Vicoria XVI, $215
Vicoria XVI, electric, $270
Mahogany or oak

The instrument by which the value of all musical instruments is measured
The most valuable asset of any manufacturer is the reputation his product has won.

Sonora is everywhere known as the \textit{quality} phonograph—not the quantity phonograph, not the phonograph offering "terms" as the main sales feature, but the \textit{value} instrument which the buyer is proud to own and which is shown to friends with the remark "I bought this phonograph because of its quality of tone and appearance."

The owner's pride of possession in a Sonora is a factor in Sonora's increasing popularity.

In proportion to the total number of instruments on sale, more Sonoras are sold for cash than any other instrument. This is conducive to a higher bank balance for the Sonora dealer.

\textit{The Sonora sells easily, turns every buyer into a Sonora enthusiast, and makes money for the dealer. If you wish to sell Sonoras this year write us NOW for information.}\n
\begin{align*}
\$50 & \quad \$55 & \quad \$60 & \quad \$90 & \quad \$115 & \quad \$150 & \quad \$180 \\
\$200 & \quad \$215 & \quad \$300 & \quad \$375 & \quad \$500 & \quad \$1000
\end{align*}

\textit{Art models made to special order to suit any taste.}

\textbf{Sonora Phonograph Sales Company, Inc.}

\textbf{GEORGE E. BRIGHTSON, President}

Executive Offices: 279 Broadway, NEW YORK

\textit{Sonora operates and is licensed under BASIC PATENTS of the phonograph industry}
The Talking Machine World

Vol. 14. No. 5

New York, May 15, 1918

Price Twenty-five Cents

WHAT CO-OPERATION ACCOMPLISHED

Brooklyn Dealers Saved From Loss Through Exchange of Information Regarding Operations of a Talking Machine Swindler

How co-operation can save money for talking machine dealers was instanced in a most eminently instructive manner recently in Brooklyn. It appears that a man giving a New York City address attempted to purchase a talking machine from Frederick Loeser & Co., of Brooklyn. The deal was just about to be closed when the quick-witted salesman glanced at the name and remembered that he had seen an advertisement in one of the New York papers giving the same name and address as did the customer, and offered a Victrola, slightly used, at a low price. He, of course, refused to conclude the sale, except on a cash basis, and the customer went out.

The salesman immediately called on J. J. Cavanaugh, manager of the talking machine department of A. I. Namm, in Brooklyn, and advised him of the occurrence. Mr. Cavanaugh also recalled the name and address of the New York party, and found that his house had sold a Victrola to the man some time before. He immediately went to the Keith Hippodrome and the Central Armory making appeals for bond buyers.

NEW DEPARTMENT IN ASBURY PARK

Asbury Park, N. J., May 4.—The Steinbach Co., this city, has opened an elaborate new Victrola department in its present store. The new department is equipped with four handsome sound-proof demonstration booths, and an excellent display of machines and the storing of records. It is declared to be one of the finest departments in this section of the state.

Music for the Camps Provided by the Knights of Columbus

Robert G. Wolff, director of construction on the Committee of War Activities of the Knights of Columbus, recently outlined for The World what the Knights of Columbus are doing toward providing talking machine music for the military forces. Mr. Wolff said in part: "Up to the present time this organization has erected something like ninety buildings in the various cantonments, encampments and marine and naval stations throughout the country. In each building a talking machine has been installed with a collection of at least twenty-five of the latest records."

"It is our information from our secretaries in the different camps that the talking machines and records play an important part in the entertainment of the soldiers, and that the records are being played from early in the morning until late at night."

"We feel confident that the soldiers are interested in all kinds of music; and record donations from any source will be greatly appreciated."

"We cannot say what kind of machines or records are most desired, for the reason that in the majority of instances we ordered this equipment long before the soldiers arrived at camp. It was our idea that they would be mostly interested in popular music and not in the classical music or songs."

"In addition to the talking machines, we also have player-pianos in each building with a new assortment of music rolls for the entertainment of the soldiers."

The Knights of Columbus very evidently have a clear conception of the part that music plays in keeping up the morale, keeping the soldiers in good order, and will undoubtedly make good use of any donations of records, machines or music rolls sent to them. These are far more valuable than a great many of the material donations which have been sent to the soldiers, and will be of great assistance to them.

In answering the inquiries of the general public, talking machine dealers can refer prospective givers to the Committee on War Activities, Knights of Columbus, 847 F. K. C. Building, Washington, D. C. Talking machine merchants who may themselves be collecting records for the use of the Knights of Columbus by getting in touch with the manager of the nearest large city will be able to determine what military units have the greatest need of records, etc. This will be a move along the lines of efficiency and concentration.

TALKERS FOR COOLES IN FRANCE

Records From America Help to Cheer Chinese Laborers Behind the Lines

Not only is the talking machine with its records a friend of the allied soldiers in the trenches on the Western front, and for that matter of the enemy soldiers, but it appears that even Chinese coolies, who are employed in large numbers back of the French front, are also strong admirers of that instrument. Talking machine records in the Chinese language and recordins of Chinese music have been sent to France from the United States, and proved the source of entertainment for the Chinese worker.

Knowing a dozen languages won't help unless you know how to make a living in one of them. The following was published in the Los Angeles Times, May 1, 1918:

"I don't know what to say. I don't think I deserve this. Give them all my love. I shall not move without my Victrola."

Mme. Melba and Cup Presented to Her by the Knights of Columbus

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The Man Who Is Hard to Sell Is a Challenge to Salesmanship and a Stimulus to Effort

There are two mental attitudes regarding the prospect who is a hard nut to crack, a difficult man to sell. One of these attitudes is that of the salesman who gets peevish over such a prospect and gives him up and tries ever after to get even with the fellow for not buying.

The other attitude, and the right one, is that of regarding the hard man to sell as a challenge to salesmanship and a stimulant to effort. The salesman who gets this attitude sets a challenge to salesmanship and a stimulant to effort.

The prospect who is a hard nut to crack, a difficult man to sell.

The man who is not easily won over usually sticks better when he is won. He does not change his mind or back out without reason. If you find out how a man feels about your proposition, and why he feels so, you will be able to handle him. Put yourself in his place and talk from that side. Instead of so much about what "I have to sell," say more about what "you need to buy." Emphasize the "You!" instead of the "I!".

Dig into that man's problems and discover why he thinks your talking machine or phonograph would not suit him. Don't begin to try to get him to buy before you have even shown the advantages of what you have to offer. Sales are not made so easily. And don't waste preliminary time in talk about the weather, war or politics. You may inadvertently get the man into a discouraged frame of mind by reminding him of extraneous business conditions.

You know what will interest people who are prospective buyers of musical instruments, even if they are hard nuts to sell. The prospect may not at the outset care two straws about your particular line, but if he is interested in music at all, he will discuss with you many phases of the question and if he listens, you can get him coming your way.

When you get a person asking questions about and showing an interest in something you know more about than he does, then you have made a start. Once you have made a start, if you get no farther, the fault is your own.

This event, which would have been extraordinary, was found to be impossible after investigation on the part of Mr. Mickel, owing to the fact that neither of the artists was in a position to specify definitely whether his or her appearance would be an assurance, owing to certain engagements, which were contracted for previously. However, the services of these two artists are still in question as to whether the contracts can be filled.

Should it be impossible for the above-mentioned artists to appear, a suitable program (such as has always been successful at these conventions) will certainly be instituted, and it is desired by the executive committee that a twoday session be held instead of the one-day session as of previous conventions. Judging from the responses already noted from members, the third annual convention will be a far greater success than the two previous ones, as the interest on the part of the members is very noticeable. The membership is increasing each year.

Matters of the utmost importance will come up for discussion at the convention, owing to the shortage of Victor products, and it is to be hoped that by the time of the convention (which will be held the latter part of August) the Victor Co. will have had an opportunity to overcome the ever-increasing shortage of its products and that the fear which has been entertained, and which naturally would be entertained on the part of some dealers, will be a matter of past history as to the future outlook of their business.

ENJOY GALLI-CURCI CONCERT

By Means of Victor Records in the Osterhouse Free Library in Wilkes-Barre

A representative of a New York publishing house who recently visited Wilkes-Barre, Pa., made the following observations which are passed along to readers of The World for information and use when available. He said: "I am a plain, ordinary book agent, classed with the dogs and baby carriages and therefore unwelcome in most public buildings. However, my roving disposition carries me all around the country, and I have noticed a few things which would benefit 'us' New Yorkers. For instance, I dropped into the Osterhouse Free Library here, and enjoyed a really fine concert by Galli-Curci and other stars. Of course, it was on the talking machine, but what does that matter? The place was crowded. It was a regular concert with programs, and the 'Star Spangled Banner' was played and honored. The local merchants loan selections to this library."

INCORPORATES BUSINESS

WESTFIELD, Mass., May 4.—The business of George H. Sharp & Son, which was established in this city in 1893 by George H. Sharp, was recently incorporated, and in future will be known as the George H. Sharp Co. The company specializes in talking machines and music, and the business will be enlarged to take in considerably more territory.

DITSON SERVICE

Makes the Dealer's Road Smoother

It helps to overcome some of the wartime difficulties

Real effort takes the place of wild promises

VICTOR EXCLUSIVELY

OLIVER DITSON CO.

BOSTON

CHAS. H. DITSON & CO.

NEW YORK

May 15, 1918
Victor Supremacy

The enormous public demand for the Victrola, the unparalleled success of Victor retailers everywhere, unmistakably tell of Victor supremacy.

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

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

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

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

Victor Wholesalers

Albany, N. Y.,..... Getsey-Haire Co., Inc.
Atlanta, Ga.,..... Eves-Auster Co.
Austi, Tex.,..... The Talking Machine Co. of Texas.
Baltimore, Md.,..... Cohen & Hargrave.
Bailey, Ind.,..... Grant & Son.
Baker, Mo.,..... Andrews Music House Co.
Birmingham, Ala.,..... Talking Machine Co.
Boston, Mass.,..... Oliver Dixon Co.,
The Eastern Talking Machine Co.
Brooklyn, N. Y.,..... The M. Sulmelter & Son Co.
Buffalo, N. Y.,..... D. C. N. Andrews.
Burlington, Vt.,..... Clark & Neal Co.
Butte, Mont.,..... Oliver Bros.
Chicago, III.,..... Lynx & Healy.
The Redcliffe Hurrizer Co.
Cincinnati, O.,..... The Redcliffe Hurrizer Co.
Cleveland, O.,..... The W. H. Borecher & Son Co.
The Collister & Sayle Co.
The Enique Music Co.
Columbus, O.,..... The Perry B. Whitley Co.
Dallas, Tex.,..... Sanger Bros.
Draper, Colo.,..... The Heart Music Co.
The Knight-Campbell Music Co.

Des Moines, la.,..... Michel Bros. Co.
Detroit, Mich.,..... Grinnell Bros.
Kilmer, N. Y.,..... Kilmer Bros.
N. Y.,..... Kilmer Bros.
Kilmer, N. Y.,..... Kilmer Bros.
Philadelphia, Pa.,..... Louis B. Cosho, Inc.
New York, N. Y.,..... E. F. Drops & Sons Co.
Chicago, Ill.,..... E. F. Drops & Sons Co.
Chicago, Ill.,..... E. F. Drops & Sons Co.

VICTROLA VI-A, $30
Oak

VICTROLA IX-A, $57.50
Mahogany or oak

VICTROLA XI-A, $110
Mahogany or oak

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

Victrola Wholesalers

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Chicago, Ill.,..... E. F. Drops & Sons Co.
Chicago, Ill.,..... E. F. Drops & Sons Co.

Oklahoma City, Okla.,..... A. House Co.
Peoria, Ill.,..... Putnam-Pace Co., Inc.
Philadelphia, Pa.,..... Louis B. Cosho, Inc.
New York, N. Y.,..... E. F. Drops & Sons Co.
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Cleveland, O.,..... The W. H. Borecher & Son Co.
The Collister & Sayle Co.
The Enique Music Co.
ALL RECORD CUSTOMERS ARE ALBUM CUSTOMERS

A Place for Every Record and Every Record in its Place

Albums are an Indispensable Requisite in the talking machine business and wherever recordings are sold. Practical and handy. Save time and records. A profitable adjunct to the business.

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

We have unexcelled manufacturing facilities, and consider quality our prices are the lowest. Place your orders with us giving quantity you may desire, and we will quote prices.

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

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

ATLANTA TRADE SOMEWHAT SPOTTY

Shortage of Machines and Records Felt—Mean-while Business in General Was Never Better

ATLANTA, GA., May 4.—The talking machine business in this city during April was a little "spotted." In addition to the very critical condition in Europe there was and is a shortage of goods, one of the leading manufacturers not having in stock at the present writing a single $55, $160 or $215 model. Just what effect the conference of the manufacturers recently held in New York City will have on the future of the business is somewhat uncertain, but it certainly appears that there is to be some curtailment in production. Probably this will make the public eager for what is left to be marketed and will in this way make easy sales for the dealer.

After cable news in regard to General Haig's famous "back to the wall" stand was received, there was a noticeable increase in buying and a better feeling all round. This now world-celebrated order will live in history with "Don't give up the ship" and "England expects every man to do his duty."

Talking machine dealers in the South and many of the fraternity in New York, Philadelphia, Bridgeport and elsewhere, will read in this paper with regret of the death recently of Richard Thornton, of Atlanta, Ga., for years identified with the phonograph business in Atlanta, and one of the pioneers of recent years in the growth and development of the industry.

Chamberlin, Johnson, DuRose Co., this city, one of the best-known and foremost dry goods houses in the South, have recently moved into a new six-story fireproof building on Whitehall street, in the shopping center, and have engaged Edgar Brotherton, a former Atlantian, but recently with D. H. Holmes Co., New Orleans, to take charge of their Victrola and Sonora department.

Without detailing reports from each individual firm in the city, we can say that business in general is good, and all are anticipating a continuance of activity throughout the summer.

The Columbia Graphophone Co. has qualified the Kenny Furniture Co., locally, and it is understood that this concern is doing well with this widely known line.

A Really Good Album At a Moderate Price is a Money Maker for the Dealer

METAL BACK ALBUMS

will give the dealer and his patrons true value and the highest quality. A complete line of albums that stand for the best in their respective grades.

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

TRADE MOVES IN WAR TIMES

The Attitude of Dealers Toward Goods Other Than Machines and Records Discussed by F. O. Wilking, of the Ready-File Co.

In a recent letter to The World F. O. Wilking, president of the Ready-File Co., Indianapolis, Ind., points out the tendency which that company has found on the part of the dealers toward making a special effort to push the sale of accessories during war times. He says in part:

"One of the most interesting developments of war times is the changing attitude of talking machine dealers toward goods other than machines and records. This was forcibly brought to my attention during a recent trip through the Central West, where both dealers and jobbers of the most progressive type showed an entirely new disposition to warm up to the extra profit that Ready-File makes for them; these who had previously shown only slight interest in our proposition have become enthusiastic boosters; distributors that have been ordering in 100 lots are now ordering in 400 and 500 lots.

"The explanation lies partly in the fact that our goods are currently becoming better known, but deeper than that is the inability of either distributor or dealer to get the machines and records needed to supply the demands of the trade. The fact that his profit on machines and records has been cut to a minimum by the curtailed production has made many dealers to put more effort behind selling other goods. Each dealer is anxious to have his books look as good at the end of 1918 as they did a year before, and he is consequently keenly interested in any device such as ours, which permits him to make an extra profit on each sale.

"In this awakening may lie the salvation of many dealers. It is a fact that there are accessories, a number of them, that show the dealer a better profit than either machines or records. Our advice to every dealer is to investigate these devices now, while his machine and record stock is short, pick out those that suit him and get his sales force in the habit of including them in every deal. Thus he will keep his business up to the mark for the present, and be in a position to greatly increase it when the factories get through doing war work."

NEW PATHE NUMERICAL CATALOG

The Pathé Frères Phonograph Co., Brooklyn, N. Y., has just issued a new numerical catalog of Pathé records which lists all records up to and including the May supplement. It is intended to supplant the old edition, as the increased size of the publication indicates the remarkable strides made by the Pathé Frères record library during the past few months. At the present time the library contains a complete library of all classes of records, and the popularity of Pathé recordings is increasing rapidly with the Pathé representatives in all sections of the country.
Victor Supremacy —all the time and everywhere

Viewed from the standpoint of musical art, judged by the character and prestige of the stores that handle it, measured in dollars for its ability as a profit producer, the Victorola is supreme.

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

Berliner Gramophone Co., Montreal, Canadian Wholesalers

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THE TALKING MACHINE WORLD

May 15, 1918

PUBLISHED BY EDWARD LYMAN BILL, Inc.

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

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San Francisco, Office: 2 Grandam Buildings, Basinghall St., W. Lowen Sackner, Mgr.

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

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

ADVERTISEMENTS: $4.50 per inch, single column, per insertion.

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

TO NOTICE TO ADVERTISERS.—Advertising copy should reach this office by the first of each month. By following this rule advertising pages, $125.00.

SUBSCRIPTION (including postage): United States, Mexico, $2.00 per year; Canada, $2.75; all other countries, $3.75. Single copies, 25 cents.

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NEW YORK, MAY 15, 1918

THERE is need for some definite central organization of talking machine manufacturers was emphasized strongly last month when the industry was called upon to appoint a committee to confer with the United States Fuel Administrator regarding measures for curtailing the output of talking machine factories.

It is true that representatives of the larger companies conferred with the Fuel Administrator, but he preferred to deal with the trade at large and, therefore, a representative committee was suggested. Of course, such a committee was appointed at the meeting in New York on April 30, but it meant a delay of several weeks before definite action could be taken. Had there been an organization in existence representative of the entire trade, an agent of, or committee from that body would have been in a position to have followed up the matter to a conclusion with the Fuel Administrator earlier in the month.

It is probable that there will be other matters which will require the attention of the united trade in the future and before the war is over, and the industry should not be caught napping again. Hence the necessity of a permanent committee of representative men, or an individual, if one can be found to satisfy all parties, being appointed to provide official representation for talking machine manufacturers. Matters with the Government can thereby be discussed and adjusted quickly to avoid suspense.

6

It is felt warranted in sending out representatives throughout the country to gather together honest statistics regarding trade, capital invested, number of employees engaged, those beyond the draft age, or women, amount, value and character of materials used, value and equipment of plants, and between dealers in the matter of a redistribution of surplus catalog stocks, but often with indifferent success.

One jobber, in calling upon his fellow jobbers for any record stock they could spare, declared that he was completely out of business, but when a draft order was issued, or any actions taken against the industry, they go to the front or are wounded after reaching the battle line, so that the war has been treated. Government does not desire to take up matters affecting the trade as a whole, that this result can be accomplished. It is not the time for standing aloof or arguing over details. Any orders issued, or any actions taken against the industry, are going to be against the trade as a whole and will hit every individual manufacturer in it. This fact must not be overlooked.

With a committee appointed, an effort should be made to gather together honest statistics regarding trade, capital invested, number of employees engaged, those beyond the draft age, or women, amount, value and character of materials used, value and equipment of plants, and other essential details for presentation in collated form to the Federal officials. It has already been learned by other branches of the industry that the general statement that "music is a war necessity," for its worth in preserving the morale of citizens and soldiers, does not get anywhere in Washington. The fact that there is a large amount of capital involved and that hundreds of people are dependent upon the industry for their livelihood is listened to with attention.

There are many ways of gathering these statistics without jeopardizing the business secrets of any one manufacturer. The disinterested outsider has been intrusted with similar statistics by more than one big industry, and practically without exception has proven faithful to the trust. These are not times for fancy talks.

What Washington wants are facts—cold, hard facts—that can be considered in a businesslike manner, and the trade should see that such facts are available.

RECENT events indicated that conditions demand a more general co-operation between talking machine wholesalers and between dealers in the matter of a redistribution of surplus catalog stocks in order to preserve a most efficient balance. It is an acknowledged fact that record supplies from the factories are far from being normal, and due largely to labor conditions will possibly drop off even more, regardless of any Federal curtailment order. This shortage does not exist alone in the new and most popular records, but it is felt right through the line of the standard catalog selections. The seriousness of the situation is evidenced by the fact that not alone wholesalers but dealers have felt warranted in sending out representatives throughout the country to gather up what surplus stock they could to fill gaps in regular catalog stocks, but often with indifferent success.

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With a committee appointed, an effort should be made to gather together honest statistics regarding trade, capital invested, number of employees engaged, those beyond the draft age, or women, amount, value and character of materials used, value and equipment of plants, and other essential details for presentation in collated form to the Federal officials. It has already been learned by other branches of the industry that the general statement that "music is a war necessity," for its worth in preserving the morale of citizens and soldiers, does not get anywhere in Washington. The fact that there is a large amount of capital involved and that hundreds of people are dependent upon the industry for their livelihood is listened to with attention.

There are many ways of gathering these statistics without jeopardizing the business secrets of any one manufacturer. The disinterested outsider has been intrusted with similar statistics by more than one big industry, and practically without exception has proven faithful to the trust. These are not times for fancy talks.

What Washington wants are facts—cold, hard facts—that can be considered in a businesslike manner, and the trade should see that such facts are available.

FROM the earliest ages the value of music as a therapeutic agent has been recognized and appreciated and it is not surprising to learn that Mrs. Isa Maude Ilsen, of Hamilton, Ont., has made extensive use of music to win the convalescent and diseased soldiers of Canada back to the fullness of health and happiness. Music she believes—and she has been demonstrating in practice the truth of her tenets—possesses a tremendous power considered as a medicine.

She says the part that music may play toward bringing back to normal our soldiers who are sick with minor ailments before they go to the front or are wounded after reaching the battle line is no small one. Mrs. Ilsen knows whereof she speaks. For nearly two years she has been the volunteer superintendent of the Military Infirmry of Hamilton, where a great number of Canadian soldiers suffering from wounds and illnesses caused by the war have been treated. It is in this institution that she has proved the practical value of music in the sickroom.

At present Mrs. Ilsen is drafting a plan for the United States military authorities which will give them an idea of the possibilities to be gained from the application of her principle. She will use her recent experience to illustrate the enormous possibilities of music in therapeutics.
Talking machine music is being used to-day in many hospitals as a curative influence, and has been especially effective particularly where soldiers are suffering from forms of "shock" which disturb the entire nervous system, making them in a measure a wreck for a considerable time. The selection of the records to be used is, of course, an important matter. They have to be gauged in accordance with the actual physical condition of the patient so that the influence exercised is most beneficial. The effect of music on different patients varies, and just like medicine, what cures one may harm another. In this domain the talking machine is destined to fulfill a noble mission.

JUST another reminder about terms: The stock of machines and records on the dealer's floor are, regardless of fixed price agreements or anything else, worth more to him right now than when he bought them, whether it was three weeks or three months ago. This higher value is based on the fact that once off his floor they will leave a gap that may not be filled for some months to come. Meanwhile, he is paying rent and carrying overhead on that gap. Why, therefore, sacrifice these machines and records on long time terms? Demand cash wherever possible, overhead on that gap. Why, therefore, sacrifice these machines for right now it is the dealer's right to do so, and barring cash, make the terms reasonable—that is, reasonable to the house. Meanwhile many dealers are selling only for cash.

RECENT cases in the West where "gyp" dealers, and even that class of legitimate dealers in talking machines who have been convicted of misleading advertising and punished therefor, indicate that State advertising laws and local ordinances really have some "kick" in them and are not to be trifled with. When a few more cases are successfully pushed in other sections of the country that will serve to force on erring members of the trade generally that they either have to be good and tell the truth or stand punishment, so much the better off will be the industry.

Up to a couple of years ago the talking machine industry was remarkably free from misleading advertising. The leading manufacturers have always set high standards for their publicity. They endeavored to present facts instead of fiction; based their claims on truth and devoted their arguments to selling their own lines rather than in knocking those of competitors and trading upon competitors' reputations.

There is now evident in some quarters, however, definite attempts to cast reflection on the products of competitors, or to market unknown lines on arguments based on instruments of recognized standing. The "Victrola-like" or "Grafonola-style" of instruments offered at bargain prices by "gyp" dealers have become too common to permit of their being ignored any further, and the Music Industries Better Business Bureau, with headquarters in Milwaukee, is taking cognizance of this fact and has already succeeded in prosecuting several cases successfully, while others are under investigation.

The New York District Attorney's office has also been investigating local advertisers of the "gyp" type, and has promised to prosecute any of this ilk when proof can be furnished that they are uttering misstatements.

It is all up to the legitimate dealer to protect his own interests. If he sits quietly by and considers that the "gyp" dealer is not doing enough to hurt him to make prosecution worth while, he is simply encouraging a malignant growth in the industry. The thing to do is to investigate personally so far as possible every questionable advertisement, whether by "gyp" or legitimate dealers, and to present the facts before local authorities or before the Better Business Bureau, and prompt action can be obtained. Keeping the industry clean means to keep it healthy.

TALKING machine and record manufacturers are taking no undue credit to themselves when they acknowledge that they are doing real good for the fighting men of the nation at this time. Hardly a military unit, ship or hospital but has one or more talking machines, and a suitable supply of records, and the cry is constantly for further supplies of talking machine outfits for new units not yet equipped. The Y. M. C. A., for instance, consider the talking machine sufficiently important to appropriate a substantial portion of their funds for the purchase of such outfits for their various huts in this country and France. And so it is with the Knights of Columbus. Even the enemy enjoys the talking machine, for a story comes from London of an officer who while engaged in a drive against the Germans found several records in No Man's Land, and close to their trenches. It is said that Washington has divided the products of the country into three classes unofficially, they being first, food; second, war materials, and third, everything else. From results already shown it would seem that talking machine records might have a fair chance of edging into the second class.

THE phenomenal success of the Liberty Loan Rally of the Allied Music Trades, at Carnegie Hall, on April 30, was due in great measure to the work of the talking machine men and the generosity of the manufacturing companies and their artists.

"Plant" Records This Spring

Join the corps of successful dealers who are planting seeds of record profits for "picking" during the coming months. And if the seeds are planted in the

PEARSALL GARDEN
of SERVICE

you'll find its fertile soil is prolific of early crops and good ones, too, "Big Oaks from Little Acorns Grow"—use Pearsall Service on Victor Records and watch the Acorn bank balance grow into a big oak.

SILAS E. PEARSALL CO.
Victor Distributors
18 West 46th Street New York, N. Y.
Meet Us at the Music Show

Those of us whose part it is to "keep the Home Fires Burning" while our boys are at the Front will be doing our part if we feed with an inexhaustible supply of fuel the fires of love and sympathy—if we cheerfully perform every service of which we are capable and bear every sacrifice and burden that comes to us, for the sake of those who are bearing still greater burdens on the field of action.

Music will help a lot. It is helping to keep our boys mentally fit and inspire them to the utmost of sacrifice and achievement. With music at the front, music in the camps and music in our homes, we have a bond of spiritual strength that will defy all apprehension, disappointment or discouragement (real or fancied). That will support to the end our resolve to purge the world of the monstrous, perverted doctrine that puts might above right. That will make unbending our determination to be stripped of all our possessions and drown in a sea of blood rather than permit the policy of the cloven-hoof to prevail on earth.

For our boys there is hardly a moment when music will not fit in, from the time they change from "civilians" to khaki until they return to their earthly homes triumphant in victory or, with thousands of brother heroes, are borne aloft where the supreme award for valor awaits them.

The spirit behind the National Music Show, June 1st to June 8th at the Grand Central Palace, New York City, is in harmony with the "Home Fires" sentiment. That spirit is a missionary spirit which has not only taken music into the remotest parts of our own country, but has carried it to the four corners of the world. Its influence in the lifting of humanity to higher levels of conception and accomplishment has been tremendous. May the National Music Show be instrumental in the musicalizing of every home in every land.

We shall keep open house for all visitors to the National Music Show at Sections 19 and 20 where they will find a most cordial welcome awaiting them.

THOMAS A. EDISON, Inc.
Orange, N. J.
How Music Aids in Maintaining the Nation's Faith, Hope and Courage

By M. C. Schiff

There are reasons why it would be unwise, from a broadly patriotic point of view, to curtail talking machine production. No doubt the representatives of every industry designated as non-essential have countless arguments to present against the propriety of such designation. In the case of the modern talking machine, however, the morale of the home itself, the very foundation of the nation's institutions, is affected. It is that, and not any inclination to evade bearing our full share of our country's burden, that actuates talking machine manufacturers in feeling that the proposed curtailment of fuel supply is not wise.

According to my understanding, it is the sense of the administration that the production of talking machines should be curtailed to the end that labor thus released may be employed in Government operations, and the money which would be expended for the instruments may instead be invested in Liberty Bonds, thereby providing the Government with the means of purchasing the product of the labor. The benefit that eventually would accrue to the Government under such program with reference to some industries, such as pleasure automobiles, for instance, is obvious. The difference in the value of the program as applied to the automobile industry, which we have taken for comparison, and the talking machine industry, lies in the fact that the former is not indispensable to the morale of the home, while the latter most certainly is.

Music is the most ennobling of all human agencies. Without it the ideals of the nation, and, hence, the nation itself would suffer. It is essential to the home in which is to be maintained the mental attitude necessary to national hope and courage.

The fact that, notwithstanding the withdrawal of thousands of persons from the usual buying channels, the demand for talking machines has increased proportionately with the stress of war conditions, the sales of the past six months having been the largest of any similar period in the history of the industry, proves that the public looks to this universal music reproducing instrument to renew the tremendous mental energy daily consumed under the strain of our present national crisis.

Through the talking machine the emotions may be thrilled and hearts made happy. The music of the master, reproduced by the talking machine, can send into the very soul of the lonesome mother or heartsick wife a message of hope and cheer from the brave soldier at the front, and only through the talking machine can there be received in the home the message of patriotism that great bands and famous musicians impart in their masterful interpretation of our national songs, expressing in the most poignant manner the great ideals for which America stands.

The talking machine brings democracy into the home and at this time, when events transcend the powers of the ablest writer or orator, the amplification of music must be permitted to perform its appropriate work of binding the people throughout the country so they may be held together by common ideals and sympathies.

Music in the home is the most positive preventive of our deterioration to a morose practicalism; it will inspire the home folks to in turn inspire the boys "over there," and it will prove the greatest element in preserving the morale of the nation's war workers, both here and at the front, by preserving the morale of the home.

Talking machine manufacturers are not only willing, but in common with every other American industry, are anxious to go to any limit to serve the interests of the country, but they hope a way may be found to do that without risking injury to the spirit of the nation which now, more than ever, needs and depends upon the talking machine for economical mental relaxation and clean home entertainment.

DEATH OF RICHARD THORNTON

Well-Known Talking Machine Man of Atlanta, Ga., Passes Away in New Orleans

Richard Thornton, of Atlanta, Ga., for a number of years identified with the talking machine industry, recently passed away in New Orleans, La., at the Presbyterian Hospital, of acute pneumonia, after an illness of only a few days, in his thirty-fifth year.

He was identified with the Columbia Graphophone Co.'s Southeastern distributing headquarters in Atlanta from 1911 to 1915 as assistant manager, and was regarded as one of the most expert and experienced phonograph men in the United States, his work in the various departments of the Columbia Co. having given him an opportunity to learn the business from the ground up, managerial, selling and financial.

In 1915 the Columbia Co. sold their retail interests in Atlanta, and Mr. Thornton organized the Atlanta Talking Machine Co. at the old stand on Peachtree street, becoming junior partner and manager. His success with this business was excellent, but when the New Edison entered the Southern field he was selected by the owners of the first Edison shop in the Southeast to introduce the line into an undeveloped field. It may be said that the present large sale of Columbia product in Atlanta and vicinity and also the Edison ground work can be attributed very largely to his ability and efforts.

Mr. Thornton was educated at the Atlanta public schools, in preparatory schools in New England and at Emory College, Oxford, Ga. He was a member of the Chi Phi Fraternity, and of the leading clubs of Atlanta, and was universally beloved by all who knew him. His untimely end will be mourned by hundreds of friends all over the country.

HANDLING SONORA PHONOGRAPHS

Charles W. Homeyer, well-known music dealer of 332 Boylston street, Boston, Mass., has just installed a line of Sonora phonographs and is very enthusiastic over the possibilities of the new line.
Of what use is money anyway, if we do not win this War?

Therefore—every cent of profit made by the Brilliantone Steel Needle Co. of America, Incorporated, during this year of Nineteen Eighteen (1918), will be expended for Liberty Loan Bonds.

When You Sell Brilliantone Steel Needles, you help us to subscribe additionally for Liberty Bonds, and your customers are assured of Needles of Uniform Length, Needles with Uniform Points, and Needles of Uniform Hardness. Truly Meritorious, Honestly Reliable, The Best.

HALF TONE—FULL TONE—MEDIUM—EXTRA LOUD

Write for Samples—Write for Prices.

BRILLIANTONE STEEL NEEDLE CO. OF AMERICA INCORPORATED
Suite 657-659 Marbridge Building, Broadway at 34th Street
NEW YORK CITY

Columbia Graphophone Co., Woolworth Building, New York

IMPORTANT BUSINESS TOPICS DISCUSSED IN ST. LOUIS

Tri-State Victor Dealers’ Association Have Interchange of Ideas on the Evils of Free Service, Current Monthly Records and Salesmanship Requisites—Start Repair Shop for the Trade

St. Louis, Mo., May 8.—The last meeting of the Tri-State Victor Dealers’ Association, the first to which the associate members—sales people—were admitted, was entirely successful. The experiment was considered successful. More meetings of this kind will be held, and it is believed that the sales folk will become interested that it will be possible to get out-of-town members to send their sales forces to attend occasional special meetings. The program was designed to interest those in the selling end.

Val Reis was to have spoken on "The Evils of Free Service—The Extent to Which Such Service Always Profits Only the Salesman," but Mr. Reis was unable to be present, President Magee introducing the topic and asking those present for ideas. There was a good deal of discussion, the chief idea being that there should be a definite suggestion as to how far the sales folk should go in promising service. At present the salesman has to be entirely dependent upon the customer’s word as to what other dealers will do, as there appears to be no understanding. Some customers get the idea that they are within their rights when they call to have a service man sent out to wipe out scratches on the cabinet. Others get the free service idea so strong that they do not even try winding the new one-with no emphasis on the new one.

J. D. MOORE RESIGNS AS MANAGER
Retires as Head of Successful Talking Machine Department of Lion Drygoods Co.

TOLEDO, O., May 4—J. D. Moore, who about five years ago opened a talking machine department in the Lion Drygoods Co. store in this city, and has since acted as manager, resigned recently to enter a new field upon leaving the services of the company. Mr. and Mrs. Moore were entertained at dinner by the employees of the talking machine department, on which occasion Mr. Moore was presented with a handsome traveling bag in token of their esteem. The Victrola department of the Lion store is operated on a very successful basis. No records are sent out on approval, and interest is charged on all deferred payments. All accounts are watched carefully through co-operation with the credit department, with the result that there are practically no repossessions.

LEASE LARGER QUARTERS
MINNEAPOLIS, MINN., May 3.—Owing to the increase in their Edison phonograph business, the East Side Phonograph Co., this city, have leased new and larger quarters at 209 East Henry avenue, which will be equipped to meet the requirements of the company, and which will be occupied about November 1, when the lease on the present store at 416 Central avenue expires.

Get That $3
You can sell every Victrola X-A and XI-A you can get—and sell

Ready File
Ready File Co., Inc. INDIANAPOLIS, U. S. A.
Sentimentally regrettable as it may be, little phonographs, like little nations, live only long enough to demonstrate the strength and permanency of the big ones.

Pathé stands for a future greatness in proportion to its present magnitude. Pathé is big in every way. Pathé means an immense resource of machines and records. Pathé means good service.

If you are a Michigander, interweave your future with Pathé and grow with a great service in a great state.

Williams, Davis, Brooks & Hinchman Sons.
Established in 1819
Detroit
How the Talking Machine is Disseminating a Knowledge of the World—Famous Musicians

Hector Charlesworth, who has written a series of articles on talking machine and player-piano music for the Canadian Home Journal, in the course of one of them emphasizes a thought that is interesting. He says: "While in a small Ontario town I noticed a large advertisement announcing that records of Jascha Heifetz could be procured from a local dealer. Less than ten months ago the name of Heifetz was unknown, even to the most noted musical critics of New York. He came to America from Petrograd and gave a violin recital in that city about the time of the first snowflakes. At once it was recognized that a great star had risen in the musical world, and his subsequent appearances have created a furor wherever he has gone.

"But a decade ago such an incident would have affected only a few large cities with halls capable of containing the thousands that naturally throng to hear a new and celebrated man of genius. In a small town, such as the one I mention, the idea that Heifetz would become a personage so well known as to be the subject of lengthy advertisements in the local newspapers would have been fantastic. Only a few of the well-to-do, who might go on a journey, could ever hope to hear him play the violin, and his name would have been dismissed from the whole community. The sure barometer of advertising expenditure shows that he has a public everywhere, a public infinitely larger (who will always see his face) than the throngs who are crowding to hear him in the large cities."

HERZOG ART RECORD CATALOG

New Catalog Portrays and Describes Over Sixty Different Models of Cabinets

A new catalog of "Herzog Art Record Cabinets" has recently been published by the Herzog Art Furniture Co., of Saginaw, Mich. This new catalog, which is a very handsome affair in blue, white and black, portrays over sixty different models of cabinets. It starts in with a comprehensive view of the factory, and a pertinent discourse on why Herzog art record cabinets are a profitable accessory for talking machine dealers. Following this are a series of profusely illustrated sections.

Section 1 is devoted to Victor record cabinets, Section 2 to Columbia record cabinets, Section 3 to Pathé cabinets, Section 4 to Brunsinets, Section 5 to Edison cabinets, Section 6 to Auxiliary cabinets, Section 7 to player roll cabinets, Section 8 to a reproduction of the various newspaper cuts of Herzog cabinets which are available for use in the dealer's local advertising. The volume is well written, admirably printed and produced, and should prove of interest to all members of the trade.

LEE GILBERT MARRIED

Lee Gilbert, a well-known talking machine man of Omaha, Neb., recently married Miss Weltha Gilbert, of Des Moines. It was a home wedding of a most attractive sort, and the guests included Mr. and Mrs. Geo. E. Michel, Mr. and Mrs. Fred Bailey and Hugo Hayne, all of Omaha, and all well known to the talking machine trade of the Middle West.

Mr. Gilbert started his career in the talking machine industry at the Victor factory. From there he went to Chase & West in Des Moines, and later with Michel Bros. in the same city. He was transferred to the Omaha branch of the Michel Bros. Co. on February 1 of this year, with which organization he continues to display great energy as a Victor salesman.

TO FEATURE EDISON LINE IN UTICA

Unica, N. Y., May 6—A new company has been formed to promote the sale of the new Edison phonograph. This company will handle a probationary zone, having the exclusive sale of the Edison instruments and records. The stock, fixtures and lease of the Unica Music Co., Inc., have been purchased and the Utica business will be conducted at 201 Genesee street, Crouse Building, where every model of the New Edison and a complete stock of the Edison Disc and Blue Amberola records will be found. The members of the new company are Clayton L. Wheeler, Arthur R. Knox, E. L. Kubl and John Schuderer. The Utica Music Co., Inc., of Utica, Genesee street will be under the management of Arthur R. Knox and the Rome branch. 173 West Dominick street will be managed by John H. Schuderer.

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

DEALERS:

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 and last year our sales exceeded the sales of all other manufacturers combined.

In the course of time, when a greater percentage of homes have talking machines, Mr. Charlesworth thinks that some artists will find it profitable to devote themselves exclusively to the making of records and abandon public appearances altogether; just as certain lecturers and educators have abandoned the rostrum and do their teaching entirely by the correspondence method.

"This is not likely to occur in the case of any artist of first-rate talent," says the writer, in conclusion, "for the very good reason that public appearances in themselves, if successful, form an advertisement for the records of an artist of inestimable value. Yet the situation does hold its possibilities for the singer who happens to meet with misfortune other than the loss of voice."

"Suppose that Caruso, just for instance, had been young enough to have been drafted for the Italian army, and had met with the loss of his legs or with some hideous facial disfigurement which precluded his ever appearing on the stage again. He would, did his voice retain its power, he able to continue to appeal to popular approval by making new records. The same is true of every other noted singer of either sex."

BROOKS MANUFACTURING COMPANY

Talking Machine Dept. • SAGINAW, MICH., U. S. A.
Portable Model Grafonolas for Vacationists

"Vacations with Music"

That's the Columbia sales slogan for the next ninety days.

Make it yours, and your Summer sales will follow your Thermometer upward. The hotter it gets, the better your business.

Sell Portable Grafonolas to the folks who go to the woods and lakes and shores, and there'll be no Summer Slump for you. Your July will be a big, fat January.

It is sound sales strategy.

Vacation time is joy time. People want to pack all the fun possible into their play days. They jump for anything that makes for mirth and spice-o'-life while they're away.

And how many know what joy there is in a "Vacation with Music?"

Make it your job—and your opportunity—to tell them.

A vacation with all the live, up-to-date music always ready to play. Stirring soldier songs, close harmonies and splendid bands—for the twilight time when the crowd gathers; dear old-time ballads or the haunting strains of violin, floating out over the water in the velvet darkness, when the little waves go slap-slap-slap against the side of the canoe.

Or snappy, catchy, cheery song-hits for rainy days—glorious syncopations for dancing. Who can imagine a vacation without dancing? Think of having all the newest jazz riots, one steps, waltzes, right on tap in a friendly, willing Grafonola.

Here's a big opportunity for the live salesman—go after it.

We've prepared a tremendous barrage of National Advertising on the Portable Grafonolas as vacation companions—to be launched during June, July and August.

People are going to want the Vacation Models.

Tie up, friend dealer, tie up. Write—today—to your Distributor about the Portable Models, prices, Sales Helps, quantities, etc.

Remember the countersign—"Vacations with Music."

Columbia Graphophone Company
Woolworth Building, New York

Visit our Exhibit at the National Music Show, Gran
MAY 15, 1918
THE TALKING MACHINE WORLD

Grafonola
-
Made for Out-oki
For those lolly.info
seashore, lake, or
over
lar entertain
Vacation Gralonola.

Tbi
vanionable Grkka.1'is
s
good sport. Take
him
on your holiday infs th
have no idea
how
it
thew Vacation ,..

The big idea back of the advertising is, "Vacations with Music."
It's a powerful idea—an idea that automatically makes
every vacationist a potential customer for a Grafonola.

The advertising schedule comprises full-page space in the
Saturday Evening Post, Collier's, American Magazine,
Scribner's, Literary Digest and Good Housekeeping.

Over six million combined circulation.
Thirty million readers.

COLUMBIA RECORDS IN FOREIGN LANGUAGES

Here's an entirely new field for Columbia Dealers. It is
a Department in itself. Foreign Language Records sell
fast—people who buy them have plenty of money now.

Nationally Advertised in Foreign Language Papers. Write for Details
INTERNATIONAL RECORD DEPARTMENT, COLUMBIA GRAPHOPHONE COMPANY

Columbia Graphophone Company
Woolworth Building, New York

Central Palace, New York, June 1 to 8, Space 36 to 39
NEW VICTOR ADVERTISING MANAGER

Ernest John, Widely Known as Editor of “Voice of the Victor,” Advanced to This Important Post in the Victor Co. Organization

The following letter sent to the trade by Louis F. Geisler, general manager of the Victor Talking Machine Co., requires no comment beyond the endorsement of Mr. Geisler’s views regarding the experience and ability of Ernest John as qualifying him for his new post as advertising manager of the Victor Co.:

"Our is a highly specialized business requiring special talents and special training. Our one consistent purpose is to be of greater service to the trade, and so to be of greater service to ourselves. To that end the above appointments have been made; to that end, also, we ask your earnest co-operation with us, and we are assuredly to the advantage of all concerned."

For John it can be stated that by experience and training he is particularly qualified to handle with success the problems connected with his new post. He was born in St. Ives, a summer resort on the Cornish Coast of England, recognized as the mecca for artists, among them some of the greatest painters in England. It was in his native town that he secured a fundamental knowledge of art, that has proved of such advantage to him in the domain of advertising and editing.

Coming to the United States when still a young man, Mr. John became associated with a small town newspaper in Michigan, where he had had experience as editor, manager, circulation manager, and more particularly as advertising manager. Mr. John proved particularly successful in the latter position, proving to his clients the value of advertising, even selling them advertisements, and finally writing and designing the ads. After five and one-half years as advertising manager, Mr. John resigned in 1910 to go with the Victor Talking Machine Co. to take charge of specialized work. He was engaged to go over the country giving demonstration lectures before the public on the musical value of the Victrola, and in addition acting as special advisor to the dealers with whom he came in contact. At that time musicians still thought of the talking machine only as a means of supplying “canned” music, and the dealers themselves lacked a full appreciation of the possibilities of the Victrola. It was to overcome this condition that Mr. John was sent on tour.

Mr. John worked so successfully that he was taken back to Camden to edit “The Voice of the Victor,” the trade organ of the Victor Co. Here his knowledge of practical matters of typography, design and illustration, combined with a thorough knowledge of the dealers needs, and of Victor grading and possibilities, enabled him to produce a publication of unquestioned standing and value.

Mr. John’s next appointment was that of assistant advertising manager to Henry C. Brown, who was then manager. About eighteen months ago, when the new “Editorial Department” was created, Mr. John was appointed manager, and in addition to editing “The Voice” he has been called upon to get out the monthly supplement of new records, as well as catalogs, and take charge of other important tasks.

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Mr. John proved particularly successful in this position, and when the time came to choose another advertising manager to replace Mr. Brown, who had become assistant to the general manager, Mr. John was accepted as the logical man for the post.

Mr. John is a man of winning personality and charm of manner. He makes friends quickly, and is not averse to a “scrap” if he finds that his rights demand it. In other words, he has the necessary qualifications for a successful advertising manager of the Victor Co. and can be depended upon to do big things in a big way.

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
Mr. V. Marshall and H. E. Green, both men of established worth and long experience.

Associated with Mr. John on the editorial staff, which has already given the trade such efficient service with the excellent services of S. Garbett and F. A. Delano, writers of distinction and high qualifications. On the advertising staff will be W. L. Marshall and H. E. Green, both men of established worth and long experience.

Our is a highly specialized business requiring special talents and special training. Our one consistent purpose is to be of greater service to the trade, and so to be of greater service to ourselves. To that end the above appointments have been made; to that end, also, we ask your earnest co-operation with us, and we are assuredly to the advantage of all concerned."

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Mr. John worked so successfully that he was taken back to Camden to edit “The Voice of the Victor,” the trade organ of the Victor Co. Here his knowledge of practical matters of typography, design and illustration, combined with a thorough knowledge of the dealers needs, and of Victor grading and possibilities, enabled him to produce a publication of unquestioned standing and value.

Mr. John’s next appointment was that of assistant advertising manager to Henry C. Brown, who was then manager. About eighteen months ago, when the new “Editorial Department” was created, Mr. John was appointed manager, and in addition to editing “The Voice” he has been called upon to get out the monthly supplement of new records, as well as catalogs, and take charge of other important tasks.

Mr. John proved particularly successful in this position, and when the time came to choose another advertising manager to replace Mr. Brown, who had become assistant to the general manager, Mr. John was accepted as the logical man for the post.

Mr. John is a man of winning personality and charm of manner. He makes friends quickly, and is not averse to a “scrap” if he finds that his rights demand it. In other words, he has the necessary qualifications for a successful advertising manager of the Victor Co. and can be depended upon to do big things in a big way.

VEECO MOTORS ARE IN DEMAND Improved Model Wins Favor of the Manufacturers-C. F. Simes in France

Boston, Mass., May 4—The Vee Co., of this city, manufacturers of the Vee electric motor and the Vitraloid turntables for talking machines, report a strong and growing demand for their motors. The company recently put on the market an improved type of motor, considerably heavier than the old model, and with details added that make for betterment. The motors are coming through in good shape, and shipments are being made with regularity.

Charles F. Simes, formerly sales manager of the Vee Co., who enlisted in the U. S. Artillery last August, but was in France for some time past, and a letter received at the Vee headquarters states that his battery has already been in action on the Western front.

