The best-known trade mark in the world

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

THE INSTRUMENT OF QUALITY

Sonora

CLEAR AS A BELL

THE PRIDE OF POSSESSION

of the owner of a SONORA is one of the reasons for SONORA'S popularity today. Sonora is and has always been recognized as the quality instrument. Its makers have done their utmost in helping place the industry on a higher plane.

TODAY phonographs are handled by the most exclusive dealers and appeal to the critical connoisseurs of music. This applies especially to the Sonora which won the highest score for tone at the Panama Pacific Exposition.

POSSESSING many important, exclusive, valuable features and playing all makes of disc records with unequalled beauty, the Sonora is extremely popular. It is well known, well advertised and easily sold.

A Portable in keeping with Sonora quality

The Sonora Portable weighs 15 lbs. complete! It is the most highly developed of all portable instruments and plays all makes of disc records perfectly.

The Sonora Portable possesses to a marked degree the richness and fullness of tone which have made Sonora famous, and it is just the thing for automobilist, vacationist, soldier, and all who want a light, high grade phonograph. Size 10¼ x 10¼ x 10½. Double spring motor, polished cowhide leather-lined case.

Write today for an agency in your territory.

$50 $55 $60 $90 $115 $150 $180
$200 $215 $300 $375 $500 $1000

Art models made to special order to suit any taste.

Sonora Phonograph Sales Company, Inc.

GEORGE E. BRIGHTON, President
Executive Offices: 279 Broadway, NEW YORK

Sonora operates and is licensed under BASIC PATENTS of the phonograph industry.
**Sells Ideas as Well as Goods**

The Real Salesman Finds It Difficult to Sell Goods That He Has Never Sincerely Believed—the Influence of Quality Products

Many writers who have made a thorough study of the subject agree that a salesman has stated that a salesman sells, not goods, but rather his ideas about goods. This statement contains much of truth, and consequently it is a difficult task for a man to sell successfully anything in which he doesn't believe. For this reason many salesmen often refuse to sell inferior products which look good but which possess no solid merit, not merely because of any ethical issue involved, but rather because they fear the effect upon their own sales ability. Articles which sell upon a quality basis rather than a price appeal are as a rule represented by able salesmen.

There is a reason for this, a reason which applies to the selling of talking machines as well as to the selling of any other line of merchandise. Able, conscientious workmanship in a talking machine inspires support and admiration. This is a reason why the salesman's canvass. The cheaper instrument almost always lacks this element. As a result, even though a competent salesman is selling the line, he cannot put into his sales the same amount of ginger that would otherwise be at his command. His "ideas about the goods" are not of a sort to awaken his enthusiasm.

The customer himself is also unconsciously affected by a quality product. The salesman may sincerely believe that he is selling talking machines merely for the money there is in it, but at the same time he does take a certain artist's pride in handling a first-class line of goods. Then, too, there is much more to be said in favor of goods of quality than for those manufactured with nothing but the price element in view. Quality products offer the salesman opportunities for a much more interesting, much more convincing selling canvass.

Every salesman should endeavor to sell as good a line, within reasonable limits, as is possible. In the long run it will pay better. The very best machine is the one handling instruments and records of reputation standing and real intrinsic worth will tend to develop his selling ability, which in turn is the quality through which, in this final analysis, he must score a permanent success in his chosen field.

**Fix New Terms on Victrolas**

Famous & Barr Co. Advertise New Installment Schedule for Benefit of Public

St. Louis, Mo., April 8.—The Famous & Barr Co. have been advertising these terms on Victrolas since March 1. The amount in records never to exceed the first payment.

**New Multiple Disc Machine**

Max Krauss, of Philadelphia, Patents a New Talking Machine That Will Play a Large Number of Records Automatically—Some Interesting Features of the New Invention

Philadelphia, Pa., April 2.—Patents for a new multiple disc talking machine have been granted to Max Krauss, of 233 North Alden street, this city. It is designed to play, automatically, a number of records consecutively, and separately if desired. The record need not be shifted after its termination nor turned over to play the second side. The exit of a turntable is noted in this new machine. Twelve records are attached in a vertical position to a horizontal driving axis. The shifting of a small lever from slot to slot places the desired record in playing position. A semi-permanent needle obviates the necessity of frequent needle changes and an automatic stop, also the insertion of Mr. Krauss, insures the proper stopping of the record at its termination. It is planned to furnish additional driving axis on which a larger stock may be kept in a position that they may be easily placed in the machine.

Mr. Krauss is an experienced talking machine merchant, with a national reputation. The first working model of the multiple disc machine, twenty-two inches wide by twenty-four inches deep by forty-eight inches high has already been produced, and Mr. Krauss is proudly showing the product of his brains to all comers. He intends to sell his patent outright or release it on a royalty basis.

From time to time the talking machine dealer throughout the country give concerts to specially invited guests. These entertainments are given probably more frequently with which so many retail establishments are now equipped, or in the store proper. The idea is herewith advanced to put into these highly commendable affairs the side from the war-time note in the form of a short war talk by a man who has been "over there." The present store concerts, which many talking machine merchants are employing as a means of gaining local business and popularity, are a decided success. This being so it will follow that a program including a war speaker will be doubly attractive from the viewpoint of the public.

The war speakers can deliver "close-up" impressions of the great war along the line which has brought Arthur Guy Empey into national prominence. But good speakers, men whose experiences have been every bit as violent as Empey's, can be secured at a very nominal sum. There are a number of agencies which at the present time, are offering speakers at a very moderate fee. As the influx of war veterans continues to grow no doubt speakers may be obtained at still more economical figures. The talk itself need not include any appeal for money for any of the various war charities but simply be a narrative of what the war is and what it means to the country. Interest is charged on deferred payments.

**TALKER NEEDLES IN GRENADINES**

According to an American surgeon who is home on furlough, having spent some time in the French army hospitals on the Western Front, the Germans at times use some peculiar materials for filling their grenades and trench bombs. He cites one case where a poilu was badly wounded in the arm by a trench bomb. Just as the improvised soldier must have thought it took a lot of needles to play a French record, judging from the number which he used to play a French record, judging from the number of needles which he used to fill his grenade.

**War Lecture Concerts Emphasize Patriotism and Business**

HAD A $3,000 RECORD LIBRARY

Registrar of Rutgers College, Who Died Recently, Left Unusually Valuable Collection of Records of the Higher Class of Music

New Brunswick, N. J., April 3.—It is reported that Irving S. Upson, registrar at Rutgers College here, who died recently, left a collection of Red Seal records estimated to be worth $3,000. The records had been handled very carefully and many of the titles as new as new could be found in the stock of the average dealer. A peculiar feature was that, although Prof. Upson had several thousand dollars' worth of the finest records in his library, he used for reproducing them a Victor V machine. It is believed that Prof. Upson held the record for the value of a private collection of talking machine records.
Making the Instalment Sale a Lengthened Opportunity for Cultivating and Holding Trade

"Instalment business is worth more to me than the actual sales it represents," remarked a wide-awake talking machine dealer to The World man recently. "Every instalment contract that I accept is scrutinized for possibilities of record business after the account is paid. There are quite a number of these customers who have very little money to spend on records while they are meeting their instalments, but when the payments are completed they could go on paying at the same rate for records. Of course, there are people who can buy all the records they want while paying for their outfits, but these are not the people I refer to just now. My staff has very definite instructions regarding these instalment customers, and acting toward them in a manner that will retain their good will and keep them coming after their obligations have been completed. The cost of getting people to the store is considerable, and it takes a lot of thinking, then why not make the very most of such an asset as regular weekly, or monthly visitors?" "When a customer comes in here to pay an instalment he is made to feel that we are still interested in him. We ask about his machine, how the children like it, if he has heard such-and-such a record, etc., and we make him feel that he can have a record played without being urged to buy it, or to feel that we are disappointed if he doesn't buy it. So many people become resentful while still on your books if in any sense the attitude of the store or its staff is one of non-interest. We aim to keep people from thinking we are only interested in their payments and through with them as soon as they are through. Many of our sales have been made to persons whose names were given us by instalment customers. There are various kinds of service, but service to my mind should have thought of the future. For example, while I may not be here a year from now, I expect to be doing business here for the next forty years. In that case wouldn't I be foolish to ignore the children, even from a cold, unsentimental business point of view? These boys and girls are men and women before you know it. They are mighty susceptible to being noticed and treated considerately. They don't forget, and other things being equal, when they commence making purchases on their own account the man who respected their childhood personalities will get the preference. "Nearly a year ago an elderly gentleman came in here and bought a high-priced outfit. I had not seen him before, and wondered why he came. Since then I have become acquainted with him and learned that he came to reside with a married son, whose youngsters had some reason or other to feel kindly toward my establishment. The old gentleman said the children were responsible for his coming to the store. I could tell you quite a lot about the results from this kind of service. "One thing to be remembered, however, is that with any kind of sale should go the spirit of service that will continue even after the goods are paid for. Every sale means a fresh opportunity to make friends for the store, friends that may develop into customers later. The instalment sale means a lengthened opportunity for making and cultivating new friends for business inasmuch as business relations continue over several months or years as the case may be. These opportunities should not be lost, therefore, through lack of interest or careless neglect. They represent the most valuable assets of business.

ELABORATING THE TALKER CABINET
Some Views of Interest From the Standpoint of the Veneer Specialist

The increasing desire of manufacturers of talking machines to get away from the ordinary, or commonplace, in designing their instruments, is the subject of general commendation among not only the members of the general trade and the purchasing public, but in the woodworking trades they are following these developments with exceeding interest, and it has been the subject of considerable notice. For instance, that bright and always interesting publication, Veneers, in a recent issue says: "The idea of elaborating the talking machine cabinet has been with us for some time. Perhaps it made its appearance upon the market a little too early and that held it in check a while. Anyway, while some of the first ideas of this kind were elaborate enough to be satisfactory to the artistic instinct they did not at first prove very satisfactory as a business proposition. Perhaps it was mainly because the talking machine itself was something of a novelty in its new role as a dispenser of music and this novelty had to wear off before the public would give thoughtful attention to artistic departures in cabinet design, especially if those departures involved the outlay of materially increased sums of money. There were first the plain box-like cabinets, then a steady enlarging of the artistic idea in connection with these until some have elaborately-faced box cabinets, offered at somewhat increased prices. "These are still popular, but notwithstanding this, other ideas are making their way now in a manner suggestive of possibilities that may assume magnitude in the near future. Plainly, too, manufacturers are treading about for patterns and ideas which will offer novelty of design as well as elaboration. Some have followed what we might term natural ideas associated with muse, that is, of pattering after pianos; some have turned toward the idea of embodying the designs of familiar articles of furniture into the case of talking machines and perhaps eventually we will settle down to a series of recognized design aside from those, or rather in addition to those of the regulation cabinet. "The interesting thing about it to the veneer manufacturer is to follow the tendency and see what it may mean in the way of new departures or new requirements for veneer and built-up work used in connection with these machines."

PUSHING "FIRST AID" FRENCH
Victor dealers generally, and particularly those located in the vicinity of military encampments, report an unusually strong demand for the Victor "First Aid Course in French," all contained in three records and a textbook. The recent booklet issued by the Victor Co. on "How to Demonstrate the First Aid Course in French" has been put to excellent advantage by salesmen generally, enabling them to meet intelligently questions that would ordinarily tax their ingenuity.

NEW QUARTERS IN DAYTON, O.
The Superior Phonograph Co., which handles a complete line of Superior phonographs, as well as the Steger line of pianos and player-pianos, are now settled in attractive quarters in the new Mercantile Building on South Ludlow street, near Fourth, Dayton, O.

Corley Fibre-Victrola Trunks
Are Making Dollars for Dealers Everywhere

The ideal gift for the Military Camp here or abroad. Also in much demand for the bungalow or vacation trips. A big sales help for the smaller Victrolas.

| Style IV Net | $7.50 |
| Style VI Net | $8.45 |

We have applied for patents for Fibre Victrola Trunks—they are made to last.
Victor Supremacy

Victor supremacy is the natural reward of merit.

And it is responsible for the success of every Victor retailer.

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

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

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

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. ... Phillips & Crew Co.
Austin, Tex. ... The Talking Machine Co., of Texas.
Baltimore, Md. ... Cohen & Hughes.
E. P. Drey & Sons Co.
R. E. Eismann's Sons, Inc.
Bloomington, Ill. ... Andrews Music House Co.
Birmingham, Ala. ... Talking Machine Co.
Boston, Mass. ... Oliver Dream Co.
The Eastern Talking Machine Co.
The M. Steinert & Sons Co.
Brooklyn, N. Y. ... American Talking Mfrs. Co.
G. T. Williams.
Buffalo, N. Y. ... W. C. & C. H. Andrews
Neal, Clark & Neal Co.
Burlington, Vt. ... American Photograph Co.
Ritte, Mont. ... Orton Bros.
Chicago, Ill. ... Lyon & Healy.
The Chicago Wurlitzer Co.
Chicago Wurlitzer Co.
Cincinnati, O. ... The W. H. Burscher & Sons Co.
Cleveland, O. ... The W. H. Burscher & Sons Co.
Collier, & Story Co.
The Eclipse Musical Co.
Columbus, O. ... The Perry B. Whiting Co.
Dallas, Tex. ... Singer Bros.
Denver, Colo. ... The Marx Music Co.
The Knight-Campbell Mfg. Co.

Des Moines, Ia. ... Miller Bros. Co.
Detroit, Mich. ... Grinnell Bros.
Elmira, N. Y. ... Elmers Arm Co.
E. F. Pass, Tex. ... W. G. Watts Co.
Honshula, T. H. ... Berstrom Music Co., Ltd.
Houston, Tex. ... Tann Guggen & Bro.
Indianaapolis, Ind. ... Stewart Talking Machine Co.
Jacksonville, Fla. ... Florida Talking Machine Co.
Kansas City, Mo. ... C. J. Jenkins Sons Music Co.
Schroeder Arms Co.
Lincoln, Neb. ... Ross P. Currie Co.
Little Rock, Ark. ... O. H. Houch Piano Co.
Los Angeles, Cal. ... Sherman, Clay & Co.
Memphis, Tenn. ... O. H. Houch Piano Co.
Milwaukee, Wis. ... Badger Talking Machine Co.
Minneapolis, Minn. ... Minn. Beckworth, O'Neill Co.
Mobile, Ala. ... WM. H. Reynolds.
Montreal, Can. ... German Gramophone Co., Ltd.
Nashville, Tenn. ... O. H. Houch Piano Co.
Newark, N. J. ... Price Talking Machine Co.
New Haven, Conn. ... Henry Horton.
New Orleans, La. ... Philip Wurlitzer, Ltd.
New York, N. Y. ... Blackman Talking Mach. Co.
Rabinowitz Bros.
C. Bruno & Sons, Inc.
R. Davies, Jr., Inc.
B. B. Davenport Co.
Charles E. Davenport & Co.
Daley, Inc.
Sills & Pearson Co.

Omaha, Neb. ... A. House Co.
Peoria, Ill. ... Putnam-Page Co., Inc.
Philadelphia, Pa. ... Louis Bohns Co., Inc.
St. Louis, Mo. ... George D. Grimes Co.
Chicago, Ill. ... Fees Phonograph Co., Inc.
The Talking Machine Co.
H. A. Weymann & Sons, Inc.
Pittsburgh, Pa. ... W. F. Frederick Piano Co.
C. C. Mellen Co., Ltd.
Standard Talking Machine Co.
Portland, Me. ... Emerson & Allen, Inc.
Portland, Ore. ... Sherman, Clay & Co.
Providence, R. I. ... J. Samuel & Bros. Inc.
Richmond, Va. ... The Coley Co., Inc.
Philadelphia, Pa. ... The Coley Co., Inc.
W. D. Morey & Co.
Rochester, N. Y. ... E. L. Ingalls.
The Talking Machine Co.
Salt Lake City, Utah ... Consolidated Music Co.
The John Elliott Clark Co.
San Antonio, Tex. ... Guggen & Bros.
San Francisco, Cal. ... Sherman, Clay & Co.
Seattle, Wash. ... Sherman, Clay & Co.
Sioux Falls, S. D. ... Talking Machine Exchange.
Spokane, Wash. ... Sherman, Clay & Co.
St. Louis, Mo. ... Kathner-Brenner Music Co.
St. Paul, Minn. ... W. J. Dyer & Bros.
St. Petersburg, Fla. ... D. Andrews Co.
Tulsa, Okla. ... The Whitney & Carrier Co.
Washing, D. C. ... Cohen & Hughes.
K. F. Hoppe & Sons Co.
Robt. C. Rogers Co.
THE PULLING TEST—THE STRENGTH IS THERE

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

The only Safe and Convenient Way to Protect Disc Records

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

They are made in the most substantial manner by skilled workmen

THE TALKING MACHINE WORLD

APRIL 15, 1918

HONOR ST. PATRICK IN CLEVELAND

Collister & Sayle Co. Arrange a Most Attractive Window Display for Erin's Saint

Cleveland, O., April 2—One of the really effective window displays in honor of St. Patrick in this city was that at the store of the Collister & Sayle Co. Victor dealers, 252 Superior avenue, and which is shown herewith. Shamrocks, green ribbon, Irish flags and records of Irish songs predominated in the display. The floor of the window was covered with large squares alternately green and white. On each green square was placed an appropriate record, and the white squares were set off with a shamrock in each corner. In the center of the display was a large harp, backed by an Irish flag, kept waving; by an electric fan. To carry out the scheme even the Victor dogs in the window were decorated with green ribbons about their necks.

According to the manager of the store a record was kept playing for ten minutes, in which time 574 people passed the store, 185 "rubbered" and forty-two stopped. It was not learned how many of those who stopped were Irish.

ATLANTA CONTINUES TO BE A VERY BUSY TRADE CENTER

And His Co-operation and Assistance the Sale of Pathe Goods was Most Successful, Atlanta Store Being Sold Out on the $50, $75 and $100 Models in Two Days After the Opening, and Additional Large Orders Were Placed at Once.

Some Dealers Getting Machines in by Express—Pathé Line in Haverty Chain of Stores—Jascha Heifetz a Big Attraction—Out-of-Town Business Unusually Good—Prosperity Prevalent

With his co-operation and assistance the sale of Pathé goods was most successful, the Atlanta store being sold out on the $50, $75 and $100 models in two days after the opening, and additional large orders were placed at once. Jascha Heifetz, violinist, was recently in the city, and entertained a large and cultured audience at the local auditorium. The Cincinnati Symphony Orchestra, which organization makes records for the Columbia Co., gave a concert on March 26 in the city, and every one who heard him was delighted with his performance.

The Edison line is still selling well locally. The increase in prices, which took place January 1, seems not to have caused any cessation in the demand, nor to form any impediment in closing a sale. All local Victor dealers are doing a most satisfactory business, and the demand for Victor goods exceeds the supply. The average purchaser who formerly bought a 75-cent record occasionally, now buys $5 worth, and more frequently than formerly.

It has got to be quite usual for a customer from out-of-town to drop in to one of the talking machine stores here, and buy a $100, $250 or higher-priced instrument, and a substantial selection of records, pay cash in full and have the goods shipped by express to his home town. This kind of business can be traced directly to the high price of cotton, and the large amount of money in circulation. The South, as a section, has more money than in fifty years, and the eyes of the nation are turned this way, both as a land of commercial opportunity, and as a place to buy animal products and foodstuffs.

Let NYACCO Solve Your Record Album Problem

With These Two Dependable Albums

Our No. 1012 (see illustration) is the strongest album obtainable to retail at a moderate price. Has heavy green envelopes, interlocked so that each envelope forms an individual container. Both ends are finished with brass metal tops.

The NYACCO Metal Back Quality Album (the only genuine metal back album being manufactured) has a binding which consists entirely of one piece of metal, and envelopes of heavy fibre green paper, re-enforced with strips of flexible canvas; the result being a practically indestructible album.

Let us quote you prices on these albums

NEW YORK ALBUM & CARD CO., Inc.
23-25 Liapenard Street, New York

NYACCO Metal Back Album Guaranteed
Victor Supremacy

The universal recognition of Victor supremacy is one of the greatest assets of every Victor retailer.

With genuine Victrolas from $20 to $400 Victor retailers can satisfy every demand, and the volume of business is limited only by the individual efforts of each retailer.

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

"Victrola" is the Registered Trade-mark of the Victor Talking Machine Company designating the products of this Company only.
Warning: The use of the word Victrola upon or in the promotion or sale of any other Talking Machine or Phonograph products is misleading and illegal

Important Notice: Victor Records and Victor Machines are scientifically co-ordinated and synchronized in the processes of manufacture, and their use, one with the other, is absolutely essential to a perfect reproduction.
MEMBERS of the trade who have recently visited leading cities in the South are quite enthusiastic over the prospects for an enlarged volume of business in that section of the country. The Southern people have more money to spend to-day than ever before. "They have a tremendous purchasing power, due to the billions of dollars that have reached them through their efforts in the past year in agricultural activities.

The Southern people are turning their eyes northward for all those home furnishings that appeal to those esthetically inclined, and naturally they are buying talking machines, player-pianos, and other essentals to the enjoyment of music in the home.

This prosperity in the South is not confined to the white people, but throughout Louisiana the colored people who have small farms have got prices for their cotton and other products which have enabled them to pay up any indebtedness on their land, and with the surplus they are buying talking machines and records in goodly numbers.

The purchasing power of the people in the South is a factor worthy of consideration, for the laboring people who are working in the factory centers are earning such large wages that they are manifesting a desire to own a musical instrument of some kind.

It would be invidious, however, to make distinctions when speaking of the trade in the South, for the demand exists among all classes and conditions of people, and it is steadily growing. It is a source of satisfaction that the South is coming into its own in an industrial and agricultural way.

THE great campaign for the successful flotation of the Third Liberty Loan is now under way, and every one in the talking machine industry is planning to do his level best to have this Three Billion Loan oversubscribed. We now have an opportunity to express our confidence in the Government and in the boys at the front, who are fighting as truly for human rights, and the tearing down of autocratic rule, as did our forefathers during revolutionary days.

Every talking machine man can "do his bit" not only by subscribing for bonds but by utilizing his windows for poster display, and by sending out informative literature in his letters. In fact, he must consider every available means to exploit and make successful this Third Liberty Bond campaign.

The military situation at the front has now assumed a critical stage, and every man at home must consecrate himself to the service of the Nation in some one way or other. If we cannot fight we must help in a monetary way toward the maintenance of our forces; therefore let us devote our most enthusiastic efforts to making a new record in this great campaign.

In the making of instalment contracts during the period of the war, piano merchants would do well to be guided by the provisions of the Soldiers' and Sailors' Civil Relief Act passed recently, and thereby avoid the chance of facing a loss that may be guarded against by the exercise of foresight. Although the act is calculated to protect the soldier or sailor while still being fair to the merchant, in deferring but in no sense canceling the obligation, the dealer selling on instalments can, unless he takes precautions, tie up considerable money in instalment accounts that under the law need not be met until after the war, which at best is rather an indefinite length of time.

It has been suggested by a prominent attorney in the trade that where practical the wife or some person other than the soldier, or likely-to-be-soldier, be called upon to execute the contract. There will no doubt be numbers of unscrupulous people quick to take unfair advantage of the new law with fraudulent intent, and special efforts should be made to guard against this class.

In co-operation with the Music Industries Better Business Bureau, located in Milwaukee, and whose activities have on previous occasions been mentioned in 'The World, the National Vigilance Committee of the Advertising Clubs of the World has been quite active recently in proceeding against "gypsy" dealers in various parts of the country—in other words, dealers who make a practice of advertising talking machines and records
from private homes, and ostensibly at a sacrifice, frequently making misleading statements in their advertising to forward their ends. The Vigilance Committee already sent out one bulletin regarding the operations of a "gyp" dealer in Chicago, who uses the name of a prominent make of machine to promote the sale of another much cheaper machine for which he had the agency.

The Better Business Bureau at the present time is making a special drive against the "gyp" operations and has solicited the assistance of legitimate dealers in all sections in an endeavor to rout out the evil. When members of the trade learn of the operations of irresponsible individuals they will be doing themselves a service by investigating the methods employed by the advertiser, and placing the information thus obtained before C. L. Dennis, secretary of the Bureau. The complaints are handled promptly, and in a surprising number of cases the activities of particular "gyp" dealers are curtailed or stopped entirely by appealing to the newspapers to exclude such advertisements, and by other means, without going to court.

Every machine sold by a "gyp" dealer not only takes a sale away from a legitimate merchant, but by supplying the purchaser with a machine of inferior quality shatters his belief in the talking machine as a whole.

Working steadily, energetically and persistently to sell what stock he has on hand or can get, instead of sitting around and waiting for machines and records for which there is an unsolicited demand, is the system that is going to keep the average talking machine dealer in business during these war times. The overhead expenses of his establishment are going on just the same, whether he gets in new stock or not, and he cannot afford to sit back and wait for something to happen. From present prospects, any improvement in the present situation will be gradual. Even when the labor and transportation problems ease up they will not do so with a rush, and the retailer must make up his mind to adjust himself to conditions. The situation looks blue and hopeless only to the man who has plenty of time to sit and think. The fellow who is too busy to stop and worry is going to keep his business in fairly good shape, even if he doesn't make as much money as in any previous years, and it has yet to be proven that 1918 in the long run is not going to be a good, big year for talking machine dealers. It depends largely upon the individual whether his business goes forward, stands still or slides back.

Just at the present time members of the trade in all sections of the country should keep a close watch on the various state legislative bodies with a view to checking without delay measures that are calculated to harass the trade in some way or another, even though such intent is well hidden. Quick action is generally quite effective in disposing of such measures, but under present conditions it must be borne in mind that many legislators are only too quick to hide behind the shield of patriotism, and to defeat their object, without creating the wrong impression, presents a serious problem for the business man. Bills providing for special taxes or license fees are particularly numerous, and likewise particularly dangerous, for anything that looks as though it would bring revenue into the coffers of the State or the Nation finds favor with law-making bodies, regardless of whether the burden it places on one particular line of industry is just.

There was introduced in Congress recently, by Representative Cary, of Wisconsin, a bill which provided that all merchants selling goods on instalments should pay a license fee of $200 and should give the customer not only a receipt for his payments, but a statement showing the actual cost of the merchandise upon which a profit of not more than 30 per cent. was to be allowed. The bill applied only to the District of Columbia, but instalment interests from all sections of the country were quick to realize that the bill was most pernicious in its provision, and, if passed, was liable to be accepted as a model by various State legislators. The opposition by the various interests, including both talking machine and piano men, was, therefore, very strong and is believed to have killed the measure.

Another bill in the New York Assembly, for instance, provided for an annual license fee of $2 on all automatic instruments, and was so worded that it could be construed to cover talking machines and player pianos. It is estimated that the revenue from those instruments alone would amount to practically a million dollars annually, and it was strongly hinted that the whole idea back of the bill was to provide a score of jobs for political claimants who would be charged with carrying out the provisions of the bill. Even the most harmless looking measure should be scrutinized for the "joker," and the simpler the wording of the bill the closer it should be investigated. When questionable measures are discovered the organized forces in various branches of the trade will be quick to take any action necessary either to defeat the bill, or have it amended as may be deemed desirable.

**NO STRING TO THIS**

Sidestep it, perhaps, on April first only. But on ALL OTHER days of 1918, pick up the full pocketbook of Victor record profits.

These five words mean what they say:

**Pearsall Service for Record Profits**

A brand new list of the best music in the world is at your service every month for increasing profits. The complete Victor catalog numbers thousands of selections that you CAN put into the homes of Victrola owners.

**SILAS E. PEARSALE CO.**

**VICTOR DISTRIBUTORS**

18 West 46th Street New York, N.Y.
Forging the Third Link

On April 6th we began forging the third link in the chain that will hold the dogs of war forever in check. And the business end of that chain is going to be in the hands of the people in all countries, and not in the hands of a self-chosen few who can hurl the world into a maelstrom of blood and fire whenever it suits their fancy. Already the metal of resolve has been heated white-hot in the furnace of patriotism and every dollar invested in a Liberty Bond is a hammer-blown that will help weld an indestructible bond of world control among liberty-loving peoples.

Edison dealers, by our contributions to the Third Liberty Loan let us show the world, and especially our enemies, that America is rapidly getting into her full, irresistible stride, and

Let them come from the east,
Let them come from the west,
From Maine to the Philippines.
From the frosty north,
From the balmy south,
And all of the in-betweens.

Let us renew our pledge of allegiance to the flag and reconsecrate our patriotism by doing our utmost to make the Third Liberty Loan a landslide that will crush militarism out of the world forever.

THOMAS A. EDISON, Inc.
Orange, N. J.
The Redistribution of Records, One of the Answers to the Present Shortage Problem

Those members of the trade who have made a close study of the present record situation and means for offsetting in some measure the effect of the shortage declare that considerable relief can be obtained by an intelligent system of redistribution of records among the dealers themselves, as well as by exploiting consistently records known to be in stock, or obtainable from wholesalers.

The plan for exchanging surplus records is not by any means a new one, although it has not been carried out to any great extent in the retail field. The Jobbers' Association has had such a plan in force for a number of years among its members, various local associations of dealers have attempted something of the sort, and here in New York the Talking Machine Men, Inc., have a committee charged with the work of gathering lists of surplus records from dealers and bringing them to the attention of other dealers who have a demand for such records.

Under normal conditions there was not a great deal of interest taken in plans for exchanging record stock, there being a sufficient number of popular records to keep business going, the surplus stock being looked upon as one of the necessary burdens of the trade. Just now a surplus stock is a heavy load to carry, especially in view of the fact that such records may be used to advantage by a dealer in some other locality.

As an instance in point: a New York dealer who found it impossible to get locally certain McCormack and light opera records and other good selling numbers for this section, learned by accident that a Western dealer was overstocked on many of the records for which the New York man had a general demand. He did not take long to negotiate the transfer of those particular records from the West to the East, giving the New Yorker something to do business with, and giving the Western dealer cash instead of surplus stock. It is very probable that many other instances along the same general lines could be cited.

There are very few records that sell equally well in all sections. As a matter of fact the demand is found to vary in various districts even in the confines of one city, depending largely upon the character of the population. If surplus stocks of records can by any means be redistributed as to place them in sections where they are most likely to be sold, then many members of the trade will be able to cut down the amount of money they have tie up in slow moving stock while giving their fellow dealer an opportunity to do some business. In other words, all hands will benefit.

One local dealer suggests strongly that effort be made to establish a series of central clearing houses in the various cities to act for the dealers in the various sections, and endeavor to make the most out of present record stock on the shelves.

"A central clearing house," said the dealer, "could be maintained at a small annual expense of, say, $10 per member, and if properly conducted should bring back to each individual represented profits of many times that amount. There are enough established associations of talking machine dealers in various cities to provide foundations upon which to build such clearing houses. The matter will have to be taken seriously, however, by the majority of the dealers who participate, to make it worth while."

In the first place, arrangements should be made for the filing of weekly reports by every member, showing the records of which he has a surplus, as well as the special records of which he is in the greatest need. Salaried employees going over and comparing the lists could very easily tell the individual dealer where his surplus could be disposed of or where he could obtain certain desired records. "The time is past when the average dealer can sit tight and let his surplus stock accumulate in anticipation of being able to take advantage of a record exchange proposition from the manufacturer. Such a course may be excusable when the dealer is doing plenty of business with new records, but when he is not getting the new records every dollar's worth of stock on his shelves represents a real loss in tied up capital and potential profits."

The clearing house suggestion, although offering quite a number of details to be worked out, nevertheless seems to point the way to providing some way from the present record situation. It will not cure it by any means, but anything that will help is worth considering with all seriousness."

There are already a number of wholesalers who themselves are conducting clearing houses for the benefit of their dealers. The wholesale salesman being in close touch with the dealers, knows just about what records certain retailers are overstocked with, and can, and does, in many cases, arrange for the transfer of such records to some retailer who can use them to advantage. Such instances, however, are few and far between, and it seems the dealers themselves should make some attempt to help themselves.

Wholesalers, too, have endeavored to assist the dealers by supplying each week lists of from a half dozen to twenty records that are in stock with the suggestion that such records be specially featured during the week. It gives the dealer something tangible to work on and he knows that any demands he may create for those records through special efforts can positively be met. One wholesaler has gone to the extent of taking a page advertisement in The Talking Machine World this month to call the attention of dealers to a list of desirable records he has on hand and is able to supply. This action of the wholesaler is simply in line with the arguments that have been put before the trade for months past. In short, now is the time to concentrate on selling stock on hand or that can be obtained, instead of being concerned with the loss of sales of more popular machines and records. As a matter of fact, summed up, real salesmanship consists of selling the customer what you have to offer, rather than what he is particularly anxious to buy.
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.

Improved with a combination start and stop and regulating device that works on and with the governor direct instead against the governor.

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
The sales-experts in the Columbia Dealer Service Department have solved many problems vexing local dealers. Risk a few of your pet problems with these nut-crackers.

Columbia Graphophone Co.
Woolworth Building, New York

**EFFECTIVE GALLI-CURCI DISPLAY**

People's Outfitting Co., Detroit, Takes Full Advantage of Appearance of Noted Soprano in That City—Record Sales Stimulated

Detroit, Mich., April 8.—The talking machine department of the People's Outfitting Co. took full advantage of the recent visit of Galli-Curci to this city by arranging an elaborate window display featuring the noted soprano and her A Classic Galli-Curci Window records, together with four other Victor artists of renown. The figures of the artists, including Farrar, Caruso, Tetrirzini and Harry Lauder, were life size and plainly labeled. A special list of records by Galli-Curci were shown on both sides of the window, and it is reported that the display proved most effective in stimulating the sale of records of all types.

**IMPORTANCE OF SMALL DETAILS**

Little Things Often Determine the Success or Failure in the Marketing of a Product

...Seemingly insignificant details are often most essential to the success of a business or a product, and it is the business man who studies these small things who is apt to score a success in his sphere of activity. The fact that little things often determine the success or failure of a product was emphasized recently by George W. Hopkins, general sales manager of the Columbia Graphophone Co. He said that in marketing a high grade of candy it was discovered that the public will not buy candy packed in green colored fancy boxes. Just why this is so he could not say. Possibly the color of the package suggests arsenic, a poison. But whatever the reason, the company found after spending several thousand dollars that green boxes killed all chances for making the candy popular. When pink was substituted sales increased in a most satisfactory manner. Biscuit manufacturers have learned from sad experience that round packages, no matter what the character of the biscuit may be, do not appeal to the public. Square shaped, or oblong boxes, on the other hand, immediately find favor. As fully 75 per cent. of all goods are sold on their appearance, it behooves manufacturers to see to it that products are put up in packages that have an attractive eye appeal.

When a dealer gets an intelligent prospective customer to the point where he will listen to a machine play, nine times out of ten he will select a Schubert Phonograph. Schubert dealers know this.

We'd like an opportunity to prove it to the satisfaction of every other dealer in the country.

Five Models, $60 Up

The BELL TALKING MACHINE CORPORATION

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

Factory, 1 to 7 West 139th St.

Smith-Woodward Piano Co., 1018 Capitol Ave., Houston, Tex., Local Distributor
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 Pathé Sapphire Ball and Pathé Everlasting Records—make Pathé 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
Why Not Make a Vigorous and Successful Drive On the Sale of Foreign Records

The talking-machine dealer in the average city in the United States, especially if it happens to be an industrial center, who is not making a consistent and energetic drive on foreign records is neglecting a most important feature of his business. In some instances it would be just as logical for him to forget to call attention to the popular records of the day, or the records of the world's famous artists.

There are enough facts and figures to prove that the ordinary mortal has but a faint conception of the extent of the foreign and semi-foreign population of this country. There are cities in the West where over 65 per cent of the population is foreign born, or the children of foreign-born parents. No matter how thoroughly Americanized these foreigners or sons of foreigners may be, there is naturally a strong sentimental regard for their native land—a sentiment which music, and particularly folk songs of that native land, appeal with particular strength.

There are a number of prominent houses, Grinnell Bros., in Detroit, for example, who do pay particular attention to foreign record business with gratifying success. It means work and consistent effort to do it successfully. Special advertisements should be run in foreign language newspapers in order to reach the thousands, or even millions, who still demand the popular things in their native tongue, although newspapers in English can also be used to distinct advantage—those who combine a thorough knowledge of the English language with the sentiments of their native land.

In the great majority of cities there are foreign colonies, the boundaries of which are wonderfully distinct. The emigrant who lands in this country naturally seeks out those who speak his own language, and practically to some extent in this new locality the mode of living to which he is accustomed. Once having found the colony he either remains in it or else keeps in close touch with his people. This habit of colonizing makes it particularly convenient for the talking-machine dealer.

Foreign records, even though carefully listed in the catalogs and stocked on the shelves, do not mean anything to the dealer's business unless he brings them to the attention of those most likely to be interested, and there are many owners of talking machines who have supplied their record wants from the regular catalogs without having learned that there may be particular gems in their native tongues simply awaiting their order. A successful foreign-record business cannot be handled in a haphazard manner any more than the regular record business can be handled in that fashion.

NEW ASSOCIATION IN DALLAS, TEX.

Local Music Trade Organization Elects Officers and Names Committees

DALLAS, Tex., April 3—The Dallas Music Trades Association recently organized by the phono and talking-machine men in this city has selected the following officers and committees: President, Robert N. Watkins, of the Will A. Watkins Co.; vice-president, T. F. Phillips, of the Field-Lippman Piano Co., and secretary and treasurer, A. F. Hollingsworth, of Thos. Goggan & Bro.

B. F. Gupton, of the Goettinger Co., and B. W. Gratigny, of the Bush & Gerts Piano Co., together with the above officers, were made members of the executive board.

D. L. Whittle, of the Western Automatic Music Co., was made chairman of the membership committee.

Fred Giebel, of Sanger Bros., was made chairman of the always important entertainment committee.

THE BROOKS

Automatic Repeating Phonograph

Plays Any Kind of Record—Any Desired Number of Times and Then Stops Automatically—The Phonograph Sensation of the Age

MR. DEALER:—

You cannot duplicate the value we offer for twice the price. In size and appearance the "Brooks" compares favorably with Instruments retailing for $300.00 and up.

In tone qualities it is unexcelled by any talking machine on earth! In mechanical equipment and automatic features it is years in advance of its nearest competitor. We have been building talking machines for three years—last year our sales doubled every four months. The BROOKS DEALER has no competition. The machine creates interest and discussion—it is self-advertising. Send for particulars, terms, prices. Do it now.

THE BROOKS MANUFACTURING COMPANY

Talking Machine Dept. - SAGINAW, MICH., U. S. A.
Giving the People
Artists They Want

Educating the people is all right—in school. But grown-ups usually know pretty well what they want in music. And Columbia gives them what they want.

Nora Bayes, for instance. Nora Bayes can get more over to more people in one song than any other American comedienne. What of that? Well, Nora Bayes now sings for Columbia exclusively. Columbia just naturally had to have her. And she just naturally had to come to Columbia.

And Nora Bayes is merely one more in Columbia's Milky Way of Stars. There are the Chicago Symphony Orchestra, Percy Grainger, Al Jolson, Prince's Band, Geo. H. O'Connor, Samuel Ash, Robert Lewis, Arthur Fields, The Peerless Quartette, Campbell and Burr, Oscar Seagle, Henry Burr, Harry C. Browne, Mery Zentay, Nellie Hoone Wetmore, the Columbia Stellar Quartette, Louise, Ferera and Greenus, and the Paulist Choristers of Chicago.

These aren't all the stars in Columbia's Milky Way of Stars. These are merely those shining in its May List of Records.

Nor are these all the world-wide known stars Columbia employed to give the people what they want for just one month. For those eagerly waiting for more, Billy Williams and Harry Champion, of English music hall fame, contributed, and Thornton W. Burgess supplied some more of his Bedtime Stories for children. Some Milky Way for Just May—what?

Columbia Graphophone Co.
Woolworth Building, New York

Giving the People
Records They Want

No question about the first two records by Nora Bayes. There'll be a public scramble for "Some Day They're Coming Home Again" and "I May Stay Away a Little Longer." They add something to even the laurels of Nora Bayes.

There's always a scramble for Al Jolson's new records, and he has a song in Columbia's May List that seems made to order for him. "Wedding Bells (Will You Ever Ring for Me?)" is already popular in the big cities where Al Jolson has sung it. Now that it is recorded, it is bound to sweep the country.

Percy Grainger, the "Musical Viking," brings his power into full play in Chopin's Polonaise in A-Flat Major.

Samuel Ash has made many a song popular. In "My Sweetie" he has come upon one so catchy that it is likely to make him more popular.

Oscar Seagle has sung "Keep the Home Fires Burning" and "Pack Up Your Troubles in Your Old Kit Bag and Smile, Smile, Smile," two of the big war songs, so that more may enjoy them.

And there are marches for the martial and dance-records for the dancers and talking records for those who want their vaudeville on tap at home, and a great variety of more music of sorts the public has shown that it wants. Columbia's May List is a whopper!

Columbia Graphophone Co.
Woolworth Building, New York
Giving the People Grafonolas They Want

When customers enter your salesroom, give them prompt, courteous individual attention. If they are left to themselves too long they may wander out.

Attend them promptly. Try to discover tactfully about what priced instrument they can afford to buy. Show different Grafonolas within a reasonable range around that price—but never so many different models that the customers are merely confused and cannot decide on any instrument.

Ascertain as quickly as possible the kind of music a customer likes—and then play that kind on the Grafonola that seems to make the best impression. Of course you will play any record the customer wants on any Grafonola.

Give customers all the time they need to decide, but good salesmanship will help them decide before they leave the store. Good salesmanship means in a word selling the customer the Grafonola he wants at the price he ought to pay.

Columbia Graphophone Co.
Woolworth Building, New York

The Result of Giving People What They Want

People who get the records they want by the artists they like and play them on the best Grafonola they can afford to buy are Columbia fans for good and all.

Columbia fans are steady customers for Columbia dealers. It is worth taking time and trouble to see that your first sale makes a permanent Columbia fan of your customer.

By the way, Columbia makes records in 30 different languages, all made by native artists under direction of masters of each tongue. Are you making the most of our many records in foreign languages?

A small investment—you have a full catalogue department in the two or three languages commonest in your territory—and the turnover is quick and highly profitable.

Where not already actively represented, Columbia wants a few more dealers in their International records. Get into this fine field among the early ones and reap a tidy profit. People of foreign birth—well, you know what fans they just naturally are about music.

Columbia Graphophone Co.
Woolworth Building, New York
THE MISSION OF THE VICTROLA IN THE PRESENT WAR

Through the Medium of the Talking Machine Our Fighters Are Receiving the Benefit and Solace Which Music Alone Can Bring—Educational Records Proving of Great Value

Somehow behind the battle line in Flanders, Walter R. Creighton, son of the late Lord Bishop of London, wrote to Maud Powell: “I have just been listening to you playing and I wanted to write and tell you of our gratitude,” in which short sentence he summed up a condition which will be met by every American soldier who goes abroad, as well as by the relatives and friends who stay at home.

Even in war we do not live by bread alone, and that which can bring shaken men back to self-respect, to decency and a determination to carry on is a thing the value of which cannot be computed in dollars and cents, says the Victor Co. in its March record supplement.

Apart from their purely military equipment our men will experience three essential needs, if they are to be preserved through the stagnation of trench warfare. Those three essentials are food, shelter and recreation.

Rudyard Kipling knew that music can do to stabilize the morale of slaughter-worn men when he wrote the “Song of the Banjo.” “You couldn’t pack a Broadwood half a mile—you mustn’t leave a fiddle in the damp.” These lines are as true to-day as they were when Kipling wrote them.

Young Creighton heard Maud Powell play out there on the edge of “no man’s land,” because she has made records for the Victor Talking Machine Co. and because that company has made it possible for human beings everywhere to enjoy the solace and the inspiration of good music.

An instrument which requires somebody to play it is useless except when some such person is at hand. Every one of the war-ravaged governments has made special and strenuous efforts to supply music and entertainment for its soldiers, but human needs do not keep regular hours.

A musical instrument which can be operated by anyone at any time, and which, like Kipling’s banjo, can, if need be, “travel with the cooking pots and pails,” performs a service of infinite worth to the man in the trenches.

The Victor Co. has a picture of a gigantic “Anzac”—a sergeant—six feet six in his stocking feet, peering over the edge of a trench in Gallipoli. The photograph was taken by Lieut. Throssell, of the Tenth Light Horse, just before the men went “over the top” in a bayonet charge, and in the immediate fore-

ground of the picture is a Victrola—playing. When Steffanson’s ship, the “Karuki,” caught a terrific gale it sank down to the ocean bed, a Victrola played the Chopin Funeral March for requiem.

Those whose efforts enable men to endure the unendurable might safely be classed as among those who are already “doing their bit,” but the Victor Co. is doing all this and more.

The most valuable work a man can do is that which can bring shaken men back to the ocean bed, a Victrola played the Chopin Funeral March for requiem.

THE TALKING MACHINE WORLD

APRIL 15, 1918

![Ward's Khaki Moving Covers](image)

**Ward's Khaki Moving Covers**

**PROTECT YOUR MACHINES FROM ALL KINDS OF WEATHER**

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

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

**Grade "D", medium size, $5.50**
**Grade "D", large size, $6.00**
**Grade "K", medium size, $8.00**
**Grade "K", large size, $8.50**

Carrying Straps: No. 1 $1.00; No. 2 $2.00; No. 33 $3.50

**ORDER SAMPLE COVER ON APPROVAL**

With Name of Machine silk embroidered on any Cover; extra, __30c.

**WRITE FOR BOOKLET**

**THE C. E. WARD CO.**

(Well-known Lodge Regalia House)

101 William St., New London, Ohio

Also Manufacturers of Rubberized Covers and Dust Covers for the Waterproof
Chairman Ditself of the Transfer Bureau sent out this letter to all members as a memo of the rules of the bureau:

"It is with pleasure, I can advise you that the Transfer Bureau is now organized and ready to serve you in the interest of our entire association. It is my intention to have this bureau operated on the most efficient plan possible, and I believe that it will fill a valuable need for our association. I would suggest that all dealers cooperate in the operation of this bureau by submitting to the rules and conditions by which this bureau will operate.

