brunswick phonograph is now getting established in this territory, according to Mr. Loesch, of the local headquarters of the Brunswie-Balke-Colnender Co. In Baltimore Bragers' department store is handling the line exclusively and showing good results. The following dealers have just been signed up to handle the Brunswick: Ira Wright, Bed ford, Del.; York Record Exchange, York, Pa.; Hodnett-Chism Furniture Co., Danville, Va. Mr. Loesch is well satisfied with conditions and expects to announce additional dealers next month, there being several contracts in the making at this time.

W. C. Roberts, of E. F. Droop & Sons Co., Victor distributors, reports that business in the retail department showed up very well, but the wholesale end fell back 33 per cent. over the same month, shortage of goods and inability to ship being the cause. Mr. Roberts was made happy to-day, for while The World representative was speaking with him his shipping department reported the arrival of a shipment of goods, but the amount received will not begin to fill the orders.

The wholesale business of this firm was also not quite sufficient to meet the demand of their trade. As the month closed, however, goods began to arrive in better shape, but not quite sufficient to meet the demand of the orders the firms have on hand. While some of the wholesale houses went behind on their shipments of goods the orders they have, if they could have been filled, would have run up a staggering total for increased business. At the same time there is a strong current of optimism among the dealers, who are looking forward to better shipping conditions and finally additional consignments of records, which have been coming in very slowly.

C. H. HOPPER VISITS NEW YORK

C. H. Hopper, president of Hopper, Kelly Co., Seattle, Wash., was a visitor recently at the executive offices of the Columbia Graphophone Co., New York. Mr. Hopper, who is recognized as one of the most progressive talking machine men on the Pacific Coast, spoke optimistically of the business situation in his territory, and commented upon the fact that Columbia business is increasing by leaps and bounds. Mr. Hopper was gratified to learn that the Columbia Co. is making plans for a banner 1918, and was particularly impressed with the plans which the company is making for a record-breaking Columbia record business.

CRYSTAL EDGE MICA DIAPHRAGMS

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

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

The last report of our Board of Directors to our Stockholders states that the increase of sales of "HOFFAY" products during 1917 was 1,808 per cent over those in 1916.

WHY?

Because we manufacture the perfect instrument. Because we manufacture the reproducer which has led the World for the last four years-the "Tuning-fork-Tone." Because with its exclusive "Tuning-fork-tone." Because we manufacture the unique "Air-tight" mechanism from the Reproducer to the grill of the cabinet, which preserves the beauty of the "HOFFAY" tone.

If to a "wind" instrument you add or change the position of a hole or "key," the tone changes.

If a "string" instrument gets cracked the tone is lost.

If a "singer" loses a front tooth his tone is lost.

If a "cigat" gets broken the flavor is gone.

The same applies to a talking machine—that is why the "HOFFAY," although playing Victor and Edison types of records, is "Air-tight."

Spring (1) supports full weight of Tone-arm (2) and is insulated by felt padding A. Part of weight of Reproducer (18) is allowed to bear on Victor records, and this weight is just what is needed for this type of record. Edison require more weight than Victor and this is automatically given by the "HOFFAY" because Edison records are thicker, and the principle of this form of spring is that the thicker the record, the more weight there is upon it.

Tone-arm (2) is supported by revolving base (3) at pivots (4). The Tone-arm is straight, there being no curves or joints hindering the sounds. Joint (13) is cemented and consequently air-tight.

Stationary base (5) carries balls (6) upon which revolving base (2) turns around for the horizontal movement of Tone-arm. Revolving base (2) is supported by flexible washer (15) supported by ring (16) and by end (16) of revolving base touching the halls is sunk into lubricating material, the air-tightness is given by the "HOFFAY" because Edison records are thicker, and the principle of this form of spring is that the thicker the record, the more weight there is upon it.

Joint (13) is cemented and consequently air-tight.

Flange (10) suspending from revolving base (3) goes into groove (11) of stationary base (5), without contacting with said groove, which is filled with lubricating material, and is continuously lubricated mainly by capillarity; thus a permanent air-tight and anti-friction joint is being provided.

Space (14) between Tone-arm (2) and revolving base (3) permits the Tone-arm (2) to be absolutely free to move, and is guaranteed to be in absolutely closed by means of flexible washer (15) supported by ring (16) and by end (16) of Tone-arm, where it is fastened. This washer (15) leaves Tone-arm absolutely free to move, and is guaranteed not to last several years—also, it may easily be replaced. An ideal flexible and vertical air-tight device is exclusively provided by the "HOFFAY".

Equality of distance between stylus (20) and vertical axis (21) of Tone-arm (2) when Reproducer (18) is in position to play Edison records is given as shown in photograph 2, or in position to play Edison records as shown in photograph 3, is essential for good reproduction of sound and for lengthening the life of records. This is afforded by the "HOFFAY" automatically, no screws to fasten nor detaching of Reproducer (18) being necessary.

To obtain good tone it is essential that the diaphragm corresponds in line with the vertical axis of horizontal movement of Tone-arm. Photograph 1 shows a dotted line from axis (21) of Tone-arm (2) to diaphragm (23) inside of Reproducer (18), thus demonstrating that this essential requirement is fulfilled.

It is equally essential that stylus (20) be in line with axis (21) when playing Edison records and in photograph 3 will be seen that this requirement is also fulfilled.

Perfect air-tightness is given by pad (26) in Tone-arm (2), and by padding (27) in Reproducer (18). See photograph 3. These paddings contact with surface (20) and (20) of elbow (21), respectively, when playing Victor records. The two paddings contact with one another when playing Edison records.

To play Edison records loosen up screw (40) and press clip (35), which releases (25) and (21) and the Tone-arm (2) swings out of the way on steel pivots (32) supported by steel braces (33), thus permitting Reproducer (18) to be lowered upon pins (34). Springing the Reproducer (18) higher, by engaging the Reproducer (18) by engaging the Reproducer (18) by end (30) and by end (30) and as the end of pivot (32) is cemented and consequently air-tight.

Change from Edison position (see photograph No. 5) swing Reproducer (18) to position shown in photograph No. 4 and press elbow (31) against Reproducer until plate (30) springs by itself over pivot (38) of said elbow. Then tighten up screw (40) so as to hold more firmly Reproducer (18) against elbow (31). In this way a fixed position is furnished by the "HOFFAY" for playing Victor records, and you know it's right because you hear it click. The housed construction is such that nothing but perfection is attained.

Either in "fixed" positions which the "HOFFAY" gives (and which prevent mistakes being made by the user of the machine); or in proper weights (for playing Victor and Edison records) given automatically by the "HOFFAY"; or in an absolutely air-tight construction (free from rotary joints, which in time loosen up, rattle and permit air to escape); or in an absolutely straight and air-tight Tone-arm; or in all and every requirement for attaining perfection of sound and for foolproof operation of the machine by the user.

Our new cabinets are beautiful and distinctive, befitting the perfect instrument they enclose.

SEND US A TRIAL ORDER TODAY

HOFFAY TALKING MACHINE CO., INC., 3 W. 29th Street, N.Y. City

HOFFAY products are protected by patents granted and pending. Infringements will be prosecuted.
MARCH 15, 1918

THE TALKING MACHINE WORLD

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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 usual “Airtight-phone.”

In the “RESURRECTONE,” the diaphragm is vibrated by a “tuning-fork” working on both sides, the reality of the two arms being automatically insured by “vividness and materialness” of sound being absolutely assured and steadied.

In the “HALF-FORK-TONE” a movable lever rigidly connecting 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 feature making this reproducer absolutely superior to all others.

In the “HALF-FORK-TONE” a movable lever rigidly connecting 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 feature making this reproducer absolutely superior to all others.

Order a sample; impress your machines increase the value of your records, and learn by actual test how much better the complete “HOFFAY”-instruments must be than any other machine. “Try” re-quires “airtightness” and the “RESURRECTONE,” “HALF-FORK-TONE,” as well as the “HOFFAY” are absolutely “airtight.”

Hoffay Talking Machine Co., Inc., 3 West 29th Street, New York City

T. McCREADY NEW VICTOR TRAVELER

Thomas McCready has been appointed successor to Roger N. Lagoon, on the traveling staff of the Victor Talking Machine Co. Mr. McCready will travel in the Middle West, concentrating his energies as a business ambassador in the State of Ohio.

JOINS THE NATIONAL ARMY

M. P. Fitzpatrick, who was formerly a member of the traveling sales staff of the Silas E. Pearson Co., New York, Victor wholesalers, is now a member of the National Army, stationed at Camp Meade. Mr. Fitzpatrick is well known in the Victor trade, having visited the Victor dealers in the West before joining the staff of the S. E. Pearson Co.

Edward Quick, of North Milwaukee, Wis., has been appointed distributor for the State of Wisconsin for the World phonograph, manufactured by the World Phonograph Co.

IMPROVES ALL RECORDS

A HOFFAY AGENCY

means Profit and Prestige for you. Not only profit on the phonographs you sell, but on the continuous profits you make on all records, for the Hoffay “Improves all Records,” and as has been said, “Brings out of a record all that was put in.” In being associated with the Hoffay you immediately attain Prestige.

One has only to listen to and examine the Hoffay to appreciate that the supremacy claimed is that supremacy accomplished. The Hoffay Air-tight Reproducer, Hoffay Air-tight Adapter, Hoffay Air-tight Tone Arm and Hoffay Air-tight Anti-friction tone-arm mounting are four of the most important exclusive features which make for the supremacy of the Hoffay.

For Domestic and Foreign Business Address:

HOFFAY TALKING MACHINE COMPANY, Inc.

3 West 29th St.
New York City

$100


Our Dealer Proposition

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

Banking references furnished and required
New York gave Stracciari an ovation. Stracciari has given the Columbia April program a splendid record—the song to the courtiers, from “Rigoletto.” Every opera lover will enthrall when he hears this one.

Columbia Graphophone Co.
Woolworth Building, New York
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

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 nickel 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
KANSAS CITY DEALERS ARE STRONG AFTER BUSINESS

Despite Shortage of Stock They Are Carrying on Strong Campaigns With the Goods on Hand—Junkins-Riley Co., Pathé Jobber, Turns Over Dealers to Wm. Volker—Other News

KANSAS CITY, Mo., March 5—Despite shortage of stock, and the problems brought about thereby, talking machine dealers in this city and vicinity are not in any sense marking time. Although some of the more popular models of machines and the most desirable records are practically impossible to get, they are, nevertheless, carrying on strong campaigns to dispose of the goods already in their stores and to build for the future when conditions get back to normal. There is a lot of missionary work being done that cannot, and is not expected to, bring results for some time to come.

An interesting development of business in this section was found in the demand from the oil district. Fortunes are being made in oil over night, and the mechanic, or laborer, who yesterday was a prospect for a $20 machine may today be in a position to buy one costing several hundred dollars. The pleasing part of the situation is that most of the deals with the oil men are for cash.

The Junkins-Riley Co., who have been Pathé jobbers for the Kansas City territory for a number of years, have sold a large part of their stock, and turned over their dealers to the Wm. Volker Co., jobber of household furnishings. The Wm. Volker Co. is now the sole Pathé jobber of this territory.

The Junkins-Riley Co. will open an exclusive Pathé Shop (retail) in one of the best retail locations in the city. The shop will be designed by well-known architects and will be one of the best in this part of the country. Nothing definite has been done yet.

The Architects and Engineers Supply Co., Sonora dealers, report a big gain over last month and a bigger one over this time last year. They say that the demand for Sonorases is growing tremendously. Their record exchange department is also keeping up its big volume of business.

A. Einstein, of the Manophone Corporation, was a visitor among the trade recently.

“Our business continues to be simply wonderful,” said S. G. Loewenthal, of the Henley-Waite Music Co. “The whole general line of Columbias seems to be in demand. We can’t get enough of them. And our record business continues to be very, very good.”

The Hall Music Co. management stated that the sale of Victors continues to be splendid and that, were it not for the shortage, business would be at the point of perfection. In records, the “Missouri Waltz” continues to be a leader.

Manager Lasseter at the Columbia department of the Kansas City Photo Supply Co. says that business is steadily on the increase. The additional record rooms, so recently built in, have only finished just in time—so fast has business increased. This company is a strong believer in the efficacy of advertising and has been doing extensive advertising both in the newspapers and on the street cars, the latter being particularly attractive.

The Brunswick-Balke-Collender Co., Brunswick jobbers in Kansas City, say that business all through this territory is on the boom, particularly in Missouri. As fast as the machines are shipped in to the dealers there comes a “big howl” for more and more of them. The new Brunswick tone arm is making a big hit.

The Victrola department of the Jones Store Co. continues to have a very fine business. Of course they are handicapped by the shortage and sometimes so many substitutions have to be made that it requires the acme of diplomacy to put the deals across. “When we do get in some machines they are fished oaks when the demand is for mahogany, etc.,” said one of the salesmen. “However, we continue to take in the coin, so we should worry! Our business was far greater this month than a year ago.”

The Brunswick Shop, which has not yet been established a year, now has a splendid business and verifies the belief of the management that just such an exclusive Brunswick Shop was needed in Kansas City. Sales continue to grow and the only difficulty is to supply the demand.

DOHEILER 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.

DOHEILER DIE-CASTING CO.

WESTERN PLANT BROOKLYN, N.Y. NEW JERSEY PLANT TOLEDO, OHIO.

If the store dancing of the Edison company was merely a success at Peoria, at Clinton, and at East Orange, it took Kansas City by storm. On March 2, the end of the second week, the enrollment was up to nearly large capacity. And it was in Kansas City that, for the first time, the clumsy male insisted on coming to learn to dance. The first boys’ classes were ordered to be cut out, and what is more, the five-dollar a week was cut to the size of a nickel.

Miss Baldwin says that never before have the boys showed such enthusiasm. Hundreds of the little people were clamoring daily for registration while the mothers of many others register them over the phone. The lessons are being given in the basement of the Edison Shop (which has been fitted up splendidly for that purpose), and the mothers wait for the children in the concert room above and listen to the machines.

A unique feature at Kansas City is the large class of children from the city’s slum district. They come every Saturday morning with a teacher from their ward school and to them that hour of dancing is a brief stay in Paradise. Many of them are Russians and the art of the dance is born in them.

STRONG DEMAND FOR PHONOGRAPH

In a review of general business conditions, the New York Times had the following to say regarding the market for phonographs at the present time:

“The demand for phonographs continues strong, according to reports from several manufacturers with offices in this city. Though the hundred-dollar article seems to be the most sought, there is said also to be a good many of the more expensive lines selling, as well as a large number of the cheaper grades. The table cabinet continues in the lead among the higher grades. It is predicted that its sale this Spring and Summer will be unusually large, due to its being particularly well suited for the Summer cottage. It was explained that besides being a musical instrument of rare qualities it combines practical utility with beauty in a manner that is very pleasing.”

DEALERS EVERYWHERE ARE SELLING QUANTITIES OF OUR

HANALEI BANJUKES

(Ukuleles in Banjoo Form)

A bigger hit than the Ukulele because much louder and naturally pleasing in tone due to the special construction. Perfect two octave scales. Thoroughly patented instrument for both solo playing and group or party playing. Send for illustrated catalogue and price list today.

The Banjuke Is One of the Biggest Sellers In the Musical Instrument Line.

SHERMAN, CLAY & CO.

Sole Manufacturers

163 Kearny Street
San Francisco
Featuring the Musical Possibilities of the Talking Machine

By William Braid White

[Note.—This is the thirteenth 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 often-times neglected wholly or in part.—Editor.]

RECORDS OF PIANO SOLOS

At the present moment the world finds itself very much in a state of flux. Everywhere new ideas are being tried out with an enthusiasm which a few short years ago would have been thought almost inconceivable. Old notions are being revalued and whatever does not seem to weigh up to standard is being thrown on the dust heap. The manufacturer, whether directly or indirectly interested in the great war which is now engaging our energies, is feeling the impulse of new and fresh ideas. The business to which the energies of this paper are devoted is one which, before the war, could rightly have been called new, fresh and untrammelled, yet even in this bustling industry we find the signs of a still newer and quickening spirit. We live in great times.

It is my especial business to discuss with those who sell talking machines ways and means to increase the interest in this field of public demand for piano records, or for any lack of interest in the product on the part of the retailer.

Records

In the retail selling of talking machines the record is, of course, the dominating feature. It is the record which excites the interest in the beginning, and mainly sustains it during the process of selling. The machine itself is, of course, complementary and essential; but the record is the interest-producer primarily. A fine set of records may be sold with a relatively cheap machine, but the finest machine cannot be sold without records. For indirect interest in the product on the part of the retailer. Let me briefly examine both of these ideas for our mutual benefit.

Two Reasons

There can only be two possible reasons for any lack of public demand for piano records, or for any lack of interest, even of such demand. These reasons may be (1) some possible defect in the composition of the record, or (2) some lack of interest in the product on the part of the retailer. Let me briefly examine both of these ideas for our mutual benefit.

Ear vs. Record

Those who have watched the progress of recording are well aware that, until about ten years ago, scarcely any attempts to record solo piano music had been seriously made. The piano had been from the first used as an accompanying instrument in voice recording, but the support it affords in this respect is of only the slightest weight, being perceptible and no more. The art of recording solo piano work has progressed quite slowly, meanwhile, and it has gradually come to be seen that much technical refinement has yet to be brought about before the marvelous fidelity and power of the vocal records are approached. The piano record does not show the slightest defect in respect of its "hearing." Certainly the record takes up all the sounds that proceed from the piano. The only trouble is that the record picks up and fixes permanently a certain varying number of fugitive incidental sounds that accompany the playing of the piano, and reproduces these with complete fidelity. Indeed it reproduces them with more complete fidelity, for it tends to give us these incidental sounds in forms not indeed really exaggerated but in their, actual right proportionate powers; something which our ear, when listening to piano playing, naturally and instinctively rejects.

Reverberation

In a word, we hear selectively. The playing of a piano in a small room produces a multitude of reverberations or echoes, from the reflection of the sound waves back from walls and floor. These echoes the ear rejects or ignores. But the record does not. Hence the record gives us certain incidental additional sounds mixed up with the intended sounds, in such a manner that an effect of "blurring" and of something that can only be described as an imitation of the jangle of a cymbal after it is struck sticks out from the sounds of the piano and perceptibly modifies them. It need hardly be added that this modification does not make for improvement.

New York City

Two Reasons

Now, some of these matters have been discussed briefly at some recent piano technicians' meetings. A report of one of these appeared in the February number of this paper. I was glad to observe at this meeting evidences of respect for, and interest in, the talking machine and especially the plain indications that the piano itself is recognized by these practical piano men to be responsible for a good deal of whatever criticism may be leveled at records of piano music. Although it could not be said that any specially conclusive results were obtained, it is fair to say that all present were able to perceive that the piano, as played and built for ordinary playing, is not an ideal instrument for recording of sound.

Defects of the Piano

The defects of the piano may be briefly summed up. In the first place, the sounds which proceed from this instrument are too widely diffused over the room. In a sound-wave operation. In the second place, the sounds which proceed from struck strings begin with a great intensity which rapidly subsides, and so tend to reflection from the walls of a small room, thus producing reverberations and echoes which are picked up by the record and interfere

(Carried on page 65)
"BRILLIANTONE" NEEDLES

MADE IN AMERICA BY AMERICAN LABOR

the best steel needles manufactured because—
(1) they are of uniform length
(2) they have uniform points and
(3) they are of uniform hardness
(4) they are standard and reliable
(5) they Assure Customer Satisfaction—

BRILLIANTONE STEEL NEEDLE CO.
of America, Inc.
B. R. FORSTER, President.
Suite 657-659
Marbridge Building, B'way at 34th St., N. Y.

HALF-TONE LOUD EXTRA-LOUD

Prices and Samples for IMMEDIATE DELIVERIES ONLY Sent Upon Request
with the clarity of the reproduction. In the third place, the bass strings vibrate in such a manner that the strong fundamental sounds which would cause the tones of the piano to be swallowed up in a mass of incidental partial tones. In the fourth place, the vibration of the case and metal framing of the piano, fitted by violent to produce additional reverberations which likewise interfere with clarity.

Remedies
The remedies are not entirely simple. Some of them may, however, be considered immediately practicable. The first is that piano recording should be done in large rectangular rooms, the walls lined with non-conducting material such as felt, with all re-entrant angles and elliptical concave corners eliminated. This will tend to reduce, if not eliminate entirely, reflections from walls, floor and roof. Secondly, such construction of the piano's case as will tend to deliver its sound waves in one given direction is highly desirable. This might be done by enclosing the piano, save only the key-board, in a concrete box, having a tapered end with an opening to the talking machine horn, where the concrete or similar non-conducting neutral material. Solid glass would be as good but more expensive.

The perfect piano for recording purposes will have to be built especially. I think the perfect piano must be above all longer, so as to permit of longer bass strings.

Many of the present difficulties would then vanish. The technical reason I have only been able to state briefly and inadequately; but so far as they go they are thoroughly valid.

Selling
So much for the recording side; but now what about the selling side? All the ideas which have pointed out have not operated to prevent the sale of talking machine records of piano music, nor is there any particular reason why they should have. I have stated what any one can perceive for himself, but I have not failed to show likewise that the art of recording for the piano is in a state of progression. Why then be disappointed further improvement—which will come in good time—when we can have so much that is so good, and moreover can do our part towards educating the public into the desire for piano music records now? As the manufacturers sell, one by one, the problems of recording, they will increase the number thereof and will go after piano music more and more persistently. They will do this because the piano is the one most popular musical instrument; and because the player-piano and the hand-played player-piano record has awakened a new and vital interest in all that pertains to piano playing. All the ideas set forth above tend to show, in the aggregate, that the art of producing piano records relatively as perfect as those which the voice per- set forth above tend to show, in the aggregate, that the art of producing piano records relatively as perfect as those which the voice per- set forth above tend to show, in the aggregate, that the art of producing piano records relatively as perfect as those which the voice per- set forth above tend to show, in the aggregate, that the art of producing piano records relatively as perfect as those which the voice per- set forth above tend to show, in the aggregate, that the art of producing piano records relatively as perfect as those which the voice per- set forth above tend to show, in the aggregate, that the art of producing piano records relatively as perfect as those which the voice per- set forth above tend to show, in the aggregate, that the art of producing piano records relatively as perfect as those which the voice per- set forth above tend to show, in the aggregate, that the art of producing piano records relatively as perfect as those which the voice per- set forth above tend to show, in the aggregate, that the art of producing piano records relatively as perfect as those which the voice per- set forth above tend to show, in the aggregate, that the art of producing piano records relatively as perfect as those which the voice per- set forth above tend to show, in the aggregate, that the art of producing piano records relatively as perfect as those which the voice per-
EDISON DIAMOND DISC JOBBERS HOLD ANNUAL CONVENTION

The Edison Diamond Disc Jobbers’ Association held its annual convention at the Hotel Knickerbocker, New York, on Monday and Tuesday, February 18-19, and, despite the unusual travel conditions prevailing, only three members were missing when the roll was called, the jobbers coming from all sections of the United States and Canada to attend the gathering.