A VISITOR FROM CHICAGO M. C. Schiff, president of the Vitanaul Talking Machine Co. Chicago, Ill., was a visitor to The World Sanitarium in New York the closing days of the month. On his trip East he was accompanied by Mrs. Schiff. While the visit was a business one in a measure, yet it also marked the twenty-fifth anniversary of their marriage. Both Mr. and Mrs. Schiff enjoyed their silver wedding anniversary in a very pleasant sojourn in the nation’s metropolis.
**TIMELY SALES SUGGESTIONS**
Prepared by J. I. Carroll on General Phases of
Salesmanship Are Right to the Point

J. I. Carroll, assistant manager of sales of the
Emerson Phonograph Co., manufacturers of
Emerson records, sends out regularly to the
members of his sales staff interesting bulletins
which contain timely suggestions on important
topics, and occasional suggestions on general
phases of salesmanship. One of his recent bul-
etins, entitled "Pep," was enthusiastically re-
ceived by the members of the staff. This bul-
etin reads as follows:

"The man who's on the job early in the morn-
ing and late at night—he's got it.

"The man who's alive to the opportunities in
each town, studies to profit by them, and then
goes to it with enthusiasm and determination—
that's it.

"The man who works the small towns as
eagerly and thoroughly as the big, and gets the
business in each—is supplied with it.

"The man who entices his dealers, gives
them sound advertising and practical merchan-
dising suggestions; who is ever alert to help his
customer build up a successful department—has
a stock of it.

"The man who wastes no time, makes every
minute count, covers ground rapidly though thor-
oughly; who makes friends for himself and his
house—he surely has it.

"The man whose appearance is neat; whose
speech is clean cut, straightforward and busi-
nesslike; whose manner' is
tactful, courteous,
and who reflects
gentlemanly, and who reflects
confidence in yourself, your firm, your goods.

"Every salesman who lacks any of the ele-
ments of 'pep' should cultivate them—they bring
success.

**SURPRISED THE RECORD SALESMAN**
Selection by Grand Opera Artist of Ragtime
and Popular Records Shocks Salesman

A certain shining light in the operatic world
was a visitor recently to one of our talking ma-
chine establishments, and needless to say his
visit caused quite a stir. The best salesman
was called into service, and without much diffi-
culty an expensive talking machine was sold.

Immediately the record salesman pre-
pared what he deemed would be an acceptable
list of operatic records to supply to this celebrity,
and he was led into the most attractive sound-
proof booth, the company possessed. List in
hand, the record expert suggested a duet from
"Bohème," a polonaise from "Mignon," the
"Caprice Viennois," and other numbers which he
thought would appeal to a man famous in the
operatic world.

The celebrity politely waited until the young
man had come to the end of the list, and his
breath as well, then said: "You are very kind
to have taken such trouble for me, but as I
hear so much opera and good music all the
time" (smiling), "I would now like to purchase all
the 'bad' music you have. The most syn-
copated ragtime, the most popular songs I will
have if you please—also some jazz band mix-
tures. You need not play them, just pick me
out about two dozen of your very latest and
lightest music."

He arose to go. The record salesman still
wore a terribly pained expression. He hovered
tremulously around—pencil in hand. "But may
I send any opera records?" he asked rather
anxiously.

The celebrity was now at the elevator. "Just
a complete set of the kind I have named," he
returned, majestically, as he stepped out of the
shop.

**GETTING AFTER THE CASH**
A Suggestion in "System" That Is Worth While
Where Cash Is Not Enclosed With Order

The following suggestion of E. R. Marshall,
which appears in the current issue of "Sys-
tem," may be of interest to talking machine
dealers, some of whose business is by mail on a cash
basis:

"Sometimes orders that come into an Eastern
house are not accompanied by the necessary re-
mittance. A rule is made by many, that no order
will be entered or shipped unless accompanied by
the remittance. The best salesman

I note that the envelope which contained your recent
order contained no form of remittance. The envelope
bore no evidence of having been tampered with in any
way, and it occurred to me that perhaps you inadver-
tently sealed it without enclosing your remittance.

If this is so, will you be good enough to send it by
return mail, sending us back the enclosed order? Or, if
you did enclose your remittance, send us particulars re-
garding it.

We hope to have your reply on the back of this let-
ter by return mail.

"Experiments proved that the letter pulled.
Now it is written to every customer who fails
to send cash with his order."}

**MEETING OF COLUMBIA DEALERS**
Retailers in Indianapolis District Gather for
Business Discussions

INDIANAPOLIS, Ind., May 4.—Dealers in this city
and vicinity who handle the Columbia line of
Graphonolas and records held a meeting recent-
ly at the Hotel English, where they listened to
excellent business talks by Ben. L. Brown, man-
ger of the local branch of the Columbia Grapho-
phone Co., Samuel Lemberg, special representa-
tive of the international record department of
that company; William Kobin, special repre-
sentative of the Dictaphone, and H. C. Barnes,
of the advertising department of the local paper.
The Trade in Boston and New England

John H. Wilson, Manager, 324 Washington Street, Boston, Mass.

Boston, Mass., May 8—The Third Liberty Loan campaign has ended and Boston has gone "over the top." The talking machine trade has certainly done its share and both heads of establishments and employees have all been enthusiastic buyers of bonds. Such houses as the Oliver Diston Co., Eastern Talking Machine Co., the wholesale department of the Columbia, M. Steinert & Sons Co., Pardee, Ellenberger Co., Inc., Hallett & Davis Co., and many others have helped considerably to swell the total for this city.

The local business continues to be pretty good, but with the last week of April and the first week of May there was a general improvement all along the line and there is a feeling that the early summer business will be very good. But in the meantime there is a notable shortage of goods which is felt by nearly all the companies.

Great Columbia Meeting

The Columbia people had a great night on Tuesday, April 23. It was the monthly meeting of the dealers and there were some special features to make the occasion something out of the ordinary. Manager Fred E. Mann presided and the 140 or more persons present were entertained by Leon Rothier, of the Metropolitan Opera Co., who graciously consented to take part before going to the opera house where he was to appear later in the evening. Mr. Mann played his accompaniments. Mr. Rothier has seen service in the present war and was in the front trenches at Verdun and has also been at Rheims. Another who entertained was Arthur Fields, who sang quite a number of songs, many of which are familiar to the owners of Columbia records. Mrs. Fields accompanied her husband. A. R. Harris, of the record division of the sales department, came over from New York to give a talk on the June records. A number of the Columbia dealers present came from neighboring and more distant cities.

W. A. Hine and R. F. Ott, of the Columbia forces, visited the factory at Bridgeport, Conn., a short time ago, later going over to New York to visit the executive offices.

Illness of Mrs. F. C. Henderson

F. C. Henderson, of the F. C. Henderson Co., who operates a chain of talking machine departments in a number of large stores in Boston and other places, has had the sympathy of his friends in the illness of his wife who recently underwent a serious operation. She is now well on the road to complete recovery.

Joins the Colors

Young Sugarman, a partner of Harry Rosen at his School street talking machine shop, has gone into service and is stationed at the Portsmouth, N. H., Navy Yard.

Victrola on the S.S. "Belfast"

Quite an innovation was tried out on April 29 when the passengers taking the initial trip of the "Belfast" of the Eastern Steamship Lines, Inc., sailing from this city to New York had the pleasure of listening to a high-priced Victrola which had been installed by Herbert L. Royer, who conducts a Victor shop in Chauncey street, this city. Mr. Royer was on the boat, the guest of the management, and he was on hand to give the stewardesses instructions from time to time in regard to operating the machine. The selection of music was left entirely to Mr. Royer, and his choice were such as certainly gave pleasure to all on board the boat. It was noticeable that such a machine is admirably adapted for use on a steamer and the music carried well to many parts of the boat. The Victrola is located on the upper salon deck and Mr. Royer has similarly installed one on the "Cambden," which is the sister ship of the line. This route to New York, known as the outside line, has long been popular with talking machine men during the summer months.

Joins Chickering & Sons Forces

F. H. Robie, formerly associated with Steinert & Sons, is one of the latest additions to the Edison and Victor staffs of Chickering & Sons. Business with this house keeps up quite well.

Associated with the Wm. Hengrter Co.

Boston friends of Wallace Carrier, who was long identified with the local Victor business, hear occasionally from him in Buffalo, where he is associated with the William Hengrter Co., in charge of its Victor business. Mr. Carrier finds his new association very pleasant.

New Emerson Accounts

Oscar W. Ray, New England manager of the Emerson Phonograph Co., had as a week-end guest the early part of May Arthur H. Cushman, the company's sales manager, who spent several days here going over the New England territory, which is very promising. Some of the new accounts which Manager Ray has just signed up are Harry Kittridge, of Lowell; the Wentworth Music Co., at Skowhegan, Madison, Brunswick and Waterboro, Me.; John J. Forrest, at Lawrence; C. C. Moir, of Cambridge; F. C. Tucker, at Haverhill, and B. L. Coughar, of Springfield. All of these stores are installing the new nine-inch record, which, though out only a short time, have been selling most satisfactorily everywhere.

Steinert Men in the Service

The Arch street Victor headquarters of the M. Steinert & Sons Co., which is in charge of Robert Steinert, is about to fly a service flag to the breeze, for the house has certainly done its share in providing good men for the service of Uncle Sam. There is Emmet Ryan, an outside man for the company, who is now in France attached to General Pershing's staff. Leo McCarthy is another. He was an outside wholesale man, and is now with a unit of heavy artillery. Robert Tiffany is naval aviator and now in practice at Princeton. Frank Griffin, of the repair department, is in the quartermaster's division at Camp Devens, Ayer. Frank Cunningham, a branch manager, is at the Charleston Navy Yard attached to the paymaster's department. Charles Von Ewau, head of the stockroom, is at Fort Slocum, N. Y.

Represented on Grand Opera Program

The talking machine business was well represented in the program of the Metropolitan Opera Co., which has finished a week's engagement here. Houses included were M. Steinert & Sons Co., Oliver Ditson Co., C. C. Harvey Co., the Victor Co., which had the back page, and the Columbia Co., which was featured by the Gramophone Co. of New England.

Russell Steinert Did Good Work

One of the hardest-working men in the Liberty Loan campaign purchase was Russell Steinert, who makes his headquarters at the Boylston street establishment of the Steinert Co. He was in charge of Precinct 5 of Ward 8 and was an important factor in disposing of a large amount of bonds.

New Sonora Representatives

One of the important deals just closed by Richard Nelson, manager of the New England department of the Sonora, is that of Charles W. Homeray, a well-known Boylston street sheet music dealer. Mr. Homery has arranged a single booking in the center of his warerooms and he already has been able to interest a number of people.

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 co-operation from his jobber.
of persons in this new proposition. Another
new account signed up by Manager Nelson is
the C. R. Moller Co., a large furniture house in
Cambridge. Thomas Wardell, of Lowell, is still
another who will carry the Sonora. Clinton
Royer, formerly with the Steinert house, is
one of the latest to join the Sonora local forces.

Joseph H. Burke Married

Joseph H. Burke, who is associated with Rich-
ard Nelson in the New England management
of the Sonora, and who is now making his
headquarters at Hartford, Conn., was married
on April 29 to Miss Eleanor H. Keynes, of
Auburndale. The ceremony was performed at
St. Bernard’s church, West Newton, and Mr.
Burke and his bride started off on a short
trip to Atlantic City.

Visited Edison Factory

George Lincoln Parker, who handles the Edi-
son and Victor outfits, paid a visit to the Orange,
N. J., factory and laboratories of the Edison
Co. a while ago and he returned to Boston
convinced that the company is now turning
out some of the best records that have been
put out since the Edison proposition has been
before the public.

Aeolian-Vocalion Progress in Boston

The Boston office warerooms of the Voca-
lion Co. have been honored with visits from
New York of two of its important men in the
business. One was Thomas Pritchett, traveling
attending, who was here for several days; and the
other was Douglas Langford, one of the travel-
ning men from the company’s New York office.
Manager Hibshman makes an enthusiastic re-
port over business which, for the month of
April, was considerably in advance of the busi-
ness of the same month in 1917.

Close Many Good Contracts

Wholesale Manager R. O. Ainslie, of the Pathé
line, whose headquarters are at the ware-
rooms of the Hallet & Davis Co., has been
closing some very advantageous contracts
throughout New England. One of the latest
concerns to be signed up is the Tuttle Co., of
Rutland, Vt., and it has taken a large initial
order. One of the new outside men, R. H. Reid,
have gone up to Rutland to help open up the
department which promises to be quite an ad-
juunt to the commercial enterprises of that
city, for the Tuttle Co. has made special prepara-
tions to push the Pathé proposition in that ter-
ritory.

Joins Brunswick Staff

Austin L. Fordham is the latest addition to
the staff of the phonograph department of the
Brunswick-Balke-Collender Co., which is fea-
turing the Brunswick machine. Mr. Fordham
comes here from the company’s retail store in
Washington, D. C. F. H. Walter, who is meet-
ing with marked success in introducing the
Brunswick throughout his New England terri-
tory, is especially proud of the new model 310
which has just been received at the Boston
warerooms. It is considered an exceedingly
handsome machine by all who have examined it.

Big Showing of Artists

The Boston office of the Columbia Co. from
Manager Mann down was well represented at
the Boston Opera House on the evening of
April 24 when three of the Columbia artists sang
in “Rigoletto.” These were Lazaro, Mardones
and Mme. Barrientos, all of whom acquitted
themselves splendidly.

Sympathy for the Patriotic Alsen Family

The many friends of the family of John Alsen,
formerly head of the Victor and Edison de-
partments of the George Lincoln Parker ware-
rooms, are full of sympathy for them in the
death of Henry C. Alsen, a brother, who as a
member of the 104th Infantry, was lately killed
in France. John Alsen himself is now in France
where he went with the 104th Regiment and it
is of great interest that ever since he has
been away his sister, Miss Anna Alsen, who
is also with the talking machine department
of George Lincoln Parker, has sent her brother
The World each month, and he writes home
that the magazine is eagerly looked for. Thus
is The World to be found in the trenches.
There is also a third brother in the family
who entered the service. He, too, is somewhere
in France.

Visits New York Headquarters

W. H. Gould, sales manager of the educational
department of the Columbia Co., was over here
from New York the latter part of April. Mr.
Gould is most enthusiastic over the way the
public have been taking hold of the new line
of records which are so eminently adapted to
the homes where there are young people.

Henry Kahn, who runs a well-equipped talk-
ing machine department in the Jefferson build-
(Continued on page 22)
BIG VICTOR GATHERING IN BOSTON

Concert and Lecture by Oscar Saenger in Steinert Hall Attended by Many Victor Dealers

Boston, Mass., May 6—There was a large attendance at a lecture on voice culture given recently by Oscar Saenger, of New York, at Jordan Hall, and they left at the conclusion of a pleasant evening convinced that as an aid to voice culture the Victor plays an important part.

In New York Mr. Saenger is widely known as a vocal teacher, and while he has given these demonstrations there at various times it is understood that this was the first time he has given them outside his home city.

There was a group of excellent artists to assist in these demonstrations, and they were heard in compositions from Verdi, Delibes, Gluck and Paganini. The records which comprise Mr. Saenger's course were brought into use.

Of the Columbia forces was that of Miss Marion Davis, of the wholesale order department, and Charles E. Davis, physical instructor at the Springfield Y. M. C. A. The bride's office associates presented her with a magnificent mahogany casket.

Mr. Saenger delivered his lecture, 'Washington street, was a visitor of the Columbia forces was that of Miss Marion Davis, of the wholesale order department, and Charles E. Davis, physical instructor at the Springfield Y. M. C. A. The bride's office associates presented her with a magnificent mahogany casket.

PERFECTION FLEXI-TONE reproducers fitted to their machines. Write for prices, information, etc.

Emerson Display at Smith Co. Store

Boston, Mass., May 6—By way of proving the success of the self-seller system inaugurated some time ago by Oscar W. Ray, New England manager of the Emerson Co., the following letter is of special interest, and at the same time

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A PROGRESSIVE PLYMOUTH STORE

The United Talking Machine Co., which have very attractive quarters on Main street, Plymouth, Mass., report a very excellent demand for Victor Victrolas and the full line of records which they handle. Their establishment is nicely equipped with three mahogany soundproof booths, and two spacious record racks.

Mrs. Davis, physical

THE TALKING MACHINE WORLD

Send for descriptive circular.

 Phonograph manufacturers can have

PHONOGRAPH MANUFACTURERS


16-18 Beach Street

BOSTON, MASS.
THE FOURFOLD SALES APPEAL OF THE

AEOLIAN-VOCALION

IT is more and more coming to be recognized in the music-trade that the Aeolian-Vocalion has the most complete sales appeal of any phonograph on the market. The history of the Aeolian Company is one of extremely active development. It has almost unlimited resources here in the United States and abroad for the creation and development of musical instrument features. The Aeolian-Vocalion, though one of its younger, is one of its greatest and most successful enterprises.

The Aeolian-Vocalion possesses a number of distinctive advantages, among which are four that stand out particularly for their musical value and sales promotion. The primary appeal is that of tone quality. Added to this are its up-to-date and efficient mechanical features, such as a new Universal Tone Arm, a superior Automatic Stop, its artistic and fascinating tone control, the famous Graduola, and its uniquely beautiful outward appearance.

These four great points of advantage, coupled with the moderate prices at which the Vocalion is sold, make it by far the most attractive phonograph proposition today.

Among these features will be found an appeal to all classes of people, the highly trained musician, the wealthy connoisseur, the more modestly situated, the young and the old. People of discriminating taste, musical and artistic, are everywhere finding the Vocalion irresistible.

The volume and quality of the advertising exploiting the special features mentioned above are indicated by the advertisements upon the three following pages, which are part of the aggressive advertising campaign conducted in newspapers and national magazines.

Aeolian service, which is being further strengthened by the establishment of convenient distributing points throughout the country, and the breadth and fairness of Aeolian business dealings, added to the emphatic superiority of the Vocalion itself, make the representation of that instrument one of the most profitable, desirable and satisfactory business connections that can be made.
By virtue of knowledge, experience and equipment, The Aeolian Company was the logical source from which a higher development of the phonograph should spring.

The privilege of unfettered self-expression in music was first given to mankind more than a quarter of a century ago by The Aeolian Company.

Successively, the reed organ, the pipe organ and the pianoforte were taken by this company, carried far beyond existing tonal standards and made available for all to play.

The Aeolian Vocalion's great point of departure from other phonographs lies in its revolutionary device (the Graduola) for controlling expression.

By using the Graduola one may actually play the records—may shade and color the tone to suit the fancy and thus introduce the delicate variations that every artist himself introduces in his performances.
WHEN the Aeolian Company decided to build a phonograph, it brought to the problems involved an experience and resources unparalleled in the music industry. This Company, through its genius in developing new musical instruments, and its success in raising the standard of those already established, had assumed a position of unequivocal leadership.

It had become the largest manufacturer of musical instruments in the world, with 14 factories in America and Europe and branches and representatives in all the world's important cities.

It had originated the Pianola, the first and most widely known of the modern instruments called “player-pianos” and the one that has always been recognized as the standard of all instruments of this type.

It had developed the modern residence pipe-organ and had become the largest manufacturer of these costly and magnificent instruments.

It was responsible for the greatest of all pianofortes—the Steinway, the Weber and the Steck Grand Duo-Art Pianos.

And it was credited with having done more towards raising the standard of piano-tone and quality, than had ever before been accomplished by any single manufacturer.

The Tonal Superiority of the Aeolian-Vocalion

It was this imposing and successful music-house from which the new type of phonograph—the Aeolian-Vocalion—sprang.

With The Aeolian Company's knowledge of tone-production through various mediums—strings, pipes, sound-chambers and resonant surfaces—this Company experienced little difficulty in improving the phonograph tonally.

Faults, which others with less knowledge and experience in acoustics had been unable to remedy, were wholly or in great part, overcome.

In the Aeolian-Vocalion, stridency or muffling of tone were absent, surface scratch was almost eliminated, depth and free natural tones of correct timbre were secured.

The Graduola Makes the Phonograph a Real Musical Instrument

Important as was the tonal development of the Aeolian-Vocalion, however, this instrument represented in another way a still greater advance in phonograph development.

Tone—or expression control, as offered by its new and exclusive feature—the Graduola—is what essentially makes the Aeolian-Vocalion the phonograph of ultimate type toward which progress has been tending.

No music-producing means ever devised, that did not afford opportunity for spontaneous and artistic expression control, has been seriously considered by musicians or taken a permanent place in the music-world.

For the first time in the history of the phonograph this opportunity is offered by the Aeolian-Vocalion.

How vastly it improves the phonograph, how much more interesting it makes both the instrument and its records, and how satisfactorily it meets the desire that practically all human beings feel, for some way to express their music-thought, is written in the wonderful success that has been so quickly achieved by the Aeolian-Vocalion.

Plays All Records

The Aeolian-Vocalion is the ultimate phonograph. Actually it would be difficult for imagination to picture a more completely satisfying instrument.

In addition to its tonal superiority and the new and wonderful privilege it offers for playing and coloring its music with your own feeling, it offers the great advantage of playing all records, thus making the performances of not one group, but practically all the world's best musicians available to the owner of an Aeolian-Vocalion, while its cases are far more attractive than any phonographs have hitherto possessed.

Vocalion Prices are—Conventional Models, $45 to $375; with Graduola from $110. Beautiful Models in Prevailing Period Styles

Catalog and complete information sent upon request

THE AEOLIAN COMPANY
AEOLIAN HALL • NEW YORK
AEOLIAN-
VOCALION
PERIOD
STYLE
No. 1514
Price
$490
The Period Vo-
calion here shown
is thoroughly
worthy of the,
place of honor in
this charming
setting.

Although
Louis XIV in
general design,
has character-
istics which
make it equally
suitable for
various Eng-
lish or Italian
interiors.

The AEOLIAN-VOCALION
during the three years it has been on the
market has gained universal recognition not
only as a greater phonograph, but as a playable
musical instrument. It is known as the greater
phonograph because of its scientifically faithful
reproduction of the tones of all instruments and
voices. It is recognized by musicians every-
where as the first phonograph to take rank as
a real musical instrument, because of the Grad-
uola—which enables anyone to play the records
personally—adding the spontaneity and life to
the record which has hitherto been lacking.

Now again taking the lead, the Aeolian
Company is introducing sixteen entirely new
and original models of Period Vocalions. These
Period Vocalions are designed to harmonize
with the fine furniture which is being used in the
home of today, and which takes its motifs from
the famous cabinet designers of the historic past.

These new Period Vocalions are so beauti-
ful in design, material and finish, and yet so
moderately priced that they have already caused
a sensation wherever they have been exhibited.
In price they range from $215 to $650.

The attention of dealers is directed to the
opportunity that this new line of Period Voca-
lions presents. Popular demand is turning more
and more toward good taste in furniture—and
even the most modest of homes are now being
furnished in accordance with some historic
“period.” Here then, at practically regular
phonograph prices, are sixteen handsome models
harmonizing with these different furniture
periods. This new line of Period Vocalions is
being given wide and attractive publicity. It
will attract the best class of people wherever it
is put on sale.

Any progressive merchant will appreciate
what an exclusive representation of this new
line of Vocalions would mean.

Territory is now being assigned for the representation of the
Aeolian-Vocalion. Address the Aeolian-Vocalion Department

THE AEOLIAN COMPANY
AEOLIAN HALL, NEW YORK CITY
Chicago Office: 118 South Michigan Boulevard
A complete display of all models of the Aeolian-Vocalion
may be seen at this office
CLEVELAND TRADE EXPRESS CONFIDENCE IN THE FUTURE


CLEVELAND, O., May 7—Dealers express confidence in the future. All agree that manufacturers will have to make the best of the situation, now that manufacturers are talking of curtailing their output. There are many handicaps to the business in Cleveland, but distributors and dealers alike are looking at the situation with the hope that conditions will brighten up later. Cleveland's talking machine men certainly did their part in putting across the Third Liberty Loan. Harland H. Hart, president of the Music Trades Association, was chairman of a committee charged with the loan campaign in the Arcade, where scores of stores and offices are located, and where tens of thousands of people pass daily. At the Euclid avenue entrance Mr. Hart and his committee kept soloists and pianists busy during the noon hour to hold crowds. Mr. Hart devoted the greater part of his time to the bond sale campaign and declared he was glad to do his part.

Charles K. Bennett, president of the talking machine men's organization, as well as the members, have also been doing their bit regularly. It was proposed a few weeks ago by the Talking Machine Dealers' Association of Northern Ohio for the benefit of Y. M. C. A. and Knights of Columbus workers in army camps has been called off indefinitely. Bennett, at their April meeting, decided in view of the fact that the "Y" people will put on a similar stunt, the proposed benefit would interfere with "Y" plans.

In announcing the calling off of the proposed benefit Charles K. Bennett, president of the Talking Machine Men's Association, did not say whether the project will be again taken up later in the spring or summer. It was proposed to give the entire proceeds to "Y" and Knights of Columbus workers. The difficulty was experienced in obtaining artists who sing for talking machine record manufacturers, as these singers are engaged in Liberty Loan campaigns. The dealers were addressed by Rex C. Hyre, assistant secretary of the Cleveland Music Trades Association. He is attorney for the association members and discussed long-time payment plans for musical instruments, commenting against these long-drawn-out sales. Mr. Hyre's talk was similar to one he made at the annual meeting of the Music Trades Association, several weeks ago at the hotel Winton banquet. Cleveland's music dealers responded faithfully during the third loan campaign and their efforts are contributing much in making the sale a success. Music dealers all kinds played its role in meeting, rallies and special sale stunts in and out of doors.

The machine dealers are making some unusual attractive window displays these days which demonstrate their patriotic sentiments. The Eclipse Musical Co.'s Euclid avenue retail store has one of the most attractive displays of Victor machines and records in the city. The window is a decided novelty—a different type from others. The talking machine offerings of the Fischer Co. have never appeared to better advantage, while the Collister & Sayle Co., Victor dealers, also had a novel display window last week. Other concerns utilizing their windows to advantage are the B. Dreher's Sons Co., the Starr Piano Co., the Wolfe Music Co., the Cleveland Piano Co., the Muehlhauser Bros. Piano Co., Senhorn Instruments, and the "Harmony Music Shoppe," of the Hart Piano Co., whose Boy Scout window introduces a miniature camp in which the talking machine plays a part. A benefit for Italian war orphans was given at the Hotel Winton the evening of May 2, featuring Signor Ricardo Stracciarri, the noted Italian concert singer. Stracciarri records by the Columbia Phonograph Co. were sold at auction and the sale realized quite a sum in addition to that received for tickets. Stracciarri's songs were well advertised through Columbia dealers in the city.

Talking Machine Men are becoming more and more interested in selling our pianos, as indicated by inquiries recently received through this advertising.

The slight additional investment means many dollars in increased business. There is practically no extra overhead expense, AND—you receive the active co-operation of what are generally regarded as the most progressive and successful Piano Manufacturers of this country.

Your piano business will help your talking machine business—Your talking machine business will help your piano business.

Write for very interesting particulars to KOHLER & CAMPBELL, Inc. 11th Avenue and 50th Street NEW YORK CITY

The most successful manufacturers of Pianos, Player Pianos and Grand Pianos in America.

TEAR OFF THIS COUPON AND MAIL.
THE LATEST CREATION IN MUSIC

The PHONO-GRAND

(Not Coin Operated)

The Most Complete Musical Instrument

Combining in one dainty case the music of the world's most popular instruments

The Piano and The Phonograph
Both electrically operated
Playing all rolls and all records

The Piano plays all Standard 88 note Player Piano rolls. It is especially adapted to the Q R S Expression Rolls with which it reproduces naturally and beautifully the playing of the master pianists.

The Phonograph is of the latest type and plays all phonograph records. Its tone quality is unusually full and clear. It is operated by a separate electric motor independent of the piano.

The first announcement of this instrument was made last October. Orders came to us immediately in such quantities as to compel us to withdraw further advertising.

A Demonstrated Success

The success of this instrument is assured. Six months' trial before the retail public has proved its utility and wonderful attractiveness.

The representation of the Phono-Grand is

An Invaluable Agency

Will be on display at our Booth, No. 14, at the National Music Show, New York, June 1st to 8th.

Also permanently in New York at our office and salesrooms in the Bush Terminal Sales Building, 130 West 42d Street

A few well-known dealers to whom recent deliveries have been made:

Daynes-Beebe Co., Salt Lake City
Seattle Music Co., Seattle, Wash.
J. D. Mariner, Reno, Nevada
McKannon Piano Co., Denver, Colo.
Kohler & Chase, San Francisco
Bartlett Music Co., Los Angeles
W. L. Pace Piano Co., Beaumont, Texas
Frederickson-Kroh Co., Oklahoma City
Hollenberg Music Co., Little Rock, Ark.
E. Witzmann Co., Memphis, Tenn.
Scalfiel Music Co., Columbia, S. C.

Write to-day for prices and further particulars

J. P. SEEBURG PIANO CO.

REPUBLIC BUILDING

Leader in the Automatic Field

CHICAGO
according to officials, Mayer apparently devoted ally concerned, is said to have been completed, and since then he has been in the Essex County. It was not stated, and within a week or two he started passed the Immigration Inspectors as an ordinary German. He was quiet and apparently harmless, paid his bills promptly, and always seemed to have plenty of money, although his business was not large.

For a little more than four months after Congress declared war Mayer continued his talking machine shop; but in August the business went out of existence, and when next heard of Herr Mayer had organized the Emman and Ess Trading Co., soon to be followed by another company, of which he was also a head, known as the Military Sales Corp. Mayer was now selling military equipment to officers and enlisted men.

The draft men were called to the colors and began to mobilize. Mayer decided to establish branches near some of the cantonments, and picked out Camp Jackson at Columbia, S. C.; Camp Sevier at Greenville, S. C.; Camp Greene at Augusta, Ga.; Camp Seaver at Remsen street, Brooklyn, and arrested Mayer. At the same time agents of the Government entered the various stores near the cantonments and seized all the data found, including information relating to military transportation in the United States, facts concerning the camps, the number of men in them, and the nature of their equipment.

NEW WILSON-LAIRD APPOINTEES

H. F. Thornell Becomes Sales Manager and Henry A. Day Office Manager of the Wilson-Laird Phonograph Co., of New York City

The Wilson-Laird Phonograph Co., New York, manufacturers of the Bliss reproducer, have announced the appointment of Harrison F. Thornell as sales manager of the company, and Henry A. Day as office manager. Both of these appointees have already assumed their new duties, and Mr. Thornell is making plans for an aggressive campaign in behalf of the company’s product.

H. F. Thornell is well known in the talking machine industry, having been associated with the mechanical and merchandising divisions of the business for many years. He is generally recognized as one of the best posted members of the trade on recent developments in the perfection of reproducers, etc., and his thorough knowledge of this field will doubtless be reflected in the activities advanced in behalf of the Bliss reproducer.

Mr. Thornell has been visiting the trade throughout the country, and has instituted a campaign to interest the Edison dealers in the Bliss reproducer. This campaign has produced excellent results, and many Edison dealers have placed good-sized orders for these sound boxes.

The company is making plans to have an attractive exhibit during the convention week of the Edison dealers, June 3-8, and as its headquarters at 29 West Thirty-fourth street are directly opposite the Waldorf-Astoria Hotel, where the meetings will be held, the Edison dealers will have an opportunity of inspecting the Bliss reproducer at their convenience.

GORHAM FEATURES THE VOCALION

Bringing This Product to the Attention of the People of Syracuse and Central New York

Syracuse, N. Y., May 5—Gorham’s Music House, 215-17 James street, this city, is conducting an active campaign in behalf of the Aeolian-Vocalion, emphasizing the special individual qualities of this product to the people of Syracuse and Central New York. The importance of a talking machine that will harmonize with the furnishings of the home are brought to the attention of the public, and it is pointed out that the Vocalion in a wide variety of period case designs covers the whole range of present-day requirements. The motifs of these designs have been taken from historic pieces—the Gothic, Elizabethan, Italian, Renaissance, Jacobean, William and Mary, Queen Anne and other periods.

Holds Special Sale

R. Montalvo, Jr., the well-known talking machine dealer of New Brunswick, N. J., recently held a special sale of certain makes of machines and records at his store, 209 Neilson street, his lease of the premises running out on May 1. Mr. Montalvo still maintains another very successful store in New Brunswick.
A vacation without music is peaches without cream—you supply the music—by selling every vacationist in your town a Portable Grafonola.

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

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**A NEW EDISON SALES PLAY**

*"The Dotted Line*" to Be Presented at Forthcoming Dealers' Convention in June

Two years ago one of the big features of the Edison dealers' convention was the sales play, "Bought and Nearly Paid For," and last year this principle was carried out further with an act that made even a deeper impression, called "Mr. Guy Wise, Esq."

There is being prepared for this year's Edison dealers' convention, which will be held at the Waldorf-Astoria June 6 and 7, another sales playlet called "The Dotted Line," which will illustrate some good methods of getting the customer's signature on the dotted line. As in former years, it is expected that a private view of this playlet will be given for the advertising and sales experts in New York City, and it is understood that "The Dotted Line" will be as enthusiastically received as the two plays that preceded it.

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**FRIEDA HEMPEL TO BECOME CITIZEN**

Miss Frieda Hempel, the newest Edison star, who will shortly become an American citizen, has announced her engagement to a prominent silk manufacturer of New York, where she will make her home.

By this step Miss Hempel will forfeit property of considerable value in Germany, because she is disobeying the dictates of Kaiser Bill.

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**LANDAY WINDOW WITH A HISTORY**

Striking Display of Landay Bros. Based on Victrola Used in Crocker Land Exposition

Landay Bros., New York, prominent Victor wholesalers and retailers, have always made it a policy of utilizing their window display space to excellent advantage, and the windows of their various stores in the high-class shopping districts have won favorable comment from members of the talking machine industry and well-known advertising experts. These displays have usually been prepared by the managers of the various stores, who, in addition to their merchandising ability, have proven themselves efficient and successful window dressing experts.

A recent window display in the Landay store at 561 Fifth avenue, which was prepared by H. D. Berkey, manager of the store, is shown here, and this window has a human interest appeal that made it the center of attraction during the week that it was displayed.

The keynote of this display was the fact that Donald B. MacMillan, of the Crocker Land Expedition, and famous Arctic explorer, who recently returned from a lengthy trip in the Arctic regions, carried with him a Victrola No. 9, in

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**DAYTON MOTORS**

Sold all over the world. Used in all high-class talking machines.

Every manufacturer building talking machines knows that the success of his business depends wholly upon the satisfaction his products give to the dealer and the user. Therefore he realizes that only the best parts are good enough to put in his machine. That's the reason thousands of Dayton Motors are being sold. Their superiority makes them

"The Best Motor in the World"

They embody the highest quality of mechanical perfection. Made in different styles and sizes; noiseless, easy-winding and durable.

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 St., Dayton, Ohio, U.S.A.

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**PATHE RECORD PUBLICITY**

The Pathé Frères Phonograph Co. recently mailed to its dealers a proof of the artistic full-page advertisement that appeared in the Saturday Evening Post, featuring the new Pathé record of the "Marseillaise," sung by Lucien Muratore, the great French tenor, who is a member of the Metropolitan Opera Co., and records exclusively for the Pathé Frères record library. Accompanying the proof of this page was a suggestion for newspaper advertising, and there is no doubt but that the record of the French national anthem, sung by this renowned tenor, who has seen service in the French army in the present war, will meet with a ready sale.

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Utilizing St. Paul's Municipal Library For Free Talking Machine Recitals on Sundays

St. Paul has been presented with a musical innovation by Miss Blanche Sorenson, of the educational department of W. J. Dyer & Bro., and St. Paul likes the innovation. The latest enterprise of this versatile and energetic woman is to produce a series of free Sunday recitals by Victor Talking Machines in the library. Miss Sorenson is known as one of the indispensable aids to teaching in the public schools. Her aim is to have the talking machine recognized as a business woman of marked capacity.

The study of geography, of history and of English literature is stimulated by the playing to proper chosen music, while folk dances and pantomime are introduced. The latest innovation by Miss Sorenson is an enterprise there can be no question, but the canny dealer will ask if the plan will sell Victorolas. Miss Sorenson says that it will and she is a business woman of marked capacity.

Miss Sorenson, who was connected with the educational department of the Victor Co. for two years before becoming associated with the house of W. J. Dyer & Bro. last fall, has achieved a distinct success in her school work. Her aim is to have the talking machine recognized as one of the indispensable aids to teaching in the public schools. It long has had a place in the music classes and for amusement and entertainment, but also it has a distinct place and duty in the classroom. It can be utilized to advantage in the penmanship classes by stimulating speed and rhythm in writing. By requiring pupils to write certain letters during the school year they are in charge of the children's recitals. These, by the way, were an innovation, by Miss Sorenson.

The recitals show added attendance with each recurring Sunday until the attendance with each recurring Sunday until the children's recitals are as well as a thoroughly schooled singer. - Miss Sorenson for a whole week, if one has the victory. She does this, too. She goes right to the parents and business men in the district and raises the money.

The success of every institution is built upon the cooperation of the public. Miss Sorenson is always are assured a large and appreciative body of listeners. Often Miss Sorenson essays the solo roles and invariably receives hearty and generous approbation for her numbers. Good judgment is always displayed in the selections listed; in fact, they are models of program making as far as records are concerned. Miss Sorenson was induced to come to St. Paul by George A. Mairs, manager of the Victorola and Pianola recitals at Dyer's music hall, and regularly every Saturday morning. During the school year she is in charge of the children's recitals. These, by the way, were an innovation, by Miss Sorenson.

The programs begin at 4 p.m. and are arranged to continue about one and one-half hours, being composed of fifteen numbers with suitable intermissions for explanatory remarks. The recitals show added attendance with each recurring Sunday until the attendance with each recurring Sunday until the children's recitals are as well as a thoroughly schooled singer. - Miss Sorenson for a whole week, if one has the victory. She does this, too. She goes right to the parents and business men in the district and raises the money.

Mr. Dealer:

How will your customers house the thousands of records you have sold them? How can you get them to buy more records today?—

Sell them an ample and efficient filing cabinet.

Automatic Container Cabinets meet these requirements—they are simple and durable too. They satisfy and please your customers—you cannot afford to be without a sample in your salesroom.

Mr. Manufacturer:

Is your competitor "beating you to it" on files? Equip your line with Automatic Containers—they cost no more—hold more records—and sell your machine.
The Pittsburgh Pathephone Company says:

**HEAR PATHE RECORDS NOW!**

**HEAR THE PATHE PATHEPHONE NOW!**

Hear Pathe Records NOW! Draw closer to the machine as the record is playing. Lean right up against the machine and listen!

You can hardly believe your own ears! SURFACE NOISE ALL GONE! Pathe Records have eliminated that old aggravation. Nothing but the MUSIC now, from Pathe Records! The full, clear tone of the voice, pure, unmarred! The full, uncontaminated tone of the musical instrument!

If Pathe Records and Pathe Pathephones were good a year or two ago, they are A THOUSAND PER CENT BETTER NOW!

If pleasing your customers is your idea of succeeding in business, sell them PATHE PATHEPHONES AND PATHE RECORDS!

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The Pittsburgh Pathephone Co. has the largest stock of PATHE RECORDS in America—and every Pathephone in every finish.

*Real service—the kind that counts for good business*

PITTSBURGH PATHEPHONE CO.

963 LIBERTY AVENUE, PITTSBURGH, PENNSYLVANIA
Dealers Should Co-operate with the Manufacturers in Educating the Buying Public

Talking machine dealers should be especially eager at this time to avail themselves of all cooperative service offered to them by the manufacturers whose goods they handle. The leading institutions of the industry have set a pace, as far as window bulletin displays, mailing circulars, electrox for use in local advertising, poster cards, etc., are concerned, that is probably the most elaborate and the most brainy offered by any of the great American industries. In fact, four and five colored posters, the handiwork of the finest artists and printers in the country, have been so common that many talking machine dealers have frequently failed to appreciate their real value. The reports compiled by several of the leading manufacturers show that the percentage of dealers who make extensive use of the service provided for their benefit is not much over fifty per cent.

The main reason why dealers have not paid greater attention to this service undoubtedly lies in the fact that their business ran continuously good without special exploitation of the machines and records which they handled. But at the present time, even though orders continue to be far in excess of the dealers' ability to supply, it is important to make use of the service which the manufacturers are offering. In the first place, nobody knows better than the manufacturer what he is going to be able to supply as the war goes on. Therefore, his service to the dealer will be largely built around what he knows he is going to be able to produce in the nearest to satisfying quantities. Therefore, the dealer who utilizes and co-operates with the manufacturers' service in war times will truly be feathering his own nest.

In the second place, the service offered by manufacturers is bound to be increasingly powerful as the war goes on. The prices on printing have advanced not less than twenty per cent, on paper not less than fifty per cent, on postage just fifty per cent, and on all the other materials used in the manufacturer's service to his dealers in like proportion. Obviously this means the cost of the free service supplied by the manufacturer has gone up a total of not less than fifty per cent. In the face of this condition, the dealer can rest assured manufacturers are going to condense everywhere and in any way possible. Expensive circulars, posters and bulletins are going to be supplied only when there is a very pertinent message to deliver. Novelties, decalcomanies, etc., for use in interior and window displays are going to be distributed with much care so that they are put only in the hands of those who will make fitting use of them. The slogan for dealers' service is going to be "Make everything count." This being so, the talking machine dealer should pay particular attention, as in this way he may keep his promotion overhead low, keep his store in line with the policies expounded by the parent manufacturer and steadily increase the prestige his establishment enjoys in its home community. It is a time to eliminate all waste, and there would be an obvious waste of a very costly service and brain power should the dealer fail to display the proper interest in what the manufacturer is trying to do to help him while our country is at war.

NEW VICTOR NUMERICAL CATALOG

Within the course of a few days the latest of the successive editions of the Victor numerical catalog is to be mailed to the Victor trade. This issue of May, 1918, will involve several new features. A new method of binding will be used which makes it possible to open up the catalog flat at any desired position, and which will be of great convenience to every user. Another special feature is the six ruled spaces preceding each record number, which provide an excellent method of taking stock and for keeping track of the demand of each individual record. In addition to this there are extra numbered ruled spaces for the new records announced each month and for use in this space gummed numerical pasters will be supplied as the new records are released.

The American Phonograph Co., Grand Rapids, Mich., has been incorporated with capital stock of $10,000 to manufacture musical instruments. The incorporators are: Peter Meeuwesen, G. T. Dornbos and Cornelius Essenbager.
Push the Portables—Make July better than January. Think of the Great Selling Argument—"Vacation with Music." Don't stop until you sell every vacationist in your town.

Columbia Graphophone Co. 
Woolworth Building, New York

RECORD WINDOW DISPLAY FOR JUNE

Dealer Service Department of Columbia Co. Has Prepared Very Artistic Display Which Should Make a Strong Appeal to the Trade

The dealer service department of the Columbia Graphophone Co., H. L. Teurs, manager, has prepared for the use of Columbia representatives a very artistic window display for the June records. This display, which is the seventh monthly issue of this service, is reproduced herewith, and, judging from its appearance, it will be one of the most successful that has so far been prepared by this department.

The principal feature of the June display is the direct tie-up with Columbia national advertising, and it utilizes the same illustrations, the same copy, the same colors, and the same general appearance that is carried by the Columbia Co. in its magazine advertising, supplement covers, and other literature that will be used for the June records. Seventeen pieces, each indicative of "Joyous, sparkling, up-to-the-minute music on Columbia records," lithographed in eight brilliant colors, constitute this complete display.

Records in illustrations and copy are the dominating feature of the whole display. Each small and large card has a reproduction of a Columbia record thereon, and the appearance of all these records, supplemented with the regular Columbia commercial record, make a distinctive record display that should attract the favorable attention of all passers-by.

Another feature of this display is a set of unique price cards for Grafonolas, which depict a large American Eagle swinging on the tone leaves of the Grafonola type "K," with a medal and ribbon effect suspended in the same fashion on the Grafonola type "F," and a miniature trench scene where the boys are "going over the top," for the smaller type instruments. These new price cards, together with the large central figure and the four smaller cut-out records, which mention certain classes of music to be found in the Columbia record catalog, are of a permanent nature, and may be used effectively and indefinitely with almost any window trim or interior decoration.

These displays are sold complete in seventeen pieces, at an extremely nominal price, and many dealers have placed their orders for them, notwithstanding that occasionally their windows are too small to use some parts of the outfit. Quite a number of dealers have advised the dealer service department that they have utilized certain banners and cards with a small Grafonola and similar smaller material as the basis for their display, and have received results which well warranted the expenditure for the whole display.

Every Columbia dealer who has experimented with this display material is enthusiastic in his reports of the results obtained by the use of this service. In fact, subscriptions have been received in such large quantities from the Columbia distributing branches at the present time that more than three times the number of sets are now being turned out than were originally contracted for by the department.

Putting real pep into business is not done with a bass horn. It's the soundless baton that speeds up the band.

EDISON STANDARDS OF PRACTICE

Valuable Booklet for Use of Amberola Dealers Has Just Been Issued

Thomas A. Edison, Inc., have just brought out a booklet for the guidance of their Amberola dealers entitled "Standards of Practice." The data for this book has been gathered from many sources and represents years of study, based on experiences and information secured from successful Amberola dealers and other authorities on retail phonograph merchandising. The various paragraphs cover such items of importance as store arrangement, storing of records, window displays, recitals, suggestions for advertising, motion picture slides, circularizing, service to owners, canvassing, advertising, repairs, general adjustments and general instructions, and it is felt that the book will be in great demand, as it answers many questions of interest to Edison Amberola dealers.

The "INVINCIBLE"

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

Plays all makes of records perfectly.
Pure, clear, sweet and with a solid and round tone.
Constructed to give service and absolutely guaranteed.
No superficial 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."

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

COTTON FLOCKS

FOR

Record Manufacturing
THE PECKHAM MFG. CO., 238 South Street
NEWARK, N. J.
Tone Reproduction

Buy only the highest grade HEINEMAN-MEISSELBACH Tone Arm Combinations. Your machines will then be unexcelled in tone quality.
A PROGRESSIVE SONORA MAN

Is L. M. Cole, Traveling Representative of the Gibson-Snow Co., Syracuse—Reports Great Activity in His Territory at the Present Time

L. M. Cole, traveling representative of the Gibson-Snow Co., Syracuse, N. Y., Sonora jobbers, was a visitor to New York this week, and during the course of his stay in the metropolis called at the offices of The Talking Machine World. Mr. Cole, who has been associated with the talking machine industry for many years, thoroughly appreciates the importance of a progressive trade paper, and has frequently suggested to his dealers that they subscribe for, and read, The Talking Machine World from cover to cover.

Mr. Cole leaves nothing undone to co-operate with the dealers in his territory in every possible way, and in order to keep this service before them at all times mails them many unique forms of literature, which emphasize the sales possibilities of the Sonora phonograph, and call attention to some of its many qualities. Mr. Cole recently mailed to his dealers a copy of a very interesting publication, "Sonora Policy," which was compiled by George E. Brightson, president of the Sonora Phonograph Co. Together with this booklet, Mr. Cole sent a brief resume of the Sonora dealers' convention held in Syracuse last month, together with several personal and individual touches which made this literature well worth reading.

While here Mr. Cole commented upon the fact that the dealers in his territory are closing a splendid business, and that the great majority of them report sales totals for the first four months of this year well ahead of 1917. They are all "cashing in" on the mammoth Sonora advertising campaign, which includes practically every form of profitable publicity.

BIG BUSINESS IN A SMALL TOWN

C. M. Christianson Doing Well With the Columbian Line in Savannah, Mo.

C. M. Christianson, who handles the Columbia Line in Savannah, Mo., has sent to The World an interesting picture showing a shipment of fourteen large Grafonolas lined up on the sidewalk in front of his store, with his sales staff standing in front of them. Mr. Christianson states that he does an excellent business in Columbia graphophones and records, both in the store and on trips through the surrounding country. For the latter work he has W. R. Haskins, a veteran salesman, who still clings to the horse and buggy in preference to the automobile, but finds that they get him where he wants to go in all kinds of weather. Mr. Haskins incidentally manages to sell three or four Grafonolas per week from his buggy.