The following is the plan by which we shall operate:

1. Each member in the association is entitled to use the exchange for records and machines that he was unable to get from the distributor.

2. Each member in turn will be notified of the stock of Victrolas which are on hand at the distributor.

3. If a member wants to exchange a record, he must first make a call on the bureau and then submit his request in writing to the bureau.

4. The transfer fee that will be charged is $1.00 per record.

5. All transfers must first have the approval of the chairman.

6. Any suggestions regarding the operating of this bureau will be appreciated.

7. Each member is privileged to exchange any Victrola records sent or received through the bureau.

8. If we can preserve and disseminate valuable business information, we will find many advantages in the work that will be accomplished.

The membership campaign of the association is meeting with splendid success. Concerning the reasons for an exclusive association, Mr. Rauth explained that an exclusive association appeals more to the exclusive dealer than to the dealer selling several machines. We assume, however, wherever a dealer sells Victors that his highest interest is the exclusive Victrola dealer, who is enthusiastic in his line, does not care to make criticisms and suggestions in a meeting of mixed interests. We would freely say things in a Victor association that we would not be willing to say if an exclusive dealer in another line were there. I believe also that if a man was selling Victors, Columbia, Edison, and other phonograph machines, etc., he would offer suggestions and criticisms in meeting where all dealers sold these machines that he would not make in a meeting where there were dealers who did not sell this machine.

He would assume that all dealers selling this machine knew its weak points in machine or service, but he would not be willing to hand that statement, on his authority, to a competitor.

In this connection, the following statement has been made officially as to the object of the association:

"Its object shall be to advance, promote and extend the commercial interests of its members; to instill just and equitable principles of trade, and to improve business standards; to acquire, preserve and disseminate valuable business information; to promote friendly intercourse and to establish closer business relations between its members, and also between said members and the Victor Talking Machine Co.; to increase the facilities of its members for interchange of ideas, and for the purpose of cooperation with other organizations upon important matters pertaining to and affecting business; to discuss and disseminate proposed legislation affecting the business welfare of members; and to investigate existing laws and encourage their enforcement."

RECORDS BY AUGUSTA BOUILLIEZ

The Starr Piano Co. announce that they have successfully negotiated with Mr. Auguste Bouilli ez, the famous Belgian baritone, to make exclusive recordings, which will be issued about the middle of April and will be listed in the Gennett Art Tone series. The recordings which Mr. Bouilli ez has made are as follows: Les des Grenadiers (the two Grenadiers); B allo in Mas cher "Eri tu"; Hamlet, "Chanson Bashique" (drinking song); Faust, Serenade of Mephisto; Faust, "Aria of Valentine". They are very highly spoken of.

Repeat orders make pretty good testimony to the fidelity of a business institution, and regular customers are of more importance than first sales.
Boston, Mass., April 4—The Third Liberty Loan and the forthcoming great parade, to come off on the sixth of this month, are the uppermost topics of conversation in the trade just now. The various talking machine houses made a handsome showing in the purchase of bonds on the two previous drives and there is every reason that more will be forthcoming from them this time, especially as the right propaganda of education has been spread abroad, and people now better than ever before understand what the nation is really up against. The trade is likely to be well represented in the parade, which will enlist the services of upwards of 80,000 men, women and children.

Business Continues Good

Business with the various dealers continues good, but many of them complain that the call for goods is in excess of what they are able to secure from the factories. Toward the end of April there should be an enormous demand for the records of the various grand opera stars as the Metropolitan Company begins a week's engagement here at the Boston Opera House on April 22. The visits of the big opera companies invariably stimulate business.

Death of Andrew J. Lyons

The Victor and Edison departments of Chickering & Sons were delighted upon the occasion of a valued employee a week ago, Andrew J. Lyons, who died at his home in Roxbury, after a short illness. Mr. Lyons had been with the department several years and was married only a year and a half ago. He was devoted to athletics, and was especially interested in baseball and was among the foremost in promoting the game among the various talking machine houses in the city. Manager Currier of the Chickering house and the employees of the Victor and Edison department attended the funeral, and they were represented also by some beautiful floral offerings.

Ciccolini Appears in Concert

Ciccolini Appears in Concert

Considerable interest centered Sunday afternoon, March 31, in the appearance in this city of the famous Guido Ciccolini, the Italian tenor, who is one of the leading Edison artists. His concert at the Boston Opera House attracted an enormous crowd of people, and the Italians especially were most enthusiastic over the man, his voice and his fine presence. Ciccolini had the assistance of Pierre Henriotte, concert master in the Chicago Opera orchestra as violinist, and Mr. Fabbrina as pianist. For several days prior to the concert Edison records were on sale at the Edison warerooms of the C. C. Harvey Co. in Boylston street, in the window of which establishment there was a large placard announcing the concert by this talented musician. In the Saturday advertisements which the Harvey company put out announcing the concert were these suggestions: "Hear him to-morrow. Hear him Monday at our store. Hear him Monday night in your own home." Besides the Harvey company those especially interested in the concert were George Lincoln Parker, the F. H. Thomas Co., Chickering & Sons, all of whom are Edison dealers, and, of course, the leading Edison jobbers, the Pardee, Ellenberger Co., Inc.

An Attractive Easter Display

Among the especially attractive window decorations at Easter, and which was highly significant of the advice of the following art and which was highly significant of the advice of the following centers of the Victorian Talking Machine Co., where Wholesale Manager Fitzgerald arranged a profusion of Easter lilies in both windows as a frame and background for the exhibit of the latest of the month's novelties in Victor records.

Has An Eye for the Artistic

Manager R. S. Hibshman, of the Vocalion Co., is another who has an expert artistic effect when it comes to adorn his warerooms and show window. There is not a week going by that there are not pots of blossoming plants and cut flowers placed effectively about, and these help a great deal in beautifying what is really one of the most home-like phonograph warerooms in the city. Manager Hibshman is making ready to give his customers quite a surprise very shortly, a forecaste of which some of them already have had in visits to the warerooms.

Interested in Marriage of Chas. Edison

The local Edison dealers were especially interested in the announcement of the marriage at Seminole Lodge, near Fort Myers, Fla., of Charles Edison, son of the inventor, Thomas A. Edison, and Miss Carolyn Hawkins, of Cambridge, by reason of the fact that the young man was at one time a student at the Massachusetts Institute of Technology, and he will devote his time, especially during the summer, to the development of music in the school and home. Mr. McLaughlin for a long time has been a great believer in the future of the phonograph as an educational medium among the young.

R. H. White Co. Department Busy

The Graphophone department at the R. H. White Co.'s department store is finding many sales these days and Manager Fred L. MacNeil says that the only difficulty that confronts him and his staff of men and women salesmen is the difficulty of getting a sufficient supply of goods. This department handles the Victor, Edison and Columbia lines. Mr. MacNeil has had considerable experience in this line of business, and came to manage this R. H. White department a few months ago.

Gillis Takes Over the Miller Victor Business

Walter J. Gillis, who for some time has been retail manager for the Henry F. Miller Piano Co., has taken over the Victor business of the house and henceforth will manage it as his own business. He has assumed the entire stock and the good-will, and his staff for the present

Foresight Proves Its Value

Some years ago we adopted a policy of conducting our Victor business "with the dealer's viewpoint foremost in mind."

By practicing this policy we have acquired a knowledge which in times like the present makes Eastern Victor Service of triple value to the dealer who wants practical cooperation from his jobber.

EASTERN TALKING MACHINE CO.

177 TREMONT STREET

BOSTON, MASS.
Talking Machine Co., Victor distributors, are continuing to be received by the family. A son, Walter J. Gillis, Jr., is with the company’s Chicago quarters as repair man. Mr. Gillis has been in the Miller house for twenty-three years, and is therefore intimately in touch with the piano industry. He has a host of friends who will wish him unlimited success in his new undertaking. A son, Walter J. Gillis, Jr., is with the 101st Engineers in France, and encouraging letters continue to be received by the family.

Sending Letters from the Front

Jerry Spillane and Ed Welch, of the Eastern Talking Machine Co., Victor distributors, are proving themselves good letter writers. They have been in France with a hospital corps now almost a year, and their old associates hear from them quite regularly. Thus far they are quite well and having many exciting experiences.

Plan Tone Test for Fitchburg

The Iver Johnson Sporting Goods Co.’s Edison department is arranging for a tone-test to be given in City Hall, Fitchburg, on the evening of April 11. For this test Miss Marie Morrissey, the well-known contralto singing for the Edison company, is coming on from Chicago. Arthur W. Chamberlain, the Edison manager for this Boston house, will be in immediate charge.

At Local Brunswick Headquarters

One of the additions to the local staff of the Brunswick-Balke-Collender Co. at 94 Washington street is M. J. Graff, who comes here from the company’s Chicago quarters as repair man. Mr. Graff is a Brunswick enthusiast and has a persuasive manner in presenting the claims of the Brunswick machine. The “Ultona,” which is one of the cleverest devices yet put on the market for reproducing the various makes of discs, is about to be put out by the Brunswick as a component part of its machine. Anyone, therefore, possessing a Brunswick will be able to play any record. As a piece of mechanism this Ultona is worth careful study. F. H. Walter and E. S. Campbell, as the local travelers for the company, are finding a good call for the Brunswicks and March proved a surprisingly productive month for the company.

Sonora Territory is Enlarged

Through a new arrangement with the Sonora Co., Richard Nelson, New England manager, now has the State of Connecticut added to his territory and this will be operated in conjunction with Massachusetts and Rhode Island. To better facilitate the sland Joseph H. Burke, assistant sales manager, who is doing excellent work, will spend a part of his time at Hartford, making visits meantime to the Boston offices which are so pleasantly located in the Little Building. The People’s House Furnishing Co. at Haverhill is one of the latest concerns with which Manager Nelson has signed up. Some of the largest orders for the Sonora line are coming from the large Boston department store of the Jordan Marsh Co.

Fred Peabody on Road to Recovery

The Boston phonograph dealers have been sorry to learn of the serious illness of Fred Peabody, who runs a chain of stores at Haverhill and Gloucester. He was threatened with pneumonia, but thanks to good care he is on the road to recovery. Mr. Peabody comes up to Boston quite often and always gets a warm welcome from his many friends.

Wholesale Columbia Department Busy

The last day of the month found Manager Fred E. Mann’s wholesale Columbia department a busy place, for it was quarterly stock taking day. In the city at the present time are C. A. Kiehart and Stephen Gilroy, auditors from the New York office who have been spending a week or more at the Federal street headquarters. Another visitor here from the New York office has been A. R. Harris, of the general sales department. F. K. Pennington, assistant general sales manager, is expected here in a day or two. Manager Mann is quite enthusiastic over the good showing that the month of March made, which was the best of the three of the current year thus far.

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Lansing Khaki Moving Covers

PROTECT VARNISH IN THE COLD WEATHER

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

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

GRADE B

GRADe A

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

Otis Building

The People’s House Furnishing Co., Lowell, Mass.

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Featuring Nora Bayes’ Records

It is of special interest to the trade that just as Nora Bayes is making her appearance in Boston in the “Cohan Revue” the first of this comedienne’s records are being put out by the Columbia Co. The engagement began at the Colonial Theatre April 1 and the windows of the Grafonola Co. of New England made a most attractive display of her records.

Make Splendid Victor Display

One of the attractive booths at the big exhibit at Horticultural Hall, which opened to-day under the auspices of the Boston Herald, is that of the M. Steinert & Sons Co., whose display of Victor outfits is attracting many persons. The

(Continued on page 22)
HEM CONTAINER COMPANY
5 North La Salle Street
CHICAGO, ILL.

AUTOMATIC CONTAINER COMPANY
5 North La Salle Street
CHICAGO, ILL.

URGES CARE IN RECORD PACKING
Post Office Department Notifies Postmasters Regarding Packages and Their Packing

WASHINGTON, D. C., April 6—Complaints having reached the Post Office Department that many phonograph records are broken in the mails when sent by parcel post, Otto Prager, Second Assistant Postmaster General, has notified the postmasters and other employees to be careful to see that the articles are properly packed, properly marked and carefully handled. The order reads as follows:

"Numerous complaints of damage to phonograph records shipped in the mail indicate that postal employees are not giving proper attention to these fragile articles. Therefore, it is directed that postmasters and all employees receiving parcel post from the public for transmission in the mail shall be particularly careful to see that such parcels are suitably and sufficiently prepared for safe transmission, and that they are plainly labeled 'Fragile.' All postal employees are also cautioned to use special care in handling such parcels with a view to preventing damage thereto."

CLEVER SWINDLER GETS RECORDS
Young Man Manages to Get Forty-five Records From Two Stores of Shroyer Music House

BETHANY, Mo., April 2—The Shroyer Music House, of this city and Albany, Mo., was twice recently by the same swindler, and both times for a goodly bunch of Edison records. A young man about twenty years old entered the Shroyer store in Albany recently and contracted to purchase an Edison phonograph on instalments without making an initial payment. He ordered nine records and offered to take them with him to save the trouble of delivery. The man left on the next train for Bethany without waiting for the machine to be delivered. He next visited the Shroyer store here, and by some smooth talk managed to get thirty-six Edison records on approval, agreeing to pay for those his folks selected. The music house does not yet know how the records appealed to the young man, for he got out of town without delay. It is stated that the Shroyer Music House will adopt a definite policy of letting no records go out on approval in the future.

SEMI-PERMANENT NEEDLE POPULAR
Vallorbes Jewel Co. Make Enthusiastic Report Regarding Latest Addition to Their Line—Export Demand Steadily on the Increase

LANCASTER, Pa., April 4—The Vallorbes Jewel Co. of this city report that their new semi-permanent needle is growing in popularity by leaps and bounds not only throughout the United States but in Canada and other countries as well. W. F. Meiselay, president of the company, reports that although they are just about finishing taking care of the large number of initial inquiries, records are coming in fast for large quantities.

The original card that was announced to the trade has been improved in design and is printed in three different colors so as to differentiate between the three tones in which the needle is made—soft, medium and loud. Mr. Meiselay announces that they might use an adaptation of a familiar phrase and say, "We couldn't improve the needle so we improved the card."

ALBANY, N. Y., April 6—Young W. A. Miller, who manages the Edison line in Fort Collins, Colo., are making a great drive on bringing the merits of the Edison record to the attention of the purchasing public.

A semi-permanent needle is growing in popularity in the trade, and many thousands of phonographs and records have been sold and thousands more are being sold every day! There is a real demand and a growing demand for efficient filing cabinets.

Automatic Carrying Cases for Salesmen and Repairmen are ideal—constructed on the same principle as our Record Containers. Every dealer and jobber should equip his salesmen with them to increase their efficiency.

Mr. Dealer: You ought to add this profitmaker to your line. Many thousands of phonographs and records have been sold and thousands more are being sold every day! There is a real demand and a growing demand for efficient filing cabinets.

Automatic Carrying Cases for Salesmen and Repairmen are ideal—constructed on the same principle as our Record Containers. Every dealer and jobber should equip his salesmen with them to increase their efficiency.

Manufacturers, get shop rights to equip your line
FULL PARTICULARS AND PRICES ON REQUEST

AUTOMATIC CONTAINER COMPANY
5 North La Salle Street
CHICAGO, ILL.

Every Record in Plain Sight
Opens automatically—remains open at the right place—all records accessible—closes easily and quickly—no weight to handle—no more broken or misplaced records. Records properly filed give maximum use and enjoyment.

Mr. Dealer: You ought to add this profitmaker to your line. Many thousands of phonographs and records have been sold and thousands more are being sold every day! There is a real demand and a growing demand for efficient filing cabinets.

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FULL PARTICULARS AND PRICES ON REQUEST

AUTOMATIC CONTAINER COMPANY
5 North La Salle Street
CHICAGO, ILL.
The Unequaled Selling Features of the AEOLIAN-VOCALION

On the three pages following we are showing specimen advertisements from the strong campaign of Vocalion publicity carried on in the national magazines and newspapers of the leading cities.

These advertisements emphasize two of the many impressive features of the Aeolian-Vocalion.

No phonograph made today is so easy to sell as the Aeolian-Vocalion, disposes so readily of competition, brings so good a class of patronage to a merchant, or reflects more prestige on his store.

This one point alone; the Vocalion's ability to play all records, is already coming to be recognized as of vital importance. Moreover, the Vocalion's method of doing this—the remarkably effective tone-arm, which makes it possible to shift from "lateral" to "hill and dale" records by a single turn of the reproducer—gives the Vocalion a notable advantage over other phonographs.

Vocalion representation is the most valuable franchise the phonograph dealer or progressive merchant can secure. This is not alone because this great phonograph is demonstrably the finest instrument made, but because of Aeolian methods of doing business.

The unparalleled character and excellence of Aeolian service, which has recently been still further augmented by the establishment of convenient distributing points in different parts of the country, is proverbial in the music trade. Added to this service is the well-known Aeolian policy of fairness and courtesy in business dealings which make the representation of this house one of the most satisfactory connections offered in the business world.
The Music of the Entire World Is Yours
If You Own the
AEOLIAN-VOCALION

The owner of an Aeolian-Vocalion is not confined to one, or at most two, groups of artists. Every artist, every instrumentalist, every entertainer, every orchestra and band that has made a record, has made it for him to hear and to enjoy.

No matter what the make of record, no matter by what system it is produced—so-called "hill and dale" or "lateral" cut—the Aeolian-Vocalion will play it and play it better than it can be heard from any other phonograph.

If the Aeolian-Vocalion possess no other advantage; were it only the equal of other phonographs in other respects, this ability to play all makes of records would make it the most desirable phonograph to own.

No single manufacturer, nor any two manufacturers, controls the musical talent of the world. The phonograph field is constantly broadening, new artists are appearing, and the phonograph owner who is in a position to enjoy them all commands the situation.

But the Aeolian-Vocalion is not merely the equal of the best phonographs of other makes. It is absolutely supreme and alone among all such instruments.

The tone of the Aeolian-Vocalion has been scientifically demonstrated to be far nearer that of any instrument or voice it reproduces, than has hitherto been possible in phonographic reproduction.

The tone-controller of the Aeolian-Vocalion—the celebrated "Graduola"—is the first and only effective and artistic means devised for modulating phonographic tone without muffling it or changing its character.

The cases of the Aeolian-Vocalion represent the first serious effort on the part of phonograph manufacturers to fit this instrument to take its place among the other furnishings of the modern home. The simplicity of Vocalion case-designs, the depth and richness of its case woods, are notable in their contrast to what has hitherto been typical of phonographs.

Other features of the Aeolian-Vocalion—mechanical features such as its automatic stop—represent equal progress.

From every standpoint this great phonograph, made by the world's most progressive and largest builders of musical instruments, offers the utmost in musical value, in pleasure and entertainment and in architectural beauty, that the expenditure of any sum of money in such an instrument can procure.

Vocalion Prices: Conventional Models, $45 to $375
Sixteen Beautiful Period Styles, from $215 to $650

THE AEOLIAN COMPANY
AEOLIAN HALL, NEW YORK
The introduction of these superbly cased instruments represents the third great achievement of the Aeolian Company in developing the phonograph. First—this Company produced the most musical phonograph that has ever been heard. Second—in the Graduola expression attachment it provided the only satisfactory and artistic means for controlling the phonograph's tone yet devised. Third—The Aeolian Company, the first to depart from the conventional lines in designing Art Style Phonographs, now presents this superior phonograph in a wide variety of Period Cases that are in line with the finest furniture design of the present day and that in price are within the reach of almost every phonograph purchaser.

HARMONY IN HOME FURNISHING

In selecting furniture for even the moderate home the purchaser is now enabled to secure a harmony of effect that in the past was available only to the wealthy. The Aeolian Company has recognized this condition and has taken steps to meet it. The superb group of Period Style Vocalions here announced is its response to the growing popular demand for phonographs of reasonable price that will harmonize with the finest modern furniture. Like the best examples of furniture of today, these Period Vocalions have their origin in the rich traditions of the historic past. Furthermore, they are thoroughly adapted to the practical needs of the present, making them a true product of this age as well as beautiful illustrations of the art of the cabinet-maker of ages past.

These Period models introduce motifs ranging from Gothic and Jacobean through Queen Anne, Chippendale and others, to our own American Duncan Phyfe.

SUPERIORITY OF THE AEOLIAN-VOCALION

The Aeolian-Vocalion is now recognized as the leading phonograph upon the market. Its positive superiority of cases, as manifested both in the new Period Styles and in the many conventional models in which it is made, is but one of its striking advantages. The Aeolian-Vocalion's supremacy extends to Tone, Tone-Control, Ability to Play All Records, Appearance, and Auxiliary Features.

Vocalion Prices are—Conventional Models, $45 to $375
With Graduola from $110. Period Models from $215 to $650
Sold on Moderate Down Payments and Most Liberal Terms

THE AEOLIAN COMPANY
AEOLIAN HALL, NEW YORK
Cleveland, O., April 9.—The Talking Machine Dealers' Association of Northern Ohio is going to give a big benefit performance and concert in some local theatre or armory during the week of April 24. After considerable discussion the committee met last week to go to the Y. M. C. A. and Knights of Columbus. Singers whose voices are reproduced by talking machine records will be asked to cooperate in making the benefit a success. If Keith's big Hippodrome can be obtained it will be used, as it is the largest theatre in the Middle West.

At the March monthly meeting of the association Charles K. Bennett, president, appointed the following committee to arrange for the benefit: W. L. Bennett, chairman; L. Meier, of L. Meier & Sons; A. W. Roos, manager of the Columbus Graphophone Co.; J. H. Scharner, music department manager; L. W. Bloom, secretary of the Phonograph Co.; Richard Svehla, a West Twentieth-fifth street dealer in musical instruments, and A. L. Maresh, of the March Piano Co.

At the April meeting of the association plans will be discussed and the arrangements committee will report progress. Mr. Bennett is very enthusiastic over the prospects of a big benefit and thinks that the appropriation of stock from the Victor factory, Camden, N. J., during the year is a good augury of hearty support to the organization by the dealers of Northern Ohio.

Mr. Bennett and others said transportation is expensive business getting machines by express and the transportation charges seat up profit. After the meeting Mr. Bennett left for a visit to New York, Atlantic City and Philadelphia.


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TRADE ACTIVE IN THE NORTHWEST

Scarcity of Stock a Serious Problem—Hedman Tells of Prosperity With Farmers—L. H. Luckner Tells of Conditions—Other News

ST. PAUL AND MINNEAPOLIS, MINN., APRIL 4.—The business situation in St. Paul and Minneapolis is just what it was last month, the month before, six months ago and a year ago. Dealers, whether retailing or jobbing, simply are unable to supply machines as they are desired and no one has any idea as to the proportions the Victor trade, for instance, could assume in this territory if the machines were obtainable as freely as desired. W. J. Dyer & Bro. are buried in urgent appeals for instruments not only from dealers in their territory, but often from houses at a distance. The Beckett-O'Neill Co. has discontinued sending its representatives to the dual city trade because there is nothing to offer except apologies and excuses. It is not easy to discourage such confirmed optimists as E. F. O'Neill and George Mairs, but they have to be content in view of conditions.

South Dakota farmers never were so busy as they have been this spring, declares E. W. Hedman, traveler for the Columbia Graphophone Co. There is a greater acreage of grain than the State ever saw before, and if the Lord will aid occasionally they promise to give Uncle Sam the greatest supply of grain that ever came from that State. Other travelers bring the same hopeful reports, and with a March increase of between 60 and 70 per cent. in the volume of business between 1917 and 1918 Manager Sprague sees a chance to win another silver tank and some laurels. J. W. Hayes, local scout for the Columbia Co., is credited with some record business in Minneapolis and St. Paul. The company plans to restrict the number of dealers in the Twin Cities by centering their efforts on accounts with appropriate displays which a dealer can place in his window at very slight cost.

In the above sketch originality and good taste have joined forces to present the idea of music’s re-creation so convincingly that all who pass must pause and consider.

Characteristic spring colors of green, yellow and light gray are used. The background is made by hanging green denim at the sides and back of the window. The New Edison is well

An Attractive Spring Window Featuring the Edison Phonograph

EDISON WINDOW DISPLAYS DESIGNED

Thos. A. Edison, Inc., Prepares a Number of Suggestions for Window Trims for Retailers—The Basic Principles Illustrated

Realizing that many more Edison dealers would show attractive windows if they fully understood some of the basic principles of window display, the advertising department of Thomas A. Edison, Inc., have devised a number of appropriate displays which a dealer can place in his window at very slight cost. In the above sketch originality and good taste have joined forces to present the idea of music’s re-creation so convincingly that all who pass must pause and consider.

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Represented by "William and Mary" model is a yellow pottery vase filled with pussy willow branches. More pussy willows, tied with yellow tulle, are placed in the front corners of the windows. The long sign, made of cardboard, and let-

The DELPHEON COMPANY

BAY CITY, MICHIGAN

OR WRITE DIRECT TO

Delpheon Sales Company
117-119 Peachtree Arcade
Atlanta, Georgia
New York City
Verbeck Musical Sales Co.
435 William Street
Buffalo, New York

Or write direct to

The DELPHEON COMPANY

BAY CITY, MICHIGAN

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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.
Nora Bayes singing exclusively for Columbia Records! Can you see the cash value of this combination?

HAS OBJECTIONABLE FEATURES
Cary Bill, Taxing Dealers Doing Business on Installments, Excites Countrywide Opposition — J. N. Blackman Gives His Views

The National Association of Talking Machine Jobbers is keenly interested in the Cary bill now before Congress, which provides for a license of $200 per year for all merchants selling goods on installments, and which includes a number of decidedly objectionable features. The bill was introduced by Congressman Cary, of Wisconsin, and, although it applies only to the District of Columbia, the measure is exciting countrywide opposition.

Action by the Jobbers' Association on this bill was referred to its legislative committee, and in the meantime J. Newcomb Blackman, president of the association, has taken up the matter by correspondence with Washington, and the legislative committee is planning to take any action that is deemed advisable.

Mr. Blackman thinks that this bill is decidedly inimical to the best interests of the country, but will tend to annihilate it, as it contains features that will make it practically impossible for an installment house to do business.

VIGILANCE COMMITTEE IS ACTIVE
Issues Bulletin Regarding Operations of "Gyp" Dealers Doing Business on Installments

The National Vigilance Committee of the Associated Advertising Clubs of the World has issued a bulletin regarding the advertising "gyp" dealers are using in musical instruments who use the classified columns of newspapers to dispose of instruments from residences under claims that are generally questionable.

One hanger features the "Missouri Waltz," which Mr. Blackman considers to be poor music. He says that the Cary bill is killing the very business it is intended to protect.

Three attractive hangers featuring Columbia records that are destined to be successful in all parts of the country. These hangers are presented here, with the fact that they are being used by Columbia representatives everywhere indicates their practical value.

Columbia Graphophone Co.
Woolworth Building, New York

Dayton Motors
Sold all over the world
Used in all high class Talking Machines

They have won wonderful and enduring popularity and embody the silent running, reliable and durable features that delight the customer and satisfy the builder. The Dayton Motor is considered by manufacturers and users as being the best built motor in the world.

The Best Built Motor in the World
It has made good in Thousands of machines. Give us an opportunity to prove it.

Build satisfaction into your products by using our Quality Line—Dayton Motors, Dayton Tone Arms, Dayton Reproducers. All styles and sizes. They will bring you more business and satisfy your customers. Write for full particulars.

THE THOMAS MFG. CO., 322 Bolt Street, DAYTON, OHIO, U. S. A.
McCORMACK'S SAN FRANCISCO CONCERT REALIZES $24,700

Famous Irish Tenor Scores Phenomenal Success in Concert for American Red Cross—Sherman, Clay & Co. Co-operate in Generous Way— Entire Affair Splendid Evidence of Patriotism

SAN FRANCISCO, Cal., April 4—Local talking machine and music circles are still agog over the recent sensational appearance of John McCormack, the famous Irish tenor, in this city. Mr. McCormack's appearance in the interests of the American Red Cross served to enrich the funds to the extent of $24,700.

The admission fees—the place was filled—totaled close to $20,000, and Tom Skyhill, the brought $550 from J. J. Tyman, while Mayor Rolph paid $250 for "I Hear You Calling Me."

Mrs. S. R. Maynard paid an even $500 for the "Long, Long Trail," and Mrs. E. J. Knight paid a like amount for the Bercuse from "Jesu, Jesu." Skyhill auctioned the records off until his voice failed him and he was led from the platform in a storm of cheers.

McCormack sang unimagined pathos and beauty into "Mother Machree," which came as an encore. "Has Somebody Told You Young Days Folded" brought tears to the eyes of many, and it is no exaggeration to say that the rafters rang with the applause which greeted the noble "God Be With Our Boys To-night!"

The program was well-balanced, with tender Irish airs and songs of the more musical type.

San Francisco has established a record for the McCormack tour. The sale of records exceeded that of any other city. Cleveland is second with a record sale of $3,500.

The records by McCormack which were auctioned off by Skyhill were donated by Sherman, Clay & Co., well-known Victor whole-salers, of this city, who did their full share in making the concert a success, and incidentally arranged a most elaborate and attractive McCormack window to their store to mark the event. In the window display was a life-size figure of McCormack, as the center-piece, which is shown herewith. The entire affair proved how patriotic are San Franciscans.

CHANGES IN PORTLAND STAFFS

Various Talking Machine Men Make New Connections in That City and Vicinity

PORTLAND, Ore., April 3—Many changes have taken place in the employed forces of the talking machine departments of local big music houses. C. B. Cordner, manager of Eilers Music House, has taken the position of manager of the talking machine department, succeeding to the place formerly held by H. S. Rayner, who is now in Seattle with the Hooper-Kelly Co. Mr. Cordner is well known and well liked by Portland people. He has long been with the Eilers people. The new manager has started out with a drive for cash sales and has been having remarkable success, due, he believes, to the prosperous condition of the people of Portland.

R. C. Coltart, of the Columbia Graphophone Co.'s Portland branch, has gone to San Francisco, where he will take charge of the Columbia branch there.

Henry Schmidke has succeeded Mr. Coltart with the Columbia people. Mr. Schmidke, who has been covering the Portland branch through the Oregon territory, is considered one of the most efficient officers of the local house.

W. L. LeVanway, Jr., has been placed in charge of the phonograph department of the Graves Music Store. The position was formerly held by I. W. Lane, who has gone to Tulsa, Okla., and is now connected with the Tulla Automobile Co.

C. V. Jones, traveling salesman of the Portland branch of the Columbia Graphophone Co., has been meeting with big success in the spruce districts of Southwestern Oregon.

H. A. Yerkes, of New York, traveling manager of the Columbia Graphophone Co., enjoyed a trip up the Columbia Highway while here. Mr. Yerkes and his wife were guests of L. D. Heater, manager of the local Columbia branch.

GETTING AFTER THE "GYP" DEALERS

Assistant District Attorney Goldstein Planning to Prosecute Those Who Offer to "Sacrifice" Talking Machines at Prices in Excess of Real Values—Busy in Harlem District

As was prophesied some time ago, "gyp" dealers in musical instruments, and particularly talking machine circles, have been quick to take advantage of conditions brought about by the draft, and the sudden calling of young men from their homes and occupations. Dealers have been particularly active in the upper section of New York City, and the newspapers are quite full of announcements of machines and records offered at a "sacrifice, owing to the fact that the owner has been called to the colors and must dispose of his effects." Assistant District Attorney Goldstein has taken cognizance of the activities of "gyp" dealers, and is investigating their operations. He threatens that when sufficient proof is forthcoming he will take immediate action to stop their activities.

Investigators in one instance, lured by the announcement that a "$300 model machine and library of records, little used, could be purchased for $60 from a young man uptown bound," found that not only could the machine on exhibition in the front room of the apartment be purchased at the special price, at least 50 percent, more than it was really worth, but there were a dozen or more machines in the adjoining room ready to be moved in and "sacrificed" one at a time.

Mr. Goldstein urges that dealers, or individuals, who obtain proof of fraud in the operation of "gyp" dealers, communicate with him that he may take legal action. It may also be said that dealers in other cities who run against "gyp" operations can secure action by reporting the same to the Music Industries Bettering Bureau in Milwaukee, which is co-operating with the National Vigilance Committee of the Advertising Clubs of the World, in an effort to check all the evil in all sections of the country.

OCCUPYING NEW QUARTERS

William Golden, furniture and talking machine dealer of Union Hill, N. J., is now located in a fine new store at 119 Bergenline avenue. Mr. Golden features the Brunswick phonograph.
STOP! LOOK!

VICTOR DEALERS

If you are unable to obtain the Victor records you want, why not push the sale of those available. We have a good supply of the following, most of which are desirable. Have your sales-people play these for your trade and you will be surprised at the amount of obtainable records you can sell. Let us have your order at once for any of this list and any others you can use. Orders will be shipped same day received.

W. D. & C. N. ANDREWS
BUFFALO, N. Y.
The Importance of Knowing Both Your Own and Your Competitors’ Line :: By Frank D. Parsons

The ideal talking machine salesman is careful to maintain the reputation of his wares. Every instrument has a certain standing and reputation, and it behooves the retail salesman to guard that reputation as carefully as though he himself were the manufacturer. To accomplish this the salesman must know his line thoroughly—must know its good points, its exclusive features, and also its defects, if any there be. In addition to this he must also have a general knowledge of competing lines and their merits and shortcomings. A knowledge of the peculiarities of competing instruments is invaluable to the salesman.

It is human nature for a prospective customer to walk into a talking machine store, and disparage the line of instruments for sale therein, praising the qualities of some other line. This is done, often as not, not because the prospect really believes the other line is better, but because he, the prospect, wants to settle his mind absolutely in regard to the instrument the salesman is showing him, before the sale is consummated. In other words, the prospect wants to convince himself that he is making the best possible purchase, and if the salesman can point out the difference between his products and those being sold by a competitor, and point out these differences so clearly as to convince the prospect of the beauty and attractiveness of the wood and the finish, manufactured especially for school use, was shown in one corner of the announcement.

Moulding the American Citizen

Striking Victor Co. Advertisement Calls Attention to What the Victrola Is Doing in the Schools of the Country Just Now

One of the most effective Victor advertisements yet presented was that appearing in the Saturday Evening Post of March 23, which emphasized in a striking manner, through the medium of both text and illustrations, the strong position held by the Victrola in the schools of the country. The advertisement was captioned: "Moulding the American Citizen To-Morrow," and offered an appeal along a new line. The border was made of a series of views showing the Victor machine furnishing music for folk dances, singing and writing exercises, calculus, etc., in graded and high schools, and the text called attention to the fact that the Victrola was used in more than 25,000 public schools in 6,000 cities and towns. The Victrola XXV, manufactured especially for school use, was shown in one corner of the announcement.

Receiving congratulations

G. C. Jell, general manager of the recording laboratories of the Columbia Graphophone Co., New York, is receiving the congratulations of his friends and co-workers upon the arrival at his home a fortnight since of a baby girl, who has been christened Mary Caroline. Miss Jell will doubtless have unlimited opportunities to become an operatic artist, under the guidance of the Columbia recording laboratory manager.

Hold opening of new quarters

The Victoria Music Co., Wilmington, N. C., recently held the opening of their new quarters in the new Theatre Building, at the corner of Second and Market streets. The company features Victrolas and records exclusively.

A Herzog Cabinet for the Victrola IXA

And we have other cabinets for all talking machines and phonographs. Herzog Art Record Cabinets are correctly designed, substantially constructed and exceedingly well finished. They stimulate the sale of machines and records. Many are being sold daily to those who already own small machines and the dealer who does not carry a representative stock of Herzog Record Cabinets is overlooking a prolific source of additional and easy profits.
Good intentions! Honestly, now, do they ever get you anywhere? Put your sales problems up to Columbia Dealer Service Department TODAY. We’re only waiting to hear from you.

Columbia Graphophone Co. Woolworth Building, New York

COLUMBIA DEALERS HOLD MEETING
Lambert Friedl Prepares Many Interesting Subjects for Discussion at Third Monthly Gathering of Columbia Retail Dealers

The third monthly meeting of Columbia dealers was held last month in the auditorium of the Columbia Shop, and a representative gathering of Columbia retailers was on hand to participate in the various business discussions that constituted the program. Lambert Friedl, manager of the local wholesale branch of the Columbia Graphophone Co., who inaugurated these meetings, prepared for the dealers a number of interesting topics that were the subject of serious discussion, the principal topic being the new Columbia records, which will be issued on April 10.

Ralph W. Knox, advertising manager of the

At the close of the meeting the dealers expressed their hearty enthusiasm regarding the practical value of these business sessions, and it is quite likely that Mr. Friedl will call these meetings regularly for the next few months.

Lambert Friedl, Columbia Co., delivered an effective and timely address regarding the company's advertising plans for the present and the future, telling the dealers how they can tie up their local advertising with this campaign, and pointing out just what the publicity will represent. Edward N. Burns, vice-president of the Columbia Co., who is taking a keen interest in Columbia recording, and G. C. Jell, general manager of the recording laboratory, were also present at this meeting for the purpose of deriving all possible benefit from the dealers' suggestions, etc.

A number of Columbia artists rendered popular selections as a part of the musical program: the artists present including Chas. W. Harrison, Frank Croxton and Reed Miller, with Chas. A. Pringle at the piano. A Ohio, a successful Columbia dealer in Brooklyn, N. Y., also gave a number of musical selections.

BEAUTIFULLY EQUIPPED QUARTERS
Now Occupied by the Outlet Co., Which Celebrates Its Eighteenth Anniversary

Providence, R. I., April 3.—The Victrola department of the Outlet Co., of this city, recently celebrated its eighteenth anniversary, and Manager Harold A. Glasser, who for a long time was identified with the Victor trade in New York City, has been receiving congratulations on the success of this enterprise, which is the largest Victor establishment in the State of Rhode Island.

In the new talking machine department, which is located on the third floor of the monster Outlet building, there are eighteen soundproof booths, a complete repair shop, a record library, office, and a room devoted especially to the sale of records by telephone. The entire woodwork is finished in antique oak, and the booths are so attractively arranged that the entire department is one of the most imposing and most artistic to be found anywhere in the trade. Mr. Glasser is quite enthusiastic about the trend of business this spring, and is preparing for one of the most satisfactory years in the history of this house.

NEW PAMPHLET ON DECALCOMANIE
Containing Samples of New Name Plates for Talking Machines by Smith-Schiffin Co.

The Smith-Schiffin Co., manufacturers of "Magnet" decalcomanie name plates, are filling the demands for their product to be greatly on the increase, so states Geo. A. Smith, of the firm. Since the first of the year the calls for samples and the return orders from dealers have been very heavy, and this, with the addition of a substantial demand from the manufacturing trade, has kept the company working to capacity. A new pamphlet is now being sent out to the trade containing facsimile illustrations of name plates together with price quotations.

Whether a commander of a ship or a stoker in the ranks, "act well your part: there all the honor lies." And if called upon to assume the heavy burdens and great duties—go to them without flinching.

COTTON FLOCKS
Record Manufacturing

NEW JERSEY REPRODUCER CO.
847 Broad Street
NEWARK, N. J.

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

Plays all makes of records perfectly.
Pure, clean, sweet and with a solid and round tone.
Constructed to give service and absolutely guaranteed.
No superfluous parts, and production uniform—no seconds
Supplied with mica or our special composition diaphragm.

Write today for samples and prices. Ask also to send you our No. 2 "Invincible."

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

Manufactured by the

DEAN DIVISION

of the

OTTO HEINEMAN PHONOGRAPH SUPPLY CO.

INCORPORATED

25 WEST 45th STREET, NEW YORK

FACTORIES: Elyria, Ohio Newark, N. J. Putnam, Conn.


STEEL NEEDLES

PERMANENT NEEDLES

TO PLAY PATHÉ RECORDS
Half Tone Points Full Tone Points

TO PLAY EDISON RECORDS
Sapphire Points Genuine Diamond Points
MAURICE LANDAY GETS ACTION

Proves Right Man as Advertising Manager of "The Range Finder," Issued by His Artillery Regiment Now Stationed at Fort Hancock

Maurice Landay, brother of Max and James Landay, of Landay Bros., local Victor wholesalers, is a private in Battery E, Fifty-seventh Regiment, Artillery. He enlisted and was assigned to the 10th Artillery, N. Y. State, and reports an enjoyable service in the Canadian campaign. It is not too early to judge, it is nevertheless believed by the Edison officials that this year's convention will surpass in attendance that of last year, which in itself broke all previous records for gatherings of that nature.

It will be a dealers' convention in every sense of the word, and they will be in charge of all sections of the convention. Plans are now being laid for the preparation and reading of a number of special papers, both by the dealers themselves and by factory officials who will be invited to attend.

A particularly interesting fact in connection with this year's convention is that it will be held during the week of the National Music Show at the Grand Central Palace, at which Thomas A. Edison, Inc., will have an elaborate exhibit.

The various piano trade associations will also hold their conventions the same week, which will tend to make New York City a musical center for the time being.

AN ATTRACTIVE ESTABLISHMENT

Odeon Music Co. Handling Brunswick Phonographs in New Brunswick, N. J.

NEW BRUNSWICK, N. J., April 3.—The Odeon Music Co., 28 Liberty street, this city, has a most attractive establishment for the sale of all kinds of musical instruments, including pianos, player-pianos, Brunswick phonographs, as well as music rolls and sheet music. The company, of which D. E. Eimer is president, and J. C. Cramer is manager, have installed three sound-proof demonstrating booths in their phonograph department and have equipped them in an elaborate manner with rugs, comfortable furniture, decorative plants, etc., and report an excellent business.

FILE FILMS OF VICTOR PLANT

TALKING Machine Dealers in Portland See Motion Pictures Showing How Victrolas and Records Are Manufactured—Large Attendance

PORTLAND, ORE., April 2.—The monthly meeting and banquet of the recently organized Portland Dealers' Talking Machine Association, held at the Imperial Hotel on March 31, did much to cement business relations between the dealers in this city and to wipe out unfair methods of competition. Following a delightful banquet, B. B. Hyatt, president of the association, addressed the twenty-one members to order and an interesting session was held in which many things of interest to the local trade were discussed.

L. D. Heater, manager of the Columbia Graphophone Co. and James Loder, manager of the talking machine department of the Bush & Lane Co., called particular attention to the necessity of keeping terms up to a dignified and businesslike standard—to put the goods before the public and sell them in a legitimate way.

It is generally condemned, the speakers maintaining that the public abused the confidence of the dealers in this way and injured the records. There were a few present, however, who thought that better business could be obtained by the old method of allowing customers the privilege of taking records home to make their selections in that way.

Attention was called to the fact that there were dealers who were offering records free with higher-priced machines as a means of developing trade. Stress was laid on Portland's present prosperity and the needlessness of this method of gaining business, and the dealers finally agreed to discontinue any such practice. It was decided that the records henceforth should all be sold separately. Almost all the houses have been following this course of separate sales.

The best of feeling was exhibited at the meeting, despite a discussion on opinion on some of the subjects discussed, and there was no doubt that the association has co-ordinated the business, and that the firms are now on the best of terms with each other and are disposed to help one another, whereas before the association was formed each firm was out for itself to the detriment of the talking machine business as a whole.

The representative of The Talking Machine World was elected to honorary membership in its association.

Maurice Landay

Buy Your Albums Direct From the Manufacturer

THE BOSTON BOOK CO., Inc.

4351 W. Fourth St.
New York, N. Y.

The only exclusive Record Album Factory in the world.
DO IT NOW

This is your busy season and ours.

We strongly advise that orders for future delivery of B & H Fibre Needles be placed as early as possible in order to secure prompt delivery.

Your orders will be entered and delivered in such installments as your needs may require.

Don’t forget to place sample orders for the B & H Fibre Needle Repointer.

It constitutes the most practical and logical method of repointing the fibre needle.

B & H FIBRE MANUFACTURING CO.

33-35 West Kinzie Street

CHICAGO, ILL.
PHENOMENAL MONTH'S BUSINESS IN PORTLAND, ORE.

Leading Houses Make Most Encouraging Reports Regarding Business, But Complain of Shortage of Machines and Records—Fine Spirit of Optimism Prevails Throughout the Trade

PORTLAND, Ore., April 2—Talking machine dealers in Portland report spring business of such volume as never before experienced in this district. March sales eclipsed all marks, both for machines and records, and the only real complaint heard among the dealers is regarding transportation conditions and shortage of stock.

So heavy has the demand for Victrolas been in Portland that an actual shortage exists and many dealers have lost sales through inability to deliver desired models.

The Wiley B. Allen Co., of Portland, followed its February business, which was 100 per cent. increase over that of February, 1917, by making even a better record for March, the figures for the latter month being even greater than that of the big San Francisco house. Shortage of stock alone prevented Wiley B. Allen from breaking all existing records at the Portland branch. In spite of this Paul B. Norris reports a wonderful sale of Victor and Edison machines and the rapidly diminishing stock testifies to the fact. Hopes are entertained for an early arrival of new machines and Mr. Norris says unless more stock is soon forthcoming there will be a big falling off in business.

Sales continue large at the Hyatt Talking Machine Co. store. E. B. Hyatt, manager of the firm, says trouble has been experienced in getting Victrolas, especially models Nos. 14 and 16. In one week 250 "Joan of Arc" records were disposed of by this house and 150 more have been ordered. A big new consignment of Edison records has just arrived and Miss Emma Reynolds, who has charge of the record department, says they are an unusually fine lot.

Mr. Hyatt says the demand for Columbia machines keeps up well and this is especially pleasing inasmuch as the Columbias are much more easily obtained than are the other lines.

February and March were the biggest months ever experienced by the Portland branch of the Columbia Graphophone Co. L. D. Heater, manager of the house, says that he had thought December, 1917, would for a long time be unparalleled, but that February showed 2,000 more records sold than in December, and March even more than in February. Columbia machines have been finding a greater sale than ever before, too, and this is in part attributed to the fact that a great deal of the competition has been removed because of shortage of stock in the Victor and Edison lines. Mr. Heater, however, says that there is little hope of escaping a real shortage of Columbia machines because of the ever-increasing demand and railroad conditions which prevent the arrival of enough machines to supply this demand. The Columbia Co. has heretofore always been able to supply all retail houses, but Mr. Heater says before long customers will have to wait.