The convention program in the main followed closely those of other years, and included special papers read by various members of the association, talks on important topics delivered by factory officials, and general discussions at an open forum.

The first business session was held on Monday, at which time various officers and committees made their reports for the year. The reports for the most part were very encouraging.

All officers were re-elected for another year, they being: Walter Kipp, Kipp Phonograph Co., Indianapolis, president; L. N. Bloom, Phonograph Co., Cleveland, vice-president; F. E. Bolway, Bolway & Son., Inc., Syracuse, secretary, and H. H. Blish, Harger & Blish, Des Moines, la., treasurer. The advisory committee for the coming year will consist of A. H. Curry, Dallas, Tex.; Albert Bliehn, Pittsburgh, Pa., and George Babson, of New York.

Tuesday’s sessions were given over to the reading of special papers and addresses by members of the Association and by factory officials, the latter including William E. Maxwell, vice-
Walter E. Kipp, President

on the Edison phonograph, which was discarded upon to considerable extent. P. E. Bolway read a paper on "Retail Selling Plans," and H. H. Blish, Jr., read a paper on "Tone Tests." The session broke up at 1 o'clock when the factory officials and supervisors were the guests of the jobbers at a special luncheon at the Knickerbocker.

The afternoon session was opened by Harrison Durant, who presented a new and interesting financial plan to the jobbers, following which A. H. Curry read a paper on "Wholesale Selling Plans," W. B. Eddy read a paper on "Accounting and Collecting," and B. A. Trestrail, Toronto, led a discussion of war and business in Canada and the United States.

At the conclusion of the regular program, an open forum was announced, and a number of interesting informal discussions were indulged in.

On Tuesday evening the jobbers were the guests of Thomas A. Edison, Inc., at an elab-

The BEST TALKING MACHINE NEEDLE

On the Market—Packed in Counter Salesman

The Fred. Gretsch Mfg. Co. 66 Broadway

Manufacturers of Musical Instruments

No. 604 UDELL CABINET

For First Victor or Columbia Records. Capacity 266 Records. It is 28 inches high and the top is 12 inches square.

Start the new year by writing for our catalog.

THE UDELL WORKS

1205 WEST 28th STREET

INDIANAPOLIS, IND.
In every industry there is a leader and this Company has conducted its business with the one thought in mind of being the leader in the talking machine cabinet industry.

How well we have succeeded is indicated by the fact that are being used exclusively by the majority of the leading talking machine manufacturers. Century Cabinets are giving absolute satisfaction to every user, and every cabinet is guaranteed by the world's largest manufacturer of talking machine cabinets.

We are ready to quote on your 1918 contracts

CENTURY CABINET CO., 25 West 45th St., N. Y.

FACTORY: UTICA, N. Y.
Happenings in Dominion of Canada

TRADE CONTINUING ACTIVE IN TORONTO AND VICINITY


Toronto, Ont., March 8.—W. C. Willson, for the past fourteen years secretary-treasurer and manager of the Maford Mfg. Co., Ltd., of Maford, Ont., has joined the Pathé Frères phonograph organization in this city. He comes in the capacity of assistant manager of Pathé Frères in Canada, and will have charge of the firm’s internal organization. Mr. Willson brings to the Pathé organization not only a wide manufacturing experience, but also an enthusiasm for a young man who has boundless faith in Canada’s future and the part that Pathé Pathéphones and records will play in building up a musical and therefore a cultural Canada.

The R. S. Williams & Sons Co., Ltd., on March 12 will close an essay prize contest which they have run for several months in which they have given away a large number of records. The contest is open to the boys and girls of Victoria, February 25—March 7. The prize is a set of “The Great War” records, valued at $25.00.

Mr. Lyle, who has had a long and extensive experience of I. Montagnes & Co., distributors and the Columbia Graphophone Co., has been transferred to Canada. Mr. Lyle comes from the head offices in New York.

R. J. Bradt, general manager of Canada for the Columbia Graphophone Co., has been planning ever since 1917 closed with a business with representatives of a business 100 per cent larger than in 1917, how to keep pace with growing demands. Two things he found necessary—largely increased factory facilities, and an enlarged staff. The filling of the latter need is now announced, and factory negotiations are in progress. To aid in the direction of the greatly enlarged manufacturing and selling business, Mr. C. Lyle has been transferred to Canada. Mr. Lyle comes from the head offices in New York. His experience of over fourteen years embraces every phase of the business. With such an experienced Mr. Lyle will be of great aid to Mr. Bradt in upbuilding manufacture; in taking care of sales and the general development of the business to the benefit of dealers in Canada products.

Mr. Bradt, having had the experience of I. Montagnes & Co., distributors in Canada of Sonora phonographs, is in Canada of Sonora phonographs.

Robert Shaw Continues as Manager—Grand Opera Season Helps Season of Record Sales—Trench Wars Promote Demand for Phonographs

Winning, Man., March 6.—The Western Faux Goddard Co., distributors of Columbia lines in the West, have now been taken over by Cassidy’s, Ltd., and have moved into very much larger quarters. Robert Shaw has been retained as manager, and Gordon Stark has been engaged as assistant manager. Mr. Shaw reports goods coming in considerable quantities—record shipments from factory, but there are thousands of orders for records still unfilled.

During the appearance of the San Carlo Opera Co. in Winnipeg the local phonograph dealers (Victor, Columbia, Edison and Pathé) took advantage of the occasion and used a whole page in the Winnipeg Tribune featuring each day a list of records of the opera playing that night. A Winnipeg officer has just sent to his wife in the Winnipeg Tribune featuring each day a list of records of the opera playing that night. A Winnipeg officer has just sent to his wife in the Winnipeg Tribune featuring each day a list of records of the opera playing that night.

The retail Victor store is a personal service line. As manager, Mr. F. W. Cross, Goulding & Skinner, who are featuring “His Master’s Voice,” Ltd., Toronto, when not developing new ideas from which dealers can sell still more records, was a recent visitor to New York. Mme. Barrientos, the eminent coloratura-soprano, exclusive Columbia artist, gave a song recital recently in Toronto and a large sale of records of her recordings is reported.

G. P. Sharkey, who is well known to the Canadian phonograph trade, has started a new venture under the name of Sharkey Novelty Co. and is offering the trade engraved brass nameplates for pianos and talking machines.

Mr. Rice is opening up with “His Master’s Voice” lines. The store equipment will include a number of demonstration booths for the Victoria department.

Please inform us.

M. E. Stanwood, Ltd., announces a big sale of the “His Master’s Voice” lines.

Talking Machine Supplies and Repair Parts

SPRINGS, SOUND BOX PARTS, NEEDLES

THE RENE MANUFACTURING CO.

MONTVALE, NEW JERSEY

“Talking Machine World” - “We also request that you send a copy of our list to every dealer on your list who may have in stock any of the prohibited records, with instructions to withdraw them at once. Please return information as to your dealers’ stocks and inform us. We do not intend to withdraw the records of standard composers, or other selections which are without optional flavor.”

To meet the convenience of their outside dealers visiting Toronto, the Canadian Phonograph Supply Co., of London, Ont., distributors of Starr phonographs and records in Canada, have arranged for a local branch. Samples of the various types will be on display. M. E. Stanfield, on the firm’s selling staff, will look after this branch, in addition to handling his Ontario territory.

P. K. Wood, of the Thomas Mfg. Co.’s local branch, has returned from a visit to the firm’s headquarters in Dayton, O.

Thomas Nash, the well-known “His Master’s Voice” enthusiast, who is manager of “His Master’s Voice” Ltd., Toronto, is now developing new ideas from which dealers can sell still more records, was a recent visitor to New York.

The White House (the largest departmental store in St. Boniface) has taken up the Columbia line and is specializing in the French records on the Columbia list.

Stanwood’s, Ltd., announce a big sale of the new Columbia record “Blighty.” In connection with this record Mr. Shaw says the output was phenomenal, over one thousand being sold in the first day and a half. (Continued on page 70)
All Columbia dealers have lately shared in a good distribution of Godowsky records, due to this artist’s appearing in the leading centers of Western Canada and British Columbia.

The announcement of enlarged manufacturing facilities by the Berliner Gramophone Co., Ltd., Montreal, has been received with considerable elation by the management of the Western Gramophone Co., Western distributors of “His Master’s Voice” lines. Ashdown’s have built new mahogany and glass tone rooms and have very materially enlarged the Grafonola department, putting Chas. White in immediate charge under the direction of Ralph Patterson. Business is reported as brisk.

All Columbia dealers have lately shared in a good distribution of Godowsky records, due to this artist’s appearing in the leading centers of Western Canada and British Columbia.

The Western Gramophone Co. say there has been a big demand for Victor records, and are looking forward to big times when Harry Lauder comes to Winnipeg.

RECENT DINNER OF MONTREAL TALKING MACHINE MEN

About Thirty-five Members of the Trade Have Most Enjoyable Reunion at Coopers’—Black Diamond Needle Co. Organized—Brunswick Phonograph Popular—Congratulations for Edison

Montreal, Can., March 5.—A dinner free from long-drawn-out cut-and-dried speeches was that of the Montreal talking machine men held recently at Cooper’s. The entertainment furnished by professional talent was given hearty applause and numbers of encores. Covers were laid for thirty-five and the dinner was of the high standard for which Cooper’s is famed and was heartily enjoyed, of course. S. H. Brown, the versatile linguist and retail sales manager of the Berliner Gramophone Co., Ltd., who is excepciónally and most favorably known to the trade on the other side of the line, demonstrated that he could manage and conduct a dinner and entertainment of this nature as well as he conducts business. Those contributing to the program included Thomas Cowan, Lieutennant B. C. Hilliarem, S. R. Adamson, T. L. Rettie, Sergeant Harry Pearson, et al.

At a recital given in aid of the Red Cross at Windsor, N. S., a Starr phonograph contributed to the program. The phonograph was a duplicate of one recently purchased by Dr. Boyle, president of King’s College, of that place.

The Black Diamond Needle Co. has been organized by Arthur Kempton, of Montreal, who is featuring a semi-permanent talking machine needle called the Black Diamond. Patbo Canals records were featured by all Columbia dealers in the newspaper advertising both previous to and after his recital in Montreal and a large volume of sales is reported.

“We only wish we had taken on the representation of the Brunswick long ago,” is the way the Cowan Piano & Music Co. expressed themselves to their correspondent. This firm are developing considerable more space to the talking machine end of their business and purpose utilizing their upstairs studios for demonstrating parlors.

All the talking machine and piano dealers observed the recent dead heat of three days’ duration.

Among the congratulations which have poured in upon Thomas A. Edison on the occasion of his seventy-first birthday were many from friends in Canada. Some of these messages are from men who recall the time when the electrical wizard sold papers and candy on the Grand Trunk trains.

VALUE OF PERSISTENT PUBLICITY

Kirkman Engineering Corp. Tell of the Progress of Their Products—Advertising for Six Years in The World—Have Built Big Business

The Kirkman Engineering Corp., New York, manufacturer of automatic stops and other successful phonograph accessories, has been making rapid progress the past year, and in a chat with The World Thomas W. Kirkman, president and general manager of the company, stated as follows:

“We have been advertising our accessories in your paper for the past six years, and at the present time have a steadily increasing list of patrons, which includes manufacturers and dealers from coast to coast. As an indication of the value of persistent merchandising and advertising, it is interesting to note that the demand for our K-E automatic stops is far ahead of our expectations, and in advance of our manufacturing facilities.

“When we started to produce our automatic stops, the manufacturers of talking machines did not accept the idea with unanimous favor. Some argued that it was an added expense, and an unnecessary innovation, but our persistent campaign to the trade and the success of our device has ‘sold’ the idea of an automatic stop to manufacturers and dealers everywhere.

“To-day we are selling the K-E automatic stops to many different talking machine manufacturers, including some of the leaders of the industry. From a new accessory, handled by the dealer only, it has progressed until it is now recognized as a part of the standard equipment of the high-grade, successful talking machine. We have weathered many storms in manufacturing and merchandising these stops, and as we look back upon our six years’ experience in this field, we are inclined to believe that the practical merit of our device has enabled us to overcome all the obstacles which confronted us during the first few years, and gained for our product country-wide recognition.”

CLAIMS PATENTS ARE INFRINGED

Mutual Talking Machine Co. Announces That It Plans to Prosecute Several Concerns for Imitating Its Ball Bearing Tone Arm

“During the past few weeks,” said Wm. Phillips, president of the Mutual Talking Machine Co., New York, “my attention has been called to the fact that several concerns in the trade are infringing on the Mutual ball bearing tone arm. Some of these infringements are sufficiently flagrant to warrant our attention, especially in view of the fact that this tone arm is a patented product, and patent claims have been granted on all of its distinctive features.

“It is our intention to prosecute vigorously all infringers of this ball bearing tone arm, and I have just placed in the hands of our attorneys proofs against two concerns whose infringements have been so serious that our customers have called our attention to their duplication of our product.

“We do not sell the Mutual ball bearing tone arm to motor manufacturers, but market it direct to the talking machine manufacturers or dealers, thereby eliminating the middleman, and enabling us to give maximum service to our clients. We, therefore, feel that the talking machine industry should be conversant of the infringers of our tone arm, particularly as this ball bearing tone arm is an original product, which is fully covered by patents. I may add that we intend to prosecute not only under the patent laws, but under the laws covering unfair competition.”

Frank M. Elmer, talking machine dealer of Watertown, N. Y., has purchased a controlling interest in the Watertown News Co. here.
An Artistic Easter Window Suggestion Described for Talking Machine Dealers

By Ellis Hansen

This is the thirteenth of a series of articles on window displays written by Ellis Hansen, who is recognized as one of the most practical designers of talking machine window displays in the United States.

Easter has come to be looked upon as the occasion for elaborate window displays. Department stores, to which the world undoubtedly is indebted for the high standard of commercial art in the show windows of this country, generally make the Easter season the time for the "spring openings" and to-day—more than ever before—the success of any "opening" depends to a great extent on window displays. Years ago it was considered good form during the Easter season to use religious emblems, such as a giant cross made up of artificial flowers or wax figures made to represent angels with flapping wings, mammoth eggs with big dolls inside. Stuffed rabbits and live chicks were also noticed in many windows, all to signify Easter and jolly the crowds into the spirit of Easter shopping.

To-day such an appeal from the show windows of any self-respecting store would be considered coarse and poor in taste and, therefore, bad business. The idea to-day of a successful Easter display is rather to carry the spirit of spring, the rebirth of Mother Earth with the flowers, trees and all the living things so dear to all of us after the long cold winter sleep.

The graceful Easter lily is very popular and justly so, but I would advise against blooms and roses exclusively, for they might give a funereal air to the entire display and that, of course, by all means must be avoided. Lilies and roses, with the latter predominating, with plenty of vines and leaves make a good combination.

Another reason for talking machine dealers not to emphasize Easter too strongly is the short life of such a display. Easter comes unusually early this year, to be exact on March 31. It would be illogical to keep an exclusive Easter display in a dealer's window more than about a week or ten days after this date. On the other hand, a spring display could very nicely give four or six weeks' service. This would encourage dealers to spend more time and money on such a setting and account of the greater length of time it would serve.

Manufacturers have been in the habit of sending out circulars, hangers and show cards advertising Easter records. These, of course, should be made use of for the proper length of time and would, no doubt, add to the sale of Easter records. But such cards and other Easter advertising should be taken out of the windows before they have grown stale. Nothing is more out of place than a Christmas display in February and that same principle applies just as well to other holiday seasons.

The fixtures illustrated and described in this article should be made substantially and of good material and finish. This will increase the cost somewhat, but when it is taken into consideration that such fixtures can be used over and over again for the different seasons by changing the lower part of the stands, Easter lilies, tea roses, and foliage and separate palm leaves. These can be furnished by any dealer in artificial flowers.

Such decorations can be used again and again, but care should be taken in storing them away when not in use. The making of artificial flowers has reached a high degree of perfection. Nearly all the high-class stores make extensive use of them in all kinds of displays. Dealers, however, must be careful not to use the flowers in the shape in which they are sent from the manufacturers, which is in a stiff and unnatural way. This is done to take up as little space as possible in shipping. The stems, flowers and leaves should be blended and arranged as they appear in their natural state. If

(Continued on page 72)
AN ARTISTIC EASTER WINDOW SUGGESTION FOR DEALERS
(Continued from page 71)

this is done some very effective results can be obtained.
Now for the making of the fixtures. The easiest way would be to have a carpenter give an estimate as to the cost, and if satisfactory let him make all of the woodwork.
But for those who can spare the time and want the fun of making it themselves, I shall try to describe the material needed and how to go about the job.
Basswood 34-inch thick should be used throughout the display except for the square strips as stated. The base should be made 6 inches high, 30 inches wide and 10 feet in length. The height of the two flower stands is 7 feet 6 inches, which added to the 6-inch base makes these 8 feet high. Four strips, 1½-inch by 1½-inch, is needed for each stand; the length of these should be 6 feet 3 inches. Now mark each corner of the base in the shape of a square 10½ inches, saw out four square holes 1½-inch by 1½-inch, into which the four 1½-inch strips should fit snugly. It is best to lower them to the bottom of the base as they are the main support of the entire fixture. The stands are 10½ inches square, which leaves 7½ inches between the uprights on all sides. The lower part of the stands intended for the palms is 21 inches high and contains 13½ inches. The distance between the uprights on all sides. The lower part of the stands intended for the palms is 21 inches high and contains 13½ inches. The distance between the uprights on all sides.

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First make the center piece. First make the pattern. Get a piece of fairly heavy paper (wrapping paper will do) size 32 inches by 60 inches, which will make one-half of the pattern. First enlarge the working diagram to the proper size, make the inside circle 21 inches in diameter and use this as a basis. The distance between the upper and lower bars in the center piece is 13½ inches; the bars are 1½ inches wide, which makes the size over all correspond to the size of the basket, handles 16½ inches. Copy and enlarge the outlines as nearly as possible. Then take the pattern to a mill and have it band sawed. The wood should be 34-inch bass wood as said before, and the size required for the center piece would be 32 inches wide by 10 feet long. Finish the woodwork in ivory enamel or any other color you might desire.

BOSTON BOOK CO.'S NEW HOME

Have Spacious and Central Quarters at South-east Corner of Washington Square, New York

Herewith is shown a photograph of the new home of the Boston Book Co. This building, which is a daylight plant, is equipped with the latest time and labor saving machines. The building is situated at the southeast corner of Washington Square, New York, and overlooks the park, thus giving the workers a view of nature both winter and summer. J. M. Alter, president of the above company, is very solicitous after his employees' welfare, and the new home of the company was selected with the view of having one of the most efficient factories, and at the same time, by the installation of every convenience, make the work of the employees a

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.

No. 79
In all finishes. Shown with top moulding and shelves. Specially adapted for use with Victrola IX.

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.

MARCH 15, 1918

THE TALKING MACHINE WORLD

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

THE GEO. A. LONG CABINET COMPANY
HANOVER, PA.
Mr. Edison has given great thought and study to the tone of his truly marvelous instrument.

We have given untold thought and study to a device to simplify and facilitate the handling of the disc record.

The Eject-o-file Model 150-E

Has been designed and "BUILT TO FIT" the record compartment of the Edison Style C-150

Constructed with individual non-abrasive record compartments, filing and finding records is a pleasure when your machine is equipped with Eject-o-file.

Special files to fit any style or make talking machine, also auxiliary files.

Order today

PEABODY PIANO COMPANY
JOHN STENGEL, JR., President
Baltimore, Maryland
ANNOUNCING

Ready File

FOR

THE NEW EDISON

MODELS A-100 AND C-150

ENDORSED BY

EDISON JOBBERS' CONVENTION

NEW YORK, FEB. 18, 1918

Ready File means an extra profit of $7 on practically every A-100 you sell—$6 on practically every C-150.

Let us send complete details about this remarkable money-maker. A postal request will bring them at once.

The Ready File Co., Inc.

INDIANAPOLIS, IND.
Some Official Facts Regarding the Foreign Markets for Talking Machines

The development of the export business of this country has been slowed by war conditions, and the shutting off of foreign manufacturing markets, is naturally a matter of much interest. More important perhaps than the present foreign demand is the question of securing a foothold in foreign countries in preparation for commercial activities after the war. The following review of the foreign market for talking machines, compiled by the Bureau of Foreign and Domestic Commerce, is naturally of great interest, therefore, as indicating conditions as they exist at the present time, and as giving an estimate of foreign manufacturers seeking foreign outlet for their products. Reports issued by the Bureau follow:

France

(Consul Horace Remillard, Saigon)
Talking machines are common in this district, and a good share of those sold here are of American manufacture. American records do not sell, however, because of the small English-speaking population. Imports of talking machines and records for the period from January 1 to December 1, 1917, was not sufficient. In kilos 22 pounds were: From France, 219 kilos; America, 136 kilos; China, 110 kilos; Singapore, 23 kilos; Hong Kong, 16 kilos; total 504 kilos. Records imported and recorded from "China" came from Shanghai, and many of them, as well as a great number of those from Hong Kong and Singapore, are of American origin.

The maximum duty on articles of this class. These duties, in francs per 100 kilos, are: Phonographs, gramophones, etc., their accessories, separate parts, cases, and horns a duty of 90 francs per 100 kilos ($2.88 per 100 pounds); phonograph discs, records registered on both sides, 90; records registered on one side, 45 per cent. higher than in the United States. Because of the distance and the slowness of transportation, machines and records, particularly the latter, should be carefully packed. As the chief towns are on or near the sea, there is no difficult inland transportation, and no conditions requiring special packing or preparation are to be encountered here.