Savannah, Mo., is a town of 1,800 inhabitants, but according to Mr. Christianson shipments of Grafonolas are cleaned out with great regularity. He has a horn projecting over the sidewalk with a tube connected with a Grafonola inside the store in such a way that each time a record is played for a customer the music is also carried into the open air. He states that, although the idea is not new, it has resulted in the sale of a large number of machines and records to people who have stopped to listen to the music.

SUPPLEMENT OF NINE-INCH RECORDS

The Emerson Phonograph Co. has just issued a supplement of its new nine-inch records, which includes recording of patriotic hits, dance numbers, and popular song hits. These records, which are all double-faced, retail at 65 cents each, and Emerson dealers are therefore afforded an opportunity of developing profitable business from the sale of these nine-inch records. Many well-known artists are included in this repertoire, and the Emerson Co. is preparing to handle a country-wide demand for these new records.
A TIP TO THE WISE

The question of supply is today a more important one than that of demand.

The dealer should without delay place sufficiently large orders for

B. & H. FIBRE NEEDLES
U. S. Pat. Nov. 12, 1907

with his jobber to meet his future requirements, and should at the same time urge his customers also to lay in a supply.

B. & H. FIBRE NEEDLES are better than ever and in greater demand than ever, but present manufacturing conditions make the anticipation of wants necessary in order to avoid disappointment to the user.

The B. & H. Repointer was conceived of necessity and has made good. The principle involved in this device is the only logical and practical one for the purpose intended.

The proof of its efficiency is in the actual test. Play a record with a fibre needle before repointing and then notice the difference in tonal quality after the Repointer has been used.

Write for Descriptive Circular

B. & H. FIBRE MFG. CO.
33-35 West Kinzie Street

CHICAGO, ILL.
The Heavy Increase in Consumer Demand Is Responsible for Current Shortage

Ever since war was first declared, leading members of the music industry, as well as many prominent officials in military and public life, have endeavored to accurately portray the mission of music during times of war. Many of the addresses and writings on this subject have been handled in masterly fashion, in that they are founded on fact and not upon sentiment. Innumerable cases have been cited where music has been an important factor in stirring the elan of the men on the fighting front, in restoring the spirit of the wounded in the hospitals, in providing welcomed entertainment for the soldiers who frequent the Red Cross canteen and the Y. M. C. A. and K. of C. hutts, and in maintaining the morale of the great civilian population behind the men in uniform. Indeed, cases of this sort are of such common occurrence that great military leaders and strategists themselves have not hesitated to give due credit to the part that music plays in keeping up the morale of the men in khaki and the civilian army back home.

Further evidence of the great mission of music in wartimes is found in the steadily increasing demand for musical instruments. Naturally, if music is so important as is claimed, then during wartimes there must be a vigorous demand on the part of the army and on the part of the navy for talking machines and records. But the purchasing public has not so willed, and manufacturers in the talking machine industry find themselves confronted with unfilled orders of a very exceptional proportion. The fact is, that the shortage of machines and records which one hears so much about these days is not really due so much to a decrease in the production of previous years as it is to a tremendous increase in the demand.

Talking machine dealers will do well to bear this in mind before complaining about shortages. It is, of course, understood by all that the production problems of the industry during the period of war have been and are going to continue to be extensive and yet manufacturers who can keep their output up to the figure of 1917 will still be falling far behind the current increase in demand for their product.

W. L. GARBER AGAIN IN SERVICE

Member of New York Talking Machine Co.'s Staff Joins the Tank Service—M. C. Stegner Enlists in U. S. Marine Corps—Given Nice Send-Off by Associates—E. Fontan Writes

W. L. Garber, formerly private secretary to Arthur D. Geissler, president of the New York Talking Machine Co., Victor wholesalers, who enlisted in the U. S. Army some time ago and was discharged because of physical disability, recently appealed to the army authorities for another examination. His appeal was granted, and he passed the second examination with flying colors. According to his present plans he will soon join the tank service, a new branch of the army service that makes a distinctive appeal to those patriots who want immediate action at the front. Since his discharge from the army, Mr. Garber has been visiting the dealers through New York State and Pennsylvania, where he won the friendship of all the company's clientele. He is thoroughly familiar with all methods of Victor merchandising.

M. C. Stegner, formerly assistant to George A. Kelley, of the New York Talking Machine Co., has enlisted in the U. S. Marine Corps, and is now stationed at Charlotte, N. C. Before joining Uncle Sam's service Mr. Stegner was the guest of honor at a luncheon given by Roy J. Keith, general manager of the New York Talking Machine Co., at the New York Athletic Club. There were six members of the company's sales staff present at this luncheon, and Mr. Stegner was surprised to receive from Mr. Geissler a gift of a handsome personal kit, which he can use to excellent advantage "over there."

Ernest Fontan, formerly a member of the company's sales staff, who has been in one of the army camps for several months, has written his former co-workers that "all is well," and he passed the second examination with flying colors. According to his present plans he will soon be on the other side of the Atlantic. John Connolly, another member of the company's staff who is "doing his bit" for his country, has sent several cards and letters from "over there," expressing his pleasure at being in the big fight.

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-A.

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

Prompt deliveries on all orders. Write for Illustrated Catalogue of complete line.
The most wonderful Talking Machine of the present age at the price
An Instrument of Supreme Value, Tone and Quality

**CLEARTONE**
(Speaks for Itself)

The Cleartone has become very popular because of its quality, splendid value and the advertising and sales campaign that now stands in back of it. **Dealers!**
Watch us grow—write for our agency and grow with us.

**SUNDARY DEPARTMENT**

- **MOTORS**—No. 41, 4-in. turntable, double spring, $1.05. same motor with 2-in. turntable, $1.00. No. 10. same motor, 6-in. turntable, $1.55. No. 6, 6-in. turntable, single spring, plays three 10-in. records. $1.05. same motor with 6-in. turntable. $1.45. No. 8, 7-in. turntable, cast-iron frame, double spring, plays three 10-in. records. $1.25. No. 8, 10-in. turntable, single spring. $1.15. No. 9, 10-in. turntable, cast-iron frame, bevel gear wind. double spring. $1.40. No. 8, 12-in. turntable, cast-iron frame, bevel gear wind, double spring, plays four 10-in. records. $2.25; No. 10, 12-in. turntable, double spring. plays three 10-in. records. $5.50. Same motor with same motor. 30% each. $6.85.

- **MAIN SPRINGS**—No. 00—% hi., 90 ft., 41c. each; No. 0, 90 ft., 45c. each; No. 1, 90 ft., 50c. each; No. 2, 90 ft., 55c. each; No. 3, 90 ft., 60c. each; No. 4, 90 ft., 65c. each; No. 5, 90 ft., 70c. each; No. 6, 90 ft., 75c. each; No. 10, 90 ft., 90c. each; No. 15, 90 ft., 1.00 each; No. 25, 90 ft., $1.25 each; No. 35, 90 ft., $1.50 each; No. 50, 90 ft., $2.00 each; No. 80, 90 ft., $3.00 each; No. 100, 90 ft., $6.00 each.

- **NEEDLE CUPS**—$17.90 per M. $16.00 per M. In 5,000 long. 100 lots. $7.50 per lot. $3.15 per lot. 100 lots. $1.15 per lot. 100 lots. $1.00 per lot. 100 lots.

- **COVER STAYS**—No. 1, for Table Cabinets. C in. 100 lots, 10c. each. No. 2, for Floor Cabinets, 2 in. long. 100 lots, 10c. each. No. 3, for Floor Cabinets, 3 in. long. 100 lots, 10c. each. No. 4, for Floor Cabinets, 4 in. long. 100 lots, 10c. each. No. 5, for Floor Cabinets, 6 in. long. 100 lots, 10c. each. No. 6, for Floor Cabinets, 8 in. long. 100 lots, 10c. each. No. 7, for Floor Cabinets, 10 in. long. 100 lots, 10c. each. No. 8, for Floor Cabinets, 12 in. long. 100 lots, 10c. each. No. 9, for Floor Cabinets, 14 in. long. 100 lots, 10c. each. No. 10, for Floor Cabinets, 16 in. long. 100 lots, 10c. each.

- **NEEDLE BACKS**—Genuine Diamond Polished for playing Edison Records. $2.50 each. 100 lots. $2.15 each. Reproduction Points for playing Edison Records. 10c. each. 100 lots. 9c. each. Reproduction Points for playing Petit Records. 10c. each. 100 lots. 8c. each. Reproduction Points for playing Other Records. 10c. each. 100 lots. 7c. each. Reproduction Points for playing Edison Records. $2.50 each. 100 lots. $2.15 each. Reproduction Points for playing Getty Records. 10c. each. 100 lots. 9c. each. Reproduction Points for playing Other Records. 10c. each. 100 lots. 8c. each. Reproduction Points for playing Other Records. 10c. each. 100 lots. 7c. each. Reproduction Points for playing Other Records. 10c. each. 100 lots. 6c. each.

- **GOVERNOR SPRINGS**—$1.00 per hundred; $6.00 per thousand. Special quotation given in large quantities for Turner Manufacturers.

- **COVERS**—$7.50 per M. $6.50 per M. In 5,000 long. 100 lots. $3.15 per lot. 100 lots. $3.00 per lot. 100 lots.

- **RECORDS—**Impregnated and Grammaphone branded. 10c. double line; (talker out) all instrumental—$25. In lots of 100: $20. In lots of 1,000: $20. In lots of 3,000: $18.

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SAN FRANCISCO TRADE ACTIVE DESPITE LOAN CAMPAIGN

Trade Helps to Put Liberty Loan "Over the Top"—Business as Active as Stock Supplies Permit—Columbia Co. Settled in New Quarters—Month's News Tells of Trade Progress

SAN FRANCISCO, CAL., May 3.—The Liberty Loan drive in this city has not had the deterrent effect on the business of the talking machine dealers that was expected. Collections have been at a record high and a consequence of the desire of the people to carry the city "over the top," but the new business shows hardly any diminution. The dealers themselves have been busy with the loan and every one has generously subscribed for the bonds. Some makes of talking machines are very scarce on the market, but for a few more weeks the dealers say that the freight situation is improving and they have been fair receipts this month.

The time on the road of these goods seems to average much less than a month ago, and from this the dealers say that the freight situation is improving considerably as far as their lines are concerned. The difficulty of getting all the stock wanted lies in the factories, and for this the local dealers say there is no remedy so long as the war lasts. Both wholesalers and retailers say that there is plenty of business to be had in San Francisco, and that the interior of the State is even more prosperous.

The dealers themselves have been busy with the new business shows hardly any diminution. The Singing of Galli-Curci in this city brought the goods to the attention of the public with a bigger run on these records than occurred on any other occasion in the past. One way of advertising the singer was to feature these records during the month and its correspondence in the newspapers, this being the policy of bringing the goods to the attention of the public has been very successful.

f A. Levy; president of the company, says that goods are reaching him in much larger quantities than for some time past. This is especially true with Victor machines. The supply of needles is very much easier, he says.

Miss Frances Gridman, manager of the record department of the California Phonograph Co., will leave for the East in a short time and will visit the various factories making records during her absence.

George Hively, manager of the phonograph department of the Western Outfitting Co., says business with him keeps up wonderfully well. April's sales were far ahead of those of last year for the same month.

The new trade mark decalcomanie recently offered by the Victor Talking Machine Co. to Victor dealers is proving decidedly popular. This decalcomanie is slightly over twenty inches in width and portrays "His Master's Voice" in the original colors. It can be used on either glass or wood and therefore is well adapted for use on store windows, doors, delivery cars, wagons, etc. These decalcomanies cost 18 cents each.

The Chrome Phonograph Sales Co., of Cleveland, O., has been incorporated with capital stock of $50,000 by E. M. Buel and others.

The Brunsweig-Balke-Colleender Co. in this city is pushing its machines in all parts of the State. The universal tone arm has proved a great success and more dealers have been signed up since its introduction than in double any like period since the company first began to place agencies.

Ray Solomonson, who has been connected with the sale of talking machines in the Em- porium for some time past, was recently drafted in the army, and is now in training to "show goods to the Kaiser."

SUGGESTIONS THAT INSPIRE

George E. Brightson, Author of a Booklet That Is Full of "Meat" for the Man Who Aspires

"Sonora Policy" is the title of an interesting and inspiring article written by George E. Brightson, president of the Sonora Phonograph Co., New York, and recently issued in booklet form for all Sonora employees.

Mr. Brightson emphasizes the importance of good will, referring to it as follows: "There is one big element of success in this world, of personal success, and of business success, and that is good will."

This subject is very interestingly discussed, and is followed by a splendid reference on "service." The tremendous importance of extending every customer a square and efficient deal is emphasized in one of the paragraphs of this article, and many suggestions embodying sound logic are presented to the employees of the Sonora organization.

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The Edison Phonograph as far ahead of other Phonographs on lateral cut records as it now is in interpreting the Re-Created Edison Diamond Disc.

We furnish you with a "BLISS" REPRODUCER to achieve this result.

May we not send you samples and our dealers discount?

WILSON-LAIRD PHONOGRAPH CO., Inc.
29 West 34th Street
( Opposite the Waldorf Astoria)
New York City

Canadian Distributors: HAWTHORN MFG. CO., 145 Yonge St., Toronto, Can.

Visit us during Convention week and make our office your headquarters while in New York.
ECLIPSE MUSICAL CO.'S NEW WHOLESALE HEADQUARTERS

Note Cleveland Institution Has One of the Most Complete Departments and Executive Offices for the Transaction of a Jobbing Business in the Talking Machine Trade

Ohio has frequently been rated as the live-liest State in the Union as far as the musical industry is concerned. Whether or not Ohio should retain this reputation unchallenged is, of course, a debatable question, but at any event there is no argument about the progressive

Office of General Manager

of the Eclipse Musical Co., Victor distributors, located in Cleveland. This institution has steadily moved ahead, as far as its own private business is concerned, and has been decidedly instrumental in the formation and development of the Northern Ohio Dealers’ Association, and other activities tending toward the betterment of the retail trade.

The Eclipse Co. recently established new wholesale headquarters in the Cadillac Building, on Euclid Avenue. The new headquarters is made up of a very handsome set of executive offices, an extensive department for the many series of record racks in which the wholesale stock is stored, a special division where the surplus stock is kept, a packing department, a shipping department, a department where record orders are filled, checked and double checked, and a repair department.

The executive offices embrace, in addition to the handsome quarters of the officers of the company, a special record statistical department, a record ordering department, a stenographic department and an accounting and bookkeeping department.

The record racks in the stock department, in their make-up and general arrangement are similar to those used by the leading Victor jobbers in the country. Slightly separated from the main series is a “monthly record, rack” accommodating the issues of the two last months. In addition to this there are individual racks for the red seal, blue label and purple label records. This section immediately adjoins the regular record stock section.

The repair department is equipped with a complete repair bench and a sanitary re-graphitizing compartment. A complete stock of all Victor parts is kept in a large well-systematized cabinet which may be seen in the background of one of the pictures accompanying this article. There is also a separate apparatus with an adjustable stand for testing motors.

The shipping department is noteworthy for the efficiency which prevails therein. All scrap paper and scrap cardboard is jammed in a packing machine and all excelsior is kept in a metal-lined excelsior container. It is as near fire-proof as modern devices can make it. From the packing department Victrolas and Victor records make their exit from the Eclipse headquarters by one of two routes. The first of these is through what is known as the “express bins” which adjoin the packing department and which are immediately in front of the elevators. These express bins are five in number and classified in accordance with the different express companies and other kinds of shippers, so that the representative of each different kind of transportation knows exactly what is meant for him and where to get it.

The other method of shipping goods out is decidedly unique. The Cadillac Building was designed throughout for automobile purposes, and there is a rapid, large-elevator service, and because of this fact the Eclipse Co. is enabled to bring their motor trucks up and right into the floor where the Victor stock is kept as shown in the illustration. The machines can be loaded right into the car from where the stock is stored and the car run on to the elevator and lowered to the street.

Sales Manager in Conference

Loading Truck Right on Stock Floor

Among the live-wire officials who are responsible for the efficient way in which the new Eclipse wholesale division has been organized and efficiently conducted are T. H. Towell, president; P. J. Towell, vice-president; C. K. Bennett, general manager; E. B. Lyons, sales manager, and Earl Poling, Jack Kennedy and Norman H. Cook, traveling representatives.

OPEN'S NEW JEWEL LABORATORY

H. J. Smith Opens Quarters in Newark, N. J., to Manufacture Talking Machine Jewels

H. J. Smith, who for the past twenty-seven years has been connected with the talking machine industry, recently opened a laboratory for the manufacture of jewels at 833 Broad street, Newark, N. J. Mr. Smith has been connected with some of the largest organizations in the field, including Thos. A. Edison, Inc., American

Eclipse Co.'s Room for Packing Records

Phonograph Co. and the Pathé Frères Phonograph Co. He is one of the best-known jewel experts in the country, and his products include phonograph and sapphire reproducing points, recording laboratory jewels, jewel bearings for electrical instruments, rough diamonds and diamond powder. The plant is one of the best equipped in the country, and is fitted for the carrying on of experimental work. One of the policies of the H. J. Smith plant is an open invitation to the trade to visit the laboratory at all times.

THE SCHILLING PIANO CO. of NEW YORK

Announce that JOSIAH PARTRIDGE & SONS CO.

NEW YORK FURNITURE EXCHANGE, 46th ST. AND LEXINGTON AVE., NEW YORK

HAVE BEEN APPOINTED SELLING AGENTS FOR THE WELL-KNOWN STRADIVARA “KNOWN FOR TONE”

The Quality Phonograph with a Spruce Soundboard

The house of Josiah Partridge & Sons Co. needs no introduction by us. For 75 years their name has been associated with the furniture trade and they have recently reorganized their expert selling staff throughout United States and foreign countries to cover the piano and music trade.

Stradivara is the only phonograph in the world that contains a spruce sound board, being built on the principle of the piano and violin. This high-grade phonograph truly reflects the genius of the world’s greatest violin maker. Compare all other makes of present-day phonographs with the Stradivara and you will easily learn why it is marvellously superior.
Round up the folks who go to the woods or the shore. Sell every one a Portable Grafonola to take along. We're helping with Big National Advertising Space.

SELLING TO THE BUSY MAN

How One Talking Machine Dealer Handled a Difficult Situation Successfully

"I had a little experience with one salesman who knew how to get on with busy people with whom he wanted to do business. It took only about thirty seconds for him to show that he and I would not quarrel because of any tendency to take up my time unnecessarily," said a business man the other day.

"I was busy when he first called and I showed it. "You busy this morning?" he asked pleasantly. "Yes," I said, perhaps a little crustily, "I am busy. I have a lot of mail I want to get off before noon." All right," he replied, "I'm not going to bother you now. I want to talk to you about talking machines and I have something to say that will interest you. Can you give me fifteen minutes some time during the day? I promise to take no more time than that unless you wish me to do so. You needn't worry about my boring you. I don't do business that way." "I couldn't refuse a request like that or even be grouchy about granting it. I named a time. At that time he walked in. He did not show up half an hour ahead of time and make me nervous by standing around waiting. He did not act with such deliberation that I would be afraid he would overstay his time. He laid his hat and his watch. 'I appreciate your giving me this hearing,' he said. 'I would like to talk my proposition over with you defiinitely some day soon, but I won't ask you now to make an appointment.' If he knew, or surmised, he had interested me.

BEWARE OF WAR RUMORS

Talking Machine Dealers Should Be on Guard Against Untrue Statements Regarding the Affairs of Manufacturers Put Out by Competitors

In these times talking machine dealers should be particularly upon their guard against insidious rumors. Reports have been circulated in the trade to the effect that the factories of certain manufacturers have been commandeered by the Government, and further that this or that manufacturer will be unable to supply goods as promised, and still further that this or that manufacturer has a financial interest in competitive concerns.

When the talking machine dealer hears rumors of this kind he should make careful note of the sources from which they emanate. It should be easy to detect cases where the representative of a certain line is taking unfair advantage of a contemporary manufacturer. It is reasonable to suppose that each individual company will inform its clientele of dealers regarding any important action it may take affecting the welfare of their dealers, and it is also reasonable to suppose that the circulating reports about competitors which have not been authorized by the company to which they refer is inspired by malicious motives.

Dealers should see that the traveling representatives of every manufacturer in the talking machine industry paddle their own canoe, in that they explain the merit of their own product and institution and do not resort to unsupported claims about the war weaknesses of other perhaps more successful competitors.

F. C. KENT MOVES TO NEW PLANT

Manufacturer of Talking Machine Attachments in Newark, N. J., Installs New Equipment, Including a Model New Tube Bending Machine

F. C. Kent, the well-known manufacturer of phonograph attachments of Newark, N. J., recently moved from 24 Scott street, to the corner of Mulberry and Chestnut streets. In his new plant he has installed a large number of new machines and among others one of his own design which is used to bend brass tubing. This new machine not only bends the tubing but leaves every angle and dimension at their original size. In speaking of this new machine the officers of the company said, "There are only a few such machines in the country and our industry was largely in need of such machines."

All the Kent attachments will be produced with the new machine as well as several new products the company has in mind, including a new one-piece brass tone arm. While brass is expensive at the present time the fact that much labor and time is saved by the new method as well as the fact that there are no joints or rough edges, will, according to F. C. Kent, make his new tone arm very desirable. The announce ment of the delivery of the tone arm will be issued later.

The NEW VEECO

THE ELECTRIC MOTOR WITHOUT A FAULT

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

- Runs on either A. C. or D. C., 100-125 volts without adjustment. Can be supplied to run on any voltage from 6 to 250.
- Supplied mounted on 12" or 12½" square mahogany boards, all ready to install.

SEND FOR A SAMPLE AT ONCE

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

THE VEECO COMPANY

248 BOYLSTON STREET

BOSTON, MASS.

The Original Producers of a Complete Electric Drive for Talking Machine Manufacturers' Use
PATHE RECORD-PRESSING EXHIBIT

Bope-Hayes Co. Reports Good Sales Following Recent Exhibit of How Pathe Records Are Made—Fischer Co. Renders Assistance

CINCINNATI, O., May 4.—The Bope-Hayes Co., of this city, which handles the products of the Pathé Frères Phonograph Co., recently installed in its store a very effective record-pressing exhibit, which demonstrates the method employed by the Pathé Frères Co. in pressing Pathe discs. This exhibit attracted wide attention, and crowds of people visited the store daily in order to gain an insight into methods which have usually been considered technical and mysterious to the average layman.

The Bope-Hayes Co. was very well pleased with the success of this exhibit, and after it had closed wrote a letter to the Pathé Frères Co. stating as follows: “We are more than pleased with the success of the exhibit, and more than believe we will do a wonderful business in Pathé goods this year.

“We placed ten phonographs in country homes yesterday, and notice quite an increase in our record sales. We have continuous inquiries from owners of other phonographs as to how to play Pathé discs on their instruments. We are now arranging quite a campaign of newspaper advertising and soliciting about 5,000 live applications, which may assist the Government in carrying out their influence as far as possible among the public.

The Fischer Co. of Cleveland, O., Pathé distributors, co-operated with the Bope-Hayes Co. in arranging this exhibit, and R. J. Jamieson, of this company's staff, spent the entire week in Columbus in order to co-operate with the company in every possible way.

Mr. Jamieson arranged for a banquet for the employees of the Bope-Hayes Co. on the evening of the closing of the exhibit.

BRASS PLAQUE FOR VICTOR DEALERS

Very handsome brass signs are now being offered to Victor dealers by the Goodman Co., of New York. At the left of the brass plaque the Victor trade mark is shown in green, to the right of this in heavy black appears the word “Victrola,” and beneath this in smaller letters and in green “Victor records.”

The Government needs the help of every man and woman in the United States. Stand by!

TALKING MACHINE JOBBERS MEET

Executive Committee of the National Association of Talking Machine Jobbers Discuss Important Topics at Meeting in Philadelphia

The executive committee of the National Association of Talking Machine Jobbers held a meeting on April 22 and 23 at the Ritz-Carlton Hotel, Philadelphia, Pa., and at this meeting discussed a number of important topics of a co-ential to present business and national conditions. The members of the committee in behalf of the association determined to utilize all possible means at their command to co-operate with the Government in its war program.

The executive committee discussed at length the means that should be adopted to co-operate with the factory in eliminating all possible waste in the conduct of the business. The members of the committee realized that they must make sacrifices as the result of the country being in war, and discussed ways and means of adjusting their businesses so that the burden may be carried as lightly as possible, and so that they may assist the Government in fulfilling its war plans.

The members of the committee not only pledged their own support to subscribe to the utmost of their ability for Liberty Bonds, but also helped in the general advertising campaign in behalf of the Third Liberty Loan, and to carry out their influence as far as possible among members of the association in behalf of the loan. The committee also voted to appropriate $1,000 out of the funds of the association to purchase bonds in the present loan.

Owing to war conditions the committee decided to defer announcing a definite program for the annual convention until a few weeks later. Full details and plans will be ready at that time.


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

ILSLEY’S GRAPHITE PHONOGRAPH SPRING LUBRICANT

Here’s Lubricant that makes the Motor make good—In practice, in the proper consistency, will not run out, dry up, or become sticky or rancid. Write for special proposition to jobbers. Write for samples of this superior article.

ILSLEY-DOUBLEDAY & CO., 229-231 Front St., New York, N. Y.

STANDARDIZE THE ‘CLEAR TONE’ LINE

Lucky 13 Phonograph Co. Make Important Announcement—Will Institute Aggressive Advertising and Sales Campaign

The Lucky 13 Phonograph Co., of New York City, announced this month that it had completed arrangements whereby the Cleartone line of phonographs, which it manufactures, will be standardized, and an aggressive advertising and sales campaign instituted in its behalf. This line has been on the market for several years, but D. Bartelstone, head of the company, decided recently that the success of the line well warranted the inauguration of plans that would make it even more successful than it had been in the past.

With this idea in mind Mr. Bartelstone visited many of the leading cabinet factories throughout the country, and finally succeeded in placing a contract with one of the most prominent manufacturers in the West. This concern has been making high-grade cabinets for several years, and its products have won recognition throughout the country as embodying quality and attractiveness.

In addition to distinctive cabinet designs, Cleartone phonographs will be equipped with motors, tone arms and sound boxes of recognized standard and prestige. The line is now complete, and dealers are being supplied daily.

C. J. Casault, proprietor of the Seattle Music House, 1216 Third avenue, Seattle, Wash., is now having the interior of his store entirely remodeled on an elaborate scale and will in the future devote himself exclusively to featuring the Brunswick phonograph and Pathe records.

The Liberty Talking Machine Co., Chicago, has been incorporated with capital stock of $5,000 by Robert Bachrach, S. Sidney Stein and Hirsch E. Solte.

American Phonograph Co.
39 Fountain Street, N. W.
GRAND RAPIDS—MICH.
The Gloria Needle has achieved instantaneous success. We have satisfied our Customers by giving them a quality product, and by making Immediate Deliveries.

Dealers:—
Write for samples and prices, and remember that we keep our promises.

THE GLORIA PHONOGRAPH SUPPLY CO., Inc.
200 FIFTH AVENUE
NEW YORK CITY
THOS. GOGGAN & BRO.'S FINE FLOAT

Elaborate Display Attracts Much Attention in Trades' Parade Held During the Recent Annual Spring Carnival in San Antonio

SAN ANTONIO, TEX., May 4.—One of the big features of the recent trades' parade held in this city in connection with the annual Spring Carnival was the elaborate float entered by Thos. Goggan & Bros., and which is shown here-with. The player-piano at one end of the float was kept going almost constantly throughout the parade, and at intervals four young ladies Goggan & Bros.' Carnival Float

from the Goggan establishment rendered well-known selections in quartet form on violin, mandolin, ukulele and cornet. At one end of the float was a large Victrola electric, with the well-known Victor dog sitting at attention close by and listening to his master's voice. Small signs in red, white and blue were placed about the float bearing such mottoes as: "The World Needs Harmony," "Keep the Home Fires Burning," etc. On both sides of the float were placed signs bearing the name "Thos. Goggan & Bros.".

The fact that the company was established in 1886, and is, therefore, the oldest music house in Texas, was strongly emphasized. The patriotic spirit was carried out in the decorations of the float, which were made up largely of red, white and blue bunting, and large red poppies.

A UNIQUE SYNCHRONIZATION

A. T. Moulton Demonstrates a Perfect Synchronization Between the Pipe Organ, Piano and Victor Auxetophone at the Brortel Hotel

A unique musical novelty has recently been introduced to New York by A. T. Moulton. With the aid of a small pipe organ, a piano and a Victor Auxetophone, he produces a synchronized effect of a decidedly unusual character. The solo effects are carried by the talking machine, and the bass effects by the organ. Mr. Moulton uses his left hand and left foot to play the organ, and his right hand and right foot to play the piano.

For a number of years he made a study of synchronizing these three instruments and first performed for the public in one of Minneapolis' leading hotels. After a number of months' engagement in the Northwest with different hotels he came to New York, and is at present providing musical entertainment for the dining room of the Brortel Hotel, New York.

ATTRACTION MUTUAL LITERATURE

The Mutual Talking Machine Co. has just issued an attractive four-page circular featuring Mutual tone arms and sound boxes. One page of this circular illustrates the company's No. 2 and No. 3 sound boxes which have been adopted for general use by manufacturers. Another page is devoted exclusively to the Mutual universal ball bearing tone arm, which, although recently introduced, is now included in the equipment of many well-known makers of talking machines.

Wm. L. Phillips, president of the company, states that the demand for Mutual products is steadily increasing, and that the company is now making arrangements to augment materially its factory facilities. Mr. Phillips has received letters from many manufacturers praising the service given by Mutual tone arms and sound boxes.
THE TRADE IN PHILADELPHIA AND LOCALITY

PHILADELPHIA, PA., May 8.—The talking machine business in Philadelphia in April was most satisfactory. With most of the dealers it showed a gain over April of last year, and like previous months it was limited to the amount of stock that the Victor Co.—so far as Victor dealers are concerned—were able to secure. The Victor Co. have made promises to their dealers in this district that they will be warranted in looking for more generous treatment this month and in the months to come.

It is generally supposed here that the reason why talker manufacturers have kept retailers so short is that they were bending every effort to get as much stock as possible to the dealers in Canada before the law went into effect in that country prohibiting the importation of musical instruments into the Provinces.

Doing a Maximum of Business

Louis Buehn, of the Louis Buehn Co., states: “We are doing a maximum of business, although the shortage of Victor machines and records is seriously felt. The month’s total was slightly less than last year. Business conditions are good, so far as we are concerned, but we are not getting enough goods.”

Penn Phonograph Co. Will Remove June 1

The Penn Phonograph Co. report that there was a slight falling off both in their machines and records business over April a year ago, but it was so small as not to leave very much regret. They have the assurance from the Victor Co. that they will be able to give their trade very good service during the remainder of the spring.

The Penn Co. have started the preparations for their moving to their new building at 913 Arch street the first of June. There will be four floors in their new quarters. They will not be able to fix the building to any very great extent before they move in, but they already have their racks under way, as well as all the designs for the new installations.

Reports Large Columbia Business

Manager A. J. Heath, of the Columbia Graphophone Co., reports that their business has been wonderful in April. It is the same old story with them, that the amount of business done was limited only by the amount of product they were able to secure. They have now several carloads on the road which will place the firm in the position of being able to respond to any reasonable demand.

Mr. Heath says that a number of their dealers have called at their offices during the past month, and they all report that their business has been exceptionally good. One pleasant feature, he says, is that the trend for the taking of the higher-priced instruments is most encouraging, and that in the farm districts they are buying for cash, which indicates a healthy condition prevailing.

Mr. Heath was in New York several days last week, and at the present time F. S. Binger, the traveling auditor of the company, is at the local offices. Mr. Heath says: “The record situation has improved, and I believe we shall be in a position to give the dealers better service this month than any time in the past. It was a common sight during the past month to have automobile trucks coming here from our territory for machines and records. Leading among those who made the trip were J. E. and E. W. Nase, of Hanover, Pa., and Fink & Corbett, the dealers of Pottstown.”

Expansion of Dictaphone Business

The Dictaphone Co. report that they had a most satisfactory business in April, and were very much gratified with the attention given the machine at the recent Business Show held in this city from April 15 to 20. They have added a couple of new men to their sales force, and among their visitors were Frank Dorian and N. F. Milnot, general sales manager of the Dictaphone. Both of these men were here for the show.

Closed Good Edison Trade in April

Herbert E. Blake, formerly Blake & Burkart, leading dealer here in the Edison product, reports that his business in April was fair, but not as large as in March. It just about equaled the business of last April. Machines and records, Mr. Blake says, are coming through in very fine shape. The fine surface on the new records is going to be of great help to the Edison dealers.

Mr. Blake, the Edison representative, in his latest publication of “Re-Created Notes,” states that he has sold a large number of Edison Army and Navy models to the soldier boys at Camp Dix and Camp Meade. He makes the suggestion that any person wishing to contribute to the pleasure of the boys, either by purchasing new records for these machines or sending them records of which they have become somewhat tired, if they will deliver them to blu at Eleventh and Walnut streets, he will see that they reach the boys in the camps in the name of the donor, and at no cost to giver or receiver.

Edison Dealers Meet

At the meeting of the Edison Dealers’ Association, which was held at the Bingham House yesterday, May 7, there were up set speeches, but all of the dealers participated in a discussion as to the selling proposition. The result was most satisfactory.

In the campaign for the Liberty Loan in Phila-

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. WEYMANN & SON

Victor Wholesalers

Manufacturers

Established 1864

1108 Chestnut St.

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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.

Mme. Amelia Galli-Curci, Soprano

PENN PHONOGRAPH CO.

17 S. NINTH STREET

PHILADELPHIA

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In the campaign for the Liberty Loan in Phila-
No Shortage Exists to the Man Who SELLS the Victor Records Obtainable!

To-day requires creative salesmanship. Make up your mind to get MORE people into your store; to tell them about the thousands of good records in stock, and to SELL these Victor Records to those customers. Send for our Special Catalogue of Victor Records we have in stock for immediate delivery.

The Louis Buehn Company

Victor Distributors

Philadelphia

The piano and talking machine dealers were placed in one class, and a sum set for them to raise. This sum was not entirely reached, and of the money subscribed more than three-fourths came from the leading talking machine dealers.

L. H. Crabtree Somewhere in France

L. H. Crabtree, the son of the president of the International Mica Co., of Philadelphia, is now in the service of his country “somewhere in France.” Mr. Crabtree, Jr., is a member of the 109th Infantry, United States Army, and in addition to doing his bit over on the other side is instrumental in turning out large quantities of the International Mica Co.’s product for Government purposes, these products being used for gas masks, etc. This is the kind of service which will win the war, and Mr. Crabtree and the International Mica Co. are to be complimented on their devotion and the patriotic spirit shown in thus serving their country.

Pathé Activity in Quaker City

Walter L. Eckhardt, of the Pathé Shop, has arranged to start a series of unusual concerts in this city beginning this week. They will be given daily at 11.30 in the morning and 3.30 in the afternoon. The Pathé did great work for the Liberty Loan; upon the arrival here of the great Orchestra Pathé it was almost immediately shipped to the Statue of Liberty erected south of the City Hall, where concerts were being given on it constantly for more than a week, and the young ladies in charge of the work there said that the Pathé was the best Liberty Bond salesman they had ever seen.

Mr. Eckhardt is delighted with the work accomplished by his men in April. When the month began he set for them the March quota, which had been so gratifying. They protested that with the Liberty Loan and other hindrances they could not accomplish it. They made the quota, and as each man reached his sales quota Mr. Eckhardt took him out and bought him a good dinner.

Among the several visitors to the Pathé Shop in April were Messrs. Leiming, Emerson and O’Neill, of the Pathé Co. The Weymann Family in the Nation’s Service

Harry W. Weymann, president of H. A. Weymann & Son, widely known as Victor wholesalers, and also as manufacturers of the famous Oelwein, of the Pathe Co.

The newly developed “Ultona” on the Brunswick—the “all-record reproducer” has been making a very strong impression here. By the use of the “Ultona” the different makes of records can be played by simply changing the position of the attachment. It is a most effective contrivance.

Doing Well With the Vita-Nola

The Vita-Nola Distributors Co., 1025 Arch street, report a steadily expanding demand for the Vita-Nola made by the Vitavola Talking Machine Co., of Chicago. The diversity of styles displayed combined with the intrinsic merits of these products have enabled them to make a wide appeal.

E. G. Evans Now a Garage Owner

Popular Talking Machine Man Embarks in New Venture as a Side Line

E. G. Evans, the popular salesman with C. Bruno & Son, Victor wholesalers, New York, has embarked in the automobile business as a side line, and is one of the owners of the Cos Cob Garage, located on the Boston-New York Post road, near Greenwich, Conn. Mr. Evans says that he is doing a lively business, inasmuch as several hundred cars, including heavy trucks used in cross-country transportation, pass along the Post road every day, and an excellent percentage of them stop for supplies and repairs. Many of Mr. Evans’ friends have already found his garage a haven of rest while en route along the Post Road. Meanwhile, Mr. Evans still gives his usual careful attention to the Victor business.
Portable Model Grafonolas for vacationists. 
Help people have more fun while they're away. Get ready now—No "Summer Slump" this year.

Columbia Graphophone Co. 
Woolworth Building, New York

BUSINESS CONTINUES VERY ACTIVE IN KANSAS CITY 
Stock Somewhat Short and Dealers Are Able to Dictate Their Own Sales Terms—Columbia Expansion—Jones Co. Feature Foreign Records—Liberty Loan Campaign Big Success

KANSAS CITY, Mo., May 4.—Business in the Kansas City territory continues splendid. In fact, it is good in every line, consequently money is plentiful and people are spending it. And more and more the talking machine is being regarded as a necessity in every home, so good prospects are not hard to find. Nowadays every dealer says he has half a dozen prospects to one machine. Dealers are therefore able to dictate their own terms and are almost all cutting out the small-purchase plan. There is of course in the Kansas City territory, with the big demand for machines, a tremendous shortage of records. The patriotic records continue to be the big sellers. Every dealer reported that, despite the shortage, his record business was excellent for the month of April (and this month was handicapped by the Liberty Loan campaign and the strike).

The Wunderlich Piano Co., which is one of the biggest music firms in the middle West, recently took on the Brunswick line. Martin & Adams, Wichita, Kansas's leading house, also recently added the Brunswick, as did the Darrow Music Co., of Tulsa, Okla. The Brunswick-Balke-Collender Co. Kansas City branch stated that its business was spreading tremendously and that the Kansas City territory was opening up into a very excellent field.

E. A. McMurtry, manager of the wholesale department of the Columbia Co., reports increasing business not only in Greater Kansas City but in the whole territory. Particularly in the country, the dealers are waking up to the big field for the Columbia machine," he said. "In fact, so splendid is the demand and the prospects are so good for an even far greater call for machines and records, that we are doubling our floor space in effort to keep pace with the strides of our business." The company has taken over the adjoining storerooms. The remodeling will be done by the middle of the month when a total floor space of approximately 12,500 square feet will be had. This additional room will be used entirely for the wholesale record department. The present quarters of that department are entirely inadequate. Two car-loads of records were recently received and as many have been sold in the past few weeks. This department has instituted the new card index system adopted in the record departments of all the Columbia wholesale branches and has added some improvements that will aid in the local distribution. The additional room will give the company two more windows for display purposes; two will be used for the Dictaphone and two for the Grafonola. The Dictaphone department had, during April, the second-best month in its history.

In J. J. Wiedeman, formerly Columbia salesman in this territory, has resigned to go back to his home town—Cleveland, O.—where he will enter the automobile supply business. He has been succeeded by William Roy.

The Henly-Waite Music Co. recently took on the Artophone line and is doing splendidly with it in addition to the Columbia. The Jenkins-Riley Co., formerly Pathé jobbers, will soon open a splendid up-to-date retail store, The Pathé Shop, at 302 East Tenth street. They will specialize in the art models.

The Jones Store Co.'s Dictaphone department has recently fixed a plan concerning the sale of its machines on time. Ten per cent of the purchase price must be paid down at once and the rest must be paid for in twelve months.

A. A. Trostler, manager of the Victrola jobbing branch of the Schmelzer Arms Co., has just returned from a visit to the Victor factory. He is rapidly improving.

"Business continues excellent," said Mr. Trostler. "We could dispose of a great many more machines than we are able to get. The demand is great in Kansas City and in local territory."

Miss Jessica Owens has succeeded Robert Lasserter in the management of the Columbia department in the Kansas City Photo Supply Co. J. P. Price, Price & McNeal, Maryville, Mo., is going into Government service.

Mrs. Nellie Williams, head of the Victrola department of the Jones Store Co., stated that they have been recently encouraged with the marked success of their foreign record trade, principally Mexican. In the first place, with the present scarcity of labor, the Mexicans all are holding down $25 a week jobs at the packing houses and, as they live so much more cheaply than Americans, they are better able financially to buy machines than many Americans who are making as much or more. And they are sure pay. They seem to be very timorous and in great awe of the American man's jail, and in fact there is a deep-rooted fear in most of them that if a single payment is missed or delayed they will be thrown immediately into prison. Consequently payments come in as regular as clockwork; in some cases they have even brought their money up before it was due, saying that their wives would not be home on the day the collector came to call.

In the Liberty Loan campaign, in which Kansas City far exceeded its quota, a great deal of credit was accorded to music and talking machine men of the city who were as well represented as subscribers and as volunteer workers the campaign week.

B. F. Woodward, manager of the Edison Shop, was pumping air into a tire on his machine when the rim blew off and struck him, breaking an arm and a leg. He is rapidly improving.

The six weeks of story dancing, under the direction of Miss Baldwin, recently closed at The Edison Shop with a highly successful program in which five hundred Kansas City children took part. The dancing, to the Edison of course, was given in the Auditorium Theatre with a large audience. The newspapers devoted much space to the affair.

C. L. Smith, of the Edison wholesale, in Kansas City, is now at Jefferson Barracks, where he was called May 10.

The Edison Co., in its tone tests with Glen Ellison, Scotch baritone, had the greatest success—both in the city and rural districts. The dealers who held tone tests outside of Kansas City were: Carl Latenser, Horton, Kan., and Atchison, Kan.; D. B. Hickey, Chanute, Kan.; Melvin St. Joseph, Mo.; Chas. Sauer, Chillicothe, Mo.; G. W. Sherman, Breckenridge, Mo.
ISSUE IMPORTANT RULING ON INSTALMENT BUSINESS

Internal Revenue Commissioner Roper Hands Down a New Order Bearing on Sales of Talking Machines and Other Musical Instruments Which Is of Paramount Importance

WASHINGTON, D. C., May 4.—One of several rulings just handed down by Internal Revenue Commissioner Roper affecting income and excess profit taxes is of exceeding interest to this industry, in which he holds that dealers in goods sold on the instalment plan shall return their profits proportionately as the gross profits stand to the gross contract price. Of course this new ruling applies to the business of 1918, on which the income tax returns will be made next year. The decision as to instalment selling follows:

"It has been ascertained that dealers in personal property who sell on the instalment plan adopt one of four ways of protecting themselves in case of default, namely:

"1. A provision that title is to remain in the seller until the buyer has performed his part of the agreement.

"2. A conveyance of title to the purchaser subject to a lien for the unpaid portion of the purchase price.

"3. The conveyance to the purchaser and an immediate reconveyance by way of chattel mortgage to the seller.

"4. Conveyance to a trustee in trust to hold the title, pending performance of the contract and subject to its provisions.

"In view of the fact that in a number of States it is held that the form first mentioned shall not be enforced according to its terms, but will be regarded as a sale with a chattel mortgage back to secure the unpaid purchase price, it is desirable that a uniform rule be established which will be equitable and applicable to all.

"The rule prescribed is that in the sale or contract for sale of personal property on the instalment plan, whether or not title remains in the vendor until the property is fully paid for, the income to be returned by the vendor will be that proportion of each instalment payment, which the gross profit to be realized when the property is paid for bears to the gross contract price. If, for any reason, the vendee defaults in his instalment payments and the vendor repossesses the property, the entire amount received on instalment payments less the profit originally returned will be income to the vendor to be so returned for the year in which the property was repossessed.

"This ruling amends Articles 117 and 120 of Regulations 33, Revised, and revokes all previous decisions and rulings which are in conflict herewith."

TALKING MACHINE EXPORTS

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

WASHINGTON, D. C., May 4.—In the summary of exports and imports of the commerce of the United States for the month of February, 1918 (the latest period for which it has been compiled), which has just been issued, the following figures appear:

Talking machines to the number of 5,565, valued at $154,943 were exported in February, 1918, as compared with 3,798 talking machines, valued at $90,633, sent abroad in the same period of 1917. The total exports of records and supplies for February, 1918, were valued at $104,376, as compared with $99,180 in February, 1917. For the eight months' total 60,771 talking machines were exported, valued at $1,675,681 in February, 1918, and 48,729, valued at $1,202,394 in 1917, while records and supplies valued at $1,273,514 were sent abroad during 1918, as against $966,463 in 1917.

INCORPORATED

The American Recording Laboratories, Pas- saic, N. J., have been incorporated with capital stock of $25,000, for the purpose of manufacturing phonograph records. The incorporators are: Carlton E. Sanderson, Mabel C. Sanders, and George Thornton.

A reputation built on "front" can never come "back"—after being side-swiped by Time.

WHY DO YOU USE TONE ARMS

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

We have experts who are specialists in designing tone arms that will blend with your cabinet in quality and appearance—that will continue quality unbroken from sound chamber connection to stylus groove. These men are ready to serve and prove to you by sketches and figures that "INDIANA" made tone arms will increase the value of your machine and make it a better selling proposition.

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

WE ESTIMATE FROM SAMPLE OR BLUE PRINT

"INDIANA" DIE CASTING COMPANY
East 11th Street at Cornell Ave.

INDIANAPOLIS, IND.
Always,  
Just as the Pathé Dealer thinks it must be time for Pathé Sales to slow up a little  
Along come  
The new Pathé Records.  
The latest popular hits, first out on Pathé Records.  
New and remarkable Records by Pathé exclusive opera artists.  
Sending you new customers for Pathé Phonographs.  
Bringing the old customers straight back again for new Pathé Records.  
The Pathé Dealer sells the Pathé Records to every Phonograph Owner because they can be played on all makes of machines.  
If you are not a Pathé Dealer, write at once for our interesting dealer proposition.

Visit our Booths 10-11-12  
Convention Week  
NATIONAL MUSIC SHOW  
Grand Central Palace  
JUNE 1st to 8th

Pathé Frères Phonograph Company  
20 Grand Avenue  
Brooklyn, New York

THE PATHE FRERES PHONOGRAPH COMPANY, Ltd.  
6 Clifford Street, Toronto, Ontario
You see it coming!—

You who are not carrying them,
You’re hearing all the time about the fast-spreading popularity of the Pathé Phonographs.
You realize more and more the exceptional selling value of “No needles to change”—“Long life to Records”—“The Pathé Controla”—and “Plays all Records.”
You are watching too the new Pathé Records.
Ahead every month with the popular hits. Corralling more and more of the most famous singers and musicians. Offering the only really world-wide repertoire of music and song.
Yes, you see the day coming, and coming soon, when you’ll be selling Pathé Phonographs and Pathé Records.
Why put off till tomorrow, the Pathé profits that should be yours today?
Write—now—for book, “The Other 20%”

Visit our Booths 10-11-12
Convention Week
NATIONAL MUSIC SHOW
Grand Central Palace
JUNE 1st to 8th

Pathé Frères Phonograph Company
20 Grand Avenue
Brooklyn, New York

THE PATHÉ FRÈRES PHONOGRAPH COMPANY. Ltd.
6 Clifford Street, Toronto, Ontario
MILWAUKEE TALKER TRADE
HELPS THE LIBERTY LOAN

Badger Companies on Roll of Honor—Trade Excellent—New Brunswick Dealers—Goldsmith in Public Eye—C. J. Orth Features Puritan

MILWAUKEE, Wis., May 12.—One of the principal duties of the local talking machine trade during the last few weeks or more was to help in effecting a subscription to the Third Liberty Loan that puts most other cities of this class to shame. Uncle Sam asked Milwaukee to subscribe not less than $14,600,000 to the third issue. As a matter of fact, the total subscription at the close of the campaign was found to be $21,600,000, or an oversubscription of approximately 30 per cent. On the roll of honor appeared the names of the Badger Talking Machine Co., Victor Jobber, and the Badger Talking Machine Shop, Victor retailer, each for $10,000. So far as can be ascertained, these were the largest subscriptions made by any Milwaukee music industry.