So great has been the increase of business in the Dictaphone department of this company that it has been found necessary to buy an additional truck to speed the delivery. L. C. Callahan, manager of the Columbia Dictaphone department, says that the trade for February and March has never been equaled in Portland.

Sonora machines have been finding a ready sale at the Bush & Lane house. Patrick Murphy has been making some big deals, one $75 Sonora turntable topping a goodly list of sales for the last month. Mr. Murphy also disposed of a big line of Victrolas in the last month. James Loder, manager of the department, declares that the high-priced Sonoras and Victrolas are the favorites in Portland and he says if present indications are to be trusted the month of April will be a memorable one for the department.

Excellent results have been obtained in the Victrola department of the G. F. Johnson Music Co.'s store. The firm is now well established in business and though it has only been in operation five months, a growing list of customers attests to the fine management and the excellent character of the house. A lack of Victrolas and records interferes with some sales, but Mr. Johnson says freight is slowly delivering long-ordered orders and a fine spring trade is regarded as certain.

The Meier & Frank Co. received a big shipment of Edison records which have been on the way for some time and a good supply of Edison machines is still in stock at this big house. Large sales of Edisons are reported, the $100 and $160 models being the best sellers. The house reports a shortage of Victor records and machines and therefore curtailed sales of these instruments for which the demand continues strong. Miss Madeline Larsen, saleswoman in this department, says there is a good stock of Columbia records and machines and that sales of these goods have been heavy.

The Wakefield Music Co. reports big sales of Brunswick phonographs. Several machines a day have been the record for the last month, and Miss Hazel Raymond, in charge of the record department, says that never has the demand for records been so great.

The Reed-French Piano Co. has been having a fine trade in Columbia and Edison machines and the spring business is said to eclipse all previous marks at this store.

The Edwards Furniture Co. is congratulating itself on the receipt of a shipment of forty-seven Sunolas from Chicago, which were on the road only twenty-one days. A big shipment of Brunswicks was also received by this house, which reports ready sales. J. E. Allen, manager of the talking machine department, says he is finding it increasingly difficult to procure enough sales people to look after the business which has been constantly expanding.

The Copp Music Shop of South Bend, Ind., Victor dealers, are planning to enlarge their establishment.

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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 33⅓ inches high. Top, 23 x 19⅜ inches

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APRIL 15, 1918

THE TALKING MACHINE WORLD

33
Talking Machine Men

BUY LIBERTY BONDS

PROTECT YOURSELF
and buy Brilliantone Steel Needles
at Present Prices
FULL TONE  HALF TONE  EXTRA LOUD
American Made by American Labor

WRITE FOR SAMPLES

WRITE FOR PRICES

The Truly Reliable and Honestly Meritorious Steel Needle

---Therefore---THE BEST

BRILLIANTONE STEEL NEEDLE CO.,
Suite 657-659 Marbridge Building, Broadway at 34th Street
B. R. FORSTER, President
NEW YORK CITY
HEALTH & DAVIS START CAMPAIGN

Famous Boston Institution Arrange for Active Development of Their Pathé Business With R. O. Ainslie as Manager—Affair Started With Dinner and Business Meeting.

BOSTON, MASS., April 1.—Toward the middle of March the Hallet & Davis Co. started in on a campaign by way of booming the Pathé line of machines, and the program was opened with a dinner at the Hotel Thorndike which was attended by the officers and managers of the Hallet & Davis Co., and several from New York, including Eugene Widmann, president of the Pathé Co., and James Watters, the secretary of the company. The dinner was followed by a business meeting in the concert room of the Hallet & Davis Co., 146 Boylston street. The purpose of the meeting was to explain the Pathé advertising campaign and to present plans for the distribution of the Pathé line throughout New England. This meeting was presided over by O. A. Card, the Hallet & Davis retail manager, and there were speeches by C. C. Conway, vice-president of the company; Secretary Watters, President Widmann and R. O. Ainslie, who has come from the West to take the management of this new Pathé line for the Hallet & Davis house.

The advertising campaign was begun in one of the Boston newspapers on the following Sunday, and the local house began at the same time to establish many new Pathé dealers both in Boston and in New England, and one roadman has been kept busy doing nothing else but visiting those who are anxious to take on this line of talking machines. In the meantime the retail business has been very large this past fortnight, and it has been necessary to increase the floor salesmen to take care of customers who have been flocking to the store both day and night, for the Boylston street warehous has been open every evening since the campaign was on. In the delivery of goods it is a fact that the vans and trucks have been busy nonstop. Each day since the campaign was opened it has been gathering momentum and the success of the present Pathé campaign is now an assured success. The Hallet & Davis dealers everywhere have been heartily co-operating with the home offices and this has meant a lot in creating popularity for these machines.

Mr. Ainslie, the new manager, is a Williams college graduate, and has had some valuable experience in the commercial world, and therefore comes to the Hallet & Davis house well fitted for taking up this new work. He says that the whole phonograph business among the Hallet & Davis dealers all over the country is giving way ahead of all expectations and the roadmen are putting in a lot of their time on this department of the business and are sending in large-sized orders for Patéphones and Pathé records every day.

HEAVY LOSS CAUSED BY FIRE

Many Machines and Records Destroyed in Store of W. F. Frederick Co., in Johnstown, Pa.—Planning to Open New Quarters

JOHNSTOWN, Pa., March 30.—The building occupied by the local retail warehous of the W. F. Frederick Piano Co. was completely gutted by fire on March 17. The entire loss to the stock of the Frederick Co. totaled over $60,000, and in addition to a number of pianos and player-pianos, there were destroyed over seventy-five Victrolas, and over 5,000 records, valued in all at about $15,000.

Pending the opening of new retail quarters, the company is now doing business direct from its large warehouse, where, fortunately, there was a considerable extra stock, and the other stores of the company were also called upon to fill gaps in the stock where possible. The business offices are maintained at 221 Franklin avenue, a few doors from the burned building, for the convenience of the public, until new quarters are ready.

SHOWS NEW VIBRATING HORN

Western Inventor Devises Method for Supplementing Vocal and Instrumental Tones on Records by Special Vibrating Tongues Keyed in Sympathy With Different Tones

Several times recently authorities have claimed that the chief difficulty with the present form of talking machine is that one diaphragm is relied upon to record or reproduce, as the case might be, various instrumental and vocal tones each with its distinct series of vibrations, and that confusion results therefrom to a certain extent.

Now comes an inventor from the West, Fredrick Lyon, of Fayetteville, Ind., to be examined with a new talking machine invention designed to separate and emphasize the different vibrations of instruments or voices. Mr. Lyon’s invention consists of a specially constructed sound chamber, which in the first place considerably augments the tone and which is equipped with a series of vibrating reeds set in a row and supported by wires, each reed resembling in magnitude the reeds in a harmonica, and keyed to respond in sympathy with certain vibrations. For instance, the rapid vibration of a soprano voice sets one reed in motion and the slower vibration of the basso affects another reed. These supplementary vibrations tend to emphasize the particular tone with which the reed is sympathized, and the effect is remarkable to say the least.

Mr. Lyon had a machine in New York recently for the purpose of demonstrating it before various talking machine interests, and it was well received. A special horn and amplifying sound chamber can be placed in almost any talking machine instead of the ordinary sound chamber. It is of metal and, according to the inventor, can be manufactured accurately at little expense. A Western concern is now planning to manufacture a new talking machine embodying Mr. Lyon’s device.

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

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

**Type B**, 40 in. high. $19.50 Wholesale
Mahogany Finish Double Spring Motor Plays all Records

**Type C**, 43 in. high. $22.50 Wholesale
Mahogany Finish Double Spring Motor Plays all Records

**Type D**, 46 in. high. $29.50 Wholesale
Mahogany Finish Double Spring Motor Plays all Records

STEEL NEEDLES
65c per thousand. Immediate Delivery.

**Type A**, in Mahogany Finish—35 in. high
Double Spring Motor Plays all Records

**Type D**, 46 in. high.
Type C, 43 in. high.
Type B, 40 in. high.

MOTORS
No. 01—6 in. turntable... $1.25 10-in. turntable... $1.40
No. 0—5 in. turntable, double spring, plays 2 records... 2.25
No. 6—10 in. turntable, double spring... 3.35 12-in. turntable... 3.55
No. 8—12 in. turntable, double spring, plays 3 records... 4.25
No. 9—12 in. turntable, double spring, plays 4 records... 5.25
No. 10—13 in. turntable, double spring, plays 5 records... 6.25

MAIN SPRINGS
No. 01—1 in. 27 gauge 7 ft. $1.25 100 lots 27c ea. 1000 lots 25c ea.
No. 0—9 in. 25 gauge 8 ft. 6 in. 25c ea. 100 lots 22c ea. 1000 lots 20c ea.
No. 9—1 in. 25 gauge 10 ft. 30c ea. 100 lots 25c ea. 1000 lots 23c ea.
No. 2—1 1/2 in. 23 gauge 10 ft. 40c ea. 100 lots 30c ea. 1000 lots 28c ea.
No. 3—1 1/2 in. 23 gauge 11 ft. 50c ea. 100 lots 35c ea. 1000 lots 33c ea.
No. 4—1 in. 23 gauge 13 ft. 60c ea. 100 lots 40c ea. 1000 lots 38c ea.
No. 5—1 in. 23 gauge 15 ft. 70c ea. 100 lots 45c ea. 1000 lots 42c ea.

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

**Genuine Diamond Points, $1.25 Each**

**SAPPHIRE POINTS AND BALLS**
Sapphire Points $1.25 each in 100 lots 1.15 each in 1000 lots
Sapphire Balls $1.10 each in 100 lots 1.00 each in 1000 lots

**TONE ARMS AND REPRODUCERS**
No. 1—Tone Arm and Reproducer... $ .90
No. 2—Tone Arm and Reproducer, for playing all records... 1.25
No. 3—Tone Arm and Reproducer, for playing all records... 1.75
No. 4—Tone Arm and Reproducer, for playing all records... 2.25
No. 5—Tone Arm and Reproducer... 2.75

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

**NEEDLE CUP COVERS**
$1.00 per thousand. $9.00 per thousand in 5,000 lots. Larger quantities still lower.

We also manufacture special machine parts such as worm gears, stampings, or any screw machine parts for motor manufacturers. Special quotations given for Canada and all other export points. Merchandise delivered with customs duty, war tax and freight paid by us.

Write for our 84-page catalogue, the only one of its kind in America. The catalogue also gives description of our efficient repair department.
Cincinnati Trade Complain of Shipping Conditions

Talk of Revival of River Traffic—All Branches of Trade Ethusiastic Over Business Outlook—Demand for Art Styles Grows—Some Big Orders Being Booked—News of the Month

CINCINNATI, April 6.—Shipping conditions are improving everywhere in the West, the trade as a unit finding some outlet for its energy west of Cincinnati, but practically shut off from accommodations in the opposite direction.

Cincinnati just now is giving some attention towards a revival of the river traffic and this will be of benefit to the trade when regular lines are again established. The few steamers which survived the ice floes of the past winter are unable to handle all freight offerings. One boat, which did not turn a paddle in six years, reached the harbor on Saturday and will be overhauled at a cost of $30,000 and placed in the Cincinnati and Louisville trade. In due time the Government is expected to compel an exchange of freights between rail and river lines which will benefit river communities.

Last week talking machine merchants, taking advantage of the new postal regulations, attempted to send small-sized machines through the mails. This resulted in the local facilities being clogged and also affected first-class mail.

P. F. Davis, manager of the local branch of the Columbia Graphophone Co., is very enthusiastic over the present outlook, and believes the territory will make a splendid increase over last year. The interest of better music, and for the promotion of this phase of the trade, has been very great.

Mr. Byars, manager of the local branch of the Columbia Graphophone Co., is very enthusiastic over the possibilities of the market for the Cincinnati machine. W. M. Minneman, of Cynthiana, Ky., has taken on the company's full line for his immediate territory. The Crystalola is shipping practically all its output to Western points because of the limited railroad facilities eastward.

HOME FROM 5,000-MILE TRIP

W. P. White, of Thos. Goggan & Bro., very successful in Disposing of Surplus Record Stock and Filling Up Own Gaps

W. P. White, manager of the wholesale Victoria department of Thomas Goggan & Bro., this city, is now settled at his desk after a 5,000-mile trip through the Middle West and Eastern section of the country, calling on Victor wholesalers for the purpose of negotiating the exchange of surplus records.

Mr. White visited jobbers in Washington, Baltimore, Philadelphia, New York, New Haven, Providence, Boston, Pittsburgh, Cleveland, Chicago, St. Louis, and other cities, as well as calling at the factory in Camden, and reports that he was able to dispose of approximately $500 worth of his surplus stock and was likewise able to obtain about 25 per cent. of records from other jobbers. He considers that the trip, unusual in its way, owing to the expense involved in wartime travel, proved a very profitable venture, and has enabled Thomas Goggan & Bro. to increase by just so much their ability to take care of dealers' demands.

Emil E. Steinmetz, general sales manager for the Baron Victrola Co., Springfield, Ill., will open a talking machine store in St. Paul.

Northern Ohio dealers of the Phonograph Co., Cincinnati, are demanding tone-test records, and Manager Petersen is now trying to arrange a tour for one or more artists to take place later in the month.

The Victor situation in this district is summed up as follows by Manager Rudolph Dietrich, of the Rudolph Warlieter Co.: "The transportation problem is still the greatest and most important question in the talking machine business. The demand for Victrolas is excellent and the record demand is exceptionally good. There has been no improvement in freight and express conditions since the warm weather began and there is no very great improvement in sight. Accordingly, it behooves the talking machine trade to take this fact into consideration when ordering goods. If a dealer can stay ahead of the game far enough, he will suffer comparatively less. It will mean larger stocks and large stocks mean greater efforts on the part of the merchant in bigger sales."

Patriotic Decalcomanie Emblem

Interesting Novelty Issued by the Globe Decalcomanie Co.—Sending Out New Booklet

The Globe Decalcomanie Co., Jersey City, N. J., have just issued a new patriotic novelty emblem to be placed on store windows, doors or the wind shield of automobiles. It contains the flags of the United States, England and France, with an American shield and the Statue of Liberty placed in the center. The emblems are neat and attractive in appearance and according to a recent statement of the president of the above company are becoming popular. The company is sending the emblems out to the trade at the retail price of twenty-five cents, which are followed by quotations for quantities.

Under the caption of "You Need Decalcomanie In Your Business," the above firm is sending out a new folder with illustrations of transfer name plates.

Occupy New Quarters in Denver

DENVER, Colo., April 2.—The Swanson & Nolan Supply Co., local distributors and retailers for the Pathephone and Pathe Records, formerly located at Eighteenth and Curtis streets, have moved to new and larger quarters at 1531 Welton street, which have been remodeled to meet the particular requirements of the company's business.

What Does Stradivara Mean To You?

To some not acquainted with this wonderful machine it simply means a name but it really means more than the name because it is the symbol of all that is best in tone perfection, containing a sound board of seasoned Norwegian Spruce, a feature not to be found in other machines.

It Also Means Profit to Hundreds of Dealers

The steady ever-increasing demand for this superior talking machine is conclusive evidence of its ability to "stand up" by comparison with other machines and the orders received from hundreds of satisfied dealers throughout the land testify.

Are you among the skeptical? Why not ask for our proposition and at least make comparison?

The Stradivara Plays EVERY Kind of Record

Each Stradivara is equipped with the Stradivara Automatic Stop Device.

Models from $50 to $225

SCHILLING PIANO CO., Inc.

Wholesale Distributors

112 west 23rd street, New York

from $50 to $225
TRADE REACHES HIGH WATER MARK IN SAN FRANCISCO

SALES MADE IN FIRST QUARTER OF 1918 BREAK ALL RECORDS—INTERESTED IN GALLI-CURCI CONCERT—NEW BRUNSWICK AGENCIES—SONORA SHOP EXPANDS—GENERAL NEWS OF THE MONTH

SAN FRANCISCO, CAL., April 2—Business in talking machines continues to grow and thrive in California despite the war and the consequent cutting down of the factory output. March was one of the best months ever enjoyed by the trade, and this in the face of the fact that during the last week there was a falling off in the rush of business earlier in the month, due without doubt to the concentration of the attention of the people on the renewal of the war in Europe. The first quarter of 1918 will go down in history as the high water mark of the sales of talking machines. There have been no good shipments received, and the general freight situation seems to be easier, but the arrivals have been absorbed so rapidly by the hack orders on the books of the various dealers that it can hardly be said that the available stock is any better on the first of April than it was on the first of March. This is especially true of the higher-priced machines. Of the cheaper machines and medium-priced ones the situation is a little better in the aggregate, but there are still plenty of dealers who are short on this class of goods as well as on the expensive ones. However, with the enormous demand continuing so strong, a spirit of optimism is everywhere evident, and the almost universal good opinion of the customers is taking the sting out of the "worry-bee," brought to life by the freight situation and the incompleteness of stocks.

GRAY FEATURES BRILLIANTONE NEEDLE

W. S. Gray, a dealer in phonograph accessories, states that he has just received a shipment of 7,000,000 steel needles from Japan. These needles added to his stock and the lot of 3,000,000 Brilliantone steel needles he recently received from New York, makes his stock sufficiently complete on the coast at the present time. Mr. Gray thinks he should be congratulated on having accumulated such a stock of such a needful article at such a time.

NEW BRUNSWICK AGENCIES

The Brunswick-Balke-Collender Co. has recently signed up two new agencies, one at Woodlands, Cal., and the other at Mill Valley, Cal. James E. Mahoney, salesman for the company, who injured his ankle while taking a train at Fresno a month ago, is very much improved and will soon be able to cover his territory again.

Miss V. E. Wells has bought the Martinez Music Store at Martinez, Cal., and has thus secured the Victrola and Sonora agencies in Martinez. As Martinez is a rapidly growing community, located very near one of the largest shipbuilding yards on the Coast, the business under the aggressive new manager should grow rapidly. Miss Wells will also carry a line of pianos as agent for Sherman, Clay & Co., of San Francisco.

Robert M. Bird, of the talking machine department of Sherman, Clay & Co., has resigned the position he held for many years to associate himself with the Victor Co. Mr. Bird has been succeeded by Otto Rathlin.

Frederick Stern, of the Stern Phonograph Co., visited the southern part of the State this month, and from the reception the Rex talking machine received in that section he thinks that the new branches he has in mind will be money makers from the start. He is13 under the impression that a little better in the aggregate business is short on this class of goods as well as on the expensive ones. However, with the enormous demand continuing so strong, a spirit of optimism is everywhere evident, and the almost universal good opinion of the customers is taking the sting out of the "worry-bee," brought to life by the freight situation and the incompleteness of stocks.

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FOR TWO PRICE MARKS ON GOODS

Bill in New York Legislature Provides That Both Cash and Installment Prices Must Appear on All Articles Sold on Credit

The attention of the trade of New York State has just been called to a new bill introduced in the Legislature by Assemblyman Earl A. Smith, of New York, which provides that all retail merchants in the State selling goods other than for cash shall attach to the article in plain figures both the cash and installment price for the information of prospective purchasers.

TO MAKE THE TONKOLA

Wm. Tonk & Bro., New York, to Put Talking Machines On the Market

Announcement was made recently by William Tonk & Bro., Thirty-sixth street and Tenth avenue, New York, that they will manufacture a talking machine to be known as the "Tonkola." There will be several of cabinet machines which will be equipped to play all makes of disc records.

TO HANDLE VICTORS EXCLUSIVELY

W. J. Killea, who has for some years past conducted a very successful Victorola business in Albany, N. Y., while at the same time acting as telegrapher for the Associated Press, has given up his telegraph work to devote his entire time and attention to the talking machine business.

The North Hudson Maxaphone Service Co., of Union Hill, N. J., has been incorporated with a capitalization of $100,000 for the purpose of transmitting news and music by wire.

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

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

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

Hundreds of satisfied customers have written us that they would never use anything else for

TALKING MACHINES, GRAPHOPHONES, PHONOGRAPH AND SEWING MACHINES

NYOIL will lubricate the machinery and polish all woodwork

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

NYOIL is put up in the following sizes:

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ANNOUNCING THE
Gloria
Steel Needle
THE FINEST NEEDLE MADE OF
HIGHEST GRADE CARBON STEEL.

Immediate Deliveries
Guaranteed

Orders accepted for any
quantity and prompt deliveries
will be made to all customers
regardless of size of order.

PRICES AND SAMPLES
of all styles on application.

THE GLORIA PHONOGRAPH
SUPPLY CO., Inc.
200 FIFTH AVENUE
NEW YORK CITY
Many a fond, but weary mother will buy Thornton W. Burgess' Bedtime Stories for Children with a sigh of relief, if you only let her hear one.
THE TRADE IN PHILADELPHIA AND LOCALITY

Philadelphia, Pa., April 8.—March was another most productive month for the talking machine dealers in Philadelphia. The business ran at most of the stores considerably ahead of last year, and where there was a neck-to-neck race, or a slight falling off in business, it was not due to the desire for the instruments, but because the firms were unable to secure the much desired supplies.

Scarcity Still Prevails

The scarcity of machines and records is still striking, and especially for the Victor and Columbia product. The Victor dealers were very much handicapped again in March. They were not able to get nearly the number of machines for which they had orders, nor were they able to supply a full measure of the demands for the most popular of the records by this company. The Columbia dealers are also complaining of a shortage of stock. There seems to be no indication that conditions would be changed during this month, although the manufacturers are promising better results.

Tell of Pathé Expansion

Walter L. Eckhardt, the Philadelphia wholesaler and retailer of the Pathe machine, with headquarters at 1006 Chestnut street, reports that they had a wonderful increase in their business in March over that of February. He has just returned from a two weeks' trip to Atlantic City, where he went with his family for a much-needed rest after the strenuous work he encountered in getting the Pathe Shop into shape. To-day it is one of the business show places of this city.

Mr. Eckhardt says: "With each month my enthusiasm regarding the Pathé product increases, due to the continued increase in our sales, and the enthusiastic manner with which our trade is receiving the Pathé. Considering that we are still in our infancy and the fact that the Pathé products were unknown in Philadelphia prior to December, I feel absolutely confident that we are enjoying our full proportion of the local patronage.

"At the present time there are approximately seventy Pathé dealers in Philadelphia. Each and every one of these merchants contributes substantially to the demand that is being created. Had we been in business several years, a month like we had in March would have been readily understood, but to have developed a momentum such as we experienced in the March business in so short a time is a decidedly new experience."

"At the outset of the month of March, as is my usual custom, different quotas were established for the various departments, which were accomplished, and frankly they were established at such figures that it required full steam ahead through the month to reach the goal. I would have been fully satisfied with the result, but when I state that the quota established was exceeded by the organization by 40 per cent., it reflects most creditably upon the organization, and discreditably upon my own judgment as a prophet. As an incentive for the month of April I have placed my figures well in a comparative advance, and even at that I doubt whether my organization will not compel me to again acknowledge my inability as a prophet."

Among the visitors to the Pathé Shop recently were E. A. Widmann, president of the Pathé Co., and George W. Lyle, assistant to the president, as well as Frank Capps, the factory manager.

Weymann Enjoying an Active Business

H. A. Weymann & Son, 1108 Chestnut St., Philadelphia, Pa., have been having a wonderful March business in their talking machine department, considerably ahead of last year in spite of the fact that they experienced a shortage of machines and records. They have again gotten their Victor force fully organized. The draft drew heavily upon this department of their establishment, but they have gotten three new men of much past experience in this line from other talking machine stores in this city, including Mr. Hoegerle, for a long time connected with the Columbia retail store here.

The Weymann firm have been having some unusual windows during the past month, and they find that this effort on their part fully repays them. There is no business window in Philadelphia that attracts more attention. Most all of the Philadelphia dealers are now using the Weymann record holder for their window displays, and they have sold this convenient record display contrivance pretty generally throughout the country.

March Business Was a Record-Breaker

The Columbia Graphophone Co., 210 North Broad street, report that their business in March was a record-breaker and was limited only by the amount of machines they were able to secure from the factory. They have had a phenomenal demand for their March records, and an especially big seller was "Baby's Prayer at Twilight." R. F. Bolton, the sales manager of the international record department of the Columbia Co., was at the Philadelphia offices recently in the interest of the foreign records.

Among other trade visitors was Harry C. Grove, of H. C. Grove, Inc., and A. Weli, treasurer of Lansburgh & Brother, both of Washington. D. C. H. C. Kohn & Son, big furniture dealers at Eleventh and Filbert streets, this city, are

TALKING MACHINE DEALERS

can greatly increase their profits without additional overhead expense, by selling the world-famous Weymann "KEYSTONE STATE" Musical Instruments

a combination that has proved to be an instantaneous success.

Write for catalogue

H. A. WEMANN & SON
Manufacturers
Wholesalers
Established 1864

1108 Chestnut St.

SELL RECORDS

Because there may be a general shortage of certain records, there is no reason for "laying down". If you sell the higher class records, you won't need to make as many sales.

Penn Phonograph Co.
17 S. Ninth Street
Philadelphia

Mme. Amelia Galli-Curci, Soprano

APRIL 15, 1918
"Value Received" are two mysterious words that are incorporated into legal documents. These two words mean much in the commerce of the world.

In every Victor record sale VALUE RECEIVED is the dominating force. No mention of this is required because you know your customer is getting great musical value and the customer knows it. This is true, so sell MORE RECORDS. Educate your customers musically! Feature better music—the higher priced records.

Buehn Service does help you render "value received." It is exclusively wholesale, with every energy devoted to assisting your growth.

THE LOUIS BUEHN CO., PHILADELPHIA

VALUE RECEIVED applies with like force to Liberty Bonds. Buy them for yourself, and urge your customers to buy them. GIVE THE BOYS A HAND OVER THERE is the slogan. Buy a Bond!
BIG STRIKE HAS LITTLE EFFECT ON KANSAS CITY TRADE

Talking Machine Dealers Suffer Very Little as Result of Tying Up of Transportation Lines—
Offer to Take Pianos in Exchange for Talking Machines—Situation Reviewed

KANSAS CITY, Mo., April 5—The business of this territory in talking machines has gone steadily forward during year after year despite droughts, floods, and all sorts of hindrances that might be mentioned. The local trade ran up against the worst retailing conditions during the week starting March 27 that it has ever encountered. Although the weather was mild and there was also a general prosperous condition, a sympathetic strike, starting that morning, so upset the people that very few retail stores did any business the rest of the week. The union men who joined the sympathetic strike, about 4,000 in number, were supporting laundry drivers who, since the middle of February, have been trying to get concessions from their former employers. By the last of the week the number of strikers had increased to more than 10,000, and after a total suspension of street car service for twenty-four hours, from Thursday afternoon, the street cars were running at about 50 per cent. of their usual schedules. It is a remarkable fact, however, that talking machines happen to be one of the few commodities that did not suffer severely from the general depression. Where, for instance, people who had been planning to get a piano might postpone their purchase till the trouble was over, those who were getting talking machines were all the more eager to have them in their homes so that they might have some consolation through being forced to forego their street car rides and their usual outdoor pleasures that involved possible mixing up with the strike trouble. It is only a few instances were stores that handled talking machines directly affected by the strike. These were chiefly furniture stores where union workmen quit to join the sympathetic movement.

An advertisement in Kansas City papers offering to take pianos in exchange for talking machines attracted some little attention. Queries of several of the music dealers, however, revealed that most of them were making no special effort to pull in pianos. As a matter of fact, even those who dealt chiefly in talking machines, merely handling pianos in the disposal of their used instruments received in exchange, did not exploit their exchange features prominently. One dealer suggested that as a rule the pianos that people wanted to exchange for talking machines were in such bad condition that they could not economically be put in condition for sale.

The dancing classes of the Edison Shop in Kansas City have proved to have an even more important feature of the life of the city than was anticipated when they were begun. Photographs of some of the dancers were recently exhibited in the window of the retail shop and attracted even more attention than some of the spectacular stunts that were being done in windows and stores for these photographs showed Kansas City young people in these artistic poses. A group of the dancers who have been learning and practicing recently have been arranging for a public performance at a local theatre.

A. A. Trostler, manager of the Victrola department of the Schmelzer Arms Co., said that nothing seemed to make any difference in the big demand for Victrolas and records—neither labor unrest, the price of wheat, nor war prices. People continue to demand machines, in all styles, and they are bought before they arrive. Mr. Trostler says it is same old story, of course, about deliveries, he himself continuing to almost wear a path to the factory with his frequently trips there after the goods.

THE TIMELY EDISON MESSAGES

Unique Editorial-Like Announcements of Thos. A. Edison, Inc., Attract Wide and Favorable Comment—Good Work for Music

The Edison messages appearing under serial numbers in the columns of The Talking Machine World monthly constitute something unique in advertising. These messages have a distinctive editorial flavor, for without exception the Edison “selling talk” one would naturally expect to be included in all Edison advertising is omitted, and forceful, well-chosen English is utilized to drive home points of overwhelming interest.

The officials of the Edison Co. have evidently recognized that a part of its duty as one of the leading industries of the industry is to interpret the relation between current national conditions and the Edison retailer. Meanwhile interpreting in the trade press the effect of current and national conditions for the Edison retailer is at one and the same time interpreting conditions for the entire industry. Hence the Edison messages are publicity of an exceedingly influential, broad-minded sort, and the retail merchants handling all makes of instruments who read these discourses will benefit the industry by propagating such forcible utterances as have appeared in the series of Edison messages under such captions as “The Recent Food Control Legislation Will Do Much to Stabilize Living Conditions,” “Woodrow Wilson’s Address to the Soldiers of the National Army,” “General Optimism in Command,” including a quotation from Printer’s Ink, “Music’s Part in War Times,” including a quotation from the New York Evening Mail: “Where Music Stands,” “The Need for Music,” and “What the World Would Lose If I Lost Music,” and that very timely talk which appears on page 10 of this issue of The World, entitled: “Forging the Third Line,” a forceful plea for the successful flotation of the third Liberty Loan, which we aim to make a landslide, so that it will crush militarism out of the world forever.

Every day music is proving both in civil and military life that it is the fourth essential of life. Thos. A. Edison, Inc., are certainly doing their bit in a most emphatic way in spreading the gospel of good music, and inculcating a deeper spirit of patriotism among the people.

COLUMBIA GRAPHOPHONE CO.

WOOLWORTH BUILDING, NEW YORK

SPECIAL OFFER—$10 AND $20 CREDIT TOWARDS THE PRICE OF A TALKING MACHINE.*

To all purchasers of Columbia Talking Machines:

One of our dealers tells us that there is a large demand for these machines, and that they are selling very well. So we are offering you this special offer to encourage you to purchase a machine right now.

We are offering a $10 credit on the purchase of a Columbia Talking Machine, or a $20 credit on the purchase of a longer model.

This offer is valid for a limited time, so act now to take advantage of this opportunity!

*Offer only valid while supplies last.

COLUMBIA GRAPHOPHONE CO. THE TALKING MACHINE WORLD APRIL 15, 1918

WEBER-KNAPP COMPANY

JAMESTOWN, N. Y.

LOWEST PRICES

TALKING MACHINE HARDWARE

We manufacture hardware for all styles of cabinets

BEST QUALITY

LOWEST PRICES

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

WEBER-KNAPP COMPANY

JAMESTOWN, N. Y.
The Real Importance of the Talking Machine in the Daily Life of the People

The talking machine dealer who is not taking full advantage of the present demand for both machines and records for various military units in the training camps, and for groups enlisted in the naval service of the country, is overlooking a mighty fine chance to corner some publicity not only for himself, but for the trade in general—publicity that not only for himself, but for the trade in general—publicity that may develop if the war continues.

One can hardly pick up a daily paper these days in any part of the country without seeing either notices from soldiers asking for donations of machines, and particularly records, or appeals from various organizations for records for the fighting men. Then, too, the daily papers themselves in many instances publish requests that the public contribute new and old records and music rolls sent to certain distributing centers for delivery to camps and ships. Never has the public of the United States had brought home to them the real importance of music in the daily life of the people. If the men in training for deadly combat find it necessary to have music to lighten their leisure hours, how necessary must that same music be in the daily life of the people at home.

In the matter of supplying music for the soldiers and sailors, the talking machine shines in a class by itself; no matter how sudden the shifting of military units or how limited the transport space for extra equipment, there is always room for a talking machine and records. There is hardly a daily paper or magazine in the United States featuring war photographs that has not at one time or another published pictures of soldiers and sailors grouped about a machine and listening to their favorite records. The dealer who makes proper use of these pictures in his window displays and in his store—who takes full advantage of the publicity that the war is giving the talking machine, who enters into the plan for supplying outfits for the fighting men, is putting himself on the war map in his local community. The more generous the spirit in which he participates in the drive the more substantial will be his returns.

COLUMBIA LINE WITH KRKAUER

Krakauer Bros., 125 West Forty-second street, New York, have secured the agency for the Columbia line of talking machines and records, and this new department will be in charge of Miss D. R. Schwinger, formerly with Bloomingdale Bros. Milton Weil, manager of these war rooms, has devoted generous space for the display of this line, and the various models are displayed amid surroundings that show them off to their best advantage. It is planned to maintain a full stock of records at all times.

ATTRACTIVE HEINEMAN FOLDER

The Otto Heineman Phonograph Supply Co., Inc., has just issued a very attractive four-page folder that is devoted primarily to the products of the company's Dean division. On one page of this folder there are presented some of the most popular styles of Dean steel needles and attention is also called to the fact that the company manufactures permanent needles to play Pathé records and genuine diamond points to play Edison records.

There is also shown on another page of this folder two of the most popular motors manufactured by this company; these motors being the Meisselbach Motor No. 18, and the Heineman Motor No. 77. It is suggested that the manufacturers utilize the idea of combination orders for these motors, and it is mentioned that the ideal combination for a $165 machine is the Meisselbach motor No. 18, tone arm No. 98, and sound box No. 2C. The ideal combination for an $85 machine is the Heineman motor No. 77, tone arm No. 11, and Ideal sound box No. 2. The company offers to send interested manufacturers and dealers a copy of its complete catalog, which includes sixteen different styles of tone arms and sound boxes.

GETS CARLOAD OF PHONOGRAPHICS

HELENA, MONT., April 2—The Moorman Phonograph Co., Edison jobbers in this section, have had the stock problem solved in some measure for them through the receipt of a full carload of new Edison machines. The shipment included 129 machines, and was valued at $23,000. It represents an additional order and will serve to supplement the stock regularly received by the company.

J. C. ROUSH ENJOYING LIFE

J. C. Roush, president of the Standard Talking Machine Co., Pittsburgh, postcards from Florida that he is enjoying his midwinter vacation with his family to the fullest extent. He has visited Palm Beach, Key West, Miami and other resorts, and states that he is having "the time of his young life." He expects to return about April 15 in fine fettle and ready for a busy campaign.
OF course it’s a Pathé Record. Muratore only records for Pathé and it’s the one he made for Pathé just after his return from service in the French army.

But what did it start? First, it brought the Metropolitan Opera House audience to its feet with one of the greatest ovations ever accorded a singer.

Then it turned loose the greatest activity in the sales of Muratore Records that Pathé has ever known.

And what’s more. Something has shot ahead the sales of all Pathé Records.

Do you know that any dealer can get in on it if he wants to—because Pathé Records are playable on any standard make of machine.

Write for particulars.

PATHÉ FRÈRES PHONOGRAPH CO.
20 Grand Avenue Brooklyn, New York
Pathé Frères Phonograph Co., 5 Clifford St., Toronto, Ont.
Ever Realize the Real Selling Value in the name—

The Quality Phonograph

THE minute you do, you're making a good start—yes, for yourself.

How many times do you suppose "Pathé" is flashed on the motion picture screens? No use computing nor guessing—anyway, it's thousands—hundreds of thousands.

What does that mean to a dealer in selling Pathé Phonographs—when Pathé is only identified with quality product—whether phonographs or pictures?

Perhaps you haven't thought of it before, but you should now.

Write for "The Other 20%" booklet. It will tell you something you ought to know.

PATHÉ FRÈRES PHONOGRAPH CO.
20 Grand Avenue  Brooklyn, New York

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

Long Life to Records
The Pathe Sapphire Ball cannot possibly cut, grind, rip or mar the record's surface.

The Pathe Controls
With the Pathe Controls, you may increase or decrease the loud volume of the Pathe Phonograph at will.

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

Pathe Phonograph $175
Other Models $25 to $225
CONVENTIONS OF DEALERS ARE HELD IN INDIANAPOLIS

Edison and Pathé Retailers Entertained by Jobbers of Their Respective Lines—Volume of Business on the Increase—Planning Co-operative Advertising Campaign—Other News

INDIANAPOLIS, Ind., April 4.—The talking machine business both in the wholesale and retail fields during March showed an increase over January and February, local dealers report. Most of the dealers express the opinion that business is getting better and steadier every day and they are not expecting even the numerous Liberty Loan campaign to have much effect in curtailing the business for April.

A meeting of the dealers of the Kipp Phonograph Co., jobbers of the Edison, was held March 22, when Harrison Durant, manager of the Edison department for financing dealers’ installment paper, told the dealers of the new arrangement the Edison Co. has made to enable dealers to expand their business. The dealers were enthusiastic over the plan, and Walter Kipp, president, and Jewell Cartmill, secretary of the Kipp Co., expressed the belief that the plan would result in a greatly increased Edison business, as it will enable the smaller dealers to handle their business more efficiently.

A meeting of the Pathé dealers of the Mooney-Mueller-Ward Co., jobbers of the Pathé line, was held two weeks ago and Charles T. Reinhart, from the Pathé factory, demonstrated to the dealers the mechanical features of the machines, showing them how to adjust the machines in event any trouble arose.

R. B. Goldsbury, in charge of the company’s Pathé department, said that the Pathé “Pop” supplements are making a big hit with the dealers and are getting the results as shown in the increased record sales. Mr. Goldsbury added that there seems to be a phenomenal demand for the 175 model Pathé, and that the general preference of the trade leans to the higher-priced models with the art models becoming daily more popular.

W. E. Pearce, of the phonograph department of the Brunswick-Balke-Collender Co.’s branch, here, reports that the new “Ultona” tone arm and reproducer is proving popular with the trade. Billboard advertising being done in this territory for the Brunswick is also getting results, Mr. Pearce said.

Ben Brown, manager of the Columbia Co.’s branch, said that March business showed an increase of 30 to 60 per cent. over March last year. Mr. Brown pointed to the fact that business is unusually good in the smaller towns in his territory as substantiating his belief that business is getting steadier and better every day.

Louis Sayers is now traveling in Kentucky for the Columbia Co.

The Craycraft Dry Goods Co., of Noblesville, Ind., has put in a talking machine department, handling Columbia machines.

A. W. Smith, manager of the Pathé Shop, is in Buffalo, N. Y., at the offices of the H. K. Ness Co., owner of the shop.

O. C. Mauer, manager of the talking machine department of the Kiefer-Stewart Co., jobbers of the Sonora, said that the price increase of Sonorals, which went into effect March 1, had had no effect on sales, and that March business was good.

Business continues good at the Stewart Talking Machine Co., wholesalers of the Victor line, the chief difficulty being in getting the machines. Emerson Knight, advertising manager of the company, is expecting to receive a call to the colors soon. He has been accepted for training school for military balloon observation work.

George Standke, manager of the Brunswick Shop, is proving to be as enthusiastic a pluggers for the third Liberty Loan as he is for the Brunswick. He already has more than $2,000 in subscriptions for the loan, and is making his store the headquarters for the American Club Liberty Loan campaign. Mr. Standke is also advertising the Liberty Loan in connection with billboard advertising being done for the new “Ultona.”

C. P. Herdman, of the Columbia talking machine department of the Baldwin Piano Co. store, reports that March business was good, and that the business that is being done is high class on a sound basis.

One of the daily newspapers is planning a co-operative dealers’ advertising campaign in connection with publicity boosting music in the home, and most of the music dealers are getting in on the proposition which is somewhat similar to the campaign that has been conducted in Milwaukee. The local music dealers have recently on several occasions, subscribed to co-operative advertising, and some of the dealers who were boosting for a talking machine dealers’ association point out that the reason the attempt to start the association failed was because some of the dealers held back on the proposition of doing any co-operative advertising. These dealers are now doing it with the newspapers.

A. H. Snyder, manager of the Edison Shop, said that March business was good, and the general outlook for spring business is excellent.

Serge L. Halman, manager of the Aeolian Co. branch, said that the Vocalion business is good; in fact, this instrument is steadily increasing its popularity. Mr. Halman is an ardent worker for the Thrift and War Savings Stamps.

He is acting as chairman of the advertising committee of the local retail merchants, having got up the scheme of co-operative advertising on the part of local merchants to boost the sale of the stamps. This campaign will start after the Liberty Loan campaign.

“We merchants don’t have to worry about business if we keep a stiff upper lip and keep plugging,” said Mr. Halman. “The people have the money and they will buy and we can all afford to do our part, too, in helping in every way to win the war.”

LONG CABINETS

FIRST and FOREMOST

In the cabinet field.
Why? Because we’ve specialized in CONSTRUCTION FINISH and ADAPTABILITY

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

That’s why you should anticipate your wants NOW.

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.

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

THE GEO. A. LONG CABINET COMPANY HANOVER, PA.
TRY THESE COMBINATIONS

The Ideal Combination for your $165 Talking Machine

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

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

The Ideal Combination for your $85 Talking Machine

ASK FOR complete catalog. We can offer 16 different styles of Motors and 12 different styles of Tone Arms and Sound Boxes.

President
BUFFALO TALKING MACHINE MEN AFTER COUNTRY TRADE

Combining the Rural Communities as Roads Become Passable—Give Earnest Support to Liberty Loan—Arrange Special Display—More Trade Members in the Military Service

BUFFALO, N. Y., April 9.—In a whole-souled, patriotic way Buffalo talking machine dealers and the men who are conserving the nation's steel for Uncle Sam, are contributing to the third Liberty Loan. Their enthusiasm and financial aid in helping to make the third Liberty Loan a success. Even if the public purse is almost turned inside out this month and the Niagara of dollars is being diverted to the Government by loyal Buffalonians the dealers are still forging ahead with their "Business Better Than Usual" slogan. Greater efforts than ever have to be put forth this month to reach the high business mark of last April.

Rural highways are becoming passable for the motor cars of the salesmen whose business it is to reach the farming population. Deliveries of talking machines throughout the country are now made with little difficulty. Easter and patriotic records have been in great demand.

At the store of Victor & Co., Pathéphone jobbers, there was a remarkable display to promote the sale of Thrift Stamps. There were life-size representations of President Wilson, General Pershing, Colonel Roosevelt, Washington, Lincoln and Uncle Sam. In a window displaying cards to advertise the sale was George E. Beekwith dressed as Uncle Sam. A table just inside the door was Marie M. Ginther, representing Liberty and selling the stamps. The display attracted large crowds and large sales of stamps were made.

In the window of Walbridge & Co., Victor dealers, there was also a Thrift Stamp display. There was a life-size picture of Liberty clinging to a cross. To the right was a life-size representation of an infantryman, and on the other side a U. S. marine, while the window was handsomely decorated in the national colors. Thrift Stamp advertisements were well placed in the window.

E. O. Hock, salesman for Robert L. Loud's Victorola department, is at Camp Upton, as is Harold Kuhn, of Kuhn Bros., New Edison dealers.

Mme. Galli-Curci had to postpone her April engagement in this city on account of illness. Local dealers, however, boomed the Galli-Curci records during the week.

Bach Utley, who formerly had charge of the New Edison department of his father, C. H. Utley, is attending the U. S. Aviation School at Lake Charles, La.

The Winokur Piano Corp., Columbia dealers, has been organized in Buffalo with a capital of $30,000, by A. C. Winokur, F. W. Zabel and C. A. Winokur. This concern has taken over the store of Winogor, Lindsay & Sesles.

G. H. Poppenberg, Inc., of Buffalo, capitalized at $500,000, has been incorporated. The concern handles talking machines. "Instead of a partnership this firm now becomes a corporation," said G. H. Poppenberg.

J. V. Adam & Co., Victor dealers, will have special Liberty Loan displays this month.

Harold Kuhn, of Kuhn Bros., New Edison dealers, has been promoted to captain and assigned to Company 2, train and military police division, National Army. He is a graduate of the first officers' training camp at Madison barracks.

Jascha Heifetz, violinist, whom Buffalo music critics called a "superb artist," recently played in this city. His appearance here brought the sale of the Heifetz Victor records.

A fifty-first anniversary sale was recently conducted by Adam, Meldrum & Anderson Co., Pathéphone dealers. When this store was founded in 1867 Buffalo's population was only 110,000. T. M. Gibson, vice-president and retail manager of the concern, was employed at the store when it was first opened.

Ralph C. Hudson, president of the company, was formerly with the Lion Drygoods Co., Toledo. Before going to Toledo he had an Edison store of his own in Portland, Me. Mr. Currie succeeded to the Victorola department of the Lion Drygoods Co., Toledo. Before going to Toledo he had an Edison store of his own in Portland, Me. Mr. Currie conducted a Victorola week early in April. Special advertising and window displays contributed to the success of this event.

VALLORBES NEEDLES

Economical Semi-Permanent

Point the Way to

Conservation
Economy
True Reproduction
Re-orders
Profits
Satisfied Customers

BUY LIBERTY BONDS and THRIFT STAMPS

We advertised this last month and again devote part of our space to this cause.

Another patriotic pleasure is to use the Vallorbes needle and thus conserve steel for Uncle Sam.

Satisfied Customers

Heavy responses met the initial announcement of our needles. Large re-orders have invariably resulted where samples have been sent.

These needles are semi-permanent and may be used many times with true reproduction. They wear themselves rather than the record and being parallel in shape, as they wear down they do not enlarge their diameter as does an ordinary tapered needle, hence prolong the life of record. They are produced in three grades—soft, medium and loud.

SEND 30¢. IN STAMPS FOR THREE SAMPLE PACKAGES (ONE SOFT, ONE MEDIUM, ONE LOUD), DEALERS' DISCOUNTS, ETC.

Vallorbes Jewel Company

LANCASTER, PA., U. S. A.