Italy

(Consul General William H. Hunt, St. Etienne)
Talking machines are classified under No. 604 of the French import tariff and pay an import duty of 90 francs per 100 kilos net weight ($2.88 per 100 pounds). The rate of duty applicable to talking machines imported from countries having conventional or preferential tariff agreements is 60 francs per 100 kilos, but this rate does not apply to goods imported from the United States.

In order to obtain a footing in this market, it will be necessary for an American manufacturer either to open a branch in France or to grant an exclusive agency to some established firm. American phonograph companies doing business here have successfully pursued both methods. If a branch or agency is established, it should be located in Lyons, Paris or Marseille. St. Etienne is not sufficiently a center to serve as a seat of a general agency.

As the knowledge of English in French provincial business circles is not extensive, it is probable that correspondence should be in French.

Manchuria

(Consul A. A. Williamson, Dairen)
The most popular talking machine in the Manchurian market, and one commanding by far the largest Japanese and Chinese patronage, is the "Personophone," made by the Personophone Manufacturing Company. It is a distinctly a cheap machine, not to be compared with good machines of foreign manufacture, but its cheapness and the fact that it serves its purpose for two or three years is its greatest sales feature, and one that American manufacturers who desire to sell to the country have found it hard to overcome. In fact, this firm once claimed that it had eliminated the competition of American manufacturers. Several well-known American makes, however, have appeared on the market, and some business is done with them.

This class of goods is sold almost entirely by music stores or by stores handling them exclusively, although recently a jewelry store will carry them as a side line.

Records are on sale here, but they are almost entirely Japanese and Chinese music and pieces. The production of these records is a large business in the Far East. European music is seldom stocked locally, and those foreigners who have machines usually get their supplies of new records from Shanghai.

Some well-known American manufacturers have machines here, but to sell to the masses here will find it hard to do much with it.

Algeria

(Consul Arthur C. Frost, Algiers)
Phonographs, gramophones, etc., their accessories, separate parts, cases, and horns pay a duty of 90 francs per 100 kilos ($2.88 per 100 pounds) at the normal rate of exchange) when imported into Algeria. Freight and insurance rates at present are very high.

It is the custom of local houses to buy as largely as possible in France. This applies even to foreign merchandise, the local house preferring trade with a French agency to dealing directly with the foreign manufacturer. The French agency simplifies the negotiations, since the local house is familiar with French business methods and is able to obtain in France the quotations to which it is accustomed. It also simplifies customs formalities, as goods imported from France are admitted free of duty.

On account of the war the tendency is universal to dispense with luxuries. For this reason and because of high freight and insurance rates and the difficulties of transportation local houses are giving serious attention, with a view to immediately purchase, only to those American products for which there is an urgent present demand, and which can not readily be obtained in a nearer and more convenient market.

Considerable interest is being manifested in after-the-war trade with the United States, and business men are studying American products of all kinds with a view to deciding as to their suitability to the needs of the local market. To this end they appreciate receiving catalogs and advertising matter in French.

There is little demand for voice records in English, and the fact that it serves its purpose for two or three years is its greatest sales feature, and one that American manufacturers who desire to sell to the country have found it hard to overcome. In fact, this firm once claimed that it had eliminated the competition of American manufacturers. Several well-known American makes, however, have appeared on the market, and some business is done with them.

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The Import and Export Figures are as follows:

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<th>Country</th>
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The duty on talking machines, according to the Swiss customs tariff, is $3.86 per 230 pounds gross weight.

The chief Swiss manufacturers are Paillard & Co., Mermod Frères & Co., and Carl Lindström, all of St. Croix. A large credit house, with headquarters in Paris and branches in Geneva and La Chaux-de-Fonds, Switzerland, sells the French Pathé talking machines and discs by means of newspaper and magazine advertisements.

Requirements of Basle Market

(Consul Philip Holland, Basel)
American records for the most part are not satisfactory in Basle. There is practically no demand for voice records, but the European renditions of instrumental music appear to be as well done as those from the United States. There seems to be little, if any, interest in the high-priced voice records such as one commonly sees advertised in the American magazines.

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

KIRKMAN ENGINEERING CORPORATION, 237 Lafayette St., New York
The IMPROVED No. 10

Cleanrite TRADE MARK
RECORD BRUSH

FOR VICTOR VICTROLAS
Price, Nickel Plated, 35c, Gold Plated, 75c

THE YIELDING SPRING IS
THE BIG NEW THING

It Insures Smooth Surface and Preserves Tone

Best Selling and Most Indispensable Accessory for Victrolas on the Market

NO VICTROLA COMPLETE WITHOUT IT

No. 1 Is easily attached. Simply clamp Spring Clips (see No. 1) on goose neck as illustrated (see No. 2).

No. 2 Once correctly adjusted (see No. 3) it does the work automatically. The yielding spring insures correct Brush pressure regardless of Needle used.

No. 3

Write for Sample and Wholesale Price List

SPECIAL PRICE
SAMPLE BRUSH, POST PAID, 10c

As this only covers cost of postage, packing, etc., we will supply only to bona-fide Dealers or Jobbers.

Regular Stock can be ordered from any VICTOR DISTRIBUTER or

Blackman TALKING MACHINE CO.
97 CHAMBERS ST. NEAR CHURCH ST. NEW YORK

VICTOR DISTRIBUTERS
REPAIRS

TALKING MACHINE TROUBLES AND HOW TO REMEDY THEM
Conducted by Andrew H. Dodin

(This department of The Talking Machine World is designed for the service of all classes of our readers, including those who make, and those who sell, talking machines. Andrew H. Dodin, who conducts this department, has a wide experience in the repair of all classes of talking machines and conducts an exclusive talking machine repair shop at 376 Sixth Avenue, New York. Tell him your troubles through The World and he will help you if possible. The service is free.—Editor.)

THE NEW VICTOR MOTOR

During the past two or three months about every Victor dealer that I have met has asked me the following question: "Have you had much trouble with the new Victor motors?" Inasmuch as the average Victor dealer is more concerned with trying to get enough machines than he is for retaining in his memory answers to casual questions, I am going to outline the construction and give you my idea of the adjusting and repair of the new Victrola X. A. motor.

The spring barrel attracts our attention at our first sight of this new motor. Made of one piece of steel and containing the two main springs it is so entirely different from the usual Victor spring barrel that it stands out as the most important change in the method of construction.

Removing the sleeve screw (Part No. 5485 C. P.) will enable us to push the spring barrel through the casting bearings and so take the cage out of the motor. Place the cage on a bench—ratchet end down—then take hold of the main drive gear (Part No. 5428 A. C. P.) and pull straight up and we find that the sleeve slips out of the center of the main spring. We also find that, unlike the old style models, the spring center has no hole for the customary rivet but instead, the sleeve has a slot cut in its side, into which a V shape part holds.

On winding, the first turn of the spring presses this V part into the groove in the sleeve and the tighter the spring is wound the tighter the V part holds. This method of fastening the spring to the governor friction (1595 P. F.) prevents a lot of breakage of springs as the spring barrel cap (Part No. 5363 A. W. N.) and the winding gear and ratchet (Part No. 5356 A.) makes this type of motor one of the easiest winding machines on the market to-day.

The balance of the motor is practically the same as the previous type Victor with the exception that the governor drive gear (Part No. 5357 B.) is larger in diameter than the old governor gear (Part No. 5377 B.) and the same is true of the governor spindle (Part No. 5384 P. F.) as compared to Part No. 3275 P. F. in the older type.

The long sleeve on the governor friction (1959 D. P. F.) will prevent the breakage of governor springs, for it will strike against the governor collar (Part No. 3299 A.) before the springs have spread enough to break. Another guard against governor spring breakage is the little pin in the casing frame which engages the screw on part No. 5331 A. and prevents the improper movement of the regulating shaft (Part No. 5339 W. N.).

Outside of a few minor adjustments I have very little trouble with this type of motor, and if it is carefully adjusted, properly graphited, oiled and greased there is no reason why it should not last out and stay in adjustment longer than any other motor on the market to-day.

McCORMACK'S $75,000 INCOME TAX

Noted Irish Tenor's Contribution to the Government Exceeds That of Caruso—Great Work for the Red Cross—Big Royalties on Records

John McCormack, the noted Irish tenor and Victor artist, put into the hands of Mark Eisner, Collector of Internal Revenue for the Third New York District, a check for $75,000, a sum equal to the annual salary of the President, which represented Mr. McCormack's income tax for the year. This exceeds by $16,000 the income tax paid by Enrico Caruso three weeks ago, and is believed to represent an income of approximately $300,000 a year.

Accompanied by Dr. F. McSweeney, his associate manager; M. F. Doyle, his attorney; United States Marshal Thomas D. McCarthy, a friend of the singer, Mr. McCormack went to 1150 Broadway, one day last week. News that he was coming had spread among the employees in the office, and the singer was the object of much interest when he arrived. He was introduced to Mr. Eisner by Marshal McCarthy, and the necessary papers were drawn in about half an hour. After Mr. McCormack had signed the form he made out a check for $75,000 and was photographed handing it to Mr. Eisner.

After leaving Mr. Eisner's private room, Mr. McCormack rejoined Marshal McCarthy and Mr. Sweeney, and remarked, as a broad grin overspread his face: "If my father ever found out what I paid inside he would curse the Germans more than he does."

Asked how he felt about giving up so large a sum to the Government, Mr. McCormack replied: "It makes me feel happy to do my bit for the country that made possible my success. It certainly makes a man feel great when he knows he is doing his duty. You know the Bible says 'The Lord giveth and the Lord taketh away.' Blessed be the name of the Lord."

McCormack's income is derived from his public appearances and from royalties on talking machine records. His associates say his income this year will amount to less than $100,000, and is believed to represent an income of approximately $300,000 a year.

The balance of the motor is practically the same as the previous type Victor with the exception that the governor drive gear (Part No. 5357 B.) is larger in diameter than the old governor gear (Part No. 5377 B.) and the same is true of the governor spindle (Part No. 5384 P. F.) as compared to Part No. 3275 P. F. in the older type.

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Outside of a few minor adjustments I have very little trouble with this type of motor, and if it is carefully adjusted, properly graphited, oiled and greased there is no reason why it should not last out and stay in adjustment longer than any other motor on the market to-day.

McCormack's income is derived from his public appearances and from royalties on talking machine records. His associates say his income the last year from the records alone amounts to more than $180,000. This is said to be greater than any two other singers living.

Caruso's income from talking machine records is said to be $125,000, with an equal amount from his biographic work, making $250,000 in all.

McCormack started this week on his trans-continental tour to raise $100,000 for the Red Cross. He has already taken in $25,000 toward this sum from performances in Washington, Philadelphia, Boston and Cleveland. The largest amount contributed to the Red Cross at any concert was $12,000, in Cleveland, but the singer received a telegram yesterday that San Francisco is out to make a record of $20,000.

When his obligations to the Red Cross are canceled, Mr. McCormack expects to appear at a series of concerts in behalf of the Knights of Columbus War Camp Fund. It would not be surprising if at the end of his last tour in May he went to France to sing for the soldiers. He was quoted as saying that if it was thought he could contribute to the success of the war by going to France he would be glad to do so.

Equipped CABINETS

Our long experience as master builders of artistic cabinets enables us to produce a talking machine cabinet of exceptional merit. We offer

TO THE MANUFACTURER—These cabinets.

TO THE DEALER—High-class cabinets in which is installed the best mechanical equipment that money can buy. Send for catalogue.

TO THE JOBBER—Fully equipped machines under your trade mark or ours, in carload lots at jobbing discounts.

Prices that are right in each case. Send for particulars.
NO MERCHANDISE represents more remarkable value than the New Edison Diamond Amberola and Edison Blue Amberolu Records.

The famous Edison curtain tests prove this. In these tests talking machines costing from two to five times as much have been completely outclassed by the Amberola.

To the best of our knowledge and belief Amberola sales are increasing faster than the sales of any other musical instrument on the market.

THOMAS A. EDISON, Inc.
Amberola Department
ORANGE, N. J.
MARCH 15, 1918

ROGER N. LAGOW'S NEW POST

Victor Traveler and Foreign Trade Expert

With Lightner & Leon, Wholesale Representatives of Victor Co. in South America

The resignation of Roger N. Lagow was accepted by the Victor Talking Machine Co. the first of this month. Mr. Lagow has for several years been an energetic member of the Victor Co.'s traveling staff, and in this capacity he has done much in the way of creating and applying new and original sales and advertising plans for Victor dealers. Mr. Lagow, it should be added, has recently allied himself with the organization of Lightner & Leon, which firm is the Latin American wholesale representative of the Victor Co. His new position will mean an analytical study of the problems pertaining to wholesale export and import trade, for which work his past experience will stand him in good stead.

Mr. Lagow, after graduating from Indiana University, took his Master's Degree at Harvard, and then for two years studied the romance languages in Paris, Madrid and Spanish America. At the conclusion of his foreign study he taught the romance languages at the University of Minnesota.

PLAN FOR BIG PRODUCTION

The Munzer Mfg. Corp. Have Produced Double the Number of Instruments Originally Planned for Their First Year—Big Plans Ahead

MENNEKES, MINN., March 9—The Munzer Mfg. Corp. of this city, has now started its second year manufacturing Munola phonographs, and its success has been remarkable considering the short period of its business.

Mr. W. W. Munzer, director of sales, in an interview, states that their company have produced the short period of its business and its success has been remarkable considering one year manufacturing Munola phonographs, and was one of the men whose labors have done much to bring the product of the Victor Talking Machine Co. to its present state of perfection. Mr. Munzer was in San Antonio for the benefit of his health, having on previous occasions found the climate there helpful. He leaves a widow.

DEATH OF JOHN C. ENGLISH

Prominent Talking Machine Inventor and Experimenter Passes Away in Texas

CABIN, N. J., March 4—Word has been received from San Antonio, Tex., of the sudden death of John Clifford English, well known in New York and Philadelphia as a physicist, chemist and expert in acoustics. Mr. English had devoted the last eighteen years to the development of the art of sound reproducing, and was one of the men whose labors have done much to bring the product of the Victor Talking Machine Co. to its present state of perfection. Mr. English was in San Antonio for the benefit of his health, having on previous occasions found the climate there helpful. He leaves a widow.

NEW BRILLIANTONE NEEDLE

Brilliantone Needle Co. Announce New Long Tapered Steel Half-Toned Needle to Meet Demands—To Feature Export Trade

The Brilliantone Needle Co., Marbridge Building, New York City, announce the addition of a new needle to their line. This new needle is a long tapered steel half-toned needle and was produced in response to insistent demands for this style.

B. R. Forster, president of the company, reports that the Brilliantone steel needle is not only immensely popular in this country but in foreign lands as well. Arrangements have just been concluded whereby one of the largest exporting houses in this country will represent the company in Shanghai, China. The Brilliantone steel needle is also enjoying popularity in points as far distant as Buenos Aires and Rio de Janeiro.

Eugene Latham, who was connected with this organization, has joined the United States Aviation Service and will devote the same energy he faithfully used in the selling of the Brilliantone steel needle to the services of his country.

SONORA DAILY PAPER PUBLICITY

The Sonora Phonograph Sales Co., Inc., has been using attractive advertising in the local newspapers, calling attention to the company's policy of selling its instruments without offering "easy" payments as the leading attraction. This copy has won favorable commendation from the company's dealers, who appreciate the fact that this publicity is helping them materially in developing Sonora business. The text states that "the Sonora is sold on a quality basis only, and you always get full value. When you buy a Sonora, you buy it for its quality, the terms being only secondary conditions."

"Is your daughter fond of the needle?"

"Very, if you refer to the gramophone needle."

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 stack; as many stacks may be used side by side as wall space will permit.

- Each section holds 200 records (100 Edison records).

- Made in two sizes; to hold 10-inch and 12-inch records.

- Sections furnished with or without doors.

- The cabinet may be used for I2-inch records by means of a reducing system which makes it possible to use the cabinet for 12-inch records when necessary.

- It is easily moved from one location to another.

- The cabinet is 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).

- Sections may be made up with all sections alike or sections of different sizes.

- No special arrangement is necessary.

- Made in imitation and genuine mahogany.

- Each section holds 200 records (100 Edison records).

- Made of the finest materials available.

- It is a practical, inexpensive and convenient cabinet for dealers; made on the sectional principle.

Price for section $3.00 and up

Cases shipped on approval direct from factory at considerabie 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 catalogue 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 Piling Cabinets and Bookcases

“Lundstrom"
"Over the Top" with Victor Records

Let this be your slogan for 1918

Victor Wholesalers
119 W. 40th Street
New York

Chicago Talking Machine Co.
12 N. Michigan Ave.
Chicago
Chicag., Ill., March 12.—Both the wholesale and the retail trade of Chicago are feeling the effects of the loosening up of the recent freight congestion throughout the East. The record situation, while still acute, is in better condition than it has been for several weeks, due to the fact that manufacturers have been making use of the express service to send in their supplies. This, of course, adds somewhat to the expense of forwarding these records; nevertheless, the freight situation warranted this increased expenditure in order to relieve the situation. Another thing that the retail dealers are up against is how to appease the public demand for the popular record songs, as the supply of these is very limited. To meet the situation the dealers have been telling what they believe is true because, owing to the fact that experts in the record pressing departments have been drafted, they are working short-handed. It is further said that the process of pressing the record is not a “By-night” proposition, but that it takes at least a year’s training before a man can become proficient in the art of running one of these hydraulic presses and that it is estimated that at the end of that time his efficiency amounts to one-third, as two-thirds of the work he turns out will not pass inspection. These statements are being generally made by dealers who know the situation pretty thoroughly and bears considerable weight with their customers.

The wholesale dealers are facing a big situation in that they are getting a great many more orders than they have ever before received. This is brought about by the fact that the retail dealers are sending in their orders not to one place but of several supply houses. It is estimated that at the end of that time his efficiency amounts to one-third, as two-thirds of the work he turns out will not pass inspection. These statements are being generally made by dealers who know the situation pretty thoroughly and bears considerable weight with their customers.

Mr. J. P. Ryde, who for the past twenty years was connected with the firm of Lyon & Healy, and for the last four years assistant manager of the Victor department, has resigned his position and is now located in Indianapolis, where he has purchased a interest in the firm of Fuller-Wagner Music Co. His new connection is a partnership with life firm and this company will now be known as the Fuller-Ryde Music Co. His successor at the Lyon & Healy establishment is H. J. Fidelke. Mr. Fidelke was formerly manager of the retail city credit department of that house.

The formal resignation took place on the evening of February 21, and on the previous evening Mr. Ryde was given a farewell dinner and theatre party by his former associates. The members of the firm who participated in the affair presented him with a silk umbrella and an engraved fountain pen, the presentation being made by L. C. Wiswell, manager of the Victor department of Lyon & Healy. There were fifteen members of the staff present at the party and dinner, one of the guests being W. Roche, who was in Chicago at the time on leave of absence. Mr. Roche was a former member of the firm of Lyon & Healy, but is now serving in the U.S. navy on the Battleship "Vermont," which is stationed somewhere at an "Atlantic port."

Each Corner of the U.S.A.; "Goulash" and "Each Corner of the U.S.A."

The six best sellers for the Victor Co. for the past month are: "Leave it to Jane" and "Siren's Song" (Leaves it to Jane); "Knit, Knit, Knit" (Jack o' Lantern) and "Jack o' Lantern Fox Trot;" "Sweet, Emalina, My Gal" and "There it Goes Again;" "I Don't Want to Get Well" and "I'm All Bound Round With the Mason-Dixon Line;" "Wait 'Til the Cows Come Home" and "Someplace in France Is the Lily;" "Do Something" and "Liberty Bell;" "Hello, My Darlin'" and "Ching Chong."

Best sellers for the Victor Co. for the past month are: "Capricious" (Jascha Helfetz); "Gems From Leave it to Jane” and "Jack o' Lantern;" "Sweet, Little Buttercup" and "Home-ward Bound;" "Liberty Loan March" and "U. S. Field Artillery March" (Sousa’s Band); "Maytime Waltz" and "American Serenade;" "Larraine" and "Chimes of Normandy."

The best sellers for the past month are as follows: "My Sweetie" and "Yock-A-Hilo Town;" "Give Me the Moonlight, Give Me the Girl" and "Hello! I've Been Looking for You;" "Houseward Bound;" and "When the Boys From Dixie Eat the Melon on the Rhine;" "A Baby’s Prayer at Twilight" and "Valley Rose;" "Liberty Bell;" and "There’s a Million Heroes in Each Corner of the U. S. A.;" "Goulash;" and "My Dough Boy."

The six best sellers from the Edison list for the past month are: "Leave it to Jane" and "Siren's Song" (Leaves it to Jane); "Knit, Knit, Knit" (Jack o' Lantern) and "Jack o' Lantern Fox Trot;" "Sweet, Emalina, My Gal" and "There it Goes Again;" "I Don't Want to Get Well" and "I'm All Bound Round With the Mason-Dixon Line;" "Naval Reserve March" and "Spirit of America."

The six best sellers for the Gennett records during the past month were as follows: "Largo" and "Meditation—Thais," violin solos (art tone record); "Hail! Hail! the Gang's All Here" and "I Don't Want to Get Well;" "Honolulu March" and "Kilima Waltz" (Hawaiian Instrumental Trio); "Over There" (step-one) and "Birds and the Brook;" "Paddle Addle" (fox-trot) and "He's Just Like You" (one-step); "When the Bell in the Lighthouse Rings" and "Rocked in the Cradle of the Deep" (art tone record).

Perfects "Container" Distribution

F. P. Read, head of the Automatic Container Co., returned this week from Buffalo, where he had been making preparations with a large cabinet manufacturing company for the handling of their Eastern business. Mr. Read stated that he has also made arrangements with various manufacturing companies located in different

(Continued on page 83)
Since the founding of this house in 1864 our ideal has been "to improve the service." War conditions now make this a patriotic duty. Orders placed with us are shipped without delay and as complete as possible from our large stock of over a half million records.

**BUSINESS BUILDERS**

- **Victrola Newspaper Advertising Service**
  - 52 Cuts a Year—$8.33 per month
- **Victrola Newspaper Half Service**
  - 26 Cuts a Year—$4.17 per month
- **Victrola Folder Service**
  - For Mailing the Monthly Supplements in Place of Envelopes
- **Victrola Window Display Cards**
  - Featuring the New Records
- **Small Instrument Newspaper Advertising Service**
  - 36 Cuts a Year—$4.17 per month
- **Piano Advertising Service**
  - Free to Dealers Who Represent America's Most Popular High Grade Piano
  - Samples and Prices Free—Write for Them

Fibre needles are an economy for your customers. They give satisfaction and prolong the life of the records.