The total subscription made by the music trades division, in charge of Henry M. Steussy, president of the Milwaukee Association of Music Industries, exceeded $75,000. This fine showing was made without sending a committee to visit the individual factories and dealers to impel them to buy bonds.

Local talking machine dealers, both wholesale and retail, have been kept busy as never before during the early spring season. As April advanced and finally May was entered, it became more and more a question of obtaining machines and records than to sell them. And it appears as if this will continue to be the situation from this time on, at least while the war lasts. It does not apply to all makes of instruments, but is particularly true of the Victor, Edison and other of the older machines.

Thomas L. Kidd, manager of the Milwaukee branch of the Brunswick-Balke-Collender Co., concluded arrangements just prior to May 1 for placing the Brunswick in the new establishment in the Plankinton Arcade of the Milwaukee Piano Mfg. Co. Hundreds of visitors attended the formal opening of the new store on May 1, and much time was spent in inspecting the special exhibit of Brunswick models which Mr. Kidd provided for the occasion. Henry M. Steussy, president of the Milwaukee Association of Music Industries, is general manager of the new store.

Concerning Harry A. Goldsmith, secretary of the Badger Talking Machine Co., Victor jobber, Milwaukee, the “Who’s Who” column of the Milwaukee Journal in a recent issue had the following interesting things to say:

“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.

“Mr. Goldsmith was born in Chicago thirty-four years ago and reduced the city’s population by one before he was old enough to begin his education. This, he says, he began in the public schools of Calumet and has not yet finished leaving. The newspaper business, he turned to Chicago, where he was engaged in the brokerage business until about four years ago, when he became one of the organizers of the Badger Talking Machine Co. and came to Milwaukee. His interests have spread to several other allied industries and Mr. Goldsmith declares he is in Milwaukee to stay.

“Mr. Goldsmith’s residence is 885 Stowell ave.; he is unmarried. (But in confidence he said he is willing and named some qualifications.) He is a member of the Press, Elks and Advertisers’ clubs, the M. A. C., the M. A. of C. and is a Mason.”

Paul F. Seeger, manager of the talking machine department of the Edmund Gram Music House for the past nine years, resigned May 1 in order to accept the position of manager of the North Shore Talking Machine Co., Victor retailer, 603 Davis street, Evanston, Ill. Mr. Seeger will assume his new duties on May 15.

Mr. Seeger has been incorporated with a capital stock of $15,000 to develop the business created by James H. Ellis, inventor and patentee of a universal reproducer for talking machines that can quickly be substituted for the regular device. Mr. Ellis has been manufacturing the reproducer at 410 Jefferson street.

Charles J. Orth, since March 1 exclusive distributor of the Puritan in Wisconsin and Upper Michigan, has been obliged to increase both the traveling sales force and the staff at the local store in order to keep pace with the growth of the popularity of the Wisconsin-made product. Mr. Orth has placed a number of excellent agencies throughout the territory and his policy of selecting only the leading merchant in each community to take on the representation of the Puritan has won him a splendid lot of new trade. The sale of Puritan records also is growing beyond all expectations.

Emil G. Schmidt, piano and talking machine dealer, recently paid a fine of $100 and costs in the police court upon being adjudged guilty of having violated the Wisconsin fraudulent advertising law. Mr. Schmidt advertised that he had purchased the entire bankrupt stock of the Republic Phonograph Co., Inc., Chicago, and was placing it on sale "at considerably less than wholesale prices." The advertisement also contained a facsimile telegram purporting to have been received from Arthur S. Nestor, trustee of the Republic Co., reading:

"Your offer accepted for the bankrupt stock of the Republic Phonograph Co. Shipping you fifty machines to-day; balance to go forward in a few days. Receipt of packing box. Waiting your instructions."

At the trial it developed that Mr. Schmidt had purchased only a part of the Republic’s bankrupt stock and that the prices at which he advertised them for resale were $30 above the wholesale and $15 above the regular retail price of the instrument. Furthermore, the telegram was branded as a "fake" and evidence was shown that Mr. Schmidt himself wrote the message, which was taken to Chicago by a friend and dispatched from there. Mr. Schmidt protested his innocence, but the court found him guilty and imposed the heaviest fine yet meted out under the act.

Albert E. Smith, proprietor of the Wisconsin Music House, 20 North Carroll street, Madison, Wis., has moved his establishment to beautiful new quarters at 213 State street. The new store is probably the handsomest in the capital city of Wisconsin. Due attention has been paid to the Victrola department. A feature is the stock of more than 10,000 Victor records which the house carries at all times. An assortment such as this seldom is seen in a city of less than 100,000 population. Madison has 38,000 inhabitants.

The Madison newspapers recently published illustrations of a huge load of Victrolas being delivered by truck to the Forbes-Neagah Music Co. of that city. The house is a Victor retailer and the shipment, of which a part was illustrated, is considered the largest that has ever been received in the State capital.

W. L. Ballinger, retail jeweler, 17 West Main street, Madison, Wis., has installed a talking machine department.

R. Boeing, Huntsford, Wis., is a recent addition to the list of Brunswick retailers.

The George D. Orneastin Co., Victor wholesaler, recently established in Philadelphia, has a capital stock of $150,000.

No man can serve Honest Business and Questionable Practices at the same time—and he be even moderately happy.

NOW IS THE TIME TO REPLENISH YOUR STOCK

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

Mr. Dealer:
Don’t miss sales by being out of stock. Order NOW.

State Make of Machine

Vicsonia Manufacturing Company, Inc.
313 East 134th Street (Bronx)
NEW YORK, N. Y.
At the National Music Show
to be held at the Grand Central Palace,
New York, from June 1st to June 8th,
there will be a complete exhibit of

HEINEMAN Motors, Tone Arms, Sound Boxes, etc.
MEISSELBACH Motors, Tone Arms, Sound Boxes, etc.
DEAN Steel Needles, etc.

In Booths Nos. 40 and 41

Make these booths your headquarters
when attending the show, and do not
fail to hear the new

HEINEMAN
"OKEH" RECORDS

"We are at Your Service"
HOW THE RECORD SHORTAGE HAS HELPED MANY DEALERS

I am firmly convinced the present record shortage is in one respect at least one of the best things that could happen to the average Victor dealer,” said President Joseph C. Roush of the Standard Talking Machine Co. of Pittsburg, to a representative of the Talking Machine World in answer to a question regarding the present record situation. Mr. Roush was in Philadelphia April 22 and 23, as a member of the executive meeting of the National Association of Talking Machine Jobbers, of which he is secretary.

“And to many of the distributors, too,” he continued, “it has forced our noses back into the big general catalog where the best music of all time is waiting for a chance to be sold. All of us have been carrying stocks of hundreds of records on our shelves for years which would have been snatched up by the public only we were too busy selling supplement records to discover them ourselves.

“Distributors and dealers alike are now feverishly thumbing the big catalog, checking old stocks, playing over records which haven’t been out of their covers for years—and are getting closer to the heart of the Victor game than ever before in their Victor careers.

“And if the experience of others is anything like my own, they are getting many a surprise—and are having a lot of fun with this research work.”

“Can you tell us some of the things you are doing to interest your dealers in these catalog numbers?” he was asked.

“The study of our own record conditions has as an immediate object the supplying of dealers with salable numbers to take the place of those not now available. Such records we list, classify and push through all the agencies at our command.

“In the first place our road men carry lists of numbers and stocks to assist dealers in keeping their shelves filled with good salable records. Orders for the records not being pressed are discouraged—those for available records are encouraged.

“Then twice a month we issue a list of twenty records which we urge the dealer to push through his sales force for two weeks. This serves two important purposes. It boosts a dealer’s record sales and it gets his salesman intimately acquainted with twenty good catalog records. After a salesman has played a good record from one of these lists over and over again for his customers and recognizes how easy it is to sell, that record becomes one of his permanent favorites. He will continue to recommend it long after the two weeks have elapsed—infact, it has been added to his growing vocabulary of good Victor ‘hits.’ It goes without saying that only records are so listed which a dealer can get.

“Each month a hanger is furnished dealers listing eight to a dozen numbers of the same nature for a dealer’s booths and windows. These hangars are headed ‘Victor Records Every One Should Own’ and are somewhat similar to those issued by the Victor Co., but list only records in stock in our territory.

“About once in three months a classified list is prepared for the dealer’s distribution, listing twenty to twenty-five ‘in-stock’ records under different classifications—dances, violin numbers, etc.

“On our record delivery bags, and in fact in every other way we know we list for the dealer and for his record buyers, those General Catalog numbers which are practically unknown, have distinct merit and can be secured in considerable quantities.

“The results have fully justified these special efforts. We have made a feature of these lists since last September, and we would not discontinue them even though every record in the catalog were available. Despite shortages of all kinds, embargoes, delayed shipments and all the other distributors’ troubles during these months, our record business has increased steadily, and we attribute this largely to these special drives on ‘records-in-stock.’"

FORDHAM SHOP INCORPORATED

The Fordham Victrola Shop, Inc., New York, has been incorporated with capital stock of $15,000 to deal in pianos, Victorolas and musical instruments generally. The incorporators are Lilian Stmel, Charles Somberg and James J. Collins.
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.

PRICE: Nickel-plated $10. 22 karat gold-plated $12.50. To fit Victor, Sonora, and attachments for Edison machines, etc. Money refunded if reproducer returned within 5 days from receipt.

The HOFFAY, with its great sound reproducing qualities, and its MANY exclusive features and "Selling Points," is a line worth while handling. Our increasing business and REPEAT orders prove it.

THE "HOFFAY" is THE line to start new dealers; THE line to get a share in the business of dealers handling the most advertised makes, because it truthfully compares favorably with any of them, and THE line that gives maximum value to records of all makes.

The "RESURRECTONE" resurrects music and "resurrects" Dealers. Not only a source of profit to you as a Distributor, but as Sales Agents showing Dealers what to expect from the complete AIRTIGHT instrument.

The "HOFFAY" gives TRIPLE PROFITS.

Write to-day—the Season is nearly on and your territory may be open.

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

(Hoffay products are protected by patents granted and pending. Infringements will be prosecuted.)
BUSINESS IN INDIANAPOLIS FAR EXCEEDS EXPECTATIONS

Baldwin Co.'s Great Columbia Trade—Aeolian Co.'s Fine Liberty Loan Showing—New Pathe Dealers—Big Call for Victrolas and Records—Some Columbia Changes—The News of the Month

INDIANAPOLIS, Ind., May 4.—Business during April exceeded the expectations of most of the local talking machine dealers who had anticipated that the Liberty Loan drive and tax-paying time would be felt.

The Columbia Grafonola department of the Baldwin Piano Co. store rounded out its first year April 1, and C. P. Herdman, manager, said that he was pleased at the record. This April's business was far ahead of April last year, Mr. Herdman said. With each supplement of Columbia records Mr. Herdman is giving a patriotic monthly calendar to his customers, which advertises the Baldwin store's talking machine department.

F. K. Pennington, assistant general sales manager of the Columbia Co., visited the Indianapolis branch several days ago. He informed Ben Brown, Indianapolis Columbia manager, that the business for March was the biggest in the history of the company. C. E. Wilson has been placed in charge of the foreign record department of the local branch which is constantly growing. John Barlow, manager of the Columbia department of the Beasinger Outfitting Co. at Louisville, Ky., is pleased with the Columbia business, Mr. Brown said.

Morris Rosner, manager of the Vocalion department of the Aeolian Co. store, left Wednesday to join the army. Serge S. Halman, manager of the store, said that the Vocalion business has been satisfactory. Mr. Halman was proud to report a 100 per cent. third Liberty Loan Bond record for the local employees of the Aeolian Co.

H. E. Whitman, manager of the talking machine department of the Pearson Piano Co., said that the Edison business held up well during April, and that a shortage of certain models of Victrolas was all that held down the Victor business. The record business also has been growing.

A. H. Snyder, manager of the Edison Shop, reported that April business for this year showed an increase of 42 per cent. over April last year. The average sale was $200, Mr. Snyder said, showing that his salesmen were putting across the business for the higher-priced Edisons.

George Standke, manager of the Brunswick Shop, said that April proved to be the best month since the holidays. Mr. Standke attributes many of the Brunswick sales to the new "Music in the Home" idea, and Ultona attachment, which is causing much favorable comment and has been well advertised. In featuring the Ultona Mr. Standke had a large model made for the window display electrically lighted to show the idea of the attachment.

At the Pathe Shop business in machines and records is reported good. H. A. W. Smith, manager, is still visiting Buffalo, N. Y.

R. B. Goldsby, in charge of the Pathe wholesale department of the Mooney-Mueller-Ward Co., has signed a contract with the Trustees' Harco Association Store, of Harco, Ill. This is a co-operative store backed by 5,000 miners, and Mr. Goldsby is expecting to see the store do a big Pathe business. E. J. Groenwoldt has been added to the talking machine department of the Mooney-Mueller-Ward Co., and will be on the road. The W. P. Johnson Drug Co. of Greenfield, Ind., has put in a line of Pathé machines.

W. E. Pearce, of the Brunswick talking machine department of the local branch of the Brunswick-Balke-Collender Co., is urging his dealers to sell the higher-priced models, and not to be content with selling the smaller models. The O'Donnell Hardware Co., of Washington, Ind., has opened a Brunswick department. A. J. Kendrick, of the Brunswick Co., was in Indianapolis recently on a tour of the Brunswick dealers. Charles Veneeman, of Muncie, Ind., is doing a nice Brunswick business, Mr. Pearce said.

O. C. Mauer, manager of the talking machine department of the Kiefer-Stewart Co., distributors of the Sonora and Stewart phonographs, said that business was splendid. He has already placed his fall orders.

The demand for Victrolas and Victor records keeps steadily up and both are harder to get, is the report received from the Stewart Talking Machine Co. This concern is striving to keep its stock of machines and records up to the minute in order to give their dealers the best service in spite of all obstacles. Emerson Knight, advertising manager of the company, has enlisted in the U. S. Marine Corps and expects to leave next week for service.

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A HOFFAY AGENCY

will bring you profitable business. Profit plus Prestige are two factors that the dealers knows when he handles the Hoffay Air-Tight Talking Machines.

The Hoffay embodies those qualities of the highest, superb construction, distinctive design of cabinet and perfected features of modern invention that tend to make the Hoffay the nearest thing to perfection. Each model is a dominant figure in the industry at its price.

TAKE ADVANTAGE

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Jewell Cartmill, secretary of the Kipp Phonograph Co., distributors of the Edison, reported a satisfactory April business.

Under the name of the "Music Interests of Indianapolis," local talking machine dealers and piano dealers have started co-operative advertising in the local newspapers featuring the "Music in the Home" idea. A full-page ad appeared last week in one of the evening papers.

SCHOOL OF MECHANICAL INSTRUCTION

There will be a school of mechanical instruction at the Edison laboratory on Monday, Tuesday, and Wednesday, June 3, 4 and 5, the three days just preceding the Edison dealers' convention.

This has always been a feature of the week the convention is held and each year the attendance is larger and larger, showing that the dealers are becoming more and more aware of the importance of being fully acquainted with the instruments they are selling. All the new, as well as the old, improvements are going to be discussed during this three-day session and a large attendance is looked for.
TALKING MACHINE MEN MEET

J. T. Coughlin Elected President at Annual Meeting—Reports Show Year's Progress

The annual meeting and election of the Talking Machine Men, Inc., was held on Wednesday afternoon, April 17, in the Assembly Rooms of the Merchants' Association in the Woolworth Building.

Prior to the usual order of business the body was addressed by J. Newcomb Blackman, chairman of the talking machine division of the American Machine Manufacturers Association.

The new amendment to the by-laws to make the membership of the organization voluntary was then offered, making it optional with the members whether they wished to become active or associate members. This amendment was then offered, making it optional with the members whether they wished to become active or associate members. This latter was laid on the table until the next meeting.

The election of officers then followed with the result that J. T. Coughlin was elected president; Sol. Lazarus, vice-president for New York; A. H. Tusting, vice-president for New Jersey; A. B. Clinton, vice-president for Connecticut; Wm. Leins, financial secretary, and A. Galuchie treasurer. The election of an executive committee and a recording secretary was laid over until the next meeting.

Before the meeting was called to order a number of reports were made by the various committees, which had been selected at the last meeting. The most interesting of these was the report of the committee on the official phonograph for the organization. The report called attention to the growth of the trade, pointing out that the price of phonographs had decreased during the past year.

Mr. Blackman made a very good address in the interest of the drive, and the result was that J. T. Coughlin was elected president; Sol. Lazarus, vice-president for New York; A. H. Tusting, vice-president for New Jersey; A. B. Clinton, vice-president for Connecticut; Wm. Leins, financial secretary, and A. Galuchie treasurer. The election of an executive committee and a recording secretary was laid over until the next meeting.

The Talking Machine Men, Inc., have made great strides during the past year, not only in adding to their membership, but in accomplishments, and from the attendance at recent meetings, which has been large, it will not be surprising to see the organization make further gains during the balance of the year; at least the indications point that way.

BROOKS BUSINESS EXPANDING

SAGINAW, MICH., May 6.—The business of the Brooks Mfg. Co., of this city, manufacturers of the Brooks phonograph, is increasing to such an extent that the company is planning at the present time an expansion all along the line, with the idea of obtaining facilities which will enable it to more than double its output. The company is adding new dealers to its lists from all parts of the country, and the sales department states that as soon as the dealer receives his sample machine, good-sized orders are forthcoming immediately.

Some of the well-known phonograph dealers who were recently added to the lists of Brooks representatives have informed the company that their requirements for the Brooks automatic repeating phonograph will be covered by carload orders next fall, and that their customers are enthusiastic in their praises of the instrument. The automatic repeater, which is an exclusive Brooks device, has been an important factor in the success of this phonograph, and its simplicity and efficiency has won recognition from the dealers everywhere.

SONORA LIBERTY LOAN PUBLICITY

Two Examples of the Many Striking Ads Used by the Sonora Phonograph Sales Co. to "Put Over" Successfully the Liberty Loan

The Sonora Phonograph Sales Co., Inc., "did its bit" in the recent Liberty Loan campaign by devoting their entire advertising in a total of fourteen newspapers in New York and Philadelphia to a series of hard-hitting messages which attracted widespread comment and attention.

One of the Sonora Liberty Bond Ads

Buy as many LIBERTY BONDS as you originally intended to—then double that amount!
BUFFALO TRADE MAINTAINS ITS CUSTOMARY OPTIMISM

Excellent Volume of Trade Gives Reason for This Attitude—Music Industry Rooms Liberty Loan

—Columbia Co. in New Wholesale Quarters—Record Orders Should Be Confined to Actual Needs

BUFFALO, N. Y., May 4—Even in face of a shortage of machines and records, embargoes, depleted staffs, etc., Buffalo talking machine dealers and jobbers are maintaining their customary optimism. As hundred percent loyalty will admit of no pessimism, they are not bowering trouble as to what restrictions the Gov-

ernment may place on their business from now until the time when the tide of Prussian terror-

ism is stemmed. They are confident that Uncle Sam will place on them no unfair burdens, no business-destroying curtailments.

Buffalo talking machine dealers and jobbers, joined with the piano men in putting over the music trades' end of the Third Liberty Loan. Their quota of $150,000 was oversubscribed. Their committee was composed of William H. Daniels, chairman; C. N. Andrews, George A. Goold, Jacob Hackenheimer, Robert L. Loud, N. R. Luther, Ben Neal and C. H. Wood. They worked at full speed, increasing right up to the last minute. At the close of the campaign Sat-

urday evening, May 4, they attended a jollifi-

cation dinner at the Iroquois Hotel. At this session Chairman Daniels and his co-workers were warmly congratulated on their success.

The name of the Adams-Koenig Piano Co. has been changed to the A. F. Koenig Piano Co. A. F. Koenig has bought out the interests of L. B. Adams in the concern. Mr. Koenig expects to add an important line of talking ma-

chines to his stock.

L. M. Cole, Eastern representative of the Gibson-

Snow Co., Inc., Syracuse, was a Buffalo visitor. "Lennon & Clarke, of Watertown, N. Y., have been appointed Sonora agents," said Mr. Cole. "This firm sold its initial delivery be-

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The equal of any records at a 75c price—in length of playing, in quality of tonal production, and in value to purchaser.

You can't beat the Emerson dealer who offers these remarkable records at 65 cents each, that play as long as the average standard record.

**Hits way in advance of everybody**

If you want to know how far Emerson dealers always are in advance, glance over the following hits, already on sale by Emerson dealers.

"They Were All Out of Step, But Jim"

"What are You Going to do to Help the Boys"

"I'm Sorry I Made You Cry"

"Cleopatra"

"'N' Everything"

If you're not, have you been able to get these Hits Elsewhere?

It's surely a big advantage to sell Emerson Records. You appeal to a bigger population—every machine owner—with popular song and dance hits way in advance of the others. Emerson Records are now made in 2 sizes—35 cents and 65 cents.

**Emerson Phonograph Company Inc.**

3 West Thirty-Fifth Street  Dept. J  New York
Happenings in Dominion of Canada

NEW HOME FOR COLUMBIA CO. IN TORONTO SOON READY

When Alterations Are Completed This Will Be One of the Most Complete Plants in the Dominion

-Heinemann Co. Branch to Remove—Sonora Distributors Start Service Campaign—Other News

TORONTO, Ont., May 6.—The management of the Columbia Talking Machine Co. is literally "camping on the job" in order to rush the completion on their new factory premises which, as announced in the last issue of The World, has been under construction at 36 Wellington street here for this city. The whole interior arrangements of the building are in the hands of the contractors for remodeling. The general offices will be in keeping with what a factory should be. Great thought and planning is being given to the installation of the hydraulic presses for record manufacturing. The workmen will be provided with lockers and a lunchroom. The entire building is to be fitted with fireproof partitions and sprinkler system. Every effort is aimed at providing factory conditions that will permit a largely increased output and a cleaner general appearance with Columbia jobbers and dealers. It is expected that the factory will be ready for occupation by the middle of May. J. P. Brench, the general manager for Canada of the Columbia Co., recently paid Montreal a visit. Multifile Systems, Ltd., are endeavoring to interest the talking machine dealers in their system of filing records which they term "Flexible." A Victrola XVI was used at the Regent Theatre in Toronto in connection with the run of "Lest We Forget," one of the finest and most thrilling films ever shown in Canada. One of the scenes shows a group of soldiers in the trenches enjoying a talking machine, and for this scene the Victrola supplied the music. At a special invitation showing of the film the Victrola was also used. The Walker Talker, of the local branch of the Otto Heineman Phonograph Supply Co., Inc., has been obliged, by reason of the firm's increased business, to arrange for new premises. It is expected by May 1 the company's Canadian headquarters will be moved from the Lumsden Building, where they have been since opening it a year ago, to larger quarters at 145 John street. Here they will have the advantage of having the offices and warehouse together, thereby permitting a closer personal supervision of all incoming and outgoing shipments. Owing to the increased office work at the Heineman Canadian headquarters, Mr. Pott is to have the assistance of L. Green, who has come to Toronto from the New York office. Mr. Green has had a wide experience and is thoroughly posted on the Heineen policy.

One of the most interesting and helpful Musical Hours for Children held since this notable educational feature was commenced by the R. S. Williams & Sons Co., Ltd., some weeks ago, took place at the Williams' Recital Hall, 145 Yonge street, last Saturday morning, with an excellent representation of school children and for which the Edison phonograph supplied all the music. The introduction of the youngest instrument as the "Parade of the Allies," a musical promenade in which all school children attending took part, and a flag dance. An extemporary recitation by Thomas A. Edison by one of the girl scholars and re-creations on the New Edison completed a most enjoyable program.

Ralph Cabanas, formerly manager of the Columbia business in Canada, has just returned to Toronto from a visit to Mexico. Before going South Mr. Cabanas launched the Talking Machine Supplies Co.

The Walker Talker, manufactured by the Walker Bin & Store Fixture Co., Ltd., Kitchener, Ont., is fitted with a Brooks automatic repeating device for which this firm has the Canadian rights.

Columbia dealers all over Canada featuring Bedtime Stories by Jonathan W. Boggs are having a phenomenal sale of these records.

L. Montagnes & Co., Canadian Sonora distributors, have inaugurated a retail advertising service for the benefit of their dealers. Measures are being arranged to manufacture all lines of Sonoras in Canada, several of the smaller types having already been produced in Canada.

The installation of Berliner Gramophone Co., MONTVALE, NEW JERSEY

As an aid in the development of the phonograph industry it is expected that the factory will be ready for occupation by the middle of May.

Evil of the "Gyp" or Private House Sale Exposed—W. F. Evans Tells of Conditions in British Columbia—Expensive Models in Demand—New Agencies Arranged for—Important News Presented

On a recent trip East, Walter F. Evans, head of Walter F. Evans, Ltd., the well-known music house of Vancouver, B. C., visited Toronto and Montreal en route to New York and other Eastern centers. In Montreal Mr. Evans visited the factory of Berliner Gramophone Co., Ltd., his firm being exclusive "His Master's Voice" dealers for many years, in addition to having the Heineen agency and handling sheet music and small goods. The Evans store is well located, and is one of the brightest and up-to-date in the West, and Mr. Evans is a musician of unusual training and talent.

Regarding conditions and prospects in British Columbia, Mr. Evans had only an optimistic viewpoint. The Vancouver dealers, since deciding to organize some months ago, have had regular meetings, and the resultant acquaintance and greater confidence in each other, he considered an important advantage to the music business of the city.

H. P. Labelle & Co., Ltd., will exhibit a full line of Pathé machines at the forthcoming spring show to be held in Montreal.

Indications are bright and rosy for a prosperous summer trade, is the way Tom Cowan, of the Cowan Piano & Music Co., puts it, while referring to the Brunswick line, of which he is a great booster.

"Every month sees an increase in our Victorla department," said J. Donat Langelier, "and if indications prove correct we will eclipse all previous records in our talking machine department despite war-time handicaps."

Popular selling Victor records the past month include patriotic songs by Alan Turner and (Continued on page 54)
TRADE CONDITION IN THE DOMINION OF CANADA—(Continued from page 53)

Gile Rice, and the recordings of Paul Dufaut and Mr. Dufresne and not overlooking Helfetz records, whose appearance in Montreal the past month made an extra heavy demand upon the stocks of Victor dealers. C. W. Lindsay, Ltd., are well satisfied with present conditions. Recent Pathé sales included a number of art models in Shearman, Columbia and Sonora lines have shown up equally as good in volume of business closed. The new Victrola store of Gauvin & Courchesne's in the Auditorium Building, Quebec, has been completely reorganized and a large stock displayed. A number of comfortable parlors for the private hearing of Victrolas and records has been installed.

That a good line of talking machines and records can be sold from a department store as well as a music store or anywhere is ably demonstrated by A. Mylès, Ltd., where Miss Verina in charge of the Columbia Grafonola department holds sway. "Our clientele take much more readily to the expensive models of Aeolian-Vocalion and Sonora phonographs than they do to the cheaper types," said Charles Coltoss, "because, continued the speaker, "merit tells and merit sells." W. J. Whiteside, who specializes in His Master's Voice lines, is doing so with creditable results and his business is showing rapid strides.

Columbia, Edison Amberolas and other lines continue popular with the rapidly increasing list of customers at Wm. Lee, Ltd., store. C. W. Lindsay, Ltd., arc well satisfied with the demand for the Brunswick line.

The demand is still confined to the higher priced models and records sold, says Manager A. Rampsberger. The demand continues to increase with the higher priced Columbia models.

J. W. Shaw & Co., since removing their Grafonola department downstairs, have trebled their business both in the number of machines and records sold.

An exclusive Brunswick shop will be opened in Montreal very shortly in the premises to be vacated by Gervais & Hutchins at 582 St. Catherine street West on May 1. Peter Sydney Berlind will be in charge.

An exclusive phonograph store has been established at 4804 Sherbrooke street West in Westmount by Fred Smith, the first dealer to invade this select territory.

The City House Furnishing Co., 1340 St. Lawrence Boulevard, are now carrying a full and complete line of Victrolas and Victor records.

The Canadian Graphophone & Piano Co. have built up a large business in foreign records and maintain a separate department for the sale of Polish, Russian, Italian, Greek, Hebrew and Rumanian records. This firm is carrying advertising in all the leading foreign papers in the United States and Canada, and ship records as far as British Columbia, Sydney, Winnipeg and points in the Far West.

FEATURE PATHÉ RECORDS

Howard E. Brillhart, who has recently opened a new music store at 531 Thirteenth street, Oakland, Calif., is featuring the Pathé records in addition to the Kimball line of musical instruments.

TRADE NEWS FROM WINNIPEG, MAN.


WINNIPEG, CAN., April 29.—Thomas Nash, of the Berliner Gramophone Co., Ltd., who is as well known to the trade here as in his own home town, has returned here after a visit to Winnipeg, Calgary. The pleasure of his acquaintance at the receipts of his visit is increased by the fact that in his capacity as director of His Master's Voice products, experienced an avalanche of orders for Harry Lauder records as a result of that idol's recent interesting tour. In the view of business here is the greater ratio of sales of grand opera music and records of the classics. The demands from the most remote places for the best music machines seem to outstrip that of the country's musical development and the part that the talking machine has taken in fostering public appreciation of the best in music.

Robert Shaw says that Columbia records are coming in such quantities as to indicate considerable factory improvements, over 25,000 having arrived in the last few days.

The records of Louis Graveure have had a big sale as a result of the two recitals given by this artist. Mr. Shaw also says Columbia needles were in such demand that supplies had to be laid in as fast as shipments were made. C. W. Lindsay, Ltd., is building up a phonograph department in this store, and has recently joined the 77th Battery, was lately tendered a banquet by the firm and staff.


TRADE NEWS FROM REGINA, SASK.

REGINA, SASK., March 11.—In the annual circulation campaign of the Post of this town one Columbia Grafonola valued at $100 and fifteen Columbia $24 machines figured in the prize list, all of which were purchased from Child & Gowery, Columbia representatives in Regina.

W. G. Johnston, for the past two years manager of the phonograph department of Scythes & Co., of this town, and who has recently joined the 77th Battery, was lately tendered a banquet by the firm and staff.

There was a fine musical program.

CONTAINS PRACTICAL SUGGESTIONS

The May issue of the Emerson "Spotlight," a house organ, published for and by Emerson record dealers, made its appearance this week, and this issue contains many practical suggestions that can be utilized to excellent advantage by Emerson representatives. Under the heading of "What Other Dealers Do," there are presented numerous suggestions in connection with the ideas and plans that have been tried out by Emerson dealers and found successful. There is an excellent article entitled "A Good Phonograph Operator," by Joseph C. Gower, in which various forms of sales, and the dealers are advised that Emerson record advertising is now appearing in the leading newspapers of New York, Boston and Philadelphia. There are reproductions of various forms of Emerson advertising, and this issue as a whole is the best one that has yet been published.

CLOSE MANY IMPORTANT CONTRACTS

DETROIT, Mich., May 6.—Lewis C. Frank, of this city, who manufactures a complete line of record and dainty envelopes and the Talking Machine dealers, has been closing a number of important contracts during the past few months with well-known dealers throughout the country. Mr. Frank stated recently that orders have continued very good, and grades have advanced greatly in price within the past six weeks, but that he is leaving nothing undone to co-operate with his clients and is meeting his obligations at prices lower than the increased costs should warrant.
The continuous profit from come-back record sales is the big end of the talking machine business. Here's the record you can push with your machine without advertising competing lines—an independent record that works with you and for you building up a constantly increasing record business—a good record that nets a good profit and brings your customers back to you again and again for more—that's the Paramount—the new ten-inch hill-and-dale cut double-disc—to be played with steel or fibre needles.

Some of the most popular artists record for Paramount Records (see over). We maintain our own recording laboratories in New York City, the home of the best talent, where popular songs are first introduced. The records are pressed in our modern plant at Grafton, Wis., shown above. In clearness of tone, length of selection and appearance, Paramount Records are unsurpassed.

A Snappy, Up-to-the-Minute, All-Hit List

The outstanding feature of Paramount Records is the POPULARITY of the selections offered. There are no weak combinations—both selections on each record are winners. The Paramount list comprises only the choicest gems of standard popular sellers in operatic numbers, standard songs, band and orchestra selections, latest dance music, instrumental solos and musical comedy hits especially picked for their ready selling qualities.

The regular monthly releases are accompanied by exceptionally attractive advertising material in various forms.

Get your full share of the big record profits. Build a growing trade. Be one of the first to cash in on this live record proposition. Establish your store as Paramount headquarters in your locality—send the coupon right now for particulars.


You Can Get Paramount Records from Any of These Jobbers


Automatic Container Co., 301 Tacoma Bldg., Chicago, Ill.

Moore & Evans, 32 So. Wabash Ave., Chicago, Ill.


J. A. McDonald Piano and Music Co., Halifax, N. S., Canada

Neese Bros. & Cutler, Inc., Park Square, St. Paul, Minn.

The American News Co., 15 Park Place, New York City

M. D. Swisher, 115 So. 10th St., Philadelphia, Pa.
No Doubtful, Dead-Stock Numbers in the Paramount Line
Each Month a Rich, New List of Big-Hit Sellers Like These

Supplement Six (Released May 20, '18)

Records for Dancing
Livery Stable Blues—Bassax Orch. 30033 75c
The Dark Town Strutters Ball—Jazz Orch. 30033 75c
More Candy—Yerkes Jazzimba Band 30034 75c
Wait till the Cows Come Home—Yerkes Jazzimba Band 30034 75c

Popular Songs of the Day
Good Morning Mr. Zip, Zip, Zip—Baritone Solo 2052 $65
Aw, Sammy—Baritone Solo with Orchestra 2054 65c
Au Revoir, but Not Good Bye—Baritone Solo 2055 65c
Bring Back My Daddy to Me—Baritone Solo 2056 65c

Round Her Neck She Wears a Yellow Ribbon—Byron G. Hadley 2053 65c
Life is a Merry Go Round—Dan Quinn 2055 65c

Instrumental Records
Pretty Polly—Blundell's Saxophone Quartet 30025 75c
First Love Waltz—Accordion Solo 30026 75c
Humoresque—George Hamilton Green 30022 75c
Venezuelan Love Song—Xylophone Solo 30023 75c
Trombones—Violin Solo 30024 75c
Spring Song—Violin Solo 30024 75c
Aloha Land—Hawaiian Guitars 30027 75c

Basic and Sacred Songs
My Own United States—Marseillaise 30030 75c
I Hear You Calling Me—Ireland Must Be Heaven 30031 75c
For All Eternity—Oh Promise Me 30031 75c
Vacant Chair—Brighten the Corner Where You Are 30026 75c
Can't You Hear Me Callin' Caroline—I Cannot Sing the Old Songs 30027 75c

The New York Recording Laboratories, Inc., Port Washington, Wisconsin
CONDITIONS IN STEEL NEEDLE FIELD

Suggestion Made That Needle Packages Be Increased to Two Hundred at Retail Price of 25 Cents—Timely Chat With Adolf Heineman

Commenting on general conditions in the steel needle field, Adolf Heineman, assistant general manager of the Otto Heineman Phonograph Supply Co., New York, who is in charge of the company's sales department, said: "The trade doubtless understands that we have been leaving nothing undone to cooperate with our clients in every possible way, even to the expenditure of time and money far beyond expectations. For example, we are using in the manufacture of Dean steel needles only the highest grade carbon steel, and, with the tremendous shortage of raw material the past year, it has been a very serious problem to secure this steel in sufficient quantities to fill the requirements of our trade. "However, we have surmounted these difficulties until, at the present time, we are producing Dean steel needles in far greater quantities than ever before. Our factories in Putnam, Conn., and Newark, N. J., are working at full capacity, and we have every reason to believe that our patrons will be satisfied with our service during the coming year.

One of the many problems that have confronted us during the past few months is the increased shortage of paper. The use of paper is a necessary factor in the Dean needle industry, as our vast output naturally calls for the consumption of paper for envelopes in tremendous quantities.

"For many years the standard needle package in this country has been the envelope containing 100 needles, but many of our customers have suggested to us during the past few months that the increased shortage of paper makes it advisable to allow for the trimming of needles. It is our intention to increase this trimming by 25 per cent."

Mr. Heineman said that the trimming of envelopes to hold 100 needles would be merchandised in packages of 200 instead of 100.

"These jobbers and dealers tell us that this is an opportune time to educate the ultimate consumer to the idea that the standard package for needles is a package of 200 retailing at 25 cents. This plan is timely in view of the fact that many dealers in different parts of the country are now endeavoring to retail the package of 100 needles at 15 cents, but would welcome a standard package of 200 needles at a retail price of 30 cents.

"From a patriotic standpoint this suggestion is an excellent one, for, as the trade probably knows, this has been a very profitable line of work for us."

"Our suggestion is a two-fold one: first, to increase the trimming of the needle, and second, to let the consumer know that he is getting a better needle at a higher price but declined to make it obligatory in all cases."

Mr. Heineman stated that many dealers have been suggesting to us during the past few months that many dealers in different parts of the country have been experimenting with the trimming of needles. He added that the trimming of needles has brought about a tremendous saving in paper and labor, and will enable us to make larger profits on our sales of Dean needles.

"As a matter of fact, the unit of needle shipping and the unusual beauty of the unusual beauty of the un-the

MEETING OF PORTLAND ASSOCIATION

Oregon Talking Machine Men Discuss Terms and Record Approval System But Fix No Standards of Practice for Members

PORTLAND, Ore., May 4.—The Portland (Ore.) Talking Machine Dealers' Association held a regular monthly meeting at the Imperial Hotel recently with a large attendance and the question of terms was paramount. Frank Case, manager of the Wiley B. Allen Co., made an excellent address in which the province of the association was discussed. Mr. Case taking the stand that while all matters relating to the talking machine business should be fully and freely discussed at these meetings, it was not well for members of the association to criticize terms made by other firms. Each house has its own method of transacting business, Mr. Case said, and as long as the business is done in an honorable manner it is not open to criticism by the association.

James Loder, of Bush & Lane, said that members should be broad-minded enough to discuss all subjects and not to take what was said as criticism. There was a lively tilt, free from personalities, and the association seemed to agree that the question of terms should be left to the individual houses, although it was suggested that it was to the interests of all dealers to keep payments up since money has become so easy in Portland.

Strong arguments were made pro and con on the subject of letting records go out on approval. L. D. Heater, of the Columbia; E. B. Hyatt, of the Hyatt Talking Machine Co.; James B. Loder, of Bush & Lane; Paul B. Norris, of Wiley B. Allen Co.; Frank Baker, of Sherman, Clay & Co.; C. A. Alphonse, of the Hyatt Co.; W. L. LeVanway, of Graves Music Co.; R. Callahan, of Johnson Piano Co., and Frank Case, of Wiley B. Allen, all took part in a spirited discussion and after a vote of the association it was agreed that it was a good thing to let customers have records on approval. Mr. Hyatt declared that it would not be long before the association as a whole would be ready to let customers have records on approval and Mr. Case took the position that dealers with small demonstration rooms could do nothing else than send out records and that other business would be lost. Mr. Case took the position that there are two classes of dealers 'using their brains in the approval business and said that if records were sent out to the right people business could be improved in no little degree.

The association went on record as in favor of high terms but declined to make it obligatory on the members to fix any special schedule for the members.

At the May meeting the association will elect officers.

NEW SELECTIONS ON LYRIC RECORDS

Latest List Issued by Lyraphone Co. of America Is Full of Interest

The Lyraphone Co. of America, manufacturers of the Lyric records, have just issued their most complete catalog of popular songs and dance selections. These latest releases comprise all of the songs of the moment as well as several new additions to the standard catalog of the company. A campaign to popularize the Lyric record is now under way and special emphasis will be made on the firm's long list of foreign records as well as their complete standard cat-

The foreign records include numbers in Neapolitan, Italian, Polish, Russian, Hungarian, Jewish, Hebrew, Roumanian and Servian. Jacques M. Kohner has been appointed sales manager of the company and promises the trade immediate deliveries in large or small quantities. Mr. Kohner has been connected with several record companies and has an enviable record for creating sales. In a recent statement he said: "Promptness and service is my motto, and that is mostly what the trade wants at this time."
The Highest Grade Phonograph Steel Needle in the World

The WALL-KANE STEEL NEEDLE

The Wall-Kane Steel Needle is the finest grade of ordinary domestic steel needle, wonderfully improved by chemical processes, which, briefly described, are as follows:

The highest grade of steel needle of domestic manufacture, and playing one record only, is first subjected to chemical processes by which the grain of the needle is made very much finer (see illustration under magnifying glass).

After this process the needle looks all black, like illustration No. 1. Considerable quantity of the charcoal in the original needle is now eliminated, and the needle greatly strengthened by the finer grains and the elimination of the charcoal.

The point of the needle is then subjected to various chemical processes. While in this process the needle looks like illustration No. 2.

Three different coats of certain chemical solutions are placed on the point of the needle, softening the point, so much so that the needle will positively play at least ten records before the friction with the grooves will wear off these coatings and reach the original grain of the point.

To the Dealers:
Practical test offered to dealers to prove the superiority of WALL-KANE STEEL NEEDLES

Take two standard disc records of the same selection, play one ten times with the same WALL-KANE loud needle; play the other record, the same selection, ten times, but with ten, new, full tone steel needles. You will find that the record played ten times with the same WALL-KANE needle will sound clearer, will have less surface noise, and that under the magnifying glass the grooves of the record played ten times with the ten steel needles will seem to be more disturbed.

BEWARE OF IMITATIONS
This handsome metal enamel display stand holds 60 packages, 2 doz. extra loud, 1 doz. medium and 2 doz. loud; each package containing 50 WALL-KANE NEEDLES, retailing for 10c. Price of stand to dealers, $4.00. Single packages, 6½c.

PROGRESSIVE PHONOGRAPHIC SUPPLY CO.
145 West 45th Street
NEW YORK
THE RECORDS OF STRING QUARTETS

Explain it how you will, mankind has come near to producing the harmonies of the blest through the medium of four-stringed instruments than in any other way ingenuity has ever devised or is likely to devise. There may be some to whom the thrilling beauties of a fine quartet are closed, whose mentalities are irresponsible to the loveliness of the most perfect form yet fashioned out of the material of music. But there is no use in worrying about people of that sort. What is worth while is to tell my talking machine friends that when they do not push some of the very fine existing records of concerted string music they fail to do a very wise and a very necessary thing.

Form

Let me go into it a bit deeper. The art of music expresses itself in various ways. Some of these ways have become, as it were, standardized forms into which musical expression has coalesced. Now, one of these, and one of the most beautiful and appropriate, is the quartet of string instruments. More than a hundred years ago Haydn was working out in the peace and security of his position as leader of the private orchestra of a great family, the problem of putting together those are some of the standardized forms into which musical expression has coalesced. Now, one of these, and one of the most beautiful and appropriate, is the quartet of string instruments. More than a hundred years ago Haydn was working out in the peace and security of his position as leader of the private orchestra of a great family, the problem of putting together these extended of the violin's capacity are those that make for musical excellence, doing the showy work and gaining the hearer's interest more quickly, just as the soprano in the quartet does. But the two violins often interchange. The reason for having two violins is, of course, found in the fact that otherwise there would be a sort of gap between the range of the violin and that of the viola which would be awkward and hard to fill up.

The String Quartet

The string quartet, so-called, was thus worked out by Josef Haydn and by him developed into the basis of the elaborated form of orchestral writing. Even now, though instead of one instrument for each voice, the modern orchestra may contain sixteen first violins, sixteen second violins, fourteen violas, fourteen violoncellos and ten contrabasses, the basic idea in the same and the composer bases all his writing on the notion of the simple quartet of these stringed instruments, first violin, second violin, viola and bass. Haydn developed this form, as has been said, and wrote many "string quartets"—as the form itself has likewise come to be called. Mozart followed him, and in turn he was followed by the greatest of all quartet writers, as he was the greatest of all musical composers—Beethoven!

Almost every other composer who has ever attempted to express himself in art-forms has tried his hand at the string quartet. Mendelssohn, Schubert, Schumann, Brahms, are a few of them. It is a simple form, merely writing for four instruments, each of which is virtually a duplicate of the next, at a different pitch. Yet no form of music is so hard to write well, none so seldom written well, none so seldom well performed. With all this, nevertheless, no other form of musical expression is half so lovely, half so fascinating to the musical taste, as this.

A Melody Instrument

But the violin has one great disadvantage. It is strictly a melody instrument. To a limited extent double-notes can be played on it, and to a still more limited extent chords of three notes; by a process of arpeggiation. Yet both of these extensions of the violin's capacity are technically hard to produce and far from bringing about the needed filling-in which is demanded for a musically self-contained instrument. Hence, in fact, music can be performed in at least four parts, it is not satisfactory to the ear. The piano and the organ alike, of course, are capable of this and more; hence their tremendous utility, overcoming the obvious defects of their tempered intonation, the shrieking of their minor thirds and the growing of their sixteens and sevenths. Their harmonic capacity lifts them above all these defects and makes them musically indispensable.

The Other Strings

Now, in order to produce musical effects as complete and self-contained as the piano or organ alone gives it is necessary to back up the violin with auxiliary instruments. The use of the piano or organ is not satisfactory, for the tones of piano or organ do not blend well with the smaller instrument. Fortunately, however, the violin family contains other members, lower in pitch, which together with the violin enable the composer to write in at least four separate parts, corresponding to the four-part harmony of soprano, contralto, tenor and bass-baritone, familiar in choral music. Four-part writing for voices is the oldest form of concerted music and the simplest. Applied to the quartet of stringed instruments, violin (soprano), second violin (alto), viola (tenor) and cello (baritone-bass), the musical results are not only satisfactory in width and richness of the chords, but even so much better in all respects of beauty, sweetness of intonation and capacity for emotional expression.

The Four Paddles

The four instruments which comprise the stringed quartet are two violins, a viola, and a violoncello, or 'cello, as it is usually called. The two violins in no way differ from each other, but to the second violin is allotted the part of the alto voice in a four-part song; that is to say, the range of sound from G below treble staff to C above the staff, or thereabouts. The first violin may range through the entire compass of its tones. It is the solo instrument par excellence, doing the showy work and gaining the hearer's interest more quickly, just as the soprano in the quartet does. But the two violins often interchange. The reason for having two violins is, of course, found in the fact that otherwise there would be a sort of gap between the range of the violin and that of the viola which would be awkward and hard to fill up.

The Viola

The viola itself is a lovely instrument, but one that only too often sinks into obscurity in the light of the violin tone. It is a somewhat larger violin, tuned a fifth below the other. Its strings are C (fourth middle C), G, D, A, and E. It is quieter and somewhat more melancholy in tone quality. But its voice, though gentle, is the voice of all voices the loveliest, the mellow contralto tones of a charming woman.

"Cellos"

The violoncello is the baritone of the quartet. But it is a baritone with a range of voice that runs up to the soprano and down to the bass.

This is a noble instrument and one which has made a wonderful hit with the music-lovers who buy instrumental records. The work of such men as Josef Holmann, Hans Kromold, Anton Hekking, Leo Schultz and Pablo Casals has splendidly brought the beauties of the 'cello before the minds of record buyers. Its tone is noble, manly and capable of considerable nuance; but its prevailing thought is, after all, melancholy.

The string quartet, then, is a powerful instrument.