Sapphire
Ball Jewels
Loud and Hall-tone

Originators and Largest
Manufacturers of Diamond Points

Main street, where the Columbia Graphophone Co.'s wholesale department will occupy the second and third floors, is progressing rapidly. The new quarters will be ready for occupancy May 1. O. M. Keas, manager of the Buffalo branch, has been ill for a few days. George W. Hopkins, general sales manager of the company, was a caller. March business at this store was greater than that of March, 1917. April trade may be somewhat hindered by temporary embargoes on eastbound shipments. For a time the company may have to use trucks to ship machines east of Buffalo.

Wallace Currier has been appointed manager of the William Hengenre Co.'s Victorola department. He succeeds Herbert A. Breenan, now traveling representative of the Victor Talking Machine Co. Mr. Currier was formerly with the Victorola department of the Lion Drygoods Co., Toledo. Before going to Toledo he had an Edison store of his own in Portland, Me. Mr. Currier conducted a Victorola week early in April. Special advertising and window displays contributed to the success of this event.
FOR DESCRIPTION OF THE HOFFAY AIRTIGHT SOUND MECHANISM SEE MARCH ISSUE OF THE WORLD

"HOFFAY"

The AIRTIGHT Machine.
As the trade-mark reads, is
"The World’s Musical Instrument"
Increases the value of records of all makes

No. 100
The Home Music Leader
Unquestionably the best value on the market. Genuine mahogany, quartered or fumed only. Metal parts nickel-plated. Automatic stop, double spring motor, plays from four to five records.
Two hundred needles for Columbia and Victor records and supersonic points for Edison. If diamond point $5.00 extra.
Height: 14 5/8", width: 19 1/4", depth: 22 1/4". Equipped with Resurrectone $100.00, with Half-Fork Tone $95.00.

No. 140
A Great Instrument
Finest construction throughout. Genuine mahogany, quartered or fumed only. Distinctive design. High-class double spring motor, playing from four to five records. Metal parts heavily nickel-plated. Two hundred needles for Victor and Columbia records and supersonic points for Edison. If diamond point $5.00 extra. Height: 17", width: 21", depth: 21". Equipped with Resurrectone $160.00, with Half-Fork Tone $155.00.

The Wonderful Resurrectone
With its exclusive "tuning fork" has no equal in the world. Its clearness and mellowness have the timbre and warmth of the natural voice, string or wind instruments. Forms the regular equipment for the Hoffay, but is also sold for other machines.

No. 190 — $190.00
The "Second" Hoffay Choice
Elegance of style enriched by inlaid mahogany of extremely high finish, lends special charm to "finesse" to this superior instrument. Fine treble spring motor will play six or seven records. Speed regulator and automatic stop. 200 needles for Victor and Columbia records and one supersonic point for Edison. If diamond point $5.00 extra. Height: 46 1/2", width: 20", depth: 20 1/4". Equipped with Resurrectone $190.00, with Half-Fork Tone $185.00.

No. 250
The Supreme Achievement in Musical Instruments
An extra smart model, made in genuine mahogany, that combines the grace of perfection. Shelf treble spring motor will play six or seven records. Speed regulator and automatic stop. Metal parts are 22 karat gold-plated. 200 needles for Victor and Columbia records and one supersonic point for Edison. Diamond point $5.00 extra. Height: 48", width: 20", depth: 21 1/2". Equipped with Resurrectone $250.00, with Half-Fork Tone $245.00.

Hoffay Talking Machine Co., Inc.
3 West 29th St., New York City, N.Y.

(All Hoffay products are protected by patents granted and pending. Infringements will be prosecuted.)
What Y. M. C. A. and Other Agencies Are Doing to Provide Music for the Fighting Men

There are various national organizations at work providing music for the army and navy men both at home and abroad. Perhaps the most important of these is the Y. M. C. A., which recognized at an early date the value of music in maintaining the morale of the fighting men.

During the past month The World has learned much through Y. M. C. A. officials as to what this worthy institution is doing to see that the men in the service have plenty of talking machines and records. The general policy of the Y. M. C. A. is against the solicitation of either machines or records on a free contribution basis, although good use can be made of all machines and records that may be donated. No direct donations are solicited because it is felt the American people have stood nobly behind the association in the way they oversubscribed to its national campaign for money last fall. There are so many war charities continually approaching the public for outright donations that the Y. M. C. A. prefers to acquire its materials in a regular business way, with the money that has been subscribed for the purpose. Therefore, if talking machine dealers should wonder from time to time why the Y. M. C. A. is not conducting more aggressive local campaigns for talking machines and records, they will find the explanation in that fact.

The reports to date indicate that comparatively few machines have been received by the association through donation, but that a great many records have been given by the public, and several manufacturers, notably the makers of Victor, Columbia and Emerson records. The data available shows, however, that the free donation of records and machines to the Y. M. C. A. represents a small percentage of the total.

No exact figures can be given as to the total number of machines and records that have been sent to the other side. Last month, however, in a news bulletin showing what the Y. M. C. A. has shipped abroad, there were included one hundred talking machines and 2,500 records, all sent over in a thirty-day period for the use of our soldiers in France.

There has been much controversy over just what kind of records the soldiers prefer, and the association has gone so far as to conduct special investigations to determine what kind will give the "men in khaki" the greatest pleasure. On the evening of March 22 P. F. Jerome, purchasing agent for the National War Work Council of the Y. M. C. A., gathered together six sailors from the Brooklyn Navy Yard and six soldiers loaned for the purpose by Captain Andrew C. Gardner, post-adjutant of Fort J. Governors Island. These men-of-war became musical critics for the time, and sat as a jury to determine which out of a total of 15,000 records would bring the greatest joy to Uncle Sam's fighting forces. The members of the jury were picked at random without regard for

(Continued on page 50)

On Selling Records

There are many excellent ideas the Victor Dealer can use to stimulate the sale of slow moving stocks. Some of these ideas have already been put into practice, others have not yet been discovered. We urge Victor dealers to encourage their salesmen in originating new plans for selling records, and along the same line our travelling representatives will be glad to offer several good suggestions.
Bringing in more customers and making more sales for every dealer accepting its aid, is the sole aim of the Columbia Dealer Service Department.

THE PROVIDING OF MUSIC FOR OUR FIGHTING MEN

(Continued from page 49)

their familiarity with music. Their main mission was to decide what records should be sacrificed for the duration of the war, and among those asked by the public from time to time were the great masters on the violin, etc., are exceedingly well liked by a certain percentage of the soldiers, but in volume of demand run second only to "popular" selections. Patriotic pieces are in the third class.

Miss Kate Pope, an English girl, who has served in an important American Y. M. C. A. "but" across the sea since last September, makes the following interesting commentary on what kind of music the soldiers want:

"Write a rag—at least a song with some syncopation. That is what the boys always ask for. Don't be too patriotic in your song-writing. The boys don't like that sort of thing. When they do it's an exception like 'Tipperary.' But if you analyze that you will find that it is not the usual type of patriotic song. It is simply considered patriotic because of time and usage."

A good point to bear in mind is to introduce the humorous side of the war. "The soldiers know the other side, and when they are out to sing and to listen to music they want the humorous side of the war. When they do it's an exception like 'Tipperary.'"

The Solitary Man, a specialty of Collecting machines and records for distribution among the fighting forces. Special committees, as well as newspapers throughout the country, are constantly making appeals for donations of talking machines and discs, and are getting excellent results.

The Knights of Columbus, who are operating huts in all the leading cantonments and camps here, and also in France, and who, with recently collected funds, plan to broaden their work along this fine materially, see to it that each hut is supplied with a machine and a suitable collection of records, and in addition have supplied cutouts to various companies and regimental units.

CHANGE NAME TO "ELMBRO"

Talking Machine Put Out By the Elmbroa Co.
Will Bear Above Name Hereafter

ST. PAUL, MINN., April 5—J. Neiger, general manager of the Elmbroa Talking Machine Co. of this city, has announced that the company has changed the name of its product from "Elmbroa" to "Elmbro." Mr. Neiger states that the company has achieved very pleasing success with this product, and had already established wholesale sales agencies in important cities, and made arrangements for dealer representation throughout the country. He recently visited New York and expects to have an announcement ready in the near future regarding the presentation of the Elmbro line in the eastern part of the country.

The Elmbroa Talking Machine Co. manufactures a complete line of machines, and Mr. Neiger, who has been associated with the industry for a number of years, is devoting considerable time to effective dealer co-operation. He states that he is making a drive for the better class of business, and the dealers which he recently established are well known in their respective localities.

COLUMBIA GRAPHOPHONE CO.
Woolworth Building, New York

COLUMBIA GREGORIAN

SONORA PAINTED SIGNS ATTRACT

The Sonora Phonograph Sales Co. has recently made arrangements whereby they will feature artistic painted signs along the route of each railroad just before reaching New York. The object of these signs is to impress out-of-town visitors with the fact that the company has artistic salons at Fifty-third street and Fifth avenue, which are at the disposal of these visitors for demonstration and display.

The accompanying picture is that of a sign which is located in two places—one on the Long Island railroad near Jamaica, and one on the New York Central railroad, just below Highbridge. This sign has attracted very favorable attention, and Frank J. Coupee, director of sales and advertising for the Sonora Phonograph Sales Co., is well pleased with the publicity that this advertising affords.

CLEVELAND MAN WELCOMED IN EAST

C. K. Bennett, the well known executive of the Eclipse Musical Co., Victor jobbers in Cleveland, has recently completed a two weeks' trip through the East. He spent part of his time calling on the trade in New York, and also made quite a visit at Victor headquarters in Camden, N. J. In talking with The World during his visit to New York, Mr. Bennett said that he was going to Cleveland with a better knowledge of general conditions and lots of new ideas for boosting the Victor business.

NEW MULTIPLE DISC TALKING MACHINE

Inventor Will Sell Patent Outright or on Royalty Basis

Plays 28 selections in one set which can be replaced set for set according to the number of records. Equipped with automatic stop which requires no setting. Fine tonal reproduction.

Send for Descriptive Circular

MAX KRAUSS
233 N. Alden St.
Phila., Pa.
Milwaukee, Wis., April 2.—A most enjoyable dinner party was given in the Gold Room of the Hotel Wisconsin on Thursday evening.

The guests of honor were Fred A. Dennett, president and general manager of the United Phonograph Corp., Sheboygan; William H. Thommen, general superintendent of the company and designer of the Puritan, and Lloyd Jenkins, general sales manager.

Mr. Orth's staff was represented by W. H. Heise, Adam C. Schroeter, W. H. Hadert, Gustav Kleemann, G. M. May, Paul Wachs, Roy Hettinger, Albert Mueller, Henry Staab and George E. Ball.

Other guests were James Orth, J. B. Tillery and Roy Steffen.

ORGANIZED IN KALAMAZOO, MICH.

KALAMAZOO, Mich., April 4.—The Electric Phonograph Co., of this city, has been incorporated with capital stock of $30,000, to engage in the manufacture of coin-operated electric phonographs, designed particularly for use in public places. The equipment for a factory has been ordered, and a plant will be established in this city. It is stated that the company owns a number of new patents covering their instruments.

The officers of the new company are: President, John W. Adams; vice-president, E. B. Deisenberg, and secretary-treasurer, A. J. Reams.

MAKING NEEDLES FROM CACTUS

PORTLAND, Ore., April 2.—Oregon never considered its scrub cactus growth—which is found in the waste sections of Eastern Oregon—of much value, but even this is now being turned to account by the phonograph people. The scrub cactus needles, tests have shown, are admirably fitted, after proper treatment, for record needles and these, with a variety also found on the Mexican border, are rapidly being turned to commercial advantage. These needles have been placed on sale in Portland by the Wiley B. Allen Co., and are found to give pleasing sweetness and softness to the tone. There is little danger of the supply of raw material ever being exhausted in Oregon, no matter to what extent the manufacture of the thorns into record needles expands.

The hotel Wisconsin was filled for the dinner party, and the room was festooned with electric lights. A family gathering, without an unduly serious aspect, in preparation for the real work that is now being undertaken by him in behalf of the Puritan. This thought was carried throughout the dinner. When the guests took their seats they found favors of a humorous character and a menu that was particularly Puritan-esque.

The guests of honor were Fred A. Dennett, president and general manager of the United Phonograph Corp., Sheboygan; William H. Thommen, general superintendent of the company and designer of the Puritan, and Lloyd Jenkins, general sales manager.

Mr. Orth's staff was represented by W. H. Heise, Adam C. Schroeter, W. H. Hadert, Gustav Kleemann, G. M. May, Paul Wachs, Roy Hettinger, Albert Mueller, Henry Staab and George E. Ball.

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We can make castings of this nature to your order in quantities and at attractive prices and deliveries.

Send samples or blue prints for estimate.

"INDIANA" DIE CASTING CO.
CORNELL and 11th STREETS
INDIANAPOLIS, IND.
INCREASE YOUR SALES

Here is your chance, Mr. Edison Dealer, to close the undecided prospect.

KENT Attachment and Sound Box FOR THE EDISON DISC PHONOGRAPH Patent No. 1,130,298

SIMPLE AND ACCURATE

Made by manufacturers who have specialized in Edison attachments for years.

This is not a new product—hundreds of dealers are now selling them, and thousands of them are on the machines of Edison owners.

If you are not already acquainted with the Kent Attachment and Sound Box, don't lose time—send for one to-day.

Most Edison jobbers handle our products. If yours does not write direct.

F. C. KENT & CO.
Manufacturers of Phonograph Accessories
Cor. Mulberry and Chestnut Sts.
Newark New Jersey

USES INFORMATIVE ADVERTISING

Famous & Barr Co. Using Educative Copy in Their Announcements With Great Success—Featuring Victor Line Strongly

St. Louis, Mo., April 8.—A novelty in the way of advertising of records has been the series of informative advertisements run in the newspapers by Manager Ditzell, of the Famous & Barr Co. The series is running and will continue indefinitely, according to present plans, and Mr. Ditzell hopes to gather a series that can be put into book form after they are run as ads.

The text in the ad below, bearing on the soprano voice, will illustrate what the series is.

The introduction reads:

"There are two principal soprano voices—the coloratura and the lyric—each with its fair and measured province in the field of song. The first, or coloratura, corresponds with the flute in the orchestra—it is the sparkling, dazzling voice, abounding in trills, turns and tremolos—the 'showy' voice. Its most striking exponent is Galli-Curci, who sings the famous 'Bell Song' from Lakme with almost uncanny brilliance.

"The lyric, on the other hand, is essentially the sweet voice, the voice of romance, poignancy and emotion. Of the lyric voice, one of the best examples is that of Lucy Marsh, who sings 'Birth of Moon' divinely."

Then follows a list of records set out as to the kind of soprano voice each presents. Other ads deal with the various kinds of voices, the quartet male and mixed, and then will come the various instruments. Mr. Ditzell says that in preparation of these ads he uses information gathered by work on the floor in the record department, where he asks customers as to which kind of soprano they wish and other leading questions to develop what will really be information to the average record buyer.

Another novelty from the Famous & Barr Co. is the new form of announcement of the monthly record lists. This idea first was that of photographing the regulation Victor record list and reproducing it. But the list did not lend itself well to photographic reproduction by printing, so a drawing of the Victrola dog that illustrates the hanger was made and the names of the records set in type in exact facsimile of the original. The result is a neat mailing card that will easily catch the eye of the Victor record buyer. Of this Mr. Ditzell says:

"Of course, next to the trade-mark dog, the most familiar advertisement to a Victrola owner is the monthly record bulletin. You will notice that a Victrola owner always is ready to stop and read the hanger. Now we hope to catch the eye in a way that the bulletin ordinarily doesn't. Also some Victrola owners get the bulletins from the several sources, and we hope our announcement will be distinctive. We believe it is a move in the direction of conservation of paper, mail weight and in other ways meets the demands of the times."

NEW PRICES ON LANSING COVERS

E. H. Lansing Announces New Schedule, Owing to Greatly Increased Cost of Production

Boston, Mass., April 1—E. H. Lansing, who manufactures the Lansing khaki moving cover for talking machines and accepted as the pioneer in that field, announces that he has been compelled to increase the prices of his various covers, and the new prices will be: Style A, $5.50, and Style B, $6. Mr. Lansing has been absorbing the increased cost of both materials and labor for some time past, and has found it impossible to do so any longer. The increase of $1 per cover, however, means the placing of as light a burden as possible on the purchaser. Incidentally, Mr. Lansing reports that the business is keeping up in good shape in all sections.

Both profits and profits are without honor in every country and just now.
AS SOON AS IT'S A HIT IT'S AN EMERSON

IF You Had Been An Emerson Dealer on March 1st
You Would Have Sold These BIG HITS
“A Baby’s Prayer At Twilight”
“Liberty Bell, It’s Time To Ring Again”
“Are You From Heaven”

Emerson dealers nine times out of ten beat the game by bringing out the wanted music—the big hits of the day way in advance of anybody else.

Sometimes Emerson dealers are two months ahead of anybody else. Sometimes a month. This is an advantage plus the many other money making advantages that come to Emerson dealers. Because they sell for 35c—3 for $1.00, the number of buyers is increased many fold. Because they bring you more profit per record, it is worth more to you to sell them. Because they will play on any machine without an attachment, everybody can play Emerson records.

IF You Are An Emerson Dealer NOW
You Will Have For Sale These BIG HITS
“My Mind’s Made Up to Marry Carolina”
“On the Road to Home Sweet Home”
“There’ll Be a Hot Time for the Old Men”
“I’m the Brother of Lily of the Valley”

IF You Are An Emerson Dealer On April 20th
You Will Supply the Demand for These BIG HITS
“Cleopatra,” Al Jolson’s Winter Garden Hit
“What Are You Going To Do To Help the Boys”
“Good Bye Barney Boy”
“If You Look In Her Eyes”
“Lafayette”

Emerson Phonograph Company Inc.
3 West 35th Street New York, N. Y.

**INTRODUCE NEW STEEL NEEDLE**

**The Gloria Phonograph Supply Co. Makes an Important Announcement—To Make Needles in All Standard Styles and Tone Qualities**

The Gloria Phonograph Supply Co., 200 Fifth avenue, New York, has just placed on the market a new steel needle which will be known as the "Gloria." The company is marketing this needle in all standard styles and tone qualities, and is instituting an aggressive campaign to present this needle to the jobbers and dealers throughout the country.

Realizing that the talking machine dealers have been badly handicapped the past year by a shortage of steel needles, the Gloria Phonograph Supply Co., before announcing its new needle, completed factory arrangements whereby it could promise the dealers immediate delivery on their orders. The company felt that it was unfair to the trade to announce a new steel needle without being in a position to take care of the dealers' requirements promptly, and delayed their announcement accordingly until the officers were certain they could guarantee immediate shipments of the needles.

In its literature the Gloria Phonograph Supply Co. will emphasize the fact that the Gloria steel needle is constructed of the finest carbon steel, and that it is guaranteed to give absolute satisfaction to every user. The company's manufacturing and sales campaign will feature this important constructional merit, in order to impress the dealers with the fact that they can offer the Gloria steel needle to their customers with perfect confidence in the satisfaction that it will render.

The president of the Gloria Phonograph Supply Co. is Rudolf Gaertner, who for a number of years has been prominent in manufacturing and import circles. Mr. Gaertner will devote his entire time to the new company, which was recently incorporated with a capital stock of $25,000, and his lengthy experience in the music world will doubtless enable him to cooperate effectively with the dealers throughout the country.

R. R. Delsacher, president of William Schipper & Co., Holoken, N. J., and a director of the Trust Co. of New Jersey, a well-known manufacturer of metal goods, and prominent in New Jersey financial circles, is first vice-president of the company, and as such will act in an advisory capacity.

Roswell Francis Easton, who has been associated with Mr. Gaertner for a number of years, is second vice-president of the company, and will be actively interested in its activities.

On another page in this issue of The World is the first announcement of the Gloria steel needle, and this announcement, which, by the way, is a splendid example of lithographic art, features the copyrighted trade mark of the needle—the "lark." It is planned to use this trade-mark on all posters, window cards, etc., and all publicity will probably feature the same poster design as shown in this announcement.

The company is now preparing to distribute a series of window cards to the dealers, in order that the public may be acquainted with the qualities of the new needle.

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**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 tonal quality and volume is not excelled to any $75 machine on the market.

No. 18—Height 40 in., width 18 in., depth 18 in.; double glowing worm driven motor; 12 interchangeable stereo tone arms and sound boxes; all metal trimmings are nickel plated; made in mahogany finish. Weight about 100 lbs. $18.00.

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**NEW QUARTERS IN IRVINGTON, N. J.**

A. H. Redden, who has been conducting a bicycle and sporting goods store in Irvington, N. J., has moved to new quarters at 1065 Clinton avenue, that town, where he is featuring Bruns-wick phonographs very successfully. He has handled the Brunswick line since last fall.

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**MOVING TO NEW LOCATION**

H. G. Appin, the Victor dealer of 20 College avenue, Somerville, Mass., has arranged to move to new quarters in the Medina Building on April 1.

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**DOUGLAS PICTURES IN NEW YORK**

Process for Making and Projecting Motion Pictures in Natural Colors, Invented by Leon F. Douglas, Proves Decisive—Wonderful Effects Produced by the Process

Members of the local talking machine trade were interested recently in the special showing in this city of motion pictures in natural colors produced by a new process invented by Leon F. Douglas, of San Rafael, Cal., who for many years was actively connected with the Victor Talking Machine Co., is still a director in that company, and had much to do with the early development of the Victor process.

The Douglas pictures have been shown in various sections of the country recently and with much success, and when offered at the Eighty-second Theatre served to attract much attention not only from the public but from members of the motion picture trade. The pictures shown include really wonderful views of Yel-lowstone Park, with its geysers, falls, flora and fauna. Then there were magnificent pictures of the Grand Canyon of Colorado, remarkably natural in their reproduction. Likewise views of a forest fire, of Californian flower gardens and of motion picture celebrities. While the films showed the natural colors of the landscape with great faithfulness, depicting the subtleties of the sky, ground, water and plant life very closely, they reached their best when showing close-ups of people. Whether a young lady has copper-colored hair or is a typical blonde or brune-typical, her locks show up with startling faithfulness, and even her complexion is given its full value. The closing feature of the exhibition, and one that gave impressed rubs a sense of reality. The sun set scene, with the sun's last rays merging into the purple twilight of twilight.

Mr. Douglas' device consists of an inexpensive attachment that may be fixed to any motion picture camera and permits of the production of a film containing a series of images colored so as to give, when projected, a moving picture in natural colors, without the use of the rotary colored shutter usually required.

"illy this contrivance," declares Oliver Jones, formerly a well-known talking machine man, and now acting as representative for Mr. Dougl-

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**THE TALKING MACHINE WORLD**

APRIL 15, 1918
Lend Him A Hand

Your Hand—My Hand

Every hand in the land stretched out to help him to VICTORY!

In defense of LIBERTY, JUSTICE and CIVILIZATION, we must use every weapon at our command. And not the least of these is money. Never in the history of the world has there been a truer cause.

INVEST IN

LIBERTY BONDS

(This space donated by the OTTO HEINEMAN PHONOGRAPH SUPPLY CO., Inc.)
CONDITIONS IN TALKING MACHINE INDUSTRY IN ENGLAND

Louis S. Sterling, Manager of Columbia Co. in London, Tells Most Interestingly of Business Activity—Labor Problem Serious, But It Is Being Mastered—Record Trade Enormous

"Our sales during 1917 showed a gain of 25 per cent. over 1916, making this year the best in our history," said Louis S. Sterling, managing director of the Columbia Graphophone Co., Ltd., London, who arrived in New York recently for a visit to the executive offices. "Our figures for the year show that our business was double that of 1915, and we therefore have every reason to feel gratified at the prosperous condition of talking machine activities abroad, notwithstanding the war.

"The preponderance of our business last year was in records, and the actual production of records was larger in 1917 than ever before in our history. Although the demand for machines is bigger at the present time than it was before our history.

"Out of the eleven men in this respect that is in this factory, and the number of cabinet machines is far in excess of the supply, and it is for this reason that the table machine is selling in such large quantities.

"We are shipping many thousands of records per month to the boys at the front, and the orders for these records almost invariably call for 50 per cent. of popular music, and the remainder good standard selections and operatic numbers. The demand for the so-called patriotic popular number has practically passed into oblivion.

"The demand for table machines is far by in the preponderance, but this is attributable to the fact that it is almost impossible to get cabinets to manufacture the floor machines. The demand for cabinet machines is far in excess of the supply, and it is for this reason that the table machine is selling in such large quantities.

"There is a very bright future ahead for the talking machine business in England. We are all optimistic regarding the future, and whether or not the war continues for any extended period, the talking machine industry is certain to enjoy an era of activity and prosperity."

MAKING RICHMOND MUSICAL.

Corley Co. Doing Much for City's Musical Advancement—How This Company Serves the Dealer—Widely Known as Victor Distributors

Richmond, Va., April 9.—Fred. R. Kessrich, now in charge of the wholesale department of the Corley Co., this city, had in his possession during the past week substantial evidence of the fame of the Corley Co. as Victor distributors.

Two large cases addressed to widely separated cities in the Middle West were in some unaccountable way delivered to the Corley Co. in Richmond. The only accountable reason being that these cases bore on them the Victor trade-mark.

Mr. Kessrich reports generally good business in both the wholesale and retail departments and the continuing popularity of their Victrola fibre trunks.

The aim of the Corley Co. has ever been service to the dealer. For a long time the Corley Co. has owned a print shop where they have printed the large volume of literature that they send out and in addition turned out many printing jobs for their dealers at a small cost. Another service department of the Corley Co., which is in the highest state of efficiency, is the repair department, which is in charge of M. F. Burnett, who has been with the Corley Co. for a number of years. In order to keep this department up to this high standard Mr. Burnett makes a point to make a yearly visit to the Victor factory.

The slogan of the Corley Co.—"The house that makes Richmond musical!"—has been especially proved this year. Through the efforts of many world-renowned musical artists have come to Richmond during the past season. For these series the large City Auditorium is engaged and is usually filled to capacity. Literature is now being mailed concerning the Spring Festival to be held at the City Auditorium on April 29, 30 and May 1, 1918. Prominent operatic artists, such as Paul Althouse, tenor; Sophie Braslau, contralto; Mabel Garrison, soprano, and Lambert Murphy, tenor, are appearing. Attention is called in the literature describing this festival that these artists are well known to all Victrola owners, and the opportunity is offered to get acquainted and to make comparison between their voices and the perfect reproduction of the Victor records.

Other artists that will appear are May Peterson, Nina Margana, Helena Marsh, Thomas Chalmers and Rafaelo Diaz. The Wednesday Club Chorus of Richmond and the Russian Symphony Orchestra will also appear.

FOR SALE
25 SHARES
Victor Talking Machine Co.
Common Stock at $825

WILLIS O. HEARD
LAFAYETTE BUILDING, PHILADELPHIA, PA.
TALKING MACHINES A WAR NECESSITY IN MILWAUKEE

The Talking Machine World

TALKING MACHINES A WAR NECESSITY IN MILWAUKEE

This Is Proven by the Demand in Camps and in the Homes—Badger Activity—New Brunswick Dealers—Phonograph Co. Increases Capital—Four New Sonora Dealers—Puritan Developments

MILWAUKEE, Wis., April 12.—As the nation enters the second year of active participation in the world war as a combatant, it is becoming more and more evident that all of the instruments of war are of definite and national importance—both in actual and potential peace. The nation's health consciousness and the general alertment to physical pain and suffering the talking machine has outdistanced all others and is secure in the first rank, not only so far as the boys at the front are concerned, but also those who remain at home. Never since its origin has the talking machine been in such tremendous demand as it is at the present time. One of the outstanding features of the country's talking machine factories, while probably the largest that it ever has been, is becoming more and more inadequately handled. In this connection, a popular line as the Victor, it is conservatively figured that if twice as many machines were available immediately, not all orders could be filled. Even some of the newer and relatively lesser known makes are selling so well that the big problem in the talking machine industry of Wisconsin today is to produce enough instruments, records, and other supplies and accessories, the condition is similar.

Talking machine business predicated upon the Embargo and the war is not a shadowy assumed augury of things to come, but it is wholly reminiscent of the pre-Christmas season. Saturday, March 30, the day before Easter, seemed like a Christmas eve in local retail record stores were kept busy until closing time with customers demanding delivery of machines and records for Easter. Regular delivery systems had to be supplemented with extra trucks and wagons.

The situation has not before been known, although the Easter season also has been a distressing spring, retail.

Retail dealers attribute the remarkable demand, especially at Easter time, to the influence of the war. In fact, the splendid business that has been done during the last six to eight months is believed to be the direct result of the need for solace which all people have come to experience since thousands of homes have given up sons, and even fathers—and some, daughters.

The dealers who a year ago feared that the declaration of war would shortly result in the collapse not only of talking machine business, but business in general, have had ample reason to change their opinions. There was a full of about thirty days' duration immediately following the opening of hostilities. But after that talk of panic passed and things were getting into their active period in its local history, and it has grown day by day until at this moment it has reached the most prosperous point ever known. The remarkable demand for machines and records made during the last part of last year and the first part of this year by the boys, plus the unusual desire of those at home to get machines, is giving the commission, as one of the principal distributors of the Puritan line, the 1103 North Eighth street.

Mr. Orth is duplicating the splendid achievement of a successor to Charles Maddox, and is working under embargo. The Milwaukee board of school directors has been appointed local chairman of the Waupaca County Council of Defense; city chairman of the Waupaca County Liberty Loan Committee, and was elected president of the New London branch of the Wisconsin Loyalty Legion upon its organization. He is taking an active part in numerous other patriotic movements requiring all business men to put aside even no worthwhile records have been tendered so far.

Fay R. Smith, dealer in talking machines, pianos, etc., New London, Wis., recently has been appointed local chairman of the Waupaca County Council of Defense; city chairman of the Waupaca County Liberty Loan Committee, and was elected president of the New London branch of the Wisconsin Loyalty Legion upon its organization. He is taking an active part in numerous other patriotic movements requiring all business men to put aside personal interests.

The Milwaukee board of school directors has indefinitely postponed action on the proposition recently made to provide talking machines to schools in the larger towns in order to promote the study of music in the schools, in the homes, and in the churches. Under the terms of the agreement the deaf and dumb will be especially provided for.

The talking machine industry in the United States is being to reduce imports from the United States by $150,000,000 a year, by means of an embargo on the importation of specified articles, including musical instruments, sheet music, jewelry, furniture, clothing, automobiles, etc.

For the manufacture in Canada of the articles on the embargo list, it will be necessary to import large quantities of high-priced raw materials from the United States, but it is maintained that two articles can be manufactured in Canada for practically the same cost as one can be imported. This will promote the Canadian Government for the gain in customs revenue and to cover the extra protection given by the embargo, it is proposed to levy a special war tax of 10 per cent on all Canadian articles that will be sold across the border.

Should the embargo be put into effect, it will prove a blow to many American manufacturers, particularly of pianos, which are in great favor across the border. Talking machines and records manufactured by companies with headquarters in the United States are in most cases produced in Canadian factories to meet the demand in that country, and avoid customs charges.

Sentiment has no place in charity work. Giving just to help the "forever-wanting," both underlines the independence of the individual on the one hand, and of the manufacturer on the other. But he is not only perpetually poor, but a parasite.

PERSONAL SERVICE

The members of our Company are always available and glad to 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 West Second Street
VICTOR DISTRIBUTORS

MILWAUKEE, WIS.
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 manufacturers everywhere. It is giving excellent service under exacting conditions, and is a motor that is guaranteed in every detail.

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

SILENT BUTTERFLY MOTOR

Jewel Bearing

Specifications

Beveled gear noiseless winding.
New ratchet device that prevents clicking.
Bakelite interchangeable parts, half 12-inch records at one winding.
Cast iron nicked frame.
Built especially for the highest-grade machines.
Guaranteed in every minutest detail.

The perfection of mechanical genius as applied to the phonograph motor.

Jewel-Bearing Special Quantity Prices for April Orders

SAVE MONEY BY ORDERING NOW

Special Prices if orders are placed immediately

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The perfection of mechanical genius as applied to the phonograph motor.
In talking machine circles locally, the big event of interest and importance is the recital to be given at the Arcadia, April 30, under the auspices of the Detroit Talking Machine Association. For many, many months the association has had in mind something that would be along patriotic lines, but they wanted to do something that had not been done before. The idea of giving a concert and turning the money over to some patriotic fund appealed to the members of the organization, and the decision was reached unanimously that such an event take place. A special committee was appointed and the work began. Sam E. Lind, president of the Detroit Association, and chairman of the concert committee, immediately got busy by calling up the prominent artists to appear at public affair on April 30—proceeds to be given over to local patriotic venture.

Prominent Artists to Appear at Public Affair on April 30—Proceeds to Be Given Over to Local Regiment—Hudson Co. Preparing to Move—Trade Keeps Going at Lively Pace

Detroit, Mich., April 10.—We won't declare that Detroit talking machine dealers have had a record business, but we will say that they have had a very satisfactory business during January, February and March, and that they are anticipating excellent business before the end of the year. Some go so far as to predict that business will stay about as it has been for the past three months, and that there will be big business early in the fall continuing to improve until after holiday time. After all there is every reason to look for good business, as Detroit has been blessed with war orders that run into nearly a billion dollars, while workmen are getting higher wages than ever before. There is no scarcity of money and, despite Liberty Bonds, the Income Tax and Red Cross, are there are some members of the organization, and the decision was reached unanimously that such an event take place. A special committee was appointed and the work began. Sam E. Lind, president of the Detroit Association, and chairman of the concert committee, immediately got busy by calling up the most prominent artists to appear at public affair on April 30—proceeds to be given over to local patriotic venture.

The final result of Mr. Lind and his committee's efforts is the concert to be given at the Arcadia, April 30, under the auspices of the Detroit Talking Machine Association. For many, many months the association has had in mind something that would be along patriotic lines, but they wanted to do something that had not been done before. The idea of giving a concert and turning the money over to some patriotic fund appealed to the members of the organization, and the decision was reached unanimously that such an event take place. A special committee was appointed immediately by calling up the most prominent artists to appear at public affair on April 30—proceeds to be given over to local patriotic venture.

The Fischer Co.
Oldest Pathe Jobbers

A little better Pathe service than you could possibly expect. Our very best efforts. Our entire resources and fourteen railroads are at your command.

Give us the opportunity to serve you ONCE.
OR those of us who are not privileged to bear rifles, there is no quicker, no surer and no more powerful way to insure our national safety than to buy Liberty Bonds. We urge every reader of THE TALKING MACHINE WORLD to go the limit.

EDWARD LYMAN BILL, INC.

SPECIAL WINDOW DISPLAY FOR COLUMBIA MAY RECORDS
Dealer Service Department of Columbia Graphophone Co. Prepares Excellent Window Attraction for the Use of Retailers—Service Meeting With Much Popularity

The dealer service department of the Columbia Graphophone Co. has prepared for Columbia representatives a very attractive window display for the May records that can be used to by the accompanying illustration, the display has all the necessary attributes of a profitable sales stimulant.

This regular Columbia monthly window display service is meeting with great popularity throughout the trade, and not only have Columbia representatives in this country endorsed it unreservedly, but requests for this display service have been received from dealers in Canada, China, Italy, England and the Philippines.

There is a big selling idea back of the Columbia Co.'s new style advertising in the national magazines and newspapers, and the accompanying illustration, showing a recent magazine advertisement, will visualize this idea. Brilliant, picturesque and familiar characters of popular musical comedies and the vaudeville stage give a live, wide-awake appearance to this copy from an illustrative standpoint. The text also carries out the idea in back of this advertising, and there is no doubt but that this publicity will prove invaluable to Columbia representatives everywhere. This same message of live, up-to-date music is carried out in all of the Columbia Co.'s advertising campaigns, including newspaper "ads," dealers' "ads," monthly supplements, hangers, etc.

The Criterion Phonograph Co., of New York City, has been incorporated with a capitalization of $150,000 by W. H. Hoschke, J. N. Harris and J. P. Battles.
PLAYERPHONE

POPULARITY PROVED

GREAT Jobbing Houses Have Found The Playerphone Such a Wonderful Seller That They Now Order Playerphones By the Carload

Shortage of materials and shortage of freight cars are the only things that have prevented the Playerphone sales being over twice as great.

Now, that difficulty is being overcome, orders can be filled with reasonable promptness, either in small lots or in car load shipments.

In all the world there is no tone like the Playerphone's. The Human Voice is its only rival. Plays any make of disc record perfectly without change of equipment.

Your Profit Enormous in a Car of Playerphones.

In addition to the above jobbers we are shipping in carloads. We have two very large Playerphone jobbers, who are making direct shipments of Playerphones. Their names are:

E. E. Bruce Co.,
Omaha, Neb.

W. J. Gilmore Drug Co.,
Pittsburgh, Pa.

We also list our exclusive jobbers in foreign countries, who are shipping Playerphones directly.

In no way can you compete with the Playerphone. It will not stand up against it. Its quality wins every time. One of the best features of the Playerphone is its speed of operation.

The Playerphone Has the Call—Your Sales Are Assured—Your Profits Are Big—Put in Your Order Today

WE SHIP IN BOXES OF NINE MODELS

PLAYERPHONE TALKING MACHINE CO.

W. D. MCKENZIE, Pres. and Gen'l Manager

338 to 352 NO. KEDZIE AVENUE, CHICAGO

THE PLAYERPHONE OFFERS GREAT OPPORTUNITIES TO JOBBERS IN FOREIGN COUNTRIES
Featuring the Musical Possibilities of the Talking Machine

By William Braid White

...
THE TALKING MACHINE WORLD

Every lady played the Virginal, every gentle-

Renaissance, the musical ideas of the polite world

breviary. The death of the Greek Empire at the

began. Persistent efforts were made to
discovers some connection between music as then

and in this way to bring about a revival of

impossible revival of Greek art;
to 

dramatic writing and acting in its ancient purity.

But Peri found his Italian temperament

Peri went further. Persevering in their task, the musical fr:

“Opera” is a Latin word and means simply

and so to-day we call them “grand opera.” The

and in

and the
care more

acceptances.

twentieth century, what with the

the Greek drama had no notion of the song

the story and its embellishment.

and in

long as you

and in the hands of the Turk was the signal for the spread

Greek learning throughout Europe. The

and in

known, and the great Greek poetry and drama

perspective. But how often it happens that the most

idea of the world.

discovered how to write music

and so to-day we call them “grand opera.” The

be marked with his original impress and still

any opera rightly, begin by studying that.

music; but he did something ever so much bet-

famous “recitative” which all the

were not only to take a step in a fascinat-

and in

as regards

beauty is not only to take a step in a fascinat-

the ages to hear it.

And they thought then to make a musical revolu-

eight to it. Close of This Recitative

It is still near enough to the days of Peri to

is always to be marked with his original impress and still

the fatal poet and the singer was sung so
nearly, Richard Wagner took

But with it, and with his invention of the accompaniment

the story and the half-sung, half-spoken recitative.

the glorious art of great singers is reproduced to

When they thought they were about to make a musical revolu-

himself to the Ring, to Tristan or to Parsifal,

But how often it happens that the most

immediate connection with the

But it took three

while.

Yet when you

are going to create opera.

It is still near enough to the days of Peri to

his experiments.

of opera.

The Greek drama had no notion of the song

was able to weld thought and tune, music and

the Greek drama with music, it turned out,

his voice accompanied by a simple chord here and there

it could be sung by the voice

that the most important and revolutionary ideas are born

with its advantage.

It is a perfect type of the sweet, stately

musical ideas of the pol}te world progressed amusingly. No longer confined to

the religious reformation and the growth of liberal

A BIG DEMAND

THE MUSICAL POSSIBILITIES OF THE TALKING MACHINE

(Continued from page 61)

a glimmer save the light that burned at Con-

hundred years to bring about the perfect union.

as early as 1711.

when it

iadami’s and princes translated Sophocles and for-

three 

And when they thought they were about to make a musical revolu-

the Greek drama at the

he got the Latin -current of the convent and the

And when they thought they were about to make a musical revolu-

the study of classical

the public world.

began.

century, what with the

Cardinals and princes translated Sophocles and for-

miserable fire that

the study of classical

began.

But how often it happens that the most

a glimmer save the light that burned at Con-

for Spiltlifirdif

CORTINA ACADEMY OF LANGUAGE

CORTINA, FRENCH AND ENGLISH

MILITARY RECORDS

CASTINGS

CORTINA ACADEMY OF LANGUAGE

12 East 46th Street, New York
THE TALKING MACHINE WORLD

APRIL 15, 1918

THE WIDDICOMB
FURNITURE COMPANY

CONTRACTS ARE CANCELED

The following letter has been sent to Colum-
bia dealers by Francis S. Whitten, president of
the Columbia Graphophone Co. :

"In view of the recent Supreme Court de-
cision, we consider it our duty to notify you that
the dealers' contract existing between you and
this company is no longer valid, and is hereby
canceled.

We anticipate that this new condition will
not interfere with or disrupt our present busi-
ness relations. We expect to continue to fur-
nish you with our product and give you the
same hearty and helpful co-operation as hereto-
fore, and we expect you to give us the same
loyal and interested representation.

We have in course of preparation a cer-
tificate which will formally indicate that you
have qualified as a Columbia dealer and are
authorized to handle Columbia products, which
certificate we hope to send you in the near fu-
ture."

MAINTAIN YOUR INDIVIDUALITY

Do not surrender your individuality, your
identity. Stand for something. The carbon
copy is seldom sent out of the office. Better
be a ten-penny nail in the plant where you work
than try to be a steel girder that won't fit.

THE MOST EXPENSIVELY CONSTRUCTED AND INTELLIGENTLY ASSEMBLED LINE OF PHONOGRAPHS IN THE WORLD—GET SO REASONABLY PRICED THAT GREATER VALUE IS SHOWN A COMPARATIVE PRICE POINT.

Special Introductory Offer—Order from our illustrations in December, January and February issues of this publication any model as a sample at less $300, that you may know how well it is possible to make a reproducing instrument—you will receive a combination—tone excellently by means—a motor less noisy than your watch and guaranteed to stay so—a better con-
structed and finished case than you have ever seen for the money. More convenient and commodious filing devices—except in numbers 1 and 5, where partitions for albums are used—together with unusual minor im-
provements—in fact you may secure the agency for A Better Phonograph than your Competitors.

REVISED PRICES

Conole Tables, $125 - $150 - $175 - $200
Upright Cases, $110 - $150 - $175 - $250

PHONOGRAPHS:

A Finished Product

We Are Ready—

Grand Rapids, Michigan

WIDDICOMB FURNITURE COMPANY

WIDDICOMB FURNITURE COMPANY

We are exclusive manufacturers of talking machine cabinets. We can furnish them either in white or finished. Special designs created and submitted if desired.

SPECIAL OFFER

We have a quantity of cabinets made for a concern which went out of business before shipment could be made. They are in oak and mahogany, height 50 inches, depth 23 inches and width 22 inches, with fancy carved legs, well top, beautiful massive design throughout. This is a big bargain for a quick purchase. Write for particulars regarding this special offer.
Pathe Phonograph $175
Other models $25 to $225

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

Long Life to Records
The Pathe Sapphire Ball cannot possibly cut, grind, rip or mar the record's surface.

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

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

Don't you want to line up—
With a phonograph that—
promises best for the future?
Yes — Pathe —

It's going strong right now—
And so are the Pathe Records—
But the dealer with business vision should look way beyond the present.

And if he does—he can see the fine desirability of a Pathe connection.

Pathe arrived long ago—is moving ahead fast—but it's this present momentum of Pathe publicity that later on will provide the greater returns for the dealer who starts now, and builds with Pathe.

Write us about the Pathe proposition.

Williams-Davis-Brooks & Hinchman Sons
26 East Congress Street

Detroit, Michigan
Some don’t know the value in "daylight saving"

But they will.

Some dealers don’t know what Pathe would mean to them.

But they might.

There’s many a value that has not been given its due appraisal.

As a suggestion—investigate Pathe.

From the inside point of view, we can tell you of terms and conditions that should appeal to you.

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

Long Life to Records
The Pathe Sapphire Ball cannot possibly cut, grind, rip or mar the record’s surface.

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

Plays all Records
Each Pathe Phonograph plays not only Pathe Records, but all other makes of records, and plays them perfectly.
NEW YORK STATE SONORA DEALERS HOLD CONVENTION

APRIL 15, 1918

The Sonora Phonograph Sales Co., Syracuse, N. Y., and its members, were in attendance at the first annual convention of the Sonora dealers in this jobber's territory, which was held recently under the auspices of the Sonora Phonograph Sales Co.

The purpose of this meeting was to enable the various Sonora representatives of New York State to get better acquainted with each other, and to have an opportunity of meeting the directing heads of the Sonora Phonograph Sales Co. The convention was a decided success, and all of the dealers were enthusiastic in their praise of the practical benefit derived from the meetings.

The dealers convened at the Gibson-Snow headquarters at 9 o'clock, and during the morning and the early part of the afternoon a number of informal conferences were held regarding distinctive features of Sonora products, and practical sales suggestions.

At 3 o'clock they adjourned to the Onondaga Hotel, where a short address of welcome was made by Nelson P. Snow, vice-president of the Gibson-Snow Co., Inc. Among the other addresses made at this meeting was a splendid talk on "Sonora Quality," by George E. Brightson, president of the Sonora Phonograph Sales Co., which is reproduced herewith.

A banquet was held in the evening at the Onondaga Hotel, and during the course of the dinner informal addresses were made by a number of the dealers who told of their experiences in handling the Sonora product, and of the remarkable strides in popularity which have been made by this high-grade phonograph in recent years.