Send us a trial order and be sure to include a liberal supply of the efficient L & H Fibre Needle Cutters.
CHICAGO Cover Balance No. 1

ISN'T IT TRUE?

You look for and insist upon style—finish and tone. Then again you insist upon a well-regulated motor, invisible hinges, and the best models of sound boxes and tone arms obtainable. Why not use the same judgment when selecting your cover support?

THE CHICAGO COVER BALANCE No. 1

is an absolute essential to the manufacturer who "produces the goods" instead of "talking quality."

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 81)
What Happened at the Naval Training Station

A Phonograph Story That Points the Way for Every Phonograph Dealer

At the Great Lakes Naval Training Station are several club houses for the Jackies. In fitting up these camp homes, friends sent phonograph records, books, pictures and the like. The records were all DIFFERENT makes. Some were from one company, some from another. No single phonograph would have played them all—that is, none of the ONE-record type—so, naturally, a Brunswick was chosen.

The Brunswick plays all records, whatever make. All the different kinds contributed were playable. None had to be laid away. This story could probably be told for many army and navy camps. Unless the all-record Brunswick is selected, many of the contributed records must be shelved. So this is a lesson in Brunswick superiority. It answers a question, a very serious one, in the minds of many dealers as to the future of phonographs. "Are one-record instruments doomed?"

Brunswick popularity indicates the readiness and eagerness of music-lovers to turn to the all-record type. Yet this feature alone does not sell all prospects. Brunswick tone is a paramount attraction. The absence of metallic and nasal noises is apparent.

Then The Brunswick has a dozen other new-day features that win. Not the least is its somewhat lower price. Every Brunswick Dealer has an opportunity to handle Pathe Records. The public likes Pathe operatic stars, late musical hits, band and instrumental selections. The offering each month is large.

Dealers who have not yet gone over the very profitable Brunswick proposition should write to us at once. A situation exists in the phonograph world which should cause every dealer to plan for the future. So write today.

THE BRUNSWICK-BALKE-COLLENDER CO.

623-633 South Wabash Ave., Chicago
29 W. 42nd St., New York 7th and Main Sts., Cincinnati
7th and Main Sts., Cincinnati

Canadian Distributors
Musical Merchandize Sales Co., Excelser Life Bldg., Toronto

Retail Prices
$32.50 to $1500
in the banquet room of the Auditorium Hotel for the benefit of the Red Cross Society, one of the prizes which was won was a new phonograph, a $15 model Brunswick phonograph. This machine was donated by the Brunswick Shop and was won by a young lady who is a stenographer employed in one of the big theatrical booking agencies of Chicago.

Imitate Victor Trade-Mark

Federal Judge Carpenter, of the U. S. District Court of Chicago, last week entered an order under the "unfair competition act" restraining Garrett W. Woodward and Charles E. Gaven, of the Victor Inking Machine Co., from placing imitations of the Victor dog trade-mark on machines they manufacture. The label shown in court bore the familiar picture of the Victor dog, but the words "His Master's Voice" were omitted and "His Master's Ink" used instead. The firm name "Victor Inking Machine" also appeared on the label, and it was stated in some instances that the letter "I" was crossed so that it appeared to be the letter "T" and the following letter "N" being obliterated there appeared to be an abbreviation "T'king" for talking.

Henry C. Brown a Visitor

Henry C. Brown, assistant general manager of the Victor Co., accompanied by Mrs. Brown, visited Chicago this week. They stopped here en route to their home after paying a visit to their son Harry, who is a member of the British Royal Flying Corps stationed in Texas. He's in the Army Now.

George Derrick, assistant credit manager for the Chicago Talking Machine Co., recently left for Ft. Dodge, Des Moines, la., where now he is a member of Hospital Unit No. 11, stationed at that campinent.

"Thumbs Down"

H. P. Ellis, of the Chicago Talking Machine Co., received a summons on Monday of this week to serve as a juror on cases now being tried in the Criminal Court. His numerous friends in the trade are wondering what will happen if the man responsible for the recent freight congestion appears before said jury!

Place Orders for Cabinets Now

John F. Mortensen, president of the Salter Mfg. Co., in a chat with The World called attention to the fact that dealers would do well to place their orders for record cabinets at once in order to anticipate important advances in prices which are inevitable. "There have been further advances the last two or three months in practically everything entering into the construction of record cabinets," said Mr. Mortensen. "This not only includes lumber, veneers, but also hardware, shelves, varnish and even the felts with which the famous Salter felt-lined shelves are covered. For a limited period we will protect our customers at the old prices, in spite of the fact that we should have made material advances the first of the year.

Sachs & Co., the piano bench and talking machine house at 425 South Wabash avenue, have made arrangements for the Chicago city representation of the Salter lines of talking machine record and music and music roll cabinets. Both Sidney I. Sachs and G. C. Clifford are experienced men with a large following in the trade, and, no doubt, will do an excellent business on the well-known Salter lines.

Empire Activities

John H. Steinmetz, president of the Empire Talking Machine Co., reports that quite a number of new agencies have been taken on during the past month, and that these new dealers state that they are well satisfied with the results obtained through the medium of the Empire talking machine. During the past week the Empire Co. increased the proportions of its shipping room more than 50 per cent. by removing a wall in the rear of their building and occupying the space which was formerly used as a store room by another company. Mr. Steinmetz states that his company is now in better position than heretofore to render prompt service to its customers, owing to these increased shipping facilities.

New Cheney Models

Many of the interesting features embodied in the Cheney talking machine have been greatly improved, as may be seen in the instrument that the Cheney Talking Machine Co. are offering to the trade this month. As already well known, the tone development and control are accomplished by a series of scientifically designed air chambers in the tone arm, throat and orchestral sections of the instrument. A tonal system such as this offered a large field for experimentation.

EXCELS IN QUALITY

EXCEEDS IN VALUE

Sells Because It Exceis

THE excellent values we are able to show in our extensive line of nine models of EMPIRE TALKING MACHINES are not confined to the higher priced machines.

1. The Model F Empire shown herewith is our cheapest model and yet it is equipped with the same high grade tone arm and reproducer as our highest priced machines.

2. It also carries the same type of noiseless, smooth running, double spring motor that is used in every EMPIRE TALKING MACHINE.

3. It is also fitted with the "PERFECT" Automatic Brake. In fact this little machine has every advantage that any talking machine has, and at a price that is easily within reach of any of your customers.

4. Write to-day for our Dealer's proposition on Empire machines and records.

EMPIRE TALKING MACHINE COMPANY
JOHN H. STEINMETZ, President
429 SOUTH WABASH AVE.
CHICAGO, ILL.

Model F $27.50
Bigger Things for 1918
Bigger for You — Bigger for Us

We have planned and prepared for BOTH a larger output — insuring better services, prompt deliveries, and even a better product than in 1917.

THE Mandel line of talking machines, varying in retail price from $35 to $250 and meeting the price demands of every class of trade, has been improved in many details which means in the aggregate a considerable increase in intrinsic value.

This is a line which has proved a distinct satisfaction giver from the start.

Every part of every Mandel—Case, Motor, Tone Arm, Sound Box, Horn, Tone Chamber not only is distinctive but made in the Mandel factories, thus securing standardization and uniformity of output.

Do you want to handle just this type of machine?

It costs you nothing to investigate.

Let us send you model No. 3, illustrated here on FREE TRIAL.

Write today for full information and descriptive literature.

Mandel Manufacturing Co., Inc.

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

New York Display Rooms:
41 UNION SQUARE
and it was in this field that Prof. Cheney, inventor of the instrument, and his corps of expert acousticians concentrated their efforts to bring about scientifically correct results. In this they have succeeded. Their accomplishments are, in a measure, far beyond their anticipation in that the results obtained place the latest Cheney models on a higher plane of standardization than their preceding machines. The various chambers of the orchestral section were given careful scrutinization and if any defects such as improper construction, etc., were found, they were scientifically remedied, thereby adding greatly to the value of the high, medium and low registers.

But inspection such as this does not apply only to the model used for experimental purposes in the Cheney laboratories. It applies to each and every machine turned out of the Cheney work shops. Each part of the machine, no matter how small or insignificant, has a definite service to perform, and this is taught to all employees engaged throughout the plant. The employees receive a thorough schooling along these lines and, for this reason, each individual part of the instrument produced by the Cheney Co. is manufactured with the understanding that the definite purpose to be performed by that particular part necessitates careful consideration if their unification as a whole is to bring about a certain standard of perfection.

Report Increasingly Large Business

The American Phonoparts Co. of this city are having an increasingly large business from manufacturers in two types of tone arm and sound box outfits, which are illustrated in their advertisement elsewhere in this issue. The company was organized in 1914 and has been an important factor in the manufacture of talking machine parts ever since. The No. 7 tone arm and sound box contains several features of particular merit. The sound box can be thrown back so as to insert the needle with one hand.

The sound box is constructed with a rubber gasket in back, the object of which is to eliminate blasting caused by vibrations from the metal frame.

The No. 1W outfit has a reputation among the trade because of the special loudness and clearness of the tone. This also has a number of distinctive features, including spring screws which lock the sound box into either position for playing vertical or lateral cut records. Furthermore, the arm can be adjusted to the required length for centering sound box for playing either type of records.

Leaves for Washington

Frank J. Bowers, formerly general traveler for Pathé Frères Phonograph Co., left Chicago on Monday evening of this week for Washington, D. C., where he went to join the mechanical repair department of Unit 306 of the Quarter-master's Corps at Camp Meigs, which is now being organized for immediate overseas service.

Doing Things at Wilson's

"We are still making things hum around these corners," said W. E. Cotter, manager of the retail phonograph department, Thos. E. Wilson & Co., when called upon by The World this morning. "We decided that there was a big bunch of business to be had in Chicago, so we increased our outside force and turned them loose. They are sure getting a nice batch of orders every day, and it certainly is surprising to see the number of prospects they can bring in.

W. C. Fuji Returns to Chicago

W. C. Fuji has returned to the Chicago organization of the Columbia Graphophone Co. and has assumed his old duties. Mr. Fuji and C. F. Baer will operate in close harmony as they have done in past years. Under the plan of re-arrangement Mr. Baer will assume the title of assistant manager and Mr. Fuji that of manager rather than district manager, as formerly. At the regular monthly dinner and meeting of the sales organization last night the attendance was augmented by other important employees of the Chicago branch and the meeting was turned into a "welcome home" function for Mr. Fuji, Mr. Baer presiding and joining with the others in saying a lot of graceful things.

Repoint Points

F. D. Hall, president of the B. & H. Fibre Manufacturing Co., makers of the B. & H. Fibre needle, is very enthusiastic over the splendid reception given by the trade to the B. & H. repointer. This handy little device for repointing the fibre needles with a minimum of waste and producing a maximum of tonal efficiency has brought many congratulatory letters from dealers and jobbers the country over. Daily re-orders testify to the sincerity of the tribute.

Patent Cabinet Designs

The Vitanola Talking Machine Co. of this city have recently been granted design patents from the United States patent office on all of their cabinet designs. This, of course, furnishes evidence of the distinctiveness of the Vitanola cabinets and is a step taken in the protection of the manufacturers as well as the jobbers and dealers. J. E. Schilt, company sales manager, vociferates the information that they have several new models now in work, samples of which will be on display in about two months.

Thomas Mfg. Co. Open New Offices

The Thomas Manufacturing Co., of Dayton, Ohio, manufacturers of motors, tone arms and sound boxes, have opened extensive sales offices in Cleveland, Ohio, manufacturers of motors, tone arms and sound boxes, have opened extensive sales offices and warerooms at 1026-28 Republic Building in charge of Fred E. Read, the company's Western sales manager. Mr. Read formerly had an office in the Otis building, but the steady growth of their Western business, coupled with the company's appreciation of the importance of Chicago as a talking machine manufacturing center, prompted them in the present move. A very complete stock of the company's product will be carried in Chicago enabling them to make immediate deliveries. Furthermore, Mr. Read

(Continued on page 88)
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 mic 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, and gives 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 Pathé needles, which usually are mixed with the steel needles or lost.

Built 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, cabsins, motors and accessories for talking machines. Ask for our Bulletin. We maintain an expert motor repair department.

LAKESIDE SUPPLY CO., Inc.

202 South Clark Street
CHICAGO, ILL.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 67)

has established a service branch in Chicago in charge of a competent mechanic. This will enable them to render real motor service. This man will make it his business to go into the factories of talking machine manufacturers using the Thomas product and give instructions and demonstrations regarding the construction and installation of the motors.

"I cannot fully express my satisfaction with the manufacturing enterprises throughout Chicago who is im-

bued with the quality idea would be interested in observing the care and precision which char-

acterizes all of our manufacturing processes and also in the laboratory experimental work which is constantly in progress there. We are now making five types of motors and with our five patterns of tone arms and three types of repro-

ducers we are able to offer five complete com-

binations of exceptional merit."

Mr. Read loosened up on a little item of con-

sideration. In the near future the company will be prepared for the com-

mercial production of an automatic stop which will make it easier for the person at the helm, and, it was through their incessant labor in the past twenty years, G. C. having been a permanent adjustment for all records except Pathe, when a weight is applied (see cut), which makes it just exactly right for playing Pathe. This weight also serves as a retainer for Pathe needles, which usually are mixed with the steel needles or lost.

Built 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, cabsins, motors and accessories for talking machines. Ask for our Bulletin. We maintain an expert motor repair department.

LAKESIDE SUPPLY CO., Inc.

202 South Clark Street
CHICAGO, ILL.

The Lakeside Supply Co. Progress

The Lakeside Supply Co., of this city, has shown a remarkable growth within the past year and a half. In that short space of time they were not only compelled to seek larger quarters on two occasions, but their business has grown to such proportions lately that they are contempt-

plating taking on several additional rooms in the building in which they are at present located.

W. G. Frick, his brother, W. A. Frick, president and secretary of the company, are the men at the helm, and, it was through their incessant labor and ingenuity that the company has reached its present standard in the trade. The Messrs. Frick have been associated in various manufacturing enterprises throughout Chicago for the past twenty years, G. C. having been a buyer for a number of years for various manu-

facturing concerns in Chicago, while W. A. de-

voted most of his time to working as an elec-

trical engineer.

The Lakeside Supply Co. not only job in phono parts, but also manufacture a full line of phonograph hardware.

They are at present manufacturing a new universal tone arm which is known as the "Lakeside No. 4 Jumbo." This tone arm is made to fit all machines and will play all makes of records. There is supplied with this tone arm a small weight which is easily attached above the sound box whenever a selec-

tion of a Pathe record is desired. This tone arm is made in sections that interlock in such a manner that the arm may be easily and in-

stantly lengthened or shortened by the use of a small set screw as required.

The Lakeside Co. have recently been appointed Chicago representatives of the Stephenson pre-

cision motors. This is not only will handle these well-known motors, but will also give Stephens-

on free motor service to their customers. They contemplate carrying a large supply of these motors as well as a large stock of motor parts.

Persons and Visitors

Herman Scheff, of Chas. Scheff & Sons, Mil-

waukee, Wis.; Ed. Winage, of the Winage Furniture Co., Grand Rapids; Den Ebbie, of Ebbie Bros., South Bend; W. Cott, South Bend; Mr. Hopper, of the Hopper, Kelly Co., Se-

attic, Wash., were all visitors to the Chicago trade recently.

H. T. Nolan, of the New York Talking Ma-

chine Co., was a visitor to Chicago last week.

Mr. Nolan is connected with the sales depart-

ment of the company.

J. S. Mitchell, secretary of the L. S. Donald-

son Co. of Memphis, Tenn., called on the trade in Chicago last week.

H. E. Whitman, manager of the Pearson Piano Co., of Indianapolis, was one of the dealers who visited Chicago during the past week.

Train Sales Force

Arthur H. Cushman, director of sales of the Emerson Phonograph Co., of New York, spent the week in assisting F. W. Clement, manager of their Chicago office, in breaking in six new men for sales work. The new travelers were given a good coaching and drilling by both Mr. Cushman and Mr. Clement and were then sent out to take in the new Western and Northern territories, which were just being opened by the Emerson Phonograph Co.

Mr. Clement is in receipt this week of a sample of the first nine-inch Emerson record produced, which the company announced last month. He stated that the many dealers who called at his office each day were enthusiastic regarding the new record and are all anxiously awaiting its release.

PARAMOUNT RECORDS ON MARKET

New York Recording Laboratories Now in Po-

sition to Meet Demands of the Trade

CHICAGO, ILL., March 9.—M. A. Supper, sales manager of the New York Recording Laborato-
ies of Pt. Washington, Wis., was in Chicago this week, and during a visit to the Chicago branch of The Talking Machine World told something of the progress that they are making with the Paramount records. "While we have been shipping records to some extent for some little time, we can now say we are ready for the market in the larger sense of the term," said Mr. Supper. "Paramount records, as you know, are recorded in our laboratories at 1140 Broadway, New York, which are in charge of record-

ing experts and musical directors of long and practical experience. While in the introductory stage we lend ourselves mainly to the popular numbers, great stress will be laid in the future on selections both vocal and instrumental of the standard and familiar classical compositions. Plans are at work to end this condition, and when an-

ounced will create great interest in the trade. In the meantime we have secured the very best talent for entertainment records of the popular

STEEL NEEDLES

READY FOR DELIVERY

I also have a quantity of genuine

MAHOGANY CABINETS

43 in, 44 in. and 45 in. Height.

TO BE SOLD AT A VERY LOW PRICE

Ask for Quotations.

W. F. MARTIN

57 E. Jackson Blvd. Chicago
L. C. WISWELL'S STRONG TALK ON SALESMA NSHIP

Gives Some Excellent Advice to Members of Grand Rapids Music Dealers' Association on Subject of Selling Talking Machines to Greater Advantage—Urges Interest Charge

Chicago, I11., March 9—L. C. Wiswell, manager of the L. C. Wiswell & Healy, made an address which was eloquent in the best sense of the word and full of practical wisdom, before the Grand Rapids Music Dealers' Association recently. He emphasized the importance of co-operation as illustrated in the good work that can be accomplished by trade associations, pointing out that through co-operation trade evils can be simplified and eliminated, thus enabling the talking machine business to be placed on a clean, substantial and successful basis.

He pointed out that one of the greatest goods the organization can accomplish is to obtain interest on deferred payment sales, and he re-marked: "Gentlemen, do you realize that by your failure to obtain this charge you are losing hundreds and collectively thousands of dollars per year? Could you go to a bank and borrow money to make your purchases of merchandise without being obliged to pay interest? Of course not. Are you not obliged when buying merchandise on long terms from the manufacturer, particularly merchandise that is of staple quality, to pay interest? Surely you are. If this situation is true with you in the purchase of goods, why then should it not be likewise with the consuming public or the party to whom you sell the instrument, granting him a series of deferred payments in settlement of the purchase? Merchandise which you have delivered to your customer surely represents cash, it is money only in a different form. You cannot obtain money from a bank without the payment of interest. Why then should you loan money to your customers without exacting the same stipulation? There is a tremendous leak in your talking machine business if you are not charging interest. It is only a little thing but in time it will reach serious proportions.

"You can easily at this meeting here to-night adopt a resolution that beginning with, say, March 1, each and every one of you will make an interest charge of 6 per cent. on all deferred payment sales. If you do this it will mean more cash business which will give you an argument as to why a man should pay cash instead of buying on the deferred payment plan. As an organization you should get together on the question of uniformity of charge for the turnover of used and out-of-date machines towards the purchase of a new machine and regulate the record approval system, and while I do not approve of it you will eliminate the record approval system entirely. Unless you have complete co-operation, complete harmony, proper results cannot be obtained."

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 88)

Mr. Wiswell then took up the subject of advertising and emphasized the value of all kinds of publicity, whether in the newspapers, magazines, catalogs or circulars, but especially personal advertising. He pointed out that: "Personal advertising is the face-to-face, eye-to-eye, mouth-to-ear, man-to-man advertising. Summing it up in a few words it is personal contact between the customer and the house. As stated before, printer's ink brings prospective customers to your store and the moment a prospective customer enters through the door, at that moment personal advertising begins. "The first one to come in contact with a prospective customer is the salesman. Now you all have heard the saying that the first impression is the lasting one. This saying is just as true to-day as when first coined, hence it is the salesman who at the first approach must make a favorable impression. In order to do this he must have a personality—should be of neat appearance, well groomed and pleasant of speech. I say pleasant of speech because personality lies in using words which the customer will understand, high flown speech, however, is seldom used to advantage in salesmanship.

(Continued on page 90)
Hiawatha Phonographs

The extraordinary success of the Hiawatha Phonograph in the past few months is an exact measure of the Ottawa Pianophone Company's success in achieving its purpose.

The Hiawatha is a machine unusual in refinement of finish, remarkable in tone qualities and embraces a greater number of new and distinctive features than has ever been offered to the trade.

We are demonstrating QUALITY to our dealers and not "Talking" it.

We do not take the dealer's orders and then let him shift for himself, but help him in selecting the models that will appeal to his particular clientele.

Models $40, $60, $85 and $115 Retail

The Perfect Automatic Brake

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

From Our Chicago Headquarters—(Continued from page 89)

What conditions can be wrought out of these twenty-six little letters of our common alphabet? Words have been called 'terrible engines' since they can either serve or destroy. The salesman's mission is to use his words to serve. A customer, yes, every customer, judges the house with which he trades by the treatment he receives. If the salesman handles him in the proper way and in turn he is handled by the credit department in a businesslike way and lastly if his purchase is delivered in a satisfactory manner, he has only good to speak of your house. The requisites of a successful salesman are many. Successful salesman is a condition of the mind more than anything else. A salesman must believe in his goods just as implicitly as he believes that water is wet—this measure of assurance will produce the proper effect on the customer. A heated argument is the worst weapon. No one would argue that water is wet because he knows that the worst weapon. effect on the customer.

Salesman must believe in his goods just as im-

dition of the mind more than anything else.

A customer, yes, every customer, judges the house.

Lastly if his purchase is delivered in a satisfac-

credit department

proper way and in turn he is handled by the

receives.