(Continued on page 59)
UNICO SYSTEM
THE SALES BUILDER

Unico Demonstrating Rooms Excel from Every Standpoint

DESIGN
- Six standard styles
- Special period styles
- Patented, Interlocking Portable Units
- Sound Insulated

CONSTRUCTION
- All standard Oak, Mahogany and Enamels
- Patented, Interlocking Portable Units
- Sound Insulated

FINISH
- Increased sales at lower cost per sale
- Moderate first cost
- Always an Asset
- Adaptable any location

EFFICIENCY
- Prompt shipments from stock ready for immediate use

ECONOMY
- Increased sales at lower cost per sale
- Moderate first cost
- Always an Asset
- Adaptable any location

DELIVERY
- Prompt shipments from stock ready for immediate use

Unico Racks and Counters Maximum Capacity Minimum Space

DESIGN
- Patented to correspond with Unico Rooms
- Sectional Units adaptable to any space

CONSTRUCTION
- All standard Oak, Mahogany and Enamels
- Patented, Interlocking Portable Units
- Sound Insulated

FINISH
- All records always available instantly
- Moderate Equipment Cost
- Lower Operating Cost

EFFICIENCY
- All records always available instantly
- Moderate Equipment Cost
- Lower Operating Cost

ECONOMY
- All records always available instantly
- Moderate Equipment Cost
- Lower Operating Cost

DELIVERY
- Prompt shipments from stock in all finishes

Install a Complete Unico Department

DEMONSTRATING ROOMS
- RECORD RACKS
- RECORD COUNTERS
- CEILING DECORATIONS
- ARCH TREATMENTS

The Unico System has Increased Sales and Profits for almost 1000 dealers

Send to-day dimensions of your available space. Plans and estimates for a complete department will reach you promptly

THE UNIT CONSTRUCTION COMPANY
RAYBURN CLARK SMITH, President
Fifty-eighth Street and Grays Avenue, PHILADELPHIA, U. S. A.
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.
Ten Reasons Why Our Production of the New Edison Diamond Amberola and Blue Amberol Records is Constantly Over-Sold

1. — No continual expense for needles, no needles to lose, to be out of just when needed, to become scattered around the house, to prick the fingers, with perhaps serious consequences (especially in the case of children), to be put in their mouths by children, or to wear out expensive records when carelessly used. Instead, a permanent GENUINE DIAMOND stylus.

2. — Records almost unwearable and unbreakable, that retail in the United States at 60c, 75c and $1.00—less than the price of talking machine records of the same individual selections, or selections of the same class.

3. — Marvelously sensitive Edison reproducer, the result of more than two thousand separate and complete experiments by the greatest inventor of the age.

4. — Simplest and most dependable mechanism ever put into a phonograph.

5. — Completely enclosed instrument that retails, in the United States, as low as $35.

6. — Highest class talent in the musical world.

7. — Extensive library of records especially suited to the less-than-one-hundred-dollar trade.

8. — Musical superiority proven before phonograph experts by comparative tests with talking machines costing from two to five times as much.

9. — Manufactured under the personal supervision of Thomas A. Edison.

10. — Constant enthusiasm of dealers and sustained interest of owners because of complete satisfaction and extraordinary value for amount invested.

THOMAS A. EDISON, Inc.
Amberola Department
ORANGE, N. J.
BALTIMORE TRADE USING MOTOR TRUCKS TO SUPPLY NEEDS

Business for April Exceeds Expectations—Cohen & Hughes Open Exclusive Wholesale Department—Columbia Expansion—Fifty Per Cent. Increase at Droop’s—News of the Month

BALTIMORE, Md., May 4.—There is a much better feeling over business in April among the dealers and jobbers in Baltimore than for several months. The reason is that all of them equalled or excelled the business of the same month of a year ago and went ahead of most of the month’s trading for the year. Goods arrived better than those in most instances by overnight express and boat, while the motor truck played a big part in making possible sales. Advertising by individual dealers besides the regular monthly ads of the Columbia and Victor Cos. kept the retail department of dealers and jobbers in Baltimore than for several months.

Franklin streets, and I. Son Cohen, head of the Cohen & Hughes, Victor distributors, at their Saratoga street building, and part of it was leased to the Maryland Piano Co. A few months ago the Maryland Co. needed larger quarters and moved to Howard and Franklin streets, and Mr. Cohen, head of the firm, decided to separate entirely his wholesale and retail businesses.

A feature of this department is that it is headed by a young woman, Miss E. M. Griffin, who for a number of years has been Mr. Cohen’s private secretary. Miss Griffin is well acquainted with the wholesale trade and knows all of the details. The first floor, that is, the first floor, is devoted to general offices with a rest room for visitors, while the other half of the ground floor is devoted to the shipping department, with garage facilities for the company’s motor trucks building is a three-storied affair and the entire second floor and part of the third are devoted exclusively to record department and the balance of the building for the sparing stock of machines. The two departments of the firm are separated so well now that every record used by the retail department is charged out just the same as an outside customer, and Miss Griffin by the retail department is charged out just the previous month’s business done here, but she has been better able to have the fine marks each month that he has been making and the firm is more than pleased with the record of his Dictaphone man, because he was responsible for bringing him to this city. Harry Disé has been placed in charge of the accounting department of the Baltimore Columbia branch, and he has reorganized the branch and introduced many up-to-date methods.

W. C. Roberts, manager for E. F. Droop & Sons Co., Victor distributors, very happy this month, for he is able to report an increase of 50 per cent. in his business. This is the first time since the holiday season that Mr. Roberts was enabled to make any kind of showing. Aside from one month’s December business April was the best month that the firm ever had. Mr. Roberts was able to get goods through by express and by boat from Philadelphia. Mr. Roberts also was able to run ahead by the fact that he was able to obtain big shipments of records from some Western jobbers. Among the dealers to the Droop Co. during the month were George Lyons, of Ornstein & Co., Phila.; J. W. Wheatley, Easton, Md., and Kirk Johnson, Lancaster, Pa. Maurice Kirsch, of the wholesale department, made a tour through Pennsylvania during the month. This is the first time that Mr. Roberts has sent a territory man out for several months. Retail business is more than holding its own, but many sales for records are being lost because of shortage in this department.

Jesse Rosenstein, for the National Piano Co., Pathé distributors, was in New York last week looking over the field and was making a determined effort to get more goods. The Standard Furniture Co., of Murfreesboro, N. C., has become a Pathé distributor. Eddie Rosenstein, who for a time looked after the wholesale department, has enlisted in the Aviation Corps and is now at Kelly Field, Texas. Business with the firm is reported as good.

H. R. Eisenbrandt Co., Victor distributors, report retail business good, but wholesale business not as good as they would like to have it, owing to shortage of goods. They have been able to get in some goods, but not near enough to meet the demand of their trade.

The Victor Co., the Maryland Piano Co., Inc., John Stockbower, manager, is now in shape and the half a dozen booths of white ivory on the first floor make a very attractive place. Indirect light effect is used and the general scheme of the place is of an ornamental and tasteful nature.

Sol. Rosenstein, of the Rosenstein Piano Co., Columbia dealer, has just inaugurated an international department for records in his store and has the place ornamented with the colors of the Allies. He is looking forward to fine business.

Showing a substantial increase for April over the same month of a year ago, and making the quota set for the month, W. S. Parks, manager of the Columbia Graphophone Co.’s Baltimore headquarters, is in charge of business with the company’s motor trucks. This was accomplished despite the fact that goods are not coming in as well as he would like to have them. But Mr. Parks just forces goods in when he is able to get the factory to have them started. Motor trucks have been pressed into service. He has his goods shipped to Hagerstown, about a hundred miles from here, and sends trucks there for the goods. Instead of bringing the goods back to Baltimore he has his men route them there and a great deal of the shipment is delivered from that point by either freight or motor trucks.

During the month Mr. Parks made a flying trip to Roanoke and Lynchburg, Va., and stimulated the dealers to activity. He says the prospects for business there are bright, and he expects to see some fine results come out of that section. Among the visitors to the Columbia headquarters during the month were Mr. Freeman, of the Hopewell Furniture Co., Hopewell, V. A.; Mr. Cary, of the Columbia Co., Norfolk, Va.; Mr. Coteen, of the Phillips, Levy Co., Norfolk, Va.; and Mr. Preademaker, of the Virginia Mercantile Co., Norfolk, Va.; M. B. Kornman, of 706 H-street, N. E., Washington, a new Columbia dealer, and Kelly Moust, now manager for Lansburg, Washington, and formerly of Hecht’s Washington store.

Dea l Dofelds, in charge of the dealers’ service department and the international record department, made a tour through New York last week and from headquarters obtained some new ideas for his place. P. W. Peck and A. B. Creel, two of the Columbia road men, have purchased a new department store in the result of the fine business done by them in March.

C. Fred Smythe, in charge of the Dictaphone Co., for Columbia, and who took charge of that department in January, has broken all records for sales. He not alone but has bettered any previous month’s business done here, but he has beaten the fine marks each month that he has been making and the firm is more than pleased with the record of his Dictaphone man, because he was responsible for bringing him to this city. Harry Disé has been placed in

Summer time—the play time—nothing sounds so sweet as a Schubert out of doors; on the porch, in the cottage or at the camp.

Dealers do well to remember that the

PHONOGRAPH

is being used more and more to furnish entertainment out of doors as well as in the home.

This means a steady source of income for Schubert dealers. Are you one of them?

Five Models, $60 Up

The BELL TALKING MACHINE CORPORATION

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

Smith-Woodward Piano Co., 1018 Capitol Ave., Houston, Tex., Local Distributor
Stracciarri—
The great baritone who daily grows greater in musical stature.
What do you think of his latest Columbia Records?

LEIBOWITZ OPENS NEW STORE

Talking Machine Man in Bronx Now Has Two Establishments in Fine Residential Center—Handling the Columbia Line With Success

One of the most successful talking machine dealers in the Bronx is Louis I. Leibowitz, who recently opened a new store at 1082 Southern boulevard, which has been meeting with remarkable success. Mr. Leibowitz has another store at 897 East 163d street, and as these two establishments are located in a residential center that is growing steadily, Mr. Leibowitz has been able to build up a very large record trade, in addition to a splendid talking machine business.

A few years ago Mr. Leibowitz became interested in the possibilities of the talking machine business. The field was successful in securing a license to conduct a splendid talking machine business. There are two branches of the business, one located in the Bronx and the other in New York city.

The main store on 163d street business, and after making a careful study of the field was successful in securing a license to conduct a splendid talking machine business. The field was successful in securing a license to conduct a splendid talking machine business.

NEW STORE ON SOUTHERN BOULEVARD

This store was fitted up most attractively and an efficient mailing campaign soon produced good results. Mr. Leibowitz is an enthusiastic and musical admirer of Columbia products, and one of the most important branches of his business is the foreign language record division, and the demand for this type of record is increasing rapidly.

Joseph A. Cramer is now the sole owner and proprietor of the Odeon Music Co., which handles the Brunswick phonograph as well as pianos and musical instruments, at 28 Liberty street, New Brunswick, N. J. Dr. P. E. Elmer is no longer connected with the company.

Nicolini—

A representative library of records, soon succeeded in building up a large and very profitable trade.

Always on the lookout to expand his business, Mr. Leibowitz made a survey of the neighborhood and became convinced that Southern boulevard, near Westchester avenue, was a very desirable location for a phonograph store, and last fall leased the store at 1082 Southern boulevard.

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SELLING AGENTS FOR STRADIVARA

Schilling Piano Co. Announces Appointment of Josiah Partridge & Sons Co., Well-Known Furniture House, Who Will Give This Machine Wide Representation

An important deal was consummated the first of May, when the Schilling Piano Co., 112 West Twenty-third street, New York, Eastern distributors of the Stradivara phonograph, consummated an arrangement with Josiah Partridge & Sons Co., which has executive offices and show-room at the furniture exchange, Forty-sixth street and Lexington avenue, New York, whereby on May 1 they became the selling agents for the Stradivara. Josiah Partridge & Sons Co. is one of the oldest furniture houses in the country, having been established over seventy-five years ago, and is selling agent for such well-known concerns as C. B. & J. Warner Co., Inc., Warner Shade & Supply Co., and the Lewisburg Chair Co., Lewisburg, Pa., and others. They maintain a vast selling organization which will now represent the Stradivara and will cover thoroughly the entire music trade as well as the furniture industry throughout the United States, Canada, Australia, New Zealand, Brazil, Argentina, Chile and various other foreign countries. With the consummation of the new arrangement the promotion of the Stradivara machines has been greatly augmented, and it will undoubtedly acquire an international as well as national reputation.

McCREERY HELPING "OUR BOYS"

Advertise Plan of Collecting and Buying Records and Machines for Soldiers and Sailors

The Victrola department of James McCreery & Co., Fifth avenue and Thirty-fourth street, carried the following advertisement suitably displayed in the New York papers during the past week:

"To collect records and talking machines for our soldiers and sailors.

"To help this cause James McCreery & Co. and 7 have adopted the following plan of buying records and machines for our soldiers and sailors:"

McCreery & Co. will pay you $5 to $15 (depending upon condition and value) for each old record brought into the store (this excludes all German records, as these have been interned), provided you purchase an equal number of new ones, and James McCreery & Co. will pay you from $5 to $15 (depending upon condition and value) for every old talking machine, provided you purchase an equal number of new ones.

"Or, if you do not wish to buy any new records or a new machine, and you want to give your old ones to the soldiers and sailors, bring them in, and James McCreery & Co. will deliver them free of charge to the Y. M. C. A., Knights of Columbus or Jewish War Relief, who will forward them to the camps. On request we will call for machines or records."
This Is True Not Only in Sale of Liberty Bonds, but in Business—Active Despite Shortage in Stock—Kieselhorst Takes on Brunswick Line—Vocalion Demand Increases—Other News

ST. LOUIS TRADE "OVER THE TOP"

MAY 15, 1918

This is not true only in sale of Liberty Bonds, but in business—active despite shortage in stock—Kieselhorst takes on Brunswick line—vocalion demand increases—other news.

St. Louis, Mo., May 8—Talking machine dealers here expected a quiet month in April because of the Third Liberty Bond campaign, but it appears that St. Louis went "over the top" in talking machines as well as in Liberty Bonds.

As a matter of fact, the dealers did not have much to say about April business until after the success of the loan was assured. It may be that they did not want anyone to think they had been getting money that should have gone for bonds, but when the success of the loan was announced they talked freely. They may have been that they wanted to wait for the end of the month to be certain of their total, fearing all the time that there would be a slump. Increases as high as 44 per cent. over the previous April are reported.

These increases, of course, were with the fortunate dealers who have sufficient stock to make sales when the opportunity offers. There is no denying that there is a shortage of Victor machines, especially mahogany finish. A good many dealers have waiting lists for these machines and will have a nice run of business when the opportunity offers.

The Columbia, Edison and Brunswick are giving their trade a fair supply, in some cases all demands are being met. The jobbing trade was especially good during April, according to all reports. Small-town merchants are expecting a splendid summer business and are ordering freely. City dealers are piling up orders to fortify themselves against a possible shortage.

The Kieselhorst Piano Co. announce that Brunswick machines, Columbia machines and records and Pathe records would be sold from the Olive street store, which has been heretofore an exclusive Victrola store. Concerning this change, Mr. Kieselhorst remarked: "Of course, the adding of these two lines will mean changes and more business. Our facilities of one floor devoted to talking machine sales booths and another floor for record sales have already proved inadequate, so we are going to enlarge these facilities as rapidly as we can."

At Aeolian Hall Manager Guttenberger reports excellent increases in Vocalion business, both in jobbing and retail. A number of the new dealers are taking hold well. Vocalion records are now being sold at wholesale to the newly-established exclusive Vocalion dealers, but are not yet on sale at Aeolian Hall, the reason being that so far the supply has not been adequate to taking care of the exclusive dealers and the big retail run on a popular number at Aeolian Hall. Mr. Guttenberger hopes to offer Vocalion records at retail after May 15.

Several of the new machines with the Universal tone arm are on exhibit at Aeolian Hall and have been highly praised. Especially has this praise been given to the playing of the various makes of records.

Ben S. Phillips, who was manager of the Columbia retail store here, has joined the Vocalion sales staff.

Manager Irby W. Reid, of the Columbia wholesale department, reports excellent general business in the entire territory. He has been busy keeping in touch with the various promotion plans being put on by his dealers, to all of which he lends especial attention. The continued success of the Columbia window display sets have proven interesting, also to observe how the idea has been adopted by others. A local dealer in a rival line saw the point well that he is using hand-painted sets of his own design. They are of excellent workmanship, have certain individual touches for this store, which shows how well the idea has taken.

Wholesale Manager Salmon reports excellent country and city trade and that deliveries have been up to the most exacting mark. He says that record orders have been filled about 95 per cent. The reports of reductions in the supply of machines is not at all to the liking of dealers; they make no secret of that but they are making no complaint. They believe that the move is toward winning the war and that suffices for them.

The Home Talking Machine Co., a southside Columbia house, on the first of the month announced that it had arranged for a motor delivery service on records and machines for the entire city.

The line of machines made by the Vitanola Talking Machine Co., Chicago, which is distributed in this city by the Witte Hardware Co., is steadily growing in demand, and the Rice-Stix Drygoods Co. and the Phoenix Furniture Co. are doing an excellent retail business with the Vita-Nola. Many new dealers have been entered during the past month.

THE TALKING MACHINE WORLD

ST. LOUIS TRADE "OVER THE TOP"

MAY 15, 1918

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Detroit, Mich., May 9.—In querying Detroit talking machine dealers regarding April business we find that it was just about normal with the same month of 1917, but if we base figures on the gross for the first four months of 1918 as compared with the same period in 1917, we can safely report that this year's business is ahead, regardless of the repossessions this year. It seems likely that the Great Loan Drive is going to lead to an increase in business, handling soft drinks and near-alcohols. The loss of homes and the Third Liberty Loan Drive will be beneficial to the music in business, handling soft drinks and near-alcohol business.

The future really looks good for Detroit. It is true that we are very short of homes and wages are higher than ever before, and the Detroit Board of Commerce is working with the Federal Government doing all it can to bring the required number of workers here.

Detroit manufacturers are blessed with big war orders, and it only remains for them to secure sufficient help to increase production.

Michigan went up one and a half per cent in May without any ceremonies or any unusual scene. A great many of the former saloon places are continuing in business, handling soft drinks and near-alcohol business. The Detroit Board of Commerce is working with the Federal Government doing all it can to bring the required number of workers here.

Detroit manufacturers are blessed with big war orders, and it only remains for them to secure sufficient help to increase production.

The recital given April 30 at the Arcadia under the auspices of the Detroit Talking Machine Dealers’ Association was most successful, and the members feel that they have every reason to feel proud of their initial undertaking. This four-hour program was given to the entertainment of a large and enthusiastic crowd.

The program consisted of a recital of the opening of the new music store of the J. L. Hudson Co. at 68-80 Library avenue, removing from the former location at 188-100 Woodward avenue. The new store is a fireproof building, about 60 by 120 feet in size, six stories high with a full basement. The company spent more than $75,000 in remodeling it and installing a ventilation system, automatic sprinkler system, pneumatic tube cash carrying system. This is exclusive of the many thousands spent for decorations, rugs, carpet, electric light fixtures, etc. E. P. Andrew, general manager of the store, was given authority by the powers that be to spare no expense in making this new store as fine as money would go, and he has brought out an atmosphere of coziness and artiness which is exemplified in few music stores. There are more mass and more activity in some ways, but not for quietness and coziness. The first floor has two large windows, but they have no back ground so that from the front you can see through about 100 feet. The windows will always be for talking machines and records while the other one will be for pianos, players, etc. The sheet music, small goods department, and fourteen record demonstrating booths, occupy the first floor. Also a service counter is being in the rear of the counter. The second floor has the general accounting office. The third floor is the music room in which the music roll department occupies the entire floor. The fourth floor has the private office of Ed Andrews, Jr., an assembly room for his salesmen and at least twelve booths for displaying talking machines and phonographs.

On the fourth floor is the general office of E. P. Andrew, general manager of the company, the small goods and the music department, an assembly room for the sales staff, and large, roomy parlors for exhibiting straight pianos, both upright and grands. In the rear of this floor is a room set apart for the carrying on of the business entirely for talking machines, both Victor and Sonora.

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The concert committee consisted of Sam F. Hind (Columbia), chairman; Wallace Brown (Brunswick); Max Strasbury (Victor and Columbia), and Ed Andrew, of the J. L. Hudson Co. (Victor). But right here we want to give credit to every member of the local association, as all of them did their share in selling tickets and working up interest to make the concert a success. The entire profits of the concert have already been turned over to Detroit's Own Regiment, 339th, at Camp Custer cantonment.

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The entire week of April 29 was given over to "openings," and each day was specifically devoted to some particular purpose. For instance, Monday night, April 29, was given over from 7 to 10 p.m. to music dealers, talking machine dealers, anyone affiliated with the allied trades. On Tuesday night the over dealers were invited to attend, while the other one will be for pianos, players, etc. The sheet music, small goods department, and fourteen record demonstrating booths, occupy the first floor. Also a service counter is being in the rear of the counter. The second floor has the general accounting office. The third floor is the music room in which the music roll department occupies the entire floor. The fourth floor has the private office of Ed Andrews, Jr., an assembly room for his salesmen and at least twelve booths for displaying talking machines and phonographs.

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MINNEAPOLIS and St. Paul, Minn., May 6—Springtime is not the best time for selling talking machines, yet the Twin City dealers figure, particularly those in the jobbing section, are satisfied and, even more so, with their results in April and the outlook for May. Jobbers figure on a growth of from 25 to 100 per cent. in the volume of sales for the first half of 1918 as compared with the corresponding period of last year. This rather describes the local situation in St. Paul and Minneapolis in a brief way.

W. J. Dyer & Bro., St. Paul, and the Beckwith-O'Neill Co., Minneapolis, Victor Jobbers, are making desperate efforts to assemble something that looks like a stock before the big rush begins. They know that it will be difficult to supply their needs, as the demands from the suburban districts even now take everything that comes to their warerooms almost before the goods are unpacked. There is only one satisfaction to the managers, and that is that nothing has any chance of becoming shopworn.

The very best tone arms you can install in your machines—they have proven to be the loudest and clearest tone reproducing arms on the market—they are imitations. Unless these tone arms bear our trade mark they are imitations. Beware of Infringers and Imitators.

The Play-Rite is not merely manufactured—but created.

The Play-Rite

Although the appearance and construction of these arms are different, they both represent the very best quality in tonal construction and have the largest number of talking points to choose from.

MICA Diaphragms

QUOTATIONS AND SAMPLES PROMPTLY FURNISHED UPON REQUEST

INTERNATIONAL MICA COMPANY

OFFICES AND FACTORIES, 370 AND 380 BROADWAY, WEST PHILADELPHIA, PA.

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CHICAGO, ILI.

ANGELIA CO.

MONTEREY,

CAN.

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GENERAL ACTIVITY PREVAILS IN PORTLAND DISTRICT

Oregon Talking Machine Men Keep Things Going and Overcome in Some Measure the Shortage of Machines and Records—New Concerns Enter the Field—General News of Interest

PORTLAND, Ore., May 4—Scarcity of talking machine records of patriotic and popular airs has been one of the chief barriers to splendid business in the record departments in Portland for several months, but this condition is rapidly being alleviated and some of the lines have so managed that the pinch has scarcely been felt. The Columbia Co.'s local branch has been fortunate in having a splendid supply of records and has been able to supply all dealers with what they have asked for. The Third Liberty Loan has not hurt business at all at this house, according to Manager Heater. Henry Schmidke, a valuable member of the sales force, has been drafted and will leave for camp in a short time.

An arrival of Pathé machines aided materially in assuaging a shortage of stock at Calef Bros., only one machine being on hand when the shipment reached Portland.

Shipments of records from Chicago, Salt Lake City and Denver have done much to relieve the shortage at the Hyatt Talking Machine Co. The situation as regards Victor and Edison records was becoming critical, but now Mr. Hyatt believes he will be able to take care of his trade.

Four months ago the Graves Music Co. received two carloads of talking machines. The day before Easter only ten of them were left. To-day there is not a machine in stock and orders are being turned into profitable sales. The same house is ascribing this to the fact that the Columbia people are sending virtually all their records by express, although the time required for deliveries is not much less than it was in pre-war days. Small graphophones are also being sent by express. Graves Music Co. has been boosting the sale of small Colombias and has a big shipment of big machines in pre-war days. Special advertising has been given by this house to these instruments. The same house reports sales of Edison and Stradivari machines in quantities that it is almost impossible to supply the demand.

Classical records as well as popular and patriotic records have been in demand. Since the Frieda Hempel, Louis Graveure, Mischa Elman and Galli-Curci concerts in Portland the records of these artists have been very popular.

The G. F. Johnson Music Co. reports an ever-increasing demand for records of the Victor French courses, both teachers and soldiers making heavy inroads on the stock of these records. Reports from Baker, in Eastern Oregon, are that Frey's Sporting Goods Store is making a fine display of Brunswick talking machines.

Dealers report that they have been able to meet the demand for Columbia records and this is ascribed to the fact that the Columbia people are sending virtually all their records by express, although the time required for deliveries is not much less than it was in pre-war days. Special advertising has been given by this house to these instruments. The same house reports sales of Edison and Stradivari machines in quantities that it is almost impossible to supply the demand.

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

How well we have succeeded is indicated by the fact that business is increasing so rapidly at this house that sales could be tripled over last year's mark if machines could be obtained. Machines shipped more than two months ago have not yet been received here. The public is still calling for the larger machines.

One of the new houses in Portland has been doing a large business with the Victor and Brunswick machines. The Seiberling-Lucas Music Store, formerly a small goods and sheet music store, has become one of the big houses of the city since putting in talking machines.

The G. F. Johnson piano store has made it necessary to supply customers with smaller machines, says R. F. Callahan, sales manager of the talking machine department of this house. Now a big shipment of big machines has arrived and sales are picking up wonderfully.

One of the new houses in Portland has been doing a large business with the Victor and Brunswick machines. The Seiberling-Lucas Music Store, formerly a small goods and sheet music store, has become one of the big houses of the city since putting in talking machines.

Graves Music Store has one of the liveliest phonograph departments in the city. Manager LeVanway delivered twenty-three talking machines in one day recently, all makes, and some were large, handsome instruments.

BOOKING GOOD BUSINESS

Illesley, Doubleday & Co., New York, manufacturers of Illesley's graphite phonostone lubricant, are making plans for a prosperous year with this product, as the majority of the manufacturers using this lubricant have already placed large orders for 1918 to cover their requirements. The company states that it is receiving inquiries month after month from dealers and jobbers, through its advertising in The Talking Machine World, and that these inquiries have been turned into profitable sales. This lubricant has been merchandised to the trade with the idea of making it a standard in the field, and the results to date have been very satisfactory.
There are more reasons which you can give a man for buying a Vacation Model Grafonola than there are pretty girls on the beach in August—

And that is quite some!

Columbia Graphophone Co.
Woolworth Building, New York.

U. S. COURT GIVES FINAL DECISION ON VICTOR CONTRACTS

District Court Hands Down Findings Against Formally Long Discussion—System Already the Contract System of That Company to Settle Abandoned—L. F. Geissler Explains Situation

The daily papers on May 4 published some sensational and, in many cases, misleading statements regarding the decision handed down recently by Judge Augustus N. Hand in the United States District Court for the Southern District of New York, against the Victor Talking Machine Co. Some of the papers even went so far as to declare or insinuate that the decision practically ordered the dissolution of the company.

As a matter of fact, the ruling of the Federal District Court above referred to was upon the contract system of the Victor Co., regarding which there was some question following a decision of the Supreme Court against that company a year or so ago. It was decided to get a court ruling on the contract, and the decision of the District Court represents that ruling, which will be accepted by the Victor Co. without appeal.

In discussing the case, Louis F. Geissler, general manager of the Victor Talking Machine Co., said: "The decree issued by Judge Hand against the Victor Talking Machine Co. is the outcome and final and formal action in a long discussion which has been pending with the Government for some time relative to our license or contract system of doing business.

"The decision of the Supreme Court of more than a year ago against us made it patent to us that our contract system, although sustained by practically all court decisions up to that time, could no longer be considered legal by the Government; hence, on May 29, 1917, we notified, by letter, all our trade that our license agreements were voided and that we intended to close the discussion. The company agreed to accept the court decree.

"The decree signed by Judge Hand is of importance only in the sense that it definitely concluded the discussion which had in progress between the Government and the company. The practices complained of having been discontinued long ago, no changes by the Victor Co. as a result of the decree are necessary."

REPEAT ORDERS FOR HOFFAY LINE

Ingenious Features of "Air-Tight" Talking Machines Commend Them to Trade—Sales Manager Kingsberg Planning Trip Throughout Country—Secure Larger Floor Space

"Repeat orders evidence, as nothing else can, what favor the Hoffay air-tight talking machines find with dealers," declared Alexander Kingsberg, sales manager of the Hoffay Talking Machine Co., 3 West Twenty-ninth street, New York.

"He is at present calling on the trade in adjacent territory, preparatory to covering the United States and Canada to place agencies, and states that the manifestations for the Hoffay are more marked than ever and will result in a banner year. The steadily increasing demand for the Hoffay talking machines has necessitated the expansion of quarters at the Twenty-ninth street address and negotiations are being made for still larger floor space.

"It is not at all surprising that the Hoffay machines with their ingenious features are being taken up so rapidly by dealers throughout the United States and Canada," Mr. Kingsberg remarked: "The universal tone arm enables the playing of all makes of records and the 'Resur- tone' reproducer to the highest degree acquits itself of the artist's interpretations. Voluntary testimonials have given us more ground than ever upon which to substantiate our claims regarding the standing of the Hoffay air-tight talking machines."

"Don't send out letters simply to keep stenographers busy. Employ a sufficient number to mail the necessary amount—and keep them going all the time. Don't let mail leave your office without an advertising enclosure of some kind.—Publicity.

10 PER CENT. WAR TAX IN CANADA

War Excise Budget Puts Heavy Burden on Talking Machine and Record Manufacturers

OTTAWA, CAN., May 4—Nothing has created so much talk in commercial circles for some time as the recent budget speech delivered by the Hon. A. K. MacLean, acting Minister of Finance. The piano and phonograph industries came in for their share as was expected, and there will be levied a war excise tax equal to 10 per cent. upon automobiles, gramophones, graphophones, phonographs, talking machines, cylinders and records thereof, mechanical piano and organ players and records thereof, when manufactured or imported after the 30th day of April, 1918, on the duty paid when manufactured and sold, provided that such war excise tax shall not be payable when the articles are manufactured for export.

USES FOR RECORDS AND NEEDLES

When Musical Value Is Gone They May Still Prove of Use to the Handy Housewife

All the phonograph records you don't care to hear any more are still of use, the Illustrated World advises housewives. On ironing day take out one record and place on the board and you will be introduced to a new and improved ironing wax when you lightly place the iron on the record.

Take all the old needles and put them into a bottle or small jar on the sink, and whenever you have a dirty bottle, such as a milk bottle, vinegar cruci, etc., just pour them into it and shake well. In half a minute the bottle will be clean.

The BEST TALKING MACHINE NEEDLE

On the Market—Packed in Counter Salesman

The Fred. Gretsch Mfg. Co. 60 Broadway Brooklyn, N.Y.

Manufacturers of Musical Instruments
THE AEOLIAN CO. ANNOUNCES THE VOCALION RECORD

May 15, 1918

The Aeolian Co., New York, is now ready to announce to the talking machine trade the new Aeolian-Vocalion record. The first list of records is now ready for general distribution, and plans are being formulated whereby the merchandising of this record will be conducted in the thoroughly efficient manner which characterizes all Aeolian merchandising plans.

Behind this important announcement in behalf of the Vocalion record lies an interesting history of progress and development. The Aeolian Co., by never being satisfied to place any product on the market bearing its name, without knowing that this product represented something different and distinctive. In fact, it has been the constant aim to give the musical world something new that has made the Aeolian Co. world-famous and a recognized leader in international musical development.

The Aeolian Co. in its very successful history has always endeavored to create rather than to imitate. It has been a pioneer in the player-piano and organ fields, and its player-piano products have won recognition the world over. The Duo-Art reproducing piano, the company's most recent development in the player-piano industry, has won enthusiastic endorsement from the most famous musicians, who acclaim it as one of the greatest achievements in the history of music.

When the Aeolian Co. a few years ago decided to manufacture talking machines it did not make any immediate announcement to this effect, but for several years the company's technical experts thoroughly investigated the scientific features of the talking machine. Every known improvement and scientific achievement was given careful consideration during this period of investigation, and this research was especially significant in view of the fact that the Aeolian Co.'s technical staff comprises not only musicians and artisans of great ability, but several scientists of note. For several years these men labored to develop the phonograph, working for two years in collaboration with Professor Dayton C. Miller, of the Case School of Applied Science, one of the greatest living authorities on the phenomena of sound.

Finally in 1914, these technical experts decided that they were ready to introduce the Aeolian-Vocalion phonograph and this instrument was presented to the musical world as an instrument that embodied numerous improvements of great musical value. The subject of musical tone was thoroughly discussed in the literature that the company issued; and when the instrument was placed in the hands of the dealers, it carried with it the absolute introduction of the "Graduola," which was embodied in the Vocalion in order to permit of tone control. The "Graduola" has won recognition as one of the simplest and most efficient means of phonographic tone control yet devised.

The Aeolian Co. decided that a talking machine record bearing the Aeolian name was the only practical solution of this problem. It was determined that nothing would be left undone to make the record bearing the Aeolian name a worthy companion to the other famous Aeolian products, and with this determination in mind, the technical staff was instructed to concentrate its efforts upon the production of such a record. For two years these scientists and tone experts experimented with new and different systems of recording. No time or expense was spared in the hope that one of these new systems might be utilized in the production of a record that would fully satisfy the Aeolian executives and technical staff.

Experimentation was going forward in the Aeolian Co.'s technical laboratories when a cablegram was received at Aeolian Hall from the company's English branch, saying that an inventor had submitted samples of a phonograph tone control which was of marked superiority, and that there was a possibility of acquiring the process by which it was made. Following this cablegram a number of specimen records were received and given exhaustive hearings and tests.

In order to insure the acquisition of so valuable a method the president of the Aeolian Co. made a special trip to London in order to investigate the matter personally. He found that the improvements in the new process were so important that its inventor had already been able to secure patents in all of the principal countries.

Further investigation strengthened the first favorable impression the records had made, and after a short period of negotiation, the patented rights to the new method were purchased, and the men responsible for the new record were engaged to continue the development of the system under the auspices and in the laboratories of the Aeolian Co.

Discussing this method of recording from a scientific standpoint one of the Aeolian Co.'s technical experts remarked:

"As is generally understood, all sounds—musical tones included—are conveyed to the ear by what are known as sound, or tone waves. These waves, while intangible and invisible, can, by means of recently devised scientific appliances, be observed, measured and accurately estimated, through certain effects they produce. Since the time of Galvani's investigation various apparatus is not new, no such accurate observation has hitherto been possible, and it is of more than passing interest to know that the Aeolian Co., in addition to its own completely equipped acoustical laboratories, has been in a position to profit by these new appliances and researches of their inventor, who is recognized as one of the most noted contemporary authorities on the phenomena of sound.

"It has been established that all musical tones are composite in character—that is, each tone is composed of a greater or less number of individual tones. Every composite tone, such as a note of the human voice, the violin, or other instrument, has a fundamental or basic tone, and a long or short series of overtones as well.
"These overtones or partials are what determine the character of each distinctive tone, their number and relative amplitude being the deciding factor. When sounded, a musical note creates a number of distinctive waves, one for each of its partials. These vary in what may be called strength, as the partials themselves vary with the voice or instrument.

"No sooner are these waves formed than they all merge into one wave which carries in the irregularities of its outline all the waves of all its partials. It is essential to a comprehension of this subject to understand that in recording and reproducing musical sounds the realism of effect is entirely dependent on maintaining the shape of these waves." (The accompanying illustrations show the differently shaped waves peculiar to various instruments.)

One of the Recording Rooms in the Aeolian-Vocalion Laboratories, where the Vocalion method of reproduction with the human voice is practiced. The Vocalion method catches these delicate tone elements and reproduces what has been recorded, with the result that recorded tones, whether of voice or instrument, reappear in almost their exact original character, far clearer than has ever been possible before. This gives a sense of satisfaction in listening to Vocalion records not experienced in others. They sound richer, fuller, deeper, more beautiful and more natural.

"The problems presented in record-making are exceedingly difficult. Sound waves are usually delicate and complex. To reproduce the natural timbre of the violin, or any other instrument, every minute variation of its wave must not only have its exact counterpart in the line cut in the wax, but the needle, or reproducing point of the phonograph, must be of a nature to 'feel' and respond to these almost imperceptible variations. Herein lies the superiority of the Vocalion method of recording and reproducing. By this method the resistance of the cutting tool to the wax is reduced to a minimum, and the minute vibrations in the sound waves, caused by partials or overtones, are capable of being accurately recorded. The new method catches these delicate tone elements and faithfully records them."

The Vocalion method of reproduction with the fine-pointed needle in turn seeks out and reproduces what has been recorded, with the result that recorded tones, whether of voice or instrument, reappear in almost their exact original character, far clearer than has ever been possible before. This gives a sense of satisfaction in listening to Vocalion records not experienced in others. They sound richer, fuller, deeper, more beautiful and more natural.

"Moreover, due to the difference in method, Vocalion records contain practically one-third more music than others; ten-inch records play as long as the ordinary twelve-inch, and twelve-inch records playing correspondingly longer." (When the Aeolian Co. had perfected its new method (Continued on page 70)
method of recording and was ready to start manufacturing Aeolian-Vocalion records, it decided that it would give this very important branch of its business fitting quarters. The company believed that the actual work of recording should be recognized as the most vital factor in the production of a record, and, although there was plenty of room available in Aeolian Hall on Forty-second street, arrangements were made to occupy an entire building at 33 West Forty-third street for recording purposes exclusively.

After leasing the building the Aeolian Co.'s executives made a careful study of the most intimate details of recording from a general standpoint. Negotiations were completed where by many well-known artists were engaged to make Aeolian-Vocalion records exclusively, and as this list steadily increased, the company realized that the subject of environment was an important item in the making of a successful record. It is only logical to assume that an artist who enters a cold and dreary room prior to making a record will hardly be imbued with a spirit of warmth and enthusiasm. On the other hand, if the artist is received in a tastefully furnished and artistically decorated salon, where a piano is at hand for impromptu and informal rehearsal or practice, it is only natural that he should enter the recording room with complete assurance and enthusiasm, and the finished record will doubtless reflect the mood of the artist.

Recording Studios Beautifully Furnished

With this idea in mind, the Aeolian Co. arranged to furnish its recording studios on Forty-third street in a thoroughly artistic and attractive manner. The reception room on the main floor and the artists' room on an upper floor are all furnished in a way that cannot fail to impress the artist favorably and at the same time arouse in him a keen desire to make the best record that is possible. This recording studio is splendidly equipped in every department, and under the capable direction of experienced musical and recording experts the record is turned out in every process incidental to the manufacture of the record, and the officials of the company, together with the artists and other interested department heads, are afforded the opportunity of listening to the completed record in the studios with the knowledge that every detailed process has been completed in that building.

The Vocalion record will be merchandised through Vocalion representatives exclusively, and a complete library of all classes of music will be offered to these dealers. According to present plans the records will be double and single faced, and a ten-inch double-faced record will retail at 75 cents and upward, and a twelve-inch double-faced record at $1.25 and upwards.

The Vocalion-Vocalion record is a hill and dale cut record, played with a needle, and the accompanying reproduction of the opening announcement in local newspapers will give some idea of the campaign that the Aeolian Co. will inaugurate in behalf of its new record. These records will be presented through the medium of consistent national magazine advertising, and through every other form of publicity that has been utilized in Aeolian advertising campaigns in the past.

With the Aeolian spirit and organization behind this record, together with its musical and scientific qualities, it is safe to assume that the Aeolian-Vocalion record will soon take its place among all such instalments. This record that is possible.

**Save Money on your next BOOTH Installation**

We are in a position to build attractive sound-proof booths from $100 up. We have been building booths, record racks and store interiors for three years, and can save you money on your installations. We use the best materials available and guarantee our work in every detail.

Let our representative quote you prices

H. MICKELAS - 164 McKibben Street - Brooklyn, N. Y.
Association Formally Advocates the Internment of All Records of German Music, Those Made by Enemy Alien Artists and of Pacifist Tenor.

PITTSBURGH, Pa., May 7.—German operas and music have been placed under the ban by the Metropolitan Opera Co. and other operatic and concert organizations. German books and books showing German influence have been removed from public and private libraries, and now the executive committee of the Talking Machine Dealers' Association of Pittsburgh has made plans for interning German vocal and instrumental records and records of a pacifist nature for the period of the war.

The executive committee declares that there is a distinct public sentiment against the sale or the playing of them, and that in their opinion it is better to remove the German records from shelves voluntarily than to wait for a suggestion to that end from outside sources.

The association has recommended that the German records be interned, but the action is not compulsory on the individual member. Each dealer must determine for himself whether he is to take the step of laying aside such records for the period of the war, or scrapping them entirely.

The resolution as adopted by the executive committee of the local association reads:

"Whereas, Victor, Edison and Columbia record stocks now on hand in the trade generally include vocal selections in the German language and instrumental records of German airs, and "Whereas, Traffic in these German records, or the playing of them, is not consistent with our conception of true Americanism,

We, the undersigned members of the association, do hereby adopt the resolution and list were adopted. This list is the result of a very intimate study of the Victor, Edison and Columbia catalogs. It includes all records, both vocal and instrumental, which, in any particular, show either German origin or sympathy, all patriotic and national airs of other enemy countries, all records by artists or organizations whose whole-hearted loyalty for America has been questioned.

It is recommended that every one of these numbers be packed away until the final shot of the armistice has been fired, and all insidious propaganda, espionage and sabotage have been crushed out of existence for all time.

Give as wide publicity as possible to the enclosed resolution—it will put you solidly on record as a 100 per cent. American. Your customers will think more of you and will tell others of your patriotic stand.

Let us take this aggressive action without any delay—the situation demands it.

Executive Committee,

PITTSBURGH DEALERS PLACE BAN ON GERMAN RECORDS

May 15, 1918

THE TALKING MACHINE WORLD

Increase Your Record Business

Through Taking Advantage of the Grinnell Record Service

Increase it through carrying “live” numbers. Through having the stock to meet the demands of your record-buying public—and through their coming to know that their Record wants can always be supplied at your store.

Our service aids you in keeping your stock to a point of highest completeness at all times. We make it a point to fill every order within a few hours’ time, at the request of the customer. The transportation facilities at our command enable us to make delivery to any part of the country with utmost dispatch.

The same superior service that is so rapidly building our business can have a definite part in increasing your own!

TRY US ON YOUR NEXT RECORD ORDER!

Grinnell Bros

Distributors of Victrolas and Records

First and State Streets

DETOIT

You shouldn’t be without—

First Aid Course in French

Marconi-Victor Course in Wireless Telegraphy

Oscar Saenger Course in Vocal Instruction

Foreign Language Records of the Nationalities in Your Locality

—They’re a sure source of added profits!
HOW RICHMOND DID ITS SHARE

Great Concert Arranged for by the Corley Co. Helps to Raise Over $2,250,000 for the Liberty Loan—An Inspiring Gathering

RICHMOND, Va., May 8—During the intermission at the annual May Festival of the Wednesday Club, of this city, a patriotic scene was enacted that stirred Richmond deeply and was felt throughout the country. This concert was one of a series arranged for by the Corley Co., of Richmond, in direct keeping with their slogan, "The House That Made Richmond Musical." The affair was held in the Auditorium, the largest meeting place in the city and a capacity attendance was recorded.

The Russian Symphony Orchestra stirringly rendered "Dixie" and spirited Liberty Loan appeals in song and word were made by Sophie Breslan, Nellie Garrison and others. The scene was thrilling. The audience rose to its feet as one man and the pledges commenced to pour in. And they continued to pour in until approximately $2,250,000 was subscribed. This, together with amounts pledged at other meetings, put Richmond away ahead of her allotted quota in.

It is interesting to note that this meeting in Richmond was held on the identical night and hour that the members of the music trade rallied at Carnegie Hall and pledged their contributions to the great loan at an equally enthusiastic meeting.

THE SCARCITY OF NEEDLES

The Otto Heineman Phonograph Supply Co. is using to excellent advantage an article which recently appeared in the newspapers entitled "Phonograph Needles Scarce." The company has made a reprint of this article and is utilizing it as an envelope enclosure in order to impress upon members of the trade that due primarily to the difficulties manufacturers are experiencing in obtaining carbon steel, there is said to be developing a scarcity of phonograph needles. And in face of this condition, the demand for needles of this sort in this country is constantly increasing. In export fields also, it is reported phonograph needles from this country are sought in rapidly increasing quantities. There have been a few less of needles imported to this country from Japan, but there also the shortage of carbon steel has militated against any increased production.

COLUMBIA DEALERS MEET

Important Addresses Made at Fourth Regular Meeting—Stracciari Entertains and Addresses Made by Messrs. Friedl, Hopkins and Sterling

The fourth regular meeting of Columbia dealers in metropolitan territory and up-State was held last month in the Green Room of the Hotel McAlpin, under the auspices of the local wholesale branch of the Columbia Graphophone Co. Lambert Friedl, manager of this branch, who was responsible for the inauguration of these meetings, which have been a remarkable success, presided at this meeting, and in his opening address gave a stirring appeal in behalf of the Third Liberty Loan. In fact, his appeal was so effective that during the course of the meeting subscriptions were received from more than fifteen Columbia representatives present.

In the course of his address Mr. Friedl called the dealers' attention to 1917 figures, which indicated that on the basis of a population of 100,000,000 in this country there were sold last year talking machines on a proportion of one to every 120 people. Figuring on a basis of five people to a family, Mr. Friedl stated that only one family out of twenty-four had bought machines in 1917, and expressed the belief that at least one family out of every eight could be reached.

The dealers convened for these monthly meetings in order to hear and discuss the midmonth records which are placed on sale the 10th of each month. These meetings really afford the only satisfactory means of demonstration for the dealers, and the interest which is being evidenced in these monthly gatherings is shown by the fact that more than 300 Columbia representatives were present at this meeting.

A. R. Harris, of the general sales department of the Columbia Co., who is directly in charge of record promotion, and who is a recognized authority in his field, commented briefly upon each record, leaving it to the dealers to decide whether or not the record was worth a large or small order. Order blanks were furnished to each dealer, so that after hearing the records they could indicate their initial orders.

During the course of the afternoon Mr. Harris introduced the Faber Sisters, co-stars with Al Jolson in his new production at the Winter Garden. These talented and popular actresses have arranged to make Columbia records exclusively, and their first record will go on sale in the very near future. This record is entitled "How'd You Like to Be My Daddy?" and these artists favored the company with a rendition of this selection, which was reproduced immediately afterward from their Columbia record.

Short addresses were made by Louis S. Sterling, managing director of the Columbia Graphophone Co., Ltd., London, Eng., who is in this country for a month's visit, and by George W. Hopkins, general sales manager of the Columbia Co.

The most important feature of the afternoon was the introduction of Riccardo Stracciari, famous operatic baritone, who records exclusively for the Columbia Co. He recently appeared in New York for the Chicago Opera Co. and won unanimous praise from every musical critic. He favored the dealers with several selections, and the enthusiastic applause which he received from the Columbia representatives reflected the importance of his acquisition to the Columbia recording staff. Mr. Stracciari has made several new Columbia records which will go on sale in the near future. These, like his previous recordings, are destined to win favor.

There were present at the meeting several dealers from Albany, Poughkeepsie, Middletown, Nyack, and other points up State, and in addition to the Columbia executives previously mentioned, there were also in attendance R. W. Knox, advertising manager of the Columbia Co.; N. F. Milnor, sales manager of the Dictaphone division; Theodore Bauer, director of the operatic and concert division; G. C. Jell, general manager of the record laboratory, and L. L. Leverich, assistant advertising manager.