Among those present at the convention in addition to the names already mentioned were the following:

- C. T. Malcomb, assistant manager of the Gibson-Snow Co.;
- L. M. Cole and Mr. Trotter, of the Gibson-Snow Co.;
- E. C. Beshgetoor, Jamestown, N. Y.;
- F. A. Jensen, Niagara Falls, N. Y.;
- G. J. Gorden Jennis, Niagara Falls, N. Y.;
- F. P. Moody, Saratoga Springs, N. Y.;
- F. W. Mead, Middletown, N. Y.;
- Fred L. Weinheimer, Syracuse, N. Y.;
- E. N. Weinheimer, Syracuse, N. Y.;
- N. A. F. Weinheimer, Syracuse, N. Y.;
- W. M. Hille, Syracuse, N. Y.;
- Messrs. Bentley, Caldwell, Thompson and Schindwein, Syracuse, N. Y.;
- Chas. Ziegler, Palmyra, N. Y.;
- W. P. Smith, Palmyra, N. Y.;
- L. H. Wheat, Newark, N. J.;
- W. C. Ludwig, Rochester, N. Y.;
- J. E. Bird and J. E. Bird, Jr., Rome, N. Y.;
- Giles H. Dickinson, Binghamton, N. Y.;
- W. A. Jones, Oxford, N. Y.;
- F. E. Barnes, Herkimer, N. Y.;
- Chas. F. Hoffman, Buffalo, N. Y.;
- P. Farb, Saginaw, Mich.;
- C. C. Smythe, Binghamton, N. Y.;
- T. Amesbury Goodl, Buffalo, N. Y.;
- W. H. Paterson, Fulton, N. Y.;
- D. H. Clarke, Watertown, N. Y.;
- Mr. Hammond, Cortland, N. Y.;
- R. Guy Coe, Kirkville, N. Y.;
- E. F. Schepp, Boonville, N. Y.;
- E. K. Ruhl, Buffalo, N. Y.;
- C. F. Foster, Earlville, N. Y.;
- Geo. Kemph, Dolgeville, N. Y.;
- Miss F. Kemph, Little Falls, N. Y.;
- W. C. Alipeter, Rochester, N. Y.;
- J. H. Anderson, Utica, N. Y.;
- Taylor Chapman, Oneida, N. Y.;
- R. Gang, Syracuse, N. Y.;
- Mr. Churchill, Syracuse, N. Y.;
- Miss Elizabeth Kushine, Syracuse, N. Y.;
- John Gang, Syracuse, N. Y.;
- R. P. Smith, Marcellus, N. Y.;
- Geo. E. Brightson's Speech

At this time it might be well to bring to your notice that it has been the policy of the Sonora Phonograph Co. to cooperate in any way possible with the dealers in the interests of the business, and to back their efforts. The yesterday the industry has built up is the public's tribute to the value of the work they have done. They have spent tremendous sums of money to record the genius of the foremost vocal and instrumental artists of our time. This will be appreciated by the generations to come, and will form a lasting monument to the remarkable and gigantic Victor organization. Their expenditures in advertising have helped every one, and in the main have been for the sake of a phonograph, to determine that they should have one.

The public has also received much credit for much of its productions. Personally, I have repeatedly said, during the past four years, that I would not want an instrument that could not play all disc records. These doubts are not new with us, for our 1913 and 1914 advertising substantiates my views in that respect.

The purpose of this meeting was to enable the Sonora Phonograph Cooperation, we formulated a plan of keeping off all other manufacturers, we refused to hire any person who had ever been in the employ of either of the then existing companies, whether it be a mechanic or a clerk. We would not consider a pattern for a cabinet that looked like one of the other, and we also originated plans of our own for distribution, and have been able to sell out our own foundation. We give full credit for our own success, and let it be understood that we are in business to make money, and that we are not. The first to make a machine for disc records, with full cooperation of the Sonora Phonograph Co., and abandoned by the Sonora Co. about seven years ago.

The first to have an automatic stop—the first to have a turntable—the first to manufacture only one to have a motorized turntable. The first to play a disc record with a jewel needle—the first to play all music records. Our recent advertising, conducting the growing evil of "easy payments," and making the public believe that we have an interest in the welfare of our dealers. Our advertising has them to thank for the really wonderful results of their efforts. The great industry they have built up is the public's tribute to the value of the work they have done. They have spent tremendous sums of money to record the genius of the foremost vocal and instrumental artists of our time. This will be appreciated by the generations to come, and will form a lasting monument to the remarkable and gigantic Victor organization. Their expenditures in advertising have helped every one, and in the main have been for the sake of a phonograph, to determine that they should have one.

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In New York City one of our highest class piano dealers, on Fifth Avenue, who has our instruments, tells us that most of his sales for Sonoras are made for cash, and at all times he feels that any attempt to trade our pianos at the same price later makes the dealer and the instrument unattractive. He says that the greatest sales our instruments make in this city is due to their perfect tone and to the quality of our names closely resembling ours—in one case the changing names, which are now being made causing some unscrupulous ones to get "easy" on the public, and to sell the instrument under another name, and generally to deceive the public—in a few instances by advertising false names with the word "electric" is utilized, as for example type "C" oak, etc.

The marked favor Sonora has found, and our great success, has been largely due to the ambition to please the public—good work, properly marketed, and certainty of a steady and increasing success have caused some unscrupulous ones to follow any other method.

The industry has been steadily growing. As a result of our publicity several thousand Americans are familiar with the Udell and with the Udell trade mark.

We started advertising Gutenberg record cabinets in the first issue of The Talking Machine World that was ever published. Every year since then we have consistently advertised UDELL cabinets.

As a result of our publicity several thousand Americans are familiar with UDELL cabinets and the Udell trade mark.

The industry has been steadily kept on intimate terms with the Udell cabinets and the Udell trade mark.

Today the Udell trade mark on a record cabinet is nationally recognized by talking machine dealers as a guarantee of superior quality and of an excellent profit for the dealer.

The TALKING MACHINE WORLD

NEW RETAILER IN PHILADELPHIA

Theodore Presser Co. Opens Handsome Victor Salesrooms at 1710 Chestnut Street, That City, With A. D. Proudfit as Manager

PHILADELPHIA, Pa., April 2—The latest addition to the retail Victor showrooms in this city are those opened recently by the Theodore Presser Co., well-known music publishers and dealers, at 1710 Chestnut street, in the building adjoining their old-established quarters.

The new showrooms have been fitted up in a most elaborate manner, with Unico equipment throughout, and under the management of A. D. Proudfit, formerly manager of the retail ware-

rooms of the Estey Piano Co., in New York City.

It is expected that the presence of the Presser Co. in local music and business circles will insure the success of the department from the outset. A satisfactory stock of machines and records has been secured, and Manager Proudfit reports that a stationary business has been transacted since the opening day.

GEORGE W. HOPKINS

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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
Happenings in Dominion of Canada

NEW MANUFACTURING HOME FOR COLUMBIA IN TORONTO

Occupancy of Large Building at 54-56 Wellington Street Gives Company Double Present Factory Space—New Concerns Enter Field—Some Staff Changes—Other News of Interest

Otto Heininen of Phonograph Supply Co., Inc., New York, has returned to the Toronto branch after a strenuous week in New York, where he attended a convention of the firm's head office officials, branch managers and factory managers.

Mahood Bros., Kingston, Ont., Victor dealers.

C. W. Lindsay, Ltd., Columbia, etc., also of Kingston, in their advertising feature largely a selection of popular selling records of classical, instrumental, patriotic and dance listings and find this a capital way of disposing of a selected list.

During the period of "heatless days" when theatres and movies were closed, the Columbia Graphophone Co. and their dealers throughout the country featured large-sized copy advertising the purchase of Grafonolas and records as a constant reminder of music in the home and never off the job entertainers.

The Talking Machine Supplies Co. has been registered in Toronto.

Arthur Middleton, the well-known Edison artist, recently appeared in a concert recital here in conjunction with the Toronto Symphony Orchestra. The dealers report having sold a large number of records of this artist as the natural sequence.

F. J. Kennedy, formerly of the Mason & Risch staff, Toronto, is again with headquar-

ers of the Victrola department. A couple of years ago Mr. Kennedy went to Winnipeg and was manager of the Victrola department there, which position he resigned to return East. A recent trade visitor to Toronto was M. H. Matthews, president of the Thomas Mfg. Co., Dayton, O., who was over having a look at his firm's Toronto branch, in charge of P. K. Wood and F. J. Foley. Mr. Matthews reports a

largely increased output of Dayton motors, tone arms and reproducers, as a result of the recent installation of new machinery and enlargement of their manufacturing facilities.

W. B. Purchett, vice-president and general manager, and F. A. Trestall, advertising manager of the Williams Piano Co., Ltd., Oshawa, recently resigned their respective offices with this firm to devote their entire time and attention to the business of the Musical Merchandise Sales Co., distributors in Canada of Brunswick phonographs. John E. White, sales manager of the Williams Piano Co., announces that he is also joining the Brunswick distributing organization. The plans of the Musical Merchandise Co. include the opening of branches at Winnipeg and Montreal. Their offices and showrooms in Toronto are in the Excelsior Life Building, at the corner of Adelaide and Toronto streets.

J. W. Cuswell, formerly eastern sales manager of White Sewing Machine Co., has resigned that position to join the Starr Co., of Canada. His territory will be all of Ontario, and as he makes a change only after a close observation of the phonograph business in general, and the Starr line in particular, he should make good. To avoid confusion because of similarity in names, and also to make their name more indicative of their business, the distributors in Canada of Starr phonographs and records have changed their firm name. In the future it will be "The Starr Co. of Canada," instead of "Canadian Phonograph Supply Co." The headquarters of the firm remain at London, Ontario. John A. Croden and W. D. Stevenson, proprietors of the firm, are just approaching the close of their first year's business, which has exceeded their brightest hopes. For some time they have been receiving phonographs from the factory at Kielmond, Ind., by express, in order to have goods for delivery.

Rea's Drug Store, Woodstock, Ont., have had the formal opening of their music room, which has just been completed at the rear of the store. Rea's are featuring the Brunswick phonograph.

W. E. Wilson has taken up his new duties with the Pathe Co., and is already deeply engaged in evolving new ways and means of giving service to Pathe dealers.

T. A. Dillon, former Ontario traveler for R. S. Williams & Sons Co., Ltd., Edison sales branch, is now located at the Toronto headquar ters as manager of the Edison sales department. Mr. Dillon is succeeded on the road by J. A. MacKay.

James Malcolm, president of the Pathe Co., is at present on a Western trip, which will take him out to the Coast.

Thomas Mundy, Toronto, has joined the Canadian Symphonola Co. as sales manager.

Recent additions to the growing list of Pathe dealers are: Claxton & Co., Lindsay; E. V. Varne, Peterborough; Minities Music Store, Sarnia; Jury & Leslie, Owen Sound; Wesley Walker, Goderich; A. G. Day, Orillia; Martin Music House, Brampton; Toster Piano Co., Fort Arthur.

New Columbia Building in Toronto

Conclusion

Talking Machine Supplies and Repair Parts

SPRINGS, SOUND BOX PARTS, NEEDLES

THE RENÉ MANUFACTURING CO.

MONTVALE, NEW JERSEY
"MUSIC IN THE HOME" IN MONTREAL

Talking Machine Men Support the Campaign—American Machines in Favor—General Business Outlook Reported Most Satisfactory

MONTREAL, Que., April 4—A representative meeting was held recently of piano and talking machine dealers to listen to E. C. Scythe, president of the "Music in the Home" movement in Toronto, and J. A. Fullerton, secretary. A goodly amount was subscribed by those of the trade present, and it was announced that Montreal's leading English Daily and Weekly and French Daily would feature a "Music in the Home" page very shortly.

W. W. O'Hara, general sales manager for Layton Bros., Edison and Columbia dealers, won the third prize in the recent Canadian Edison window display contest.

C. W. Lindsay, Ltd., lately displayed in their handsome show windows two new art design Pathephones, the first to arrive in Montreal.

N. G. Valiquette, Ltd., have inaugurated a Pathe Club open to 100 members. As special inducements they offer easy weekly payments, reasonable extension in case of sickness, accident or loss of employment and clear receipt in case of purchaser's death.

Sales Manager W. W. O'Hara with his usual aggressiveness made capital out of St. Patrick's Day by dressing Layton Bros. show windows appropriately in honor of Ireland's patron saint.

Edison and Columbia models were decorated with green ribbons, pots of shamrocks and records of Irish artists prominently displayed. The whole drew most favorable attention from passersby.

The Melodia Co., of Canada, have recently put on the market a new model.

The Berliner Graphophone Co., Ltd., are now distributing the new 384-page Victor catalog listing over 9,000 records.

The following world-known Victor celebrities will shortly appear in Montreal—Alma Gluck, Efrem Zimbalist, Martinelli and Heifetz.

Joseph Brien is now calling on the French trade in the interests of the Pathe Co. He is working from the Montreal office.

J. G. Harrison, of W. H. Thorne & Co., Ltd., St. John, N. B., Edison jobbers in the East, has returned from New York, where he attended the Edison jobbers' convention. This firm has arranged for Odette Le Fontenay, soprano, to give a series of Edison tone tests in different Maritime Province towns, including St. John, Fredericton, Pictou, New Glasgow, Sydney and Glace Bay.

The Ideal Phonograph Co., of Rockford, Ill., has opened two salesrooms in that city, one at 819 West State street, under the management of C. R. Fuole, and the other at 1324 Seventh street, in charge of John King.

Ed Archambault has purchased the old J. A. Hurtle business from C. W. Lindsay, Ltd., and is turning his own store and the Hurtle store, which are next door to each other, into one large store. He will feature the Pathephone and Pathe records.

Madame A. Didier, who has been in charge of the French section of the Pathe Co., has gone into business on her own account, opening a large Pathe department in the store of Dupuis Freres, the leading French departmental store in Montreal. Madame Didier is well acquainted with the talking machine business, having been in charge of the Pathe department at N. G. Valiquette, Ltd.

H. L. Hewson & Son, Ltd., Amherst, N. S., distributors of the Pathephone for the Maritime Provinces, are moving into their new warehouse and offices, where ample facilities will be afforded for the development of their growing business.

The Cowan Piano & Music Co are delighted with results since handling the Brunswick line and are building up a large clientele with this make as their leader.

Charles Citruss reports exceptionally good Sonora and Aeolian-Vocalion business the past month with an increased demand over February in the call for the various higher-priced models of machines.

H. C. Wilson & Sons, Ltd., Sherbrooke, Que., are firm believers in the continued popularity of Victorola and Victor records, to which they are giving exclusive and exclusive representation in Sherbrooke and the surrounding country and in their branch stores. Owing to the increased business a large part of the grand piano floor has been given over to soundproof demonstration rooms.

A. Ramsberger, in charge of the Grafonola department of J. W. Shaw & Co., reports that since removing the department to the ground floor business has increased wonderfully. The new style Columbia, No. 100, is quoted as an exceptionally good seller.

The Canadian Graphophone Co., Columbia distributors in the Province of Quebec in both their wholesale and retail departments, report briskness that augurs well for the future in both machines and records.

OPEN NEW SALESROOM

The Ideal Phonograph Co., of Rockford, Ill., has opened two salesrooms in that city, one at 819 West State street, under the management of C. R. Fuole, and the other at 1324 Seventh street, in charge of John King.

WITH THE TRADE IN WINNIPEG

Collecting Old Records for Soldiers—W. P. Trotzke Re-Enters Trade—Hudson Bay Co.'s Payment Chart for Installment Sales

WINNIPEG, Man., April 2—Stannwood's, Ltd., Columbia dealers, recently appealed through the press for old records which they collect and send overseas without any expense to the donors. This example could easily be emulated by other aggressive dealers.

W. P. Trotzke, of Kinistino, Sask., who some time ago dropped out of the phonograph business, is back in the game again strong and good with the Edison line.

C. E. Locke, Tara; W. A. Bowen, Ridgeway; W. K. Elliott, Brampton, and Niagara Music Store, of Niagara Falls, have added the Brunswick phonograph line.

The Winnipeg Piano Co. secured first prize in the Canadian Edison window display contest, and feel quite elated over their victory by beating out Toronto in second place, and Montreal in third.

The following system of extended payments is announced by the Hudson Bay Co.'s Calgary, Alta., Grafonola department:

<table>
<thead>
<tr>
<th>Price of Instrument</th>
<th>Payment</th>
<th>Monthly Payment</th>
</tr>
</thead>
<tbody>
<tr>
<td>$122.00</td>
<td>$100.00</td>
<td>$10.25</td>
</tr>
<tr>
<td>$73.00</td>
<td>$50.00</td>
<td>$5.00</td>
</tr>
<tr>
<td>$10.00</td>
<td>$0.00</td>
<td>$0.00</td>
</tr>
</tbody>
</table>

It is reported that Edison Hall (the Kent Piano Co., Ltd.), are having a $50 Edison prize essay contest open to the school children of that city and vicinity.

ESTABLISH MANY NEW DEALERS

Boston, Mass., April 8—Oscar W. Ray, New England manager of the Emerson Co., makes a most enthusiastic report of the way dealers are taking hold of the new nine-inch records. Among the houses that are taking large consignments are the Jordan Marsh Co., Magrane Houston Co., Timothy Smith's, out in Roxbury; J. C. Coolwell, of East Boston; Harry Schulze, of South Boston; Sage Allen Co., of Hartford, Conn.; John Pettit, of Roxbury; M. J. Elvedt, of Allston; Kittredge's, in Lowell; James W. Hill, at Manchester, N. H.; Krey's Music Store, in Boston, and Seaford's at Portland, Me. Mr. Ray says that March has been the best month in the New England territory since he took hold of it and that prospects are excellent.

AMERICAN

AMERICANS embody all the good qualities and special features of phonographs, clear in tone, beautiful in design, finest finish, smooth running motors.

We stand back of every American

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

No. 5—$50.00
No. 4—$40.00
No. 3—$35.00
No. 2—$25.00
No. 1—$22.00

No. 9—$80.00
No. 8—$65.00
No. 7—$50.00
No. 6—$40.00
No. 5—$25.00
No. 4—$20.00

No. 11—$115.00
No. 10—$100.00
No. 9—$80.00
No. 8—$65.00
No. 7—$50.00
No. 6—$40.00
No. 5—$25.00
No. 4—$20.00
No. 3—$15.00
No. 2—$10.00
No. 1—$5.00
An Artistic Spring Window Suggestion Described for Talking Machine Dealers

By Ellis Hansen

This is the fourteenth 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.

Once upon a time when the talking machine industry was very young indeed, harder older than a baby that could only talk baby talk, and sing little simple songs, the public, nevertheless, was beginning to grasp the wonderful possibilities of the "talker" as a home entertainer. One day a well-known manufacturing concern woke up to the fact that its business was entirely too brisk. Letters and telegrams were pouring in on the concern from every part of the land, and it didn't know what to do to fill the orders. You see this concern had previously started an advertising campaign in the national magazines and the result was that it was hopelessly swamped with orders. Although its factory was working overtime far into the night, new orders were piling up and no relief was in sight. Something desperate had to be done. It was done. The advertising in the wicked magazines that had caused so much trouble was withdrawn for the time being. Soon after the factory caught up with all the orders on hand. The frantic telegrams and unpleasant letters from dealers urging deliveries ceased to trouble the order department. The working forces stopped overtime work and slept quietly at night and everybody was happy. Moral: Whenever you need a good rest step advertising.

This little story may be true or it may not. It is a fact, however, that many dealers have cut down their advertising appropriations during the war, not only curtailing expenses for newspaper advertising but window display services as well. That sort of economy is bad business. The time to advertise and put in lots of work in your show windows is when business is slow.

Talking machine dealers should keep on hammering the fact into the public that music in war time is as necessary as food and clothes, and the dealer's best means for such a campaign is his show windows. Music helps to keep our boys in France or in the training camps strong and fit. It brings joy and pleasure into our homes that are more or less affected by the war. In former articles of this series I have called dealers' attention to the great aid "cut out" figures have proved to be in making interesting and inexpensive "talker" displays in connection with records. No other special feature that I can think of stimulates the sales of records more than such displays, probably on account of the human interest. The "craze" for dance records seems to be just as strong now as it was before our country entered the war. Several prominent dealers have urged me to design a dance window on that account and describe it in The World. The display shown in the photograph is intended to illustrate what a splendid time and entertainment people can enjoy in their own homes by the aid of a talking machine. A simple balloon, finished off at each end with vases, forms a graceful background for the two dancers. Back of this are about a dozen Japanese lanterns in red, green, blue and yellow, which form a most dazzling color combination, and give atmosphere to the display. The two little trellises arranged back of the vases are thirty-six inches high, enameled white and made into a hub or ring at the top to support the two birds of paradise. These trellises also serve to support the rose branches which fit so nicely into an early summer window. The two figures are adapted from a Vanity Fair title page which pictured a skating scene. The two lanterns held by the dancers could be used with any lettering the dealer might desire. The dancers could also be provided with real lanterns and electric bulbs placed inside, the wires being concealed back of the arms and figures to the nearest floor plug which, of course, would heighten the effect considerably. The figures were made separately, the girl standing in front of the boy with about four inches between them, which made the arrangement much more realistic. To make the most out of this display one fine talking machine should be arranged near the center of homes that are more or less affected by the war.

The talking machine is the ideal instrument to provide the relaxation, refresh and strengthen the mind and dispel gloom and fear. But to bring these facts home the dealers must advertise the show window is the best medium through which to demonstrate the entertainments, the diversion and the inspiration that the talking machine is able to bring to the millions of homes that are more or less affected by the war.

A Well Arranged Spring Window That Will Appeal to Dealers

On the opposite side a program made up for the supposed entertainment should be placed. This program should consist of six musical numbers, the disc of each of which should be placed on stands in the display. The program should be headed with "America" or some other patriotic selection. The other five numbers could be made up from records the dealer is anxious to sell, and of which a good supply is kept on hand. The lanterns held by the dancers could also be used for important announcements of new records, or other advertisements desired by the dealer.

The baluster and vases are made of heavy cardboard cut out and air brushed and reinforced by strips of wood. The figures are almost life-size and painted in the natural colors. The artificial flowers in the vases consist of three arrangements back of the vases are thirty-six inches high, enameled white and made into a hub or ring at the top to support the two birds of paradise. These trellises also serve to support the rose branches which fit so nicely into an early summer window. The two figures are adapted from a Vanity Fair title page which pictured a skating scene. The two lanterns held by the dancers could be used with any lettering the dealer might desire. The dancers could also be provided with real lanterns and electric bulbs placed inside, the wires being concealed back of the arms and figures to the nearest floor plug which, of course, would heighten the effect considerably. The figures were made separately, the girl standing in front of the boy with about four inches between them, which made the arrangement much more realistic. To make the most out of this display one fine talking machine should be arranged near the center of homes that are more or less affected by the war.

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The dancing machine is the ideal instrument to provide the relaxation, refresh and strengthen the mind and dispel gloom and fear. But to bring these facts home the dealers must advertise and the show window is the best medium through which to demonstrate the entertainments, the diversion and the inspiration that the dancing machine is able to bring to the millions of homes that are more or less affected by the war.
SONA-TONE SHOP OPENED

New Brooklyn House Featuring Sona-Tone Phonographs—Now Able to Make Prompt Deliveries of All Types of Those Machines

A spacious and attractive Brooklyn Sona-Tone Shop was opened in Brooklyn on April 3, with Franklin Riker, a well-known musician, as sales manager. This shop is situated at 322 Livingston street, within a half block of the Montauk Theatre. The Nevins street subway station is just around the corner, and Mr. Riker is enthusiastic over the desirability of the shop's location and the unlimited opportunities for closing an excellent business.

This shop will carry a complete line of Sona-Tone phonographs, and arrangements have been made which will enable the shop to make imme- diate deliveries of all types. The showrooms are attractively furnished and decorated, and Mr. Riker is leaving nothing undone to make the warerooms a Mecca for music-lovers in that section of the city.

One of the most interesting features of the organization of this Brooklyn Sona-Tone Shop is the fact that Mr. Riker is a thoroughly trained and experienced musician, having studied for the concert stage in Italy, under some of the best-known maestros. Possessing a remarkable fine tenor voice, his concert work has attracted considerable attention from critics and from members of the musical world. At the present time he holds a position as soloist in one of the largest and most influential churches of Brooklyn. Mr. Riker believes that every salesman of musical instruments, especially talking machines, is a 100 per cent. salesman only when he knows the practical side of music, and knows when and how to appeal to his patrons through understanding tone quality. He has a number of important plans to announce in connection with his work at the Sona-Tone Shop, and sales during the first ten days have been very gratifying.

FINISHING FRET WORK PROPERLY

How One Cabinet Manufacturer Solved This Particular Problem in a Logical Way

One of the features of many phonograph cabinets that has called forth criticism has been the unsatisfactory finish of the fret work covering the sound chamber. In a good many cases cabinets, beautiful in every other particular, have been marred by poor work in this connection, due oftentimes to the fact that the cabinet finishers did not understand just how to go about handling the fret work. One cabinet manager made to overcome the difficulty by having the panels finished before the fret sawing was done, the panels being rubbed down after the three coats of varnish, just the same as the rest of the case.

The panels were then nailed together, four in a bunch, with ordinary drafting paper between them, the top panel being turned face down- ward, and the marking done on the back, it being sanded if needed. The panels turned out well and they presented a fine, clean-cut appearance that was impossible in the old method.

In order to stain the edges left white by the sawing, an oil stain is used, as water stain is inclined to swell the wood and mar the clean-cut appearance of the work. The top side of the fret sawing that shows when it is placed in the case is shellacked with a small, soft brush (from the back side of the panel), and the result is very satisfactory. These panels are of five-sixteenths inch thick- ness and go into a small mitered frame that is removable. Any finisher knows how much dulli- ness and fuzzy work is required to finish a fret sawed panel, the rubbing is never flat and the picking out of pumice stone from the corners of the fret is an almost impossible job, while what is left turns white in time.

The above plan does away with this nuisance. Four panels are fret sawed at one time and the work is done on a McKnight saw. For panels in the fumed finish, no paper is required between them while fret sawing. By using a good saw blade with little set, or one of the French pattern blades, having no set and running to a narrow back, the work is very smooth and no further labor is required before sending the panels to the finisher—Veneers.

COLUMBIA DEALERS: Eject-o-files are built to fit the style 75 and others. Slip them in as they are wanted. Why carry that big stock of 85's, etc., when the Eject-o-file does the trick. "The Eject-o-file is Efficient" and you are in business for dollars and cents.

VOCALION DEALERS: A receptacle for records that can be slipped into your style F.G.H.J. & K. They are "built to fit." Wonderful convenience and a powerful selling argument. Ask the Salesman.

EDISON DEALERS: Eject-o-files are built to fit the style C-150 and 100. Many dealers are reaping the benefits. Why not you?

"BUILT TO FIT" any machine and a powerful asset for any dealer. Why offer Albums, Envelopes and other antiquated methods of filing to your customer? Eject-o-files are modern and efficient. Prices are phenomenally low.

EJECT-O-FILE SALES CO.
216 W. Saratoga Street
Baltimore, Md.
and that is not so very long ago—one of the points of discussion has been whether or not it was advisable to handle talking machines exclusively, or, whether the better course was to handle several lines of merchandise in conjunction with the talking machine department. The views, of course, are varied, according to the personal experiences of those giving them. The man with the exclusive store, who has won success, naturally maintains the arguments of his method, while the other merchant who cannot see some merit in his system. There is no doubt, however, that in many particulars the exclusive talking machine ord creates an impression at once on the customer that this store in the future is where he will come. So our advice is to carry the complete catalog and have it so systematized as to order immediately as fast as you sell a record to get it right back in stock, and thereby never be out and never lose a sale and never disappoint a customer.

Now by specializing you can easily do this, because you are just in the talking machine business and by giving your whole time to it it becomes not only profitable but extremely interesting, and...
For your customers who want Real Music and whose limit is below $100

THE NEW EDISON DIAMOND AMBEROLA

Many families in your community want a phonograph that will give them real music, but cannot afford to pay $100 or more for such an instrument. Such families are the best kind of prospects for the New Edison Diamond Amberola because it will give them genuine Edison music at nominal cost.

We have ample and convincing evidence that, musically, the New Edison Diamond Amberola and Edison Blue Amberol Records far outclass any line of phonographs (or talking machines) and records not bearing the Edison hall-mark.

Are you one of those skeptics who like to be “shown”? We hope so, because we like to "show."

THOMAS A. EDISON, Inc.
AMBEROLA DEPARTMENT
Orange, New Jersey
NEW DISTRIBUTIVE PLAN SOON

To Be Announced by Wm. H. Alfring, Manager of Wholesale Vocalion Dept. of Aeolian Co.

Wm. H. Alfring, manager of the wholesale Vocalion department of the Aeolian Co., New York, announced this week that the company will soon be in a position to advise the trade regarding the establishment of several important points of wholesale distribution. Mr. Alfring has been busy the past few weeks working out this plan of distribution, and, according to present arrangements, Vocalion wholesale headquarters will soon be located in many of the principal cities.

At the present time the Vocalion is being distributed from St. Louis and Chicago, and the dealers in these territories handling this line are enthusiastic regarding the service and cooperation that they are receiving from these two distributing points. The demand for the Vocalion has increased so rapidly that it has been found advisable to divide the country into a number of wholesale distributing centers, so that the dealers in each section of the country may be given maximum service and cooperation.

During the past few months Mr. Alfring has visited Vocalion representatives throughout the country, and, according to reports he has received, this high-grade line will enjoy a banner era of prosperity during the coming year. Vocalion representatives have been concentrating their activities on the development of the better class of business, and the fact that this manufacturer of musical instruments, has been an important factor in the success which this instrument has achieved during the past two years. Meanwhile, plans already laid should mean even greater progress for the Vocalion in the future.

MANY AIDS FOR THE DEALER

Kohler & Campbell, Inc., Have a Well-Managed Department Equipped to Help Dealers Secure Business Along the Lines of Least Resistance

The value of a thoroughly perfected organization has been manifested in the success of Kohler & Campbell, Inc., Fifty-First street and Eleventh avenue, New York, who are counted among the world’s largest manufacturers of pianos, player-pianos and reproducing pianos. The growth of this concern has not only been rapid but has been particularly healthy, and they have, besides developing phenomenal manufacturing facilities, maintained for many years a sales promotion department, which places at the disposal of the dealers many merchandising aids.

The main object of this department has been to study the requirements of the purchasing public as well as the dealer, and to help the latter secure business along the lines of the least resistance, consequently this department, which is under the supervision of Chas. A. Stein, advertising manager, who has had a wide experience in merchandising, has planned several forms of promotion work which have proved most successful. These include circular letters for the dealer’s use, catalogs, pamphlets, envelope stuffers, window displays, window cards which may also be used for trolley car advertising, and electrotyped advertisements for use in various sized newspaper advertising. The department is also able to supply the dealer with lantern slides, which may be used in the various moving picture houses in his locality. All of these sales promotion features have been planned after a thorough study so that they will have a most appealing effect on the minds of the people and prove to be a magnet which will draw prospects to the dealer’s store.

Veritone Talking Machine Co., Inc., has been incorporated with capital stock of $2,000, to deal in phonographs and musical instruments. The incorporators are Walter B. Craighead, Edith Craighead and Isabel Ross.

The Unger Furniture Co. have set aside a large section of their store as a talking machine department handling the Victor line exclusively.

A Period Style Vocalion

COLUMBIA FORCE IN DALLAS, TEX.

DALLAS, TEX., April 4—H. A. Yerkes, field manager of the Columbia Graphophone Co., was a visitor to this city recently, and spent some time at the company’s local branch, which is under the management of F. E. Erisman. While here Mr. Yerkes congratulated Mr. Erisman upon the efficiency of his sales organization, and the accompanying photograph gives the facsimiles of these live wires.

During the past few months the sales totals of the Dallas branch have shown a good-sized gain over 1917, and the figures for last December, which set a new record, were exceeded by February. March sales totals are not yet available, but it is more than likely that this month established a new high-water mark for this very successful organization.

THE DEALER WHO FAILED

Shop front dirty—unclean windows—inadequate stock—rusty stock of machines—records heaped together indiscriminately on the counter, scratched, and with torn envelopes—untidy shop, etc.; that is the story of the dealer who failed. It is told in an interesting way by M. E. Rickets in "The Voice," of London, and makes instructive reading, embodying, as it does, helpful hints and much useful advice for all who would be successful in their business.

Record Cleaners

The "Standard" Circular Record 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

Automatic Stops

K & E Automatic

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

SEND 50c FOR SAMPLE STOP

18715.1918 THE TALKING MACHINE WORLD 75
The Federal Reserve Banking System has been urging business men to utilize the trade acceptance, and it is quite likely that its use will soon be universal and common.

The average business man is familiar with the principle of trade acceptance, which is an acknowledgment of the debt by the buyer in favor of the seller, for merchandise that the latter has placed in the hands of the former, with which to pay his debt. The buyer agrees to pay at a certain date at his own bank, to the seller, the amount of this invoice, by writing across the face, the word "accepted," with the name of his own bank and his own signature.

This varies from the open book account method only in giving the debt a negotiable value. According to the opinion of a Federal Bank official, the signing of a trade acceptance is the ideal method of doing business. The form adopted by the Delphine Co. is reproduced herewith, and this form is meeting with the unanimous favor of the company's representatives.

TRADE ACCEPTANCE PROVES POPULAR

Delphine Co. Finds That Its Dealers Generally Are Pleased With That System of Handling Accounts as Increasing Credit Prestige

The Trade Acceptance is being adopted by the largest institutions in the country as a means to overcome the disadavantages of the unsatisfactory system of long credit. Banks, financial authorities, the National Association of Credit Men, and, in fact, all members of the business world are advocating its prompt adoption. The Federal Reserve Banking System has been urging business men to utilize the trade acceptance, and it is quite likely that its use will soon be universal and common.

The average business man is familiar with the principle of trade acceptance, which is an acknowledgment of the debt by the buyer in favor of the seller, for merchandise that the latter has placed in the hands of the former, with which to pay his debt. The buyer agrees to pay at a certain date at his own bank, to the seller, the amount of this invoice, by writing across the face, the word "accepted," with the name of his own bank and his own signature.

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NEW INVINCIBLE SOUND BOX MODEL

Hector Pocoroba, sales manager of the New Jersey Reproduction Co., Newark, N. J., manufacturer of the "Invincible" sound box, returned recently from a two months' trip through the north and central West. He states that conditions throughout this territory are very satisfactory, and substantiates this optimism by showing good-sized contracts which he has closed for 1918.

In a chat with The World Mr. Pocoroba said: "It is pleasing to note that a number of well-known manufacturers have adopted the 'Invincible' sound box as the standard equipment for their 1918 product, and as they reached this decision because of the tonal qualities of our product, we are naturally gratified at the success which this sound box is achieving. We have received many letters of commendation from dealers regarding the 'Invincible' sound box, and our facilities in 1918 will enable us to adequately take care of the demands of our trade."

Upon his return to Newark Mr. Pocoroba learned that the company now has ready a new model of the "Invincible" sound box, which was invented and perfected by A. Luciano, superintendent of the company's laboratories. It will be known as the "Invincible" No. 2, and is now being introduced to the trade. Initial orders indicate that it will soon outclass the first model in popularity.

SECURES THE COLUMBIA AGENCY

The Sanitary Bedding & Furniture Co., of Binghamton, N. Y., has secured the agency for the Columbia Grafonolas and records, and has opened a handsome department to handle that line.
Those of us denied the satisfaction of personally

**Hunting the Hun**

out of his unspeakably dirty and unbelievably horrible atrocities in Belgium and France are providing the mightiest, the most relentless fighting proxies when we

**Buy Liberty Bonds**

This is America's *great fight*. She has never fought to lose—and by the Grace of God she shall not now. Your dollars and mine—consecrated to the THIRD LIBERTY LOAN, along with the dollars of all others we can influence—shall make this our *great victory*.

*Buy a Bond to-day!*

JOSEPH C. ROUSH
Within a period of two years he became the appointed a member of the outside sales staff. Developed such marked sales ability that he was charge of one of the stockrooms, but soon de-
branch, and will has
Aeolian organization the past seventeen years, important post.
well merits his promotion to his present im-
terians of the Aeolian sales organization, and sale distribution.
ant to Mr. Wheatley in both retail and whole-
the Bronx branch, has been appointed assist-
placement in charge of Vocalion metropolitan dis-
world last week announced a new plan of Voc-
cialion distribution for the metropolitan district which went into effect on the first of the month. This plan was evolved in order to give Vocal-
cial dealers in metropolitan territory 100 per cent. efficient service and co-operation in hand-
ing this little demand for the Vocalion has increased tremendously within the past year, and Mr. Fletcher has perfected a distribution plan which will undoubtedly meet with success throughout the territory.

Aeolian Hall in New York, together with the three Aeolian branches in the Bronx, Brooklyn and Newark, will be the distributing points in this new system, the New York headquarters, of course, being the principal basis for distri-
E. M. Wheatley, who has been in charge of the retail Vocalion company at Aeolian Hall, New York, for the past two years, has been placed in charge of Vocalion metropolitan dis-
tribution with headquarters in New York, and will also continue as head of the retail depart-
ment at Aeolian Hall. Mr. Wheatley is one of the best-known members of the local retail trade, and during his two years' association with the Aeolian Company has achieved gratifying success.
Louis E. Vannier, who has been in charge of the Bronx branch, has been appointed assist-
ad to Mr. Wheatley in both retail and whole-
sale distribution. Mr. Vannier is one of the veterans of the Aeolian sales organization, and his conscientious and loyal work in the past well merits his promotion to his present im-
portant post.
M. Stein, who has been connected with the Aeolian organization the past seventeen years, has been appointed manager of the Bronx branch, and will be in charge of the metro-
politan distribution north of 125th street. Mr. Stein joined the Aeolian forces when a boy, in charge of one of the stockrooms, but soon de-
volved such marked sales ability that he was appointed a member of the outside sales staff. Within a period of two years he became the "top" man of the outside force, and year after year maintained this enviable record. During the past few years he has been in charge of Vocalion agencies in the metropolitan district, and as he is a native of the Bronx, his appoint-
ment as manager of this branch will undoubt-
ably mean additional laurels for him.
C. J. Davis, manager of the Brooklyn branch since September, 1916, will be in charge of dis-
tribution in Brooklyn and the adjacent metrop-
olitan territory. Mr. Davis joined the Brook-
lyn sales staff two years ago as an outside salesman, but advanced steadily to the post of manager of this branch. His thorough knowl-
edge of salesmanship and his keen executive ability have been important factors in the suc-
cess of this branch.
W. O. Black, who is well known in piano cir-
cles throughout the country, and who has been manager of the Aeolian Newark branch since it opened, will be in charge of metropolitan dis-
tribution for Newark and the adjacent territory, and under his able direction the Vocalion will receive splendid representation in this district.

TALKING MACHINE EXPORTS

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

WASHINGTON, D. C., April I.—In the summary of exports and imports of the commerce of the United States for the month of January, 1918 (the latest period for which it has been com-
plied), which has just been issued, the follow-
ing figures appear:

Talking machines to the number of 5,731, valued at $150,649, were exported in January, 1918, as compared with 6,190 talking machines, valued at $190,569, sent abroad in the same period of 1917. The total exports of records and supplies for January, 1918, were valued at $164,074, as compared with $163,632 in January, 1917. For the seven months' total 55,146 talk-
ing machines were exported, valued at $1,520,238 in January, 1918, and 44,943, valued at $1,111,- 761 in 1917, while records and supplies, valued at $1,721,135 were sent abroad during 1918, as against $877,285 in 1917.

ANDREWS AD WORTH READING

BUFFALO, N. Y., April 3.—On another page will be found a large list of Victor records from the stock of W. D. & C. N. Andrews, of this city. This firm will be able to make immediate ship-
ments on these records.

“Our idea of publishing this list,” said C. N. Andrews, “was that perhaps we could furnish to many dealers certain records that they were unable to obtain elsewhere and also to induce them to push the sale of records that can be obtained.

“As we are catering to the wholesale trade exclusively we always stand ready to do any-
thing to assist the dealer. We have a very

NEW WINDOW DRESSING SERVICE

First Instalment Issued by the Emerson Phono-
grah Co. to the Trade—Offered to Dealers at an Insignificant Monthly Charge

The accompanying photograph presents an il-

lustration of the first instalment of the new win-
dow dressing service inaugurated by the Emer-
son Phonograph Co., which has made arrange-
ments to issue similar window displays each month. The display will be furnished to those Emerson dealers who take advantage of the special plan which the company has prepared, by the terms of which the service will cost the dealer 50 cents a month for a subscription of four months, or a full year.

The company made the first announcement of this new service a few weeks ago, and has al-
ready received numerous requests for the serv-
ices from dealers throughout the country, who appreciate the fact that the use of this display will give them an attractive window without necessitating the employment of skilled window dressers.
HEINEMAN’S GIFTS APPRECIATED

Vanophones and Records Sent to U. S. Marines at Various Points Bring Forth Letters of Earnest Thanks From the Recipients

As noted recently in the columns of The Talking Machine World, Otto Heineman, president of the Otto Heineman Phonograph Supply Co., New York, has donated a Vanophone and a supply of Emerson records for the various companies of the U. S. Marine Corps located in different stations throughout Cuba, Haiti, etc. These companies have received their machines and records, and they are being used to excellent advantage by the members of the Marine Corps. In fact, they are so enthusiastic over the entertainment that this gift has afforded that Mr. Heineman has already made arrangements to furnish the various companies of the Marine Corps with additional machines and records.

Some of the letters received from the commanding officers of the different companies of the Marine Corps in acknowledging these gifts read as follows:

“Wish to acknowledge receipt of one Vanophone and twenty-five records, for which I want to thank you for your kindness, and can assure you that it will be very much appreciated by the men of this command. I am sure that they will derive much pleasure from these excellent machines, and will encourage them to buy more records from you.”

“I am in receipt of a box containing five Vanophones and records therefor. By direction I have distributed one to the Fifty-third Company and one to the Fifty-seventh Company and the Fifty-seventh Company for which I thank you on behalf of the Fifty-third and Fifty-seventh companies for your kindness in this matter. The Vanophones are extremely unique and they will give an immense amount of pleasure to the men and also to the officers. It is a donation that is highly appreciated.”

“Many thanks for the Vanophone received. The men derive great pleasure in the daily Vanophone concerts, and are very grateful for the excellent machines, and will encourage them to use them to the best advantage. They are intended to fit to the best advantage. The music is on the record—the tone is in the phonograph.”

“Many thanks for the Vanophone received. The men derive great pleasure in the daily Vanophone concerts, and are very grateful for the excellent machines, and will encourage them to buy more records from you.”

“Tt is a donation that is highly appreciated.”

“Referring to your letter dated New York City, January 14, 1918 (R.C.A.C.F.) signed by R. C. Ackerman, export manager, we all wish to thank you for your kindness in sending us the three Vanophones with twenty-five records each, which have just been received in good condition.

“The machines and records have been distributed to the three companies mentioned, and are now in use and being appreciated by all the men; these are excellent little instruments and appear very strong and compact.”

“The men are deriving a great deal of pleasure from these machines, and we are truly greatly indebted to you for this generous and welcome contribution to our amusement and entertainment.

“Please accept my personal thanks for having our interests and welfare at heart, and our best wishes for your success.”

GRADED LIST OF VICTOR RECORDS

The latest and most important addition to the educational literature sent out by the Victor Talking Machine Co. is a new graded list of records for the home, kindergarten and school, a handsome volume of over 200 pages, illustrated in detail, and with the various types of songs and instrumental numbers carefully classified, according to the school grade in which they are intended to fit to the best advantage. In the descriptive matter the list follows closely along the lines of the regular Victor catalog, and makes for convenience.

The illustrations show the use of the Victrola in the various schools for games, folk dancing and various exercises, and for other special purposes. There are shown portraits of some of the famous Victor concert artists, together with illustrations that show the various instruments of the orchestra, strings, woodwind, brass and percussion. The list also acts as a guide to the teacher in the selection of appropriate records and their proper use.

NOW WHOLESALE EXCLUSIVELY

Phonos, Inc., April 6—The Putnam-Page Co., Victor wholesalers of this city, have discontinued their retail department and now handle Victor machines and records at wholesale exclusively. The rapid growth of the company’s wholesale business necessitated the move. The company will remain at its present address and arrangements have been made for securing considerable additional space in the same building.

J. W. MARKS NOW IN CHARGE

J. W. Marks, of Chicago, has taken over the management of the piano and phonograph department of the O. T. Johnson Co., Galesburg. Mr. Marks was for a number of years connected with the Cable Company, of Chicago.

SONA-TONE

A Phonograph of Distinction with the Tone You Can’t Forget

THE American public today—those who purchase phonographs and other domestic conveniences—want above all else—

-- QUALITY -- RELIABILITY -- SERVICE --

SONA-TONE Quality means a resonant, full, liquid tone that comes from an especially designed, all-wood sound chamber—and superior workmanship in material, finish and equipment.

SONA-TONE Reliability means simplicity of mechanical construction—ease of operation—and convenience and solidity of working parts.

SONA-TONE Service means the immediate ability of the purchasing to play all makes of records—without attachment of any sort—and to play a library of from 280 to 1000 assorted records without further expenditure.

We believe that a Sona-Tone eliminates—to a greater extent than any other phonograph—the surface noises of the record.

We believe that it has the same quality of resonance as exists in the Stradivarius violin.

From our sales record—previous to advertising—we believe that a Sona-Tone is a superior phonograph for retail merchandising.

SONA-TONE PHONOGRAPH, INC.

3421 Broadway, New York City

“The music is on the record—the tone is in the phonograph.”
OUR OPPORTUNITY

VICTORY DEMANDS THE FULLEST UTILIZATION OF ALL OUR RESOURCES.

OF THESE MAN-POWER IS UNQUESTIONABLY THE MOST VITAL.

MUSIC STRENGTHENS AND INCREASES THE EFFECTIVENESS OF OUR PEOPLE "OVER THERE" AND AT HOME.

IT INSPIRES, EDUCATES, CHEERS AND COMFORTS.

IT MAKES BETTER MAN POWER. IT HAS NO SUBSTITUTE.

OUR DUTY IS CLEAR.

THE WIDEST POSSIBLE DISTRIBUTION OF GENUINE AMERICAN MUSIC.

Chicago Talking Machine Co.
Chicago, Ill.