A customer, yes, every customer, judges the

since they can either serve or destroy.

bets!

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 89)

What conditions can be wrought out of these

letters of our common alpha-

spring

No metal.

Tone chamber made of genuine Spruce.

No metal.

Cabinets made of 5-ply stock.

Motors and equipments, using double

Construction guaranteed.

Electric motor $25.00 extra.

records with the same at-

Electric motor 525.00 extra.

Cabinets made of 5-ply stock.

Construction guaranteed.

Electric motor $25.00 extra.

Tone modifier, built in as part of the

record.

Tone modifier, built in as part of the

Tone modifier, built in as part of the

Electric motor 525.00 extra.

The Home of Hiawatha

OTTAWA ILLINOIS

"All Orders F. O. B. Factory"

Capacity 300 Machines per Day

The Ottawa Pianophone Company

City Address: 802 Republic Building,

Chicago, Ill.
Dubreil gives promise of being very successful

The plans are progressive, arranging for steadily increasing facilities and prompt deliveries are assured.

"We find that our dealers are very enthusiastic over certain special features of both the product and methods of doing business," said Mr. Silverman. "For instance, I have had a number tell me that they have swung sales simply on the argument that the Mandel phonograph is made completely by us; that we manufacture our own cabinets, our own motors and parts. These facts, of course, carrying with them as they do the assurance of reliability, as we are back of every part of the Mandel machine, coupled with the beautiful appearance and tonal qualities and various distinctive constructional features, give the dealer sales campaign ammunition which is irresistible. We are constantly seeking to improve our product in every possible way, and have well organized experimental laboratory towards that end, in fact, machines which are being shipped this year, while not showing any marked change yet contain a number of little improvements which, while of no great importance individually, in aggregate spell improvement of product and increased satisfaction. Our trade may be assured that this is a settled policy of his concern, and that Mandel machines will continue to improve.

LEASES NEW QUARTERS

The Adams Music Co., Canton, O., leased new quarters in that city and will occupy them after they have been remodeled. The new features will include special soundproof booths for the Victrola department, and elaborate piano and player-piano warerooms.

J. L. Dubrell has joined the sales force of the Cincinnati branch of the Columbia Co., F. F. Dawson, manager in charge. Although a newcomer in the talking machine industry, Mr. Dubrell promises of being very successful in his new post.

Does Your Phonograph Play Rite?

Play-Rite Phonoparts

Not merely manufactured—

but created

We make this claim because we are the originators of this No. 7 Tone Arm illustrated herewith.

Unless this Tone Arm bears our Trade Mark

Play-Rite it is an imitation.

Look for our Trade Mark. It insures quality

Although these Arms are different in appearance and construction, they both represent the very best quality in tonal construction and have the largest number of talking points to choose from.

REPRODUCERS SOLD IN QUANTITIES

AT VERY LOW PRICES

Write for descriptive leaflet, samples and prices. WRITE NOW!

AMERICAN PHONOPARTS CO., 512 W. 35th Street, CHICAGO, ILL.
NEW BRUNSWICK REPRODUCER NOW READY FOR THE TRADE

The "Ultona" Sound Box Just Introduced—A New Method for Reproducing Various Types of Records—Distinctly Original in Design and Embraces Some Interesting Features

CHICAGO, ILL., March 9.—The Brunswick-Balke-Collender Co. announce to the trade this month that they have at last perfected their new "Ultona" reproducer and have already equipped two models of the Brunswick phonograph with this new method of reproduction.

The reproducer is constructed in form along the same lines as a spool; that is, it contains two diaphragms, and the various makes of records can be played by simply changing its position. The pressure of the needle is controlled by a sliding weight placed in one end of the tone arm and is controlled by sliding this weight either forward or backwards.

The accompanying "photos" show clearly the various figure number applications of the "Ultona." Figure No. 1 shows the reproducer in the position for playing Pathe and other vertically-cut records. This turns one face of the reproducer towards the records, and the sapphire ball or needle is then in the proper position to play records of this make. When the other surface of the reproducer is turned (2) Ultona Reproducer and Tone Arm in Position to Play Records of Edison Type so as to face the record as shown in illustration No. 2, the reproducer is in position to play all vertically-cut records that necessitate the use of a diaphragm in this position. The lateral-cut records, which are played by means of either the steel or fibre needle, are played by turning the reproducer as is shown by figure three. This is accomplished by simply turning the sound box so that the two diaphragms are parallel to each other.

Another feature of the new Brunswick models offered to the trade is their new all-wood tone amplifier. It is a vast improvement in tone projection in that the sound waves are projected through the all-wood horn, which is built like a violin. This tone amplifier is of all-wood construction and contains no metal whatsoever, thereby breaking away from or avoiding the usual custom of combining wood and metal in the construction of the horn. Not only have these two features been added to the latest Brunswick models, but this company has also adapted a new motor with which they are equipping all of their new machines. The following illustration which is a clever "phantom" wash drawing not only shows the new "Ultona" reproducer and tone arm, but also illustrates the automatic stop together with their new motor. The new Brunswick motor is now used in all Brunswick phonographs. The motor illustrated above is of the three-spring type, but a two-spring motor is also being used for smaller styles of machines.

Beginning with the April 6 issue of the Saturday Evening Post the Brunswick-Balke-Collender Co. will launch their nation-wide advertising campaign. In this issue they will come out with a full-page Brunswick ad.; about the

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

<table>
<thead>
<tr>
<th>Style</th>
<th>Description</th>
<th>Retail Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>A. OAK</td>
<td>48 inches high.</td>
<td>$110</td>
</tr>
<tr>
<td>B. MAHOGANY</td>
<td></td>
<td>$125</td>
</tr>
<tr>
<td>C. OAK and MAHOGANY, 50</td>
<td></td>
<td>$150</td>
</tr>
</tbody>
</table>

Very liberal discounts to the trade

Send for our new descriptive catalog

The MORENUS PIANO CO.
341-371 West Superior Street
CHICAGO, ILL.
THE TALKING MACHINE WORLD

March 15, 1918

same time the daily papers all over the country will begin featuring the Brunswick in means of their advertising columns, but the Brunswick Co. have not confined themselves to the papers for means of advertising. They have been working for several months and have completed their program for advertising by means of the billboards and lithographic color posters. These posters are in various sizes, ranging from a single sheet poster, which is approximately 24" by 36", up to the large size, twenty-four sheet posters. This method of advertising will be applied mainly to the larger towns, but the big billboard advertising throughout the larger cities will be handled by means of regular painted color signs.

NOW THE "STEELCRAFT" NEEDLES
That Name Selected by Record Needle & Mfg. Co., Milwaukee, as the Best of the Many Submitted in Recent Contest

The Record Needle & Mfg. Co., Milwaukee, Wis., which has recently been conducting a contest with a view to securing an original and at the same time properly descriptive name for their needles, announce that from the hundreds of names submitted in the contest the one selected for the prize was "Steelcraft," submitted by Harry R. Leithold, of the Fred Leithold Piano Co., Black Cross, Wis. Mr. Leithold, of course, was awarded the 100,000 needles for his effort. The Record Needle & Mfg. Co. plans now to feature the name Steelcraft in a big way in all its advertising, in accordance with its announcement on page 27 of The World this month.

The Unger Furniture Co., Rochelle, Ill., has installed a full line of Victrolas and records, and opened a special department for that purpose.

Nothing can be done successfully without system.

THE READY FILE CO. ANNOUNCES MODELS FOR THE EDISON
Now Prepared to Meet the Demand for an Efficient Filing Device for Edison Models 100-A and 150-C—Wins High Praise From Edison Jobbers at Recent Convention Held in New York

In response to a widespread demand on the part of Edison dealers for a convenient filing device for the lower priced models, the Ready File Co. has just announced the completion of models designed for the New Edison phonograph, Models 100-A and 150-C, as illustrated in the company's advertisement on page 74 of this issue of The World.

The new Ready Files were first shown at the Edison Jobbers' Convention, held at the Knickerbocker Hotel, New York, February 18 and 19. The enthusiasm with which they were received is indicated by the fact that they were endorsed by the convention, an honor which has seldom, if ever before, been accorded an accessory.

President Walter E. Kipp, of the Jobbers' Association, said of the Ready File: "We have long felt the need for such a device. The Ready File will enable the Edison dealer to offer a moderate priced instrument that not only gives a perfect re-creation of music, but also one that is wonderfully convenient. I think that I speak for every jobber here when I say that we extend our heartfelt congratulations and good wishes to the Ready File Co."

The new Ready Files are very much like the models that have already become so popular among Victor dealers, except that it has been necessary in designing the Edison models to enclose the trays of the Ready File in a cabinet. In the model for the 150-C Edison this cabinet is composed of an ingeniously arranged wooden front, sides and back, with steel supports for the trays. The file is instantly installed in the instrument without alteration. In the model for the Edison 100-A the cabinet is made to fit on the shelf of the instrument, the design being such that the grace of line of the instrument is in no way marred. The cabinet work is of the very best, and the finish is fully as fine as that of the instrument itself. In both models the instrument and the Ready File gives a harmonious effect, with none of the makeshift look so often found where articles from two different manufacturers are combined.

The Ready File Co., anticipating a heavy demand, has already started large scale manufacturing of these new models, and in accord with their usual policy, the Ready File Co. will conduct an aggressive campaign on the models for the Edison. Anent the new Edison file, the president of the Ready File Co. said: "The Edison dealer will be shown, as the Victor dealer has been similarly shown, that by placing Ready File in every model 100-A and 150-C on his display floor and in his booths, and by considering the instrument and the Ready File as a single unit, he can sell Ready Files with practically every instrument of these models that he sells, making a nice extra profit on each sale."

FIRE VISITS BUFFALO STORE
Causes Some Damage to Offices of Neal, Clark & Neal Co.—No Delay in Deliveries

BUFFALO, N. Y., March 11.—The wholesale department of the Neal, Clark & Neal Co., the well-known Victor wholesalers of this city, was visited by fire recently. Quick work on the part of the company's employees and the Fire Department resulted in confining the loss to the offices. The company reports that it will be able to take care of dealers' orders as usual.

INCORPORATED IN PUTNAM, CONN.

The Averill-Warner Co., Putnam, Conn., has been incorporated with a capital stock of $50,000 to deal in talking machines and other musical instruments. The incorporators are Warner W. Averill, John E. O'Goggin and Edward H. Burt.

The READY FILE CO. ANNOUNCES MODELS FOR THE EDISON
Now Prepared to Meet the Demand for an Efficient Filing Device for Edison Models 100-A and 150-C—Wins High Praise From Edison Jobbers at Recent Convention Held in New York

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

SALTER Felt Lined Cabinets

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

SEND FOR CATALOGS

Showing many other attractive styles.

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

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

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

No. 111. Cabinet (Opened)
For Columbia $50.00 Machine
33 1/2 inches high. Top, 23 x 19 1/2 inches
HEINEMAN BRANCH MANAGERS HOLD ANNUAL CONFERENCE

Important Social Events Mark Week Spent at Headquarters of Otto Heineman Phonograph Supply Co., Inc.—Enjoy Business Distributions—Adolf Heineman Honored—Visit Factories

The managers of the different branches of the Otto Heineman Phonograph Supply Co., Inc., in this country and Canada convened in New York last week for their first annual conference, and during the course of the week a number of important social events were scheduled which balanced the serious part of the program. This conference was noteworthy for the practical suggestions which were offered by the managers and the executives, and Otto Heineman, president of the company, left nothing undone to provide maximum returns for the time spent by his managers in New York. The managers arrived in New York on Monday, and during the afternoon attended the first of a series of important business meetings. Plans and policies for the coming year were discussed, and it was the unanimous opinion of everyone present that the conditions in the talking machine industry at the present time evidence a stability and strength which is most gratifying. The remarkable strides made by the company last year influenced the introduction of manufacturing and sales problems which were discussed at length by the company's executives and managers.

On Tuesday morning the business meetings were resumed, and at Tuesday noon the managers were advised that Otto Heineman had arranged for a luncheon at the Hotel Astor to celebrate the sixtieth birthday of his brother, Adolf Heineman, assistant general manager of the company. Adolf Heineman's Sixtieth Birthday

Adolf Heineman has worked indefatigably during the past few years to place the Otto Heineman Phonograph Supply Co. in front ranks of the talking machine industry, and the wonderful progress achieved by this company may be attributed in a considerable measure to his unceasing efforts and untiring energy. A capable executive and thoroughly conversant with every phase of the talking machine industry, he has rendered invaluable service to his brother in the foundation and expansion of the Otto Heineman Phonograph Supply Co. At the present time he is in charge of the company's Dean division, and his keen business acumen is reflected in the fact that this division is growing by leaps and bounds, and under his able direction and management is steadily adding to its prestige.

In addition to the branch managers, there were present at this luncheon the company's executives, a number of prominent members of the talking machine industry, and several invited guests. Everyone present was impressed with the fact that this gathering was an unusual one in many respects, and the congratulations which were showered upon Adolf Heineman made this veteran talking machine man thoroughly happy, although just a trifle ill at ease. A few hours previous he had entered his office to find it transformed into a veritable flower conservatory, and telegrams of felicitation from business and personal friends had been received continuously. The luncheon was a fitting finale to a well-deserved tribute to a man who has worked day and night for the success of the Otto Heineman Phonograph Supply Co.

The Luncheon at the Hotel Astor

At the start of the luncheon A. G. Bean, general manager of the Elyria plant, was introduced as toastmaster, and a better selection could hardly have been made. His introductions of the various speakers were timely and witty, and in his first remarks he paid a tribute to the policies and methods of the Otto Heineman Co. Growing reminiscent, he spoke of the days when the company's floor space consisted solely of a room in a downtown building, which held two people comfortably, and three with inconvenience. He compared this with the company's present factories in Elyria, O., Newark, N. J., and Putnam, Conn., in addition to the various branch offices maintained in the leading cities throughout this country and in Canada. When called upon by Mr. Bean as the first speaker, Otto Heineman commented upon the fact that this luncheon was being given in honor of his brother, and was not by any means a "company" gathering. In a stirring address that gave his audience some idea of the bond of affection that exists between his brother and himself, Mr. Heineman said that any measure of success which his company had achieved must be credited to the whole-hearted support which he had received from Adolf Heineman many years before the present organization was founded. He emphasized the fact that he had investigated in person the pulse of the talking machine industry long before it had reached its present basis of strength and permanency, and paid a tribute to his brother's foresight, and judgment which had been a powerful factor in making possible the establishment of the Otto Heineman Co.

Among the others present who made brief addresses, all of which contributed to the enjoyment of the luncheon were A. F. Meisselbach and A. F. Meisselbach, Jr., of the Meisselbach Motor Co., Harriman National Bank; H. B. Rosen, director Harriman National Bank; A. W. Widmann, president Pathé Frères Phonograph Co.; Jacob C. T. Fots, New York; G. F. Meisselbach, Jr., and Dr. J. J. Klein. It was the unanimous opinion of these speakers that Adolf Heineman had discovered the eternal spring of youth, for his sixty years rest as lightly on his shoulders as though he had just passed the two-score milestone in his busy career.

On Tuesday evening Adolf Heineman entertained the branch managers of the company, and a number of invited guests at his home, a delightful dinner bringing this eventful day to a happy close.

A Visit to the Meisselbach Plant

On Wednesday the managers, accompanied by the heads of the Otto Heineman Co., spent the day at the factories of the Meisselbach division in Newark, N. J., and a trip through this up-to-date and thoroughly efficient plant gave the visitors the "reason why" the Meisselbach motor has won world-wide recognition as the leading motor in its field. A. F. Meisselbach, who is vice-president of the Otto Heineman Co., entertained the visitors at luncheon at the Downtown Club, Newark, N. J., where a resume of the day's trip aroused hearty enthusiasm regarding these Meisselbach products and their unlimited future possibilities.

Thursday at the Dean Factories

On Thursday the party left Putnam, Conn., where the factories of the Dean division are located. The managers learned at first hand some of the intricate processes incidental to steel needle manufacturing, and with Charles L. Dean and John M. Dean, Jr., as guides, explored the large new factory which has just been completed. They marveled at the perfection of manufacturing which is evident in every department at this plant, and returned to New York imbued with a true idea of the important role that this "baby" in the Heineman organization is destined to play in coming years.

Friday was spent in a series of business meetings at the executive offices, and on Saturday the managers departed for their respective territories, tired and travel-worn, but heartily enthusiastic and optimistic regarding 1918 possibilities. The week was a signal success, and Otto Heineman, who arranged every detail of the week's activities, can well be proud of the capable and aggressive corps of managers who are making the Heineman product the standard of the talking machine industry.

On a facing supplement are seen photographs.

L. & H. Khaki Talking Machine Covers

HAVE STOOD THE TEST

Modern Methods Insure Safe Handling

Heavy

Padded

with

substantial

Felt

Quilted

Fleece-lined

Strongly

Sewn

We specialize in making to order Covers to fit any make machine

LYON & HEALY - CHICAGO

Special Inducements to Jobbers

MARCH 15, 1918

THE TALKING MACHINE WORLD

94

L & H Khaki Talking Machine Covers

L & H Khaki Talking Machine Covers...
Luncheon at Hotel Astor in Honor of A. Heineman

At Speakers' Table—Left to Right: Dr. J. J. Klein, S. A. Ribolla, E. A. Widmann, A. F. Meisselbach, A. Heineman, Otto Heineman, A. G. Bean, John A. Noble, J. Schector

Heineman Managers and Executives Who Attended Conference

Seated—Left to Right: C. W. Neumeister (Cincinnati Manager), W. G. Pilgrim, A. F. Meisselbach, Otto Heineman, S. A. Ribolla (Chicago Manager), Paul L. Baerwald (Eastern Sales Manager)
Standing—Left to Right: C. Martinez, R. C. Ackerman (Export Manager), Chas. Hibbard, Fred W. Hager, C. T. Pott (Canadian Manager), R. Foute, A. Foute, W. Brand
Views in the New Heineman Executive Offices

Otto Heineman, President and General Manager

W. G. Pilgrim, Assistant General Manager

Treasurer's Office

Export Department

Stenographic Department

Bookkeeping Department
Mr. Corley's determination to dedicate his efforts toward the support of the South but throughout the entire country. These sentiments were shared by a host of friends in the trade, not only in the South, but also in the Middle West for the past eight years.

The Corley Co., one of the leading musical Specialty houses in the South, has justly earned its slogan, "The House That Made Richmond Musical." Through the untiring efforts of Frank W. Corley, the management of the Victrola department is C. P. Carroll, who has been especially interested in the sales of Victor records.

Mr. Corley is ready.

Mr. Corley, son of John G. Corley, the head of The Corley Co., has been accepted for service in the Naval Flying Corps. Mr. Corley's ready.

The Corley Co. To Become Member of the Naval Flying Corps—His Good Work in the Trade

FRANK W. CORLEY IN THE SERVICE

Head of Wholesale Victory Department of Corley Co. to Become Member of the Naval Flying Corps—His Good Work in the Trade

Announcement is made that Frank W. Corley, son of John G. Corley, the head of The Corley Co., Richmond, Va., and who is actively in charge of the wholesale victory department of that company, has been accepted for service in the Naval Flying Corps. Although at the present writing he has not yet been called, the summons to duty is expected at any moment and Mr. Corley is ready.

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The Fischer Company
Oldest Pathe Jobbers

The Fischer Company were the first to appreciate the wonderful merchandising possibilities of Pathe phonographs and Pathe records.

The growth of our organization has been remarkable. The dealers established by us have all been successful. All have made money. Our service and co-operation have been invaluable to them.

It has been the ONE idea of this house since its inception to give a LITTLE BETTER service than could possibly be expected. The recent establishment of a dealers' service bureau is a concrete example. The object of this department is to originate and perfect merchandising ideas and to give expert advice and assistance to our dealers.

Recent enlargements enable us to adequately serve a few more dealers. We respectfully solicit a trial order. Our ONE DAY SERVICE and SHIPMENTS COMPLETE in these times of crowded carrying conditions mean more sales.

Prospective dealers write for our book just published — "The Other 20%"

THE FISCHER COMPANY
Oldest Pathe Jobbers

940 to 1030 Chestnut Ave. Cleveland, Ohio

PATHE ART MODELS
Marvelous in Tone Exquisite in Design

Priced—$190.00

Three periods—William and Mary, Sheraton and Jacobean.
View of Temple of Music Display Room

The most important part of this feature is the fact that the business at the Temple of Music on the day following the dances was the largest the store closed since Christmas. Mr. Deetz is delighted with the success of his new plan, and promises to introduce some other innovations in the near future which will further add to the popularity of his establishment and the sales totals of Victrolas and Victor records.

A patriotic and philanthropic American has purchased thirty-eight Columbia Graphonolas with the sale totals of Victrolas and Victor records. Mr. Deetz is delighted with the success of his new branch since the first of the year, and his appointment as manager is a well-deserved tribute to his ability and the success which he has already achieved in Cincinnati.
Fill your store with laughter—put on the new April "Cohen at the Telephone." Everybody who hears it will want it. Cohen buys a piece of submerged real estate, and a suit that fits him only here and there—all in one side-splitting record.

Columbia Graphophone Co.
Woolworth Building, New York

SONORA DEALERS ENJOY BANQUETS

Yahr & Lange Drug Co. Entertain Retailers in Their Territory at Elaborate Spread—Minneapolis Drug Co. Follows Suit

The Yahr & Lange Drug Co., Milwaukee, Wis., distributors in Wisconsin for the products of the Sonora Phonograph Sales Co., has been achieving remarkable success with this well-known line, and during the past few months has established many important agencies throughout the State. Fred Yahr, president of the company, is taking a personal interest in the activities of the Sonora department, and recently invited the Minneapolis Drug Co. Give Banquet to Sonora Retailers in Their Territory

Wisconsin to be his guests, Mr. Yahr also extended an invitation to the Sonora jobbers in surrounding territory, and a number of them accepted, including Sewall D. Andrews, Minneapolis Drug Co., Minneapolis, Minn.; O. C. Maurer, Kiefer-Stewart Drug Co., Indianapolis, Ind.; W. J. Hasmim, C. J. Van Houten & Zoon, Chicago, Ill. Frank J. Coupe, director of advertising and sales for the Sonora Phonograph Sales Co., was also present at this dinner, and contributed materially to the success of the banquet.