The Difference Between Phon d'Amour and other Phonographs is resultant from difference in construction; the patented features of Phon d'Amour being exclusive.

The Amplifier in Phon d'Amour is of an entirely new type and one never before used. It is constructed in two chambers, being walled about with violin wood and is constructed upon the same principle as that of a violin. Not only is the volume in "Phon d'Amour" materially increased, but this is accomplished without any sacrifice of the characteristic overtones of voice or instrument.

THE FRITZSCH PHONOGRAPH COMPANY

228-230 West 7th Street

CINCINNATI, OHIO
TALKING MACHINE WORLD

H. T. LEEMING, GENERAL MANAGER

Prominent Member of the Trade Assumes This Important Position With the Emerson Phonograph Co.—Splendidly Equipped for the Post

The Emerson Phonograph Co., New York, manufacturer of records, announced this week the appointment of H. T. Leeming as general manager of the company with headquarters at the executive offices, 3 West Thirty-fifth street, New York. Mr. Leeming assumed his new duties on Monday, and in this important post will be in complete charge of the production and merchandising of Emerson records.

H. T. Leeming has been associated with the talking machine industry for more than fifteen years, having spent thirteen years with the phonograph division of Thos. A. Edison, Inc., and during the past few years has occupied important executive positions with the Pathe Freres Phonograph Co. He is thoroughly familiar with every detail of the production and marketing of talking machines and records, and as general manager of the Emerson Phonograph Co. will have unlimited opportunities to develop the tremendous possibilities for the Emerson record.

R. D. Wyekoff, treasurer of the Emerson Phonograph Co., who formerly occupied the post of general manager, remains as treasurer and a director of the company. Mr. Wyekoff has many other important interests in addition to the Emerson Phonograph Co., and the appointment of Mr. Leeming as general manager will give him a chance to devote a part of his time to these varied interests.

HEINEMAN EXHIBIT AT MUSIC SHOW

Otto Heineman Phonograph Supply Co. Extend Invitation to Industry to Visit Their Booth at National Music Show, New York, June 1 to 8

The Otto Heineman Phonograph Supply Co., New York, has extended a cordial invitation to all members of the talking machine industry who are planning to be in New York during the week of the National Music Show, June 1-8, to make the company's booths their headquarters during their visit in the East. This music show will be attended by all manufacturers and dealers, and judging from all indications will be an emphatic success.

This company has arranged to install a complete exhibit of Heineman products in Booths 40 and 41, and in addition these products will be displayed through the medium of the various exhibits conducted by the talking machine manufacturers who use Heineman and Meschbach motors, tone arms, sound boxes, etc.

At last year's music show held in Chicago the Heineman exhibit was one of the most popular at the show, and Otto Heineman, one of the company's outstanding men, has made arrangements whereby this year's exhibit in New York will far surpass the 1917 display. There will be many unique and timely ideas introduced during the course of the show, which will doubtless make the Heineman booths a popular Mecca for visitors.

One of the most interesting features of the Heineman exhibit will be the first formal presentation of the new Heineman records. This latest addition to the Heineman family is now ready for the trade, and judging from the inquiries received from manufacturers and dealers throughout the country this part of the exhibit will receive the careful attention of all members of the talking machine industry who visit the National Music Show.

EDISON EMPLOYS TO AID RED CROSS

The Edison war committee of 200, composed of employees and executives of Thomas A. Edison, Inc., have prepared a popular entertainment and dance for the evening of May 16 for the benefit of the Red Cross. The music for dancing will be furnished by the Edison Band, and the entertainment will be provided by Edison artists.

WORKING FOR RED CROSS FUND

Piano and Talking Machine Dealers Asked to Give 10 Per Cent. of Receipts on May 22 to the Fund—C. Alfred Wagner Is Chairman

May 22 has been set aside as the day on which every piano and talking machine dealer in New York City will give 10 per cent. of their gross sales to the Red Cross. C. Alfred Wagner, vice-president and general manager of Chikering & Sons, is chairman of the piano and talking machine committee of the profit-sharing days for the Red Cross, and under his able direction it is expected that splendid results will be secured.

Berthold Neuer, retail manager of Win. Knabe & Co., and A. P. Plumb, of the Musical Instruments Sales Co., are doing intensive work in the piano and talking machine fields respectively under Mr. Wagner's direction, and the responses to date to this patriotic appeal have been very gratifying. Mr. Wagner has been quite active the past year in behalf of Red Cross work, and his efforts have been fraught with success.

HERE IS A NEW PHONOGRAPH

With MANY EXCLUSIVE FEATURES

THE NEW

REGINAPHONE

THE IDEAL TALKING MACHINE

is produced in seven beautiful models (mahogany or oak), each is equipped with the Regina Co.'s new sound box and tone arm. The larger types of Reginaphones have quadruple sprocket motors which play for thirty minutes and all models have our own make motors, simple, durable, smooth running, with worm driven governors.

The new Regina sound box is unique, always in the same position; to change from lateral cut to vertical or vice versa a quarter turn is made, the sound box still remaining at the same angle and the needle's position never changing. This feature while revolutionary is the greatest improvement the industry has had in years.

The tone arm and sound box are the simplest in construction and performance of any playing both the lateral and vertical cut records and do away with any objections found in the universal tone arm. The special diaphragm brings out the tone of either type of record with equal facility and in full volume.

The tone amplifying chamber found in most of the larger models sends the sound waves up instead of in the usual forward manner, thus giving the Reginaphone a tone of rare beauty and almost perfect naturalness.

These machines will sell on demonstration. Our proposition will therefore interest every live dealer.

TALKING MACHINE MEN JOIN

Two Eastern Concerns Become Members of Music Industries Chamber of Commerce

It was announced last week at the offices of the Music Industries Chamber of Commerce, that the first members of the talking machine trade to apply for membership in that organization had been duly elected to membership. They are the Pathé Frères Phonograph Co., Brooklyn, N. Y., and the Bell Talking Machine Corp., New York.

HAS LEFT FOR ENGLAND

Louis S. Sterling, managing director of the Columbia Graphophone Co., Ltd., London, England, who has been spending the past six weeks at the executive offices in New York, left the city last week for London. While here Mr. Sterling discussed plans and policies for the future, and visited the factory and various branches throughout the country. He enjoyed his visit greatly.

FACTORY: RAHWAY, N. J.
TALKING MACHINE MEN DISCUSS FEDERAL CURTAINMENT

Several Meetings Held in New York Recently and Committee Appointed to Act for Entire Trade to
Discuss With the Washington Officials the Proposed Curtailment of Output

In the assembly hall of the Columbia Shop, New York, there was held on Tuesday afternoon, April 30, for the first time in the history of the trade, a convention of talking machine manufacturers and their representatives, for the purpose of discussing a matter of vital interest to the entire trade, i.e., the curtailment of the output of talking machines and records by order of the Government.

The call for the meeting was sent out by R. L. Freeman, secretary of the Victor Talking Machine Co., at the suggestion of P. B. Noyes, director of curtailment, after a conference some time ago between Mr. Noyes and representatives of several talking machine manufacturers, with the idea of reaching some trade agreement regarding a basis of curtailment that would be presented to the Federal officials.

Over thirty talking machine men, representing the leading concerns in various sections of the country, answered the call and the meeting was presided over by H. L. Willson, general manager of the Columbia Graphophone Co., as temporary chairman, with J. Schechter, representing the Sonora Phonograph Corp. and the Otto Reememan Phonograph Supply Co., as secretary.

After a lengthy and frank discussion of the general trade situation, particularly as it is at present affected and may in the future be affected by war conditions and Government requirements, during the course of which various suggestions were offered as to the course to be pursued by the trade, a committee of ten was appointed to act upon the matter of curtailment for the trade as a whole.


It had been generally believed that the recent order of the fuel administrator curtailing the output of pianos and parts 30 per cent. for the months of April and May also applied to talking machines and records, inasmuch as the order referred to "musical instruments." Several representatives of prominent manufacturers, however, were called to Washington to confer with the fuel administrator regarding the plans for curtailing the industry, and it was learned that the talking machine trade was to be considered by itself, in the issues of any curtailment order.

The first general notice to the trade that the fuel administrator contemplated a second curtailment order was found in a letter sent out by P. B. Noyes, director of curtailment, to sixteen well-known concerns in the industry, and which read in part as follows:

"In order that sufficient fuel may be assured industries essential to the conduct of the war, the United States Fuel Administration has under consideration curtailment of fuel to be used by less essential industries.

"Before taking any action regarding talking machines we should be glad to confer with the committee representing your industry.

"If the talking machine industry can organize itself and form a war service committee that will represent the industry as a whole, we will be glad to arrange a conference with them before any action is taken."

The letter of Mr. Noyes was followed almost immediately by the call from R. L. Freeman for the meeting at the Columbia Shop.


The committee of ten appointed on April 30, after a thorough study of the situation, met again at the Columbia Shop on May 9 to report their findings and decide upon a definite course of procedure. At this meeting a subcommittee of five was named to go to Washington and confer with the United States Fuel Administrator. The committee of five consists of H. L. Willson, W. H. Alfring, R. L. Freeman, E. A. Widmann and Julius Balke.

At the meeting of the committee of ten also a sub-committee of three, consisting of R. L. Freeman, J. Schechter and E. A. Widmann was appointed to compile data regarding the industry, from statistics that have been gathered, and to prepare a brief for presentation before the director of curtailment at Washington.

The committee has arranged to hold another meeting at the Columbia Shop on May 16, when the brief will be submitted for discussion, and an effort will be made to hold a conference with P. B. Noyes, director of curtailment, in Washington, on the following Monday.

WOODS & SON IN NEW QUARTERS

C. John A. Woods & Son, manufacturers of the "American Maid" phonograph, have moved their executive offices to 30 Church street, New York, in order to have sufficient room at their command to properly display this line of phonographs. At this address the company has ample space for demonstration display rooms for the service of dealers.

The company states that it has made a number of important agency connections during the past few months, and it has also completed its line in all styles and types. Factory facilities have been also increased, and Mr. Woods is making an energetic drive for the better class of trade.

Also
Record Envelopes, Needles, etc.
HERE is the most important discovery since sound reproduction was first invented. Look at this phantom illustration. See how the Long-Horn extends from tone arm at the top to the sound chamber at the bottom of the instrument. It means a big fullness, richness and resonance of tone beyond comparison with other sound-reproducing instruments. The Horn is of saxophone design and entirely of wood. It is an exclusive and patented feature of the Puritan.

It is a remarkable selling argument for the dealer and a real, definite, actual advantage to the purchaser.

Note that the sound chamber is at the bottom of the instrument—another exclusive Puritan advantage—and still another is the beautiful convex cabinet. Another tremendous advantage in handling the Puritan line is that you have also our line of Puritan Records made in our own recording laboratory. The Puritan plays any disc record made. Prices range from $85 to $350.

Write, wire or phone for our attractive proposition today.

UNITED PHONOGRAPHICS CORPORATION
SHEBOYGAN, WISCONSIN
NEW INCREASE IN VICTROLA AND VICTOR RECORD PRICES

New Schedule of List Prices Formally Announced on May 8 and Became Effective on May 10—Increased Manufacturing Costs and Curtailment of Output Given as the Reason

A new increase in the list prices of Victrolas and records was announced by the Victor Talking Machine Co. in a telegram sent to Victor wholesalers throughout the country on the evening of May 7, and received by them on May 8, the increased prices becoming effective on May 10.

The increase in the list price of the various styles of Victrolas, ranging from something less than 5 per cent. to a trifle more than 10 per cent. in certain cases, has become necessary, it is explained, by the fact that manufacturing costs are mounting steadily, while at the same time production has been greatly curtailed through scarcity of labor and other conditions brought about by the war. A revision of the list prices has been expected by the trade for some time past, and therefore caused little excitement, even though the notice carried with it the first increase in record prices.

The new prices on Victrolas are as follows:

- Victrola IV-A, $22.50; Victrola VI-A, $32.50; Victrola VIII-A, $50; Victrola IX-A, $60; Victrola X-A, $90; Victrola XI-A, $125; Victrola XIV, $175; Victrola XVI, $225; Victrola XVII, $275; Victrola XX, electric, $282.50; Victrola XVIII, $375; Victrola XVIII-F, $425; Victrola XVIII-E, $450; Victrola XX, $500; Victrola XX, $500.

Other new machine prices are in proportion.

The list price of the Marconi records, covering the course from $2.50 to $3 each, has been increased from $3 to $6 per set, and the price of the French course from $2.50 to $3. The list prices on all other Victor records, except double faced, Black Label, remain unchanged.

The 10-inch double-faced Black Label records will be listed in future at 85c. and the 12-inch double-faced, Black Label, remain unchanged.

It is a known fact that, although the costs of materials and every other element entering into manufacturing have increased tremendously since the beginning of the present war, the list prices of Victrolas have only advanced enough to barely cover the War Excise Tax. The company has been absorbing increased manufacturing expenses, and dealers have been meeting heavy selling expenses out of the same margin of profit. According to an official of the Victor Co. a substantial increase in prices would have been warranted over a year ago, and yet the move was delayed.

Up to the present time the company has stood pat on the list prices of records, although the cost of shellac, the principal ingredient, has jumped many hundred per cent, as has the cost of everything else entering into record making. The new increase in record prices does not begin to offset the increased costs, to say nothing of taking care of the 3 per cent. war excise tax on each record produced.

WORKING FOR THE RED CROSS


TALKING MACHINE MEN TO MEET

A regular meeting of the Talking Machine Men, Inc., will be held on Wednesday, May 15, in the assembly room of the Merchants’ Association in the Woolworth Building, when final action will be taken on various amendments to the constitution and by-laws and committees appointed to act during the year.

Mrs. H. J. Raymond has taken over the talking machine business recently conducted by W. E. Johnson in Corona, L. I.

NEW QUARTERS NEEDED TO MEET THE INCREASED DEMAND FOR THE BRILLIANTONE STEEL NEEDLE—WILL HAVE EXHIBIT AT NATIONAL MUSIC SHOW

That the additional space added to the headquarters of the Brilliantone Steel Needle Co. in the Marbridge Building, a permanent Base Hospitals, was an absolute necessity is well proven by the fact that every square foot is utilized and it will not be long before more room will be needed. For this reason the president of the company, reports that their output has reached tremendous proportions and, in keeping with the policy that has been theirs since their incorporation, every order for which a receipt is given is given their immediate attention and shipped that very day with the possible exception of cases where the stock of the grade requested has run temporarily low.

The Brilliantone Steel Needle Co. will be represented at the forthcoming National Music Show to be held at the Grand Central Palace, New York City, from June 1 to 8 by an interesting exhibit occupying two booths on the mezzanine floor, numbers 101 and 102.

Several additions have been made to the office force of the company, and the addition of Mr. Kaufman has been announced for the sales staff.

The Brilliantone Steel Needle Co. will be represented at the forthcoming National Music Show to be held at the Grand Central Palace, New York City, from June 1 to 8 by an interesting exhibit occupying two booths on the mezzanine floor, numbers 101 and 102.

Mr. Forster will be glad to have the out-of-town talking machine men make that booth their headquarters during the show.

VICTROLA FOR HOSPITAL TRAIN

Machine and Supply of Records Will Entertain Wounded Soldiers on First of New Hospital Trains Turned Out by Pullman Co.—The Donation of a Chicago Club

CHICAGO, Ill., May 11.—A Victrola XI and Victor records will entertain the wounded soldiers on the first hospital train that will be operated in this country.

The H. Reichardt Piano Co., of 6423 South Halsted street, this city, has just sold an outfit of talking machine and supply of records to the United States army, for operation.

Train No. 2 is now nearing completion and will be turned over to the Government within a few days and this will be the first train put in operation. It has been assigned to Fort Sheridan and the Great Lakes Training Station, both located just outside of Chicago.

EDISON MEN MATCH PRESIDENT

When President Wilson made his subscription to the Liberty Loan at a Washington theatre toward the end of the Third Liberty Loan drive, he did not realize that he was starting a popular movement which was called "Match the President" and which eventually added many millions to the Liberty Loan total.

The officials of the Edison Co. enthusiastically set out to get as many of the Edison executives as possible to make a last-minute subscription on this “Match the President” drive, with the result that ninety-one subscriptions were obtained. The subscription sheet that was passed around was headed "Match the President," and Thomas A. Edison headed the list, followed by Charles Edison. A telegram was sent by Charles Edison to President Wilson telling him of the eleventh hour successful drive.

OPEN BRANCH IN RUTLAND

RUTLAND, Vt., May 10.—The United Talking Machine Co. opened its branch at 7 Center street, this city, last week with an interesting concert at which the special features of the Columbia and Pathé machines were demonstrated to a large crowd of people.

SERVICE FOR THE JOBBER

Write today
Seven Patterns in stock
STYLE FOR EVERY DEMAND
Gabinets only
SELL BEFORE YOU BUY
Send us Motors; we install and ship your
Customer Direct
No freight
No handling
Save you $4.00 to $5.00 each Cabinet

Joseph Knittel Show Case Co. - Quincy, Ill.
WE GUARANTEE

Our System will pay for itself in 6 months by increasing your sales or it is returnable for FULL CREDIT

FILES, FINDS and SSELLS RECORDS

in a modern way

It saves your time and keeps track of what you sell and what you need in the simplest way.

Write today for our new proposal on this

War Time Necessity

Prompt Shipments

OGDEN SECTIONAL CABINET CO., Inc.
LYNCHBURG, VA.

"One thing is sure, they don't want cheap heroics about marching into Berlin. It doesn't ring true, and if there is any place where a man learns true valuations it is in the training camps."

DISCUSSI...
P. A. Fuss has recently become editor of the Amberola Monthly, published by Thomas A. Edison, Inc. He has had a broad experience in all which fits him well for the new work he has undertaken. He started business with a brokerage house on Wall street, later became traveling auditor for the National Surety Co., and next was traveling salesman with the Thomas J. Plant Co., manufacturers of shoes, becoming subsequently assistant to the advertising manager.

In the talking machine field he has acquired two kinds of experience, the first with the phonograph department of a well-known trade journal, and the second, as the Edison sales manager of the R. S. Williams & Sons Co., Ltd., of Toronto, Canada. In addition to editing the Amberola Monthly Mr. Fuss will serve as general assistant to the advertising manager of Thomas A. Edison, Inc., and will specialize along the line of issuing publicity of general trade interest.

P. A. Fuss

PLEASED WITH BUSINESS PROGRESS

Joseph Hoffay, president of the Hoffay Talking Machine Co., Inc., in a recent statement to a representative of The World said he was very much pleased at the development and prospects of the Hoffay business. In speaking of the new grill work of the Hoffay machines Mr. Hoffay said: "Increasing quantities of Hoffays are being sold throughout this country and abroad and our purpose in giving our new cabinets this distinctive feature was that they might be immediately recognized, so that even when placed on display in the show windows the passer-by would note they were Hoffay instruments. As we believe the Hoffay tone is immediately recognized by those who have heard our machines they also will now be able to recognize the cabinet itself."

INCORPORATED

The American Recording Laboratories, Passaic, were recently incorporated with the authorizes of New Jersey, for the purpose of manufacturing and dealing in phonograph records, with a capital of $25,000. The incorporators are C. E. Sanders, M. E. Sanders and George Thornton, all of Passaic.

IT SELLS

That's why you should have them

THE

CLEANRITE

No. 10

RECORD BRUSH

The best brush in the world.

For Victor Victrolas

NICKEL PLATED

PRICE

35c.

GOLD PLATED

75c.

Sells Long Life to Disk Records and Preserves Tone

Automatically cleans the Record Grooves and gives the needle a clean track to run in. Preserves a clear Reproduction and prevents Records from soon getting scratchy. Makes the Needle wear better. Due to the Record grooves wear the Record out quickly and grind the Needle so it cuts the Record. SAVE THE LIFE OF YOUR RECORDS.

DIRECTIONS FOR ATTACHING BRUSH

1st. Clamp Spring Clips of Brush around Goose Neck. (See 1 and 2.) Place Record on Turn Table and Needle in Sound Box. Move Spring Clips along Goose Neck to a position where only outer bristles of brush will sweep the first few threads of record. Test this by testing needle in first groove of record. (See No. 3). Yielding Spring of Improved Cleanrite Brush eliminates danger of too much pressure on record.

2nd. Turn Spring Clips on goose neck to produce necessary pressure on record through yielding spring. Brush top must not touch edge of Sound Box when in operation. (see correct position of brush on No. 3). Yielding Spring of Improved Cleanrite Brush eliminates danger of too much pressure on record.

Circulatrs and Price List mailed on request. Order from your Distributor or

BLAICHMAN

TALKING MACHINE CO.

97 Chambers St.  New York City

TAKES ON NEW LINE

Clement Beceroft announces that he has relinquished his connection with the George A. Long Cabinet Co., of Hanover, Pa., and will henceforth represent the line of talking machine cabinets made by the Names Art Furniture Co., which he will show in a large number of styles.

BUSINESS ACTIVE IN PITTSBURGH

Conditions Favorable Despite Shortage—Peerless Record Makers Score—J. C. Roush Returns—Edison Tone Tests—Peerless Records Being Interned—Other News of Interest

PITTSBURGH, Pa., May 6—Stock shortage in many lines of machines and records and other wartime conditions to the contrary notwithstanding, the Pittsburgh talking machine trade continues to go ahead in a really satisfactory manner.

Joseph Hoffay, president of the Hoffay Talking Machine Co., Inc., and will specialize as general assistant to the advertising manager.
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
KOERBER-BRENNER FORMAL OPENING

Great Gathering of Talking Machine Men on May 8 Helped to Celebrate Formal Opening of Their Handsome New Building

St. Louis, Mo., May 8—The Koerber-Brenner Music Co., Victor jobbers here, held the formal opening of its new quarters on Friday. This was the last of the important openings of the season, with which they occupied more than a year ago without special observance, to-day. An opening was planned when the new quarters were occupied, and plans changed, transportation being a rush of business and other things that happen to business these days; so no auspicious time appeared until now.

The program called for steady entertainment from 11 a.m. until midnight, and nearly 100 dealers of the district who were in attendance enjoyed every minute of the day.

The guests assembled at the Koerber-Brenner warerooms, and, after an inspection of their splendidly equipped and modern merchandising and stock-keeping plant, left in automobiles for the Sunset Country Club Inn—a beautiful place where many of the best St. Louis folk go to play golf and for dinner dances. A luncheon was served here, and the party returned to the Missouri Athletic Association for the afternoon session, which was along instructive as well as constructive lines. There were two factory men as speakers and a repair expert. Moving pictures of the Victor factory, to give the dealers an idea of what a considerable industry they are a part of, was one of the several features of the gathering.

The afternoon was all devoted to a discussion of business matters.

In the evening the visiting dealers were the guests of the Koerber-Brenner Co. at dinner—as liberal a dinner as is compatible with war times. Aside from the good things to discuss on the menu, the entertainment included the Temple Quartet—and there are few better hi or other features that added to the enjoyment of the evening.

The post-prandial program was in charge of R. E. Lee as toastmaster. Mr. Lee has been a newspaper man, soldier, and is a clever talker. He introduced the various speakers and the hosts. The chief speaker was W. E. Bilhimer, who is regarded as the champion organizer of life insurance salesmen in this section of the country, and for the last year has been the most popular speaker in the community. He was followed by A. W. Magoon, president of the Manufacturers’ Dealers’ Association, who told of the good work the association is doing.

L. C. Wiswell, manager of the Victor department of Lyon & Healy; A. A. Trostler, Victor manager of the Schmelzer Arms Co., Kansas City, Mo., were also among those who made eloquent addresses and were given an enthusiastic reception. Messrs. Brenner and Rauh, the hosts, were also called upon for remarks.

The Koerber-Brenner warerooms, at 1714 Washington avenue, are on the ground floor of a magnificent, white tile building in the wholesale section. They are of massive mahogany finishings, very much on the plan of a bank-office. The plans were made by a business engineer who studied the business for several months, and who gauged his plans for the time when the Victor Co. would be able to supply all of the machines needed for this territory. The feature of the front office is a model show window and demonstration room for the inspection of dealers. This is built in the corridor and not seen from the street. The demonstration rooms are constructed of the latest folding doors and are used for firm and dealer assembly meetings, as twenty-four can be seated. The real pride of the establishment is the record stockroom, which is so ample that it has never been taxed to capacity. It combines all of the features which go to make an up-to-date jobbing stockroom.

ROY J. KEITH'S GREAT SUCCESS

Vice-President and General Manager of New York Talking Machine Co. Sold $200,000 Worth of Liberty Bonds in Recent Drive

Roy J. Keith, vice-president and general manager of the New York Talking Machine Co., Victor wholesalers, was one of the most energetic workers in behalf of the Third Liberty Loan. As a member of the talking machine committee working for this loan Mr. Keith left nothing undone to increase the figures for this division, and when the final totals were ready for presentation he had the honor of being able to report the receipt of more than $200,000.

This total included the subscriptions of the members of the New York Talking Machine Co., every one of whom subscribed to one or more bonds. The company itself also subscribed very liberally, and it is interesting to note that at the present time the New York Talking Machine Co. owns Liberty Bonds totaling more than its entire capitalization.

Semi-Permanent Needles

TO FILL AN EVER PERMANENT NEED IN THESE MOST WONDERFUL TIMES

NOT ONLY BECAUSE THEY Seldom NEED TO BE CHANGED—A PACKAGE OF FIVE NEEDLES PLAYING FAR MORE RECORDS THAN THE SAME NUMBER OF NEEDLES PROCURED FOR THE SAME COST VALUE—but ALSO BECAUSE OF A REAL IMPROVEMENT IN QUALITY OF REPRODUCTION AND BY COMPARISON WITH THE ORDINARY STEEL NEEDLE, WHICH IS TAPERED AND ENLARGES ITS DIAMETER AS IT WEARS DOWN, WEARING EACH RECORD NEAR ITS CENTRE MORE THAN AT THE BEGINNING OF THE RECORD, "VALLORBE'S NEEDLES" REALLY PROLONG THE LIFE OF RECORDS

If your Jobber is one of the large Representative Distributors, write him for prices

SOFT — MEDIUM — LOUD TONE

Send 30c in stamps for a sample package of each

Originators and Largest Manufacturers of Diamond Points

Vallorbes Jewel Company

LANCASTER, PA., U.S.A.
REGARDLESS of his product, if a manufacturer is to grow, to prosper, his product must stay sold. A phonograph is made up of many parts, and of these the motor is of major importance.

When the Stephenson Precision-Made Motor was introduced, many compliments were received; on the spring drum construction, the tapered bearing turntable shaft, the silent wind, the running qualities ... and many initial orders were received. The initial orders were trial orders ... the subsequent repeat orders were because of the inherent merit of the Stephenson Precision-Made Motor. Because manufacturers appreciate that this motor helps them to keep their product sold ... helps them to make satisfied customers ... helps them to prosper, to grow.

Vice-President

STEPHENSON, INC., One West 34th Street, New York
L.W. McChesney Wins Promotion

Is appointed assistant general manager of Thos. A. Edison, Inc.

Leonard W. McChesney, for many years connected with Thomas A. Edison, Inc., has been appointed assistant general manager of Thomas A. Edison, Inc., under C. H. Wilson.

Mr. McChesney started with the Edison organization about fourteen years ago in the advertising department under his father, L. C. McChesney, and gradually progressed to the position of assistant advertising manager. In 1912 he resigned to become advertising manager of the General Film Co., but returned shortly after to the Edison Co. as sales manager of the motion picture division, succeeding H. G. Plimpson as general manager of this division. Until the motion picture business of the Edison Co. is entirely liquidated and closed out, Mr. McChesney will also retain the title of manager of motion picture division.

R. F. Bolton Off on Western Trip

Columbia Foreign Language Record Business Shows Great Increase—New Literature

R. F. Bolton, sales manager of the international record department of the Columbia Graphophone Co., left this week for a trip through the Middle West, which will include a visit to the Columbia branches and representatives as far west as Kansas City and Minneapolis. Before leaving for the West Mr. Bolton commented upon the fact that the Columbia foreign language record business had shown a splendid increase this year, the sales totals for the first four months of 1918 being shown a splendid increase this year, the sales totals for the first four months of 1918 being shown a splendid increase this year, the sales totals for the first four months of 1918 being shown a splendid increase this year. The company believes that this is the only way to successfully merchandise any product, and this policy will be one of the important factors in the company’s sales and merchandising plans.

Since the introduction of the Gloria steel needle last month, requests for this needle have been received from all parts of the country. The company is living up to its promise of making prompt deliveries of its products, and arrange plans have been consummated whereby factory facilities will be materially augmented in order to adequately handle the increasing demand for Gloria steel needles.

Plans have been completed for an intensive sales campaign in behalf of this needle, and

Rudolf Gaertner, president of the company, expects to announce the details of this plan within the next few weeks. The company will endeavor to provide the dealers handling Gloria steel needles with an efficient system of cooperation, and several practical ideas have been developed along these lines, to be soon released.

GOOD WORK FOR LIBERTY LOAN

Talking Machine Trade Subscribes $1,000,000 of $3,017,250 Reported by the Allied Music Trades

—J. N. Blackman’s Able Chairmanship

The local talking machine trade made a wonderful showing in the recent Third Liberty Loan drive, when the committee in charge of the talking machine division of the Allied Music Trades, under the chairmanship of J. Newcomb Blackman, rolled up a total of $1,000,000 in subscriptions, allowing the piano trade, as a matter of courtesy, to tie them at that figure. The total subscriptions to the loan for the Allied Music Trades was $3,017,250.

Although the official figures for the talking machine men were given as a round million, that department of the trade is also to be credited with a substantial portion of the $651,700 subscribed at the great rally at Carnegie Hall on April 30, at which musicians and artists associated with talking machine companies supplied the greater part of the program. The story of the rally appears in another section of The World.

The showing made by the talking machine trade is particularly significant inasmuch as subscriptions to the second Loan amounted to something under $250,000. In other words, the trade quadrupled its record, and in doing so made a bigger gain than any other branch of the industry.

When the totals of the subscriptions to the Third Loan were reported by the committee of the Allied Music Trades, the following significant telegram was sent to William G. McAdoo, Secretary of the Treasury: “We pledged you $1,000,000 for Third Liberty Loan and actually raised $3,017,250, a gain of 276% per cent. over our quota, which we hope will be considered a highly essential response from a so-called non-essential industry. We are always ready to answer the call.”

So successful was the work of Chairman Blackman and his associates in the Liberty Loan campaign that the piano men tried to have him take the chairmanship for the trade in the coming Red Cross drive, but for business reasons Mr. Blackman was compelled to decline.

Specials for Victrola IX

We also make many other styles for cabinets and will be glad to send our catalog for the asking.

Schloss Bros.
635-37 West 55th St.
NEW YORK

Phone Columbus 7947
You Ought to Know

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

**THE MUSIC TRADE REVIEW**

Established 1876

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

**It Contains**

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

"Review the Music Trade With Us"

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

THE MUSIC TRADE REVIEW

373 FOURTH AVENUE    NEW YORK
Drop us a line—
Our Service Department is full up and running over with live, up-to-date selling helps on Portable Grafonolas—
Dip in—they’re yours for the asking.

Columbia Graphophone Co.
Woolworth Building, New York

LOS ANGELES “TALKER” MEN MEET

Large Attendance at Recent Meeting—Some Important Resolutions Passed Regarding Time Sales and Interest—Some Interesting Talks

LOS ANGELES, CAL., May 4—The Retail Talking Machine Dealers’ Association of Southern California had its regular meeting at Barker Brothers on the evening of April 30. In all sixteen out of the twenty-three firms belonging to the association were represented, and many things of interest to the trade were discussed.

A resolution was passed limiting all contracts to fifteen months, with all contracts to draw 7 per cent. interest. While most of those present seemed to be in favor of not advertising terms, this matter was left to the discretion of the different dealers with the understanding that if they did the advertisement must contain a cut, the model and the price of the machine.

The following firms, Johnston Music Co., Starr Piano Co., Walter R. Gage Co., Broadway Department Store, Hamburger & Sons and the Musical Record Shop, have not joined the association as yet, but committees have been appointed to call on them, and it is expected they will all be in the fold by the next meeting.

Through the courtesy of Mr. Booth, of Barker Brothers, the association picture was taken in the Barker Brothers photographic department. Only officers and department managers are eligible to membership in this body, but the association kindly elected an honorary member The Talking Machine World’s local correspondent, H. H. Fish.

Frank Anrys, vice-president and general manager of the Wiley B. Allen Co., was present and spoke at length on several subjects of interest.


EXHIBIT AT NATIONAL MUSIC SHOW

CHICAGO, ILL., May 9—The Chelsey Talking Machine Co., of Chicago, will exhibit a full line of their beautiful instruments at the coming music show to be held in New York June 1 to 8. The exhibit will be shown in Booth No. 44 on the main aisle and will be under the personal supervision of Burton Collyer, Eastern representative for the Chelsey Co.

ASSIGNEE’S SALE

Paroquette Record Mfg. Company’s Assets

Supreme Court: Kings County, New York.

In the matter of the General Assignment for the benefit of creditors of the Paroquette Record Mfg. Company, Inc., Notice is hereby given that the undersigned Assignee will sell at public auction.

In the matter of the General Assignment for the benefit of creditors of the Paroquette Record Mfg. Company, Inc., Notice is hereby given that the undersigned Assignee will sell at public auction, in the main lobby of the Woolworth Building, No. 1, Broad Street, Brooklyn, New York, City of Brooklyn, New York, property and assets of the said assignor, consisting of a complete plant for the Recording and Manufacture of Phonograph Records, consisting of:

- Hydraulic Record Presses, Nudels, Rings, etc.
- Steam Table, etc.
- Aermulator, Pump, and Tank complete.
- Automatic Grinders, etc.
- 14" and 17" Mixing Mills, Blanketing Mills, Cooling Tables, etc.
- Tumbler and complete mixing unit.
- Etching equipment and complete recording equipment.
- Printing Tanks, Tumblers, etc.
- Complete Machine Shop equipment.
- Lathes, Drill Presses, etc.
- Complete equipment for making and molding wax.
- Complete Etching equipment, camera, chemicals, etc.
- Editing Machines.
- Generators 300 Amp. and 1800 Amp., Motors, Fans, etc.
- Refrigerators, Iceboxes, etc.
- Electrical Things, etc.
- 1,000 Par-O-Ket Records, Phonographs, etc.
- Hunter and Naden Electro-Grafope.
- Other Furniture, Desks, Typewriters, Safes, etc.

BURNSTINE & GEIST

Attorneys for Assignee

35 NASSAU ST., NEW YORK

MAURICE L. SHAINES

Assignee
J. F. Watters Joins National Army

Secretary of the Pathé Frères Phonograph Co., Brooklyn, Receives Several Handsome Gifts From His Co-workers on His Departure

J. F. Watters, secretary of the Pathé Frères Phonograph Co., Brooklyn, N.Y., is now a member of the National Army, and, after spending a few weeks in camp, will leave for "over there." Before joining the National Army Mr. Watters was presented with several handsome gifts from his co-workers as a mark of their affection and esteem; these gifts including a gold wrist watch and a silver cigarette case striped and lined with gold.

Although Mr. Watters has been connected with the talking machine industry for only the past few years, he has already won the friendship and esteem of Pathé jobbers and dealers throughout the country. A tireless worker and possessed of a pleasing personality, Mr. Watters during his two years' association with the Pathé Frères Co. has rendered the company's clientele invaluable assistance and co-operation.

He joined the Pathé Frères forces as a member of the sales department, but his unusual ability and thorough knowledge of merchandising soon enabled him to win important promotions until he was finally appointed secretary of the company. Every member of the Pathé force is numbered among his personal friends, and they all wish him "God speed" as a member of Uncle Sam's fighting forces.

Returns From Canadian Trip

George W. Hopkins, general sales manager of the Columbia Co., returned to New York late last week, after a visit to the company's branches in Toronto, Buffalo and Cleveland. Mr. Hopkins was gratified to find conditions in these sections very satisfactory, and Canadian business in particular is increasing by leaps and bounds.

While at Buffalo Mr. Hopkins addressed the members of the Greater Buffalo Club, who were in session at the Hotel Lafayette, on the subject of "Psychology of the Little Things of Business." This address was enthusiastically received by the Buffalo business men, who appreciated the many effective points that Mr. Hopkins emphasized in his talk.

Twenty-five submarine chasers, built at the Bremerton Navy Yards, have been equipped with Victrolas.

Prominent Edison Star "Adopts" Company of Infantry

Here with is shown a picture of Christine Miller, noted Edison artist, inspecting Company G of the 330th Infantry, at Camp Lee, Petersburg, Va. Miss Miller, who in private life is now Mrs. Clemson, has "adopted" this company because her former accompanist is a member of it, and the picture shows the company going "through inspection arms" for the benefit of its districted visitor, who appears to be greatly interested in the procedure.

Managing a Business In Wartime

Two Volumes Just Issued by A. W. Shaw Co. Designed to Help the Business Man In This Country to Meet His Present Problems

"Managing a Business In Wartime," a most valuable work in two volumes, has just been issued by the A. W. Shaw Co., of Chicago and New York, and is designed to help the businessman in this country to meet the problems he is encountering just now, aided largely by the experience of British business men during their several years of war.

In the very first chapter—Adjusting a Business to Wartime Conditions—T. J. Zimmerman, managing editor of the British System, tells exactly how a British business met the new conditions and sudden problems that the war brought.

Other chapters in the first volume are: What the Business Man Can Learn from British Experience; Hints on Handling Wartime Business; How Working Hours Affect Output; Training the Boy Worker.

The second volume treats particularly of ways for American business to meet wartime conditions, and the list of chapter titles suggests the possibilities. For instance, The Probable Effects of the War Upon the Sale of Ships; How Inflation Will Affect British Business; How to Sell to the Government; More Production with Fewer Men; Wartime Buying Problems; and many others.

As for the business problems that will confront us, when peace is declared, forgotten. Here are one or two of the subjects covered: Where Will European Competition Find Us When the War Is Over; What Changes Must American Business Make for Peace; How to Sell to the Government; How to Meet the Demand for More Crushers; How to Sell the War to the War Department.

"Managing a Business In Wartime," A. W. Shaw Co., Chicago and New York. Two volumes. cloth bound. $3.

Sales Staffs Made Welcome

The general sales department of the Columbia Co. has inaugurated a policy of inviting members of the sales staffs in the different branches throughout the country to visit the executive offices, in order to permit the executives to become better acquainted with the men "on the firing line," and so that the salesmen may acquire first-hand information regarding Columbia products.

The salesmen visit the factory at Bridgeport and the recording laboratory and return to their home cities imbued with an adequate appreciation of Columbia efficiency and quality.

Among the salesmen who visited New York these past few weeks were H. L. Ireland and H. L. Fields, of Pittsburgh, accompanied by Mrs. Ireland and Mrs. Fields; Wm. Roy, Kansas City branch; Louis B. Sayer and George L. Schenck, of the Indianapolis branch, and W. M. Körhammer, of the Baltimore branch. Mr. and Mrs. Ireland and Mr. and Mrs. Fields made the trip to New York from Pittsburgh, accompanied by K. Mills, assistant manager of the New York branch, and formerly assistant manager of the Pittsburgh branch, who had returned to the "Smoky City" for a day or two in order to bring his automobile to New York.
The TALKING MACHINE WORLD

MAY 15, 1918

OPPOSE ZONE POSTAL RATES

The Merchants' Association recently sent the following telegram, protesting against the application of zone postal rates on second-class mail matter, to Senator John H. Bankhead, chairman of the Senate Committee on Post Offices and Post Roads:

"This association believes that the application of zone postal rates on second-class matter must inevitably greatly reduce the circulation of periodicals by making the cost of distant circulation prohibitory, thereby greatly reducing the revenues of publishers, making the business generally unprofitable, and forcing many publishers out of business. Such zone rates will be especially destructive to the great publishing interests of the Eastern States, inasmuch as the cost of circulation of their publications to parties in other parts will exceed their revenues from such circulation and will, moreover, create conditions which will heavily discriminate in favor of centrally located publishers.

"The Government, because of enforced decrease in the circulation of periodicals, would fail to realize the increase in postal revenues expected from the application of zone rates to second-class matter, and, further, would be deprived of large revenues from the excess profits and income taxes by reason of the unprofitable condition of the publishing business arising from a prohibitory postal charge. The great decrease in the circulation of periodical literature which must result from a prohibitory postal charge will, to a considerable extent, deprive the American people of educational opportunities of great importance and benefit to them. For these reasons we urge that the proposed application of postal rates to second-class mail matter be not approved."

PHONOGRAPH HARDWARE CATALOG

Hammacher, Schlemmer & Co. Issue Booklet Bearing on Talking Machine Cabinets

Hammacher, Schlemmer & Co., Fourth avenue and Thirteenth street, New York, have just issued a catalog in which are illustrated and listed various items of hardware which are used in talking machines and phonograph cabinets. Various kinds of hinges are shown, including hinges of wrought brass with dipped bolts, the invisible hinges which are used by a great many talking machine manufacturers, as well as the top supports and slides, stay joints and desk slides.

The book also contains illustrations of elbow catches, grip neck casters, Philadelphia stem casters, faultless casters and "Steel Gem" roller-bearing casters and the various parts which are used with them. A complete line of furniture slides and leg tips as well as brass leg sockets and flush pulls are shown. Several pages are devoted to screws, including brass knobs both wrought and cast, polished and dull finished, glass knobs and wooden knobs. A complete line of mortise locks are also included, as well as a list of keys. Other items are corrugated steel fasteners, used for joints and wood screws, paper covers, packing bolts and felt for washers, discs, lining, etc.

TO SELL PAROQUETTE ASSETS

By order of the Supreme Court, Kings County, there will be sold at auction on Wednesday, May 22, the property and assets of the Paroquette Mfg. Co., which has made a general assignment for the benefit of creditors. The assignee, Maurice L. Shaine, will sell at public auction through Joseph Feldstein, auctioneer, at Building No. 1, Bush Terminal, Brooklyn, N. Y., the entire property and assets consisting of a complete plant for the recording and manufacturing of phonograph records, $30,000 Par-o-Ket records, and a large number of master and matrix matrices.

EDISON THEATRE AT MUSIC SHOW

Splendid Program Arranged for the Edison Display to Be Made at the National Music Show in Grand Central Palace Early Next Month

Thomas A. Edison, Inc., have arranged their section of the music show exhibit at the Grand Central Palace as an Edison Theatre. This theatre is to be fully equipped with all the necessary and regular theaters, will seat about six hundred people and have a splendidly arranged stage.

Verdi E. B. Fuller, who is in charge of the Edison tone test work, is arranging a series of recitals for afternoon and evening to be given by such artists as Marie Tiffany, of the Metropolitan Opera Co.; Marie Morrissey, concert contralto; Vernon Dalhart, Frederick Wheeler, the Fleming Trio and others. Anybody who has never heard a tone test will find this a splendid opportunity to become acquainted with this feature of Edison advertising.

The exhibit will be a view de luxe of the celebrated Period coal models with some surprises in new styles, and will be in a space adjoining the Edison Theatre. There will also be shown in this space the famous Army and Navy model as well as some of the regular models.

The Edison dealers' convention, which will be held at the Waldorf-Astoria, takes place during the same week as the music show, and it is expected that the Edison Theatre will be headquarters for hundreds of Edison enthusiasts.

L. Lehman, of May, Stern & Co., Pittsburgh, Pa., was a visitor to New York recently calling at the Columbia executive offices and renewing his friendship with Manager Friedl, of the New York branch, who, prior to his arrival in New York, had been manager of the Pittsburgh branch. May, Stern & Co. are one of the largest Columbia dealers in that territory, and Mr. Lehman's satisfaction with Columbia products is reflected in the company's fast-growing sales totals.

THE BRONX EXPOSITION

To Open May 30 and to Remain Open Five Months Each Year

In order to assist the manufacturers of the United States in capturing their just share of the export business of the world, and to provide them with a market place where they may meet the foreign buyers who are coming to this city from all over the globe, the New York International Exposition of Science, Arts and Industries is now being constructed here. It will be opened to the public, beginning on May 30 and continuing until November 1. The exhibition is to be permanent, along the lines of Shepherd's Bush, London, and the annual trade conference at Lyons, France. Each year it will be open during the period indicated.

The exposition grounds cover twenty-seven acres, and are situated at the East 177th street subway station, West Farms. This is one of the most accessible points in Greater New York, and is said to have the best transportation facilities ever possessed by an international exhibition in this or any other country. The exhibit buildings now under construction include a Palace of American Achievements, Palace of Fine Arts, Temples of Liberal Arts and Varied Industries, and others housing features found at previous expositions of this character.

That Canada will have a representative exhibit now seems assured. The directors of the exhibition have received notice that exhibits are being assembled by the Provinces of Quebec, Manitoba, Nova Scotia, New Brunswick, and Ontario. It is expected that for the second year of the exposition Canada will have an entire building in which to house its products.

Charles F. Lilley, proprietor of the New York Phonograph Co., of Elmira, N. Y., recently celebrated his second anniversary in the business. He has been most successful since opening his store in Elmira, and has built up a large and profitable clientele.

OPERAPHONE RECORDS

(HILL & DALE)

PLAY ON ALL Universal Tone Arm Machines With Steel Needle

No Jewel Point Needed Standard American Catalogue New Ready

If your line of Machines will play all Records prove it by demonstrating Operaphone Records

ALL THE POPULAR ARTISTS

Send for Complete Catalogue and Special Terms to Dealers

OPERAPHONE CO., Inc.

Creek and Meadow Streets Long Island City

Ten Inch
The Greatest Mother in the World

Stretching forth her hands to all in need; to Jew or Gentile, black or white; knowing no favorite, yet favoring all.

Ready and eager to comfort at a time when comfort is most needed. Helping the little home that's crushed beneath an iron hand by showing mercy in a healthy, human way; rebuilding it, in fact, with stone on stone; replenishing empty bins and empty cupboards; bringing warmth to hearts and hearths too long neglected.

Seeing all things with a mother's sixth sense that's blind to jealousy and meanness; seeing men in their true light, as naughty children—snatching, biting, bitter—but with a hidden side that's quickest touched by mercy.

Reaching out her hands across the sea to No Man's Land; to cheer with warmer comforts thousands who must stand and wait in stenched and crawling holes and water-soaked entrenchments where cold and wet bite deeper, so they write, than Boche steel or lead.

She's warming thousands, feeding thousands, healing thousands from her store; the Greatest Mother in the World—the RED CROSS.

Every Dollar of a Red Cross War Fund goes to War Relief

This page contributed to the Winning of the War by the

NEW YORK TALKING MACHINE COMPANY
119 West 40th Street, New York

CHICAGO TALKING MACHINE COMPANY
10 No. Michigan Ave., Chicago, Ill.
The "WADE" Fibre Needle Cutter
Still in the Lead and Running Well

Another milestone in the great talking machine industry is almost reached. The success of the coming year will largely depend upon the wisdom with which the experience of the past is applied. Ask the man who sells Wade Fibre Needle Cutters—he knows from experience that they are ready sellers.

BECAUSE—

- they give "50 or more" new points to each fibre needle,
- each repoint is identical to the original point—thus means increased sales of fibre needles, the habitual use or reproduction, increases the enjoyment and—last but not least, regular jobbers' discounts apply

Write for Samples or Further Information

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

Service during constantly changing conditions.
The demands of our Army and Navy come first—then come our civilian needs.
This organization is on a strictly up-to-the-minute basis—alert at all times to render our customers the very best possible service that the situation permits.
Good advertising now is more important than ever.
Write for information on our tested Advertising Services—

- Newspaper Advertising.
- Window Card Advertising.
- Container for Monthly Supplement Advertising.

EVERYTHING KNOWN IN MUSIC

LYON & HEALY

Victor Distributors

CHICAGO
The Block Signal is essential in preserving the lives of passengers and preventing accidents. For that reason wise travelers select the railroad with this kind of equipment.