New York City.
The wholesale trade in general is unanimous in declaring that the past month was fully up to their anticipation and that they have exceeded in some instances the business carried on during the corresponding month last year. There were some doubts, however, at the beginning of the month as to whether or not they would come up to anything like last year's business, owing to the chaos then existing in the railroad center due to storms and other mishaps which generally bring rolling stock to a standstill. As these conditions righted themselves and the shipments of both the completed product and the raw material found their way through in periods of time that were not much greater than those of normal conditions, business began to get brighter and the better the shipping facilities became there naturally followed an increased amount of business.

The record situation which was quite keen during the first three months of the year also began to get back to the normal, and as records came rolling in the retail dealers began to get busy and for the first time during the year they were allowed to have the stock for which they were clamoring the most; that is, the popular numbers.

The retail trade suffered a slight set-back during the latter part of March and the first part of April, but this set-back had been anticipated because as is usual during Holy Week there is a general dropping off in business. However, after the public had finished eating its usual quota of Easter eggs and had digested them they began to think of "Music in the Home," which was only natural, and as a result the trade began to pick up again.

L. C. Wiswell, manager of the wholesale Victor department of Lyon & Healy, returned to his desk this week after having been confined to his home for several days with an attack of acute appendicitis. During his illness Mr. Fiddelke stated that he had lost twenty-five pounds in weight and suffered intense pain. He was fortunate enough to recover, thereby avoiding an operation. Mr. Fiddelke anticipates going to a hospital and having an operation performed just as soon as he regains his strength, as he figures there is no use in having a recurrence of the attack.

Singers Give Concert

Oscar Shaw, leading man of the "Leave It to Jane" company, now playing at the La Salle Theatre, accompanied by several other artists of this company, was heard in a special Columbia recital on the afternoon of April 2 at the Columbia Recital of Adam Schaff recital hall of Adam Schaff. Several of the hits of the show were rendered to the large audience by Mr. Shaw and Columbia records of these "hits" were also played. The Columbia graphophone and a player-piano were used throughout the entire performance in conjunction with the various numbers sung. R. H. Walley, of the Columbia Co., and Charles Hertzman, manager of the "Leave It to Jane" company, were instrumental in making arrangements for the concerts. Among some of the numbers rendered were "I've Got the Blues for Home, Sweet Home," "The Stormy Sea of Love" and "Michael and His Motorcycle," which were sung by Mr. Shaw, accompanied by the graphophone. Other members of the cast, accompanied by the graphophone, rendered various "Leave It to Jane" selections.

A. R. Harris Visits

A. R. Harris, in charge of the record sales department of the Columbia Graphophone Co., with headquarters in New York, made a short visit to the Chicago offices of the Columbia Co. this week. Mr. Harris held a meeting in the Palmer House on Wednesday evening, April 3, which was attended by the Columbia office force and a number of Columbia dealers. He felt that at present we are very well equipped to overcome any future difficulties.

Brunswick Portfolio

The Brunswick-Balke-Collender Co. have compiled a handsomeley illustrated portfolio in colors showing the various cut, complete advertisements and direct mailing literature concern-... (Continued on page 83)
Victrola Newspaper Advertisements That Produce——

Lyon & Healy, Wabash Avenue, Chicago, Ill.
Gentlemen:

We want to tell you how pleased we are with your advertising co-operation. We have made frequent use of your suggestions, and used your copy and illustrations with gratifying results.

A short time ago we used one of your small ads, which appeared four times. Within the next few days we sold forty-four pianos that were directly traceable to this advertisement.

In our opinion, your advertising service cannot but be a great help to any piano merchant who avails himself of it.

With kindest regards, I am
Your sincere,
Marcellus Roper Company.

Sold 44 Pianos

Lyon & Healy Victrola Newspaper Advertisements are equally productive. 52 advertisements per year complete for $8.33 per month. Half Service at Half Price.

Other Lyon & Healy advertising services are a monthly Container which replaces envelopes for mailing the Victor monthly supplements.

Illustrated Victor Record Window Display Cards.

A Small Instruments Newspaper Advertising Service. 36 advertisements per year for $4.17 per month.

Piano Newspaper advertising service 48 cuts per year complete. Free to Lyon & Healy Piano Dealers.

WRITE FOR SAMPLES

Lyon & Healy
Victor Distributors
CHICAGO
ing Brunswick phonographs which they are supplying to their dealers. The advertisements contained in this portfolio are furnished free to Brunswick dealers and can be used exactly as they are written or can be changed at will by the dealer. Suggestions for a follow-up campaign of advertising by the dealer are printed in the back of the book, where several samples of leaflets pertaining to the new Utowns reproducer are tipped in.

Business Increasing

When called upon by The World this month, R. F. Morem, president of the Moremus Piano Co., stated that although they had but recently moved to larger quarters at 342 West Huron street, from present indications they will have to make a further enlargement. "We have been growing very fast of late," he declared, "and have been putting on more help and turning out more material than we ever did, but we are finding that more space is necessary. The trade thinks very well of the results obtained through the unique and special construction of our horn and tone chamber and the workmanship and finish of our talking machines are given the same care and attention as those of the pianos we turn out, that is, they receive first-class piano finish."

Deserved Promotion

Fred E. Reid, who for five months worked in this territory for the Thomas Mfg. Co., makers of motors and parts, Dayton, Ohio, made such an excellent showing that President Matthews has made him general sales manager of the company with headquarters at the factory at Dayton, O. Mr. Reid left early this month to resume his new duties, but not until he had appointed a successor in the person of N. S. Richards. Mr. Richmond will have his headquarters in the recently opened offices on the tenth floor of the Republic Building and will have the title of Western sales manager. He will visit the trade in Chicago and contiguous territory. He has considerable experience in the talking machine industry and has a technical knowledge of motors and everything entering into the construction of talking machines.

Empire Window Trims

The Empire Talking Machine Co. of this city have had prepared for them several very beautiful window trims, which they are prepared to furnish Empire dealers. These trims were prepared in response to numerous requests from Empire dealers all over the country for something individual and distinctly characteristic. John H. Steinmetz, president of the Empire Co., stated that the policy of co-operation existing between his company and his dealers has been meeting with marked success and that these new window displays which he has had prepared are receiving much favorable comment.

The impressive illustration shown herewith is a photograph of the window trims which were prepared especially for the formal opening of the Troup Bros. new store, 34 Market street, Lewistown, Pa. This store was thrown open to the public on April 1, and the display as shown in the illustration attracted much attention, as the art work was beautifully colored and harmonized with the Empire talking machines to the fullest degree. This new store of the Troup Bros. is under the personal supervision of Manager W. S. Lewis, who is enthusiastic over the technical qualities and values of the Empire machine.

In addition to the window trim which was used at the opening of the Troup Bros. store a special concert was arranged under the supervision of A. R. Mitchell, of Williamsport, Pa., the Empire representative in Pennsylvania. This concert was held on Tuesday evening, April, company with headquarters at the factory at...
Now! The Final Achievement

Brunswick introduces a new Method of Reproduction, a real sensation

HERE, at last, is the supreme phonograph achievement of recent years. The Brunswick Method of Reproduction. It includes two distinctly new improvements, two inventions that absolutely revolutionize old standards.

Some maker was bound to build this ultimate phonograph, freed from ancient handicaps.

The honor has come to The House of Brunswick, a pioneer in developing the all-record idea. The first Brunswick met with phenomenal success, showing that we might spend thousands of dollars in perfecting this idea.

Better Than Ever

Now, with the new Brunswick Method of Reproduction, distinctly new, we offer a superphonograph. It not only plays all records, but plays them at their best. This is accomplished chiefly by The Ultona, our new all-record reproducer, and the new Brunswick Tone Amplifier.

Tone values are now given a naturalness hitherto unattained. Some of the gravest problems in acoustics are solved.

The Ultona is an amazingly simple contrivance. It plays all records according to their exact requirements. The proper diaphragm is presented to each record, whatever make, and the exact needle, the exact weight.

So you see that this is not a makeshift, not an attachment, but a distinctly new creation.

Simplicity Itself

At the turn of a hand you adapt The Ultona to any type of record. A child can do it. It is practically automatic.

Now your library of records can be bought according to your favorites. For instance, each record maker has a famous tenor. On a one-record instrument you are confined to one. Others are barred. And who likes to be restricted? Who wants to be confined to buying from only one catalog, when there are several from which to choose?

The Ultona, we think, is the greatest feature offered any music-lover. And it is obtainable solely on the new Brunswick.

Another vast improvement in tone projection comes in our all-wood Tone Amplifier, built like a violin. All metal construction is avoided, thus breaking away from the usual custom.

Wood, and rare wood at that, is the only material that gives sound waves their proper vibration. With The Ultona and the new Brunswick Tone Amplifier, phonographic art is brought to higher standards.

See and Hear

You cannot afford now to make a choice until you've heard the latest Brunswick. Until you become acquainted with The Brunswick Method of Reproduction. Until you hear this marvelous instrument.

You are invited particularly to examine The Ultona and note how simply it adapts itself to each type of record.

Once you hear the new Brunswick, you'll be delighted and convinced that this superphonograph is in a class heretofore the ideal, but unattained.

All you want in any phonograph is found in this composite type. Plus superiorities not found elsewhere. A Brunswick dealer will be glad to play this super Brunswick for you and explain the new Brunswick Method of Reproduction.

Brunswick Models—Price $32.50 to $1,500

THE BRUNSWICK-BALKE-COLLENDER COMPANY

General Offices: Chicago
Branch Houses in Principal Cities of the United States, Mexico and Canada

Canadian Distributors:
Musical Merchandise Sales Co.
Excelsior Life Bldg.
Toronto

Dealers: Write for our Profitable Plan with all the details
given by Miss Reiss under the supervision of Mrs. Mitchell at various other Empire establish-ments throughout that territory in the near future.

Notable B. & H. Fibre Needle Month

March came as a surprise to the B. & H. Fibre Needle Co. It was not only one of the best months they have had for some time in point of orders actually shipped, but they entered April with a gratifying amount of unfilled business on their books. In their view-point the trade, as shown by the demands from their jobbers all over the country, is in excellent shape, at least the fibre needle is in steadily increasing demand.

Notwithstanding the conditions produced by the war the company is in excellent shape so far as supplies are concerned and is getting shipments of the finest quality of bamboo it has ever had both from Japan and India. They have recently received samples of some very excellent bamboo grown on the Governmental experimental plantation in Porto Rico. Mr. Hall's test of the quality of this bamboo produced very excellent results and would indicate that a new source of supply is available in this direction.

Tales on Conditions

When called upon by The World this month H. B. Bbbs, sales manager of the talking ma-machine division of the Brunswick-Balke-Collender Co., stated: "Our factory is making a tremendous effort to supply us with machines, but the shortage of competent mechanics, finishers, etc., is a serious handicap, and for that reason we are advertising for expert cabinet finishers and mechanics in all parts of the country. In order to meet the demand and relieve the strain put upon both our Muskegon and Dubuque factories, we have made arrangements to equip our large plant in Chicago with the necessary utilities for manufacturing talking machines. This building covers an entire block on Orleans and Huron streets and is located in the heart of the manufacturing district on the north side of Chicago. It is but a few minutes' ride from the loop, and it will, therefore, be convenient for out-of-town visitors, as well as for shipping goods. This building takes up a hundred thousand square feet of floor space and will be in full running order within the next thirty days. It will be equipped so as to turn out at least ten thousand machines for the balance of this year. "Our new Ultima reproducer is going over in great shape, and the matter of properly serving our established dealers is occupying practically our entire time, as we have made some very important contracts lately." J. E. Ander-son, of Saginaw, Mich., is one of the dealers in his part of the country who is now handling the Brunswick exclusively. Other dealers who have taken on the Brunswick within the past year are the American Furniture Co. and the T. P. Patterson Music Co., both of Denver, the Wilbur Templin Music Co., of Ekhart, Ind., and Herb & Kalmer, of Sandusky, O., the leading department store."

Joliet Visitor

Geo. Wiswell, of the West Music Co., Joliet, Ill., spent several days in Chicago this week. Mr. Wiswell is a brother of L. C. Wiswell, manager of the wholesale Victor department of Lyon & Healy. Mr. Wiswell stated that they are "doing things" down in his town, and that the only trouble they are having at present is the short-age of records.

Empire Phono Parts Co. Literature

The Empire Phono Parts Co., of Chicago and Cleveland, have issued a beautiful little leaflet dealing with the Empire universal tone arm and reproducer. This leaflet contains three illustrations of the Empire products and is arranged in a very attractive manner, the word-ing being very brief, but to the point. It con-tains the story of the Empire tone arm and sound box and deals with the attractiveness of design of these phono parts in a manner which appeals to the manufacturers in many ways. Two of the three illustrations presented show the tone arm in a position for playing lateral cut records and the other position shown is that of the reproducer turned back to permit the insertion of the needle. It is stated that when in this position the cover of the cabinet may be lowered without striking the needle point. This throw-back position appeals particularly to the purchaser, as it eliminates all chances of injury to the record and insures that the sound box is always in a correct position for playing.

Brunswick Man to Army

H. E. Nelson, advertising manager of the Brunswick-Balke-Collender Co., left Chicago April 2, bound for Portland, Me., where he entered the U. S. Aviation Training School for Mechanics. Several other boys from the Brun-swick Co. were also called to the colors and left during the week for various training camps throughout the country.

Having Vacations

C. L. Davidson, of the Talking Machine Shop, in an interview with The World this month, stated that the stock was coming in in fine shape and that they were enjoying a very good business. "The first of our girls started their vacation last month, when Evelyn Brackenridge left for Saginaw, Mich., to visit her mother. She will be gone for the whole month. Ruth Hartman, also of our sales forces, took a two weeks' vacation the first of April." Mr. David-son stated that his brother, G. W., took a little flying trip to the Victor factory about two weeks ago and from there went down to Phila-delphia to visit his relatives. He was accompa-nied on the trip by Mrs. Davidson.

Six Best Sellers

Edison announce the following as the six best sellers for the month: "U. S. Army Camp Songs," "Benglow in Quogue" and "Just a Voice to Call Me, Dear." "Leave it to Jane" and "Siren's Song." "Jack O'Lantern Fox-trot" and "Knit, Knit, Knit." "That's Why My Heart is Calling"

APRIL 15, 1918

THE TALKING MACHINE WORLD

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 83)

THE MANY FEATURES EMBODIED IN THE EMPIRE MACHINE HAVE MADE IT WONDERFULLY POPULAR AND ALL OF OUR DEALERS ARE SELLING A GREAT MANY OF THEM AT THE PRESENT TIME. THE MODEL B AS ILLUSTRATED REPRESENTS THE BIGGEST VALUE EVER OFFERED IN A TALKING MACHINE RETAILING AT THAT PRICE.

THE EMPIRE LINE COMPRISKS NINE BEAUTIFUL MODELS. EACH ONE IS EQUIPPED WITH UNIVERSAL TONE ARM WHICH PLAYS ALL MAKES OF RECORDS. MOTORS ARE ALL SMOOTH RUNNING AND POWERFUL. PRICES AT RETAIL FROM $27.50 TO $215.00.

WE ALSO MAKE A COMPLETE LINE OF EMPIRE RECORDS WHICH RETAIL AT POPULAR PRICES. DEALERS INTERESTED IN PUTTING IN A LINE OF MACHINES AND RECORDS SHOULD WRITE FOR OUR EXCLUSIVE AGENCY PROPOSITION.

EMPIRE TALKING MACHINE COMPANY

JOHN H. STEINMETZ, President

429 SOUTH WABASH AVE. CHICAGO, ILL.

WRITE US FOR "DOROTHY" BOOKLET

MODEL B

$110
Why MANDEL SERVICE is a guarantee of sales

Dealers have learned the advantage of handling the MANDEL LINE of superior Talking Machines because they are made in their entirety under one roof—a guarantee of uniformity throughout.

THE MANDEL LINE of Talking Machines is sold on a written guarantee for service backed up by one of the most efficient up-to-date factories in existence. A fitting assurance of its superiority.

In quality, workmanship and richness of tone MANDEL TALKING MACHINES measure up to the highest accepted standard, yet in price are within the reach of the most modest purse.

The Mandel Talking Machine is the Machine "Without a come-back." Its standardized make-up assures service even under the stress of severe usage.

Our co-operative plan to dealers is the biggest inducement ever offered by any reliable talking machine line. We not only help sell our line but help dealers buy it.

Send to-day for details of this unique plan—it is "opportunity pounding on your door"

MANDEL MANUFACTURING CO., Inc.

CHICAGO
501-511 Laflin Street

NEW YORK
41 Union Square
FROM OUR CHICAGO HEADQUARTERS (Continued from page 85)

You" and "Will You Remember," "Naval Re-
serve March" and "Spirit of America." Six
best Victor sellers for the month are:
"Id' Like to be a Monkey in the Zoo" and
"Go-Zin-To," "Are You from Heaven?" and "Give
Me the Right to Love You." "Just a Baby's
Prayer at Twilight" and "On the Road to Home
"The Lord is My Light," "I Puritani." The
six best Pathé sellers for the month are:
"Romeo et Juliette," "Can't Yo' Hear Me Call-
in," "Caroline?" and "Little Alabama Coon,
"Sweet Little Buttercup" and "In Berry Pickin'
Time," "Homeward 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." 
Columbia Graphophone Co. announce for the
past month the following six best sellers: "Long
Boy" and "For You a Rose," "Darktown Strut-
ters' Ball" and "I'm All Bound Round With the
Mason-Dixon Line," "What 'Til the Cows Come
Home" and "Somewhere in France Is the Lily,
"Do Something" and "Liberty Bell," "Hello, My
Dearie" and "Ching Chong.

Resting Up
C. E. Goodwin, general manager of the Phono-
graph Co., recently left for Hot Springs, Ark.,
for a two weeks' resting period. Mr. Goodwin
has been very active for the past several months
and thought that this time of the year would
be beneficial to his well-being. He is expected
to return to Chicago on Monday.

Ryde Visits
Joseph Ryde, formerly assistant manager of the
Victor department of Lyon & Healy, but now
of the Fuller-Ryde Music Co., of Indian-
apolis, was a visitor to Chicago for several days
last week. Mr. Ryde has a partnership in the
firm of Fuller-Ryde and stated that he likes the
new field. He is expected to permanently locate in
Indiana in the fall, when he will move my
family and belongings from Chicago to that
progressive city.

New Mandel Model
The Mandel Mfg. Co. are out with a new
member of the Mandel talking machine line. It
is known as Model Xo. 6 and is a full cabinet
machine, forty inches in height, retailing at the
moderate price of $65. The company state
that it has the same high-grade equipment which
characterizes the other models and has been pro-
duced to meet the demand for a cabinet machine
selling at a lower price than the other models.
The company has also inaugurated a very ex-
tensive dealers' co-operative service, consisting
not only of attractive advertisements for inser-

The Tone Arm and Reproducer

Plays Any Make Record
No Set Screws to Adjust

The Empire Universal Tone Arm will appeal to the talking machine manufacturers because it possesses wonderful tonal qualities and because it will add distinction to their machines.
The Empire Reproducer has been pronounced by competent critics to be the best sound box on the market. It is
adjustable to any position without the use of set screws and the throw back position for inserting needle will appeal
particularly to the retail purchaser.
The Empire Tone Arm and Reproducer can be furnished in several lengths, and in ordering samples state measurements
from center of turntable shaft to center of horn hole on motor board. Made in both nickel and gold plated finish.

THE EMPIRE PHONO PARTS CO.
Sales Office, 427 South Wabash Ave., Chicago, Ill.

Address all inquiries
our Chicago office

Factory: 1102 West 9th St.
Cleveland, Ohio
The Scotford Tonearm
And
Superior Universal Reproducer

Perfect in acoustics—affording supreme quality
and volume of tone

Handsomest and most distinctive in
design and finish

The Reproducer that pivots on its axis, taking
the correct angle for all makes of Records—
and retains the same center in both positions—which
feature, as shown below, is covered by United States Letters Patent, Number 1,251,828

And this is but one of the Patented features which make it the Superior Universal

To Jobbers and Dealers in Edison, Pathe
and Other Hill-and-Dale Records

You can greatly increase the demand for your Records by selling these Reproducers and Attachments applying them to various standard machines. Write for quantity prices

Liberal Arrangement for Jobbers

The Scotford Model I Reproducer

The original Scotford Reproducer—plays only Hill-and-Dale Records, but plays them at their best

The Superior Universal Reproducer

<table>
<thead>
<tr>
<th>Brand</th>
<th>Model</th>
<th>Price with Attachment for nickel</th>
<th>Price with Attachment for Gold</th>
</tr>
</thead>
<tbody>
<tr>
<td>Victor</td>
<td></td>
<td>5.00</td>
<td>7.00</td>
</tr>
<tr>
<td>New Victor</td>
<td></td>
<td>4.55</td>
<td>6.75</td>
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<tr>
<td>Columbia</td>
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<td></td>
<td>5.00</td>
<td>8.00</td>
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<tr>
<td>Pathe</td>
<td></td>
<td>5.70</td>
<td>5.55</td>
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</tbody>
</table>

This refers to the latest type having the
enlarged Tonearm

The original Scotford Reproducer—plays only Hill-and-Dale Records, but plays them at their best

Sample Prepaid
Nickel $5.25 Gold $6.50

If not rated—return with order
Money refunded on return of Sample in good condition within 30 days

Mill's & Cooper
Manufacturers of Mills Gramophones
2753 Calumet Avenue
Chicago

Barnhart Brothers & Spindler
Chicago

Sirs:

We should like to have you share with us the enthusiasm that comes from hearing the Superior Reproducer at its best. We have completed our experimental work and have placed the Mills Gramophone on the market. As you know, we are using the Superior Reproducer and we consider it head and shoulders above anything made.

We have been experimenting for more than a year and have tried almost every combination under the sun. We like the Superior better than any other we tested and with it have been able to get probably the best reproduction ever attained.

It is only proper here to mention the intelligently rendered service which goes to users of your product. Your Mr. Louis K. Scotford has helped us immeasurably by his interest and suggestions. We have developed an amplifier which brings out the more subtle tones and gets the expression of the original with a character and musical ring we have never heard in another machine.

The Mills Gramophone is made in small quantity only for the higher class trade. It has made a profound impression among the music lovers who have heard it, and especially among those who do not care for the usual colorless phonographic results. It is absolutely toneless—that is it has no flavor of its own to mar the beauty of the original tones in the records. Our idea is that a phonograph has about as much business with tone as a cup has with flavor. With this idea in mind we have worked until we now have an instrument which will play every make of record better than the machines of the record manufacturers. The improvement is so marked in some cases as to be almost uncanny.

Respectfully,
Mill's & Cooper
By G. K. Mills

March 30, 1918

This refers to the latest type having the enlarged Tonearm

Barnhart Brothers & Spindler
Monroe and Throop Streets
Chicago

Superior Specialties for Phonographs
tion by the dealer in his local paper, but an ex-

cellent window display and direct mailing ma-

terial of a forceful nature. The company has

also lately put into effect a liberal selling plan

which is proving very interesting to the trade

and resulted in adding a number of good deal-

ers to the Mandel Co.'s list of important re-

sentatives.

W. E. Cotter Now General Manager

W. E. Cotter, who for the past few months

has been in charge of the retail talking machine

department of Thos. E. Wilson & Co., has been

made general manager of the entire talking ma-

chine division and will have charge of both

the wholesale and retail departments. Mr. Cotter

has an excellent window display and direct mail-

ing of the company's product as one of merit

and of stability.

A PIONEER IN THE CHICAGO MARKET

D. W. McKenzie, President of Playerphone

Talking Machine Co., Among First to Realize

Trade Possibilities in That Section—Plan to

Help Liberty Bonds and Thrift Stamps

CHICAGO, ILL., April 8.—D. W. McKenzie, presi-
dent and general manager of the Playerphone
Talking Machine Co., was among the first West-
ern men to perceive the advantage offered by
Chicago, the "great central market," for the
manufacture of talking machines. Associated
with him in this enterprise is D. D. Caldi-
well, one of Oklahoma's most enterprising citi-
zens, and vice-president of the State National
Bank of Oklahoma City. This company, of
which Mr. McKenzie is the head, has become
a very strong factor in the trade and is mar-
ting its product through many of the largest
jobbers and dealers, whose strength and extent of
operations in itself is evidence of the recog-
nition of the company's product as one of merit
and of stability.

The Playerphone line embraces no less than
nine cabinet machines ranging in price from
$65 to the beautiful $500 White House model.
Just as the country has inaugurated the third

stated that they are getting out a new line of
talking machines, embracing six new models and
all models to be in three different woods. Pre-
parations are being made for elaborate wholesale
display rooms in connection with the retail de-
partment at 42 South Wabash avenue. Mr. Cot-
ting is in charge of the wholesale department by
Miss Mabel Winchell, formerly of the Talking
Machine Co., of New York. Miss Winchell,
who will act in the capacity of secretary, will
assist Mr. Cotter in entertaining visiting dealers

to the wholesale department. He is assisted
in the retail department by Miss Hazel M.
Walker, who will have entire charge of the re-
tail end of this business.

Liberty Bond campaign, Mr. McKenzie has
made an announcement which is as timely and

and generous as it is unique. It is to the effect
that the Playerphone Talking Machine Co. will
establish a Liberty Bond and Thrift Stamp
fund on the first of each month, according to
the amount of Playerphones shipped the pre-
vious month, one dollar being placed to the
credit of this fund for each Playerphone shipped
from March 1, 1918, until the close of the war.
Further details of the plan are contained in a
leaflet which is now being sent to the trade and

announced to the trade their Scotford tone arm and Superior
universal reproducer. Both the reproducer and
the tone arm are the inventions of Louis K.
Scotford. In breaking away from the general
design of tonearms, Mr. Scotford has confined
his experiments to the well-founded fact that
tone waves act upon the same principle as
light waves, i.e., travelling in a straight line
until they meet some obstruction from which
they are deflected at right angles. Having in
mind the well known laws that a straight line
is the shortest distance between given points
and that sound waves are deflected at right angles, Mr. Scotford set out to produce a tone
arm that would embrace both of these laws and
as a result the tonearm which is being manu-
factured by Barnhart Bros. & Spindler is char-

(Continued on page 90)

Superior in Quality—Prompt in Service!

VITANOLA

MARK OF QUALITY

Write for our dealers proposition

VITANOLA TALKING MACHINE COMPANY
501-509 WEST 35th STREET
CHICAGO, ILL.
FROM OUR CHICAGO HEADQUARTERS—(Continued from page 89)

acertized by being angular instead of curved, the result being that the tones are given the shortest possible route over which to travel from the sound box to the amplifier. This has the effect of giving the sound produced the seeming point of origin directly in front of the machine instead of the muffled unnatural sound within the machine. This, as can be seen, adds volume to the tone owing to the short distance through which the tone must travel. In producing the superior and universal reproducer, Mr. Scotford has gone off the path generally followed and has produced a sound box which is carried above the record at a slight angle instead of a vertical line as is generally the case. To bring the vertical line into play, which is necessary for playing the record, the needle is also placed in the clip which is built within the machine. The result being that the tones are given the shortest possible route over which to travel from the sound box to the amplifier.

R. M. McArthur, of Barnhart Bros. & Spindler, stated that they had gone slow in announcing their Scotford tone arm and Superior universal reproducer to the trade because they wanted to have it perfected to the highest degree and be in a position to meet the demands of the trade. The desired result of perfection having been obtained and enough material on hand to produce the goods in order to meet the demand that would be put upon it by the trade the formal announcement was made. "We have been sending out samples for some time and have been receiving many interesting letters from those to whom we have sent the samples," stated Mr. McArthur. The following letter was received from Alfredo L. Demores, vice-consulado del Paraguay, Wilmington, Delaware:

Gentlemen: I consider the Superior universal reproducer and tonearm the best leader made; they are, in face, above all competition. Your reproducer gives a depth of sound that is so wonderful that all other soundboxes that I have ever heard seem obsolete. Besides this marvelous depth and warm richness of tone, it has the great advantage of a surprising musical volume. In all makes of records oversounds and undertones never before heard with other reproducers are brought out with pure, crystal-like clearness. Your reproducer, turning with absolute correctness upon your ideal tonearm, places the needle in exactly the right angle for either the lateral or vertical cut records. Your Superior universal reproducer and tonearm is the only outfit of its kind that, to my knowledge, will safely play the vertical cut records without skidding across the record which causes a jewel point to dig into the record and ruin it. This is impossible with your reproducers as they, in position for playing bell-and-dale records, take the grooves at the only correct angle. Other makes of reproduces slant too much, therefore there is always the tendency for them to slip from the groove and skid. All that I have said of the Superior is also true of the Scotford Model 1, that wonderful reproducer of yours that, with its large diagram, plays the vertical-cut records with so great and beautiful a tone. Though I am not in the talking machine business, being a writer and artist, aside from consular duties, I have made a deep study of phonograph parts, also experimented a great deal, from pure love of the thing. I even have made sound-boxes, or reproducers after my own ideas. I am considered an expert on sound-reproduction. I have sixteen different reproducers fitted to my talking machine, but I know that for perfect articulation, beautiful tone and volume, your sound-boxes and tonearm have no equal.

Vice-Consulado del Paraguay.
Wilmington, Delaware.
Alfredo L. Demores.

A BIG VITANOLA SELLER

Model No. 150 a Great Favorite With the General Trade of the Country.

CHICAGO, ILL., April 6—The Vitanola Talking Machine Co. report that the No. 150 Vitanola records have been a great favorite with the general trade of the country.

In our new demonstrating rooms, 422 Republic Building, Chicago, we are now showing the Phono-phonograph, the instrument of new and exclusive features.

Service is our slogan. And we are equipped to render active and immediate service to all dealers in Michigan, Indiana, Illinois and Missouri territory.

Write, wire or phone for full particulars regarding the PURITAN and PURITAN RECORDS— or, better still, come in.

James B. Orth
Special Representative
UNITED PHONOGRAPH CORPORATION
422 REPUBLIC BUILDING Phone Weber 7630 CHICAGO

VITA-NOLA
Model No. 150

Presenting the Puritan

In our new demonstrating rooms, 422 Republic Building, Chicago, we are now showing the Puritan Phonograph, the instrument of new and exclusive features.

Service is our slogan. And we are equipped to render active and immediate service to all dealers in Michigan, Indiana, Illinois and Missouri territory.

Write, wire or phone for full particulars regarding the PURITAN and PURITAN RECORDS—or, better still, come in.
features which yet adds one to the many talking points of the machine is the tilting motor board, which gives easy and instant access to the motor. Another detail which many dealers will appreciate is that the sound chamber is finished in harmony with the exterior of the case. It is equipped with horizontal felt-lined shelving. No. 150 is supplied in either golden oak or mahogany.

NEW LINE OF MACHINES AND CASES

Lakeside Supply Co., Inc., Offering Cases-Woven of Luxfibre Which Are Distinctly Attractive in Appearance—Company Also to Market a New Jumbo Tone Arm

CHICAGO, ILL., April 10—The Lakeside Supply Co., Inc., of 202 South Clark street, this city, are just ready to put on the market a brand new line of talking machines and cases. These cases are made up of what is known as Luxfibre, which can be woven into the most artistic patterns, as is shown by the illustration. Unlike reed or rattan it does not crack or break in making short curves or bends, it is claimed.

METAL SPECIALTIES CO. ORGANIZED

Benton Harbor Concern to Have Capital Stock of $60,000 in Their New Enterprise

BENTON HARBOR, Mich., April 9.—The Metal Specialties Co., of this city, have been organized with a capital stock of $60,000 and have purchased and fully paid for a substantial two-story factory building and are now preparing to produce talking machine motors, tone arms and other specialties. The officers are W. E. Everett, president; A. R. Knight, vice-president, and Milton Hinckley, secretary and treasurer.

President Everett, whose inventions the company will manufacture, is a man of long experience in the talking machine and supply business and was formerly the Western representative in Chicago of the Crescent Talking Machine Co. of New York. Added to his experience in the talking machine business, he has had fifteen years' experience in the manufacturing line. He is a mechanical engineer and a member of the Society of Automobile Engineers. In speaking of the company's product Mr. Everett says: "You may state that our motor is not a radical departure in any way from accepted engineering practice, but on the other hand it is not a copy, nor yet an 'improved modification' of any existing type of motor. Our use of worm and spiral gears with one jack shaft only, and this set at an original angle, is an invention. Our use of a vertical governor and with solid links instead of the usual spring weight links, while an invention, is nothing more or less than good mechanics. "I think we are the only people in the United States using the galvanic copper process for the making of tone arms. In the first place, the copper metal itself is resonant and has a real musical tone. In the second place, the use of this process enables us to make tone arms without extravagant tool cost. In other words, the sound chamber is..."

Why Break Records? Just File Them!

That is if you have the wonderful Record filing system which is a feature of The Marvelous MAGNOLA

The Marvelous MAGNOLA

MAGNOLIA TALKING MACHINE COMPANY

OTTOSCHULZ, President

General Office: 335 CANDLER BLDG., CHICAGO

Southern Wholesale Branch

1530 CANDLER BLDG.

ATLANTA, GA.

This is only one feature of many that will command your interest and attention. Let us send you a beautiful illustrated catalog and information plans for helping you to make money with MAGNOLA.

G. T. WILLIAMS, popular Brooklyn Victor wholesaler, is back at his desk after a well-deserved rest down South.

Different—But Practical

The MORENUS Phonograph is a Distinct Departure from a Tonal Viewpoint

The horn, which is entirely of wood, is built on the principle of the saxophone and enters the tone chamber at the bottom, not the top. The tone is big and full but mellow, and the reproduction of the artist's voice or instrument is faithful to an unusual degree.

Among the other features is a unique tone moderator which actually graduates: an exceptionally high grade and acoustically correct tone arm and reproducer, and a cover support which makes handling the lid a delight.

The case designs are right and the cabinet work and finish unexcelled.

The MORENUS is in 3 STYLES

A. OAK, 48 inches high. Retail price, $110
B. MAHOGANY, 48 inches high. 125
C. OAK and MAHOGANY, 50 inches high. Retail price, 150

Style B

The MORENUS PIANO CO.

342 West Huron St.

CHICAGO, ILL.
Hiawatha Phonographs and
Hiawatha Success

In the past two years HIAWATHA dealers have realized that the HIAWATHA Phonograph has enabled them to sell a Phonograph to their trade, the Quality of which they can guarantee with every assurance that it will reflect credit to the reputation they have established for square dealing and their motto of "Quality First".

HIAWATHA Phonographs mean Success which has been established by their wonderful Quality of Tone, Construction and Finish. The same opportunity is waiting for you. Write today and let us prove that your initial order will not only be satisfactory, but a good investment.

Models $40, $60, $85 and $115 Retail

The Home of Hiawatha
"All Orders F. O. B. Factory"

OTTAWA PIANOPHONE COMPANY
City Address: 802 Republic Building, Chicago, Ill.

Wm. A. Johnson, Now Owner of the Northwest Cabinet Co., Is a Progressive

Menomonie, Wis., April 6.—Really no one could conceive of a better location for a cabinet factory than this city. It is located right in the heart of the big lumber industry and from the roof of any of the factories one can see the forests whose product is continually going through the mill rooms in Menomonie.

Wm. A. Johnson, who recently acquired the interest of his former associates in the Northwest Cabinet Co., is now the entire owner of that business and is devoting himself exclusively to the manufacture of cabinets for talking machine manufacturers. He is a man of long experience in the making of pianos and talking machines and has built up an excellent business since he became a part of the industrial activities in Menomonie. He is himself a skilled designer and is prepared to submit special designs for cabinets as well as to make them after the ideas of others. He also has facilities for installing the working parts of machines into the cabinets if the customer so desires. The factory is excellently located, being near the junction of the Chicago, Milwaukee & St. Paul and Chicago & Northwestern railroads, and also enjoys unusual shipping facilities.

Mr. Johnson is a brother of Henry G. Johnson, vice-president and superintendent of the Holland Piano Mfg. Co., and the two men have become dominating influences in the business life of this thriving city because of their goaheadedness.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 91)

Wm A. Johnson, Now Owner of the Northwestern Cabinet Co., Is a Progressive

Making Cabinets Exclusively

Wm. A. Johnson, who recently acquired the interest of his former associates in the Northwestern Cabinet Co., is now the entire owner of that business and is devoting himself exclusively to the manufacture of cabinets for talking machine manufacturers. He is a man of long experience in the making of pianos and talking machines and has built up an excellent business since he became a part of the industrial activities in Menomonie. He is himself a skilled designer and is prepared to submit special designs for cabinets as well as to make them after the ideas of others. He also has facilities for installing the working parts of machines into the cabinets if the customer so desires. The factory is excellently located, being near the junction of the Chicago, Milwaukee & St. Paul and Chicago & Northwestern railroads, and also enjoys unusual shipping facilities. Mr. Johnson is a brother of Henry G. Johnson, vice-president and superintendent of the Holland Piano Mfg. Co., and the two men have become dominating influences in the business life of this thriving city because of their goaheadedness.

Hiawatha Success

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Wouldn't a fresh, tailored, new Spring dress for your window help your sales? The Columbia Dealer Service Department has one all ready for you. Ask for it. It's to be had for the asking.

Columbia Graphophone Co.
Woolworth Building, New York

NEW MODEL OF PURITAN PHONOGRAPH READY FOR MARKET

Handsome Machine, Designed on the French Baroque Order, Embodies the Various Distinctive Puritan Features of Construction, Including the Long-Horn—New Distributors

The United Phonograph Corp., makers of the Puritan phonograph and records, Sheboygan, Wis., are just putting on the market a new design of the Puritan phonograph, illustrated elsewhere in this issue, and which is calculated to attract instant attention because of its uniqueness as well as artistic symmetry and gracefulness. It is on the French Baroque order and with a distinctiveness, carved surfaces and exquisite veneers, handsome hand carvings, heavy base and carved feet, is bound to be considered an artistic triumph. The design, by the way, has been patented. A notable feature of all Puritan phonographs is the long horn built entirely of wood and extending from the tone arm to the base of the cabinet at the bottom of the cabinet. It has only one bend and closely resembles an organ pipe in construction. Unusual resonance and beauty of tone are claimed as a result of this construction. The drop door at the base gives egress to the tone and operates as a modulator, being manipulated by a button at the side of the machine near the crank handle and can be set at any angle desired. While the tonal idea was the desideratum in the horn construction and the location of the tone chamber, the consequent position of the record compartment in the upper part of the cabinet is another advantage, as it gives most convenient access to the records. The United Phonographs Corp. is a subsidiary of the great Wisconsin Chair Co., of Port Washington, Wis., a million dollar concern, and has the advantage of practically unlimited manufacturing facilities. The line of cabinet machines is extensive, meeting the demand of practically all classes of the trade as to price. The men at the helm have high ideals and to the maintenance of a high quality standard in everything they produce.

The company has recently made Charles J. Orth, of Milwaukee, distributor for Wisconsin and the upper peninsula of Michigan, while J. R. Orth, who has just opened warerooms in the Republic Building in Chicago, has for his territory, Illinois, Indiana and Michigan with the exception of the upper peninsula.

In its original form the bill provided that a purchaser might sue and recover any profit made by the dealer in excess of 30 per cent. of the original cost of the article. In its amended form, however, the bill provides that the buyer can, in addition to recovering the excess profit, recover a credit on the principal amounting to one-quarter of that principle. On the whole, the Cary bill is regarded as a most pernicious piece of legislation.

A violation of the act would be construed as a misdemeanor punishable by a fine of not less than $5 nor more than $500, or, by imprisonment for not less than five, nor more than thirty days, or by both fine and imprisonment. George W. Pound, counsel and general manager of the Music Industries Chamber of Commerce, whose members are liable to recovery, has opposed the bill very strongly, and the National Association of Talking Machine Jobbers has filed a strong protest, as have other trade organizations, whose members are liable to be affected by the provisions of the act.

NEW HOME FOR PENN PHONO. CO.

Well-Known Victor Wholesalers of Philadelphia Lease Large New Building on Arch Street

PHILADELPHIA, PA., April 8.—The Penn Phonograph Co., the well-known Victor wholesalers at 17 South Ninth street, has signed a lease for the modern fireproof building at 913 Arch street, and will move to that location some time in June. The building is a four-story and basement structure. The exterior is as unpretentiously striking in appearance as the interior is complete and practical. The expanding business of the company has made this change necessary. The company believes the future of the business means much greater things than in the past and is preparing for the expansion when it comes.

GUEST OF PHILADELPHIA DEALERS

T. J. Leonard, General Sales Manager of the Musical Phonograph Division of Thomas A. Edison, Inc., Speaks at Regular Monthly Meeting of Philadelphia Edison Dealers

PHILADELPHIA, PA., April 4.—The guest of honor at the regular monthly meeting of the Philadelphia Edison dealers held at the Hotel Bingham on Tuesday of this week was T. J. Leonard, general sales manager of the musical phonograph division of Thomas A. Edison, Inc. H. E. Blake, of Blake & Burkart, acted as chairman and introduced Mr. Leonard, who spoke on general business conditions. Supervisor Gardiner, of the Edison house, was also present at the meeting.

The big majority of the dealers present reported a large increase for March, 1918, over the same month 1917, and Mr. Sonners, of Starr & Moss, reported that they company had an increase of 177 per cent. for the month of March. Many of the dealers present declared that they would be present at the coming Edison dealers' convention which will be held in New York on June 6 and 7.

Milton Isaacs, son of Joseph Isaacs, Victor dealer of 176 Sixth avenue, New York, who is well known in the local trade, went to Camp Upton on April 4 to join the National Army.

WADING CARY BILL CLOSELY

Talking Machine Dealers and Others Selling on Installments See Genuine Danger of Measure Designed for District of Columbia

WASHINGTON, D. C., April 6.—The thing of interest to local music trade men, as well as members of the trade throughout the country, outside of war troubles, is the progress made by the representative Cary of Wisconsin, and designed to affect heavy burdens on dealers selling installment plans.

As the measure now stands, it requires a payment of a license fee of $200 by every merchant who is engaged in the installment business, under a plan whereby he retains title to an instrument until the full purchase price has been paid. The bill applies only to the District of Columbia, but it is realized such measures in the National Capital are frequently accepted as models to be followed by legislatures in various States and cities.

If this Cary bill, which provides among other things that no merchant shall make a profit of more than 30 per cent. of the actual cost price of any article sold, should be copied in various States of the Union it is easy to foresee that the predicament of the merchants who have testified under oath that their cost of doing business is in excess of 30 per cent. Such irresponsible restrictions as the requirement of annual reports on all business done would be bad enough, but the particularly pernicious feature of this amazing bill is the restriction under which no sale greater in amount than $200 can be made to any one person under a license for installment sales.

WILLIAM R. MOORE & CO.

"MAGNET" DECALCOMANIE NAMEPLATES

For Talking Machine Cabinets Etc.

Pamphlets with fac-simile illustrations and prices mailed on request.

SMITH-SCHIFFLIN CO.
126 Liberty Street
New York City
PROGRESS OF NATIONAL MUSIC SHOW

Prominent Talking Machine Concerns Arrange to Take Space at Big Exhibition to Be Held at Grand Central Palace, New York, in June

Plans for the National Music Show, to be held at the Grand Central Palace, New York, on June 1 to 8 inclusive, are progressing most satisfactorily, and a large part of the available exhibit space has already been taken by prominent concerns in various branches of the music trade.

In keeping with the times, the patriotic spirit will be much in evidence at the show. It will be opened by Governor Whitman, of New York, and various representatives of the United States Army and Navy have promised to be in attendance, if the opportunity presents itself.

Conducted on Co-Operative Basis

With a view to making the National Music Show co-operative it has been decided to hold it under the auspices of the Music Trade Exhibitors’ Association. Each manufacturer who engages space automatically becomes a member of this association without expense or liability of any kind beyond the amount of space engaged, and he will participate in any surplus remaining after expenses are paid in proportion to the amount paid for space. This co-operative spirit has been the nucleus for the holding of a number of very successful industrial expositions throughout the country and it is safe to assume that this plan will work unusually well for the National Music Show.

The show committee includes representatives of all the various branches of the music industry, the talking machine trade being represented by William Maxwell, vice-president of Thomas A. Edison, Inc., and H. L. Willson, general manager of the Columbia Graphophone Co.

Wilbert B. Sweatt is manager of the exhibit.

Will Dispel Gloom and Doubt

It is expected that the National Music Show will be the year’s greatest dispeller of gloom and doubt. It will start off with a high keynote of optimism, which will sound throughout the music trade and will reach beyond to revivify general business conditions. It is generally realized that it is more important to hold a show during a period of depression than when prosperity is more widespread.

The vitality and the firm foundation of America’s music industry will be proved conclusively by the forthcoming exhibition, which will be a reply to the many false reports that the industry was in the non-essential class. There never has been a year when the need for music was so important as now.

Without a doubt the Music Show will be the most unique of any exhibition ever held in Grand Central Palace so far as the individual displays of the exhibitors are concerned. Each exhibitor will have a distinct display of his own, so constructed as to be soundproof.

The talking machine companies which will exhibit at the show include Columbia Graphophone Co., New York; Thomas A. Edison, Inc., Orange, N. J.; Otto Heinicke Phonograph Supply Co., New York; and the Pathé Frères Phonograph Co., Brooklyn, and others.

There will be a number of conventions held in New York during the week of the show, including the annual gathering of the Edison dealers at the Waldorf-Astoria. The National Piano Manufacturers’ Association, the National Harmonium and Organ Association, and the National Piano Travelers’ Association, will also hold their conventions in New York during the week.

All the money taken in at the door for admissions, and it is expected to be a large amount, will go toward the purchase of musical instruments, records, or for new men in the service. Moreover, all those who bring a new or used talking machine record as a contribution for the use of soldiers and sailors will be admitted to the show without further charge.

SUCCESS OF THE BUTTERFLY MOTOR

Leonard Markels Planning Factory Expansion to Take Care of Increasing Demands

Leonard Markels, 165 William street, New York, motor manufacturer, who has been increasing the past month or two he has received very large orders for the Butterfly motor which he introduced last year, and which has achieved a remarkable success in the comparatively short while it has been in the market. The Markels factory is working to capacity to turn out this motor, and plans are now being formulated whereby the factory output will be materially augmented during the course of the next month or two.