When Mr. Andrews returned to Minneapolis, he was so favorably impressed with Mr. Yahr's plan that he extended an invitation to the Sonora dealers in his company's territory to be present at a banquet which he gave in Minneapolis. This event was also a decided success, and in addition to the dealers and executives of the Minneapolis Drug Co., there were also present George E. Brighton, president of the Sonora Phonograph Sales Corp., accompanied by Mr. Coupe.

ENTERTAINS CHICAGO FORCE

Arthur D. Geissler, president, and Roy J. Keith, vice-president of the New York Talking Machine Co., Victor distributors, returned last week from a visit to Chicago, where they attended directors' meetings of the New York Talking Machine Co. and the Chicago Talking Machine Co. While in Chicago Mr. Geissler gave a theatre party and dinner to his associates and the members of the board of directors, and Mr. Geissler's well-deserved reputation as a genial host was further emphasized by the success of this party and dinner. The event was marked by a spirit of good-cheer and good-fellowship, and was a fitting finale to a very pleasant Chicago visit.

The Glendale Phonograph & Piano Co., Vincent Salmacic, proprietor, has opened a store in Glendale, Cal.

NEEDLES FOR PHONOGRAPH

STEEL needles, 100 or more, $1.00, per 1,000...20
Sapphire needles, 100 or more, per 1,000...20
DIAMONDS for Pathe or Edison, each...1.75
Made in Switzerland of the finest grade Sapphiro and Diamond...1.25

THE PHONOGRAPH CLEARING HOUSE, Inc.
51 East 42d Street, New York City

MR. JONES HAD TOO MANY CABINETS on hand, and he needed Motors!

MR. SMITH HAD TOO MANY MOTORS on hand, and he needed Cabinets!

The Phonograph Clearing House, Inc.
is clearing up things like these every day. We can sell you anything you want, from a needle to a complete machine. Whether it's single items or millions, our business is to find it for you.

Direct Representatives of Leading Manufacturers
IF YOU DON'T KNOW WHERE TO GET IT
IF YOU DON'T KNOW WHERE TO SELL IT
Communicate with
THE PHONOGRAPH CLEARING HOUSE, Inc.
51 East 42d Street, New York City
WHY NOT A TALKING MACHINE MEN'S CLUB IN NEW YORK?

Strong Movement Under Way to Establish a Social and Business Center for the Trade at Large—Plan Would Present Many Genuine Advantages—Piano Men Already Have Club

WHY NOT a talking machine men's club in New York—a social center where members of the trade can meet their friends, and where out-of-town visitors may make their headquarters? There is a strong sentiment in the trade at the present time for the organization of a talking machine men's club, along the lines of clubs organized in the piano and other trades, and which have proven so successful. It is felt that this industry has reached the point where such an institution would prove most desirable, and that the trade is big enough to assure the support of such a move without any difficulty.

As one well-known talking machine man said to The World: "What the trade wants just now is a permanent meeting place where the members of the industry and their friends may gather for luncheon, for dinner, for a social hour or two, to chat, smoke, or otherwise entertain themselves, or to listen to valuable addresses on business topics delivered by men prominent either in or out of the trade. At the present time our industry is one of the few of its size in the city that has not such headquarters, and the fact is to be regarded in the light of a handicap."

"The piano trade some years ago organized the Piano Club of New York, with headquarters in the Bronx, and the club has proven most successful, there being a representative showing for luncheon each day and some big turnouts at special events. One can drop in there most any hour of the day and find somebody, and it proves a most welcome center to which to take piano men from out of town for luncheon or a chat. If the piano men can do it why cannot the talking machine men, who are far more numerous?"

Although the club plan is still in a purely embryonic state, it has already attracted the attention of some active lights in the industry, and one prominent furniture man who conducts a talking machine department in his store has volunteered to provide the furnishings for any quarters that may be selected for a clubhouse, whether simply a floor or an entire building. It is believed that a logical location for a talking machine men's club would be in the forties, somewhere between Fifth avenue and Broadway, convenient to the hotels, theatres and railroad terminals, and within easy reach of trade centers.

It is felt that many speakers could be prevailed upon to address the trade if some place were provided where a fair size audience could be gathered. Then, too, there would be a genuine advantage to the trade in the social intercourse of its members through such a club. Out-of-town visitors, and there are a goodly number of them, would find a talking machine men's club a congenial place in which to spend their leisure moments, and to receive their mail.

Those who have advanced the club plan emphasized the fact that such a movement might be fathered by the Talking Machine Men, Inc., who with their present organization, representative of the trade at large, could do much to develop interest in the idea. It is pointed out that there are several hundred manufacturers, jobbers and dealers in the metropolitan district who could be depended upon to support a club, a sufficient number in fact to insure the financial success of the venture, if conducted along conservative lines, at a minimum of expense to the individual.

As has already been stated, one advocate of the club idea has volunteered to provide the furnishings for the clubrooms, and this is to be recognized as eliminating one of the big, initial expenses. With the furnishings taken care of, the club members would be called upon to pay only the rent and the operating expenses, with a return revenue being realized upon any restaurant or refreshment privileges that might be incorporated.

The World would be glad to receive any expressions of opinion from the trade in reference to the club idea.

SONORA CO. ELECTIONS FOR 1918

George E. Brighton Again Heads That Concern for Coming Year—The Other Officers

The officers and directors of the Sonora Phonograph Corp. for the ensuing year, as elected at a recent meeting of the stockholders, are as follows:

George E. Brighton, president and treasurer; J. N. Beach, vice-president; Joseph Wolfel, secretary; W. J. Farquhar, assistant treasurer, secretary American District Telegraph Co.; William Varin, comptroller. Directors: J. N. Beach (president of Lord's Court Realty Co., director Equitable Life Assurance Co., director Atlantic Mutual Marine Insurance Co.); George E. Brighton, H. P. Chilton (member of banking house of Moore & Schley), Waldo G. Morse (vice-president State Bank, Seneca Falls, N. Y.), Joseph Wolfel.

The officers and directors of the Sonora Phonograph Sales Co., Inc. for the ensuing year, as elected at a recent meeting of the stockholders, are as follows:


The CHENEN PHONOGRAPH
Plays all records—better

The success of the Cheney, from a selling standpoint, is a tribute to the public's appreciation of real musical and artistic worth.

The serene purity of Cheney tone and its perfect renditions of all makes of records result from entirely new applications of acoustic principles. It puts the real artist into the record!

The Cheney is an artistic creation and as such it commands prestige and the subtle, but powerful "word of mouth" advertising that goes with the best.

Each sale becomes a permanent advertisement for your store.

Cheney cabinets cannot be excelled in beauty of design and quality of workmanship.

Cheney sales and advertising co-operation is in keeping with the high quality of the instrument.

Correspondence with dealers invited

CHENEN TALKING MACHINE CO.
24 N. WABASH AVENUE, CHICAGO
—With exacting care

The Phonograph manufacturer that I like to sell is the man who buys his materials with exacting care.

Because then it is easy to sell him the Stephenson Precision-Made Motor and easy to keep him sold.

Because he buys with exacting care—which logically means, the Stephenson Precision-Made Motor.

Frank V. Knute
Vice-President

Stephenson, Inc., One West 34th Street, New York
Making Satisfactory Progress

American Graphophone Athletic and Social Club a Social Center for Grafonola Makers

The American Graphophone Athletic and Social Club, which is composed of the employees of the American Graphophone Co.'s factories, is making very satisfactory progress, and according to present plans the members will be afforded many opportunities to thoroughly enjoy and appreciate the entertainment which this club affords. The club holds its meetings monthly, and the object of these meetings is to stimulate the interest and activities of the members in athletic and social welfare. The club is meeting with the hearty support of the "Grafonolites," and has gone a long way in the promotion of good fellowship among the employees. It is interested in pool tournaments, card tournaments, bowling, basketball, music, dancing and similar entertainments.

The past year A. C. Whitehead has been president, A. H. Carpenter vice-president, and G. Langham secretary. The officers and their associates have worked with considerable energy during their term to make the club a success, and their efforts have been well rewarded. The members enjoy nearly any sort of diversion, such as cards, checkers, pool, athletic stunts, music, dancing, reading, etc.

The club has a service flag covered with a field of stars, which is rapidly climbing close to the half hundred mark, and the clubrooms have already won recognition from the enlisted and drafted members as a center where they may congregate, renew old friendships and see familiar faces.

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New Victor Wireless Poster

Most Attractive Piece of Publicity for Use of Dealer Just Issued by Victor Co.

The Victor Talking Machine Co. has just sent out a most attractive poster in colors for the use of the dealers in window and store displays, and featuring the special Victor records for wireless operators announced recently. The poster shows an army wireless station, back of an artillery position in France, with the operator sending messages to headquarters. The coloring is particularly effective, and the whole poster is of the sort to demand immediate attention. The Victor wireless records are produced in accordance with the Marconi system, and are, therefore, to be accepted as the standard.

With the wireless poster there has also been issued a second poster referring to the "Victrola Book of the Opera," showing actual reproductions of the book, with its attractive cover in green and gold.

New Store Opened

The Jamestown Piano & Phonograph Co. has opened a store in Jamestown, N. Y., featuring the Hallet & Davis pianos, as well as Pathéphones and records. Special soundproof rooms are being installed.

The man who could earn more through greater effort, but who does not make the attempt, cheats himself—and he cheats the rest of the world.

Munola

By economical manufacturing methods and quantity production we are able to offer what we believe to be by far the greatest Phonograph value to-day on the American market.

Its price places it within the reach of every American home. Its fine appearance makes it fit for a place in the finest home in the land. Its richness of tone and splendid finish and design will delight the most critical buyer.

Mechanically the Munola leaves nothing to be desired. Our especially designed double spring motor plays three ten-inch records with one winding and is absolutely noiseless when running.

The tone arm, sound box and full sized all wood horn are scientifically designed and properly proportioned to produce a full, round, mellow tone. PLAYS ALL MAKES OF RECORDS AS CLEAR AS A BELL.

Mr. Dealer: The MUNOLA will make you immense profits. It sells to every class of buyer because it is cheap enough for anybody—good enough for everybody. We are rapidly establishing Agencies in cities all over the country. If you are looking for the best and most profitable popular priced Phonograph proposition to be had to-day, write us at once for our dealer proposition and full particulars.

MUNZER MANUFACTURING CORP.

307 Sixth Avenue So. Sole Makers Minneapolis, Minn.
"Strong buying by the public of Pathé Records"

Sounds like a market report, doesn't it?

It is a fact, however.

So great is this insistent buying demand among Pathé purchasers that the monthly release of Pathé Records is hopping along in increasing numbers.

Of course, there's reason for it.

Pathé is establishing a reputation for being first on the spot. Soon as a song, or other musical number, makes a hit, Pathé has it on a Record. That's service.

Then again—in the higher realm of song—such world-famed artists as Muratore, Muzio, Didur, Thibaud, Ganz, Hoffman, Rimini, Ober and a host of others, most of them exclusively Pathé, entrust their finest offerings to Pathé Records because of the realism and faithfulness of Pathé Record reproduction.

Get in on this Pathé prosperity.

WRITE TODAY

Williams-Davis-Brooks & Hinchman Sons

26 East Congress Street

DETROIT

MICHIGAN
An Open Letter
to Every Live DEALER in the Trade

We still want 95 dealers of the 200 we started out to get last month—
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
95
STRADIVARA
"Known for Tone"
Machines

AS DEALERS' SAMPLES
If you consider yourself a "Live Dealer" be one of the remaining 95 to join us in forcing the issue for the BIG SPRING DRIVE for business. Write today for a sample machine while this special allotment lasts.

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

H. B. Shaw & Sons, Amsterdam, N. Y.
Warren, Conn.
Washington, D. C.
Westlake & Egel, Pa.
F. P. Whipple & Brothers, Boston, Mass.
S. Da Bell, Rochester, N. Y.
B. H. Reed, Providence, R. I.
J. L. & L. Seabright, Winsted, Conn.
Geo. A. Felt, Washington, D. C.
F. W. Swift & Co., Syracuse, N. Y.
D. W. King, New York City.
Larkin Piano Co., Utica, N. Y.
Lindner Piano Co., Buffalo, N. Y.
Selmary Piano Co., Brooklyn, N. Y.

Please do not order your sample machine until a pedal is fitted

R. Klaw, Inc.
Rockford, Ill.
Geo. L. Seabright, Watertown, N. Y.
Hill Bros., Boston, Mass.
Nattern Co., Enfield, Conn.
Cavner & Co., Lockport, N. Y.
S. A. Lee Piano Co., Bridgeport, Conn.
O. W. Merrell, Winsted, Conn.
Walker & Stow, Jamestown, N. Y.
Geo. A. Felton, Girardville, N. Y.

TPA6

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

Paragon Mfg. Company, Inc.
HICKORY, N. C.
Manufacturers of
High-Grade Phonographs
This Ad. is for your Benefit, write to, Hickory, N. C.
MARCH 15, 1918

THE TALKING MACHINE WORLD

RECORDS BY NOTED MEN

To Be Used by the "Nation's Forum" in Na-
tional Propaganda

St. Louis, Mo., March 8.—As announced re-
cently in The Talking Machine World, Guy
Golterman, a prominent attorney of this city,
is the director of a new organization to be-
known as the "Nation’s Forum," which has been
formed to introduce records made by some of
the most prominent men in public life. This
forum has already secured an imposing list of
names, and several well-known men have al-
ready made records which are meeting with con-
siderable favor.

At a recent meeting of the Chamber of Com-
merce at the Planters Hotel, in this city, a record
made by ex-Ambassador Gerard was pre-
sented, and proved such a signal success that
Edward Buder, chairman of the meeting, wrote
the following letter to Mr. Gerard: "Please
accept my thanks for yours of the 27th inst.
You will be pleased to know that the Gerard
talk made a decided hit at the meeting yester-
day, and I take this opportunity of thanking
you for the use of the machine and the record."

IMPORTANT CHANGE IN EL PASO

El Paso, Tex., March 9.—The Tri-State Talking
Machine Co. has been consolidated with the
talking machine department of the El Paso
Piano Co. However, the firm name of "Tri-
State Talking Machine Co." will be retained,
J. M. Spain and W. R. Schutz being the sole
owners. The piano department of the El Paso
Piano Co. will continue as usual and under its
present name. W. R. Schutz is proprietor.

The entire business will be concentrated and
conducted in the El Paso Piano Co.'s beautiful
new location at 215 Texas street, formerly
Everybody's Building, in a few days.

Richard S. Thompson, formerly of the adver-
sising department of the Victor Talking Machine
Co., is now a second lieutenant of infantry. He
is a graduate of Plattsburg officers' training
camp.

MUSIC "SOMEBWHERE ON ATLANTIC"

Naval Officer Writes Interesting Description of
the Playing of Phonographs on Transport
Bound for "Over There"—How Various Kinds of
Music Affect the Fighting Man

San Francisco, Calif., March 7—Is the musical
instrument a necessity or a luxury? Ask the
boys in the canteens, on the transports or
in the trenches. George McConnell, of Fraser
& McConnell, piano dealers of this city, is sat-
sisfied that at least on the transports music is
a very real necessity. In evidence thereof he
cites a letter he recently received from a cap-
tain, formerly of San Francisco, written while
the officer was "somewhere on the Atlantic" head-
for "somewhere in France."

In the opening paragraph the officer said: "A
phonograph is playing in the distance, some-
times a classic and sometimes a love song."
And as he proceeds with his letter he interrupts
himself from time to time to tell what the ma-
chine is playing. Now it is "A Little Bit of
Heaven." And this brings to the soldier's mind
visions of dear old San Francisco, as it was
there he had a friend who loved to sing the
song. Then comes the Largo from Handel and
the sadness makes the boys feel that it is very
hard to keep a stiff upper lip. But the lighter
times of life constantly bob up in youth
and the captain refers to one of his comrades
who is lying in his bunk, where he "Just Can't
Make His Stomach Behave." Towards the end
of the letter he says: "Now we are going to have
a march and then perhaps a rag," and his frendly
communication takes on a sprightlier tone at the
prospect. Truly, he says in con-
clusion, if it were not for the music it would be
hard to keep up a fellow's spirits.

Can you not picture the young officer sitting
apart from the group about the phonograph,
holding commune with his friend by means of
the written word, but every thought dom-
inated by the music that flows from the over-
worked phonograph? Can you picture such a
scene and say that the musical instrument is not
a necessity of warfare?

1918 METHODS OF ADVERTISING

Boston, Mass., March 5.—George W. Hopkins,
general sales manager of the Columbia Grapho-
phone Co., New York, was one of the speakers
Saturday at the monthly dinner of the Pilgrim
Publicity Association.

Mr. Hopkins chose for his subject "1918 Meth-
ods of Advertising," and gave one of his usual
effective and inspiring addresses. He told the
advertising men present a lecture issued by the
Columbia Graphophone Co. which is up to make
to make business earn more dollars than ever,
so that these dollars may be used in support-
ing the Liberty Loan.

"There never was such a time in history," he
said, "for the making or breaking of men in
business. I'm not at all pessimistic, but the
American business man must get his affairs into
such shape that he can take advantage of the
$7,000,000,000 that will be spent by the Govern-
ment in prosecution of the war. The rich man,
too, has less money to spend than he ever had
before; and the poor man too, has less money to
spend than he ever had before; and the poor
man has more.

The rich man, however, the firm name of "Tri-
State Talking Machine Co." will be retained,
J. M. Spain and W. R. Schutz being the sole
owners. The piano department of the El Paso
Piano Co., New York, was one of the speakers
at the Planters Hotel in St. Louis.

Mr. Van Veen called attention to the fact that
Mr. Van Veen was "somewhere on the Atlantic"
when the recent advertisement was used by the
Columbia Graphophone Co. on the back cover of the
Saturday Evening Post an illustration was used
that portrayed the Van Veen booths. The il-
ustration in question was the interior of the
Columbia Graphophone Co. showroom.

Mr. Van Veen attributes this progress to the satisfaction
his booths are giving the dealers, for many of
these installations have been repeat orders.

In a chat with The World this week Arthur
L. Van Veen, head of A. L. Van Veen & Co.,
manufacturer of Van Veen brad-set booths, com-
mented upon the fact that the company had
been making unusually satisfactory progress in
installing their "three years of
progress." Announcement
of the accomplishments of the firm in that time ap-
proach nowhere in this
week's paper. The recent
New Hoffay Style decision of the Hoffay Co. that they would re-
lease their two reproducers, the "Resurrectone"
and the "Half-fork-tone," for general use to
the army officers during the necessary ar-
rangements, has brought a flood of requests for
these reproducers to the Hoffay offices during the past
four weeks.

NEW HOFFAY CABINET MODEL

A new style of cabinet has been adopted by
the Hoffay Talking Machine Co., Inc., and in
the future all their models will be produced in
this new style, which will make the Hoffay
distinctive. A phonograph of the new model is reproduced here, and will give
some idea of its at-
tractiveness.

The Hoffay Talking Machine Co. are cele-
brating this spring their "three years of
progress." Announcement of the accom-
plishments of the firm in that time appears
elsewhere in this
week's paper. The recent
New Hoffay Style decision of the Hoffay Co. that they would re-
lease their two reproducers, the "Resurrectone"
and the "Half-fork-tone," for general use to
the army officers during the necessary ar-
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four weeks.

MAKING IMPORTANT INSTALLATIONS

A. L. Van Veen & Co. Equip a Number of
Important Stores With Their Booths

In a chat with The World this week Arthur
L. Van Veen, head of A. L. Van Veen & Co.,
manufacturer of Van Veen brad-set booths, com-
mented upon the fact that the company had
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and the "Half-fork-tone," for general use to
the army officers during the necessary ar-
rangements, has brought a flood of requests for
these reproducers to the Hoffay offices during the past
four weeks.
SERVICE FOR THE DEALER

The Service Department of the New York Talking Machine Co. has prepared a series of Artistic Posters for Use of Dealers.

The service department of the New York Talking Machine Co., Victor wholesaler, has prepared for the use of its dealers a series of unusually artistic feature posters that can be displayed to excellent advantage. It is the intention of this department to prepare one of these posters each month, and those issued to date have won the enthusiastic approval of the Victor dealers in metropolitan territory.

One of these recent posters featured the Victor records made by Jascha Heifetz, the phenomenon young violinist, who has taken the country by storm, and who records for the Victor Talking Machine Co. exclusively. This poster presents a cutout of Heifetz in full pose, and was executed by Louis Pancher, one of the leading poster artists in New York.

Another recent poster features the vocal record "Lorraine," which promises to be one of the most popular semi-patriotic songs that have been introduced during the past year. The subject of this poster is being kept with the text of the song, and is well calculated to attract favorable attention from all Victrola owners. Another recent poster featured the Victor record of the "Missouri Waltz," one of the best selling waltz records that have been introduced in recent years.

The service department of this company has also instituted a special combination service plan, which includes a one-page insert that can be enclosed with the monthly supplements. This insert features ten records which the company has in stock, and this list contains selections that make a definite appeal to all music lovers.

The headings of each insert are especially attractive, and usually feature some of the latest hits of the day. In order to enhance the value of this insert, a hanger has been prepared which also lists these ten records, and the progressive Victor dealer can use this hanger in conjunction with this insert, to stimulate the demand for ten records that can be promptly supplied.

NEW SONORA AGENCY OPENED

West Atlas, Wis., March 12.—The exclusive agency for the Sonora phonograph in West Allis, one of the largest and most important suburbs of Milwaukee, has been placed with the Central Audio Co., 3246 Greenfield avenue, by Yahr & Lange, Milwaukee, distributors. The Central Co., owned by Theodore J. Mueller, is remodeling and enlarging its store in order to provide elaborate display and demonstration rooms.

NEEDLE CUPS

HEAVY NICKEL-PLATED

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<th>Per 100</th>
<th>$2.00</th>
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FAVORITE PHONOGRAPH ACCESSORY CO.
1401 DaKil Avenue
Brooklyn, N. Y.

REMOVE TO LARGER QUARTERS

Ready File Co., Inc., Compelled by Growth of Business to Move Executive Offices to the Fourth Floor of Castle Hall Building

INDIANAPOLIS, Ind., March 8.—For the second time within the past year the Ready File Co., Inc., has been forced by the ever-growing volume of business to move to larger executive quarters. This is the sixth move of this fast-growing specialty for filing records have gone to the fourth floor of the Castle Hall Building, where they occupy a suite consisting of six departments and an experimental laboratory.