The Chicago Cover Balance No. 1

is essential in preserving the lives of records and preventing smashed fingers. There's no possible way for the cover to fall and break a record or smash a finger when a talking machine is equipped with the

CHICAGO COVER BALANCE No. 1

The cover is "PUT" and "STAYS PUT"

WE ALSO MANUFACTURE CONTINUOUS AND GRAND TOP HINGES

Chicago Hinged Cover Support and Balance Co.

2244-44 W. 69th Street

CHICAGO, ILLINOIS

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 83)

A. Fricke, of the Lakeside Supply Co., will accompany Mr. Read to the show and will assist him in taking care of the display. Both Mr. Read and Mr. Fricke will demonstrate for the benefit of the manufacturers attending just how the Automatic Container Co.'s filing devices can be used in all models of talking machines. A very beautiful Artkraft model containing the latest design of the automatic container filing device is being prepared for the show by the Lakeside Supply Co.

A. D. Geissler Visits

A. D. Geissler, president of both the Chicago Talking Machine Co. and the New York Talking Machine Co., was a visitor to Chicago the first part of the week, having come from French Lick Springs, where he was enjoying himself for about two weeks. After spending a few days in Chicago Mr. Geissler left for his headquarters in New York.

Six Best Sellers

The six best Edison sellers for the past month are: "U. S. Army Camp Songs"; "Bungalow in quarters in New York." Days in Chicago Mr. Geissler left for his head- first part of the week, having come from French Lakeside Supply Co.

The device is being prepared for the show by the latest design of the automatic container filing devices can benefit of the manufacturers attending just how him in taking care of the display.

A. Fricke, of the Lakeside Supply Co., will ac-

and Flowers" and "Will You Remember." June" and "I'm Sorry I Made You Cry"; "Hun-

and "Spirit of America." "That's Why My Heart Is Calling You" and O'Lantern Fox Trot" and "Knit, Knit, Knit"; "Leave It to Jane" and "Sirens' Song"; "Jack

Waltz" and "Kathleen Mavourneen"; "A Baby's Prayer at Twilight" and "Gate City"; "Klima Waits" and "Hilo March", What Are You Going to Do to Help the Boys?" and "I'm Go-

ing to Follow the Boys"; "Cleopatra" and "K-K-K-Katy." The six best Paramount sellers for the month are: "Pasadena Day March" and "Lights Out"; "Poet and Peasant Overture, Part 1" and "Poet and Peasant Overture, Part 2"; "Where the River Shannon Flows" and "When You and I Were Young, Maggie"; "Somewhere Where My Love Lies Dreaming" and "The Rosary"; "Baby's Prayer at Twilight" and "One Day in June"; "Havanola" and "Ragging the Scales"; "Gennett records: "Hawaii Dreaming" and "Ave Maria" (Helen Ware) (Art Tone record); "Mary of Argyle" and "Eileen Allanna"; "Hilo March," Aloha Oe" and "Ua Like No a Like" (Hawaiian instrumental trio); "Good-bye Barney Boy" and "Yock-a-Hilo Town"; "Fox-Trot Medley" and "One-Step Medley"; "Hello, I've Been Looking for You" and "Liberty Bell." Donates Victor to U. S. S. "Wilmette"

Mrs. Edwin Allen Mead, a prominent society woman of Wilmette, has donated a large Victo-

cabinet talking machine to the crew of the U. S. S. "Wilmette." The "Wilmette" was for-

merly the old steamer "Eastland," which cap-

sized in the Chicago River, causing a loss of hundreds of lives. This boat has been recently remodeled and converted into a scout ship for the U. S. Navy and received its overhauling and complement of men and guns at the shipbuild-
ing yards in South Chicago. Many of the boys of the crew are sons of well-known families of Wilmette, and for this reason Mrs. Mead made her donation. The talking machine was pur-

chased from P. S. Ridgeway, manager of the Victor department of the Cable Company.

New Home for Hiawatha

The Ottawa Pianophone Co., whose plant at Ottawa, Ill., was destroyed by fire a few weeks ago, have purchased a splendidly equipped fac-

tory at Geneva, Ill., only an hour's ride from the Chicago market. It is a three-story brick structure, thoroughly equipped for the exclu-

sive manufacture of phonographs and is ran entirely by electric power with individual motors for each machine. The plant is now in opera-

tion and several hundred cabinets are already in progress through the factory. Within the next few weeks they will be ready to make deliveries to order and to the general off-

ices and wholesale ware roms in the Republic Building, Sales Manager Fred Moynahan ex-

pressed his satisfaction that, although six weeks elapsed between the burning of the plant and the resuming of operations in the new factory no cancellations of orders had been received, this showing conclusively the value placed on the Hiawatha agency by the dealers. It is the intention of the company to change the name to the Hiawatha Phonograph Co., and a meet-

ing of stockholders has been called for June 3 in order to take the necessary steps to that end.

(Continued on page 87)

TRANSFER NAME-PLATES

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

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

Samples, Suggestions and Sketches Furnished Free

THE MEYERCORD COMPANY, CHICAGO

Largest Manufacturers of

DECALCOMANIA

Transfer Name-Plates
If All Phonographs Were Like The Brunswick

If ALL were endowed with The Brunswick Method of Reproduction, the opportunity for dealers would be similar and uninteresting.

Brunswick Dealers, however, have infinitely more to offer their customers. And ideas that are exclusive.

No other instrument has, or can ever have, this new-day way of playing records.

Some may attempt, but our patents are broad.

Only Brunswick Dealers, in pointing out the advantages of The Brunswick Method of Reproduction, can offer The Ultona, the wonderful all-record player.

Only Brunswick Dealers can offer The Brunswick Tone Amplifier, the latest and greatest advancement of all in acoustic arrangements.

Other dealers cannot offer these wanted features.

And we are creating a demand for them among music lovers in our national advertisements.

People want to know about The Brunswick Method of Reproduction. They want to hear this instrument.

Only Brunswick Dealers can satisfy this demand and make the sales.

A peep in our new sales portfolio will make you read the whole interesting story.

A copy will be sent on request to super-dealers who are interested in handling the super-Brunswick in a super-way.

We already have a great many fine dealers, but there are several locations offering profitable opportunities.

Ask for The Brunswick Dealer Portfolio now—it tells a money-making story.

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 Building
Toronto
Makes Important Widdicomb Deals
E. C. Howard, manager of the phonograph division of the Widdicomb Furniture Co., of Grand Rapids, spent considerable time in Chicago last month and announced that very important arrangements for the distribution of Widdicomb phonographs had been made. A full line of the beautiful instruments is now on exhibition at the warehousens of H. P. A. Mossmer, who opened headquarters at 532 Republic Building last month as sales agent. The Widdicomb Sales Co. has been organized to do a jobbing business in the Widdicomb product with headquarters at 327 South LaSalle street. Mr. Ernst and Mr. Stewart, who control the concern, are experienced talking machine men and are very enthusiastic regarding the new line. They will carry a stock in Chicago for the benefit of their trade.

Mr. Howard made a trip to St. Louis a week ago, and on his return announced that the great Meyer Bros. Drug Co., of that city, known as the largest wholesale drug house in the world who have an army of seventy-five traveling salesmen covering Southern and Southeastern territory, had taken on the Widdicomb line, and on his return announced that the great Meyer Bros. Drug Co., of that city, known as the largest wholesale drug house in the world who have an army of seventy-five traveling salesmen covering Southern and Southestern territory, had taken on the Widdicomb line, and have an army of seventy-five traveling salesmen covering Southern and Southeastern territory, had taken on the Widdicomb line.

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Other Western distributors recently reported are Sanborn Kinney Co., Sioux City, 1a, and the H. Dinwoodey Furniture Co., Salt Lake City, Utah. Ben Schwengener, formerly with the Manophone Co., is now on the road for the Widdicomb people. He is making his headquarters in Cleveland and has established some excellent dealers accounts in the Buckeye State.

Youthful Record Maker
Good talking machine records have been made of the voice of Master Howard Dewar, whose mother, Mrs. Mary Allene Dewar, is a saleswoman for the Widdicomb Furniture Co., of Sioux City, Iowa. Mrs. Dewar is herself handling the records of her son's voice with considerable success.

Attend Koerber-Breuner Opening
L. C. Wiswell, manager of the Victor department of Lyon & Healy, left for St. Louis on Tuesday evening of this week to attend the opening of Koerber-Breuner Co.'s new store at 1712-16 Washington avenue. The formal opening of the new quarters took place on Wednesday, May 8, and an elaborate program was offered. An informal reception and inspection of the new quarters took place in the morning. This was followed by a twenty-five-mile auto trip through the business and residence section in St. Louis up to the Sunset Hill Country Club, where the guests partook of a buffet luncheon. After luncheon the return trip was made to the convention hall of the Missouri Athletic Association Clubhouse, where a Victor factory film was shown. This was followed by practical demonstrations by window trimming experts, and in the evening the guests were given a banquet in the Athletic Club, where many speeches were made. After the banquet Mr. Wiswell gave a strong talk on salesmanship, which was eloquent in the best sense of the word and full of practical wisdom. Mr. Wiswell was accompanied by Mrs. Wiswell.

Andrew McCarthy a Visitor
Andrew McCarthy, treasurer of Sherman, Clay & Co., San Francisco, and in charge of the Victor department of that company, was a visitor to Chicago the early part of the month. Mr. McCarthy was returning to his headquarters from a visit to New York and the Victor factories in Camden.

C. L. Egner Visits the Lakeside Rotometer Company
C. L. Egner, assistant traveling manager of the Victor Co. with headquarters in Camden, N. J., was in Chicago during the latter part of April. While here he held a sales conference with W. F. Fries, J. E. Durham and Wm. Yeager, Victor traveling representatives. After the meeting Mr. Egner left for St. Louis to hold a conference with the Texas, Oklahoma and other Southern Victor travelers. Mr. Fries travels Minnesota, Mr. Durham, Michigan, and Mr. Yeager, Illinois for the Victor.

Ellis Visits Trade
G. P. Ellis, sales manager of the Chicago Talking Machine Co., spent the entire month of April visiting dealers in Illinois, Indiana, Iowa, Michigan, Missouri, Wisconsin, Kentucky and Ohio.

The Lakeside Rotometer Company
The Lakeside Supply Co. have installed their new punch presses for making the Lakeside Rotometer and are now ready to supply these instruments in any quantities. These little instruments are designed so as to take up the least possible space and are calibrated to indicate when the proper turntable speed has been attained. This company also carries a large stock of the Stephenson precision motors and has established a repair service department especially for this motor to serve the users in Chicago and adjacent territory. The Lakeside Supply Co. is also assembling one of their beautiful Artkraft models of their Luxfibre talking machine for the Automatic Container Co. for the purpose of demonstrating its automatic filing device during the coming New York show. The Artkraft Luxfibre machines are very beautiful and have been most favorably commented on by the trade, although they have been only on the market about six weeks.

Godfrey Issac, a son of the late Theodore Issac, who was president of the Klingsor Talking Machine Co., is now connected with the Lakeside Supply Co., and is specializing on the sale of their Artkraft Luxfibre talking machine in both the wholesale and retail lines.

W. A. Fricke, secretary of the company, will accompany Frank P. Read, of the Automatic Container Co., to the New York show and will assist him in demonstrating the Automatic Container Co.'s full line of filing devices.

(Continued on page 89)

A Distinctive Line for Exclusive Dealers
We do not aim to manufacture a cheap line of talking machines—our proposition is not a merchandising one but rather one to establish permanent Empire dealers in each city, on an exclusive agency basis. We are proud to state that all our dealers are more than satisfied with the results they are having in handling the Empire line and are certain to find this machine the one best "bet."

Model A $140
EMPIRE RECORDS RETAIL AT POPULAR PRICES

The Empire line comprises nine attractive models. Each one has an automatic stop and our own Empire tone arm and reproducer and an exceptionally high-grade motor.

Prices retail are from $27.50 to $215. Write today for our dealers proposition and new catalog.

EMPIRE TALKING MACHINE CO.
JOHN H. STEINMETZ, President
429 South Wabash Ave. Chicago, Ill.

Model B $110

Write for "Dorothy" Booklet
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
Returns From Vacation
G. W. Davidson, of the Talking Machine Shop, who for the past six weeks had been visiting Philadelphia as well as the Victor plant in Camden, returned to headquarters in Chicago this week. Others of the Talking Machine Shop now on vacations are Miss Pauline Tishler and Frank Nall.

Like Morenus Talking Machines
The Morenus Piano Co., of this city, report that business is developing very nicely, and that dealers are particularly well pleased with the special horn construction and acoustic properties of the talking machine. R. F. Morenus has been out on the road a large part of the last month demonstrating the Morenus machine for some of his old friends in the piano trade with the result that he has secured some excellent accounts who are already sending in largely repeat orders.

B. & H. Co. Increase Capacity
The B. & H. Fibre Mfg. Co., makers of the B. & H. fibre needles, have found the demand for their product increasing at such a heavy rate as to necessitate larger facilities; consequently, they have taken an entire additional floor of the building at 35 West Kinzie street, in which their factory is located, and it is now being equipped for their purposes.

Inside of thirty days the company will place a new package of fibre needles on the market. The needles which will be known as the No. A needles are considerably shorter than the standard fibre needles and naturally produce a greater volume of tone. The price, however, will be the same as the regular package, namely, 40 cents per hundred needles.

Puritan Distributor Active
James B. Orth, the new distributor for Puritan phonographs in Chicago, is dispensing luxuriously-furnished display rooms in the Republic Building. Also he is enthusiastic about the prospects for the new long horn wonder—as the Puritan is being advertised. Mr. Orth says he never realized what students dealers are until they began to come to him in ever-increasing numbers to inspect this new long-horn principle and tell him what he didn’t know about physics and the principles of sound. Every one who sees it is so enthusiastic that sometimes the cabinet is threatened with destruction to get a real look at the horn, consequently Mr. Orth is having especially built a skeleton model showing this feature, and will have this on exhibition in a few days.

R. F. Morenus, who for some of his old friends in the piano trade has been out on the road a large part of the last month demonstrating the Morenus machine for some of his old friends in the piano trade with the result that he has secured some excellent accounts who are already sending in largely repeat orders.

THE TALKING MACHINE WORLD
May 15, 1918

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 87)

The Empire Tone Arm and Reproducer are without question superior to any other on the market.

Write for Descriptive Circular

THE EMPIRE PHONO PARTS CO.
Sales Office, 427 South Wabash Ave., Chicago, Ill.
Hiawatha Phonograph

Demonstrates the Caliber of the
Responsibility
behind the

Hiawatha Phonograph

In Six Weeks from the date of the fire that destroyed their Mammoth Factory at Ottawa, Ill.,
the New Modern Hiawatha Factory is now in full operation.

Working day and night to meet with the demand for Hiawatha Phonographs from all parts of the world.

New Home of the Hiawatha Phonograph
Geneva, Illinois

Dealers appreciate the wonderful quality of tone, construction and finish.
Write today and embrace the opportunity
Address all correspondence to
209 So. State St., Room 802, Republic Building
CHICAGO, ILL.
which America stands, will go a long way at this time, when events transcend the powers of the ablest writer or orator, toward binding together in common ideals and sympathies the people throughout the country. "Let us find some way for the industry to serve the country without risking injury to the spirit of the people who now, more than ever, need and depend upon music for economical mental relaxation and clean entertainment.

Personal and Visitors


New District Sales Managers

The Jones-Motrola, Inc., announce that W. A. F. Carter has been appointed district sales manager for Missouri, Illinois, Michigan and Wisconsin with headquarters in Chicago, and that F. L. Sheppy has been appointed district manager for Missouri, Kansas, Nebraska and Iowa with headquarters in Kansas City.

S. J. Turnes With Brunswick

Sam J. Turnes, who was formerly connected with the Geo. P. Bent Co. in the capacity of advertising manager, is now associated with the phonograph division of the Brunswick-Balke-Collender Co. as advertising manager. After leaving the Geo. P. Bent Co., Mr. Turnes went over with the Burnett & Weilnerger Co. as sales service manager and remained with them until he accepted his present position. Mr. Turnes succeeds H. E. Nelson, who is now stationed at the U. S. Government Aviation School for Mechanics at Portland, Me. To use his own words, "Sam," as he is popularly known throughout the trade, says that he just couldn't help but be among his congratulatory friends on the Row.

Brunswick Activities

The following is a partial list of new agencies that have been established by the talking machine department of the Brunswick-Balke-Collender Co. during the past month: Porch Bros., Altoona, Pa.; Wunderlich Piano Co., Kansas City; Kieselhorst Piano Co., St. Louis; the Knabe Warnerooms, Inc., Baltimore, Md.; and Washington, D. C.; J. Goldsmith & Sons Co., Memphis; E. Witzmann Piano Co., Memphis; and Hollenberg Music Co., Little Rock and Pine Bluff, Ark.

SEEBURG EXHIBIT AT MUSIC SHOW

Chicago Manufacturers Will Make Fine Display of Phonogrand at National Music Show

CHICAGO, ILL., May 9.—One of the most interesting exhibits at the National Music Show in New York from June 1 to 8 will be that of the J. P. Seeburg Piano Co. of this city.

The Phonogrand, the company's remarkable combination of electrically-driven player-piano and phonograph. Illustrations of the instrument will be found in the company's advertisement elsewhere in this paper. The Phonogrand was announced to the trade last fall, but the company is now ready to go on the general market with it and have perfected their productive capacity to that end. In the meantime it has been tested in actual use, and a number of the instruments have been sold from the retail warehouses of this city, where it has proven to be a sight seller. In every instance the greatest degree of satisfaction has been expressed by purchasers.

THE TALKING MACHINE WORLD

May 15, 1918

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 90)

Claims Are All Right—But Only Proofs Count

Any manufacturer may claim for his product all the qualities there are. That is his privilege. He may even think his claims are justified. You read the advertisements, so you know that makers, as a rule, are not over-m modest in that regard. If you believe them all, they all make super-phonographs. In your experience, that theory doesn't hold.

THE VITANOLA

must be good, because it sells—and stays sold. Many propositions look good on paper—but when you apply the real test—selling—how many can stand up and sell the way the Vitanola does? AFTER THE FIRST VITANOLA IS SOLD IN YOUR TOWN more buyers will come in and ask for it. The consumer likes the Vitanola—because it gives a round dollar's worth of value for every dollar put into it. For this reason every owner is a Vitanola booster—and you know what consumer boosting means to your store.

YOU GET A NICE PROFIT FROM EACH SALE. You can advertise of the best kind from each buyer—why shouldn't you handle the Vitanola in your town?

Write today for our catalogue and prices

VITANOLA TALKING MACHINE COMPANY
501-509 WEST 35th STREET
CHICAGO, ILL.
FROM OUR CHICAGO HEADQUARTERS—(Continued from page 91)

OPENING OF ELBEL BROS. STORE

Nearly 12,000 People Attend—All Entertained
With Delightful Program—Description of Building—Many Representatives From Prominent Music Houses Present

SOUTH BEND, IND., April 29.—Elbel Bros., Inc., the new store was a veritable bower of spring-time blossoms and greenery Saturday on the occasion of the formal opening. Nearly 12,000 people visited the store and were shown throughout the day and evening.

On the basement floor the sheet music is to be found, an endless array of all kinds of music. Three soundproof "tryout" rooms are given over to the player-pianos on this floor. On the first floor in the rear of the building is a beautiful green-tinted room, which is the recital hall. This room has a seating capacity of about sixty persons and was filled during the entire day.

On the first floor are to be found twelve soundproof rooms for the trying out of Victrolas. An instant service record counter is on the first floor near the offices.

The front display window was tastefully arranged as a music room. Near the window was placed a wonderful floral creation, the compliments of the Chicago Talking Machine Co. Victor distributors. A beautiful basket of pink roses which stood at the entrance of the music room was the gift of the Whitney-Currier Co., Toledo, Victor distributors.

On the second floor, which extends over the Max Adler store as well as the Elbel Building, the rooms are given over to the exhibition of grand and Duo-Art pianos. The walls of the rooms are beautifully tinted and add much to the general attractiveness of the display rooms. Donahue's Orchestra played in these rooms during the evening. Beautiful roses were given as favors to the guests during the day and evening. Hundreds of pianos and Victrolas were on display in the six rooms on the second floor, and on the third floor is to be found the stock and repair room. An automatic electric elevator in the rear building gives service to the four floors.

Representatives from several of the leading music houses were guests at the store for the opening day. They were W. W. Michaels, W. C. Griffith and G. P. Ellis, of the Chicago Talking Machine Co.; J. F. Dunham, of Camden, N. J.; Warren K. Kellogg, of Toledo, O.; Henry Gennett, of the Starr Piano Co., of Richmond, Ind., and David F. Cordingley, New York City.

FEATURE PARAMOUNT RECORDS

Active Campaign Inaugurated by the New York Recording Laboratories, Inc., Port Washington, N. Y., in Behalf of These Records

An interesting feature of The World this month is a supplement devoted to Paramount records, made by the New York Recording Laboratories, Inc., Port Washington, N. Y. The facts set forth therein give an excellent idea of the development of this organization both in the numbers represented as well as the artists connected with the recording department. This company has inaugurated an active sales campaign, and with a well-developed organization will bring the Paramount records to the attention of a large dealer and a purchasing clientele throughout the entire United States.

WINDOW THAT ATTRACTED MANY

During the recent drive for the Third Liberty Loan the Flatbush Music Co., Brunswick dealers of Brooklyn, N. Y., trimmed their windows in a particularly attractive and patriotic manner, which drew quite heavy crowds. The Brunswick-Ballew-Colleider Co. were so pleased with the window that they had photographs taken of it and sent to all their dealers with a suggestion that they use similar window displays.

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. Retail price, $125
C. OAK and MAHOGANY, 50 inches high. Retail price, $150

Very liberal discounts to the trade

Send for our new descriptive catalog

The MORENUS PIANO CO.
342 West Huron St.
CHICAGO, ILL.
A TRIBUTE TO THE COLUMBIA

Letter of Praise for the Columbia Grafonola
From Iowa Dealer Contained in Latest Issue of the "Columbia Record"—Other Items

There is published in the latest issue of the "Columbia Record," a house organ issued by the Columbia Graphophone Co., New York, an interesting letter from L. Ginsberg & Sons, Des Moines, Iowa, relative to their satisfaction with the Columbia line, which they handle in their successful retail establishment in that city. This letter, which is a tribute to the sales possibilities of the Columbia product, reads as follows:

"After six months of pushing Columbia Grafonolas we wish to compliment you on the wonderfully dependable machines you people put out. Our troubles have been so small that we can call them practically nothing considering the number of Grafonolas we sell.

"We may here state that our business during the month of November, on Columbia Grafonolas exclusively, was over six times as much as the month of November, 1916, when we handled several different makes, and did not push any particular model.

"We also wish to take this opportunity of expressing our appreciation for the way the Schmoller & Mueller Piano Co. have handled our business, as they have many times gone out of their way to give us service.

"Hoping that the Columbia Grafonolas will continue to progress in the future as they have done in the past, we wish to compliment you on the wonderful results which you have never before thought possible on a talking machine.

"We will note your advertisement in our window on the model that you are carrying and that is the most successful retail establishment in that city. This month, we wish to compliment you on the wonderful machines you people put out..."

10 PER CENT. WAR TAX IN CANADA

Musical Instrument Manufacturers Much Perturbed Over Proposed War Budget

OTTAWA, CAN.—May 6.—The members of the piano and talking trade in the Dominion are naturally quite excited over the War Revenue Budget urged by the Hon. A. K. MacLean, acting Minister of Finance, and which, among other things, would levy a war excise tax equal to 10 per cent. upon automobiles, gramophones, phonographs, talking machines, cylinders and records thereof, mechanical piano and organ players and records thereof... When manufactured or imported after the 30th day of April, 1918, on the duties paid when imported and on the price when manufactured and sold, provided that such war excise tax shall not be payable when the articles are manufactured for export.

"Musical instrument manufacturers in the United States, who are paying only a 3 per cent. war excise tax on certain of their products, are being regarded with envious eyes by the manufacturers of this country who see little hope of having the proposed tax of 10 per cent. cut to any appreciable degree. An appeal, however, has been sent to George W. Pumph, general counsel of the Music Industries Chamber of Commerce of America, in New York, who carried on the fight before Congress in the interests of the trade in that country, for advice and assistance in our own time of trouble.

Attention!

Victor, Edison and Columbia Dealers and Distributors

Don't forget, when a customer questions you as to what attachment will equip his machine to make it universal, in playing all makes of records most perfectly and without destruction, that

The Orotund and Superior attachments are the only scientifically perfected outfits on the market, playing all makes of records, producing the greatest musical results, positively reducing surface sounds, and in many instances entirely eliminating disagreeable scratching and nasal effects. If you have not yet had a real demonstration as to the highest type of music and entertainment from the various makes of records, you should visit our office, or ask for a personal demonstration.

If, after hearing our different attachments and reproducers with a few of the most beautiful records ever recorded, you do not believe we have produced some wonderful results which you have never before thought possible on a talking machine, we will then apologize for wasting your time.

You will increase your sales of records by handling these attachments.

We guarantee to improve the tone of your machine. We sell attachments, tone arms and jewel points, Diamond and Sapphire.

Write for circulars and prices.

COMBINATION ATTACHMENT CO.
20 Jackson Boulevard, East, Chicago, Ill.

10 Jobbers and Dealers
Especially those selling Hill-and-Dale Records

YOU can greatly increase the demand for the best Records by selling these Reproducers and Attachments applying them to standard machines.

Write for
Quantity Prices
Liberal Arrangement for Jobbers

Superior Universal Reproducer

The Reproducer that pleases on its first trial. The correct angle for all makes of records is found in this repro.

Dish Attachment for Nickel $3.75
Victor Gold 3.95
Dish Attachment for Nickel 3.50
Beau Victor Gold 3.50
Dish Attachment for Nickel 3.75
Columbia Gold 3.50
Dish Attachment for Nickel 4.10
Edison Gold 4.00
Dish Attachment for Nickel 3.75
Pathé Gold 4.10
Pathé Universal Gold 5.00

*This reproduces the Edison and Pathé records

Barnhart Brothers & Spindler
Manufacturers of Superior Specialties for Phonographs
Monroe & Throop Sts.—Chicago
BUSINESS HAS BEEN SOMEWHAT SLOW IN LOS ANGELES

Los Angeles, Cal., May 6—The month of April did not prove to be a very good month for business in the talking machine line. In fact, it was the poorest so far this year. Of course, there were several good reasons for this, and the best excuse, probably, was the great Liberty Loan drive, which has just been brought to a successful finish.

The machine situation has cleared up to a considerable extent, and all of the local dealers have more machines in stock now than at any time since January 1. Records, however, are still hard to obtain and most stocks are sadly depleted with very little hope of any shipments in the near future. This shortage has been a sort of blessing after all, as it has made the merchants push the sale of many good records that were poor sellers before.

The demand for the popular war records keeps up, and it is impossible to get some of the numbers at present. The call for patriotic music is good—the most popular being the "Star Spangled Banner" with "America" second. The French national air seems to be the best liked good—the most popular being the "Star Spangled Banner" with "America" second.

OPPOSE NEW POSTAL LAW

Further protests against the application of the new postal zoning provisions for second class mail matter in the war revenue law were made public this week. Ex-Attorney General George W. Wickersham said: "There should be no law against limiting intelligence. It is against the public interest. The people are entitled to all the information they can get."

Dr. Charles A. Beard called the principle of the provisions "contrary to the principles on which our Government was founded. Jefferson," he said, "promulgated the theory more than a hundred years ago that newspapers and periodicals were essential to the success of our democracy. It is wrong in spirit and wrong in theory to hamper the national development of the country."

Newcomb Carlton, president of the Western Union Telegraph Co., said that the measure should be repealed and a more equitable method of raising revenue substituted.

NEW INCORPORATION

The Hi-Fi Phone Piano Method, New York, has been incorporated with capital of $100,000, by L. T. Fezer, J. V. and T. H. Robinson.

THE TALKING MACHINE WORLD

May 15, 1918

HURRITAN

The Long-Horn Wonder

The Greatest Jobber and Dealer Proposition in America Today

Phone, Write or Wire Us for Territory in Illinois, Indiana, Michigan and Missouri

YOU want deliveries—you want action—you want service. We are in position to give you all three. We want to demonstrate the advantages of the Hurritan to you. We want to show you how we are equipped to serve you and help you make a bigger thing of the talking-machine business than you ever made before. Come in and look over the line. Remember, it means an excellent line of records as well. All backed by a big advertising campaign.

Factory Distributors:

JAS.-B.-VRTH & CO.
422 Republic Bldg. Chicago Phone Wabash 7630

This is certainly a ray of sunshine to the other dealers who have complained of a considerable slow-up during April and are glad to hear of some one whose business did not let up. Mr. Holland's business is located quite a way from the business center of the city, but he has a fine trade and is always hustling for more.

W. G. Bailey, window-trimmer for the Southern California Music Co., has had some very interesting displays for the talking machine department lately. One that attracted unusual notice was the "Spirit of 76." In this the figures were all working, the three dummies keeping time and even the flute player's fingers working to the tone of a lively piece. Mr. Bailey displays great ingenuity in his animated signs and has no equal on the Coast in this work.

BROWN RECORD CABINET CATALOG

The Globe-Wernicke Co., Cincinnati, O., has recently published a handsome catalog featuring the Brown disc record cabinets which are made in four sizes, and the Globe-Wernicke sec-
HEINEMAN "ÖKH" RECORD NOW READY FOR THE TRADE


Otto Heineman, president of the Otto Heineman Phonograph Supply Co., New York, announced this week that the company is now ready to place on the market the Heineman record, which will be known as the "ÖKh" record. This name is derived from the original Indian spelling of the term colloquially known as O. K., standing for "all right." This record has been in course of development the past year, and Mr. Heineman has been devoting a considerable part of his time to the perfection of this record, in order that it might be fully commensurate with the prestige and quality of the other Heineman products.

According to present plans the Heineman record will make its formal trade appearance at the National Music Show to be held at the Grand Central Palace from June 1 to June 8, in conjunction with the annual convention of the National Association of Piano Merchants. The Otto Heineman Co. has made arrangements for an extensive exhibit at this show, and the Heineman record will be one of the features of this exhibit, which will appear in Booths 40 and 41.

The Heineman record is a hill and dale cut record, to be played with either a sapphire point or a steel needle. The company is planning to manufacture only ten-inch records at the present time, and the artists listed in this first supplement include many of the best-known recording artists now before the public.

It is planned to merchandise the Heineman record to the dealers through duly authorized jobbers, and the prominence of the Otto Heineman Co. in the talking machine industry is reflected in the fact that the company has already received numerous requests from all parts of the country for this valuable jobbing franchise. In fact, several appointments have already been made, and will be announced in the very near future.

The recording laboratories for the Heineman record are located in New York, and are under the supervision of Charles L. Hibbard, technical director, and Fred W. Hager, musical director. Both of these men are generally recognized as two of the best-posted members of the technical and musical divisions of talking machine recording, and Mr. Heineman is very pleased to announce their addition to his staff.

This record is manufactured in a large and up-to-date factory at Springfield, Mass., which is now a member of the Heineman group of factories. This manufacturing is under the supervision of Thos. E. Griffen and Charles Kramer, both well known in their fields. Mr. Kramer has personally supervised the construction of several record manufacturing plants and is thoroughly familiar with every phase of this important work.

During the past few weeks visitors to the company's executive offices have had an opportunity of listening to the Heineman record, now christened the "ÖKh," and they have all expressed their hearty approval of this record, stating that it possesses musical qualities which will undoubtedly win instant recognition from talking machine dealers and the music-loving public.

This announcement of the Heineman record marks another stride in the remarkable progress achieved by the Otto Heineman Phonograph Supply Co. during the past two years. From a modest beginning in a small office in New York this company has marched steadily forward, until to-day it is the recognized leader in the field of talking machine motor production, and, in addition to its executive offices in the leading cities, owns and controls factories in Elyria, O., Pes- arks, N. J., Putnam, Conn., and Springfield, Mass.

The original product, the Heineman motor, is now the head of a family of products which includes Heineman motors, tone arms, sound boxes, etc.; Meisselbach motors, tone arms, sound boxes, etc.; Dean steel needles, etc., and finally the Heineman record.

Each one of these products is a leader in its field, and full credit for this wonderful progress in the short period of two years must be given to Otto Heineman, president of the company. Thoroughly familiar with every phase of the talking machine industry, and internationally prominent as an expert on the technical end of the business, Mr. Heineman has worked indefatigably to place his company in the front ranks of the talking machine field. That he has succeeded even beyond his expectations is indicated in the prestige and position that the company now occupies.

DOEBLER EMPLOYES BUY BONDS

The patriotism of the employes of the Brooklyn plant of the Doebler Die Casting Co. was splendidly manifested by their subscriptions to the extent of $56,000 to the Third Liberty Loan so successfully launched recently. These men, like millions of others throughout the country, helped in a most emphatic way to put this loan well "over the top."
REPARIRES
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, includ-
ing those who make, and those who sell, talking machines. Andrew H. Dodin, who conducts this department, has a
wide and enviable reputation as a repairer of talking ma-
ingen those who make, and those who sell, talking machines.

KEEPPING TRACK OF THE MOTOR
It seems to be the natural and usual thing
that a talking machine owner never looks at
the motor of his machine until it won't play
properly. Then almost without hesitation
he calls on the dealer from whom he purchased
the instrument and requests that it be repaired
at once. The dealer turns the matter over to
his repairman and upon his arrival at the scene
of the trouble he often finds a broken governor
spring—the leather out of the brake—the motor
screws loose so that the turntable hits the
brake or the successive little things that
wrong that takes about five minutes' actual
working time to remedy. The dealer has spent
some valuable time—the repairman possibly has
spent an hour or so riding to the house to
remedy a little fault that the owner could have
prevented if he had been given a few helpful
words at the time he purchased his machine.

In this time of war when all things call for
the conservation of resources, time, in particular,
why not make it a point to call the buyer's
attention to the following important facts:

1. A machine must be oiled at stated times.
2. If used to any great extent make a point
of going over the governor spring screws
and tightening them up about once every six months
—also the motor board screws and nuts.
3. A machine must be oiled at stated times.
4. Put vaseline on the spiral cuts of the turn-
ridge and governor spindle.
5. If oil is used on the spiral cuts of the turn-
double cut type is six ounces, and for the
Edison record four ounces.

When the Reproduction Goes Bad
Philadelphia, April 29, 1918.
A. H. Dodin, care Talking Machine World,

SOME of my customers have complained that
after a year or more their machines have lost
certain of their tone qualities. I have investi-
gated and everything seems to be all right even
even to the adjustment of the reproducer. A friend
of mine suggested that perhaps the diaphragm
has lost its vibratory qualities. Could this be
a possible explanation of the trouble, and how
and it can be remedied?—J. A. C.

ANSWER.—If the diaphragm is made of any
composition or material other than mica, it is
possible that the trouble will be found in the
diaphragm itself. In boxes where mica dia-

KOHLER & CAMPBELL SUCCESSFUL

Great Piano Manufacturing Concern Who Made
Intensive Study of Retail Phonograph Trade,
Has Found Many Dealers Who Can Succes-
fully Handle Pianos in Their Display Rooms

A few months ago Kohler & Campbell, Inc.,
Fiftieth street and Eleventh avenue, New York,
numbered among the most enterprising organ-
izations in the piano industry, started to devote
considerable attention to the piano requirements
of talking machine dealers.

In connection with their campaign they have
been conducting a consistent effort through the
advertising columns of The World with the re-
sult that they have discovered that talking ma-
chine dealers are finding that the handling of
pianos in connection with their line of machines
and other musical products is proving very suc-
cessful.

The belief, which Kohler & Campbell had,
that the greater the harmony between the piano
industry and the talking machine industry the
more mutual benefits derived, has proved to be
a far-sighted reality, and to-day many talking
machine dealers are finding it profitable to han-
dle pianos and player-pianos in connection with
their regular business.

If you are short of cash capital try investing a
few thousand dollars. Many a man has built a
business with nothing much but a capital of
smiles.
MANY NEW JOBBERS APPOINTED
To Handle the Wall-Kane Steel Needles Re-ported by President Tauber—Good Reports From Talking Machine Trade in the East

In a chat this week with The World D. Tauber, president of the Progressive Phonographic Supply Co., New York, sole distributor for Wall-Kane steel needles, stated that the company's business during the past six weeks had far exceeded expectations. New jobbers have been appointed in all parts of the country, and these jobbers state that their dealers are well satisfied with the sales possibilities of the Wall-Kane needle.

This needle is being merchandised to the dealers with an absolute guarantee that it will play ten records perfectly, and the company's entire campaign has been based on this important sales argument. The Wall-Kane factory has been considerably enlarged since the first of the year, in order to handle the demand for this needle, and judging from present indications additional factory space will be imperative in the near future, as the dealers throughout the country report a constantly increasing call for the Wall-Kane needle.

Mr. Tauber has been visiting the trade in the East during the past six weeks and states that the dealers are enthusiastic in their praises of the Wall-Kane needle. He has encouraged the dealers to interest their customers in the scientific merits of this needle, and has prepared a simple test, which the dealers are using to excellent advantage, in order to illustrate the distinctive features of the Wall-Kane steel needle.

The more customers of the store a man shakes hands with, the more of them are going to get acquainted with him and come back. The politicians haven't made handshaking the first move in every campaign without having first discovered that it is the very best-known method of making folks feel friendly at first sight.

PATHE RECORD BY ADAMO DIDUR
One of the Features of the Diversified Supplement Issued by This Company for June

The new list of Pathé records for June features an interesting record by Adamo Didur, basso, of the Metropolitan Opera Co., who has achieved signal success in many important roles. This list also includes operatic vocal records by Claudia Muzio and Florencio Constantino, both of whom are well known in musical and operatic circles.

The popular records for the month include two songs by the Farber Girls, co-stars with Al Jolson in his new show at the Winter Garden. There are, of course, the usual number of popular selections by the Peerless Quartet, the Sterling Trio and other well-known artists.

There are also represented on the June list the latest dance records, standard and sacred vocal numbers, and instrumental records, including two records made by the Garde Republicaine Band.

NEW QUARTERS FOR SONA-TONE CO.
Company Discontinues Retail Branch to Concentrate on Wholesale Business—Many New Agencies Will Soon Be Announced

The executive offices of the Sona-Tone Phonograph Co., Inc., have been moved from 3421 Broadway to 3366 Broadway, New York, corner of 130th street. The company has discontinued its retail branch in order to concentrate upon the development of wholesale trade, and in its new quarters will have plenty of room for the expansion of its business.

In a chat this week with The World L. C. Seiler, manager of the company, stated that the trouble experienced so far has been the inability to secure sufficient merchandise to handle the requirements of the dealers, but this condition is now showing improvement, and shipments are being made to all parts of the country. Mr. Seiler expects to announce in the near future a long list of agencies that have been established the past few months, and judging from all indications this phonograph is meeting with a ready sale.

GETS AGENCY FOR CHICAGO PRODUCT
Phonograph Clearing House to Represent Automatic Record Container Co. in the East

S. N. Rosenstein, president of the Phonograph Clearing House, New York, stated this week that his company had been appointed Eastern representative for the Automatic Record Container Co., Chicago. This device is meeting with great success in all parts of the country, and will be represented at the National Music Show to be held at the Grand Central Palace next month. Mr. Rosenstein states that he has been closing a very satisfactory business the past few months, and that the various lines he now represents in the East are meeting with a ready sale with leading manufacturers who speak highly of their merits.

FISCHER SERVICE—Both Are Important to You!

Both Are Important to You! Pathe Phonographs and Records are important to you because they mean more customers and more sales right along month after month.

Fischer Service is important because it means that you won't disappoint any of these customers—that you can supply any Pathé Model or any Pathé Records within 24 hours' time.

No, you won't lose any sales because of the frequent rushes on certain Models or Records—you'll make all the big money coming to you on Pathé Phonographs and Records, if you use Fischer Service.

THE FISCHER COMPANY
"Oldest Pathé Jobber"
940 to 1030 Chestnut Street
CLEVELAND, OHIO
FEDERAL COMMISSION RECOMMENDS FIXED PRICE LAW

Federal Trade Commission Emphasizes the Need of Congressional Action to Deal With the Price-Cutting Evil in View of Recent Decisions—Powers of Commission Curtailed by Present Statutes

Washington, D. C., May 7—In a formal public statement published May 4, the Federal Trade Commission announced the policy which must govern the disposition of all cases involving resale price control and the right of refusal to sell. The commission declares itself bound by the recent decision of the United States Supreme Court in the Graphophone Co. case to forbid producers to indicate prices, to secure agreements from dealers as to prices, or to refuse to sell to or discriminate against price-cutters.

The most important feature of the statement is its final paragraph in which the commission frankly admits its inability under present law, as laid down by the courts, to deal adequately with the price-cutting evil and emphasizes the need of remedial standard price legislation by Congress "in the manner suggested by Mr. Justice Brandeis."

It seems unnecessary, and would obviously be improper at this time, to comment further upon the significance and potentiality of this vital declaration by the governmental agency whose special duty it is to study and pass upon the ethics and public policy of commercial practices.

A complete copy of the commission's statement is as follows:

"For a considerable time there has been a controversy throughout the country over the question of the right of manufacturers, wholesalers, etc., fixing resale prices at which the articles could be sold, and the right to maintain such resale prices has been contended for by them, and the question whether such right exists has been brought before the Federal Trade Commission numerous times.

"Many hearings have been had; many complaints have been made, and much consideration has been given to the subject by that Commission. Many business concerns have been refusing to sell to customers who would not agree to maintain the resale price fixed by the seller. If the Federal Trade Commission has just disposed of the first of these cases in which complaints have been issued charging violations of law through fixing the resale price of articles, and an order to cease and desist from this practice has just been issued by it in the case of Chester Kent & Co., Inc., of Boston, manufacturers of proprietary medicines.

"Attorneys for the company admitted that in the past its executives complained of had been in use. The order, the first in cases of this character, forbids the company to:

(a) Indicate to dealers the prices for which its proprietary or patent medicines shall be re-sold.

(b) Securing agreements from dealers to adhere to such prices.

(c) Refusing to sell to dealers who fail to adhere to such prices.

(d) Refusing to sell to dealers who fail to adhere to such prices upon the same terms as dealers who do so adhere.

(e) Furbishing any advantage to dealers who adhere to the resale prices, while refusing similar treatment to dealers who do not adhere to the prices.

"This order of the Commission follows the decision of the Supreme Court of the United States in the American Graphophone Co. case lately decided by it.

"Some of the most distinguished lawyers in the United States have appeared before the Commission to argue this point, as well as many of the leading business concerns of the country, some of whom have insisted that the maintenance of resale prices was proper, and others who have contended that it was not. Almost all of the large department stores of the country have been heard in opposition to it.

"After full consideration the Federal Trade Commission has decided to issue complaints against all business concerns who refuse to sell unless the purchaser will agree to maintain a resale price fixed by the seller. The case just decided is the first formal finding by the Commission to that effect.

"When once an article has passed from the maker to a purchaser, he owns it, and the owner of such article may sell it at any price that he chooses, provided he does not himself sell it at such price as to be below cost, and thus thereby enter into unfair competition with other retailers selling the same article.

"This decision is given to be open to considerable controversy in relation to the subject matter thereof, and the matter will probably have to be settled by an act of Congress in the manner suggested by Mr. Justice Brandeis in his concurring opinion in the Supreme Court of the United States, in the case of the American Graphophone Co. The Stephens Bill which is now in Congress is in relation to that matter, but in the estimation of many business men and others it is thought to be broader than it should be. It may be that resale prices can be so regulated by placing the power somewhere protecting against unfair prices as to make it work equitably, and be a fair method of competition in commerce, but that question will undoubtedly have to be settled by Congressional action."

C. L. STEPHENSON NOW SALES AGENT

The New Jersey Reproducer Co., Newark, N. J., manufacturer of the "Invincible" sound box, has announced the appointment of C. L. Stephenson as general sales agent. Mr. Stephenson has opened New York offices at 1333 Broadway, and is making plans for an aggressive campaign in behalf of the company's products.

C. L. Stephenson has been associated with the talking machine industry for the past two years, and was formerly president of the Wilson-Laird Phonograph Co. He is familiar with the most important details of sound box manufacture and merchandising, and is now making arrangements whereby the users of the "Invincible" products will receive 100 per cent. co-operation and service.

C. L. Stephenson is planning to visit the trade in the very near future, in response to many inquiries that have been received from well-known manufacturers regarding the use of the "Invincible" sound box on their machines.

A PROGRESSIVE BELFAST MERCHANT

T. Edens Osborne, the enterprising talking machine merchant of Belfast, Ireland, with his usual keen-sightedness utilized for his publicity in the local papers the article which appeared in The Talking Machine World of March 15, referring to a "speaking machine" invented by Mr. Miller, of Lurgan, in 1788. After giving the "meat" of this article Mr. Osborne closes one of his reading announcements as follows:

"To the hundred and forty years later, October, 1898, the first type of 'His Master's Voice' gramophone was introduced in Belfast by T. Edens Osborne, of 11 Wellington place, who holds the most extensive stock of grammaphones and records in Ireland." This is educational publicity of the right kind.

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.

The Corley Company
213 East Broad Street
Richmond, Va.
DOEHLER DIE CASTINGS

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

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

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

DOEHLER DIE-CASTING CO.

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

ACTIVE ADVERTISING IN CINCINNATI

Believed That New Campaigns by Dealers Will Bring About Improvement in Conditions—New Machines on the Market—General News

CINCINNATI, O., May 8—Talking machine mer- chant is again devoting space towards adver- tising machines and are giving attention towards pushing records. This let-up in publicity may explain a decline in the retail field of the past month. (Obbers find exceptionally good busi- ness in the smaller centers in close reach of rural sections, but not much doing in the big towns. The John Church Co. last week put its talking machine on the market through the Church- Reinkamp Co., the first lot consisting of two sizes, the smaller one selling for $85. The fea- tures of this talking machine are a tone clarifying chamber, the entire throat of the machine being so shaped as to eliminate any harshness that otherwise might be heard.

W. F. Summers, Washington C. H., Ohio, was a caller at the Phonograph Co. last week, being entertained by Manager Peterson, who reports a slight increase in shipping facilities.

Otto A. Greering, recently with the Melville Clark Co., has taken charge of the selling de- partment of the Crystola Co., this city. Mr. Greering is entirely familiar with the machine field, having been connected with the Victor Co. and the Musical Instrument Sales Co. At one time he had charge of the latter's St. Louis branch. He comes here from New York City.

April business with the Cincinnati branch of the Columbia Co. was by far the largest April in the history of this branch. Manager Dawson states that record orders are coming in from the factory more promptly than at any time for several months.

The Cincinnati branch now has three travel- ing men covering the territory, and shipping re- quirements have so increased that the local branch finds it necessary to consider the matter of moving to new quarters. They have taken an option on a six-story building on West Fourth street, near Central avenue, and hope in a short time to complete negotiations for leasing the building which will be ample for their requirements. This is a six-story building with more than fifteen thousand square feet of floor space and will be occupied exclusively by the Columbia Co.

Carl Krauer, who recently made his first trip for the Columbia Co., is making a splendid record, and reports that business is showing more than usual activity in the mining sections of West Virginia, surrounding Huntington.

Mr. Spring, of Spring Brothers Co. depart- ment store, Eaton, O., was in Cincinnati a few days ago visiting the local branch of the Colum- bia Co. and while in the city arranged with the company for franchise to handle Columbia goods. Their initial order was considerably above a thousand dollars.

The Walnut Hills Grafonola Shop recently opened a beautiful Columbia store at 2507 Gilbert avenue, which is one of the best trading points in Cincinnati, as it serves a community of many thousand people. Miss Carrie Alt- hausser, who was for several years assistant manager of the Columbia Co.'s store in Louisville, Ky., is the owner and manager of this enterprise.

H. L. Moorey, one of the traveling auditors from the New York office of the Columbia Co., has been spending the past two or three weeks at the Cincinnati branch going over the ac- counts. J. C. Dubriel, who has been spending some time with the Cincinnati branch, has gone to Cleveland as assistant manager of that branch.