Mr. Markels states that this motor has been adopted for exclusive use by prominent manufacturers throughout the country, who are pleased with its distinctive merits, and who are equipping their machines with this motor, in order that their dealers may have convincing sales arguments for their product.

It is probable that in the near future Mr. Markels will have some significant announcements to make regarding the perfection of several important new models which will be added to his line as quickly as possible.

PLAN EXHIBIT OF RECORD MAKING

One of the features of the National Music Show to be held at the Grand Central Palace, New York, on June 1 to 8, will be the exhibit of the Pathé Frères Phonograph Co. This company plans to install a complete record-making plant in its booth, to show the public how records are recorded and pressed. The exhibit will include the direct and indirect pressing machines, managing director of the Pathé Co., and not only will the pressing equipment be installed at heavy expense, but an orchestra and a galaxy of recording artists will be on hand to give demonstrations. The Pathé Co. installed a record-pressing plant in their exhibit at the Music Show in Chicago last year, and it was one of the big attractions of the show.

“Nicholson” New Catalog Showing New Styles

The exhibit of the Pathé Frères Phonograph Co. will also include a new catalog showing new styles of record cabinets, which will be issued at once and will be sold for $1.50. The catalog shows a large variety of record cabinets, and the names of dealers in the country where these cabinets can be obtained are given in the back of the book. The new style of record cabinet is a high grade cabinet, and the manufacturers will make every effort to sell it at a discount.

The exhibit of the Pathé Frères Phonograph Co. will also include a new catalog showing new styles of record cabinets, which will be issued at once and will be sold for $1.50. The catalog shows a large variety of record cabinets, and the names of dealers in the country where these cabinets can be obtained are given in the back of the book. The new style of record cabinet is a high grade cabinet, and the manufacturers will make every effort to sell it at a discount.
First Presentation
to the Trade—the
PURITAN

THIS great instrument embodies the most striking discoveries that have come into the talking machine industry since tone reproduction was first invented. These discoveries are exclusive features—giving the dealer a series of new, powerful and definite selling arguments found in no other phonograph made. And, in addition, you have the Puritan Records, made by us.

THE LONG HORN, extending the full height of the instrument, from tone arm at the top to the sound chamber at the bottom, gives a fullness, richness and life-like quality of tone absolutely unheard of in reproduced music. The horn is of saxophone design and entirely of wood. With the sound chamber at the bottom, the sound waves rise to where you stand or sit. The graceful convex cabinet design is another exclusive and patented Puritan feature.

The Puritan plays any disc record. Prices range from $85 to $350. Write or wire today for full details of our attractive proposition on Puritan Phonographs and Puritan Records.

UNITED PHONOGRAPH CORPORATION
SHEBOYGAN, WISCONSIN
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 wide and enviable reputation as a repairer of talking machines and conducts an exclusive talking machine repair shop at 176 Sixth avenue, New York. Tell him your trouble through The World and he will help you if possible. The service is free.—Editor)

A SLIDING SAPPHIRE BALL

Repair Department,

Talking Machine World:

I have a talking machine with so-called Universal tone arm, which plays all styles of records. When I place the sapphire ball needle in the sound box and try to play the Pathé records, the sapphire always slides out of the groove of the record. Can you tell me what the trouble is?

Answer.—Your trouble without doubt is in not having the sapphire ball as the proper angle to the surface of the record. Try bending the sapphire holder out at an angle of about 45 degrees and then place it in the sound box with the sapphire pointing up. This will bring the ball at the proper angle when placed on the record.

Regarding Motor Knocking

The Talking Machine World:

Could you suggest a way to overcome the following troubles which I am having with my Victrola? While playing it often makes a loud knocking noise in the motor, and while it is used to play five records with one winding it now has to be wound up after playing one record.

Answer.—The knocking is caused by lack of graphite mixture on the main spring. If the machine will only play one record no doubt one of the main springs is broken which prevents the full winding of the motor.

Adjusting the Speed Indicator

Editor Talking Machine World:

Can you tell me through your Repair Column the cause of the following trouble with my talking machine? When playing a record at the proper pitch of voice the pointer on the speed adjuster points to 60 instead of 78, as the instruction book with the machine says it should. How can I fix pointer so that it will point to the 78 mark on the regulator dial when machine is playing 78?

I. C. ANSWER.—There are several styles of dials and regulators used on talking machines. As a rule, there is an adjusting screw either on the bottom or top of the dial, and by screwing in or out with this screw, the position of the governor lever rod is changed and the speed of the motor is adjusted accordingly.

EDISON BOOK OF INTEREST TABLES

Harrison Durant, financial supervisor for Thomas A. Edison, Inc., has just completed a very valuable book, including the interest tables to be used in connection with Edison phonographs. This book of interest tables was prepared as a ready reference and information it might be of interest to say that the Edison Co. was the first phonograph company to manufacture in six different models, retailing from $17.50 to $150, and each model is equipped with a universal tone arm, which plays all makes of records without any attachment. The concern is not only planning to develop an export demand for this instrument, but is also making arrangements to take care of an active domestic trade. Mr. Woods has already established important expert connections, and expects to announce in the near future a number of domestic agencies for the "American Maid" phonograph.

SENDING TRUCKS FOR VICTROLAS

I. Davega, Jr., Inc., Haul Machines From Victor Factory to New York in Their Own Motor Trucks to Overcome Transportation Delays

The motto of the firm of I. Davega, Jr., Inc., 125 West 125th street, appears in their various communications and advertisements and is "The House of Service." How well this motto has been lived up to is shown in the steady increas-
"Does It Play All Records?"

Certainly MAGNOLA does; will without any extra attachments, too. This is only one feature, albeit a singular one, that allows us to designate equipment of the MAGNOLIA as "Built by Tone Specialists!"

MAGNOLIA "Built by Tone Specialists!"

May we send you our handsome illustrated catalog chock full of information concerning the wonderful construction system of MAGNOLA and the long-sought after desirability of music itself made possible by the timely introduction of MAGNOLIA?

Send your name and let us in tell you more!

MAGNOLIA TALKING MACHINE COMPANY
711 MILWAUKEE AVENUE
CHICAGO, ILLINOIS

SUGGESTS NEW RECORDING SYSTEM

Henry G. Rhodes Would Use Film Instead of Circular Record and Record Tones of Each Instrument or Each Voice Separately

Henry G. Rhodes, of Whiteville, Tenn., in a letter to The World suggests that the conventional record be done away with and that a specially prepared paper, a little wider than a movie film, be substituted for recording purposes. Explaining his idea, Mr. Rhodes says: "If a quartet and orchestra were to make a record, let there be five recorders mounted on a rigid frame so as to be exactly parallel; each diaphragm to vary in thickness. The bass singer would have his horn and separate recorder—as bass vibrates slowly his diaphragm should be thicker than even the baritone. The tenor of copper vibrating very fast, should have a thin diaphragm. The orchestra would have a horn and record to themselves—possibly two horns to take in all of it.

"The four singers and the orchestra would sing and play separately each to their appropriate diaphragms—each in a separate room so that their respective recorders would record only their voices or music. Then when this record was to be reproduced, each styli would track the original groove, using a diaphragm of the exact thickness as the recorder that made that especial groove. This tape would be moved much like a moving picture machine, from one reel on to another. The five reproducers to be mounted so they would touch the tape about where the conventional phonograph's reproducer is. The tape would move under these reproducers at about one hundred feet a minute. Thus one diaphragm would not have to vibrate with so many and varied pitches."

ENLARGING THEIR DEALER CLIENTELE

PITTSBURGH, Pa., April 10—The Pittsburgh Pathfinder Co., of this city are enjoying a most prosperous spring season. They are gradually enlarging their line of dealers, among the most recent being Samuel Levi & Co., Portsmouth, Ohio; Preston & Company Co., Aiken, S. C.; and Anderson & Newcombe, Huntington, W. Va. Manager Brennan announces the opening of a new repair and adjustment factory for the convenience of his trade. It is connected with the Pathé Shop on Liberty avenue.

ANOTHER FEIST MUSIC CAMPAIGN

Prominent Publishers to Carry New Copy in Saturday Evening Post at Early Date—All Advertisements Planned to Stimulate Record Sales as Well as Music Sales

Leo Feist, Inc., the well-known publishers of popular music who from time to time have used space in The Talking Machine World describing to the dealers how the industry would operate they offer them in handling Feist songs of the moment which have been recorded by the leading record manufacturers, have again brought to the trade's attention their advertising co-operation in this issue. Through out the past two years the house of Leo Feist, Inc., have run advertisements in mediums of national circulation inducing the public to buy their songs and in every case they also stated that the numbers could also be secured for the talking machine and player-piano.

Not only does the firm carry on a national advertising campaign in behalf of their songs, but they also see to it through their various branch offices, located in the larger centers of the country, that their songs are sung in vaudeville and played in the moving picture houses, cabarets, and by the dance orchestras in almost every city. This is done by the traveling representatives of the firm cruising through the cities. In an announcement to appear in an early issue of the Saturday Evening Post, which is reproduced on another page of this paper, the House of Feist will feature three of their new songs, all of which have already been given public approval. The numbers are entitled "I'm Sorry I Made You Cry," "Belgian Rose" and "Just Like Washington Crossing the Delaware, General Pershing Will Cross the Rhine." The advertisement will also include mention of all the active numbers in the Feist catalog.

PATENTS REPLAYING DEVICE

Patents covering a replaying and repeating device for talking machines has been granted to the Rev. John Prout, of this city. The device described in this patent allows of the complete control of the replaying of the record or the repeating of parts of the selection from various parts of the room without other exertion than a slight pull on a cord. The action is so simple that various persons who have seen this device have marveled that it was not used before.

EXECUTIVE COMMITTEE TO MEET

Governing Body of National Association of Talking Machine Jobbers, Has Called a Meeting of the Executive Committee of that organization for April 22 and 23, at the Ritz-Carlton Hotel, Philadelphia. The committee will discuss primarily the effect of the latest war conditions on the trade, and endeavor to devise means and ways whereby through co-operation between the wholesalers and the Victor factory the conditions can be met and overcome. The talking machine men realize that they must make sacrifices as a result of the country being in the war, but feel that there are ways of adjusting their businesses so that the burden may be carried as lightly as possible. At the meeting in Philadelphia plans will also be discussed for the annual convention of the association to be held in Atlantic City in July.


NOW IN TALKING MACHINE TRADE

Harry Jasper, formerly sales manager at the factory warerooms of Paul G. Mehlin & Sons, prominent piano manufacturers of West New York, N. J., is now conducting a Victrola store in Englewood, N. J., under the store of the Franklin Parlors. Mr. Jasper also conducts an orchestra, a famous musical organization which last week provided dance music at the dinner of the Talking Machine Men, Inc.

TO VICTOR RETAILERS:

Here are a few good records which we have in stock for immediate delivery.

<table>
<thead>
<tr>
<th>Record</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>35351</td>
<td>67.59</td>
</tr>
<tr>
<td>35360</td>
<td>74.163</td>
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<tr>
<td>55066</td>
<td>74.180</td>
</tr>
<tr>
<td>64732</td>
<td>74.197</td>
</tr>
</tbody>
</table>

For Immediate Delivery

E. loud Magic Tone steel needles packed in envelopes of too. Prices:

In lots of 10,000 and up 65c per thousand
In lots of 10,000 and up 60c per thousand
In lots of 5,000 and up 55c per thousand

Or, if you desire, in tens of thousands, packed you to the box, at the following prices:

In lots of 10,000 and up 65c per thousand
In lots of 10,000 and up 60c per thousand
In lots of 5,000 and up 55c per thousand

Owing to the scarcity of needles, it would be to your advantage to anticipate your requirements and send us your order by return mail.

1. DAVENGA, JR., INC.

Victor Factory Wholesalers

125 WEST 125th STREET
NEW YORK

"The House of Service"

VICTRAS—SUPPLIES—NEEDLES
BUSINESS PRIDE

Here is more in business than just financial gain..... the satisfaction of accomplishment, the making of friends, the establishing of goodwill.

When the Stephenson Precision-Made Motor was perfected we faced the selling problem; faced it with hearts full of faith and confidence, and high ideals.

We have now a pardonable pride in our success. We have profited, but the pride is not on this score, but rather because of the thousands of Stephenson Precision-Made Motors that are giving perfect satisfaction; of the friends we have made through the sincere service given. And for these friends we are grateful.

And always we will be ambitious to render this service and make it even more complete, and to guard jealously the goodwill that the Stephenson Precision-Made Motor has won.

[Signature]
Vice-President

Stephenson, Inc., One West 34th Street, New York
EDISON EMPLOYEES ORGANIZE FOR THE THIRD LIBERTY LOAN

Meeting and Dinner Held in Orange, N. J., Attended by Many Prominent Speakers Who Tell of the Work Already Accomplished by Our Government in Prosecuting the War

On April 2 the Edison employees' war committee of 200 members assembled in one of the Edison buildings to dine and discuss the Third Liberty Loan. William Maxwell, vice-president and manager of the musical phonograph division, acted as chairman, and in his opening remarks made luminous reference to the three chairs in the background which were labeled: "For the Newlyweds, Mr. and Mrs. Charles Edison." Mr. Maxwell stated that the three chairs meant three cheers (or Mr. Edison and his bride, and they were given with a will.

The first man introduced was William Meadowcroft, assistant to Thomas A. Edison, who read the following telegram from the inventor who is at present in the South:

"William Meadowcroft, Edison Laboratory, Orange, N. J.

"Say to the committee I am highly pleased that they have all banded together to help the Government. Our Government suits us because we make it ourselves and we will fight to maintain it and all other governments, of which the people are masters, against any predatory aggression of barbarians—Edison.

Mr. Meadowcroft then emphasized the tremendous amount of time, effort and money that Mr. Edison is expending for the Government and for which he refuses to accept one cent in payment.

Mr. Maxwell discussed the telegram and remarked that America should not feel overcome. The Germans were only sixty miles from Paris, but $3,000 from Washington, which acted as a present source of self-defense, but unless everybody got in and did the best that they could, it would not be better for everybody concerned if they did something instead of talk. We are not in it for fun but for good, and we will not stop until things are over "over there." Material is going over with every ship and no little seventy-two-mile gun can bluf us because we're in the game to win. This "down with the trusts" propaganda was

A Section of the Head Table at the Edison Liberty Loan Banquet fostered by Germany for her own benefit and for the better development of her own gigantic trusts.

At the conclusion of his remarks, which were heartily applauded, Dr. Hutchison claimed that many of Mr. Edison's inventions were holding up his reputation as an inventor on the other side.

In the matter of the loan, Dr. Hutchison subscribed $40,000 on the spot, and declared that he believed the employees of the Edison Co. would exceed their excellent records in connection with the first and second Liberty Loans.

Mr. Maxwell, after the applause had subsided, said that it was not the intention of the meeting to start subscriptions, but Dr. Hutchison had the honor to be the starter. Mr. Maxwell then introduced Mr. Durand he called the get-the-money-man. Gen'l Philip, credit manager. Mr. Philip characterized his talk as the burn show after a star act. He congratulated everybody on the War Savings Stamps, and said that, although all the details hadn't been received, the rate of the new loan will be 4½ per cent., which was exceedingly liberal considering that it was backed by the best men in the world, and that there were banks only gave 4 per cent. Mr. Philip quoted figures. He said that up to March 12 there had been invested in War Savings Stamps in the country $96,299,402, and he also thought that by April 2 at least $100,000,000 worth of War Savings Stamps had been sold. He also illustrated by figures the vast increase in our armed forces, showing how the men of the country had rallied to the colors. Mr. Philip said that despite the fact of all their bragging, the Germans would never reach Paris, and that it was up to us to make a business of winning the war.

At this point Mr. Maxwell said that it would be the best time to introduce the author of this slogan, "Make a Business of Winning the War," and introduced Nelson C. Durand. Mr. Durand said that it was up to everybody to "make a business of winning the war." He said that it might be unnecessary, as in the Civil War, for the women to make bandages, etc., and he characterized the mere giving of money as a joke compared to the sacrifices our soldier boys were making. He said that the Edison organization was investing over $2,100 a week in War Stamps.

Tone—the vital thing

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

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

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

Take the Parr Magnetic Reproducer—

The most sensitive of reproducers. The permanent magnetic device, an integral part of the reproducer, acts off the phonograph's stylus point. To point it is equipped with Parr Magnetic Reproducer—with its improved flexibility, follows every wave and vibration in record and takes everything the record holds.

You want your product to be RIGHT!

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

The indestructible, non-crystalizing, always resilient VIBRATONE PATENTED DIAPHRAGM

Possessing all the good points of mica diaphragms, it overcomes all mica's bad features. It is especially free from bubbles, blisters and waves, the Vibratone Patented Diaphragm is non-jovial, non-shabby, non-deshapable. It has a definite function and it performs it. It improves tone; in fact it creates new tone possibilities for every reproducer of other types.

PARR MANUFACTURING CORPORATION
1 UNION SQUARE
NEW YORK.
EVERY TALKING MACHINE DEALER

THREE SONG HITS

- From "SONG HEADQUARTERS":

FROM the Great White Way—where songs are made—to every home and place where songs are played, these three Feist hits are becoming part of America's daily life. Take this page to your piano and try the wonderful melodies. Get the complete sheet music from your dealer today. They're printed in the Feist easy-to-read style—no leaves to turn.

ON SALE NOW

Every Talking Machine Dealer

OTHER POPULAR "FEIST" SONGS

Are becoming part of America's daily life. Take this page to your dealer today. They're printed in the Feist easy-to-read style—no leaves to turn.

THE SATURDAY EVENING POST

On Thursday, MAY 16th

"You can't go wrong" by featuring these 3 Songs in your displays. You, of course, notice how we "plug home"; get them for your Talking Machine, etc.

Hook Up With the HITS!

Leo Feist, Inc., Feist Building, New York.
The company have already purchased $25,000 worth of these bonds and will continue so to do as their profits accrue. It was announced at the formation of this company, months before they actually started in business, that their business slogan would be "Made in America by American Labor." It is needless to state that this slogan has been rigidly lived up to. According to B. R. Forster, president of the Brilliantone Steel Needle Co., during the first three months of their existence, it would seem that the achievements of this grade exclusive livery have been made of this grade exclusive. Their rapid growth has already necessitated the enlarging of their offices. The company are comin', covered, but slices have been secured and work will be shortly started on the offices of the Brilliantone Steel Needle Co. in the Marbridge Building, New York, to the effect that B. R. Forster, president of the company, will dedicate every dollar of profits made during the year 1918 to the purchase of Liberty Bonds. The company have already purchased $25,000 worth of these bonds and will continue so to do as their profits accrue.

It was announced at the formation of this company, months before they actually started in business, that their business slogan would be "Made in America by American Labor." It is needless to state that this slogan has been rigidly lived up to. This latest patriotic endeavor is entirely in accord with the spirit of the firm. According to the achievements of the Brilliantone Steel Needle Co. during the first three months of their existence, it would seem that the amount to be invested in Liberty Bonds during the year will reach a very large figure.

B. R. Forster has just returned from a long trip which covered twenty-seven States and totaled about 8,000 miles. He found business conditions good throughout the territory he covered, but particularly in the South. Orders are coming in very strong, he reports, but they are somewhat hampered at the present moment by not being able to turn out the needles fast enough. During the shortage their factories have concentrated in turning out half-tone needles only and for the past few weeks deliveries have been made of this grade exclusively.

Their rapid growth has already necessitated the enlarging of their offices. Adjoining offices have been secured and work will be shortly started on the new offices. Eugene Latham, who recently joined the staff, is enjoying the pleasures of Atlantic City, where Mr. Forster is at present taking a much-needed rest.

EDISON INSPECTORS CALLED IN

The staff of Edison mechanical inspectors have been called in for their annual meet-together to check up the developments in connection with the New Edison phonograph preparatory to their returning to the road. The mechanical inspectors will remain at Orange to assist in the School of Mechanical Instruction, which will be given for the benefit of the dealers who attend the coming Edison dealers' convention and who will return to their territories late in the summer.

Mrs. H. C. Ernst, wife of H. C. Ernst, of the New York Talking Machine Co., Victor wholesalers, left for Dayton this week to attend the funeral of her stepfather, who was killed in an elevator accident. Mrs. H. C. Ernst, wife of H. C. Ernst, of the executive offices of the New York Talking Machine Co., Victor wholesalers, left for Dayton this week to attend the funeral of her stepfather, who was killed in an elevator accident.


The service flag in the offices of the New York Talking Machine Co., Victor wholesalers, will have six new stars within a few weeks, for six members of the company's forces have either enlisted or will join the National Army in the very near future. These men are Maurice Steiger, one of the assistants to George A. Kelley; Roy Johnson, receiving clerk; Frank Perrier, packer; Y. Moore, packer; Henry Roth, stock clerk; Fred Meltzer, stock clerk and Rocco Renna, porter. All of these boys will be in the National Army with the exception of Mr. Meltzer, who is a member of the U. S. Army, Cavalry Division.

With these new names the New York Talking Machine Co.'s flag will have twenty-eight stars, for twenty-one of the company's staff are now in the service of Uncle Sam. Considering the fact that this organization is a comparatively small one, this record is remarkable, and it is probable that this company's staff has a greater proportion of boys who are "doing their bit" for their country than any other concern in this industry. Quite a number of the New York Talking Machine Co.'s staff are now "somewhere in France," and the letters that are being received by their friends "over here" reflect a spirit of optimism and patriotism which is characteristic of the American boys "over there."

FRED MARASAK JOINS THE ARMY

Fred Marasak, who for the past couple of years has been assistant to A. H. Dodin, president of the Talking Machine Repair & Sales Corp., 176 Sixth avenue, recently enlisted in the United States Army. Mr. Marasak already has two brothers in the army. A third brother, Charles Marasak, is manager of the Victor store of L. A. Smith, Brooklyn, N. Y.
The Century

A Phonograph That Has Made Good Because It Is Made Right!

No. 2—Oak or Imitation Mahogany, 17x18¼x13 inches high, $20.00

Three Popular Century Models

No. 3—Oak or Imitation Mahogany, 21x24x19¼, $25.00

No. 200—Quartered Oak or Genuine Mahogany, 21x34x19¼, $200.00

Why Century Dealers Are Successful

The Century Phonograph is manufactured, marketed and absolutely guaranteed by the world's largest talking machine cabinet manufacturers.

There is a Century model to fit every purse, and the Century dealer can depend upon the co-operation and service of a thoroughly responsible and efficient organization.

Century Cabinet Co., 25 West 45th St., New York
Factory, UTICA, N. Y.
The Talking Machine Men, Inc.

Hold Their Annual Banquet

The annual dinners of the Talking Machine Men, Inc., have always been notable events in the local trade, but the last dinner, held on April 10 at the Hotel McAlpin, outshone all previous affairs, due largely to the efforts of the entertainment committee, under the direction of J. J. Davin and Sol. Lazarus, who provided an array of talent of a caliber that at various stages made most of the diners forget to eat, temporarily.

The dinner itself was a mighty good one at that, as vouched for by over 300 talking machine men, their wives and friends in attendance. The entertainers included the Hawaiian Troop, which has made so many successful Victor records, Joseph C. Smith and his orchestra, Charles Harrison, Arthur Fields, Henry Burr, Sally Hamlin and Jasper’s Trio, all of them well known to the talking machine men through records they have made for various companies. Miss Hamlin, in fact, is believed to be the youngest record artist, and proved her ability in person by reciting “Pollyanna.”

Must Watch Credits, Says J. H. Tregoe

When the time came for the after-dinner talks President J. T. Coughlin took up his duties as toastmaster and after explaining that Congressman Daniel Stephens, father of the Stephens’ Bill for price maintenance, and Henry C. Brown, assistant to the general manager of the Victor Talking Machine Co., who had been scheduled to speak, were unable to be present, introduced J. H. Tregoe, secretary-treasurer of the National Association of Credit Men of New York, who gave a talk that was for the most part along patriotic lines. In the matter of credits, however, Mr. Tregoe declared that this was the time for merchants to co-operate and that loose credit, a mistake in normal times, was little less than criminal right now. He declared that business men must see to it that terms of credit were closely observed for their own protection.

George W. Hopkins’ Inspiring Address

The feature of the evening was a talk by George W. Hopkins, general sales manager of the Columbia Graphophone Co., who fully lived up to his reputation as a speaker on the subject of salesmanship. Mr. Hopkins declared that in his opinion the business men of the country are all getting an inferior sort of service and that they are all getting a inferior sort of service and that they should all work out their own way, said the speaker. “To follow the footsteps of a competitor and to adopt his ideas is a sign of weakness and the imitator rarely meets with any success. THINK up new ways of getting business and holding it. As an instance in point, don’t leave a customer alone in a booth while searching for the record he has asked for. See that there are a sufficient number of records in each booth, and put one on the Grafonola and start playing, on leaving the room. This idea as one has actually resulted in increasing record sales where it has been adopted. There are also many other plans that will get results if properly applied.

Important addresses made by President Coughlin, Geo. W. Hopkins, J. Newcomb Blackman, Marion Dorian, John R. Young and J. H. Tregoe—Fine Program Offered

"Endeavor to learn of the houses in your vicinity which are not supplied with Grafonolas. Then take a Kodak snapshot of the house, have it finished and attach it to the head of a letter, send to the owner or occupant of that house with the query: ‘Why is there not a Grafonola in this house?’ accompanied by a short selling talk. The personal touch is almost sure to make the proper impression.”

Mr. Hopkins also made a plea for consistent and liberal advertising by the dealer, and stated that statistics show that 84 per cent. of the business failures are among non-advertisers. He also maintained that organization funds should be used liberally in the cause of music, with the ultimate idea of making America a singing nation.

Mr. Hopkins closed his address by telling what Columbia service represented at this particular time, and offered some convincing facts for the consideration of the dealer.

J. N. Blackman Talks for Liberty Loan

J. Newcomb Blackman, president of the National Association of Talking Machine Jobbers, was the next speaker, and reviewed briefly some of the problems that are facing the trade at this particular time. Mr. Blackman pointed out what business men were expected to do in support of the war program of the nation, and emphasized the fact that we had a big job ahead of us and were handling it in a big way. He declared that in this country business men were asked to buy Liberty Bonds bearing interest, to provide finances for the war, while in Germany many business men had all their assets confiscated in exchange for a piece of paper possibly of no value. Mr. Blackman cited some of his experiences at Washington in connection with the war excise tax, the Cary bill and other important legislative matters, and ended his address by making a strong appeal for subscriptions to the Third Liberty Loan through the trade committee. Mr. Blackman is chairman of the telegraph machine division of the Liberty Loan committee of the Allied Music Trades.

Marion Dorian’s Witty Address

Marion Dorian, auditor of the Columbia Graphophone Co., spoke next, and as is his usual custom confused himself principally to some genuinely humorous remarks about nothing in particular. His audience con- vulsed for several minutes and in closing became serious for the moment and urged liberal support for the Liberty Loan, not only for patriotic reasons, but in appreciation of what Mr. (Continued on page 104)
BANQUET OF TALKING MACHINE MEN

(Continued from page 103)

Blackman had done in the interests of the industry as a whole at Washington.

Columbia Record by General Pershing

Mr. Dorian sprung the sensation of the evening, however, when he announced that his company had just received a cablegram from England to the effect that General Pershing, of the American Expeditionary Forces in France, had made a Columbia record. General Pershing is probably the leading figure in America's military life to-day, therefore the announcement of his record was accepted at its true value.

Some Other Talks

John R. Young, head of the convention bureau of the Merchants' Association of New York, through whose efforts the talking machine men have been able to use the rooms of the merchants' association as a meeting place, next offered some comments on the commercial importance of New York and other matters within his ken, after which J. T. Coughlin, president of the association, spoke at some length on organization and co-operation, urging the necessity of talking machine dealers getting together, particularly in times such as these. He spoke for honesty in business dealings, and pleaded that the dealers forward their own cause by placing their confidence one in another.

Dancing Ends Evening's Entertainment

At the conclusion of the dinner and speeches making the talking machine men indulged in dancing to the strains of Jasper's Celebrated Jazz Orchestra until it was time to go home and change to business suits in order to take up the threads of business the next morning.

The success of the evening as a whole was due to the untiring efforts of J. J. Davin, of the New York Talking Machine Co., and chairman of the arrangements committee, and Sol. Lazarus, secretary of the Talking Machine Men, Inc. Their elaborate plans of entertainment went through without a hitch, for which they deserve congratulations.

The present officers of the Talking Machine Men, Inc. are James T. Coughlin, president; Henry Mielke, vice-president for New York; H. Jaffee, vice-president for New Jersey; A. McCor, vice-president for Connecticut; A. Galushie, treasurer; Sol. Lazarus, secretary, and William Berdy, financial secretary.

Genuine Period Styles

Authentic adaptations of Adam, Louis XVI, Sheraton, and Queen Anne periods, harmonizing perfectly with the styles whose names they bear, are a feature of the Magnola's story and sales system.

MAGNOLA "Built by Tone Specialists"

WE GUARANTEE

YOU CAN

Buy Liberty Bonds

with profit from increased sales by using the

Ogden Filing and

Sales System

of guaranteed value (to satisfy you in every particular).

Guaranteed to buy itself and a Liberty Bond the first six months—or is returnable to us for full credit.

Get our proposal and new catalog of a war-time necessity.

FILES, FINDS and

SELLS RECORDS

in a modern way

OGDEN SECTIONAL CABINET CO., Inc.

Prompt Shipments.

LOCATES IN NEWARK, N. J.

W. C. Strong to Make Headquarters at Meisselbach Division of Otto Heineman Phonograph Supply Co.—An Authority on Motors

Otto Heineman, president of the Otto Heineman Phonograph Supply Co., announced this week that W. C. Strong, who has been one of the company's factory executives at Elyria, O., for the past two years, will in the future make his headquarters at the plant of the company's Meisselbach division in Newark, N. J. Mr. Strong, who is recognized as one of the foremost authorities on motor construction in this country, will act as assistant to A. F. Meisselbach, head of the Meisselbach division and vice-president of the Otto Heineman Phonograph Supply Co. Mr. Strong's many years' experience will doubtless enable him to render invaluable assistance to Mr. Meisselbach.

DON'T YOU KNOW WHERE TO GET THAT MOTOR— OR THAT TONE ARM—OR CABINET?

Why Not Let Us Find It For You?

DIRECT REPRESENTATIVES OF ALL LEADING MANUFACTURERS

WE CAN GIVE YOU MERCHANDISE, SERVICE AND ADVICE NO CHARGE FOR THE LAST TWO

THE PHONOGRAPH CLEARING HOUSE, Inc.

51 EAST 42d STREET, NEW YORK CITY

WE GUARANTEE

YOU CAN

Buy Liberty Bonds

with profit from increased sales by using the

Ogden Filing and

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WE CAN GIVE YOU MERCHANDISE, SERVICE AND ADVICE NO CHARGE FOR THE LAST TWO

THE PHONOGRAPH CLEARING HOUSE, Inc.

51 EAST 42d STREET, NEW YORK CITY
TELLS OF REVERSING RECORDS

John B. Taylor Conducts Interesting Experiment in Playing Records Backward—Declares Tonal Effects Are Entirely Changed

John B. Taylor, who is a talking machine enthusiast, has done much experimenting with talking in reverse and records, and has recently given a number of illustrated lectures on the "Development of the Phonograph and a Microscopic Study of Records," has aroused particular interest through his experiences in playing records backward and reversing tones, tune and speech. In telling of his experiments in reversing records, Mr. Taylor said recently: "Such reversed sounds, besides being amusing, are worthy of study from a physical and psychological basis. Playing backwards was an old device in the early days of hand-driven, tinfoil phonographs, but these were so imperfect as to tone quality that any critical study of the change in quality was not possible. According to the theories of tone quality since Helmholtz, the quality of a tone is not influenced by the phase relations of the several sound wave partials which make up the tone. By this theory the quality of a tone should be unchanged by playing backwards. Experiment shows that this is true provided tone quality is defined in a restricted, physical sense which is more limited than the average musician means by the word 'quality.'" "In these experiments it appears that an even, sustained tone, whether vocal or instrumental, is practically the same for normal or backward rotation of the record, but, since many instruments do not, and others are quite incapable of producing even, sustained tones, there are surprising effects from these reversed records, especially from the percussive instruments such as piano, cymbalum, harp, xylophone, bells and celesta. When reversed, these all in some degree resemble wind instruments. Playing backwards was an old device in the early days of hand-driven, tinfoil phonographs, but these were so imperfect as to tone quality that any critical study of the change in quality was not possible. Accordingly to the theories of tone quality since Helmholtz, the quality of a tone is not influenced by the phase relations of the several sound wave partials which make up the tone. By this theory the quality of a tone should be unchanged by playing backwards. Experiment shows that this is true provided tone quality is defined in a restricted, physical sense which is more limited than the average musician means by the word 'quality.'"

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Addition to Buehn Organization

Louis Buehn Secures Services of William H. Nolan, a Victor Man of Countrywide Reputation—Now Building for the Future Trade

Philadelphia, PA., April 8.—Louis Buehn, head of the Louis Buehn Co. prominent Victor wholesalers of this city, is one of those who have full confidence in the future of the talking machine business, and is making preparations accordingly in building up and strengthening the organization of the company. Mr. Buehn realizes that the present shortage in machines and records is but the natural temporary result of wartime economic readjustment, and that conditions are bound to return to normal.

One of the factors that has meant success for the Buehn Co. in the past, and means further success in the future, is the practice of selecting for the organization young men of broad experience in the Victor game—men like F. B. Reineck and Chas. W. Miller; E. P. Bliss, a former factory man and later with Lyon & Healy; and L. D. Callahan, who came to him with the experience of several years gained in traveling from coast to coast for the Victor Co. And now Mr. Buehn announces the addition to his organization of Wm. H. Nolan.

Wm. H. Nolan is known to the trade from California to Long Island. During Mr. Nolan's connection with the Victor factory he traveled all sections of the country, and during the Panama Pacific Exposition directed much of the work of the Victor Temple at San Francisco—an exhibit unsurpassed by anything ever before attempted in the annals of the talking machine industry. Mr. Nolan's work won such batting attention that Lyon & Healy, of Chicago, induced him to take the management of their retail department, probably the largest retail department in the United States.

After two years with Lyon & Healy Mr. Nolan re-entered the wholesale end of the work with the New York Talking Machine Co., where his wide experience was utilized in the development of improved retail methods among the dealers of New York City and vicinity.

IMPORTANT VOCALION SALE

Among the interesting Vocalion sales closed this week at Aeolian Hall was that of a Vocalion, style "K," to Johbn Baumann, a delegate representing the Norwegian Commission which has been visiting this country for some time past in the interest of the Norwegian Government.

It is interesting to note that the Brazilian, Danish, and Norwegian Commissions have all recently purchased Vocalions to take with them to their home countries. Incidently they all selected style "K" Vocalions.

22 BEE CROFT YEARS

Connected With The Talking Machine Business

Record Cabinets
Record Envelopes
Needles

Clement BeeCroft

309 W. Susquehanna Avenue
Philadelphia

SHELTON ELECTRIC PHONOGRAPH MOTOR

We have increased our factory facilities to handle the demand for the Shelton Electric Motor, and are now ready to make prompt deliveries.

Write for our Special Agency Proposition

SHELTON ELECTRIC CO.
30 East 42nd Street, NEW YORK
SUBSCRIBING TO LIBERTY LOAN

Local Talking Machine Trade Interests Going "Over the Top" With Flying Colors—J. N. Blackman, Committee Chairman, Anxious to Establish New Trade Record

As the World goes to press for the Third Liberty Loan is in full swing and there is every prospect that the local talking machine trade will go "over the top" with far more than its normal share of subscriptions. The Allied Music Trades of New York have pledged through Julian T. Mayer a minimum of $100,000 for the loan, and J. Newcomb Blackman, president of the Blackman Talking Machine Co., and sub-chairman of the committee with direct responsibility for the talking machine trade, stated that his trade would probably raise at least one-quarter of the total amount.

Late this week Mr. Blackman stated that possibly the subscriptions already raised by the talking machine men, with much more in sight, and that trade subscriptions to the third loan would far exceed those recorded for the second. Liberty Loan talks at the annual dinner of the Talking Machine Men, Inc., on Wednesday night are believed to have stimulated subscriptions to a considerable degree. The members of the committee assisting Mr. Blackman include George W. Hopkins, of the Columbia Graphophone Co.; Emanuel Blout, Roy J. Keith, New York Talking Machine Co.; Lipman Kaiser, S. B. Daveno Co.; A. P. Plumb, Musical Instrument Sales Co.; E. H. Jennings, Sonora Phonograph Corp.; R. H. Morris, American Talking Machine Co.; Thos. S. Green, E. H. Jennings, Sonora Phonograph Co.; G. T. Williams; C. L. Price, Ormes, Inc.; Max Landay, Landay Bros.; T. E. W. Carlson, C. H. Ditson & Co., and Joseph Schwartz, I. Daveno, Jr., Inc.

It might be mentioned that a substantial subscription to the Liberty Loan from the talking machine trade at this particular time should have a most desirable effect in Governmental circles, as indicating full support of the Government in the war, and that subscriptions, therefore, should be made wherever possible through the trade committee.

COVERING NEW YORK TERRITORY

Thomas McCrcredy, who formerly represented the Victor Co. in Ohio, is now in charge of New York territory, succeeding R. N. Lagow. He is a man splendidly equipped for this important position, who believes in co-operating with Victor dealers for the best interests of the industry.

F. W. C. Hayes, formerly manager of the Victor department of Philip Werlein, Ltd., New Orleans, La., has left to take charge of the Brunswick phonograph department in that city. He has recently established new Brunswick dealers in Jackson, Meridian, Columbus, Hattiesburg, Brookhaven and Lexington, Miss., Baton Rouge, Crowley and Jennings, La.

CRYSTAL EDGE MICA DIAPHRAGMS

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

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

PHONOGRAPH APPLIANCE CO., 109 West Broadway, NEW YORK

GLOBE-WERNICKE LITERATURE

Interesting Information About the Sectional Disc Record Cabinets of This Company Issued

CINCINNATI, O., April 6—In connection with the exploitation of its sectional disc record cabinets, the Globe-Wernicke Co. of this city has prepared attractive literature, which can be used to excellent advantage by the dealer.

The company has emphasized the fact that these sectional disc record cabinets solve an important problem, and a recent piece of literature entitled "How to sell more records" reads in part as follows:

"Why is it, Mr. Talking Machine Dealer, that for three or four months after a customer buys a talking Sectional Disc Record Cabinet machine he will also buy records in quantities, and then suddenly refuse to buy more? Why is it that, a few months after selling a machine, you can telephone the buyer and get his permission to send him the latest records from which to make a selection, and that after this period, your experience reaches you that it is useless to send him any more of these records with the hope of his retaining any appreciable number?"

"At first hand the reason would seem to be that he is tired of his new toy, but many dealers have told us that the difficulty is the proper and adequate housing of the records he has bought from you. The space at his disposal for filing the records has become crowded, and he has taken the road of least resistance and made up his mind not to buy any more records for the time being.

"We believe that we have solved this problem for you by the introduction of our sectional disc record cabinet, which is an elaboration of the Globe-Wernicke system of sectional bookcases. The unit has ninety compartments, so that each record, whether 10-inch or 12-inch, has its own compartment. In other words, there is a place for every record and every record is in its place. When the unit is filled, a second unit is placed between the first and the top sections, and so on. The departments are added vertically and horizontally as space permits.

"Dealers who place these sections on their salesroom floors and explain the quick filing and finding facilities of this system, will undoubtedly develop an active demand for records, as the use of this system eliminates the 'bugbear' of 'No room for any more records.'"

Our new catalog, No. 317, will give you an adequate idea of our unit system.

GOLDSMITH BREAKS INTO PRINT

MILWAUKEE, Wis., April 9—Harry A. Goldsmith, secretary and sales manager of the Badger Talking Machine Co., Victor wholesalers, broke into the "Who's Who" column of the Milwaukee Journal on last Friday evening. A personal sketch stated in part that "Harry A. Goldsmith acquired a becoming bashfulness while engaged in the newspaper business in Calumet, Mich., from which he has never recovered. Mr. Goldsmith believes a bass drum never sounds so loud as when one pounds it himself, but is more effective if the world is doing the pounding." The sketch also stated that Mr. Goldsmith was born in Chicago thirty-four years ago, and was brought up in Calumet, Mich.; that he is unmarried, but is willing, and is a member of the Press, Elks and Advertisers clubs. The M. A. C. the M. A. of C., and the Masons. A portrait of Mr. Goldsmith accompanied the sketch.

"American Maid" Phonograph

We are ready to offer the trade the "American Maid" phonograph, an instrument which has a tone quality that is unsurpassed. Hence—the slogan—"Purity and Sweetness of Tone." No matter what record you may want to hear, the "American Maid" is at your service. Every model plays any and all records.

We manufacture six models, retailing at $17.50, $45, $65, $90, $125 and $150, and each model is finished in mahogany or oak. We guarantee prompt delivery.

Manufactured by
C. JOHN A. WOODS & SON, 30 Church Street, New York

*EXPORT TRADE A SPECIALTY*
NOW THE COLUMBIA GRAPHOPHONE MANUFACTURING CO.

President Whitten Makes Formal Announcement of the Change of Name of the American Graphophone Co.--Will Not Affect the Personnel or the Policies of the Company

Francis S. Whitten, president of the Columbia Graphophone Co. and the American Graphophone Co., sent out a letter this week to Columbia representatives formally announcing the change of the latter company's name to the Columbia Graphophone Mfg. Co. The name of the Columbia Graphophone Co. remains as it is at the present time.

The letter sent out by President Whitten announcing the American Graphophone Co.'s change in name reads as follows:

"As of this date, April 1, the name of the American Graphophone Co. is changed to that of the Columbia Graphophone Mfg. Co. This change is made pursuant to a special meeting of the stockholders of the American Graphophone Co. held on March 23, 1918, at which time the officers and directors of the company were authorized to sell and transfer practically all the assets of the American Graphophone Co. to the Columbia Graphophone Mfg. Co. under a reorganization plan dated December 14, 1917. "The names of the American Graphophone Co. and the Columbia Graphophone Co. have always been more or less confusing to our dealers, and for this reason and other advantages in the reorganization we have changed the name 'American Graphophone Co.' to 'Columbia Graphophone Mfg. Co.' "The Columbia Graphophone Mfg. Co. assumes all the liabilities of the American Graphophone Co. and the officers, directors and department heads of the Columbia Graphophone Co. Mfg. Co. are now occupying the same positions they previously held with the American Graphophone Co. "The change in question does not in any way affect your relations with the Columbia Graphophone Co., which continues to be the sole sales agent of the Columbia Graphophone Mfg. Co. as it previously was of the American Graphophone Co."

ORGANIZE BEECROFT-BLACKMAN, INC.

Beecroft-Blackman, Inc., has been organized in New York for the purpose of taking over by assignment the Beecroft United States Letter Patent No. 1,244,944, issued October 30, 1917, covering the placing of moulding on top of talking machine cabinets to hold Victrola IX. The new corporation plans to issue licenses on a royalty basis to desirable manufacturers of cabinets for the use of Beecroft patents. Several arrangements to that end have been entered into. The leading figures in the new corporation are Clement Beecroft, long connected with, and widely known in, the talking machine cabinet field, and J. Newcomb Blackman, president of the Blackman Talking Machine Co., New York, who likewise needs no introduction to the members of this trade.

Your Record Order

—Placed with us is handled with that promptness and satisfactory attention to every detail which is only possible to a large, perfectly equipped distributing organization

You want your order promptly filled; you want the records carefully packed; you want your shipping instructions followed; you want conscientious, painstaking attention given your needs; you want service that is real cooperation—

These factors applied to each and every order, large and small, is each month increasing the list of retailers whom we serve.

TRY US ON YOUR NEXT ORDER! Our service is based on the desire to aid in adding to your business.

Are there those of foreign nationality in your territory? They want records in their own tongue. The vocal and instrumental music of every country is embraced in our vast stock. Don't neglect this field for greater business.

Grinnell Bros

Distributors of Victrolas and Records

First and State Streets

DETROIT
BUSINESS IN BALTIMORE ONLY AWAITS SUFFICIENT STOCK

Some Dealers and Distributors Report Wonderful Trade, Others Slowed Up by Lack of Goods—

**VAN VEEB**

Bed-Set Booths

CONSTRUCTION

These booths were designed and installed by Mr. Parks. They are made of a new kind of panel board, built in three-sections, with a double rabbeted jambs. Each record rack has three shelves for Victor records. The construction is soundproof, and the partitions are made of double rabbeted jambs, and with glass interior and exterior finishes. The installation is photographed.

**GOODS**

Records on display were: Columbia, Victor, and in all types of music. The display is arranged so as to allow dealers to study the records and machines on display.
Columbia advertising is aimed to get more business—through you dealers. Some little time, attention and money are devoted to that one end.

JOSEPH MUSANTE
Electro-plater and Silversmith
Gold, Silver, Nickel and Antique Finishes
Specializing in phonograph parts and musical instruments
166 CENTRE ST. New York

Columbia Graphophone Co.
Woodworth Building, New York

WHY MUSIC IS AN ESSENTIAL
During War Times Discussed Most Interestingly by H. N. McMenimen

H. N. McMenimen, of the Pathé Frères Photographic Co., recently gave a very interesting interview in connection with the importance of music in war times, and the fact that it should be recognized as an absolute essential.

In this talk Mr. McMenimen said in part as follows: "In war times music is an essential. It is a necessity in the ranks of the fighting man, for it instills the firmness of morale necessary to success in war. It is important in the lives of civilians because it strengthens moral fibre and dissipates depression. Whether it be the stirring strains of a sonorous band, or the words of a soothing, sympathetic voice, it is a tonic in war times; it is a mental exhilaration that eugenists physical recuperation. England and France found profound solace in melodious sounds. We may sacrifice nonessentials in this period of stress, but we can ill afford to neglect that cngenders physical recuperation.

"Music is the universal tongue, the democracy of art, it is mental food; the kind that sustains and gives strength. "Music is the universal tongue, the democracy of art, it is mental food; the kind that sustains and gives strength."