When seen in his new private office, F. O. Willing expressed great pleasure over the new experimental laboratory. He said in part: "We are all greatly gratified in having at last the laboratory that has been in our minds for the past several months. Here we can, I am sure, with the most up-to-date equipment of making the new specialties we have in mind. What these are I am not at liberty to disclose, as our patents have not yet been secured, but I may at least say that they are all related to the development of the talking machine. I rather think that before very long we will be in a position to supply many of the wants of the talking machine dealers, and to supply them better than has heretofore been done by any accessory company."

APPOINT NEW BRUNSWICK AGENCIES

Ten Dealers in This Section Take on Line During Month—Changes in Staff at New York Office—Staff Meeting of Sales Force

Both the wholesale and retail departments of the Brunswick phonograph at the New York headquarters of the Brunswick-Balke-Collender Co. report generally good business.

In the period from February 15 to date ten new agencies for the Brunswick phonograph were opened by this office. Seven of these numbers were opened in the month of March.

Various changes of territory were made in the sales staff. Chester Abelowitz, formerly in the New Haven district, is now in New York City. F. W. Johnston has been transferred from New Haven to Brooklyn. J. J. Brophy, formerly in New York City, is now in New Haven. A. E. Wengrovius is covering Albany and H. D. Clark, Newark. Cheyfman.

The salesmen met in the New York headquarters on Saturday last for a staff meeting at which time the new "Ultima" reproducer and tone arm for playing all records on the Brunswick phonograph was demonstrated.

INCREASES CAPITAL STOCK

Phonograph Co., of Milwaukee, Edison Jobber, Increases Capital From $30,000 to $50,000

MILWAUKEE, Wis., March 13.—The capital stock of the Phonograph Co. of Milwaukee, 213-215 Second street, Edison jobber in Wisconsin and Upper Michigan, has been increased from $30,000 to $50,000. It is stated that there is no significance in the increase excepting that it is demanded by the constantly growing volume of business. William A. Schmidt is manager of the company, which also controls the Edison Shop, retailers for Milwaukee and vicinity.

SONORA PRICE FOLDER ISSUED

The Sonora Phonograph Sales Co. has just issued an attractive folder which presents photographs of the complete Sonora line, together with list prices. These photographs are clear and well defined, and carry out the Sonora idea of dignity and quality. The complete line of Sonora phonographs with their prices are as follows: "Invincible" No. 1, $25; No. 3, $35; No. 2, $50; "Grand," $300; "Laureate," $215; "Elite," $200; "Baby Grand," $180; "Intermezzo," $150; "Imperial," $115, "Troubadour," $90; "Rhapsody," $90; "Mendelssohn," $55; "Melodie," $50.

WHERE BUYING POWER LIES TO-DAY

Some Interesting Comments on Changed Conditions From Edison Diamond Points

It is no exaggeration to say that the earning capacity of the working man is to-day much higher than it has been in years, says Edison Diamond Points. There are probably five million families in the United States and Canada who to-day are in a position to purchase what they had previously considered far beyond the reach of their purse. The high cost of living notwithstanding, the working man is better situated financially than he has ever been.

The buying power to-day is in the hands of the working man. We believe that in certain localities the large percentage of buyers of New Edisons in 1918 will be working men, men who to-day can afford to have those things that have long been out of their financial reach.

In January, we sent you a questionnaire about your business. The opening question was: "What percentage of your sales in November and December was made to the working man?"

A good many replies have been received, enough, in fact, to shed a good deal of light on your business in the future. There are numerous cities and towns in this country where anywhere from 90 to 100 per cent, of our dealers' business is transacted with men of the working class.

If you are situated in a large manufacturing community, you have an untrodden field before you, but hear in mind that you are the one to do the tilling. Indications are that 1918 will be the best year on record for the man who goes after business—it may not be quite so good a year for the dealer who stands behind his counters and waits for business to come to him.

The J. B. Greenhut Co., Inc., the big New York department store, are closing out their business. They held a Victor jobber's license, although selling only at retail, and the Victor stock has been taken over by another local jobber.
Al Jolson never sang a livelier song than “There’s a Lump of Sugar Down In Dixie.” It’s one of the many sure-fire sellers in the Columbia April program. A2491.

DISTINCTIVE FEATURES HELP

Why the Brown Disc Record Cabinets Grow in Popularity With the Trade

The sales manager of the Globe-Wernicke Co., Cincinnati, O., manufacturer of Brown disc record cabinets, in a recent chat with The World pointed out that the success of these cabinets may be attributed to the practical utility of its distinctive filing arrangements, and the favorable appeal which their other features make to the talking machine operator. The Brown disc record cabinet is so devised that a record may be found instantly, and the compartment from which it was taken is left open for its return. There is no danger to the record, as it is either on the machine, in the hands of the operator or in its compartment.

From the standpoint of attractiveness the Brown disc record cabinet harmonizes completely with the most expensive furniture in the living room or music room. It is splendidly constructed, and is made in four sizes; two-drawer, four-drawer, six-drawer and twelve-drawer. The Globe-Wernicke Co. has prepared an artistic catalog, designated as No. 317, which is devoted to the Brown disc record cabinet.

THE TALKING MACHINE WORLD MARCH 15, 1918

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 it is much more probable 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%c.

Progressive Phonograph Supply Co.
145 West 45th Street, New York
"COLUMBIA RECORD" REAPPEARS

Popular House Organ of Columbia Graphophone Co. in New Dress and Full of "Live" Copy

The "Columbia Record," the popular house organ, which was published by the Columbia Graphophone Co. for several years, and which was temporarily discontinued some time ago, made its reappearance this month in new form, and judging from the success of the first number the new "Columbia Record" is destined to become a most popular house organ.

The form of the new "Columbia Record" is decidedly individual and distinctive, the paper being issued as a four-page newspaper, each sheet measuring 18" by 27". This makeup permits of the introduction of attractive illustrations with plenty of text.

On the first page of this new publication is presented a group of pictures showing how Columbia dealers have utilized the new window display service inaugurated by the Columbia dealer service department. There are also presented several letters received from Columbia dealers throughout the country commenting upon the value of these displays, and the impetus that they have given to record sales.

There is a column story on the first page regarding "Thornton Burgess Week," and reproducing some of the fantastic characters which have made this author’s Bed-time Stories famous.

Other pages of this new "Columbia Record" reproduce some of the new Columbia car-cards, which are multi-colored masterpieces of lithographic art, and which form one of the most effective links in the dealers’ advertising campaigns. There are also reproduced several of the new Columbia advertising cuts, free electrotypes of which are sent dealers on request.

One of the most valuable articles in this new "Columbia Record" is a list of the tentative tours of Columbia artists, giving a detailed account of the different cities at which they are scheduled to appear during the next few months. Among the Columbia artists listed in this section are Barrientos, Casals, Cincinnati Symphony Orchestra, Eddy Brown, Lucy Gates, Leopold Godowsky, Linus Graupner, Josef Hofmann, Margaret Keyes, Morgan Kingston, Florence Maceh, New York Philharmonic Orchestra, Oscar Seagle, Helen Stanley and Eugen Ysaye. There are also practical suggestions in this first issue of the new "Columbia Record," which is being ably edited by Paull Hayden.

The purpose of the new publication is well summed up in the following editorial comment:

“You are the most important man in the Columbia business—because you sell Columbia product. Without your efforts there would be no Columbia factory, no Columbia Grafonolas, no Columbia records, in fact, no Columbia Co. You are the wheels, the belts, the pulleys, the engine, the coal, the steam, the power which is making Columbia what it is to-day and will make it what it will be to-morrow.

"Our factory knows unless they give you the right product they will have to shut down. Our executives know that unless they give you what you want and what you can sell there is no excuse for their existence."

"Having proved to you your importance we are glad to announce the reissuing of the ‘Columbia Record.’ It is to help you be more important. It is to be one of the most useful and dealerish house organs in existence.

"We want to tie up the smallest Columbia dealer in America with the biggest Columbia sales ideas. In addition to sales plans developed by our sales experts the ‘Columbia Record’ will tell stories of successful plans developed by other Columbia dealers. Here’s where you come in again. Let us know any time you make a successful sale. Your success is as good as the next fellow’s and we want to give everyone the benefit of your ideas as well as give you the benefit of everyone else’s ideas.”

REPUBLIC CO. CREDITORS TO MEET

CHICAGO, ILL., March 11.-The first meeting of the creditors of the Republic Phonograph Co. of Illinois, which was adjudicated bankrupt on March 5, will be held at the offices of the referee in bankruptcy, Sidney C. Eastman, at 53 West Jackson Boulevard, March 19.
The Biggest Event in Motordom!

Our Most Popular No. 2 Motor

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

The Price Will Startle You. Write at Once and Surprise Yourself

We Have a Tone Arm For Every Purpose

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

The Improved No. 2 Universal
Known to all manufacturers as a practical and satisfactory arm for all machines ranging in price from $15.00 to $75.00.

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

INDEPENDENT TALKING MACHINE CO., Inc., 54 BLEECKER STREET, NEW YORK CITY

JOBBERS’ ASSOCIATION APPROVES “REFERENDUM NO. 23”

Casts Affirmative Vote on Proposal to Discriminate Against Enemy in Trade After the War if Necessary for Self-Defense—President Blackman Explains Real Meaning of Proposal

The members of the Chamber of Commerce of the United States were recently requested to vote on a referendum, designated as "Referendum No. 23," which related to "a proposal to discriminate against Germany in trade after the war, if necessary for self-defense."

The vote on this referendum was overwhelmingly in the affirmative, and one of the associations that voted "yes" was the National Association of Talking Machine Jobbers, which cast its vote through French Nestor, national councilor, after a meeting of its executive committee.

When the referendum was first received J. Newcomb Blackman, president of the National Association of Talking Machine Jobbers, made a careful study of its different proposals, and about that time the newspapers started a controversy regarding the meaning of certain paragraphs in the referendum. After going into the matter very carefully, Mr. Blackman sent the following interesting letter to Mr. Nestor:

"I have purposely delayed voting on the United States Chamber of Commerce Referendum No. 23, as I wanted the benefit of the controversy, which I have noticed in the newspapers regarding it.

"The referendum itself was not read by me until to-day; and the newspaper articles gave me the impression that it called for a vote to boycott Germany after the war without qualification. I think that represents the prevailing idea.

"A careful analysis satisfies me that this referendum merely attempts to set forth the general belief of American business men, as well as the general public, that we were forced into this war through a military form of government in Germany."

"Furthermore, that, as President Wilson has so clearly pointed out in his various messages, the fulfillment of its terms depends upon the present or some similar government which, in effect, is a military autocracy.

"It is to refer to the German business man from the American that, to avoid what may possibly be the birth of a commercial war and the introduction of a boycott against Germany, it is absolutely essential that the present form of government give way to one set up by the German people and responsible to them.

"In other words, instead of our agreeing now to discriminate against Germany commercially, we will be obliged to discriminate, in order that the German people and responsible to them may possibly be the birth of a commercial war.

"Inasmuch as this referendum has been issued and must be voted on, I hope our members will have a clear understanding of its object and effect.

"The third paragraph on page 4 of same is a simple explanation and reads as follows:

"'This proposal is concerned only in making the German business men from the American that, to avoid what may possibly be the birth of a commercial war and the introduction of a boycott against Germany, it is absolutely essential that the present form of government give way to one set up by the German people and responsible to them.'

"I have endeavored in this detail to discuss the subject, because I so fear a negative vote giving rise to the opinion that, regardless of circumstances, American business would not discriminate against Germany commercially.

"If among our members you have negative votes, and such would sway the balance, so that we should be obliged to cast our vote for the association accordingly, I hope that no time will be lost in bringing this squarely to their attention, so that through no lack of proper interpretation a negative vote will be cast.

"On the other hand, I am frank to say that were this referendum to concern nothing but an unqualified expression of determination to boycott Germany after the war, I would most emphatically vote "yes." To me it means a strong presentation to German business interests of our sincere regret in being possibly forced to take such action and an expression of what would bring this action about, also how it can be avoided.

"If I can be of any further service in this matter, do not hesitate to call on me, for this referendum has been given much publicity, and now that it has come to issue, should be voted on in a most intelligent manner.

"I think we all agree that we are fighting this war to insure permanent peace and liberty and are prepared to sacrifice everything to accomplish that end, so the least we can do is to leave no misunderstanding among ourselves, or even our enemy that will delay, hamper or defeat such an unselfish motive."

STRIKING VICTOR ADVERTISING

Feature Value of Talking Machine Record in Preserving Voices of Noted Artists

In their recent advertising in the American Magazine, the Victor Co. has featured most impressively the fact that the talking machine record renders a genuine service to posterity by permitting them to listen to the actual reproductions of the voices of the famous artists of the present day. The advertisement points out that, although the voice of Patti is lost to those of the younger generation who did not hear that noted songstress in the flesh, the golden tones of Melba will be preserved on talking machine records for all time to come. Both the illustration and the text convey a message to the public that cannot be mistaken, and represent an angle from which to view the importance of the talking machine which, although it may not be new, is nevertheless well worth considering.

The creditors of the Rex Talking Machine Corp., Wilmington, Del., held a meeting recently declaring a final dividend of 36.0 per cent.

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 not been possible to devise the Edison Diamond Disc made for appearance. It can be had with or without reproducer and is made in two lengths.

F. C. KENT & CO.
Manuf, of Phonograph Accessories
24 Scott Street
Newark, N. J.
ANNUAL BANQUET AND DANCE

Of the Talking Machine Men, Inc., Will Be Held at Hotel McAlpin, New York, on April 10—An Interesting Program Has Been Arranged

The entertainment committee of the Talking Machine Men, Inc., has advised the dealers in New York, New Jersey and Connecticut that the association’s annual banquet and dance will be held at the Hotel McAlpin, New York, on April 10. Plans for this event are now being formulated, and judging from the indefatigable efforts of the committee, this year’s dinner will set a new high-water mark in point of attendance and enjoyment.

Sol Lazarus, chairman of the entertainment committee, and one of the most active workers of the Talking Machine Men, Inc., is being congratulated upon the acquisition of corps of aggressive and wide-awake associates for his committee. J. J. Davin, of the New York Talking Machine Co., is a member of the entertainment committee, and chairman of the reception committee, and in this important post is rendering invaluable service to Mr. Lazarus. Other members of the entertainment committee, who have “put their shoulders to the wheel” in a united effort to make the 1918 dinner a record, are John E. Hunt, A. Galucie and Cass Riddel.

The committee has announced that the speakers of the evening will include Congressman Stephens, sponsor of the Stephens bill; H. C. Brown, assistant general manager of the Victor Talking Machine Co.; George W. Hopkins, general sales manager, and Marion Dorian, chief auditor of the Columbia Graphophone Co.; J. Newcomb Blackman, president National Association of Talking Machine Jobbers, and J. H. Tregoe, secretary of the Credit Men’s Association. James T. Coughlin, president of the association, will preside as toastmaster, and it is safe to say that this important position will be filled with adroitness and skill.

Through Mr. Davin’s efforts, the association is enabled to present to the dealers something novel in the way of entertainment, which should insure the certain success of this part of the program. The Hawaiian Troupe, which has made a series of Victor records that have achieved phenomenal success, will render a group of songs and medleys during the course of the dinner, and after the close of the banquet will furnish their inimitable playing for the devotees of dancing. The entertainment committee is making extraordinary efforts to have the fair sex well represented at this year’s gathering, and the program, with the Hawaiian Troupe as an added feature, should make a favorable appeal in this direction.

Sol Lazarus, Chairman Entertainment Committee, has advised the dealers in New York, New Jersey and Connecticut that the association’s banquet, and indicates the activities and progressiveness of the 1918 committee.

In order to make this year’s dinner and dance a representative trade gathering, the entertainment committee is urging the dealers to bring as many of their employes as possible, and for those who are unable to be present during the earlier part of the evening, a cordial invitation is extended to enjoy the dancing and entertainment in the latter part of the evening.

The annual banquet of the Talking Machine Men, Inc., has been recognized for several years as one of the most important and enjoyable events in the activities of the talking machine trade, and each year’s dinner and dance has outdistanced its predecessor. It is almost a foregone conclusion, however, that the 1918 gathering will leave last year’s far behind in every respect, as the dealers intend to bring their families, employes and personal friends.

SUFFER LOSS FROM FIRE

James E. Donnelly, music dealer of Bridgeport, Conn., recently suffered a fire loss of $2,500 to his stock of talking machines and records. Prompt work by the salvage corps of the Fire Department resulted in the saving of $4,000 worth of records.

FIRE IN LAWRENCE, MASS.

A fire which caused $150,000 damage to the furniture and department store of M. J. Sullivan, Lawrence, Mass., last week, destroyed practically the entire stock of talking machines and records on the second floor of the store. Several employes in the department had narrow escapes from the flames.

It’s a very unusual trouble that most of us can’t stand cheerfully—if it only belongs to the other fellow.

The “Mutual”—the ORIGINAL and PATENTED Universal Ball Bearing Tone-Arm

BEWARE OF INFRingers AND IMITATORS

No. 2 Mutual Ball-Bearing Spring Joint Universal Tone-Arm

Write today for samples and prices

This Tone-Arm has met with phenomenal success, and is being used exclusively by the leading talking machine manufacturers

WE DO NOT SELL TO MOTOR MANUFACTURERS

Mutual Sound Boxes are accepted as the standard of the phonograph industry

MUTUAL TALKING MACHINE CO., Inc., 145 W. 45th St., New York

LONDON, ENGLAND, E. C., March 1.—A war-weary determined democracy! Each separate unit in all walks of industrial and social life the world over heartily longing for a termination of Armageddon yet persistently determined to conclude it only on the basis of the triumph of reason over the fanaticism of Teutonic Kultural separatism. As in the future they must not be content with the ordinary model. Thus was one difficulty successfully overcome. The trade, or certain members thereof, got to work on an endeavor to induce suitable firms to start the manufacture of motors, tone arms, sound boxes, trumpets, etc. The need for metal horns failed with the demand for interior-horn cabinet models, but it must be remembered that this demand was purely and simply the outcome of action taken by the trade in developing a call for "cabinet instruments as against the ordinary model. Thus was one difficulty successfully overcome. Not without considerable trouble several good firms were at last persuaded to develop on sound box, tone arm, and output of kindred parts, the position at present being very satisfactory as regards these supplies, and in many cases more than this, too, as another

(Continued on page 112)
FROM OUR LONDON HEADQUARTERS—(Continued from page 111)

A new chimney has made its appearance at A Johannesburg Dealer's Irreparable Loss

The company is doing some excellent work on the advertising side, and theirs is an example which one or two other firms might emulate advantageously.

A Johannesburg Dealer's Irreparable Loss

A new chimney has made its appearance at A Johannesburg Dealer's Irreparable Loss

Cable address "Phonokiné, London".

ARE THE GREATEST VALUE FOR MONEY PRODUCED IN GREAT BRITAIN

TEN INCH DOUBLE SIDED NEEDLE CUT

PLAY ON ALL GRAMOPHONES

Catalogue contains 4000 Titles by the Premier Artiste, Instrumentalists, Orchestras and Bands of the British Empire

DEALERS PREPARED TO DO BUSINESS ARE INVITED TO COMMUNICATE WITH

career was so untimely cut short. His spirit and wonderful example will live as an incentive to the young allied airmen who are coming forward in their legions to uphold the mastery of the air. Captain Mackay was the eldest son of James Mackay, the founder of the well-known "His Master's Voice" dealers, Mackay Bros., Ltd., Johannesburg, with whom the trade will deeply sympathise.

The Romance of Recording

In this month's issue of "The Voice" appears the first of a series of articles on the above subject, by Wm. C. Gibbings, the "His Master's Voice" chief recording angel. His first contribution deals in a most interesting way with the recording tour undertaken in India during 1906. Speaking of the native girl singers and their songs, Mr. Gibbings tells us that—"one never finds written music for these songs; they are handed down from generation to generation."

Abnormal Zonophone Sales

At a trades exhibition £2,700 worth of orders were received, but it was impossible to execute them. The new "Neptune" Records

A comparatively recent introduction on this market is the ten-inch double "Neptune" disc, which, selling at a popular price, has easily won for itself a "place in the sun." A goodly range of titles already exists and the catalog is being extended by new issues, comprising vocal and instrumental titles of the up-to-date order. The Neptune is marketed by Messrs. Curwen & Sons, Ltd., the well-known sheet music publishers, this city, and when conditions permit they intend to cultivate the patronage of overseas buyers.

Gipsy Smith Honored

The famous singing evangelist, Gipsy Smith, was honored by the King by inclusion in the new year list of members of the Order of the British Empire. As that of Gipsy Smith.

Men Required From Luxury Trades

Notwithstanding the welcome assistance of the American forces, Great Britain is putting forward every man and her strength is, indeed, speeding up rather than lessening her efforts, to bring this armageddon to a successful conclusion. A further comb-out of men from non-essential trades is proceeding. There are about half a million men of military age engaged in non-essential or luxury trades, a large number of whom are of low medical category and unfit for general service. The Government expects to secure at least 100,000 of these before the end of this year, and doubtless many others will be switched off their present work on more important duties connected with war materiel output. The music industry has already contributed its full quota, and apart from无线 there are few, if any, men of military age exempted from service. But a further call for men for national work is expected, especially now that pianoforte manufacturers are taking on such work. Additional female dilution is therefore the order of the day.

TALKING MACHINE MEN, INC., MEET

Interest and Membership Questions Taken Up at Monthly Session Held on February 20

The regular monthly meeting of the Talking Machine Men, Inc., was held on Wednesday afternoon, February 20, in the rooms of the Merchants' Association in the Woolworth Building, under the direction of the president, J. T. Coughlin.

The committee charged with the work of persuading all dealers to charge 6 per cent. interest on instalment sales reported progress and petitions were distributed to be circulated among the dealers in New York and vicinity for the purpose of securing their endorsement. Six new members were elected and the membership committee reported excellent results. The question of changing the by-laws to make jobbers non-active members of the association was laid on the table until the next meeting. A nominating committee was appointed to make its report at the March meeting.