C. L. Byars reports a very satisfactory Vocalion business in April at the local Aeolian store. A number of the larger instruments were sold. Mr. Byars says business is not easy to get these strenuous times, but the right kind of salesmanship can get sales over, and it is the hard sales that give the salesman real pleas- ure after all.

H. L. Lewis, formerly connected with the Edi- son Shop at Indianapolis, is now enlisted with the Vocalion forces. Mr. Byars has also had the good fortune of acquiring the services of Geo. Kleeman, who was connected for some time with the local Edison Co. These two men have finished their preliminary training and are now taking their regular turns in the trenches.

C. W. Neumeister, local representative of the Otto Heineman Co., is about the happiest man in the talking machine field of the Middle West just now, for he stands to establish a new rec- ord in orders this year, thereby bearing out a prediction made earlier in 1918.

"People," he said, "are just mad for needles. This is just one of the big wants that are be- ing supplied in liberal quantities just now. The manufacturers want supplies. Many are turn- ing out goods to their limit, believing that the field will be unlimited for talking machines be- fore the end of the year. This bears out an as- sertion that I have made, claiming that 1918 ought to be almost a record-breaker in the re- tail line. The histories of the allied belligerent countries is identical to what the United States is going through. There was a time when pro- duction almost disappeared, which was followed by a demand.

"There are several manufacturers in the Mid- dle West, with good machines, who will be badly disappointed with their results when the books for the year are closed. They do not realize, ap- parently, that these are abnormal times and have not used methods which should be in use under such conditions. Yes, business is good in the Middle West."

WOMAN MANAGER MAKING GOOD

Miss N. Moody Introduces New Ideas in Retail Department of Philip Werlein, Ltd.

NEW ORLEANS, LA., May 4.—Miss N. Moody, who recently took charge of the Victor retail department of Philip Werlein, Ltd., reports an unusual sale of Victrolas and records for this time of the year. Miss Moody bears the dis- tinction of being the only retail Victor lady manager in a large Southern city, and is fast making a name for herself as being a very suc- cessful one. She has installed some very novel selling ideas that are bringing in a large amount of business.

NEW BRUNSWICK DEALERS

The Winewater Piano Corp., Buffalo, the Thomas Piano Co., Inc., Lockport, and O'Reilly & Son, Medina, N. Y., have been appointed agents for the Brunswick talking machine.
NUMEROUS TALKING MACHINE DISPLAYS AT MUSIC SHOW

Machine, Record and Accessory Manufacturers Planning Elaborate Displays at Big Exposition to Be Held at Grand Central Palace, New York, on June 1 to 8

Within two weeks after this issue of The Talking Machine World is in the hands of its readers, the National Music Show will be in full swing at the Grand Central Palace, New York City, the formal opening taking place on Saturday, June 1, and the show running until the following Saturday, June 8.

The plans for the exhibition are now practically completed, and the exhibit space still available is being contracted for rapidly. There will be approximately fifty exhibitors, representing almost every branch of the music industry, with the talking machine trade particularly well represented, and the exhibits will occupy two floors of the Grand Central Palace.

The show committee, consisting of H. L. Wilson, Columbia Graphophone Co.; William Maxwell, Thos. A. Edison, Inc., as well as J. A. LeCato, George W. Gittins and C. C. Conway, the latter three representing the piano and supply trades, have been working hard for several months in co-operation with Charles H. Green, manager of the show, to make the exhibition the largest and most impressive of its kind ever held, and it appears as though their efforts would prove successful.

During the week of the show a number of important trade conventions will be held in New York, several of them right in the Grand Central Palace Building. There will be the annual gathering of the Edison dealers at the Waldorf-Astoria, which it is expected will be attended by over a thousand dealers. There will also be held the annual conventions of the National Piano Manufacturers' Association, the National Association of Piano Merchants, the National Piano Travelers' Association, the National Music Roll Manufacturers' Association, and the Music Industries Chamber of Commerce, bringing hundreds of dealers to the city, and incidentally to the show.

The Grand Central Palace itself is New York's largest exposition building, and the home of the automobile, flower, motor boat, electric, and other shows of international reputation and importance. The building is located at Forty-sixth street and Lexington avenue, and within easy reach of the various prominent hotels in the city.

Governor Charles S. Whitman, of New York.

Tone—the vital thing

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

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

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

You want your product to be RIGHT!

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

The indestructible, non-crystallising, always resilient VIBRATONE PATENTED DIAPHRAGM

Possessing all the good points of mica diaphragms, it overcomes all mica's bad features. Guaranteed uniform in quality, free from bubbles, blisters and waves, the Vibratone Patented Diaphragm is non-porous, non-absorbent. It has a definite function and it performs it. It improves tone; in fact it creates new tone possibilities for every reproducer of other types.

PARR MANUFACTURING CORPORATION
1 UNION SQUARE
At Fourteenth St.
NEW YORK

JOSEPH MUSANTE
Electro-plater and Silversmith
Gold, Silver, Nickel and Antique Finishes
Specializing in phonograph parts and musical instruments
168 CENTRE ST.
NEW YORK
Telephone, Franklin 3053
Make your Summer Sales follow the thermometer-up!

Sell Portable Model Grafonolas for out-of-door music. It's the Big Idea this year.

Columbia Graphophone Co.
Woolworth Building, New York


H. A. VERKES' NEW POST

Becomes Assistant to H. L. Wilson, General Manager of the Columbia Graphophone Co.

H. A. Verkes, one of the most popular members of the Columbia Graphophone Co.'s sales staff, who has been occupying the post of field sales manager since the first of the year, has been appointed assistant to H. L. Wilson, vice-president and general manager of the company, and will in the future make his headquarters at the executive offices in the Woolworth Building, New York.

Mr. Verkes is one of the "veterans" of the talking machine industry, and has been associated with the Columbia Co. for many years. He is thoroughly familiar with every angle of talking machine merchandising, and in the executive posts that he has occupied has achieved signal success.

WHEN IT'S TIME TO TRANSFER

If you are on the gloomy line, Get a transfer.
If you're inclined to fret and pine, Get a transfer;
Get off the track of doubt and gloom, Get on the sunshine train—there's room,
Get a transfer.

SONA-TONE
A Phonograph of Distinction with the Tone You Can't Forget

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 purchaser to play all makes of records—without attachment of any sort—and to play a library of from 250 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.
3366 Broadway, New York City

"The music is on the record—the tone is in the phonograph."

NOW ANNOUNCE THE REOINAPHONE
Regina Co. Ready to Place Their Latest Talking Machine Product on the Market—New Line IsProduced in Seven Models

The Regina Co., with offices in the Marbridge Building, New York, and a factory in Rahway, N. J., who for the past twenty-five years have been manufacturers of musical instruments and who in more recent years have been actively associated with the talking machine industry, being the manufacturers of the Regina Phonograph and other talking machine products, now announce the Reoinaphone, a talking machine with many exclusive features.

This new line of machines is produced in seven models, five of them of full cabinet size and three table models. All the machines are equipped with a new patent tone arm and sound box, which plays all makes of records with equal facility. Of special note is the fact that the sound box always remains in the same position, the point of needle remaining in the direct center and the vertical and lateral cut changes are made by a quarter revolution of the sound box without changing the angle.

All the larger styles are equipped with a quadruple spring motor, which will play for over thirty minutes, and every model is equipped with a tone modifier. While the larger models are manufactured with an automatic stop there are also start and stop push buttons. They also contain a new style sound chamber which throws the sound upward instead of in the usual forward manner. The cabinets are in both mahogany and oak and are unusually attractive in appearance.

A. J. KENDRICK VISITS SOUTH

A. J. Kendrick, of the phonograph division of the Brunswick-Balke-Collender Co., was recently a visitor in New Orleans, giving his old friends there the pleasure of seeing him once more.

MODEL 100
$35, $70, $100, $150, $200, $250

"The music is on the record—the tone is in the phonograph."

MAy 15, 1918
THE TALKING MACHINE WORLD
Greatest Demonstration of the Patriotism of the Music Industry Ever Seen Took Place at Library Loan Rally

Carnegie Hall was filled to capacity, and a little more, and a tremendous crowd estimated at close to 15,000 battled with police reserves to enter the hall after the doors had been closed in order to participate in the Liberty Loan Rally of the Allied Music Trades on Tuesday evening, April 30. It was without question the greatest affair ever held under the auspices of the music industry, and is believed to be the most successful rally held by any industry, or organization, in connection with the Liberty Loan campaign.

It was a wildly enthusiastic crowd that answered the public call of the Allied Music Trades to help Uncle Sam by subscribing for bonds, and there was every reason for the audience to be enthusiastic, for sensation followed sensation. For nearly two hours the audience was almost constantly on its feet as a tribute to the national anthems of one of the allied countries, or in enthusiastic welcome of some unit, military or naval, marching down the center aisle.

Bringing in the Colors

It was just about 8.45 p.m. when the Columbia Band on the stage, under the able direction of Joseph A. Pasternack. Although it seemed as though the limit of enthusiasm had been reached in the reception of the "Blue Devils," it was not a marker to the sudden playing of the band, a dozen of the "Blue Devils," it was not a marker to the tumult that arose when, unannounced, except by the sudden playing of the band, a dozen of the "Blue Devils," it was not a marker to the tumult that arose when, unannounced, except by the sudden playing of the band, a dozen of the "Blue Devils," it was not a marker to the tumult that arose when, unannounced, except by the sudden playing of the band, a dozen of the "Blue Devils," it was not a marker to the tumult that arose when, unannounced, except by the sudden playing of the band, a dozen of the "Blue Devils," it was not a marker to the tumult that arose when, unannounced, except by the sudden playing of the band, a dozen of the "Blue Devils," it was not a marker to the tumult that arose when, unannounced, except by the sudden playing of the band, a dozen of the "Blue Devils," it was not a marker to the tumult that arose when, unannounced, except by the sudden playing of the band, a dozen of the "Blue Devils," it was not a marker to the tumult that arose when, unannounced, except by the sudden playing of the band, a dozen of the "Blue Devils," it was not a marker to the tumult that arose when, unannounced, except by the sudden playing of the band, a dozen of the "Blue Devils," it was not a marker to the tumult that arose when, unannounced, except by the sudden playing of the band, a dozen of the "Blue Devils," it was not a marker to the tumult that arose when, unannounced, except by the sudden playing of the band, a dozen of the "Blue Devils," it was not a marker to the tumult that arose when, unannounced, except by the sudden playing of the band, a dozen of the "Blue Devils," it was not a marker to the tumult that arose when, unannounced, except by the sudden playing of the band, a dozen of the "Blue Devils," it was not a marker to the tumult that arose when, unannounced, except by the sudden playing of the band, a dozen of the "Blue Devils," it was not a marker to the tumult that arose when, unannounced, except by the sudden playing of the band, a dozen of the "Blue Devils," it was not a marker to the tumult that arose when, unannounced, except by the sudden playing of the band, a dozen of the "Blue Devils," it was not a marker to the tumult that arose when, unannounced, except by the sudden playing of the band, a dozen of the "Blue Devils," it was not a marker to the tumult that arose when, unannounced, except by the sudden playing of the band, a dozen of the "Blue Devils," it was not a marker to the tumult that arose when, unannounced, except by the sudden playing of the band, a dozen of the "Blue Devils," it was not a marker to the tumult that arose when, unannounced, except by the sudden playing of the band, a dozen of the "Blue Devils," it was not a marker to the tumult that arose when, unannounced, except by the sudden playing of the band, a dozen of the "Blue Devils," it was not a marker to the tumult that arose when, unannounced, except by the sudden playing of the band, a dozen of the "Blue Devils," it was not a marker to the tumult that arose when, unannounced, except by the sudden playing of the band, a dozen of the "Blue Devils," it was not a marker to the tumult that arose when, unannounced, except by the sudden playing of the band, a dozen of the "Blue Devils," it was not a marker to the tumult that arose when, unannounced, except by the sudden playing of the band, a dozen of the "Blue Devils," it was not a marker to the tumult that arose when, unannounced, except by the sudden playing of the band, a dozen of the "Blue Devils," it was not a marker to the tumult that arose when, unannounced, except by the sudden playing of the band, a dozen of the "Blue Devils," it was not a marker to the tumult that arose when, unannounced, except by the sudden playing of the band, a dozen of the "Blue Devils," it was not a marker to the tumult that arose when, unannounced, except by the sudden playing of the band, a dozen of the "Blue Devils," it was not a marker to the tumult that arose when, unannounced, except by the sudden playing of the band, a dozen of the "Blue Devils," it was not a marker to the tumult that rose

The Eighth Man

The eighth man was picked up in a bag next morning and buried. The committee could have started bond subscriptions right then and there wouldn't have been a slacker in the house. "The Fighting Parson" Tells Experiences

Some first-hand information of what the fighting men of the Allies are enduring on the Western Front, of the barbarous fighting methods of the Germans, and their delight in killing deliberately the aged, the women and infants, and the hopes that the world is placing upon America to turn the tide to victory, was furnished in a most graphic manner by the Rev. Dr. Travis, an American of the Canadian forces, and known as the "fighting parson." Dr. Travis made a long address, but every bit of it was interesting. He declared that, although America had done much she had not done enough if victory was to be assured, and recalled the promises that had been made at our entrance into the war regarding the airplanes we were to put over the European lines. "We were under shell fire for months," he said, "and, by God, we never saw an American airplane, although I had told my comrades to look for the coming of machines bearing the star."

Sergeant Empey Pledges for Support

Sergeant Arthur Guy Empey, the author of "Over the Top," and perhaps known among the fighting men who have returned to relate their experiences, gave one of his characteristic addresses, during the course of which he related the experiences of Americans for their apparent lack of interest in, and support of, the war. He pictured a very dismal future unless America woke up, and incidentally made a strong attack upon pro-Germanism and the activities of German agents in this country, who, he said represented a greater menace than the Kaiser's army. He said the man to look out for was not the man who yelled "Hoch die Kaiser" in public, because he was brave but foolish and we knew where he stood. The fellow to guard against was the man with the American flag in his button hole and wearing Liberty Bond and Red Cross buttons, who worked to poison the minds of his neighbors.

"Does It Play All Records?"

Certainly Magnola does; and without any extra attachments, too. This is only one feature, albeit a very important one, of the up-to-date equipment of the Magnoliods. Magnola is "Built by Tone Specialists."
Empey asked for bids on a poster in oils representing "Victory," draped in an American flag and pleading for Liberty Bonds. The poster was the work of Agnes E. Mayer, a well-known portrait artist, with studios in New York, and the wife of Julian T. Mayer, chairman of the Liberty Loan Committee of the Allied Music Trades. Mrs. Mayer donated the picture for Liberty Loan work, and at various rallies it was the means of raising several hundred thousand dollars' worth of bonds.

"Victory," by Mrs. Julian T. Mayer

The bidding quickly jumped to $160,000, the successful bidder being H. L. Willson, of the Columbia Graphophone Co., who immediately returned the picture for further bids.

The oil painting of "Victory," which was auctioned off for bonds, was the work of Agnes E. Mayer, a well-known portrait artist, with studios in New York, and the wife of Julian T. Mayer, chairman of the Liberty Loan Committee of the Allied Music Trades. Mrs. Mayer donated the picture for Liberty Loan work, and at various rallies it was the means of raising several hundred thousand dollars' worth of bonds.

Carnegie Hall


Pianos: Julian T. Mayer, J. & C. Fischer; Frederick Steinway, Steinway & Sons; Mark Campbell, Brambach Piano Co.; William V. Swords, Aeolian Co.; E. P. Hamilton, Frederick Looser & Co., and George W. Gittins, Estey Piano Co.


Musical instruments and supplies: George H. Hilbert, of Carl Fischer, and A. W. Johnson.

Liberty Loan representatives: M. K. Parker and George P. Learned.

Director of publicity: Henry C. Brown, the Victor Talking Machine Co.

The HARPONOLA

A Talking Machine of Splendid Performance and within the means of the great American People

A machine that is within the means of the masses means quantity sales and quantity profits for the dealer. Take on the Harponola line and see for yourself how it sells.

Tone—Marvellously sweet.

Cabinets—Artistic to the highest degree.

Equipment—Most modern and best money can buy. Plays all records.

Send for fully descriptive illustrated catalogue. We will send you cases only or complete outfitted machines.

Guaranteed and Manufactured by

THE CELINA FURNITURE CO.

CELINA *** OHIO
EDISON FORCES PARTICIPATE IN LIBERTY LOAN PARADE

The employes of Thomas A. Edison, Inc., helped in a very material way to celebrate the success of West Orange in going “over the top” in the Third Liberty Loan drive. Robert A. Bachman, vice-president and general manager of the storage battery division, was grand mar-

shal, and one of his principal aides was William Maxwell, vice-president and general of the musical phonograph division.

One of the features of the parade was the attractive floats designed and built by Edison employes, a few of which are shown in the illustrations herewith, demonstrating the patriotism of the entire Edison organization in a very practical and forceful manner. The floats attracted much favorable comment for their artistic appearance.

NEW “LIBERTY” RECORD ALBUM

Important Additions to the Line of the Boston Book Co., Bound in Khaki

The Boston Book Co., manufacturers of record albums, have just placed on the market a timely and appropriate record holder. The album is bound in khaki and is very patriotic in appearance. J. M. Alter, president of the company, is the originator of this new product which has been named the “Liberty Album.” The binding itself attracts attention by the fact that it has a gold center imprint of Uncle Sam surrounded by ships, guns and other war material which will make the world safe for democracy, and is a fitting addition to the company’s products at this time. Over fifteen thousand of the “Liberty Albums” were sold on the first day of their release, thus demonstrating that the trade feels the new product will have a favorable reception from the public.

Scenes Taken During Recent Liberty Loan Parade in West Orange, Showing Edison Employes in Line, and Floats Built by Them
INVISIBLE HINGES

Preserve Beauty

In many beautifully designed, finely finished Talking Machines, Pianos, Music Cabinets, Piano Players and Stereophones, the elimination of the unattractive protruding Hinge is essential to preserve the beauty of the design.

Design and Construction

The fine cabinet work which is required in many instances to preserve the disguise of the instrument requires that the hinges be as inconspicuous as possible. SOSS Hinges are invisible.

WRITE FOR CATALOGUE "T"

SOSS MANUFACTURING COMPANY
435 Atlantic Avenue, BROOKLYN, N. Y.

WOMEN WORKERS ADORN UDELL FLOAT IN LOAN PARADE

On April 6 a Liberty Loan parade took place in Indianapolis which was unquestionably the biggest and most patriotic parade ever staged in that city. In this parade the Udell Works, well known manufacturers of music roll and talking machine record cabinets, participated with one of their big 35-ton trucks. This truck was loaded with some of the good looking women that are now so conspicuous around the Udell factory. The sign displayed on the top of the truck was 12 feet long by 3 feet, wide. The slogan on the sign brings out the excellent point that the Udell Co. is helping to win the war by employing female labor, thereby releasing men for military service.

MANY INTERESTING ARTICLES

To Be Found in the Latest Issue of the Columbia Record—Advertising Plans and Window Displays Used by Local Dealers Featured

Volume 2 of the "Columbia Record" in its new form reached Columbia representatives recently, and this very successful house organ, which is intensely practical in its make-up and arrangements, has won high praise.

There are many interesting articles in this issue, including the result of a tone test down South, where the Columbia Grafonola won first place by a substantial margin, and a timely article featuring the Grafonola military truck, which was recently introduced. There are several articles on different phases of Columbia advertising, one article emphasizing the big selling idea which is in back of the establishment of many new agencies for that instrument in this territory. Among the new dealers recently recorded are: R. C. Gaddis, Laurel, Miss.; Sharp Furniture Co., Natchez, Miss.; T. M. Biossat, Lafayette, La.; Hyde Drug Co., Poplar, Miss.; Richard Bell Furniture Co., Lake Providence, Miss.; J. McGrath & Sons, Brookhaven, Miss.; J. E. Briggs Jewelry Co., Fayette, Miss.; Picon Drug Co., Eunice, La.; J. J. Hollins Jewelry Co., Jennings, La.; W. Hemingway, Vicksburg, Miss.; Harry Hollins Jewelry Co., Crowley, La., and the Heidelberg Furniture Co., Hattiesburg, Miss.

The fellow who gives as little as he can get thereby gives men for military service.

NEW ORLEANS BRANCH DOING WELL

Many New Brunswick Agencies Established in That Section of the Country

NEW ORLEANS, La., May 4—The local branch of the Brunswick-Balke-Collender Co. reports a very large sale of Brunswick phonographs and the establishment of many new agencies for that instrument in this territory. Among the new dealers recently recorded are: R. C. Gaddis, Laurel, Miss.; Sharp Furniture Co., Natchez, Miss.; T. M. Biossat, Lafayette, La.; Hyde Drug Co., Poplar, Miss.; Richard Bell Furniture Co., Lake Providence, Miss.; J. McGrath & Sons, Brookhaven, Miss.; J. E. Briggs Jewelry Co., Fayette, Miss.; Picon Drug Co., Eunice, La.; J. J. Hollins Jewelry Co., Jennings, La.; W. Hemingway, Vicksburg, Miss.; Harry Hollins Jewelry Co., Crowley, La., and the Heidelberg Furniture Co., Hattiesburg, Miss.

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SONORA SALES SERVICE

Individual Sales Service for Dealers Introduced by Sonora Phonograph Sales Co., Inc.

The Sonora Phonograph Sales Co., Inc., has introduced a dealer's individual sales service, which is well calculated to produce excellent results for Sonora dealers. This service will be issued each month, and in its present form constitutes one of the most complete and valuable dealer helps that has ever been prepared. A brief summary of this sales service will give some idea of its practicality, although this resume hardly does justice to the quality and attractiveness of the many helps included in the service.

According to this summary this service will include the following: 1. Answers to questions the dealer wishes to ask about his business. 2. Large window display frame with monthly card change. 3. Small window display frame with card change. 4. Appropriate window display material of a decorative nature. 5. Examples of good form letters. 6. Printed post cards to send to prospects. 7. Leaflets, catalogs and folders to send to prospects. 8. Suggestions on selling. 9. Methods of securing filing and using prospects' names. 10. Ideas as to effective office furniture, files, cabinets, etc. 11. Electro- types or matrices of several suitable advertisements monthly, and special advertisements made to the dealer's order. 12. A certain amount of stationery free—the rest at cost. 13. Special signs of various kinds. 14. Moving picture slides. 15. Latest advance news of what other dealers are doing throughout the country.

Frank J. Coupe, director of advertising and sales for the Sonora Phonograph Sales Co., is in charge of this very important work, and is being ably assisted by L. C. Lincoln, who is now associated with the Sonora advertising division under Mr. Coupe's direction. Mr. Lincoln is well known in the piano and talking machine fields, having previously been advertising manager of Otto Wisner, Inc., where he was very successful. Sonora dealers throughout the country are enthusiastic regarding the new service, and Mr. Coupe confidently believes that every Sonora representative throughout the country will soon be enrolled for this monthly service.

"MAGNET" DECALCOMANIE NAMEPLATES

Pamphlets with fac-simile illustrations and prices mailed on request.

SMITH-SCHIFFLIN CO.
126 Liberty Street
New York City
Heineman guarantee.

Heineman guarantee. He has been achieving signal success in New York, has been and in the Graves Music Store here.

Donald Smith, who has been with the Meier & Frank talking machine department of the Graves Music Store here, has had a great deal of experience in the talking machine business, having been with the Wiley B. Allen Co. in Portland and with Sherman, Clay & Co. in Spokane, Portland and Seattle. He has recently been at the Graves Music Store here.

The Otto Heineman Phonograph Supply Co., New York, has been on the market a comparatively short while, has met with the hearty approval and endorsement of the talking machine manufacturers throughout the country. This company's talking machine, which, although it has been on the market a comparatively short while, has met with the hearty approval and endorsement of the talking machine manufacturers throughout the country.

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Passing of the New Man Power Bill Causes Much Uneasiness in Talking Machine Trade—Expected That the Trade Will Survive Any Upheaval—Women Will Help Solve Labor Problem—The United States Import Embargo—New Editor for "The Voice"—What the Various New Record Lists Have to Offer—Supplying Machines and Records to the Fighting Men—Experimenting With Substitutes for Steel Needles—Records by the Late Lord Roberts—General Trade News of the Month

LONDON, ENGLAND, E. C., April 26. —During the last few months nothing so seriously untoward has happened, as things go these times, to mar the general belief of a steady future of war-time prosperity for the talking machine trade as the passing of the new man-power bill. In common with other trades, it will materially affect the gramophone industry in more ways than one. But only for a time, I think.

Let us examine the situation calmly, in the light of the nation's need. In the latter sense, however much one may feel inclined to deplore the recent reverse to the British arms and its probable result, the potent fact remains that the Allies are as ever determined to brook no thought of defeat. There is some consolation in the fact, too, that history is only repeating itself—that, however we muddle through, we shall eventually get there all the same. The war has become more than ever a national one and shall eventually get there all the same without the callup of any of the Allies as ever determined to brook no thought of defeat.

Among the luxury trades to be "combed" is the musical instrument industry, most sections of which are specifically mentioned in the official schedule. Whether this comb is to operate at once or gradually has not been clearly defined, but this much is certain—a strict cancelation of exemptions held by the eighteen to forty-one men of grades one and two or not of grade three.

Men of the first category coming within the new age extension limit will doubtless be called up almost immediately; those of category two, gradually, and of the third class not at all unless, of course, conditions develop which may render it necessary.

With the aid of women it is the forty to sixty men who have kept alive the output of records—only just. Indeed, during the height of the season output has fallen short of demand. We start then with a new demand for men that will be spared from an already labor-pressed industry. Yet these men are necessary in the national interests, and they must go, however much one regrets the cause which has made it necessary. How to replace them?—that is the question. On the one hand suitable female labor is growing more scarce each day; on the other, the gramophone trade is determined to somehow survive. That it will triumph I have not the slightest doubt. There may be vacant places at the factory benches or the pressing tables for a time. That cannot be avoided. Salvation must come through two sources, the women and time-expired or discharged soldiers. A further demand must be made in the columns of the daily press and employment agencies for women, and if need be the rate of pay for each "accepted" record must be slightly increased. No effort must be spared to bring in as quickly as possible the largest number of women so that when the men have to go they may be semi if not wholly proficient to carry on the good work of providing the nation with a plentiful supply of music.

To fill up the gaps I am of opinion that to a great extent reliance will need to be placed upon women rather than ex-soldiers, since, if medically fit, few of the latter can withstand for long a close atmosphere, particularly the heat of a record-pressing room, after their open-air life. Still, there exists a very large reservoir of discharged men from whom to choose a suitable number, and for some time I believe record manufacturers have been taking advantage of this class of labor.

Given a due recognition of the immediate need for persistent effort, there should be no prolongation of shortage of factory labor, and in this regard I am much more hopeful of the situation than of the likely effect of the new bill on the executive and administrative side of our industry. The loss of the men upon whom devolves the necessity for that sink into all minds, and we shall the more easily resign ourselves to the drastic action centered in the new bill which provides for the wholesale cancelation of exemptions and the call up all of citizens between the ages of eighteen and fifty.

Now, as to its effect. That there will be a temporary dislocation and upheaval of commercial life there can be little doubt. Deletion has been brought to such a pitch that one is inclined to think trade will suffer more by withdrawal of men from the administrative side than by the calling up of subordinates and general routine workers.

Among the luxury trades to be "combed" is the musical instrument industry, most sections of which are specifically mentioned in the official schedule. Whether this comb is to operate at once or gradually has not been clearly defined, but this much is certain—a strict cancelation of exemptions held by the eighteen to forty-one men of grades one and two or not of grade three.

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Given a due recognition of the immediate need for persistent effort, there should be no prolongation of shortage of factory labor, and in this regard I am much more hopeful of the situation than of the likely effect of the new bill on the executive and administrative side of our industry. The loss of the men upon whom devolves
all the responsibility for the successful conduct and administration of large businesses is regarded in trade circles with something like consternation, though, forsooth, in no spirit of cavil.

Their chief concern is to reconcile the official call with their very natural anxiety for the carrying on of businesses which have been nursed through the years for a period of some years to a state of prosperity. It is rightly said these times that no man is indispensable. True enough though it may be, how is replacement to be affected when all men of the same class have also to direct their services into State channels?

FROM OUR LONDON HEADQUARTERS—(Continued from page 107)

THE TALKING MACHINE WORLD

108

108

[70x881]cision now is better than a ton of effort a month of preparation.

[71x682]disheartening as at present appears.

[72x484]music is absolutely essential.

[73x329]sued a list of commodities, licenses for the importation of which cut deep into the minds of all thinking men. His advocacy of conscription was for-
company on a series of six records. These records find many buyers these days, though in this regard it is seldom one comes across a public reference to them. One would have thought to the contrary. Curious to relate, the first public announcement of these records I have seen for a long time reaches me from the Emerald Isle, of all places! It is in the form of an advertisement by Thos. Edens Osborne, the great Belfast factor, whose temerity would be surprising were it not that he evidently knows his public. That a demand is anticipated is distinctly pleasing, and I hope the results will prove even more so.

Gramophone Outfits for Jack and Tommy

There is no general conspiracy to provide our soldiers and sailors with free gramophones and records, but it is really surprising the several channels which exist for their distribution and collection from a generous public. One of the most popular organizations for this purpose is the Daily Express Cheery Fund, which under the guidance of our named "Orion" dispenses all sorts of games and amusements to the different services. Free "drawings" have been instituted for outfits consisting of a fine Columbia trench gramophone, six double records and a thousand needles. Any soldier or sailor acting for a group of comrades may participate by making application, countersigned by an O. C., to the Daily Express office, London. The "drawings" take place periodically, the outfits being equally divided between the two services. This scheme about forty free gramophone outfits, value nearly £10 each, have been distributed in a few weeks. The demand is, of course, greater than the supply, which is dependant upon a generous public. Unless more funds are subscribed within the near future there will be a falling off in the number of outfits available for distribution. Here is a chance therefore to supplement Orion's splendid efforts to provide the right kind of amusement for the rest camps behind the line—the line that keeps the enemy from desecrating our Homeland. Who will help? Any reader wishful of so doing either in goods or in hard cash should communicate with Orion at the above address, and receive his grateful acknowledgment. Do it to-day!

The Shortage of Steel—Substitutes for Needles

Owing to the available supplies of steel for all purposes other than war work having been seriously curtailed, recourse has been had to substitutes for the ordinary steel gramophone needle. A measure of success has been achieved by two or three enterprising firms in the direction of sharpening by a special process old or used needles, but this method does not seem to have overcome before this substitute can be regarded as likely to materially counterbalance the steel needle shortage, owing in part to its soft tone, and mainly to the initial expense of the repointing equipment. Where volume is the great desideratum, as it is with a large circle of gramophonists, the fibre point makes little or no appeal, and, except of necessity, is scarcely likely to displace the steel needle. There are several points on the market, and a glass one, too, I believe. But what I have seen and heard of these types does not impress me with any favorable leaning towards them. The best qualities are hard and strident, to say nothing of the abnormal damage they cause to the record sound walls. Experiments, I am told, with the ordinary bass thorns, have given delightful results from the viewpoint of tonal quality. But here again the work of their collection and shaping precludes the general use of such, as it is not a commercial proposition by any means.

A more interesting prospect is furnished by the suggestion to utilize the spines from hedgehogs. This suggestion is reported as a 'discovery' by an army officer, who has tried the plan with great success. He gives it as his opinion that there is nothing to equal the purity and detail of tone derived from a hedgedgehog spine, and recommends all gramophonists to try it. It is a somewhat dangerous piece of advice, I think, though amusing to picture a band of music lovers indulging in the noble sport of hedghecog hunting. I think, after all, 'twere better not to forsake the steel needle!

A Special Sunday at Home Program

Quite a novelty in record lists is announced by the British Zonophone Co. It comprises a program embodying sacred, classical and semi-religious music, suitable for Sunday recreation for the family circle. The idea has caught on immensely among the wholesale and retail trade, and many a live dealer reports the inaugura- tion of special period sales, coupled with local advertising and attractive window dressing. It is certainly an unique opportunity for a big local sales campaign.

A Gramophone Firm's "Tank" Contribution

As mobile banks, the Tanks have been doing great things around the country. The story of an individual firm's contribution makes interesting reading, as reflecting the determination of the people to see the war through to the bitter end. One week's contribution from Brown Bros., Ltd., and their staff amounted to no less than £3,500, representing a further investment of £5,000 by the firm, and needle stock by its members' War Savings Association. If every firm did as well as this in the purchase of certificates and bonds when the Tank calls, there will be little need of worrying about the financial part of the war. Many other music trade concerns have also made substantial contributions. The Adventures of Four "H. M. V." Records

In a letter to the Gramophone Co. Ltd., a captain in the R. E.'s outlines an interesting story of the adventures of four records. He writes: "After doing their bit in the Cambrai

Soundboxes

IF you are after a genuine offer of soundboxes, you'll do well to communicate with us immediately. We have tens of thousands of perfect soundboxes, fitted with the best quality mica. Confidently recommended for cheaper machines, absolutely reliable and give excellent reproduction. Price to clear $50 per gross, F. O. B. London.

Orders for less than gross lots not accepted

Wire "Katoalga, London".

W. H. Reynolds (1915) Ltd.

45, City Road, London, E. C.

Write for new illustrated Complete Catalogue

Guardsmen's Records

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., Recordings 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.

TRADE MARK

Cables: Duarrab, London.

WANTED—Manager for phonograph department. A man with organizing ability and selling experience (with Edison phonographs) preferred. A good proposition will be offered to the party who can show results. Apply with full references, character, and address, to Layton Sales, 550 St. Catherine St., W., Montreal, Canada.

WANTED—A manager for our phonograph department at our Ottawa warerooms. Apply with reference to C. W. Lindsay, Ltd., 512 St. Catherine St., W., Montreal, Canada.

WANTED—A thoroughly experienced man in selling and ordering records; one experienced in Victor and Columbia records preferred; capable to take charge of record department for a leading firm in large Western coast city. Good permanent proposition to right party. Must be a business producer and know how to handle other record sales people and get results. References required. Address "Box 517," care The Talking Machine World, 373 Fourth Ave., New York.


WANTED—High-class salesman in our wholesale department to cover Southern States principally. Excellent position for high class salesman. Must be energetic and enjoy a reputation for integrity and honesty. Address "The Talking Machine World," Phonograph Co., 218 North Second St., Richmond, Va.

SALESMEN wanted to sell phonograph dealers nationally advertised very successful phonograph attachment. Will give exclusive rights in territories of six States each or less contribution for getting results. Address "A. P. 30," care The Talking Machine World, 209 South State St., Chicago, Ill.

WE WANT JOBBERS to represent us and sell our product in Ohio, Wisconsin, Illinois, New York State, Louisiana, Connecticut, Georgia, Minnesota, Montana, New Jersey, Michigan, Texas and Missouri. We manufacture high grade tone arms, Edison machines, Clyde machines, also high grade reproducers for use on Victor, Columbia, Sonora and Edison disc machines. We have recently enlarged factory space, and can make quick deliveries of large quantities. Write for information, New England Talking Machine Co., 10-18 Beach St., Boston, Mass.

TO THE TRADE—Have just brought 15,000 records. Closing out in hundred lots. Full details will be given upon inquiry. Address Jos. Dumas, 54 West Lake St., Chicago, Ill.

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. No samples to carry. Article very much in demand. In answering please state territory you are now covering. Address Morton J. Ross Music Co., 54 West Lake St., Chicago, Ill.

POSITION WANTED—Mechanic with fifteen years' experience constructing and repairing phonographs of all makes. Will do any kind of work and make up to 12 phonographs per day. Address "Box 144," care The Talking Machine World, 373 Fourth Ave., New York.

WANTED—Salesmen, district to dealers, filling cabinets for phonograph machines, no samples required. Address "Automatic Container Co., 506 Republican Blvd., Chicago.

WANTED—Young man, married, would like to get position anywhere in talking machine line where there is a chance for advancement. City or country. Can be used as all-around man, as there is a chance for advancement. Address "Box 500," care The Talking Machine World, 373 Fourth Ave., New York.

WANTED—Salesman, district to dealers, filling cabinets for phonograph machines, no samples required. Address "Automatic Container Co., 506 Republican Blvd., Chicago.

WANTED—Young man, married, would like to get position anywhere in talking machine line where there is a chance for advancement. City or country. Can be used as all-around man, as there is a chance for advancement. Address "Box 500," care The Talking Machine World, 373 Fourth Ave., New York.

WANTED—CAN لعبة factory manager and designer wishes to make a change. Thoroughly familiar with up-to-date methods. Forty years' experience. Desires position as manager of the phonograph department at the largest company in this country. Address "A. P. 30," care The Talking Machine World, 373 Fourth Ave., New York.

MECHANIC with 15 years' experience constructing and repairing phonographs of all makes, part of your time as repair man, large firm with one of the largest phonograph sales in the country. Desires work with large company and capable executive, thoroughly efficient with modern methods. Can furnish hundreds of references. Address "Box 144," care The Talking Machine World, 373 Fourth Ave., New York.

WANTED—Experience in every phase of the art. Years' experience in every phase of the art. Successful experience in every phase of the art. Address "Box 519," care The Talking Machine World, 373 Fourth Ave., New York.

WANTED—Position as salesman or department manager by well established firm. At present in charge of talking machine department of large Western music house. Six years' experience in Victor exchanges, also experience in cylinder and phonograph exchanges. Desires position as manager of exchange, with which will furnish the references you want. Prefer from west of Chicago. Address "R. J. W.," care The Talking Machine World, 373 Fourth Ave., New York.

WANTED—Thoroughly experienced phonograph man or manager. Good standing in phonograph establishment, can vouch for seventy-five thousand dollars pure business to his credit, low grade credentials. Address G. H. Coryell, Strasburg, Ohio.

WANTED—Salesman. Experience in every phase of the art. Positions which I would gladly turn over along with my services to the right concern. Address "Box 519," care The Talking Machine World, 373 Fourth Ave., New York.

The present invention relates to automatic record-repeating means for phonographs and the like, the features and advantages of which will be apparent to those skilled in the art from the following description in connection with the drawings.

In the latter, Figure 1 is a plan view of a phonograph comprising one embodiment of the record-repeating means, said figure showing the parts in set position with the record playing; Fig. 2 is a similar view except that the parts are shown in tripped position with the needle and sound box lifted off the record and in the act of being carried back by the conveyer to be replaced on the record at its starting point; this figure further illustrates a change in the adjustment of the device to make it do this for a smaller record, e. g., a ten-inch record, whereas Fig. 1 shows the adjustment for a twelve-inch record. Fig. 3 is a plan view, on an enlarged scale, of the mechanism underlying the turntable; Fig. 4 is a vertical section partly in elevation on the line 4-4 in Fig. 2 looking in the direction of the arrows; Fig. 5 is a similar view on the line 5-5 in said Fig. 3. Fig. 6 is an underneath fragmentary view of the turntable on a larger scale to illustrate the movable dog carried thereby; Fig. 7 is a vertical section partly in elevation on the line 7-7 in Fig. 6 looking in the direction of the arrows; and Fig. 8 is an enlarged detail of Fig. 1, the switch member being shown adjusted for as a ten-inch record. Fig. 9 is an enlarged sectional view on the line 9-9 in Fig. 2, looking in the direction of the arrows, and Fig. 10 is a vertical section on line 10-10 in Fig. 3.


This invention relates to improvements in volume controlling apparatus for sound reproducing machines. An important object of the invention is to provide apparatus of the above mentioned character, which is attractive in appearance, highly efficient in operation, and convenient to actuate.

Figure 1 is a side elevation of apparatus embodying the invention. Fig. 2 is a detail transverse section through the lower track for the panel curtain. Fig. 3 is an enlarged horizontal, sectional view through a portion of the panel curtain. Fig. 4 is a horizontal sectional view taken on line 4-4 of Fig. 1, and Fig. 5 is a transverse sectional view taken on line 5-5 of Fig. 4.


This invention has for its object to provide a device for sharpening needles, and which is particularly adapted for sharpening needles of metal or other material used on talking machines.

The invention has for its main object to provide a needle-sharpening attachment for sound-reproducing instruments constructed and arranged with relation to the sound box thereof, and the horn carrying such sound box so that when it is desired to sharpen a needle engaged with the sound box the latter may be swung on the pivot of the horn so that the needle enters the sharpening means and is held firmly in position with relation to the sharpening element, and may then be sharpened and returned to normal position for playing further talking machine records.

The invention has for its further object to provide a small, simple and efficient device of the character set forth which may be easily attached to the casing of a sound-reproducing instrument in position for ready operation to re-sharpen needles used therein and held in position with the sound box the latter may be swung on the pivot of the horn so that the needle enters the sharpening means and is held firmly in position with relation to the sharpening element, and may then be sharpened and returned to normal position for playing further talking machine records.

Another object is to provide a device of this character which is resilient in its nature so as to readily accommodate itself to varying conditions, due to the use of longer or shorter needles.

Another and primary object of the present invention is to provide a cleaning brush which may be mounted upon the stem of the needle post of a sound box and which will lie with its brush portion transversely of the line of movement of the record so that with the lateral movement of the needle as it engages the sides of the record groove, the brush will also move laterally and as a result of this movement will more thoroughly clean the record groove.

Another object is to provide a structure in which, while the brush portion is movable vertically with respect to the needle and is held against the record by spring action, there will be resistance to lateral movement of the brush with respect to the needle so that the brush will move with the needle positively as stated above.

Another object is to provide a device of this character in which the cleaning element or brush can be removed when worn out and a new one placed therein, without the necessity for removing the device from the phonograph.

In the drawing: Figure 1 is an enlarged elevation of the invention applied to the needle clamp of a phonograph sound box; Fig. 2 is a fragmentary section on the line 3-3 of Fig. 2; Fig. 4 is an enlarged sectional view on the line 3-3 of Fig. 1.


This invention has for its object to provide a universal talking machine tone arm for use with records of both the bottom cut and side cut types and particularly those familiarly known as the Victor, Edison and Pathé records.

Another object of the present invention is to dispense with the necessity for attaching any parts of the tone arm when it is desired to play one or the other make of records, but to enable this to be done by simply moving parts into and out of operative position and which can be done easily and quickly by any user without special skill or instruction.

A further object of the present invention is to provide a structure in which, while the brush portion is movable vertically with respect to the needle and is held against the record by spring action, there will be resistance to lateral movement of the brush with respect to the needle so that the brush will move with the needle positively as stated above.

Another object is to provide a device of this character which is resilient in its nature so as to readily accommodate itself to varying conditions, due to the use of longer or shorter needles.

Another and primary object of the present invention is to provide a cleaning brush which may be mounted upon the stem of the needle post of a sound box and which will lie with its brush portion transversely of the line of movement of the record so that with the lateral movement of the needle as it engages the sides of the record groove, the brush will also move laterally and as a result of this movement will more thoroughly clean the record groove.

Another object is to provide a structure in which, while the brush portion is movable vertically with respect to the needle and is held against the record by spring action, there will be resistance to lateral movement of the brush with respect to the needle so that the brush will move with the needle positively as stated above.

Another object is to provide a device of this character in which the cleaning element or brush can be removed when worn out and a new one placed therein, without the necessity for removing the device from the phonograph.

In the drawing: Figure 1 is an enlarged elevation of the invention applied to the needle clamp of a phonograph sound box; Fig. 2 is a fragmentary section on the line 3-3 of Fig. 2; Fig. 4 is an enlarged sectional view on the line 3-3 of Fig. 1.
TALKING MACHINE Sound Box.—Thomas F. Jones, Maywood, Ill. Patent No. 1,258,341.

This invention relates to sound boxes of talking machines, and its object is to provide a new and improved mounting therefor whereby it is free to rotate about its own axis rather than swing bodily about an axis outside of itself, this arrangement resulting in advantages.

Figure 1 is a side elevation of a fragment of the tone arm of a talking machine and the sound box carried thereby; Fig. 2 is a plan view thereof; Fig. 3 is a section on the line 3—3 of Fig. 2, and Fig. 4 is a section on the line 4—4 of Fig. 1.


This invention has reference to sound reproducing machines and particularly to provide an apparatus that is readily applicable to and used in conjunction with pianos so that a phonograph mechanism may be used either independently of or in conjunction or harmony with a piano. A more especial purpose of the invention is to afford a novel drive or controlling mechanism that permits ready application of the device to a piano structure. Another object of the improvement resides in the novel construction and relationship of the horn to the record table, so as to create a maximum of sound volume and clearness in a minimum space and with due regard to the simplicity of the construction.

In the drawings: Figure 1 is a front elevation of a piano, with a portion of the case broken away, and showing the application of a preferred form of the invention; Fig. 2 is a horizontal sectional view on the line 2—2 of Fig. 1; Fig. 3 is a front elevation of the upper part of the piano case, with the record table in playing position; Fig. 4 is a horizontal sectional view showing the position of the record table when not in operation; Fig. 5 is a plan view of the keys and key levers; Fig. 6 is a central vertical sectional view of the record table; Fig. 7 is a plan view of the same partially broken away; Fig. 8 is a perspective view of the housing and horn for the record table; Fig. 9 is an enlarged detail view showing the hinge connection between the two parts of the record table; Fig. 10 is a sectional view taken through the hinge portion of the table and showing the latter in its folded and inoperative position, and Fig. 11 is a sectional view of the housing and horn for the record table.


The object of this invention is to provide an improved tone arm for talking machines. More particularly, it is one of the objects of the invention to provide a tone arm in which the passages for the sound waves are constructed almost entirely of wood. By using a wooden tone arm, the objectionable metallic, harsh or scratching sounds accompanying tone reproduction in talking machines may be almost entirely eliminated and only the tones sought to be reproduced are heard. This invention further provides a wooden tone arm of a certain novel interior construction whereby a clearer and more soft tone reproduction is obtained.

Figure 1 is a view, partly in section, of a tone arm and sound box embodying the invention; Fig. 2 is a plan view of the supporting bearing for the tone arm.


This invention relates to and is applicable to a talking machine embodying a record playing mechanism comprising the supporting means. A more especial purpose of the invention is to produce a device whereby the reproducer will be securely and sturdily fastened to a device for securing the reproducer or speaker of a talking machine to the tone arm, and to provide an object to produce a device whereby the reproducer is securely locked to the tone arm, and cannot be removed by an unauthorized person.

In the drawings: Figure 1 is a rear elevation of a reproducer partly in section, the section being taken on the line 1—1 of Fig. 2; Fig. 2 is a section on the line 2—2 of Fig. 1; Fig. 3 is a plan view of the lock with the thimble in section; Fig. 4 is an elevation of the end of the tone arm; and Fig. 5 is an elevation of the key.


This present invention relates to improvements in sound boxes and comprises improvements whereby the sound box can be converted to play either lateral or vertical wave records.

In the latter Figure 1 is a face-view of a sound box illustrating one form or embodiment of this improvement shown as if playing a lateral-wave disc record. Fig. 2 is a partial edge view of the sound box in Fig. 1; Fig. 3 is similar to Fig. 2 except that it shows the device adjusted as if to play a vertical-wave disc record; Fig. 4 is an enlarged vertical section partly in elevation on the line 4—4 in Fig. 2 looking in the direction of the arrows; Fig. 5 is a modification of the view being otherwise substantially the same as Fig. 4; and Fig. 6 is a side view of one of the parts in Fig. 5.


This invention relates to hinged cover supports for talking machine cabinets and the like.

One object of the invention is to provide means for holding the cover open through the instrumentality of suitable mechanism controlled by the tension of a spring.

Another object resides in the provision of a reproducer or speaker of a talking machine to the tone arm, and to provide an object to produce a device whereby the reproducer is securely locked to the tone arm, and cannot be removed by an unauthorized person.

In the drawings: Figure 1 is a rear elevation of a reproducer partly in section, the section being taken on the line 1—1 of Fig. 2; Fig. 2 is a section on the line 2—2 of Fig. 1; Fig. 3 is a plan view of the lock with the thimble in section; Fig. 4 is an elevation of the end of the tone arm; and Fig. 5 is an elevation of the key.


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(Continued from page 113)

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