Mr. McMenimen is a staunch advocate of music, and he made the following interesting statements:

- "In war times music is an essential. It is a necessity in the ranks of the fighting man, for it instills the firmness of morale necessary to success in war. It is important in the lives of civilians because it strengthens moral fibre and dissipates depression. Whether it be the stirring strains of a sonorous band, or the words of a soothing, sympathetic voice, it is a tonic in war times; it is a mental exhilaration that eugenists physical recuperation. England and France found profound solace in melodious sounds. We may sacrifice nonessentials in this period of stress, but we can ill afford to neglect that cngenders physical recuperation."

TO CALCULATE PROFITS
What Additions to Cost Necessary to Determine Them—Some Interesting Data

A letter has been received by the New York Times from John Connors, secretary and treasurer of the Howe & Rogers Co., of Rochester, N. Y., containing a schedule of profit calculations which he thinks will be found very useful by the average business man. It shows, for instance, that 5 per cent. added to the cost of an article is equal to a 4½ per cent. profit on the selling price. The remainder of the table follows:

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"This schedule," Mr. Connors says in his letter, "appeared some years ago in a newspaper which I believe was and is still published in Springfield, Mass. I have never seen it published since in any paper."

HOW BOTEFUHR DEVELOPS TRADE
Live Talking Machine Man of Pittsburg, Kan., Has Built Up Big Business Among the Miners as Well as the Wealthy in His Section

PITTSBURG, KAN., April 3—Franke & Botefuhr has developed a business in Grafonolas that keeps him hustling. He has been established in the music business in Pittsburg for several years and has a high-class retail store which is patronized by the wealthy classes as well as others. The chief trade in Grafonolas, however, is though the Pittsburg territory, scores of machines have been placed in the homes of the miners, that, judging from their exterior, would have none of the modern conveniences and the essentials of American life. The miners, however, are getting $4 and $5 a day and they can work three days a week and have more money to spend than the ordinary city clerk who makes $100 a month.

One of the plans of distribution Mr. Botefuhr has operated very successfully is as follows: One of his salesmen will take two or three machines to his automobile and drop them at houses along the route. He will place maybe five or six along one of the main roads in the territory, in houses as close together as he can. Perhaps the next day and the following day he will spend in placing more machines in houses along this same road. Then be will start gathering up the machines, a day or so being sufficient for a trial. In nine cases out of ten the people who have tried the Grafonola will keep it. However, if one of them should decline to buy, the agent will load the machine in his car and take it with him on his further work down this road. When he finally comes to a house that has not yet tried a machine, he will leave it at this house. In this manner the agent saves a great deal of time in placing machines and his work is even simpler than that of an agent working in a city, because his delivery expense and time occupied in picking up the Grafonola when it is not sold is reduced to a minimum. Mr. Botefuhr has been distributing considerably over twenty-five Grafonolas a month in the Pittsburg neighborhood, and one can easily imagine the large trade in records which he is building up for himself.

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

Beware of Imitations

Package of 50 WALL-KANE needles. Loud, Extra Loud and Medium, greater value than 500 ordinary steel needles, retails for 10c, costs the dealer 55c.

Progressive Phonograph Supply Co.
145 West 45th Street, New York
Los Angeles, Cal., April 6.—The situation here in regard to getting stock has brightened up to a certain extent, and all of the local jobbers have been receiving small shipments of both records and machines during the last month. However, most dealers are a long way from having all the goods they need, as most of the machines and records have already spoken for, which leaves none for present trade. The demand keeps up to all expectations and only the lack of goods prevents last year's records from being broken.

The Victor, Edison and Columbia jobbers seem to think that the freight situation will not be strained as before and that goods will be coming through a little sooner than before. This will be a great relief to the local dealers as the old "freight" excuse is getting a little thin.

The phonograph has become very popular with the soldier boys, who get a great deal of enjoyment and present entertainment from it. It really is remarkable that business has kept so even and will have a very fine department. The machines received are already spoken for, which is very good for present trade.

Talking Machine Association Meets

The retail talking machine dealers' association of Southern California held its regular monthly meeting at the Platt Music Co., store last Tuesday evening, with practically every member present. It was decided at this meeting to continue the trial plan of returning from advertising talking machine terms for another thirty-day period, as it seems to have been proving very satisfactory. The proposition was also discussed to further regulate from advertising talking machine terms for another thirty-day period, as it seems to have been proving very satisfactory. The proposition was also discussed to further regulate from advertising talking machine terms for another thirty-day period, as it seems to have been proving very satisfactory.

The T. J. Johnston Music Co., for many years located on Main street, near Fourth, are moving to 406 South Broadway, where they will open an up-to-date music store of pianos, sheet music, small goods and talking machines. They are agents for the Victor and Columbia lines, and will have a very fine department.

Sherman, Clay & Co. Expand

Sherman, Clay & Co., Victor wholesalers, who have occupied part of the fifth floor in the Par-
Are you selling your share of Columbia Records heartening our boys at the front? There are Grafonolas in every Y. M. C. A. and Knights of Columbus Hut, and new records are like letters from home.

Columbia Graphophone Co.
Woolworth Building, New York

the leading dealers of Los Angeles. The occasion was on the night of her concert, April 8, at Trinity Auditorium. The presentation speech was made by Len Behymer, our local impresario, in his usual faultless style, and the Madam responded with a few well-chosen words of thanks. The following dealers were the donors of the two talking machines: Barker Brothers, Geo. J. Birkel Music Co., Southern California Music Co. and the Wiley D. Allen Co.

Hamburger & Sons had the formal opening of their new phonograph department on April 1. It is located on the third floor and is complete in every detail. Every person calling at the department received a beautiful souvenir. This house will carry the Columbia and Brunswick machines.

C. H. Yates, special Coast representative of the phonograph department of the Brunswick-Balke-Collender Co., is now making his headquarters in Los Angeles, dividing his time between this city and San Francisco. He formerly covered Southern territory for the Diamond Disc Distributing Co., Edison jobbers, and later managed the Spokane branch of the Pacific Phonograph Co. until sold to Edison Photographs, Ltd., in 1917. Mr. Yates expects to build up an excellent trade for the Brunswick in this territory.

STRONG DEMAND FOR SMALL MOTOR
Reported by the Melophone Talking Machine Co.—Materials Purchased Before War

The Melophone Talking Machine Co. are finding the demands for the small single spring motor to be on the increase. Since the first of the year several contracts have been closed whereby deliveries in quantity lots during the balance of the year will be made to several concerns. The Melophone Co. has been unusually successful in meeting the requirements of the trade wishing a small motor for popular-priced machines which will give reasonable service. The Melophone Co. is very active in the third Liberty Loan drive, being a member of one of the committees of the Patriotic Service League.

OTTO B. HEATON'S NEW WAR POST
COLUMBUS, O., April 8.—Otto B. Heaton, one of the proprietors of the Heaton Music Store, at 369 Fifteenth avenue, this city, has been appointed Army Secretary for the Y. M. C. A., and will leave for France very shortly to take up his new duties. Mr. Heaton has long been interested in Y. M. C. A. work and feels that he can do his bit by assisting in its efforts to increase the comfort of the soldiers on the field. The business will be continued by his brother, C. W. Heaton.

THRIVING SCRANTON STORE
Temple of Music Has Most Artistic Victor Quarters Under Management of G. W. Deetz
SCRANTON, PA., April 8.—One of the most successful talking machine establishments in this section of the State is the Temple of Music in this city, which handles the Victor line, and has developed a most attractive Victrola and Victor record business. This establishment is under the management of G. W. Deetz, formerly connected with the Emerson Piano Co., Decatur, III., and well known in Western talking machine circles. Mr. Deetz came to Scranton with a thorough knowledge of the retail Victor business, and his practical experience in this field has been an important factor in the success of the Temple of Music.

THE NEW VEECO MOTOR MAKES
The Electric Way the Ideal Way

All experimenting has been done in advance at the Veeco factory. Any mistakes have been rectified before, and not after, the Motors have been put on the market. The Improved Veeco Electric Motor is designed primarily and exclusively for talking machines. Runs on either A. C. or D. C., 100-125 volts, without adjustment. Supplied to run on any voltage from 6 to 250. Mounted on 12 or 12½ inch square mahogany boards ready to install.

Combined with the VITRALOID Turntable it makes a complete motor unit for high-class machines.

SEND FOR THAT SAMPLE TODAY
Then rush your order to insure prompt deliveries.

THE VEECO COMPANY
248 Boylston St.
Boston, Mass.
ENJOY VISITS TO THE MEISSELBACH AND DEAN FACTORIES

The Resources of These Establishments and the Methods of Manufacturing the Various Products Enlighten Branch Managers of Otto Heineman Phonograph Supply Co. During Recent Visit

When the branch managers of the Otto Heineman Phonograph Supply Co., Inc., visited New York recently for their annual conference, one of the most enjoyable trips during this conference was a visit to the factories of the company's Meisselbach division at Newark, N. J. One day was spent at this plant, and the visiting managers were greatly impressed with the efficiency which characterizes every department of the Meisselbach factories. They marveled at the new machinery which was recently installed, and, after going through the factory from garret to cellar, stated that they now readily understood how the Meisselbach motor had gained its fame and prestige in the phonograph industry.

A. F. Meisselbach, head of the Meisselbach division of the Otto Heineman Phonograph Supply Co. and vice-president of the company, is a pioneer in the motor manufacturing industry, and his intimate knowledge of every detail of motor production has enabled him to place his motor in the front ranks of the industry's products. Mr. Meisselbach is ably assisted by Pliny Catucci, who is recognized throughout the trade as possessing a technical knowledge of motor construction that is second to none. He has developed and perfected many important improvements that have contributed materially to the success of the Meisselbach motor.

A. F. Meisselbach & Bro started in business thirty-five years ago as manufacturers of fishing reels, and a few years ago placed the Meisselbach motor on the market. From the moment it was introduced this motor won the approval of the manufacturers, and this factory has been far oversold for more than two and a half years. The company was amalgamated with the Otto Heineman Phonograph Supply Co. a year ago, and since that time Meisselbach motors, tone arms, and sound boxes have won new laurels in the talking machine industry.

A Group of the Visiting Branch Managers

A Group of the Visiting Branch Managers

During their stay in New York the branch managers of the Otto Heineman Co. also spent a day at the factories of the company's Dean plant. The Dean division of the Otto Heineman Co., although the "baby" of the organization, is becoming more important day by day.

Plant of the Meisselbach Division of the Otto Heineman Phonograph Supply Co., Newark, N. J.

Plant of the Dean Division, Putnam, Conn.

Mr. Manufacturer
Wonderfully, artistically and well-built Cabinets, produced by a furniture manufacturer of high repute.

Mr. Jobber
Fully equipped Machines under your trade mark or ours, in carload lots at jobbing discounts.

Mr. Dealer
High-class Cabinets, equipped with the best mechanical equipment money can buy.

Prices that are right in each case. Send for particulars.

THE CELINA FURNITURE CO.
CELINA OHIO
TALKER MEN HAVE LIVELY TIME

The feature of the regular monthly meeting of the Talking Machine Men, Inc., held in the rooms of the Merchants' Association in the Woolworth Building on Wednesday, March 20, was the discussion and vote on the amendment to the by-laws recently introduced and designed to confine active membership in the organization to retail dealers exclusively and place jobbers and wholesalers in the class of associate members.

J. Newcomb Blackman, who is president of the New York Association of Talking Machine Jobbers, made a strong talk in favor of the amendment and gave some excellent reasons for making the change. Henry Mielke and others also spoke in favor of the measure. Those opposed to making the change in the by-laws included Irwin Kurtz, A. H. Mayers and Max Landay. Several votes were taken on the question, but the final result was a tie, and it was decided to postpone the final decision until the next meeting, when all members will be notified to attend for that special purpose.

Various other committees, including that on membership, and the one entrusted with securing a general agreement to charge 6 per cent. interest on installment contracts, reported progress.

J. H. Mayers, chairman of the nominating committee, presented the following slate for the coming year, which will be voted on later: J. T. Coughlin, for president; Sol Lazarus, vice-president, New York; A. H. Tusting, vice-president, New Jersey; A. B. Clinton, vice-president, Connecticut; E. Leins, financial secretary, and A. Galuchie, treasurer. Irwin Kurtz was nominated recording secretary but declined and the nomination was left open.

It was felt by the majority of the jobbers, as well as a number of the dealers, that to obtain the best results each branch should have its own association, and that the membership in the Talking Machine Men, Inc., should be confined exclusively to retailers, as planned originally. The wholesalers were of the opinion that to bar him as a jobber from active membership, would be to curtail his usefulness to the organization.

The opposition centered largely around the claims of Max Landay, of Landay Bros., who has done excellent work in developing the membership of the association and strengthening its treasury, that to bar him as a jobber from active membership, would be to curtail his usefulness to the organization.

TALKER MEN HAVE LIVELY TIME

The sacrifices we are exacting of the noble American boys who are going to the bloody fields of France for the lives and liberty of us who stay at home call to us with an irresistible appeal to support them with our most earnest efforts in the work we must do at home.—Secretary McAdoo. Buy Liberty Bonds.

DEVELOPED MAIL ORDER TRADE

J. A. Sandee, of the Victrola Department of L. S. Donaldson Co., Minneapolis, Tells of Plans of Procedure in This Connection

MINNEAPOLIS, Minn., April 3.—J. A. Sandee, manager of the Victrola department in the big department store of L. S. Donaldson Co., this city, has methods of doing business that should interest talking machine dealers generally, inasmuch as they have proven successful. Mr. Sandee came to Minneapolis something like a year ago from Milwaukee, and, although the Donaldson department was supposed to be on a very profitable basis at that time, he made it yield still greater returns.

The big end of the increased sales Mr. Sandee attributes to the mail order department which he has cultivated most assiduously while the approval system for records has been of substantial help in building up the business. The house issues twice each year a big mail order catalog in which Mr. Sandee is allotted two pages; one he devotes to records and the other to machines, and on both he has planted the most compelling advertisements he is able to produce. They are pulling the business, the approval feature for records having proven most successful.

The approval plan also is operated as indicated by approval customers.

In the city the delivery wagons leave records as indicated by approval customers. These allowed twenty-four hours in which to make selections and must then deliver the records or the equivalent in cash to the delivery wagon drivers, who cover the entire city and have regular routes. Rural patrons are permitted forty-eight hours within which to make returns.

All approval customers are listed in a card index. On the respective cards are enumerated the catalog numbers of the records requested in black ink and the numbers of the records taken later appear in green ink. A hasty glance at the card discloses at a glance whether the customer is a "live" one, that is to say, an actual buyer, or a "dead" one. The latter soon are eliminated, if they refuse to heed a gentle reminder that the Donaldson Co. is not operating its approval system solely for the amusement of people. From 12,000 to 14,000 records are kept in stock.

Manager Sandee makes excellent use of the appearance of phonograph stars in Minneapolis by striking advertisements and in other ways. Harry Launder on a recent visit to Minneapolis was the guest of the Donaldson Co. at the store for an entire day and made a big hit. Galli-Curci and Evans Williams records were featured when those distinguished artists visited Minneapolis.

Says an experienced salesman: The great factor in selling is the human factor, and not the things we sell. The things must be right, of course; but it's people who buy and use the things, and therefore it's people whom we must interest and deal with in getting rid of things.

Melophone Single Spring Motor

COMPLETE WITH 10-INCH TURNTABLE

Simple in construction, the most satisfactory and durable of all small motors. Plays 2 ten-inch records with one winding.

Three years' successful record as the best single spring motor manufactured.

PRE-WAR PRICES IMMEDIATE DELIVERIES

Melophone Talking Machine Co.
380 Lafayette Street, New York
29 E. Madison Street, Chicago

Columbia Graphophone Co.
Woolworth Building, New York
and moved the entire stock of both stores to 1808 Pitkin avenue and 1743 St. John’s place, Brooklyn, N. Y., successful dealing in talking machines, music, kodaks, etc., have continued in many respects, and indicates the wonderful record-breaking figures for the past year.

Frank K. Pennington, assistant general sales manager of the Columbia Graphophone Co., left Wednesday night for a trip to the Columbia branches in Pittsburgh, Cincinnati, Cleveland and Detroit.

Before leaving for the West Mr. Pennington commented upon the fact that the Columbia Co. closed in March the biggest month in the history of its business. This record is remarkable in many respects, and indicates the wonderful strides which the Columbia Co. has made during the past year. April has also started in as a record-breaker, and it is quite possible that this month will outdistance the figures for March.

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Leon & M. B. Brick, proprietors of Brick’s Music House, Brooklyn, N. Y., successful dealers in talking machines, music, kodaks, etc., have merged their two stores, formerly located at 1808 Pitkin avenue and 1743 St. John’s place, and moved the entire stock of both stores to elaborate new quarters at 1003 Pitkin avenue. Formal opening of the new store was held on April 6.

The fine cabinet work which is required to preserve the disguise of the instrument requires that the hinges be as inconspicuous as possible. SOSS Hinges are invisible.

Detroit, Mich., April 6.—Under the heading of “The Store Within a Store,” there recently appeared in the Michigan Druggist, a magazine for the retail druggist, a very interesting article in connection with the Pathéphone salesrooms in the general offices of Williams, Davis, Brooks & Hinchman Sons, Detroit, Michigan jobber for the Pathé Frères Phonograph Co., and has succeeded in developing a splendid dealer representation for these products. The firm was established in 1819, and is therefore one of the oldest firms in the country handling talking machines. The article reads: “The phonograph dealer who visits Williams, Davis, Brooks & Hinchman Sons, Michigan agents for Pathephones, finds in their office a remarkable instance of the real ‘sales-ability’ of the displays which were arranged with much thought and care. The ‘store within a store,’ besides being an admirable model in every detail, makes a convenient salesroom for Williams, Davis, Brooks & Hinchman Sons, as it is pleasantly isolated in the large general offices. “Williams, Davis, Brooks & Hinchman Sons is perhaps the oldest firm handling phonographs, having been established in 1819. The company, however, has been in the phonograph jobbing business about two years. In this time they have twice enlarged their record stock floors to meet the requirements of a rapidly growing business.”

L. N. Bloom, Edison jobber at Cleveland, drove to Orange last week to personally deliver the new Marion car purchased by C. H. Wilson, vice-president and general manager of Thomas A. Edison, Inc. Mr. Bloom reported bad roads in places and made the trip in remarkably short time considering the period of the year.

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LONDON, ENGLAND, E. C., March 30.—The future economic position of the British gramophone and record industry, as with other trades, is a matter in which we all are interested. During the last decade statistics have enlightened us regarding the rapid growth of continental exports to all parts of the world, and particularly so in the case of Germany. In the latter instance, the percentage of increased returns in almost every department of commerce, has given our manufacturers, and indeed, the British Government, reason to think. There is much to ponder over. While I need not at any great length enter upon a disquisition as to the reasons why British world trading has proportionately declined in comparison with German and other important differences, British enterprise on the Continent possesses a flying start on the world markets. Face the position frankly; look both ways, and we shall be able to appreciate where our prospects of commercial growth commence and end. One is moved to the expression of such thoughts by the continual reproaches leveled at the heads of British manufacturers for their alleged inability to study local conditions in the different world markets. There may be something in it, but not to the great extent the newspaper scribes would have us believe. Let us have done with the peremptory adjurations to prepare for the war after the war; let’s get the real war over first, and then act instead of talking. The Government is doing all it can, but not all it needs be at the moment, by arranging exhibitions of enemy manufactured goods from all parts of the world. One such is held now in a recently opened at the Department of Overseas Trade, 73 Basinghall street, London, where some 10,000 samples of German and Austrian goods are on view. Eighty different world markets are represented. It should be of the greatest possible service to British firms, as showing in which branches of trade the Germans excelled, and the demands of the markets to which they sent their goods. To meet these indicated trade openings every effort will doubtless be made, but we must not run away with the idea of attaining immediate success. There are too many insurmountable difficulties in the way, which cannot be overcome while the war is on. As an instance to manufacture one line of goods in which the Germans previously excelled, one British firm put down plant no less than four times, but on each occasion it has been commandeered by the Government for war output. It is now almost an impossibility to obtain sanction for the installation of plant for other than actual war work, and as all suitable factories are fully utilized, it will be seen that the prospects of capturing enemy trade is not so bright as to justify so much discussion as is gratuitously leveled at British enterprise. In this connection, the talking machine trade is a typical example. Before the war our markets were controlled by enemy and neutral manufacturers, particularly as regards motors. Where are the British motors to day, after three and one-half years of freedom from enemy imports? Their absence is not due to lack of ability to make them. It is due solely to lack of facilities, and until the war is over these facilities will not be available. By then, however, the British motor will soon make its appearance. Meanwhile, sit tight with so much talk. Let us get on with the humanitarian task ahead and get the war over!

"His Master’s Voice" Records of Pamela

The popular musical comedy "Pamela," now (Continued on page 116)
being played at the Palace Theatre, is rich in pretty songs and love melodies, a combination of fun and sentiment. The part of fair Pamela is played by Miss Madeleine Fitts, whose beautiful voice has been faithfully "caught" by the "His Master's Voice" in a series of solo and duet records (with Owen Varey), comprising the vocal numbers are accompanied by the Palace Theatre Orchestra, conducted by Herman Finscher. On a splendid twelve-inch double we have a potpourri of the songs charmingly recorded by the Mayfair Orchestra. The music by Frederic Norton is throughout of that quality, which quickly attains the standard of popularity that greets one here, there, and everywhere. These "Pamela" records bid fair to reach great sales, and the trade is therefore ordering heavily.

Another Record Increases in Price

As I foretold when the comparatively recent increase in the price of eighteen-penny discs was announced, it has come about that other record makers are falling into line on the question of price. Messrs. Pathé Frères have held out as long as possible, as much for political reasons as any I imagine. Outside a few insignificant makes, records of all grades have been affected by war-time circumstances, necessitating an alteration in price. The enormously increased cost of materials, labor, transport and other charges since the war blazed out in August, 1914, has either meant increased prices for records, or bankruptcy. Manufacturers loyal to the scheme are falling in line, though, owing to the general scarcity of stock, which may now be exchanged for a more immediately lucrative blind-alley occupation than the old apprenticeship system,

A Reputation Regained: Old Offense Wiped Out

FROM OUR LONDON HEADQUARTERS (Continued from page 115)

The scheme is one of the most obvious publicity advantages. On the dealer's side is the important consideration of always having fresh up-to-date stock by the acquisition of new current titles for broken or otherwise unsalable records. It is therefore a business scheme which, as such, benefits equally all parties subscribing thereto. On these grounds there can be no hesitation in recommending the retailer to investigate the merits of this offer, which, I think, can be accepted on its face value as a good proposition for both sides.

Proposed Revival of Apprenticeship System

This subject, which had become a strongly advocated one generally before the war, is again arousing interest in certain trade quarters, though it is realized that no substantial revival can take place until after the declaration of peace. The happy sequel was the grant of a free parole, on retirement, also the award of the Volunteer Decoration, which were canceled in the London Gazette on November 16, 1909, are hereby restored. Never mind what was his offense; it is a thing of the past and rightly belonged thereto, in view of his Royal pardon, upon which all having knowledge of the past incident, will heartily congratulate the gallant Colonel Stockall.

A Reputation Regained: Old Offense Wiped Out

On the outbreak of war Colonel Stockall unsuccessfelly offered his services to the war office, and upon attempting to enlist in the ordinary forces was rejected on account of age. He eventually took a position as civilian clerk in the army pay corps under an assumed name. The happy sequel was the grant of a free pardon from the King. Good luck, prosperity and long life to Colonel Stockall.

REX GRAMOPHONE CO. are making a Specialty of EXPORT

in Horn, Hollowless & Portable Disc Machines

REX GRAMOPHONE CO. 2 Elisabeth Place
Rivington Street, LONDON, E.C. 2

Cable Address "Lysarecord, London"

The music by Frederick Norton is throughout of that quality, which quickly attains the standard of popularity that greets one here, there, and everywhere.
FROM OUR LONDON HEADQUARTERS—(Continued from page 116)

J. Stead & Co., Ltd.
Manor Needle Works
SHEFFIELD, ENGLAND
MANUFACTURERS OF
Talking Machine
Main Springs
Best Prices—Best Quality
Inquiries Solicited

between the players, each instrument blending in a rich volume of sound and perfect ensemble, controlled by the great violinist, Mischa Elman. Of the recording itself one need only say that the "H. M. V." musical director is a master.

Memos From "The Voice"

Home on leave, Corporal Stewart Gardner was a recent visitor to "His Master's Voice" factory. He took the opportunity of recording several songs. Congratulations to Lieutenant Toplis Green on winning the military cross for a brave action involving several songs.

The "H. M. V." historical Notes as Aid to Advertising

Most advertisers commence their advertisements with a mention of the goods they have to sell. For displayed advertisements that is perhaps the best method. But there are other forms of publicity, and particularly effective is the editorial style adopted by Thos. Edens Osborne, the Belfast gramophone factor, who centers the interest of his readers by an initial chat regarding Belfast history. The "Historical Notes" series is running in all the chief local newspapers. Easily coupled up with an introduction along these lines is the advertisement offer, and I should imagine it is a profitable style to adopt; it is certainly commendable.

The Talking Machine Society Movement

Society news is now a regular feature of the various British gramophone journals, which allocate each month a liberal amount of space to the doings of these associations. Notwithstanding that many members are now engaged in more warlike pursuits, the movement is as vigorous as ever. Occasionally we hear that some new society is in process of formation at this or that town, the object being to promote the development of music generally, and of the gramophone or phonograph in particular. As a result of these informal gatherings, where discussions take place without the relative values of different makes of records, helpful criticism and suggestions for the betterment of mechanical music often emanate to the advantage of record manufacturers, who are not adverse to trying out any suggestion likely to prove of value. The societies are composed of enthusiasts, each of whom in turn talks over the responsibility of the weekly-night entertainment. This is usually in the form of a carefully-chosen program, interspersed with studiously critical comments, both instructive and highly interesting. Each member is nothing less than a walking advertisement for the gramophone, and as such deserves every encouragement.

Much Illness Prevalent

The changeable weather conditions recently experienced, combined with the extra strain placed upon all by wartime circumstances, has resulted in much illness, the talking machine community being no exception. The tendency is to carry on at all costs, owing to scarcity of stuff, and early symptoms of illness which in the ordinary way would justify a rest, are neglected. It is perhaps an unwise policy in the long run, for in many cases a serious breakdown sooner or later is in consequence unavoidable. A number of leading gramophone men in this way have been compelled to rest awhile, though in few cases illness has been superseded. Amongst others, I learn that Mr. Gilberg, of W. H. Reynolds, Ltd., who has been laid up for some time, is now well on the road to convalescence. It is to be hoped he will soon be in harness again.

Employment of Aliens Controlled

By an order in council the provisions of the Aliens Restriction (Consolidation) Order, 1914, is extended to provide that as from March 1 a male alien between the ages of eighteen and sixty-one may not undertake or perform work for an employer in certain scheduled occupations, unless permission in writing has been obtained by him from the Director-General of National Service. Aliens engaged upon such work prior to March 1 may continue without any such permission until notice to the contrary is sent or given to him and to his employer by the Director-General. Employers are required to have regard to the provisions of this order in employing aliens. A list of occupations and trades classified is given, but in the usual official way, so that it is not quite clear whether the gramophone trade is affected. I should be inclined to think it is, as coming under the item of "miscellaneous manufactures," or "miscellaneous occupations." Anyway, to be on the safe side, British firms should obtain a ruling from the Director-General of National Service.

Granados' Spanish Dances

Probably the most successful record of the kind has ever attained so immediate a success as has met the Columbia record of the first two of Granados' five Spanishes dances, played by Sir Henry J. Wood's Orchestra. Sympathy with the ill-fated composer, who lost his life at the hands of the Germans, probably played some part in this, but, over all, the merit of the enchanting music itself, and the remarkable performance of Sir Henry J. Wood's musicians, must have met with their reward.

The "Old Folks at Home," by Clara Butt.

There are songs of which the world will never weary—songs that harkened though they may be, seem to clutch at the heartstrings and fill the air with memories. And there are singers—but not many—who can infuse those songs with a life that makes them thrill in our very ears. Such a song is "The Old Folks at Home"—sung by such a singer, Madame Clara Butt. Once more, a perfect Columbia record by the divinely-gifted contralto who seems to have sung her soul itself into it. Indeed, she declares it to be the finest record of her voice yet made.

A Dealer's Wartime Enterprise

A retailer of the "push and go" order is Mr. J. H. Pease, of Southend and Leigh. Nowadays most dealers are on the defensive, which, circumstances considered, is not altogether a matter for criticism. Offensive tactics though usually prove the more successful way of conducting a business, as witness the bold move recently made by Mr. Pease in opening up additional showrooms in Southend. The business has been formed into a private limited liability company under the style of J. H. Pease (Southend), Ltd., and, following this, certain developments have taken place. The whole concern has been re-organized, and, with the addition of the new premises mentioned, Mr. Pease will undoubtedly enhance his already splendid local reputation for prompt and up-to-date service. In addition to most musical instruments, all the chief makes of records are stocked as fully as is possible these days, and it is seldom a customer cannot get the titles he wants.

GUARDSMAN RECORDS

TRADE MARK

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. Get Ready Now for the Big Trade coming and have

THE FINEST RECORDS of the FINEST TITLES at THE FINEST PRICES

Apply for Lists and Prices to INVICTA RECORD COMPANY, Ltd.

Gables: Dorrab, London


Soundboxes

If you are after a genuine offer of soundboxes, you'll do well to communicate with us immediately. We have tens of thousands of perfect soundboxes, fitted with the best quality mica. Confidently recommended for cheaper machines, absolutely reliable and give perfect reproduction. Price to clear $50 per gross, F. O. B. London.

Orders for less than gross lots not accepted

Wire "Knotoslepe, London"

W. H. Reynolds (1915) Ltd.

45, City Road, London, E. C.

Write for new illustrated Complete Catalogue

THE TALKING MACHINE WORLD

117
SALESMEN WANTED—Salesmen calling on the music and phonograph trade. We are offering a side-line that will double your income by calling on one or two people in each town. Offer a “side-line that will double your income” and a responsible party. Address “Box 512,” care The Talking Machine World, 373 Fourth Ave., New York.

SALESMEN WANTED—Salesmen calling on the music and phonograph trade. We are offering a side-line that will double your income by calling on one or two people in each town. Offer a “side-line that will double your income” and a responsible party. Address “Box 512,” care The Talking Machine World, 373 Fourth Ave., New York.

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Some of the objects of this invention are to provide in a talking machine improved means for supporting a sound box arm; to provide in a talking machine an improved sound box arm. In the accompanying drawings, Figure 1 is a fragmentary top plan view of a talking machine constructed in accordance with this invention; Fig. 2 is a fragmentary front elevation of the same; Fig. 3 is a fragmentary side elevation of the same; Fig. 4 is a fragmentary horizontal section on line 4—4 of Fig. 2; Fig. 5 is a fragmentary section on line 5—5 of Fig. 1; Fig. 6 is a fragmentary top plan view of a modified form of sound box arm constructed in accordance with this invention; and Figs. 7 and 8 are a fragmentary side elevation and a fragmentary rear elevation respectively of a modified form of sound box arm constructed in accordance with this invention. Phonograph—Reinhold Thomas, Brooklyn, N. Y. Patent No. 1,251,592.

This invention relates to improvements in phonographs and has for its object to provide an improved type of reproducing device comprising sound box, tone arm and amplifier, mounted for moving as a unitary structure over the record. In the drawings, Figure 1 is a sectional view on the line 1—1 of Fig. 2, with parts in elevation illustrating a phonograph embodying this invention. Fig. 2 is a plan view with parts in arm position on the line 2—2 of Fig. 1, illustrating the connection between the sound pipes and the amplifying chamber. Fig. 3 is a horizontal section of line 3—3, Fig. 2, and Fig. 4 is a plan view of a cabinet cylindrical in form. Sound Reproducing Machine—Anton H. Rintelmann, Chicago, Ill. Patent No. 1,252,543.

This invention is concerned with the stylus and their supporting mechanism used in sound reproducing machines, and is designed to produce such styli and to support them as to produce the very best possible reproduction of the tones recorded, thus enabling the varying of the loudness of said tones at will.

To this end, a novel needle or stylus has been devised, preferably with a plurality of points to adapt it for the different types of this record, such as zigzag Columbia and Victor records and the bill and Dale Edison and Pathe records, together with a holder therefor, which enables one to easily position the needle perfectly relative to the groove in the disc, and also to regulate within a very wide degree the loudness of the tone produced by the single needle, without impairing the quality thereof.

Figure 1 is a side elevation of a sound box and a part of a tone arm having the invention applied thereto. Fig. 2 is a central longitudinal section, on an enlarged scale, through the needle holder in a plane parallel to the face of the diaphragm. Fig. 3 is a similar view, but with the needle adjusted for a lighter tone. Fig. 4 is a cross section, on a still larger scale, on the line 4—4 of Fig. 2. Fig. 5 is an end view of the needle detached, on the same scale as it appears in Fig. 4, and Figs. 6 and 7 are side elevations of the needle as seen from three different sides.


This invention relates to phonograph sound boxes and particularly to means for regulating or modifying and thereby improving the tone of a phonograph without the necessity of changing the needles.

The general object of the invention is the provision of a device of this character which is adapted to be detachably mounted upon any ordinary sound box and be therefore applicable to a large number of different phonographs. A further object of the invention is to provide a device of this character which has a tone modifying element which may be applied to the stylus arm or lever at various points thereof as to dampen, modify or soften the vibrations of the diaphragm and thus achieve the same object as is achieved by changing the needles or stylus from hard needles to medium and soft needles.

A further object of the invention in this connection is to provide a dampening or modifying member composed of a combination of different substances disposed in such relation to each other that the modifying member may be shifted to bring any one of the different substances into engagement with a stylus arm, to thus variously modify the action of the stylus arm.

A further object of the invention is to provide means whereby the tone modifying element may be pressed with greater or less force against the stylus arm.

Still another object is to provide a shifting tone modifying element, shiftable not only into various positions relative to the stylus arm itself, but also into various positions with relation to the diaphragm.

This invention is illustrated in the accompanying drawings, wherein: Figure 1 is a face view of the sound box provided with attachment; Fig. 2 is a side view of the sound box provided with attachment, the cross bar 14 being in section; and Fig. 3 is a perspective view of the sound modifying member and rod 16.


This invention relates to improved center bearings for phonographic records and the like wherein the aperture is brought concentric with the approximately concentric sound convolutions; and the objects of the invention are:

First, to provide an improved central bearing for phonographic records and the like that shall be adapted to resist wear and thereby prevent the enlargement of the record aperture whereby the alignment of the sound convolutions to the axis of rotation may be preserved.

Second, to provide an improved central bearing or centering means whereby the central aperture of the record may be accurately or arranged approximately concentric with the sound convolutions of the record.

Third, to provide improved means adapted to reduce the frictional engagement of a reproducing needle with the record and thereby improve the harmony of the selection being rendered.

Fourth, to provide improved means whereby the wear on the sound or impression convolutions or grooves may be eliminated.

Figure 1 is a plan view of a phonographic record disclosing the invention applied thereto.

Fig. 2 is an enlarged broken transverse sectional view of a record disclosing more fully the connection between the cover, the central attachment, the cross bar 14, being in section; and Fig. 3 is a plan view of a phonographic record disclosing more fully in detail the construction and arrangement of the invention.


This invention is concerned primarily with talking machines in which disc records are used to reproduce the reproduced sound through the usual needle. For such machines there are, at present, two popular types of records on the (Continued on page 120)
LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS—(Continued from page 119)

market, in one of which the groove for causing vibrations of the diaphragm is of a uniform depth with respect to the disc but has its sides of irregular form, or to cause lateral movements of the needle therein as the groove is moved with respect thereto, while in the other type of disc reproducing machine the character described with respect to the disc but is of irregular depth so as to impart vertical movements to the needle therein as the groove is moved; the object of the invention is to overcome all of the objections enumerated so that such known constructions not only in- 

A number of the finer tones, and according to the fact that by reason of this invention these defects are materially over-

easy to position with respect to the grooves of the particular type of disc to be played without moving the tone arm and without displacing the sound box bodily with respect to said arm. Another object of the invention is to make it possible to secure such adjustment without modifying appreciably the usual form of tone arm and by making the adjusting devices between the latter and the sound box of simple and inexpensive character.

This invention relates to improvements in sound reproducing machines employing disc records and of the type adapted both for the recording of sounds and for the reproduction of sounds thus recorded, the invention being principally adapted for domestic and office use.

The invention also comprises a sound recording and sound reproducing machine comprising a combination a record supporting member, a tone arm, a member movable rectilinearly across the face of the record and means connecting the tone arm with this latter member but slidable upon said member. The invention further comprises a sound reproducing machine of the above character, having a carrier for the record and reproducer, rotatable about a vertical axis, so that either the recorder or reproducer may be moved from an operative position in one rectilinear path and the other in a curved path.

The invention consists in a sound recording and sound reproducing machine comprising a combination a record supporting member, a tone arm, a member movable rectilinearly across the face of the record and means connecting the tone arm with this latter member but slidable upon said member. The invention further comprises a sound reproducing machine of the above character, having a carrier for the record and reproducer, rotatable about a vertical axis, so that either the recorder or reproducer may be moved from an operative position in one rectilinear path and the other in a curved path.

The invention is the object of the invention these defects are materially over-

A number of records are destroyed by the sound box dropping, and to overcome this difficulty there is provided special means for holding the sound box in any position within a given range. This feature of the invention is so con- 

In these drawings Figure 1 is a view, partly in vertical section and partly in elevation, of a tone arm and sound box embodying the invention, the range of movement of the tone arm by reason of the improved joint therein being indicated in dotted lines. Fig. 2 is a view in plan of the devices illustrated in Fig. 1, part of the devices being broken away. Fig. 3 is a section partly in horizontal section, the improved joint. Fig. 3 is a sectional view indicating a portion of the tone arm and showing the sound box in a position at right angles to that shown in Fig. 1; and 2 to permit the reproducing of vibrations caused by a laterally undulating groove. Fig. 4 is a view in side elevation showing the sound box being moved with respect to the tone arm.

The invention relates to improvements in sound reproducing machines employing disc records and of the type adapted both for the recording of sounds and for the reproduction of sounds thus recorded, the invention being principally adapted for domestic and office use.

The object of the present invention is to provide an improved form of machine of the above character, having a carrier for the record and reproducer, rotatable about a vertical axis, so that either the recorder or reproducer may be moved from an operative position in one rectilinear path and the other in a curved path.

The invention consists in a sound recording and sound reproducing machine comprising a combination a record supporting member, a tone arm, a member movable rectilinearly across the face of the record and means connecting the tone arm with this latter member but slidable upon said member. The invention further comprises a sound reproducing machine of the above character, having a carrier for the record and reproducer, rotatable about a vertical axis, so that either the recorder or reproducer may be moved from an operative position in one rectilinear path and the other in a curved path.

The use of a continuous wire for a stylus for reproducing machines is old in the art, and in the latter case a feed similar to the wire clamp will be simultaneously released to per- 

A number of records are destroyed by the sound box dropping, and to overcome this difficulty there is provided special means for holding the sound box in any position within a given range. This feature of the invention is so con- 

In the drawings: Figure 1 is a perspective view of the improvement. Fig. 2 is an enlarged detail view on the line x—x of Fig. 1. Fig. 3 is an enlarged view of a portion of the sound box and the magazine, the latter being in section. Fig. 4 is a central section taken through the sound box, the parts being separated. Fig. 5 is a perspective view of a part of the stylus lever, and the wire clamp, the parts being separa- 

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The use of a continuous wire for a stylus for reproducing machines is old in the art, and in the latter case a feed similar to the wire clamp will be simultaneously released to permit the feeding of the wire.

This invention also aims to provide simple and effective means for storing the wire, the same consisting of a magazine having frictional means for holding it in any position when prop-
RECORD BULLETINS FOR MAY
(Continued from page 121)

There's Something Best--a Uniform That Makes the Ladies Tall (Vito Silvaggi). Twinn with orch. accom. 7642
There's Nothing Like a Vow When You’re Two (Brown. Miller). Baritone with orch. accom. 7643
Three Wonderful Letters From Home (Goodwin & Markshield. Hunsley). Tenor with orch. accom. 7644
Happy Birthday, Doll (Helen Smith). With orch. accom. 7645
Hello, I've Been Looking for You (From New York Hopscotch (Golden. Rich).) Arthur Hall Libbey Bell (It's Time to Rise Against (Good. McPhee). Tener with orch. accom. 7646
Such a Beautiful Song (Paul Henneberg). With orchestra. 10035
Earlie--Med. SAME (Dobie. P. Y. Brubaker). In Tub by B. M. M. Frédéric Bénedetti. 125
ism. 10039

DEATH OF PHILIP WOHLSTETTER

Philip Wohlstetter, vice-president and general manager of the Imperial Talking Machine Co., New York, N. Y., and Wilmington, Del., died suddenly April 2 at his home in New York. Mr. Wohlstetter, who was forty-eight years old at the time of his death, was well known in the talking machine industry as a technical expert, has been issued as a practical handbook.

Mr. Wohlstetter, who has been a very successful Edison dealer at Carson City, Nevada, was recently asked to whom she sells New Edisons. In reply Mrs. Friend wrote: “I am sending you a photograph given me by a pleased customer, and shows some of the people to whom I am selling New Edisons. It is not only a great advertisement for the New Edison, but shows our beautiful Nevada scenery to advantage. I have found that a miner always buys the best money can buy and this sale was the most satisfactory sale I have ever made.

SPECIALTY NUMBERS

7643 Cohen Telephones the Garage (Comic Monologue). George E. Thompson. 20037
7644 New Orleans Jazz (My Dixieland) (Richardson). 20041
7645 Hello, I've Been Looking for You--From New York Hippodrome (Comic Monologue). Franc. Moore. 10040
7646 I'll Never Go Wrong With You (Vocal Trio with orch. accom.) Chas. Hart. 7647
7647 There's Something 'Bout a Uniform That Makes the Ladies Tall (Vito Silvaggi). Twinn with orch. accom. 7648
7648 Think of the Cradle of our Country (Col. Turlet) with orchestra. 10041
7649 Gentle Shadows (George Moore). 7650
7650 When the Bell in the Lighthouse Rings (Lambert). 10042
7651 Vulcan's Song--"Philemon et Baucis" (Gounod). 12502
7652 Humoresque (Dvorak). 12503
7653 Swanee River (Old Folks at Home). 12504
7654 Liberty Bell (J. S. Bach). 10038
7655 When You and I Were Young, Maggie (Butterfield). Slim Minnie) with orch. accom. w. Henry Burr. New York. 12505

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New York

Telephone, Chelsea 8417

RECEIVING MANY REPEAT ORDERS

“All our No. 1012 album is meeting with very pleasing success, and we have received numerous repeat orders from our dealers,” said Philip A. Ravis, vice-president of the New York Album and Card Co., New York. “We were fortunate in securing additional factory facilities for the production of our albums, as the demand for the 1012 album has taxed our resources, even though our capacity has been considerably augmented. Our Nyacco metal back album continues to be the leader of our line, and judging from the orders already in hand for this album, this season will be an active one for the Nyacco metal back product. This album has many distinctive features, and the fact that it lies perfectly flat when opened is one of the reasons for its success.”

NURSERY RHYMES WITH RECORDS

Volume of Children’s Verse Issued, Containing Columbia Phonograph Records of the Same

If you were suddenly asked for a plan to make nursery rhymes sell phonograph records, or for a scheme to make valentines sell garden seeds, or to devise a method whereby candy and books would sell each other, the chances are you would be stumped, says “Printers’ Ink.” Yet if those interested in such a plan had a chance to think over the proposition for awhile no doubt they would be able to suggest several ways whereby one product would sell another, but shows our beautiful Nevada scenery to advantage. I have found that a miner always buys the best money can buy and this sale was the most satisfactory sale I have ever made.

THE EDISON FURNISHING MILLS

Music in the Wilds of Nevada

The New Edison Pianoworks

The owner of this instrument has already purchased seventy records, and there has been a good deal of comment on the class of music he selects for his miner friends back in the mountains. Think of those fellows listening to the Sigoletto Quartet, Chopin’s Nocturne in E flat,

REPUBLIC OF GENERAL SUPPLIES

DEALERS

Send for our “Trial Proposition” on the Regina Hexophone—the latest and best paying popular priced coin-operated instrument for use in public places.

All Makes of Talking Machines Repaired Promptly and Efficiently

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Manufacturers of Regina Music Boxes; Regina Phonographs; Cakewalk and Mandolin Orchestras; Vacuum Cleaners and other specialties.
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Cleveland, O., Columbia Graphophone Co., 1278 Euclid Ave.
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Evanston, Ill., Columbia Stores Co., 1608 Glenarm Place
Detroit, Mich., Columbia Graphophone Co., 401 Woodward Ave.
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Kansas City, Mo., Columbia Graphophone Co., 2527 McGee St.
Los Angeles, Cal., Columbia Graphophone Co., 20 S. Broadway.
Minneapolis, Minn., Columbia Graphophone Co., 412-414 Nicollet Ave.
New Haven, Conn., Columbia Graphophone Co., 517-523 Canal St.
New York City, Columbia Graphophone Co., 55 Warren St.
Omaha, Neb., Schmoller & Mueller Piano Co.
Philadelphia, Pa., Columbia Graphophone Co., 210 N. Broad St.
Pittsburgh, Columbia Graphophone Co., 101 Smith St.
Portland, Me., Columbia Graphophone Co., 43 Exchange St.
Pittsburgh, Pa., Columbia Graphophone Co., 67-69 Washington St.
San Jose, Cal., Dish, Columbia Graphophone Co., 221 South West Temple.
San Francisco, Cal., Columbia Graphophone Co., 129-129 Sutter St.
Seattle, Wash., Columbia Graphophone Co., 191 Western Ave.
Spokane, Wash., Columbia Stores Co., 838 Sprague Ave.
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Largest Stock VICTROLAS and RECORDS. Prompt Shipment and Low Freight Rates.
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Oldest Music House in Virginia or North Carolina.
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Detroit, Mich., Columbia Graphophone Co., 401 Woodward Ave.
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