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 microphones. 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

W. H. Reynolds (1915) Ltd., 45, City Road, London, E. C.

GUARDSMAN RECORDS

REGISTERED

10 inch and 12 inch Lateral Cut

We can ship you immediately, any quantity of Records:

BANDS ORCHESTRAS INSTRUMENTAL SOLOS VOCAL

SELECTION OF AMERICAN AIRS

including, "Marching Through Georgia"—"Dixie"—"Arkansas Traveller"—"Red, White and Blue"—"Star Spangled Banner," etc., etc., Recorded by Full Regimental Band of H. M. SCOTS GUARDS. 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: Duerrah, London


March 15, 1918
THE TALKING MACHINE WORLD 113
SOUTHERN CALIFORNIA NEWS ITEMS

Crop Conditions Mean Good Business—Scarcity of Machines and Records Still Prevails—Value of Association Work—News of Month

Los Angeles, Cal., March 6.—The short month has passed and business conditions have not changed very much since the first of the month. There is still the scarcity of both records and machines in all makes with the end not yet in sight.

Southern California was blessed with a six-inch rain in February, and, as up to that time the weather man had only reported one inch for the entire season, it can readily be seen that the country was in desperate need of rain, and it was of inestimable value to this section.

The Fitzgerald Music Co., exclusive Edison stock of machines and records. The sale of machines is in all parts of the South and carry a complete line of Edison phonographs. The Southern California Music Co. have discontinued all Pasadena branches.

Most of all records taken from the stores. The needle famine seems over for the present, and most all of the local dealers are able to get hold of a few needles, but not the real fine tone ones, which are quite scarce at present.

CO-OPERATION SPILLS SUCCESS

Aggressive Advertising Agency Co-operating With Ready File Co.

According to statements of its officials the Ready File Co., Inc., is particularly fortunate in its recent advertising connection. The McDermott Advertising Service, now in charge of the Ready File account, is one of the younger of Indianapolis agencies, but it is undoubtedly one of the most progressive and the fastest growing of that city.

Specializing, as it does, in musical instrument advertising, McDermott Advertising Service is exceptionally well equipped to work out the advertising problems of Ready File. Ordinarily the advertising agent has to spend a great deal of time and waste considerable effort in getting the readers' viewpoint, especially when these readers are members of a well defined class such as phonograph dealers. In the present case the preliminary work was largely unnecessary, as the heads of the agency were already familiar with the point of view and the problems of the phonograph dealer. In behalf of the Ready File and the numerous other agencies, McDermott Advertising Service is planning a vigorous nation-wide campaign.

Do You Collect Your Accounts?

For some time past we have been using a follow up system of collecting both your 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.

309 W. Susquehanna Avenue
Philadelphia
WORLD'S CLASSIFIED ADVERTISING

Any member of the trade may forward to this office a "situation" advertisement intended for this Depart-
ment of this magazine, plus a stipulated rate, and it will be inserted free. Replies will also be for-
warded to anyone who supplies a stamped, self-addressed envelope at the rate of five cents per line, if both faced type is desired the extra charge will be 10 cents per line.

WANT TO MEET a talking machine man or a business man who would like to enter the talk-
ing machine business, one who has large busi-
ness acquaintance, to help me organize and finance a new addition to the already highly merito-
rious motor for which there is a big de-
mand. Will make the right kind of a proposi-

WANTED—Position as department manager. Either line, Columbia or Victor. Over twenty years' experience, well pa-

ced business experience, desired, preferably preferred. Address "Box 501," care The Talking Ma-

chine World, 373 Fourth Ave., New York.

HIGH-CLASS salesman wanted; must possess unques-
tionable integrity, also must have a thorough acquaint-
ance with phonographs. Salary and commission pro-

portioned. Address "Box 502," care The Turner Music Co., 315 North Main St., Wichita, Kan.

ATTENTION: Edison jobbers and dealers. Experienced Edison jobber wishes to buy Edison products and ac-
sider financial interest in established Edison agency in cen-

TALKING MACHINE REPAIRMAN—Extra money earned repairing machines, demonst-


POSITION WANTED—Man of 12 years' talking ma-

chine experience, will make a proposition. Address "Box 494," care The Talking Machine World, 373 Fourth Ave., New York.

WHOLESALE SALESMAIEN desired to change. Well known and has built up successful record. Cares 


SITUATION WANTED—Superintendent at present em-

ployed, thoroughly familiar with every angle of the phono-

SITUATION WANTED—By high grade finishing fer-


SITUATION WANTED—I have been in the phonograph trade for 13 years. Will open for position February first. Want to connect up with a good, live, growing concern, one that will appreciate first class finishing, producing and effici-


SITUATION WANTED—Mechanical engineer thoroughly understanding the manufacturing of phonograph parts, complete manufacture of phonographs. Work is open for a position as superintendent or production manager. Highest cre-

SITUATION WANTED—Expert phonograph mechanic with thor-

ough knowledge of motors, assemblies, cabinets and in-


SALESMAIEN—Calling on talking machines and piano salesmen in California and vicinity. Territory open. Pre-


POSITION WANTED—Cabinet superintendent and de-

signer. Has been cabinet designer with many concerns. Familiar with up-to-date methods. Good executive and selling ability. Address "Box 504," care The Turning Music Co., 153 North Main St., Wichita, Kan.

POSITION WANTED—Manager or superintendent of photograph factory will be open for position March 1. Must have experience in the photographic business. Outset 125 a day. Am in a position to show you how your productive capacity can be increased and your merchandise improved without increasing your cost. Special-

ize on developing fourth plate, cases, general con-

struction, cost, elimination of waste. Executive ability in handling labor and labor problems. If you produce quality you can afford to make a proposition. Address "Box 505," care The Talking Machine World, 373 Fourth Ave., New York.

SITUATION WANTED—Experienced Edison salesman and manufacturer to make some money. Will con-


WANTED—Casually employed, reliable person to take charge of the manufacturing department. Address "Box 507," care The Talking Machine World, 373 Fourth Ave., New York.

SITUATION WANTED—Mechanical man. Have had several years' experience on talking machines. Will be open for position February first. Have had several years' experience in the manufacturing of phonograph parts, complete manufacture of phonographs. Work is open for a position as superintendent or production manager. Highest credit-

SITUATION WANTED—Expert phonograph mechanic with thor-

ough knowledge of motors, assemblies, cabinets and in-


SITUATION WANTED—Expert phonograph mechanic with thor-

ough knowledge of motors, assemblies, cabinets and in-


SITUATION WANTED—I want to enter the talking machine line. Address "Box 501," care The Talking Machine World, 373 Fourth Ave., New York.

SITUATION WANTED—Superintendent at present em-

ployed, thoroughly familiar with every angle of the phono-

SITUATION WANTED—By high grade finishing fer-


SITUATION WANTED—I have been in the phonograph trade for 13 years. Will open for position February first. Want to connect up with a good, live, growing concern, one that will appreciate first class finishing, producing and effici-


SITUATION WANTED—Mechanical engineer thoroughly understanding the manufacturing of phonograph parts, complete manufacture of phonographs. Work is open for a position as superintendent or production manager. Highest cre-

SITUATION WANTED—Expert phonograph mechanic with thor-

ough knowledge of motors, assemblies, cabinets and in-


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SITUATION WANTED—Mechanical engineer thoroughly understanding the manufacturing of phonograph parts, complete manufacture of phonographs. Work is open for a position as superintendent or production manager. Highest cre-

This invention relates to an improved record cleaner and protector for phonographs and has as its primary object to provide a device of this character which may be attached to the sound box of the phonograph in the rear of the stylus and automatically operable to engage the phonograph record upon the movement of the sound box toward the turntable for supporting the sound box in position with the needle spaced from the record to thus prevent the marring or scratching of the record by the accidental fall of the sound box.

The invention has as a further object to provide a construction wherein after the sound box has been moved to engage the protector with the record of the phonograph, the protector may then be swung to inactive position for permitting the movement of the sound box to engage the needle with the record.

And the invention has as a still further object to provide a construction wherein the protector when swung to inactive position will provide a cleaner or sweep for the record and moving the dust therefrom as the record is revolved beneath the needle of the phonograph.

Figure 1 is a side elevation showing a portion of a conventional type of phonograph with the sound box thereof equipped with the improved protector, the protector being swung to inactive position to provide a cleaner for the phonograph record in the rear of the needle. Fig. 2 is a similar view showing the protector in active position supporting the sound box with the needle of the phonograph spaced from the record, this view also illustrating in dotted lines the manner in which the body of the protector is adapted to gravitate to active position upon the movement of the sound box to seat the phonograph needle upon the record. Fig. 3 is a detail view showing the device detached with parts of the supporting members disengaged from each other, and Fig. 4 is a detail side elevation showing a slightly modified form of the invention.


This invention relates to improvements in resetting devices for sound reproducing machines, and the objects of the invention are to provide a simple and effective device adapted to lift the circuits. Fig. 4 is a perspective detail of an alternative form of one diagrammatic view of an alternative form of the lifting device for the sound box. Fig. 8 is a detail elevation of the timing device.


This invention is an improvement in talking machines and has for its principal object to provide a construction wherein after the sound box of a member pivoted to the machine and having one end extending beneath the turntable and means adapted to engage the bottom of the record when the other end of said member is depressed so that the pressure upon the surface of the record through the sound box needle may be very materially relieved and the life of the record correspondingly prolonged. The tone arm also embodies a novel form of construction in the swinging or swivel bearing of the tone arm with the stationary sleeve support therefor.

An object of the invention is to facilitate the removal of a record, after the completion of the reproduction thereof, from the turntable of a record player and to be employed for cutting the V-shaped groove in a record. The tools are drawn to a large scale for the sake of clearness. Fig. 7 shows a greatly enlarged plan view of a small portion of track made according to the invention, showing the distinct line of track produced by the cutting of the groove and Fig. 8 shows a cross section of the same on the line A—B of Fig. 7. Fig. 9 shows diagrammatically to an enlarged scale a reproducing stylus in position with its fine or needle point in the bottom of the V-shaped groove of a record.


The purpose of the present invention is to provide a tone arm for talking machines with means for adjustably relieving the sound box needle of a portion, or all of the weight of the tone arm, and a portion of the weight of the sound box, so that the pressure upon the surface of the record through the sound box needle may be very materially relieved and the life of the record correspondingly prolonged. The tone arm also embodies a novel form of construction in the swinging or swivel bearing of the tone arm with the stationary sleeve support therefor.

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Tungsten is, however, a very difficult material to work, particularly when it is in the form of a wire of the diameter of which is substantially equal to or slightly greater than the width of a sound record groove. Tungsten wire is brittle and tends to split. It is also expensive.

Since only a very small portion of a stylus is in actual contact with the walls of the sound record groove in reproducing sound from a record, it is obviously desirable to employ as little metal as possible. If, therefore, the tungsten shank be provided with a tip of tungsten or tungsten material to engage and co-operate with the walls of the sound record groove, substantially the same properties of tungsten or tungsten materials, as applied to this branch of the art, are utilized, and the present invention in a stylus having a shank of cheaper, more easily wrought material, and a record-engaging tip on the point or insert of tungsten material, firmly and permanently united thereto or attached thereto.

The object of the invention is to provide a stylus for sound reproducing machines consisting of a tungsten tip or point of very fine tungsten wire of a diameter substantially equal to the width of a sound record groove inserted into the end of the shank or stem of malleable metal, such as soft steel, the metal of said shank or stem around said tungsten tip or point being forged or forcibly compressed into permanent frictional holding or gripping engagement with said tungsten insert. The shank or body portion of the stylus may be swaged or compressed tightly around the tungsten tip or insert in any suitable manner, but in order that one way of making or constructing this stylus may be disclosed in this application, the ste]-

The present invention relates to sound reproducing machines and particularly to the adjustment of the sound box of such a machine on the tone arm or sound conveying tube. The principal object of the present invention is to provide an improved talking machine comprising the means for adjusting the sound box and stylus to either of two operative positions, in either of which the point of the stylus is the same distance from the pivot axis of the tone arm, but in which the stylus moves at a point on the tone arm and not as far as the stylus moves across the record. Another object is to provide means for adjusting the sound box in different positions on the tone arm so that the diaphragm thereof may be disposed in the proper position for either of the two types of records above mentioned, and to provide means for effecting this adjustment while maintaining the

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS—(Continued from page 116)
GETTING READY FOR THE NEXT LIBERTY LOAN CAMPAIGN

How Geo. H. O'Connor, a Noted Columbia Artist, Figures in the Motion Picture Reels Being Made for Exploitation Purposes—An Attorney and Character Song Artist

In the forthcoming Liberty Loan publicity campaign, there will be used a series of motion pictures that will be displayed in the moving picture theaters throughout the country. This film will contain many features of interest, and Mr. O'Connor from the committee on public information, George Creel, chairman, and is presented herewith. In addition to Secretary of War Baker and Mr. O'Connor, there are shown in this scene the members of the Liberty Loan committee—John Poole, president, Federal National Bank; Corcoran Thom, vice-president, American Security & Trust Co., P. B. Stahl, president, Home Savings Bank; Eugene Alles, National City Co.; E. Thompson, of Crane, Parris & Co.

George H. O'Connor is an exclusive Columbia artist, whose records have achieved a country-wide success. He is the son of an American army officer, and was born and reared and still resides in Washington, D. C., where in his serious moments he is known as an attorney and counselor at law. He is one of America's most popular character song artists, and his splendid tenor voice is remarkably well adapted for recording.

INVENTORIES AND THE TAX LAW

New War Revenue Bill Will Serve to Make Inventories and the Tax Law

A member of the National Association of Credit Men makes the excellent point that under the new War Revenue Law numerous unskilled merchants will, for the first time, be called upon to make out an income tax report, and believes that this will prove a very direct advantage to business, because merchants who have not been in the habit of taking regular inventory will now be forced to do so. Revenue collectors emphasize the point that every merchant will be expected to take an exact annual inventory, else his tax report can be based on nothing better than guessing, which will not satisfy the Government.

The Secretary of War has stated that with the new War Revenue Law much revenue will be almost identical with the pictures used in the last Liberty Loan campaign. Included in these films is one scene entitled: "The Secretary of War Sells a Bond to the Cheerful Subscriber, George H. O'Connor." The "stills" of this film has just been received by the Department of War.

G. H. O'Connor Buying Bond From Secretary of War

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G. H. O'Connor Buying Bond From Secretary of War

DEEDUCTIONS

6. Expense of doing business (Rent, Wages, a Reasoneable Salary to Proprietor, Light, Fuel, Taxes of all kinds, except those on the business, and all other expenses).

12. NET Profit.

PATHE WINDOW HANGER FOR APRIL

Contains All the Latest Hits and Is Most Attractively Printed

The Pathé Frères Phographon Co., Brooklyn, N. Y., has just sent out its new Pathé Window Hanger for April, which hanger presents a splendid portrait of Rudolph Ganz, the famous concert pianist, and whose records have achieved a country-wide success. The Pathé album contains a new record played by Mr. Ganz, together with an excellent array of popular song successes, latest dance records, Hawaiian records, operatic and classical vocal numbers, standard and sacred vocal records, and instrumental numbers. The artists featured in this Pathé album include Claudia Musi, Paul Althouse and Grace Hoffman.

One of the interesting features of the Pathé list for April is the presentation of a special Pathé Gold Label demonstration record featuring two selections from "Romeo and Juliet," sung by a group of famous operatic artists.
In order to make this directory as accurate and up-to-date as possible, we have listed alphabetically only those concerns whose advertisements have appeared in the TALKING MACHINE WORLD during the past six months. This is the fourth edition of the TALKING MACHINE WORLD TRADE DIRECTORY, each new appearance canceling the preceding list. It aims to answer in a nutshell the prevailing questions of what manufacturers can be found and which concerns we are adding interesting for our readers. No attempt has been made to differentiate between the merits of the various types of machines, records and miscellaneous supplies listed.
<table>
<thead>
<tr>
<th>Company Name</th>
<th>Address</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vesta Sales Co.</td>
<td>Executive offices, 348 Southport avenue, Chicago, Ill.</td>
<td>Manufacturers and distributors of Edison and &quot;Goldene&quot; disc records.</td>
</tr>
<tr>
<td>Wade &amp; Wade</td>
<td>Executive offices, 557 S. Dearborn street, Chicago, Ill.</td>
<td>Manufacturers of record cutting machines.</td>
</tr>
<tr>
<td>Suppie, Etc.</td>
<td>Executive offices, 470 Lincolnpark avenue, Chicago, Ill.</td>
<td>Manufacturers of kaleidoscopes and optical toys.</td>
</tr>
<tr>
<td>H. C. Thompson</td>
<td>Executive offices, 314 South Wabash avenue, Chicago, Ill.</td>
<td>Manufacturers of kaleidoscopes and optical toys.</td>
</tr>
<tr>
<td>Union Phonograph Co.</td>
<td>Executive offices, 309 W. Wabash avenue, Chicago, Ill.</td>
<td>Manufacturers of record cutting machines.</td>
</tr>
<tr>
<td>National Phonograph Co.</td>
<td>Executive offices, 45 W. Wabash avenue, Chicago, Ill.</td>
<td>Manufacturers of record cutting machines.</td>
</tr>
</tbody>
</table>

**SUPPLIES, ETC.**

<table>
<thead>
<tr>
<th>Company Name</th>
<th>Address</th>
<th>Notes</th>
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</thead>
<tbody>
<tr>
<td>Chicago Hinged Cover Support &amp; Record Co.</td>
<td>344 S. Wabash avenue, Chicago, Ill.</td>
<td>Manufacturers of record coverings and hinged covers.</td>
</tr>
<tr>
<td>Palpless Cane Co.</td>
<td>Executive offices, 341 S. Wabash avenue, Chicago, Ill.</td>
<td>Manufacturers of record coverings and hinged covers.</td>
</tr>
</tbody>
</table>

**THE TALKING MACHINE WORLD**

March 15, 1918

**TALKING MACHINE WORLD TRADE DIRECTORY**

We would greatly appreciate it if our advertisers and subscribers will advise us promptly regarding any errors which they may notice in this directory.
Some of the Leading Jobbers of Talking Machines in America

Where Dealers May Secure

COLUMBIA

Product

Ready, Full Stocks, and Prompt Deliveries from Convenient Shipping Centers all over the United States.

Distributors

Atlanta, Ga., Columbia Graphophone Co., 63 N. Pryor St.
Baltimore, Md., Columbia Graphophone Co., 131 West German St.
Boston, Columbia Graphophone Co., 157 Federal St.
Buffalo, N. Y., Columbia Graphophone Co., 623 Main St.
Cincinnati, O., Columbia Graphophone Co., 137-139 W. Fourth Ave.
Cleveland, O., Columbia Graphophone Co., 127 Euclid Ave.
Dayton, O., Columbia Graphophone Co., 101 Fair St.
Indianapolis, Ind., Columbia Graphophone Co., 44 N. Pennsylvania St.
Kansas City, Mo., Columbia Graphophone Co., 1001 McGee St.
Los Angeles, Cal., Columbia Graphophone Co., 745 S. Broadway.
Minneapolis, Minn., Columbia Graphophone Co., 412-414 Nicollet Ave.
New Haven, Conn., Columbia Graphophone Co., 392-394 Yale Ave.
New Orleans, La., Columbia Graphophone Co., 511-513 Canal St.
New York City, Columbia Graphophone Co., 55 Warren St.
Philadelphia, Pa., Columbia Graphophone Co., 215 N. Broad St.
Pittsburgh, Pa., Columbia Graphophone Co., 151 Sixth St.
Portland, Ore., Columbia Graphophone Co., 43 Exchange St.
Providence, R. I., Columbia Graphophone Co., 273 South West Temple.
Rochester, N. Y., Columbia Graphophone Co., 334 Sutter St.
Sacramento, Cal., Columbia Graphophone Co., 911 Western Ave.
St. Louis, Mo., Columbia Graphophone Co., 1217 Pine St.
Tampa, Fla., Tampa Hardware Co.

DEALERS WANTED—Exclusive selling rights given where we are not actively represented.

Write for particulars to the Columbia Graphophone Co., Music Department, Whitey Building, New York.

This refers to you, Mr. Dealer

Every talking machine jobber in this country should be represented in this department, no matter what line he handles or where he is located. The cost is slight and the advantage is great. Be sure to have your card in this department of The Talking Machine World each month. It will pay you a big profit on the investment.
The New Edison

Official Laboratory Model—William and Mary Cabinet Developed in Walnut.

JOBBERS OF THE NEW EDISON, EDISON RE-CREATIONS, THE NEW EDISON DIAMOND AMBEROLA AND BLUE AMBEROL RECORDS

CALIFORNIA
Los Angeles—Diamond Disc Distributing Co.
San Francisco—Edison Photographs, Ltd.
COLORADO
Denver—Denver Dry Goods Co.
CONNECTICUT
New Haven—Pardee-Ellenberger Co., Inc.
GEORGIA
Atlanta—Photographs Inc.
ILLINOIS
Chicago—The Photograph Co. (Amberola only.)
INDIANA
Indianapolis—Nip Photograph Co.
IOWA
Des Moines—Hargrave & Blish.
SIOUX CITY—Bargen & Blish.
KANSAS
Wichita—Wichita Photograph Co.
KENTUCKY
Louisville—Louisville Photograph Co.
LOUISIANA
New Orleans—Diamond Music Co., Inc.
MASSACHUSETTS
Boston—Pardee-Ellenberger Co.
MICHIGAN
Detroit—Photograph Co. of Detroit
MINNESOTA
Minneapolis—Laurence H. Luckey.
MISSOURI
Kansas City—The Photograph Co. of Kansas City.
St. Louis—Silverstein Music Co.
MONTANA
Helena—Montana Photograph Co.
NEW JERSEY
Paterson—James K. O'Dea (Amberola only.)
NEW YORK
Albany—American Photograph Co.
New York—The Photograph Corp. of Manhattan.
Syracuse—Frank E. Bolway & Son, Inc.
W. D. Andrews Co. (Amberola only).
Buffalo—B. & C. N. Andrews Co. (Amberola only.)
OHIO
Cleveland—The Photograph Co.
CINCINNATI—The Phonograph Co.
Cleveland—B. & C. N. Andrews Co. (Amberola only.)
OREGON
Portland—Edison Photographs.
PENNSYLVANIA
Philadelphia—The Phonograph Co.
Pittsburgh—Buehn Photograph Co.
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Providence—J. A. Foster Co. (Amberola only.)
TENNESSEE
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Dallas—Texas-Oklahoma Photograph Co.
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Montreal—R. S. Williams & Sons Co., Ltd.
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